



**DISASTERS
EMERGENCY
COMMITTEE**

Humanitarian Comms Plan 2022~2023

-Jay Koh-



Mission

"To save, protect, and rebuild lives through effective
humanitarian response"



Vision

A world where people do not have to suffer from life-and-death situations when large-scale disasters hit countries without capacities to respond





“Raising funds *quickly* and *efficiently*
at times of crisis overseas”





Values

Inclusion

We respect victims' rights and their ethnical individuality, which at any chance, does not hinder humanitarian values.

Authenticity

We encourage the audience's genuine engagement for sound connections

Hope

Even when emergency disasters strike, we believe in a bright future with constructive restoration to bring fundamental empathy and long-lasting resilience to society

Unethical Misstep

Poverty Porn

Its narrative merely conveys victims as a donation-eliciting means to serve the emotional interests of the audience at the expense of the victim's humanity.



Unethical Misstep



Rohingya Crisis Appeal

The DEC launched an appeal after more than half a million people fled from Myanmar to Bangladesh in August 2017. This appeal has now closed and all funds have been spent.



East Africa Crisis Appeal 2017

The DEC launched an appeal after one of the worst droughts in generations devastated East Africa in March 2017. This appeal is now closed and all funds have been spent.



Yemen Crisis Appeal

The DEC launched an appeal after the civil war pushed Yemen to the brink, with 20 million people in need. This appeal is now closed and all funds have been spent.



Afghanistan Crisis Appeal

DEC charities are providing a lifeline to people in Afghanistan, after drought and economic collapse left millions hungry.





2022 Ongoing Appeals



● ACTIVE



Ukraine Humanitarian Appeal



● ACTIVE



Pakistan Floods Appeal



Ukraine Humanitarian Appeal





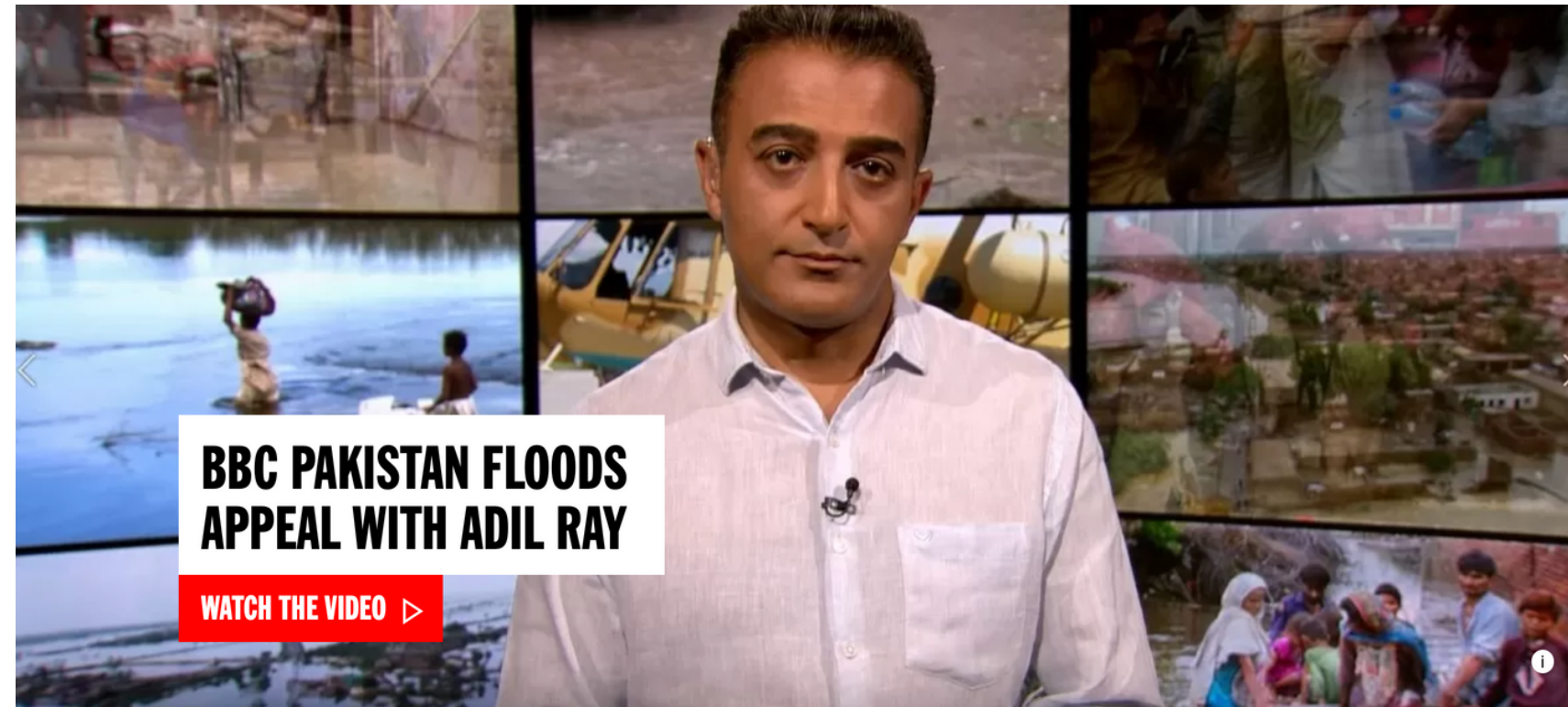
is to build a truly localised,



grassroots humanitarian response.



Pakistan Floods Appeal

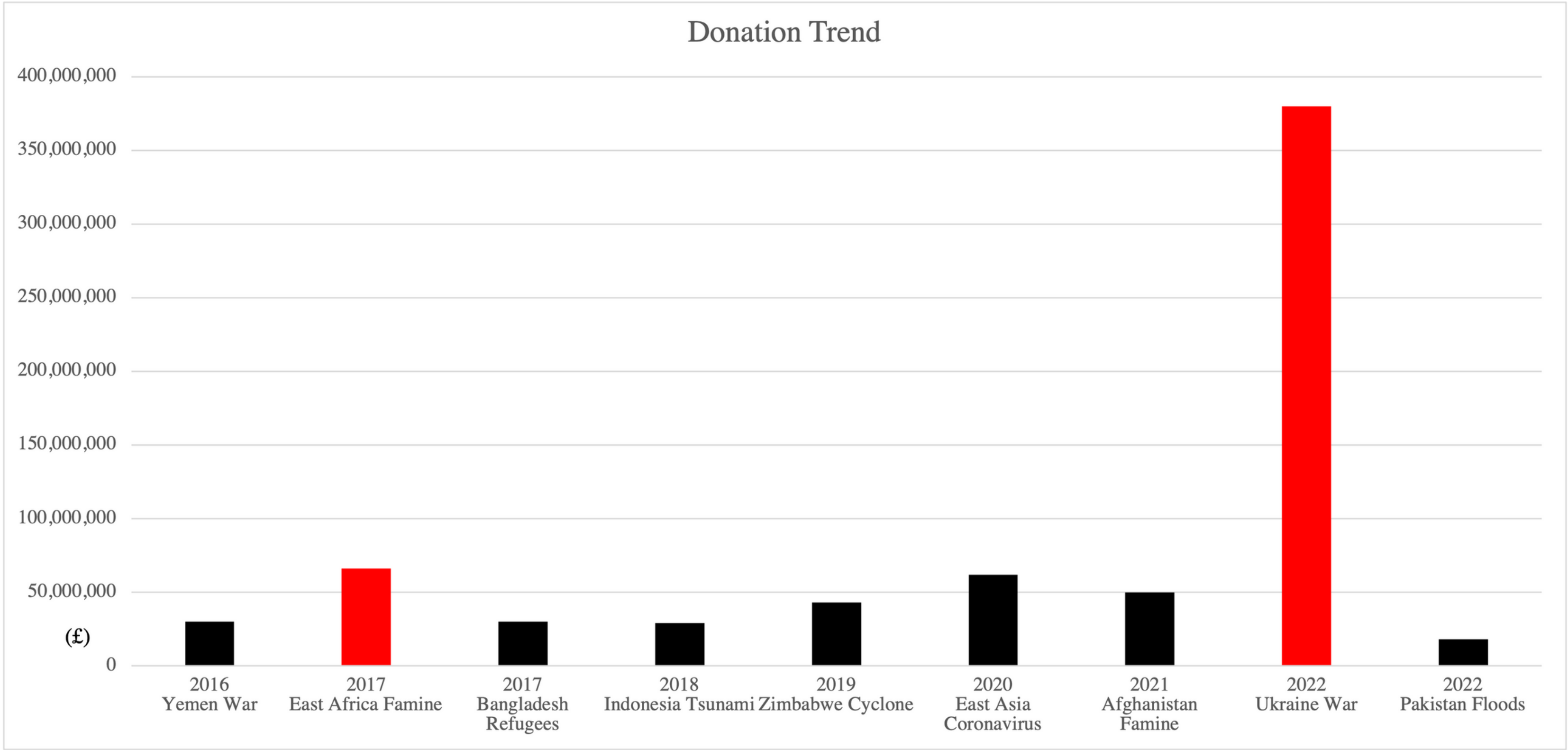




“People of Pakistan all need help **to survive.**”



Enduring Efficacy?





DIFFERENT APPROACHES WE CAN HELP

Change a Tone and the Message.

Positive images of victims with hopeful vision



A series of 3~4 1' videos
about **victims' connections.**

Victims of past crises now help
victims of the current appeal



Share personal stories and hope.

Diverse victims deliver narratives within the shared perspectives.

- **On-site Volunteers** from different crises
- **Remote Donors** for short comments





Key Messages.

Anyone can be in crisis but turn it around.
Diverse victims have their **personal stories and resilience.**
By sharing, everyone can recover **hope.**



Donate £10 for OUR FUTRE.

Anyone can help everyone.



-
- Share this video or Share your story
[#anyonecanhelpeveryone](#)





Strategic Stories

- Teaser: Anyone can help victims just by sharing.
 - The World as It Is: A diversity of people are in danger of crises in which they might be threatened with survival and insecurity.
 - The World as It Ought To Be: Victims can recover shared humanity with a sense of hope as well as aid in resources.
 - Change the World Before It's Too Late: Now is your time to help us all.
 - Call to Action: Donate for our future
- Share this video or share your own story #anyonecanhelpeveryone