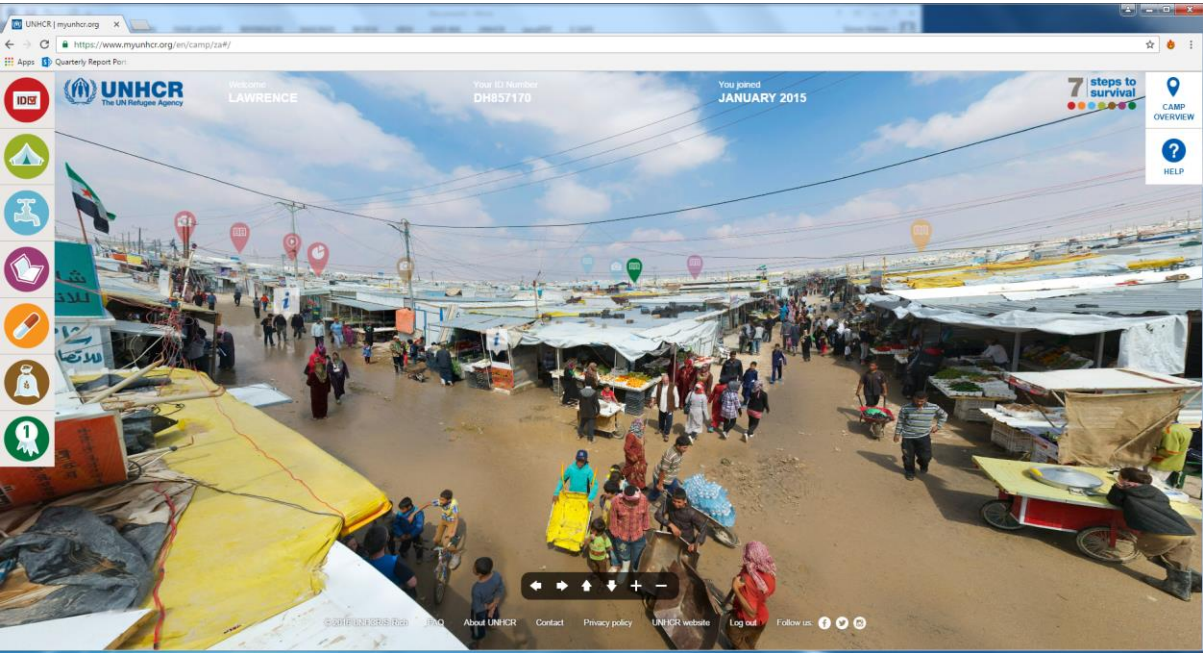


First Year Retention Program

Members site



Mrs Sample  
1234 Sample Street  
Sample Town  
Sample Samplesample  
Sample Samplesample  
SAMPLE

<Date>

**Farida and her children fled the deadly conflict in Syria with little but the clothes on their backs – thank you for helping them to safety**

Dear <Mrs Sample>

Welcome to UNHCR and thank you for deciding to help families worldwide whose lives have been torn apart by war and conflict. One of the families you will be helping is Farida's. They come from Der'aa in southern Syria, where nowhere and nobody is safe.

Farida, her husband Abdul and their six children survived under the deadly shelling, dodging the snipers' bullets, for nearly eighteen months.

They saw friends and neighbours die and the children were barely able to sleep because of their constant fear. But when the army destroyed half their home and set up a checkpoint outside, the family had no choice but to flee, leaving behind everything they owned and knew.

They headed for neighbouring Jordan. On their precarious journey they came under mortar fire and had to dump the few possessions they were carrying so they could move faster. Abdul, who needs crutches because of childhood polio, insisted the rest of the family travel ahead so he didn't slow them down. The convoy they were travelling in was almost continually under attack but, terrified, exhausted, and hungry, they eventually reached the border and were reunited.

Once safely inside Jordan, we registered the family with UNHCR.

Your support will help another family like Farida's register with UNHCR – and give them access to lifesaving shelter, medical care and food.

<I cannot tell you how grateful I am that you decided to stop and speak to my colleague <name> in <city> and to support UNHCR.>

Please turn over...

Farida with her youngest daughter Ibrahim.

PLACE this registration emblem in your picture frame as a symbol of how you're helping refugee families. Start collecting your 7 Steps to Survival emblems today.

7 steps to survival

Welcome pack: letter and family photo

WELCOME

MEDICINE

WATER

SHELTER

FOOD

EDUCATION

THANK YOU

# UK Acquisition pack



**WINTER SURVIVAL FUND**

He escaped the bombs. But he can't escape winter. Will you protect children like Omar from the bitter cold?



<Sample Sample  
123 Sample Street  
Sample Town  
Sample County  
SA12 3SA>



UNHCR  
10 Furnival Street  
London  
EC4A 1AB  
Tel: 020 3761 9500  
Email: [donors@unhcr.org](mailto:donors@unhcr.org)

November 2016

The next three winter months are critical for Syrian families forced to flee their homes, to find safety in Jordan and Lebanon.

Dear <Personalised>,

I'll never forget my first winter in Jordan. I hadn't expected the violent rainstorms or the blasts of icy wind that get into your bones – and I certainly didn't expect the snow. But when it hit me just how dangerously cold it gets here, my thoughts turned immediately to the refugee families we help.



The tents of many families collapsed under the weight of last winter's snow.

My name is Hovig Elyemezian, and I am the Camp Manager of Za'atari, which you may have seen featured in the BBC documentary The Refugee Camp. The UN Refugee Agency (UNHCR) camp is home to around 80,000 men, women and children, but this is just a fraction of the 17 million Syrian refugees who are struggling to survive, not just here in Jordan, but also in neighbouring Lebanon.

They fled their homes to find safety from the bombs, often carrying little but the clothes on their backs. Outside the camps they often live in flimsy, makeshift shelters, dangerously exposed to the elements. How will they survive the winter?

Temperatures in the region this winter are set to fall below 0 degrees for the fourth year running. The lives of thousands of the most vulnerable people are at risk. That's why UNHCR is, for the first time ever, appealing directly to you, the British public, for help.

<Please will you give £75 to UNHCR's Winter Survival Fund? Your gift could give a family a winter survival kit to protect them from the freezing wind, storms and snow.>

The winter survival kit contains essentials to help families through the winter such as a heating stove, thermal blankets and plastic sheeting they can use to insulate their shelters.

Please turn over...

thinking that this job has changed me. I've met so many refugees who are brave and full of life even in such adversity, how could I not be inspired to help?

This is Rita, handing out blankets in Zeeja

and Rita Tarawneh, a UNHCR Community Services Associate working with Syrian men, to put together this diary last year. I'm sure you'll agree, her experiences might just show how vital it is we help again this year. – Hovig.



Being able to store fuel or drinking water means that when a storm sets in, families aren't forced to leave the safety of their shelter to collect supplies.

**STOVE:** You could give a family a wood-burning stove that doubles as a heater. It's designed especially to fit a UNHCR family tent. When temperatures plummet, this stove is vital not only in allowing a family to keep warm, but also to cook hot meals through the winter.

**£75**

**HELP A FAMILY SURVIVE THIS WINTER**

By providing a winter survival kit, you could give a family the absolute essentials they need to survive. Please give now.



er  
75  
kit which, with  
ge families  
months ahead.



**BLANKET:** Many people arrive at UNHCR camps with nothing. By providing a simple blanket, you could help a family keep warm – especially in the dead of night when temperatures drop drastically.



> with a winter survival kit  
> with a winter survival kit  
> with a winter survival kit

et, London EC4A 1AB



>

12 3SA>

number and email address.

ow

**UNHCR**

**Donor Guarantee:** We promise to keep all our supporters up to date with exactly how their money is spent.

Thank you.

Your gift will help refugee families around the world, who are struggling to survive the winter.

**Data Protection:** We will hold your details to process your donation and keep you up to date, by post, phone or email, on UNHCR's work and how you are helping families like Aisha's. UNHCR will look after your data. We will not, under any circumstances, share or sell your personal data with any third party for marketing purposes. You can opt out of all communications at any time by emailing [donors@unhcr.org](mailto:donors@unhcr.org) calling us on 020 3761 9500 or writing to us at 10 Furnival Street, London EC4A 1AB.

## WILL YOU HELP SHELTER FAMILIES LIKE LAYAL'S?

Layal's father and brother were killed in bombing raids. When their house was destroyed by another bomb, her mother Amal was forced to flee from Syria to Amman, Jordan with Layal and her three young siblings.

UNHCR, the UN Refugee Agency, has launched the **Nobody Left Outside** campaign because we need your help to give families like Layal's shelter.

<A gift from you of \$XX could help provide vital cash assistance, so families like Layal's can pay rent and have a few of the essentials they need to survive.>

**GIVE NOW**  
CALL <insert tel>  
OR VISIT <insert URL>  
<Copy here with ask amount and reason to give>

**NOBODY LEFT OUTSIDE**  
When people are forced to flee you can help shelter them

**UNHCR**  
The UN Refugee Agency

## THE IMPORTANCE OF SHELTER

**NOBODY LEFT OUTSIDE**  
When people are forced to flee you can help shelter them

**UNHCR**  
The UN Refugee Agency

### SHELTER SAVES LIVES

Providing shelter is critical if we are to help people forced to flee to survive. It provides security, personal safety, protection from the elements and guards against ill health and disease.

The types of shelter UNHCR provides differ according to the geographical context, the climate, local cultural practice and habits, the availability of skills locally and accessibility to adequate construction materials in any given country.

### SHELTER DEVELOPMENT CHECKLIST

1. Concept: Initial design, research and development
2. Prototype: Refining and perfecting designs
3. Field testing: Assessing performance and utility
4. Analysis: Costing production, supply and transport
5. Final product: Manufacture and distribution

### EMERGENCY SHELTER – ENSURING THERE IS NOBODY LEFT OUTSIDE

The Framed Tent is suitable for a family of five people and can be used in a variety of situations, including in urban areas.

This tent is easy to transport and assemble in an emergency situation. To protect people from the wind, the tent needs to be securely anchored to the ground with the provided guy ropes and pegs. The symmetric flaps offer the possibility to join two tents together for larger families.

**LIFE SPAN: ONE YEAR**

**CLIMATE:** Effective in average climates of 5°-40°C

**MATERIALS:** Polyester/cotton blend and plastic sheeting for flooring

**DIMENSIONS:** Length 4m, height 2.2m, Door entrance 1.4m

**WINTER:** A winterisation kit can adapt the tent to offer protection in freezing temperatures

### LONGER-TERM SHELTER – ENSURING THERE IS NOBODY LEFT OUTSIDE

This Wooden Gable Frame Shelter gives families greater protection from the rain, wind and sun and lasts longer due to the sturdier construction and more durable materials used.

The floor and roof can be covered, as here, by UNHCR tarpaulin. The walls in this unit are covered by tatch cladding. The shelter has a covered living area of 12m² (4x3m) and a minimum height of 1.7m.

**LIFE SPAN: TWO-THREE YEARS**

**CLIMATE:** Effective in average climates of 10°-30°C

**MATERIALS:** Wooden structure with local materials or tarpaulin for roofing

**DIMENSIONS:** Length 5m, height 4m, width 3m

**BUILD:** Number of people to erect: three

**COST:** \$229

SEE NEXT PAGE...

## THE IMPORTANCE OF SHELTER

**NOBODY LEFT OUTSIDE**  
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**UNHCR**  
The UN Refugee Agency

### SHELTER SAVES LIVES

"We feel much safer here because I can keep things clean and make sure the children are well."

"Privacy is important...we can be a family and have time to ourselves."

Jacqueline from Burundi, Nautia camp, Tanzania.

**UNHCR provided emergency shelter for 140,000 people in the 1st half of 2015**

**WITH YOUR SUPPORT, THE NOBODY LEFT OUTSIDE CAMPAIGN AIMS TO SHELTER 2 MILLION PEOPLE**

### MORE THAN A ROOF

#### Camp development

In emergency situations, circumstances can change very quickly. So all UNHCR sites are planned very carefully, to ensure we can cope with increased need, should it occur, and to make sure that all families are provided with a safe and secure home as well as essentials like food, water and medical care.

#### Construction

Many refugees find that squatting in dangerous and unsanitary abandoned buildings is their only option. That's why UNHCR builds or renovates to provide longer-lasting homes. We also weatherproof or repair informal accommodation or unfinished buildings and work with groups of refugees to develop collective shelters like apartment blocks.

#### Local integration

UNHCR always takes a community-based approach – investing in local infrastructure, sharing housing resources and solutions between the most vulnerable groups of both refugees and local people. This is the basis of peaceful coexistence, which is critical when resources are stretched.

### OTHER WAYS UNHCR ENSURES THERE IS NOBODY LEFT OUTSIDE

**REFUGEE CAMP** **URBAN AREAS**

#### Cash assistance

For the most vulnerable families struggling to afford rent, we provide emergency cash grants to keep them from eviction and homelessness. Cash assistance particularly helps women-headed families and the chronically ill. It also benefits local economies through shop owners, local food producers and other local small businesses where refugees spend their small amount of cash.

#### Local population

Many people fleeing will stay with family or friends in neighbouring countries. This can place extreme stresses on families and households, especially when refugees are unable to work. So UNHCR provides cash grants and materials to alleviate the stresses and pressures on both host families and refugees.

#### Legal support

People often flee quickly and without their property ownership papers and it's not uncommon for records at government or authority offices to be destroyed as an act of war and persecution. For people returning home, UNHCR works closely with our partners to resolve these issues and help families resettle peacefully.

SEE NEXT SECTION...

## WILL YOU HELP SHELTER FAMILIES FORCED TO FLEE?

The world is witnessing unprecedented numbers of families forced to flee their homes. They leave behind their possessions, their livelihoods and everything they know. But staying behind would be worse.

UNHCR, the UN Refugee Agency, has launched the **Nobody Left Outside** campaign because we urgently need your help to give them shelter.

<Will you give \$XX to help provide a life-saving family tent for people fleeing in fear of their lives?>

**GIVE NOW**  
CALL <insert tel>  
OR VISIT <insert URL>  
<Copy here with ask amount and reason to give>

**NOBODY LEFT OUTSIDE**  
When people are forced to flee you can help shelter them

**UNHCR**  
The UN Refugee Agency

## THE IMPORTANCE OF SHELTER

**NOBODY LEFT OUTSIDE**  
When people are forced to flee you can help shelter them

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The UN Refugee Agency

### CREATING HOMES – ENSURING THERE IS NOBODY LEFT OUTSIDE

In situations where people may be unable to return to their countries for many years, more durable and longer-lasting shelter solutions like this give families greater security, stability and sense of home.

This L-shape shelter comprises of two rooms, one kitchen and one toilet and helps restore a sense of home and normality.

**LIFE SPAN: TEN YEARS**

**CLIMATE:** Any

**HEIGHT:** 3.3m

**MATERIALS:** Concrete, cement and brick

**COST:** \$328

**BUILD:** Number of people to erect: five

### UNHCR SHELTERS

FOR REFUGEES IN EMERGENCIES    TRANSITIONAL/LONGER-TERM    HARD WEARING/SEMI-PERMANENT

SEE NEXT PAGE...

## THE IMPACT

**NOBODY LEFT OUTSIDE**  
When people are forced to flee you can help shelter them

**UNHCR**  
The UN Refugee Agency

### YOU CAN HELP UNHCR GIVE SHELTER

Around the world, tens of thousands of men, women and children depend on UNHCR for shelter. But with an ever-growing need, we urgently need your support to provide shelter to two million people over the next three years.

Will you help ensure there is Nobody Left Outside?

**UNHCR provided emergency shelter for 140,000 people in the 1st half of 2015**

**WITH YOUR SUPPORT, THE NOBODY LEFT OUTSIDE CAMPAIGN AIMS TO SHELTER 2 MILLION PEOPLE**

### SHELTER HELPS LIFE RESUME

**A good night's sleep, preparing food and washing clothes**

All the things that we take for granted, the daily routines that make life what it is, are impossible without shelter. Shelter gives people the security and breathing space to resume their lives.

**An address and documentation**

People flee without having time to collect documents and can find it impossible to access assistance or services in a new country without an address.

**FAMILY UNITY**

Shelter keeps families together, allowing them to enjoy everyday life and the privacy that makes them a unit.

**Coming to terms with what's happened**

When people lose their homes, the constant anxiety over finding a place to sleep can lead to mental health problems. Shelter gives people the security and breathing space to resume their lives.

**72 HOURS** FROM THE ONSET OF AN EMERGENCY, WE'RE ABLE TO START DELIVERING CORE RELIEF ITEMS FOR AT LEAST 600,000 PEOPLE

SEE NEXT SECTION...