Dear Mag. Thomas Kimmeswenger,

The Georgia Red Cross Society would like to express sincere respect towards you and kindly requests to join the Georgia Red Cross Society’s national fundraising campaign amid the new coronavirus pandemic in Georgia which is known to pose a number of challenges to the population in Georgia, and worldwide.

Despite the ongoing and increasing efforts, the situation in the country is becoming progressively worse as more and more people need to stay in self-isolation, quarantine or at hospitals under the medical treatment.

As the Government of Georgia declared the State of Emergency, the Georgia Red Cross Society with an auxiliary role to public authorities, in line with its mission expands the emergency response operations in coordination with the Ministry of Health, Tbilisi City Hall and the municipalities in regions, through the network of 39 branches of the Georgia Red Cross Society and over 4 000 Red Cross volunteers throughout the country.

Due to the fact that our own resources are extremely limited, active campaign is running to mobilize additional funds to continue delivering essential services to the most at-risk people in society. Therefore, the Georgia Red Cross Society calls on the members of the German Business Association to support the Georgia Red Cross Society in containing and addressing the rapidly developing COVID-19 situation in Georgia. The Red Cross volunteers and staff are working 24/7 to respond to needs timely and effectively that is why any contribution from you is so crucial for us.

Since the onset of the pandemic, the Georgia Red Cross Society has been:

- distributing personal safety information against COVID-19 to more than 1 200 000 individuals in Tbilisi and in regions, including the Azerbaijani and Armenian communities; currently the dissemination is ongoing online;
- supporting over 15 000 lonely older people across Tbilisi (10 000 people) as well as in regions (5 000 people) with the essential humanitarian relief items: food and personal hygiene parcels, and medicines;
- mobilizing and providing online training courses to over 900 volunteers (among them those volunteer workers who approached the Tbilisi City Hall) in accordance with the Georgia Red Cross COVID-19 training module; training courses are conducted in close collaboration with the National Center for Disease Control and Public Health / NCDC, Tbilisi City Hall, municipality authorities in regions;
- providing over 1 000 people with psychosocial support /PSS services by trained PSS volunteers to overcome panic and stress via the Georgia Red Cross Hotline (0 800 000 018);
- carrying out regular monitoring of over 500 quarantined people in the Adjara Autonomous Republic;
- carrying out community-based epidemic prevention and surveillance activities through information campaigns throughout its 39 local branches as well as with active involvement of
supermarkets, pharmacy shops, in total 260 and Georgia Post (81 branches and service centers) to disseminate the Georgia Red Cross information materials;

- updating regularly the information and news in social media - all in line with the recommendations made by the International Federation of Red Cross and Red Crescent Societies, World Health Organization (WHO) and National Center for Disease Control and Public Health;

- holding regular informational sessions for mass media representatives on risk communications and safety rules that are widely discussed with the journalists who due to lack of information sometimes disseminate inaccurate information as well as themselves are considered to be among risk groups;

- holding weekly coordination meetings with international humanitarian organizations, including UN agencies, INGOs, with participation of representatives of NCDC and Ministry of Health to coordinate information, preparedness plans and response measures to COVID-19 to increase efficiency and avoid duplication; meetings are attended by the World Health Organization, Tbilisi City Hall and the International Red Cross and Red Crescent Movement partners

The Georgia Red Cross Society and in my personal capacity, I believe in a successful feedback and support from you to address the emerging needs. For this purpose, the Georgia Red Cross Society has opened call for the Georgia Red Cross emergency response operations for the next three months, and it would be invaluable if there is an opportunity to support us with any amount. Upon request the Georgia Red Cross Society is ready to provide a more detailed action plan along with the budget for your contributions.

In the current crisis in Georgia, our unity and solidarity define us.

Right now, every day counts! IF YOU CAN, PLEASE HELP TODAY!

Your alternative efforts to provide us with food, hygienic products or medicines as well as to make donations will be very much appreciated and valued.

For donations you can use:
Bank Account Number: GE92BG0000000162662819
Telephone Number: 16222
Georgia Red Cross web-page online donation: https://redcross.ge/en

Through donations, your urgent response will equip 5 000 Red Cross volunteers who in turn will help over 15 000 most vulnerable older people to stay at home, stay safe and protect themselves from risk of COVID-19 by delivering basic food and other items of vital necessity, also by reaching out to all communities and population with risk communication messages.

Thank you very much for responding in the time of need.

Sincerely yours,

Natia Loladze
President