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Love Beyond Borders: The Interfaith Movement to End the Pandemic

INTRODUCTION TO THE AIMS, STRATEGIES AND RECOMMENDATIONS TO
PARTNERS

JULY 29, 2021



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Aims

Immediate – Increase access to vaccines for the Majority World

- Raise funds for Covax and UNICEF
- Raise awareness of the scope, severity, and enduring impact of the pandemic

Long Term Aim – Raise awareness of the long term impact of pandemic and support for Western World action

- Continuing need for support for Majority World
- Awareness of impact on vulnerable people and the economic, health, child development, and



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Four Primary Strategies

Donations – Raise financial support for Covax

Awareness – Develop stories from majority world

- Established Love Beyond Borders Blog
- Recruiting people from majority world to write
- Highlighting the complexity and long term nature of the impacts
- Emphasis on countries at high risk for famine
- Engage trusted faith partners to participate in awareness campaign, share stories

Advocacy – Express support for government and corporate action

Engagement – Engage and support local action



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Resources

Love Beyond Borders Website

- <https://icrinc.org>
- Blog, documents
- Subscribe to newsletter

Facebook Group

- <https://www.facebook.com/groups/lovebeyondbordersumc>
- Discussions, Q&A

Facebook Page

- <https://www.facebook.com/LBBUMC>
- Updates, announcements, news

UNICEF

- <https://www.unicefusa.org/interfaithmovement>
- Donations, Covax news



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Why Stories from Around the World?

Purpose is to bring the reality of people's lives to the numbers with an emphasis on church, family, and community experiences across faiths

Provide qualitative evidence to equip news, sermons, conversations, etc.

Highlight the broad impacts of the pandemic and make people aware it does not end with vaccination

Priority focus on countries at risk of famine

Writing guidance on website <http://incrinc.org>



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LBB Local Engagement

(Example from Local Church Engagement)

Donation –

- COTR will donate \$10,000 by the end of 2021
- Area businesses will contribute to Covax via COTR
- Other churches in the region will donate (\$10,000)

Awareness (Communications) –

- All members of COTR will know what is Covax, why it is important, and why we are supporting it
- COTR communications will regularly feature the pandemic, Covax, and the LBB
- Social media will reach 5,000 people

Advocacy –

- The team will initiate a letter writing campaign targeting local, state, and federal officials calling for Covax support

Engagement –

- Other UMC churches in the region will support the movement
- The regional effort will become an interfaith movement with multiple sources of donations



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Collaborator Actions

Communicate about this movement and need for support with your stakeholders

Add your organization to our list of participants at UNICEF

Appoint a liaison to this movement for communication/coordination purposes

Develop a targeted campaign to your community (with our support)

Assist in developing / contribute resources for local house of worship action

See sample Terms of Reference and other collaborator resources at

<https://icrinc.org/lbb-collaborator-resources/>