



12 August 2020

To whom it may concern,

On August 4, 2020, Lebanon witnessed the worst single disaster with the horrific explosion in the Port of Beirut. This explosion was the third biggest explosion reported in human history and claimed hundreds of lives, wounded more than 5000, left more than 300,000 Lebanese without shelter, and caused total material and infrastructural damage to the majority of Beirut.

At a time when Lebanon was already bleeding economically and financially, it is now literally bleeding with human loss, destruction, and desolation.

Today Lebanon is at its darkest period and its citizens are reeling under the catastrophe that has hit our country. For Lebanon to start healing its wounds and start its recovery path, massive and wide-reaching help is needed. Hence, in addition to reaching out to all Lebanese and friends of Lebanon around the world, we are also approaching global, international and regional companies to ask for assistance to help us with providing the much needed support for the active organisations doing the much needed emergency and humanitarian work on the ground.

We are respectfully approaching your company in the hope that you would help Lebanon in any way you can and if possible along two channels: mobilise your employees to support and allocate funds from your Citizenship/Corporate Social Responsibility program in aid of our country.

Our aim is to ensure that the people of Lebanon, who are most impacted by this catastrophic explosion, are supported in these difficult times. To that end, we would like to propose three possible avenues for your consideration:

- Send your donations to ***Lebanese International Finance Executives (LIFE)***, which will in turn ensure all funds gathered are fully disbursed to the relevant vetted NGOs in Lebanon. LIFE is a not-for-profit apolitical, membership organisation, founded in 2009 and headquartered in the UK. Its charity arm, LIFE Generation, is registered in the UK, US (501c3), France, Switzerland, and Lebanon. LIFE Generation, supports education, job creation and humanitarian efforts in Lebanon.
This initiative will be the third humanitarian effort that LIFE has set up, coordinated, and successfully disbursed. As in the previous campaigns, LIFE follows a thorough due-diligence process of selecting the NGOs/organisations, monitoring the fund allocation process, and tracking effectiveness and reach as well as the expenditure of funds. The entirety of the funds raised are channelled to the selected NGOs/organisations while navigating through the roadblocks and capital controls imposed by Lebanese banks.
For more on LIFE please refer to the attached power point.
- Send your donations to the coalition effort by various Lebanese professional diaspora organisations uniting behind the [Beirut Emergency Fund 2020](#) platform which was created

to amplify impact and outreach internationally. The organisations joining forces in this humanitarian platform include, in addition to LIFE, LebNet, the Social and Economic Action for Lebanon (Seal), the Kuwait American Foundation, and Jamhour Alumni.

- Donate directly to any of the local NGOs of your choice, such as the Lebanese Red Cross and numerous others, and we would be happy to refer you directly to the NGOs we support.

Our main objective is to maximise the relief funds ultimately sent and to streamline the process to suit your internal procedures and needs.

As we organised and mobilised our efforts, we have assessed the on-the ground needs and we concluded our focus will be on five areas in most need of emergency support: Shelter, Food, Medical supplies, Rehabilitation and Environment.

Since the beginning of 2020, LIFE has already launched 2 phases of Humanitarian Relief, to support the Lebanese population, due to the dire deteriorating economic and humanitarian situation. These campaigns raised more than USD 640,000, had national reach and impacted more than 100,000 lives by providing food, medication, and medical treatment.

Our most recent collective efforts, following the August 4 disaster, have already generated USD 5 Million.

For this current campaign, and as was previously the case, NGOs are selected after meticulous due diligence performed by a third sector quality assurance social enterprise, that runs the process and ensures that our criteria of impartiality, reach, professionalism, and integrity are met.

The selected NGOs include, among others, the Lebanese Red Cross, Beit al Baraka, Arcenciel, Al Ghina, Lebanon Needs, and Nusaned. We are currently reviewing a longer list of hospitals and NGOs that we hope to add to our list, and we will of course report back to you on how the funds are disbursed.

We will also be collaborating with **Impact Lebanon** on the allocation and disbursement of funds to avoid any duplication in funding.

We sincerely hope that we can count on you to support the Lebanese people in their darkest hour.

Thank you for your consideration and we look forward to hearing from you and stand ready to assist with any additional information or guidance we can give. Time is of the essence.

Best wishes,



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