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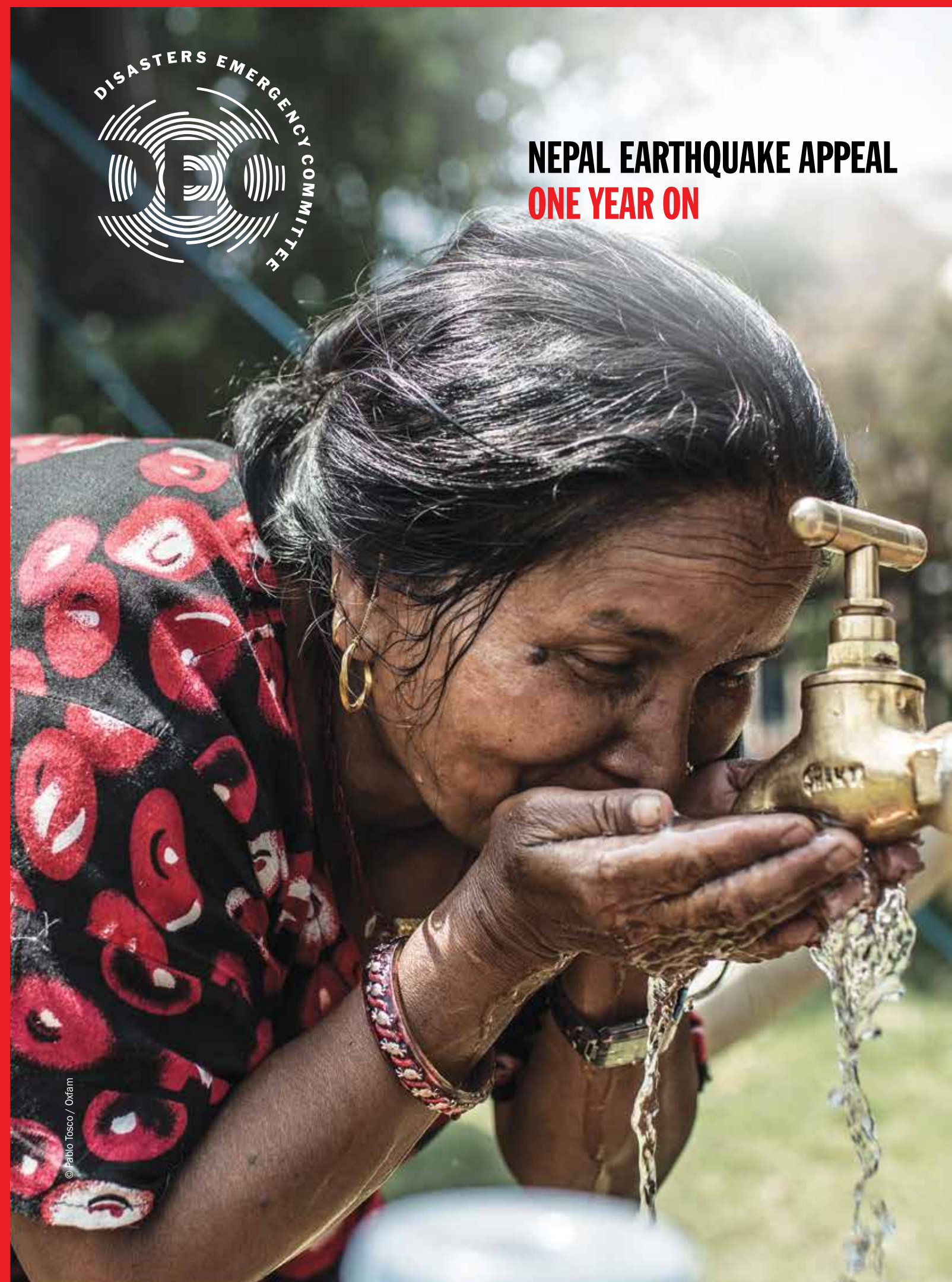
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## NEPAL EARTHQUAKE APPEAL ONE YEAR ON



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On 25 April 2015 a huge magnitude 7.8 earthquake hit the Nepalese countryside around 50 miles from the capital Kathmandu. It was the worst earthquake to hit Nepal for 80 years.

It was followed by a second earthquake a fortnight later, and in total 8,891 people were killed, over 22,300 injured and over 893,000 homes were destroyed or damaged, as were schools, clinics, temples and ancient buildings. Overall, 8.1 million people were affected across Nepal.

Nepal sits on a major geological fault and had been expecting a big quake for many years. A 2013 report by the UK's Department for International Development said: "Nepal ranks high on the list of nations at risk from earthquakes, yet its state of preparedness for a disaster is poor. At some point in the future, Kathmandu will face a major catastrophe." The UK government's aid had for years focused on helping Nepal's institutions to prepare for a natural disaster, particularly an earthquake, as well as working with vulnerable communities in urban areas, and training volunteers in search and rescue techniques.

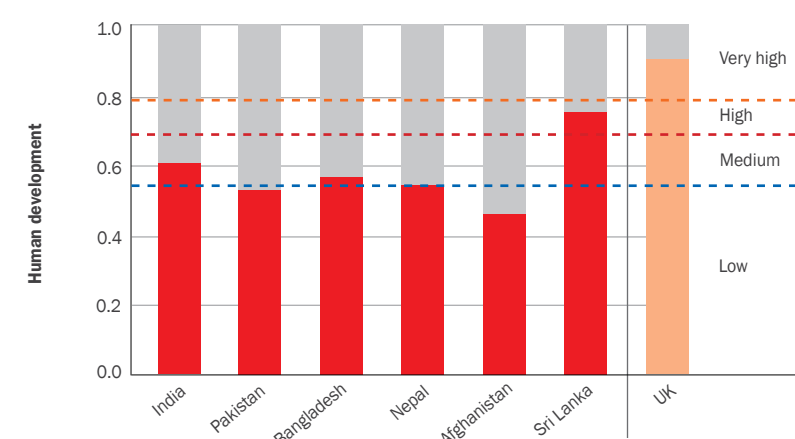
The UN's World Risk Report classed Nepal as a country with "high levels of urban vulnerability" to natural disasters and the authorities, aid agencies and others focused their planning on Kathmandu, a densely populated city

of unregulated, poorly constructed buildings. However the epicentre of the quake was in Gorkha, just northwest of the Kathmandu Valley. Although the capital was affected it was rural areas which were the most extensively damaged. Many of these places were extremely remote, mountainous and hard to reach.

Nepal's countryside was already poor and vulnerable to natural disasters.

The UN's 2015 Human Development Index (based on pre-earthquake research) puts it in the low human development category, 145th out of 188 countries. It found 59% of households suffered "multidimensional poverty", with poor health, education and other factors marring Nepalis' lives, even when their incomes put them above the poverty line. Nepali society is extremely patriarchal and there are many marginalised ethnic groups.

Human development index scores for the South Asia region, 2015



# THE DEC APPEAL

The DEC’s announcement of the Nepal Earthquake Appeal was reported by almost every national UK media outlet on Monday 27 April 2015. This was quickly followed by the formal launch, with broadcast appeals carried by the BBC, ITV, Sky, Channel Four, Channel Five and commercial radio stations on 28 April. The broadcast appeals remain the primary way in which the DEC promotes its appeals and raises funds but there is also an increasing emphasis on digital platforms to spread the word, raise funds and provide feedback to donors.

### DEC Partners

Both the BBC and commercial television appeals featured Joanna Lumley, who was the natural choice given her strong connection to Nepal. This was the first time that the BBC and ITN-produced appeal films have both used the same celebrity. Kenneth Branagh and Kate Adie recorded the commercial and BBC radio appeals respectively.

We continued our successful television fundraising partnerships with ITV’s Britain’s Got Talent, the Champions League and Good Morning Britain. Corporate supporters included some of the UK’s most well-known organisations such as BT, British Airways, Co-operative Group, TfL, Vodafone, Greggs, the British Bankers Association and many of its members including Lloyds Banking

Group, HSBC, RBS and Barclays. There was also strong fundraising support from some of the DEC’s newer digital supporters, such as 38 Degrees, Change.org, Paypal, eBay, NewsNow and Mumsnet. The UK government Department for International Development donated £5 million through UK Aid Match.

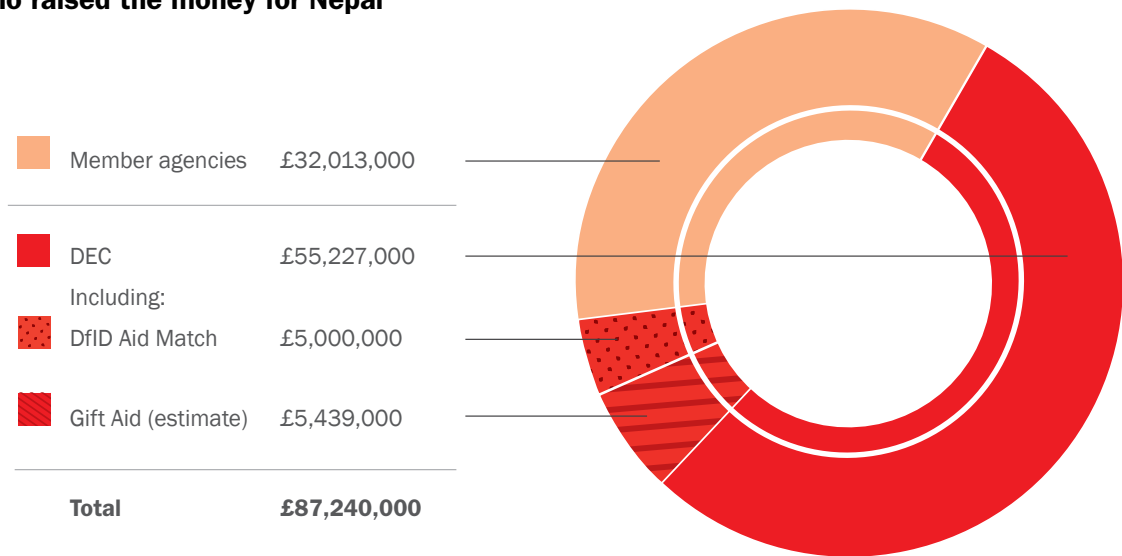
### DEC Activities

Overall the DEC media team reached a potential audience of 140m people across TV, radio, print and online news, with many members of the public seeing multiple stories mentioning the appeal. Social media updates reached a potential audience of over 50 million. On Facebook, an increase in the production of video content helped double the reach of posts compared to the Philippines Typhoon Appeal. The most

popular videos were appeal films by Daniel Craig and Bear Grylls, which helped us reach a younger audience. We also produced daily ‘behind the scenes’ updates for the DEC YouTube channel, a live-streamed video Q&A to improve accountability to the public and we reached out to prominent YouTubers to help promote the appeal.

DEC supporters registered over 700 fundraising events on the Just Giving website. As well as general donations, the DEC received over £6.4 million from high value and corporate supporters, major donors and trusts. We successfully trialled a regular giving SMS option which allowed donors to give £3 a month for six months. The DEC has also provided regular updates to Nepal donors via mailings, SMS, emails, our website and social media.

### Who raised the money for Nepal



### Paid Activities

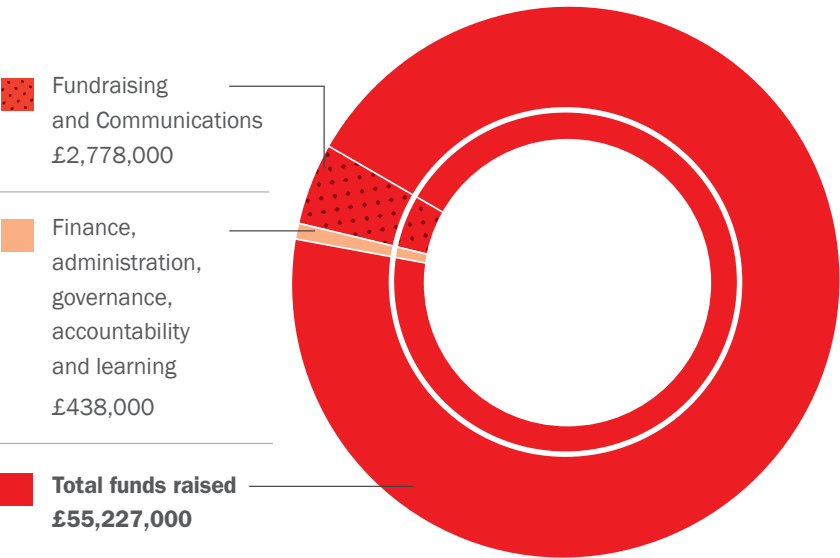
Although the appeal benefited from pro bono support worth millions of pounds, there are some things we need to pay for to achieve our goals. DEC appeals have amongst the lowest fundraising and communications costs of any charity in the UK – just 5% for the Nepal Earthquake Appeal – we must spend some money to raise the extraordinary sums needed to respond to overwhelming crises. In addition, donors increasingly want to see how their money is being spent, so to maintain their trust we are increasingly creating and sharing photos and films showing aid being delivered.

The newspapers offer us heavily discounted rates to carry appeal advertisements but we must pay them. Facebook allows us to communicate with a huge audience but only generates significant revenue for the appeal when we pay for Facebook advertising. Many donors find using Google and paying for Google advertising makes this process much easier. The Daniel Craig video, which was recorded free of charge on the set of Spectre, was used as a paid TV advertisement as well as online.

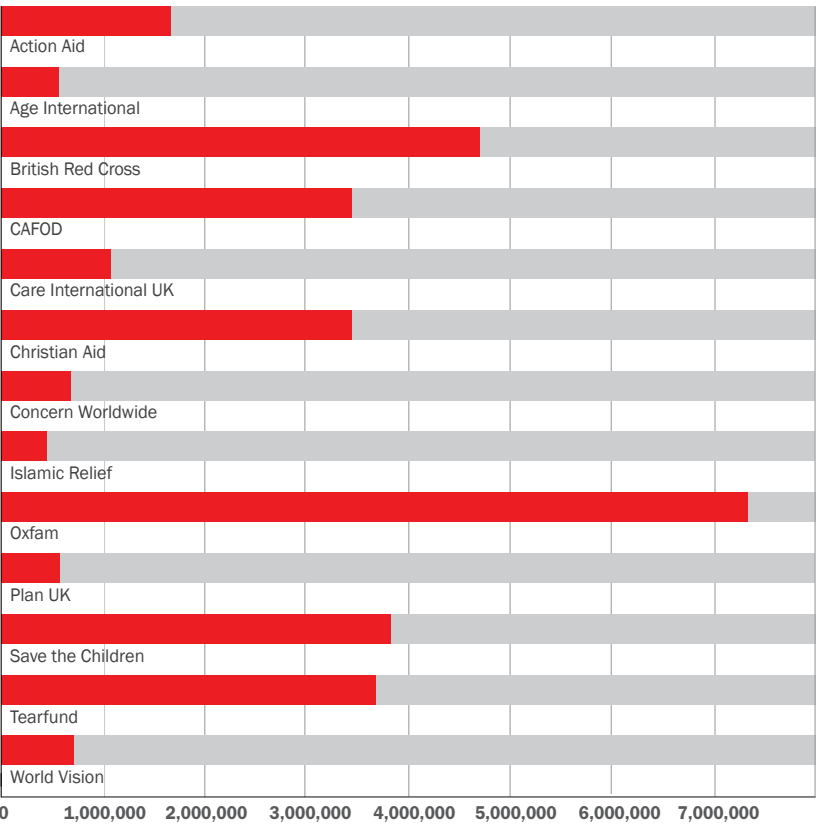
### Other DEC Costs

Although fundraising and communications make up the vast majority of our costs, we also need to spend some money on learning and accountability to ensure transparency and to contribute to constant improvements in how aid is delivered. Finance, administration, governance and core costs are also necessary to ensure appeal funds are well managed, that we have strong information about how all funds are spent, and that the DEC is always ready to respond to disasters at a moment’s notice. All the DEC’s work is delivered by an extremely small core team of just 15 permanent staff thanks to support from our member agencies, corporate partners, suppliers and volunteers.

### DEC Costs as a proportion of funds raised



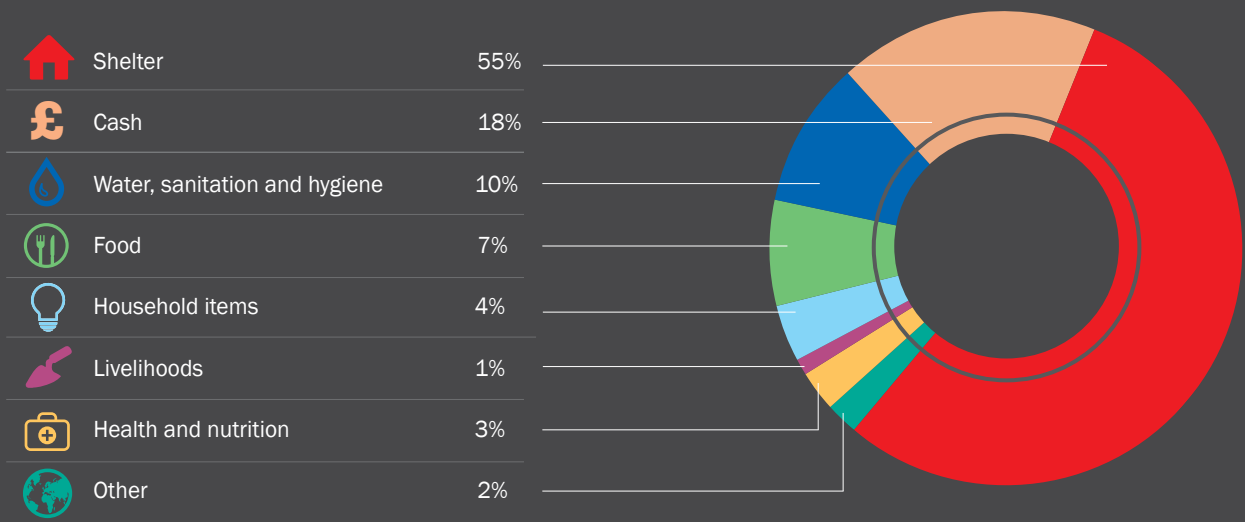
### Funds raised by individual agency appeals (£)





How the money helped

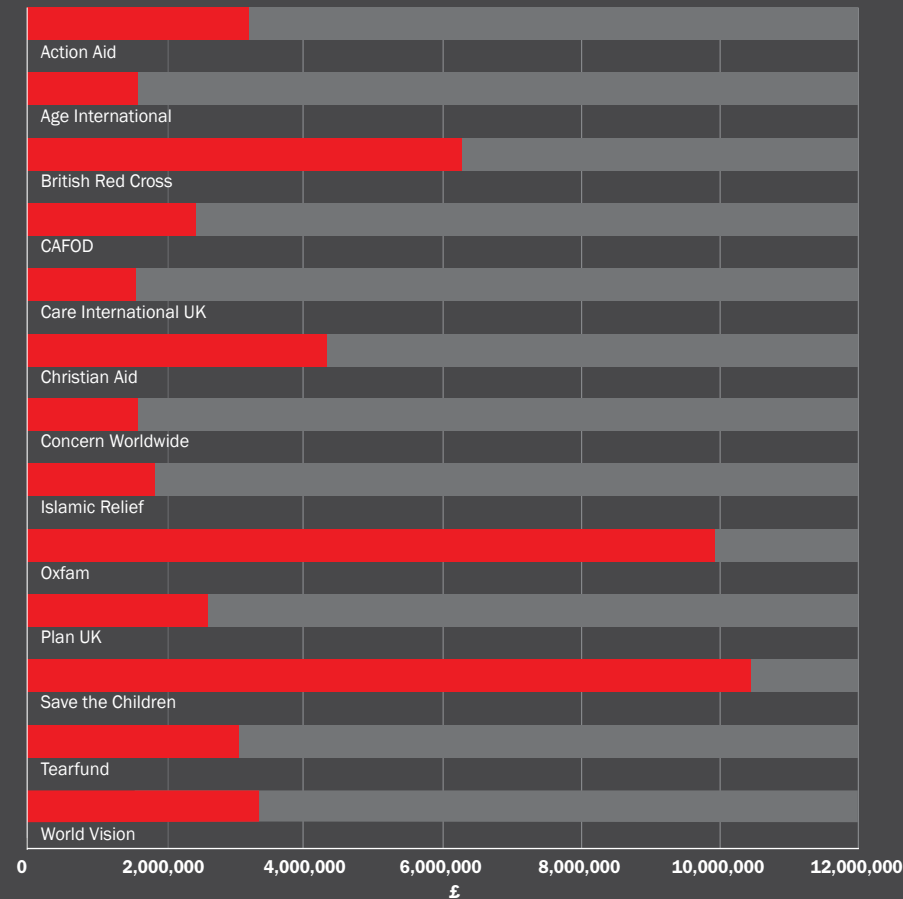
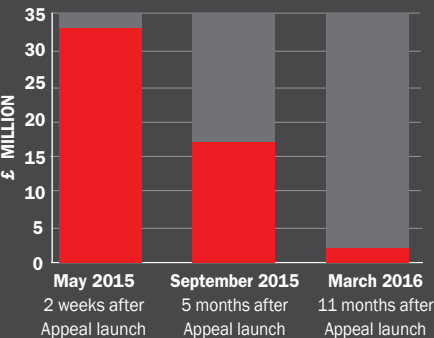
% spend by sector



Amount allocated to each DEC agency (£)

DEC appeal total: £55,227,000    Total allocation to member agencies to date : £52,091,000

When were DEC funds allocated to member agencies



HOW WE HELPED

In the first six months of the response, from late April to October 2015, the DEC's 13 member agencies and their partners reached more than 1.6 million people using DEC funds. One week after the appeal launched the DEC gave member agencies an indication of their expected share of the estimated appeal income to allow them to begin making spending commitments. Just two weeks after the quake the DEC allocated member agencies £33 million and £14.3 million of this was spent in the first six months of the response. Member agencies spent as much money as they needed to in order fund life-saving aid and there were left sufficient funds still available to help people rebuild their lives over the following 30 months. By March 2016 the DEC had allocated member agencies £52 million and plans were in place to spend these funds by April 2018, when all DEC-funded work must be completed.

Shelter

In the immediate aftermath of the quake agencies mostly provided tarpaulins and ropes. When the monsoon arrived in July and August, people needed more durable shelter and agencies shifted to giving more robust materials and shelter kits, particularly corrugated iron for roofs.

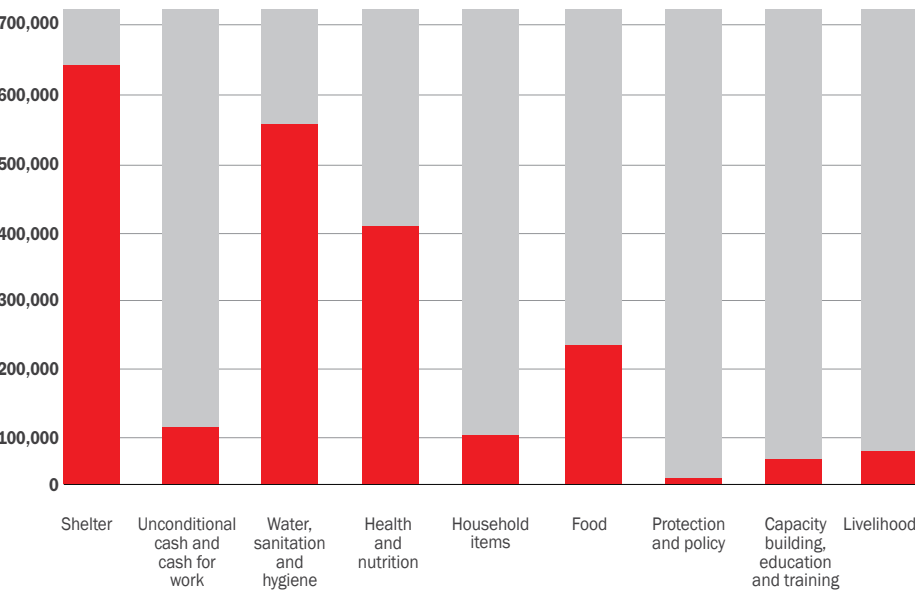
Right from the start the Nepali government has taken a lead in organising the aid response. They have issued a special ID card to people whose homes have been damaged, which member agencies have used to identify who to help.

In urban and less remote areas, markets were functioning normally within a few weeks of the earthquake. Member agencies studied these markets to assess whether they could cope with extra demand and, if they could, gave beneficiaries cash grants to buy materials for rebuilding. This stimulated the local economy and gave communities more control over how they rebuilt their homes. In the more remote affected areas, agencies continued providing shelter kits because markets were either too far away or didn't sell the necessary materials. Often these remote villages were reached by helicopter.

A key part of the shelter work was increasing beneficiaries' ability to construct their own homes, both temporary and permanent. Agencies trained people in masonry techniques and one ran a demonstration site by a busy road, where trainees

learnt low-tech but effective building techniques and showed passers-by their work. The aim is to work within traditional building practices but to add simple and affordable earthquake-resistant features.

Number of people reached, by sector of activity



Note: Some individuals benefited from more than one kind of support

THE COST OF AID

The Nepal Earthquake Appeal helped fund a large-scale, complex humanitarian response spread over hundreds of square miles of challenging terrain. Providing aid in this environment is not just about the physical things people need but a process to make sure we get the right types of help to the right people in a timely and efficient manner. The graph below shows the different ways our member agencies spent appeal funds to make this happen.

Aid goods distributed include food, blankets, medical supplies, tents and household items, as well as medical treatment. Wherever possible, goods were purchased locally or regionally, to reduce costs and speed delivery. Logistics covers moving, storing and delivering aid to survivors. All emergency responses need a few international experts such as logisticians, doctors and emergency managers, as well as many local staff and people working for partner organisations. Staff costs are usually highest during the relief phase of an emergency because more staff help aid reach more people more quickly. Staff support covers accommodation, food and travel for international staff as well as keeping them safe from harm. UK support pays for the teams at the DEC member agencies who work on the response in the disaster zone. This includes providing technical advice, organising logistics, auditing programme accounts, and running monitoring and evaluation programmes.

Cash

Distributing cash grants is a key part of most member agencies’ work in Nepal. Households have been given money to help with rebuilding, to meet daily needs and to restore livelihoods. Cash for work programmes have paid people to remove rubble and to do salvage work. Agencies have used a variety of methods to deliver cash safely and effectively, including using mobile phones and working closely with Nepalese banks.

Water and sanitation

Many communities found their usual water sources disrupted by the earthquake. This had a big impact not just on daily household use but also on irrigation and reconstruction. Agencies renovated wells and water systems across the country, and also provided water to people living in camps.

Before the disaster many parts of Nepal were “open-defecation free zones”. Many homes had their own latrines, but these were destroyed in the earthquake, and it was important not to return to unsanitary open defecation. DEC members constructed over 4,500 latrines for 53,000 people. These are both emergency and long-term facilities. Agencies also distributed over 12,000 jerry cans and 26,000 hygiene kits to families and taught communities good hygiene practices.

Food and household items

DEC member agencies distributed food parcels to over 40,000 families, which contained essentials such as rice, lentils and cooking oil. They also provided solar lamps, kitchen utensils and cooking pots. These distributions only took place for the first three months of the response, as after that cash grants and functioning markets meant households could buy their own food and other items.

Health

The earthquake damaged or destroyed many health posts, and people’s health was further put at risk by displacement, overcrowding (in camps or homes), poor sanitation and food insecurity. DEC member agencies provided temporary health facilities, essential medicines and treatment for malnourished children. Agencies also ran counselling sessions and provided psycho-social support for people traumatised by the disaster.

Livelihoods

The earthquake devastated food stocks which are usually stored by families in their houses. Crops were destroyed and planting disrupted. Member agencies concentrated on providing seeds, tools and other agricultural goods, as well as grain storage facilities which protected crops from the monsoon rains.

ACHIEVEMENTS AT 6 MONTHS

29,000

hygiene kits were distributed benefitting 185,000 people



67,000

shelter kits and 38,000 corrugated galvanised iron bundles distributed



180

local masons trained in earthquake resilient shelter reconstruction



90,000

people received unconditional cash transfers



233,000

people have access to safe drinking water through water point reconstruction and installed purification units



121,700

people have received medical treatment



66,000

people benefitted from household kits (e.g. kitchen items, solar lamps)



45,000

people benefitted from grain storage



135,000

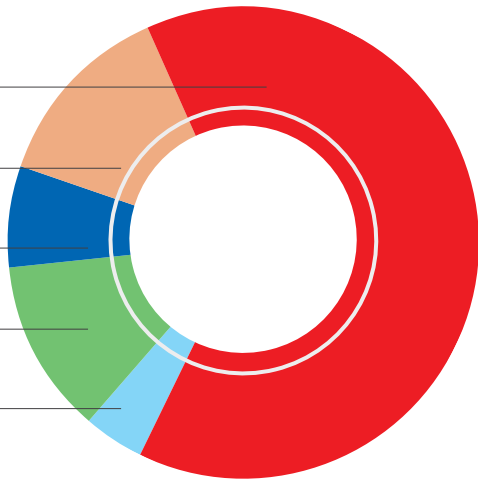
people benefitted from 48,000 food parcels



Note: These are examples, not a complete list of all aid activities.

How we spend your money

	Aid goods	64%
	Aid workers	13%
	UK support	7%
	Logistics	12%
	Staff support	4%



Case study

DEMONSTRATING NEW BUILDING TECHNIQUES

Ensuring new buildings in Nepal are as earthquake resistant as possible is vital. CAFOD and its partner CRS and Caritas Nepal ran a demonstration site by the road between villages in Gorkha District. The teams held practical demonstrations teaching people to use low-tech methods which improved and strengthened traditional

building techniques. Trainees under supervision built cross-sections of walls, corners and beams, which were easily inspected by other villagers. The new techniques were also detailed on pictorial information boards. By using different materials the trainers showed how earthquake-resistant homes could be built even on a limited budget.





# CHALLENGES AND ACCOUNTABILITY

In the first six months of the response the DEC member agencies reached more than 1.6 million people, over 50% more people than they had expected in their initial plans. Despite this broad success, after three months the DEC commissioned a “Response Review” to identify key challenges and areas for improvement.

The Nepali government, the UN and international NGOs had all expected – and prepared for – a major earthquake, but the emphasis had been on the vulnerability of Kathmandu and so the overwhelmingly rural devastation of the 2015 earthquake was a surprise and led to logistical problems, particularly in reaching very remote mountainous areas inaccessible by road. The disaster also affected more people than had been prepared for, so stockpiles of aid goods soon ran short and it proved difficult to procure new supplies.

The Government of Nepal was very involved in the response and played a central role in beneficiary selection. This leadership was welcome but created two serious issues. The first was that the Government’s emphasis was on helping everyone affected by the earthquake, rather than focusing resources on the most vulnerable and worst affected communities. The second issue, which threatened to compound the first, was that many people from marginalised social or ethnic groups lacked the official government paperwork to get onto government registers. Agencies were concerned that these issues would mean the needs of some of the most vulnerable and worst affected people in Nepali society would be missed. They worked closely with local-level authorities to ensure often limited resources reached the most vulnerable people.

Two months after the earthquake the Government of Nepal ruled that

international aid agencies must work exclusively through Nepalese organisations. Many DEC member agencies already worked with partners and had strong links with local groups, however when they needed to develop new partnerships, it was hard to find organisations which could work at the level required. Both member agencies and partners suffered from a high staff turnover, frequently training people who then left. Agencies have been trying to create more long-term roles and to capture information to improve institutional memory.

Agencies found support from their counterparts in the South Asia region useful, however these links were strained due to bottlenecks at the border. A fuel crisis which hit Nepal in September 2015 also disrupted work. Materials were delayed and movement restricted, all against the backdrop of approaching winter and its extreme weather. Agencies were forced to pay more for the goods they needed to meet demand, and had to reduce all but essential internal travel.

The Government’s National Reconstruction Authority delayed issuing its plans for shelter reconstruction, including directives on repairing damaged structures and how to access grants until December 2015. This stopped agencies from moving quickly to finalise designs for permanent shelters.

DEC member agencies worked hard to be transparent and accountable to the Nepali

people. They used radio, noticeboards, helpdesks and community mobilisers to tell communities what aid they could expect to receive. Knowing what to expect from aid agencies allowed individuals and communities to hold us to account if we fell short of our goals. Other approaches included setting up community-based committees to act as watchdogs, or announcing updates and plans at public meetings. In rural areas some approaches fell foul of high levels of illiteracy, and some affected communities didn’t realise they had the right to be heard and provide feedback. This was particularly the case for vulnerable or marginal groups. Agencies also set up complaint mechanisms and acted upon the feedback received, for example shifting from building temporary latrines to permanent ones in some cases.

To foster transparency more generally, the DEC has published its income and member agency allocations on the International Aid Transparency Initiative website which provides information on worldwide aid flows. We have also published this report – the first of its kind – to lay out in more detail than for any previous appeal how the appeal was run, how money was spent, what was achieved and the challenges faced in delivering aid. The intention in future is to publish two reports like this for each appeal, the first after one year and the second after all work has been completed.

# THE TASK AHEAD

All DEC responses are broken into two phases – the first six months which has a greater emphasis on emergency response and a second phase which has a greater emphasis on recovery if circumstances allow. Phase 2 of the DEC’s Nepal response started in October 2015, and has a budget of £37.7 million for 30 months of work. Member agencies are now increasingly focused on livelihood restoration to enable self-sufficiency and supporting shelter reconstruction.

The delays caused by the National Reconstruction Authority (see Challenges and Accountability, above) mean that people are rebuilding their homes without the technical assistance they need to build better, more earthquake-resilient homes. Agencies are working on disseminating this vital information as quickly as possible to prevent possible huge loss of life in any future disaster.

Nepal is still feeling the impact of the fuel crisis, however the border blockade was lifted in early February 2016 and the supply chain has begun to improve. Fuel remains more expensive than previously.

The Government of Nepal remains committed to putting Nepali civil society at the heart of the response. DEC members will continue to build local capacity, both to strengthen the recovery and to help Nepalis protect themselves from future disasters.

The first phase of the Nepal response by member agencies substantially exceeded its goals despite enormous challenges. The Nepali people now face an extremely tough road to recovery but DEC member agencies are determined to support them on that journey. Thanks to the generosity of the British people, they have made a positive start, helping more than 1.6 million people.



## SHELTER SUPPORT FOR VULNERABLE PEOPLE

Much of the DEC member agency work on shelter has focused on providing materials and tools to help people to rebuild their homes. This means that it is vital there is additional support for people with disabilities, female-headed households, and older people. Oxfam, working closely with community leaders and partner organisations, identified people who would be unable to rebuild themselves, and trained teams of carpenters to build shelter for these households. Concern Worldwide, Christian Aid and Islamic Relief made it a priority to cover the transportation costs and/or provided volunteers to help the households who needed this additional support.

### Case study

## TRACKING RUMOURS AND GATHERING FEEDBACK

The Red Cross has been supporting two innovative feedback mechanisms. The Open Mic Nepal project tracks community-level rumours relating to the earthquake response, and the Inter-Agency Common Feedback project systematically collects feedback from affected communities. Both provide a rich source of



information which informs aid agencies and other organisations and helps to improve their decision-making processes.