

## IICA's quick response to

### Stronger Together Campaign - The OECS Emergency Response for Saint Vincent & the Grenadines - Pledge Now!

----- Forwarded message -----

From: **Lisa Taylor-Stone**

Date: Fri, Apr 16, 2021 at 7:33 AM

Subject: Re: Stronger Together Campaign - The OECS Emergency Response for Saint Vincent & the Grenadines - Pledge Now!

To: Beverly Best

**Dear Mrs. Best,**

**On behalf of the Government and people of St. Vincent of the Grenadines and the OECS Team, thank you for this move of goodness and support. We have since updated the content of the campaign where an online platform is being used to encourage live donations and our banking details directly designated to receive funding assistance for relief and recovery efforts are now finalized and will be shared under separate cover.**

#StrongerTogether

Best regards,

On Fri, 16 Apr 2021 at 00:13, Beverly Best wrote:

Dear Ms. Taylor-Stone

I hereby acknowledge receipt of your email and wish to confirm IICA's support for the "**Stronger Together Campaign**". At the outset, I wish to commend the OECS Commission for undertaking this important initiative and to express the Institute's solidarity in achieving the goal set for the benefit of the people and the Government of St. Vincent and the Grenadines. In particular, our Director General, Dr. Manuel Otero, and the rest of the IICA family have committed to a collaborative approach in response to addressing the dire situation in St. Vincent and the Grenadines.

In respect of the 3 areas of support outlined in the said campaign, I am pleased to advise that IICA has agreed to provide the following:

- **Financial Contribution:** This is an initial amount given that the Institute is also working directly with the Hon. Minister Saboto Caesar to provide much-needed financial and technical resources towards restoring and/or regenerating the agricultural sector, in particular.

- **Visibility:** we have already taken steps to disseminate the content of the campaign (flyer and artwork) across our 35 offices in the Americas and in Spain through the use of our various media platforms and communication tools. (*In progress*)
- **Partnership Network:** we have begun sharing the campaign content with our network of partners in the western hemisphere and internationally. To complement this task, we expect to utilize some of our upcoming forums to direct and encourage support towards this initiative from our range of partners . (*In progress*)

Please accept the assurances of our highest consideration.

Beverly Best  
 Director, External and Institutional Relations  
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On Wed, Apr 14, 2021 at 4:54 AM Lisa Taylor-Stone <[lisa.taylorstone@oecs.int](mailto:lisa.taylorstone@oecs.int)> wrote:  
 Dear Ms. Best,

**RE - Stronger Together Campaign: The OECs Emergency Response for Saint Vincent and the Grenadines**

Saint Vincent and the Grenadines (SVG), a Member State of the Organisation of Eastern Caribbean States is being tragically affected by the recent and ongoing eruptions of the La Soufrière Volcano. A preliminary assessment of the situation revealed the following effects:

- Displacement of 20% of the population (which is approximately 25,000 persons) who are currently in government shelters (which are incapacitated and without adequate access to basic food and survival supplies), staying with family members (who are currently burdened without any form of income due to the nation-wide shut down), evacuated to neighboring Islands within the Eastern Caribbean and others who decided to remain.
- The "Red Zone" which was flagged as the area that is in the direct path of the Volcano's Pyroclastic flows contains SVG's prime and most fertile agriculture land. The Agriculture Sector is a vibrant part of their economy as it has single-handedly contributed between 10% - 20% towards the Country's Gross Domestic Product (GDP) over the years. This sector has been devastated.
- The Pyroclastic flows from the volcano has started to affect approximately 4-7 villages which indicate an impending complete reconstruction of infrastructure and livelihoods.
- There is double jeopardy affecting the Country as the Volcano's "Red Zone" is also the epicenter of the COVID-19 pandemic in that area. The implication is, movement of persons from this area will likely aggravate the spread of the Corona Virus.

Having said this, the OECS Commission, through a coordinated approach, has designed and launched the **Stronger Together Campaign: The OECS Emergency Response for SVG**. The Stronger Together Campaign is designed to obtain financial assistance to contribute towards the relief efforts to cater to the growing needs of evacuees and to contribute towards the rebuilding process for SVG. Through the OECS Pooled Procurement and Supply Chain Management Unit, the Commission is scheduled to undertake mass purchasing of critical supplies that are needed by evacuees and current residents who made the decision to stay behind (those in the safer zones; that is Yellow and Green).

The aim of the campaign is to raise **USD 100 Million within the next two (2) weeks** and your assistance is being solicited with one or all the following:

- ✓ Financial contributions towards the Campaign by making a pledge under the Corporate Window
- ✓ Providing visibility of the campaign's content on your organization's website, email portals and leveraging your partnership network in an effort to fast-track support towards the initiative
- ✓ Sharing the campaign content with team members and other associates as we are currently accepting individual pledges

We are grateful for any form of assistance that you are able to provide at this time. Please find attached the flyer and related artwork for the campaign. The registration link to the Pledge Registration Form is: <http://bit.ly/StrongerTogetherCampaign>

For questions and queries, please contact Mrs. Lisa Taylor-Stone, Head – Development Cooperation and Resource Mobilisation at [strongertogether@oeecs.int](mailto:strongertogether@oeecs.int) or telephone: 758-455-6354 / 758-461-2465.



Dear Colleagues, Friends, Partners, Clients, the Caribbean Diaspora, and those who love our beautiful countries,

The **"Stronger Together Campaign: OECS Emergency Response for Saint Vincent and the Grenadines"** is an initiative organized by the Organisation of Eastern Caribbean States Commission relative to a coordinated approach to assist with relief efforts on behalf of our Member State, Saint Vincent and the Grenadines. Pledges are invited from individuals and corporations across the Caribbean and globally. All funds (100%) raised via this campaign will be directly transferred to the people of St. Vincent and the Grenadines.

Your support is being solicited via pledges. Kindly register your interest by completing the relevant form indicated below. The forms are designed to obtain contact information for the payment of pledges. Once the form has

been completed, a member of the OECS Commission Team will contact you with payment instructions.

Thanking you in advance for supporting this initiative.

Dr. Didacus Jules

Director-General, OECS Commission

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# STRONGER Together



CAMPAIGN

the OECS Emergency Response  
Saint Vincent and the Grenadines



**GOAL:**

**Raise USD 100 Million in 2 Weeks**



**PLEDGE NOW**

to build back the economy of Saint Vincent and the Grenadines  
all amounts are accepted

**CLICK HERE TO PLEDGE!**

Pledges are invited from individuals and corporations across the Caribbean and globally. All funds raised via this campaign will be directly transferred to the people of Saint Vincent and the Grenadines.

Photo Credit: UWI Seismic Resilience

**CONTACT US**

Organisation of Eastern Caribbean States - Morne Fortune, Castries - Saint Lucia



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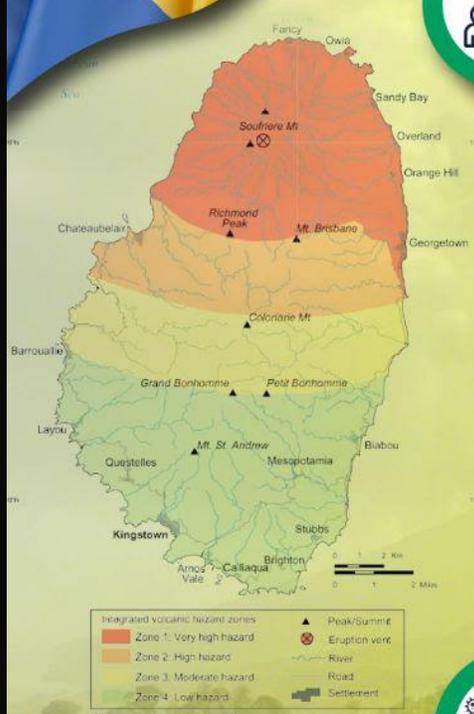


OECSS

Organisation of Eastern Caribbean States

# OVERALL IMPACT

## of the volcanic eruption of Saint Vincent and the Grenadines



**20%**

**DISPLACEMENT OF 20% OF THE POPULATION**  
(Approximately 25,000 persons) who are currently in government shelters (which are incapacitated and with inadequate access to basic food and survival supplies), stay with family members (who are currently burdened without form of income due to the nation-wide shut down), evacuate neighbouring Islands within the Eastern Caribbean and others who decided to remain.

**TOTAL DEVASTATION OF THE AGRICULTURAL SECTOR**  
The "Red Zone" which was flagged as the area that is the direct path of the Volcano's Pyroclastic flows contains St. Vincent's prime and most fertile agriculture land. The Agriculture Sector is a vibrant part of their economy as it has single-handedly contributed between 10% - 20% towards the Country's Gross Domestic Product over the years. This sector has been totally devastated.

**DESTRUCTION OF VILLAGES**  
The Pyroclastic flows from the Volcano has started to affect approximately 4-7 villages which indicates impending complete reconstruction

**AGGRAVATION OF SPREAD OF COVID-19 VIRUS**  
There is a double jeopardy affecting the Country as the Volcano's "Red Zone" is also the epicentre of the COVID-19 pandemic in that area. The implication is, movement of persons from this area will likely aggravate the spread of the virus.

Photo Credit: UWI Seismic Research Centre

### CONTACT US

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# ECS

Organisation of Eastern Caribbean States



# HUMAN DISPLACEMENT IMPACT

## of the volcanic eruption on Saint Vincent and the Grenadines

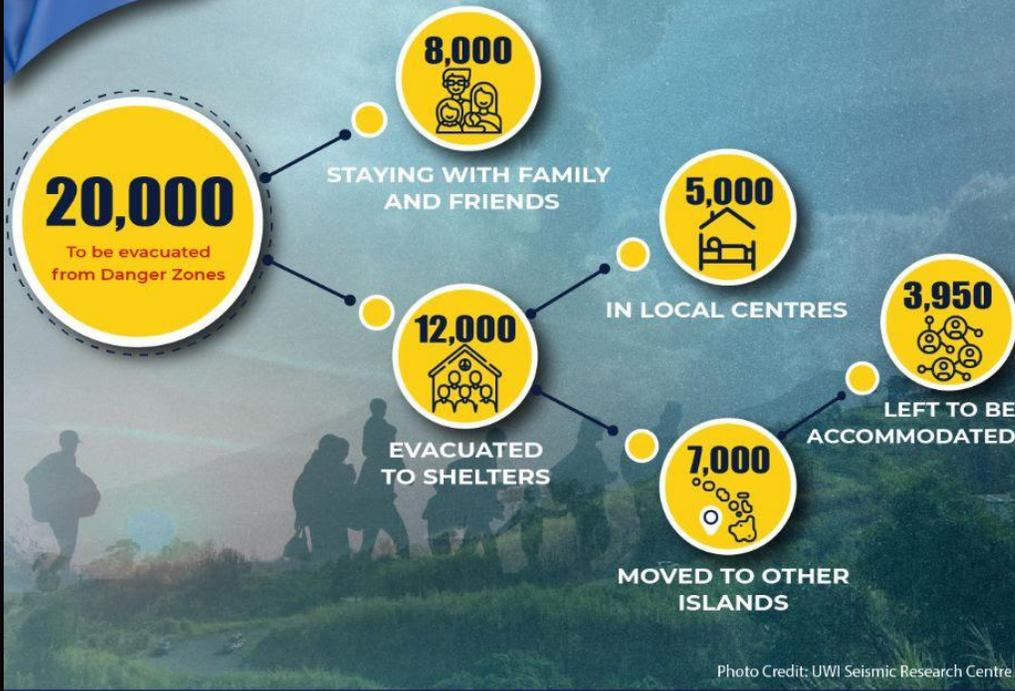


Photo Credit: UWI Seismic Research Centre

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Organisation of Eastern Caribbean States (OECS) Commission  
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