

WE DON'T DO CHARITY

The era of the 'White Saviour' is at an end. We now need a better way to help people and treat them with dignity

The Film

Across the Global South social entrepreneurs, civil society organisations and grass roots NGOs are rejecting the 'white saviourism' of rich countries in favour of sustainable development programmes designed by them, for their own communities.

They're taking back control of their own destinies with dignity. They call out the hidden neo-colonial agenda and racism of many aid programmes with campaigns like #ShiftThePower and the Southern Leadership Agenda.

This film studies several examples of locally controlled organisations in India, Ghana, Uganda, and Kenya. We then ask the question from leading professionals and thought leaders in International Development: Is the current system still relevant? If not, what should we change?

The Message

Despite promises like the Grand Bargain announced at the World Humanitarian Summit in 2016, less than two per cent of the 450 billion dollars spent on Aid reaches the people on the ground.

Worse still, much of this aid is delivered with patronising and racist overtones, and strips recipients of their dignity. Based largely on handouts and projects designed in the Global North, it is neither sustainable nor equitable.

Our mission, through this film, is to highlight an alternative; to help nudge the conversation towards a more equitable solution that brings control, dignity, and sustainability to local communities.



"I would like to see a world where we don't even have Aid...where former colonies are able to develop on their own and lift their own people out of poverty"

Degan Ali, ADESO



"We 're not doing development as charity anymore – it's now a co-investment relationship. Things have transitioned"

Charles Kojo Vandyck, WACSI

Join Us

We'd love you to be part of this important conversation. *We Don't Do Charity* is the story of change in the Aid & Development space and its aim is to spark discussion and foster new ideas across the world. How can we speed up the process towards an equitable and sustainable world where dignity and voice are the priority?

Our audience is represented by the millions of people across the world who are determined to fight poverty and deprivation ethically. This includes NGOs and their employees, humanitarians, philanthropists, Aid & Development professionals, Civil Society groups, and advocacy groups.

By joining us, you can help this film reach these people and take part in the conversation as follows:

- Branding and a presence at live screening and discussion sessions at commercial Aid industry exhibitions, forums, and humanitarian conferences
- Screenings and Q&A sessions at conferences and forums held by CSOs and NGOs for their own staff and communities.
- Virtual screenings and discussion sessions hosted online either by large NGOs or CSOs
- We can offer our partners a fully branded online Virtual Toolkit for staff and stakeholders to learn more about this big shift in Aid & Development. We can shoot and incorporate video content to your own requirements.
- Pre-roll branding "This film is brought to you by..." on the main feature.
- The film will be released on major streaming platforms such as Amazon Prime, TUBI, Plex and more.
- Branded screening kits. These are distributed free to organisations who wish to hold their own screenings and discussion sessions. These kits include a digital copy of the film, a discussion guide, and additional handouts, plus a complete suite of promotional materials including press releases and a social media toolkit with post content, posters, and film stills.



"We will not do charity.... Because Charity actually takes away dignity. And without dignity, you cannot talk about development"

Anshu Gupta, Goonj

The Team

We Don't Do Charity is directed and produced by award-winning film-makers David and Amanda Campbell. Both former journalists and now social justice activists, this is their second full-length feature documentary after the successful launch for years ago of their debut film, *The Indian Queen*. They currently edit and produce humanitarian social media channels under the banner of *The Aid Files*.

This project has been funded and driven by Humanitarian and philanthropist Alan Braithwaite. Alan recently sold his global logistics business and set out to bring fresh thinking to the aid sector, through the lens of his management expertise. Alan is currently co-chair of the Disasters Group at Catalyst 2030.

Contact Us

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