



Retail Orphan Initiative
Helping Vulnerable Children Worldwide
www.RetailROI.org

Case Study

RetailROI Works with On-the-Ground Partners in Fight Against Ebola

Since 2009, RetailROI has invested in the people of Liberia, first with LifeSong for Orphans in Monrovia, Congo Town, Marshall, and Rehab, and most recently with More Than Me in Monrovia. We have built schools, wells, computer labs, and orphanages, provided tuition for teen moms, and are personally involved with more than 700 orphans and 12 different projects.

Now, with Ebola ravaging the nation, it is more important than ever that we stay with these partners in their fight against this devastating illness that is creating more heartbreak and more orphans each day.

The statistics are staggering: in Liberia alone, there have been over 4,000 Ebola cases; over 2,500 deaths; and over 3,400 children orphaned. And the numbers are growing exponentially.

In response to this crisis, RetailROI has given grants for two different projects, and in just two weeks, over 2,000 families in 5 different communities received food and hygiene materials. In addition, over 10,000 people were educated on how to stay safe.

But the effort will continue, as we work with our partners on the ground to fight Ebola in their local communities.

Through education, outreach, and feeding programs, these partners have helped reduce the number of new cases in their communities by up to 90%, and they have the opportunity to save up to 300,000 lives.

#RetailFightsEbola is a new campaign to expand this effort to many more people. The purpose is to engage retailers, product manufacturers, and individuals to provide material support to help stop the spread of this deadly disease through basic hygiene principles, education, and provision for orphaned children and other survivors who have been shunned by their communities due to fear.



To find out how you can help RetailROI, go to: <http://retailroi.org/Donate>