

REACH in Emergencies



Save the Children

READY TO TAKE ACTION FOR CHILDREN

The Philippines faces extreme climate risks, leaving children among the most vulnerable and hardest hit with sudden onset of emergencies. The country endures 20 tropical cyclones annually and 30 earthquakes each day. When disaster strikes, the first 24 hours determine a child's chance of safety, survival and recovery. Children can't wait.

We need to work together to REACH children in emergencies.

WHAT IS REACH IN EMERGENCIES?

REACH (REAdy to take Action for Children) is Save the Children's rapid activation partnership model that enables companies to launch fundraising appeals to employees, customers, and partners within 24-72 hours of an emergency declaration. Once enrolled, activation is automatic—help reaches children immediately, without delay, and when they need them most.

HOW REACH IN EMERGENCIES WORKS

AUTO-ON ACTIVATION SYSTEM

REACH auto-activates immediately after emergency declaration, removing pressure on teams to secure rapid approvals in the middle of a disaster.

RAPID FUNDRAISING LAUNCH

Partners start promoting / appealing / fundraising within hours using internal and public channels like social media, all staff email, giving platforms, etc.

WHY REACH FOR CHILDREN IN EMERGENCIES?



PROTECT CHILDREN IN EMERGENCIES



ENHANCE EMPLOYEE PRIDE



BUILD BRAND TRUST

INCREASE PUBLIC VISIBILITY

DELIVER WITH EFFICIENCY AND TRANSPARENCY

ACCESS TO CAMPAIGN ASSETS

Partners receive ready-to-use messaging, PR templates, and branding kits for fast campaign deployment.

RAPID ACTION AND RELIEF

Response teams deployed immediately, delivering essential supplies and services simultaneously providing real-time updates from the field to the partners.

Join us in
making a life-saving difference for
children and families affected by disasters.
Together, we can build a more resilient and
prepared future for all.

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