Presentation to the Institute of Medicine
November 18, 2014
CARE’s Humanitarian Vision

To be a leading humanitarian agency having lasting impact on the needs of poor women, men, boys and girls affected by humanitarian crises and known for our particular ability to reach and empower women and girls in emergencies.

- Poorest and most vulnerable are severely affected when disasters hit.

- Disasters set communities back significantly, eroding gains in economic stability, water/sanitation, education, health.
Current Humanitarian Situation

- 51 million people displaced around the world;
- Conflict alone forced an average of 32,000 people per day to leave their homes
- Global spending increased by $5 billion in 2013 alone.
- CARE is responding to over 25 types of emergencies
CARE’s Expertise
Humanitarian & Emergency Work

• On-the-ground presence and community-led work provide a strong platform for humanitarian response in crisis-affected areas.

• Focus on gender equality and women’s empowerment in all sectors of our work.

• Working with and building capacities of local partners, (civil society, NGOs, government, etc.)

• Inclusion of disaster risk reduction and resilience strengthening activities in our development projects
Partnership Successes
Along the Continuum

**Preparedness**

- **UPS** – In-kind shipping of emergency supplies/materials, allowing CARE to pre-position critical items.
- **InterContinental Hotels Group** – Commits an annual, grant dedicated to CARE’s Shelter in Emergencies team.

**Response**

- **Emirates Airlines** – provides CARE staff free seats to fly to disaster-affected countries
- **Procter and Gamble** – Pre-positioning and distribution of P&G Purifier of Water packets.
Companies leverage their core business strengths/interests leading to a long-term engagement with global benefits.

- **UPS** – shipping and logistics expertise
- **IHG** – lodging and accommodation
- **Emirates** – travel and transport
- **P & G** – health and hygiene products

**Recovery**

- Our partners support our long-term approach when responding to a disaster – the monies are used both as an immediate response and as part of a typical five-year rehabilitation strategy
Preparedness

- CARE and other NGOs struggle to attract investment PRE-disaster.
- **Analysis shows that every $1 invested in preparedness, can save between $4 - $7 in response costs.**

Response and Recovery

- Slow-onset disasters are difficult to get funded due to lack of fixed starting point, often low media coverage.
- Man-made conflict is not readily funded often due to political nature of scenarios.
NGO Community

- Advocate for more support during the preparedness phase from both a humanitarian AND a business impact.
- Establish regular dialogue with private sector about activities conducted in manmade conflict.

Corporate Partners

- Become private sector champions – those that invest in planning/preparedness activities, talk about your strategy with your peers. Tell your story. Share the impact.
- Pilot disaster risk reduction activities in communities where you have a vested interest and monitor change over time.
Thank you!