Helping communities navigate COVID-19 with dignity
A devastating new reality

Health Response | Humanitarian Effort | Communications
Genesis quickly mobilised
Genesis introduced the Solidarity Fund to Kamo

Kamo

26 Years-old
Married
Two children
Rockville Soweto

How do I manage Covid?
How do I continue to feed my family?
Where do I get GBV support?
How to I manage Covid?

Develop and Implement a Covid-19 #UnityInAction campaign

- Television: 17mn
- Radio: 15m
- Outdoor Activations: 19mn
- Activations: 1.8mn
- Activations: 14mn

87% of people have changed their behaviour:
- Washing hands more frequently
- Wearing a mask correctly in public
How to I continue to feed my family?

135,000 households 95%
Food voucher

R75mn

46,000 farm vouchers 79%
Farm input Voucher

R74mn
Lastly, where do I get GBV support?

Access to Justice

Response Strategies

CBOs and Catalytic Orgs

R78mn

328
and... more questions

Gloria
Covid-19 programme manager

How is the vaccination programme progressing?
How is the vaccination programme progressing?

- Extend Vooma (Covid-19) Voucher Weekend by 2 weeks
- 7% increase in the number of vaccinated people
Thank you