

# LOVE AND CARE MARKETING DESIGNS

## **ASK:**

Love and Care needed help creating beautiful and intuitive marketing assets to assist the growth of their social media presence and provide donors with materials.

## **SOLUTION:**

Helped create assets & marketing materials for huge campaigns which helped grow their social media presence and build their brand

# SRLC COVID-19 APPEAL TO DONATE NEWSLETTER



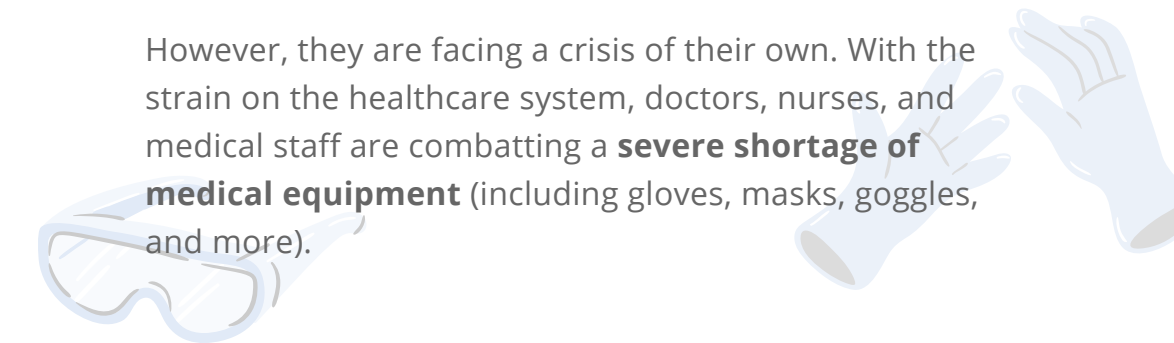
SRLC USA PRESENTS

## COVID-19 HUMANITARIAN RELIEF

### A GLOBAL CRISIS

In light of the current global pandemic, healthcare workers have become **our heroes**. Their commitment to serving patients and instilling confidence is admirable, and we sincerely **appreciate all they do**.

However, they are facing a crisis of their own. With the strain on the healthcare system, doctors, nurses, and medical staff are combatting a **severe shortage of medical equipment** (including gloves, masks, goggles, and more).



#### IT'S OUR TURN!

Shrimad Rajchandra Love and Care USA has **partnered** with **Direct Relief**, to help deliver lifesaving medical equipment to hospitals and medical centers throughout the US.

Direct Relief is a **humanitarian aid organization**, with a mission to improve the health and lives of people affected by poverty or emergencies.

#### LET'S UNITE AS ONE

Whether you're a parent, medical worker, teacher, employee, small business owner - whatever your role - you can play a part in fighting COVID-19. **Thank You!**

[DONATE  
HERE](#)

#### SHRIMAD RAJCHANDRA MISSION DHARAMPUR ASHRAM

Through Pujya Gurudevshri's inspiration, volunteers based in the international headquarters in Dharampur, Gujarat have come together to:

- Pack and distribute food those in-need, front-line workers, & government officials
- Provide relief for animals
- Create a hotline for those in-need to request for cooked meals

# TV ASIA FUNDRAISER

To Raise Funds For People Directly Direly Affected  
by COVID-19, Love and Care Hosted a Virtual  
Concert Fundraiser Featuring Prominent Artists

# TV ASIA FUNDRAISER

SHRIMAD RAJCHANDRA  
Love and Care  
*presents*

**WE LOVE WE CARE**

A MUSICAL CHARITY TELECAST  
FEATURING



Sachin Sanghvi      Kailash Kher      Kabir Cafe

Witness the COVID-19 Relief Efforts by SRLC in the USA and India

**14TH JUNE 2020**

8:00PM - 9:30PM EDT | 5:00PM - 6:30PM PDT

  [www.srloveandcare-usa.org](http://www.srloveandcare-usa.org)

Flyer for the Concert



Sachin Sanghvi      Kailash Kher      Kabir Cafe

**WE LOVE WE CARE**

A MUSICAL CHARITY TELECAST

Witness the COVID-19 Relief Efforts by SRLC in the USA and India

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Banner for the Facebook Page

# TV ASIA FUNDRAISER

Helped Spread  
Awareness Through  
Social Media Posts

## YOUR donation can...

- \$1** **FEED ANIMALS**  
Provide food to stray malnourished animals
- \$2** **SUPPORT A FRONTLINER**  
Sponsor the preparation and distribution of 1 meal to a frontline worker
- \$10** **PROVIDE GROCERIES**  
Help feed a daily laborer for a month
- \$100** **SPONSOR A FAMILY**  
Support a family of 4 individuals for one month
- \$** **DONATE ANY AMOUNT**  
Every contribution goes a long way in impacting lives

## SAVE LIVES

**DONATION LINK IN BIO**  
**DM IF YOU HAVE QUESTIONS**



#ISTANDWITHMIGRANTWORKERS



Migrant workers travel long and far for laborious work to earn a basic living, but now, with COVID-19 they are left stranded with no job, no place to stay, and no transportation back to their families.



Last week, Police officers pulled over this truck. Inside they found about 70 workers ages ranging from 7 - 75 years old. They had not seen daylight or had fresh air in 3 days. They had no idea if they would even survive the journey or not. These workers were traveling from Mumbai to West Bengal in search for income so they could feed their families.

The SRLC team was called immediately to provide food and essentials to all workers!

We hold the power to help these people.

**DONATE NOW!**  
**LINK IN BIO!**





# TV ASIA FUNDRAISER

Created Infographics  
to Provide to the  
Donors

## IMPACT TO DATE - COVID-19 RELIEF INITIATIVE



**1,500,000**  
meals served



**2,060,000** masks  
distributed



**14,500** stray  
animals fed



**86,000 lbs** of grains  
fed to farm animals



**12,000** medical front  
liners aided with  
medical supplies



**3,000** essential kits  
distributed



**4,400** PPE kits  
distributed



Health checkups  
for **50** policemen  
conducted



**1,000** safety kits for  
government staff  
distributed



**300** beds for the  
Government  
Quarantine facility  
provided



**430** gallons of  
sanitizer distributed



**150** medical staff  
trained for  
ventilator use



**50** stranded people  
provided with aid and  
accommodation



**50** laptops/PC's  
distributed for home-  
based learning for  
underprivileged kids



**2,000** volunteers  
around the globe  
offered **240,000**  
**hours** of service

For more information about the organization and how your donation will be used, please visit [www.srloveandcare-usa.org](http://www.srloveandcare-usa.org)

SRLC USA is a 501(c)(3) non-profit organization and your contributions are tax-deductible.



# TV ASIA FUNDRAISER

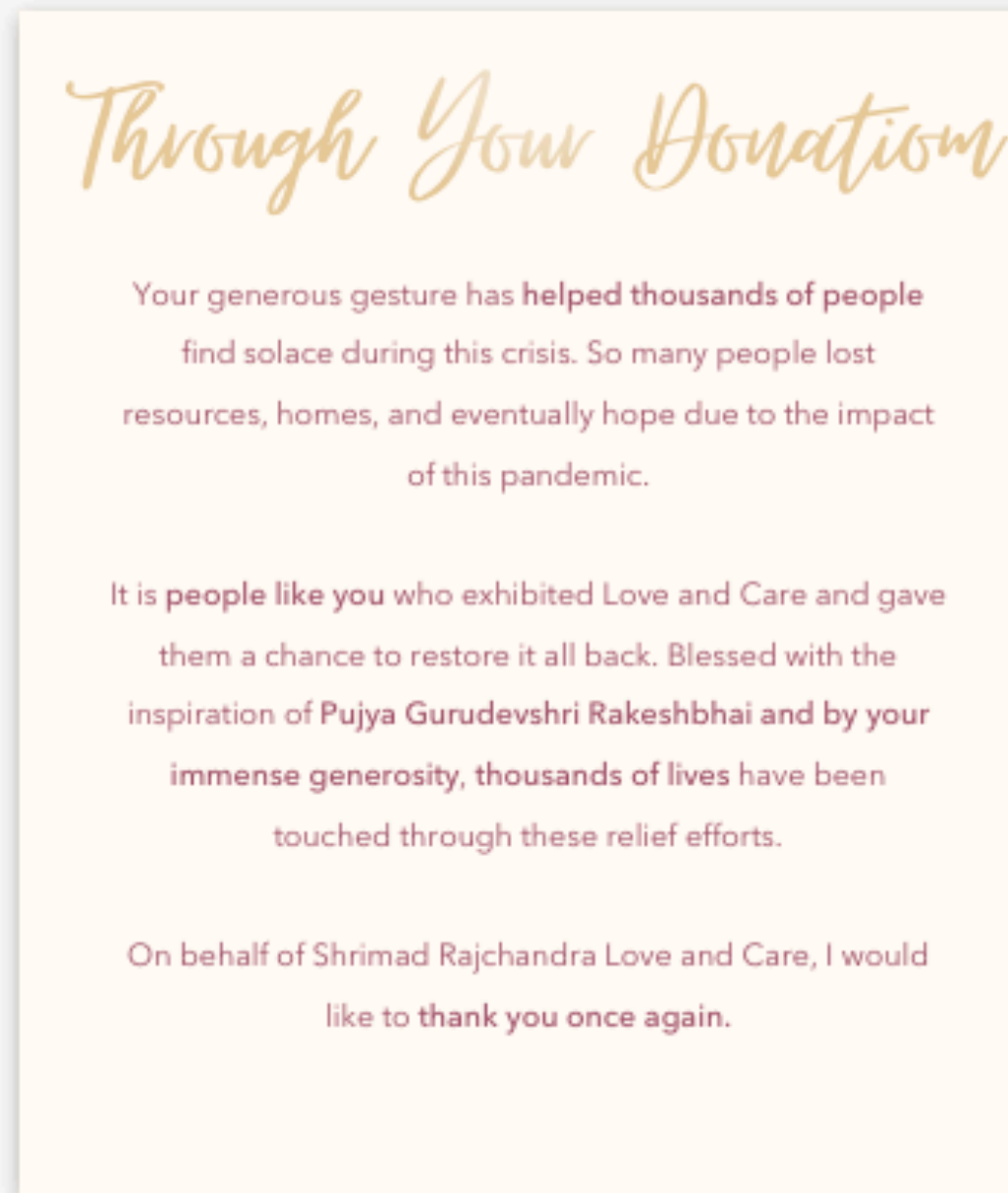
Artboard



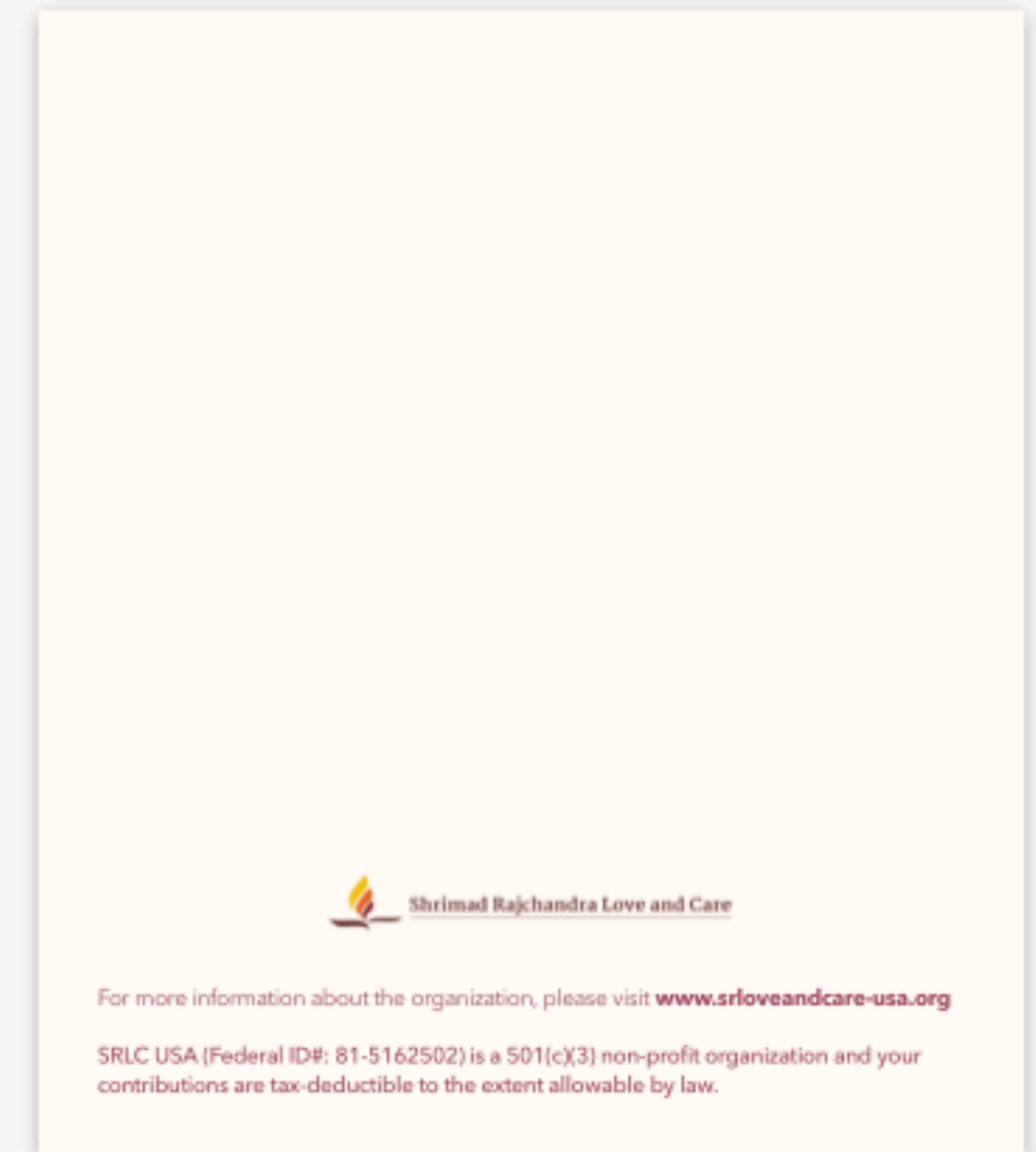
Letter



3



4



Created a Thank You Card For the Donors

# BACK2SCHOOL

To Raise Funds Locally for Educators and  
Students Impacted by COVID-19

# BACK2SCHOOL

A HUGE  
*Thank you*  
TO

*Staples, Costco, Walmart,  
Target, 99¢ Stores,  
Safeway, Albertsons, and  
NCL*

For making the **SRLC Back2School Drive** an incredible success!

*Your Support Helped  
Hundreds of Students:*

<b>Arizona</b> Bernard Black Elementary School Ed and Vema Pastor Elementary School UMOM Youth Shelter WTAP Warehouse	<b>Pennsylvan</b> MANNA Legacy Treatment Services Salvation Army Tanner Duckrey School
<b>California</b> Elizabeth Rabbit Neighborhood SD Center for Children	<b>New York</b> Community Solidarity Home for the Homeless Shelter
<b>Texas</b> BEAR Christain Charities Helping Hands	<b>New Jersey</b> Bergan CASA Project First Class RISE
<b>Georgia</b> Cumming Elementary School	<b>Indiana</b> Nora Elementary School Teachers Treasures

Graphics Included in the Monthly Newsletter

# **GIVING TUESDAY**

To Raise Funds To Empower Women In India

# GIVING TUESDAY



 **Shrimad Rajchandra Love and Care**  
*supports women empowerment through*

**GIVING TUESDAY**

**DECEMBER 1, 2020**

  
**DID YOU KNOW?**

At Shrimad Rajchandra Mahila Gruha Udyog, rural women are provided with employment opportunities to make them self-reliant and financially secure. More than 100 items are made by these rural women!

Instagram Kickoff Post

# GIVING TUESDAY



Shrimad Rajchandra Love and Care

*participates in*

# GIVING TUESDAY

DECEMBER 1, 2020

This holiday season help us **empower women!**

Give a gift that lasts a lifetime by providing sustainable livelihood to marginalized women and higher education to young aspiring girls.

For more information visit [srloveandcare-usa.org](http://srloveandcare-usa.org)

Main Banner for All Media Outlets