

UKRAINE CRISIS RESPONSE



90 Day Strategy, March-May 2022

Introduction

The Ukraine conflict has seen the destruction of lives, homes, education, livelihoods, and the protective shield of family security. More than 1.8 million children have been forced to flee Ukraine in the first month of conflict. The people of Ukraine have suffered death, injury, and mental and emotional harm, with fears millions more must make the dangerous journeys to escape Ukraine. Children’s lives and their sense of safety are being uprooted by the conflict and sadly, at this point, there is no end in sight.

We launched our multi-country response through the utilisation of our transformational development. We launched our initial response by rapidly provided food and NFIs at border points. Since then, World Vision has intensively scaled up its operations across four countries (Ukraine, Romania, Moldova, and Georgia), caring for the most vulnerable refugees and internally displaced people.

To date, our response has reached over 47,244 children and parents. World Vision’s operational sites are many, but so too is our range of assistance, from providing food and hygiene items to creating safe places for children and their caregivers to supporting transit centres and hosting families. The crisis, like many, requires World Vision to tailor our programs to meet urgent needs in support of national and local systems already in place.

For example, Romania possesses strong government and civil society actors with child protection and other systems to support refugees. Our emergency response there seeks to strengthen these actors, building on our 30 years of experience. In Moldova, World Vision is starting our operations through partner organisations, large NGOs and faith-based organisations which are supporting affected Moldovan and Ukrainian families. In Georgia, where World Vision has a long-standing presence, the focus initially has been the provision of cash assistance and psychosocial support. Finally, inside Ukraine, we are supporting hospitals, providing food to internally displaced persons (IDP) centres and beginning cash distributions.

We are committed to serving 290,000 people affected by the conflict across the four countries from the inception of our response until the end of May. Yet while World Vision is rapidly responding to this tragic crisis, we painfully recognise this conflict will not conclude in two months. Therefore, our minds and hearts must start preparing for the call to expand and deepen our humanitarian operations in service of those who cannot yet return home.

Eleanor Monbiot
World Vision Regional Leader
Middle East and Eastern Europe



RESPONSE GOAL:

Deliver life-saving assistance to meet the basic and protection needs of 290,000 refugees, internally displaced people and host community members in Romania, Moldova, Georgia, and Ukraine

STRATEGIC OBJECTIVES

Basic needs

Deliver life-saving in-kind and cash assistance to meet basic food, shelter and WASH needs

Protective environments

Support affected women and children with child protection, gender-based violence and mental health and psychosocial support services and protect against sexual exploitation and abuse

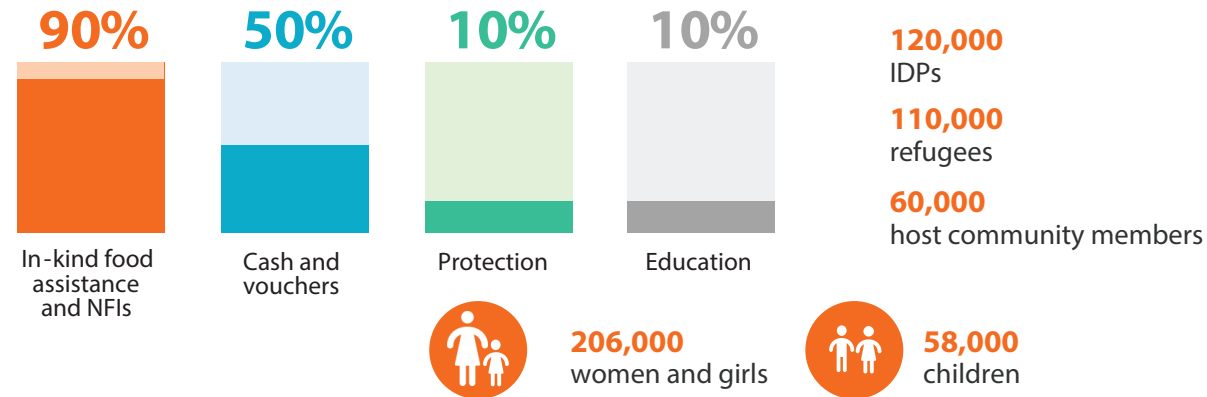
Access to services

Facilitate access to information, education, health care, social protection and other basic services

World Vision staff with Ukrainians on the border in Siret, Romania.

Target

Of the **290,000** children and their families World Vision is aiming to reach:



World Vision value add



Partnering:

World Vision brings global expertise in partnering to the Ukraine crisis. We have partners with networks across all four countries in which we are working, allowing us to remain nimble. Leveraging our knowledge and systems gain from other emergencies in Syria, Yemen, Burkina Faso, we are able to combine this with long-standing presence in Romania and Georgia to quickly establish a network of organisations committed to service.



Faith in humanitarian action:

World Vision's experience shows engagement between faith communities and relief yields strong impact. Early response inside Ukraine demonstrates that faith networks are life-saving corridors for people on the move. In its partnerships, World Vision will intentionally include faith-based organisations.



Cash and voucher assistance:

World Vision has proven experience in providing cash and voucher assistance to people in need. In 2021, World Vision's total cash and voucher assistance reached 6.7 million people and constituted nearly half of our global humanitarian portfolio. We have demonstrated expertise in cash programming in fragile and conflict contexts. World Vision also delivers technical, advocacy and strategic expertise as a co-lead of the Collaborative Cash Delivery Network.



Leveraging digital solutions:

World Vision is tailoring and adapting its programming approaches to the specific capacities of a digitally savvy population with wide internet coverage. These characteristics open the door to diverse options for communicating with, monitoring and assisting people on the move, including adopting digital means of sharing crucial information and hearing feedback from people we assist.



Humanitarian Accountability:

We are accountable first and foremost to those most affected. World Vision will provide regular and inclusive opportunities for community consultation including child-friendly, mobile and digital approaches and set up channels for sensitive and non-sensitive feedback and complaints that are accessible to people on the move.

Our strengths – At a glance

 IN ROMANIA: 60% pre-existing geographic coverage 200+ staff Longstanding in-country Romania presence since 1991	 IN THE REGION: 5.3 million people reached last year with humanitarian assistance 850,000 people reached with cash and voucher assistance 770,000 people reached with protection support	 AROUND THE GLOBE: More than 30 million people reached last year with humanitarian assistance 50+ staff on the global response team with technical and operational expertise 6.7 million people reached with cash and voucher assistance in 2021
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Ukrainian mother and her baby arrive in Romania from Kyiv.

OBJECTIVE 1: BASIC NEEDS

Deliver life-saving in-kind and cash assistance to meet basic food, shelter and WASH needs



Cash and voucher assistance: To respond to the multi-sectoral needs of IDPs and refugees, cash and voucher assistance will be prioritised. This will enable affected people to meet their immediate basic needs and allow them to focus on purchasing essential items while upholding their dignity. World Vision will partner with large agencies to deliver cash at scale while piloting smaller projects with local partners, walking alongside them and building capacity with a view to scale up local cash delivery and linking to financial inclusion and social protection measures.



Food assistance: With food prices forecasted to increase by between eight and 22 percent, food insecurity is projected to increase as people's individual purchasing power decreases. Where cash is not feasible due to market conditions or financial service provider stability or availability, World Vision will deliver a combined food assistance portfolio, including wet feeding, emergency food kit distribution and minimum food basket distribution.



Sanitation and hygiene: World Vision will continue to deliver necessary hygiene items, including COVID-19 PPE and dignity kits to those with limited access to cash and where markets are not functional. Where needed, World Vision will deliver quick impact sanitation activities in collective sites to improve accessibility for children and people living with disabilities and strengthen protection mainstreaming.



Shelter: In addition to supporting specific shelters to cover spiking heat, utility and laundry bills, World Vision will continue to deliver needed shelter items like mattresses and bed linens to individuals and collective shelters.

OBJECTIVE 2: PROTECTIVE ENVIRONMENTS: Support affected women and children with child protection, gender-based violence and mental health and psychosocial support services and protect against sexual exploitation and abuse



Child protection: World Vision will strengthen the protective environment for children by carrying out protection monitoring and identifying and strengthening inter-agency, local and community mechanisms and services to implement more tailored child protection support for humanitarian settings. We are mainstreaming protection aspects into activities, including making distributions and shelters more child-friendly as well as establishing safeguarding mechanisms.






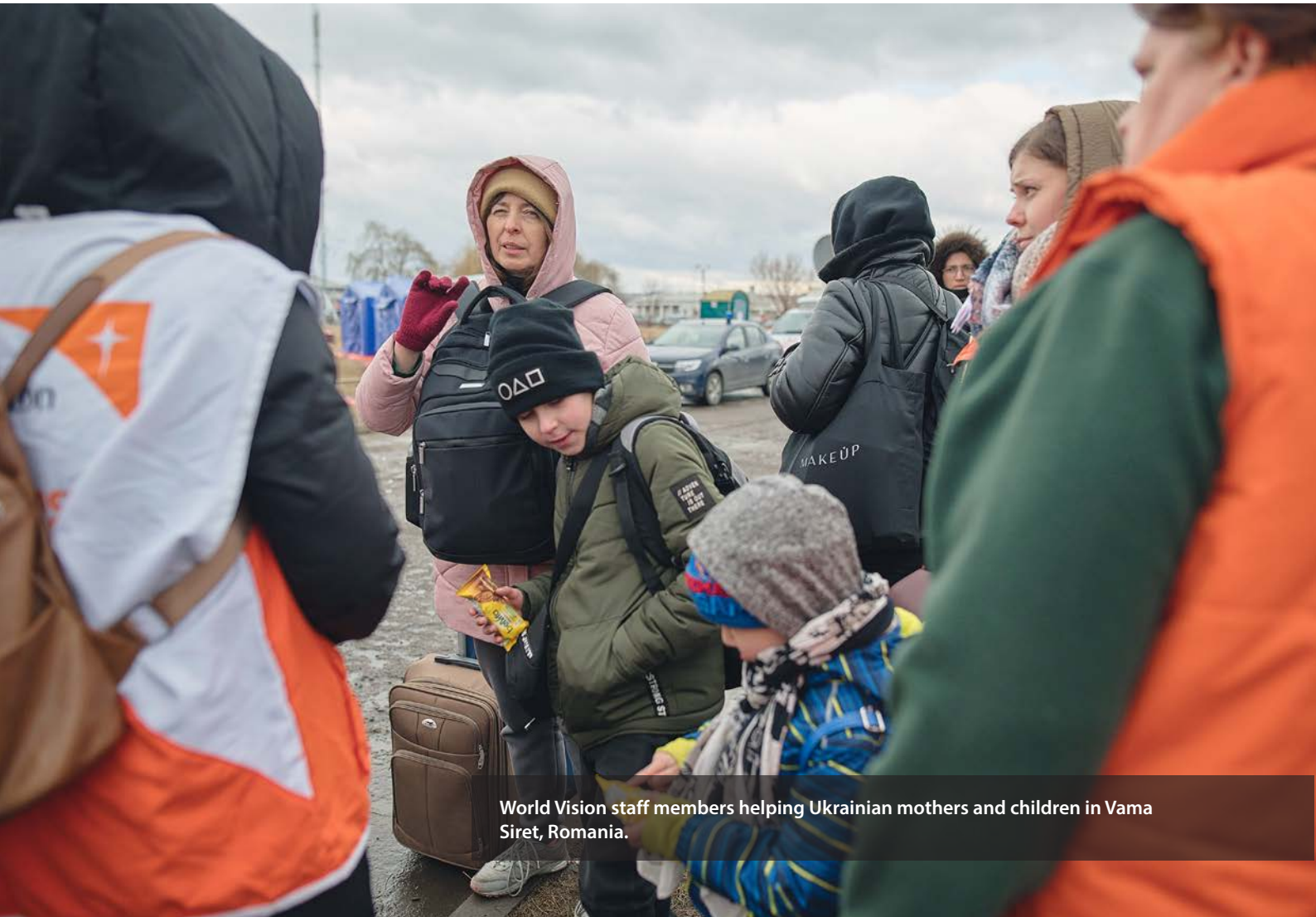
Gender-based violence: World Vision will focus on counselling and individual urgent support for women and girls in collaboration with local service providers and the wider humanitarian community. To mitigate an increased risk of trafficking of women and girls, World Vision will conduct awareness raising campaigns in collaboration with local partners, and will advocate for safe travel modes and registered safe services.



Mental health and psychosocial support (MHPSS): World Vision will deliver MHPSS grounded in international guidelines on MHPSS in emergency settings, starting with basic services and security before applying a community and family support model. We will also work with local service providers and faith-based organisations to strengthen the delivery of appropriate psychosocial first aid.

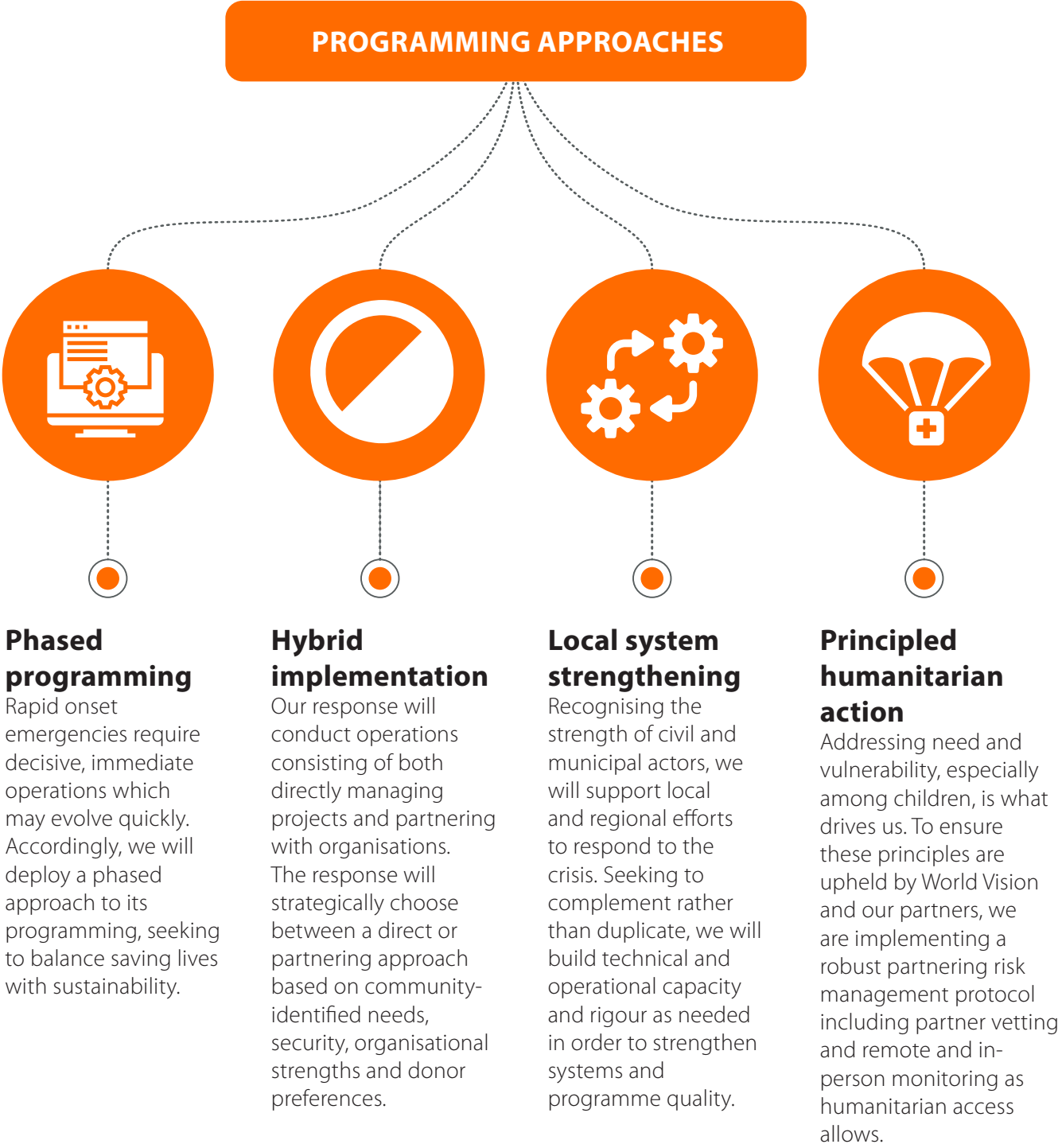
OBJECTIVE 3: Facilitate access to information, education, health care, social protection and other basic services

-  **Education:** In the first 90 days, we will continue to implement child-friendly temporary learning spaces in collective shelters, including the establishment of communications hubs where children can access online and distance education. We will also support the integration of specific children into host education systems, recognising this approach will deliver the highest quality. Where needed, we will distribute education kits or cash for education so that children and their families have the required materials to facilitate a return to school.
-  **Health care support:** World Vision will continue to deliver hospital supplies will support individuals to access medical care through direct referrals, transportation support and cash for health interventions, as required.
-  **Social protection, information and legal advice:** World Vision will partner to deliver legal counselling and other registration support. This will enable refugees to navigate complex regulatory environments and participate in existing social protection programmes..

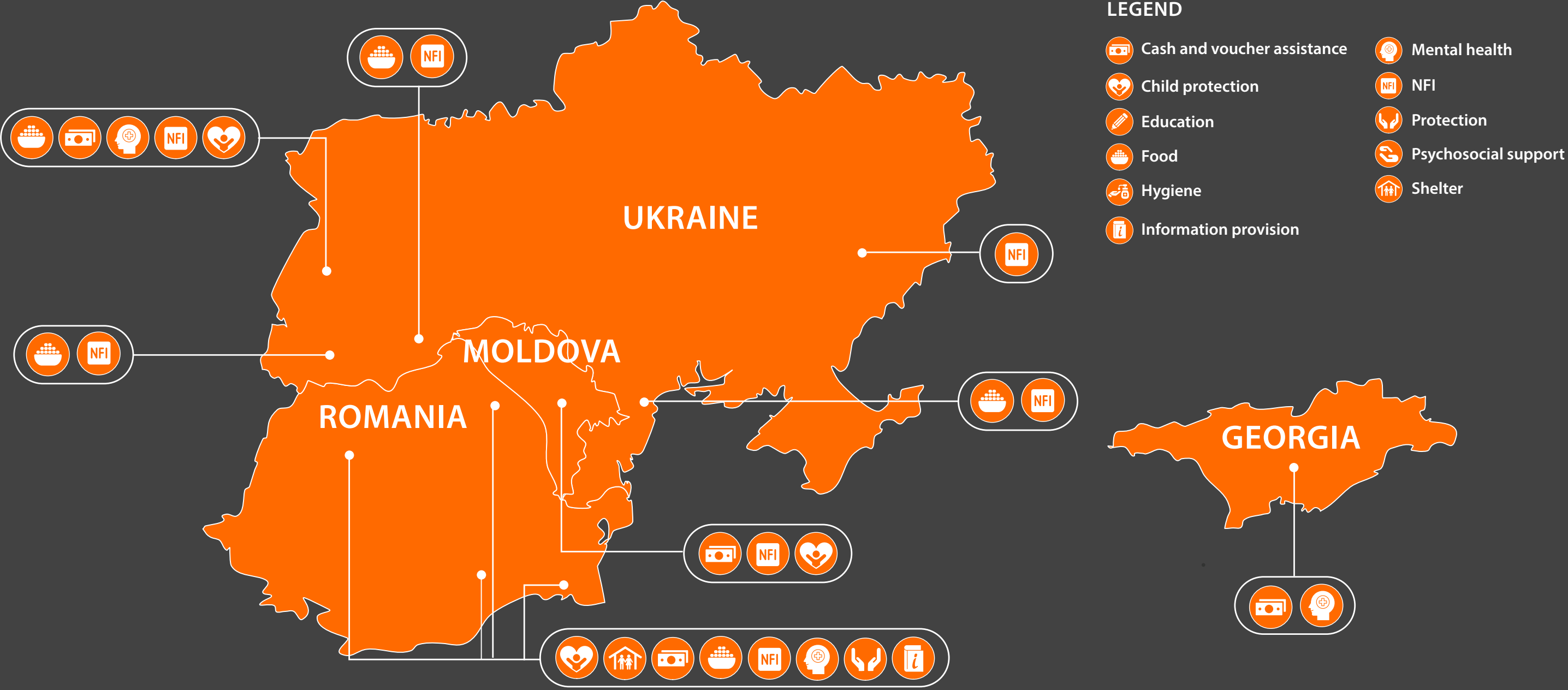


World Vision staff members helping Ukrainian mothers and children in Vama Siret, Romania.

WORLD VISION’S PROGRAMMING APPROACHES



PLANNING AND OPERATIONS MAP



UKRAINE

Initially through partners, World Vision will conduct programs in West and Southwest Ukraine, including:

- Lviv and surrounding areas
- Chernivtsi
- Odesa and surrounding areas
- Chernivtsi
- Zakarpattia

A small Rzeszow liaison office will be maintained

ROMANIA

World Vision's long-standing presence and ongoing operations in Romania (and especially in key cities) allow for strong focus in:

- Bucharest
- Cluj
- Iasi
- Suceava / Siret

MOLDOVA

Building from its partnerships, World Vision centralises its operational footprint in the urban areas of:

- Chisinau
- Singerei
- Palanca
- Călărăși

GEORGIA

World Vision's pre-existing presence in Georgia has allowed for rapid operations providing MHPSS, cash assistance, and referral services. Including in the following locations:

- Tbilisi
- Kutaisi
- Batumi



A mother helps her son put on warm gloves as they cross the border from Ukraine to Romania



FOR FURTHER INFORMATION, PLEASE
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