

# ✿ Prosperity Catalyst ✿

Special Update:

May 1, 2020

*Investing in women during the COVID-19 global crisis*

## Haiti: COVID-19 Emergency Response

Prosperity Catalyst is launching a COVID-19 emergency response in Haiti, aimed at preventing the spread of the disease. Because healthcare is extremely limited, we need to do everything we can to prevent the disease from spreading. As of now, the spread of COVID-19 seems to have stayed very limited, with few cases reported and no evidence of widespread illness. However, prevention methods that we take for granted in the U.S., like hand washing and access to sanitizer and masks, are a challenge in Haiti. Members of isolated rural communities may not even know that they should be taking these steps—our beekeeping field staff reports that they have had conversations with people who have never heard of Coronavirus.

Prosperity Catalyst is preparing to distribute COVID-19 prevention kits, beginning with the 918 households engaged in our beekeeping and artisan networks. Each kit will contain an educational flyer about COVID-19, a bucket with spigot for hand washing, 2 bars of soap, 2 bottles of hand sanitizer, and 2 reusable fabric masks.

The sanitizer and masks are made by women in our artisan network, and all the other materials are purchased locally, so our prevention strategy also creates income for women. Network members will pick up the kits one-by-one and receive a brief verbal training on preventing coronavirus— from a safe distance, of course. We are also launching an awareness campaign for the most remote areas through loudspeakers attached to motorbikes.



### Light Up Your Home

Freshen up your space with an artisan-made candle. Send a thoughtful gift to the healthcare worker in your life, and don't forget Mother's Day!

All candles are 30% off through May 3.

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Questions? Comments? We love hearing from you! Contact Us at [info@prosperitycatalyst.org](mailto:info@prosperitycatalyst.org)

# IRAQ: Virtual Trainings on lockdown



With Iraq in lockdown, the Prosperity Catalyst team there has been resourceful in finding ways to continue their vital work. In mid-April, we launched a pilot online business training program for 76 of our beneficiaries. Trainees delved into topics like marketing, project management, and budget, all tailored to the Iraq market. Despite the challenges of getting connected and tech access, the trainees are so enthusiastic about this opportunity that we are working to develop creative ways to bring the online format to a wider range of women artisans and entrepreneurs.

The Iraq team is making full use of social media to contribute to awareness-building efforts around COVID-19. Product Development & Marketing Manager Noor Hashim hosted a Facebook Live conversation with Dr. Ahmed Al-Tabacshali to address the critical question: "The impact of COVID-19 on the world and Iraq's health and economy sectors is beyond anything we have experienced before. Therefore, what should small and medium businesses do to survive the downturn, and how should they prepare for what follows when COVID-19 is over?"



## [#GivingTuesdayNow, May 5th](#)

Community and global needs are higher than ever. On May 5th, nonprofits will come together for a special one-time day of solidarity, *#GivingTuesdayNow*. If you can, repurpose the cost of a dinner out or special event that was cancelled to support organizations you believe in. Consider choosing one local and one global cause to support.

**Gifts to Prosperity Catalyst will be doubled for the month of May!**