



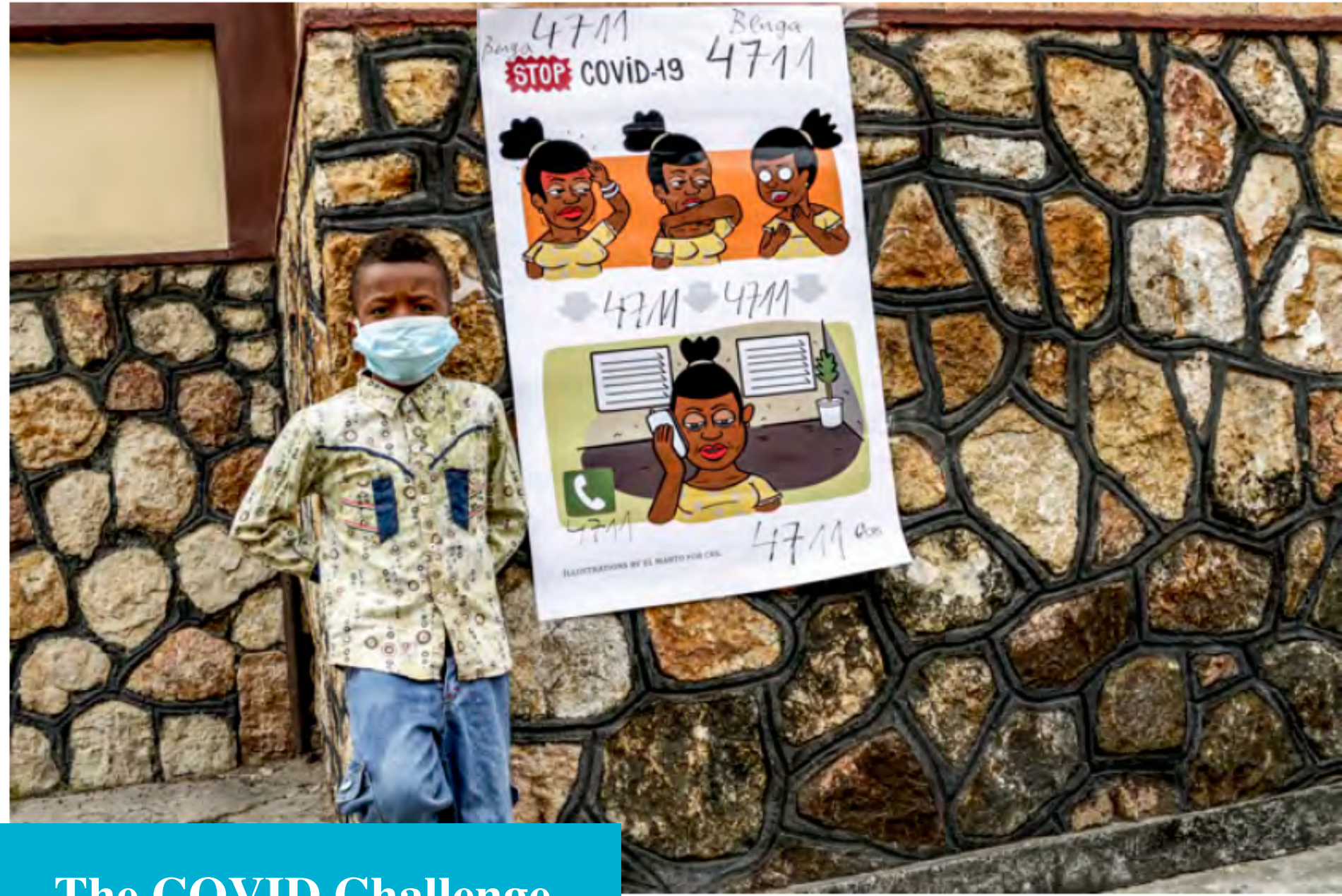
Retaining your COVID/ emergency supporters in 2021 and beyond

Laura Durington
Director of Annual Giving
Catholic Relief Services

Catholic Relief Services: Who We Are



- We put our faith into action to help the world's poorest families create lasting change
- We work with organizations around the world to help poor and vulnerable people overcome emergencies, earn a living through agriculture and access affordable health care
- We work in more than 100 countries



The COVID Challenge

CRS AND PARTNER COVID-19 RESPONSE

Program reach in numbers:



10.2 million people
reached with COVID-19
programming



6 million people
reached with COVID-related
information and communications
for prevention



577,280 people
reached through provision of
water, sanitation and hygiene, as
well as living supplies



33,910 health care staff
trained in COVID-19 prevention
or care



3,022 health facilities
provided with COVID-specific
support



583,615 people
reached with assistance—food,
cash or vouchers—for essential
needs



124,671 people
supported with
livelihoods assistance

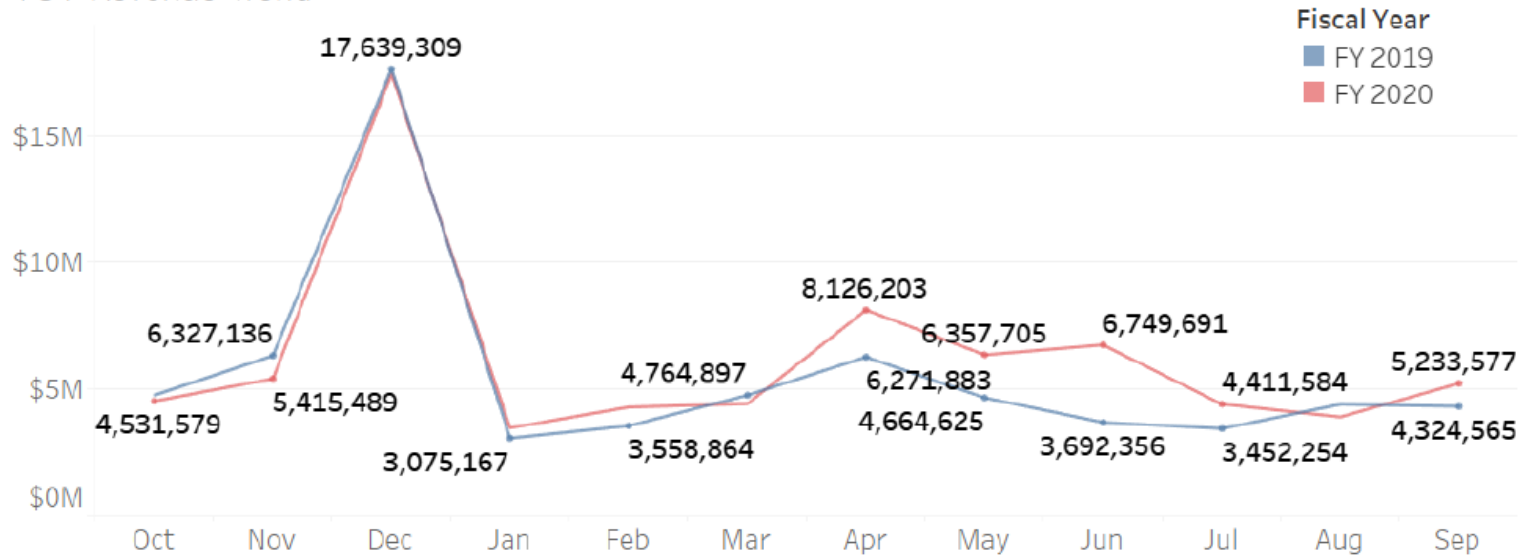


98,625 people
engaged in psychosocial
support

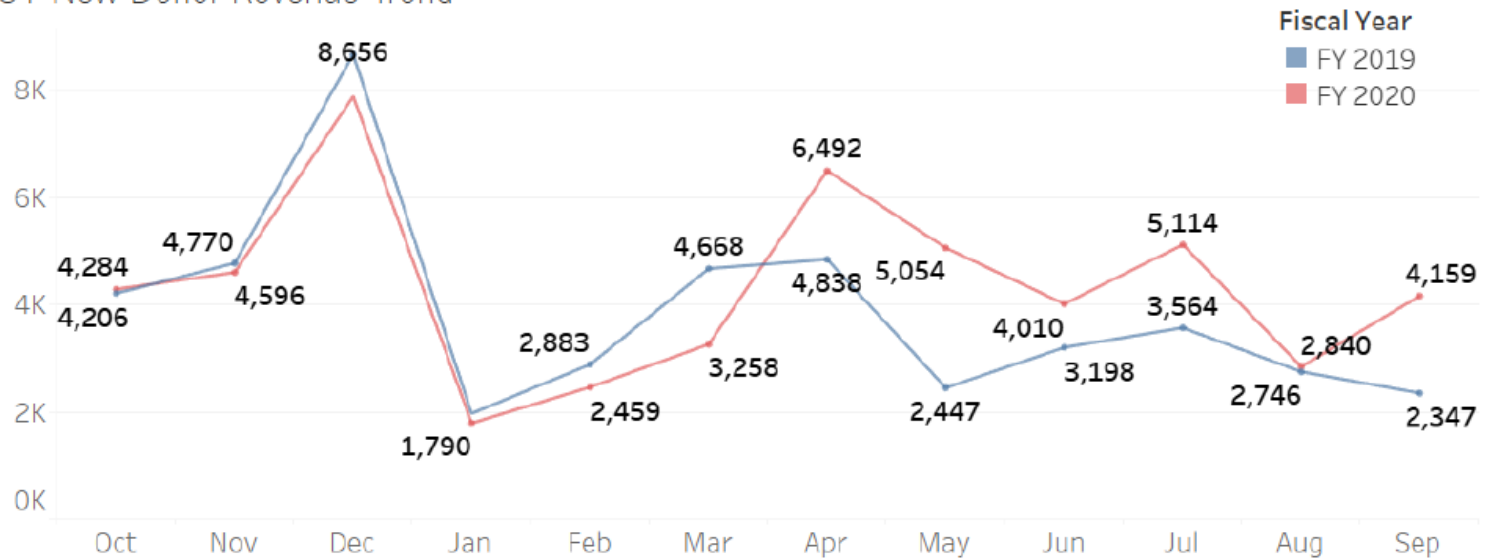


27,645 people
trained in protection and
safeguarding

YOY Revenue Trend



YOY New Donor Revenue Trend



Strategic Focus:

- Prioritizing Unrestricted revenue
- Empathy language
- Multi-channel
- Strong stewardship
- Donor Surveys
- Enhanced Donor Support

Getting that second gift is critical!