

Friends of Lebanon,

As you are probably aware, the devastating explosion that rocked Beirut on August 4 is the 3rd largest explosion in a city in recorded history. **The strength of the explosion shook the ground as far as Cyprus, some 250km away from Beirut.**

Words fail to describe the atrocity of the detonation. The scenes of death, terror, and destruction are beyond human imagination. **The toll so far more than 150 dead and over 8,000 wounded, many of whom are in critical condition.**

Hundreds are still reported missing. Beirut's main hospitals have been destroyed by the blast, leaving them unable to care for victims. The port of Beirut has been completely wiped out, and half the city has suffered severe damage. Countless buildings are still at risk of collapsing. **Beyond the unbearable suffering of families who have lost loved ones, the explosion has left over 300,000 Lebanese homeless.**

This catastrophic event comes in the midst of Lebanon's unparalleled socio-economic crisis, which many of you have probably been reading about lately. **The state of Lebanon has declared a default on its sovereign debt last March, the currency has lost 80% of its value, plunging the country in hyperinflation territory with over 50% of the Lebanese population now living below the poverty line.**

The covid-19 crisis which has also heavily affected Lebanon like the rest of the world, now seems like a drop in the ocean. Lebanon is dying and the people of Lebanon need your support. We cannot but express our sincere gratitude for all the efforts that have already been deployed by the global community, the support received from the school and the INSEAD Alumni Association (IAA) and the heartwarming message by Dean Ilian Mihov to the Lebanese nationals around the globe. INSEAD is a true Force for Good!

Many of you have asked how they can support in these desperate times. The Lebanese Alumni Association has always supported the Lebanese Red Cross efforts since its founding days and throughout the years as **this institution has always been a pillar of the Lebanese society providing free emergency and pre-medical care for the Lebanese Population. They estimate their emergency funding needs to about \$ 20 Million USD.**

We have setup a bank account in the name of the INSEAD Alumni Association in Lebanon to receive all donations from fellow Alums and their organisations and distribute them to the Red Cross. **This initiative is being backed by the INSEAD Alumni Association (IAA) and many of the 49 NAAs and 8 Global Clubs. We thank you all for your thoughts and support.**

On behalf of INSEAD alumni community in Lebanon, we invite you to support our initiative and to join forces to rebuild a better Beirut..

INSEAD Alumni Association in Lebanon  
The Executive Committee

Anthony Boukather – President  
Georges AbouAdal – Vice President  
Coralie Zaccar - Accountant  
Jihane Azar - Treasurer Marc Karam - Secretary



**A FORCE FOR GOOD**

**HELP THE INSEAD ALUMNI  
ASSOCIATION LEBANON REBUILD BEIRUT**



A FORCE FOR GOOD

# DONATE TODAY & HELP THE INSEAD ALUMNI ASSOCIATION LEBANON REBUILD BEIRUT

## WHO WE ARE

The INSEAD Alumni Association in Lebanon is a community of 300+ members working to further strengthen our ties with each other, our alma mater and with the larger business community in Lebanon.

We are currently raising funds to rebuild Beirut after the devastating explosion that took place on Tuesday 4 August 2020. We are collecting donations for the Lebanese Red Cross in the name of the INSEAD global alumni community: A Force for Good.

## OUR CAMPAIGN

An international bank account\* in the name of the INSEAD Alumni Association in Lebanon will receive all donations from fellow Alums and distribute them directly to the Lebanese Red Cross.

This initiative is backed by by the INSEAD Alumni Association (IAA) and many of the 49 NAAs and 8 Global Clubs.

\*Fresh money (USD & EUR ) will be received in Lebanon



Lebanese Red Cross

**DONATE TODAY**  
[iaalebanon.com/](http://iaalebanon.com/)



Lebanese Red Cross

## THE DAMAGE IN NUMBERS

The strength of the explosion was felt in Syria, Turkey and Cyprus, some 250km away from Beirut. The atrocity of the detonation and destruction are beyond human imagination. Here's an glimpse into what this looks like in numbers :

**8000+**

INJURED CIVILIANS  
FROM 22 NATIONALITIES

MISSING  
PERSONS

**110**

**\$15 Billion**  
REBUILDING COSTS (USD)

DEATHS

**220+**

## SUPPORTING THE LEBANESE RED CROSS

We are looking for donations from individuals and organizations alike to support the efforts of the Lebanese RedCross and help them fulfill their funding requirement of

**\$ 19,142,842**

[iaalebanon.com/](http://iaalebanon.com/)





**Lebanese Red Cross**

## **THE LEBANESE RED CROSS APPEAL**

We are looking for donations from individuals and organizations alike to support the efforts of the Lebanese Red Cross and help them fulfill their funding requirement of

### **EMERGENCY MEDICAL SERVICES - \$8,413,000 (USD)**

Establishment and creation of 3 temporary Emergency Medical Service Centers including all equipment needed to respond to the medical needs of victims and to train staff and volunteers.

### **BLOOD TRANSFUSION SECTOR - \$763,255 (USD)**

The opening of 13 blood transfusion centers to cope with increase in demand of blood components across all hospitals in the country.

### **MEDICO-SOCIAL SECTOR - \$384,285 (USD)**

Supporting Health Centers and MMUs, particularly those treating the most vulnerable communities in Beirut. This includes primary health services, paramedical items, and distribution of medication.

### **LOGISTICS - \$600,000 (USD)**

rehabilitation of areas to support the infrastructure damages to buildings and surrounding areas with shattered glass, and destroyed equipment.

### **DISASTER MANAGEMENT - \$8,982,302 (USD)**

Short & Long-term relief for basic needs including shelter, food and water, hygiene, sanitation, waste management, and medical needs

# DONATE TODAY

Help us reach our goal

[DONATE ONLINE](#)

[BANK TRANSFER](#)

[DONATION IN KIND](#)



# BRANK TRANSFER

If you would like to support us in our fight, please donate now.

## For Donations in USD

**Correspondent Bank Details:** Bank of New York Mellon (New York)

**Account Number:** 8900291176

**SWIFT:** IRVTUS3N

**Beneficiary Bank:** Banque BEMO Sal – Beirut – Lebanon

**SWIFT:** EUMOLBBE

**Final Beneficiary:** INSEAD ALUMNI ASSOCIATION LEBANON

**IBAN:** LB43 0093 0000 0035 0082 6366 1USD

## For Donations in EUR

**Correspondent Bank Details:** Deutsche Bank AG (Frankfurt am Main)

**Account Number:** DE53 5007 0010 0954 6805 00

**SWIFT:** DEUTDEFF

**Beneficiary Bank:** Banque BEMO Sal – Beirut – Lebanon

**SWIFT:** EUMOLBBE

**Final Beneficiary:** INSEAD ALUMNI ASSOCIATION LEBANON

**IBAN:** LB93 0093 0000 0035 0082 6366 1EUR

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