

Engaging Your Employees in Response to the Global COVID-19 Crisis



Why support CARE in response to COVID-19?

CARE is quickly mounting a global response to the COVID-19 pandemic – which threatens to overwhelm healthcare resources, particularly in countries with weak public health infrastructures. We are building on our past experience responding to outbreaks of infectious disease in vulnerable communities – taking particular note that emergencies, including health crises, tend to disproportionately affect women & girls.

CARE benefits from strong relationships with national and local authorities in the 100 countries* where we work, longstanding community links, and decades of experience in health interventions. Our response to the Ebola virus epidemic, among others, serves as a model for how CARE supports community preparedness and prevention during serious public health emergencies.

CARE's COVID-19 response strategy rests on several key pillars. Examples include:

- Community engagement
- Hygiene promotion
- Water supply
- Gender and protection
- Sexual and reproductive health and rights
- Psychosocial support

Your Support in Action

- £10,000 helps set up 160 handwashing stations and deliver 120 hygiene kits
- £15,000 helps set up 240 handwashing stations and deliver 180 hygiene kits
- £20,000 helps set up 320 handwashing stations and deliver 240 hygiene kits

**CARE has a presence in 100 countries, and we are currently performing an assessment of needs to determine where the resources are needed most.*

COVID-19 and Women

Women can face particular challenges during health emergencies, in part because of their role as caregivers. Nadej is a survivor of Ebola in Democratic Republic of Congo.



CARE places a special focus on women and girls, who often face specific challenges during emergencies. Based on CARE's past experience, we can anticipate disproportionate economic and social effects on women and girls. We are preparing accordingly to support women in dealing with the fallout of a devastating pandemic. Among the critical concerns that are informing our developing COVID-19 response strategy:

- Women as caregivers
- Women as healthcare workers
- Women as breadwinners
- Threats of violence
- Disruptions to sexual and reproductive healthcare



In order to mount our response, we require fast and flexible sources of funding. Our initial fundraising goal is **£2.5 million** working towards a long term goal of £25 million.

Time is of the essence as the COVID-19 will inevitably spread to vulnerable populations worldwide. CARE is ramping up our efforts to help communities prepare.

How can you and your employees help?

Your company can engage and activate your most important resource, your employees:

Engage

- **Ask your employees to join in and champion the partnership** - present CARE's COVID-19 response as an opportunity to support the most vulnerable. Maximise your impact by offering a unique corporate match for this initiative. **CARE can create a unique landing page (*mock-up on page 3*) for joint fundraising efforts, fundraising pages on [3rd Party platforms*](#) or direct employees to the [CARE appeal page](#).**
- Host **virtual lunch-and-learns** or town halls with CARE's webinar series to make the work you are supporting through CARE come to life for your employees.
- Share CARE's response as updates in your internal communication so **employees can engage their networks**.
- **Leverage CARE's content** to highlight initiatives and leadership in your own company – join the conversation in an authentic way based on your business and CSR goals.
- Set, share and celebrate **company-wide targets** for engagement, such as number of social media shares or posts, number of donations or employees giving via payroll giving. This builds upon the value of collaborating as a community to achieve something positive together.

Share

- Read more about how your company can help on [our website](#).
- Announce your company's efforts to support CARE's COVID-19 response efforts.
- Collaborate with CARE to co-create the necessary resources for employees to engage with the campaign.
- Share your progress, thank employees/colleagues for participating and highlight outstanding participation.

***Other Fundraising Platform Examples**

Just Giving, Benevity and Payroll Giving are examples. We can easily provide language/details to integrate within your own platforms, if needed.

For more updates, join us for one of CARE's upcoming **Insider's Briefing** webinar series. Most recently, CARE launched a new paper on the **implications of COVID-19 on Women's and Girls' Economic Justice and Rights**. You can watch back and listen to CARE Webinar's on Economic Impact of COVID-19 on Women and Girls [here](#). Get in touch with the team (zlee@careinternational.org) for the password.

Sample Just Giving Page






STORY
REPORTS
PHOTOS
SHARE

Summary

CARE is quickly mounting a global response to the COVID-19 pandemic - which threatens to overwhelm healthcare resources, particularly in countries with weak public health infrastructures. For decades CARE has worked in places where healthcare systems are weak and long-lasting food supplies have been wiped out by disaster. Our immediate efforts focus on three areas: setting up isolation spaces in refugee camps, preparing home-quarantine kits, and pre-positioning emergency supplies.

\$50,000	\$50,000	0	0	2
<small>total goal</small>	<small>remaining</small>	<small>donors</small>	<small>monthly donors</small>	<small>days</small>

Challenge

CARE places a special focus on women and girls, who often face specific challenges during emergencies. Based on CARE's past experience, we can anticipate disproportionate economic and social effects on women and girls. We are preparing accordingly to support women in dealing with the fallout of a devastating pandemic.

Solution

CARE benefits from strong relationships with national and local authorities in the 100 countries where we work, longstanding community links, and decades of experience in health interventions. Our response to the Ebola virus epidemic, among others, serves as a model for how CARE supports community preparedness and prevention during serious public health emergencies.

CARE Co-Branded Fundraising Page (*Mock-Up – Not Final Design*)



YOUR COMPANY LOGO HERE

Save and protect lives before it's too late.

20,000 of the poorest households in the poorest countries need lifesaving hygiene items right now. CARE's Emergency Surge Fund is distributing soap, water, and more, and is installing 10,000 handwashing stations to protect the most vulnerable from COVID-19 and other deadly diseases.

Here's how your gift proactively saves lives in places like Bangladesh, Syria, and Yemen:



We thank you for considering a generous gift as the world braces to meet one of the most pressing health challenges of our time. For more information on how to support CARE'S response to COVID-19, contact Zaryna Lee zlee@careinternational.org.

Sample Social Media Language

Connect with CARE:

TWITTER: @careintuk

LINKEDIN: @CAREInternationalUK

INSTAGRAM: @careintuk

FACEBOOK: @CAREInternationalUK

Suggested Copy:

TWITTER/ LINKEDIN: We're all feeling the impact of the #coronavirus on our lives. Soon it will hit some of the world's most vulnerable communities — places that are already fighting famine, extreme poverty and deadly violence. Your support will save lives. Join me & @careintuk now: <https://bit.ly/2zpuZB8>. #CAREFightCoronavirus

INSTAGRAM: We're all feeling the impact of the #coronavirus on our daily lives. It's making its way quickly around the world and will soon hit some of the world's most vulnerable communities — places that are already fighting famine, extreme poverty and deadly violence. @Careintuk is working quickly to help prepare the most vulnerable people, including women, girls and refugees, for the coming outbreak. Join me in this global effort to save lives. Link in [story/bio] #CAREFightCoronavirus

Note: Please add links to Instagram Stories or your Instagram bio. Links don't work in your Instagram feed posts.

FACEBOOK: We're all feeling the impact of the #coronavirus on our daily lives. It's making its way quickly around the world and will soon hit some of the world's most vulnerable communities — places that are already fighting famine, extreme poverty and deadly violence. @CAREInternationalUK is working quickly to help prepare the most vulnerable people, including women, girls and refugees, for the coming outbreak. Join me in this global effort to save lives. Donate now: <https://bit.ly/2zpuZB8>. #CAREFightCoronavirus

Assets

IMAGES:

- Option A: <http://bit.ly/2WiXWrO>
- Option B: <http://bit.ly/2ITQz1U>

VIDEO:

- <http://bit.ly/3d6GyMD>

DONATION LINK

- <https://bit.ly/2zpuZB8>



Image Option A



Image Option B



Video