



**care**

75 YEARS

# CRISIS RESPONSE CAMPAIGN







RESPONDING TO  
THE GREATEST

# CHALLENGES of our TIME

CARE rose to an enormous challenge 75 years ago, sending millions of CARE Packages® filled with food and supplies to starving families in Europe after World War II. This effort was funded by a proud generation of concerned American citizens. Since then, CARE's impact has grown exponentially, delivering dramatic change in the poorest communities on Earth.

Last year, CARE reached nearly 70 million people in 100 countries with humanitarian relief and poverty-fighting programs. We know that poverty is not inevitable, and CARE has directly contributed to cutting poverty rates—from 1.9 billion people in 1990 to about 650 million in 2018. Our focus on the underlying causes of poverty and our pioneering agriculture, education, and microfinance models that put women and girls at the center have fundamentally changed the way aid is delivered, ensuring protection and a better future for the most vulnerable. But all of that good is not good enough. **New, complex threats like COVID-19 could wipe out decades of development gains, killing people and our shared potential for the future.**

The pandemic will have a devastating impact on the world's most vulnerable—an estimated **130 million more people could be pushed to the brink of starvation this year.** The U.N. estimates that in the coming months, **at least 71 million people will fall back into extreme poverty, living on less than \$1.90 a day—the first rise in global poverty in decades.**

Just like we relied on those generous leaders 75 years ago, we need a new generation of compassionate Americans to join us in taking on these new challenges—connecting our history to our future in transformational ways. We cannot do this without you.

“This is an all-hands-on-deck moment,” says Michelle Nunn, CARE president and CEO. “Not since CARE's founding 75 years ago have we faced a truly global challenge like this. Now more than ever, we need your support.”

## CARE WAS BUILT FOR THIS MOMENT



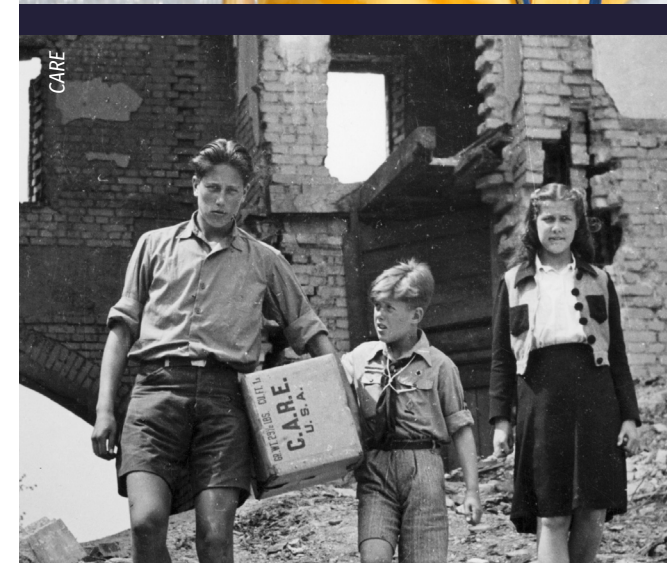
OF CARE'S EXPENSES GO  
TO PROGRAM ACTIVITIES

CARE is well placed to rise to the challenge, with **91% of our 6,000 staff members worldwide being from the communities where they work.** CARE operates in 100 countries and reaches close to 70 million people each year through nearly 1,000 projects. We're applying 75 years of experience in global emergency assistance, food security, health, economic empowerment, and education—and response to epidemics such as Ebola and Zika—to mobilize an immediate and longer-term support effort. CARE can cover all the bases.

Because of CARE's decades of experience responding to acute emergencies, including the Ebola outbreak, we know that women and girls will be disproportionately affected by the crisis. During emergencies, they often are the last to eat, to access health care, and to find safe haven. As a result of prolonged quarantine and economic stressors, women are living in heightened fear of abuse and violence, and girls are more vulnerable to child marriage because they are not in school.

Investing in women and girls is the key to global recovery. With your support, we can help those at greatest risk right now and over the long term. Together, we can build a better world, where mothers can decide which small business they want to expand rather than which one of their children will eat today, where girls have the same opportunities as boys to go to school, and where marginalized women are empowered to safely participate in decision-making processes at home and in their community.

**The COVID-19 pandemic is becoming the worst crisis of our generation. For years, the number of extremely poor people has been falling steadily, but now, it is rising fast. You can help prevent a devastating reversal of hard-won development gains. Together we can overcome the greatest challenges of our generation by protecting and saving 100 million people at risk, building back a stronger future, and showing the world once again that Americans CARE.**



CARE is taking our experience and impact of the past 75 years and applying it to the challenges of today and tomorrow.



# Invest in a **BETTER, SAFER** World

This cannot be business as usual. **We invite you to join us in the largest emergency response effort in CARE's history** to stop the spread of COVID-19 and build a better, safer future for women, girls, and their communities. Our pandemic response has focused on 67 countries to date, and for the first time ever, CARE is responding in the U.S. with urgent humanitarian support.



**Over the past 75 years**, individuals, foundations, and corporations have invested in CARE because we continue to innovate and create more efficient and effective ways of providing lifesaving services in the most challenging environments imaginable. We have found time and again that true transformation is driven by local leaders, reflects on-the-ground needs and contexts, and upends traditional unequal gender dynamics.

Together, we can take bold action to **save and protect lives, build resilient communities, and innovate for the future**. We are asking companies, foundations, and individuals who want to stop the deadly impact of COVID-19 to champion this work, protect growth, and advance social justice.

We cannot predict what the coming months and years will bring, but with these resources in place, CARE will be prepared and able to **respond with unprecedented speed whenever and wherever people are in dire need**.

In the first three months, we've already reached 16 million people globally through direct programs—as well as 178 million through COVID-19 mass media prevention campaigns. CARE's ability to access flexible funds made this initial surge possible. **This is only the start of CARE's response**, as COVID-19 has the potential to spread rapidly in communities that lack basic services. For the world's poor, many of whom already are living in crisis, the effects of COVID-19 *will be devastating*. The worst is yet to come.

CARE's **Crisis Response Campaign** aims to secure \$100 million in new funding to save lives and protect the futures of more than 100 million people most directly impacted by the global crisis. As the longer-term consequences of the COVID-19 pandemic play out across the countries where we work, these critical funds will enable us to target the most vulnerable, to rush in immediate support and to help communities build back better.

Your support of CARE's Crisis Response Campaign allows us to be agile and responsive to rapidly changing global humanitarian conditions.



## \$100 million

will help reach and transform the lives of 100 million people most impacted by the COVID-19 global crisis.

KEY INVESTMENT AREAS THAT WILL HALT THE ROLLBACK OF DEVELOPMENT GAINS:

## \$25 million

**Saves and protects lives** by providing clean water and hygiene to combat the virus, and emergency food to prevent hunger and malnutrition.

## \$50 million

**Builds resilient communities** by activating the power of women entrepreneurs and farmers as the key to recovery through our proven, scalable programming.

## \$25 million

**Innovates for the future** by investing in market-based approaches that position families to sustain gains in their livelihood now and in the years to come.





# Save and Protect Lives

John Hewer / CARE

The COVID-19 pandemic is overwhelming hospitals and clinics, leaving poorly resourced community health workers as the last line of defense. CARE's frontline workers are hearing from small-scale farmers that they cannot get drought-resistant seeds for the planting season. Mothers are making unfathomable choices about which of their children to feed today. And educational needs cannot be forgotten, as missed schooling will have long-term detrimental impacts if not addressed. Without school meals, many out-of-school children go hungry. Unless we act swiftly, what started as a health crisis will become a full-on hunger crisis.

## When disaster strikes, CARE is there.

CARE has tapped into our limited emergency reserve funds to fast-track aid to those at greatest risk. **Crisis Response Campaign funds allow us to continue our surge efforts and be prepared for future threats, investing quickly where needs are greatest.** Because CARE has long-term local presence and existing programs in 100 countries, we are well-positioned to provide aid, information, and resources even in the most isolated, hard-to-reach areas. Our immediate COVID-19 response priorities include:

- Distributing **hygiene kits** to the most vulnerable families and installing handwashing stations in schools, markets, and other public places, while also providing clean water through emergency water trucking.
- Equipping community health workers and volunteers with the skills and resources, including personal **protective equipment**, to enable strong surveillance and risk communication.
- Ensuring that small farming communities have seeds and agricultural supplies, and work to **develop social distancing approaches** that protect people's health while enabling access to farmland and water sources.
- Keeping children and teachers healthy through the provision of **food and hygiene supplies** like soap, and by working with schools to set the stage for safe and effective learning when students return to classrooms.



**\$227,500**  
will provide 2,500  
handwashing stations for  
refugees in camps like  
Cox's Bazar in Bangladesh  
and Azraq in Jordan.



**\$3.5 million**  
will provide emergency  
food assistance for 54,000  
families in countries where  
COVID-19 is wreaking havoc  
on food supply chains such  
as Bangladesh, Haiti, Niger,  
and Nepal.



**\$10.7 million**  
will provide education and  
life skills programming  
to 1 million out-of-school  
adolescents and youth.



Chandra Prasad / CARE

## India

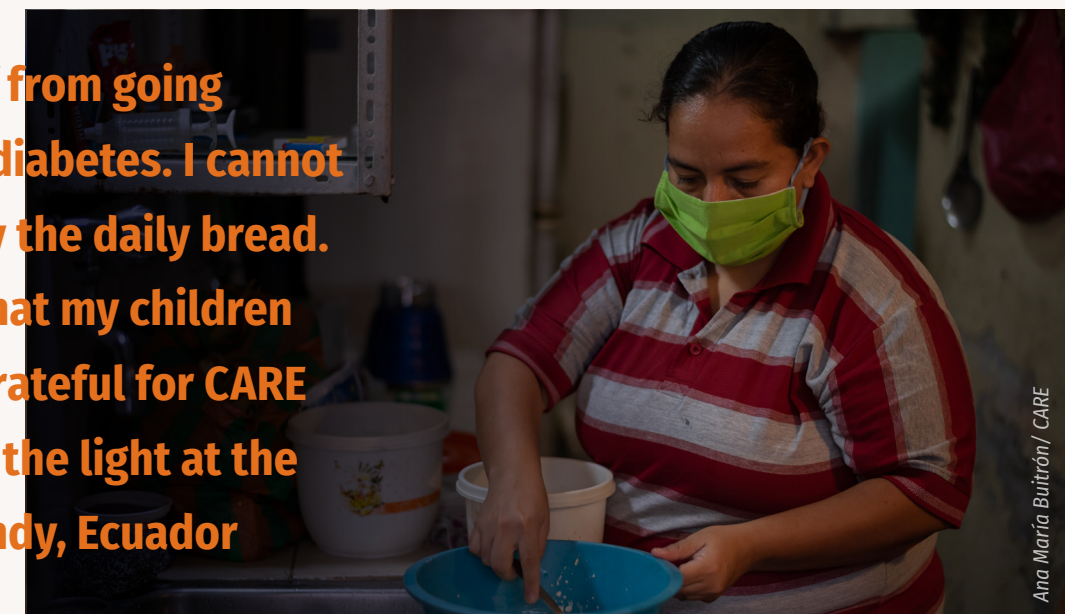
CARE is partnering with the Bihar state government to set up COVID-19 isolation centers, conduct contact tracing and monitoring, and scale up testing infrastructure, supporting more than 100 million people. We're also working with 40,000 frontline health workers across the entire state to continue our momentum at transforming the health care system. We've already cut the maternal death rate in half and increased the percentage of 1-year-olds with completed immunizations by 72% in just six years.

## Ecuador



**"I am restricting myself from going outside because of my diabetes. I cannot go out to work or to buy the daily bread. My biggest concern is that my children will get infected. I am grateful for CARE because this support is the light at the end of the tunnel." — Andy, Ecuador**

Andy and Alexandra used to own and operate a restaurant together, but it was looted a few months ago and they never recovered what was stolen. They were left with high debt and no plan for their future. Today they are trying to bounce back by selling *humitas*, a South American corn cake dish, to recoup their losses and rebuild their livelihoods. **Andy and Alexandra were able to start their humitas business with financial support from CARE.**



CARE has supported 13,686 people in similar situations and has reached 820,000 people through messages and social networks in Ecuador. CARE is also responding with cash distributions, hygiene kits, and food kits; social, legal, and psychosocial support through telephone hotlines; gender-based violence prevention and support; and health care for COVID-19 patients living in quarantine in Ecuador.



# Build RESILIENT Communities

Help CARE double down on proven, scalable programs that will yield the biggest breakthroughs as we build back a stronger future for all. Creating economic and nutritional resilience helps preserve and grow the development gains of the past 25 years.

With a global hunger crisis imminent, now is the time to scale up CARE programs like ***She Feeds the World*** that have the potential to end hunger by giving women farmers access to the resources, skills, and confidence they need to increase production of nutritious food. The program currently operates in 20 countries, and we're looking to expand it to 12 more in Africa, Asia, and Latin America to reach another 15 million people in coming years. A cost-benefit analysis by the New Economics Foundation showed that **for every dollar invested by the program, communities get a \$31 return on the investment.**

Another proven CARE innovation is the ***Village Savings and Loan Association*** (VSLA) approach—which we first introduced in 1991 in Niger—to organize unbanked women into groups of 15-20 that save together and provide members with small loans to start businesses. In the next decade, CARE plans to expand VSLAs from 7.6 million members to 62 million members in 55 countries. This will infuse the global economy with \$450 million to 600 million in savings and income from new jobs and businesses created. Because VSLAs serve as key entry points in supporting communities to weather the worst crises, CARE is working with groups to integrate COVID-19 recovery programming, including proactive efforts to prevent gender-based violence and to link families to health services. CARE is fast-tracking a process to enable VSLA members to meet remotely to ensure continued access to financial services and support.

In Ghana, India, Malawi, Mali, and Tanzania, women farmers already have increased their crop yields by half a million tons when compared with traditional practices.



**Advocacy** also is an important tool to multiply impact, change policy and practice, and deliver on CARE's vision. We work closely with social movements, businesses, foundations, and governments around the world to support and develop legislation and programs that address the underlying causes of poverty—from guaranteeing safe workplaces to ending child marriage. In response to COVID-19, CARE already has helped government leaders in 55 countries assess the impact on women and girls, and at least 32 of our country offices are advocating directly with national governments to build a better humanitarian response and plan for longer-term recovery.

As of June 2020, the U.S. government lags behind in investing to fight COVID-19 globally. It has provided about the same amount of funding to fight COVID-19—which affects more than 200 countries—as was allocated to combat Ebola in three countries.

With your help, we can fight to ensure that the U.S. and other governments prioritize the rights and well-being of marginalized women and girls around the world during this critical time and beyond. Communities and families will be stronger and more resilient as a result.

In Rwanda, introducing a couples curriculum to VSLA groups reduced rates of domestic violence by 55%. Overall, an impressive 88% of VSLAs continue to operate more than five years after CARE's support ends.



**\$77,500**

will train 9,000 farmers in East Africa on improved agricultural techniques that could yield an additional 100,000 tons of food.



**\$6 million**

can digitize our VSLA program—enabling us to shift to virtual support now and to scale toward our goal of 62 million members by 2030, adding an additional \$600 million to the economy.



# INNOVATE for the FUTURE

Looking forward, we aim to **build on the world's largest pipeline of promising social ventures** and double down on those identified successes to help overcome COVID-19 challenges. Each enterprise is created and run locally to solve an issue identified as a priority by the community, such as health, food security, education, or women's economic empowerment. CARE has a team of experienced business professionals who help each enterprise find the right CEO, board of directors, and seed capital needed to convert a philanthropic pilot project into a financially sustainable business that benefits local families.

In Sri Lanka, women at a CARE-supported enterprise project are responding to the COVID-19 pandemic by retooling their textile operations to make face masks.



CARE responds in the U.S. with urgent humanitarian support for the first time in our 75-year history.



These include enterprises like Live Well in Zambia, an impact-driven social business that promotes healthy behaviors, provides access to health products like anti-diarrhea kits and mosquito nets to rural families, and supports livelihoods in underserved communities, through a network of 2,285 trained community health entrepreneurs. Live Well aims to triple the number of sales agents by 2024, providing the opportunity for year-round, community-driven employment, as opposed to struggling to find seasonal farm work. **Within the first three months of COVID-19, Live Well distributed more than 45,000 items that help protect against the virus, including soap, chlorine, gloves, and hand sanitizer.**

CARE sees the potential to impact up to 235 million lives by 2030 through the expansion of enterprises that provide jobs, income, and vital services. We know that market-based approaches can yield results that are broader and more sustainable than aid alone.

And, in this moment of unparalleled need, CARE once again is tapping into the spirit of innovation that helped create the original CARE Package 75 years ago. We have created a **new CARE Package** to address urgent needs globally and in the United States, marking our first foray into domestic programming.

In the U.S., we are providing direct delivery of meals to vulnerable families and pairing overwhelmed food banks with gig platforms like TaskRabbit to ensure that supplies get delivered to people in critical need. We also are giving Americans the opportunity to support essential frontline workers with cash gift cards of thanks. In the first six weeks, CARE delivered more than 56,000 CARE Packages. We anticipate sending 1 million by May 2021.

Internationally, a new digital CARE Package allows our supporters to make direct cash transfers to high-impact COVID-19 responses in countries like Ecuador and Sierra Leone.



**\$1.05 million** launches CARE Package Relief in five U.S. markets, providing jobs and getting services (including food) to those in need.



# NOW is the time

The level of need in the world demands that we act more boldly than ever before—we are calling upon you to join us at this pivotal and historic moment.

**An investment right now—at this critical stage in our history—will help save and protect the lives of 100 million people in dire need and move us closer to a world without poverty.**

We have the opportunity, the moral imperative, and, most importantly, the capacity to solve today's challenges and create a better tomorrow. With heightened urgency, we are asking you to join CARE in fighting alongside women and girls to end poverty, hunger, and injustice everywhere. As a global community, we must take on today's challenges together. **Now is the time to act.**

**Together,  
we can  
build back  
a stronger,  
more  
equitable  
and secure  
future for all.**



**CRISIS RESPONSE  
CAMPAIGN**



“If you want to lift up humanity, empower women. It is the most comprehensive, pervasive, high-leverage investment you can make in human beings.”

— Melinda Gates, Co-Chair of the Bill & Melinda Gates Foundation

---

### **CARE's Commitment to Diversity, Equity, and Inclusion**

CARE has long placed the principles of diversity, equity, and inclusion at the heart of our poverty-fighting work.

To learn more about our commitment, please visit  
**[care.org/about-us/equity-and-inclusion](https://care.org/about-us/equity-and-inclusion)**



**care**<sup>®</sup>

75 YEARS

**[care.org](https://care.org)**