29/11/2022

Press release

Binance Charity supports families facing famine across the Horn of Africa with its Giving Tuesday campaign

For Giving Tuesday, Binance Charity has kicked off the season of giving by raising funds to support families and children in the Horn of Africa through UNICEF. The crypto community's donations will be matched up to $100K equivalent in BUSD.

Luxembourg - Today, Binance Charity, the philanthropic arm of Binance, the world's leading cryptocurrency and blockchain infrastructure provider has announced its first Giving Tuesday campaign for the Horn of Africa, in support of UNICEF, the world's leading organization for children.

The crypto community will be able to donate to the campaign via Binance Charity, which will match funding up to $100,000 USD. The fundraising campaign has launched on the 29th November and will run until Tuesday 6th December. All proceeds will go towards easing the suffering of children and their families living in Somalia, Kenya and Ethiopia in the Horn of Africa, which are all facing crippling drought and starvation, worsened by the impact of the war in Ukraine.

Helen Hai, Head of Binance Charity, "The devastating impact of the war on Ukraine has spread much further than the borders of Europe, resulting in a domino effect of devastation. Many of us are feeling the strain of increased fuel and food prices, but for those in the most vulnerable regions of the world, the implications are catastrophic. Somalia is on the brink of a nationwide famine, as well as other countries across the Horn of Africa being pushed to desperation with crops failing, livestock dying and lives and livelihoods hanging in the balance. That's why we're rallying the crypto community this Giving Tuesday."

Faced with prolonged drought and rising food prices, related to the war in Ukraine, 36 million people in the Horn of Africa are suffering, with 21 million people highly food insecure. Children and their families in the region have been pushed to the brink as crops fail and livestock die, jeopardizing lives and livelihoods in this climate-induced emergency.

The humanitarian situation in the region is dire. Almost two million children across Ethiopia, Kenya and Somalia require urgent treatment for life-threatening severe acute malnutrition.

Communities have been forced to take extreme measures to survive, with thousands of children and families leaving their homes out of pure desperation in search of water, food, pasture, and treatment for sick children. The situation continues to deteriorate, exacerbating a climate-induced crisis that was already depriving children of the essentials of childhood – enough to eat, safe water, school, health services.

Sandra Visscher, Executive Director of UNICEF Luxembourg explains: "As UNICEF is scaling-up the procurement and positioning of essential lifesaving supplies, building on its longstanding presence in the region and working with partners to expand critical services, we welcome any support we can get to avert the worst hunger crisis of our generation."

100% of funds raised will go to support UNICEF's life changing work to help provide children and their families access to safe water, nutritional support including ready to use therapeutic food to treat malnutrition, and access to primary health care.

Binance Charity will match every gift up to $100K equivalent in BUSD to maximize the support to the Horn of Africa through UNICEF.

Donations can be made here: https://www.binance.charity/project/40/Horn-of-Africa

---END---

About Binance Charity
Binance Charity is a non-profit organization dedicated to unlocking Web3 as a powerful tool for social change. Its mission is to enable Web3 as a driver of social transformation by making its education and research accessible to all, and advancing global solutions for local humanitarian impact. Binance Charity uses its 100% transparent donation platform to build a future where technology is used as a force for good. To date, Binance Charity has supported over 2 million end beneficiaries through various projects. For more information, visit https://www.binance.charity/.

Follow us on Twitter for updates on current and upcoming events.

About UNICEF
UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. Across more than 190 countries and territories, we work for every child, everywhere, to build a better world for everyone.

For more information about UNICEF and its work for children visit www.unicef.lu.
Follow UNICEF on Twitter, Facebook, Instagram and YouTube

Contact

UNICEF Luxembourg
Paul Heber
Chief Communication
Tel: (+352)44871526
Email: pheber@unicef.lu