

Hunger Day 1 September– 31 October 2022

Punainen Risti
NÄLKÄPÄIVÄ

Finnish Red Cross
HUNGER DAY

Supporting each other. Forever.

Care.
Participate.
Help.

Box collection 22–24 September 2022

- The Hunger Day box collection will take place again between 22 and 24 September 2022.
- You can collect and donate online throughout the campaign from 1 September to 31 October 2022:
https://lahjoita.punainenristi.fi/en_US/index/



Hunger Day core messages

- Red Cross volunteers are permanently **present in almost all countries of the world.**
- By taking part in **Hunger Day, you make sure that help continues to be available in the future as well.**
- The need for help can be caused by **a conflict** or **a sudden natural disaster**, for example.
Whatever the disaster, the basic needs of people in distress are the same: first aid, water, food, clothing, a roof over their heads and emotional support.
- **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**.
All of this can be supported by taking part in Hunger Day.



Historic drought and hunger crisis in Africa



The Horn of Africa is experiencing its worst drought in 40 years, driven by climate change.



Lack of rainfall and swarming locusts have led to the failure of crops.



After the pandemic, many people are already stretched thin. The conflict in Ukraine has pushed up food prices.



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



How the Red Cross is helping in Somalia

- We use the Disaster Relief Fund to support emergency aid work in Somalia.
- Our humanitarian aid is reaching over 200,000 people affected by drought in the Puntland and Somaliland regions.
- We are improving people's ability to prepare for and respond to disasters and disease epidemics. We are distributing cash aid to vulnerable groups.
- At health clinics, we focus in particular on maternal and child health.

Photo: Rita Nyaga



Photo: Björn Udd

A storm destroyed homes and wells in Malawi

- The damage caused by the storm in January 2022 is making life more difficult for around **a million people**. Roughly 190,000 people were left homeless. Hundreds of thousands were left without clean water.
- **Climate change is increasing the number of disasters**, but they can be prepared for and the damage minimised. This preparedness includes strengthening crisis communications, carrying out evacuation drills and developing agriculture, among other things.



Photo: Björn Udd

How the Red Cross is helping in Malawi

- The Finnish, Malawian and Danish Red Cross organisations are improving access to water, sanitation and hygiene in Malawi through a joint project to drill wells, build toilets and provide hygiene and health information.
- The International Red Cross is helping to rebuild the flood area.
- The Disaster Relief Fund supports preparedness work in Malawi: The Finnish Red Cross is sending funds and expertise to strengthen preparedness and mitigate the consequences of crises.



Funds collected on Hunger Day also provide aid in Finland

- Our volunteers help in emergencies by supporting the authorities.
- The funds are 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 and major accidents.



6 € 10 SERVINGS OF PORRIDGE
IN MALAWI



20 € TWO HYGIENE PACKAGES
FOR GIRLS IN MALAWI



50 € EMOTIONAL SUPPORT
TRAINING FOR VOLUNTEERS



180 € CLOTHING FOR A VICTIM
OF A FIRE IN FINLAND

Photos: Björn Udd



What can the donations achieve?

Hunger Day is about cooperation.

Approximately 14,000 volunteers participate in Hunger Day every year. Anyone can become a box collector.



Despite the challenging coronavirus situation, the 2021 Hunger Day raised approximately 2.3 million euros.

Let's work together to raise an even bigger sum this year!



Photo: Altti Näsi / FRC

Put on the red vest and join our group of helpers!

Let's support each other. **Forever.**



Thank you

Supporting each other. Forever.