

VACCINAID

A TOOLKIT FOR JEWISH COMMUNAL
LEADERS AND EDUCATORS

**"Whoever saves
one life is
considered to
have saved an
entire world"**

*Jerusalem Talmud, Tractate
Sanhedrin, Chapter 4*



"The health and well-being of so many depends on the loving kindness and generosity of ordinary people"

Chief Rabbi Ephraim Mirvis

As more and more people in Israel, the US, the UK, and elsewhere get vaccinated, many of us are finally beginning to feel safe. Billions of people across the globe, however, still do not have access to Covid-19 vaccines. They remain at risk and in limbo, unable to even go to work without fear of infection, let alone dream about seeing family and friends in person.

Pikuach nefesh, the fundamental principle that preserving a human life overrides virtually all other commandments, is a core Jewish value. This is just one reason why OLAM is joining forces with the Office of the Chief Rabbi in the UK, and others in the Jewish community, to champion the VaccinAid campaign. The campaign is aimed at raising funds to distribute two billion vaccine doses to health workers and vulnerable people, no matter where they live. **And we need your help to get the word out.**

[WHAT IS THE VACCINAID CAMPAIGN AND WHY IS IT SO IMPORTANT?](#)

[HOW CAN YOU USE YOUR INFLUENCE IN THE JEWISH COMMUNITY TO INSPIRE OTHERS?](#)

[MATERIALS TO HELP YOU SPREAD THE WORD ABOUT VACCINAID](#)

WHAT IS THE **VACCINAID** CAMPAIGN AND WHY IS IT SO IMPORTANT?

FREQUENTLY ASKED QUESTIONS

Why is there vaccine inequity and what is being done to reduce it?

While the global Covid-19 vaccination rollout has already prevented the sickness and death of millions of people, **there are still countries where virtually no one has access to this life-saving inoculation.** This is due to limited dosing supplies and the financial ability of wealthy countries to make deals with large pharmaceutical companies. In the early days of the pandemic, it started to become apparent that if and when Covid-19 vaccines become available, there must be a way to ensure that everyone in the world has access to them. **With this goal in mind, Covid-19 Vaccines Global Access, or COVAX, was born.**

What is COVAX?

[COVAX](#) is a global collaboration between:

- The World Health Organization
- Coalition for Epidemic Preparedness Innovations (CEPI): A global partnership of public, private, and civil society organizations working together to accelerate development of vaccines against emerging infectious diseases
- Gavi, the Vaccine Alliance: A public-private global health partnership that leads in the delivery of vaccines year-round

COVAX is bringing together governments and drug manufacturers, to deliver Covid-19 vaccines to people in the greatest need of protection.

The aim is to distribute two billion doses throughout 2021, so that 20% of the most vulnerable populations in all countries can be vaccinated. These include front-line workers, the elderly, and high-risk individuals. [UNICEF](#), the world's largest provider of vaccines year-round, is leading the procurement, storage, and delivery of Covid-19 vaccines for COVAX.

Who is behind the VaccinAid campaign?

UNICEF UK and Crowdfunder launched the VaccinAid campaign. **Through VaccinAid, they are collecting contributions from individuals, to help deliver two billion Covid-19 vaccines by the end of 2021.** Funds collected will also go toward delivering 165 million treatments and providing 900 million test kits.

What if I haven't gotten the vaccine? Can I still participate in the campaign?

Of course! Everyone who chooses to be a champion for this campaign can help us get the word out. And everyone can donate. Even a small amount can make a huge difference.

How is vaccine delivery going so far?

Visit the [Vaccine Alliance website](#) to learn how many vaccines have been delivered to date.

While all of this sounds important, what do OLAM and the Jewish community have to do with it?

[OLAM](#) is a network of 50+ Jewish and Israeli organizations working in the fields of global service, international development, and humanitarian aid. [OLAM's partners](#) support the world's most vulnerable populations, during the pandemic and beyond. Their work is life-saving and worthy of continued support, yet **VaccinAid** offers the Jewish community a unique opportunity to back the world's primary delivery mechanism of Covid-19 vaccines to some of the world's most vulnerable people. The good news is, OLAM is uniquely suited to take an active role in this initiative, thanks to our relationships with people like you.

The question, however, remains: Why is this a message that should resonate with the Jewish community? The answer lies in the Jewish value of pikuach nefesh, which demands that we do everything in our power to save a human life.

Donations will go directly to buying and distributing Covid-19 vaccines for those who might otherwise not have access to them. As we know, these vaccines are the difference between life and death for so many.

Ensuring that more people throughout the world get vaccinated can ultimately save you and your family. Because, as a result of the contagious nature of the disease and the rising risk of mutations, no one is safe until everyone is safe!

So, you got your shot. Now "pay it forward" by [helping someone else get theirs](#). The money you help raise (and donate yourself) will go directly toward saving billions of lives.

WHAT CAN YOU DO?

As someone with influence in the greater Jewish community, you can help OLAM spread the word about this vital campaign. You can do this through speeches, group Zoom calls, one-on-one phone calls, e-mails, blogs, social media posts, and more.

Please note, while this campaign has originated in the UK, it is a global initiative that allows anyone, anywhere, to take part in this crucial effort.

See the next few pages for ideas on creating and distributing this life-saving message.

USE THIS LINK

Please use the following link to VaccinAid for any posts or messages you send about the campaign, so that we can track our communal success in this fundraising effort:
<https://bit.ly/3aGv9nv>

HOW CAN YOU USE YOUR INFLUENCE IN THE JEWISH COMMUNITY TO INSPIRE OTHERS?

EDUCATE YOUR COMMUNITY

- Know the [benefits of vaccine equity](#)
- Watch a [SID-Israel webinar](#) on Global Equitable Access to Covid-19 Vaccines: Focus on Developing Countries
- Be inspired by the efforts of OLAM partners, such as [IsraAID](#) and [HIAS](#), to assist in global vaccination
- Learn about [intellectual property and vaccine distribution](#)
- Understand the VaccinAid [plan for distributing vaccines](#)

TAKE ACTION WITH YOUR COMMUNITY

GIVE: Donate to the [VaccinAid Campaign](#).

ENGAGE: Involve community members in your organization's plans to share this campaign and inspire others to give.

POST: Share your pledge to give to the VaccinAid campaign on social media, and have your community members do the same. Tag your family and friends along the way to get more people aware of vaccine equity and how they can make a difference. Please remember to use the following link: <https://bit.ly/3aGv9nv>

TELL US ABOUT YOUR SUCCESS

Please let us know what you've done or are planning to do to champion this cause by filling in [our survey](#).

INSPIRE YOUR COMMUNITY

SPEAK: Give a sermon to your community on vaccine equity and global Jewish responsibility.

WRITE: Write an article for your local newsletter or Jewish publication about global vaccine equity. Make sure it includes a call to action.

TEACH:

- Conduct a text study around global justice, vaccine equity, and Jewish responsibility. (Suggested topics: Pikuach Nefesh, Dina d'Malkhuta Dina, prioritization and the universe of obligation, Tikkun Olam, Tzedakah, and B'tzelem Elokim)
- Create a plan with your local leaders to engage the community in the VaccinAid campaign.
- Dedicate part of your Tikkun Leil Shavuot learning to exploring vaccine equity and the VaccinAid campaign.
- Lead a discussion about vaccine equity and how the community can be involved in the VaccinAid campaign.

LISTEN: Bring a global health expert to speak to your synagogue, youth group, or Jewish communal organization to discuss the need for global vaccine equity.

For any questions about the VaccinAid campaign, or for speaker ideas, please contact: graham@olamtogether.org.

MATERIALS TO HELP YOU SPREAD THE WORD ABOUT **VACCINAID**

We encourage you to download and use the materials and texts below in whatever way you see fit for your audience. This can include social media posts, blogs or articles, e-mails, messages in sermons, and more. Feel free to mix and match, and to personalize your message so that it is in your voice. For any questions about VaccinAid campaign materials please contact: naomi@olamtogether.org

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SAMPLE POSTS & MESSAGES

- 1 I'm/We are proud to join @Chief Rabbi Mirvis/@OLAM/@Liberal Judaism [list organizations or personalities with whom you identify], and so many others in the Jewish community in championing the **#VaccinAid** campaign to **#GiveTheWorldAShot**. Donations will help ensure that 2 billion **#CovidVaccine** doses will go to health workers and vulnerable people across the globe. **#VaccineEquity #SaveALife**
- 2 The mitzvah of **#PikuachNefesh** is just one reason why I'm joining @OLAM in spreading the word about the **#VaccinAid** campaign to **#GiveTheWorldAShot**. Donations will help ensure that 2 billion **#CovidVaccine** doses will go to health workers and vulnerable people across the globe. Even a small gift can **#SaveALife**.
- 3 "Whoever saves one life is considered to have saved an entire world." This ancient Talmudic message couldn't be more relevant today. Join the Jewish community in supporting the **#VaccinAid** campaign to **#GiveTheWorldAShot**. Your gift will go toward the delivery of 2 billion **#CovidVaccine** doses for health workers and vulnerable people. You got your shot. Now help others get theirs! **#SaveALife**

- 4 Support *#VaccinAid*. Because you'll only be safe when everyone is safe. *#GiveTheWorldAShot #PayItForward #VaccineEquity*
- 5 *#GiveTheWorldAShot* by donating to *#VaccinAid*. Your gift will go toward vaccinating health workers and high-risk people in *#DevelopingCountries*. It could mean the difference between life and death. *#PikuachNefesh #VaccinesWork*
- 6 Ensuring that more people throughout the world get vaccinated can ultimately save you and your family. Because no one is safe until everyone is safe. So, you got your shot. Now *#PayItForward* by helping someone else get theirs. *#VaccinAid #GiveTheWorldAShot #VaccineEquity*
- 7 Join @OLAM in championing the *#VaccinAid* campaign. The money you help raise will go directly toward saving billions of lives. *#GiveTheWorldAShot*

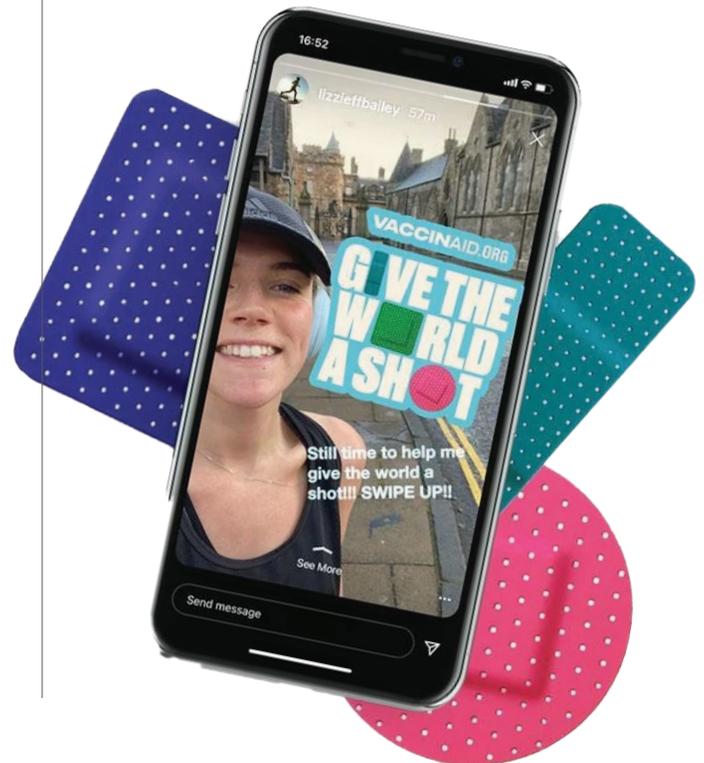
8 As more and more people in Israel, the US, the UK, and elsewhere get vaccinated, many of us are finally beginning to feel safe. Yet billions of people across the globe still do not have access to Covid-19 vaccines. They remain at risk and in limbo, unable to even go to work without fear of infection, let alone dream about seeing family and friends in person.

Pikuach nefesh, the fundamental principle that saving a human life overrides virtually all other commandments, is a core Jewish value. This is just one reason why [insert your organization's name] is joining forces with @Chief Rabbi Mirvis/@OLAM/@ Liberal Judaism [list any organization or personality with whom you identify], and so many others in the Jewish community to champion the *#VaccinAid* campaign. The goal: To distribute 2 billion *#CovidVaccine* doses so that health workers and vulnerable people get their shot, no matter where they live.

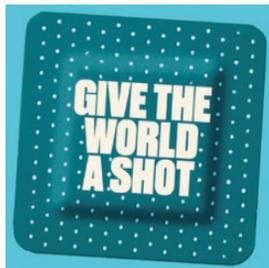
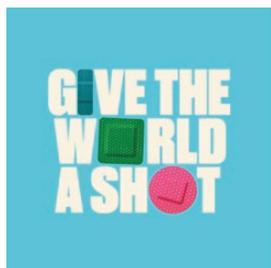


RELEVANT HASHTAGS

- #GiveTheWorldAShot*
- #VaccinAid*
- #VaccineEquity*
- #CovidVaccine*
- #SaveALife*
- #PikuachNefesh*
- #PayItForward*
- #Covid19*
- #VaccinesWork*



IMAGES & GRAPHICS



To download similar images and GIFs from the VaccinAid campaign, [click here](#).

MORE IDEAS & IMAGES

As we have noted, the VaccinAid campaign that we are championing is the creation of UNICEF UK and Crowdfunder. Please see their [Partners VaccinAid](#) page for more post ideas, and for images and graphics in a variety of sizes that can be downloaded and used freely.



**DONATE NOW TO HELP UNICEF
DELIVER 2 BILLION VACCINES AT
VACCINAID.ORG**

unicef  |  Crowdfunder

United Kingdom Committee for UNICEF (UNICEF UK), Registered Charity No. 1072612 (England & Wales), SC043677 (Scotland)

**GIVE THE
WORLD
A SHOT**



OLAM

Improving the world. Together.

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