As we approach the end of the year, we want to thank you for all of your support. Not just in 2022, but throughout the past 21 years, as we have worked in more than 60 countries, none of which would have been possible without you, our supporters. We have just one final ask for you this year: help us respond to the world’s most pressing crises through the IsraAID Emergency Fund.

THE IMPACT OF THE EMERGENCY FUND

IsraAID’s Emergency Fund is the most important tool we have to bring immediate and urgent aid to communities experiencing crisis. Launched in 2017, the IsraAID Emergency Fund gives us the flexibility to hit the ground running and deploy to an emergency as soon as possible, without waiting for seed funding.

Through Emergency Fund donations we deliver targeted, effective responses, and source countless opportunities for partnerships, media coverage, and further fundraising. The Emergency Fund both helps us reach those in need faster and launch & sustain concurrent responses to the world’s biggest crises.

WE HAVE RESPONDED TO 43 EMERGENCIES IN 39 COUNTRIES WITH EMERGENCY FUND DONATIONS

HERE’S WHAT YOU CAN DO

As we read the news and learn about new disasters unfolding every day, it’s easy to feel helpless. But there is one thing you can do: take part in our End of Year fundraising campaign.

It’s people like you that make our programs happen. We need your help to spread the word about the incredible global impact of our work with vulnerable communities around the world. Supporting the IsraAID Emergency Fund is one thing you can do to make the world a better place. Here’s how to help:

1. Share our social media posts
2. Write your own posts on social media
3. Send an email to your network
4. Talk about IsraAID over dinner
5. Start a Facebook Fundraiser

Below are a few tips and sample posts to help you talk more about IsraAID and the impact of each donation.
HOW DO WE TALK ABOUT ISRAAID?

The dignity and safety of the individuals and communities we work with is our number one priority. IsraAID's fundraising efforts are aimed at increasing the amount of support we can provide communities in need, making their stories the focus of anything we say. We highlight their strength and resilience in the face of crisis, focusing on the transformative impact of our work together. IsraAID is apolitical and non-governmental so make sure not to make political statements, or mention our work in the context of judgments of governments or armies.

If you're ever not sure about what to say, just ask! Zoë from our comms team is happy to help: zeedelman@israaid.org

LET'S GET MORE SPECIFIC

Below are a few sample posts for social media, which you can use as inspiration to talk about IsraAID's activities and/or encourage people to donate. You will find here a collection of photos that highlight some of our emergency response activities from 2022. If you want to use any other photos, please check with IsraAID's communications team first.

If you're not sure how to write a social media post about IsraAID, here is a suggested structure for a post that can be used to talk about many subjects:

- An introduction to the topic, i.e. what the challenge or emergency is
- Additional facts or context, including what IsraAID is doing to help
- Call-to-action - e.g., donate to the Emergency Fund or sign-up to receive newsletters
- Hashtags

Read or click on the images below to see a few examples of posts, topics, and hashtags, but you can, of course, add your own sparkle.

FACEBOOK: DROUGHT IN KENYA

Women in Northwest Kenya face a daily struggle to survive, as they live through the worst drought in 40 years. Many have to walk for miles every day to dig out just enough water to keep their families alive - water which is itself contaminated and risks spreading disease.

As @IsraAID responds, bringing safe water systems to vulnerable communities, we need your support. Please donate today to IsraAID's Emergency Fund to support thousands of people facing multiple crises: https://bit.ly/rh2022sm

INSTAGRAM: UKRAINE CRISIS

After more than 9 months of conflict, the humanitarian crisis in Ukraine is only growing. Basic necessities like food, water & medicines are in short supply, and the mental health toll faced by communities across the country is devastating.

The NGO @IsraAID is responding in communities across the country, bringing aid donations, safe water systems, medical care, and psychological support to people in urgent need, every day. Visit @israaid to find out how you can help.
As the seasons change and the conflict goes on, the needs of vulnerable Ukrainians increase. Now is the time to make sure they and we are prepared. With winter already here, thousands of families across the region need your help to stay warm and safe. Donate today: https://bit.ly/donatetoisraaidtoday

Svetlana is a mother of two from a village outside Odesa. After two weeks of war, she left with her daughters for Moldova - while her husband had to stay by military order. They spent days waiting in line at the border, where IsraAID’s team was providing immediate support for mothers and children. [click here to read the rest of Svetlana’s story]