



- 2020: End of year results
 - Impact and reach
 - Coronavirus adaptations
- Income results– international, UK, US insights & trends
 - 2021 themes

35,000 families supported – 175,000 people
Households sheltered – 28,000
Households assisted – 7,000
11 countries, 17 projects

Areas of Focus
*ShelterBox
responses
underway or
completed in 2020*



ShelterBox

Rotary



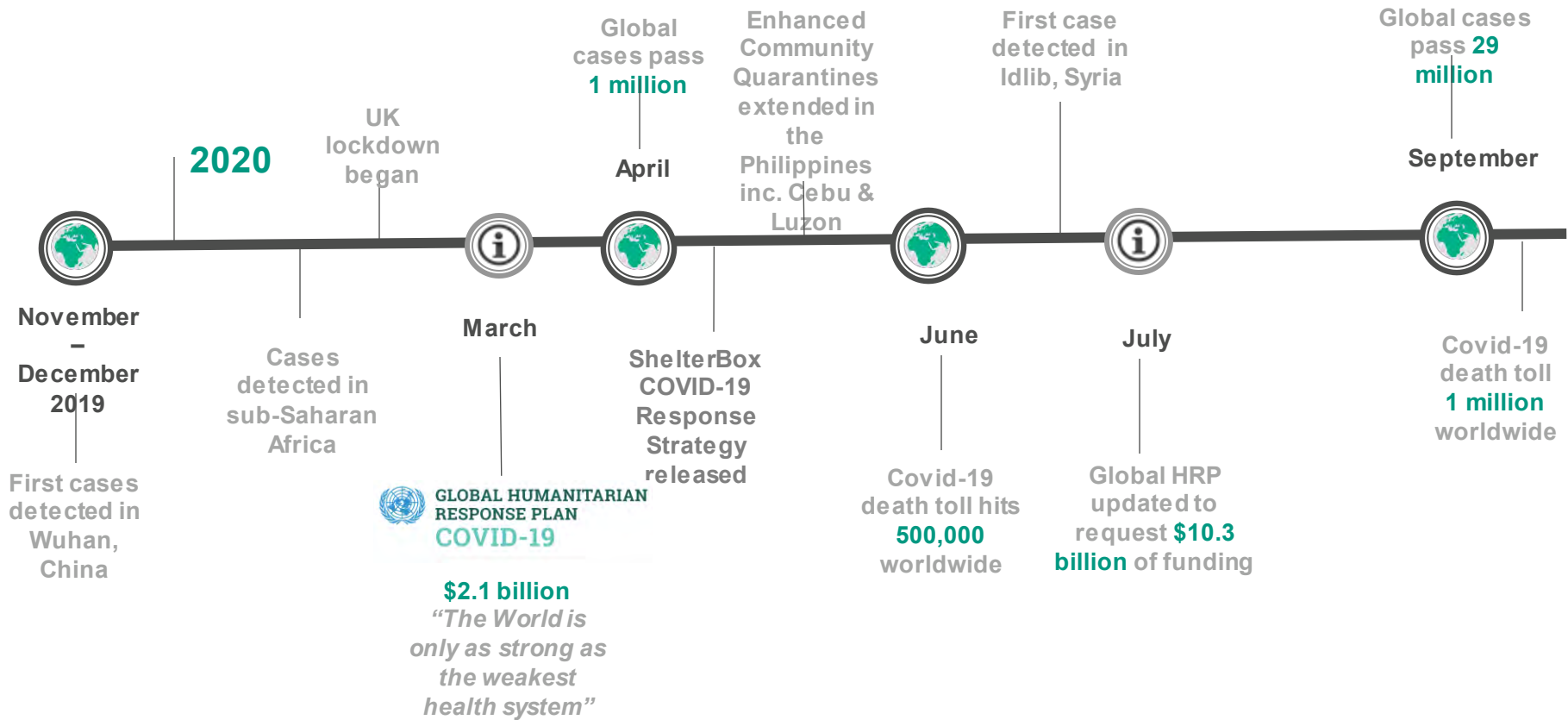


Adapting through a Global Pandemic



‘COVID-19 is a Global Humanitarian Emergency in its own right, but it will also compound and exacerbate pre-existing crises’

- Global Humanitarian Response Plan COVID-19, April 2020







Burkina Faso, 2020

ShelterBox Income

2020

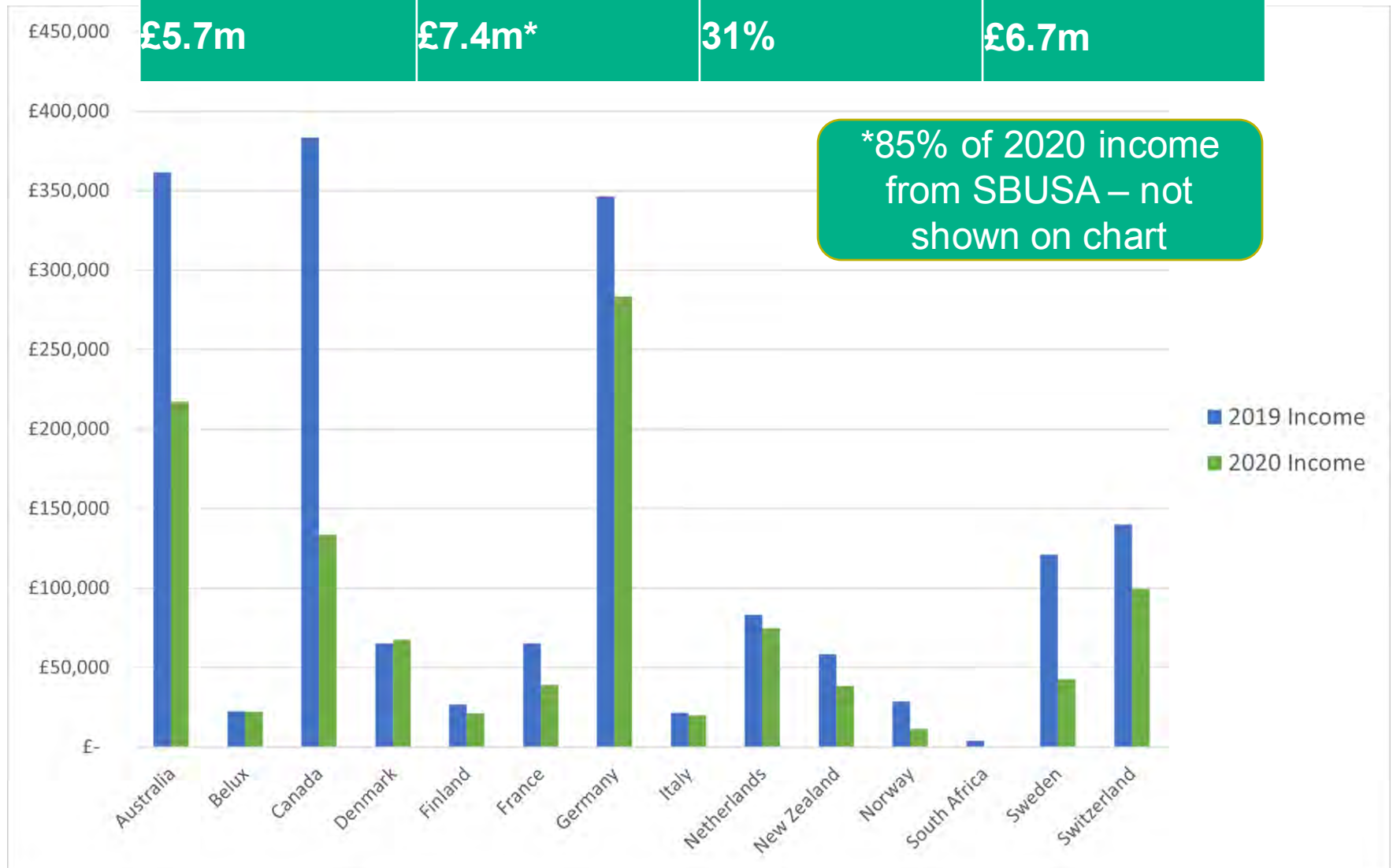
Total Income 2020	Original Budget 2020	Revised Coronavirus Forecast March 2020	Total Income 2019
£13.7m	£15m	£9m	£12.5m



International income breakdown and trends

2020

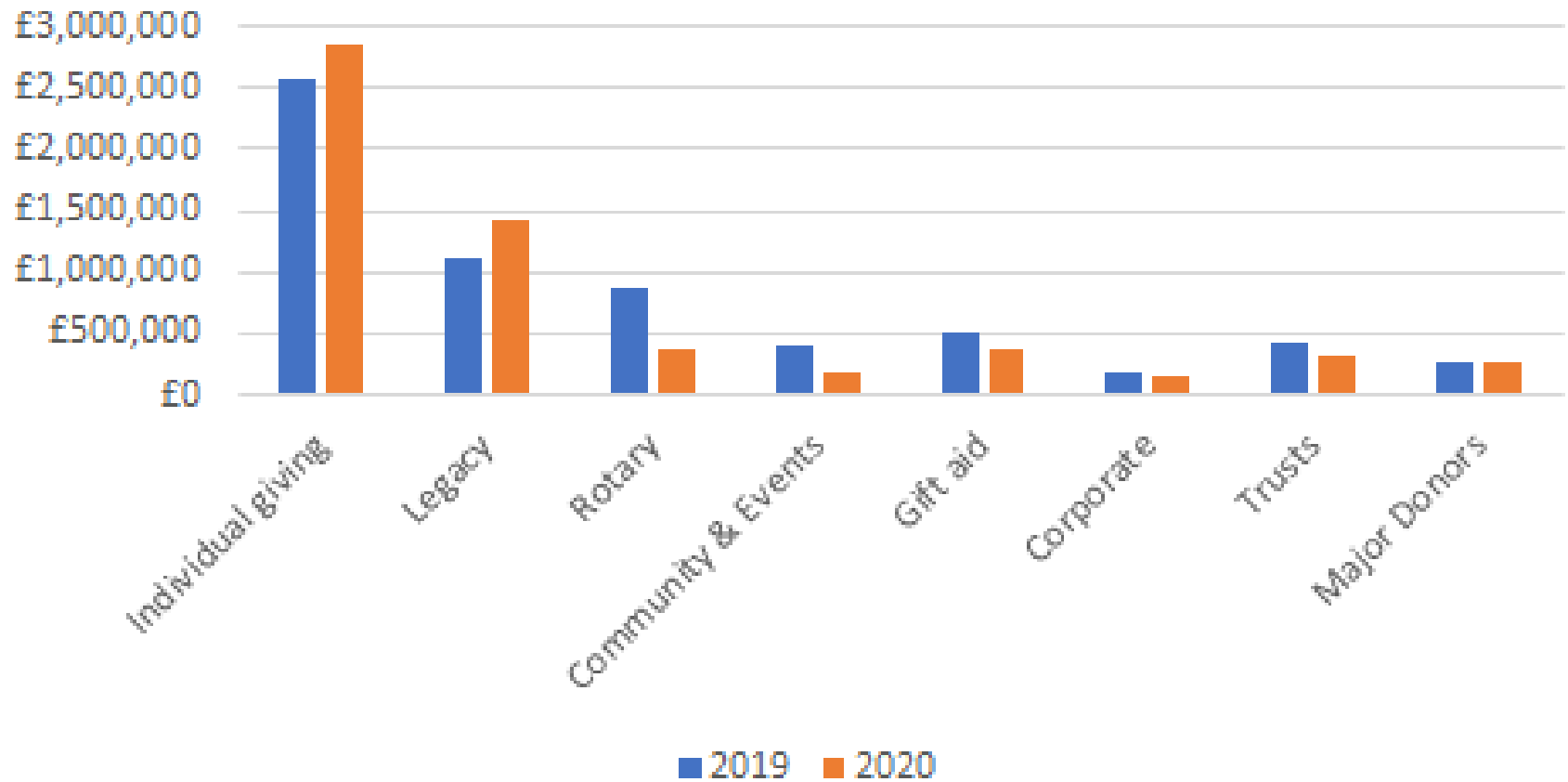
2019 income	2020 income	YOY % growth	2021 budget
£5.7m	£7.4m*	31%	£6.7m



UK Income breakdown and trends

2020

UK Income Year on Year



ShelterBox

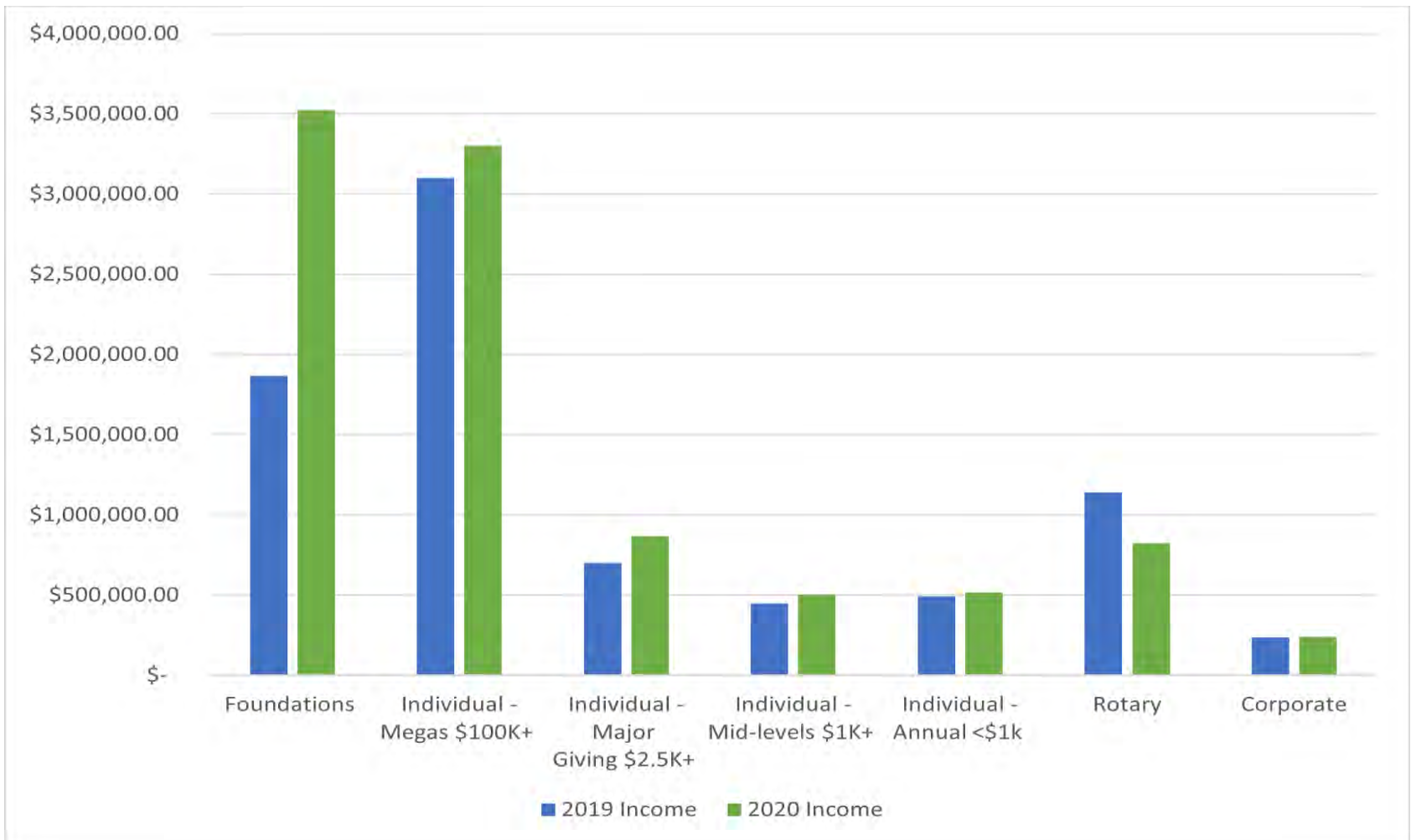
Rotary



US Income breakdown and trends (in USD)

2020

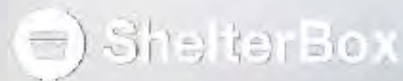
2019 income	2020 income	YOY % growth	2021 budget
\$8,130,166	\$10,000,973	23%	\$10,000,000







CASE FOR SUPPORT: COVID-19



“COVID-19 is threatening the whole of humanity – and the whole of humanity must fight back.”

– Global Humanitarian Response Plan

Rohingya Refugee Camp in Bangladesh.

THE IMPORTANCE OF SHELTER IN REDUCING THE SPREAD OF COVID-19

Shelter is a critical part of efforts towards prevention, mitigation, and recovery from the COVID-19 crisis. As emergency shelter experts, ShelterBox has an important part to play in the global response to COVID-19. To date, we have sheltered over 1.5 million people in over 100 countries, in over 300 disasters with life-saving shelter and basic household supplies. By providing families with emergency shelter along with the training, skills, tools, and materials they need to recover after disaster or conflict, they can rebuild their lives and their communities more quickly.

As we face this global pandemic, the work of ShelterBox has never been more critical. Our top priority is to follow core humanitarian principles and do no harm. We are adapting and scaling our work to serve displaced communities that are most at risk of being devastated by the COVID-19 virus.

HOW IS SHELTERBOX ADAPTING AND SCALING ITS RESPONSE TO THIS GLOBAL PANDEMIC?

In alignment with World Health Organization and UN OCHA recommendations, ShelterBox is adapting our work to meet specific COVID-19 based shelter needs.

ENABLING SOCIAL DISTANCING

- Our family tents and shelter items allow families in crowded camps to self-isolate and social distance.
- Private shelter enables families to move out of crowded collective centers and limit their exposure to the virus.

MODIFYING DISTRIBUTION PRACTICES

- We are distributing to smaller groups and encouraging social distancing.
- Our partners are using Personal Protective Equipment (PPE) such as gloves and masks.
- For safety, we are conducting post deployment monitoring via phone.

IMPROVING ACCESS TO GOOD HYGIENE

- We've customized our aid packages to include soap and hand-washing basins.
- In some responses, we have a healthcare representative present to raise public awareness on good hygiene practices.

MITIGATING THE SPREAD

- Personal cooking equipment and sleeping mats reduce physical interaction and sharing between families.
- Water purification tools provide access to clean water that might not otherwise be available.



ShelterBox Partner, TEDA Relief, practicing good hygiene and social distancing during distributions in Cameroon.



STOCK THE BOX

because disasters don't stop during pandemics.

A fundraising campaign for [ShelterBox USA](#)

\$100,659

\$100,000

101%

RAISED

GOAL

⌚ 0 days left to donate! ❤️ 206 donors

[MAKE A DONATION](#)

[START FUNDRAISING](#)



\$20

SOAP AND HAND-
WASHING BASIN



\$30

SOLAR LIGHTS



\$50

WATER FILTER & CARRIER



\$100

SHELTER KIT



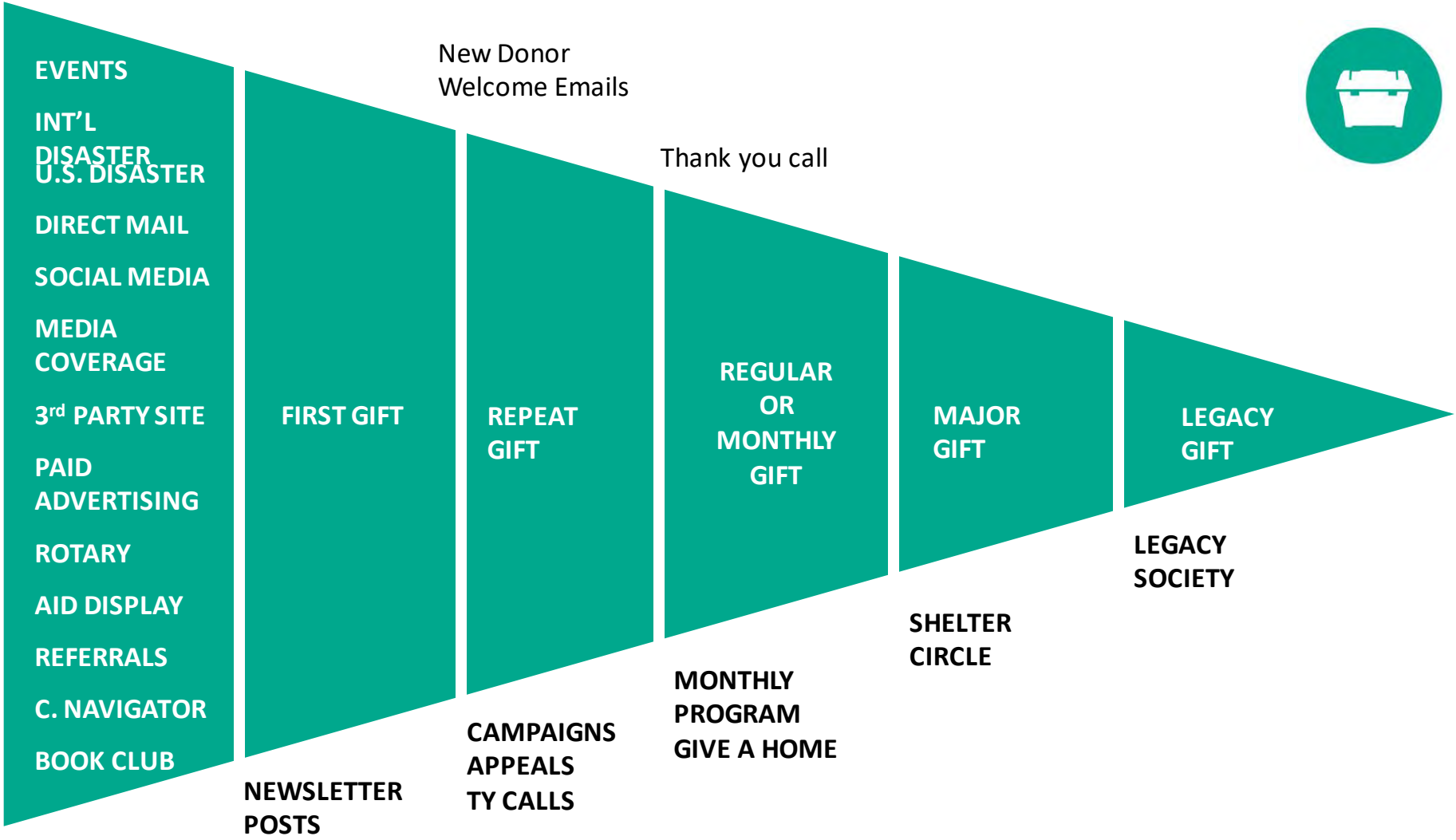
\$250

STAINLESS STEEL
COOKSET



SBUSA INDIVIDUAL DONORS

	2020 # DONORS	2019 # DONORS
Individual Donors	3	2
	118	98
	407	366
	3547	3023
	4075	3489





*“Most of the donors we spoke with reported **spending little time researching organizations to give to and instead relied on personal connections and recommendations of family and friends.** In order to make a larger gift, donors said they needed to have a **belief in the organization’s mission, a relatively longstanding relationship with an entity, some type of personal connection with the mission or the organization itself, confidence that the nonprofit was well run, and trust in its leadership.**”*

- Chronicle of Philanthropy, study of 34 Major Donors (\$13K - \$5M)

Key projects:

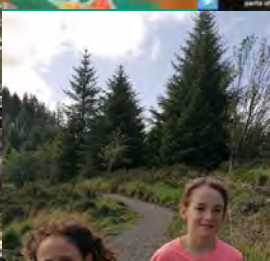
- Organisational strategic review – purpose and vision for the next 5 years
- Fundraising and communications strategy

2021 Comms themes:

- Disasters
- Coronavirus
- Climate crisis

2021 Fundraising opportunities:

- Digital strategy – driving digital engagement and income
- Legacy and in memory fundraising
- Continued Rotary engagement and digital events
- Programme funding plans and long term partnerships





Thank You