



About ONE

ONE is a global advocacy and campaigning organization co-founded by Bono and backed by more than 7 million people from around the world dedicated to fighting extreme poverty and preventable disease, particularly in Africa.

We raise public awareness and work with political leaders to combat AIDS and other preventable diseases, increase investments in agriculture and nutrition, and demand greater transparency so governments are accountable to their citizens. ONE does not raise money itself to build schools, hospitals and the like, but does its work by advocacy and campaigning so that government funds continue to flow to programs that make a difference in people's lives.

About ONE Vote '16

ONE Vote '16, a non-partisan project of ONE Action, is a campaign to make the fight against extreme poverty and preventable disease — particularly in sub-Saharan Africa — a priority in the 2016 presidential election.

The next president and Congress will take office at a critical time when there are effective and affordable solutions available that save lives: providing AIDS medicine that costs less than 40 cents a day; connecting smallholder farmers to markets to break the cycle of hunger and poverty; connecting millions of people with first-time access to energy that will open new doorways to education, healthcare and job opportunities. With the force of nearly 2 million members in the U.S., ONE Vote '16 will educate and mobilize voters to ensure the next president is committed to using the United States' strategic power to help end extreme poverty and create a safer and more stable world.

ONE Vote '16 engages directly with candidates and staff of both parties about the importance of maintaining American leadership in the battle to alleviate extreme poverty and preventable disease. ONE Vote '16 builds relationships with the candidates and their campaigns both on and off the campaign trail — in public and behind the scenes.

ONE members engage candidates at campaign stops, educate voters on the importance of smart foreign assistance, and invite candidates to speak at ONE-sponsored events. We utilize advisory committees to submit op-eds, give interviews, and build ONE's network of grass tops supporters. Behind the scenes, ONE Vote '16 briefs candidates and campaign staff on our policy issues.

Helping Millions and Strengthening National Security for Less than 1% of the Budget

U.S. global development assistance has helped save millions of lives from preventable diseases and built brighter futures through education, agriculture, and economic development. Today, nearly 11 million people living in Africa have access to lifesaving AIDS medication, up from only 100,000 in 2002. Malaria has been cut by 75% in nine African countries since 2000, and 60 million more children across sub-Saharan Africa are now going to primary school compared to 1999. It's a proud bipartisan American legacy — all for less than 1% of the budget.

Now it's time to finish the job. Studies show extreme poverty has already been cut by 60% and can be virtually eliminated by 2030, but only if we act with urgency now. We recognize the difficulty of the task before policy makers regarding budgetary constraints, which is why lifesaving programs need support now more than ever. We believe helping developing countries pull themselves out of poverty through development programs that deliver real results and progress represents the best of American values. Investing a small percentage does a world of good – and is in the moral, economic and security interests of the United States.

Development assistance also helps strengthen our national security. The world's poorest are often ripe targets for radicalization and poverty and desperation can lead to civil unrest. As General Mattis told the Senate Armed Services Committee, "If you don't fund the State Department fully, then I need to buy more ammunition." Vaccinating someone's child, helping to provide lifesaving medication and food, or providing electricity and job opportunities are ways we can help make friends, build allies and increase trading partners.

About the ONE Vote Caravan

The ONE Vote Caravan is a highly engaging mobile campaign experience that creates the chance for people to interact with our issues, take actions, engage on social media, and have some fun on the campaign trail. In addition to the conventions and universities the Caravan will also be present at high profile campaign events (debates, state fairs, etc.). The Caravan will have day long schedules that included high profile surrogates, video, music or games to attract people and draw attention. Depending on the schedule or venue, we will encourage candidates to stop by the experience and meet with ONE members and supporters. We could also employ high level surrogates and celebrities to join the caravan for short periods.



The Virtual Reality Experience

A stunning virtual reality adventure awaits participants at the caravan. This mind-bending journey to Africa that will open their eyes to extreme poverty by bringing to life the story of Monica – a young girl living in a rural village on the border of Kenya and Tanzania, with the odds against her, but the hope and resolve to overcome her situation.

The Activation Station

Witnessing Monica's story first hand will inspire participants to take action and the caravan will show them how. After watching a video on how one person's voice can make a difference, participants will have a chance to write postcards to both local and presidential candidates.

White House Bounce House

In order to enter the White House, we believe candidates must have a plan to fight extreme poverty. Participants will take their ballot from the activation station and deliver it directly to the White House—the White House Bounce House, that is – and then ONE Vote will deliver the ballots to the campaign offices. And once they've cast their ballots, participants will get to bounce in the giant inflatable White House!

Social Integrated Photo Station

The ONE Vote '16 Caravan experience will culminate with a photo booth where voters can take pictures to mark their time at the caravan. These photos will also have a digital mark, with instant upload capabilities to voters' social networks. ONE will be able to pre-populate messages, hashtags, and custom filters to accompany the photos on social media. The caravan will then be driving both the offline and online conversations.

Dimensions/Details for Bounce House:

- 30 feet long x 13.5 feet deep x 18 feet tall
- Minimum 2 foot perimeter around entire bounce – at the back with blowers might want 3-4 feet of clearance
- Windows are netted and will have the ability to look inside/outside
- Electricity Needed: Standard Plug - Dedicated 20 AMP circuit – We will have a generator with us
- Bounce House can be set up inside or outside as long as there is a flat smooth surface. It is held down through stakes in the ground or sandbags depending on surface.



Dimensions/Details for Trailer:

- ONE Vote Trailer – 32' x 18' when opened up
- 2 foot perimeter needed in the front and back of trailer
- Trailer will be powered by a generator