

# Your support means more than ever

**The most vulnerable and marginalised have been hit hardest by COVID-19**

*"In times of crises, gender and economic inequality is often exacerbated. As countries respond to the coronavirus outbreak, it is critical that the needs of youth and girls be prioritized."*  
Cynthia Steele, EMpower President and CEO

As the pandemic has swept across the 15 countries where EMpower works, we have seen that marginalised young people are being profoundly affected. Enforced closures have disrupted educational attainment, increased food scarcity, and amplified poverty in our grantee partners' communities. As the crisis continues, its ramifications are becoming more disastrous, leaving long-term effects on the communities where EMpower works.

## What we know:

- Girls and women are disproportionately impacted – with more care and chore burdens, greater exposure to violence, fewer resources, and less access to services.
- High-density settings make social distancing impossible and increase contagion risk.
- Livelihoods are hit hard, especially for those working in the informal sector.

## EMpower's commitment and support during and beyond the COVID-19 crisis

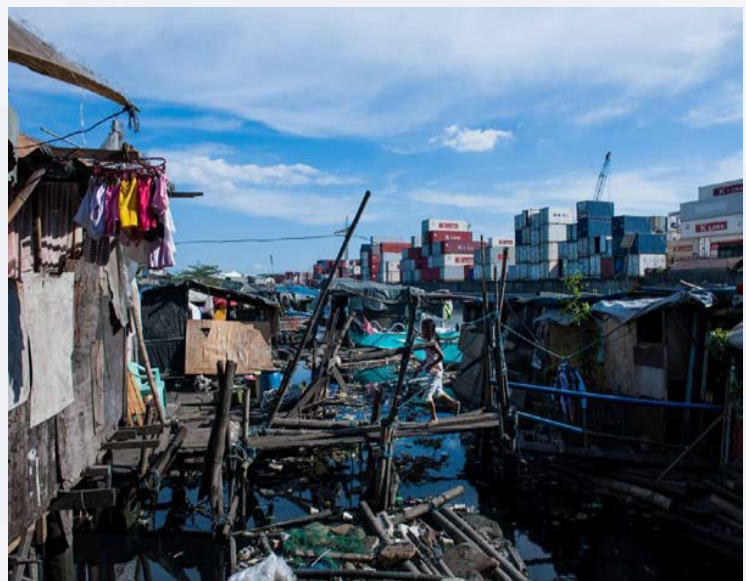
EMpower is committed to continuing our support to our grantees, and we are adjusting our support to organisations based on their unique needs. This includes:

- Increased flexibility on the use of grant funding for partners
- Assistance with programme and goal restructuring
- Distributing resources and strategies for rebuilding communities during and after the crisis
- Providing Emergency Grants where needed

## EMpower is positioned to bring support to where it is needed most.

We will get your money to where it's needed most. EMpower's 20-year history and deep-rooted partnerships with communities mean that we can ensure that your funding reaches those in most need of help.

More information on EMpower's work can be found on our website: [www.empowerweb.org](http://www.empowerweb.org)



# Join us for a Journey around the World in support of youth!

**At this time of deep COVID stress for young people, you can make a huge impact on young people in emerging markets – as well as connect with colleagues and friends.**

Between October 1st and November 12th, we will virtually travel the world, connect you with grantee partners around the globe, and hear their stories. It is up to you how you decide to travel, whether it's running, cycling, or trying recipes and reading books from EMpower's 15 countries. You can take on any challenge and raise funds to support marginalised youth. Your support will have a tremendous impact, with all donations being doubled by our generous matching group. Our Underwriting model ensures that 100% of your donation will go directly to improving the lives of young people! We have set two collective targets to complete by the end of the challenge:

- Cover 25,000 miles (the distance you would cover to see all our grantee partners in person)
- Commit 25,000 minutes

## **Become a Team Captain or Participant**

We offer the opportunity to enter corporate teams and compete against other companies, whilst supporting a cause that is proven to be of interest to employees. All teams aim to raise £25,000, either through peer-to-peer donations, or fundraising by participation in the challenge. There is no limit to the size of the teams. You can also choose to sign up as an individual participant and set your own challenge goals. Please see the next page for challenge inspiration and sign up here:

[www.empowerjourneyforyouth.org](http://www.empowerjourneyforyouth.org).

## **Corporate Sponsorship opportunities**

We offer different levels of corporate sponsorship, providing your firm with brand exposure and employee engagement. If you think there are sponsorship opportunities at your firm, please contact Francine de Boer ([fdeboer@empowerweb.org](mailto:fdeboer@empowerweb.org)) or Henna Hemnani ([hhemnani@empowerweb.org](mailto:hhemnani@empowerweb.org)).

**Donate here:** [www.empowerforyouth.org](http://www.empowerforyouth.org)

If you wish to donate by wire transfer, please email Francine de Boer ([fdeboer@empowerweb.org](mailto:fdeboer@empowerweb.org))

## Challenge inspiration

The EM Community is resolved to give back to EM at a time of deep COVID stress for marginalised youth. Participants will represent the most respected and known firms and individuals in the EM Finance Community. Our supporters have come up with creative challenges to engage their networks:

- A 6 week yoga challenge
- Learn how to code Python in 6 weeks
- Run 100 miles
- 6 weeks of all body Zoom workouts
- 100 mile cycling challenge
- Cooking meals from all 15 countries where EMpower works
- Set up a book club and commit to reading books from EM countries

It is up to the Team Captain how the funds are collected. Whether that is through a participation fee, fundraising or corporate matching. For example, the Team Captain recruits 25 participants - perhaps in subgroups of 5 each doing a different activity that is meaningful to them. They each contribute £500 and get £500 in sponsorship from family, friends and colleague. Their firm matches that with £25,000. If they can't get firm matching, they can try to get large donor matching - those who don't have time to participate but wish to support EMpower. **This money then gets matched by EMpower's matching group, meaning one donation of £500 can become £4,000!**





# How our Grantee Partners have been affected

## Chintan Environmental Research Group, India



More than a billion people are impacted by India's nation-wide lockdown, and waste pickers are especially vulnerable during this time as they depend on daily earnings to survive. Chintan quickly acted to educate 1,500 youth about the virus and deliver cleaning supplies and food to families in need. Chintan is utilising their social media to provide first-hand stories on how waste pickers are impacted by COVID-19, as well as sewing facemasks from recycled material to provide to people. Chintan is also advocating with government during this time to provide financial aid to daily workers to mitigate the loss of income.

## East Bali Poverty Project, Indonesia

While many organisations are moving to online studies, the remote communities EBPP works in do not have access to computers. In response, EBPP developed outreach including accurate information to the public about COVID-19 and how to prevent its spread. To ensure youth can continue their educational training despite the country shutdown, EBPP staff developed activities for youth on WhatsApp, which is widely available in Indonesia. Dedicated EBPP teachers go to each village in the morning and afternoon to distribute and collect homework as well as distributing hygiene kits to families. EBPP has no reserves and COVID-19 is impacting all its programming, requiring the staff to reorganise programmes and grants while developing material for youth that they can complete at home.



## Urban Agricultural Network (Urbanet), Ghana



In northern Ghana, the pandemic has worsened farmers' access to agricultural services that are mostly situated in big towns and cities. An Urbanet advisor named Rafia says, "For the Village Based Agricultural Advisors (VBAsAs), the COVID-19 pandemic had serious consequences on our farming and food security. Our counterparts in other areas are seriously complaining they do not get information and advice in time, which is affecting their farming". VBAsAs trained by Urbanet have shown real resilience and were able to quickly support their communities. They have filled the gap created by COVID restrictions, and are already serving the local farmers and creating income.

## SiKanda, Mexico

Founded in 2009, SiKanda is a non-profit organisation that works with highly marginalised communities, including waste pickers living in and around Oaxaca's largest municipal garbage dump. It addresses in creative ways critical issues such as inadequate waste disposal, sanitation, health issues including malnutrition, low levels of education and skills, and lack of employment opportunities. To support its communities during the pandemic, SiKanda has shifted to providing 130 of the most vulnerable families they work with survival packs with food and other essentials like soap and toilet paper. They also have WhatsApp groups to make sure people in the communities are as up-to-date as possible regarding announcements from public authorities.

