

# ANNUAL REPORT



International Federation of Red Cross and Red Crescent Societies  
Fédération Internationale des Sociétés de la Croix-Rouge et du Croissant-Rouge  
Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja  
الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

## ARMENIA

2 May 2005

### In Brief

Appeal No. 01.76/2004; Period covered: January - December 2004

Appeal target: CHF 780,182 (USD 656,167 or EUR 503,830)

Related Emergency or Annual Appeals:

Armenia Annual Appeal 2004. For details, please see the website at [http://www.ifrc.org/cgi/pdf\\_appeals.pl?annual04/017604.pdf](http://www.ifrc.org/cgi/pdf_appeals.pl?annual04/017604.pdf)

Armenia Annual Appeal 2004 - Programme Update no.1. For details, please see the website at [http://www.ifrc.org/cgi/pdf\\_appeals.pl?annual04/01760401.pdf](http://www.ifrc.org/cgi/pdf_appeals.pl?annual04/01760401.pdf)

Armenia Annual Appeal 2004 - Programme Update no.2. For details, please see the website at [http://www.ifrc.org/cgi/pdf\\_appeals.pl?annual04/01760402.pdf](http://www.ifrc.org/cgi/pdf_appeals.pl?annual04/01760402.pdf)

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*The International Federation's mission is to improve the lives of vulnerable people by mobilizing the power of humanity. The Federation is the world's largest humanitarian organization, and its millions of volunteers are active in over 181 countries. All international assistance to support vulnerable communities seeks to adhere to the Code of Conduct and the Humanitarian Charter and Minimum Standards in Disaster Response, according to the SPHERE Project. Please access the Federation's website at <http://www.ifrc.org>*

### Overall analysis

To help the Armenian Red Cross achieve its objectives, as laid down in the appeal 2004, the Federation raised CHF 1,226,269. The main donors were the Norwegian Government, the Norwegian Red Cross, Japanese Red Cross and the Federation's Capacity Building Fund. The big advantage was that there were funds available - 63<sup>1</sup> per cent of the appeal budget - from the beginning of the year to start most of the planned activities. Additional funds - CHF 70,000 - arrived from the Federation's Capacity Building Fund in April 2004. The Norwegian Red Cross allocated another CHF 376,000 in June 2004. In December 2004, a further contribution of CHF 93,500 arrived<sup>2</sup> increasing the appeal coverage to 157 per cent.

<sup>1</sup> CHF 490,115, the balance from the 2003 operation, was carried over to support the continuation of projects in 2004.

<sup>2</sup> According to the internal procedures in the Federation, CHF 93,500, a donation from the Norwegian Red Cross, was channelled through the 2004 accounts, although the amount was earmarked to support the projects in 2005. Hence, the amount was registered as an income

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This was more than the Federation appealed for 2004. The income exceeded the total appeal budget. There are two issues, however, that should be considered: firstly, the funding was not evenly distributed among all the projects; while some received over 100 per cent of what was required, others - the integrated management of childhood illnesses, first aid and population movement, for instance - did not have any income. These projects have not received support from partners. As a result some of the important activities were not implemented. The Armenian Red Cross has been trying to fill the gap through bilateral partnerships, establishing contacts with in-country organisations, national agencies and businesses, but the funds raised locally have not been sufficient to cover the needs.

Secondly, the excessive contribution has been accepted with the provision that the balance, CHF 412,983, will be carried forward to 2005 to cover the continuation of activities until the end of May 2005. Hence, the percentage of the expenditure, if calculated against the income, is low (66 per cent) although the implementation and consequently, spending in general, followed the plan of action as designed from the outset. If we look at the expenditure vis-à-vis the budget, it stands at 104 per cent.

**Table 1. Appeal budget, income and expenditure per each project**

Programmes/Projects	Appeal budget (CHF)	Total income (CHF)	Appeal coverage (%)	Expenditure (CHF)	Expenditure (% of the income)	Expenditure (% of the budget)	Balance (CHF)
<b>Health and Care programme</b>	<b>186,793</b>	<b>236,055</b>	<b>126.3</b>	<b>171,790</b>	<b>72.8</b>	<b>92</b>	<b>64,263</b>
Prevention of HIV/AIDS	40,549	55,276	136	30,486	55	75	24,790
Prevention of TB	14,465	30,080	207	12,986	43	85	17,093 <sup>3</sup>
Social services for vulnerable people	131,779	150,699	114	128,318	85	97	22,380
<b>Disaster Management programme</b>	<b>207,668</b>	<b>168,345</b>	<b>81</b>	<b>119,063</b>	<b>71</b>	<b>57</b>	<b>49,281</b>
Disaster preparedness and response	142,361	168,345	118	119,063	71	84	49,281
First Aid	30,265	0	0	0	0	0	0
Population Movement	35,042	0	0	0	0	0	0
<b>Humanitarian values programme</b>	<b>20,001</b>	<b>51,352</b>	<b>257</b>	<b>32,314</b>	<b>63</b>	<b>162</b>	<b>19,037<sup>4</sup></b>
Humanitarian Values	20,001	51,352	256	32,314	63	162	19,037
<b>Organisational development programme</b>	<b>365,716</b>	<b>686,400</b>	<b>188</b>	<b>411,949</b>	<b>61</b>	<b>113</b>	<b>274,449</b>
Branch development	194,478	356,265	183	215,973	61	111	140,291
Financial management and development	39,020	69,948	179	44,278	63	113	25,670
Youth development	132,218	260,187	197	151,698	58	115	108,488
<b>Field Management</b>	<b>-</b>	<b>84,114</b>	<b>-</b>	<b>78,165</b>	<b>93</b>	<b>-</b>	<b>5,948</b>
<b>Total</b>	<b>780,182</b>	<b>1,226,269</b>	<b>157</b>	<b>813,286</b>	<b>66</b>	<b>104</b>	<b>412,983</b>

Despite funding gaps, the Armenian Red Cross had remarkable achievements in 2004: about 30,000 children (10,000 more than in 2003) were reached with messages on HIV/AIDS. Another 60,000 children and their teachers were educated on disaster preparedness. Over 31,000 lone pensioners, refugees and orphans were provided with social and health care.

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of the 2004 appeal increasing the appeal coverage. If we deduct the December income from the equation, the appeal coverage would stand at 145 per cent.

<sup>3</sup> The amount will be reallocated to PAM 537, prevention of HIV/TB project.

<sup>4</sup> The amount will be reallocated to PAM 540, the population movement and PAM016, branch development projects to support the publication of a brochure on the Red Cross work and public awareness campaign on human-trafficking.

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Progress has been made in strengthening the National Society capacities too. The Red Cross is better prepared now for disasters. Its response teams have demonstrated that they can be quick and effective. The teams responded to a number of alarm calls, many of which were about car accidents and fire. National Society regional branches work better as well. They have stronger links with the local population and have implemented responsive and relevant programmes. Measures have been taken to improve volunteer management too. The Red Cross has a viable plan on how to reorganise its structure so that it can recruit more volunteers, better manage and retain them. Financial management has also improved because procedures are now clearer and more transparent.

Challenges, however, remain. The most acute one is how to ensure sustainability in the environment of dwindling international support. The national society has to continue to provide better services and explore more local funding sources to break with the recent tradition of external support that is set to decrease. It needs to prioritise its work according to pressing needs and the capacity of the Red Cross, strengthen links with the communities, and improve planning and marketing. These are the issues that emerged in a recent self-assessment. The National Society has started addressing them, but more needs to be done. The Federation is committed to support the Armenian Red Cross in achieving its objectives. Its support strategy for 2005 has been designed to help the member national society confront the remaining challenges in a consistent way (for more details, see the Federation's Appeal 2005 at [http://www.ifrc.org/cgi/pdf\\_appeals.pl?annual05/05AA067.pdf](http://www.ifrc.org/cgi/pdf_appeals.pl?annual05/05AA067.pdf)).

## **Programme analysis**

### **Health and care**

**Goal:** Health and social vulnerability of people of Armenia has decreased.

**Objective:** Target vulnerable communities have improved their health and social conditions through better service delivery from the Red Cross.

#### **Health promotion and education**

The project consisted of three components: prevention of HIV/AIDS, tuberculosis and childhood illnesses, however, only the first two received funding. Lack of money did not enable the Red Cross to implement the activities planned under the third one.

The **HIV/AIDS** component helped the Armenian Red Cross expand the network of trained volunteers to get safe behaviour and anti-stigma messages across to the nation's youth. In total, 645 youth leaders and volunteers were trained, who in turn reached another 25,000 people, mainly young students. All of them were provided with leaflets, books, calendars, posters and stickers with basic but essential messages, such as *'you cannot get AIDS by... being a friend'*, *'You cannot get AIDS by... holding hands'* and *'You cannot get AIDS by... talking to someone'* to counter myths and misconceptions about HIV/AIDS transmission. In addition to the training, Red Cross volunteers in Stepanavan and Shahnazar held regular meetings with young people to talk about HIV/AIDS symptoms and prevention measures. Often this has been a difficult task compounded by taboos and cultural barriers, particularly in remote regions. School directors and senior members of some communities forbade national society volunteers to talk about sex.

The Red Cross efforts, nonetheless, have yielded positive results. Evaluation of volunteers' work revealed that their educational sessions changed the attitude of the youngsters towards HIV/AIDS and what is more significant, towards people living with the disease. Initially, 70 per cent of the target group did not know how the disease was transmitted; they believed that people with HIV/AIDS should be isolated from the society. After the training, however, over 80 per cent of young people decided against the isolation.

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To reach larger groups and attract their attention to the problem, the Red Cross has developed a partnership with local mass media. Three TV films on HIV/AIDS prevention and the harm of drug abuse were broadcast by regional TV channels. Some 3,000 posters, stickers, booklets and leaflets were distributed to the public. The Red Cross also provided 1,996 laboratory testing systems<sup>5</sup> to medical institutions in Yerevan and Goris. The systems will enable people living in far-flung areas to test their blood, accelerating early detection of sexually transmitted diseases and increasing chances to treat them.

Equally remarkable has been the Armenian Red Cross work to reduce vulnerability to **tuberculosis (TB)**. The disease has been a growing concern<sup>6</sup>. The best way to prevent its spread is to break the chain of transmission through early detection of active cases and complete and effective treatment<sup>7</sup> of people ill with TB. To ensure this, the World Health Organisation has promoted the use of directly observed treatment, short-course (DOTS)<sup>8</sup>, which was introduced by the Government of Armenia in 1995. Medicines for the treatment have been supplied by the German Government. The Red Cross has undertaken to assist the state dispensaries in delivering medicines to TB patients living in far flung areas and monitoring their compliance to the treatment. This includes observing and recording patients swallowing the full course of the correct dosage of anti-TB medicines. The National Society is currently finalising the list of the people it will visit. Most of them have been recently released either from the TB dispensaries or prisons. Delivery of medicaments will start in 2005.

Controlling TB, however, requires more than this. It needs a comprehensive public health response, which includes, among other things, education. The Red Cross has been playing an important role here. It focused on training and distribution of printed materials containing key information on TB and its transmission. Training was conducted through a network of volunteers in Lori region in the northern part of the country (one of the three regions with high prevalence of TB in Armenia). Some, 249 people were reached. To help volunteer trainers in their work, the Red Cross developed and printed for them a module that includes all relevant information on tuberculosis, namely, the history of epidemiology, how to recognise the first symptoms, the importance of uninterrupted treatment and how to prevent the disease. It also reprinted and distributed 3,000 copies of a brochure with a headline '*tuberculosis is curable*'.

The HIV/AIDS and TB prevention programme of the Armenian Red Cross was a part of a long-term strategy, an important component of which has been the national society's harm reduction work with drug addicts. In April 2004, the Armenian Red Cross established a syringes exchange centre in Vanadzor city, one of the country's three big cities. The centre has distributed 10,000 sterile syringes and 5,000 condoms. Much more has been provided door-to-door by outreach workers<sup>9</sup>.

The key lesson learnt is that the educational sessions are more effective if facilitated by people from within the target villages or towns. Trainers, at the same time, should belong to the same age-group as their audience. Next year, therefore, peer-to-peer education will be promoted and more local residents will be involved in the health promotion work. A good move was also to invite family members of TB patients to Red Cross training sessions. Red Cross volunteers observed they took better care of their relatives undergoing the treatment.

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<sup>5</sup> Substances in small flacons that enable to detect sexually transmitted diseases and HIV/AIDS through laboratory testing.

<sup>6</sup> The number of tuberculosis cases has increased alarmingly from 590 in 1990 to 1,051 in 1997. In 2000, 1,344 new cases were registered bringing the total number of people ill with TB to 5,450.

<sup>7</sup> Complete treatment of TB requires at least six months of daily therapy with three or more antibiotics following the initial treatment period.

<sup>8</sup> DOTS: the internationally -recommended TB control strategy. Once patients with infectious TB have been identified using microscopy services, health and community workers and trained volunteers observe and record patients swallowing the full course of the correct dosage of anti-TB medicines. Sputum smear testing is repeated after two months, to check progress, and again at the end of treatment. A recording and reporting system documents patients' progress throughout, and the final outcome of treatment. For more information on DOTS please see [What is DOTS](http://www.who.int/gtb/dots/whatisdots.htm) at <http://www.who.int/gtb/dots/whatisdots.htm>

<sup>9</sup> The exact number is being confirmed and will be available in the next report.

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**Approach for 2005:** A recently conducted survey revealed that 95 per cent of the people interviewed were aware that TB is an infectious disease, but only 30 per cent knew how TB is transmitted, what its main symptoms are and how it can be prevented. Similar statistics are available on HIV/AIDS awareness too – a clear indication for the Red Cross that it has to continue doing more. It is planning to expand the network of volunteer trainers to educate more people on the factors that put them at risk of HIV/AIDS and TB. People will be trained both from within and outside the organization. Distribution of educational materials will continue too with an increased attention towards rural areas. Through the training and promotional work, the Red Cross hopes the percentage of those being aware will increase. The Red Cross will continue its partnership with state dispensaries too to deliver medicines to TB patients in far-flung villages and towns. The national society will also provide more laboratory testing systems to regional health facilities. Furthermore, the Red Cross is planning to recruit two more out-reach workers to distribute syringes and condoms door-to-door to reach more people.

### Social services for vulnerable people

The project supported the 23 Red Cross social centres to respond to health and social needs of the most vulnerable people. It had some 3,000 registered beneficiaries who regularly came for help to confront their concerns: how to accept and deal with illness, how to adopt a healthier lifestyle or how to spend free time. Overall, more than **31,000** people were assisted. These were mainly lone pensioners, single mothers, veterans of war and disabled people. Services included: psycho-social consultations, medical check-ups, measuring of blood pressure and glucose, and intramuscular injections. The Red Cross centres also distributed food, clothes, hygiene items and medicines of USD 25,000. Some people were helped with cash (four to six US dollars). In Ararat, Armavir, Vayots Dzor, Shirak and Sevan, the centres managed clubs (separate rooms in Red Cross branches) for lone pensioners to socially interact - meet with each other, watch TV and play games.

About 300 volunteers were involved in the operation. They regularly visited home-bound beneficiaries to clean houses, change electrical bulbs, chop fire-wood, repair a door or a window, do shopping, bring newspapers, or simply, chat to show their care and moral support, which was often more welcomed than anything else. Many elderly people not only face daily problems but, separated from children and grandchildren, begin to feel useless and isolated. The Red Cross, through its volunteers, helped them grow in confidence.

The centres also offered sessions on health issues, including HIV/AIDS and tuberculosis. Red Cross volunteers organised first aid training as well. In 2004, some 9,087 people were trained.

**Table 2. Services provided by Red Cross social centres and the number of people assisted in 2004**

Service provided	People assisted
Food distribution	1,697
Clothes distribution	8,671
Drugs distribution	1,117
Financial support	34
Consultations	5,246
Blood pressure measuring	2,809
Measuring of sugar level in blood	605
Injections	730
Home visits	726
Health services	81
Minor home repairs	149
Club visits	170

Medicines, food and hygiene supplies were procured with the project money; some items, were donated by the population, private enterprises or in-country organisations in response to the Red Cross appeal for community support for marginalised people, voiced regularly on local television. The Red Cross also developed and printed a booklet to advocate on the needs of the vulnerable groups, inform about the work of the Red Cross social

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centres and encourage the public to donate. The response, however, has been limited and irregular. The branches raise locally maximum 15 per cent of what is needed, which is a growing concern. Scarce local financial resources to sustain their work is the main challenge the centres face. Of 23 centres only 13 are fully functioning; others work on an ad hoc basis. They can offer only 10 per cent of the services they were originally set to deliver. Lack of funds has resulted in a high turn-over of trained staff and volunteers.

The financial sustainability is an issue not only for this project. Most of the Red Cross activities depend on the international funding the Federation brings in through annual appeals. The external support, however, is set to decrease. Discussion with the National Society will continue to find alternative funding sources and help it prioritise work according to pressing needs as well as the capacity of the Red Cross. Particular attention will be directed towards strengthening links with the communities and improving planning and marketing.

## Disaster management

**Goal:** Vulnerability of the population to natural and man-made disasters has decreased.

**Objective:** The Armenian Red Cross positions itself as a key humanitarian actor in disaster management.

### Disaster preparedness and response

The project had two objectives: 1) to help the Armenian Red Cross strengthen its disaster response capacity and 2) educate the population on the threats and risks of the most common hazards in the country to minimize casualties as a result of calamities. Both objectives were achieved - Red Cross rapid response teams have strengthened their skills and some 27,757 people living in high-risk communities have been prepared for disasters through training, distribution of printed materials, a media campaign and simulation exercises.



**Red Cross volunteers respond to all kinds of emergencies**

In total, in 2004, the Armenian Red Cross organised 11 simulation exercises and training sessions for its response teams<sup>10</sup>. Simulation exercises were designed to imitate important aspects of disaster response. They offered the opportunity to observe volunteers' behaviour in realistic situations, in order to clearly identify how each of them performs within a particular role, as well as assess their strengths and development needs. The exercises also provided the teams with an insight into the types of tasks and decisions involved in response operations. The scenarios of the simulation exercises were about helping the population affected by the most common hazards in Armenia - earthquakes, floods, fire and road accidents.

The Red Cross rapid response teams also participated in a three-day national competition to demonstrate what they can do and test their capacities. Winners were awarded with certificates and presents. In addition, the

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<sup>10</sup> The Armenian Red Cross has three zonal and 13 regional disaster response centres to coordinate disaster management activities in the central, northern and southern regions. Each centre has a coordinator and a rapid response team of 12 staff and volunteers trained in disaster management. The Red Cross also has two rescue teams in Lori and Spitak regions that respond to small scale disasters.

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project supported two trips of 49 volunteers to the mountains in Aragats, Hatis and Amberd to practice mountain rescuing.



**Armenian Red Cross organises simulation exercises to strengthen the capacity of its rapid response teams to prepare for and respond to disasters**

Three Armenian Red Cross staff members attended training on disaster management organised by the Federation's regional delegation in Turkey to start the process that aims at establishing a competent and effective regional disaster response team (RDRT). The RDRT utilises existing capacities of the national societies. It is designed to activate trained Red Cross and Red Crescent staff and volunteers in responding to disasters occurring in their own regions<sup>11</sup>.

The RDRT concept has been well received by the National Societies in the region, including Azerbaijan, Georgia and Turkey. Over the coming months the focus will be on developing regional disaster preparedness and response strategies, as well as standard operating procedures. It will be important to establish the RDRT member selection criteria too. The National Societies also emphasised the need to conduct a standard training on a national level for their response teams too to strengthen capacity. The Federation has committed to support to develop training modules.

In tandem with strengthening its own capacities to cope with emergencies, the national society has been strengthening that of communities by raising their awareness of the most common hazards, including earthquake, floods, landslides and fire that annually affect thousands of people. It has prioritized working with schoolchildren because the 1988 earthquake showed that this group is the most vulnerable to disasters. Red Cross volunteers organised 57 simulation evacuations for 26,857 teachers and 3,170 schoolchildren based on the 'evacuations from schools' manual, developed by the Red Cross last year. 300 schoolchildren also attended an 11-day training session on traffic rules. The training was organised as part of a Red Cross drive to reduce human losses resulting from road accidents. Another 575 pupils were trained on disaster preparedness. To test their knowledge, Red Cross regularly organised quizzes in schools.

The Red Cross also printed and distributed 7,500 copies of new posters on risks and threats of floods, gas explosion and landslide. One of the most successful educational materials, however, has been a booklet *Aghetik*. *Aghetik* is an invented cartoon character, which in Armenian language means 'disaster'. It teaches children

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<sup>11</sup> The objective of the RDRT is to have a core group of people with cross-sectoral expertise as well as generalist relief workers within all regions. When disaster strikes, a National Society can request the Federation's regional office or regional disaster management units to deploy the RDRT members. The RDRT will fill the identified gaps in emergency response and strengthen the capacity of the National Society in the affected country to respond to demands. It can get involved in response assessment but its core value is to support a national society in the implementation of a disaster relief operation. The advantage of the RDRT lies in the fact that its members are from the same region, have a common background (historically and culturally), often speak a common language, are exposed to similar emergencies and have intimate knowledge and understanding of the needs on the ground.

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through poems how to prepare for, what can happen and what to do during disasters. Over the last few years, the Red Cross has developed five series of the booklet on fire, earthquake, dangerous particles, domestic dangers and floods. In 2004, it printed and distributed 3,000 copies of each. Based on these series, the Armenian Red Cross also produced two cartoons *Aghetik and the Earthquake* and *Aghetik in daily life*, which were aired on national television reaching more children. The booklet was used during Red Cross training of schoolchildren too.

Overall, the project has progressed as planned. Public awareness of disaster preparedness has increased. Red Cross teams have improved their skills too. To maintain the pool of skilled and dedicated volunteers, the Red Cross, however, should invest more time and efforts to motivate them by offering more interactive and diverse training opportunities. Another challenge has been the role of the national society in disaster preparedness and response vis-à-vis the local authorities and other humanitarian actors, which needs to be clarified and formalised. The Red Cross has to develop its own disaster preparedness plan<sup>12</sup> too. This will be a priority in 2005. Efforts will be also made to set up tailored community-based programmes to mitigate potential loss of life and property. To develop such programmes, the Red Cross is planning to conduct a vulnerability and capacity assessment (VCA)<sup>13</sup> to collect information about potential hazards in each of the target regions. It has already trained 21 staff members on how to assess disaster risks and community resources.



**Red Cross volunteers learn how to operate a video camera. They will use this skill to better profile National Society's work**

### First Aid

The project did not receive any funding through the Federation's appeal and subsequently, the activities, that were planned, were not implemented. With their own limited resources, however, Armenian Red Cross first aid instructors conducted a number of training courses on basic first aid for volunteers and members. They also offered first aid services to individuals and various organisations that can pay; two paid courses were provided to 20 people. The income generated helped the national society sustain some of its activities. The Red Cross has also implemented bilaterally, in partnership with in-country organizations, two micro-projects with the aim to teach children safe behaviour through educational games and posters.

<sup>12</sup> The plan will include an overview of the national society structures across the country in the fields of prevention, protection and organisation of relief against major natural and technological disasters as well as instructions for its branches, mobile and rescue teams. The Red Cross disaster plan will feed into the government's national plan.

<sup>13</sup> Vulnerability and Capacity Assessment (VCA) is a basic process used to identify the strengths and weaknesses of national societies and/or communities in relation to disaster management. The process is part of the Federation's efforts to fulfil its commitment to reduce people's risk to disaster.

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### Population movement

The project did not receive support through the Federation appeal. However, the Armenian Red Cross has been filling the gap through bilateral work with the UNHCR. With limited funding available, the Red Cross offered legal consultations (about 1,974) to asylum seekers, persons with temporary asylum status and individually recognised refugees. Some 185 people were assisted financially and were provided with basic relief items.

### Humanitarian values

**Goal:** People in Armenia are less vulnerable to discrimination, intolerance and violence.

**Objective:** The Armenian Red Cross has increased capacity to advocate and act for tolerance and coexistence.

### Strengthening the information network of the Armenian Red Cross

The project was designed to assist the national society in strengthening its information capacity to profile better the Red Cross work and reach more people with the message of humanity by telling the public the story of how the Red Cross Red Crescent Movement was created and what fundamental principles guide its work.



**Reaching out: The Red Cross advocates for tolerance and coexistence. Its volunteers regularly distribute leaflets with the organisation's message of humanity**

During the year, the Red Cross organised three seminars for its volunteers from 13 regional branches to improve their information management skills, including how to operate video and photo cameras. Shortly after the first seminar, Red Cross volunteers started publishing a bi-monthly regional newsletter on the National Society's work, its achievements and constraints. The newsletter was distributed in all regions to Red Cross partners, government offices and the public. The national society has also started printing the Red Cross emblems on promotional items (pens, badges, wall clocks, card

holders, etc) to be distributed to partners and donor organisations. A booklet on the Red Cross history, mission, goal, activities, departments and services has been drafted too. As soon as it is finalised, 1,000 copies will be printed in Armenian and English languages. In the meantime, the Red Cross designed and printed 150 copies of a New Year postcard with the Red Cross emblem. Also, 500 copies of the Red Cross annual report 2003 were printed and distributed to partners with the support of the International Committee of Red Cross (ICRC). Furthermore, seven films about Red Cross work, including the victory of the Armenian Red Cross first aid team in the European First Aid Competition held in June in Austria; Red Cross tracing initiatives; a public campaign to clean Lake Sevan launched by Red Cross youth volunteers; and preparedness efforts of the Red Cross rapid response teams, were shown on national television. The project also supported the procurement of video equipment including camera, video editing system and recorder, for the headquarters.

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### **Increasing understanding of humanitarian values**

With financial support of the ICRC, the Armenian Red Cross conducted a number of seminars for employees of the Ministry of Internal Affairs, municipalities as well as newly recruited Red Cross staff and volunteers. The seminars covered the Red Cross history, International Humanitarian Law, the Movement's Fundamental Principles, and the Red Cross role in military situations.

To help Red Cross branches disseminate the Red Cross Red Crescent values, they were provided with copies of the video films about the Movement, its history and the Fundamental Principles, as well as the mission and activities of the Armenian Red Cross. The films will be shown in schools, municipalities and other public places to tell the public who we are and what we do.

The Fundamental Principles and the Movement's values were the key theme of the Red Cross work on 8 May, International Red Cross and Red Crescent day. A number of competitions among schoolchildren, quizzes, concerts, street marches and seminars were organised on the day. The Red Cross also produced and distributed different promotional materials, such as 3,500 copies of a poster with a headline *Red Cross and Red Crescent International Movement*, 1,565 table and pocket calendars, as well as a booklet on the Movement developed by the ICRC.

In November 2004, the information department of the Armenian Red Cross started a six-month initiative to increase the public awareness of human trafficking. Human trafficking is a growing problem in Armenia. It is estimated that several thousand individuals were trafficked between 2000 and 2004. Most are women and children, who are offered work abroad but in reality find themselves in brothels subject to exploitation. The trafficked people are not only victims in the receiving countries, but in their home countries too, where they stumble across harsh and unforgiving attitude. They need help to be reintegrated into their communities. The Red Cross has established contacts with relevant organizations to gather information - statistics, analysis, policies and activities - on trafficking in Armenia and the world. Materials have been prepared to publish a leaflet. Also, questionnaires have been drafted to be used during discussions and training sessions scheduled for 2005. The Red Cross has also started interviewing victims of trafficking. These interviews be published shortly too.

### **Attracting more volunteers and members**

Red Cross volunteers conducted public education campaigns in 196 educational and 144 non-educational institutions for 13,052 people in Yerevan and another 17,220 people in the regions. More than 7,500 printed materials were distributed among the general public. The increased visibility has contributed to attracting many new volunteers. Their total number is being determined<sup>14</sup>.

## **Organisational Development**

**Goal:** The Armenian Red Cross becomes a well-functioning national society providing sustainable, focused and responsive assistance to vulnerable communities.

**Objective:** The Armenian Red Cross continues organisational changes to improve its services to vulnerable people.

### **Branch development**

The project started in 2003 and is piloting a participatory community development (PCD) approach. PCD is supporting people to reduce the causes of their own predicaments by mobilising community action. The grassroots networks of the Red Cross bring vulnerable groups together with local government, non-

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<sup>14</sup> The exact number of new volunteers recruited by the Armenian Red Cross in 2004 was not available when this report was prepared. The National Society has been collecting the data from the regions and a cumulative figure will be presented in the first programme update of 2005.

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governmental organisations and other relevant parties, asking them to assess priority problems, design projects to address them, and make the most of local resources.

Training of Red Cross staff and volunteers, selection of target communities, identification of needs and designing of community projects based on the assessment findings were accomplished in 2003 (please see annual report 2003 at [http://www.ifrc.org/cgi/pdf\\_appeals.pl?annual03/017703ar.pdf](http://www.ifrc.org/cgi/pdf_appeals.pl?annual03/017703ar.pdf)). This year, efforts concentrated on their realisation. The project was piloted in 13 communities. People in these communities chose to: set up training centres for youth, football pitches and a gym for disabled people; repair an irrigation system; renovate kindergartens; install a heating system in a local school; plant trees in a local park and furnish an art centre.

Project funds were mainly spent on purchasing necessary materials, while the communities contributed with labour. The Red Cross had been also encouraging other stakeholders – local authorities, non-governmental organisations and local businesses – to support. Some responded with cash, others with construction materials, human resources or expertise. The project ended in August 2004. With joint efforts (financial support of the Federation and the local government as well as volunteer labour from within the communities), people have turned deprived locales without running water or heating into something they are proud of. Although the Red Cross has failed to mobilize the maximum of human and material resources available in the communities, the start was encouraging.

Arrival of a new contribution from the Norwegian Red Cross in June 2004 enabled the Armenian Red Cross to expand the PCD to another nine communities. The immediate priority was to form participatory community development teams in each new target village and town. The teams included local residents and representatives of Red Cross branches, government authorities, NGOs and entrepreneurs, who will assist the national society in carrying out the project, including encouraging communities to participate, conducting needs assessment and developing micro-projects to respond to identified needs.



**Addressing problems together: The Red Cross encouraged people in Akhurian Shirak region to rank the community's problems. People chose to renovate a kindergarten. The National Society helped purchase construction materials, while the community contributed with labour**

In September 2004, refresher training was organised on participatory rapid appraisal methodology for Red Cross branch staff in Ararat, Armavir, Gegharkunik, Kotayq and Vayots Dzor. This was followed by needs assessment in the targeted communities. The assessment results were reviewed and needs were prioritised together with the local communities. The communities then started designing micro-projects to address the most pressing needs they have identified. In Masis, Armavir, Aovyan, Sevan and Yegheghadzor they chose to establish a training centre to enable deprived young people to learn how to work on a computer and/or study a foreign language. Other communities are still working on their project proposals. These will be reviewed and implemented in 2005.

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Overall, the PCD has been a success story. It has proved to be an effective tool to mobilise people to solve their local problems. It has also helped the Red Cross branches to narrow the gap with the communities. Through closer contacts with the local population, the national society has learnt how to develop responsive and relevant programmes. People have shown a genuine interest to be a part of a decision-making process. Cooperation with the local authorities and other local organisations/agencies, has improved too. Increased community participation in Red Cross activities, it is believed, will also contribute to strengthening the sustainability of the national society's branches.

**Approach for 2005:** The Red Cross is planning to continue working in PCD. It sees the process as an ongoing engagement that needs to be constantly developed. In 2003-2004, only the regional branches<sup>15</sup> were working in PCD. The longer-term plans of the national society include introducing the approach to community branches too.

### **Financial management development**

The project aimed at helping the Armenian Red Cross improve its financial management to provide transparent accounting and better donor reporting. As an immediate priority the National Society opened a bank account for each regional branch to transfer funds, including salaries for staff and programme money, from the headquarters to the regions. Previously, money was hand-carried. This was cost-ineffective and insecure too.

The attention was then directed towards strengthening staff competencies. Frequent changes to the national legislation on taxation and accounting have been affecting the work of the Red Cross demanding constant re-training of its employees. The Red Cross sent a chief accountant to attend a three-day seminar on tax-related issues organised by the Ministry of Finance and Economy. Later, the national society organised a seminar for regional branch chairpersons and department heads too at the headquarters (39 people in total). Experts from the Government were invited to talk about the legal requirements, including new reporting standards. The project also supported printing of a financial manual for the Red Cross. The manual incorporated legislative requirements and accounting procedures. Additionally, CDs with the latest information on the national tax code of Armenia, as well as the social fund were procured and distributed to regional branches.

The Red Cross also bought a new computer for its finance department at the headquarters, which was loaded with a new accounting programme and connected to the national society's accounting network, accessed by all finance staff in the organization.

Another priority was to establish an internet connection with far-flung branches to expedite communication and receipt of reports. Four regions were prioritised – Sevan, Shirak, Vanadzor and Stepanavan. Fax modems and other necessary hardware were bought, but have not yet been installed. The reason was the poor connection lines provided by the Armentel, a local telecommunication company. The lines are expected to improve in 2005 and the Red Cross will return to this issue then.

**Approach for 2005:** More focus will be on strengthening the financial management capacities of the regional branches. The move is important as more and more Red Cross projects are implemented in the regions, which means, the amount of money managed by regional branches has increased. To illustrate, a few years ago the headquarters was making an average of 30 transfers a year to the regional branches. In 2004, it made 30 transfers every day.

### **Youth development**

The Armenian Red Cross strives to improve its youth volunteer management system so that it can recruit more volunteers, better manage and retain them. In 2004, it established a working group of five to look at the strengths and weakness of the existing youth structure and develop recommendations on how to improve it. The group interviewed about 700 volunteers from 13 regional branches. The main weaknesses reported were poor selection process of youth leaders, absence of clear mechanisms for volunteer registration, and limited

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<sup>15</sup> The Armenian Red Cross has 13 regional and 52 community branches.

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participation of volunteers in decision making processes within the national society. To address these issues, the group recommended modifying the existing structure. Their recommendations were reviewed and approved by the management of the National Society. The implementation will start in 2005. Specifically, 13 regional youth and volunteer boards will be established. Each board will have an elected chairperson and up to five members. The boards will act as a coordinating body on youth and volunteers related issues.

In the meantime, efforts focused on encouraging volunteers to work with vulnerable people. The Red Cross trained 156 volunteers to work as peer educators with schoolchildren on health, ecological and social issues. Following the training, volunteers held discussions with 6,960 children of 12 to 14 years. Discussions ranged from how to cope with challenging situations, such as disputes with friends or parents, the danger of smoking and drug addiction, to benefits of a healthy lifestyle and safe sex. These are the issues that are normally not covered by the school curriculum, nor are they discussed in families because of cultural barriers and taboos.

Red Cross volunteers have been also involved in the work with elderly refugees. Fifty-four volunteers from six regional and community branches visited 450 elderly people twice a week to talk to them, help clean houses, carry out minor repair works and do shopping. Volunteers also organized concerts for the elderly and visits to historical sites. All elderly people were provided with birthday presents. Additionally, in one of the dormitories a room was renovated so that elderly people can meet, watch TV, play games, and just spend some time together.

For the sixth consecutive year, Red Cross volunteers organised a ten-day youth camp to clean the coastal area of the lake Sevan and attract public attention to the ecological problems of the country. Some sixty volunteers from all over Armenia, as well as Syria, Norway, Spain, Germany and Russia, took part. A number of workshops and discussions were also held on the problems of youth. The camp closing ceremony was attended by over 50 guests from partner organisations, youth NGOs and mass media. 16 TV and radio channels as well as most of the leading national newspapers covered this initiative.

**Approach for 2005:** The reorganisation of the national society structure will continue to make volunteers more valued members of the Red Cross actively participating in its governance and management. Volunteers will be encouraged to be more involved with vulnerable people. A number of mini-projects will be initiated to help disabled youth and elderly refugees as the Red Cross believes they are the most marginalised groups in Armenia. These are people who have lost their families, friends and personal belongings and feel isolated from the rest of the society. The network of volunteer peer educators will be expanded too to reach more young people with the messages on healthy life.

***The financial report is attached below. Please click [here](#) to return to the title page and contact information***

Selected Parameters	
Year/Period	2004/1-2004/12
Appeal	M04AA076
Budget	APPEAL

All figures are in Swiss Francs (CHF)

**I. Consolidated Response to Appeal**

	Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation	TOTAL
Budget (A)	186'795	207'669	20'001	365'717	0	780'182
Opening Balance (B)	169'511	-83	0	320'926	-239	490'116
Income						
Cash contributions						
Capacity Building Fund		70'000				70'000
Finnish Red Cross					4'770	4'770
Norwegian Red Cross	66'545	15'895	51'352	365'475		499'267
Other		0				0
Cash contributions (C1)	66'545	85'895	51'352	365'475	4'770	574'037
Reallocations (within appeal or from/to another appeal)						
American Government		0				0
Reallocations (C2)		0				0
Inkind Personnel						
Finnish Red Cross					73'383	73'383
Inkind Personnel (C4)					73'383	73'383
Total Income (C) = SUM(C1..C5)	66'545	85'895	51'352	365'475	78'153	647'420
Total Funding (B + C)	236'056	85'812	51'352	686'401	77'914	1'137'536

**II. Balance of Funds**

	Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation	TOTAL
Opening Balance (B)	169'511	-83	0	320'926	-239	490'116
Income (C)	66'545	85'895	51'352	365'475	78'153	647'420
Expenditure (D)	-171'792	-119'064	-32'314	-411'951	-78'767	-813'888
Closing Balance (B + C + D)	64'265	-33'252	19'038	274'451	-853	323'648

International Federation of Red Cross and Red Crescent Societies

01.76/2004 ARMENIA

Selected Parameters	
Year/Period	2004/1-2004/12
Appeal	M04AA076
Budget	APPEAL

All figures are in Swiss Francs (CHF)

### III. Budget Analysis / Breakdown of Expenditure

Account Groups	Budget	Expenditure					TOTAL	Variance
		Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation		
	A						B	A - B
<b>BUDGET (C)</b>		186'795	207'669	20'001	365'717	0	780'182	
<b>Supplies</b>								
Shelter	4'000							4'000
Construction		616			25'725		26'340	-26'340
Clothing & textiles					2'530		2'530	-2'530
Food	7'119				4'013		4'013	3'106
Seeds,Plants					270		270	-270
Water & Sanitation					1'044		1'044	-1'044
Medical & First Aid	5'828	4'665			495		5'160	668
Teaching Materials	18'450	67			17'312		17'379	1'071
Utensils & Tools	5'260							5'260
Other Supplies & Services	8'500	12'398	-148		21'777		34'028	-25'528
<b>Total Supplies</b>	<b>49'156</b>	<b>17'746</b>	<b>-148</b>		<b>73'165</b>		<b>90'763</b>	<b>-41'607</b>
<b>Capital Expenditure</b>								
Vehicles					7'334		7'334	-7'334
Computers & Telecom	1'549		1'659	12'349	1'659	1'659	17'326	-15'777
Office/Household Furniture & Ec				1'391			1'391	-1'391
Others Machinery & Equipment					2'228	-1'659	569	-569
<b>Total Capital Expenditure</b>	<b>1'549</b>		<b>1'659</b>	<b>13'740</b>	<b>11'221</b>	<b>0</b>	<b>26'620</b>	<b>-25'071</b>
<b>Transport &amp; Storage</b>								
Storage		46		165	102	126	438	-438
Distribution & Monitoring			63				63	-63
Transport & Vehicle Costs	27'331	15'688	4'815	1'891	23'226	437	46'057	-18'726
<b>Total Transport &amp; Storage</b>	<b>27'331</b>	<b>15'734</b>	<b>4'878</b>	<b>2'056</b>	<b>23'328</b>	<b>563</b>	<b>46'558</b>	<b>-19'227</b>
<b>Personnel Expenditures</b>								
Delegates Payroll	96'000	88			88		175	95'825
Delegate Benefits		17'119	4'251		567	72'554	94'491	-94'491
Regionally Deployed Staff	181'067							181'067
National & National Society Stal		64'157	42'969	5'335	133'993	-700	245'753	-245'753
<b>Total Personnel Expenditures</b>	<b>277'067</b>	<b>81'364</b>	<b>47'220</b>	<b>5'335</b>	<b>134'647</b>	<b>71'854</b>	<b>340'419</b>	<b>-63'351</b>
<b>Workshops &amp; Training</b>								
Workshops & Training	106'782	12'837	29'544	3'185	16'011	700	62'277	44'505
<b>Total Workshops &amp; Training</b>	<b>106'782</b>	<b>12'837</b>	<b>29'544</b>	<b>3'185</b>	<b>16'011</b>	<b>700</b>	<b>62'277</b>	<b>44'505</b>
<b>General Expenditure</b>								
Travel	22'473	4'043	3'497		9'748	829	18'116	4'357
Information & Public Relation	101'448	7'176	18'258	492	35'816	12	61'754	39'694
Office Costs	27'033	6'018	4'212	1'880	36'810	17'863	66'783	-39'750
Communications	24'448	2'007	1'221	580	16'978	7'463	28'249	-3'801
Professional Fees		3'485	993	409	2'779	30	7'697	-7'697
Financial Charges	92'182	-3'671	-6'155		-512	4'799	-5'538	97'720
Other General Expenses		18'809	9'912	179	6'616	-30'156	5'360	-5'360
<b>Total General Expenditure</b>	<b>267'584</b>	<b>37'868</b>	<b>31'936</b>	<b>3'541</b>	<b>108'236</b>	<b>841</b>	<b>182'421</b>	<b>85'163</b>
<b>Program Support</b>								
Program Support	50'712	11'166	7'739	2'100	26'777	4'810	52'593	-1'881
<b>Total Program Support</b>	<b>50'712</b>	<b>11'166</b>	<b>7'739</b>	<b>2'100</b>	<b>26'777</b>	<b>4'810</b>	<b>52'593</b>	<b>-1'881</b>
<b>Operational Provisions</b>								
Operational Provisions		-4'923	-3'765	2'358	18'567		12'237	-12'237
<b>Total Operational Provisions</b>		<b>-4'923</b>	<b>-3'765</b>	<b>2'358</b>	<b>18'567</b>		<b>12'237</b>	<b>-12'237</b>
<b>TOTAL EXPENDITURE (D)</b>	<b>780'182</b>	<b>171'792</b>	<b>119'064</b>	<b>32'314</b>	<b>411'951</b>	<b>78'767</b>	<b>813'888</b>	<b>-33'706</b>
<b>VARIANCE (C - D)</b>		<b>15'003</b>	<b>88'605</b>	<b>-12'313</b>	<b>-46'234</b>	<b>-78'767</b>	<b>-33'706</b>	