



Ethical Creative

The Fine Line Between
Creativity and Respect



Introduction: Women for Women International

In countries affected by conflict and war, Women for Women International invests in women survivors of war and conflict, connecting them with each other through the Stronger Women, Stronger Nations program to realize their own power.

Together, they learn to save, build businesses, understand their rights, improve their health, and change societal rules.

They pass on this knowledge to their families and communities, creating a world that's more equal, peaceful, and prosperous

What is “ethical” creative and copy?

Ethical: of or relating to ethics (Dictionary, Merriam-Webster, 2024)

Ethics: principles of conduct governing an individual or a group. The discipline dealing with what is good and bad and with moral duty and obligation. (Dictionary, Merriam-Webster, 2024)

Ethical creative and copy: creative content and copy that is deemed morally just based on an organization's guiding principles regarding ethics.

Commitment to Ethical Creative: Where to start?

Organization Wide Standards

- Identifying the organization-wide standard of ethics

Guides & Tools

- Providing tangible guides internally and externally

Implementation

- Determining who will be responsible for ensuring that these principles are reflected in all creative and written assets

Commitment to Ethical Creative: Your organization's standards



Standards are typically outlined in the organization's values statement, ethical commitment statement, etc. (They can take various forms).

“....We understand we have a duty of care in relation to staff and the people we serve...We have put strong policies and mechanisms in place and ensure they are widely shared and understood across our global organization by our teams and people we serve.”



Commitment to Ethical Creative: Tools for internal and external use

- Established brand guide
- Active list of approved language
- Hub of approved images and videos

Established brand guide: Brand Narrative

BRAND NARRATIVE

30-second version

**We believe women have the power to transform their lives,
but when women are undervalued, they lose this power.**

Conflict and war deepen this injustice.

Our global community invests in women survivors of war and conflict, providing them with social and economic skills to transform their own lives. They pass this knowledge to those around them, creating a more just world—a world where every woman's voice, role, and contribution are visible and valued.

A world where women realize their power.

Ethical creative is strategically built into the Women for Women International brand as it is of the utmost importance to portray our subjects in the most dignified light.

Items outlined in our brand guidelines that aid in informing ethical creative and copy are:

- brand narrative: approved copy will properly communicate our vision and mission
- “winning words”: approved keywords and phrases that can be easily repeated throughout different marketing communications
- photography do's and don'ts

Established brand guide: Taglines

TAGLINES OR STRAPLINES

There are four main taglines or straplines that bring in parts of our narrative. Each resonates better with a set of specific audience groups. Refer to the following notes for usage.

Changing the world, one woman at a time.

← This tagline or strapline touches on personal and global transformation which appeals to all of our audiences. This is most succinct and universal version.

One woman can change anything, many women can change everything.

← This tagline or strapline alludes to the power narrative while still touching personal and global transformation. This can be used with any of our audiences.

Helping women survivors of war rebuild their lives.

← This tagline or strapline touches on personal transformation and is best used when speaking to our passionate protectors and connected champions. However, when connected champions are speaking to others encourage them to use the above versions of the tagline or strapline as they are more universal.

Stronger women, stronger nations.

← This tagline or strapline uses language that is appealing to our gender equity leaders who refer to women as a group and seek to improve whole nations.

All these sections should work to reinforce the already established ethical commitment of the organization.

Established brand guide: Winning Words

WORDS ABOUT PEOPLE	RATIONALE	AUDIENCES
Women survivors of conflict and war	This phrase is inclusive of all women experiencing violence and communicates Women for Women International's focus.	All
Forgotten women	This is another way to refer to women survivors of conflict and war. This phrase not only demonstrates that women survivors of conflict and war are out of sight, but echoes the injustice all women must face. This helps us draw parallels between all women and will resonate with all of our audiences.	All
Our global community	When referring to Women for Women International publicly, always opt to describe the organization as our global community. This welcomes all women into our cause. This also helps reinforce the concept that "women, working together, can make a better world for all of us."	All

The most important theme that is consistently throughout Women for Women's messaging is the dignified portrayal of the women we serve.

Imagery Guidelines: Don'ts

White saviour
portrayal



Stereotypical poverty
portrayal

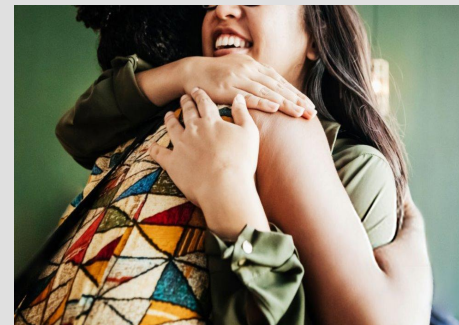


- reject images that exploit suffering, perpetuate stereotypes, reinforce white saviorism, or strip the subject of their agency.
- be intentional about using imagery that shows BIPOC folks serving community, helping others.
- avoid photos that appear to catch the subject off guard as if they haven't given permission for their photo to be taken
- reconsider your assumptions of who is always the helper and who is being helped.
- avoid using emotionally charged imagery as a shortcut to creating a sense of urgency, or to expressing an authentic viewpoint.
- move away from stock images as much as possible— especially those that promote white saviorism or "visual metaphors"

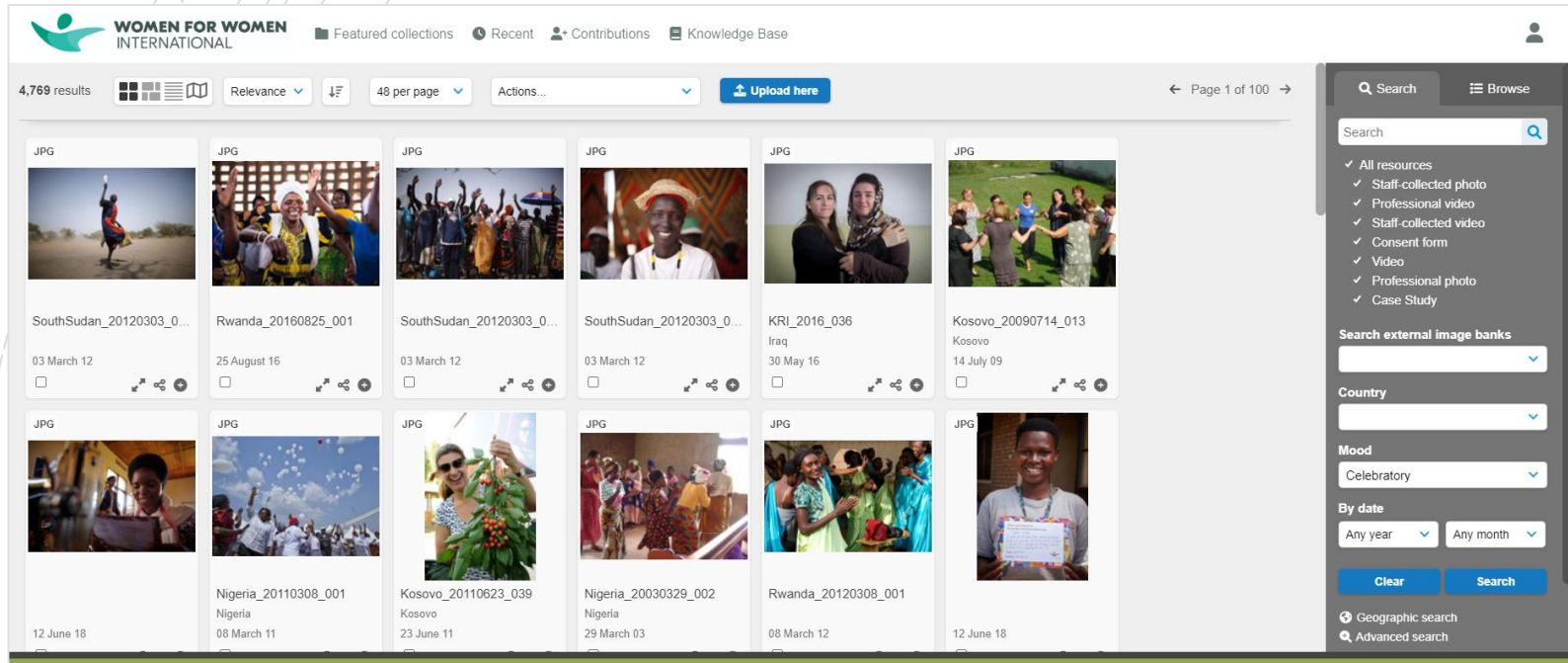
Imagery Guidelines: Do's

- Use photos of people interacting with each other in a natural way.
- Use photos of people in action, learning, or exercising a skill.
- Depict subjects who are confident
- Real photos help donors visually connect to the stories in the fundraising appeal.
- Use tightly cropped images to create a personal feeling and/or help maintain the subject's privacy.
- Capture their confidence!

Photos of people in action, learning or exercising a skill



Shared media hub



A shared can be easily accessed by internal and external partners which will mitigate use of images that may not be considered ethical, especially if you're in a time crunch.

This will ensure that images are up to date, pre-approved and ready to use!

Commitment to Ethical Creative: Who's responsible?

It is important to have a specific team dedicated to providing necessary approvals and reviewing communications before they are disseminated.

Even with a dedicated team, it is **EVERYONE'S** responsibility to ensure that ethical creative and copy are maintained

What's Next?

We've established internal alignment in regards to ethical creative and copy, but now what?

Now, we have to make sure our external partners are aligned as well!

Rebranding our monthly giving program

- After our organizational rebrand in 2021, we realized that our monthly giving program, branded as Sponsorship, no longer fit our evolved ethical standards.
- So we went full-force in the rebrand to Stand With Her!



————— *Sponsor Program* —————

WOMEN FOR WOMEN
INTERNATIONAL



————— *Stand With Her* —————

WOMEN FOR WOMEN
INTERNATIONAL

Campaign specific approved language

over 12 months.

To distinguish ourselves from our competitors, our voice is more relatable and ethical. We are not 'saviours.' We are **compassionate supporters**, who lean into solidarity and equality to **stand alongside** women in the programme.

For example:

Don't say: Stand with her and sponsor her journey

Instead say: Stand with her in her journey to transform her life.

Some options for the above:

- Stand with her as she forges her future.
- Stand with her as she realises her potential.

- Stand with her as she realises her power.
- Stand with her as she achieves her dreams.
- Stand with her on a/her journey to self-realisation.

This new language highlights how our Stand With Her community supports participants as they realise their power, find their voice and create the life they envision.

Although the brand guide already has a list of “winning words” they are very generalized to the organization as a whole.

Reasons why it is important to have an active or running list of approved language

- may be campaign specific
- may be contingent on internal vs. external use
- may vary based on department
- can be easily disseminated amongst external partners

This is an example of messaging and approved language specific to our Stand with Her campaign (this is the UK version)

Communications to Donors: Direct Mail

[Date]

Dear [Name],

Firstly, we want to say a heartfelt thank you for all your support so far.

Secondly, we have a big secret that we're finally ready to reveal. As you know, last year we celebrated our 30th Anniversary and this momentous milestone spurred us to reconsider how to serve even more women survivors of war.

So, for the last year, the team at Women for Women International has been reimagining our sponsorship program. Don't worry, you don't have to do anything different. However, we'd love to tell you about the exciting changes.

We've adjusted the language around sponsorship. We feel that the word "sponsorship" may imply that we're saving or rescuing our sisters, when truthfully, we're supporting them to learn essential skills so they have the agency and independence to improve their own lives. To distance ourselves from outdated ideas around sponsorship, we're committed to using language that reflects our values and that our community is made up of supporters, not saviors.

Going forward, we'll take a more community-led and encouraging approach. This includes changing the sponsorship program name to: **Stand With Her**.

The new name encapsulates our vision. It speaks volumes of solidarity, equality, and aligns with our ethics to support and stand alongside our sisters. All our language around **Stand With Her** will change to reflect this new approach.

We still have the giving tier that you're currently contributing to—The Sister Tier at \$35 per month—which gives you a special personal connection with your sister. Supporters can now also join our global Stand With Her community through The Classroom Tier. For more information, visit our Stand With Her webpage at www.womenforwomen.org/StandWithHer, or email us at standwithher@womenforwomen.org.

Ultimately, we aim for these changes not only to highlight the importance of personal connection, but also to uphold our compassionate and community-led spirit.

We're thrilled to have you as a long-standing supporter of the **Stand With Her** program—thank you. If you have any questions, please contact our Donor Services team at 202-737-7705 and they'll be more than happy to answer them.

With love and gratitude,

Laurie Adams
Chief Executive Officer



"My oldest child just finished university
and can now help me with my business."

Francine Nyirahabimana, a widowed
mother of six children whose husband
was killed in the Rwandan Genocide.

Celebrate **Stand With Her**

☐ **Yes, Laurie, I'm excited to be a part of **Stand With Her**!** In honor of our community and ongoing success, I am providing an extra gift to support my sisters around the globe in the amount of:

☐ **<Ask1>** ☐ **<Ask2>** ☐ **<Ask3>** ☐ Other: \$ _____

☐ Please send me **Stand With Her** emails at: _____

<Donor Name>
<Address Line 1>
<Address Line 2>
<City>, <State> <Zip>
<country> <dt>

To update your preferences, please
log in to our Supporter Portal at:
supporters.womenforwomen.org.
See reverse for payment details.

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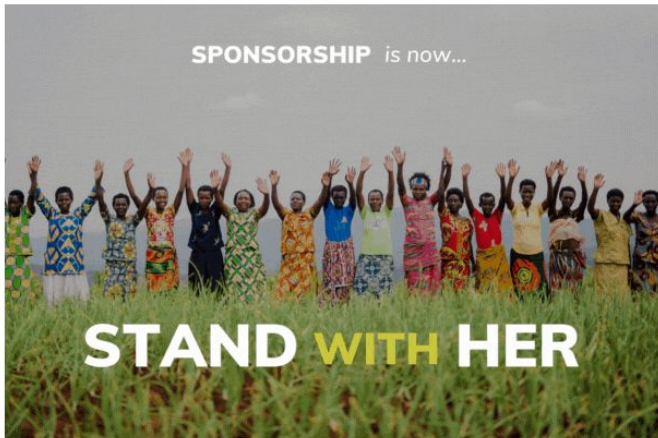
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Communications to Donors: Email



SPONSORSHIP is now...



STAND WITH HER

Dear Melanie,

We're thrilled to announce that our sponsorship program is being reimaged as **Stand With Her!**

Our sponsorship program has helped create unique one-to-one connections between donors and women enrolled in our *Stronger Women, Stronger Nations* program for over 30 years. It is powerful combination of financial support and heartfelt connection that changes lives and has long been a pillar of our organization.

Joining Stand With Her is simple and easy. There are two different tiers, and you can change your level of commitment at any time.



1) Sister Supporter — You will be paired directly with a sister in one of the countries where we operate our Stronger Women, Stronger Nations program, allowing you to participate in our letter-writing program. You will know the name of your sister, learn about her life, write her letters, and receive updates about her chosen vocation and progress in our program. You will develop a personal and rewarding one-to-one connection with a survivor of war who will feel your encouragement and financial support from thousands of miles away. *(This is the level I choose!)*



2) Classroom Supporter — You will join a global community of donors to fully fund and support our Stronger Women, Stronger Nations classrooms around the world. From pencils and textbooks to agricultural supplies, your commitment as a Classroom Supporter will make sure that sisters across our programs have the resources they need to participate and complete their training. You will receive regular updates on the impact you are making and how your support is building women's power.

JOIN STAND WITH HER



Before the rebrand: this is great image used for the welcome brochure



After the rebrand: this image reflects the evolved language of the program as we reinforce the power of the women as they work to complete their program

Francine Nyirahabimana, 52 years old, is a participant of Women for Women International's core program in Rwanda.

She is the widowed mother of six children. Her husband was killed in the genocide.

"Using my stipend, I started buying and selling avocados and tomatoes and earning a stable income. My oldest child just finished university and can now help me with my business. I am proud. I think together we can do more."

You are doing something amazing

Thank you for sponsoring a woman with Women for Women International. You have made a one-of-a-kind connection that can help a woman like Francine build a brighter future for herself and her family.

Because of the life-changing connection created through sponsorship, the women in our programs and their sponsors around the world refer to each other as 'sisters'.

We hope you will be inspired by what you are helping your sister to achieve.

Your sister's journey

Many women we serve have, quite literally, lost everything. They have been uprooted from their homes, seen family members killed, and suffered violence and abuse. They are living in deep poverty, with little access to the means to change their situation. Most are supporting several children and are also responsible for the care of elderly relatives.

During the program, your sister will learn about her rights and how to access them. She will receive leadership training that helps prepare her to become a role model for others in her community and health training to improve her own health and the health of her family.

Program participant in Afghanistan

Program participants in Rwanda

Building a support network

As a result of war and conflict, women are left deeply isolated. Their voices are silenced, and they have no safe space or support system to turn to.

But your sister is not alone anymore. Now she has a group of women in her own community who are going through the Women for Women International program with her. During the training, they will connect with one another and learn together. Some women go into business together and form cooperatives. Many stay in close contact after they graduate.

Women for Women International provides your sister with a safe haven among other women where she can share her experiences, regain her confidence, and actively participate in rebuilding her life and her community.

Before the rebrand: these images inside the brochure are also great but could be better!

STAND WITH HER Spotlight

TABITHA
South Sudan

In South Sudan, residents and refugees continue to experience the devastating effects of the civil war, such as widespread violence against civilians, poverty, and instability as it inhibits sustainable development.

Women are disproportionately affected by the conflict, especially in terms of sexual and gender-based violence. A study released in 2017 by International Rescue Committee, based on the rights of South Sudanese women and girls experience physical and/or sexual violence in their lifetime – some of the highest rates in the world.

South Sudanese participants can specialize in one of the following vocational tracks: Beauty care, Sewing, Baking

AREAS OF STUDY

AREAS OF STUDY	BEAUTY CARE	SEWING	BAKING
Technical Skills	85%	85%	85%
Entrepreneurship	85%	85%	85%
Financial Literacy	85%	85%	85%
Leadership	85%	85%	85%

South Sudanese participants can specialize in one of the following vocational tracks: Beauty care, Sewing, Baking

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Technical Skills	85%	85%	85%
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Leadership	85%	85%	85%

STAND WITH HER Spotlight

HENRIETTE
Democratic Republic of the Congo

In the Democratic Republic of the Congo (DRC), women continue to bring enormous resilience to the daily task of survival in the face of war and conflict. They are the backbone of their families and communities, and vital skills that help them sustain business through entrepreneurship or employment.

DRC participants can specialize in one of the following vocational tracks: Agriculture, Business, Tailoring, Sewing, Soap-making, Cooking

AREAS OF STUDY

AREAS OF STUDY	AGRICULTURE	BUSINESS	TAILORING	SEWING	SOAP-MAKING	COOKING
Technical Skills	85%	85%	85%	85%	85%	85%
Entrepreneurship	85%	85%	85%	85%	85%	85%
Financial Literacy	85%	85%	85%	85%	85%	85%
Leadership	85%	85%	85%	85%	85%	85%

South Sudanese participants can specialize in one of the following vocational tracks: Beauty care, Sewing, Baking

AREAS OF STUDY

AREAS OF STUDY	BEAUTY CARE	SEWING	BAKING
Technical Skills	85%	85%	85%
Entrepreneurship	85%	85%	85%
Financial Literacy	85%	85%	85%
Leadership	85%	85%	85%



After the rebrand: these images are better as the women are captured smiling confidently directly into the camera. And the graduation photo also conveys the dedication of the women to their program.

Control:

You are letting her know she matters ... that she is of value.

With the help of compassionate people like you, we have reached out to over 553,000 women with support, tools, and the training they need to recover their dignity and rebuild their lives.

Thanks to your generosity, we give them direct financial support that allows them to buy medicine and put food on the table.

P.S. Supporting women in need has never been more important. Put your gift to work right away by giving online at www.womenforwomen.org/join. Please, give soon. Violence against women is rampant—and when one woman suffers, we all suffer with her. Thank you so very much for your support.

With the help of compassionate and dedicated individuals like you, Women for Women International has delivered more than \$116 million in microcredit loans and direct aid to women entrepreneurs. In the process, we have helped over 553,000 women across 17 countries around the world reclaim their lives, care for their families, and create a more prosperous future.

Test:

You are sending hope...love...encouragement... from the other side of the world.

With the help of compassionate people like you, we have reached out to over 553,000 women with support, tools, and the training they need lift themselves out of poverty and rebuild their lives.

Thanks to your generosity, we give our global sisters direct financial support that allows them to buy medicine and put food on the table.

P.S. Supporting women in need has never been more important. Put your gift to work right away by giving online at www.womenforwomen.org/join. Please, give soon. Our sisters around the world have endured poverty, violence, gender oppression, and have had few opportunities to earn an income. Thank you so very much for your support.

With the help of compassionate and dedicated individuals like you, Women for Women International has delivered more than \$116 million in microcredit loans and direct aid to women entrepreneurs. In the process, we have helped over 553,000 women across 17 countries around the world harness their power, care for their families, and create a more prosperous future.

Women for Women Acquisition Copy Test

Community Centric Fundraising Principles

1. Fundraising must be grounded in race, equity, and social justice. +

2. Individual organizational missions are not as important as the collective community. +

3. Nonprofits are generous with and mutually supportive of one another. +

4. All who engage in strengthening the community are equally valued, whether volunteer, staff, donor, or board member. +

5. Time is valued equally as money. +

6. We treat donors as partners, and this means that we are transparent, and occasionally have difficult conversations. +

7. We foster a sense of belonging, not othering. +

8. We promote the understanding that everyone (donors, staff, funders, board members, volunteers) personally benefits from engaging in the work of social justice – it's not just charity and compassion. +

9. We see the work of social justice as holistic and transformative, not transactional. +

10. We recognize that healing and liberation requires a commitment to economic justice. +

Principle 7: We foster a sense of belonging, not othering

- We must be careful to avoid “othering” the people we serve and reinforcing the savior complex. We must use fundraising to ensure everyone feels a sense of belonging
- We must use “we” language, the “we” that includes the donor as part of the community doing this work. (We’re not against “you,” but sometimes it’s excessive. We need to balance out the “you” with the collective “we.”)

Language Guidelines

Community-Centric Language

- Center the importance of community working together to address issues.
- Use “we” more than “you” — and show how the donor is part of “we.”
- Instead of "othering" the people your organization serves, showcase how communities that discriminatory policies and practices disproportionately harm often have the best solutions to dismantle those systems.


People-First Language

- Don't reduce someone to their disability, illness, socioeconomic status, etc.
- "A person who is blind," not "a blind person."
- "A person facing poverty," not "an impoverished person"

Tenets of Ethical Storytelling



- Avoid “case example syndrome.”



- Represent your organization as a partner in a person or community’s success, not as the only means to an end or savior.



- Ensure others can see themselves in the story.



- Ask yourself, "would I want my story shared this way?"

Accessibility Guidelines

- Roughly 1 in 4 people in the US lives with a disability
- Principles of accessibility = POUR
 - Perceivable: Is the information presented in ways users can perceive with their senses?
 - Operable: Can the user interact and navigate various components?
 - Understandable: Is the information beyond a user's comprehension?
 - Robust: As technology advances, is your content still accessible?



Accessible Copy

- Write at or below the 8th grade reading level
- Avoid idioms and figures of speech
- Avoid using all caps in digital (screen readers will read out every letter)
- Include image descriptions in social media copy
- Use camel case in hashtags:

#CamelCaseForReadability vs.
#camelcaseforreadability

A photograph of a young boy with brown hair and blue-rimmed glasses, wearing a grey long-sleeved shirt, riding a seesaw. He is smiling and has his mouth open. A woman with long brown hair, wearing a light blue and white striped shirt, is sitting next to him, smiling and holding his hand. The background is a brick building. Several pink and white hearts are scattered over the photo.

**We LOVE our
Perkins community!**



perkinsvision Happy #ValentinesDay from us at Perkins School for the Blind! We LOVE our Perkins community: our teachers, students, corporators, trustees, staff, volunteers, donors, and everyone else who helps make our community great! ❤️😊❤️

Image description: A young boy with glasses rides on a seesaw while smiling. The woman next to him holds on to him and smiles. Pink and white hearts are scattered on the photo with the text "We love our Perkins community."

The next few slides are examples of organizations that we think are exemplifying ethical creative and copy in direct mail and email.



***This Thanksgiving, Let Our
Neighbors Know You Care***

Before

After: the decision to change this image
came due the client and consultant
being conscious of the sordid past of
the holiday



A Season of Giving

It Takes a Village

Whenever I remember that 38,000+ donors gave to Oregon Food Bank last year, my heart fills with gratitude. Additionally, volunteers donated more than 44,700 hours of their time in support of our neighbors experiencing hunger.

These collective actions – making financial contributions along with gifts of time, energy and expertise – represent the best in humanity and reaffirm my belief that we can end hunger for everyone and for good.

More than 38,000+ donors gave to Oregon Food Bank last year, and volunteers donated more than 44,700 hours of their time in support of our neighbors experiencing hunger.



38,000+
donors contributing \$21+
million in financial support



\$25
most common amount,
donated 16,000+ times



44,700+
hours donated
by volunteers

These collective actions represent the best in humanity and prove that we can end hunger for everyone and for good!

Your ongoing partnership is essential. Please make your gift today!

They speak to both pieces of our mission — eliminate hunger and its root causes. I know you — a generous and compassionate member of our community — share our belief in this mission. And I'm so very grateful for our partnership because I'm asking to rely on you once again.

Staff members like Matt are only one piece of our policy change puzzle. Oregon Food Bank's Policy Leadership Council, a body made up of people who've experienced hunger and its root causes, determines our policy agenda and guides our system change priorities.

Together, we are weathering the worst rates of hunger in a century. We've shown that we can advance public policy to keep food flowing today and solve hunger at its roots. And best of all, we are — all of us — more engaged in and connected to our communities.

So, please recommit to our shared mission. Join the Oregon Food Bank community once again by making your best gift today. You can return it in the enclosed envelope or visit OregonFoodBank.org/MyAdvocacy to make a secure online donation.



Refugee Response Matching Gift Fund

Your Support in Action

Each country we work in has different needs. AFSC is committed to offering immediate help, while working long-term for lasting peace and just migration laws. Please read about our current work—then make your gift today to help support even more migrants and displaced people.

Turkey and Syria

More than 50,000 people lost their lives, and tens of thousands were injured, after a magnitude 7.8 earthquake struck Turkey and Syria on February 6.

With local partners, we delivered emergency kits, including essentials like tents, blankets, canned food, and diapers.

In addition to providing relief, AFSC is advocating for the U.S. government to lift humanitarian sanctions on Syria, so assistance can be expedited to the millions affected in the country.

Your support is critical to helping our Middle East Region staff meet the needs of people recovering from this disaster.

Ukraine

During more than a year of violence and destruction caused by the war in Ukraine, millions of people have fled their homes. 8.1 million escaped to other European countries. Millions more are displaced within Ukraine. They are all in desperate need of help.

AFSC is partnering with local groups to fund essential work, including:

- Distributing aid to Ukrainian refugees in Poland, Slovenia, Czechia, and Hungary.
- Providing essentials to people at the Tallinn War Refugee Centre in Estonia.
- Providing temporary housing for families.
- Issuing rapid response grants for vital humanitarian assistance.



Refugee Response Matching Gift Fund

Your Support in Action

AFSC works around the world to provide urgent assistance to refugees, advocate for compassionate migration policies, and address the factors that force people to leave their homes. Your continued partnership will provide a lifeline to people searching for safety and peace.

Responding to Crisis in Gaza

In Gaza, the situation is increasingly dire. Experts have warned that over half the population faces an unprecedented famine, as Israel continues to block most access to food, medicine, and other basic humanitarian aid. Hospitals have been destroyed, with remaining staff limited to providing first aid at best.

In the face of such overwhelming challenges, AFSC remains committed to providing essential relief. We are currently one of the top five providers of food aid in Gaza. Our team is distributing hot meals, water, and hygiene kits, and will continue our efforts as long as possible.

As we do this, our AFSC community is advocating every day for a ceasefire and an end to U.S. military aid to Israel. Our commitment to building a just and lasting peace in the region remains steadfast.

Together, let us stand in solidarity with the people of Gaza and demand an immediate end to the violence and suffering.

Providing Counsel to Asylum Seekers in New Jersey

In New Jersey, AFSC provides a range of immigration legal services—including crucial support to asylum seekers. Currently, asylum seekers and unaccompanied children face persistent delays from



HOPE NEWS

News and updates about your lifesaving impact

project
HOPE
ProjectHOPE.org

Spring
2024

Bringing HOPE to Mothers and Babies, Thanks to You

Project HOPE has been saving the lives of women and babies since 1985. With the help of our generous supporters, we've made great strides. However, pregnant women, mothers, and infants face even greater challenges during the health emergencies we're responding to today.

The conflict in Gaza has left 60,000 pregnant women with nowhere to turn. On average, 183 women give birth every day in Gaza and 15% are expected to experience pregnancy or birth-related complications.

Babies are being delivered in displacement camps, homes, and other makeshift locations. Those who reach a hospital discover there is no electricity to maintain neonatal intensive care units.

- In Gaza, you helped establish a health clinic in Deir Al Balah, where our teams are treating up to 200 patients a day, including providing prenatal care, ultrasounds, and maternal education.
- In Ukraine, women have been living in turmoil with little to no access to health care. Thanks to you, we've delivered medicines, medical supplies, and essential equipment to 283 health care facilities in Ukraine, provided medical aid to over 239,000 people, and mental health care to over 26,000 people who've experienced gender-based violence.

(continued inside)



A mother in Ukraine holding her baby with a Project HOPE-provided infant warmer distributed to maternity hospitals in Kharkiv.

Project HOPE's mental health support centers bring relief and HOPE to children

The disruption and uncertainty from war can take a particularly harsh toll on children and teens. Thanks to your support, we've established eight psychosocial support centers across Ukraine for young Ukrainians who have spent over two years amid the chaos of war.

Many who visit the centers need psychological support and counseling for problems with behavior, aggression, and relationships with their families. With help from counselors and staff, they learn to manage their emotions, discover new hobbies, and find healthier ways to socialize.

Go to ProjectHOPE.org/UkraineResponse for more on how you're helping us respond to the war in Ukraine.



In these centers, young Ukrainians can talk to therapists, participate in workshops, art therapy, and educational activities, and just be kids for a while.

project
HOPE

Your Spring Newsletter Enclosed
Double your Impact this month!

DIE CUT WINDOW
4.375 X 1.25
L= 0.75 B= 0.875

HOPE
NEWS
SPRING 2024 EDITION

New Mothers Need Mental Health Support

(continued from page 3)

"Both mother and child benefit when prenatal depression and anxiety are identified and treated. It can offer a strong foundation for coping mechanisms." – Diann Assiddika, a Project HOPE program manager

THE WORLD NEEDS MORE MENTAL HEALTH SUPPORT

Tragically, after enduring a global pandemic, multiple conflicts, and natural disasters, global mental health needs have never been higher.

We must keep talking about this problem! Project HOPE is highlighting the need for countries and health providers everywhere to put mental health among a person's primary health care package. With your support, you can help us raise awareness of the mental health crisis, train health workers on mental health care for patients, and improve health around the world.

SHOW YOUR LEADERSHIP OF HOPE!

Your inspiring gift can help people who are enduring unimaginable challenges.

Thanks to you, we're there as refugees flee war zones ... in the aftermath of natural disasters ... during a global pandemic ... and throughout humanitarian emergencies. Today, we have a global mental health crisis – especially in disaster zones and areas of conflict – that also demands our response.

Please make a leadership gift today. You'll help survivors of war and disaster cope with trauma – and continue to save lives and improve health across the globe. Thank you for your commitment.



A mother and baby share a smile in the Vasytkiv hospital in Kyiv Region, Ukraine.



A Project HOPE psychologist offers psycho-education and support for people in the de-occupied territory, Kherson region, Ukraine.



Support for Earthquake Survivors (continued from page 2)

To give these children a small sense of normalcy as they slowly move forward from this disaster, we're distributing basics like sleeping bags and warm blankets, and also organizing games that give them the chance to run, play, laugh – and just be kids.

It's important to note that many people who survived the quake are Syrian refugees. They've experienced the trauma of fleeing their country, only to endure a deadly earthquake in the place that was supposed to be their safe haven. Your leadership gift can provide mental health support and other aid to survivors through local partners and community members who understand and can meet the real needs on the ground – and help the most people in Turkey, Syria, and around the world.

Many earthquake survivors are refugees who fled violence in Syria. The emotional toll of experiencing not one, but two traumatic events is severe.

CARING FOR THOSE WHO CARE FOR US

Despite the incredible stresses that come with trying to save lives and improve people's health, nearly 73% of emergency physicians feel there is a stigma in their workplace when it comes to mental health. This keeps many health workers quiet about their struggles. They are often reluctant to speak up and seek treatment for their own health and well-being.

"Health workers tend to see themselves as caregivers, so it's harder for them to seek support or mental health services," says Rawan Hamadeh.

To address and destigmatize the need for mental health care for health workers, your leadership gift can help continue mental health and resiliency trainings for nurses, doctors, and emergency responders all over the world.

So far, we've reached over 90,000 health workers in 40+ countries across five continents with our mental health and resiliency trainings. This is the incredible power of your leadership and support!

New Mothers Need Mental Health Support

One in five women experience mental health issues like anxiety and depression during pregnancy or in the first year of motherhood. Sadly, most of them don't receive treatment.

Your support is helping us continue to integrate mental health support into our health worker training. This way, you'll help ensure that doctors, nurses, and midwives have the awareness and knowledge they need to address mental health issues as part of routine pre- and postnatal care.



Rawan Hamadeh leads a training session.

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Thank you!

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