

Children in crisis: The UBS Optimus Foundation's rapid response

Conflict and climate change mean there are now more people affected by crises than at any time since World War II - and children are the most vulnerable and most affected.

The number of children affected is rising fast, and it is anticipated that 230 million will need emergency aid by 2020. But children in disasters are not only vulnerable, they are neglected; their specific needs are not properly understood or provided for.

A child's survival after a disaster often depends on the speed of the response, and the first few hours and days are crucial – it is estimated that infant mortality rises many fold after an emergency – and it can take years to return to normal levels.

Emergencies have a greater impact on children in other ways as the first thousand days of a child's life are crucial. It's during this time that eighty percent of brain development occurs and the physical and mental



foundations of a child's future are laid. Damage to, or lapses in children's development are often irreversible.

The damage caused by emergencies is not transient, but aid often is. Long-term support to allow children and their communities to recover is also needed.

Until children are thriving again, no community can say it has fully recovered

Why the UBS Optimus Foundation?

We respond to the needs of children affected by crises swiftly, effectively and transparently. We make sure that both our immediate and long-term response delivers measurable benefits to children, families and communities.

Focused: People in emergencies have different needs, and we know children need more and different support and typically do not receive it. That's why we focus our action on children and mothers to ensure that however bad a crisis is they still get a chance to recover and realize their full potential in life.

Swift: We aim to have UBS and donor emergency funds working in the field within 72 hours of a rapid-onset emergency. We work with existing trusted partners that have demonstrated the ability to deploy rapidly and work with local communities to save lives and mitigate the impact of a crisis. And there is no delay as UBS funding underwrites the immediate response.

Effective: Our trusted emergency partners are the leaders in their respective fields. We also work with our existing development partners in their local communities to ensure solutions are relevant to the crisis and responsive to the needs of the community. If

needs change, we and our partners can adapt the funding and the program quickly. We monitor our partners' performance and evaluate our support to ensure it is delivering for the people affected.

Transparent: We know where the money goes and how cost effective it is through the framework agreements we have with all our partners. We have pre-defined support areas and budgets. We can track funds to specific projects, and we can conduct a financial audit on any and all of our funding. And our donors know that 100 percent of their donation goes to emergency relief because UBS covers all our overheads. Last but not least, UBS can match client and employee donations increasing the reach of individual donations significantly.

Sustainable: A swift response to a crisis saves lives and reduces damage, but the stamina to stay the course is also important. While TV cameras move on, it's vital to continue to deliver for children to lay the foundations for a healthy and productive future. That's why we also look to build local expertise and resilience in-country by supporting local organizations over the longer term. This focus on sustainability is one of the hallmarks of the UBS Optimus Foundation and its partners.

"In emergencies every minute counts. That's why we really value our partnership with the UBS Optimus Foundation, who will make generous financial contributions within 48 hours of an emergency. This makes a real difference to our action." Bruno Jochum, General Director, MSF

Our trusted partners

We selected our trusted partners because of their vast experience in dealing with children's needs in a range of emergency situations. They provide wide geographical response capabilities and have committed to defined terms of response, including evaluation and financial audit.

Our trusted partners are: **Médecins Sans Frontières, Action contre la Faim, Save the Children, and the International Rescue Committee.**

We also work with our existing local development partners to enable the most effective short- and long-term response possible.



Our trusted partners and key program areas

Partner	Scope of humanitarian support and program areas supported
Medicine Sans Frontieres / Doctors Without Borders (MSF)	<p><i>Medical aid, with focus on maternal and child care</i>, where it is needed most and to the most vulnerable who have the least access. When relevant emergency strikes, technical boots on ground within 24 hours typically.</p> <ul style="list-style-type: none"> • Nobel Peace Prize winner in 2002 and Lasker Award winner in 2015. • Partner of UBS Optimus after typhoon in Philippines (2013), Ebola in West Africa (2014-ongoing) and Syrian refugee crisis (2015-ongoing)
Save the Children (STC)	<p><i>Essential, comprehensive support to children, including the provision of shelter, hygiene, health and psychosocial support.</i></p> <ul style="list-style-type: none"> • Partner of UBS Optimus after typhoon in Philippines (2013-2015), earthquake in Nepal (2015-ongoing) and Syrian refugee crisis (2015-ongoing)
International Rescue Committee (IRC)	<p><i>Key health care, infrastructure, and learning support with programs specially designed for women and children.</i></p> <ul style="list-style-type: none"> • Partner of UBS Optimus in Liberia throughout Ebola crisis on community-based parenting program (2013-ongoing)
Action contre le Faim / Action Against Hunger (ACF)	<p><i>Prevention and management of malnutrition as well as access to quality water and sanitation in order to promote hygiene and prevent disease, with a special focus on infants under 6 months, children aged 6 to 59 months and mothers.</i></p> <ul style="list-style-type: none"> • Partner of UBS Optimus after typhoon in Philippines (2013-2015) and in Peru through a community-based parenting program (2013-ongoing)

Case studies – recent emergency responses

Nepal earthquake response

Through our trusted partner Save the Children, we funded essential items to support the return to normal health and education for over 20,000 children. Shelters, clean drinking water, hygiene kits and advice, temporary learning centers providing a safe environment to play and learn, and local counsellors trained to deal with trauma have been provided. Our funding enabled local Nepalese partner One Heart Worldwide to deploy 100 Solar Suitcases from We Care Solar for emergency medical care, with a focus on obstetric and maternal needs in remote locations. An estimated 20,000 women and children will benefit from

Humanitarian crisis in Europe

We responded quickly with an appeal for employees and clients to fund our trusted partners Save the Children and Médecins Sans Frontières (MSF) to support life-saving assistance to children. With Save the Children, we negotiated funding specifically targeted at Greece where they are providing

A nimble, comprehensive response in West Africa

The **Ebola response** illustrates that we are able to respond nimbly and flexibly with both our trusted international and local partners. We needed not just an international partner like MSF who could provide comprehensive medical care amidst a failing public health system, but also a strong and local partner who already had the community's trust. Our existing relationships with Last Mile Health (LMH), based in remote rural communities in Liberia, and MSF meant we could expand our funding rapidly as the outbreak grew - in stark contrast to the international response. We were among the first global funders to directly fund Ebola treatment and prevention efforts as part of a comprehensive medical response. This meant that in the areas where we funded Ebola-related interventions, the outbreak was contained and provided hope to other areas that the outbreak could be halted. In addition, overall medical support was provided to ensure that other diseases were treated and

Typhoon Haiyan in the Philippines - We responded quickly with an appeal to help highly affected children and families. Some 3,000 children and their families in the remote eastern part of Panay Island benefitted immediately from the distribution of 1,000 household and hygiene kits to address the essential needs of water, shelter and hygiene. A total of 12,500 consultations were conducted by mobile teams from our trusted partner MSF to provide health services on remote islands in the Western Visayas region. A further

this intervention in the next year. And it doesn't end there. In the longer term, the suitcases will be redeployed to rural health outposts without access to electricity so that they can continue to support life-saving efforts.

"Thanks to Optimus's support health workers in disaster zones can work through the night in remote areas helping save the lives of vulnerable women and their newborns." Dr. Laura Stachel, CEO We Care Solar

basic essentials, focusing on children and their families, to ensure they have shelter, food, water and access to hygiene. Long-term, our funding will help strengthen local structures. With MSF, we negotiated the targeting of funds to Syria in order to ensure that essential medical care was provided in the most necessary and transparent fashion possible.

essential care provided. Liberia was the first country to be declared Ebola-free. Both MSF's and LMH's response to the crisis and their highly effective models have been recognized by the international community, the Liberian Government and others. MSF won the Lasker Prize in 2015 for its Ebola response. Together with Optimus, LMH was honored at the Clinton Global Initiative Global Citizen Awards 2015. LMH has been working with the Liberian Government to establish a network of professional community health workers across Liberia to reinforce the overall health system for the long-term. These plans are now being put into action benefiting 1.2 million Liberians.

"We are tremendously grateful to the UBS Optimus Foundation for being the first to provide us Ebola-related funding in early 2014. Thanks to them we were able to contain Ebola and save lives in the communities in which we work." Raj Panjabi, CEO Last Mile Health.

18,000 people, including children under five and pregnant and breastfeeding women were provided with emergency nutrition biscuits. We continue to fund rehabilitation efforts in Visayas, working with Action Against Hunger, an international organization with strong local expertise. The focus is on maternal and childcare health services and the treatment of malnutrition for children and pregnant women, helping more than 30,000 children directly with many more to benefit in the longer run.