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Pakistan appeal giving is most sustained ever

The DEC has said today that for the first time in its 45 year history it had seen donations rise rather than fall during the second week of an appeal.

The unprecedented pattern of giving to the Pakistan Floods Appeal, long after the appeal broadcasts on 5 August, was a reflection of growing public awareness of the full scale of the tragedy, the DEC said.

Even the extraordinary giving to the DEC Haiti Appeal saw huge initial donations decline steeply in week two.

The Pakistan Floods Appeal has now raised £29 million.

The continuing high level of donations is critically important as 20 million people in Pakistan are now affected and there is a serious threat to survivors from water-borne diseases. DEC member agencies and their partners have so far helped over 800,000 people.

Disasters Emergency Committee Chief Executive Brendan Gormley said:

“It is sometimes harder to fully appreciate the impact of disasters such as floods that take longer to develop. However, the response of UK public to the floods in Pakistan has been extraordinary. We have never seen anything like it in our 45 year history.

“This is a tragedy unfolding in slow motion with new areas still being flooded and the threat of deadly water borne disasters stalking millions of survivors.

“The full impact of the disaster will only be revealed when flood waters finally recede and the extent devastation is uncovered.

Donations to the Haiti Earthquake Appeal declined by 28% in the second week of the appeal; Indonesia, Phillipines and Vietnam Appeal donations by 62%; Myanmar donations by 54% and Tsunami donations by 24%. Donations to the Pakistan Floods Appeal increased by 18% in the second week and have yet to begin dropping.

The disaster has already claimed the lives of 1,600 people and is estimated to have affected 20 million people.

The DEC Pakistan Floods Appeal is separate from the pledges being sought by the United Nations which is hoping to secure funds from governments worldwide.

A summary of all other DEC Member Agency efforts can be found at:
<http://www.dec.org.uk/item/442>

To make a donation to the DEC Pakistan Floods Appeal call the 24 hour hotline on 0370 60 60 900, visit <http://www.dec.org.uk> or donate over the counter at any post office or high street bank, or send a cheque. You can also donate £5 by texting the word GIVE to 70707 – see details below.

Anyone wanting to stay up to date with developments in Pakistan, the emergency response and the fundraising efforts can follow the DEC on twitter at <http://twitter.com/decappeal> or become a fan of 'Disasters-Emergency-Committee-DEC' on Facebook.

Photo and Filming opportunity

After the Press Conference at BT Tower it will be possible for a limited number of photographers and film crews to visit the Royal Mail Mount Pleasant sorting office to see postal donations for the DEC Pakistan Floods Appeal being sorted. DEC spokespeople will also be available for interview at that location. Please speak to the DEC press officer at the BT Tower press conference or phone the DEC out of hours press office number to confirm your interest.

ENDS

Notes to editors:

- To make a postal donation make cheques payable to 'DEC Pakistan Floods Appeal' and mail to 'PO Box 999, London, EC3A 3AA'.
- Donations can be made at any high street bank.
- To donate at a Post Office quote Freepay 1384.
- To donate £5 by text send the word GIVE to 70707. A standard network rate charge will apply.
- The DEC consists of: Action Aid, Age UK, British Red Cross, CAFOD, CARE International UK, Christian Aid, Concern Worldwide, Islamic Relief, Merlin, Oxfam, Save the Children, Tearfund, World Vision.