

care.org/match
Help save lives



151 Ellis Street NE, Atlanta, GA 30303-2440



WORLD REPORT SPECIAL EDITION: How You Are Saving Lives during Emergencies like COVID-19

[Mr. and Mrs. John Sampleperson]
[Newport One]
[21 Railroad Ave.]
[Duxbury, MA 02332]



**PLUS, YOUR
LAST CHANCE
TO MULTIPLY
YOUR IMPACT
FIVE TIMES!**

#14 5x11.5

flap

JOB CODE	COMPONENT	SIZE+SPECS	LASER FONTS	STOCK	PRINTS
CARE 20-9977 INNER CIRCLE = 112041 CORE = 032041 REACT = 052040	CARRIER ENVELOPE APRIL 2020 WORLD REPORT (Renewal) > CONTROL Kit A, C, E	> #14 Closed-face Envelope > 11.5 x 5 inches > Side-seam > 1.5 inch FLAP	> Fira Sans Condensed	24# White Wove	2C SPOT > Pantone 159 (orange) > Black

WHEN DISASTER STRIKES, I WANT TO HELP!

Multiply my gift **five times** to help save lives during emergencies like COVID-19. I have enclosed:

- [\$Ask1] that can become [\$Ask1_Multiplier]
- [\$Ask2] that can become [\$Ask2_Multiplier]
- [\$Ask3] that can become [\$Ask3_Multiplier]
- Other \$_____ (every gift can work **five times** as hard!)

[Mr. and Mrs. John Sampleperson]
 [Newport One]
 [21 Railroad Ave.]
 [Duxbury, MA 02332]

[1120441000000SCANLINE00000]



No mother should ever fear for her child's life. Please help today!

- I'd like to make my gift by credit card. (see back)
 - I'd like to receive email updates. (see back)
- Please make your check payable to **CARE** and return it in the envelope provided. Thank you!

Help save lives at care.org/match



SLIT

SLIT

SLIT

SLIT



151 Ellis Street NE, Atlanta, GA 30303-2440

April 29, 2020

Dear [Mr. and Mrs. Sampleperson],

"How can I help?"

That's the first thought most of us have when we hear about a friend or loved one going through a difficult time. We want to take action, to do something.

As we face the COVID-19 pandemic, it's been challenging — even frustrating — to know that often the best thing we can do is to simply stay at home and, more or less, do nothing at all.

But Inner Circle members like you always make a difference! No matter where you are, you help us prepare for and respond to crises like COVID-19. Whether the emergency is a natural disaster, violent conflict, drought, famine or disease ... you are there, lending a helping — and lifesaving — hand!

I'm writing, [Mrs. and Mrs. Sampleperson], because I know your first instinct is to help. And right now, with coronavirus threatening millions of lives, you can do five times as much good!

When you rush your gift to CARE by June 15, you'll make five times the lifesaving impact! That's because you'll take advantage of an incredible \$1,000,000 Match Grant from MathWorks that commits an additional \$4 for every \$1 you're able to give.

MathWorks is a longstanding partner of CARE's. Like you, they're committed to fighting for the world's most vulnerable women, children and families. Thanks to their generosity ...

Your gift of [\$ASK1] will be **multiplied five times** to become [\$ASK1_Multiplier] to provide urgently needed food, clean water and medicine to hungry, hurting children. Your gift of [\$ASK2] will become [\$ASK2_Multiplier] to have **five times the impact** as you help refugee families rebuild their lives and recover from trauma. Or your gift of [\$ASK3] will become [\$ASK3_Multiplier] to support **five times as many programs** that give women and girls access to life-changing educational and economic opportunities.

In the enclosed *World Report* special emergency issue, you'll learn why crises like COVID-19 are especially dangerous for women and girls — and how you help CARE keep them at the center of our work.

Worldwide, more than 70% of caregivers are women! And as we prepare to celebrate Mother's Day, I've been thinking more and more about how moms across the globe suffer as they see their children ...

(over, please)



With your support, CARE has been teaching proper handwashing to prevent the spread of COVID-19 in vulnerable communities.

FOLD

FOLD

FOLD

FOLD

JOB CODE	COMPONENT	SIZE+SPECS	LASER FONTS	STOCK	PRINTS
CARE 20-9977 INNER CIRCLE = 112041	REPLY+LETTER (FRONT) APRIL 2020 WORLD REPORT (Renewal) > INNER CIRCLE Kit A1, B1	> 8.5 x 14 inches FLAT > DROP-CUT 3.5 inches from TOP > REPLY 8.5 x 3.5 inches (NESTS) > LETTER 8.5 x 10 inches	> Fira Sans Condensed > Zapf Dingbats > OCR-A STD > Kaempf	60# White offset	4C PROCESS > CMYK



Credit Card Giving Information

Please check box on front side to give by credit card.



Amount of Gift \$ _____

Monthly Partners for Change Gift 062060
 One-Time Gift

Card Number _____ Expiration Date _____

Cardholder's Name (please print) _____

Cardholder's Signature (required) _____

Cardholder's Phone Number _____

My email address is: _____

Please send me information on how to include CARE in my will. IR-PGINT

I have already included CARE in my will. IR-PGWILL

Your gift is tax-deductible to the extent allowed by law. Please return this form with your check or credit card information in the enclosed envelope. Your questions and comments are important to us. Call 1-800-422-7385 or visit care.org. CARE is a non-profit 501(c)(3) public charity (Tax ID# 13-168-5039).

Help Save Lives

Founded in 1945 with the creation of the CARE Package® to provide relief to survivors of World War II, CARE quickly became a trusted vehicle for the compassion and generosity of millions.

Today, CARE provides life-changing aid that cannot be contained in a box: tools, training and resources that can sustain entire communities.

- **68.7 million people** reached last year
- **100 countries** where CARE works
- **1,036 projects** battling poverty
- **75 years** of lifesaving experience

Learn more by visiting care.org or calling 1-800-422-7385.



writhe in pain from hunger ... as they hear their babies cry out in fear from the sound of explosions ... or as they stare at an empty space in a home where a beloved family member used to be, but is no more.

My heart breaks for any woman who has lost a child or who lives with the fear that her little one won't see tomorrow. And I'm so grateful to supporters like you! You always do anything you can to make a difference for women, children and families in need!

Your generosity is why CARE is able and ready to mobilize right away in the face of disaster.

In Ethiopia, you helped us reach 10,000 people with handwashing stations, soap and detergent, as well as protective equipment for healthcare providers and first responders.

You made it possible for CARE to provide disease-prevention education for communities in Nigeria and Haiti, in addition to distributing hygiene kits. And in Burundi, with your support we reached 25,000 people to help prevent gender-based violence, which has increased because of the COVID-19 outbreak.

Because of supporters like you, CARE has been a worldwide leader in emergency response for 75 years! And backed by your generosity, we'll continue to focus on protecting and empowering women and girls — especially when crises like COVID-19 put them in greater danger.

Rush your gift before June 15 to take advantage of the \$1,000,000 Match Grant opportunity. When you choose to **FIGHT WITH CARE®**, you never have to wonder how you can help. You're standing up for the world's most vulnerable people every single day!

Gratefully,

Angie C. Moore
Chief Individual Fundraising Officer

P.S. From a pandemic like COVID-19 ... to a natural disaster like Cyclone Idai ... to a manmade catastrophe like the conflict in Syria ... supporters like you enable CARE to save more lives in emergency situations all across the globe. Please **send your gift before June 15 and multiply your impact five times** to help vulnerable women and children — and put an end to their suffering!

Photo Credits: Luck Beck/CARE, Akhtar Hossain/CARE

CONNECT WITH CARE



CARE is a Three Star Rated organization with Charity Navigator, America's largest independent evaluator of non-profit organizations.



CharityWatch, a non-profit watchdog group that researches, evaluates and grades charities nationwide, has given CARE its "A+" rating.



The Chronicle of Philanthropy recognized CARE on its Philanthropy 400 list for the 20th consecutive year.

CARE IS RECOGNIZED BY THE FOLLOWING ORGANIZATIONS:

JOB CODE	COMPONENT	SIZE+SPECS	LASER FONTS	STOCK	PRINTS
CARE 20-9977 INNER CIRCLE = 112041 CORE = 032041 REACT = 052040	REPLY+LETTER (BACK) APRIL 2020 WORLD REPORT (Renewal) > HELP SAVE LIVES > CONTROL (ANGIE) Kit A, B, E, F	> 8.5 x 14 inches FLAT > DROP-CUT 3.5 inches from TOP > REPLY 8.5 x 3.5 inches (NESTS) > LETTER 8.5 x 10 inches	> Fira Sans Condensed > Zapf Dingbats > OCR-A STD > Kaempf	60# White offset	2C SPOT > Pantone 159 (orange)



FROM THE PRESIDENT

Together, There is No Challenge Too Great

Dear Friend of CARE,

I'll be very honest with you — the challenge that faces us during the COVID-19 crisis is unprecedented.

But what I'm most struck by is our sense of interdependence on one another ... that we are truly all in this together.

And CARE supporters like you remind me every day of the difference solidarity can make. When we stand together, we can overcome any obstacle, no matter how huge it seems at the beginning.

Truly, this pandemic presents a generational challenge. It's something that — when we look back years from now — we'll tell our children and grandchildren about. We'll be able to share the triumphant story of how we worked together in any way we could to save millions of lives around the world!

Generous people like you will play a huge role in that story. Your compassion and concern are a vital part of the solution to halting the spread of this disease — and then rebuilding shattered livelihoods and communities after the first wave.

With your help, I'm proud to say CARE will continue to prioritize the health and safety of women and girls, who are at increased risk in any emergency situation — and especially during a pandemic like COVID-19.

I know this time is a difficult one for you, too! And still, you've chosen to put other people's needs ahead of your own. I am genuinely humbled by and exceptionally grateful for your continued support.

Thank you for your incredible generosity! May you and your loved ones stay safe and healthy,

Michelle Kura

Your Gift Can Be Multiplied
FIVE TIMES!
Thanks to a special matching gift, donations received by June 15, 2020, will be matched five times, up to a total of **\$1,000,000.**

AROUND THE WORLD

In Crises like COVID-19, Women and Girls Bear the Brunt

The COVID-19 pandemic has created months of uncertainty. But there's one thing we know for sure ...

"We know that when emergencies hit, women and girls come last," says CARE Humanitarian Policy Director Susannah Friedman.



Your support ensures that women and girls are kept at the center of CARE's emergency response programs, in addition to our long-term education and empowerment initiatives.

But thanks to supporters like you, **CARE puts women and girls** first in emergency situations. Here's why we've made that our mission — and why your generosity is so important.

Women and girls are at increased risk of gender-based violence. We learned from previous outbreaks of Ebola that when schools closed due to the quarantine, teenage pregnancies spiked because young women were increasingly vulnerable to assault. The quarantine also led to a decrease in support services for women facing domestic abuse.

Hygiene products are harder to come by. Many women and girls are already dependent upon humanitarian agencies for sanitary supplies and menstrual products. When disease disrupts such services, price gouging and panic buying make such necessities nearly impossible to obtain.

Women and girls are the first to feel food insecurity. During public health emergencies, women and girls are the first to go hungry. In many countries, custom dictates that they eat last and least. What's more, as food becomes scarce, prices skyrocket — often forcing women and girls into transactional sex.

Social norms and caregiving expose women and girls to greater health risks. Because 70% of caregivers worldwide are female, they are more vulnerable to disease transmission at home and at work. Conversely, during an outbreak, they're less likely to get the basic healthcare they need, as medical resources are diverted to managing the emergency.

With your help, CARE is scaling up its efforts to prevent gender-based violence and provide support for survivors. We're also re-enforcing critical health services for women and girls and educating and empowering frontline health workers — most of whom are women. Together, we're fighting for equality and social justice!

SIERRA LEONE

In Sierra Leone, Courage Comes to the Rescue

Rosaline is worried. As a nurse in Sierra Leone, she worked the front lines during the Ebola outbreak in 2015. Today, she is at the center of the tiny country's fight against COVID-19.

The fast-changing pandemic is confusing. Her people are afraid. They're not sure whom to trust. But they trust Rosaline.

"We have set up handwashing stations at every public place — in community gathering places, in schools, at the health facility, everywhere," she says.

And people are listening; they are taking precautions. They are staying home and avoiding night clubs, sports venues and social groups.

But Rosaline can't stay home.

"I take my motorcycle and go out to the communities," she says. "I sit with them to explain this new virus and how they should protect themselves. They trust me, because I was born in this area and they know me."

Though her actions seem fearless, Rosaline knows her work is dangerous.

"We are worried, because it will affect us as health workers," she explains. "We are the front-liners, because we touch patients, we receive patients, so we worry a lot. ... This is a very dangerous disease."

With your help, CARE has provided personal protective equipment for courageous health workers like Rosaline. That means she can stay safe while she keeps her community healthy. And that means the people of Sierra Leone have compassionate, experienced health care to count on in the face of this terrifying disease.

Because of you, Rosaline is hopeful. She's cautious about the situation, but she goes to work each day with a confidence she didn't feel years ago.

"During Ebola, many of us health workers died," she recalls. "But if this disease strikes in Sierra Leone, we will follow our protocols from the start. Nurses won't die like we did before."



Thanks to you, health workers like Rosaline have the equipment they need to stay safe while saving lives.

BANGLADESH

Bringing Health and Hope to the World's Largest Refugee Camp

Cox's Bazaar is a town on Bangladesh's southeast coast, once known for its sandy beachfront along the Bay of Bengal.

But today it's home to the world's largest refugee camp — a community at extreme risk of being devastated by COVID-19.

Some 855,000 people live in the camp, having fled horrific violence in Myanmar. Typically, there are 40,000 people per square kilometer — in some places, as many as 70,000!

Entire families have crammed into flimsy, one-room shacks made of bamboo. And countless neighbors are forced to share one water source, waiting in endless lines for latrines. Sanitation and hygiene are abysmal. And that's not all ...

Nearly half of the refugees in Cox's Bazaar are malnourished. And all of them have suffered immense trauma, compromising both their coping skills and their immune systems.

In this desperate situation — where social distancing is impossible — a disease like COVID-19 could have unimaginable consequences.

But because of supporters like you, there is hope!

CARE has worked in Asia for decades and has become a trusted partner to other humanitarian organizations and community leaders.

We've partnered with the health department to minimize traffic in local clinics, while also creating quarantine rooms with extra bedding and mattresses. And we've worked with the government to procure more supplies, including testing kits, in addition to providing handwashing stations and education on sanitation and hygiene.

The refugees of Cox's Bazaar have already experienced so much pain and suffering. With your help, CARE is there to bring them through this current crisis ... and into a healthier, more hopeful future.



Malnutrition and emotional trauma conspire to make refugees even more vulnerable to diseases like COVID-19.

JOB CODE	COMPONENT	SIZE+SPECS	LASER FONTS	STOCK	PRINTS
CARE 20-9977 INNER CIRCLE = 112041 CORE = 032041 REACT = 052040	WORLD REPORT (INNER, PAGES 2+3) APRIL 2020 WORLD REPORT (Renewal) > CONTROL All Kits Option 1	> 22 x 8.5 inches > FOLD to 11 x 8.5 inches > FOLD to 11 x 4.25 inches	> n/a	60# White Offset	4C PROCESS > CMYK

World Update

Because of CARE's experience with successfully responding to diseases like Ebola, cholera and Zika, we had the expertise to mobilize communities and activate resources as soon as the threat of COVID-19 was clear:

YEMEN: Following the Ebola epidemic, the country's health systems got stronger. Nearly 30,000 people have received health services from trained workers through the Joint Response Project, and families are nearly three times more likely to wash their hands thanks to education provided by CARE.

THE PHILIPPINES: We used text blasts and social media in this tech-savvy country to reach as many individuals as possible with education and accurate information.

SIERRA LEONE: CARE initiatives over the past five years helped improve the national supply chain for critical pharmaceuticals. As a result, health centers are five times more likely to have proper medications for expecting mothers.

THAILAND: With larger cities in lockdown, we helped get fresh fruits and vegetables from small-scale farmers into the urban centers — protecting health, safety and agricultural livelihoods.

ECUADOR AND PERU: Fighting rumors, myths and misinformation is crucial during a health emergency. Thanks to your support, CARE's efforts have paid off in South America in the time since the Zika outbreak. Today, nearly 98% of people are using factual data from community health systems to understand COVID-19 and protect themselves. And in Ecuador, 89% of women are following best practices to keep themselves and their families safe.



World Report MAY 2020 | NO. 197

This newsletter is published several times a year and distributed to friends of CARE. Editorial content may be excerpted or reprinted provided credit is given and a copy of the publication in which the material appears is forwarded to CARE. CARE® and CARE Package® are registered marks of Cooperative for Assistance and Relief Everywhere, Inc. (CARE). All photos are property of CARE unless otherwise noted.

COVER PHOTO: Karin Scherbrucker/CARE, PAGE 2: Tasneem Chowdhury/CARE, PAGE 3: Shantelle Spencer/CARE Sierra Leone, Philipp Hedemann/CARE

HOW TO REACH CARE:
151 Ellis Street NE, Atlanta, GA 30303-2440
1-800-422-7385 | care.org

4 | **WORLD REPORT** MAY 2020



World Report

MAY 2020

SPECIAL EDITION: Saving Lives in Times of Crisis

A Newsletter for Friends of CARE

Learn how your gift can work **FIVE TIMES** as hard!

Inside This Issue:

- > Why CARE puts women and girls at the center of disaster response
- > The impact you're making on the world's largest refugee camp
- > How you've brought hope to brave health workers in Sierra Leone



JOB CODE	COMPONENT	SIZE+SPECS	LASER FONTS	STOCK	PRINTS
CARE 20-9977 INNER CIRCLE = 112041 CORE = 032041 REACT = 052040	WORLD REPORT (OUTER, PAGES 4+1) APRIL 2020 WORLD REPORT (Renewal) > CONTROL All Kits Option 2	> 22 x 8.5 inches > FOLD to 11 x 8.5 inches > FOLD to 11 x 4.25 inches	> n/a	60# White Offset	4C PROCESS > CMYK