

# Operation: Hunger Day

Andrea Södergård 4.9.2023

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**Supporting each other. Forever.**

**Goal:** Good fundraising result, enhance Red Cross visibility

**Mission:** Work in teams to raise as much funds as possible for the Red Cross Disaster Relief Fund. Invent new, creative and fun ideas for engaging people in the fundraising campaign



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**Who we are**

# Hunger Day & Our **Work**

# What is Hunger Day?

- Hunger Day is the biggest annual fundraising campaign arranged by the Finnish Red Cross.
- Funds are collected for the Disaster Relief Fund, which allows the Red Cross to operate in crises and natural disasters both in Finland and abroad.
- The funds in the Disaster Relief Fund can be used to provide help quickly, because the donations are not bound to a specific destination.



This is the world we live in.





# In Africa: Historic drought and hunger crisis



As an effect of the climate change the Horn of Africa is facing its worst drought in 40 years



Lack of rain and swarms of locusts have led to agricultural failure.



The conflict in Ukraine has raised the food price and that effects people already vulnerable due to the pandemic.



The Finnish Red Cross directs emergency aid to Somalia, Ethiopia and Kenya.



## **Somalia: Climate change and the crisis in Ukraine are putting the country to the test**

- Due to the drought, people in Somalia have lost livestock and crops
- The situation is worsened by the increased food price. For example, most of the wheat in Somalia has been imported from Ukraine and Russia.
- About 7.7 million people need humanitarian assistance. Acute malnutrition threatens 1.5 million children under the age of five.
- Children, women, internally displaced persons, elderly and disabled people are most vulnerable



## The Red Cross works on site to reduce suffering

- We improve people's preparedness for disasters and epidemics. We distribute cash assistance to vulnerable groups.
- At the health clinics, we focus especially on the health of mothers and children.
- Our humanitarian aid reaches over 200,000 people suffering from drought in Puntland and Somaliland.



Bild: Björn Udd

# Malawi: Extreme poverty and natural disasters



Malawi is one of the poorest countries in the world



Finnish Red Cross works in the country



We **improve sanitation**, hygiene and access to clean water



**Climate change** has a big impact on the Malawians. In early 2022, floods and a storm destroyed the wells and homes of one million people.



Bild: Björn Udd

## Malawi: The storm destroyed homes and wells

- Climate change increases the number of disasters. Damage can be minimized by preparing societies.
  - E.g. One million people was affected by the storm in January 2022. About 190,000 became homeless. Hundreds of thousands lost access to clean water
- Preparedness includes strengthening crisis communication, practicing evacuation drills and developing agriculture.



Bild: Björn Udd

## Red Cross strengthens the resilience of the people

- Together with the Danish and Malawian Red Cross, the Finnish Red Cross is improving water supply, sanitation and hygiene in Malawi.
- Wells and toilets are built, and hygiene and health information is provided.
- The International Red Cross works with reconstruction of the flooded area.
- The Disaster Fund supports the work in Malawi: The Finnish Red Cross sends funds and know-how, to strengthen the preparedness for and mitigate the consequences of a crisis.

**The humanitarian crisis in Afghanistan** has worsened significantly over the past two years and an estimated **two-thirds** of the country's population needs humanitarian assistance.

The Finnish Red Cross has continued its aid work in Afghanistan despite the difficult situation. We have offered both **humanitarian aid and long-term support**



# Aid work in Finland



After a fire or a major accident, we make sure that people have **water, food, clothes, psychological support** and a roof over their heads.



**Your Project**



# Plan your project

<https://rednet.rodakorset.fi/aboland>

Send your fundraising ideas to:

[www.lyyti.in/noviahungerdagen2023](http://www.lyyti.in/noviahungerdagen2023)

## Content

1. Name of the Team
2. Name of your contact person and his/her contact info
3. What are you planning to do and where?
4. Expected fundraising result
5. Time table
6. Material
7. Budget
8. Division of labour
9. Report

Project plan template from Novia. Submit your plan to your coach

# Some leads along the way



Social Media Campaign



Traditional fundraising  
with collector boxes



Cooperation with  
industries and businesses.  
"We can help out if you  
donate to the Red Cross."



We do not recommend  
baking cookies or serve  
coffee!



Work together – The one  
who has most fun wins!

	När/When	kl / hr	Var/Where	Länk / Link	Vad / What	Vem/ Who	Ansvarig / Responsible
Må/Mo	4.9	10.15-11.00	101		Projektstart och Hungerdagspresentation	Annalena Sjöblom	Annalena Sjöblom
		10.15-11.00	202		Hungerday and project start in english	Andrea Södergård	Andrea Södergård
Må/Mo	4.9	11.15-12.00	101		Så här hjälper Röda korset i praktiken/ This is how Redcross helps in practice	Red Cross delegate John Ekelund	Annalena Sjöblom
Ons/Wed	13.9		<b>Deadline (lyyti)</b>	<a href="https://www.lyyti.fi/reg/noviahungerdagen2023">https://www.lyyti.fi/reg/noviahungerdagen2023</a>	Projektideerna lämnas in via Lyyti/ Submit your project idea via Lyyti		Annalena Sjöblom
Fre/Fri	15.9	9-	410		Projektideerna presenteras av grupperna 15 min/grupp./ Presentation of your project idea	Annalena	Annalena Sjöblom
Ti/Tue	19.9		<b>Deadline (on Moodle)</b>		Deadline för projektplan till Novia/ Deadline for project plan to Novia	Novia	Novia
	19.9		<b>Deadline (on Moodle)</b>		Deadline för bokrapport till Novia/ Deadline for book report to Novia	Novia	Novia
			Webbkurs	<a href="http://www.rodakorset.filfrk-historia">www.rodakorset.filfrk-historia</a>	Gå nätkursen Röda Korsets berättelse	Alla	
			Webbcourse	<a href="http://www.redcross.filfre-history">www.redcross.filfre-history</a>	Attend the webcourse Redcross - our story	Everyone	
Ti/Tue	26.9	11.15-12.00	101		Dethär är Röda Korset, presentation	Alla	Annalena Sjöblom
		11.15-12.00	NÅA (301)		This is Redcross presentation	Everyone	Andrea Södergård
Ti-Ons Tue/wed		9-16	Åbolands distrikt, Kaskisgatan 13 A		Hämta material / Get your material	Grupperna	Juha Lindström
To-Lö / Thu-Sat	<b>28-30.9</b>			<b>HUNGERDAGEN</b>	<b>HUNGERDAY</b>		

## Operation Hungerday, Timetable

To-Lö / Thu-Sat	28-30.9			HUNGERDAGEN	HUNGERDAY		
Ti/ Tue	3.10	23.55	Deadline (email)	<a href="mailto:aboland@redcross.fi">aboland@redcross.fi</a>	En power point slide om vad ni gjorde skickas in per mail / send one powerpoint slide about what you did by email		Annalena Sjöblom och Juha Lindström
	12.10	11.15-12.00	101		Presentera kort ert projekt för alla/ Briefly present your project. Prisutdelning/ Prize award	Annalena	Annalena Sjöblom
			Deadline (on Moodle)		Deadline för inlämning av projektrapporter/ Deadline for submitting project reports	Novia	Novia

# Raising **Money**

# Web Fundraising

•TEAM:

YH NOVIA TRADENOMER | Suomen  
Punainen Risti

- Easy to find a group under the team
- The result is shown in real time
- Works on mobile phones and tablets
- Give thanks to all the donators personally



Joonas Brandt

## MobilePay

- Donations go from the bank account
- No extra charges
- 1.3 million users in Finland
- Every group get their very own MobilePay number

GENOM ATT GE ETT BIDRAG FÖREBYGGER DU SPRIDNING AV SJUKDOMAR



Bry dig.  
Delta.  
Hjälp.

Ge ett  
bidrag via  
Mobilepay

Röda Korset hjälper människor som bor i flyktingläger i Grekland och Turkiet. Genom att ge ett bidrag hjälper du dem att hållas friska.

Just nu lider tusentals barn och vuxna i flyktingläger i Grekland och Turkiet. En del av dem som utmattats av flykten bor här och där under bar himmel utanför lägren. En tredjedel av dem som anländer till landet är barn.

Det är lätt att förstå att risken är stor för att coronaviruset eller andra sjukdomar i dessa förhållanden sprids. Därför ber vi om din hjälp. Ge ett bidrag till Hungerdagsinsamlingen och hjälp dem som är i en svårare situation att skydda sig från smittspridning.

Med hjälp av bidragen kan vi dela ut närmare 60 000 hygienpaket till människor som bor under tveklakta förhållanden. I ett paket finns tillbehör för en fem personers familj.

Tack för ditt stöd!

Finlands Röda Kors

R.S. Man hjälper även till i Finland med Hungerdagsbidragen. Under coronakrisen har över 83 000 finländare fått hjälp av Röda Korsets frivilliga.

Swedish Sändarens Mottagarens kontonummer	IBAN FI52 5000 0120 4156 73	BIC OKOYF33H
Sändarens Mottagare	Finlands Röda Kors / Katastroffonden	Ja, jag vill ge ett bidrag: <input type="checkbox"/> 54 €, med vilket man får 45 tvällar. <input type="checkbox"/> 30 €, med vilket man får 25 tvällar. <input type="checkbox"/> 12 €, med vilket man får 10 tvällar. <input type="checkbox"/> 6 €, med vilket man får 5 tvällar. Annän summa _____ €
Maksimum 1000 € eller kattakanta nära och adress		Ölärans för Liv
Alkohollös Underkört		Ölärans för Liv
Tillika finns konto nr		Barn

# Bank transfer

To businesses and industries

The group gets a reference number of their own.



Show the **fundraising**  
**fun** on social media!

# Choose one person responsible for **Social Media updates**

## **Before**

- Tell the world about this great campaign and what you do to make the world a little bit better. Tell people how and why they can and should participate.

## **During**

- Show where you are, what you are doing and what your feelings are right now! The cuter and funnier the better!

## **After**

- Give thanks your donors and present your result.

Share feelings,  
pictures, videos,  
quotes, dances,  
songs, selfies, mini-  
interviews with  
donors on social  
media

**Remember:** It's the people  
that makes Red Cross what it  
is

- Have smiling faces in  
your pictures, not  
anonymous backs.
- Always ask permission  
to publish

**”And now with feeling”**

- Feeling is king on  
social media





# Our Hashtags

**#hungerdagen**  
**#nälkäpäivä**  
**#frkaboland**

**Finlands Röda Kors Åbolands distrikt**

**Last but not Least <3**

**Your client is the Red Cross;  
one of the most known brands  
in the world. Use all the  
knowledge and tools you got.  
Remember what you are  
working towards.**

Plausible costs are reimbursed by the Red Cross

Divide the work between all the group members equally

Respect deadlines and appointments





Andrea Södergård

# TOGETHER

14 000 volunteers attend the fundraising annually

Last years result was 2.3 million euros (Finland)

Novia fundraising result: 7 193 €

Together we can reach at least the same result this year!





**Thank you!**

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