

UKRAINE CRISIS

FEB - MARCH 2022



# WORKING WITH THE ICRC

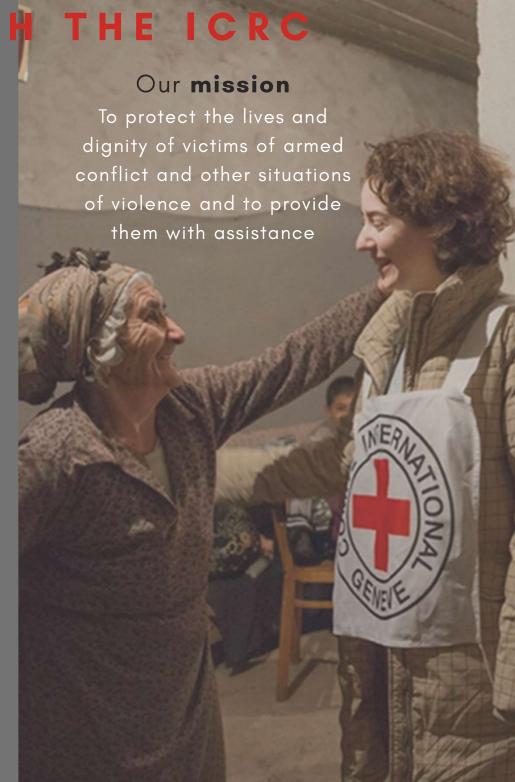
Strong values and principles:

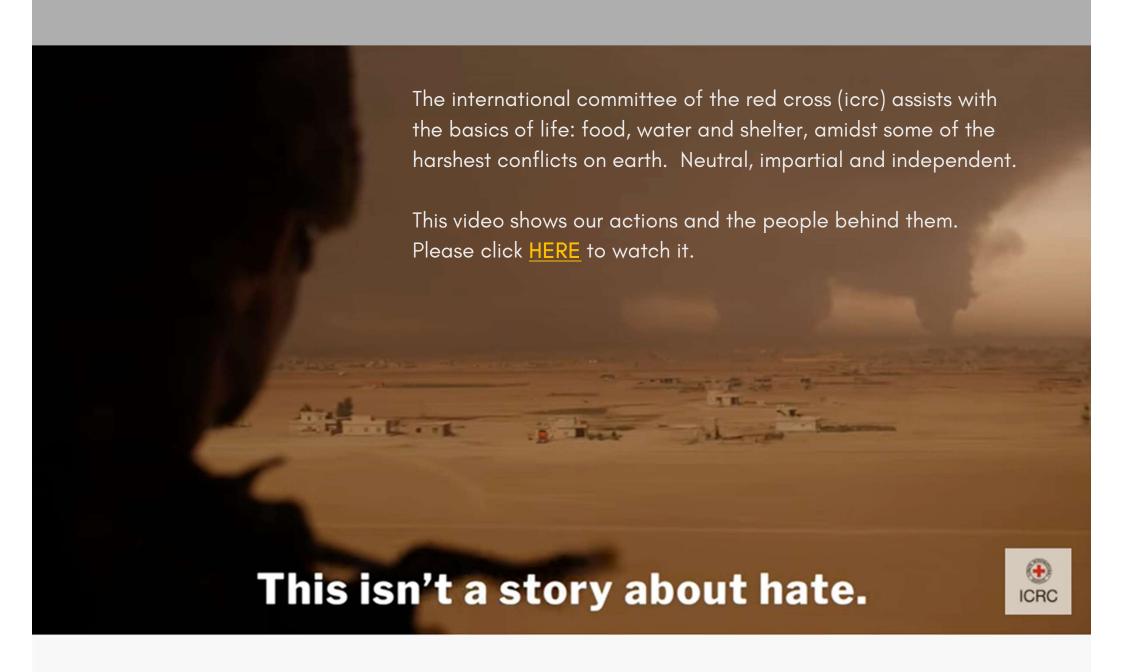
Neutrality, Independence, Impartiality



20,000 staff in over 100 countries, helping people affected by armed conflict and violence

We have delegations and missions around the world





What is the International Committee of the Red Cross? | On The Frontline

Visuals, quotes and links
to relevant web articles

and social media posts

Reporting on the donation total and geographical overview of the donations



Donation page in **9 languages** 

English as default, Arabic, Chinese, French, German, Italian, Portuguese, Russian and Spanish

Donation page with 9 currencies as options
AUD, BRL, CAD, CHF,
EUR, GBP, RUB, UAH,
USD

Support will be ensured throughout the campaign.

Donations to the ICRC can be

deducted from taxes in

Switzerland and the US.

Residents from other countries can receive a receipt upon request

# PREVIOUS EMPLOYEE GIVING INITIATIVES







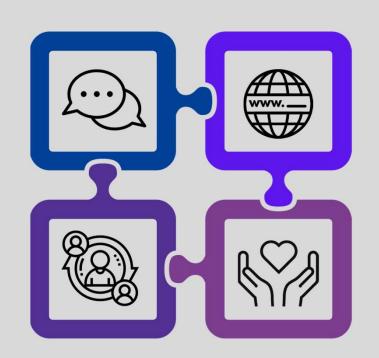


King & Spalding

### WHAT AN EMPLOYEE GIVING CAMPAIGN IMPLIES

#### COMMUNICATIONS PLAN

A detailed plan outlining the different steps and communications needed during the employee giving campaign that facilitate and encourage employees to donate to the ICRC. The plan specifies the dates and time for internal and external communications, content and materials needed as well as stakeholders involved in each step



#### LANDING PAGE

A landing page is a designated web page for a specific employee giving campaign where the employees can learn more about the icrc and the thematic of the campaign. It can be customized upon request and hosted on either the icrc's web platform or the company's own platform

#### EMPLOYEE GIVING JOURNEY

An employee giving journey typically includes the following steps: awareness of the campaign, learning about the campaign, deciding to donate through the dedicated donation page, receiving a thank you message, subscribing to the newsletters of the icrc, and receiving a tax certificate

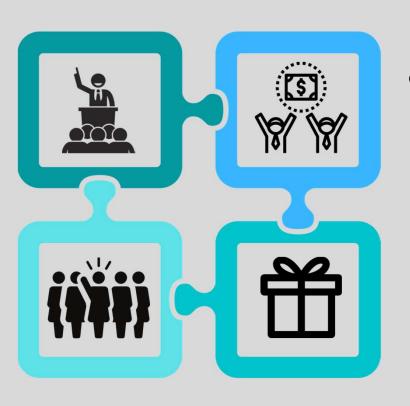
#### Donation page

A donation page is a designated web page for a specific employee giving campaign with a donation form to be filled out by the employees. Donations made on this page will be processed by the ICRC and tracked to the specific employee giving campaign for reporting

### WHAT AN EMPLOYEE GIVING CAMPAIGN IMPLIES

#### LEADERSHIP GIVING

Leadership giving is a gift made by a person or a small set of people at the leadership level of a company that usually inspires extraordinary giving by the employees in the employee giving campaign.



#### PAYROLL GIVING

Payroll giving is a taxeffective way for employees
to give a donation directly
deducted from their salaries
on a monthly basis to the
ICRC

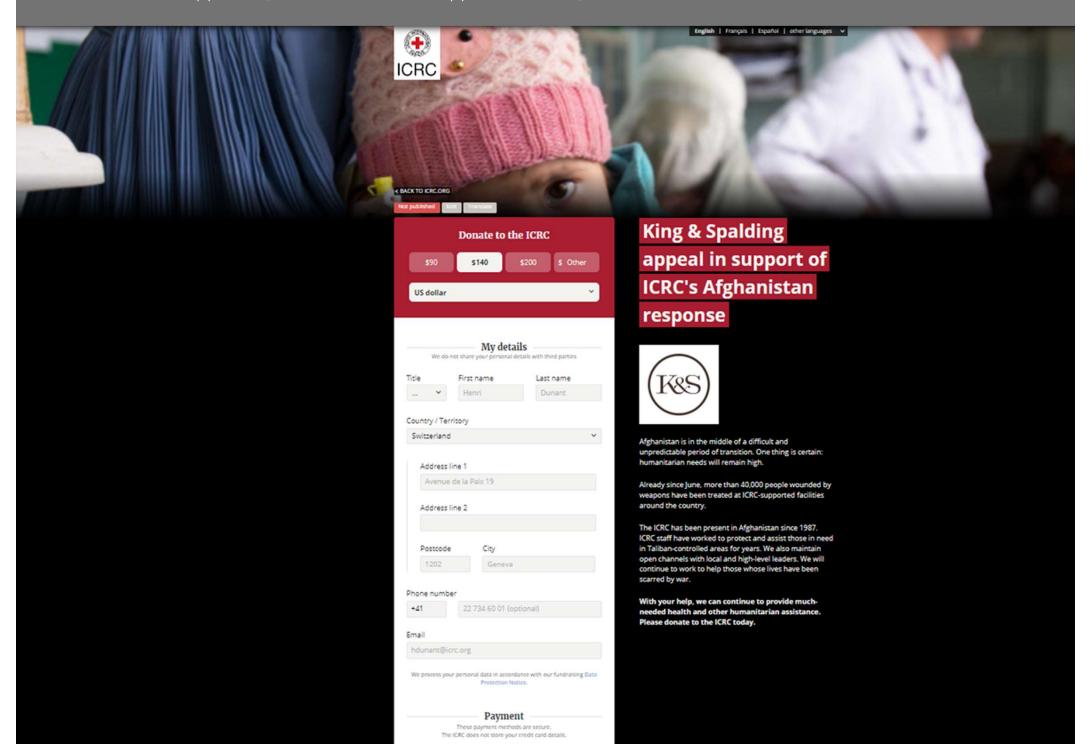
#### MATCH GIVING

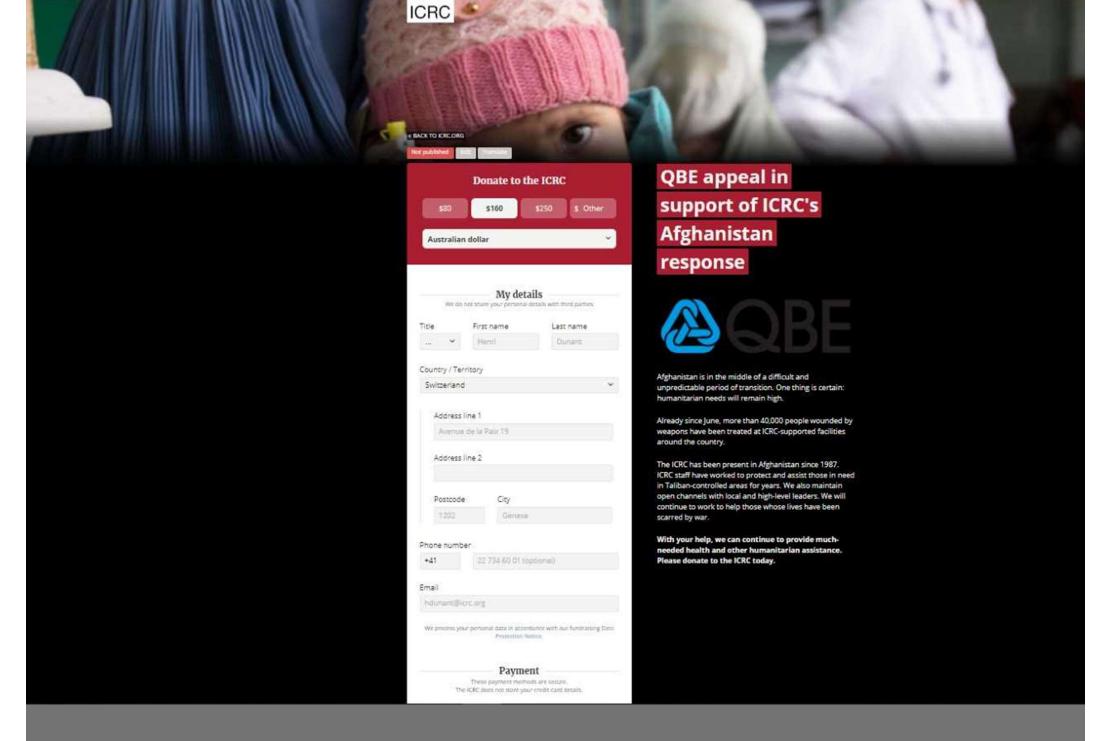
Match giving is a company's offer to match the employee's donation for the ICRC. The matching ratio can be 1:1 or in the form of a percentage (for example, a 50% matching ratio). This allows the company to boost their fundraising and can increase the employee engagement

#### MAJOR GIFT

A major gift is a donation or several donations made by a private donor that cumulatively totals CHF 50,000 and above in the course of an employee giving campaign

## Donation website model with K&S





Donation website model with QBE

# After the donation, the contributor will be redirected to a **thank you** page

COVID-19 WHO WE ARE WHAT WE DO WHERE WE WORK WAR & LAW SUPPORT US DONATE Q

## Michel, thank you.



Thank you for donating to King & Spalding's fundraiser for the ICRC.

In these uncertain times, your support provides hope to those who need it most.

# **ABB and ICRC initiative: Update**

April 21, 2020





Dear colleagues,

This newsletter will regularly keep you up-to-date on our recently launched global fundraising initiative with the International Committee of the Red Cross (ICRC). As well as latest updates on how much we have contributed as ABB employees, the newsletter will feature content from both ABB and ICRC which will show how and where our donations are being used for COVID-19 prevention and relief efforts.

ABB has a long-standing relationship with the ICRC and contributes every year to its humanitarian work. As part of our new fundraising initiative, ABB made a CHF 1 million donation to the ICRC and additionally, the company will match all ABB employee donations 1:1.

We are delighted to answer any questions you might have. Please reach out using the contact channels at the end of this newsletter.

EXAMPLE
OF UPDATE
EMAIL FOR
EMPLOYEES





### **WE'RE ALL IN THIS TOGETHER**

COVID-19:

a global crisis requiring a global response

#### How the ICRC is dealing with the COVID-19 crisis

COVID-19 represents a dramatic threat to life in war-torn countries. The ICRC has developed an action plan to address the most pressing challenges, from supporting fragile systems and infrastructure to helping those most at risk. The money that we have contributed can ensure proper responses to the pandemic and help prevent its spread.

Please click here to read the action plan in full.



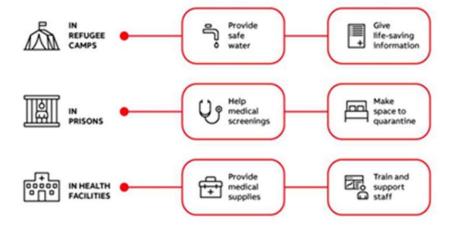
#### ICRC President Peter Maurer explains why urgent action is needed

In an article for the WEF COVID-19 action platform, of which ABB is a member, ICRC President Peter Maurer explains why the work of the ICRC is so necessary and why COVID-19 is such a frightening prospect in conflict zones. He says helping the world's most vulnerable people is a moral imperative for governments around the world.

Please click bere for the full article.

# EXAMPLE OF UPDATE EMAIL FOR EMPLOYEES

How the ICRC is fighting COVID-19



# How the ICRC is fighting the pandemic and where your contributions go

Conflicts continue worldwide, even during the COVID-19 pandemic. The humanitarian aid that the ICRC provides on the ground is essential to saving lives during this crisis. You can read more about the situation on the ground and the ICRC's response in <a href="Asia-Pacific">Asia-Pacific</a>, the Middle East, Libya, Somalia and Ukraine.





#### ABB's long history of collaboration with the ICRC

The partnership between the ICRC and ABB started 15 years ago with the creation of a Corporate Support Group of which ABB was a founding member.

You can read more about the history and what we can look forward to in the future in our interview with ABB's Head of Corporate Responsibility, Adrienne Williams, and the ICRC's Head of Corporate Partnerships, Mechthild Rombach.

Please click here for the full article.

# EXAMPLE OF UPDATE EMAIL FOR EMPLOYEES

# EXAMPLE OF FINAL UPDATE EMAIL FOR EMPLOYEES

# ABB and ICRC Initiative: Update and closing

June 9, 2020





#### Dear colleagues,

In this newsletter, you will find the latest update on the donations from ABB employees to our joint initiative with the International Committee of the Red Cross (ICRC). You can read an interview with our Chief Human Resources Officer and executive sponsor of our COVID-19 Steering Committee, Sylvia Hill, who shares her thanks with colleagues and provides additional background on the ICRC initiative. We are also sharing a podcast that examines the impact of COVID-19 in detention centers as well as firsthand accounts of ICRC fieldworkers on how they are supporting the local health infrastructure in some African countries.

We are extremely proud of the generosity shown by the ABB community for this initiative, which will help with COVID-19 prevention and relief efforts for individuals in vulnerable regions around the world.

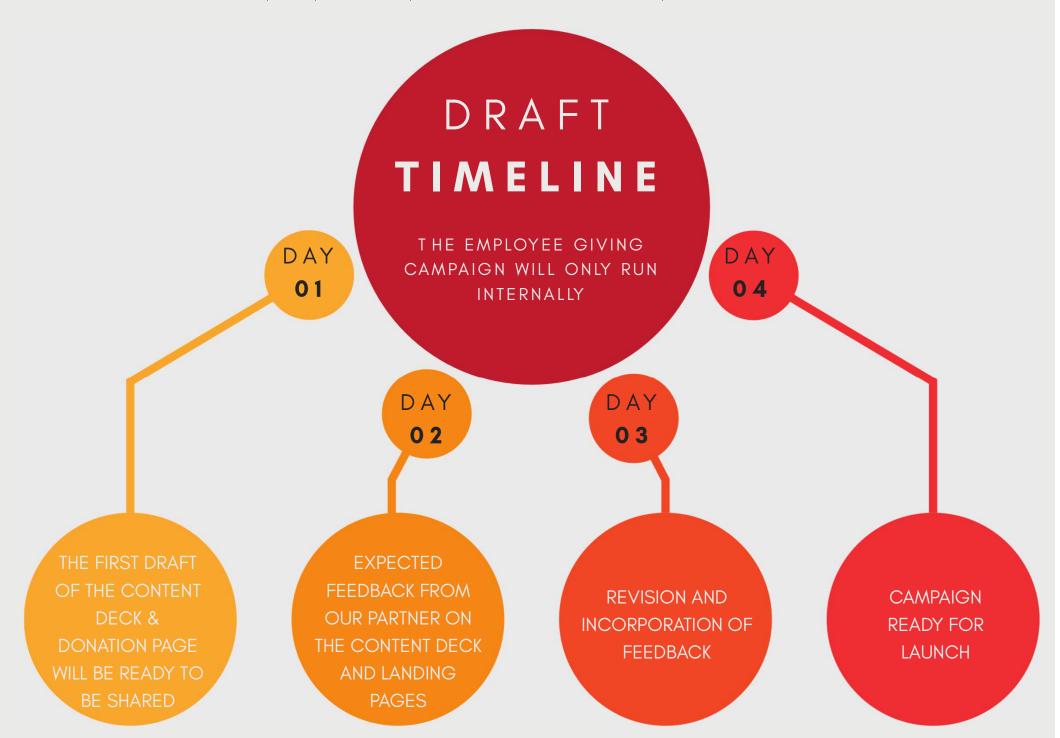
#### Closing date for initiative

Donations to the campaign are being accepted through June 30 via this <u>link</u>. Along with our initial CHF 1 million donation, ABB will match all our employee donations 1:1.

Please reach out using the contact channel at the end of this newsletter with any questions you might have.



# COMMUNICATIONS PLAN



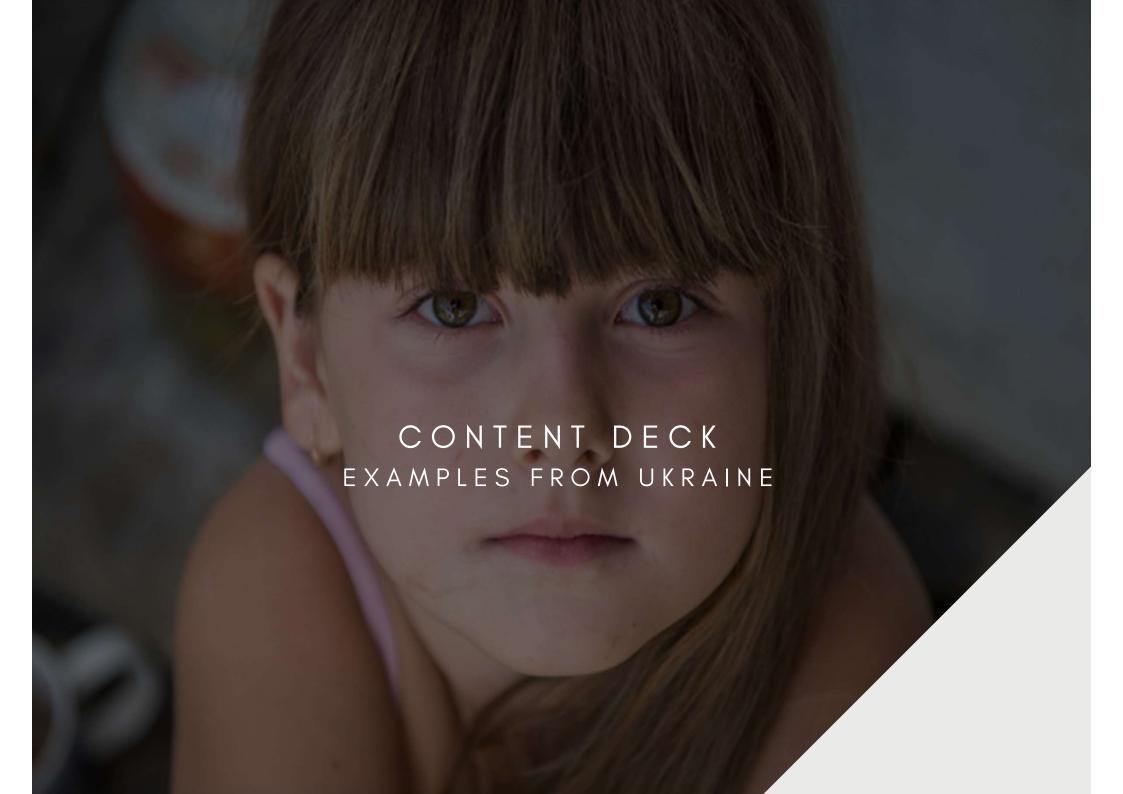
## GENERAL **GUIDELINES**

Before sending out an internal communication, please share the copy first with the ICRC for validation



Please share screenshots of your internal communications with the ICRC

For all internal communications through newsletters or the intranet, please make sure to add a tracking link. This way, we will be able to see if an employee has donated through a different donation page on the ICRC website



# MESSAGES

FROM UKRAINE

"Ukraine may again be a top headline, but it never stopped being one for the people suffering through the fighting."

Dominik Stillhart
ICRC DIRECTOR OF OPERATIONS

"We call for all states to do everything in their power and influence to avoid escalating a conflict whose cost and consequences for civilian populations outpaces the capacity to protect and assist them. The ICRC has seen many conflicts start and escalate in recent years, but too few of them end, and in each one it is the civilian populations that bear the consequences."

Peter Maurer
ICRC PRESIDENT

"Considering the atmosphere of tension in and around Ukraine, many older residents have had memories of previous wars resurface. We're hearing a lot of people comparing the situations, with great sadness and a sense of hopelessness.

They live in constant fear for their lives due to the ongoing conflict."

Sofia Reznik ICRC Psychologist



ICRC Water distribution in Dokuchaevsk, Donetsk region. Location is experiencing water shortages due to the damages of the 1st lift pumping station in Vasilievka.

# GALLERY





# GALLERY

Donetsk Oblast, Petrovsky district.

Portrait of an 80-year-old woman whose house was damaged by shelling. She spent the past few winters in the cold until the ICRC eventually renovated her house. She testifies: "These last few years, I have lived in a cold hut. It was 5 degrees and everything was broken. To get warm, I had to use hot water bottles or to sleep with the cats. The repair of my house is a gift".

