



ICRC

Employee fundraising appeal example:

People affected by the Syrian conflict

In this document you will find some guidelines to help you set up your employee fundraising campaign, as well as information about the operations of the International Committee of the Red Cross (ICRC) in Syria and neighbouring countries which you can use in your communication.

In case you have any questions or if you would like to receive additional information, please don't hesitate to contact us. We can also provide you with content on other contexts/countries.

Ideas for a fundraising campaign

- Organize a fundraising event, for example by having an auction, a sports event or a second-hand book market: a fun way to raise funds and feel the team spirit!
- Ask your employees and customers for their support to your fundraising campaign, by requesting them to personally make an additional donation or to start a personal fundraising appeal (collecting funds from family and friends).
- Start a team competition; requesting your teams, divisions or units to collectively raise as much funds as they can. The team raising most funds will receive an award.
- Instead of giving a (Christmas) present to your employees and customers, you can make a donation to the ICRC and share this message in your communications.
- Make a donation for every (Christmas) card you send to your customers or instead of sending (Christmas) Cards (send an electronic message).
- Many employees like the idea that their employer matches their personal donation. This way every donation they make is worth double or even triple the amount. Please have a look at the "Matching Gift Programme" section in this document.

Streamline donations

To streamline donations, we recommend to:

1. Use the following link in your communication:
<https://www.icrc.org/eng/donations/?o=421509>
2. Request your employees/customers to tick the "matching gift programme" box in the "your details" section.
3. Ask your employees provide you with the receipt that they will receive from us (sent by e-mail or by post) as proof of their donation.
4. Then make your employer's contribution and send it by the usual means: online payment, bank transfer or cheque.
5. Contact us before you launch the fundraising initiative if you would like us to keep a record of the donations made. This will enable us to track your employees' contributions more easily and report back to you about the results.

Matching Gift Programme

Many companies support their employees' commitment to humanitarian causes, including by matching their gifts in part or in full. The ICRC welcomes this kind of initiative, but we do need to keep the administration related to such programmes as simple as possible. In the event that you offer your employees a matching gift programme, we would suggest to follow the procedure as mentioned above.



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Ammado

Ammado is a unique and innovative online donation platform offering web-based fundraising and donation services to non-profits, companies and individuals. It offers one solution to manage all online fundraising-related activities, globally and locally.

The system facilitates donations in 80 currencies, through more than 20 payment methods and supporting 12 languages, ammado is the first ever global donation platform.

Giving Widget

The main tool which is offered is the "Giving Widget", providing a unique user experience for global donations with all relevant languages, currencies and payment methods. It can be used on ammado.com or embedded into any website, intranet and blogs. It also displays on smartphones and tablets and can be placed on Facebook (therefore donations can get viral). Employees can share that they've donated with their Facebook friends or the public at large, increasing overall visibility.

Customization is possible to create a specific user donation experience, workflow and styling of a donation page.

Payroll giving

Using the Giving Widget on the company's intranet, website, or blog, employees can sign up to have any dollar amount they choose deducted from their pay checks to be contributed to the Red Cross. As part of the giving program, companies can offer to match employee donations in any amount they see fit.

Ammado has developed a light payroll system managed through the [ammado website](http://ammado.com) and without pricy system integration into local HR systems.

For further information and support, please contact:

Lars Staring
Programme manager
Corporate partnerships
E-mail: lstaring@icrc.org



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Donating to the ICRC

It is possible to make a gift online, through a bank transfer or by cheque:

Online

<https://www.icrc.org/eng/donations/?o=421509>

Through this link, (employee) donations will be earmarked for the chosen campaign.

Bank transfer

UBS SA, PO Box 2600, 1211 Geneva, Switzerland

Swift code: UBSWCHZH12A - Account N°

CHF 240-C0129986.0 CH63 0024 0240 C012 9986 0

USD 240-C0129986.4 CH52 0024 0240 C012 9986 4

EUR 240-C0129986.5 CH25 0024 0240 C012 9986 5

GBP 240-C0183929.1 CH73 0024 0240 C018 3929 1

By cheque

International Committee of the Red Cross (ICRC)

Private fundraising, 19 avenue de la Paix, 1202 Geneva, Switzerland

Tax

Unfortunately, as an organization subject to Swiss law, we are unable to provide tax benefits for individuals and companies that are not based in Switzerland. For more information about tax issues, [please visit our website](#). If you have any further questions, please do not hesitate to contact us.



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Communication

Content

Please find attached more information about the ICRC's operations in Syria and in neighbouring countries. You can [visit our website](#) for the latest updates or to select other [contexts of your preference](#). All the content and images shown on the website can be used for fundraising campaigns. Please contact us to get the latest update and high resolution images.

Examples of messages (Christmas campaign)

EXAMPLE 1

This year, for each Christmas card sent to clients and partners, Company X will make a donation to the International Committee of the Red Cross to support humanitarian aid in the Middle East. In addition to this, "Company X" employees are donating on a private basis to increase the amount donated.

Make a difference and support the Company X appeal by making a donation today.

EXAMPLE 2

***Right now in Syria, 12 million people have been forced to leave their homes, they desperately need food and other lifesaving supplies to survive. The "Company X" Christmas appeal will help to provide the most vulnerable with food and access to clean drinking water.

The ICRC works closely with the Syrian Arab Red Crescent, but the scale of the crisis is greater than anything faced in the last 15 years. Therefore, this year, your help is needed more than ever before.

Your donation will save lives. ***

EXAMPLE 3

***Conflict is affecting millions of people across the Middle East and the number is growing. As you will have seen in the news, the current refugee crisis goes far beyond Europe. The "Company X" Christmas appeal will help the ICRC to deliver urgently needed assistance to millions of people in dire need of help.

The ICRC works closely with the Syrian Arab Red Crescent, but the scale of the crisis is greater than anything faced in the last 15 years. Therefore, this year, your help is needed more than ever before.

Your donation will save more lives. ***

EXAMPLE 4

For us, stability and economic success go hand in hand with social responsibility. For every Christmas card we send, we will make a donation to the International Committee of the Red Cross (ICRC) to support refugees in Syria. Our contribution is helping assure that the people affected by the conflict there have access to a sufficient quantity and adequate quality of water. For more information or to make a donation visit www.icrc.org



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Logo/pictures ICRC

Use of the ICRC logo/emblems for fundraising campaigns is not possible. However, we offer you a selection of pictures related to the campaign (see page 11).

You are also allowed to use pictures similar to those found on [our website](#), as long as they have ICRC credits. Please always mention these credits in your communication. You can contact us for high resolution images.



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HELPING PEOPLE AFFECTED BY THE SYRIA CONFLICT

CONTEXT

The Syrian Arab Republic (hereafter Syria) remains in the grip of an armed conflict between Syrian government forces and numerous armed groups, some of whom are also engaged in armed conflicts among themselves. The opposing parties' unwillingness to negotiate or compromise – exemplified by the failure of the Geneva II Conference on Syria and the limited impact of two United Nations Security Council resolutions – indicates that no political solution is forthcoming.

Meanwhile, the expanding presence of the Islamic State group has prompted third-party air strikes against the armed group.

Often, the conduct of hostilities by the conflicting parties reportedly defies the basic principles of international humanitarian law (IHL). Violations allegedly include: indiscriminate attacks, particularly when using explosive weapons in populated areas; attacks against patients and health staff and facilities; kidnapping; torture; extrajudicial killings; disrespect for human remains; sexual violence; and restrictions on access to basic services and on the movement of humanitarian and medical aid. People in besieged areas continue to be cut off from aid, owing to the systematic denial of humanitarian access by the parties to the conflict.

Paralysed industries and livelihoods, severe inflation and unemployment, and international sanctions have crippled the economy and public services, rendering millions of people completely aid-dependent.

THE ICRC'S RESPONSE

Increasing access and maximizing impact

The ICRC, in partnership with the Syrian Arab Red Crescent, will work on overcoming security, governmental and logistical restrictions in order to fulfil its purely humanitarian mission.

It will seek acceptance of and support for its activities in order to facilitate greater access and proximity to conflict affected people. It will urge the Syrian authorities and all weapon bearers to ensure people's timely and unconditional access to humanitarian and medical aid. As the ICRC's main partner, the Syrian Arab Red Crescent will continue to receive support towards boosting its operational and organizational capacities.

While ICRC operations will continue to be driven by the emergency needs of internally displaced people (IDPs), residents and returnees, particularly in terms of food, its assistance initiatives will also take into account the long term needs being created by the protracted conflict, as well as the resilience and coping mechanisms of the people affected.

Promoting respect for people not or no longer participating in the hostilities

To promote respect for civilians and civilian infrastructure, the ICRC will engage all parties to the conflict in dialogue affirming the applicability of IHL to the Syrian context, exhorting all weapon bearers to respect IHL rules in their conduct of hostilities and humanitarian principles in general.

Confidential representations detailing verified allegations of abuse will stress the obligations of the parties concerned to protect civilians and take measures to end and prevent further abuses against them.

Ensuring health care provision

Given the politicization of medical aid, a principled approach to supporting health services and casualty care is more crucial than ever. The ICRC will continue to advocate the impartial provision of medical care and adjust its assistance to help lessen the imbalance of medical aid and services across front lines.



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To help conflict-affected IDPs/residents to have access to basic health services, the ICRC will provide up to 12 mobile health units run by the Syrian Arab Red Crescent and up to 4 permanent clinics with medical equipment and consumables (including for treating chronic illnesses) and support for their running costs.

During epidemics and other health emergencies, the ICRC will help protect those affected by providing Syrian Arab Red Crescent and Health Ministry facilities with emergency supplies to treat infectious diseases.

Emergency responders will boost their first-aid capacities through ICRC-provided supplies and training. Medical supplies and equipment, including for haemodialysis centres, and war-surgery seminars will enhance the quality of care at treatment facilities. Disabled people will receive services at ICRC-supported physical rehabilitation centres in Aleppo and Damascus.

Repair and renovation work in up to 10 health centres, 4 hospitals and the 2 physical rehabilitation centres will increase the number of functioning facilities.

Boosting livelihoods

Every month, up to 825,000 impoverished people will receive food parcels – including ready-to-eat, canned goods for newly displaced people, and bulk food for collective kitchens in IDP shelters – covering 15–50% of their monthly food needs.

To improve their living conditions, up to 225,000 people will receive essential household items, including hygiene kits, kitchen sets and mattresses. Where markets are functioning, up to 10,000 people will benefit from cash grants or vouchers; another 12,000 will boost their self-sufficiency through cash-for-work initiatives and other initiatives to enhance community infrastructure or agricultural production.

Providing clean water

With the Syrian Arab Red Crescent and/or local water boards, the ICRC will help IDPs, residents and returnees meet their water needs. In emergencies, it will step in with repairs and upgrades to damaged water installations, water-trucking and distributions of bottled water.

In the medium term, people in conflict-ravaged areas – including IDPs housed in collective shelters and residents requiring basic services upon their return home – will have better living conditions following repairs/upgrades to water supply and distribution systems, sanitation infrastructure and energy-supply installations, as well as solid-waste management and pest-control programmes. Up to 15 million people will have access to a reliable supply of safe water thanks to the provision of consumable chemicals (e.g. aluminium sulphate, sodium hypochlorite) and spare parts to the water boards of all 14 governorates, for operating water and sewage treatment plants.

Checking on the treatment of people detained in relation to the violence

Since March 2011, tens of thousands of Syrians have reportedly been arrested and detained on security-related charges under the authority of the Ministry of Interior, the Ministry of Defence and the security services. Some armed groups have confirmed they are holding people, mostly members of government forces and foreign nationals. Ill-treatment, torture and grim living conditions are widely reported.

The ICRC will pursue dialogue with the Syrian authorities and armed groups on issues concerning detainees, including their right to family contact and health care, and on access to them to monitor their treatment and living conditions.



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Restoring family links

The family-links services of the International Red Cross and Red Crescent Movement will benefit people with relatives living, detained/interned or unaccounted for in Syria or abroad. ICRC-facilitated telephone calls are often the most direct and rapid means for people to restore contact and reassure their families.

Acting as a neutral intermediary, the ICRC will facilitate travel, on humanitarian grounds, to Syria proper from the Israeli-occupied Golan, and the transport of Golan-grown apples to Syrian markets.

Reinforcing knowledge of and respect for the law

The actions of the parties to the armed conflict make it clear that they have little respect for humanitarian principles and for neutral, impartial and independent humanitarian action. Weapon bearers largely disregard basic IHL rules in the conduct of hostilities.

Through dissemination materials, informal meetings in the field and, where possible, training/workshops, the ICRC will seek to raise awareness and acceptance of IHL among the Syrian armed, security and paramilitary forces, at central level and in the field, and armed groups opposing government forces, including through their representatives abroad. It will also strive to increase support for its own activities and those of the Syrian Arab Red Crescent.

The two organizations will develop contacts among other influential actors in Syria and abroad, such as States supporting parties to the conflict, religious and community leaders, academics, and local and international media. They will be kept abreast of IHL-related issues and ICRC activities through news releases and operational updates via social media and various informational materials.

FOCUS ON REFUGEES

In addition to running its activities for people inside Syria, the ICRC works out of its delegations and offices in Jordan and Lebanon to help people who have fled to these neighbouring countries.

JORDAN

Jordan continues to deal with the consequences of the armed conflict in the neighbouring Syria, hosting hundreds of thousands of people who have fled the fighting. Almost four-fifths of them are said to be living in host communities. Tensions between residents and refugees persist, exacerbated by economic difficulties, including unemployment.

In cooperation with the Jordan National Red Crescent Society, the ICRC will increase its activities for people affected by the Syrian conflict, complementing the response led by the authorities, the United Nations and other humanitarian actors.

Emergency relief

At the eastern border, where it is the main humanitarian actor, the ICRC will provide up to 63,000 people at reception/collection points with 3 cooked meals a day, supplemented by high-energy biscuits, and, as needed, essential items to help them maintain their hygiene and protect themselves from adverse weather conditions until their transfer.

Water supply and shelter

In cooperation with the authorities, the ICRC will help ensure adequate access to essential services for up to 180,000 people at border reception/collection points and a registration facility by constructing, rehabilitating or upgrading shelters and water and sanitation facilities and providing support for their maintenance. Some 150,000 people in communities hosting refugees will also benefit from similar work.



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Vulnerable households in these communities will receive cash to help them cover their living expenses: 3,000 refugee households (15,000 people) headed by women will be given monthly cash assistance enabling them to pay rent to host families and cover their basic needs; 3,000 vulnerable refugee households (15,000 people) will receive a one-off cash distribution for winter related expenses.

Health care

To bolster the provision of health care for the wounded and the sick, the ICRC will help the Royal Medical Services – a unit of the Jordanian Armed Forces (JAF) – provide medical treatment at health posts and in reception or collection points, in particular by providing medical supplies. The ICRC will also treat patients through its clinic at a registration facility, facilitate referrals to higher-level care, provide key hospitals with equipment and supplies, and train up to 70 surgeons in mass-casualty management. Training for over 1,000 emergency responders and support for the development of the first-aid training programme of the Jordan National Red Crescent Society will help boost the chances of people receiving emergency care.

In addition, financial support for training programmes run by the National Committee on Demining and Rehabilitation will help potential returnees to Syria reduce their exposure to the dangers of mines/explosive remnants of war.

LEBANON

The armed conflict in Syria and its spillover continue to affect Lebanon, where reportedly, over a million people have sought refuge since the conflict began. Most of them stay in host communities, some in informal settlements. People in Palestinian refugee camps contend with difficult living conditions and persistent tensions.

The ICRC will scale up its response to people's needs, combining emergency response with mid/longer-term support for essential services. It will coordinate its activities with the authorities, United Nations agencies and other actors, maintaining a complementary role to address unmet needs, maximize impact and avoid duplication.

Medical and surgical care

To help weapon-wounded people – including those arriving from Syria – receive timely emergency care, the ICRC will support the emergency medical services of the Lebanese Red Cross in providing first aid and evacuating patients, and train and equip first-responders in Palestinian refugee camps.

To enable weapon-wounded people to benefit from quality treatment and continuous care, the ICRC will operate a surgical unit at Dar al-Chifae hospital in Tripoli and refer patients to Dar al-Zahra post-operative centre for physical rehabilitation, when needed. It will also cover the costs of emergency surgery for some patients at selected hospitals in the Bekaa Valley.

In addition, it provide material/technical support to up to 3 hospitals in Aarsal and Shebaa and up to 4 hospitals serving Palestinians, as well as 6 post-operative centres in the Bekaa Valley and northern Lebanon.

To help medical professionals boost their weapon-wound management capacities, the ICRC will conduct seminars, provide on-the-job training at Dar al-Chifae hospital and co-develop a traumatology module with a local university.

Health care

Communities will also have access to preventive/curative care, including for women, children and victims of sexual violence, at up to 8 ICRC-supported primary health care facilities.



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Water and habitat

To improve access to essential services and ease tensions between residents and refugees, the ICRC will provide financial, material and technical support to help the authorities rehabilitate or upgrade water infrastructure for up to 300,000 people in municipalities hosting refugees or in Palestinian refugee camps. It will also work with a partner from the International Red Cross and Red Crescent Movement to construct water and sanitation facilities for up to 8,900 refugees in informal settlements.

Emergency relief and income generation

Expanded assistance to IDPs, returnees and refugees from Syria will include distributions of food and essential household items (to up to 5,000 households, comprising 25,000 people), or cash (to up to 6,200 violence-affected households, comprising 31,000 people) to help them partially cover their expenses. Vulnerable women will benefit from grants for launching income-generating activities.

FAMILY CONTACT

People in Jordan and Lebanon will have the family-links services of the International Red Cross and Red Crescent Movement at their disposal to keep in touch with relatives who have remained in Syria or taken refuge elsewhere.

Selection of pictures (please always mention “Copyright ICRC”)



Country/Region: SYRIA

Caption:

Aleppo. A child drinking water from the borehole rehabilitated by the ICRC. Together with the Syrian Arab Red Crescent, the ICRC has constructed a network of boreholes on both sides of the frontline.



Country/Region: SYRIA

Caption :

Outskirts of Aleppo. Children pose for the photographer in front of damaged buildings.



Country/Region: SYRIA; JORDAN

Caption: Mafraq, Zatari Camp. A tracing team makes phone calls to link Syrian refugees with their families outside Jordan.



Country/Region: LEBANON

Caption:

On the road between Wadi Khaled and Tripoli. Lebanese Red Cross Society volunteers are carrying a war-wounded Syrian from the border community of Wadi Khaled to a hospital in Tripoli.