



50 YEARS OF WELTHUNGERHILFE HISTORIC MILESTONES

'Don't ever stop what you are doing, don't ever stop your awareness raising campaigns that highlight the situation in the Third World! You have probably already noticed, once you have started with this kind of work, it won't let you go. Which is as it should be, as this kind of work is never done. It will never be finished.'

Dr. Binay Ranjan Sen, 1982 on the occasion
of Welthungerhilfe's 20th anniversary

CONTENTS

5	Introduction
8	History: 1962 - 1969
14	History: 1970 - 1999
20	History: 2000 - 2012
26	Development: How a project comes into being
28	Competency: Cooperating with partners
30	Heads: Welthungerhilfe's leading representatives
36	Future: Millennium Villages initiative



Welthungerhilfe was founded on 14 December 1962 at the Beethovenhalle assembly hall in Bonn.

INTRODUCTION

Welthungerhilfe will be celebrating its 50th anniversary in 2012 - during these five decades, countless people have dedicated their lives, power and energy to the organisation and its activities. As Dr. B. R. Sen, then Director-General of the Food and Agriculture Organisation of the United Nations (FAO) emphasised 30 years ago: the work of aid agencies is all-important, it is literally vital. This applies as much today as it did then. Welthungerhilfe and its supporters continue to fight for a common goal:

People all over the world have the right to live an empowered and dignified life with equal opportunities - free from hunger and poverty.

Welthungerhilfe started out as a small agency run by four people from an office based in an ordinary residential flat. It grew over the years, and is now a major organisation employing almost 400 staff at national and international offices, as well as over 2,000 local aid workers. In the 50 years of Welthungerhilfe's history, it has helped to construct countless wells and irrigation channels in order to bring barren fields to life again, completely altering people's prospects in the process. During all that time, Welthungerhilfe's national and international donors and supporters, staff and partners have always pursued one common goal, which is why they have been able to make a difference: life has improved for many people living in developing countries in Asia, Africa and Latin America.

The following text recounts Welthungerhilfe's history, highlighting the milestones, people and events that have contributed to making the organisation what it is today: one of the largest independent private aid agencies in Germany, bound neither to a political party nor to a particular religious faith, broadly and securely established in German society through member organisations, donors and supporters.

This text gives an insight into Welthungerhilfe's story so far. It is also a record of half a century's worth of exciting and significant key moments.

KEY EVENTS IN THE HISTORY OF WELTHUNGERHILFE - A CHRONOLOGY



1962 – 1969

WELTHUNGERHILFE'S EARLY DAYS

Welthungerhilfe primarily owes its existence to one man who lived at a time when the concept of 'Helping People to Help Themselves' was not as widely accepted as it is now: Dr. Binay Ranjan Sen, Indian diplomat and Director-General of the FAO (Food and Agriculture Organisation of the United Nations) from 1956 to 1967. 'The message that any individual or small group could and should do something about it had to be spread around the globe. And we achieved that. The 'Helping people to Help Themselves' principle is now globally recognised.' In 1982, when Sen gave this interview and took stock of his work, his former dream had already come true: people in the developing countries had internalised the principle of 'Helping People to Help Themselves', both as individuals and as a group. The people whom Welthungerhilfe supported became actively involved in programme planning and implementation and subsequently took over the responsibility for their projects. During Sen's first years with the FAO, the 'helping People to Help Themselves' principle did not yet work. Sen recalled that it was usual to distribute aid amongst the people in the developing countries 'as a top-to-bottom handout.' However, he has always fought against this kind of patronising behaviour: 'I intended to make my concept of self-help and its urgent necessity known all over the world. I was absolutely convinced that it would not do much good to encourage the poorest of the poor to beg for alms.'

Birth of Welthungerhilfe

The terrible famine in India in the early 1960s caught the global public's attention. In view of the disaster that had befallen his native country, Sen appealed to the world to combat famine and initiated the 'Freedom from Hunger Campaign' (FFHC) under the FAO umbrella. The goals of the FFHC: raising global public awareness and permanently eradicating hunger everywhere. The campaign was based on the principal idea of founding committees in the industrialised countries to lend support to projects in the developing countries. The industrialised countries' general public was to be made aware of the fact that people were starving in many other parts of the world. Correspondingly, committees were to be established in countries where the population suffered from food insecurity in order to advance the success of these schemes. The idea was that solutions for overcoming hunger were to be found together, which would then be implemented through joint efforts. From the outset, the FHCC did not intend to concern itself with short-term relief measures such as distributing agricultural surplus.

And the FAO Director-General's appeal did not fall on deaf ears! Over the subsequent months and years, national committees were established worldwide to commence the battle against hunger. The appeal was also heeded in Germany: On the 14th of December, 1962, the 'Deutscher Ausschuss für den Kampf gegen den Hunger', the German committee for the fight against hunger, was founded in Bonn on the initiative of the then Federal German President Heinrich Lübke (term of office: 1959 - 1969). 'Welthungerhilfe' later emerged from this committee.

Members of the committee included representatives of all political parties represented in the Bundestag at the time, representatives of the two predominant religious denominations and representatives from various organisations and professional associations such as the Bundesverband der Deutschen Industrie (BDI, the Federation of German Industries) or the Bauernverband, the German farmer's association. Then as now, the Welthungerhilfe General Assembly includes representatives from all groups relevant to social life in the Federal Republic of Germany. From 1962 onwards, the committee was headed by Konsul Fritz Dietz, then President of the German Federation of Wholesale, Foreign Trade and Services. The Federal German President Heinrich Lübke was the committee's patron.

All beginnings are difficult

However, during the first years of its existence, the 'German Committee for the Fight against Hunger' could not be as active as originally envisaged as it had been assumed that it would be possible to finance the committee's work, particularly the day-to-day operations and the staff needed to manage these, through private donations at the time of the committee's establishment. Due to this assumption, the Federal German purse did not provide the committee with any funds. Yet the hoped-for financial contributions from private donors initially failed to materialise. In the first years, the committee's work therefore suffered major setbacks as there was no paid full-time operations manager, nor were there any paid staff. All of the committee's work was carried out by a team of dedicated volunteers. Konsul Dietz's efforts to obtain some kind of start-up funding had remained fruitless for a number of years, and he finally resigned from his position as Chairman of the committee in 1965.

Former Federal Minister Hans-Joachim von Merkatz subsequently took over from him in the same year. With the help of a number of volunteers, he managed to get the committee off the ground. Von Merkatz convinced the Deutsche Stiftung für Entwicklungsländer, now the German Foundation for International Development, to make some office space available to the committee. Germany's two predominant religious denominations were willing to support the work with 30,000 Deutschmarks. Motivated by this show of solidarity, the volunteers started to plan the first campaigns. **A beginning had been made!**

Thanks to the volunteers' tireless commitment, the 'German Committee for the Fight against Hunger' was invited to take part in an exhibition at the German Museum of Bread Culture in Ulm in 1966. The motto: **'Bread against Hunger'**. The exhibition was well-attended, and many visitors asked for information material on the work of the committee. It was the first time that the public openly engaged with the agency that later became Welthungerhilfe, its goals and its work. As of this point in time, the Welthungerhilfe office started to prepare and distribute agency information material aimed at the public. The first Welthungerhilfe benefit event took place in 1967 inside Rolandseck (Remagen) station, where the renowned French pantomime artist Marcel Marceau gave several performances in aid of Welthungerhilfe. According to that year's annual report, the performances were well-attended 'despite the considerably dearer admission charges'.

As Bernd Dreesmann, who was appointed Secretary General in 1969, remembered the occasion over 40 years later: 'For the first time ever, VIPs were asked to pay instead of receiving complimentary tickets'. The admission charge was 6 Deutschmarks. The money raised in this way was then donated to Welthungerhilfe. The only snag was: 'Some of those attending the performance did not want to pay at all and tried sneaking past the cash desk', the then Secretary General Bernd Dreesmann recalls. 'But that was where my wife Jutta was holding the fort. And she didn't let anybody in without a ticket!'

The benefit performances by the pantomime artist raised 50,000 Deutschmarks for the work of Welthungerhilfe. The donations were distributed to famine victims in the Indian state of Bihar through church aid agency projects.

We need a name!

A second key event also took place in 1967. The name 'Deutscher Ausschuss für den Kampf gegen den Hunger' was far too lengthy. Something more memorable had to be found – the members finally agreed on the name the organisation is still known as today: 'Deutsche Welthungerhilfe', German global food aid.

With a brand new name, the organisation finally succeeded in putting a first major campaign together in time for Thanksgiving in October 1967. A well-chosen date, according to Bernd Dreesmann, then still working for Welthungerhilfe on a voluntary basis: 'Neither the major churches nor any other non-governmental organisations had claimed this day for themselves.' The Thanksgiving campaign went on for a week and was entitled 'Die Woche der Welthungerhilfe', **Welthungerhilfe Week**. It was the first large-scale information campaign by Welthungerhilfe that found huge public resonance. The donations collected in this week-long campaign amounted to 300,000 Deutschmarks.

Two things therefore occurred in 1967 that were destined to shape Welthungerhilfe's future:



Welthungerhilfe steps up its public awareness raising efforts.
Here with German Federal President Scheel in 1969.

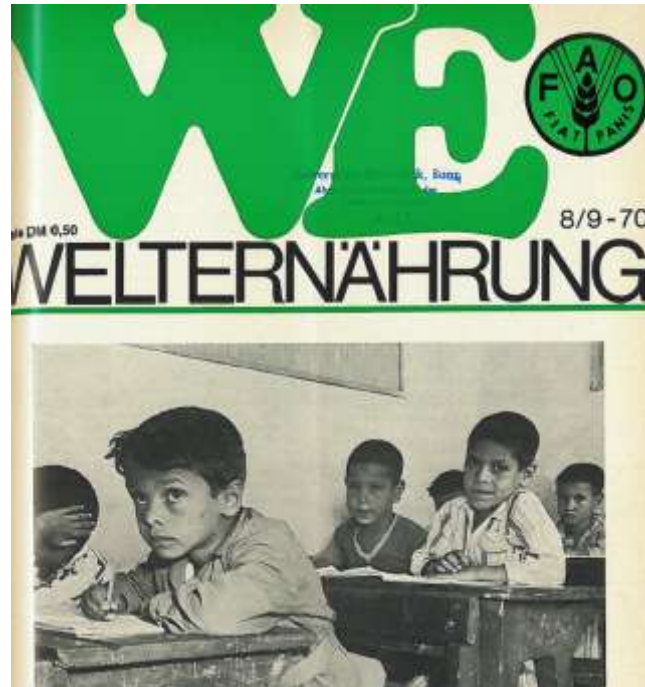
the agency acquired the name it still goes by, and its key campaign, 'Welthungerhilfe Week', was born.

The campaign has been successfully repeated every year since.

Welthungerhilfe also drew up its **Articles of Association** in 1968, and was entered in the **Register of Associations** as a charitable, politically independent, non-denominational and non-profit organisation. The Articles of Association also defined precisely what the agency's future goals should be, including: 'Deutsche Welthungerhilfe has the task of promoting the Food and Agriculture Organisation of the United Nations' campaign against global hunger in the Federal Republic of Germany...', namely by raising the German people's awareness of the causes of food insecurity in other parts of the world and encouraging their willingness to help in order to be able to finance and implement respective development projects.

Welthungerhilfe grows

After the first high-profile campaigns in the late 1960s, Welthungerhilfe became increasingly well-known in Germany. The organisation was finally in a position that allowed the commencement of first projects



Welthungerhilfe first published its quarterly journal 'Welternährung' in 1969.

in cooperation with the FAO. Meanwhile, the agency kept on growing. The amount of work that needed to be dealt with had now gone beyond the capabilities of part-time staff and volunteers, and the first full-time staff were recruited. In 1969, the agency moved into its first own offices, located in Adenauerallee in Bonn. The Programme Advisory Committee was established in the same year. All of its members are volunteers. This working group still exists, and continues to advise the Executive Board on the allocation of grants to Welthungerhilfe programmes and projects. In 1969, Welthungerhilfe also published the first edition of its quarterly development political journal 'Welternährung', global food security, for the first time, financed by Germany's Federal Ministry of Food, Agriculture and Consumer Protection, which still provides the funding for the journal's publication today.

Welthungerhilfe had participated in a range of small-scale Food and Agriculture Organisation of the United Nations (FAO) projects from 1962 to 1969. During that time, few staff were actually sent to work abroad, and there was little direct contact with local people in the developing countries. Welthungerhilfe used the first more substantial sum of donations, collected during 1968's 'Welthungerhilfe Week, for financial contributions to projects proposed by the FAO and established German development aid agencies. One of the first: the construction of a refrigeration plant in Mali, 'to prevent the rapid spoilage of fish', so a memo from 1967. In India, an irrigation project was implemented in cooperation with the Arbeiterwohlfahrt (AWO); in Madagascar, an agricultural education project together with Misereor. Further donations financed kitchen gardens in Ghana, helped village development in India, and contributed to an Amazon Hospital in Peru.

Although admittedly, it took a while to get the Welthungerhilfe ball rolling, the organisation had indisputably found its feet by 1968.

1970 – 1999

WELTHUNGERHILFE GAINS PROFILE

With the dawn of the 1970s, a completely new dimension was added to Welthungerhilfe's work: for the first time ever, the organisation cooperated directly with local people and local partner organisations on projects in developing countries. The first secondment of experts went to Tanzania, and first contacts in India, Sri Lanka, Thailand and South Korea were established and extended. During this time, Welthungerhilfe already started to focus on certain key issues in order to be able to work more effectively: the agency focused primarily on rural development and research projects, as well as humanitarian aid.

As the aid measures abroad increased, the awareness raising campaigns in Germany also became more high-profile to call the public's attention to Welthungerhilfe's dedicated efforts. The first Welthungerhilfe charity record was released in 1971: 'Stars für uns – Hilfe für alle', featuring recordings by a host of then extremely popular singers such as Katja Ebstein, Joe Dassin and Ivan Rebroff. A total of 2 million Deutschmarks were raised from the sales of this record. The funds went to projects in Kenya, Peru, Tanzania, Columbia, India and Mauretania. Further Welthungerhilfe charity records followed over the next few years. Asked whether it were acceptable for stars to drum up support for a development organisation in such a blatant way, Germany's reigning Federal Chancellor at the time, Willy Brandt, replied that it would never do to criticise any activities that served to raise the public's awareness of a good cause, even if these took the form of popular culture.

Well-networked and professional

The 1974 drought in Ethiopia and the Sahel region motivated Welthungerhilfe and other European aid agencies to review their own methods of operation, ultimately leading to increased efficiency. The famine that followed the drought had already taken on serious proportions – any one organisation alone would not have succeeded in keeping the population from starving. Welthungerhilfe and other development organisations therefore established an action alliance called 'S.O.S. Sahel' to allow all of the alliance's members to jointly and effectively coordinate and finance all aid measures for the drought victims. Ever since then, cooperating with other

aid agencies in crisis situations has become an established mode of operation for Welthungerhilfe.

By the end of the 1970s, Welthungerhilfe had established itself as a professional development organisation: in the ten years between 1969 and 1979, the agency provided financing as well as expert advice for 416 projects and programmes. Every year, the volume of donations went up by 100 percent. As the Federal German government had increased its contributory grants and the European Commission had also established a first private aid agency co-financing fund, the number and extent of the co-financed projects increased considerably as well.

In 1976, inspired by the idea of promoting traditional crafts and their marketing in the developing countries, Welthungerhilfe founded the 'Third World Shop' in Bonn. The income generated through selling arts and crafts items, textiles and other products manufactured in Welthungerhilfe-funded projects raised additional funds for the charity. Today, the Third World Shop is an independent enterprise that cooperates closely with many small-scale manufacturers in various developing countries. However, a share of the income thus generated continues to benefit Welthungerhilfe.

For Welthungerhilfe staff, the advent of the fax machine in the early 1980s 'revolutionised' development cooperation. Previously, communicating with colleagues and partners in the developing countries had often been fraught with difficulties. Up to then, they had been able to send important documents or information via Telex only. And, as one member of staff recalls, it took 'a good 24 hours for them to arrive'. Faxing made it possible to communicate directly, and therefore faster – provided the lines weren't down. From 1981 onwards, members of the then recently established 'Task Force' unit were available for ad hoc secondment. This fast-response unit was set up in order to be able to dispatch Welthungerhilfe aid workers and external experts to countries affected by crises and disasters as soon as possible. These initial efforts in the 1980s later led to the establishment of the present emergency response team, which consists of five permanent aid workers who are always ready to set out within 24 hours to assist people in need.

Increased national profile

Whilst Welthungerhilfe focused its efforts in the international arena on fast-response and increased flexibility, the agency also developed a new donating concept at national level in order to ensure that the organisation found a permanent place in the hearts and minds of the German people. In 1981, for example, the 'Aktion Brotpfennig' campaign reminded Germans going about their daily business of the fact that many citizens of other countries went hungry every day of their lives. From October 1981 onwards, Welthungerhilfe donation boxes were placed prominently on the counters of many German bakeries. The bakers and their shop assistants encouraged their customers to 'put a penny in'. Ten million citizens were asked to put a donation of 10 pfennigs to Welthungerhilfe aid programmes into the box as they were buying their breakfast rolls. The participating bakeries' slogan was 'Your donation and our aid helps to ensure that people living somewhere else also get their daily bread'.

The campaign ran for many years and was a great success. All over Germany, volunteers later got together and organised charity runs to collect donations for the 'Aktion Brotpfennig'.



A great success for many years: the 'Aktion Brotpfennig' Bakers collect for Welthungerhilfe.

All Welthungerhilfe staff actively involved with the organisation at the time vividly recall another day in the 1980s when Welthungerhilfe collected a record amount of donations for people in need: The 'Day for Africa', 23 January 1985. A number of aid agencies active in Africa, including Welthungerhilfe, had united that day to form the 'Alliance for Africa' in order to raise public awareness of the famine in Ethiopia and the Sahel region to support the people there. Special programmes on TV reported on the situation in Africa, the church bells were rung at high noon in every city in Germany, and the post offices and banks were open until 9 o'clock at night to accept paying-in slips with donations. A total of 100 million Deutschmarks was donated on the Day for Africa. Welthungerhilfe alone collected 25 million Deutschmarks.

Nobody had expected quite this much. 'Back then, Welthungerhilfe was still a small and easily managed agency. We were about 30 staff occupying one floor of offices in the Adenauerallee', a former employee recalls. And then, suddenly, huge numbers of paying-in slips started to pour in. 'Remember, we did not have online banking back then', the former staff member explains. It took several weeks to process the paying-in slips piling up in the hallways, waiting to be processed. Staff came in on Sundays in order to catch up with the huge mountain of work. The campaign is generally considered unique in the history of the Federal German Republic. And also in the history of Welthungerhilfe.

Making a difference thanks to competent partners

By the 1990s, Welthungerhilfe was working with a great number of **partner organisations in Africa, Asia and Latin America**, a cooperation that has always been built on mutual trust. These partnerships became **the foundation stone of successful development cooperation**. One of the reasons why Welthungerhilfe was able to gradually reduce its efforts in countries such as South Korea, Thailand, Chile and many others by the early years of the new millennium was their success in many countries and the positive economic and political developments in a number of individual states.

The agency's emergency and disaster relief activities, however, were considerably **extended in the 1990s**, due to the fact that crises and natural disasters had become more frequent. During those years, the largest proportion

of all funds raised was invested in optimising this particular work. Coordinating the logistics for the distribution of relief goods and cooperating directly with partners in the affected countries increasingly called for Welthungerhilfe staff to be on hand abroad. This development, as well as the decision to become involved in new regions such as Cuba and Central Asia, led to the establishment of a **greater number of own agency offices abroad**.

Increasingly, celebrities started to support Welthungerhilfe campaigns. Popular TV presenter Dieter Thomas Heck, for instance, has been supporting the Welthungerhilfe since 1996. For twelve years, he dedicated an entire TV programme to the aid agency: the 'ZDF-Stargala'. The popular German artists Nicole, Tony Marshall and Peter Alexander, Hansi Hinterseer and Roberto Blanco are amongst those who have appeared on the show. Over the 12 years of the annual Stargala programme, Dieter Thomas Heck collected 31.54 million euros of donations.

More offers for friends and sponsors

Welthungerhilfe also continued to develop further at a national level, recognising the changing demands of its friends and supporters. Schools have been organising



Dieter Thomas Heck presented the ZDF-Stargala in aid of Welthungerhilfe for 12 years.

'LebensLäufe', charity 'runs for life', to raise funds for Welthungerhilfe since 1996.

The funding agency 'Welthungerhilfe Foundation' was established in 1998 to give people the chance of supporting Welthungerhilfe over a longer period of time through financial contributions to its work. The foundation allows the long-term investment of funds in order to donate the surplus profits thus generated to sustainable development projects. The public funding agencies also increasingly recognise Welthungerhilfe as a responsible, dedicated partner. Whether EU, Federal German government, United Nations or political foundations and development banks – the number of financial supporters has steadily grown, not least also a show of confidence.

In the three decades between the 1970s and 2000, Welthungerhilfe has grown into one of the largest aid agencies in Germany, as well as gaining international respect and recognition. The teething troubles of the first years had long been overcome as the new millennium dawned.



Exercise and fun against hunger: schools have been organising LebensLäufe charity runs since 1996.

2000 – 2012

WELTHUNGERHILFE IN THE NEW MILLENNIUM

At the beginning of the new millennium, Welthungerhilfe completely reviewed its international position. In late 2000, the agency established a new strategic network together with Concern Worldwide (Ireland), HIVOS (Netherlands) and Ibis (Denmark): the Alliance 2015. This network now consists of seven European development cooperation organisations. The founding members have now been joined by CESVI (Italy), PIN (Czech Republic) and ACTED (France). Welthungerhilfe is therefore in an excellent position now, not only in crises and disaster situations. Development projects are planned and implemented jointly, human resources and office premises are shared and public funding is also applied for as a group, leading to greater overall efficiency.

In June 2001, the agency's head office in Bonn received a piece of dreadful news: 15 aid workers had been kidnapped in Tajikistan. An armed group had taken them hostage, demanding the release from prison of one of their comrades. Thanks to the efforts of the Tajik Emergency Situations Minister, the Welthungerhilfe team was subsequently released unharmed.

All skills under one roof

In 2004, Welthungerhilfe collected what was then the largest amount of donations in its entire history: 33.4 million euros, plus public funding amounting to 70.6 million euros. The organisation viewed the high level of donations as a sign that its efforts were being recognised, yet also as an encouragement to continue to professionalise its methods of operation, its organisational procedures and the general framework conditions, including new premises shared by all of its staff. Welthungerhilfe's previous offices had simply become too small for their increased number. Up to that point in time, the staff had been working from various 'branch offices' dotted all over Bonn. In August 2004, however, the various departments were under one roof again at last. Routes were shorter again, making internal communication easier and faster: Welthungerhilfe moved into a foundation-owned office building in Bonn's Bad Godesberg district. A more professional way of working also included honing the agency's particular skills in the provision of emergency relief: in 2004, the 'Task Force' was renamed 'Emergency Response Team'. Its members can travel to regions and areas affected by crises and disasters within 24 hours. They are experts in the initial assessment of damages in acute emergency situations, in establishing the requisite logistics,

and in supporting the local colleagues during the establishment of more long-term aid measures. All too soon afterwards, on Boxing Day 2004, it became clear what a timely decision the establishment of the Emergency Response Team had been. Thanks to excellent partner relations and the immediate dispatch of the Emergency Response Team, Welthungerhilfe was able to respond to the tsunami in Southeast Asia within hours.

On 26 December – triggered by an earthquake in the Indian Ocean – a huge tidal wave was fast approaching the coasts of South and Southeast Asia. Within a very short time, it destroyed coastal areas, houses, cities and fields all over Southeast Asia. When the wave finally receded back into the ocean, it left more than 280,000 fatalities and millions of injured and deeply traumatised survivors who had lost everything in its wake. The Welthungerhilfe Emergency Response Team started out as soon as the first reports of the disaster came in, and was able to assist the victims of the flood in Sri Lanka, southern India, Thailand and Indonesia. They managed to reach the areas that were most affected by the tidal wave within only two days. Welthungerhilfe aid workers were some of the first aid agency representatives on the scene to offer emergency assistance to the tsunami victims.

Donors trust the Welthungerhilfe

The tsunami in late 2004 was unfortunately followed by an incredibly busy year for Welthungerhilfe. In February 2005, even whilst the agency was still helping the people in Southeast Asia to rebuild their lives, Welthungerhilfe had to respond to calls for help from another country: the victims of a serious food crisis in the Sahel region needed immediate support in the form of food and seeds. Only a few months later, in October 2005, the earth shook in Pakistan. Again the people there needed all the help the Welthungerhilfe aid workers could give.

During this dreadful and busy year, the donors entrusted **71.7 million euros to Welthungerhilfe for its much-needed emergency relief and aid work in more than 50 countries.** It was the largest amount of donations ever in the history of the organisation.

Proof that it makes sense to invest financial donations in long-term projects in a project area

was offered in 2007, when the hurricane season hit Nicaragua. Hurricane 'Mitch' had already destroyed large areas of the country in 1998. After this terrible storm, disaster risk reduction structures have been built all over Central America – including the Welthungerhilfe project area in San Juan de Limay in the north-west of the country. Dams to protect against flooding had been constructed, and bridges had been built to allow speedy evacuation. Rescue brigades had been trained and equipped in villages that were particularly at risk. Early warning systems, including tidal monitoring facilities with 61 radio transmitters as well as precipitation and water level gauges, had been constructed along the banks of two rivers.

In 2007, these risk reduction measures proved their worth: extremely hard rainfall in October led to strong floods that were much more serious than those in the wake of hurricane 'Mitch'. Via the radio transmitters, the rescue brigades trained by Welthungerhilfe received the information in time to evacuate 1,720 people, housing them in emergency shelters. Due to the excellent work of the local committees and rescue brigades, no-one was hurt in this area. 2007 was however also the year of an extremely sad event for Welthungerhilfe. For the first time in its history, Welthungerhilfe was forced to mourn two aid workers who had met a violent death in the course of their work: in the spring of 2007, two colleagues, a German expert and an Afghan driver, were murdered in northern Afghanistan. The crime sent shockwaves through the entire organisation. Nevertheless, in view of the destitution of the Afghan people and their desperate need for help, Welthungerhilfe decided to continue its work in Afghanistan, where it is still active in 2012.

However, this is not the only country where the agency has long-term commitments: the fact that it has been involved with projects in Haiti since 1974 proved fortunate in 2010. The Caribbean nation was hit by a heavy earthquake in January that year. Due to the local networks built up by Welthungerhilfe aid workers over the past years and thanks to the generous amount of donations collected from the German public, the earthquake victims in the organisation's project areas received assistance as soon as possible.

The year 2010 marks the latest record-high in donations in Welthungerhilfe history:

76 million euros. This huge sum was not only prompted by the earthquake in Haiti. In the summer of that year, yet another natural disaster struck: the flood in Pakistan. A number of rivers had burst their banks after several weeks of heavy rainfall, and their waters had flooded whole villages, leaving 21 million homeless. Pakistan was not actually a project country anymore. Welthungerhilfe therefore initially cooperated with its Alliance 2015 partners here. However, the extent of the disaster was so great that Welthungerhilfe also dispatched some of its aid workers in order to supply the flood victims with food, water and sanitary products. Welthungerhilfe is now still involved in the ongoing post-flooding reconstruction work.

Welthungerhilfe has been supporting rebuilding measures like these, and also long-term aid measures, since the early 1970s. We would now like to explain how a project comes into being and is implemented to give an insight into how Welthungerhilfe has worked since the beginning of its history.



Welthungerhilfe helps with the reconstruction work after the heavy earthquake in Haiti.

*'50 years of Welthungerhilfe –
we believe this is an excellent reason to take
an above all critical and future-oriented look at the future.
We have achieved many, and very great, successes
in the fight against hunger and poverty,
but we still have a long way to go.'*

Dr. Wolfgang Jamann,
Chief Executive
of the Welthungerhilfe Board



HOW A PROJECT COMES INTO BEING

A project idea is usually proposed by a partner organisation or conceived directly by one of the Welthungerhilfe branch offices abroad. It may also be triggered by an acute emergency situation. Frequently, the project concept is only vaguely outlined and does not include any detailed planning. The decision as to whether an idea for a project is pursued and planned in more detail or not is made in coordination with head office and under consideration of country or regional programmes.

Professional planning ensures success

A situation analysis delivers the information required to allow further project planning. It is particularly important that the people whom this project is actually about are involved from the earliest possible stage. Various analysis and planning methods are available for this.

The results of the situation analysis are included in the project application, which has to run through an internal Welthungerhilfe approval procedure. Quite often, public donors such as the European Union, the Federal German government, the United Nations or also the Development Banks are appealed to for project funding. Project implementation can only start once the application has been approved by the various Welthungerhilfe committees and, if applicable, any third party financial contributors. A local partner organisation or Welthungerhilfe staff on secondment are entrusted with project management.

Together with the local people, the project personnel systematically and constantly monitors whether the implemented measures actually lead to the desired results. The information gathered in the course of this monitoring process serves both project management and accountability purposes.

In the case of an external evaluation, assessment as to whether the goals pursued are likely to be reached or whether the programme requires modification usually takes place as the project progresses. This kind of evaluation by independent consultants and financial experts provides an unbiased yet professional external perspective and ensures transparency.

Ever since its foundation, Welthungerhilfe has adhered to the 'Helping People to Help Themselves' principle in the implementation of all its projects: the agency communicates the requisite knowledge and promotes the establishment of

self-help groups who are actively involved in project planning and implementation. The participants are for example shown how to use their new well responsibly in order to ensure that there is sufficient drinking water as well as enough water for irrigation during dry spells to secure the food supply. At the same time, people are learning to get organised and to stand up for their interests.



Excellent planning beforehand and professional support guarantee project success.

DEVELOPMENT COOPERATION – IT DOESN'T WORK WITHOUT PARTNERS



Cooperation with competent partners, based on mutual trust: the recipe for Welthungerhilfe's success.

Many of the projects Welthungerhilfe has implemented during the course of its history would never have happened without the cooperation with partner organisations in the developing countries. Right from the start, Welthungerhilfe has always made efforts to seek cooperation with local development agencies or self-help groups whenever it started to work in a new country. Since the 1970s, Welthungerhilfe has increasingly financed and promoted projects in other countries independently (i.e. without involvement of the FAC or other institutions), and ever since then, a local partner organisation has usually also been involved in this work. After all, it is the local aid agency's workers who are in close contact with the respective country's people – they speak the local language, they know where help is most needed, and what is most needed in order to mitigate the suffering. They know, for example, which grain the local population cultivates and what improvements could be made in the cultivation process, which fields would benefit from an irrigation channel or which village is lacking a well.

Our partner organisations can also be relied on in emergency situations. In many cases, Welthungerhilfe was immediately given vital information about the onset and extent of a disaster by their local partner organisations. After the earthquake in Haiti, for instance, our partner organisation Action pour un Développement Durable (ACDED) told their Welthungerhilfe colleagues that houses and streets were destroyed even as far as 40 kilometres away from the epicentre – in the area where the ACDED is active. It may well be that we would not have been aware of the regional extent of the destruction wrought by the earthquake until much later without the information given to us by our partner organisation, and the people in the more remote villages would have had to wait for aid even longer.

It was also a local partner organisation that initially alerted us to the terrible drought in India in 1987 – long before the Indian government officially admitted that there was a drought.

Over the past years, the cooperation with partner organisations has proved successful both in emergency situations as well as in long-term development cooperation. The Welthungerhilfe partner organisations agree.

Leading representatives, Secretary Generals and Presidents

Welthungerhilfe has had seven Chairs or Presidents, five Secretary Generals and nine official patrons in the past 50 years.

The Patrons – or: what moved us at the time

Since 1962, each Federal German President has also been Welthungerhilfe's official patron. The Federal German President usually delivers a speech to mark the occasion of 'Welthungerhilfe Week'. Translated excerpts from the speeches of the past 50 years show what motivated people, Welthungerhilfe and the respective Federal Presidents over the years. The Federal President's address on the occasion of 'Welthungerhilfe Week' was and is broadcast on the radio and TV; other media are also used to spread the message.



Joachim Gauck

Current Federal President Joachim Gauck confirmed shortly after his appointment on 23 March 2012 that he intends to continue the tradition of Welthungerhilfe patronage. This will make him the organisation's 10th patron since its foundation in 1962. Welthungerhilfe is looking forward to cooperating with him in the worldwide battle against hunger and poverty.



Christian Wulff from his 2010 speech on the 'Flood in Pakistan'

'Imagine a tidal wave had not only swept away everything you own, but also destroyed your entire workplace and maybe even torn apart your family. This is the situation faced by millions of people in Pakistan, whose fields will still be barren next year.'



Horst Köhler from his 2009 speech on 'Women'

'Almost one billion people all over the world suffer from hunger and malnutrition. Women and children are particularly affected by this. In many parts of the world, above all, however, in the developing countries, women are in a weaker social and legal position than men. I charge you: [...] please, help women to attain more equality as this will also contribute to relieving some of the hunger in the world.'



Johannes Rau from his 2003 speech on 'Water'

'The summer couldn't have been more beautiful this year [...] everyone was able to refresh themselves by taking a shower, having a dip in the nearest lake, or going swimming at a lido. That is an incredible luxury [...] anyone living here can hardly imagine what it means to have to journey half a day for some drinking water. Water is the most important food there is.'



Roman Herzog in his 1996 speech

'Hunger is an almost completely unfamiliar sensation for us. But in many of the world's countries, it is still an all too familiar feeling. Suffering permanently from real hunger is simply an inhuman state. Hunger and malnutrition are particularly cruel when it comes to children. Their mental and physical development suffers dreadfully. Any of the childhood diseases we consider harmless can be fatal for a malnourished child [...] but there is also good news: the number and percentage of people suffering from hunger worldwide has gone down over the past few years.'



Richard von Weizsäcker in his 1985 speech

'Today is Thanksgiving. We are giving thanks for our daily bread. A week ago, I was in Sudan. There, many people have to fight for their daily bread. Our task is to share our bread with them. Without your generous donations, dear fellow citizens of this country, many people even just in Sudan alone would have cruelly starved to death.'



Karl Carstens in his 1982 speech

'Austerity is becoming the order of the day again. Aid agencies such as the Deutsche Welthungerhilfe are noticing its effects [...] every year, 15 million children die from malnourishment. Every Deutschmark counts. Even the smallest amount is welcome. In the coming weeks, our bakers will again repeat the 'Aktion Brotpfennig' campaign with the aim of helping other people to receive their daily bread.'



Walter Scheel in his 1977 speech

'Taking a look at the global picture can show how relatively insignificant our worries are, compared to the desperate situation in some developing countries. No, we must not use our own problems as an excuse for closing our eyes to the terrible destitution suffered by people in many parts of the world.'



Gustav Heinemann in his 1971 speech

'The side by side existence of wealth and poverty, of well-fed and hungry people is one of the world's great no-win situations [...] whilst fields are cultivated with the aid of modern machines in the industrialised countries, people in developing countries frequently still till their land laboriously with the aid of primitive ploughshares, hoes and flails. Many of us think that all we have to do is to send our surplus food to the developing countries in order to solve the hunger problem. Although that is necessary and helpful in emergencies in the wake of natural disasters, it is not a permanent solution. What these countries need is help to help themselves – help in overcoming the long outdated working processes used in their agriculture.'



Heinrich Lübke, Welthungerhilfe founder

The Secretary Generals

The Welthungerhilfe Secretary General (since 2008 simultaneously the Chair of the Board) manages the Welthungerhilfe's business in accordance with the organisation's Articles of Association and the decisions made by the General Assembly and the Executive Committee. Welthungerhilfe has had five Secretary Generals so far.

The President and the Chairs

The President (until 2008 Chairperson) of Welthungerhilfe is elected every four years by the General Assembly. The President represents Welthungerhilfe to the public, appoints the Executive Board and the members of the Programme Advisory Committee together with the Supervisory Board, and monitors and advises the Executive Board. Welthungerhilfe has had six Chairs since 1962 and (subsequent to the amendment of the official title) one President.

	1966 – 1991 Bernd Dreesmann		1962 – 1965 Konsul Fritz Dietz
	1991 – 1994 Bernd Hoffmann		1965 – 1968 Prof. Dr. H.-J. von Merkat
	1994 – 2003 Dr. Volker Hausmann		1968 – 1973 Prof. Dr. Dr. h.c. H. Kraut
	2003 – 2009 Dr. Hans-Joachim Preuss		1974 – 1984 Dr. Claus Wolfgang Broicher
	2009 – present Dr. Wolfgang Jamann		1984 – 1995 Dr. H. Henselder-Barzel
			1996 – 2008 Ingeborg Schäubel
			2008 – present Bärbel Dieckmann

*'We want to bring the fight against hunger and poverty
into the focus of society, critically question taboos and
credibly prove the positive impact of our work.
Because – despite the scandalising 'bottom billion',
it has also been quite successful.'*

Bärbel Dieckmann, Welthungerhilfe President



MILLENNIUM VILLAGES – PROGRESS GIVES COURAGE!

In its more recent history, Welthungerhilfe has had a new challenge to contend with: reaching the Millennium Development Goals. The organisation established the 'Millennium Villages' initiative.

The initiative can be traced back to 2001, when 189 heads of state signed the Millennium Declaration in New York. Their common goal: making the world a fairer place in which people no longer live in poverty by 2015. All children should have the chance of a school education, women should be empowered, and no-one should be at risk from avoidable diseases.

Welthungerhilfe has been pursuing these goals in 15 selected villages, the so-called Millennium Villages, since 2006, together with the people who live in them. This initiative is as ambitious as Welthungerhilfe's original goal back in 1962, when the organisation was still called the 'Deutscher Ausschuss für den Kampf gegen den Hunger': a campaign with the overriding goal of fighting hunger worldwide.

Today, 50 years later, there are still around a billion people in the world that go hungry every day of their lives. Nevertheless, we have also been able to help many people. In many countries, the battle against hunger has been won.

There are certain parallels to the Millennium Villages initiative projects. Since the Millennium Declaration was signed, many people's fight for survival has become even more desperate. In the wake of the financial crisis and due to a lack of political responsibility on the part of numerous governments in poor as well as in wealthy countries, just under one billion people all over the world continue to suffer from food insecurity. People are still living in abject poverty, children are still not receiving an education, and women's rights are still abysmal in some countries. It seems rather likely that not all Millennium Goals will be achieved by 2015.

With its Millennium Villages initiative, Welthungerhilfe shows how progress can be made in a way that gives local people the courage to continue along this path: in nine of the 15 villages, the periods of food shortage have been significantly reduced. In ten

villages, the clean water supply has improved drastically. There have also been setbacks, though: for example in the Afghan Millennium Village Quarabator, where Welthungerhilfe was forced to wind down its aid programme due to the risky security situation. In other Millennium Villages, the children continue to miss out on a school education because they have to help their parents on the fields. Yet Welthungerhilfe refuses to be discouraged by these adverse developments. The current approach has shown that things can change – particularly in rural regions, where most of the people suffering from food shortages continue to live. Welthungerhilfe is therefore going to continue its Millennium initiative over the coming years. The project is now in the second stage. Some of the villages currently involved in the project continue to take part in this second stage, whilst new locations have also been added.

These are small but important steps in the world we live in today. They are being taken towards a future in which people will improve their living conditions by taking on the responsibility for these themselves.



With the Millennium Villages initiative, Welthungerhilfe and its partners are preparing for the future.

LEGAL NOTICES

Publisher

Deutsche Welthungerhilfe e.V., Friedrich-Ebert-Strasse 1, 53173 Bonn, Germany,
tel. +49 (0) 228 22 88-0, fax +49 (0) 228 22 88-333,
info@welthungerhilfe.de,
www.welthungerhilfe.de

Legal responsibility

Dr. Wolfgang Jamann, General Secretary, Chairman of the Board

Editor

Kerstin Bandsom

Production

Carsten Blum

Design

TEMPUS CORPORATE GmbH

Printed by

Das Druckhaus Bernd Brümmer

Printed on

FSC paper

Order number 460-6300

Cover photograph

Eva Haeberle/Welthungerhilfe

Photographs

Presse- und Informationsamt der Bundesregierung, Bundesbildstelle (4, 30, 31),
Tsegaye/Welthungerhilfe (5/6), Pickel/Welthungerhilfe (11), Maedje/Welthungerhilfe (18, 33),
Bresser/Welthungerhilfe (19), Aberle/Welthungerhilfe (23), Grossmann/Welthungerhilfe
(24/25), Lohnes/ Welthungerhilfe (27) Kopp/Welthungerhilfe (28) Bundesverband
Großhandel, Außenhandel, Dienstleistungen e.V. (33), Szillat/Welthungerhilfe (33),
Frommann/Welthungerhilfe (33), Schafgans/Welthungerhilfe (33), Fingerhut/Welthungerhilfe
(33), Hedemann/Welthungerhilfe (34/35), Schade/Welthungerhilfe (37), Welthungerhilfe (12,
16, 32, 33)

May 2012

Welthungerhilfe, Sparkasse KölnBonn, Sort Code 370 501 98, Account No. 1115

Deutsche Welthungerhilfe e.V., Friedrich-Ebert-Straße 1, D-53173 Bonn, Tel. +49 (0)228 2288-0, Fax +49 (0)228 2288-333, www.welthungerhilfe.de