

# NEWS RELEASE

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## *Project taking a stand against poverty*

Sean Krausert will spend most of the next year either “homeless”, struggling to make ends meet, or “hungry.” **Why??** To engage more Canadians in the fight against poverty, which he describes as deadlier than AIDS, TB, malaria, natural disasters, and conflict COMBINED.

Krausert, 42, lives with his family in the affluent mountain town of Canmore AB. His project is called **That Poverty Project**. Accordingly, for the project he has adopted the nickname – “That Poverty Guy.” While already being a social justice advocate focussing on creating awareness about needs in the world, That Poverty Guy takes this calling to a whole new level.

That Poverty Project is divided into three phases, each three months in duration. Phase I focuses on homelessness, during which time Krausert will live in a sparsely equipped tent without the comforts of home. Phase II focuses on the working poor, and for this phase Krausert will live like someone who has shelter but whose means do not stretch to cover all of his needs. During this phase, after his shelter and utilities are paid, he will only have a very small budget each day to try and cover his food, transportation, clothing, and other needs. Phase III, perhaps the hardest for the food-loving 6’2” 230 lb man, focuses on hunger and sees Krausert surviving on food rations akin to what is provided by the World Food Programme to refugees in camps. Between each phase will be a period of a few weeks where That Poverty Guy can reflect further on the previous phase while preparing for the next.

That Poverty Project formally kicked off on July 23, 2011, and Krausert has already received mixed reaction ranging from those who enthusiastically applaud his efforts to those who think he is crazy. **“You know what is crazy?” responds Krausert to his detractors. “Living in an abundant world full of wealth, resources, and technology and yet having billions of people starving or otherwise in need who are not having their basic human rights met. That is crazy!”** Krausert is referring to the almost 1 billion people in the world who suffer from lack of food, the over 2 billion people without adequate water and/or sanitation, over half the world’s people who live on insufficient income to properly meet their basic needs, and the one in 10 Canadian children who live in poverty.

**That Poverty Project is about unleashing compassion by building understanding about poverty, which then begets empathy and translates into action . . . compassion in action.** Ideally, the project will attract in excess of 100,000 like-minded individuals who will follow the project as one expression of that compassion. While Krausert blogs, posts and tweets regularly about his experiences, another legacy of That Poverty Project will be an on-line poverty library to help people connect with information and organizations dealing with poverty. Additional information about That Poverty Project can be accessed at [www.thatpovertyproject.com](http://www.thatpovertyproject.com).

That Poverty Project is being implemented in partnership with The Mustard Seed, which delivers basic services, housing, and employment programs to those in need and partners with the community to address the root causes of poverty in Alberta.

# Media Backgrounder

## Poverty Statistics (& Sources)

- It is estimated that 25,000 people die every day due to hunger or hunger related causes (i.e. over 9 million people per year).  
Source: *Poverty.com based upon statistics from World Food Programme, Oxfam, and UNICEF . . .*  
<http://www.poverty.com/index.html>
- It is estimated that 3,575,000 die each year from water-borne diseases.  
Source: *Water.org citing World Health Organization 2008 Report: Safer Water, Better Health; Costs, benefits, and sustainability intervention to protect and promote health . . .*  
<http://water.org/learn-about-the-water-crisis/facts/>

**NOTE – It is not certain whether the hunger and hunger related deaths includes the water-borne disease deaths, but even if it does not there is likely some overlap. Therefore, the estimated deaths from poverty are between 9-12 million people per year.**

- It is estimated that between 1.6 – 2.1 million people die from AIDS each year.  
Source: <http://www.avert.org/worldstats.htm>
- There were almost 300,000 deaths due to natural disasters in 2010 (an unusually high year).  
Source: *United Nations News Centre – January 24, 2011*
- It is estimated that there are 1 million deaths due to malaria each year and in 2006 there were 1.7 million deaths due to TB (tuberculosis).  
Source: [http://ec.europa.eu/europeaid/what/development-policies/intervention-areas/humandev/humandevhealth3\\_en.htm](http://ec.europa.eu/europeaid/what/development-policies/intervention-areas/humandev/humandevhealth3_en.htm)
- Currently, 925 million people in the world do not have sufficient food to eat.  
Source: *World Food Programme (<http://www.wfp.org/hunger/stats>) referencing the Sept. 14 '10 News Release from the Food and Agriculture Organization of the United Nations*
- Nearly 1 billion people lack access to safe drinking water and 2.5 billion people do not have proper sanitation.  
Source: (<http://water.org/learn-about-the-water-crisis/facts/>)
- Almost half of the world (over 3 billion people) live on less than \$2.50 per day.  
Source: (<http://www.globalissues.org/article/26/poverty-facts-and-stats#src3>)
- 3.5 million Canadians live in poverty, including 1 in 10 Canadian children.  
Source: *Make Poverty History (<http://www.makepovertyhistory.ca/learn/issues/end-poverty-in-canada>)*

## The Rev. Sean Krausert (Deacon) B.A.,LL.B.

- Executive Director of Global WE Initiatives Corp. with prior experience in the fields of law, writing, international relief and development, and improv acting.
- Ordained Deacon in the Anglican Diocese of Calgary (2003 – present). Serving at St. Michael's Anglican Church, Canmore AB.
- Married to Janet for the last 22 years; two children – Ben (16) and Jenna (12).

## About Global WE Initiatives Corp.

Global WE Initiatives Corp. is Sean Krausert's company, which is implementing That Poverty Project. The company's mission is to globally advocate for and create awareness of a "WE" worldview through a variety of means and media. A WE worldview is all-inclusive and focuses on social justice issues, specifically the rights of all people, poverty alleviation, and breaking down artificial barriers that divide people. For more information – [www.globalwe.ca](http://www.globalwe.ca) .

## About The Mustard Seed

Additional information about The Mustard Seed's incredible 27 year street ministry can be found at [www.theseed.ca](http://www.theseed.ca).