

IMPACT

M A G A Z I N E

SPECIAL
COVID-19
ISSUE



care®

75 YEARS

SPRING 2020

In the shadow of World War II, small groups of Americans came together to help millions of starving Europeans with the simple but powerful idea of creating the first CARE Package®.

This catalytic idea sparked a movement that would bring Americans together to deliver more than 100 million CARE Packages to war survivors and families around the world.

While the contents of the CARE Package have surely changed over the last 75 years, that same sense of generosity that created them so many years ago has remained steadfast. Today, CARE works with families and entire communities worldwide to equip them with the tools and training they need to improve basic education, prevent the spread of deadly diseases, and expand economic opportunities.

When you think back to the original CARE Packages, you may remember the “10-in-1” food parcels in Europe. Over the last 75 years, and through the innovative spirit of countless volunteers, corporations, foundations, and governments, we have transformed that parcel from direct food aid in cardboard boxes to a myriad of extraordinary programs. Today, we deliver CARE through our COVID-19 response, cash cards aiding 381,000 people affected by the Syria crisis, and coordinating 7 million Village Savings and Loan Association members from Africa to Asia to the Americas.

We have all felt the impact of COVID-19 on our daily lives these last several months. It has quickly made its way around the world and is affecting some of the world’s most vulnerable communities—places that are already fighting famine, extreme poverty, and ongoing conflict. As a society, our resilience and values are being put to the test, but our shared humanity and commitment to one another are our greatest assets in the face of unprecedented crisis.

Thank you for standing shoulder-to-shoulder with CARE and some of the world’s most vulnerable people. CARE was born during a time of crisis and uncertainty, and thanks to friends and supporters like you, we’ve responded to every global emergency. We won’t stop now.

With gratitude,

Michelle Neumann

President and CEO, CARE



COVID-19

A GLOBAL PANDEMIC THAT KNOWS NO BORDERS

Tasneem Chowdhury/CARE

The U.N. General Secretary has said that the current coronavirus outbreak is the biggest challenge for the world since World War II. The spread of the coronavirus has unthinkable consequences in places where health care systems are already weak and long-lasting food supplies have been wiped out by disaster and conflict in recent years—or in the close quarters of a refugee camp.

CARE IS LAUNCHING AN IMMEDIATE SURGE THAT WILL REACH UP TO 25 MILLION PEOPLE IN THE WORLD’S POOREST COUNTRIES, providing handwashing stations, soap, clean water, disease education, and information to flatten the curve of COVID-19. While soap and clean water will be consumed quickly, permanent handwashing stations will continue to positively impact communities long after the COVID-19 response.

WHY CARE?

- **Global Footprint and Reach:** We work in 100 countries and reached close to 70 million people just last year. We have a proven distribution network down to the most remote communities.
- **Ability to Deploy Aid Immediately:** We are already present in these countries; we can move supplies, experts, and information to the field fast.
- **Trusted Experience:** CARE has been responding to global crises for 75 years. We’ve led 57 distinct initiatives to stop the spread of infectious disease epidemics (Ebola, Zika, cholera). We are deeply trusted by communities and in close coordination with the World Health Organization, the U.S. Centers for Disease Control and Prevention, and other leading public health and humanitarian actors.

With your help – we can stand together and show the world we CARE.

HOW YOU CAN HELP

We are seeking financial support for our first-wave response in 18 of the most vulnerable countries. Specifically, this includes:

- Providing essential supplies like soap, disinfectants, medication, and protective wear
- Providing clean water in water-scarce areas
- Ensuring access to handwashing stations
- Self-isolation kits for our frontline emergency response workers

PLEASE VISIT
care.org/COVIDupdates
to learn more and
make a donation.



COX'S BAZAR

Josh Estey / CARE

Josh Estey / CARE

Preparing for pandemic in the world's largest refugee camp

Nearly 1 million refugees reside in Cox's Bazar, now the largest refugee camp in the world. After suffering unspeakable trauma, most came with nothing but the clothes they wore and whatever items they could grab as they fled for their lives.

In the camp, CARE has 450 staff who help provide food, clean water, health and maternal health services, psycho-social support, and more. In the photo at the upper right, children wait in line for up to five hours to receive a hot meal. Children are fed first, then adults.

To combat COVID-19, CARE is providing additional handwashing education, handwashing stations, and isolation tents for potential and confirmed COVID-19 cases. Even still, "the measures which all health experts globally are putting forward are social distancing and isolation, which are simply not an option," says Deepmala Mahla, the Asia director for CARE. "The situation is so risky, I shudder to think what could happen."



Falguni Das / CARE Bangladesh

"The situation is so risky, I shudder to think what could happen."

—Deepmala Mahla, the Asia director for CARE



MOZAMBIQUE

Ravaged by cyclones, Mozambique now readies for COVID-19

In March 2019, Cyclone Idai slammed into Mozambique, Malawi, and Zimbabwe with speeds of more than 200 kilometers per hour, causing severe damage. One month after Idai, a second storm hit northern Mozambique while the country was still recovering. More than 600 people died, hundreds of thousands of people have been displaced, crops have been destroyed, and livelihoods lost as a result of these storms.

It is the first time in recorded history that two strong tropical cyclones have hit the country during the same season. The impact of the cyclones goes well beyond food insecurity, negatively affecting nutrition, health, education, water, and sanitation.



CARE has assisted more than 300,000 people affected by the crisis with food assistance, access to clean water and education, shelter, and drought-resistant seeds. This also includes the provision of hygiene items, including emergency household supplies such as tarpaulins, blankets, mosquito nets, sleeping mats, bathing soap, and jerry cans.

Repair of water points and simple hygiene items such as soap and clean water dispensers like those shown will be critical as CARE adapts our current work in Mozambique to include COVID-19 prevention.



YEMEN

Q&A with Aaron Brent, CARE Yemen Country Director



Sam Boulthor/CARE

How is COVID-19 affecting Yemen?

So far in Yemen, thankfully there are no confirmed cases. However, the entire country has been closed off as a prevention measure. Yemen is effectively divided into two parts because of the war—in the northern part there is one group of authorities, and in the southern part there is the internationally recognised government—and the crossings between those two areas have also been closed.

Yemenis, unfortunately, are very used to living in an isolated state compared to any other country in the world, so these effects aren't as drastic for them. They have been living the exact same thing the whole world is going through now for the past five years.

However, the fact that they can't move between the north and south of the country will definitely have a big effect, because there are families that live on both sides and that means they can't get back to their family. The authorities' measures are appropriate—they're in line with what other countries are doing—but that doesn't erase this extra hardship on top of the world's worst humanitarian crisis for the country.

What will these travel restrictions mean for CARE programming and individual families' lives?

The majority of CARE's work is lifesaving humanitarian aid. Any type of movement restriction that is going to affect the ability of humanitarian agencies to deliver that aid is going to be catastrophic.

One of our biggest programs, in partnership with the World Food Programme, are monthly food distributions to the most vulnerable and needy people. These are people who are on the edge of famine and they depend on these general food distributions to stay alive. So, if those are impacted, it will have a huge and immediate impact on people.

This is a population where there are an estimated 24 million people in need of humanitarian assistance, even before the current COVID-19 situation, so Yemenis are already vulnerable. They have gone through five years of total isolation, had to undergo the impacts of multiple outbreaks of cholera—and are still in the midst of one right now. We've also experienced dengue fever and a diphtheria epidemic in the past years, so COVID-19 is coming on top of all these.

How are your staff feeling in light of this latest pandemic on top of everything else?

Our staff are quite scared; the Yemeni health care system is in ruins. We do everything we can to support the health care system, but the reality is when you see health care systems in very advanced countries like the U.K. or U.S. being completely overwhelmed, then the impacts here in Yemen are unimaginable.

On the other hand, Yemeni people are extremely resilient, and they've lived through the worst times imaginable. They know how to deal with such things, but that doesn't change the fact that it is very scary.

What is CARE doing to help people protect themselves against COVID-19?

The good news is so far there are no confirmed cases in Yemen. Because it is already one of the most isolated countries in the world, we hope that any outbreak will be limited. But if it does happen, the health care system is certainly not set up to be able to immediately cope, in terms of effective quarantine areas, ventilators, and life support.

CARE doesn't work on medical issues in Yemen, but what we can do is make sure that all our ongoing programs—food distributions, water and sanitation interventions such as building water systems and household sanitation, and education programs—integrate COVID-19 prevention and awareness-raising activities around what people need to do to protect themselves, and what happens if they get sick. We have a very big reach in the country—we work in 13 governorates and reach around 3.4 million people annually—so the best and most effective thing we can do right now is to get that message out there, as well as to help dispel the many myths surrounding the virus.

“I would just ask people, while they're going through this, to think of the Yemeni people who have been in this exact same position, but for the last five years.”



Holly Frew/CARE

What is your message to the international community in light of the upcoming anniversary of the Yemen conflict and these latest COVID-19 developments?

We know how much the COVID-19 virus has affected people's lives all around the world and forced people into difficult economic situations, and into isolation. I would just ask people, while they're going through this, to think of the Yemeni people who have been in this exact same position, but for the last five years. Not for 14 days or one month, but for five years. Yemenis have had to go through the same thing the rest of the world is going through now, plus an active armed conflict going on all around them.

I hope COVID-19 can help raise awareness of the plight of the Yemeni people and increase empathy, now that more people may be able to better understand at least some of what the everyday Yemeni man and woman face on a daily basis. We are calling on the whole world to work with the relevant and interested parties in Yemen to bring about a peaceful solution to the conflict.



Motaz Foadi/YPN/CARE

SIERRA LEONE

Rosaline, 29, is a nurse in Sierra Leone. CARE is a partner of the Kakoya health facility in Koinadugu district where she works. She decided to become a health worker after her father died from illness; she worked as a volunteer community health worker with CARE and used her monthly stipend to put herself through nursing school. Rosaline was a frontline worker during the Ebola outbreak in 2014 and 2015. Today, she is playing a key role in her community's response to the coronavirus pandemic.



What is the situation like in Sierra Leone right now?

The situation is not easy. People worry a lot. We, the nurses, are putting everything in place. Even traditional authorities, they are putting everything in place, because the counselors are worrying a lot. There are suspected cases in Guinea, and they are our nearby neighbors.

What kinds of things are people doing?

We have set up handwashing stations at every public place—in community gathering places, in schools, at the health facility, everywhere. And people don't shake hands. Most of the gatherings that were happening before have been stopped. No nightclubs, no football, no traditional societies, everything has been stopped. Right now the country is at a standstill. Infection Prevention Control (IPC) protocol is our first area of work; we do community engagement meetings, we do our outreach. In our centers, we wear our masks, we don't touch patients, we take their temperatures, and we wash our hands regularly. Even for deliveries, we disinfect every instrument and we wear our masks.

How do you do community outreach? How do you get people to trust you?

I take my motorcycle and go out to the communities within the catchment area, and sit with them to explain this new virus and how they should start to protect themselves. Sometimes they are hesitant, and they don't believe me at first, but then I explain it more, and they come around. I've come from them; I was born in this area and they know me. So, they know to trust me when I tell them something that is this important.

What are you preparing for in relation to coronavirus?

We are preparing to implement our IPC protocols. We have taken out our personal protective equipment. We have a small amount that we received from CARE, but we need more to be able to protect ourselves. We're expecting to receive some from the district soon, but what we have right now is not enough.

What are you worried about—what do you think will be the worst-case scenario?

It will affect us as health workers. If there are cases here in Sierra Leone, we are the frontliners, because we touch patients, we receive patients, so we are worried a lot.

We're worried as well because we don't know if we will get [international aid] to fight the disease, because the whole world is fighting it too, and there may not be enough resources to help us fight the disease here. So if it happens here, it won't be easy for us.

What did you learn from the Ebola outbreak that is applicable with this coronavirus outbreak?

The first and most important thing was to wash hands. And then to bring people to the hospital, not to keep them in the house. For now, we don't have IPC materials. We don't have much left over from before, and most of it is old.

As a health worker I learned how important it was to follow IPC protocols—don't touch patients, and refer people to higher levels in the health system when they experience symptoms. I also learned how important it was to do community outreach, to call community meetings, to inform every person about the disease, and how to recognize and to prevent it. It was especially important to emphasize handwashing—each house should have a handwashing station.

What advice do you have for workers fighting the epidemic?

During Ebola, many of us health workers died. But I think that if this disease is to happen in Sierra Leone, we won't die like we did before, because we will follow our IPC protocols from the start. My advice is to make sure you take care of yourself—think about your life first, about your family, and protect yourself. Don't rush to the patients, follow the protocols, and take care of yourself.



CARE's planned COVID-19 response in Sierra Leone

CARE is coordinating its COVID-19 response with WHO, the CDC, the Ministry of Health and Sanitation of Sierra Leone, and local community leaders, as well as other leading public health and humanitarian actors.

CARE's response to infectious disease, such as the West African Ebola outbreak in 2014-15, has centered on bolstering community mobilization activities to raise public awareness and promote safe health and hygiene behaviors. In our Ebola response, CARE was able to engage effectively thanks to our existing community ties in countries heavily affected by the outbreak. CARE Sierra Leone's response to COVID-19 will similarly build on close cooperation with community members, and with local partner organizations closest to the communities at highest risk.

CARE's response will include scaling up safe water supplies to facilitate good personal and household hygiene; providing IPC supplies such as face masks, gloves, soap, aprons, safety boots, and hand sanitizers; and holding community meetings and prevention and preparedness meetings with district officials.



The Original CARE Package® An American Icon



In the aftermath of World War II, Europe was in ashes, and millions were left with nothing. Fields were burned. Rail systems destroyed. There was not enough livestock to feed a continent.

The founders of CARE had foreseen this, and began planning to help provide lifesaving food to allies and enemies alike. For \$10, Americans could send “10-in-1” food parcels to friends and families in need. These were Army rations that had been stockpiled for an invasion of Japan that never came.

CARE’s founders worked with the Army to repurpose those parcels, and when they ran out, they made deals with food companies to continue sending CARE Packages. It was an enormous undertaking, and delivery was complicated in places where house numbers and even road signs had been all but erased.

A receipt for CARE Package senders was required, often serving as proof of life for people who didn’t know if their loved ones had survived.

Because of the demand, CARE eased the requirement that a specific recipient was required, and the American public began sending CARE Packages to strangers. Over the next 46 years, CARE would send 100 million CARE Packages worldwide.



75 YEARS LATER

The COVID-19 pandemic marks the first time in our organization’s history that the United States is included in CARE’s list of countries requiring urgent humanitarian support. **For the first time, CARE will work to lift up Americans.**

CARE PACKAGES FOR FRONTLINE HEROES (U.S.)

A consumer-driven campaign where individuals choose someone they know on the front lines of the fight against COVID-19—caregivers, nurses, doctors, public safety workers, grocery clerks—to receive messages of thanks and CARE Packages of support, ranging from gift cards to practical food and other items.

CARE PACKAGES FOR NEIGHBORS (U.S.)

CARE pairs food banks and social service organizations with task platforms (Lyft, Postmates, DoorDash, etc.) to ensure critical goods and services are delivered to the vulnerable or quarantined. This has the added benefit of creating paid jobs for workers who have seen livelihoods erased by the crisis.

CARE PACKAGES FOR GLOBAL COMMUNITIES

This CARE Package will allow our U.S. audience to show their compassion for those in crisis around the world through direct cash transfer to high-impact initiatives on the front lines of the COVID-19 response, starting in Ecuador and Sierra Leone.

We’re applying our decades of global experience and leadership to mobilize and coordinate a comprehensive response providing both immediate and long-term support. In this moment of unparalleled uncertainty and need, the CARE Package will once again become an icon of American generosity here at home and around the world.



CARE'S 75-YEAR HISTORY

CARE was founded as a response to a global crisis. In the aftermath of World War II, Americans took urgent action to help Europeans on the brink of starvation, sending millions of CARE Packages to war survivors around the world. They did what CARE continues to do today: **bring people together to respond to our greatest challenges.**

1945

The **world's original CARE Package®** is born. In the shadow of the Second World War, a small group of Americans came together to help millions of starving Europeans with the simple but powerful notion of the CARE Package®. This catalytic idea sparked a movement that would see more than 100 million CARE Packages delivered to families over the following decades. The CARE Package became an American icon, and CARE became the brand of American generosity.

1956-1965

New Frontiers. The next 10 years are witness to the ebb and flow of CARE's presence around the world, responding to shifting political forces and sudden-onset emergencies. In 1961, President John F. Kennedy creates the Peace Corps and asks CARE to train its volunteers. In the same year, CARE provides resettlement kits after the construction of the Berlin Wall.

1976-1985

Local Leadership. In the next decade of CARE's evolution, specific emphasis is put on the training and contributions of national staff toward taking over operations locally.

1946-1955

War and Recovery. The CARE Package evolves from U.S. Army 10-in-1 food rations to include donated food, soap, wool, textiles, and toys from American companies. Celebrities join CARE in encouraging Americans to purchase CARE Packages. By the end of 1946, CARE has operations in 10 European nations. In 1948, with Soviet troops surrounding Berlin, CARE provides 60 percent of all private aid to the city through our CARE Packages. CARE's reach expands throughout Europe and into Asia, Latin America, and the Middle East.

1966-1975

Leading Global Development. The years between 1966-1975 mark a shift to the "new CARE," a development organization also prepared to rush aid to disaster areas.

1986-1995

Responding in a Changing World. In addition to responding to wars and famine, CARE returns to European missions after the collapse of the Soviet Union. In 1991, the organization begins its Savings Group program in Niger. It is now the largest micro-savings program in the world.

2006-2015

Women and Girls at the Center. CARE formally adopts a focus on women and girls as changemakers with signature programs in maternal health, education and leadership, and economic opportunity. In 2006 CARE also takes a principled stand on food aid, turning down tens of millions of dollars in federal funding for market monetization—a harmful policy that undermines local farming economies.

1996-2005

Empowerment, Equity, Sustainability, Advocacy. Complex humanitarian emergencies continue to mark the post-Cold War era. CARE takes up the challenge of tackling poverty at the root through a platform of equality and empowerment, launching mega-projects in health, education, and advocacy.

2016-2020

Scaling for the Future. CARE is the first international NGO to adopt new tools to track its impact in the world at the global level, aligned with the U.N. Sustainable Development Goals. By 2018, protracted conflicts and an increase in natural disasters around the world prompt CARE to more than triple the scope of its emergency response work in just five years. In 2020, CARE responds to the COVID-19 pandemic by providing essential supplies and education to reach up to 25 million people.



Newly Launched for Our 75th Anniversary

A Nationwide Network of Committees for CARE

As our CEO Michelle Nunn mentions in her welcome note, small groups of Americans came together in 1945 to help millions of starving Europeans with the simple but powerful idea of creating the first CARE Package®. This catalytic idea sparked a movement that would deliver more than 100 million CARE Packages to war survivors and families around the world.

While we've made huge gains in the fight against extreme poverty, we know that today nearly half of the world's population still lives on less than \$2.50 a day. More girls than ever before are in school, but collectively two-thirds of the 774 million people who are illiterate in the world are women or girls. We have a lot to be proud of, but there's still more work to be done.

As we celebrate the 75th Anniversary of the original CARE Package, now is the right moment to galvanize the support of our friends, supporters, and other globally minded citizens to make a collective impact, one that is bigger than any of us can have alone.

To mark this milestone, we are thrilled to assemble passionate leaders across the country through seven committees for CARE in Atlanta, New York, Boston, Washington, D.C., Chicago, San Francisco, and Los Angeles.

Working together, these committees will think globally and act locally to once again weave CARE into our nation's civic fabric. We invite you to join us in celebrating our legacy of American generosity. Show the world that Americans CARE by becoming a part of a committee near you by visiting

fight.care.org/75th-anniversary



Sandra Xiquin, a CARE project participant from Guatemala, shares her story during the Atlanta Committee for CARE launch.

We invite you to join this nationwide network—please reach out to a representative near you to join a committee or to start one in your city!

ATLANTA

andie.bobb@care.org

BOSTON

liz.delois@care.org

CHICAGO

kate.greenberg@care.org

LOS ANGELES

emma.nesperholm@care.org

NEW YORK

alyssa.zeller@care.org

SAN FRANCISCO / BAY AREA

alejandra.villalobos@care.org

WASHINGTON, D.C.

valerie.kirkpatrick@care.org



With your support, CARE reached nearly **13 MILLION** crisis-affected people in **20 COUNTRIES** with lifesaving humanitarian aid last year.

Thank you.

From the crisis in **Venezuela** to the displaced families starving in **Yemen**, CARE is there providing clean water, food, shelter, and long-term economic recovery programming in the places you see on the news. CARE is also on the ground in the places that don't receive as much media attention. Below, we've provided an update on some of the less reported crises.

MOZAMBIQUE

Tropical Cyclone Idai, the worst tropical cyclone on record to hit Southern Africa, made landfall near Beira, Mozambique, on March 14, 2019, leaving devastating loss of life, mass displacement, and large-scale

destruction of assets and infrastructure. CARE's rapid response brought lifesaving assistance to over 300,000 affected persons and included shelter kits, emergency food assistance, and clean water. As communities

continue to rebuild a year later, CARE is providing recovery support such as rehabilitating latrines and water points, and distributing seeds and tools for the next planting season.

IRAQ

Years of conflict continue to affect the lives of millions of Iraqis, with 6 million people displaced and an estimated 4.1 million people requiring humanitarian assistance. Increasing instability on the borders with Turkey, Syria, and Iran and the influx of Syrian refugees only exacerbate an already unstable environment, further eroding social cohesion, disrupting access to

basic services, destroying livelihoods, and increasing protection risks. CARE continues to play a crucial role in humanitarian response in Iraq, responding to the North East Syrian Refugee influx by providing access to water and sanitation facilities for refugees in camps. CARE is also working in surrounding communities to rehabilitate Public Health Care Centers by equipping

laboratories and furnishing delivery rooms as well as providing medical supplies and nutritional supplements to pregnant and lactating women and their babies.

ETHIOPIA

Severe drought, disease outbreaks, and displacement as a result of conflict remain the key drivers of humanitarian needs in Ethiopia, with 8.4 million people projected to be in need this year. CARE, as one of the main humanitarian actors in the country,

is addressing these acute needs with food assistance, water sanitation and hygiene programs, and livelihood recovery programs, so far reaching over 530,000 emergency-affected people.



ART LOVER

linguist style maven

[/'liNGgwəst/]

CARE Package recipient

Marlene Mahta



Without CARE Packages I would not be here today—I grew up in the city of Frankfurt, Germany, which was destroyed, and the packages contained wonderful gifts like milk powder, flour, etc., which were a godsend to the starving, ragged German civilian population and the refugees from many Eastern European countries after WWII. There were also packages filled with precious luxury items like soap, blankets, towels, and gently used clothes.

These gifts inspired me more than 70 years ago, when I was still very young, to learn English because I wished to one day meet and even belong to those wonderful people in America, who were so generous. Even helping their former enemies! I never wanted to be rich or famous, and I have achieved what I dreamed of and prayed for since I was a child—to become an American and to always have enough so I would be able to be generous.

When I read about all the tragedies happening today, I can really feel what the refugees in camps all over the world have to endure—I've been there. And, like some 70 years ago, Americans are always the first to help.

Marlene made CARE the beneficiary of her financial accounts, making her a truly generous American!

AMERICANS are always the **FIRST TO HELP.**

For more information on ways to create your lasting legacy to benefit CARE's work, please contact
 Susan Brandt, Executive Director of Planned Giving
 1-800-752-6004 | susan.brandt@care.org

CARE in the NEWS

The COVID-19 pandemic threatens to place an additional burden on some of the world's most vulnerable people—refugees. In recent months, CARE has generated news coverage for its work to bring awareness and aid to refugee settlements around the world, which are often crowded and lack adequate access to health care and sanitation. It was not all bad news, however. CARE welcomed Iman as its first Global Advocate, which shed a positive light on the contributions we can all make to CARE.



The New York Times

The *New York Times* covered the difficulties faced by refugee camps in preventing or treating the coronavirus. The March article quoted CARE Asia regional director Deepmala Mahla on the crowded conditions in the camps: "The one thing that everyone is stressing in combating the coronavirus is to create social distance but that is precisely what is impossible for refugees. Where do you go to create space? There is no space."

VOGUE



In November, CARE welcomed model, entrepreneur, and activist Iman as its first-ever Global Advocate. She partnered with designer Zac Posen to create a one-of-a-kind gown for CARE's 2019 Impact Awards Dinner in New York. The dress was made entirely from fabric created by CARE's Living Blue silk artisans. Iman, Posen, and the dress were featured in *Vogue*.

VICE

A *Vice* article in March highlighted aid workers' concerns over the possibility of COVID-19 spreading to Cox's Bazar refugee settlement. CARE Asia regional director Deepmala Mahla cited the crowded conditions and lack of water and wash facilities as critical issues within the Bangladesh camp.



devex
 Do Good. Do It Well.™

In a March story on CARE Colombia, Devex outlined how CARE will aid the Colombian government in its response to COVID-19 among Venezuelan refugees—including improvements in shelter conditions and water, sanitation, and hygiene.

Don't miss any breaking news from CARE! Keep up to date on care.org and follow us on social media.

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- youtube.com/user/careusa



75 YEARS

CARE USA Headquarters
151 Ellis Street NE
Atlanta, GA 30303

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M A G A Z I N E

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