

## **Jubilee Debt Campaign at Newcastle University**

Great North Run Team for

**Action on Global Poverty &  
Action on Climate Change**

### **Patrons:**

**Professor Chris Day**  
Vice-Chancellor & President

**Ronnie Reid**  
President, NUSU

**Dr Bruce Baker**  
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### **Members:**

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Sports Centre

**NorthEast**

## **CALL TO ACTION**

on global poverty & climate change

### **Patrons:**

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**Beth Farhat**  
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**Helen Goodman**  
Labour MP for Bishop Auckland

**John Grundy**  
Writer & Broadcaster

**Guy Opperman**  
Conservative MP for Hexham

Development Coordinator:

**David W. Golding CBE PhD DSc DCL**

## **Newcastle University's Great North Run Initiative for... 'Action on Global Poverty and Action on Climate Change'!**

Questions and answers by Dr David Golding CBE, Team Manager

*"One of the most amazing experiences of my life and it was an honour to take part...  
Your work is invaluable - please keep up your efforts."* (David Chambers, BSc Engineering)

*"A credit to our institution. I commend it"* (Professor Day, Vice-Chancellor)

*"A huge thank you for your wonderful support... We're so grateful... Fantastic! ...  
Good luck to everyone taking part!"* (Lucy Mouldsdales, Save the Children)

*"This is the sort of intelligently compassionate response I applaud."*

(Professor Sir George Alberti, former Dean of Medicine at Newcastle,  
and former President of the Royal College of Physicians)

The Great North Run is the greatest mass-participation sporting event in the world - and an icon of the North East! Over a million people have taken part in it.



Each year, it's covered extensively on BBC 2. It's a 'Run', not a 'Race', and anyone in reasonable health who's prepared to take the training seriously can complete it and enjoy doing so. For 2018, it's scheduled for Sunday 9<sup>th</sup> September, two weeks before the start of term.

Our nationally acclaimed 'University Team' raises awareness and funds for what are surely the two greatest challenges facing the human race – namely, of global poverty and climate change – as well as current, horrendous humanitarian crises, and each team member has a wide choice as to which agency should receive a substantial proportion of the funds they raise.

A training seminar and a social, at which technical know-how and experience is shared, instil a sense of community and purpose; help with fundraising is varied and imaginative; and team photo's before the Run and individual ones at the Finish provide great mementos of a wonderful experience. *"Hand on heart, I have to say that the support given by David Golding is an inspiration to everyone ready to follow into the challenge of the Great North Run"* (Professor David Leat, Team Captain).

**Generous concessions are available to students!**

### Interested?

- **Contact Dr David Golding ([david.golding@ncl.ac.uk](mailto:david.golding@ncl.ac.uk)) to let him know you're interested in joining the team the team. Further information is provided below.**

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### 1) What's all this fuss about the Great North Run?!

The run has been recognised by the Guinness Book of Records as the greatest half-marathon in the world, in which over one million people have participated over the years. It is one of the North East's icons and everyone living here should take part in it, at least once!

### 2) But more to the point, have Newcastle staff and students enjoyed the experience?!

Just read on...!

*"The Run was a fantastic experience... hugely interested in doing it again next year. And thanks again for all your help and support."* (Robert Crooks, BMed, Medicine)

*"One of the most amazing experiences of my life and it was an honour to take part... Your work is invaluable - please keep up your efforts."* (David Chambers, BSc Engineering)

*"Thank you for all your help, support and allowing me to join such a brilliant cause!!! I have really enjoyed it!! (I am still recovering though ☺)."* (Samantha Ree)



*Part of the team, 'doing a Mo'!*

*"I had great fun running the GNR, so thanks for the opportunity."* (Ella Neil, MRes, Medicine)

### 3) What's the point of the initiative?

The initiative aims to provide financial support and raise awareness for efforts to combat extreme poverty and climate change - surely be two of humanity's greatest challenges, as the United Nations and the Royal Society have stated:

*"We will spare no effort to free our fellow men, women and children from the abject and dehumanising conditions of extreme poverty"* (Millennium Declaration of the United Nations, September 2000);

*"Never have we faced a more global threat"* than that of climate change (Lord Robert May, speaking as President of the Royal Society, the UK's national academy of sciences).

It **also** provides runners with the opportunity to support for action on the terrible humanitarian crises currently in the news, and for wider environmental concerns.

#### 4) Who is involved?

The team is organised under the auspices of Jubilee Debt Campaign at Newcastle University, with the support of the students' union, all the staff unions, the Chaplaincy and the Sports Centre. It is administered by my wife, Veronica, and me, acting in an entirely voluntary capacity, and hosted by Jubilee Debt Campaign (JDC), a *bona fide* national Charitable Trust, of whose Board of Trustees I am a founder member (and the only member to have served consecutively since 2001). JDC is allocated 25 places each year, although we usually have at least a similar number of other team members who have obtained their places independently in the ballot. In 2017, 70 joined the team and about 60 actually did the Run.

Professor David Leat is 'Team Captain'; Carol Summerside is 'Team Trainer'; I'm 'Team Manager' (and *'nagger in chief'*!); and my wife, Veronica, is 'Team Secretary'.

#### 5) Where does the money go?

For the coming year, JDC will generously donate 60% of the money raised by the team for efforts to combat global poverty and climate change by other agencies - so 10% will go to the STOPAIDS (the UK's advocacy coalition on HIV/AIDS); 10% to the national Climate Coalition; and 40% to British aid and environmental agencies for their work on global poverty and sustainability. Each runner can choose which aid or environmental agencies s/he wishes to support with that 40%.

#### 6) How did it come about?

In 2001, one of JDC's supporters in the region asked if he could run for the campaign and the next year I asked him if he'd like to organise a team for the campaign. He didn't like – so I did it myself, with a few 'own place' runners! I missed out in 2003 – at that time, I was both fully employed as a Senior Lecturer and actively involved in the debt and trade justice campaigns. However, in 2004 I applied for and received an allocation of 25 places from GNR and have done the same each year since that time.

#### 7) Are the team members all University staff and students?

The great majority of the runners are staff and students at Newcastle University since:

(a) this is where I mainly recruit team members;

(b) the Vice-Chancellor, Prof. Chris Day is one of the team's 'Patrons', as has the President of the Students' Union; and the President of UCU (the lecturers' union);



*'Professorial Team': (l-r): Prof Bernard Golding; Dr Phil Ansell, Dean of Sport; Prof Emma Stevenson; Prof David Leat (Team Captain); Prof Steve Vincent; Prof Phil Taylor.*

(c) the debt campaign has been endorsed by two formal resolutions of the university's Senate (such support is unique world-wide).

Finally, as recently as 19<sup>th</sup> June 2014, the then Vice-Chancellor, Professor Chris Brink, and the Registrar, Dr John Hogan, issued a statement a statement of support: *"Newcastle University remains committed to the principles of the Jubilee Debt Campaign... We have made Social Renewal one of our Societal Challenge Themes which incorporates the spirit of social justice at the heart of the Campaign."*

However, we are happy to welcome other (non-university) runners into the team, from near and far, and are grateful for their support. One such in 2017 was Mike Podmore, Director of STOPAIDS, and he was accompanied by three of his staff.

### 8) Have you done the Run yourself?

I did the Run myself in 2010, 'for the first and last time', to 'celebrate' my 70<sup>th</sup> ☺, completing it in a most *undistinguished* time of 2h 51! Even so, there were about 15,000 runners behind me. [See photo' on right.] I don't routinely participate, but this isn't just out of laziness, since I go to South Shields and stand around for hours on end, whatever the weather, to take '*shattered but triumphant*' photo's of team members at the Finish.



### 9) How much is raised each year by the team?

Since 2004, the team has usually raised between £7,000 and £20,000 each year. The total amount raised by the team since 2002 is approaching £220,000.

### 10) Are there any concessions for students?

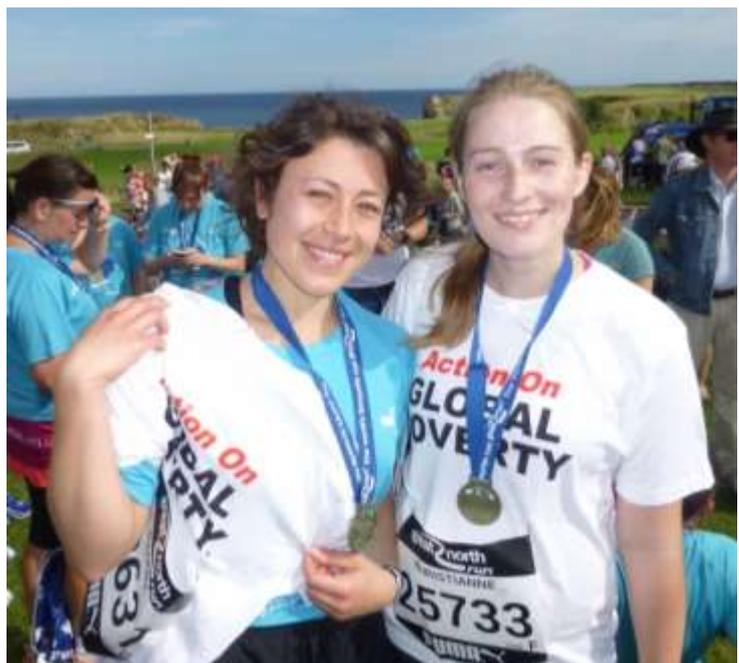
You bet! There's no way we're going to be happy about increasing students' indebtedness – we're 'agin debt'! So we have what I think is a very generous concession scheme independently funded mainly by university staff, both current and retired – the cost doesn't come out of money raised by the team.

One third of the cost of the GNR entry fee (£55 in 2018) will be refunded after the Run if £100 net or more is raised in sponsorship; two thirds for £200; the full cost for £300; the full cost plus a 'bonus' of £25 for £400, and a 'bonus' of £50 for £500! We usually pay out between £500 and £1,000 each year.

### 11) How much do you deduct for 'expenses'?

We pride ourselves on being 'the leanest team in the Run'! We deduct not one penny in expenses (for posting out runners' t-shirts; for the socials, etc.)

*Right: the finish, Raquel de Sousa and Khristianne Greenhalgh, students in Faculty of Medicine. "Shattered but triumphant?" Hardly!*



The shirts are sourced from ethical and environmentally responsible suppliers and their cost is met by JDC, using the Gift Aid it receives from runners' sponsorship. JDC also meets the

Administration Fee levied by Great North Run (£21 per place for each of the 25 'charity places' we buy from them, and sell to team members at cost price).

The accounts are audited independently each year and made available to 'whomever it may concern'!

### 13) The agencies you support must be pleased with the initiative!

You could say so – they're *'laughing all the way to the bank!'* The following are just some of the commendations we have received.

*"We at the Stop AIDS Campaign applaud runners at Newcastle University and in the local community for their support for international development and congratulate the Great North Run team for its outstanding record in fundraising for debt relief and the fight against HIV/AIDS!"* (Diarmaid McDonald, National Coordinator, Stop AIDS Campaign)

*"Newcastle University and the North East more widely have been hugely important to Jubilee Debt Campaign and we are simply amazed to find that your team in the Great North Run has developed into one of our major sources of funding."* (Nick Dearden, as Director, Jubilee Debt Campaign UK)



*Left: Guest team members from the STOPAIDS (Mike Podmore, Director, top right;;  
Right, Professor David Leat, Team Manager*

*"On behalf of everyone at Oxfam, our heartfelt thanks to students and staff for all of your admirable campaigning and fundraising efforts... Your Great North Run initiative is fantastic."* (Claire Arthur, Oxfam)

*"A huge thank you for your wonderful support... We're so grateful... Fantastic! ... Good luck to everyone taking part in this year's race - we'll be cheering you on!"* (Lucy Mouldsdales, Save the Children)

*"... Wonderful initiative. We really value your commitment... and are so grateful for your continuing support."* (Allison Liu, Tearfund)

### 12) Have the causes you support made any progress?

'Drop the Debt' and 'Stop AIDS', have been two of the most effective – *and cost-effective* – movements for the relief of poverty and oppression in history! And the fight against climate change was endorsed by 195 countries in the 'Paris Agreement' last December.

JDC has secured the cancellation of about 150 billion US\$ and has brought immense benefits to millions of the most impoverished people on the planet, despite the miniscule scale of its budget. **Writing to JDC, President Ellen Johnson-Sirleaf of Liberia, Africa's first elected woman**

**president, said, "Let me commend and applaud the tremendous work you are doing. Our country is an example of how international debt cancellation advocacy, such as yours, can truly move mountains."**

"We believe AIDS is the worst catastrophe ever to hit the world", said Carol Bellamy, UNICEF's Executive Director, at about the time we launched our initiative in the early 2000s. However, whereas then only 50,000 Africans out of the millions in need of treatment for AIDS had access to it, in 2015 Millennium Development Goal 6 on HIV/AIDS was reached, with the number receiving treatment reaching about 18 million, transforming their lives and their children's prospects.

*In Zambia in 2011, I saw the results with my own eyes!* I was particularly pleased to see how the three of the uses to which much of 'our' money is put (i.e., supporting the debt campaign, the AIDS campaign, and the aid agencies) *combine so perfectly together*. I met impoverished AIDS widows (one of whom, Agnes, is seen on the right with the pastor of her church and her two pots of antiviral pills).



They were (a) being treated at local clinics, with children receiving primary schooling, both of which were made free in the 2000s with the proceeds of debt relief; (b) their antiretroviral drugs were provided free of charge as a direct result of the Stop AIDS Campaign; and (c) they were being supported in growing their own food by the local partners of British aid agencies - without an adequate diet, the drugs are lethal. Ten years ago, their children would have been left orphans in a cold and callous world!

As Professor Joseph Stiglitz, former Chief Economist of the World Bank and Nobel Prize Winner in Economics, stated, *"This would never have happened without the protests"*.

**See the 10-minute video of my visit: "Drop the Debt! How campaigning brought a jubilee to Tanzania and Zambia". Either google the title, or use the code: [www.youtube.com/watch?v=Lv7a0yrO\\_iY](http://www.youtube.com/watch?v=Lv7a0yrO_iY)**

### **13) So in effect, it's 'Mission Accomplished'!**

Not so - we still have far to go! Even poor countries are still paying scores of millions of pounds *each day* to the richest, most of it on debts inherited from a previous generation. Similarly, millions still await treatment for HIV and, shockingly, about 150,000 babies are infected at birth each year (something easily preventable). Millions of children not yet in their teens now find themselves totally responsible for younger siblings, and millions of weak and impoverished elderly people are left to care for grandchildren.

And the omens on climate change become ever more challenging, with hundreds of thousands of people dying each year from climate-related causes and sea levels not only rising, but doing so at ever increasing rates.

Finally, we have these terrible humanitarian crises resulting from conflict in the Middle East and elsewhere, and our aid agencies working on the ground there to relieve suffering fully deserve our support.

**So our watchword, as emblazoned on our t-shirts, is:**

***'Action on Global Poverty and Action on Climate Change!'***



*At the finish: fly-past by the Red Arrows*

## **Contact**

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