

I AM A ★

Creating a brighter future for Somalia

I AM A ★



MATAANO



music for relief.

North America Somali
Students Union



Internally Displaced
Somalis Advisory Council



I AM A ★

On the flag of Somalis sits a stark white star of unity, amidst a sea of azure blue, as limitless as the sky. This icon is the inspiration for the “I Am A Star” campaign. A single blue star becomes a symbol of the spirit, power and hope that is embodied in the people of Somalia during this time of crisis.

We are all stars, unified. From the members of the Somali Diaspora – the poets and the elders, the families and the organizers – to the aid workers on the ground in Mogadishu, and the everyday citizens reaching out to get involved. We stand together to celebrate our humanity and our potential.

EACH OF US SHINES BRIGHTER AS WE ACT TOGETHER.

I AM A STAR approaches humanitarian relief in a whole new way.

From the beginning, our response in Somalia has been a co-creation of the American Refugee Committee and members of the Somali Diaspora from across the globe. Before we even set foot in Mogadishu, we had been meeting and planning with Somalis for more than a year.

The strength of the program reflects this collaborative partnership. That we are one of only a handful of international organizations successfully providing lifesaving help to families in Mogadishu is a testament to this approach.

CO-CREATED WITH THE SOMALI DIASPORA

More than 1,000 members of the Somali diaspora voiced their concerns, shared their ideas and collaborated in this unique approach to humanitarian relief.

The Internally Displaced Somalis Advisory Council – formed solely for the purpose of guiding I AM A STAR – provides leadership for the the program directly from the Somali community. The City of Minneapolis has signed on in support, as well as the U.S. Department of State.



“The State Department is working with the American Refugee Committee and the design firm IDEO on the campaign to engage the Somali diaspora, not only in the United States but around the world, to help raise awareness and funds for the relief efforts.”

- Hillary Clinton, U.S. Secretary of State

THE CAMPAIGN HAS THREE COMPONENTS.



A NEW NARRATIVE



CHANGING THE NARRATIVE

Negative images of Somalia are pervasive, from piracy to terrorism. We are working with the Somali diaspora to change that narrative.

SOMALI-AMERICAN
STUDENTS WALK FOR
FAMINE RELIEF

— AP

SOMALI-BORN NURSE
FULFILLS PROMISE TO
HELP WOMEN IN WAR-
RAVAGED MOGADISHU

— The Star

US SOMALIS MOVE TO EASE
MISERY OF FAMINE BACK HOME

— CBS News

CELEBRITIES JOINING IN

K'NAAN & Bono, Somali fashion designers Mataano, TV's Chef Roble, Sweet Rush and more are putting their star power behind the effort.



TAKING ACTION

Members of the Somali diaspora are taking action, raising money and awareness. From car wash fundraisers to Walks in solidarity to mosques raising support, the diaspora is rallying support for families in Somalia.



ACCOUNTABILITY

Our programs on the ground in Somalia are implemented in close cooperation with Puntland Authorities, the Mayor of Mogadishu and the transitional Somali government.

Our staff of 74 nurses, doctors, health professionals, water and sanitation experts, protection workers and other aid workers are based in Mogadishu.



Eyewitness trips take Somali opinion leaders to Mogadishu to evaluate and report back.

VOLUNTEERS TO SOMALIA

Trained Somali medical professionals – doctors, nurses, public health professionals and nutritionists – are mobilizing to save lives. Working at Banadir Hospital and staffing mobile clinics, they are treating malnutrition and preventing the outbreak of disease.

 **I Am a Star for Somalia** shared a link.
Saturday

What a great story to share it with you. Indeed Safia is our star!



Somali-born nurse fulfills promise to help women in war-ravaged Mogadishu
www.thestar.com

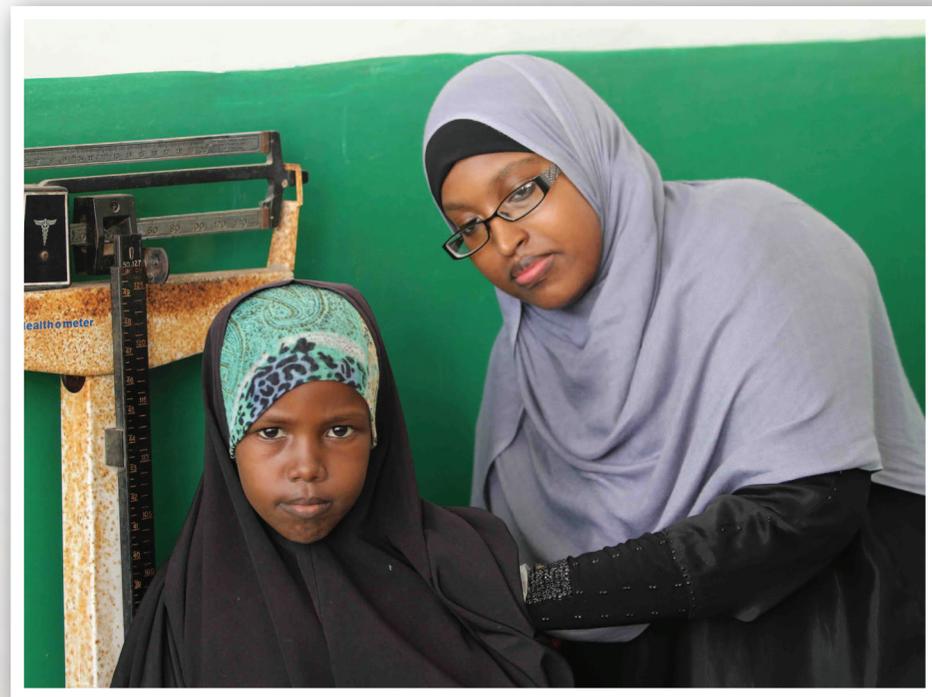
Safia Nur Ahmed recalls desperate lack of women's services during month-long stint in her homeland

Like · Comment · Share 3

 Sabri Junior, Sherissa and 42 others like this.

 **Marian H Abdi** Wonderful Job! actually this was my idea too, to go back someday when I finish my studying of nursing and change many people's life:)) I have always wanted to help people who are suffering from all kind of sickness and when I get the chance to do it,, it will be one of the best thing that I have ever done for people/Somalia♥;) Saturday at 8:31am

 **Dur'an Dahir Ali** nice jb thx..... viva somalia Saturday at 9:37am



INCLUSION: A platform for everyone



BUILDING SUPPORT: A Community

Rwanda



San Diego



Qatar



Minneapolis

25,000 people from around the world have joined with I Am A Star and taken action in solidarity with families suffering in Somalia. Students from Sarawak to San Diego to Doha to Columbus are stepping forward to help.

BUILDING SUPPORT: Around the World

People from more than 60 countries have already taken action for families in Somalia.

Brazil	Germany	Peru	Ecuador
Austria	Argentina	Eritrea	Poland
Yemen	Denmark	Indonesia	Malaysia
Costa Rica	Taiwan	France	Qatar
Ireland	Saudi Arabia	Sweden	Ethiopia
Bolivia	New Zealand	Australia	The Netherlands
Uganda	Kenya	Haiti	Sweden
Guatemala	South Africa	United Kingdom	South Korea
Columbia	Canada	Spain	United States
Chile	Norway	India	
Djibouti	Uruguay	Pakistan	
Comoros Islands	Mexico	Venezuela	

ON THE GROUND

Since July, they've reached nearly 140,000 people with medical care and lifesaving medicines, clean water, proper sanitation and food and other essential supplies.

We are now building on these initiatives to transition key strategic programs to reach scale in areas such as remittances, youth employment and governance.



CLEAN WATER

We've rehabilitated water points and dug a total of 12 wells in schools and IDP camps in Mogadishu, providing water to tens of thousands of people. We're also preventing the spread of disease at Banadir Hospital and in camps around the city by digging latrines and putting sanitation systems in place. We've constructed more than 470 latrines in IDP settlements around Mogadishu.



This new waterpoint provides clean water for displaced people as well as families who live in the surrounding community.

MEDICAL CARE

Our mobile health teams go out into the city each day to bring medical care to people who can't get to hospitals or clinics for care. We're also supporting Banadir Hospital in Mogadishu with much needed medical supplies and medicines and by sending Somali American and Somali Canadian medical volunteers there to help. We are also managing the largest cholera treatment center in southern Somalia with a capacity of 100 beds.

A mobile health worker treats a patient living in one of the abandoned buildings in Mogadishu.



PROTECTION FOR WOMEN AND CHILDREN

We've set up a child-friendly space at Banadir Hospital so kids who have parents or siblings in the hospital have someplace to go to learn and play during the day. And at Badbaado Camp in Mogadishu, our Kitchen Mamas programs is helping women build a support network and learn what resources exist for their families.



At Banadir Hospital, we built a playground where kids can swing, play soccer, jump rope and just have fun.

EMPLOYMENT

Families left their livelihoods behind when they fled for safety. Our cash-for-work program has employed some 1,900 people – mostly women, elderly and youth – doing trash clean up. They've earned a fair daily wage and completed an important public service in the process.



Cash-for-workers cleaned up garbage on the main road in Mogadishu and earned a fair daily wage. 80% of workers in the program are displaced people.

NEEDS REMAIN DIRE

2.3 Million Somalis are still desperately in need of food aid. Much of Somalia is still suffering emergency level food insecurity. And, people are expected to remain in crisis until the main harvest in August 2012.



IF YOU YOU WANT TO GET INVOLVED, LET US KNOW:

Daniel Wordsworth

President, American Refugee Committee

DanielW@ARChq.org

+1 612.607.6461

Said Sheik-Abdi

I AM A STAR Program Manager

SaidS@ARChq.org

+1 612.874.5472