



Olivier Girard / CARE

CRISIS RESPONSE CAMPAIGN  
**IMPACT REPORT**

MARCH 2021: ONE-YEAR REPORT

# Thank You

One year after COVID-19 was declared a pandemic, we want to recognize committed supporters like you who helped CARE respond with speed and agility to the worst public health crisis of our generation. Your contributions have made the **largest emergency response effort in CARE's history** possible, helping us to reach more than **30 million individuals across 69 countries** with lifesaving supplies and information, and to build a better, safer future for women, girls, and their communities.

**The Crisis Response Campaign has raised \$60 million toward our goal of \$100 million to save and protect lives, build resilient communities, and innovate for the future.** This report highlights key impacts we've made with your help, including our COVID-19 response. We cannot thank you enough for supporting this critical work.

The same spirit that created CARE 75 years ago—people helping one another in a crisis—drives our work today. As a leading global humanitarian organization, CARE serves as a vital link between American generosity and millions of vulnerable families globally.

## Your **IMPACT**

### HIGHLIGHTS FROM THE LARGEST CRISIS RESPONSE IN CARE'S 75-YEAR HISTORY



Clean water supplies for  
**4.1M people**



Hygiene kits containing crucial supplies like soap, hand sanitizer, masks, and sanitary napkins for  
**3.4M people**



For those facing the threat of hunger due to loss of income, we provided nutritious meals to  
**3.3M people**



Cash or voucher assistance for people to meet their needs and support local businesses went to  
**774K people**



Gender-based violence prevention and response campaigns reached  
**2.8M people**



Community outreach offered COVID-19 prevention education and dialogue to  
**16.7M people**

# 30M PEOPLE.

# 69 COUNTRIES.

## UNITED STATES

**Putting our expertise to work at home.** The devastating economic impact of COVID-19 has added 7.8 million Americans to the 41 million already living in poverty, leading to the highest U.S. poverty rate since the Great Depression.

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 launched a **new CARE Package** to address urgent needs at home, marking our first foray into U.S. programming.

Across five cities, we have delivered more than **4 million meals** to at-risk people in food-insecure areas and put more than \$680,000 directly in the pockets of low-income workers.



Laura Noel / CARE



Asafuzzaman Captain / CARE



## BANGLADESH

**Promising social enterprise saves lives.** In two rural districts in Bangladesh, where families have little access to quality health care services, CARE developed a public-private partnership to identify, train, and support a network of 410 skilled health entrepreneurs (SHEs). SHEs fill a critical need by providing frontline maternal, newborn, and child health services; family planning options; and essential health goods in remote communities.

At the outset of COVID-19, most government-provided services around maternal and child health stopped due to lockdown restrictions. To fill in the gap, CARE trained SHEs on how to safely continue providing these lifesaving services, as well as how to prevent and control the spread of COVID-19.

In the first three months of the pandemic, SHEs conducted COVID-19 prevention counseling/awareness sessions for nearly 60,000 people on handwashing, using masks, and social distancing. Moreover, they attended 4,048 newborn deliveries and made more than 55,000 health check-ups.

Realizing the significance of this work, local governments provided SHEs with personal protective equipment, food packages, and reimbursement for their service costs. CARE plans to train 75 more SHEs this year and further scale this promising social enterprise that brings affordable, skilled health care to remote areas for the first time.

## NIGER

**Savings groups are leading communities through COVID-19.** With 10 million members globally, we're seeing CARE-sponsored **Village Savings and Loan Associations (VSLAs)** continuing to serve their primary purpose of providing unbanked women with savings and loans—and also leading their broader communities in fighting COVID-19.

In Niger and other countries across Africa, we fast-tracked a process to enable VSLA members to meet remotely via WhatsApp and SMS to ensure continued access to financial services and support. Savings groups hosted COVID-19 prevention sessions for their communities, and pooled their social funds to purchase food and hygiene supplies to distribute to those most in need.

**Advocacy:** Governments in seven African countries (Côte d'Ivoire, Malawi, Mali, Mozambique, Niger, Tanzania, and Uganda) have adopted national financial inclusion strategies that draw on CARE's VSLA model to benefit at least 3.3 million women, multiplying the impact of CARE's direct VSLA programming across the continent.



Abdoulwahab Moustapha / CARE



Josh Estey / CARE

## MOZAMBIQUE

**Combatting the hunger crisis by supporting women farmers.** With a global hunger crisis looming, CARE accelerated efforts to scale up programs that have the potential to end hunger—like **She Feeds the World**, which gives women farmers access to the resources, skills, and confidence they need to increase production of nutritious food to sell or to feed their children.

In Mozambique, this work resulted in families being able to grow more food, respond better to crises, and save more money. Families increased the diversity of their diets and were 60% more likely to have adequate diets.

**Advocacy:** CARE contributed to decisions by the government to increase nutrition spending, which will benefit approximately 500,000 children under age 5. CARE continues to advocate for scaling these successes globally in our role as co-convenor of the U.N. Food Systems Summit in 2021.

## INDIA

**Overcoming education barriers worsened by COVID-19.** UNICEF warns that 24 million children are projected to drop out of school permanently due to COVID-19. To help those who drop out transition back into formal education more quickly, CARE is expanding our innovative **Strengthening Opportunities for Adolescent Resilience (SOAR)** accelerated learning program for out-of-school adolescents to gain relevant skills. SOAR provides the opportunity for never-enrolled or school dropouts (girls ages 11-14) to complete four years of learning in just 11 months.

In India, SOAR has been approved by the government as a national model, with 95% of SOAR graduates approved to attend formal school. **Our goal is to grow SOAR's reach in six countries from 4 million to 7 million most-at-risk adolescents by 2025 and put them on a path out of poverty.**



Rick Perera / CARE

# JOIN US on the PATH FORWARD

## Ensuring **FAST & FAIR** Vaccine Delivery Worldwide

It will be a historic undertaking to make sure COVID-19 vaccines reach the most vulnerable populations—frontline health workers, women and girls, refugees, and migrants. CARE is rising to the challenge: our goal is to directly reach 60 million of the most marginalized to ensure *fast and fair* vaccine access. This includes ensuring that more than 275,000 health care providers and frontline workers, nearly 70% of whom are women and often overlooked, are vaccinated. We will reach an additional 40 million through our education campaign to overcome vaccine hesitation—combating mistrust and misinformation in communities where stigma exists.

We have begun working with our country offices to realize the vision behind **CARE's Vaccine Initiative**—looking at everything from upgrading digital support for health workers and health systems to providing training on infection prevention and control, as well as advocating to influence policy at all levels to achieve equitable vaccine availability and distribution for all.

## Expanding Our U.S. Crisis Response

In the face of growing poverty and inequality in the U.S., CARE will continue to expand our work, bringing the best of what we've learned around the world to fight poverty and injustice at home. Over the next three years, our goal is to sustainably reduce poverty with proven programming—starting with **CARE Package Relief and Community Savings & Loan Associations**, which we will expand to key cities to foster more savings and reduce dependence on harmful payday loans. Our vision is to create a U.S.-based micro-savings model that can be scaled and replicated by other organizations in any targeted community where the need is great. As in all of CARE's work, we will apply a strong social justice lens and focus on historically marginalized groups with an emphasis on Black, indigenous, and other women of color who are one financial shock away from slipping into deep poverty.

## We Cannot Do This Without You

The global COVID-19 pandemic represents an all-hands-on-deck moment for humanity. CARE is determined to ensure that the world's most vulnerable people are not forgotten in prevention, vaccination, and economic recovery efforts. We are committed to achieving our overall goal of \$100 million to continue helping governments and communities respond to the impacts of COVID-19. With your help, we can meet this historic challenge, building a stronger, more equitable, and secure future for all. On behalf of the millions of people we've reached in the past year, we thank you for your continued support of the **Crisis Response Campaign**.



Daniel Romana / CARE

CARE's vaccine initiative builds on our 75 years of global humanitarian expertise, including **health care provision, community mobilization, and strengthening health systems**. We have **more than two decades of leadership in immunization and vaccine programming**, from routine childhood immunizations to polio eradication campaigns, and an extensive network of partners including the CDC; Gavi, the Vaccine Alliance; UNICEF; the World Health Organization; and the Pfizer Foundation.

# Thank You.

## When crisis strikes, YOU are there.

On behalf of women and girls everywhere, we want to thank you for rising to meet the greatest challenge of our generation—the COVID-19 pandemic. You've continued to answer the call, enabling CARE to respond with unprecedented speed to save and protect lives, build resilient communities, and innovate for the future.

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You've helped us raise \$60 million toward our goal of \$100 million to build back a stronger, more equitable future for all.

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in a better, safer world.

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