

Be part of a transformational initiative that places  
women at the heart of crisis response.



**arise**

**act!onaid**

A woman wearing a bright orange sari is wading through murky floodwaters. She is seen from behind, with her head covered by the sari. The water is up to her chest. In the background, there is a sandy bank with some trees and a few small structures under a grey, overcast sky.

When women **arise** amazing change is possible.

Salma Begum lives in Bangladesh. When the river near her home floods it covers most of her family's farmland. To protect her community and save lives during future floods, she has trained in emergency response with ActionAid.

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When disaster strikes, it does not strike everyone equally. Women and children are up to 14 times more likely to die in a disaster than men. This is due to a host of factors – they are more likely to be living in poverty, less likely to be trained in survival techniques, and in greater need of specialist medical care which may not be available.

**ActionAid created the Arise Fund because we want more women around the world to be in positions of leadership in emergency response and preparedness.** That's why we are bringing together an amazing group of like-minded people who are willing and able to fund this ground-breaking project – a project that will transform societies and save lives.

We can't achieve the ambitious goals of the Arise Fund alone – we need people who share our vision to join us. Over the next ten years we plan to support two million people through women-led emergency response, by raising £5 million. With a donation today, you could bring us closer to this ambitious goal.

I hope you will become part of this truly special initiative. In the wake of disaster, we can help women arise.

Thank you,

**Joanna Coates**  
Arise Leadership Circle Chair

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# About the Arise Fund

When a woman is placed at the centre of emergency response, she rebuilds more than just buildings. We know that when women are in positions of leadership, they contribute to better preparation for emergencies, more effective emergency responses and lasting peace building.

ActionAid's Arise Fund was established to bring more women into key leadership positions. It is the first ever global fund for women's leadership in emergency response and preparedness.

The goal of the Fund is long-term transformation: turning traditional crisis response on its head by putting women at its heart.

## The three core aims of the Arise Fund are:

1. to **train** and **empower** more women around the globe to become leaders in disaster preparedness in their communities,
2. to ensure women's **rights** are protected during crises, and
3. to build women's **resilience** so they can face the challenges and respond better to future disasters.

Over the next ten years, the ambitious goal of ActionAid's Arise Fund is to raise £5 million to reach two million people around the world through women-led humanitarian assistance.

**We can only meet this goal with the help of generous supporters who share our commitment to gender equality and lasting change. Be part of the Arise Fund today.**



Lola Ayanda is a communications coordinator for ActionAid in Abuja, Nigeria. When the Covid-19 pandemic struck, she was a key part of ActionAid's response, helping distribute food packages to marginalised households.

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# Impact

## of ActionAid's emergency response

ActionAid has a strong track record of emergency response, and we know that our approach works. Since 1974 we have responded to emergencies – from natural disasters and disease outbreaks to conflicts and refugee crises – saving lives and protecting rights in more than 40 countries.



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### Haiti

When a 7.2 magnitude earthquake struck south-western Haiti in August 2021, ActionAid Haiti's response was led by women, including our network of women trained as first responders during emergencies.

Their work has included distributing essential food supplies, cash and tools to clear roads and debris, providing psychosocial support, carrying out awareness raising, and training 20 women leaders and local authorities on the Core Humanitarian Standards and safeguarding, to share this knowledge with community members.

### Somaliland

During the food crisis in the Horn of Africa in 2017, ActionAid supported women in the autonomous region of Somaliland to lead in providing urgent relief through distributions of food and clean water to 2,250 people.

The community reported that putting women in charge of distribution created greater trust, and ensured vital items got through to the people who needed them most.

### Worldwide

In 2020 we reached 1.2 million people with our emergency responses around the globe (pictured left, in Mumbai, India). The world is facing a series of challenges, from climate change to political instability and the Covid-19 pandemic, so we need to ramp up our efforts in response. This is why we have set ourselves the ambitious target of reaching two million people with women-led action through the Arise Fund.



## Changing attitudes and protecting their community

When Cyclone Pam struck Vanuatu in 2015, it caused widespread destruction. In the wake of the storm, many women found that their workload had increased, due to the need to rebuild as well as find water and food. Meanwhile, with so many homes lost, their risk of experiencing violence increased. In response, ActionAid set up the Women I Tok Tok Tugeta forum – a place for women to come together and collaborate, taking leadership in disaster preparedness and response.

Flora Iapen (pictured) is one of the women involved in this network. She says that taking part in it has changed her life, as well as her community's perceptions of the role of women.

“Before the forum, the community saw us in a different way. Now, they have recognised that all these women have roles to play in their communities,” says Flora.

**By joining the Arise Fund, you could help bring more women like Flora Iapen to the heart of community emergency response.**



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# Join the Arise Fund

We can't achieve the ambitious goals of the Arise Fund alone – we need people who share our vision to join us. People who make change happen rather than waiting for it. People who know a woman's place is leading the charge. And people who know that investing in women's leadership will fundamentally transform the world for good.

**Will you join the Arise Fund with a donation of £5,000 today?** By becoming part of this incredible group, you can help bring us closer to our goal and enable ActionAid to save lives around the world through women-led emergency response.

As a member of Arise, you will be kept close to the work of ActionAid and our emergency response through regular updates, briefings from our country teams, and events with other Arise members.

To talk to someone about the Arise Fund, and to find out more about how your vital contribution will be used to make lasting change, please don't hesitate to visit our [website](https://www.actionaid.org) or contact us at [philanthropy@actionaid.org](mailto:philanthropy@actionaid.org).

**Please join the Arise Fund today. Because when women arise, amazing change is possible.**

**£5,000** could support three *Local Disaster Management Committees* to set up disaster early warning systems

**£15,000** could set up seven safe spaces for women, where they can access supplies, support, learn about their rights and receive training

**£30,000** could train 2,460 women to prepare for and respond to future emergencies, including first aid training, and procuring relief items.

In the wake of the severe earthquake and tsunami that struck Indonesia in 2018, ActionAid opened women's safe spaces, in which women could gather and talk openly about their experience as well as receiving legal and psychosocial support.

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## About ActionAid

ActionAid is an international charity that works with women and girls living in poverty. Our dedicated local staff are changing the world with women and girls. We are ending violence and fighting poverty so that all women, everywhere, can create the future they want.

## Our vision

A just, equitable and sustainable world in which every person enjoys the right to a life of dignity, freedom from poverty and all forms of oppression.

## Our mission

To achieve social justice, gender equality, and poverty eradication by working with people living in poverty and exclusion, their communities, people's organisations, activists, social movements and supporters.



@actionaiduk



@actionaiduk



ActionAid UK

[actionaid.org.uk](https://www.actionaid.org.uk)

## Arise Leadership Circle

We are delighted to be working with the Leadership Circle, a board of senior women volunteers, to support Arise in reaching its ambitious goal.

Chair **Joanna Coates**

Consultant and women and girls activist

**Dr Miranda K Brawn,**

Independent Non-Executive Director of Switch Mobility Ltd and Founder, President and CEO of TMBDLF.com

**Samantha Hicks,**

Head of International Account Management at Spotify

**Dr Ruth Holdaway MBE,**

Chief Executive of St Kilda Mums

**Louise Holden,**

Vice President, Humanitarian and Development, Mastercard Strategic Growth

**Rowena Samarasinha,**

CEO of World 12s and Partner at LEVEL