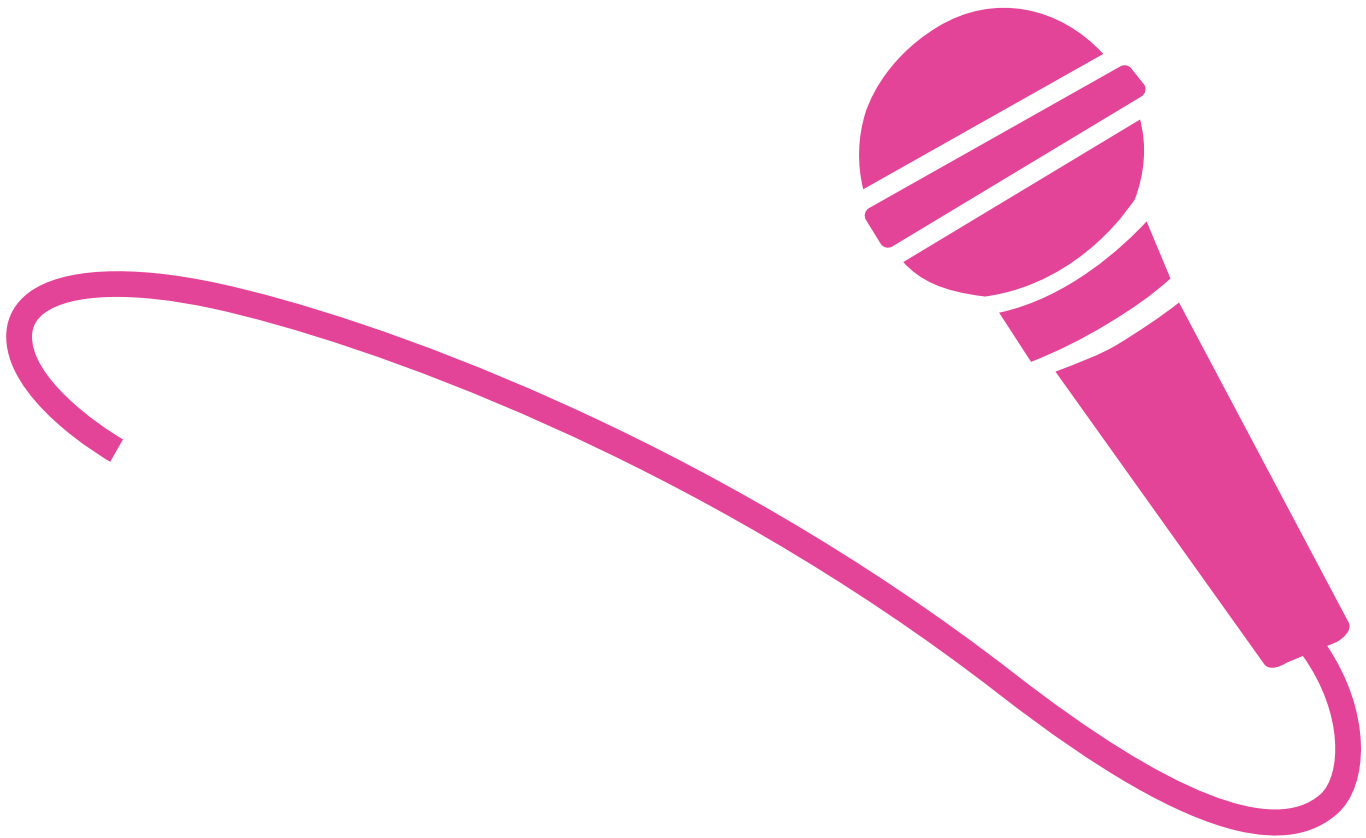


OXFAM TOOLKITS

# HOW TO HOST AN OXFAM JAM: FIVE EASY STEPS TO A SUCCESSFUL EVENT



## OXFAM TOOLKITS

In keeping with Oxfam's belief in the power of people against poverty, Oxfam toolkits are designed for individuals and groups looking for a hands-on way to join the effort. These practical how-to guides collect ideas and advice from Oxfam's experts as well as supporters around the country. Oxfam toolkits represent an entry point into the world of activism—building a grassroots movement for change, one person at a time.

### TOOLKITS AVAILABLE:

#### HOW TO GET STARTED

A MENU OF IDEAS

#### HOW TO HOST AN OXFAM HUNGER BANQUET®

DIRECTIONS AND TOOLS

#### HOW TO FUNDRAISE FOR OXFAM

FREQUENTLY ASKED QUESTIONS

#### HOW TO HOST A HOUSE PARTY

#### HOW TO TAKE ACTION

ORGANIZING IN YOUR COMMUNITY

#### HOW TO MAKE A DIFFERENCE ON CAMPUS

#### HOW TO HOST AN OXFAM JAM

FIVE EASY STEPS TO A SUCCESSFUL EVENT

#### FARMERS' MARKET ACTION GUIDE

RESOURCES FOR OXFAM VOLUNTEERS

All toolkits are available for download at [oxfamamerica.org/toolkits](https://oxfamamerica.org/toolkits), or email [actfast@oxfamamerica.org](mailto:actfast@oxfamamerica.org) to request free copies.

# HOW TO HOST AN OXFAM JAM: FIVE EASY STEPS TO A SUCCESSFUL EVENT

INTRODUCTION .....	2
1. DESIGN IT .....	3
2. PLAN IT .....	5
WORKSHEET: HOW TO CHOOSE AND BOOK A VENUE .....	6
WORKSHEET: HOW TO BOOK AN ARTIST OR PERFORMER .....	7
3. PROMOTE IT .....	8
WORKSHEET: HOW TO PROMOTE YOUR EVENT .....	8
4. HOST IT .....	9
SAMPLE SCHEDULE FOR YOUR EVENT .....	9
THE ESSENTIAL EVENT CHECKLIST .....	10
5. GIVE BACK .....	11
TELL US ABOUT YOUR EVENT.....	12
EVENT SIGN-UP SHEET.....	13

## DEAR FRIENDS,

At Oxfam, we often say that we believe music can change the world. Oxfam has a long history of working with musicians and performers of all kinds to raise awareness and funds for our efforts to end the injustice of poverty.

And it's not just world-renowned artists like Coldplay who support our efforts. We also team up with people like you. Since 2006, thousands of Oxfam benefit concerts—organized by volunteers and featuring local artists—have raised millions of dollars to fight poverty, hunger, and injustice.

Whether you're a musician, spoken-word artist, dancer, comedian, or a fan who wants to make a difference, Oxfam invites you to create an Oxfam Jam event in your community. The funds you raise will have a lasting impact: Oxfam works with people in more than 90 countries to save lives, develop long-term solutions to poverty, and campaign for social change.

By creating or performing at an Oxfam Jam, you're making a significant contribution. You're helping us get the word out; educating others about the issues; and showing your fans, friends, and neighbors that they, too, have the power to make a difference. And you are raising much-needed funds to help create lasting solutions.

This guide includes all the tools you need to get started. It's loaded with tips and advice to create the best (and most fun!) Oxfam Jam possible. And we encourage you to come up with your own ideas, too.

But if you have more questions—or just want some advice—contact us at [oxfamjam@oxfamamerica.org](mailto:oxfamjam@oxfamamerica.org). We're eager to help.

Thank you and good luck! We look forward to hearing from you.



**BOB FERGUSON**  
**CREATIVE ALLIANCES & MUSIC OUTREACH PROJECT MANAGER**  
**OXFAM AMERICA**

# 1. DESIGN IT

You'll have lots of decisions to make while designing your event. Do you want to host a concert, dance performance, spoken-word night, or comedy show? If your event is music-focused, should it be a live band or a DJ night? Acoustic or electric? Begin by choosing a great team of friends to help. You'll find every stage of organizing your event is easier with a strong team around you.

**Recruit the team.** You can put on an Oxfam Jam event on your own, but it's much more fun with friends. Once you have your team on board, here are some of the main roles:

- **Event producer:** Makes sure the venue logistics are all taken care of.
- **Event promoter:** Promotes the event through local channels, puts up posters, and sends out press releases.
- **Lead event organizer:** The one who keeps everyone on task, makes sure the plans stay on schedule, and serves as the main point of contact with Oxfam.
- **Other roles** could include venue lead, door staff, and fundraisers during the event.

**Pick an event and theme.** Local band? Dance performance? Acoustic act? Club night? Open mic? You decide. (See page 7 for tips on how to book artists, DJs, and performers.)

**Aim to sell out.** Better to have a smaller, sold-out event than a big, half-empty venue.

**Know your audience.** When choosing your event, think about your main audience. What is the scene like in your town or on your campus? What types of shows draw a crowd?

**Use word-of-mouth.** The more friends and connections you get involved from the very start, the more friends-of-friends are likely to show up at your event.

And remember: Oxfam Jam is a nationwide initiative, so use "Oxfam Jam" in all your promotional materials to make sure people know you're part of it.

## LOCAL MUSIC, GLOBAL IMPACT

What's Oxfam Jam all about? Known as "Oxjam" in the UK, these events began in 2006 with the goal of uniting music lovers around a shared goal: to raise money to fight poverty around the world. Since then, more than 45,000 musicians have played to audiences at thousands of venues, raising millions of dollars to support Oxfam's efforts.

Over the years, Oxfam Jam events have become increasingly diverse, including all kinds of performances and live events. But no matter what, they are always grassroots—led by volunteers like you who want to celebrate music and arts in their own communities.



**Put fundraising first.** An Oxfam Jam is a fun event with a serious goal: raising funds to fight poverty and hunger around the world. (See page 4 to learn more about how your donation makes a difference.)

Begin by setting a target amount for funds raised at your event. Plan to raise most of your funds through ticket sales. You can sell tickets in advance, at the event itself, or both.

But ticket sales aren't the only way to raise much-needed funds to fight global poverty. To boost your fundraising total, try these creative ideas in the weeks leading up to your event:

- Host a street performance for Oxfam with fellow musicians and performers. You'll raise funds while also promoting your event.
- Organize a music-themed trivia night at your local bar and charge teams an entry fee to take part.
- Get sponsored to do something in weeks leading up to your event: run a 5K race, dress up as a rock star for the week ... the possibilities are endless!
- Host a bake sale in exchange for suggested donations.

And try these fundraising ideas during the event itself:

- Ask local businesses to donate prizes, and then hold a raffle during the event. (For more about how to organize a raffle, see our toolkit "How to Fundraise for Oxfam: Frequently Asked Questions" at [oxfamamerica.org/toolkits](http://oxfamamerica.org/toolkits).)
- Pass around a donation bucket for Oxfam.
- Persuade the venue manager to let you run (and take all proceeds from) the coat check.
- Ask the venue if they can create a special Oxfam Jam cocktail or donate a portion of the food or drink profits.

## HOW WILL THE FUNDS YOU RAISE MAKE A DIFFERENCE?

Oxfam is a global organization working to end the injustice of poverty. With over 70 years of experience in more than 90 countries, Oxfam takes on the big issues that keep people poor: inequality, discrimination, and unequal access to resources including food, water, and land. We help people save lives in disasters, build better futures for themselves, and hold the powerful accountable.

Your tax-deductible donations are one of the main sources of funding for our efforts. Thanks to your support, Oxfam is among the most effective aid organizations in the world. We are rated highly by leading independent evaluators, including Charity Navigator, the nation's largest charity evaluator. Oxfam has the Better Business Bureau's highest rating for charitable organizations, meeting all 20 of its Standards for Charity Accountability. Oxfam is also a "Top Rated Charity" and recipient of an "A-" rating from CharityWatch. These rankings place Oxfam among an elite group of charitable organizations nationally.

Here are some examples of how donations collected at your event can make a difference:

- **\$50** can support refugees by providing emergency essentials like clean water, hygiene kits, winter clothes, food, and shelter
- **\$60** can provide safe drinking water for 20 people
- **\$100** can help start a women-led savings group in a rural community

To learn more about Oxfam's work and how your donation can help, go to [oxfamamerica.org](http://oxfamamerica.org).

## 2. PLAN IT

From setting ticket prices to booking the venue, it's time to pin down the details. This is where careful planning will make your ideas happen with less stress and more fun, so you can raise more money for Oxfam.

Good planning isn't hard. It just means knowing what needs doing, when it has to be done by, and who is going to do it. Here are some tips to keep in mind when making plans for your event:

**Make a schedule.** Make sure you allow enough time to plan your event. Ideally, you should start planning at least three months ahead of time. Then, set some key dates and aim to stick to them.

**Check the calendar.** When setting a date for your Oxfam Jam, make sure it doesn't conflict with holidays, campus events, and other big events planned in your city.

**Aim to spend as little as possible.** Be realistic and don't be afraid to ask for favors. You'll be amazed how much people are willing to do for free (or at a reduced rate) when you tell them your event is for a good cause.

**Set a price.** Decide in advance what you'll charge for tickets to the show. Think about the venue, the band, the day of the week, and what other venues charge. And always ask your venue for advice to make sure you're not under- or overcharging.

**Pick a venue.** Book your venue as early as possible, as they fill up quickly. See the next page to learn how to choose and secure a venue for your event. You can also choose to host your Oxfam Jam at a private venue, such as someone's home or backyard.

**TIP:** Use the "About Oxfam" information sheet on page 14 to help you explain the purpose of your Oxfam Jam event when talking to potential performers and venues.

**Stay safe and legal.** Your Oxfam Jam event can be whatever you want it to be. The only rules are that it must be safe, it must be legal, and it should be respectful to Oxfam and its work and mission. You are responsible for ensuring that any Oxfam Jam event you organize complies with the laws in your state. Oxfam cannot and does not accept liability for events run in aid of Oxfam. This includes any financial costs incurred in putting on your Oxfam Jam event. And remember:

- Please don't throw an Oxfam Jam event anywhere that might be unsafe or where authorities might shut it down. Make sure you get permission from anyone who may need to sign off on your event.
- Make sure everyone knows that your Oxfam Jam is a volunteer-run event in support of Oxfam, so there's no misunderstanding over where proceeds will go.
- Please organize recycling for your event if at all possible. We encourage our supporters to practice what we preach at their events!

## WORKSHEET: HOW TO CHOOSE AND BOOK A VENUE

### VENUE DOS AND DON'TS

Getting the venue right is ultra-important. It needs to fit with the type of music, crowd, and atmosphere you're aiming for. Here are a few dos and don'ts:

#### Do ...

- Find a venue you know you can sell out. Go small (maximum 200-person capacity), especially if it's your first time.
- Look for a popular venue that draws a regular crowd.
- Think about your audience and the location: if you're in a college town, for example, does your event cater to students?
- Ask your venue to waive their rental fee—remember you're trying to raise as much as possible for Oxfam.
- Choose a venue that suits the type of music or performance you have in mind.

#### Don't ...

- Pick an illegal venue or organize a performance without permission. You don't want to have to worry about your event being shut down!
- Pay for venue rental. Or equipment, security, a sound engineer, renting a van, or anything else! It's amazing what you can get for free when your event is for a good cause.
- Forget to use your venue's in-house promotion. Ask if you can put up posters, hand out fliers at other events, and use the venue's mailing list or website.

### THINGS TO COVER WHEN TALKING TO THE VENUE: CHECK THEM OFF AS YOU GO.

#### Availability:

- Is the venue available for your chosen date?
- Are there any nights/dates better than others?

#### Money:

- Can you use the venue for free?
- Can you charge for entry and are there any conditions?
- Will the venue give you a percentage of the bar revenue?
- Are there any restrictions on other fundraising activities, such as auctions, raffles, etc.?

#### Legalities:

- Does the venue have public liability insurance?

#### Sound system:

- Is there an in-house PA system?
- Will the venue supply a backline (drums, amps, etc.)?
- Does the venue have DJ equipment and a sound engineer, if needed?
- Can you use the venue's sound system, is it suitable, and is it free?

#### Venue opening times:

- When can you set up and perform a sound check?
- Is there a noise limit?

#### Official capacity:

- How many people will the venue hold?

#### Security:

- Is it needed?
- If so, is it provided and is it free?

#### Door entry:

- Can you sell tickets in advance?
- Does the venue have a coat check, and can you run it or collect the proceeds?
- Are there any age restrictions?

#### Promotion:

- Will the venue include your event on its website, posters, fliers, social media, etc.?
- Can you put your fliers and posters in the venue?

#### VENUE CONTACT DETAILS



## WORKSHEET: HOW TO BOOK AN ARTIST OR PERFORMER

### ARTIST BOOKING DOS AND DON'TS

There's no one best way to approach a band, DJ, comedian, or other performer. Here are a few top tips from those in the know:

#### Do ...

- Approach acts that have a big local following.
- Consider acts that will appeal to the people in your audience. If you're booking multiple acts, think about how they would fit on a bill together.
- Choose performers who fit your theme and your venue.
- Use your contacts. If you've got friends in bands, for example, they are more likely to play and bring their friends along, too.

#### Don't ...

- Approach major artists—Oxfam Jam is all about your local music and arts scene.
- Pick acts that won't suit your audience or that don't sit well on the same bill.
- Underestimate how much setup time is needed for each act.
- Assume what you like is what everybody else will like.

### THINGS TO COVER WHEN TALKING TO PERFORMERS: CHECK THEM OFF AS YOU GO.

- Are they available for your chosen date?
- Will they play for free? (Every Oxfam Jam act performs for free.)
- Do they know the venue? (Locations, times, and setting up details)
- Will they be selling merchandise? Could they donate a percentage to Oxfam?
- Who should you contact on the day?
- What equipment requirements do they have? Can the venue supply?
- Can they promote the event to their fans?

Note: Every ticket raises money, so there are no guest lists at Oxfam Jams.

### BOOK ACTS

#### GET THE BALANCE RIGHT

If your event involves music, consider a popular local band as the headliner, a couple of acts from the area, a new artist (who'll bring lots of friends), or a DJ or two for between the sets and to end the night. Think about your audience when planning the lineup of the show. Would they be most interested in acts that play one particular type of music, or are they open to a more diverse bill?

#### CHECK TECH SHEETS

Most artists will have a "tech sheet" for the equipment they need. Check with the venue to ensure that it has the required equipment. You should also ask the bands if they're willing to share or bring their own gear, with headliners usually supplying the drum kit. Renting gear can get very expensive.

## 3. PROMOTE IT

You've planned a great event. You've got the performers lined up. The venue's booked. Now you need to draw a crowd! Thankfully, there's no shortage of great ways to make sure you sell out.

**Get started early.** Think about starting promotion six to eight weeks before your event.

**Use Oxfam's tools.** At [oxfamamerica.org/oxfamjam](http://oxfamamerica.org/oxfamjam), you'll find downloadable posters, graphics, and other tools we've developed to help you promote your event. And don't forget to add your Oxfam Jam to our calendar at [oxfamamerica.org/events](http://oxfamamerica.org/events). You can also create an online event page (see page 3) to sell tickets and collect donations.

**Get social.** Create a Facebook event page, talk and tweet about your event on your social networks, and ask your friends to help spread the word.

**Talk to local media.** Maximize promotion of your event by sending a press release to local newspapers as well as websites and blogs focused on local events. If your event is music-related, reach out to nearby music bloggers and radio stations.

### WORKSHEET: HOW TO PROMOTE YOUR EVENT

#### PROMOTION DOS AND DON'TS

##### Do ...

- Make sure your event is branded as an Oxfam Jam.
- Contact us at [oxfamjam@oxfamamerica.org](mailto:oxfamjam@oxfamamerica.org) if you need any help.
- Ask bands to use their publicity channels.
- Ask venues to help you with promotion.

##### Don't ...

- Keep it to yourself—if people don't know about your event, they won't come!
- Leave it to the last minute.
- Pay for any promotion or advertising.

#### PROMOTION CHECKLIST

- Go to [oxfamamerica.org/oxfamjam](http://oxfamamerica.org/oxfamjam) to find downloadable posters, free materials, and more.
- Print event posters and fliers (try to get printing for free).
- Write a press release (for tips on writing a press release, see our toolkit "How to Take Action" at [oxfamamerica.org/toolkits](http://oxfamamerica.org/toolkits)).
- Contact local papers, radio stations, websites, and bloggers.
- Email friends, colleagues, and family.
- Get a Facebook event page up and running.

## 4. HOST IT

After all the planning, the actual day will fly by! Follow these tips to make sure your Oxfam Jam event is a big success and a great time.

**Arrive early.** Get to the venue, along with anyone else who's helping you set up, at least one to two hours before the first act is due to arrive.

**Meet the performers.** Make sure you meet the performers as they arrive. Check to make sure they've got everything they need and know the order of the lineup.

**Make the venue yours.** Put up posters and banners to make sure people know it's an Oxfam Jam.

**Explain how it helps.** Make sure you show how donations collected during your event will help fight poverty. Print out and share the "About Oxfam" information sheet on page 14 (find more resources at [oxfamamerica.org](http://oxfamamerica.org)). You can also use the sign-up sheet on page 13 to invite people to join Oxfam's eCommunity.

### SAMPLE SCHEDULE FOR YOUR EVENT

A typical event might include one headliner and two or three opening acts. You may want to ask a DJ to play between sets, or use the break between acts as an opportunity to thank attendees and say a few words about how their donations will make a difference.

#### APPROXIMATE SET LENGTHS

Headliner: 45 minutes to one hour

Opening acts: 30 minutes

Allow 20–30 minutes to change equipment between acts.

Here's a rough schedule based on a 12:00 a.m. curfew, which you can adapt to suit your event:

Sample schedule	Actual schedule	Set	Artist	DJ
9:00–9:30 p.m.		Opening act		
9:30–10:00 p.m.		Break		
10:00–10:30 p.m.		Opening act		
10:30–11:00 p.m.		Break		
11:00 p.m.–12:00 a.m.		Headliner		

#### AFTER THE SHOW

Settle up with the venue and thank all the staff, musicians, and volunteers involved.

#### COLLECT THE CASH

Make sure you know who's in charge of collecting funds at the end of the event.

## THE ESSENTIAL EVENT CHECKLIST

- Meet the venue manager and introduce your team.
- Make sure your team members know their roles.
- Put up posters and set out the sign-up sheet and any Oxfam materials.
- Check PA and that equipment is working before acts arrive.
- Get the stage manager to supervise the sound check.
- Make sure equipment is set up and that the sound engineer is ready to go.
- Give a schedule to all performers and to the sound engineer.
- Make sure artists know where to park and which entrance to use.

CONTACT DETAILS FOR ALL PERFORMERS:

CONTACT DETAILS OF VENUE MANAGER:

NOTES:

## 5. GIVE BACK

Congratulations on your successful Oxfam Jam event, and thank you for being part of our community! Now comes the life-changing part: Donating the funds you raised to help Oxfam end the injustice of poverty.

Plan to send your proceeds to Oxfam America the day after the event, so that we can quickly put the funds to work where they are needed most. There are two easy ways to send the proceeds from your event to Oxfam America:

1. **ONLINE:** Use your customized Oxfam Jam event page (see page 3) to submit funds securely via credit card. If you don't have an event page, you can also submit donations online at [oxfamamerica.org/jamdonate](https://oxfamamerica.org/jamdonate).
2. **BY MAIL:** Send a check made out to "Oxfam America" for the amount of your proceeds to:

Attn: ACT FAST  
Oxfam America  
226 Causeway Street, 5th Floor  
Boston, MA 02114-2206

Note that because Oxfam America is a 501(c)(3) charitable organization, all donations are tax deductible. If you have any questions or need further help with donations, please contact us at [oxfamjam@oxfamamerica.org](mailto:oxfamjam@oxfamamerica.org).

And don't forget: We want to hear from you! You'll find a form on the next page to tell us about your event.

# TELL US ABOUT YOUR EVENT

FILL OUT BOTH THIS FORM AND THE SIGN-UP SHEET ON THE NEXT PAGE, SEND THEM BACK TO US, AND WE'LL SEND YOU AN OXFAM T-SHIRT AS THANKS!

Please complete and return both of these forms to: Oxfam America, ATTN: ACT FAST, 226 Causeway Street, 5th Floor, Boston MA 02114-2206. Or, scan and email the forms to [oxfamjam@oxfamamerica.org](mailto:oxfamjam@oxfamamerica.org).

ORGANIZER / GROUP LEADER'S NAME \_\_\_\_\_ EMAIL \_\_\_\_\_

NAME OF UNIVERSITY / SCHOOL / FAITH COMMUNITY / ORGANIZATION \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ ID # \_\_\_\_\_

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EVENT TYPE / DATE \_\_\_\_\_ TOTAL NUMBER OF PEOPLE IN ATTENDANCE \_\_\_\_\_ AMOUNT RAISED \$ \_\_\_\_\_

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If you include a donation with this form, please make your check payable to "Oxfam America."  
You can also submit your donation online at [oxfamamerica.org/jamdonate](http://oxfamamerica.org/jamdonate).



# YES, I WANT TO MAKE A DIFFERENCE.

Take an important step toward making the world a better place. Join Oxfam's work to end the injustice of poverty. As part of our eCommunity, you'll be among the first to respond to global crises and take urgent action. Connect with others around the world, starting now: **Join Oxfam's eCommunity today.**

FIRST NAME	LAST NAME	EMAIL ADDRESS (REQUIRED)	CITY	STATE	ZIP CODE
Jane	Smith	j s m i t h @ e m a i l . c o m	Boston	MA	02114

Please send promptly by mail to Oxfam America, Attn: ACT FAST, 226 Causeway Street, 5th Floor, Boston, MA 02114-2206, or scan and email to [actfast@oxfamamerica.org](mailto:actfast@oxfamamerica.org).



# ABOUT OXFAM



Oxfam is a global organization working to end the injustice of poverty. We help people build better futures for themselves, hold the powerful accountable, and save lives in disasters. Our mission is to tackle the root causes of poverty and create lasting solutions.

We believe in the power of people to end the injustice of poverty.

## HOW DO WE FIX THE INJUSTICE OF POVERTY?

Oxfam's approach is about tackling the conditions that cause poverty in the first place, rather than the distribution of material goods. We start by asking questions and challenging assumptions. What are the root causes of poverty? What can we do to change the power dynamics that keep people poor? These questions inform the four categories into which our work falls:

**SAVING LIVES:** Oxfam works with local organizations and governments to save lives in emergencies and reduce future disaster risks.

**PROGRAMS TO OVERCOME POVERTY AND INJUSTICE:** Oxfam invests in programs to help people assert their rights so that they can improve their lives.

## CAMPAIGNING FOR SOCIAL JUSTICE:

Oxfam works to change the laws and practices that keep people trapped in poverty.

**PUBLIC EDUCATION:** As part of our efforts to overcome poverty, Oxfam works to change the way people think about poverty and its causes.

## WHAT CAN YOU DO TO HELP?

Each one of us has a critical part to play in the fight against poverty and injustice. No matter who you are, or how busy, you can make a difference.

Visit our website [oxfamamerica.org](http://oxfamamerica.org) to get involved. You can take actions online, help organize events, raise money, donate, or volunteer.

**OXFAM HIGHLY RATED**

Oxfam America is rated highly by leading independent evaluators and supporters, and is recommended by Charity Navigator, the nation's largest charity evaluator. Oxfam has earned the Better Business Bureau's highest rating, meeting all 20 of its Standards for Charity Accountability, while CharityWatch has ranked Oxfam a "Top Rated Charity" with an "A-" rating.

Through TrustPilot, supporters have also rated Oxfam with a TrustScore of 9.5 out of 10. These rankings place Oxfam among an elite group of charitable organizations nationally.

(as of Sept. 15, 2017)

ABOVE: Valerie Mukangerero works in her pineapple farm in Rwamurema village, Eastern Rwanda. Since joining the Tuzamurane cooperative, Valerie feels empowered and has saved enough money to buy a cow and support her family. Aurelie Marrier d'Unienville/Oxfam

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