

## Campaign for the Horn of Africa

12.4 million people in Somalia, Kenya, Ethiopia and Djibouti urgently need our help. Famine has spread in Somalia, including Mogadishu, and threatens to expand throughout the south. The UN and its partners continue to work hard on the ground to save lives. However, we still need substantial resources to meet the needs of the affected people in the region. With this in mind, a campaign has been developed to continue to raise awareness of the depth and scale of the drought and its impact. In the next 30 days, the campaign will focus on two main issues:

- 1- Raise the profile of the famine in Somalia and the drought in the Horn of Africa
- 2- Raise the funds needed by humanitarian organisations as set out in the consolidated appeals.

We hope that all of our partners will participate. The Secretary-General has agreed to lead our efforts. The events include:

- A. Activities in the lead up to World Humanitarian Day
- B. Launch of WHD
- C. Engagement by OCHA and partner organisations in existing events, many of which are organized by others
- D. Mini-summit in the margins of the GA

### *A. Activities in the lead up to World Humanitarian Day*

Most activities concentrate on raising the profile of the crisis in the HoA and focus on media events. OCHA is working with celebrities to secure their participation in Public Services Announcements. The ERC and ASG have been engaged in media interviews and the USG has written to sister agencies to join forces for common public messages. OCHA is continuing weekly Member States briefings. The ERC is visiting the region from 11 to 15 August.

### *B. Launch of WHD – 19 August*

The ERC will be involved in a press event in NY on 19 August together with celebrities and partners. Worldwide, more than 70 events will be launched focussing on the HoA in the context of WHD. There will also be a WHD/HoA song going live.

### *C. Engagement in existing events*

OCHA continues its outreach to donors to try to secure full funding for the Consolidated Appeals of Somalia, Kenya, Ethiopia and Djibouti. This will involve engagement with the OIC including possibly at their meeting on 17 August in Turkey, linkage to the AU pledging conference on 25 August in Addis Abeba and to the Direct Aid/International Islamic Charitable Organizations (IICO) meeting in Kuwait on 10-11 September. From a media perspective, OCHA will also take the opportunity of major events such as the MTV Music Video Awards, the US Open and the Rugby World Cup to raise the profile of the crisis. A major social media event is also being planned with Facebook in mid-September.

### *D. Mini-summit in the margins of the GA*

The activities and engagements mentioned above will culminate in the organization of a Ministerial level donor conference in the margins of the General Assembly during the week of 19 September. This conference will bring together key players including donors, government representatives of the affected countries, regional organizations, the UN system and non-governmental organizations, with the aim of reporting on resources received, seeking continued support for the humanitarian response and keeping attention focused on the situation in the Horn of Africa. We also hope to narrow any funding gaps.

I look forward to your continued support.  
Valerie Amos