



OXFAMExchange
SUMMER 2010



**HAITI:
REBATI LAVI**
SPECIAL ISSUE



“““

I love to have
knowledge.

Ngabu, age 8,
Democratic Republic
of Congo



Find out why Charity Navigator says:

“Oxfam America consistently executes its mission in a fiscally responsible way and outperforms most other charities in America.”

Go to oxfamamerica.org/annual2009 to view or download a copy of Oxfam America's 2009 Annual Report.



Rebati Lavi

is Haitian Kreyol for “renewing life” and is the name Oxfam has given to our Haitian recovery strategy.

We’ve devoted this issue of OXFAMExchange to the situation in Haiti.

Many of you have supported our Haitian relief fund and for that we are deeply grateful.

To do more and to ensure that you receive the latest information on Haiti’s recovery—as well on our work to find lasting solutions to poverty around the world—join our online community at oxfamamerica.org.

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OXFAMExchange SUMMER 2010

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ABOVE: (Top) “Wash your hands before eating,” says the message Katerly Simon, 8, painted on the toy house she made from recycled materials during an Oxfam program that meshed art with public health education in Port-au-Prince. *Jane Beesley / Oxfam* (Right) Purple eggplants thrive under the care of Gregoir Pierre in Cap Rouge where Oxfam’s partner, CROSE, has supported farmers working in areas prone to environmental damage. *Abbie Traylor-Smith / Oxfam* (Bottom) At Corail, a resettlement camp for earthquake survivors outside Port-au-Prince, workers mark off a section for latrines. Oxfam helped to provide toilets, shower stalls, and a water system for the new camp. *Jane Beesley / Oxfam*

COVER: On the eve of a feast for the town’s patron saint, a rara procession winds through the streets of Saint Michel in a rural region that has struggled to absorb more than 11,000 people displaced by the January 12 earthquake in Haiti. *Ami Vitale / Oxfam America*

We welcome your feedback. Please direct letters to editor@oxfamamerica.org or Editor, OXFAMExchange, 226 Causeway Street, 5th Floor, Boston, MA 02114-2206.

Haiti

Letter from Oxfam America's president

July 12th will mark six months since the earthquake in Haiti that killed 235,000 people and left more than 1.5 million homeless. Since the quake, more than 140 countries have provided humanitarian assistance. Yet, as I saw during a recent visit, Haiti's future hangs in the balance. The aim of reconstruction is to "build back better," but unless crucial logjams are broken, we risk perpetuating—even exacerbating—the instability and poverty that Haitians have endured for decades.

More than a million Haitians still live in the 1,300 spontaneous camps that have sprung up since January's quake. The Haitian government estimates that 40 percent of the houses surveyed in Port-au-Prince are habitable. Yet, people remain in squalid tent cities—for fear, they tell us, of returning to unsafe structures and of losing access to food, water, and sanitation. Before the earthquake, 80 percent of Haitians lived on less than \$2 a day, nearly 60 percent were undernourished, and only 19 percent had access to improved sanitation. Until basic services are available across Haiti, the now-ubiquitous blue tarps of tent cities will remain.

This presents another critical challenge. One of the reconstruction effort's key goals is to disperse people away from the capital city, reducing the area's population density and fostering economic growth in Haiti's provinces. In the days after the quake, an estimated 600,000 residents left the capital for rural areas. Because Port-au-Prince remains the focal point for what Haitians define as their most urgent needs—employment, schools, and shelter—people are choosing to remain in or return to the city. With little happening in the hinterland, a historic opportunity for smart urban planning is slipping away.

What is needed is leadership—an articulate vision for Haiti's development, a clear agenda, and teams of no-nonsense technocrats who cut through red tape and enable work to proceed. Yet, forceful leadership from the government of Haiti has been slow in coming, and the UN has been hamstrung by high turnover and low capacity in its technical coordination on the ground. The much-heralded Interim Haiti Reconstruction Commission (IHRC), to be co-led by Haitian Prime Minister Jean-Max Bellerive and former US President Bill Clinton, has yet to take shape.

Meanwhile, nongovernmental organizations, which successfully raised billions of dollars for Haiti, have been told all investment projects should be vetted by the still amorphous IHRC, leaving us treading water.

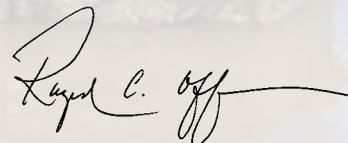
Time is running out. At this pivotal moment, as emergency relief shifts to recovery and long-term development, we need someone in charge of execution, empowered to define priorities. Crucially, this development agenda must include incentives to draw people out of the capital city and spur Haiti's decentralization.

How? First, we need to develop programs to help people support their families, renew the shattered economy, and build vitally needed infrastructure.

Haiti needs a viable national public school system. Families would be more willing to live in rural areas if they knew their children could get an education.

Money should be invested in modernizing the agricultural sector, which accounts for only 28 percent of Haiti's gross domestic product but employs two-thirds of the workforce. These investments, coupled with trade measures to protect small-scale farmers, could generate immediate economic opportunities—and greater food security.

Since January, much has been done to assuage the human suffering in Haiti. But without decisive action to provide jobs, schools, and shelter nationwide, those gains will not endure. Six months ago, a terrible tragedy befell Haiti. Let's ensure it wasn't just the prologue for further despair.



Raymond C. Offenheiser

Heavy rains have soaked the spontaneous camps that have sprouted across Haiti's ruined capital and its surroundings. With hurricane season now here, Oxfam has been working in some of the most vulnerable camps to improve drainage and help communities place sandbags around their shelters to prevent flooding. Reuters/Carlos Barria, courtesy www.alertnet.org



Haiti quake: The first months

A major disaster, affecting millions, inspires an international outpouring of humanitarian, financial, and public support.



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Unimaginable.

René Prével, president of Haiti, on the anticipated death toll

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I just ask that you keep Haiti in your thoughts and prayers. It's a tough little island, but I fear this might break its back.

Sophia Lafontant, a Haitian-American Oxfam staffer, in an email to colleagues

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Thousands of people are currently trapped. To guess at a number would be like guessing at raindrops in the ocean....

I do not know why my house stands and my children all lie sleeping in their beds right now. It defies logic and my babies were spared while thousands of others were not.

Tara Livesay, Port-au-Prince resident, blog entry

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Our teams were having trouble getting water and gasoline.

Oxfam's Jean Pierre Chicoine in Santo Domingo on challenges delivering aid to Haiti



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We have to do anything we can to rebuild our community—and our country.

Rooby Pierre, resident of Delmas 75 in Port-au-Prince

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There seems to be plenty of food on the streets, [but] banks are mostly shut down, and people can't get to their money.

Coco McCabe, Oxfam humanitarian staffer, in an email message to Oxfam colleagues from Port-au-Prince

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Here, in Haiti, you can graduate from college, you come home, you sit down because there is no possible job. In Haiti, it's about hustling.

Jean-Baptiste Wilgens on Haitian's chronic scramble to put food on the table for their families.



SOURCES: Oxfam situation reports and media briefings, the UN Office for the Coordination of Humanitarian Affairs, North Carolina Public Radio, the Miami Herald, the New York Daily News, American Red Cross, AlertNet, the BBC, the Associated Press, and the Agence France-Presse.

PHOTO CREDITS: (Left and above) Reuters/Jorge Silva, courtesy www.alertnet.org; (below) Jane Beesley / Oxfam; (right) Reuters/Carlos Barria, courtesy www.alertnet.org.

1.2 million
ESTIMATED HOMELESS



01.26.10
Oxfam launches cash-for-work program (see story on page 6).

Workers start assembling 10,000 family kits (which include eating utensils) and distribution begins in lots of 500.

02.09.10
To date, Oxfam's programs have helped about 100,000 people obtain clean water and access sanitation facilities.

230,000
ESTIMATED DEAD



02.11.10
The first heavy rain falls, leaving pools of dirty water throughout the camps, giving a sobering preview of what the rainy season may bring.

04.10.10
The first of 50,000 people left homeless by the quake and most threatened by the approaching rainy season are relocated as aid groups rush to prepare a new site for them.

04.12.10
Oxfam releases a survey of 1,700 Haitians showing that their top three priorities for reconstruction are jobs, schools, and shelter—in that order.

Total donations made by Oxfam America's supporters to Oxfam's Haiti Relief Fund **\$21,981,000**

03.05.10
Oxfam organizes a conference for local organizations to help them raise their voices to address issues around reconstruction.

| 02.01.10

| 03.01.10

| 04.01.10

“““

My prayer is to get [Haitians] more empowered, to help them to be part of the solution....

We should prove to the world: We are existing, we are people, we have dignity.

Yolette Etienne, Oxfam's country director in Haiti at the time of the quake



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Two months later, great unmet needs continue to be identified every day.

Three babies have been born in this small camp of 40 families since the earthquake.

Kenny Rae, Oxfam's water and sanitation coordinator, in an email to colleagues from Port-au-Prince

“““

Haitians are telling us loud and clear that they want to get back on their feet and start working for the reconstruction of their country.

Haitians are not expecting charity. They want to get jobs, to educate their kids, and to make sure they have a roof over their heads at night.

Marcel Stoessel, Oxfam's interim chief of mission in Haiti

Number of Haitians Oxfam has reached

As of June 1, 2010

247,705



water

94,173



shelter

117,348



hygiene kits

49,740



food

163,206



sanitation

18,402



cash for work

What's in a hygiene kit?

- | | |
|-----------------------|---------------------------------------|
| 2 toothbrushes | 1 package of laundry detergent |
| 2 tubes of toothpaste | 12 medium safety pins |
| 2 bars of soap | 1 clothesline |
| 1 soap box | 40 sanitary towels |
| 1 bottle of shampoo | 4 rolls of biodegradable toilet paper |
| 2 plastic combs | |
| 2 bath towels | |



Beekeeping could provide a source of income for farmers in Lacedras, Haiti, and that's why a crowd turned out to watch a local group of beekeepers learn how to transfer a swarm of bees from a traditional hive to a modern hive during an Oxfam-sponsored training. A gallon of honey can earn a farmer up to 1,000 gourdes, or about \$24.60. *Amy Vitale / Oxfam America*

Jobs. That's what people in Haiti's crumpled capital said they wanted more than anything else in the grim weeks following January 12.

More than shelter, more than health care, even more than education for their kids, work with a wage was the top priority for the country's reconstruction cited in an Oxfam-funded survey of 1,700 Haitians. And it's key to meeting all those other needs, too.

The poorest country in the western hemisphere, Haiti was already struggling with severe unemployment—some reports tagged it as high as 70 percent—when the quake hit. In just seconds, the disaster wiped out the modest gains the Haitian economy had made in the previous year, plunging close to 10 percent of the country's workforce into joblessness.

For some, unemployment is the only condition they have ever known and the almost-mad desire to leave it behind fuels an entrepreneurial drive that turns every need into a small business opportunity.

"Haitians—as long as they can find a place and have a little money to start a business—they'll go forward with their lives," said Edith Saintilus, standing in the hot shade of a small food stall she had opened four days before. It was barely two weeks after the quake had hit and Saintilus, the mother of four children, had moved with her family to the grounds of the Petionville Club, a once-exclusive golf course teeming with tens of thousands of displaced people.

Market buzz

Cold drinks from a cooler, oil, rice, milk—these were some of the basics Saintilus had for sale, all of which she toted on her head to the site. Her stall was just one in a long line that had sprouted in a spontaneous market in the heart of the golf course camp.

Many things could be had there, goods and services alike: pedicures and haircuts, hot meals and fresh vegetables, purses and shoes, international phone calls and electricity for juicing cell phones. But despite the vibrancy of this informal economy, there was a common refrain among the sellers: To make their small businesses grow, they needed to invest money—and that was in short supply after the earthquake.

The grinding pace of economic development has left many in Haiti frustrated, especially those who have managed to earn university degrees only to find a dearth of employment opportunities for their skills.

"Here, in Haiti, you can graduate from college, you come home, you sit down because there is no possible job," said Jean-Baptiste Wilgens, a 34-year-old father of four who was wandering through the Petionville Club camp hoping to score a job as a translator. He had lots of competition.

Roselene Monaster, recovering from earthquake-inflicted wounds, said she graduated with a nursing degree in 2005 but had been unable to find work.

For those Haitians hoping to earn university degrees or get vocational training in Port-au-Prince, the quake meant a major disruption in their studies. It isn't possible for them to transfer to institutions elsewhere in the country, since most post-secondary education is concentrated in the capital.

Searching for jobs

Reporting from Port-au-Prince, Oxfam's [Coco McCabe](#) looks at the effect of pervasive unemployment and Haitians' hunger for paying jobs.

"I'm 27, and I've never worked," said Maxo Exilien, who earned his degree in accounting in 2008. He was among a swarm of young men at the camp who pulled out their ID cards to wave at an aid worker who had broached the subject of work. "I try to find jobs, but I don't. I've just got my family: They give me some money to eat, to dress."

Many Haitians depend on the support of family and friends to make ends meet. Remittances to Haiti account for 25 percent or more of the country's gross domestic product which was estimated at \$11.38 billion in 2007.

Cash-for-work

When there is work to be had, people jump for it.

At Petionville one day, Thechelet Seraphim, a carpenter and father of eight children, was swinging hard with a hammer, despite the cast on his arm. Helping Oxfam build

latrines, he was one of about 2,000 workers the organization had hired by the end of March to carry out many early recovery tasks in an initiative called cash-for-work.

A short-term jobs program, cash-for-work has several objectives. It puts money directly into the pockets of people who need it most, allowing them to make their own choices about what to buy. The approach is in sharp contrast to emergency programs that pay workers with food or vouchers tied to a specific good or service, such as health or education. Cash-for-work not only stimulates the local economy, it also provides something often lacking in emergency initiatives: empowerment. And, it's an efficient way to make sure that important community jobs—such as removing debris from the camps and digging latrines—get done.

For Seraphim, who hadn't worked since December, the cash meant food on the table for his family.

But long term, a great deal more needs to be done to improve employment opportunities for people, and a robust job market is essential to the country's recovery.

The agriculture equation

"I believe agriculture is essential for the development of employment," says Philippe Mathieu, one of Oxfam's directors in Haiti. Investment in agriculture has the added benefit of creating new jobs away from crowded Port-au-Prince.

Agriculture employs about two-thirds of the country's workforce, but trade liberalization has pushed many rural Haitians into poverty. One of the key factors was a decision by the Haitian government in 1994 to dramatically cut the tariff on imported rice from 35 percent to 3 percent. Once self-sufficient in its rice production, Haiti today grows just 20 percent of what it needs. US rice—produced with generous government subsidies—now dominates the Haitian market.

If Haiti's government reforms its agriculture and trade policies, the country could begin to promote its own agricultural development—and all the jobs that come with it.

To learn more about the potential role of agriculture in Haiti's recovery, read on. ❖❖❖

To help put money into the pockets of unemployed Haitians, Oxfam has launched cash-for-work programs across earthquake-ravaged Port-au-Prince. The income allows workers to buy the goods their families need, and their purchases stimulate the local economy. And the work they do—cleaning camps of debris, digging latrines, cooking for the most vulnerable families in their neighborhoods—helps everybody. *Ivan Muñoz / Intermon*



Faith in Haiti's harvest

Chris Hufstader reports on how Oxfam is exploring the potential of a rural-led recovery driven by Haiti's farmers.

Aid workers rushing into Haiti from the Dominican Republic in January noticed it right away.

"The difference was striking. As we crossed the border," says Liz Lucas, a humanitarian press officer for Oxfam, "the landscape reflected the neglect of agriculture in Haiti. You go from fields of lush green to barren hillsides; it felt like entering another world."

The role of farming in Haiti's economy has declined severely since the 1950s, when agriculture employed 80 percent of the labor force, represented 50 percent of the gross domestic product, and contributed 90 percent of exports. Many factors have contributed to the stark decline in investment in agriculture (see sidebar).

But one day in March, residents of Port-au-Prince got a taste of what farmers can do for the country, literally, when Oxfam delivered food grown in Haiti to 10,000 families who had survived the earthquake. The agency bought the surplus from farmers in rural areas: rice, black beans, ground corn, yams, plantains, cassava. They even got some peanut butter. "We have to take whatever is offered," says 77-year-old Monrocher Antoine, who lives near Jacmel, south of Port-au-Prince, with his wife and eight children, "but it is better to be given things produced locally."

One of the reasons there were more than three million people living near Port-au-Prince is that agriculture was failing farmers like Antoine, who says he has not produced much over the last few years.

To make matters worse, the earthquake destroyed his home.

The curse of cheap food

Haiti imports more than 50 percent of its food. Cheap food imports and even food aid undercut Haitian farmers, making it hard for them to compete in markets.

Falling import tariffs, when combined with the badly degraded environment in the country—98 percent of Haiti is deforested—have proven disastrous for farmers. This makes it even more imperative that the reconstruction effort in Haiti address rural development as urgently as the urban scene. Put simply, farmers need to preserve their soil and produce more food so Haiti no longer needs to import food and accept food aid.

The earthquake could spur growth in agriculture. To escape difficult conditions in Port-au-Prince, nearly 600,000 earthquake survivors moved out of the city. More than half remain in the countryside, and they are struggling to survive, says Philippe Mathieu, Oxfam Québec's director in Haiti and a former Haitian minister of agriculture.

"If displaced people can have jobs, access to health care, and schools for their children, they can stay in the countryside and contribute to the reconstruction of the country," he says.

There is idle land—owned by both the government and the Catholic Church—that migrants to the rural areas could farm. There is also great potential to develop industry based on agriculture. Processing food products, like mangoes, can help farmers earn more for what they grow. "We need to transform them to dried mangoes, mango juice, fruit cocktail, jams, and jellies, to create more revenue and more jobs," Mathieu says.

But for now, jobs are just as scarce in the country as they are in the towns. Port-au-Prince is pulling many of the migrants back, especially since it still has more and better schools, clinics, and, as always, the promise of opportunity (whether real or illusory).

Meanwhile, most people who have left Port-au-Prince since the quake have gone to live with family or friends. Many rural families—already desperately poor—have seen their households double or even triple in size. To accommodate the new arrivals, quite a few families have had to eat the seeds they were saving to plant in April and May.

Oxfam's Mathieu was in New York City in March for meetings at the UN to encourage governments to contribute funds for reconstructing Haiti, and he wanted to make sure a good portion of the resources address problems with agriculture. At that time, the government was requesting \$11 billion in aid, with \$722 million to be earmarked for agriculture and spent over the next three years. That's in addition to the \$74 million that the UN says Haiti will need for fertilizer, seeds, and tools to have good harvests in June and October.

Mathieu said Oxfam's distribution of local food for earthquake survivors shows that farmers in Haiti can feed their own country.

The problems with farming in Haiti

A deadly combination of factors has led to the downfall of agriculture in Haiti. The short list includes:

- **Environmental degradation:** Lack of fuel options lead people to cut down trees to make charcoal, and lack of jobs mean that this is one way to earn an income, as demand for food grows in Port-au-Prince and other cities. But the resulting deforestation has led to widespread erosion and loss of good soil. A heavy rain, let alone the frequent hurricanes in the Caribbean, can wash away entire hillsides (and villages) in this mountainous country, sending crops and livestock out to sea.
 - **Lack of investment in agriculture:** Farmers scrape by with little support for good seeds, fertilizer, roads, tools, irrigation, and many other factors needed for growers to flourish.
 - **Bad policy:** Pressure from foreign governments and the World Bank forced Haiti to drop tariffs on imports like rice, subsidized in the US and sold in Haiti for less than it costs to produce. Rice farmers in Haiti could not compete, and many stopped growing it or left agriculture altogether.
-

In fact, Oxfam's work in six departments (as Haiti calls its states) is helping farmers improve their yields in sorghum, corn, beans, and peas, as well as in roots and tubers, like yams, cassava, and sweet potato. Mathieu says Oxfam recently introduced a new variety of sorghum seed that cut growing time by more than half, helping farmers harvest twice a year instead of once.

Mathieu also says that all of Oxfam's work has a strong environmental focus, encouraging organic production and replanting trees. "We integrate watershed management with agro-forestry techniques that include planting fruit trees and building anti-erosion structures," he says. In Belladere, on the border with the Dominican Republic, Oxfam-supported erosion control efforts have created short-term jobs for some of the people who left Port-au-Prince after the earthquake.

More home-grown food

The problem with agriculture in Haiti, Mathieu says, is that it is not well coordinated. Better coordination and stronger local organizations will not only help farmers grow more but also can ensure that they get a better price for their crops. Oxfam affiliates have been working to strengthen rural communities for years. In Verrettes—in the rice-growing Artibonite Valley—farmers have joined together in a cooperative called KOPAV (the Haitian Kreyol acronym for Agricultural Production Cooperative of Verrettes), which Oxfam helps to fund. KOPAV has its own rice mill, and the farmers are hoping to pool resources to buy farm machinery as well. In Haiti's central plateau, SOFA (the Haitian Women's Solidarity Movement) has helped female farmers boost their incomes by raising bees in modern hives that produce three to five times more honey per year, according to Ronald Archile, an Oxfam agricultural engineer.

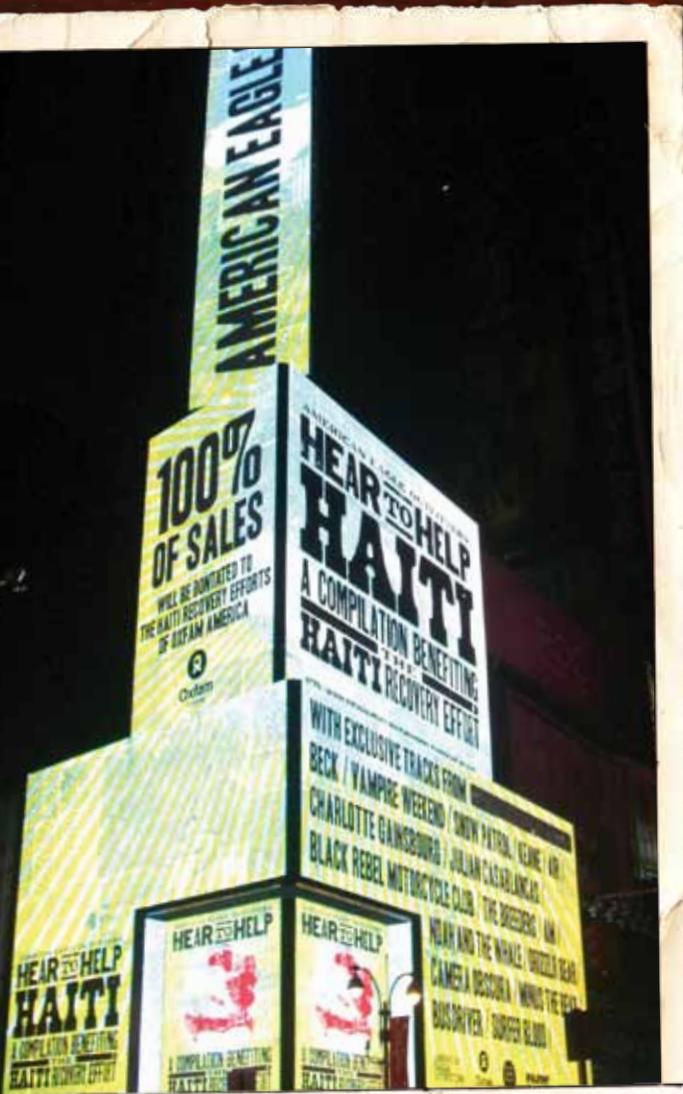
Since the quake, Oxfam has launched new research into agriculture to inform recovery efforts and help restore Haiti's ability to feed itself. "We have eight million people to feed, so we are really compelled to produce food," says Mathieu. "Rural people and their organizations must lead the reconstruction of Haiti."

With additional reporting from Oxfam staffers Peleg Charles and Marc Cohen in Haiti.



Working at a mill in Cap Rouge, Jane Phillip and Mary Juliene peel the rough skin from manioc, a hardy, drought-resistant tuber also known as cassava. Oxfam is working with Haitian farmers to increase the yields of manioc and other staple crops. *Abbie Trayer-Smith / Oxfam*

Clockwise from right: A January *Rolling Stone* article quotes Oxfam's Bob Ferguson on the music world's response to the Haiti earthquake; a ticket to the Radiohead benefit show for Oxfam, which sold for \$525; Radiohead's Thom Yorke performing live at the January 24 concert (*Sung Kim / Pitchfork Media*); and a giant electronic billboard promoting the "Hear to Help" Haiti-benefit CD lights up Times Square (*Bob Ferguson / Oxfam America*).



IN THE NEWS

Artists Respond to Haitian Tragedy

A wide range of musicians including Wyclef Jean, Coldplay, Wilco, Arcade Fire and Kanye West responded quickly to the massive earthquake that shook Haiti, urging fans to donate money for the humanitarian crisis. "Artists jumped on social-media networks to get the word out," says Bob Ferguson, the music artist relations coordinator for Oxfam America, which raised \$3 million within 48 hours. Wyclef, who was born in Haiti, flew to the island the day after the earthquake and led relief efforts on behalf of his nonprofit organization, Yéle Haiti. "Wyclef should be president," says former Fugee Pras. Organized benefits quickly took shape: Julian and Kymani Marley played a fundraising show in Miami on January 15th; George Clooney signed on to help MTV pull together talent - including Sting and Bono - for a telethon scheduled to take place on January 22nd in New York and Los Angeles. "Right now what's needed there is money," says former Gnarlz barkley manager Jeff Antebi, who made two trips to Haiti as a photographer last year. Artists should...



EVENT CODE	SECTION/AISLE	ROW/BOX	SEAT	ADMISSION
HF0124	GAFLR	GA2	81	V 525.00 E
\$25.00	GENERAL ADM	FLOR+FC	0.00	
SECTION/AISLE	RADIOHEAD FOR HAITI			
GAFLR	WWW.OXFAMAMERICA.ORG			
PP 2X	THE MUSIC BOX @ THE FONDA			
ROW GA2	6126 HOLLYWOOD BLVD			
SEAT 81				
CNGV504				

Great music, better cause

Writer [Anna Kramer](#) reports how musicians, bands, fans, radio stations, and more teamed up with Oxfam in a spontaneous movement to help Haiti.

Tuesday, January 12: Just hours after a devastating earthquake strikes Haiti, Bob Ferguson's phone won't stop ringing. Though Ferguson tries to watch TV news coverage in his Boston hotel room, he keeps getting calls, even at 2:30 a.m. The callers are bands, managers, record labels, and others in the music industry, and the message is always the same: "I hear Oxfam is already on the ground responding to the quake. How can I help?"

As Oxfam's music artist relations coordinator, Ferguson's job is to turn that "How can I help?" into action. With his guidance, artists have hosted volunteers at their concerts, talked about Oxfam on stage, blogged about our work, and raised funds for programs in Darfur, among other efforts.

But, Ferguson adds, "That night was like nothing I'd ever experienced before. People turned to Oxfam first because they knew we'd be responding immediately to the crisis." And it didn't end there. In the weeks ahead, artists, fans, and others would find new ways to help Haiti by harnessing the influential power of music.

The thousand-dollar ticket

The next morning, January 13, the top-selling band Coldplay issued a statement urging fans to donate to Oxfam's relief effort. "I visited Haiti with Oxfam a few years ago," said singer Chris Martin. "It's a country of extreme poverty and brutal living conditions. ... The people of Haiti will be desperate for help and assistance."

In the days that followed, 18 artists—in genres from indie to Christian rock, pop to country—recorded public service announcements, which in turn were broadcast on radio stations, posted on fan websites and blogs, and distributed by music promoters nationwide.

And it wasn't just musicians who pledged their support. After interviewing Ferguson on their morning show, the San Francisco rock station KFOG raised \$30,000 from listeners.

Meanwhile, the band Radiohead announced a surprise January 24 concert in Los Angeles, with all tickets to be sold in a special benefit auction for Oxfam. "In some cases, people paid \$1,000 a ticket," says Ferguson. "And the band was determined to give fans their money's worth." The concert made national news and raised nearly \$575,000 for Haiti earthquake recovery.

As internationally known bands like Radiohead mobilized their massive fan bases, local artists also played a part. With help from Oxfam's volunteer activists and student leaders, benefit concerts for Haiti cropped up around the country: a jazz night in Seattle, a hip-hop showcase in Minneapolis, and a folk concert in Brooklyn, to name just a few.

Hearing to help

In February, another big moment helped keep the focus on the Haiti rebuilding effort: *FILTER* magazine and American Eagle Outfitters launched an Oxfam America benefit CD called "Hear to Help." Working with Ferguson and others, 17 different artists contributed songs, including Kelly Deal of the band The Breeders.

"That's a good indicator of the kind of respect that Oxfam America has...especially to musicians and artists," said Deal. "We just take it for granted that whatever project they are involved with will be one of quality, and more importantly, will result in a direct impact."

On the day of the release, the sponsors unveiled a towering electronic billboard in Times Square to promote "Hear to Help." The CD raised over \$90,000 for Haiti—and, like the Radiohead concert, helped get the word out to fans across the country.

"Some people think rock stars and the Haiti crisis make an unlikely pairing," admits Ferguson. "But these artists really helped to mobilize people who might not otherwise become involved in the recovery effort."

Many Oxfam supporters—who also happen to be music lovers—agree that it's a perfect match.

"More actions like this are needed," wrote Oxfam and Radiohead fan Barbie Ocampo on Facebook. "Music for a good cause!"



Read | Learn | Change the world

To learn more about the power of music in the fight against poverty, go to oxfamamerica.org/music.

Top 10 things to know about Oxfam

After the earthquake struck in Haiti, 30,000 new people joined the Oxfam community—drawn by their desire to make a difference. Whether you are new to Oxfam or have supported us for years, here are the most important facts about Oxfam: what we do, how we do it, and how you can get involved.

To learn more about our work with individuals and local groups in more than 100 countries, go to oxfamamerica.org.

“““

Oxfam America consistently executes its mission in a fiscally responsible way and outperforms most other charities in America.

This 'exceptional' designation from Charity Navigator differentiates Oxfam America from its peers and demonstrates to the public it is worthy of their trust.

—Charity Navigator, October 2009

“““

I know my rights, and I knew the law would take its course.” —Joanna Manu, Ghana

Read Manu's story at oxfamamerica.org/manu.

Watch a video about one of our projects in Ethiopia—a collaboration between Oxfam, local partners, and community leaders— at oxfamamerica.org/singingwells.

1 We are an international relief and development organization.

We create lasting solutions to poverty, hunger, and injustice by saving lives, helping people overcome poverty, and fighting for social justice. Our goal: a just world without poverty.

2 You can trust us.

We are highly rated by leading independent charity evaluators. In 2009, we received our fourth annual four-star rating from the nation's largest charity evaluator: Charity Navigator. This places us among seven percent of charitable organizations nationally.

3 We work with local and national organizations: our partners.

We provide local partners grants for their anti-poverty work and work with them to build alliances, networks, and effective organizations that will eventually be self-sufficient. Most important, we work with our partners to learn; what they teach us about the best solutions to poverty is just as valuable as the funding and collaboration we provide them.

4 We believe that fighting poverty is about fighting injustice.

Poverty often arises from violations of people's basic rights. When someone is denied the right to own land, the right to education, access to basic services like clean water, a fair price for the crops they grow, or a fair wage for the work they do, the result is poverty.

5 The projects we fund are community driven.

Our local partners do the work, so the results are theirs. Locally informed and locally driven solutions to poverty are the best solutions—the most sustainable and the most appropriate—because they come from the communities that will keep the initiatives going after Oxfam and its funding goes away.

6 Poverty puts people in harm's way.

Poverty makes people more vulnerable to calamities—from armed conflict to earthquakes. It is poverty that forces people to live in violent areas or to build their houses with inexpensive materials in locations vulnerable to floods and landslides. We support partners and poor communities to reduce their risks and to advocate with their governments to support their efforts.

7 We help people learn about their basic rights and how to defend them.

By educating people about their rights, we help build strong communities that compel governments and other institutions to deliver on their responsibilities. When citizens hold their governments accountable, they can change the systems that keep people trapped in poverty.

8 You can join the effort. Everyone—including you—has a part to play in the fight against poverty and injustice.

With the power of many voices speaking together, we can call on companies and legislators to change the laws and practices that keep people in poverty. We can also raise awareness and inspire action on some of the world's most urgent issues, like the earthquake response in Haiti. But we can't do it alone; we need your voice and your support. No matter who you are, or how busy you are, you can make a difference.

9 We are a member of the international confederation Oxfam.

We are a confederation of 14 like-minded organizations that collaborate on global campaigns and major humanitarian interventions. We work with 3,000 local partners in 100 countries and devote more than \$700 million annually to fighting poverty.

10 Laws, policies, and institutions have an enormous impact on poverty.

Yet, poor people are not consulted about major issues like international trade law, climate change talks, or how wealthy countries administer foreign aid programs that are supposed to help them. We work to help people directly affected by laws and policies have a voice in their formulation. And we wage campaigns to convince decision makers to respect the views of poor communities.

Responding to disasters when they occur is a crucial part of Oxfam's mission. But finding ways to help communities prevent natural events from becoming disasters is the cutting edge of our humanitarian work.

To learn more about how Oxfam helps communities reduce vulnerability to disaster, go to oxfamamerica.org/drr.

Read Gilma Melina de Vasquez's profile, a Salvadoran woman who changed her life once she understood her rights: oxfamamerica.org/molina.

Imagine if a company paid the government to mine for gold or drill for oil in your backyard—but didn't ask for your permission or pay you. Right now, oil, gas, and mining companies are doing this around the world, often in the poorest countries.

Oxfam is working with communities affected by oil, gas, and mining around the world to ensure that they have a voice in decisions that will affect them. Learn more at oxfamamerica.org/rights-resources.

Join our online community. Take online actions and help spread the word: oxfamamerica.org/join.

Learn more about our current campaigns: oxfamamerica.org/campaigns.

Construction and leveling at the new resettlement camp at Corail. Oxfam is providing toilets, showers, water points and public health activities. *Jane Beesley / Oxfam*



Oxfam

America

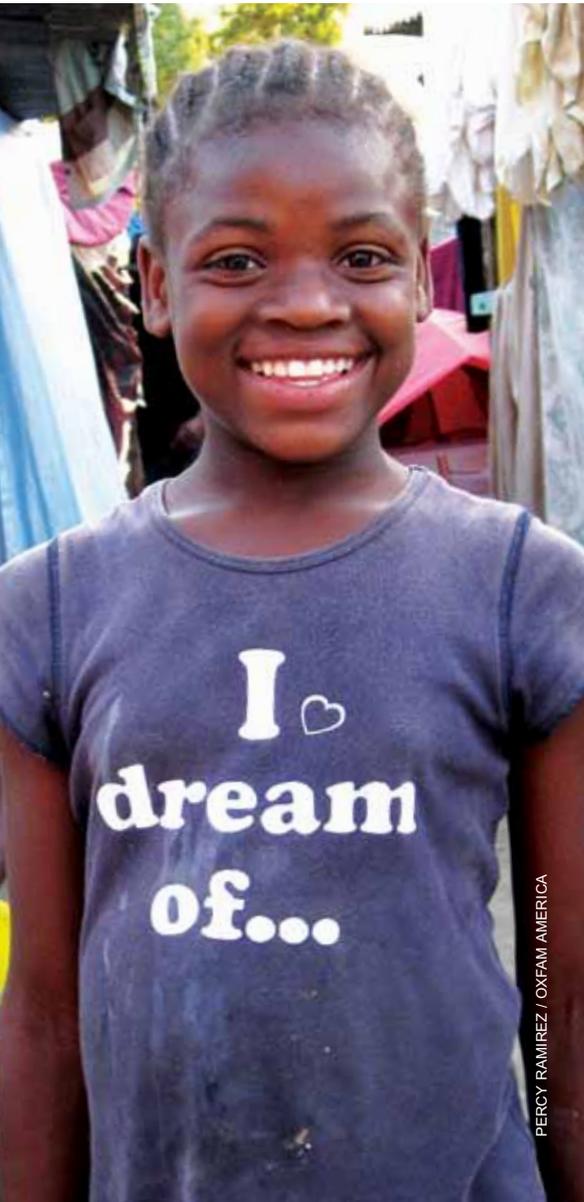
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