



Call to Action for COVID-19 Second Wave Relief Support

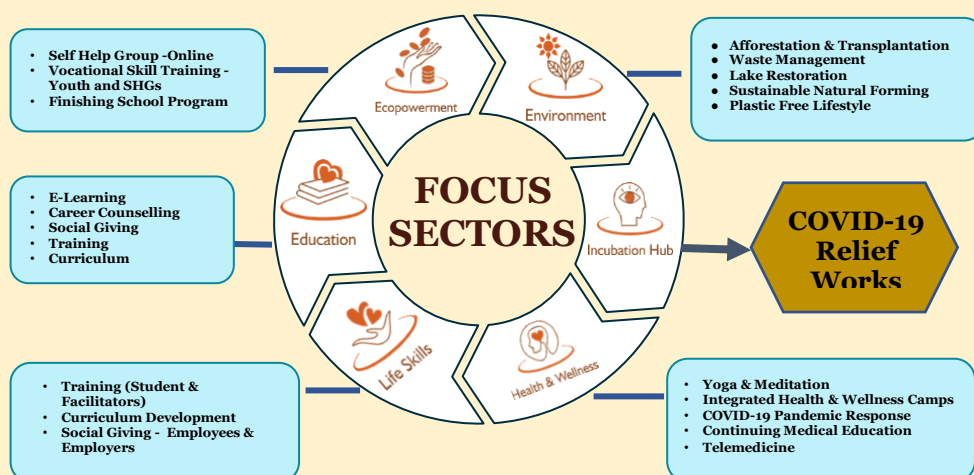
Help support our various initiatives towards pandemic response work across the country

About us: Ripples of Change Foundation (ROCF) is an NGO and a Section 8 Company. ‘Solve that one problem that solves all’ forms the foundation of our thinking leading us to evolve solutions for various sections of society to thrive in a world of constant, rapid, and exponential change with balanced outcomes. Our **Vision** is to create a world aligned with oneness in action. Our **Mission** is to support purpose-driven community initiatives, using aggregation to strengthen self-reliance, equal opportunity, wellness, conscious living, and environmental coherence and catalyzing waves of oneness that can ripple across generations.

“We propose a unique outlook to bring integrity, unity, peace and economic stability across vulnerable sections of the society”

Our Experience in COVID-19 Relief Works 2020:

In the beginning of 2020, the COVID-19 pandemic marked an unprecedented time which requires the best of humanity to overcome it. No one is safe until everyone is safe. ROCF made its response to coronavirus a priority and decided to actively participate in the national efforts to support vulnerable communities and frontline workers through relief work in the following 4 categories:



Our Pandemic Response to First Wave



1. Infrastructure and Capacity Building

Aims to protect the valuable lives of our front-line health workers and build infrastructure capacity efficiently in hospitals and local communities by procuring and supplying Mobile Kiosks, Disinfectant Ovens and PPEs across India, through validated and tracked channels.

2. Migrant Workers: Sustainable Livelihoods, Food & Essential Supplies

Aims to provide specific interventions to enable them with access to sustainable livelihood skills, jobs, entrepreneurship, microfinance and advisory cells. During the interim period, it is intended to provide food and essential items to their families.



3. Old Age Shelter Homes: Wellness, Nutrition and Essential Supplies

Aims at long-term support for the overall wellness, nutrition, supply of essential food items for elderly at shelter homes and programs on service through compassion for their caregivers.

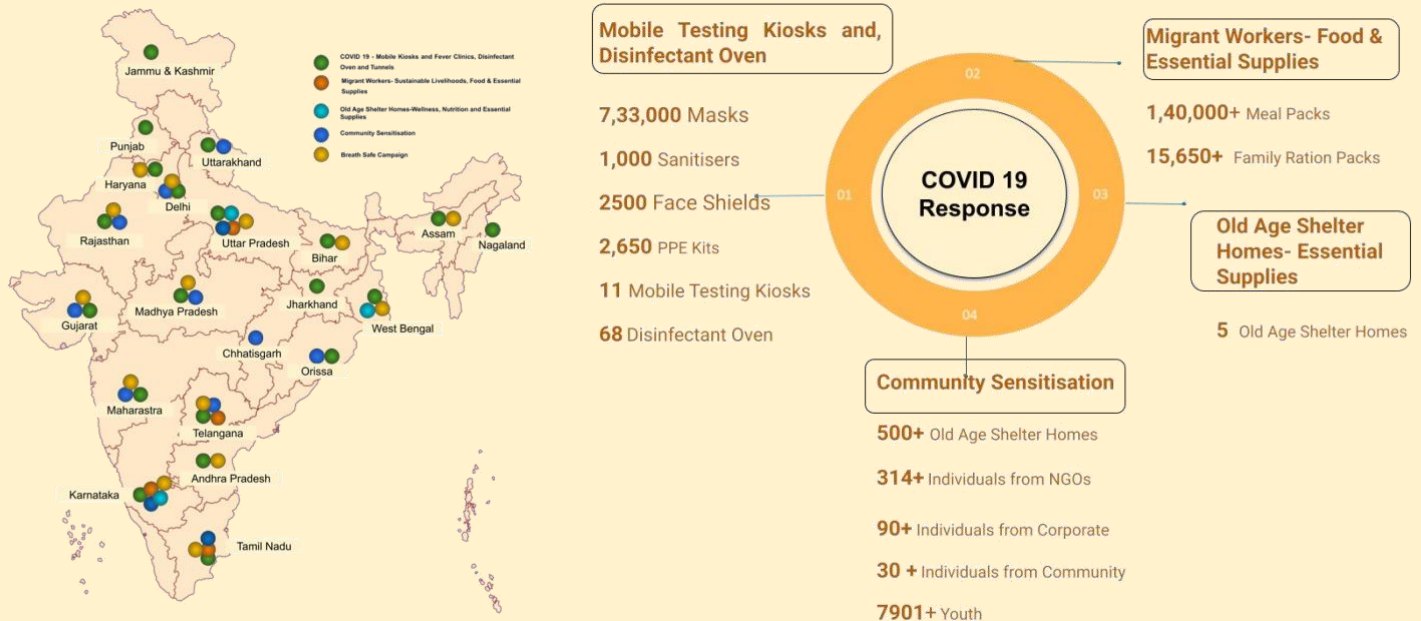
4. Community Sensitisation

Aims to sensitize on preventive measures, build emotional resilience and promote wellness programs amongst all communities of migrant workers, healthcare workers, police, working executives, shelter homes and rural communities.



ROCF in partnership with like-minded organisations did extensive COVID-19 relief works across 21 states in India since April 2020.

First Wave - Consolidated COVID-19 Outreach



Second Wave - COVID-19 Pandemic Response



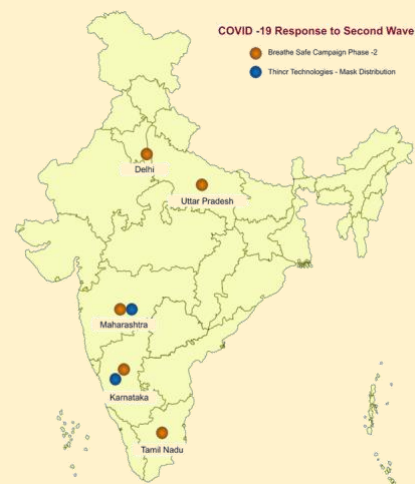
Ongoing Initiatives:

a. Breathe Safe: N-95 mask Campaign Phase 2

After successfully executing **Phase 1 campaign** in 14 states across 39 locations in India, ROCF is now in the process of executing **Phase 2** of the campaign for distributing 3 Lakh Masks to frontline workers in **5** states across 10 locations.

b. N-95 masks distribution campaign (Thincr Technologies):

In collaboration with Thincr Technologies Pvt. Ltd and with grant in aid support by Technology Development Board (Department of Science and Technology) Government of India. ROCF is in the process of distributing 15000 masks (6000 N-95 masks and 9000 3 Ply) to health workers in **2** states.



Upcoming Campaigns:

The second wave of the pandemic is larger and spreading more rapidly than the first. ROCF's continuing response to the COVID-19 is more essential than ever. We will continue to address the immediate and long-term needs of the most vulnerable communities across the rural-urban continuum through our four-pronged strategy.

1. Two Shots are our Best Shots

Enabling 100% COVID-19 Vaccination Drive across the country

Despite the best efforts of the Government, the vaccination drive still remains a challenge. In a bid to tackle the emerging issue of misinformation and hesitancy surrounding vaccination, ROCF aims to disseminate factual information regarding the COVID-19 vaccine; create awareness to dispel myths and misconceptions associated with the vaccine and thereby encourage unvaccinated individuals to get vaccinated. **By protecting yourself, you protect others.**



The campaign shall be piloted in 14 states of India by leveraging our contacts with Government Departments of Health and Women & Child Development established during Phase 1 of the Breathe Safe-N 95 Masks Distribution campaign. This will include enlisting of relevant partner organizations/institutions to drive this field-level campaign and also engage PR/media channels of their organizations/forums.

Proposed Campaign Coverage



Expected Outcomes: Reduced risk of infection and transmission; Declaration of locations as “Safe Zones”; Community immunisation for community protection; Reduced burden and efficient use of healthcare resources, Improved health, Restored livelihoods and overall national economic prospects.

2. Voice that Cares

Psycho-Social Counselling & Information Guidance /Support

The pandemic has instilled trepidation and uneasiness in the minds of the community due to the high and rapid transmission. While preventive and medical action remains most important, psychological and emotional crisis interventions for people affected by COVID-19 have also become exigent.

The Voice that Care helpline of Heartfulness is being scaled up by ROCF for a pan-India coverage. The Voice that Cares helpline will provide psycho-social counselling & information support to people in distress for optimising their mental and overall well-being. The helpline will be run by a combination of hired executives and trained volunteers, based on guidelines of NDMA/State nodal authorities.



This Pan-India campaign will be run for a duration of 1 year covering all 28 states and 8 union territories of India. Other interested partner institutions and volunteers shall also be invited to participate in this activity.

Proposed Campaign Coverage



Expected Outcomes: Psychosocial support to the communities; Enhanced self-esteem and reduced stigma; Improved ability to manage one's wellbeing and mental health; Enhanced coping skills without sacrificing safety & care. Information support for quicker access to COVID related services.

3. O2 Breathe Life

Providing oxygen concentrators for Hospitals, Public Health Centers & Home Isolations to enhance their capacities for responding to critical medical emergencies



As the second wave of the COVID pandemic is ripping through the country, hospitals are overwhelmed and running out of oxygen. Scaling up of oxygen production capacity cannot be done overnight. Hence, Oxygen concentrators are the next best alternative to mitigate the situation created due to short supply.

With the aim of saving a maximum number of lives, ROCF has plans to procure 500 Units of Oxygen Concentrators and provide them to hospitals and public institutions to augment their capacity to help vulnerable patients across 20 states in India. In this regard, we are working with a network of partner institutions to mobilise much-needed support.

Proposed Campaign Coverage

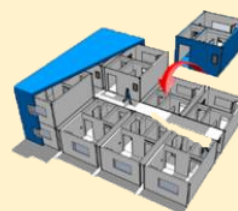


Expected Outcomes: Improved survival rates; Reduced strain on Healthcare systems and Reduced overhead and recurring cost on Public Health Care Systems.

4. Covid Care Makeshift Facilities

Setting up temporary COVID care facilities

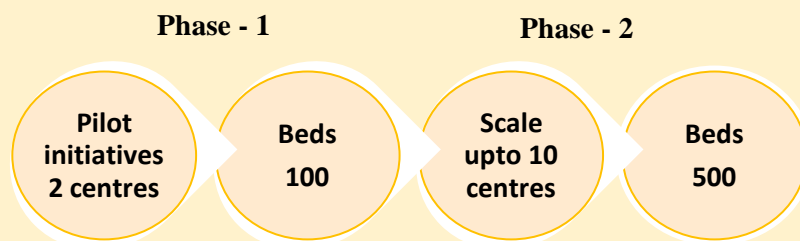
The resurgence of coronavirus cases has caught India's creaking healthcare system flat-footed again, with reports of shortages in critical-care beds, medical supplies and hospitals turning away critically ill patients pouring in from across the country. Therefore, it is critical to set up alternative care units to treat mild and moderate COVID-19 infected Patients.



Heartfulness has graciously come forward to offer select facilities to set up such COVID Care centres. ROCF is looking for partners and donors who will help support this initiative to enable these to be offered to patients in partnership with the local government authorities. These facilities will be set up as per the laid norms by local health authorities at various locations with facilities that enable recovery from the infection with minimal medical fraternity support.

The campaign will be initially piloted in 2 cities with setting up of a makeshift facility in each location, and gradually can be scaled further up to 10 centres. Support from State Disaster Management Authority (SDMA) and local State/District Coordination Committees is also being solicited.

Proposed Campaign Coverage



Expected Outcomes: Building infrastructure capacity; Increased beds for COVID Patients; and Reduced emotional distress for families and Reduced burden on the existing health care system.

5. Swayam Sikkim:

Enabling Self Help Groups (SHG) to Economic Empowerment

The economic impact of the COVID-19 pandemic in India has adversely hit the women Self Help Groups (SHGs) from vulnerable communities. With their source of income hit hard, they are struggling to make their ends meet and sustain their livelihoods. Currently, SHGs lack access to an online e-commerce platform and this initiative aims to address that gap.

The current project requires a high decibel marketing campaign across various media channels to bring high consumer awareness. ROCF is now trying to raise funds for enabling SHGs to promote their products online and help them become self-reliant communities through a 3 pronged approach:

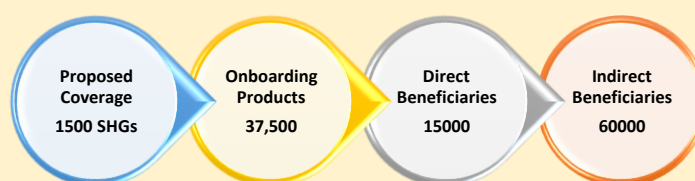


Setting up of Expert-Hubs for mentoring each SHG on

Developing Business models, New product variants (available in various sizes, colours, materials and price points), Pricing Strategy and Roll-outs. Thereafter, hand holding them throughout the process with perseverance till final execution.

Marketing & Promotion: Create high-visibility campaigns for SHGs products, enabling access to national/global markets and also opening up of other distribution channels.

Training & Capacity Building: Digital Literacy, Financial Literacy, Enterprise Development, Women Empowerment and Digital marketing.



The Swayam Sikkim project is being piloted in Sikkim for 1500 SHGs and will run for a duration of 1 year. In the phase 2, we intend to cover 4000 SHGs and onboard 1 Lakh products.



Make a Difference

We are all in this together – all of us facing the same threat – and it's down to all of us to influence what happens next. At this pivotal moment we urge you to join in offering vital financial support to the various causes, which is the only way to bring this pandemic to an end.

While this is a tough time for all of us, it is important to exhibit acts of kindness to make sure we can all pull through the ordeal together. Your compassion in action and humble contribution will go a long way in serving humanity in present moments of crisis. Let us universally stand together for the well-being of our mankind as a whole during this challenging time.

Support Our Pandemic Response for the Second Wave

We are looking at raising a fund of approximately **15.17 Cr (INR)/2.05 Million USD** for supporting all COVID-19 Wave 2 relief work campaigns. Your generous contribution will go a long way in serving humanity in the present moments of crisis. **The time to Act is Now!!!**

Particulars for Financial Contribution		
Wave 2- Initiatives	Budget	
Categories	INR	USD
Two Shots are Our Best Shots	8,76,00,000	11,83,784
Voice That Cares	80,00,000	1,08,108
O2 Breathe Life	3,36,00,000	4,54,054
COVID Care Makeshift Facility	2,00,00,000	2,70,270
Swayam Sikkim	25,00,000	33,784
Total	15,17,00,000	20,50,000

Bank Details

Bank Details (Indian Rupees)

Account Name : Ripples of Change
 Foundation
 Account Number : 50200034918803
 IFSC Code : HDFC0000261
 Bank Name : HDFC Bank
 Branch : Jayanagar 3rd Block,
 Bangalore
 Account Type : Current Account
**All Donations qualify for exemption
 under Section 80G**

For FCRA & US based donations, please write to us at: info@rocf.org

You are not a drop in the Ocean. You are the entire Ocean in a drop.



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