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Hunger Day key messages 2023

Preparing for disasters and disruptions is a significant part of the Red Cross's work both in Finland and around the world. By developing the readiness of communities to prepare for crises, the human suffering that the crises cause can be alleviated. You can support all of these efforts by taking part in Hunger Day.

Hunger Day is about collecting donations for the Finnish Red Cross Disaster Relief Fund. The funds are not earmarked in advance, which allows the Red Cross to quickly provide aid exactly where it is needed.

Red Cross volunteers maintain a permanent presence in almost all countries of the world. By taking part in Hunger Day, you can help ensure that help continues to be available in the future as well.

The need for aid can be caused by a conflict, an epidemic or a sudden natural disaster, for example. **Whatever the disaster, the basic needs of people in distress are the same:** water, food, clothing, a roof over their heads and emotional support.

In Finland, volunteers are present in times of need

In Finland, our volunteers often help in emergencies by supporting **the authorities**. **The Disaster Relief Fund** is used to enable the training of volunteers and **maintain domestic preparedness** in order to respond effectively to various crises. Sudden accidents and disturbances include disasters such as fires, floods, epidemics and major accidents.

In times of need, people often need emotional support as well. The means for providing this include a calm presence, listening, giving realistic hope and contacting loved ones. **The support provided to the authorities by volunteers** allows the authorities to focus on tasks requiring their professional skills and on managing the overall situation. **Volunteers play an important role in engaging with people** in a comprehensive manner **in their time of need**.

Emergency aid to help with humanitarian crises

Right now, aid is urgently needed in places such as Morocco, Libya, East Africa and Afghanistan.

The devastating natural disasters in Morocco and Libya have left a huge number of people homeless. After the earthquake in Morocco and the floods in Libya, people need shelter, clean water and health care. Aid will be needed for a long time to come, as many people have lost not only their homes, but also their loved ones and livelihoods. Donations made on Hunger Day enable the Finnish Red Cross to participate in international emergency aid operations to support the

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efforts of the local Red Crescent societies.

East Africa is facing its worst food crisis in decades, with climate change contributing to increasingly severe periods of drought and floods. Food prices have also been further increased by the conflict in Ukraine, in addition to which the food crisis is being further aggravated by internal conflicts in countries like Sudan.

There are currently 46 million people in the Horn of Africa Region in need of food aid, with women, small children, refugees fleeing from their homes, people with disabilities and the elderly being the most severely affected.

The funds collected on Hunger Day allow us to provide aid to Somalia, South Sudan, Ethiopia and Kenya, among other countries. This aid consists of the distribution of cash grants and material aid, efforts to improve the availability of clean water and support for health clinics. We also strengthen people's readiness to prepare for disasters.

The humanitarian crisis in Afghanistan has deepened significantly during the past two years, with approximately two thirds of the country's population currently in need of humanitarian aid. The Red Cross continues its aid work in Afghanistan despite the difficult situation. For example, the Red Crescent's mobile health teams can also reach women and children in difficult situations, and their work is supported by the Disaster Relief Fund.

Questions and answers:

Question: Will Hunger Day donations reach those in need?

Answer: The Hunger Day collection raises funds for the Red Cross Disaster Relief Fund. According to the rules of the Fund, no more than 20% of the money donated may be used for collection expenses, meaning that at least 80 cents of each euro donated goes to actual aid activities.

Collection expenses include banking fees, marketing and fundraising costs, and collection materials. The aid activities of the Red Cross are closely monitored both internally and by donors and authorities.

Question: Will the funds collected on Hunger Day be used to help with the Ukraine crisis?

Answer: Hunger Day donations are directed to the Finnish Red Cross Disaster Relief Fund, the funds of which are not earmarked in advance. This allows us to use the funds to provide rapid aid almost anywhere in the world. It was precisely thanks to the Disaster Relief Fund that we were able to quickly start providing aid to help with the Ukraine crisis as well.

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Question: How can I direct my donation specifically to Ukraine?

Answer: If you wish, you can direct your donation specifically to helping those affected by the Ukraine crisis:

- Donate on our website at <https://www.redcross.fi/donate/ukraine-crisis/>
- Send the text message 'SPR15' to the number 16499 (€15)
- Donate through MobilePay to the number 11646
- Donate directly to our bank account: OP FI52 5000 0120 4156 73. Recipient: Punainen Risti. Reference number: 6020.