



Why is it called 5 Apples?

Back in 1970 all the rich Nations promised that from 1975 they be giving 0.7% of their annual wealth to help those who were suffering from extreme poverty in the world.

By 2008 they had managed to reach 0.3%.

So that's like saying if you had 100 apples and there was a family dying of poverty next door to you, you would go round and give them a third of one apple and keep the other 99.66 apples for yourself.

In 2005 Jeffrey Sachs the Economic Advisor to the UN, led a team of International Economists to work out how much it would actually cost to give everyone on the planet enough to survive on. That's not how much it would cost to make everybody rich – just to make sure that nobody has to die from lack of clean water, enough food or basic medicine.

They worked out it would cost £120 billion a year until 2025 and then, after that, it would start to decrease. Of this £120 billion, they said £50.29 billion should go to the poorest countries in the world, the ones who have the least prospect of pulling themselves up out of the pit of poverty without help from outside.

Us rich Nations all promised to sort it and by 2009 we had managed to reach £72.3 billion a year, of which only a third, £23.84 billion, goes to the countries who need it the most - the poorest countries in the world. Therefore there is a shortfall for the poorest people in the poorest countries and that shortfall comes to £26.45 billion. Which equates to a 5% increase in Income Tax in the UK.

Which means that if we wanted it, if we were prepared to vote for it, we could solve it. We could make sure that everyone in the world gets enough to live on.

That's like saying if we had 100 apples and there was a family dying of poverty next door to us, we would give them 5 apples.

That's not really too much is it?

What is 5 Apples?

5 Apples is a new political movement. Our aim is to get the rich west to do what it takes to end extreme poverty. And our plan is to do this by getting 5 apples candidates elected to Parliament. We are starting in Cardiff in January 2010 and our aim is to elect an independent candidate, Alun Mathias, to the Cardiff Central seat. Then, in the following election, our aim would be for 5 apples candidates to stand in every University town or city in the UK. The 5 apples movement is based on the idea that extreme poverty could be ended in this generation. We, in the UK, could afford to do it - a 5% increase in the rate of Income Tax would be enough. But our political leaders would never dare take this kind of step because they would be afraid that it would make them unpopular. So, therefore, we need to found a new political movement in order to prove that this generation wants to do what it takes to make it happen.

The mainstream political parties are disappointed because young people do not seem to want to vote any more. At the same time they are terrified that this new voting generation will choose something new to vote for, something which spawns outside of the status quo. This new voting generation has already begun to show that it can act together in ways which have not been possible for their parents and grandparents. This ability to act together, combined with the desperate but finite need of the world's poor, makes it possible to do something truly remarkable in the 2010 General Election in the UK.

We can choose to use our vote for something beyond national self-interest and petty party politics.

We can vote for the 5 Apples.



What is the 5 Apples Campaign Plan?

The aim of the plan is to get a 5 apples candidate elected to the Cardiff Central Seat in the General Election in May 2010.

It has 3 main parts:

- Get as many people as possible to read the book, "Vicky and the Pit" before the election.
- Get as many people as possible to join the Facebook group to support the campaign.
- To spread the word person to person on the Internet.

The book, "Vicky and the Pit"

The best way to understand the 5 apples concept is to read the book, "Vicky and the Pit".

It is an allegorical story about a girl who discovers people dying in a pit in the forest just outside her town and who tries to work out how to help them. The story is fictional, but the population and income numbers are on a scale of 1:1,000 to the real world. Which means that it is just as easy, or difficult, for Vicky's Town to help the people in the Pit, as it is for the UK to help those suffering from extreme poverty in today's world.

Instead of asking people to make financial donations to the Campaign, we are asking them to buy two copies of the book and to give them away to people who are eligible to vote in the Cardiff Central area.

We are also asking anyone who receives the book for free to buy two more copies and give them away to others. In this way we hope to get the book to as many Cardiff Central voters as possible before the Elections in May.

The book retails at £6.99. If you order before June 2010 we will give you two copies for the price of one – one to lend out and one to give away.



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Fight Global Poverty  
with 5 Apples

[www.fiveapples.co.uk](http://www.fiveapples.co.uk)