



Dear Colleagues-

Today in East Africa, in the region known as the Horn, more than 13.3 million people are in crisis---more than the populations of New York City and Los Angeles combined. The worst drought the world has seen in 60 years is devastating farmlands, uprooting families and killing thousands in four countries: Kenya, Ethiopia, Djibouti and Somalia. Conditions in Somalia are especially dire. Decades of war, instability and conflict have led to an outbreak of famine.

To help address this humanitarian crisis, the U.S. Agency for International Development and the Ad Council have launched an unprecedented campaign to increase awareness among the American people. The campaign strives to connect individuals to the relief efforts in new and creative ways. However we cannot reach the American people alone. Therefore we are asking all of our partners to join us in spreading the word.

We invite you to take advantage of this NGO toolkit to join the campaign. In this toolkit you will find branding guidelines and high resolution files of the campaign logos. This will allow you to spread awareness using our campaign materials while adding your own logo and messaging.

If you want to be in touch with us about further partnership opportunities or have questions, please contact us at [FWD@usaid.gov](mailto:FWD@usaid.gov).

Thank you for all of the hard work you are doing around the world.

Sincerely,

Rajiv Shah  
Administrator  
United States Agency for International Development



# Humanitarian Crisis in the Horn of Africa

October 2011

## Basic Facts

- **More than 13.3 million people need emergency assistance to survive.**
- **700,000 have fled to refugee camps**
- **Countries and People at Risk**  
 Somalia: 4 million  
 Ethiopia: 4.9 million  
 Kenya: 4.27 million  
 Djibouti: 182,800

Today in East Africa, in a region known as the Horn, more than 13.3 million people are in crisis – more than the populations of New York City and Los Angeles combined. The worst drought the world has seen in 60 years is devastating farmlands, combined with decades of war and the worst famine in 20 years is uprooting families and killing tens of thousands in four countries: Kenya, Ethiopia, Djibouti and Somalia.

Drought does not have to lead to famine. Famine has to do with food access and food security, which are man-made restrictions. Nearly 700,000 Somalis have fled—many walking over 100 miles to refugee camps—in search of water and food.

**Famine:** A famine occurs when more than three in 10 children are acutely malnourished, when more than two for every 10,000 people die in a day, and when one in five people are unable to access basic foods. The United Nations officially declared famine in Somalia on July 20, 2011. Famine is now prevalent in six areas of southern Somalia, which is controlled by violent militant groups that are blocking aid worker access and life-saving assistance. The Famine Early Warning Systems Network and the U.N. Food Security and Nutrition Analysis Unit predict that famine will spread in Somalia if aid cannot reach people.

**War:** Twenty ungoverned years have left the Somali people facing a daily reality of insecurity and conflict. This historic drought has pushed them beyond their capacity to cope, as degradation of agricultural and pastoral livelihoods, high food prices, violence, and control of resources by armed groups prevent millions from obtaining sufficient food and clean water.

**Drought:** A severe and extended dry season across the Horn of Africa has withered crops, killed livestock and robbed farmers of any economic opportunity. Agriculture is the main source of income for most in the region, so when a harvest fails or a cow dies, families are left with too little to eat and no way to earn a living.

**Learn more at [USAID.gov/FWD](http://USAID.gov/FWD)**

Credit: Kimberly Flowers/USAID



**USAID is providing life-saving nutrition and care for nearly 60,000 malnourished mothers and children in the Somali Region of Ethiopia.**



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## Response: On the Ground

The United Nations estimates that \$2.5 billion in aid will be needed for the immediate crisis. To date, the global community has contributed \$1.7 billion in humanitarian assistance. The U.S. is providing over \$600 million in food, health services, shelter, and other forms of assistance to help 4.6 million people. Through the Feed the Future initiative, we are addressing the root causes of chronic hunger by helping foster better farming, stronger markets, and greater resilience to climate shocks.

### Feed the Future

To combat the effects of the worst drought the world has seen in 60 years, the United States is working to save and sustain lives now and help prevent future famines.

Years of underinvestment in agricultural development have left poor farmers and their families vulnerable to cyclical drought and mired in poverty. Through the [Feed the Future](#) initiative, we are addressing the root causes of chronic hunger by helping foster better farming, stronger markets, and greater resilience to climate shocks.

- Two USAID-supported [early warning networks](#) alerted the international community to the pending crisis in August 2010. As a result, the U.S. made sizeable, early food aid contributions and scaled-up emergency programs to meet increasing needs in the region.
- As they seek refuge from the conflict and famine, the U.S. is providing shelter, food, clean water, and health care to help more than nearly 700,000 Somali refugees in Kenya, Ethiopia and Djibouti.
- The leading cause of death in past famines has been preventable disease. The U.S. has ramped up measles vaccination campaigns that will not only save lives today but also give children a lifetime of protection against this disease. And thanks to a significant commitment by the Obama Administration and other donors, we're making sure children in the Horn receive new vaccines that can protect them against viruses that cause pneumonia and diarrhea.
- To increase the resilience and food security of drought-affected communities, the United States is focused on ongoing safety-net and community protection programs, and increased productivity and sustainable livelihoods among vulnerable populations.

Crises like this one threaten the security of those in the region and our own national security. By fighting this famine, we are fighting the despair that can lead people toward violence, piracy and terrorism. As a country founded on values of justice, opportunity and compassion, when we witness suffering on such a massive scale, Americans are stirred to act. [Join us](#) at [www.USAID.gov/FWD/Action](http://www.USAID.gov/FWD/Action)



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## You Can Help. Join the FWD Campaign. *We Are the Relief.*

### Overview

In response to the ongoing crisis in the Horn of Africa, where 13.3 million people's lives are in danger, USAID along with the Ad Council have launched the FWD campaign (Famine. War. Drought). FWD is an all-out public awareness campaign to get the American people talking about relief. 13.3 million – that's more than the populations of New York City and Los Angeles combined.

Here's what you can do to help.

### Campaign

**Sign Up:** Go to [www.usaid.gov/FWD](http://www.usaid.gov/FWD) to sign up, take action, and stay involved in the latest developments.

**Public Service Announcements:** A series of public service announcements will hit major networks across the country, asking people to "Do More Than Donate."

**FWD Day:** Join FWD Day by forwarding the facts to reach 13.3 million Americans to spread the word and raise awareness about the crisis.

**Donate:** Text 'Give' to 777444 to donate \$10, enough to feed one child for 10 days.

**FWD the Facts:** Each day, you will have the opportunity to forward a new fact about the crisis online.

**Take Action:** Hold an event or party in your community to spread the word. Visit [www.usaid.gov/FWD/action](http://www.usaid.gov/FWD/action) to find out about more ways to get involved.

### Become a Partner

Visit the FWD website and find out how your community, organization or school can become an official partner of the campaign. Visit [www.usaid.gov/FWD/action](http://www.usaid.gov/FWD/action). You may also email [FWD@usaid.gov](mailto:FWD@usaid.gov).



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## FWD Partners Organizations. Communities. Schools.

### Get Your Community and Networks Involved in FWD

**Sign Up:** Go to [www.usaid.gov/FWD](http://www.usaid.gov/FWD) to sign up, take action, and stay involved in the latest developments.

**Email Your Listserv.** Send a blast email to your listserv, informing how they can get involved.

**Participate in Key Days.** Help spread the word about the FWD PSA launch and FWD Day. Ensure members of your community take part.

**Host an Event.** Bring your community together and teach them about the crisis in the Horn of Africa. Follow the Host an Event Guide on the FWD website to learn more.

**Fundraise.** Follow the 100 Ways to Raise Funds for International Disaster Relief guide from the Center for International Disaster Information and raise funds for the Horn of Africa crisis.

**Post the FWD Banner on Your Website.** Show your broader online community that you have partnered with FWD. Post the FWD web banner so people can find out more.

**Post FWD on Your Community's Facebook and Twitter Accounts.** Make sure your Facebook and Twitter accounts show your support. Post about the FWD campaign and ask others to do the same.

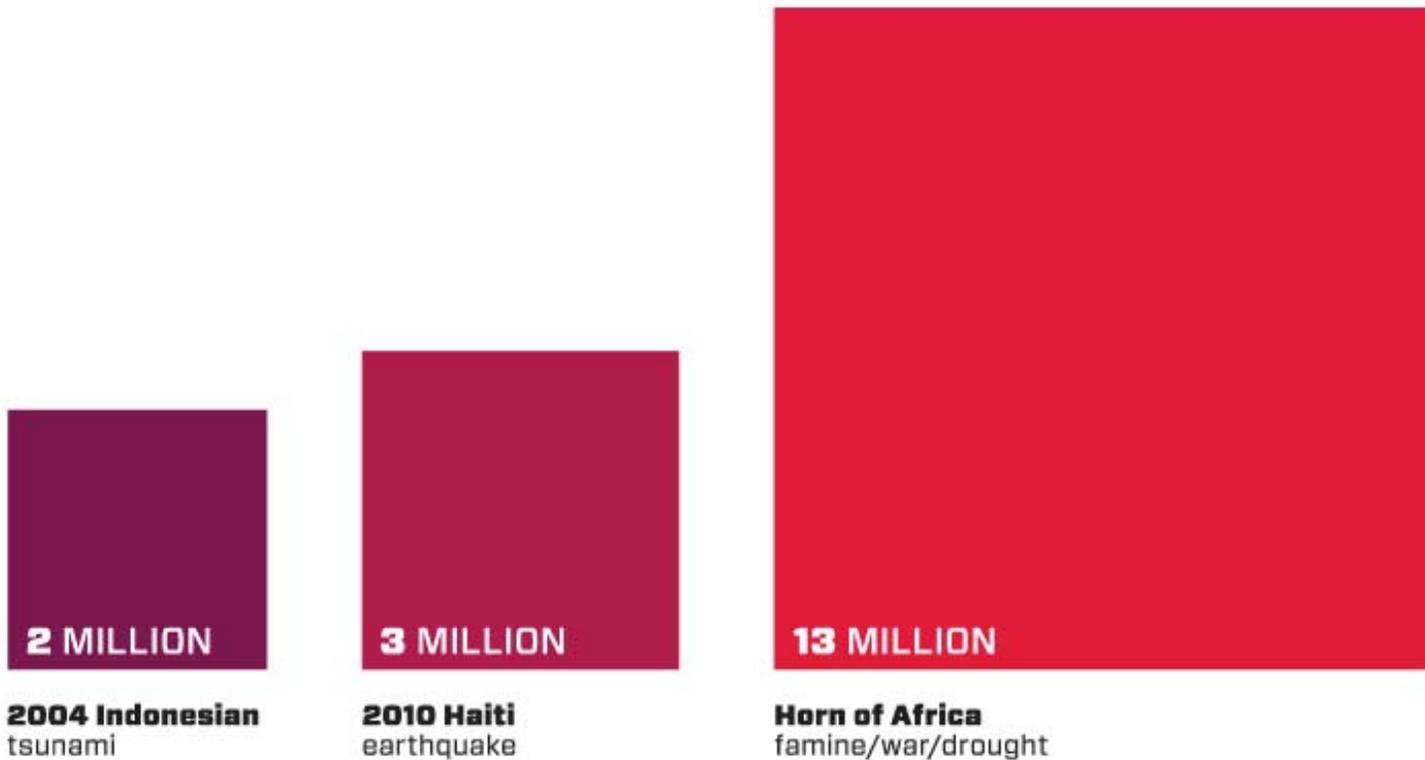
**Write a Blog Post.** Write a blog post for your community or organization's blog about the crisis in the Horn of Africa, the FWD campaign, and how others can get involved.

**Handout FWD Cards.** Download FWD cards on the citizen toolkit and hand out to people in your community.

**Utilize FWD Materials.** You can embed the FWD campaign's infographics and maps of the relief efforts on your website to better inform your community about the crisis.

**Officially sign up to become a partner at [www.USAID.gov/FWD](http://www.USAID.gov/FWD) to receive the most updated information about the campaign and stay in touch.**

**FACT: THE CRISIS IN THE HORN OF AFRICA IS UNLIKE ANY OTHER - KILLING, STARVING, OR DISPLACING OVER 13 MILLION PEOPLE**



Text **'GIVE'** to **777444** to donate \$10

**FACT: 13 MILLION AFRICANS ARE IN THE MIDDLE OF THE WORST DROUGHT IN 60 YEARS, THE WORST FAMINE IN 20, AND NONSTOP VIOLENCE**



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**FACT: IN SOMALIA, ONE CHILD DIES EVERY SIX MINUTES.**

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Ad  
COUNCIL



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**FWD**  
usaid.gov/fwd





### KEY

**USAID/OFDA** **USAID/FFP**  
State/PRM

- Agriculture and Food Security
  - Economic Recovery and Market Systems
  - Education
  - Food Assistance
  - Health
  - Humanitarian Air Service
  - Humanitarian Coordination and Information Management
  - Humanitarian Studies, Analysis, or Applications
  - Logistics and Relief Commodities
  - Multisectoral Assistance
  - Natural and Technological Risks
  - Nutrition
  - Protection
  - Refugee Assistance
  - Title II Food Assistance
  - Water, Sanitation, and Hygiene
- 09/08/11

The boundaries and names used on this map do not imply official endorsement or acceptance by the U.S. Government.

### ESTIMATED FOOD SECURITY LEVELS

- No Acute Food Insecurity
- Moderately Food Insecure
- Highly Food Insecure
- Extremely Food Insecure
- Famine

SOURCE: FEWS NET, Current Conditions SEPTEMBER 2011

### ETHIOPIA

- ADRA, CHF, FAO, FH, GOAL, IMC, IRC, Mercy Corps, Merlin, OCHA, SC/US, UNDSS, UNICEF, WFP
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- CRS, WFP
- IMC, IRC, JRS, NRC, SC/US, UNHCR

### SOMALIA

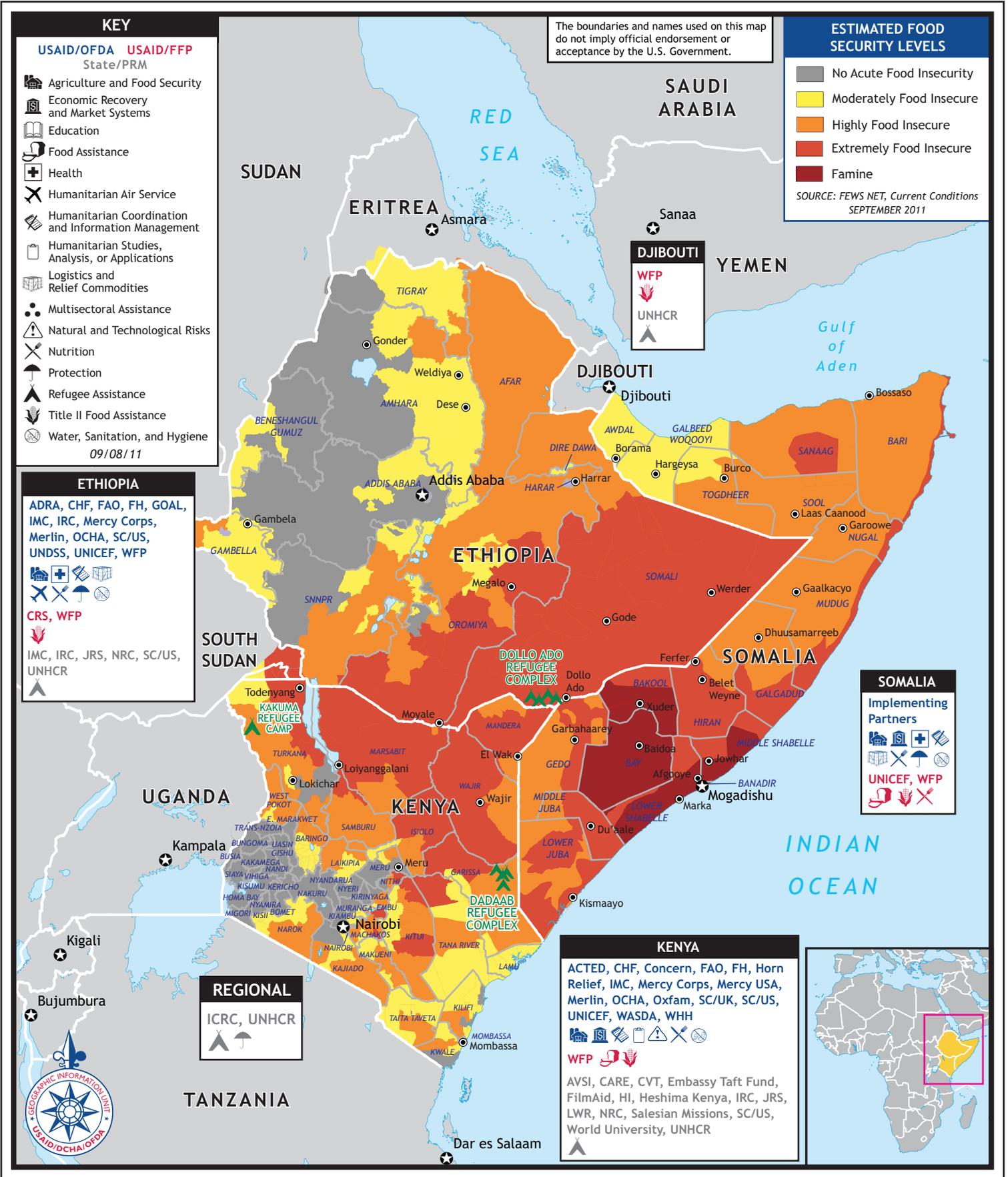
- Implementing Partners
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- UNICEF, WFP

### KENYA

- ACTED, CHF, Concern, FAO, FH, Horn Relief, IMC, Mercy Corps, Mercy USA, Merlin, OCHA, Oxfam, SC/UK, SC/US, UNICEF, WASDA, WHH
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- WFP
- AVSI, CARE, CVT, Embassy Taft Fund, FilmAid, HI, Heshima Kenya, IRC, JRS, LWR, NRC, Salesian Missions, SC/US, World University, UNHCR

### REGIONAL

- ICRC, UNHCR
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