

## **The International Helping Hand Campaign**

The Japanese Red Cross Society (JRCS) is honored to introduce its annual “International Helping Hand Campaign” which will be launched on 1<sup>st</sup> December 2020 and hereby asking your generous participation, particularly in this year of unprecedented humanitarian crisis caused by COVID-19 Pandemic.

Last year of 2019, the International Federation of the Red Cross and Red Crescent Societies (known as IFRC) has marked its centenary. The JRCS is one of its five founding members, together with the Red Crosses of America, Britain, France and Italy. It still enjoys itself as one of the major members of IFRC, whose membership counts 192 across the world now. Her Majesty the Empress Masako of Japan assumes its honorary president.

Let me first brief you what “the International Helping Hand Campaign” is all about. It was first launched in 1983, commemorating 120 years anniversary of the Red Cross and Red Crescent Movement and 30 years anniversary of TV broadcast by NHK with the aim of helping vulnerable people abroad through the world-wide network of the Red Cross. This year’s campaign marks its 38<sup>th</sup> series. With this regard, this is not a mere campaign for fundraising, but and more importantly, an opportunity to shape humanity in action as nation-wide movement.

Last year alone, more than 77,167 cooperates and individuals joined the campaign by donating roughly 6 million USD enabling the JRCS to run a variety of programs in as many as 78 countries. It has been a policy of the JRCS to respond to all Emergency Appeals launched by both the IFRC and the International Committee of the Red Cross (ICRC), so that the light be

shed equally to unmet humanitarian needs elsewhere in the events of disaster and conflict. The International Helping Hand Campaign has been a major source of income for the international relief activities of the JRCS and it will become even more important as humanitarian needs keep on growing these days. Besides, the funds raised are used also to promote activities of national Red Cross Red Crescent in the developing countries in the fields of health, disaster preparedness and social welfare to strengthen community resilience. It goes without saying how important it is when “no one is safe until everyone is safe” in coping with COVID-19. In addition, it is equally important to be aware that there are many other humanitarian needs, such as conflicts, natural disasters and other health emergencies, all of which should not be left behind the COVID-19.

The JRCS believes that individually or collectively, you have huge potential to do more, do better and reach further to enhance humanity by mobilising resources out of your business or other activities. This year’s campaign is featuring the humanitarian crisis “with” COVID-19. To be a part of such campaign, please do not hesitate to contact JRCS.

For more detail of how it works, please visit our website:

<http://campaign.jrc.or.jp/kaigai/>