



emergency response: recovery to resilience

**SIGNATURE FUNDING
OPPORTUNITIES**



**SIGNATURE PROGRAM AREAS:
EMERGENCY RESPONSE AND RECOVERY,
AGRICULTURE AND HEALTH**

Our 5-year agency strategy focuses on three signature program areas: emergency response and recovery, agriculture and health. Catholic Relief Services strives for excellence in all we do, ensuring the programs we support are holistic, community based, participatory, equitable and results driven. We believe that channeling our expertise into these areas will have the greatest impact on helping poor and vulnerable families and communities reach their full human potential.

**! EMERGENCY RESPONSE
& RECOVERY**

OPPOSITE PAGE

This Yazidi woman, who fled her home in Iraq to escape ISIS, now lives in a refugee camp in northern Syria. CRS and Caritas Iraq are supporting 350,000 people with shelter, food, essential living supplies and medical care.

Photo by Sam Tarling for Caritas



**A COMPREHENSIVE
*approach***

No one knows when disaster will strike. In developing countries, a single event like a flood or an earthquake can derail a family's stability, deplete their savings and push them deeper into poverty. For impoverished communities, the devastation can set back a generation.

Catholic Relief Services takes a comprehensive approach to emergency response and recovery. We have staff and partners in nearly 100 countries and a relationship with the global Catholic Church that gives us far-reaching access to those in need.

Our emergency programs help people get back on their feet, rebuild their homes and lives, and become more resilient. We combine preparedness initiatives—like helping communities in drought-prone areas develop water-saving techniques to avoid food crises—with urgent response and recovery assistance.

Our emergency response is based on lessons learned from an extraordinary range of natural disasters and human conflicts. In 2013 alone, we were able to reach nearly 5.5 million people in 57 countries with emergency support.

It's crucial not to wait until disaster strikes to raise money for emergencies. Your support helps keep our emergency teams prepared to carry out immediate responses that can mean the difference between life and death.

Our goal is to raise \$20 million for emergency response and recovery programs over the next 4 years. With your support, we can save lives and help communities become self-sufficient.

OUR STRATEGY

prepare, respond, rebuild

Typhoon. Tsunami. Earthquake. Famine. War. The need is always great and the time is always now.

That's why we take emergency preparedness as seriously as we take response and recovery. One-third of our programming goes toward emergencies, which is at the heart and history of our mission.

CRS' humanitarian response strategy focuses on shelter recovery and restoring people's livelihoods. Our projects are typically implemented in three phases:

PREPARING FOR EMERGENCIES

In regions prone to heavy rains, we temper the land to minimize flooding; in countries known for drought, we help build water systems. In addition, helping people diversify their sources of income can lessen the long-term severity of an emergency.

We discovered this when we introduced new crops to coffee farmers facing production losses from leaf rust in Central America and when we tested drought-resistant lentil plants in rural India, resulting in hardier crops. "Risk reduction" interventions help communities become more resilient overall.

RAPID RESPONSE

For the first 3 months, our focus is on food, hygiene and shelter. For families that find themselves without a home, whether it was destroyed by a hurricane or left behind in a war zone, shelter means more than a place to sleep. It means having all their immediate needs met so they feel safe enough to start the difficult task of rebuilding their lives.

Our focus is on food, hygiene and shelter.

One lesson gleaned from the Haiti earthquake is that it's unnecessary to wait for "demand" in order to create supply. In an emergency, demand will always outweigh supply, and an ideal response means being ready before disaster hits. This makes the need to fund emergencies strategically—and proactively—all the more urgent.

RECOVERY AND RESILIENCY

Once people are safe and their daily needs are met, we transition to repairing and rebuilding homes, and village infrastructure like roads and water systems. With each crisis, we learn more about how to build back better. After the Indian Ocean tsunami, we worked with local communities to make new homes more resilient to earthquakes. And we've shown farmers in East Africa how to recover from life-threatening drought by using improved seeds and production techniques.

After 6 months, we direct our efforts toward complete recovery, providing training and capacity building for local organizations, and helping communities return to self-reliance.

Our emergency responses are tailored to local needs, and follow the community's lead to ensure meaningful engagement and ownership.

Additional funding allows us to act on the lessons we've learned, which makes rebuilding and recovery efforts more streamlined and effective. Having resources in place at the moment they're needed allows us to save more lives and serve more people.

In the Philippines, CRS is committed to a 5-year plan that will help 500,000 Super Typhoon Haiyan survivors get back on their feet.

Photo by Kent Truog for CRS





In Sierra Leone, CRS and our partner Caritas are training more than 400 volunteers on key messages so they can educate communities about Ebola, including how it spreads and how to prevent it.

Photo by Tommy Trenchard for Caritas

WAYS of giving

Our work would not be possible without your support. Your gifts enable us to pilot innovative programs and approaches, address changing needs and respond quickly to emergencies.

To deepen the impact of private support in helping to save lives, CRS has created the Signature Funding Opportunity program.

These named, expendable funds can be created at various levels over a multiyear period, each having a greater impact on CRS' most important work.

LEVELS OF SUPPORT & CHARITABLE INVESTMENTS

\$1,000,000+

Inspirational

\$500,000+

Visionary

\$250,000+

Guardian

\$100,000+

Leadership

\$50,000+

Humanitarian

NAMING opportunities

As a way to recognize our valued donors, and because the Signature Funding areas are so critical in helping CRS deliver vital assistance to those in greatest need, each of the five Signature Fund levels can be named according to the donor's wishes.

We offer this opportunity not because our donors seek recognition for themselves, but because it allows CRS to acknowledge a donor's generosity—whether the fund is established in your name or in the name of a person you wish to honor. Creating a named fund also encourages other donors to support these vital program areas by establishing their own Signature Fund.

INSTRUMENTS OF GIVING

Signature Funds can be created using one or a combination of the following:

Pledge Payments

Pledge payments are gifts of cash directed toward fulfillment of a multiyear commitment to CRS.

Outright Gifts

Outright Gifts are contributions of cash that are not attached to a pledge but create a named Signature Fund that can be used immediately by CRS.

Gifts of Securities

Gifts of Securities, which often bring significant tax benefits to the donor, include contributions of appreciated securities that can be transferred to CRS as outright gifts, pledge payments or planned gifts.

Planned Gifts, Including Bequests

Planned Gifts include unitrusts or irrevocable trusts, annuities, insurance policies and retirement assets, any or all of which can create a named Signature Fund.

Matching Gifts

Also known as matching funds, Matching Gifts are grants made by an employer to maximize employees' charitable contributions. Most participating companies will match gifts dollar for dollar, but some will double or even triple match employee donations.

STEWARDING *the signature funds*

At CRS, responsible stewardship of charitable gifts includes regular communication on the status of your Signature Fund, timely expressions of our gratitude and, when appropriate and approved by the donor, public recognition.

While the greatest benefit of creating a named Signature Fund is the satisfaction of knowing that you are making a significant difference in the lives of the most vulnerable people in our world, Signature Fund donors can also expect the following stewardship of their gifts:

CRS REPORTS

The goal of all CRS reports is to inform and educate our valued donors. Each year, we publish general reports on our key Signature Funding areas: agriculture, emergencies and health. More detailed reports will also be provided for gifts at the Visionary and Inspirational levels.

REGIONAL EVENTS

There is so much to share about CRS' work around the world. There is also much to be gained by interacting with your fellow donors. From time to time, Signature Fund donors will have the opportunity to attend events held around the country to update them and recognize their support.

SYMBOLS OF APPRECIATION

Based on the level of support, donors will be presented with a meaningful remembrance.

PUBLIC RECOGNITION

With donor approval, all Signature Funds will be recognized through a unique and informative Map of Donor Recognition, showing the type and general location of each fund in the countries where CRS works.

Souad Mohammed and her baby Hassan live in an informal tent settlement in Lebanon's Bekaa Valley. CRS is supporting families with shelter materials and rent assistance so they can begin to rebuild their lives.

Photo by Sam Tarling for Caritas



SUCCESS *stories*

OUR WORK IN ACTION: LESSONS LEARNED FROM A DECADE OF EMERGENCY RESPONSE

Our emergency response incorporates innovations from every discipline: from logistics and shelter design, to agriculture and information technology. We employ best practices and seasoned teams, and we listen to the people we serve. We recognize that they know what works—and what doesn't.

Between 2004 and 2014, three of the most devastating natural disasters in history took hundreds of thousands of lives and left communities shattered. Today, people in South Asia, Haiti and the Philippines are looking toward the future and building back to last.

DECEMBER 26, 2004: TSUNAMI

On the day after Christmas 2004, the Indian Ocean tsunami killed more than 200,000 people and left millions homeless. Thanks to unprecedented support from the Catholic community in the United States, CRS was able to launch a 5-year recovery program for the hardest-hit communities in Indonesia, Sri Lanka and India.

We provided emergency supplies to 920,000 people, temporary shelter for 100,000 people and permanent, earthquake-resistant homes to 66,000 people.

Once immediate needs were met, we worked to rebuild roads, bridges, markets and schools to benefit the region for the long term. Today, visitors to Aceh, Indonesia—where we focused most of our recovery efforts—will find safe homes, thriving businesses, beautiful playgrounds and a state-of-the-art hospital.

JANUARY 12, 2010: EARTHQUAKE

Early in 2010, a 7.0-magnitude earthquake devastated Port-au-Prince, Haiti, and surrounding areas, claiming 230,000 lives and leaving 1.5 million people homeless.

Catholic Relief Services was on the ground immediately, launching a comprehensive plan to address the devastation in a country already suffering from overwhelming poverty.

Since then, we have worked with the Haitian people to build safe, affordable housing and a state-of-the-art teaching hospital, revitalize the Catholic education system and develop new approaches to agriculture. The work, and our commitment, continues as the people of Haiti strive to build their own future.

NOVEMBER 8, 2013: TYPHOON

In late 2013, Super Typhoon Haiyan slammed into the Philippines, leaving more than 6,000 dead and 1 million homes damaged or destroyed. Our partnership with the country's Catholic Church—and our many years of work there—allowed us to respond immediately, bringing lifesaving assistance to areas damaged by the storm.

By January, we were helping people repair and rebuild their homes with more resilient materials and techniques that can protect against future flooding. In the first year, we provided 200,000 people with emergency shelter, clean water and sanitation, and helped 9,000 farm families get back to work.

Our 5-year plan will help 500,000 people get back on their feet with innovative shelter, living supplies, clean water, sanitation and jobs.



A modern, 120-bed teaching hospital is taking shape in Port-au-Prince on the original site of the St. François de Sales Hospital. The hospital, destroyed during the 2010 Haiti earthquake, will serve the poorest citizens of Port-au-Prince and beyond.

Photo by CRS staff

faith. action. results.

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COVER PHOTO:

CRS and our partner Caritas are distributing food vouchers to more than 10,000 people cut off from sources of food and income by nearly 2 years of violence in Central African Republic. Families can use the vouchers to buy food from local vendors, strengthening local markets.

Photo by Sam Phelps for CRS

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