



**UNHCR**  
The UN Refugee Agency

## CORONAVIRUS EMERGENCY

3 ways your company or foundation can help  
refugees and other people forced to flee

## The virus can only be eliminated if we all join forces

This COVID-19 outbreak is a global challenge that does not discriminate and can affect anyone.

In these extraordinary times, we all have a responsibility to unite to protect vulnerable people. COVID-19 puts millions of refugees and others on the move at particular risk. Many are living in overcrowded settlements, in countries where health care systems are already severely strained and access to basic items like soap - and even water - are extremely limited.

**The COVID-19 outbreak can only be addressed through international solidarity and cooperation.**

“As the pandemic spreads, our response must encompass the most vulnerable in our societies, including millions of refugees and others affected by wars, persecution and disasters. They, and the communities hosting them, desperately need our help to stay safe during this global crisis.”

**Filippo Grandi**

United Nations High Commissioner for Refugees

## Three ways to help refugees

UNHCR, the UN Refugee Agency, is aiming to increase awareness of, and raise funds to support refugees and host communities. By working with you/ your company, we can bring vital attention to people who were forced to flee their homes.

**Your company/foundation can help by:**

1. Donating and fundraising for refugees.
2. Using your communication channels to raise advocacy and donating advertising space.
3. Engaging your employees and stakeholders.



## 1. Donate

Considering the unprecedented impact that the COVID-19 outbreak is having on the world, UNHCR is appealing for funds to urgently support preparedness and response in some 70 countries assessed as high-risk over the next nine months. Given the fast-changing crisis and growing needs, priority countries will be revised and updated on regular basis.

### We need your urgent financial support to help us:

- ▶ Reinforce the health and WASH systems and services, including by distributing soap and increasing access to water.
- ▶ Support governments with infection prevention and health-care response, including through the provision of medical equipment and supplies.
- ▶ Distribute shelter material and core relief items.
- ▶ Offer guidance and fact-based information on prevention measures.
- ▶ Expand cash assistance to help mitigate the negative socio-economic impact of COVID-19 on refugees.
- ▶ Enhance monitoring and interventions to ensure the rights of forcibly displaced people are respected.
- ▶ Support continued learning opportunities for refugee children, including through connected education.



**To help we have created a package where you can read more about UNHCR's Coronavirus emergency appeal.**

This package includes:

- UNHCR COVID-19 Appeal and Executive Summary
- UNHCR needs for Personal Protective Equipment (Gift in Kind Opportunity)

To access the content package please contact:

[privatesectorpartnership@unhcr.org](mailto:privatesectorpartnership@unhcr.org)

### GET INSPIRED

[Sony Corporation](#) donated an unearmarked \$3 million through the “Sony Global Relief Fund for COVID-19”. This contribution will help UNHCR field operations respond to COVID-19 and prevent the spread to those forced to flee.

## 2. Communicate

UNHCR's overall communications message during the Coronavirus emergency is that **#EveryoneCounts**.

Everyone has the right to be protected from COVID-19 and have access to health care. Everyone should be safe from discrimination. Everyone has a role to play in fighting the virus, including health professionals, humanitarian workers and refugee communities.

Together, we have the vital task of ensuring that communications support the protection of people forced to flee and counter false and negative stories/accounts rooted in prejudice and xenophobia.

We must ensure that we communicate accurate information and advice to refugees, who are extremely vulnerable to this pandemic.

We must mobilise public and private sector support for refugees to guarantee they have equal access to proper sanitation and health care, and support fundraising so UNHCR can continue to help those in need.

**To help, we have created a content package for you to use to communicate to your desired external audiences, urging them to:**

1. Show kindness toward refugees.
2. Care about refugees at risk of getting caught up in the pandemic.
3. Inspire action to support UNHCR in our pursuit of keeping refugees safe.

**If you've had to put your advertising campaigns on hold, consider donating those advertising spaces to UNHCR.**



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### What's in the package?

- Sample messages for your social media channels
- Social videos on:
  - How UNHCR helps refugees avoid COVID-19
  - Positive news story around a refugee helping others
  - Coronavirus Emergency Appeal
- Photos

To access the content package please contact:  
[privatesectorpartnership@unhcr.org](mailto:privatesectorpartnership@unhcr.org)

### GET INSPIRED

H&M has opened up its [social media channels](#) to UNHCR to help share important messages of support, kindness and solidarity to their millions of followers across the globe.

### 3. Engage your employees

As COVID-19 spreads across the globe, the private sector is employing a variety of approaches to balance employee needs with financial realities: teleworking, cancellation of work-related travel, sick leave, vacation leave, paid time off, freezing of new hiring, etc.

In these uncertain times, employees are relying on their leaders to provide direction and resilience, but also solidarity and kindness towards the vulnerable. People are becoming more and more socially conscious and there is a growing sense of satisfaction when employees find more meaning and purpose in their workplace.

In these extraordinary times, companies and foundations have the opportunity to start engaging their staff, for example by rolling out employee giving programs to support UNHCR's Coronavirus emergency appeal.



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**To help, we have created a content package for you to use to communicate to your employees and internal stakeholders:**

- Sample email / newsletter (copy and email banner)
- Sample news for your Intranet (copy and photos)

To access the content package please contact:  
[privatesectorpartnership@unhcr.org](mailto:privatesectorpartnership@unhcr.org)

#### GET INSPIRED

Microsoft has set up an employee giving campaign to raise awareness and ask for donations towards UNHCR's coronavirus emergency response. Microsoft will be matching all donations received in the US.

## Contact

For more information on how your company or foundation can help refugees and other people forced to flee during the coronavirus emergency and to access the content package please email:

[privatesectorpartnership@unhcr.org](mailto:privatesectorpartnership@unhcr.org)

“We will continue to expand our critical interventions on the ground. But to do this, we need timely and unearmarked financial support now, including to ongoing humanitarian operations. Coordinated international support is in our common interest and absolutely critical.”

**Filippo Grandi**

United Nations High Commissioner for Refugees

