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Annual report Georgia

 International Federation
of Red Cross and Red Crescent Societies

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**This report covers the
period from 01/01/2011
to 31/12/2011.**

*You Can Also Make a
Difference!*
Georgian RCS youth
volunteers during outdoor
activity (GRCS Photo, 2011)



In brief

Programme outcome

The programme activities of the Georgia Red Cross Society (GRCS) supported by the International Federation of the Red Cross Red Crescent Societies (IFRC) correspond to the fundamental principles of the International Red Cross Movement, contribute to the goals of strategy 2020 (Strategic Goals: 2 and 3) and are in line with the Georgia National Society's strategic plan for 2007-2011. The programmes aimed to alleviate human suffering and improve the lives of the most vulnerable people through disaster management, health and care projects, and organisational development. The Georgia Red Cross worked with the vulnerable population providing the needed complementary services for them, rendering material aid as well as lobbying for policy changes. The programme activities included the provision of social support and information sharing to targeted local communities enabling them to achieve better health and reduced vulnerabilities.

Over 17,000 vulnerable people - internally displaced persons, older people, children with physical disabilities, youth, and large families with income below a poverty line benefited from the Red Cross services provided through the Georgia Red Cross services and community-based volunteer initiatives within the Health & Care Programme activities. Through their social activities, the National Society contributed to the achievement of the Millennium Development Goals (MDG-1: "Eradicate extreme poverty and hunger" and MDG-3: Promote gender equality and empower women) in Georgia. In moving forward to do more and better, the Georgia Red Cross Society enhanced partnerships with public authorities and key stakeholders, as well as increased the capacity of local communities in order to direct joint efforts towards reducing the existing vulnerabilities.

Programme summary

During 2011, the **Disaster Management program**, bilaterally supported by the Danish Red Cross and the European Commission humanitarian aid and civil protection department (DIPECHO) in consortium with the International Federation of Red Cross and Red Crescent Societies and the Icelandic Red Cross, aimed to build safer local communities and strengthen the coordination role of the Georgian National Society within the National Disaster Response Plan. During the reporting period the Georgia Red Cross implemented Disaster Risk Reduction (DRR) community preparedness activities in 3 selected branches and conducted 3 vulnerability and capacity assessment (VCA) exercises so as to identify risks and capacities. The coordination role of Georgia Red Cross Society among NGOs has been strengthened through conducting regular coordination meetings with main stakeholders and government at national level.

In 2011, the **Health & Care** program included 5 components: 1) HIV and AIDS Prevention and Harm Reduction, 2) Drug-Resistant Tuberculosis (DR-TB) Control, 3) Community Based Health and First Aid, 4) Promotion of Non-Remunerated Voluntary Blood Donation, 5) Social Support for Vulnerable Older People. Drug-Resistant Tuberculosis Control and Social Support for Vulnerable Older People were supported by the Federation (with funding provided by the Eli Lilly Foundation and the Norwegian Red Cross together with DFID funding respectively), while the rest of the components were supported bilaterally by the German Red Cross, the Italian Red Cross, the Norwegian Red Cross and the International Committee of the Red Cross (ICRC).

In fighting against MDR-TB there were 95 DR-TB reached clients of the treatment continuation phase and 10,311 community members benefited from a peer-to-peer education programme in 6 branches through work of project staff, 140 volunteers and properly trained 3,437 community leaders.

In 2011 the Georgia Red Cross Society was actively involved in the preparation of the country strategy on TB ACSM (advocacy, communication and social mobilization) and strategic annual implementation plan. The GRCS was selected to be responsible for coordinating the work of other NGOs working in the field and conducting trainings on ACSM for local stakeholders, local decision makers, representatives of media, business representatives, personnel of the regional departments of the NTP, for treatment supporters (volunteers), the GRCS project active beneficiaries and representatives of the 4 NGOs working in the field in the regional centres of Georgia: Tbilisi, Gori, Batumi, Oni and Mestia.

Social support activities included: 1) **service delivery** (home visits to homebound older people (OP), establishment and development of 5 social day centres, one-time social support based on OP needs, delivery of information using different methods, support with vitally essential medicines and etc.); 2) **empowerment** (capacity building, establishment and development of the self-help and activity groups, knowledge enhancement, system of trainings, seminars and lectures for their integration into society, community mobilization to satisfy their needs, etc.) and 3) **involvement in decision-making process** (development of advocacy principles and steps with OP involvement, advocacy and community mobilization initiatives to engage of OP to assess and prioritise their own needs, influence politics and relationship and to contribute community development. Their co-participation in joint needs assessment, involvement in programs, social strategies and action plans of local municipalities).

The **Organisational Development** programme: the development goal of the GRCS was to reduce the vulnerability of the target groups through mobilisation of the civil society. Within the reporting period, the Georgia Red Cross Society was focused on active cooperation and partnership with public authorities at central and local levels, civil society organisations and the private sector to foster the knowledge and experience gained through the implementation of the organisational development and capacity building projects, including the GRCS service delivery activities and community-based volunteer initiatives. The International Federation of the Red Cross/Red Crescent Societies (IFRC) and the sister National Societies: the Norwegian Red Cross (NRC) and the Danish

Red Cross (DRC) supported the Georgia Red Cross Society efforts in the Organizational Development area.

The Georgia Red Cross Society reinforced cooperation with the ICRC which resulted in 34 branch and HQ staff members improving their governing and management skills.

The Georgia Red Cross Society diversified its financial sources and further developed fundraising techniques and financial management through conducting an external audit and acting upon the recommendations made after previous audits as well as analysis of the implementation of the previous consolidated budget (2010). Moreover, the Georgia Red Cross Society finalised the elaboration of a new five-year strategic plan (2012-2016) and disseminated in the branches.

The organizational development activities with support of the Movement partners (IFRC, NRC, DRC and ICRC) were implemented in 9 regions at 14 branches.

Financial situation

The total 2011 budget is CHF 631,542 of which CHF 452,973 (72 per cent) was covered during the reporting period (including opening balance). The overall expenditure during the reporting period was CHF 422,310, 67 per cent of the budget and 93 per cent of the actual funding.

[Click here to go directly to the financial report.](#)

No. of people we have reached

- 34 representatives of the National Society headquarters and branch governance and management bodies and over 450 Georgia Red Cross headquarters and branch volunteers and staff were trained in strategic planning, resource mobilization and fundraising techniques, membership recruitment, project and financial management, good governance and management, Safer Access Framework through two regional and one national Forums, six thematic trainings and four workshops.
- Up to 350 youth volunteers among them 240 schoolchildren of sixteen public schools in Tbilisi and target regions, the members of the Georgia Red Cross Society “Committees of Five” participated in community based volunteer initiatives focused on public health promotion, first aid, road safety, social and psychosocial support, disaster management, principles and values.
- More than 6,000 vulnerable people (internally displaced persons, older people, children with physical disabilities, youth and large families living below the poverty line) of 21 local communities benefited through the community-based volunteer initiatives and service delivery activities in the seven Georgia Red Cross Society branches.
- 95 DR-TB clients.
- Approximately 10,300 community members benefited from a peer-to-peer education programme on TB issues in 6 Georgia Red Cross branches.
- Up to 375 homebound (non-mobile) elderly in Tbilisi, Sagarejo, Kutaisi, Khelvachauri, Tetrtskaro and Bolnisi. They benefited from home care services (home care services including regular home visits by trained volunteers of the Georgia Red Cross Society).
- More than 5,700 physically able (“mobile”) older people. 35% out of them benefited from workshops, knitting, sewing, traditional craft, small income generation, self-care among elderly people, cross-generation and other social activities based on social day centres in target location.
- 140 volunteers (all ages), involved in the social support project.
- Up to 700 key stakeholders (media groups, representatives of the Red Cross movement, local municipalities, non-governmental organizations and local businesses).

Our partners

In the reporting period, the Georgia Red Cross Society and the International Federation worked in partnership with the following organisations and institutions: IFRC, ICRC, Danish Red Cross, DFID, Norwegian Red Cross, Austrian Red Cross, German Red Cross, Italian Red Cross, Magen David Adom in UK and in Israel, TAG International Development, Embassy of Japan, Embassy of Estonia, Ministry of Labour, Health and Social Affairs (including Social Service Agency), Ministry of Labour, Social and Health Care of the Autonomous Republic of Adjara, CSOs (including the Foundation “Taoba”, Union “Human and Nature and Georgian Union of Public Assistance and National Self-education “Genesis) and local authorities, Eli Lilly and Company, BEKO Company, TAV Georgia (International Airport) and European School, network of supermarkets “Ioli” and “Nikora”, the private school IB-Mtiebi.

On the national level, the Georgia Red Cross Society was cooperating with the Ministry of Labour, Health and Social Affairs, Ministry of Refugees and Resettlement, Ministry of Education, Emergency Response Management Department at the Ministry of Internal affairs; local authorities and state institutions including the HIV/AIDS and Clinic Immunology Centre, National Scientific Research Institute for drug addiction, Centre of Diseases Control and Public Health, National Centre for Tuberculosis and lung diseases and Jo Ann Blood Bank.

Local non-governmental organisations and businesses: “New Vector”, “Hera XXI”, “Global Fund”, “Alternativa Georgia”, “New way”, “Tanadgoma”, “Bemoni”, “Uranti”, “International Charity Foundation of the Catholicos Patriarch of All Georgia”, “Foundation for support of people living with HIV/AIDS”.

The Georgia Red Cross Society is a member of the Georgian Harm Reduction Network, IFRC working groups, among them Steering Committee of the European Health Managers forum, Global TB and Active aging working groups, European Red Cross and Red Crescent Network on HIV/AIDS and TB (ERNA) and First aid Educational European Network.

Context

Since the Rose Revolution, the Government of Georgia, supported by the donor community, has undertaken significant reforms. Georgia has made tremendous efforts to reduce poverty and create an environment based on the principles of democracy and justice by reforming the state laws and systems, striving to achieve international standards and practices. Nevertheless, in spite of these positive achievements, the main problem is the poor outreach of the social security programmes due to scarce information at national and local levels. As a result, the targeted cash assistance reaches only 20% of those defined officially as poor, while more than 30% of officially poor households receive no social assistance of any kind (Report on the Georgia welfare monitoring survey, 2009, UNICEF).

The consequences of the armed conflict in Tskhinvali region/South Ossetia in August 2008, as well as global financial crisis and constant socio-political turmoil had a major effect on the socio-economic development of Georgia. Over 37% of the population of Georgia lives in poverty and 13.4% in extreme poverty, while the unemployment rate went up to 16.3% in 2011. In terms of security, the two armed conflicts over the breakaway regions of Abkhazia and Tskhinvali region/South Ossetia are dominating the agenda, dislocating approximately 280,000 internally displaced persons from their permanent residential places and creating pressing humanitarian needs. Another significant challenge is the limited access of vulnerable people to proper medical and social services, reflected in a sharp increase of tuberculosis and sexually transmitted infections, including HIV, mainly due to the widespread drug usage especially among the youth.

By the end of December 2011, a total of 3,080 HIV/AIDS cases were registered in the Infectious diseases, AIDS & Clinical Immunology Research Centre, including 2,268 men and 812 women. The majority of patients are within the age group of 29-40. 1,891 patients developed AIDS. 880 patients died. Since January 1, 2011 – 389 new cases have been revealed. This is a catastrophic rate for

such as small country. Georgia is experiencing a nascent epidemic, mostly concentrated among injecting drug users – 55.7% of the cumulative total.

The spread of multi drug resistant tuberculosis (MDR-TB) in Georgia has been conditioned by a general health system crisis during the 1990s as well as factors such as civil war, regional conflicts, the poor quality of life, and the low awareness among the population about TB. Tuberculosis control programs in the country disintegrated in the 1990s resulting in shortages of anti-TB drugs and incomplete treatment, poor infection control in hospitals and cross-infection, poor adherence of TB patients to treatment regimens and frequent treatment interruptions, and lack of standardization in case management with the unjustified addition of second-line drugs.

Another problem supporting the dissemination of the MDR TB is low awareness of the communities on TB. Many people are unaware that TB is curable. Lack of such knowledge is an important cause of late seeking care and insufficient adherence to treatment. Poor adherence to drug regimens and interrupted treatment of TB, have resulted in the emergence of MDR-TB¹ strains which require especially lengthy, complex and debilitating treatment and represent a serious obstacle to effective TB control. MDR-TB levels in Georgia in 2010 are shown in Table 3. They are among the highest in the world and are increasing. According to NTP data, 1200 MDR-TB patients were under treatment provided by the NTP at the end of 2011. Every month, approximately 50 new MDR-TB patients are started the treatment.

Another challenge is that the social protection system focuses mainly on social benefits (cash assistance, subsidies, etc.) while social services (e.g. home care) are practically not available, except for orphans and disabled people in specialised institutions. In principle, the responsibility for provision of social services lies with the local authorities, but they have poor understanding of how to identify the social priorities, how to develop social strategies and how to formulate public expenditure programmes that address the needs of most vulnerable. The civil society organisations (CSOs) partially cover the gaps by raising awareness and delivering social services.

These conditions negatively affect the well-being of vulnerable people. Among them there are sub-groups who experience particular hardships due to rather limited coping mechanisms, opportunities and capacities to protect their rights. Older people (women over 59 years and men over 64 years of age) constitute the largest of these sub-groups. In 2011 there were 667,523 elderly people in Georgia (15.3% of the population); 58.22% of them are classified by the Social Service Agency (SSA) as eligible to social benefits. According to the SSA, older people consist two thirds of those eligible for social assistance, still many of them do not have access to this assistance. Older people are also one of the main groups most in need for social and health services, but over 90% of older people (even those receiving free medical insurance) still find it difficult to access health services due to demands for informal payments, high prices of medicines and denial in provision of services or disrespectful treatment by medical staff. In addition, older people meet challenges such as social isolation due to poverty and destroyed traditional family and friendship support mechanisms. Yet, despite the difficult situation for older people in Georgia their problems are given low priority in the local social strategies and only few local CSOs (especially outside of Tbilisi and regional cities) represent, advocate for and mobilise local support to older people.

Additionally, one of the greatest sources of vulnerability is the high risk of natural and manmade disasters that also threatens the overall development of the country. In August 2011 Racha-Lechkhumi and Kvemo Svaneti region was struck by an earthquake measuring 5.5 on the Richter scale. The GRCS provided humanitarian relief to the people affected by the earthquake. Also, in Western and Eastern Georgia many regions were affected by unceasing rains from 12 to 22 June 2011 and landslides were followed by heavy rains. The disaster killed 7 people. Over 3,000 families have been affected, out of them 1,500 ending with badly damaged houses and the first floors of houses of some 350 families were flooded and rendered inappropriate for living. These

¹ MDR-TB refers to resistance to at least both INH and rifampicin.

vulnerabilities highlight the need for disaster risk reduction, conflict prevention, peace-building and emergency response capacity and coordination.

All these challenges affected a significant part of the Georgian population whose well-being depends on external support. The Georgia Red Cross Society continued to scale up and sustain disaster management services through enhancing coordination and coping mechanisms to reduce deaths, losses, damage and other injurious consequences of disasters and crises.

Moreover, the National Society contributes to civil society development through the involvement of citizens in volunteering, raising public awareness (including the public authorities) on situation of vulnerable groups and advocating for their rights. Strengthening of this role, the GRCS is seen by the Movement partners as a key player to contribute to the further development of the civil society in Georgia.

Progress towards outcomes

Disaster Management

No funding available through the Federation. The activities were funded through a DIPECHO/Danish Red Cross bilateral project in consortium with the International Federation and Icelandic Red Cross.

Programme component 1: Disaster preparedness: institutional level (org. preparedness).

Outcome:

- Strengthening institutional capacities for effective disaster management at both central and local levels

Achievements

Cooperation and coordination is enhanced between national and local governments, as well as with other non-state actors, on the one hand, and the Georgia Red Cross Society, on the other, in the field of Disaster Management in order to establish effective institutional preparedness and coordination during disasters. The National Society has taken proactive approach in fulfilling its coordination role according to the National Disaster Response Plan. From January 2011 three inter-agency meetings, chaired by the Georgia Red Cross Society and attended by up to five governmental, and up to 20 international and local non-governmental organisations took place. Five Non State Actors` meetings were carried out on a regular basis, and they helped to establish a strong cooperation between Governmental Structures and the Non-Governmental Sector.

Within the framework of the Regional Programme for Building Safer Local Communities in South Caucasus supported by DIPECHO, three meetings were held between partner organisations such as the CHO, OXFAM, UNICEF, GRCS and the representative of the Danish Red Cross. Information, experience, and the main achievements were shared between them, which helped the strengthening of organisational capacities in the Disaster Risk Reduction field by receiving information and learning of good practices.

Coordination and cooperation with the local governments of Racha, Lechkhumi and Kvemo Svaneti regions, as well as with the local authorities of Dusheti and Khashuri Municipalities is enhanced, which supports capacity building of National Society branches in these regions and makes it easier to conduct different Disaster Preparedness, Disaster Risk Reduction (DRR) and Disaster Response activities there, because of their support in conducting different DRR activities.

Five regional coordination meetings and workshops were held in Oni and Ambrolauri municipalities. Representatives of the local governments from Ambrolauri, Oni, and Tsageri participated in the meetings, as well as other key stakeholders, such as representatives of rescue teams, fire brigades,

Emergency Management Department, NGOs, etc. Also, meetings were held with working groups (consisting of above mentioned key stakeholders) regarding the results of the collected and analyzed information about main hazards, vulnerabilities and capacities of these municipalities. The working groups made comments regarding the results, and the main priorities for disaster risk reduction were identified for the municipalities of Oni, Tsageri and Ambrolauri.

Programme component 2: Community-based disaster prevention and preparedness/disaster risk reduction.

Outcomes:

- The preparedness and response strategies and capacities of the target communities are enhanced.
- Public awareness on Disaster Risk Reduction is increased and community members are encouraged to take action to reduce vulnerability of their household to natural disaster

Achievements

The Georgia Red Cross is working actively with the Racha, Lechkhumi and Kvemo Svaneti local communities, as well as community members and volunteers, with teachers and pupils among them, in other municipalities (Sagarejo, Khelvachauri) for coping with possible disaster risks in the region. Different trainings, workshops and meetings were held for knowledge and experience sharing and for their involvement in Disaster Preparedness and Disaster Risk Reduction activities.

Previously established Volunteer Community Disaster Preparedness and Response Teams (VCDPRT) in three municipalities, 20 community volunteers in each municipality (Oni, Ambrolauri, and Tsageri) received additional trainings in Disaster Management and related fields by Georgia Red Cross Society staff and representatives of other non-governmental organizations to be better prepared and to be first the respondents during disaster. The volunteers have then been tasked with sharing the gained knowledge with their community members for better preparedness. Additionally, Georgia Red Cross Disaster Management department conducted three trainings in Disaster Management to older people in Tbilisi, Sagarejo and Khelvachauri reaching in total 60 beneficiaries. Knowledge and experience on what to do and how to reduce the impact of disaster when it occurs were shared.

Vulnerability and Capacity Assessments (VCA) were done in Oni, Ambrolauri, and Tsageri, and 30% of local population in each municipality was interviewed using a special questionnaire for mapping of hazards, risks, and capacities, which was done by the local Red Cross Staff and volunteers, as well as local community members. The analysed results of the assessment were subsequently shared with local population, local authorities and other local stakeholders. The local authorities decided to increase the emphasis on Disaster Preparedness and on updating the Municipality Contingency Plan. At the same time, based on the VCA results and the identified priorities, the local authorities approached the Central Government to obtain support for fulfilling some of the biggest priorities identified in the VCA which was positively accepted and implemented in 2011.

The local population began to think proactively and take preventive measures to reduce the disaster risks at grassroots level. (Removing heavy objects from the shelves, removing beds from the windows, etc.)

Family Emergency Plans (FEP) were elaborated and distributed through teachers and pupils to the local population by Georgia Red Cross staff and volunteers. Pupils together with their family members, relatives and friends filled in a special questionnaire regarding family plans and conducted different disaster preparedness activities in order to reduce the impact of disaster in their homes. The awareness of communities about possible disaster hazards and response mechanisms on community level was enhanced through distribution of informational / educational booklets and posters within the community by Georgia Red Cross staff.

Vulnerability of the Racha-Lechkhumi and Kvemo Svaneti regions was reduced by walnut tree planting within the framework of the Regional Programme for Building Safer Local Communities in South Caucasus in Oni, Ambrolauri, and Tsageri Municipalities. The reason for planting was to reduce landslide processes in the dangerous zones. Besides, the population will be able to use the fruits of the trees in several years, which will provide an additional income for them. The decision to implement this small scale project was made after Vulnerability and Capacity Assessment (VCA) in the above mentioned Municipalities.

CHF 59,960 was allocated from the International Federation of Red Cross and Red Crescent **Disaster Relief Emergency Fund (DREF)** on 25th of June 2011 to support the Georgia National Society in delivering immediate assistance to some 1,750 beneficiaries affected by floods for a period of three months.

Organisational Development/Capacity Building

Programme component 1: Enhance Georgia Red Cross Society organizational capacities and sustainability

Outcomes:

- Competence and performance of the headquarters and branch leadership, staff and volunteers in governing and managing the organization is improved.
- The National Society's financial sources are diversified and fundraising techniques and financial management are further developed.
- The National Society's image is improved through effective external communication and regular dialogue with the general public and partners.

Achievements

The Georgia Red Cross Society headquarters and branch leadership, staff and volunteers improved their competence and performance in governing and managing the organisation. 34 representatives of National Society headquarters and branch governance and management bodies and over 450 GRCS HQ and branch volunteers and staff advanced their knowledge on strategy development, membership recruitment, youth and volunteer management, project and financial management, resource mobilization, including fund raising, Safer Access Framework through various trainings. The branches selected the focal points according to the priority areas (communication, fund raising, logistics, etc.) and submitted activity plans to HQ. Members of "Committees of Five" had the opportunity to gain the skills for implementation of the Georgia Red Cross Society project "Red Cross Clowns" for psychosocial rehabilitation of socially vulnerable children. The GRCS established twelve new "Committees of Five" to promote National Society youth activities at schools.

The Georgia Red Cross diversified its financial sources, and further developed fundraising techniques and financial management. During the reporting period the Georgia Red Cross Society concluded the external financial audit for all projects implemented by the National Society in 2010 (the financial support was provided by the ICRC). Moreover, the Georgia Red Cross Society Finance Unit at HQ elaborated a consolidated budget for 2011 based on review results and analyses of the implementation of the previous consolidated budget (2010), as well as on recommendations made by an external audit for the financial accounts of 2009. Besides, the National Society finalised elaboration of a new five-year Strategic Plan (2012-2016) and started its dissemination at local level.

In order to enhance local resource mobilisation, in cooperation with USAID/FORECAST, 25 Georgia Red Cross Society staff and volunteers from HQ and branches improved their knowledge on resource mobilization. The representatives of the Azerbaijan Red Crescent Society and International Committee of Red Cross also attended the seminar. The representatives of Magen David Adom UK and TAG International Development shared their professional knowledge and experience on resource mobilization and communication including effective use of social network in particular

“Twitter”. The Red Cross branch representatives prepared action plans to promote resource mobilization and fundraising at the branches.

The Georgia Red Cross Society, in cooperation with the Embassy of Japan in Georgia, launched a major fundraising campaign (March 14 - May 14, 2011) to support the people affected by the earthquake and tsunami in Japan. Monetary contributions took the form of telephone (SMS) donations, online donations, bank transfers and various outdoor fundraising operations. Through that fundraising campaign, the Georgia Red Cross managed to collect USD 48,000 (equivalent to GEL 79,000) and transferred that sum to the Japanese Red Cross for emergency response.

Efforts were increased to improve membership recruitment and resource mobilisation. The number of new Georgia Red Cross members grew from 2,800 to 5,000 last year. The GRCS is maintaining active membership recruitment at the local level.

Moreover, the Georgia Red Cross Society continued its work towards the promotion of the Corporate Partnership Programme. Three business companies became the Georgia Red Cross Society corporate partners: BEKO, TAV Georgia (International Airport) and the European School.

The National Society's image improved through effective external communication and regular dialogue with the public and partners. During the reporting period, the Georgia Red Cross Society significantly improved communication, both externally and internally, between the Georgia Red Cross Society headquarters and branches, among branches, as well as with its key stakeholders and partners. In this regard, various activities were conducted, in particular publishing and distribution of the Georgia Red Cross quarterly newsletters; producing posters entitled “Georgia for Japan” depicting various charity and fund raising events; announcements of planned activities and press releases about conducted activities / events and news developed and placed on the National Society's website. In addition, the Georgia Red Cross activated Twitter for better social networking. The National Society registered on the Facebook and YouTube to share updated information with public and the key stakeholders.

The Georgia Red Cross Society enhanced cooperation with media through regular information sharing on Red Cross activities: video clip dedicated to “Georgia for Japan” was broadcasted by two popular TV channels: Three TV channels highlighted charity events conducted by the National Society for orphans and the opening ceremony of the Georgia Red Cross Society First Aid Centre. A nation-wide newspaper published an article about a charity event conducted for children suffering from leukaemia. All main TV channels highlighted the opening of the Social Centre in Tbilisi and a tree-planting event in Racha-Lechkhumi and Kvemo Svaneti region (supported by DIPECHO).

The GRCS report on Red Cross Week activities was shared with Movement partners and sister National Societies. The interview of the Georgia Red Cross Society President, Ms. Nana Keinishvili - “the unique human touch” was published in the special issue of the IFRC newsletter dedicated to the International Women's Day 2011. Four life stories were shared and published in the IFRC newsletter: “Re-union of the Family”; “I started to believe in myself” - a life story about the Georgia Red Cross Society Gardabani Branch beneficiary, an internally displaced person (IDP) from South Ossetia, who received a Red Cross small grant and started an own income-generating business; “Georgia Red Cross strengthens first aid capacity” and “Keep the forest for your children” (DM and DRR). The article about the Georgia Red Cross Society activities conducted within the “Red Cross Week” was published in the special issue of the IFRC Newsletter.

Programme component 2: Strengthen the capacity of the National Society's headquarters and local branch network to implement core Red Cross activities

Outcome:

- Service delivery to vulnerable people is improved by promoting the National Society's Model Branch concept, participatory community development approaches, and volunteer and youth management is enhanced at the grassroots level.

Achievements

The Georgia Red Cross initiated a branch development concept (based on Model Branch) in 14 branches in 2011 and made efforts towards improving communication among branches through regular experience and information sharing (forums/meetings/round-table meetings). The Georgia Red Cross Society held six round-table meetings with the respective local authorities, key stakeholders and the representatives of local communities. Over 40 working meetings were held with the local authorities and the key stakeholders in the targeted regions. Good practices were applied in other branches for the benefit of vulnerable people: Gardabani Primary Health Clinic; Youth Social Centre in Ambrolauri; Social Centers for Older People in Sagarejo and Khelvachauri and a Meeting Room for older people, IDPs, children, youth and national minorities in Gardabani. These service delivery activities set opportunities for older people, as well as for other vulnerable groups to socialize to each other through activities of self-support groups (good practices of Kutaisi and Tbilisi Social Support Projects for Older People).

The Georgia Red Cross Society reinforced community mobilisation and volunteering in service delivery within the main areas of work in seven branches (six branches were supported by the Danish Red Cross (2009-2011) and one by the Norwegian Red Cross). During the reporting period, a replication of good practices of community-based volunteer initiatives started additionally in two branches (Sachkhere and Ambrolauri). Six volunteer groups were established in Sachkhere to implement the Red Cross activities in the region and provide services through the volunteer initiatives supported by the small grants within public health promotion, education and social support of children with physical disabilities, local vulnerable families and their children. A youth centre was established in Ambrolauri with participation of local authorities based on the results of the participatory community development approach.

The Georgia Red Cross Society service delivery activities are mainly related to health and care, first aid, social and psychosocial support and disaster management. Seven GRCS branches (Gardabani, Sagarejo, Gori, Oni, Sachkhere, Khelvachauri and Ambrolauri) established regular volunteer service delivery activities for vulnerable people in 21 local communities through participatory community development and small grant competition. These activities included 21 community-based volunteer initiatives. As a result, over 6,000 vulnerable people (IDPs, older people, disabled, youth and multi-child families with income below a poverty line) benefited from volunteer activities. Additionally, the increased level of Red Cross activities led to increasing the number of members (5,000 new ones in 2011), volunteers (1,900 new ones in 2011) and beneficiaries (6,000 new ones in 2011). In 2011 through various resource mobilization and fund raising activities the National Society mobilized USD 9,000 in cash and USD 23,000 in in-kind contributions.

The dynamic volunteer activities in target branches promoted Georgia Red Cross Society visibility at the local level and improved the branches' image and cooperation with the local authorities and other stakeholders. Moreover, the Georgia Red Cross Society expanded its volunteer base through successfully implemented motivational mechanisms such as life stories, articles in newspapers, round-table meetings, etc. The National Society staff and volunteers participated in the meeting dedicated to the International Year of Volunteers, organized by the Peace Corps Georgia. As a follow up, the Peace Corps Georgia hosted the first annual fair entitled "Discover the Volunteer inside You" (May 28), aimed at attracting the interested non-governmental organizations both in Tbilisi and the surrounding regions to recruit further volunteers. The Georgia Red Cross Society participated in the fair and shared its knowledge and experience within this area. The National Society recruited over 30 new volunteers. The GRCS conducted a public campaign dedicated to the International Year of Volunteers during the Solferino Days (August 10-11). The Red Cross branches, leadership, staff and volunteers, were actively involved in all the events.

Constraints or Challenges

- Urgent need for serious efforts to assist the National Society in developing income-generating activities to generate more revenue in a sustainable way;

- Lack of adequate working space at HQ and branch levels, security awareness of staff is weak, safety of working-space is problematic, vehicles, staff and volunteers are not covered by insurance, compensation of staff is weak, services are implemented without their sustainability being guaranteed.
- Lack of human and material resources and weak motivation among branch volunteers to apply the knowledge into practice at community level were elements that affected implementation.

The Georgia Red Cross Society elaborated a plan of action with clear roles and responsibilities in order to make efforts towards the elements that affect project implementation and the GRCS performance.

Health and Care

Programme purpose: Reduce the number of deaths, illnesses and the impact from diseases and public health emergencies.

Programme component 1: HIV/AIDS

Outcome:

- Reduced vulnerability to HIV and AIDS and its impact through preventing further infection by expanding knowledge about HIV and AIDS prevention, transmission. Treatment, including harm reduction activities.

Achievements

At the end of December 2011, 112 intravenous drug users (IDUs) were registered as regular clients of the Georgia Red Cross Society psychological support programme (using the Harm Reduction Project methodology): 1) 27 regular clients from Rustavi; 2) 54 regular joint beneficiaries with “New Vector”; 3) 24 regular clients involved by the Georgia Red Cross Society outreach officers; 4) seven beneficiaries from Gori.

In 2011, project psychologists conducted 102 one-time individual consultations and 15 group sessions; working in parallel with beneficiaries’ family members and other people close to them. For the December, 2011 36 beneficiaries from Tbilisi, Rustavi and Gori continued individual psychological course on regular basis. As a result of the work done by the project team, some beneficiaries, as well as their family members, recognized their problems and tried to find ways to get over these difficulties. Besides, the clients had a much lower level of anxiety and neuroticism; they gained perspective in life, got more positive attitude towards family, relatives and friends, and towards their own future.

In parallel, the project team was involved in advocacy work. The Georgia Red Cross Society together with the “Georgian Harm Reduction Network” presented an initiative to reform the legal background through legislation in the Parliament of Georgia.

As for informational-educational work in 2011 in total there were 158 seminars conducted for 6,017 participants: out of them 48 workshops for 928 Georgia Red Cross Society volunteers and 110 workshops for 5,106 students/youth of different educational institutions and universities.

Programme component 2: DR-TB control in Tbilisi

Outcomes:

- Support the National DR-TB Control Program by strengthening adherence to the outpatient treatment of and providing psychosocial help to the target DR -TB clients

- Support TB Control in Georgia by raising awareness of the community and conducting Advocacy, Communication, and Social Mobilization (ACSM) Activities.

Achievements

For 2011 there were 50 clients with multi-drug resistant tuberculosis (MDR-TB) defined as target group in Tbilisi. The number of beneficiaries increased to 95 by the end of the period: 27 beneficiaries successfully finalised the treatment course, 1 client died, 2 clients moved to a new place of residence and 33 new clients were involved in the project; 1 case of default was fixed. In total, 484 direct observation treatment (DOT) SPOT-visits, 500 visits at home and 2,884 telephone conversations were conducted by the treatment adherence consultants (TAC).

In 2011 various problems were posed by all 95 clients. During one year, the Georgia Red Cross Society volunteers provided 307 individual and 65 group psychological sessions to the clients. The Georgia Red Cross Society project team used a highly individual approach to the project beneficiaries, and provided constant, continued care for each of them.

In 2011 workshops on TB prevention, transmission and treatment were conducted for the community leaders by the National Society focal points and volunteers in six target regions of Georgia - Adjara, Samegrelo, Imereti, Shida Kartli, Kvemo Kartli and Tbilisi. A total of 3,437 community leaders (female: 2,371, male: 1,066, average age of participants: 19.8) were trained directly by the project staff and 140 Georgia Red Cross Society health and care volunteers. Each of trainees was tasked to disseminate the knowledge further in their communities reaching at least 2 or 3 other people. Therefore it is estimated that around 10,311 people raised their awareness on TB indirectly. 13,748 community leaders and members were covered by the Georgia Red Cross Society educational-informational work directly and indirectly. The project team strongly believes that raising awareness of the community through providing of the educational activities contributes to combat stigma and discrimination attached to TB.

In 2011 the Georgia Red Cross Society was actively involved in the preparation of the country strategy on TB ACSM (advocacy, communication and social mobilization) and strategy annual implementation plan. The Georgia Red Cross Society was actively involved in the working process and was selected to be responsible for coordinating work of the other NGOs working in the field and conducting trainings on ACSM for local stakeholders, local decision makers, representatives of media, business representatives, personnel of the regional departments of the NTP, for treatment supporters (volunteers), the Georgia Red Cross Society project active beneficiaries and representatives of the 4 NGOs working in the field in the regional centres of Georgia: Tbilisi, Gori, Batumi, Oni and Mestia.

In the reporting period the Georgia Red Cross Society advocacy team consisting of 15 GRCS beneficiaries, volunteers and staff was established; 50 volunteers were mobilized and trained on ACSM to involve them in the relevant activities as treatment supporters; 64 beneficiaries from Tbilisi were mobilised and trained to conduct ACSM activities; 2-day meeting/workshops were arranged in 4 regions of Georgia (Mestia (Zemo Svaneti), Ambrolauri (Racha), Batumi (Adjara) and Gori (Shida Kartli)) for representatives of the local municipalities, media, and the Orthodox Church; a round-table meeting for stakeholders was organised in Batumi with participation of representatives of the National TB Programme, Batumi City Hall Health Department and Adjara Ministry of Health.

Programme component 3: Community-based health and first aid

Outcome:

- Local communities are strengthened and better able to cope with health challenges as a result of community-based integrated health and first-aid activities.

Achievements

Georgia Red Cross Society network of First Aid teams was expanded through establishing new FA teams in Racha and Svaneti on the basis of the National Society local branches.

In 2011, after participation in the 5-day Master Instructor Training organized by the IFRC and the Reference Centre for First Aid Education in Bulgaria:

- the Georgia Red Cross Society First Aid Senior Officer obtained a Master Trainer Certificate;
- 36 First Aid volunteers were trained as trainers;
- 21 out of 36 First Aid volunteers were certified as GRCS FA trainers;
- 24 Georgia Red Cross Society volunteers were trained in Psycho-social First Aid;
- 79 Disaster Response Team members, approximately 30 GRCS governance, leadership, staff members and 110 Georgia Red Cross Society local volunteers were trained in Basic first aid;
- 3602 community leaders were trained in basic first aid directly in Tbilisi and 5 target regions (Adjara, Racha, Svaneti, Shida Kartli and Kvemo Kartli) through 157 trainings by the local first aid volunteer trainers. Each of the trained community leaders was tasked with spreading the knowledge on first aid among at least 2 or 3 other community members. Therefore, it is estimated that the vulnerability to natural, daily and man-made emergencies of approximately 10,800 community members was decreased. Informational-educational, as well as promotional materials were distributed to trainees for themselves and for further dissemination.

It is worth mentioning that visibility of the Georgia Red Cross Society significantly increased due to public events organized at central and local levels.

Also, awareness about Georgia Red Cross Society activities in the field of First Aid was raised at the international level through participation in First Aid Master Instructor Training in Bulgaria and FAEEN Annual Meeting in Prague. In 2011 the Georgia Red Cross Society first aid activities were supported by the ICRC and the Magen David Adom Society.

Programme component 4: Social support to older people

Outcomes:

- Improving health and social conditions of vulnerable older people by their empowering, enhancing their protection and support through increasing acknowledgement of their rights and dignity and finding an active role in public life.
- Changing attitudes and behaviours of service providers towards older people addressing the causes of older people's exclusion and vulnerability.

Achievements

Following the termination of Norwegian Red Cross/ Ministry of Foreign Affairs funding to the project, the Georgia Red Cross Society has succeeded in getting additional funding through the IFRC (back donor: DFID) as well as from bilateral partner national societies (Danish Red Cross) for its branch development and youth activities. The Georgia Red Cross Society is making efforts to find support to this component as well with local and other resources.

This component was based on helping older people strengthen their own capacities. In this way the Georgia Red Cross Society worked for and with the target group, through building strong and tight partnership relations with key stakeholders like authorities and local communities. The component comprised of 3 directions: 1) home care service – visits to home-bound older people coordinated by a social centre; 2) activation of the social centre to facilitate dissemination of information and building Self-Help and activity groups, contributing to increasing knowledge regarding the legal rights and entitlements, but also helping in terms of maintaining the quality of life and an active aging and Inter-generational solidarity; 3) development of advocacy activities and campaigns in a

partnership between older people and the Georgia Red Cross Society as well as local authorities, especially in terms of legal rights and entitlements.

The social support component has contributed to “Community based programming in Health” – the living conditions of over 6,000 older people improved through a better access to social and medical service and “Capacity building of National Societies” – through the implementation of project activities, the Georgia Red Cross branches will improve their capacities in advocacy, community mobilisation, need assessment and service delivery and empowerment of older people.

During the reporting period, social support activities were implemented at five existing social centres (Tbilisi – 1, Kutaisi – 2, Sagarejo – 1 and Khelvachauri) and at twelve information centres instead of the planned 8 (Tbilisi – 2, Kutaisi – 5, Sagarejo – 1, Khelvachauri – 2, Tetrtskaro -1 and Bolnisi-1) in six regions of the country, which indicates the success of this particular project.

On August 13, an opening ceremony of new Social Centre for Older People was held in Khelvachauri with the support of the local government, ICRC and IFRC (back donors: Danish Red Cross and Norwegian Red Cross). The opening ceremony was attended by the GRCS President, Representative of TAG Development from UK, Governor of Adjara A/R and representatives of authorities from Racha region, Georgia Red Cross Society Media Support Group members, Georgia Red Cross Society headquarters staff, volunteers and beneficiaries. At the opening ceremony the beneficiaries expressed some ideas and their deepest gratitude regarding the creation of a warm and friendly environment.

The social support project activities started in the reporting period in the two target regions (Tetrtskaro and Bolnisi) are still in progress, and social centres will be established in 2012 with strong cooperation with the local authorities. Social centres in target locations continued its activities: knitting and sewing group, social theatre group, health promotion, active ageing, socialising events and provision of consultations for older people on their rights and entitlements. Active work at five social centres is going on with 20 activity groups. More than 5,700 older people and 140 volunteers (old and youth) were benefiting from the social support activities and actively participated in various Red Cross events, such as exhibitions of older people’s handicrafts organised by Georgia Red Cross Society at local and national levels, in fundraising campaigns, poetry evenings, excursions, celebrations of religious events, the International Women’s Day and birthday celebrations of older people in social centres, etc. In addition, the premises of the centre were used for the meetings of Red Cross volunteers and older people, including displaced people from South Ossetia and Abkhazia.

Social project Red Cross volunteers (all ages) kept visiting 375 homebound older people 3 to 5 times per week to talk and provide assistance with meal preparation, housekeeping, laundry, food and medicine shopping and arrangement of medical appointments. Red Cross volunteers’ visits still remain the only assistance available to the homebound older people and therefore are very much appreciated. Approximately 32,400 home visits were carried out to 375 homebound older people by volunteers during the reporting period in the target locations.

The strong partnership with key stakeholders gave the possibility to the Georgian National Society to elaborate training models for home care, project proposal writing, project cycle management, advocacy and social centre management. Also the active participation of the National Society at the Eastern Europe Home Care Conference gave ideas for the Federation’s Europe Zone Office in the development of their standards.

Another new approach of the social project is the volunteer initiatives, which are aimed at supporting the implementation of activities for specific communities (older people). Selection of such initiatives/ small-grants took place in Kutaisi, Tbilisi, Tetrtskaro, Bolnisi and Khelvachauri, where mini-projects regarding older people’s social support were submitted by the Georgia Red Cross Society volunteers. Based on the results of the competition, nine winning mini-projects were selected in Tbilisi, one in Khelvachauri, two in Tetrtskaro, four in Bolnisi and two in Kutaisi. All of them are

currently implemented in the target regions. One of the mini-projects in Kutaisi, partnering with the China Business Association, was aimed at the development and raising the capacity of the Media Support Group supporting older people. Over 2,600 vulnerable older people benefited from the Red Cross services provided through community-based volunteer initiatives.

During the reporting period 42 meetings, workshops and round-tables were organized by the Georgia Red Cross Society with participation of over 255 representatives of local and regional authorities, social departments of municipalities, business sector, embassies, international organisations and NGOs working in this area. The meetings helped share knowledge and build on lessons learned and expertise of each other among the State and Non-State actors, facilitated scaling up and replication of positive experience in new locations, promoted good practices that will be used as advocacy tools, to raise awareness and encourage decision-makers for positive change in favour of older people who need to be better included in decision-making process.

More than 11,200 leaflets, brochures and information bulletins about implementation and achievements of social project, also medical and legal advices for older people were developed, printed and distributed among the older people and over 700 stakeholders.

Constraints or Challenges

- Insufficient funding influenced by unstable political and deterioration of the socio-economic situation in Georgia;
- Staff changes and restructuring within the public administration and government agencies at national and local level
- Due to limited means for motivation, retention of the Georgia Red Cross Society volunteers was challenging;
- The short duration of the project implementation did not give the GRCS opportunity to work as an equal partner to key Governmental and non-governmental stakeholders

Principles and Values

Programme purpose: Promote the Fundamental Principles and Humanitarian Values and reduce discrimination and social exclusion.

There was no funding through the Federation for these activities and they were integrated with other activities.

Programme component 1: Promotion of Fundamental Principles and Humanitarian Values

Outcomes:

- Increased awareness about International RC/RC Movement, Georgia Red Cross Society, Fundamental Principles and humanitarian values among the general public including youth.
- Increased awareness of Georgia Red Cross Society governance, management, staff and volunteers on Fundamental Principles and humanitarian values

Achievements

During the reporting period the National Society membership increased by 15% in comparison with 2010: from 1,700 volunteers to 2,150. The increase in numbers of volunteers with specific skills is the indicator of active work and institutional development of the National Society.

The Georgia Red Cross Society fundraising campaign, carried out for the Japanese people affected by the disaster, was well supported by the Red Cross volunteers who were directly involved in all fundraising activities.

The Georgia Red Cross Society established five new “Committees of Five” to promote Georgia Red Cross Society youth activities at schools. Total number of youth volunteers in these new committees

is 60 and so far they worked on improving the knowledge about Red Cross/ Red Crescent Fundamental Principles and Values among 155 schoolchildren and teachers. The Georgia Red Cross Society conducted “Road Safety” lessons for 70 schoolchildren (4th grade in two Tbilisi public schools) and 40 youth volunteers (among them members of the Georgia Red Cross Society Committees of Five) on road safety rules for pedestrians and had practical simulations as well. The basic induction course on the International RC/RC Movement Fundamental Principles and humanitarian values as well as on the Georgia Red Cross Society work was conducted in nine public schools in Tbilisi. 270 people received the above mentioned knowledge.

450 Georgia Red Cross Society governance representatives and management staff and volunteers both at HQ and branch (Oni, Tsageri, Ambrolauri, Batumi, Khelvachauri, Sachkhere, Tsalka, Kareli, Zugdidi and Ozurgeti) levels received knowledge on Fundamental Principles and humanitarian values through eighteen workshops conducted by the Georgia Red Cross Society Headquarters and branch staff through all the projects within the main National Society programme areas: disaster management, health and care, including the social support, first aid and psychosocial support, and organisational development.

A “Georgia for Japan” video clip was broadcasted by 2 popular TV channels and a Youth Solidarity Action was organised near the Japanese Embassy premises on March 23, 2011 in Tbilisi with participation of university students. This solidarity action was joined by the Georgia Red Cross Society volunteers who disseminated information regarding for Principles and Values and a fund-raising campaign which was launched by Georgia Red Cross Society. Participants of the solidarity action were 170 students and Georgia Red Cross Society volunteers.

Programme component 2: Reduction of discrimination and social exclusion and promotion of respect for diversity

Outcome:

- Decreased social exclusion, reduced stigma and discrimination associated with communicable diseases, other discrimination factors and age through advocacy, communication, education and social mobilisation activities.

Achievements

The Georgian Red Cross was actively involved in social isolation reduction process for vulnerable groups, children and older people:

- 4 charity events supporting orphanages with international partners;
- Forging new partnerships for implementation of charity events: Tkbili Kvekana= sweet country, BEKO, Barambo, European School;
- Young and older people, also Red Cross media support groups and volunteers (2,150 volunteers (2011), out of 70 old volunteers, 15 IDP, 935 young people and 1,200 adults) were involved in various charity activities.

The main priority of the National Society, “to reduce of stigma and discrimination”, was based on advocacy on behalf of vulnerable groups in order to strengthen the communication between community and local authorities, strengthen communities and their social mobilisation. During the reporting period the Georgian National Society organized 10 advocacy meetings at local and central level with participation of entitlement groups, volunteers, NGOs, beneficiaries and members of RC/RC movement. The overall goal of these meetings was to advocate for the rights of older people with authorities and service providers, promote problems and lobby for the interests and rights of diabetic people, people with living with HIV and Tuberculosis.

The Georgia Red Cross Society carried out a participatory research of vulnerable groups (Adjara region) and provision of respective recommendations for social welfare for effective Social reforms. The research was requested by Batumi City Mayor’s office (Adjara Autonomous Republic). The

NGOs (harm reduction network, homecare coalition, National Advocacy working group for TB, Disaster Risk Reduction network) actively participated in the national and international meetings (2 international and 12 national meetings) during the reporting period.

Constraints or Challenges

No funding received for Georgia Red Cross Society Principles and Values activities (2009-2011).

Working in partnership

The Georgian National Society improved the partnerships through effective external communication and regular dialogue with the public and partners. The Georgia Red Cross Society signed eight Memorandums of Understanding with local authorities in eight target regions and six business companies.

The Magen David Adom UK and TAG International Development put efforts towards enhancing the GRCS resource mobilization and fund-raising through knowledge and experience sharing. The Embassy of Japan in Tbilisi continued the support to the GRCS Gardabani Branch Primary Health Clinic to improve conditions and health of people in Georgia through enhanced access of the most vulnerable people to high quality primary health services.

The Georgia Red Cross Society started cooperation with the Austrian Red Cross in the fields of Disaster Management and Branch Development.

Important partners of Georgia Red Cross Society are members of Red Cross and Red Crescent Movement (IFRC/NorRC, IFRC/DFID, ICRC, DRC), Embassy of Estonia (DFID partner in the social project), Ministry of Labour, Health and Social Affairs (including the Social Service Agency), Ministry of Labour, Social and Health Care of the Autonomous Republic of Adjara, CSOs (including the Foundation of "Taoba", the Union of "Humans and Nature" and the Georgian Union of Public Assistance and National Self-Education "Genesis) and local authorities.

In 2011 IFRC (back donor: The Eli Lilly Foundation and Company) supported the DR-TB control project in Tbilisi. Bilateral support: Norwegian Red Cross blood program – promotion of the non-remunerated blood donation; Italian Red cross – Prevention of HIV/AIDS and Harm Reduction activities; German Red Cross and Magen David Adom in Israel – First Aid in Senaki;

On the national level, the Georgia Red Cross is cooperating with the Ministry of Health and Social Affairs, the Ministry of Refugees and Resettlement, the Ministry of Education, the Emergency Response Management Department at the Ministry of Internal Affairs; local authorities and state institutions including the HIV/AIDS and Clinic Immunology Centre, National Scientific Research Institute for Drug Addiction, Centre of Diseases Control and Public Health, National Centre for Tuberculosis and Lung Diseases and Jo Ann Blood Bank. The Georgia Red Cross Society is actively cooperating with local non-governmental organisations and businesses including "New Vector", "Hera XXI", "Global Fund", "Alternative Georgia", "New Way", "Tanadgoma", "Bemoni", "Uranti", "International Charity Foundation of the Catholicos- Patriarch of All Georgia", "Foundation for support of people living with HIV/AIDS".

One of the important indicators of partnership with IFRC is the fact that over the last years, the Georgia Red Cross Society, with support of Movement partners, has made significant steps forward in terms of engagement of young people in civil society life through volunteering and better involvement of mass media in highlighting the needs and rights of the vulnerable groups. From August 22 to 24 the International Federation of Red Cross and Red Crescent Societies conducted the Georgia Red Cross Society **Organizational Capacity Assessment and Certification (OCAC)**. This self assessment exercise was envisaged as assistance to the National Society to continue its organizational development and capacity building process in order to ensure relevance and growth

of the organization. The recommendations, provided by the IFRC Assessment Team on further improvement, were incorporated in the Georgia Red Cross Society Strategic Plan for 2012-2016. Moreover, the action plan was elaborated by the Georgia Red Cross Society Organizational Development Coordinator in active consultation with the Georgia Red Cross Society leadership and respective staff of the NS structural units.

The GRCS is a member of the European Red Cross/Red Crescent (RC/RC) Societies Network on HIV/AIDS and Tuberculosis (ERNA), European Network for Psychosocial Support (ENPS) and European Youth Network (ECM). Besides, the Georgia Red Cross Society is a member of the UN Health Cluster and psycho-social sub-sector of the cluster and regularly participates in its meetings. The Georgia Red Cross Society has a network of volunteers and routinely offers its assistance to international organizations and foreign missions operating in Georgia such as Save the Children, World Vision, USAID, the Embassy of Japan in Georgia, the Embassy of Germany in Georgia, the Embassy in Estonia, etc. The National Society has become an active participant and contributor to the UNDP Disaster-Risk reduction Think Tank. Together with Emergency Management Department of the Ministry of Internal Affairs, the Georgia Red Cross Society holds or chairs regular meetings with NGOs presented in the field of disaster management.

Contributing to longer-term impact

The further development of substantial organizational capacities enables the Georgia Red Cross Society to expand its work throughout the country; for this purpose the Georgian National Society mobilizes the support and action for the achievements of Millennium Development Goals (MDGs). Through participatory community processes combined with development of empowered interpersonal communication skills and strengths the Georgia Red Cross Society aims to build a strong movement to support MDGs where it matters most. Such public awareness and community participation can create both pressures and increased motivation for action, especially at local level. Through enhanced capacity the Georgia Red Cross Society will increase the efficacy of its advocacy for the most vulnerable and will take seriously its contribution to the MDGs through mobilizing the power of humanity to fulfil its responsibility based on the rights of every person on the planet to health, education, shelter and security as pledged in the Universal Declaration of Human Rights.

Looking ahead

The organizational development and capacity building process supported by the RCRC Movement partners and the Georgia Red Cross Society key stakeholders will strengthen the Georgian National Society to deliver sustainable and needs-based services to vulnerable groups with active participation of civil society. In order to encourage the voluntary work the Georgia Red Cross Society will enhance mechanisms by innovative approach in volunteer incentives. In parallel, the National Society will continue and expand its work with public authorities to include the Georgia Red Cross Society in the respective policies and plans of the Government to fulfil the responsibilities assigned by the Georgia Red Cross Society Statutes and the new Georgia Red Cross Strategic Plan (2012-2016). Local resource mobilization and fund raising will be further enhanced and linked to communication and image issues. The round table meetings will be organized jointly with relevant local authorities and media to share good practices and promote Georgia Red Cross Society work. This process will improve the Georgia Red Cross Society perception, which in its turn will increase the interest to the Red Cross services: first aid; public health promotion; social welfare for vulnerable people including home visits; psycho-social support; disaster preparedness and response.

How we work

All IFRC assistance seeks to adhere to the [Code of Conduct for the International Red Cross and Red Crescent Movement and Non-Governmental Organizations](#) (NGO's) in Disaster Relief and the [Humanitarian](#)

[Charter and Minimum Standards in Disaster Response \(Sphere\)](#) in delivering assistance to the most vulnerable.

The IFRC's vision is to inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.

www.ifrc.org
Saving lives, changing minds.



The IFRC's work is guided by Strategy 2020 which puts forward three strategic aims:

1. Save lives, protect livelihoods, and strengthen recovery from disaster and crises.
2. Enable healthy and safe living.
3. Promote social inclusion and a culture of nonviolence and peace.

Find out more on www.ifrc.org

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