

The Greatest Hunger Crisis in Modern History

45 Million

People on the brink of starvation

Children suffer the most. Traditional aid isn't enough. The world needs a revolutionary approach to end this crisis.

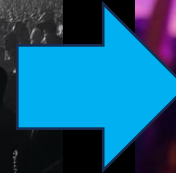


The Opportunity

The Heart in Action Global Humanitarian Campaign

1985: Live Aid

1.9 billion viewers
\$127 million raised



2026: Heart in Action

Mobilising billions globally

Music + media + technology = humanity's most powerful tools

Culture can change history

The Vision

Heart in Action: Globe Spanning Philanthropy

I

[By My Spirit. A Global Spiritual Gathering](#)

Launch Heart in Action Global Humanitarian Campaign
A Hollywood Telethon and Christmas Special

2

[International Women's Day](#) March 8, 2026

Women's Day Live Benefit Concert. Empower Women & Girls
Galvanize a Global Movement. Activate [Plan G](#)

3

[International Girls Day](#) October 11, 2026

[World Girls Day](#) Concert

Global Movement + *Supergirl*

Plan G: unlock the world's hidden superpower -
GIRLS



The Mission

To build a global movement that
feeds children today,
empowers women tomorrow,
and unleashes girls forever

Every Child Deserves a Future

Together we can be an unstoppable force, international
collaboration is at the heart of this movement

Given this is an 'open hearts to serve the world in a time of crisis' campaign,
UNOCHA could help lead this. "

AN INTERNATIONAL EFFORT IS AT THE HEART OF THIS MISSION

HEART IN ACTION



**COME BUILD
THE FUTURE WITH US**



The Engine

Not charity — a global humanitarian franchise driving sustainable local and global impact



Help Build Two of the most popular International Music Festivals in the world and a Global Heart in Action humanitarian franchise that keeps giving back to the future.

The Urgent Call to Action

Mobilize Humanitarian Aid – Together at the G20 & G7 Summits

- I — Champion Women and Girls. Galvanize Billions in Humanitarian Aid
- 2 — Activate a global mobile campaign across telecom networks
- 3 — A Hollywood livestream Telethon to help kick-off the movement
- 4 — Launch the We are the Women of the World Humanitarian Anthem
- 5 — Prepare global livestream shopping festival and fundraising framework
- 6 — Engage Investment Partners, global brands and Media Partners

This is our moment of truth as a human family





The Ask

Be a Founding Humanitarian Partner

Funding now builds the infrastructure:
production, platforms, partnerships

Help ignite a billion-dollar global entertainment humanitarian franchise
GLOBAL ENGAGEMENT. GLOBAL CONNECTIVITY. LOCAL IMPACT.

The Legacy



Live Aid belongs to the 1980s



Heart in Action belongs to you



Feed children today



Empower women tomorrow



Unleash girls forever

Be the visionary who launches Heart in Action for the future benefit of humanity

. www.womensdaylive.com. www.worldgirlsday.com www.lilifournier.com

"Every movement has a moment. This is ours. And it could be yours too."