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Annual Report 2014

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CARD EUROPE

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Introduction

Having been established formally in 2013, CARD Europe was not used actively until 2014, and the main reason was Ebola in Liberia. In August 2014 we realised that normal business (NIDECO AS) was not working in Liberia. People were only concerned about survival. Our business was not about survival, except for solar lights that could help people survive in the dark. Our main concern was the people working for and with us in CARD Liberia and Liberian Gateway Ltd, and we informed them about how to avoid the disease, as well as provided them with protective kits. Having done that, we asked ourselves how we could help the society getting back onto its feet, and the answer was solar lights, information and protective kits - mainly humanitarian aid.

Main Activities 2014

February - April 2014, CARD Europe contacted various schools and communities in Oslo and surroundings about CARD Europe's various projects, such as starting up after school hub sessions for youth in various kommuner primarily children of migrant families to provide activities that would keep them occupied and to help those that were older to better integrate into the Norwegian society. To get local schools involved in our proposed activities to raise funds and awareness as well as offer sessions to migrant parents on how to keep their children off the streets at night and get involved with their education. Of all the communities reached, only one was enthusiastic about our after school hub idea but unfortunately they did not have the budget to cover direct cost of the project at the time.

August- December 2014, CARD Europe's fight against Ebola started with an agreement with WAKA WAKA (a supplier to NIDECO AS) to donate 10,000 units of solar lights for fighting Ebola, lights that were originally intended for other parts of Africa. Of the 10,000 lights, 2000 units went to Sierra Leone and 8,000 units to Liberia.

Our ambition was to provide protection kits matching the number of lamps. Apart from the lamp, those kits were to include hygienic measures, such as hand sanitizers, antiseptic soaps, buckets etc. In order to raise the necessary funds, CARD Europe arranged two fundraising events in 2014, in addition to contacting numerous companies, organizations, governmental agencies, schools etc. for support:

- "Run Ebola Away" in Oslo October 11
- "Run Ebola Away" in London November 15

For the Oslo event, the main challenge was assumed to get through in media, so that people could get aware of the event. We informed TV and radio stations, newspapers and "meet-up" pages on the Internet, as well as Ministry of Foreign Affairs, humanitarian organisations and schools in the area. We also contacted a number of companies for support, as well as the local municipality and local community (Vel).

We managed to get 10 minutes on a popular radio program ("Verdibørsen") and a free hall for the evening, as well as free musicians, banners and posters. Although only some 25 people participated, the event itself went well, and we managed to raise some 8,000 NOK at the event itself hereunder 5000 from one individual and the balance from sale of tickets food and beverage.

For the London event, we were determined to make better efforts towards the media, and we managed to get interviews with three different TV stations. Due to limited capacity of the local UK team arranging the event, everything but the venue had to be paid for, i.e. Food, drinks and posters. Although we had more people visiting, the only income was the entrance fee. Which was 225.00 British Pounds.

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The funds raised were basically sent to CARD Liberia for purchase of protective equipment.

The lamps and the protective kits were distributed by CARD Liberia in co-operation with local partners (GIZ/ENDEV and ZOA) to people in vulnerable areas e.g. in Bomi county (a county that was hit very hard by the Ebola Virus), as part of a Children Development Project program.

We also partnered with Kids Educational Engagement Project (KEEP), a local grassroot initiative started by Brenda Moore, providing educative kits to children out of school due to Ebola epidemic as a means of keeping their minds engaged.

At that time, she had already provided 2,200 start up educative kits in vulnerable areas effected by Ebola, and CARD provided KEEP with 200 solar lamps to include in these kits. CARD also initiated a crowd-funding to raise further money for the continuation of the project.

In addition to raising funds for protective kits and partnering with KEEP, we also initiated two crowd funding which brought in 50 and 100USD respectively for (KEEP and Orphans Concern) Urgent Christmas Appeal for Orphan Concerns, an organization working in Liberia towards providing basic supplies and care for the many Ebola orphans which. They are currently providing supplies and care for 214 orphans.

Results

As a result from the Oslo event, we sent USD 1,500, corresponding to some 185 protective kits for people in Liberia, while after the London event, we sent another USD 400. In addition, we provided food rations such as rice, oil, flour, milk sugar, canned meats, oats, sugar, vitamins, bottled juice, washing and bathing soaps, bread, milk etc to 16 families of which the average family members ranged from 5-7 with 75% being children between the ages of 4-11 that were in quarantined areas and had infected family members in their households in Shara community Montserrado county via Liberia Center for Leadership Development.

The CARD Team would like to thank our supporters, donors and volunteers for their generosity and support of our fight against Ebola.

Attached are summarized pictures of our various activities in collaboration with local partners.