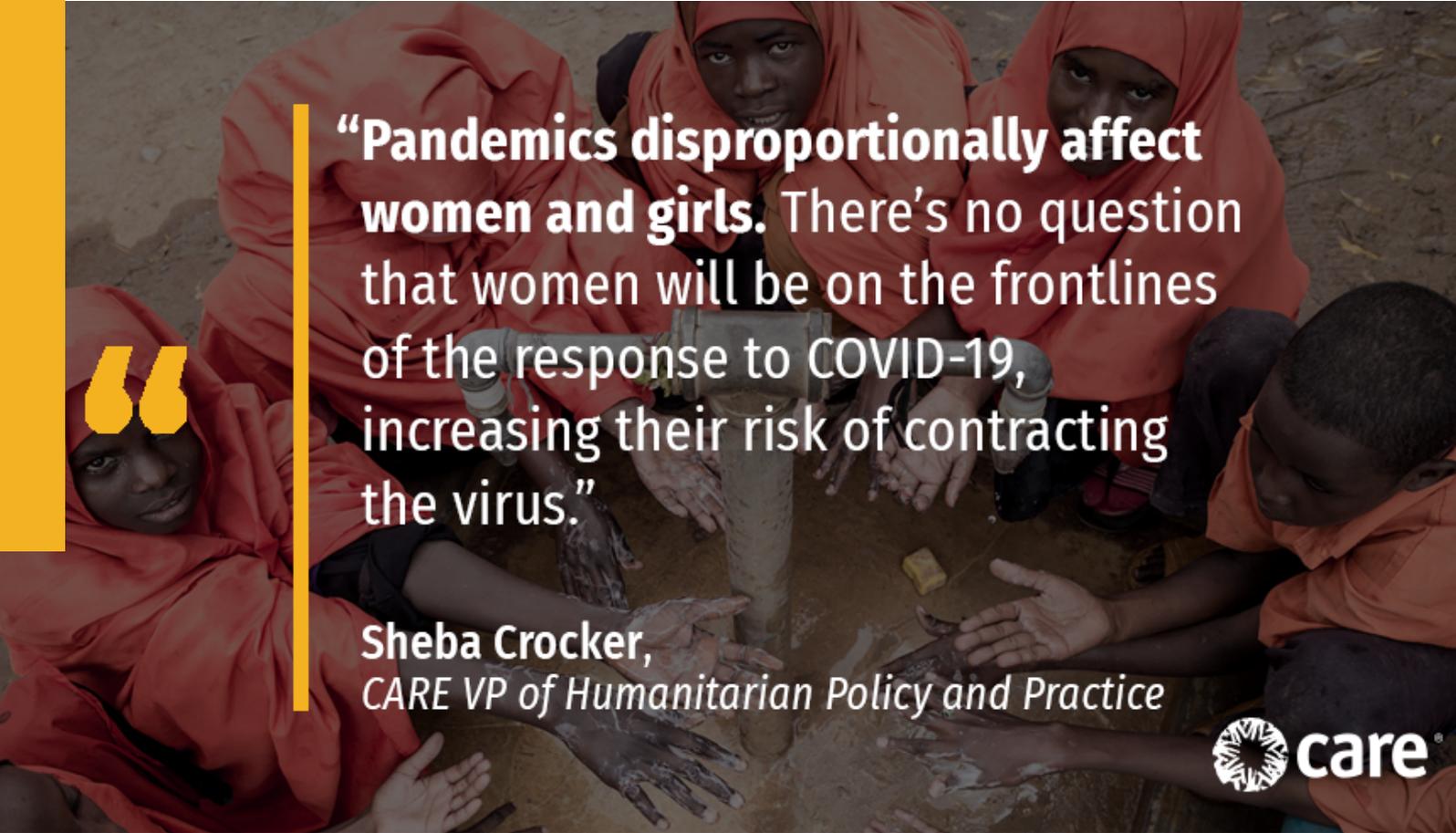




COVID-19's Impact on Women and the Private Sector's Rapid Response



“Pandemics disproportionately affect women and girls. There’s no question that women will be on the frontlines of the response to COVID-19, increasing their risk of contracting the virus.”

Sheba Crocker,
CARE VP of Humanitarian Policy and Practice



COVID-19 Gender Impact and Responses

As COVID-19 has upended lives, communities, and economies across the world, women and girls have felt a disproportionate impact from the pandemic. Although governments responded with varying degrees of success, some of the most compelling and effective response has come from NGOs and the private sector. Indeed, the private sector’s resources, agility, and scale have made a remarkable impact.

This report shares global trends related to COVID-19’s impact on women, CARE’s recommended responses to protect women and girls, and how CARE and select private sector actors have responded.

Global Trends Observations

In 2020, COVID-19 has swept across the world. As of September 18, there have been more than [29 million confirmed cases of COVID-19 globally](#) and more than 937,000 deaths. The disease has unleashed not only a global public health crisis, but also parallel crises in many areas of life— from food to human rights. And, yet, there is little sex-disaggregated data about the impact of COVID-19 on vulnerable women and girls.

In early March 2020, CARE International identified the need to analyze the gender and intersectional impacts of COVID-19. To achieve this, CARE developed a policy brief to review lessons learned from previous public health emergencies and then adapted its [Rapid Gender Analysis toolkit](#) to develop the Global Rapid Gender Analysis on COVID-19, which highlights the gendered impacts of the COVID-19 pandemic.

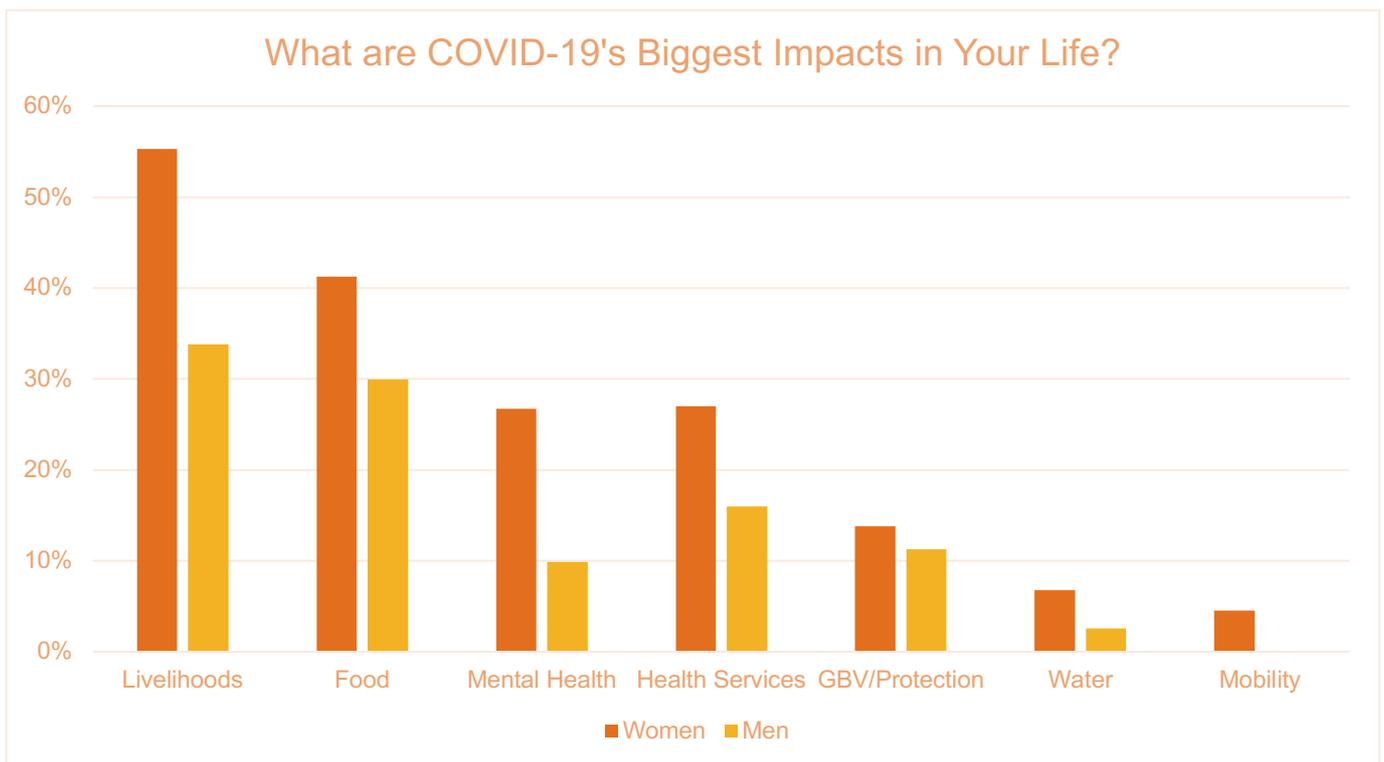
In the six months since CARE released its [first Rapid Gender Analysis of COVID-19](#), the situation has evolved quickly and spread globally. CARE has closely monitored this situation, by conducting context-specific analyses in 5 regions covering 64 countries. **By August 25, CARE had asked more than 6,200 women and 4,000 men in 38 countries about the biggest impact COVID-19 has had on their lives, and how they are responding to these challenges.**¹ For

the first time in the pandemic, we can compare global, quantitative data about men’s and women’s priorities. Our [37 Rapid Gender Analyses and 14 additional needs assessments](#) provide rich details about each context and specific challenges.

This current analysis confirms the initial findings and reveals new areas of high priority for women and girls—and for men and boys—as the crisis deepens. CARE’s recent research reveals:

1. **The highest immediate priorities 6 months into the crisis are food, income, and rights**— including concerns around Gender Based Violence (GBV), caregiving burdens, and mobility. Women and girls show these needs most acutely, but they also rise to the top of men and boys’ priorities in COVID-19.
 - **Many women are seeing a rollback in their rights.** In many countries, families are being “overprotective” and restricting women’s mobility and public participation even further than government restrictions require. In [Bangladesh’s Cox’s Bazar](#), men, women, and community leaders are blaming women’s “dishonorable” behavior as the cause of COVID-19, causing a backlash against women’s rights. Women are experiencing more behavior policing, mobility restrictions, and GBV.
 - **Food Security is a primary concern.** All over the world, people of all genders are reporting that food is among their biggest and most immediate challenges as a result of COVID-19. 41% of women and 30% of men reported lack of food was a key impact COVID-19 had on their lives. This difference reflects deeply entrenched gender inequalities in local and global food systems. For example, 90% of women in Bangladesh and 64% of families in El Salvador are reporting food shortages. In Afghanistan, men reported eating fewer meals three days a week, while women are eating fewer meals 4 days a week.¹

COVID-19 is not only compromising how much food people eat, it is also forcing people to make **less nutritious food** choices. For example, in Venezuela, 74% of people can access cereals, but only 61% can access proteins or vegetables.² Women’s difficulties accessing COVID-19 support programs also



makes it harder to have nutritious food at home.

- **Women are the first to feel economic losses.** All people—women and men, girls and boys—consistently identify income as one of their highest concerns in the current crisis, with women experiencing some of the biggest pressures. 55% of the women CARE spoke to reported that income loss was one of the biggest impacts COVID-19 had for them, compared to only 34% of men. Women are more likely to work in the informal sector that COVID-19 is hitting the hardest and have less access to unemployment benefits.

Even in the formal sector, COVID-19 is widening inequality.³ For example, women in Bangladesh are six times more likely to lose paid working hours than men.⁴ And, in Zimbabwe and Cameroon, women make up 65% of informal sector workers, such as vendors and cross border traders, and



that workforce is not entitled to unemployment benefits.^{5,6} Cote d'Ivoire has designated resources for COVID-19 to go to the head of the household—usually a man—which puts women at risk if a man chooses not to share resources, or is absent from the household.⁷ Across all of the data represented here, migrants—including refugees and internally displaced people—are among the people at the highest risk of losing jobs and income, and have the fewest safe alternatives to respond to COVID-19.

Domestically, COVID-19's economic impacts are hitting BIPOC and women hardest. 4 in 10 essential workers are people of color—compared to 23.5% of the national population. They are more likely to be at or near the poverty line and to have little worker protection—like access to paid sick leave. 76% of healthcare workers are women, almost half of them women of color. These people are being asked to take the greatest risks in COVID-19, with little pay and few protections. COVID-19's economic impact is most severely hitting women-dominated industries, cutting women off from income opportunities.

2. **Women's burdens are increasing.** As frontline workers in the health system, as survivors of Gender Based Violence, as the people primarily responsible for food, cleaning, and childcare—especially with schools closed, women confirm that their burdens are rising, as is the stress around them.

Globally, women do 3 times more unpaid care work than men, adding a total of \$10.2 trillion in value to the global economy.



- **Gender Based Violence is rising.** Most countries and regions are reporting rises in GBV and increasing difficulty in accessing GBV services. Indeed, 14% of women and 11% of men reported that issues around GBV and safety were among the biggest COVID-19 impacts in their lives. Nearly all countries covered in CARE’s study reported rising GBV, increased calls to hotlines, and more demand for GBV services—both within CARE’s data and in reviews of other data sources. At the same time, quarantines and movement restrictions make it harder to track GBV cases, and harder for women to get support. This may explain why some countries have decreasing GBV reporting.

- **Caregiving burdens are increasing.** Women are reporting increased caregiving burdens. In addition, caring for the sick, providing more meals for more people each day is further increasing women’s burdens.
 - Globally, women do 3 times more unpaid care work than men, adding a total of [\\$10.2 trillion](#) in value to the global economy. Especially in West Africa and [Uganda](#), women are reporting additional stress and caregiving as every member of their family is at home all day. In the Mekong region, the 260,000 migrant workers who have left Thailand for their home countries are adding to women’s caregiving burdens at home. School closures also increase food and time burdens on women.
 - Domestically, unpaid caregiving is falling hardest on women—especially women of Color. Women take on the greatest caregiving burdens in the best of times (55% of employed women do housework, compared to 18% of men, and spend twice the amount of time with their children that men do). With almost all children home from school, these burdens are hitting women the hardest. For single parent families—66% of which identify as black, and 44% identify as Latinx—these additional impacts are even greater.
- **Mental health is threatened:** One of the most striking differences is around mental health, where 27% of women reported this was a key impact of COVID-19—compared to only 10% of men. Women especially point to skyrocketing unpaid care burdens as a source of this stress, in addition to worries about livelihoods, food, and health care.

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- **Women are on the frontlines of the crisis.** In all the countries this analysis covers, women make up between 70 and 80% of the nursing and frontline health care staff, for lower pay than men, and in many cases, for no pay at all. In [East Africa](#), many, if not the majority, of women health workers are unpaid. At the same time, about 75% of people who make decisions about health services are men with limited understanding of what frontline health workers need.
- **Women are struggling to access information.** As the majority of information sharing moves online to comply with social distancing requirements, women are getting left behind. In [Palestine](#), 30% of



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women—and zero men—report having trouble accessing information because they cannot get access to technology. 76 million women in [Latin America](#) and the Caribbean cannot access mobile internet services. Africa has the biggest digital divide in the world,

with as few as 19% of women able to access the internet. COVID-19 mobility restrictions are compromising the informal and in-person networks women typical rely on to access information and support.

3. **Women are still unable to access most decision-making** around COVID-19 and daily life. CARE’s research shows that at national levels, women make up on average 24% of COVID-19 response committees.

Yet, women are taking the lead— finding ways to share information, make and sell masks and soap to curb COVID-19 transmission, changing their businesses and community groups to allow for social distancing, and finding ways to keep markets open. In the Balkans, local Roma women are conducting outreach and delivering aid in their communities. In Benin, Togo, Cameroon, and Ecuador women’s groups are helping identify women in need and get them services. Women in Guatemala are setting up centers to provide GBV services to more than 2,800 survivors of GBV.

Countries with male leaders had six times more deaths from COVID-19 than those with women in charge.



Women’s leadership is a critical success factor at all levels, from the local to the global. By June 1, 2020, countries with male leaders had [six times more deaths from COVID-19](#) than those with women in charge. Women are also leading their countries to faster control of the epidemic and a better economic recovery (economies with women heads of state are predicted to shrink by 5.5% this year, compared to 7% where men run the country).

Recommendations: What to Do

These findings reinforce the understanding that men and women prioritize, experience, and report on issues differently. The gaps these findings reveal illustrate the vital importance of listening to many voices and giving diverse groups of women equal opportunity to influence people who make decisions about COVID-19 support. Only by examining these differences can we ensure that responses are designed to work effectively and reach people with the assistance they need most

CARE makes the following recommendations to inform a more equitable, effective COVID-19 response, and a more equal future for everyone:

- 1. Get women and girls what they need.** All actors providing support during COVID-19—either through existing safety net programs, special COVID-19 relief programs, or humanitarian aid—should focus on the areas women are prioritizing—**livelihoods, food, mental health, and GBV services**. Every actor must **meaningfully include women in designing COVID-19 assistance**. Programs should **deliberately target female recipients** to ensure that support effectively meets the needs of both men and women. This also means sustaining reproductive health services and GBV prevention and response as essential services.
- 2. Invest in women leaders.** COVID-19 coordination and planning platforms are most effective when they are diverse and gender-balanced.⁸ All COVID-19 leadership committees and task forces should **include at least 50% women and prioritize partnering with women’s rights organizations**. Actors should also work to **engage men and boys in supporting women**, women’s rights, and gender equitable responses.
- 3. Fill the data gap.** This report shows the power of listening to women and girls, and how the stories they tell are different from what aggregate data shows us. It also shows that it is possible to fill the data gap to design more effective responses. All actors must **collect, publish, and act on sex- and age-disaggregated data, and focus on the gaps between different people’s needs**.
- 4. Be accountable for equality.** Every actor delivering COVID-19 responses should **publish a status report** on their activities to date and actions they have taken to listen to women’s experiences, uphold women’s rights, and ensure that women and girls have equal access to relief and recovery efforts.
- 5. Take action in the workplace.** Among the concrete steps companies can take: (1) **implement effective occupational safety and health protocols** to prevent the spread of COVID-19 and effectively protect women workers, particularly those in at-risk occupations like health workers and domestic workers; (2) **recognise international labour standard Convention 190** and look hard at policies on violence and harassment at work, including domestic violence and including online abuse; and (3) **transform business models to ensure respect for human rights**, including fair purchasing practices which take into account payment of a living wage and income.



The Private Sector Responds

As CARE has worked to respond to COVID-19 around the world, the private sector has stepped up as a critical partner and force. From funding initiatives to support women in the field to refocusing their charitable giving to engaging employees, businesses have moved quickly to help mitigate the pandemic's impact.

This section looks at select private sector actions, both with and without CARE, to lessen the impact of COVID-19 on women, girls, and more.



Abbott

Strengthening Health Systems to Train, Support and Protect Frontline Health Workers

Through a longstanding partnership with Abbott, CARE has saved and improved the lives of millions through targeted efforts to meet the needs of vulnerable populations. Building on this history of collaboration, **in response to the COVID-19 pandemic, Abbott made a \$3 million investment in CARE to quickly deploy interventions to protect and empower frontline health workers** in five countries with acute need and high epidemic risk: Colombia, Afghanistan, Uganda, Yemen and India.

The interventions were designed to both respond to the crisis and build resilience in each country's health system to prepare for future public health emergencies. They include training on two-way localized risk communication and community engagement approaches, community-based surveillance and contact tracing, supporting gender-based violence prevention, psychosocial support, and provision of protective supplies. For example, in India, the partnership is supporting 2,000 health workers at three hospitals in Delhi, ensuring they have critical PPE, including masks, gloves, hoods, body suits, and goggles.



Abbott is also supporting the efforts of the Self-Employed Women's Association (SEWA) in India, working to empower its 1.9 million members to advance COVID-19 prevention and care efforts in their communities. This includes targeted efforts to build economic resilience and restore livelihoods for low-income, daily wage earners.

More broadly, Abbott is working across its businesses and in partnership with other organizations to support communities worldwide with resources and technologies to fight the evolving COVID-19 threat. This includes launching a series of new COVID-19 tests so people can

receive the critical results they need, as well as providing philanthropic support to help strengthen health systems and communities to take on this global challenge. To date, Abbott and its philanthropic foundation the Abbott Fund have provided more than \$23 million in grants and product donations globally to meet key needs.

Cargill committed \$35 million to COVID-19 relief and recovery efforts through global and regional partnerships, product donations and employee personal giving. The company's response, which prioritized supporting employee health & safety, maintaining a reliable food system, and meeting community needs, focused on four key areas in providing response efforts in its global operating and supply chain communities: food security and nutrition, health and safety, agriculture community support, and food industry support.

Leveraging the company's global footprint and building on strong existing partnerships around the world, Cargill's expansive response included working closely with CARE in Indonesia and Central America. In farming communities in Indonesia, the company distributed hygiene kits, set up handwashing facilities, and provided food vouchers to vulnerable families. This work will reach 12,000 community members and 10 health and public service centers in Serang and Bone by the end of 2020. Moreover, in Central America, Cargill and CARE worked through a longstanding *Nourishing the Future* program to deliver food packages, hygiene kits and personal protection supplies to over 13,000 people, with a majority of support being provided to women in these communities.

The company also established the "Cargill Cares Employee Disaster Relief Fund" to help meet employees' immediate needs during the COVID-19 crisis. With \$15 million (USD) in initial investment, the fund is helping employees navigate the pandemic while they support and care for their loved ones.

 **COLGATE-PALMOLIVE COMPANY** *Providing a Key Tool to Fight COVID-19: Soap*

Colgate-Palmolive ("Colgate"), a company with a deep commitment to reimagining a healthier future for people,



their pets and our planet, focused on its purpose in response to COVID-19. Indeed, Colgate was uniquely positioned to help fight the novel coronavirus by leveraging one of its core products to help stop its spread.

As a worldwide leader in bar soap, Colgate mobilized five of its manufacturing plants on three continents to produce 25 million bars of #SafeHands soap, specially packaged with instructions on proper handwashing, for distribution to the world's most vulnerable people. As one of Colgate's partners, CARE helped to distribute Colgate #SafeHands soap to people in Thailand, Philippines, Myanmar,

Cameroon, Turkey, Colombia, Ecuador, and Ghana. In addition, Colgate donated \$20 million in other health and hygiene products to people in need around the world.

In the United States alone, Colgate distributed 1.4 million #SafeHands soap bars along with body wash, dishwashing liquid soap, toothpaste, and toothbrushes for adults and kids. Together, Colgate has donated more than \$8 million in product in the US.

Colgate-Palmolive has also repurposed its fleet of nine Colgate Bright Smiles, Bright Futures mobile dental vans and tapped into a network of food banks and school district lunch programs to distribute health and hygiene products to help slow the spread of COVID-19. Vans delivered products to people in need in and around New York, Chicago, Dallas, Los Angeles, Atlanta, Miami, Washington DC, Charlotte, and Baltimore.

Gap Inc. *Leaning into Existing Programs and a Global Supply Chain to Reach Women*

Gap Inc.'s robust response to COVID-19 leveraged its connection to local communities and global supply chain. From emphasizing existing programs focused on women to increasing product donations and logistics assistance, the company committed to be a force for good during the pandemic.

First, Gap Inc. leaned into its Personal Advancement & Career Enhancement (P.A.C.E.) program which focuses on supporting (1) women in the global apparel industry by providing foundational life skills and technical training to help women advance in the workplace and in their personal lives; and (2) women and girls in community settings. **As COVID-19 had disproportionate impact on women in the apparel industry as global demand waned and the burdens of family and caregiving increased, Gap Inc. used P.A.C.E. to reach women in 16 countries** through digital learning videos and working with women to pivot their small businesses to service items in high demand (e.g., masks and other PPE).

Gap Inc.'s U.S. distribution centers reached out to local emergency responders offering free storage space for emergency supplies in the company's secure warehouses and the company worked to connect its global supply chain and suppliers with California hospitals to deliver millions of PPE.

Finally, Old Navy made a \$30M clothing donation to several nonprofit organizations including Good360 and Baby2Baby and donated reusable masks to Boys and Girls Clubs of America. Gap Inc's Banana Republic brand also made a \$20M clothing donation to Delivering Good. Among the recipients was a single mother of four in Pittsburgh who found herself unemployed. The recipient reflected, "I have been considering trying to enter a new career in an office setting, but was concerned about the cost of professional clothing, on top of all of my other expenses. This gift truly made my whole week. The clothing made me feel beautiful and confident and came during a time where I really needed that boost."

Since the outbreak of COVID-19, the world has rallied together to respond to the widespread impact of the pandemic. In response, **Google launched over 200 new products, features and initiatives and are contributing over \$1B in resources to help its users, clients and partners** during this time. And, to address some of the acute challenges facing women, **the company made specific strategic global investments in women’s safety, economic opportunity, and small business support.**

Today, **women are 27 times more likely to experience online violence than men** (Jigsaw, 2019). This is why Women Techmakers, Google’s flagship program supporting women in technology, launched a campaign in partnership with Jigsaw to train and engage women developers to build scaled technical solutions to keep women safe online. Now running in five regions, Google’s goal is to train 50,000 women in online safety by the end of year.

In support of domestic abuse survivors impacted by shelter-in-place, Search and YouTube, together with the National Network to End Domestic Violence (NNEDV), launched a campaign called #ISeeYou to increase the visibility of available services to women globally. Alongside the campaign, Google granted \$2 million in Search ads to domestic violence organizations to show our support for reducing domestic violence.



Further, to ensure economic recovery for those impacted by COVID-19, Google focused on providing economic opportunities for women who were disproportionately affected by the pandemic. This is why, Women Will, Google’s program for economic opportunity for women, and Women Techmakers deployed online career development and entrepreneurship workshops reaching over 80,000 women across the globe. Globally, the company is directly and indirectly supporting 200,000 underserved small/medium businesses to combat the impact of the pandemic on local economies.

Google’s support for women impacted by the pandemic is centered on leveraging the best of Google’s technology and training, ensuring that the company is providing resources to solve some of the world’s most pressing gendered challenges.

CARE's decades-long partnership with Mars has been marked by nimble, focused, and effective action. As COVID-19 spread across the world, **Mars made a \$5 million contribution to CARE to deliver targeted interventions to stem the pandemic and protect women and girls.** This work targets more than 1 million people in four countries relevant to sourcing communities in Mars' supply chains: Côte d'Ivoire, Ghana, Thailand, and India. In each, the work is women-led and gender-sensitive. The company focused on immediate emergency response and longer-term recovery and resilience efforts. Highlights of Mars' work to date includes the following:

Côte d'Ivoire

- Prioritizing female-only safe spaces through 562 existing Village Savings and Loan Associations (VSLA), listening to the needs and solutions of women and adolescent girls.
- Distributing hygiene kits in 850 public places and 3,500 households, dignity kits to 2,000 women and 440 delivery kits for pregnant women and adolescent girls.
- Collecting information on markets that are gender-sensitive and consider COVID-19 impacts on markets/prices for basic goods, supply chains, access of people to markets and services, and emerging alternative systems to inform ongoing efforts to improve the lives of people in cocoa growing communities.



Ghana

- Distributing hygiene and WASH supplies to rural health centers and community-based health planning and service centers in deprived subdistricts, as well as to 4,000 people in 60 cocoa-growing communities.
- Training 1,200 volunteers in 60 communities on early detection, reporting and support of COVID-19 and Gender-Based Violence cases.
- Establishing 90 VSLAs, and support women's groups in 30 communities, integrating COVID-19 measures and education.

India

- Building awareness among 400 women's groups and four farmers' associations on precautionary measures that can reduce the spread of COVID-19.
- Orienting and training 50 leaders of Women's Self-Help Groups on revolving soft loan fund disbursement, to provide

financial support for those who need it most.

- Identifying and extending direct cash transfers to vulnerable households, especially women-dependent households in mint-growing communities.

Thailand

- Developing gender-sensitive social media messages/communications materials on COVID-19 prevention measures.
- Equipping and distributing supplies to existing migrant Children Learning Centers.

- Developing training on safety at work (with a COVID-19 lens), women’s empowerment, hygienic practices, migrant workers’ rights.
- Supporting 500 women leaders via digital platforms and small group follow-up, reaching 5,000 peers in the seafood processing and fishing industries



In response to the COVID-19 pandemic and its social and economic impacts, Microsoft has focused on providing critical digital support for the world’s first responders, governments, and communities around three areas: (1) leveraging digital technology in concerted efforts to protect public health; (2) promoting inclusive economic recovery; and (3) ensuring digital safety.

During the initial phases of the pandemic, Microsoft contributed more than \$40 million in cash, technology and services to communities globally. Through the company’s employee community, it executed a global “Give Together” campaign through which employees helped raise more than \$40 million worldwide (inclusive of match) for COVID-19 response.

As the pandemic continues, Microsoft has extended its commitments to support the response, recovery, and rebuilding of communities globally. In June, **Microsoft launched a Global Skills Initiative, committing to helping 25 million people acquire new digital skills needed for the COVID-19 economy.** This comprehensive technology initiative will bring together every part of our company, combining existing and new resources from LinkedIn, GitHub, and Microsoft.

Microsoft is also partnering with local and international humanitarian organizations in communities most at risk on COVID-19 providing technology and services to help scale needed response programming. Examples of efforts with a focus on women and children include:

- Partnering with CARE to help create a new modern data architecture and business intelligence reporting for its COVID-19 “Women Respond” gender and data initiative to enable CARE to identify and respond to the most urgent needs of women and girls, and advocate for equitable access to services and resources for women.
- The accelerated deployment of the UNICEF Learning Passport. Girls are at most risk losing access to education during the crisis and not returning to school post-crisis. The Learning Passport will extend education for children online and offline.
- AI for Humanitarian Action has created the focus area Needs of Women & Children where the company will seek nonprofit projects demonstrating use of AI to ensure the safety and wellbeing of women and children around the world.

PepsiCo's response to COVID-19 has been significant and wide ranging. Leveraging its expertise and global footprint, PepsiCo leveraged its resources to help tackle the pandemic and one of its most debilitating impacts on women: food insecurity. By investing over \$60 million in food and other resources PepsiCo provided over 100 million meals to at-risk populations as well as protective gear for healthcare workers and testing and screening services in over 60 countries.

Globally, **the company directed \$45 million toward helping people and communities most affected by COVID-19.** These funds included protective gear for healthcare workers, testing and screening services, and more than 50 million meals for at-risk populations through food banks and other partners. In Europe, PepsiCo funded the distribution of essential goods including meals, personal protective equipment, and health transportation, including support for the most vulnerable groups in society, particularly seniors and children. In Latin America, the company's food bank support enabled the stock of key food staples, provision of meals and staff transportation, and training of food bank staff on methods to reduce COVID-19 transmission. Finally, in Africa, the Middle East, Asia, and Oceania, PepsiCo invested in scale meal distribution among the most food insecure populations in partnership with leading NGOs and to support government-led responses to local needs.



Moreover, through The PepsiCo Foundation's partnership with CARE in the *She Feeds the World* program, which addresses gender inequality in the agriculture sector, the company is helping female farmers and their families in developing countries access critical resources, including land rights, financing, and agricultural inputs; reach new markets for their products; and learn how to build resilient and sustainable farms. This work is fostering greater food and nutrition security, especially for women and girls, who are at greatest risk during the pandemic.

Domestically, in response to alarming evidence of the disparate, negative impact of the virus on Black and Latino communities, in May, **The PepsiCo Foundation launched a dedicated \$7 million initiative to provide economic and medical aid to communities of color to support immediate relief and long-term recovery.** Additionally, PepsiCo launched a \$400 million initiative to lift up Black communities and Black representation across people, business and communities.

TIFFANY & CO. *Exceeding Expectations Through Cause-Marketing and Lifting Women Around the World*

In April, as the pandemic surged, The Tiffany & Co. Foundation made early commitments of \$1M to provide immediate relief for communities impacted by COVID-19, both on a global scale as well as in their hometown of New York. To further its commitment, Tiffany & Co. asked its employees to vote for a cause that the Tiffany Infinity Collection should support to help vulnerable communities during the pandemic.

Overwhelmingly, the employees expressed an interest in supporting financial security, with a contribution that would increase the financial resiliency of vulnerable communities—particularly women, girls, and people of color. After an extensive review, Tiffany & Co. selected CARE as its nonprofit partner. From July 1 through August 31, 2020, 100% of the profits from the Tiffany Infinity Collection went to support CARE’s COVID response work, with a minimum \$2 million contribution. The program surpassed expectations for CARE’s COVID response. Tiffany & Co.’s contribution will support CARE as it assists millions of people meet immediate needs, close the gap due to lost wages, attain added financial resilience, provide financial continuity to small business and unlock the powerful potential of women and girls who are hit hardest by poverty.



Making the Supply Chain Work in a Pandemic

All hands have been on deck for months as UPS essential workers move critical healthcare goods and equipment around the world. The UPS Foundation and UPS collaborated with government and NGO partners, for-profit businesses and across business units to provide urgent and immediate relief to address the global and local impact of COVID-19. **UPS delivered urgently needed medical supplies and materials through its global network and used its logistics expertise to help customers who pivoted their businesses to join the fight.** Moreover, the company worked closely with the White House’s coronavirus task force, the Federal Emergency Management Agency (FEMA) and state health agencies as well as an array of government agencies, NGOs, and other organizations to support rapid transportation of test kits, PPE, supplies and medical devices.

The UPS Foundation also allocated over \$21M in support of leading relief agencies including the American Red Cross, CARE, Feeding America, Salvation Army, World Food Program, UNICEF, United Way, and the United Nations High Commissioner for Refugees responding to local and global needs. Finally, UPS worked with the Global Logistics Cluster, the World Health Organization and the Pandemic Supply Chain Network to provide supply chain solutions and intelligence on air and ground network capacities, customs clearance and safety protocols – ensuring that critical items got to those most in need.

Top 5 Takeaways

1. **Companies responded to COVID-19 quickly and effectively by leveraging their strengths.** Whether it was existing philanthropic relationships and partnerships, geographic expertise, well-placed facilities, a product in need, or a global supply chain that could reach people with little new effort, companies responded to COVID-19 by leveraging their existing strengths. This allowed those in need to receive assistance with remarkable speed.
2. **Asking employees for their priorities during a crisis can address key societal needs, focus corporate response, and generate loyalty.** Many companies turned to their employees in the wake of the pandemic and racial justice protests to ask how their company should target its efforts. Whether it was a focus on women, BIPOC, or organizations that served these constituencies, companies were not afraid to ask their people for direction and, if necessary, forge new partnerships to deliver.
3. **The private sector reexamined its philanthropy in the wake of unprecedented challenges.** 2020 has changed the world. Both the COVID-19 pandemic and racial justice protests caused companies to expand beyond their traditional philanthropic focus and dedicate significant resources to reaching women, vulnerable populations, and BIPOC.
4. **Although women have been a primary focus in COVID-19 response, there remains opportunity and need for companies to commit more resources to women and girls.** As noted in the first half of this report, the burdens on women during COVID-19 are enormous. And, globally and locally, women were front and center in many companies' responses: clothes, small business assistance, PPE, cash-transfers, online support, food, and hygiene products. Yet, as companies refine their response to the pandemic, programs should deliberately target female recipients to ensure that support effectively meets the needs of both men and women, including sustaining reproductive health services and Gender-Based Violence prevention and response.
5. **Business can unlock women's economic empowerment.** Women represent the biggest opportunity for economic growth. Research finds that, in a full-potential scenario in which women play an identical role in labor markets to men, as much as \$28 trillion USD, or 26%, could be added to global annual GDP in 2025. Women are also good customers. Data from banks serving 22 million customers in 18 countries shows that women outpace men in overall growth in volume of credit (15% vs. 10%) and volume of deposits (17% vs. 14%). Moreover, women are strong savers and prudent borrowers, with lower nonperforming loans than men (2.9% vs. 4.2%). The private sector would do well to include women in their portfolios and better serve women entrepreneurs with bespoke financial products and services that meet their needs.



CARE is proud to partner with some of the world’s most innovative and successful companies to find victories over poverty and empower women and girls. **Dynamic corporate partnerships are essential to solving complex global challenges.** We hope you will join us to invest in innovative, scalable, impactful, community-based solutions. Our projects are changing the lives of over 50 million people annually. We focus on:



Maternal and children's health



Education and dignified work for women and girls



Food, nutrition, and water



Humanitarian crisis and emergency response

CARE’s world-class partnership team works closely with companies to develop mutually beneficial partnerships. Our expertise includes identifying and developing impact programs; solving supply-chain issues; creating compelling marketing initiatives; providing exposure and thought leadership opportunities; and offering meaningful employee volunteering and engagement.

CARE CORPORATE COUNCIL

CARE’s Corporate Council is one way that we activate our private sector partners. The Corporate Council, through thought-leadership and best practice sharing, convenes America’s most ambitious companies to leverage their influence and reach alongside CARE’s expertise to accelerate progress toward gender equality. Members include:



ABInBev

Booz | Allen | Hamilton



The Coca-Cola Company



fiserv.

Gap Inc.

Google



MARS



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