



mary's
meals

SCREENING PACK

Top 10 tips for hosting a screening

1. Choose your venue

You could host a screening in your home, your office, your church, your school, your club or maybe even your local cinema! Wherever you choose, make sure that your venue is easy to find, accessible and welcoming – with good parking – and that there are sufficient seats and suitable audio-visual equipment.

It might go without saying but, for your guests' comfort, there should also be appropriate heating or air conditioning, and suitable bathroom access. As Alfred Hitchcock famously said: "The length of a film should be directly related to the endurance of the human bladder!"



2. Choose a suitable date and time

Consider when would work best for your expected audience. Would an evening after work and school suit, or would a weekend be better? Maybe a lunchtime screening would be more appropriate at your office or school? If it's intended to be a small screening, you could ask around to find out the best date for everyone.

You should also think about those who will use public transport to get to your event – what should the start time be to allow people to watch a 34-minute film, take part in any other activities you have planned, and also make the last bus or train home?

3. Make it fun

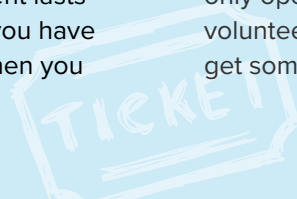
Could you roll out a red carpet and ask guests to dress up in their most glamorous outfits as though it were the Oscars? Maybe you could incorporate the screening into a dinner party or a cheese and wine event? Whatever you and your friends normally do for fun, could you combine it with a screening of one of our films: Child 31, Generation Hope, or Love Reaches Everywhere?

4. Promote the screening in good time

Planning and promoting the event well in advance will make it more likely that people can attend. We've included some posters in this digital screening pack, which you can download and print. You can write your screening details on the event poster and display copies where people will see them. Personal invitations can be sent by post, email, Facebook or text, but make sure they contain all the relevant details – what, where, when and why? Be clear to give the start time, how long the event lasts (the film is 34 minutes long), what activities you have planned apart from showing the film, and when you expect the event to finish

5. Recruit some volunteers

Organising any event can involve quite a bit of effort and planning, but you can lighten the load by getting others involved. Even asking someone to help to lay out chairs, or to greet people as they arrive can make a big difference. Can you ask friends to put up posters around local businesses or your neighbourhood? Can someone assist with sending out the invitations? Do you know someone persuasive who could make an announcement at work, or school, or church, to invite others along? Mary's Meals can only operate because of the extraordinary generosity of volunteers all over the world, so it makes perfect sense to get some involved in your event!





6. Check the technical equipment!

This will vary depending on where you host the screening. Requirements for your own living room compared to a large church hall will be very different. But even if you are using your own home, it's good to consider whether your own television will be suitable or if you will need to borrow a projector from a friend or colleague. Wherever you're hosting the screening, remember to test the equipment in the venue ahead of the event. Ensure you have a sound system or loudspeakers, which will allow everyone to hear clearly, check for any potential reflection on the screen from sunshine or electric lighting. Finally, check that the internet signal is strong enough and the film is loading properly when streaming.

8. Decide if you will offer drinks and snacks

To make the most of the movie theme, could you provide cinema-style popcorn or hot dogs, in exchange for small donations to Mary's Meals? Or to increase the community feel of the event, could you ask attendees to bring some snacks to share? Alternatively, if it's a daytime event, you could serve bowls of porridge – to show solidarity with the children in Malawi, Zambia and Zimbabwe who receive nutritious maize porridge served by Mary'sMeals volunteers every school day.



7. Consider whether there will be a fundraising element

Putting on a screening can be a great opportunity to raise funds to feed more children! At your event, could you organise a small raffle, sell some homemade goodies (home baking or little bags of sweets might go down well), or incorporate a short fundraising quiz? If you're showing the film at school or work, could you do a lunchtime screening and ask guests to donate the value of their lunch to Mary's Meals? There are many more potential fundraising ideas available on our website at marysmeals.org.



We have added a QR code to the digital film screening pack.

9. Take some time to research Mary's Meals

Those who attend the screening will hopefully want to find out more about Mary's Meals and our life-changing work around the world. We have lots of information and useful resources available on our website, to help you feel equipped with all the key facts to answer questions, and – if you're stuck – you can always direct attendees to the website: marysmeals.org.

10. Encourage those attending to find out more

The event you organise might well be the first time some of your guests have encountered our work. There are many ways for people to express their support for Mary's Meals, but a great place to start is to join the mailing list and sign up for email newsletters. Perhaps you could display instructions on how people can sign up for updates and keep in touch.

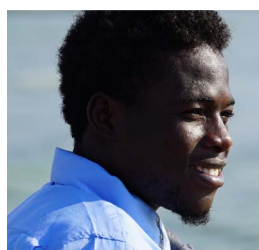
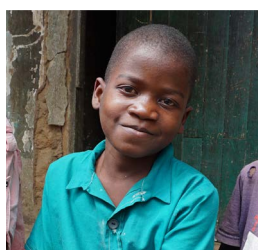
It would also be useful to have a few people on hand at the end of the event (in Mary's Meals t-shirts, so they're easy to identify) in case anyone wants to discuss how they might get involved in our work after watching the film. There are lots of ways for people to play their part in our movement and in the fight against hunger – giving their time, money, skills or prayer. Encouraging people to contact volunteering.mmi@marysmeals.org or join your regional group (if you have one) can help to channel their enthusiasm and encourage them to take the next steps in getting involved

About our films

Child 31 follows Mary's Meals founder Magnus MacFarlane-Barrow in Malawi, India, and Kenya to capture the simple but incredibly powerful school feeding programme that is helping to break cycles of hunger and poverty.

Meet an emerging generation of children who received Mary's Meals in their place of education and are now paving the way for themselves and their communities in **Generation Hope**.

Gerard Butler joins Magnus MacFarlane-Barrow in **Love Reaches Everywhere** to meet some inspiring individuals and find out how collective action is tackling child hunger and transforming communities in Haiti and Liberia



About Mary's Meals

Mary's Meals is a global movement that works with local communities to set up school feeding programmes in places where poverty and hunger prevent children from gaining an education. Our idea is a simple one that works. We provide one daily meal in a place of learning to bring children into the classroom, where they receive an education that can, in the future, be their ladder out of poverty.

The Mary's Meals campaign was born in 2002 when Magnus MacFarlane-Barrow, from Scotland, visited Malawi during a famine and met a mother dying from AIDS. When Magnus asked her eldest son Edward what his dreams were in life, he replied simply: "I want to have enough food to eat and to go to school one day." That moment was a key part of the inspiration that led to the founding of Mary's Meals, which began providing meals for around 200 children in Malawi in 2002.

Today, Mary's Meals reaches more than 2.5 million children every school day in 16 countries. The average cost for us to feed a child for a whole school year is just £19.15/€22/\$25.20.

Where children receive Mary's Meals, there is a rise in school enrolment, attainment and attendance.

Wherever possible, Mary's Meals uses locally sourced food to support the local economy and help smallholder farmers. We work extremely hard to keep our running costs low and are committed to good stewardship of all donations entrusted to us. Much of our work is carried out by dedicated volunteers – including tens of thousands of volunteer cooks across our programme – who carry out lots of little acts of love on behalf of Mary's Meals.

The charity is named in honour of Mary, the mother of Jesus, who brought up her own child in poverty. We consist of, respect, and reach out to people of all faiths and none. Counting on support from around the globe, Mary's Meals has registered affiliate organisations in Australia, Austria, Belgium, Canada, Czechia, Croatia, France, Germany, Italy, Ireland, the Netherlands, Poland, Spain, Switzerland, the United Kingdom and the United States, as well as international fundraising groups in Portugal, Slovakia and Slovenia.

To find out more about Mary's Meals and for ways to get involved, please visit www.marysmeals.org