

# Appeal 2005



International Federation  
of Red Cross and Red Crescent Societies

## ARMENIA

Appeal no. 05AA067

Appeal target: CHF 986,011

*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.*

*Please click on programme title to go to relevant*

Programme title	2005 in CHF
<b>Strengthening the national society</b>	
<a href="#">Health and care</a>	189,166
<a href="#">Disaster management</a>	275,059
<a href="#">Organisational development</a>	495,690
<a href="#">Coordination and implementation</a>	26,096
<b>Total</b> <a href="#">Please click here to view the total budget for this appeal</a>	<b>986,011<sup>1</sup></b>

**Related appeals and documents :**

Armenia Annual Appeal 2004 (01.76/2004) [Please click here to go to the appeal](#)

Armenia photo journal [Please click here to go to photo journal](#)

<sup>1</sup> This amount corresponds to USD 781,385 or EURO 637,765

## Context

The 2005 appeal seeks international support for the Armenian Red Cross in addressing a part of the humanitarian challenges that today faces tens of thousands of people in Armenia. The focus is on meeting pressing community needs and developing the national society capacity in the areas where the organisation can make a difference, namely:

- improving health and social conditions of vulnerable people<sup>2</sup> (**health and care programme**)
- decreasing vulnerability of the population to natural and man-made disasters (**disaster management**), and
- supporting the Armenian Red Cross to become a stronger organisation delivering better services aimed at preventing and alleviating suffering (**organisational development**).

Humanitarian needs in Armenia remain high. The socio-economic situation shows little improvement. Communities continue to suffer from high unemployment and rising prices. 50 per cent of the population live in poverty<sup>3</sup>. Thousands of workers migrate to other countries in the hope of better living and working opportunities. The worst affected are the elderly, who receive a USD 10 state monthly pension, widows, orphans, disabled people, refugees and internally displaced persons. The rate of chronic and communicable diseases has rapidly increased. Child and maternal mortality remain high. HIV/AIDS and tuberculosis (TB) are a major problem. The development indicators detailed below reveal the extent of the challenge to alleviate suffering of the country's most vulnerable people.

### Armenia development indicators at a glance

(Source: [www.undp.org/hdr2003](http://www.undp.org/hdr2003))

Total population 2001	3.1 million
Life expectancy at birth	72.1
Infant mortality rate	31 (per 1,000 live births)
Maternal mortality rate	35 (per 100,000 live births)
Public expenditure on health (2000)	3.2 % of GDP
People living below USD 1 a day (1990-2001)	12.8 %
People living in poverty	55 %
Unemployment	11.7 %

As an auxiliary to the local authorities, the Red Cross has an obligation to respond to the prevailing crises. It is in a unique position to do this. Its comparative advantage lies in its country-wide network of branches and volunteers. It has access to communities living in remote and isolated areas that few other organisations have. It has many years' experience of working with people. While other organizations have come and gone, the Armenian Red Cross, with the Federation secretariat's support, has stayed.

<sup>2</sup> The Federation defines vulnerable people as those who are at greatest risk from situations that threaten their survival, or their capacity to live with an acceptable level of social and economic security and human dignity. Often, these are victims of natural disasters, poverty brought about by socio-economic crises, refugees, and victims of health emergencies.

<sup>3</sup> Source: Government of Armenia.

## Red Cross Red Crescent Priorities

### National society strategy

The Armenian Red Cross has been providing years of continuous humanitarian assistance to vulnerable communities in the country. It was founded in 1920 and recognised by the International Red Cross and Red Crescent Movement in 1992. It became a member of the Federation in 1995. The main activities of the Red Cross include: social and health care for those most in need, incorporating the rehabilitation of patients with spinal cord injuries; strengthening community capacity to cope with disasters; first aid services; empowering youth; supporting refugees and asylum seekers; and promoting tolerance and coexistence. By working with the most vulnerable people, including marginalised groups such as people living with HIV/AIDS, sex workers, migrants, trafficked persons and lone pensioners, the national society sets an example of compassion and humanity, it advocates for mutual understanding, friendship, cooperation and lasting peace (to read more about Red Cross work visit its official web site at [www.redcross.am](http://www.redcross.am) or read its profile on the Federation's web page. *(Please click here to go to the profile)*). All Red Cross activities are guided by seven Fundamental Principles: humanity, impartiality, neutrality, independence, voluntary service, unity and universality<sup>4</sup>. To read more about the Fundamental Principles: <http://www.ifrc.org/what/values/principles/index.asp>

The Armenian Red Cross has many characteristics that make it an effective supporter of vulnerable people, including:

- Country-wide network of 13 regional and 52 community branches.
- Experienced, enthusiastic and committed staff and volunteers.
- Good infrastructure including offices and equipment.
- Knowledge of the local situation and needs as an indigenous organisation springing from the communities it works with.
- A network of 23 social centres in Red Cross offices across the country.
- Regional warehouses and a recently renovated training centre in Yerevan with the capacity to host long workshops/seminars.
- Rapid response teams and disaster preparedness structure including emergency stock.
- Educational materials in health and care, disaster preparedness, humanitarian values and population movement, developed over the years.
- Affiliated companies<sup>5</sup> generating limited income for the national society.
- Stronger links with the Government agencies, local and international organisations<sup>6</sup>.
- Back up of the International Red Cross and Red Crescent Movement.
- Commitment to improve.

There are, however, a number of challenges the organisation has yet to tackle. The most acute is its large dependency on the international funding the Federation brings in through annual appeals. 65<sup>7</sup> per cent of Red Cross activities are funded through the Federation. This includes salaries of national society core personnel; 72 per cent of the national society salaries are supported through the Federation. Introduced as a temporary support aimed at helping the Red Cross respond to pressing humanitarian needs, the salary support has created an ongoing dependency. With the reduced international funding, however, the Federation will no longer be able to support the Armenian Red Cross on the level it has been. At the same time, the national society is voicing its concerns that it is difficult to find alternative funding sources locally. The economic situation in Armenia shows little improvement. Local businesses are not well developed. The Government cannot meet the basic needs of its people. The Red

<sup>4</sup> Proclaimed in Vienna in 1965, the seven Fundamental Principles bond together the National Red Cross and Red Crescent Societies, the International Committee of the Red Cross and the International Federation of the Red Cross and Red Crescent Societies. They guarantee the continuity of the Red Cross Red Crescent Movement and its humanitarian work.

<sup>5</sup> Presently, the Armenian Red Cross has three affiliated companies that raise income for the national society: LTD *Rilex-Neyron* running a hotel and a training centre; another LTD helping the Red Cross sell promotional items, and the IPTRC – post-trauma rehabilitation centre - functioning under the LTD *Gracia*, that offers medical services to the population. The income, however, raised by these companies is limited and covers only a part of the administrative costs of the Red Cross.

<sup>6</sup> In 2002-2003, the Armenian Red Cross implemented 12 projects, about 40 percent more than in preceding years, through bilateral partnerships. Main donors were SOROS, PRIME II, UN agencies (UNHCR, UNICEF, WHO and UNDP), the International Committee of the Red Cross (ICRC) and Red Cross societies of the Netherlands, the United States and Germany.

<sup>7</sup> 2003 statistics.

Cross has strengthened partnership with international organisations in-country, national agencies and businesses over the last few years. However, funds raised locally have not been sufficient to cover the needs.

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 issues emerged during a recent national society self-assessment and will be addressed through the current appeal.

The salary support, an Achilles heel in many national societies, is being discussed by the Federation secretariat in consultation with main partners. An exit strategy in Armenia will be based on the emerging policy, as it requires a consistent approach throughout the region.

### **International Red Cross and Red Crescent Movement Context**

All activities described in the appeal will be directly implemented by the Armenian Red Cross as it is primarily responsible for its own development. The Movement components, the Federation, the ICRC and partner national societies, within their mandates, will support their colleagues in Armenia to achieve their goals and objectives set for 2005. Two national societies work bilaterally with the Armenian Red Cross: the Norwegian Red Cross helps improve work with the youth; and the German Red Cross supports Armenian Red Cross efforts to provide 150 veterans of the Second World War with medications and food parcels. The ICRC will help the national society in dissemination of the International Humanitarian Law<sup>8</sup> and the Movement's Fundamental Principles, as well as strengthening the tracing service of the Armenian Red Cross.

The Federation, through its delegations in Yerevan and Ankara<sup>9</sup>, will coordinate assistance to the Armenian Red Cross from various partners to ensure consistency and avoid duplication. It will represent its member national society in the international arena, mobilise international resources through its global network and provide technical support in planning, reporting, organisational development, disaster preparedness and response. Federation representatives will monitor implementation to ensure resources are deployed as planned. The technical support will include sharing with the national society experiences in other countries and expertise through the Federation global network. The regional delegation will promote partnerships and knowledge sharing between the national societies in the region. It will help the Armenian Red Cross in its dialogue with the government to clarify its roles and responsibilities. To strengthen sustainability of national society work, the Red Cross will be encouraged to strengthen links with local communities and other organisations/agencies operating in the country to diversify its income sources.

### **Cooperation with non-Movement partners**

The Armenian Red Cross is stepping up its efforts to strengthen cooperation with non-Movement partners to diversify its income sources and reduce its dependency on international funding. Currently, the Red Cross is implementing a number of projects in health care and disaster preparedness in cooperation with in-country national and international organisations. These projects complement the initiatives undertaken within the Federation appeal. The Soros Foundation, for example, supports Red Cross efforts to prevent the spread of HIV/AIDS by distributing disposable syringes to drug addicts in Lori district. The Prime II, an international partnership combining leading global health care organisations, worked with the national society to raise public awareness of sexually transmitted diseases and AIDS. The Swiss Agency for Cooperation and Development has requested the Armenian Red Cross to become their partners in implementing a large-scale project that envisages the establishment of voluntary rescue teams in each region. Discussions are ongoing. The Red Cross also receives minor ad hoc donations from local businesses and the communities to help in-need people through a country-wide network of Red Cross social centres.

---

<sup>8</sup> International humanitarian law (IHL) is the body of rules which, in wartime, protects people who are not or are no longer participating in the hostilities. Its central purpose is to limit and prevent human suffering in times of armed conflict. The rules are to be observed not only by governments and their armed forces, but also by armed opposition groups and any other parties to a conflict. The four Geneva Conventions of 1949 and their two Additional Protocols of 1977 are the principal instruments of humanitarian law. To read more about IHL: <http://www.icrc.org/ihl>

<sup>9</sup> The country delegation in Yerevan has one international (Federation representative in Armenia) and four national staff. Additional technical support is offered by the regional delegation in Ankara. The Ankara delegation assumed regional responsibilities for southern Caucasus - Armenia, Azerbaijan, Georgia – as well as Turkey in January 2003.

Recently, the Armenian Red Cross has started a new project in cooperation with the Jinishian Memorial Foundation (a private foundation), UNICEF and the German Red Cross to educate children in 52 specialised schools on how to prepare for and respond to the most common emergencies (including fire, earthquake and floods), through training of their teachers and parents.

A significant progress has been made in strengthening Red Cross cooperation with the local government authorities. In all marzes (regions) and districts, the Red Cross signed cooperation agreements with local authorities to strengthen the national society's auxiliary role to the government and improve coordination of services. Noteworthy is the national society's work with the Emergency Management Administration (EMA), a government body responsible for protection of the population in emergency and military situations as well as the Crisis Management Institute (CMI), another state body responsible for educating the population on the most common disasters in the country.

The Red Cross also works with the state department for migration and refugees. It is the only non-governmental organisation, which is a full member of the Inter Governmental Commission on Counter Trafficking. The national society is also a member of the UN Theme Group on Anti-Trafficking. It has been actively involved in the development of the European National Societies Network on Anti-Trafficking, initiated by the Danish Red Cross.

### **Budget analysis**

To implement the programme described in the 2005 appeal, the Federation budgeted for CHF 986,000, 45 per cent less than in 2001 (CHF 2,191,214). The decline of traditional large scale relief operations and redirection of Federation support from emergency response to capacity building, preparedness and prevention, which are less attractive to donors, are the main reasons of the lower budget. Reduced donor interest over the last few years has prompted the national society and the Federation to prioritise their work and align programmes to likely funding. The Federation appeal budget was reduced from CHF 2,191,214 in 2001 to CHF 908,203 in 2003 and CHF 780,183 in 2004<sup>10</sup>.

Lower funding also resulted in reduced staffing level both in the national society and the Federation delegation narrowing the capacity of the Federation to support the work of the Armenian Red Cross. The number of delegates has reduced from five in 1998 to one in 2005. In the national society, because of low incentives, many people have lost motivation and left for a better paid and more challenging work.

The biggest donors over the last three years have been the governments and national societies of Finland, Norway and Japan. Most programmes in the appeals have been fully funded. Some, however, have consistently not been supported, including the humanitarian values programme, integrated management of childhood illnesses under the health and care programme, as well as first aid and population movement under disaster management. As a result some important initiatives were not implemented. The Armenian Red Cross tried to fill the gap through bilateral projects, but with limited success.

The 2005 appeal includes emphasis on organisational development which account for 51 per cent of the total. The move reflects the Federation's concentration on capacity building of the national society to help the Armenian Red Cross strengthen its self-sustainability to address local humanitarian needs without external support. In tandem, the Federation delegation is planned to be closed by the end of 2006. The remaining 49 per cent of the 2005 appeal budget is split between health care (20 per cent) and disaster management (29 per cent).

### **Funding for 2005**

So far, the Federation has received a confirmed pledge from the Finnish Red Cross of CHF 24,000. The Norwegian Red Cross and the Federation's Capacity Building Fund were approached to contribute, but no commitment has been expressed yet. An estimated CHF 224,000 will be transferred from 2004 to support the continuation of activities. These activities have been integrated into the 2005 appeal.

---

<sup>10</sup>The amount includes funds carried over from the previous years.

## Strengthening the National Society

### 1. Health and Care *Please click here to return to the title page*

#### Background and achievements

HIV/AIDS and tuberculosis (TB) are a big public health emergency in Armenia (see project logframe for statistics). A primary source of the rapid spread of the diseases is a lack of information. As an auxiliary to the local authorities, the Red Cross has a critical role to help increase community awareness and lower vulnerability. The Armenian Red Cross has 40 youth leaders trained on prevention of sexually transmitted illnesses and AIDS. The 2005 appeal supports the Red Cross to increase this to 80. The focus will be on Vardenis region, where the instance of HIV/AIDS is higher. Additionally, two staff members in each Red Cross branch will be trained on prevention of HIV/AIDS, sexually transmitted diseases and tuberculosis to respond to inquiries about these illnesses from their colleagues as well as the communities they work with. Red Cross will also provide 8,000 laboratory testing systems<sup>11</sup> to three regional health facilities. 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.

The best way to prevent new cases of tuberculosis is to break the chain of transmission through early detection of active cases and complete and effective treatment<sup>12</sup> of people with the disease. To ensure this, the World Health Organisation has promoted the use of directly observed treatment, short-course (DOTS)<sup>13</sup>. The Government of Armenia introduced the treatment in 1995. The programme, however, ceased in 2001 because of lack of funds resulting in an acute shortage of anti-TB drugs. Considering the magnitude of the problem, the Red Cross, supported by partner national societies and the Federation, undertook to provide TB institutions with essential medicines to continue treatment. More than 2,000 patients under DOTS were treated. Since 2004, the drug supply has been secured by the German Government, who committed to support the Armenian Government's three-year national TB control programme.

Controlling TB, however, requires more than just providing medicines to patients. It needs a comprehensive public health response, which includes, among other things, education. The Red Cross can play an important role here. Over the years, it has developed and distributed through medical facilities, military forces, schools and other public institutions thousands of leaflets on TB and its prevention. A video-film on TB prevention was developed and broadcast too on national television. The Red Cross has trained hundreds staff and volunteers, as well as doctors/general practitioners and school children. In 2003, TB was included in training sessions on HIV/AIDS in 11 communities of the Martuni region, where the Red Cross has been educating mothers of children under five on child health. The Red Cross has also been assisting the state dispensaries to deliver medicines to patients in far-flung areas to help them complete the treatment<sup>14</sup>. Attention was directed towards educating family members of TB-infected people too. In 2005, the national society is planning to reach another 12,900 people, mainly school children, their teachers and family members of TB-infected patients through training and distribution of educational materials on TB prevention. Another, 70 people will be assisted to receive necessary medication to complete the treatment of the disease<sup>15</sup>. A number of round-table discussions will be organised too on TB symptoms and prevention in 25 schools.

The HIV/AIDS and TB prevention programme of the Armenian Red Cross are a part of a long-term strategy, an important component of which is the national society's harm reduction work with drug addicts. In April 2004, the

<sup>11</sup> Substances in small flacons that enable to detect sexually transmitted diseases and HIV/AIDS through laboratory testing.

<sup>12</sup> Complete treatment of TB requires at least six months of daily therapy with three or more antibiotics following the initial treatment period.

<sup>13</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>14</sup> Red Cross involvement was limited to arranging transportation of the medicines from the state dispensaries to patients in far-flung areas.

<sup>15</sup> Medicines will be supplied by state TB dispensaries.

Armenian Red Cross established a syringes exchange centre in Vanadzor city, one of the country's three big cities. The centres provide sterile syringes, condoms and information on drug addiction as well as HIV/AIDS prevention. In 2005, the Red Cross is planning to recruit two volunteer out-reach workers to distribute syringes and condoms door-to-door. This is important because less than one in 10 of intended beneficiaries are expected to visit the centre.

The appeal will also support the work of the 13 most active social service centres of the Red Cross. The centres are in Red Cross offices nationwide and have helped over 30,000 people over the past three years. Of these some 3,000 are registered beneficiaries who regularly come for help. Services include: psycho-social consultations to lone elderly people, refugees and other vulnerable groups; medical check-ups; distribution of basic food; supply of prescription medicine and hygiene items; distribution of second hand clothes, home care; and raising awareness on health issues. The centres also have clubs that offer tea, coffee and sweets to lone elderly people. The appeal will concentrate on strengthening professionalism and skills of Red Cross staff and volunteers in these centres. In terms of working with communities to improve social welfare, a number of discussions are planned for 2005 on a variety of issues, such as HIV/AIDS, tuberculosis prevention and basic first aid. The Federation will also assist the Red Cross to explore new ways of strengthening local partnerships with government authorities and private companies/agencies to increase the sustainability of the centres' work.

### **Goal**

Health and social vulnerability of people of Armenia is decreased.

### **Programme objective**

By the end of 2005, some 66,020 people have improved their health and social conditions through better Red Cross service delivery.

### **Expected results**

- By the end of 2005, 46,020 people have reduced their vulnerability to communicable diseases - sexually transmitted illnesses, HIV/AIDS and tuberculosis – through training and public awareness campaigns conducted by an expanded network of trained Red Cross volunteers, delivery of anti-TB medicines to TB patients and STI test systems to specialised institutions as well as distribution of sterile syringes and condoms to drug addicts through a Red Cross syringe exchange centre in Vanadzor [Please click here to go to the tuberculosis and HIV/AIDS project logframe](#)
- 20,000 vulnerable people, single elderly, internally displaced persons, refugees, disabled people, large families and orphans, have improved their health through needs-based socio-medical services including food, medicines, home care, consultations, training and advocacy, provided by the Red Cross [Please click here to go to the social services for vulnerable people project logframe](#)

## **2. Disaster Management**      [Please click here to return to the title page](#)

### **Background and achievements**

Armenia is exposed to a range of complex emergencies both natural and man-made (see disaster preparedness and response project logframe for more information on the types of disasters and emergencies most common in this country). The Armenian Red Cross has played an important role responding to emergencies over the years. Its initial focus was helping communities affected by the 1988 earthquake and displaced people from Nagorno-Karabakh. Assistance included large scale relief, emergency food and medicines, as well as rehabilitation of damaged buildings. Experience has shown, however, that more investment in preparedness saves lives, reduces injuries and damage, and is cheaper. The Red Cross has, therefore, shifted its focus. In the late 90s it developed a plan of action for a consistent and gradual strengthening of its disaster management capacities. The Federation has been representing the Armenian Red Cross in the international arena, mobilising international resources through its global network and providing technical support to help its member national society implement the plan to become a major actor in disaster management.

Achievements of the Red Cross to date are impressive: it has a network of trained people across the country, as well as structures, systems and mechanisms to work with communities. It is equipped to act within hours after a disaster and coordinates with local authorities and other organisations (see disaster preparedness and response project logframe for more information on the Red Cross achievements). However, there are several areas the national society has to improve and the current project aims to help it address the remaining challenges. Namely:

The role of the national society in disaster preparedness and response vis-à-vis the local authorities and other humanitarian actors has yet to be clarified and formalised. The Government has been working on the national disaster preparedness plan since 1997 to create a legal base for disaster management in Armenia. However, frequent changes in government structures and personnel have slowed progress. In 2005, the Red Cross will continue advocating with the authorities and key partner organisations on the adoption of the plan.

To establish its role in the national plan, however, the Red Cross has to develop its own disaster preparedness plan, analysing the vulnerability of various regions and outlining Red Cross programmes to improve preparedness and response. This will be another priority in 2005. 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.

The Red Cross disaster preparedness' plan will be developed based on findings of vulnerability and capacity assessment (VCA) planned to be conducted in 2005 in five targeted regions<sup>16</sup>. Participants from many different levels of society including the national society, branches and communities will work together. The process will involve assessing people's vulnerability and their capacities and will give the Red Cross an opportunity to collect information about potential hazards. The VCA will help the national society set up programmes in each targeted region to mitigate potential loss of life and property. Five disaster reduction projects are planned for 2005.

In tandem, public education efforts will continue through training sessions and simulation exercises in 146 schools to reach 250 teachers and 43,355 pupils. A number of leaflets and brochures on preparedness for earthquake, floods, landslides, fire and other most common disasters in Armenia will be updated and re-printed. The Red Cross also plans to purchase additional items for its emergency stock to help more people after a disaster.

Additionally, the appeal will support the procurement of equipment for Red Cross rescue teams to help them develop commercial tours to historical and cultural places. Income generated from the tours will be used to continue Red Cross community-based disaster preparedness work after the international funding has ended.

Population movement is a growing trend. The main driving forces are economic and social factors. Armenia loses many of its workers who leave for other countries in the hope of better living and working opportunities. At the same time, an increasing number of foreign citizens from Asia, Middle East, especially Iraq, and Africa are seeking asylum in Armenia. These people find themselves in precarious situations because they do not know their rights. The lack of awareness makes them vulnerable to discrimination, unemployment, isolation, lack of health care, social rejection, diseases, as well as emotional, psychological and behavioural suffering. Human trafficking is another issue of concern. Although there are no official statistics, 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 2005 appeal will assist the Armenian Red Cross to support newcomers and prevent the trafficking of people out of the country. The focus will be on:

- establishing a network of qualified staff at Red Cross headquarters and regional branches to provide better services to displaced people: focal persons will be identified amongst existing Red Cross staff in the regional branches. They will be trained to provide social and legal consultation to asylum seekers and refugees.
- assisting 70 asylum seekers, persons with temporary asylum, individually recognised refugees and irregular migrants to integrate in the local community: these people will be offered social and legal consultations, basic relief supplies including food and hygienic items, and medicines. Additionally, the Red Cross will organise language and vocational training to help newcomers acquire basic writing and reading skills in Armenian language. Refugees will be assisted to register with employment agencies and the government's family benefit system.

---

<sup>16</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.

- launching a public awareness campaign on irregular migration, working migration and human trafficking: the campaign will include the production and distribution of TV spots, posters and a booklet 'Happiness Outside: Talks and Facts' to challenge xenophobia, racism, discriminatory policies, practices and attitudes towards migrants and trafficked persons. The Red Cross will spread basic but essential messages to point out humanitarian needs of these people, who are often perceived as criminals, which they are not; they are vulnerable and have rights.

The Red Cross will also organise coordination meetings with participation of key stakeholders - government authorities, non-governmental organisations, national and international agencies - to advocate on the needs of asylum seekers and refugees and maximise support to the displaced population.

### Goal

Vulnerability of the population to natural and man-made disasters is decreased.

### Objective

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

### Expected results

- The Armenian Red Cross has strengthened its disaster preparedness planning by developing a national disaster plan, improved the capacity of its response teams and educated more people on the threats and risks of the most common disasters in the country [Please click here to go to the disaster preparedness and response project logframe](#)
- The Armenian Red Cross has strengthened its capacity to help asylum seekers and refugees build a new life, advocate for the respect of their rights and prevent human trafficking through raising the awareness of potential victims [Please click here to go to the population movement project logframe](#)

## 3. Organisational Development [Please click here to return to the title page](#)

### Background and achievements

The organisational development efforts of the Armenian Red Cross focus on three priority areas: branch development; youth and volunteer development; and financial management development.

The Red Cross has 13 regional and 52 community branches. They have trained staff and volunteers as well as basic infrastructure. The major weaknesses, however, remain their dependency on external support and a lack of community-based activities. The Red Cross needs to get closer to local communities and ensure its programmes are responsive to needs and focused on the areas where the organisation can have the greatest impact. To achieve this, in 2003 the Red Cross launched a pilot initiative to encourage its branches to work in a participatory community development (PCD) approach. PCD supports people to reduce the causes of their own predicaments and mobilise community action. Red Cross community networks bring vulnerable groups together with local government, non-governmental organisations and other relevant parties, asking them to assess priority problems, design projects to address them, and make the most of local resources. The project was piloted in 13 communities. People in these communities chose to: set up training centres for youth, football pitches, a gym for the 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. With 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.

The Red Cross is expanding PCD to other communities and the 2005 appeal will support this. In 2005 the Red Cross will implement PCD in another 26 communities<sup>17</sup> with the involvement of another 26 community or regional branches.

To make their work with the communities more coherent and consistent and ensure a systematic development of their own capacities, the Red Cross branches will develop strategic plans, which will feed into the national plan of the national society; regional plans will incorporate the needs of the communities they work with. To increase

<sup>17</sup> Implementation of the PCD approach in 13 of the targeted 26 communities started in 2004 with the financial support of the Norwegian Red Cross. By the end of 2004, selection of communities as well as training of the Red Cross staff and needs assessment was to be conducted. In 2005, the work in these 13 as well as additional 13 communities will continue.

community understanding of the Red Cross mission and role, the appeal will also support the development of promotional items and dissemination of video films on national society work.

Volunteers play an important role in strengthening the national society. Presently the Armenian Red Cross has 2,200 volunteers who help in HIV/AIDS prevention campaigns, disseminate the Movement's Fundamental Principles, assist Red Cross rescue teams to respond to disasters, and distribute food and clothing to the social centres' beneficiaries. Most volunteers are young, enthusiastic and committed. They are the backbone of the Red Cross. They help the national society expand its community presence. Volunteer development, such as technical training, will improve their support to communities.

Since 1992 the Armenian Red Cross has organised a number of activities and programmes to motivate and train its young volunteers. However, in a country with a widespread poverty, collapsed economy, poor social and health care, and thousands of people on the edge of survival, it is difficult to retain volunteers as well as encourage new people to join. The 2005 appeal will focus on reorganising the youth structure to make volunteers more valued members of the national society actively participating in governance and management. 13 regional youth and volunteer boards will be established. Each board will have an elected chairperson and up to five members. Each will act as a coordinating body on youth and volunteers related issues. One of the main tasks of the boards will be to help the national society attract, manage and retain volunteers. Training is also planned for 13 youth leaders to strengthen their leadership, management and fundraising skills.

The project will also motivate volunteers to be more involved with vulnerable people. A number of mini-projects will be initiated to help disabled youth and lone elderly people 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. Volunteers will visit elderly people twice a week to talk to them, help clean houses, carry out minor repair works and do shopping for them. Volunteers will also organise concerts for elderly and visits to historical sites.

Additionally, 65 youth volunteers will be trained as peer educators to hold weekly sessions with 650 disabled youth on the harm of smoking and drug addiction, the benefits of a healthy lifestyle, and how to prevent communicable diseases, including HIV/AIDS. These are the issues not normally covered by the school curriculum or discussed at home because of cultural barriers and taboos.

Transparency and accountability contribute to a credible organisation. Since 1997-1998, the Red Cross made attempts to improve its financial management systems, structures and mechanisms. This has led to a marked improvement in service delivery. Computerised accounting enables the Red Cross to minimise errors or misuse of funds. However, there are still difficulties in obtaining timely and necessary information and documentation from branches, as well as Red Cross affiliated organisations leading to inaccurate and delayed reports to local tax authorities and donor organisations<sup>18</sup>. Additionally, frequent changes in national legislation require regular training of Red Cross staff to upgrade their knowledge.

In 2005, the focus will, therefore, 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.

The 2005 appeal will support updating the Red Cross internal procedures and regulations, upgrading its accounting software, training headquarter and regional branch staff, and establishing electronic contact with branches to improve communication. By the end of 2004, Internet connection was to be installed in the four most remote regions of Armenia. In 2005, attention will be directed towards another four far-flung regions - Lori, Sevan, Vayotsdзор and Stepanavan.

### **Goal**

The Armenian Red Cross has strengthened its organisational capacity and become a better functioning national society helping to prevent and alleviate suffering.

---

<sup>18</sup>The national society is obliged by the local legislation to regularly report on its income and expenditures to the state authorities.

### Objective

The Armenian Red Cross has increased accountability to its beneficiaries and partners, strengthened links with local communities and increased the network of active young volunteers who are valued members of the organisation.

### Expected results

- The Armenian Red Cross branches have strengthened links with local communities by mobilising locally available resources and initiating programmes that are responsive to local needs and focused on the areas where the organisation can have the greatest impact *Please click here to go to the branch development project logframe*
- The Armenian Red Cross has improved its youth and volunteer management system to encourage participation of existing and new volunteers in alleviating suffering of marginalised groups including orphans, disabled young people, lone elderly refugees and children *Please click here to go to the youth and volunteer development project logframe*
- The Armenian Red Cross and its affiliated organisations have improved their financial management system to provide transparent accounting and better donor reporting *Please click here to go to the financial management development project logframe*

*For further details related to Armenia please contact:*

- Armenia Red Cross: Gurgen Boshian (Secretary General) Phone + 374 1 538367; Fax + 374 1 583630; email [redcross@redcross.am](mailto:redcross@redcross.am)
- Armenia Delegation: Gun Raikonen (Head of Delegation); Phone +374 1 341708 or + 374 1 342740; Fax + 374 1 395731; email [ifrcam03@ifrc.org](mailto:ifrcam03@ifrc.org)
- Turkey and Southern Caucasus Regional Delegation: Carl Nuclear (Head of Regional Delegation); Phone +90 312 441 42 92; Fax +90 312 441 38 66; email [ifrcr06@ifrc.org](mailto:ifrcr06@ifrc.org)
- Federation Secretariat: Sylvie Chevalley (Desk officer); Phone 41 22 730 4276; Fax 41 22 733 0395; email [sylvie.chevalley@ifrc.org](mailto:sylvie.chevalley@ifrc.org)

*All international assistance to support vulnerable communities seeks to adhere to the Code of Conduct (For details, please go to the website at <http://www.ifrc.org/publicat/conduct/>) and the Humanitarian Charter and Minimum Standards in Disaster Response, according to the SPHERE Project. (For details, please go to the website at <http://www.sphereproject.org/>)*

*This appeal reflects a range of programmes to be implemented in 2005, and the related funding requirements. These are based upon a broader, multi-year framework of the Federation's Project Planning Process (PPP). The PPP products (logframes) are available through hyperlinks in the text or can be requested through the respective regional department at the secretariat in Geneva. The programmes were developed with the relevant national societies, taking account of the activities of other organisations. The programmes also respect and support the wish of all countries and international organisations to achieve the UN Millennium Development Goals. (For details, please go to the website at: <http://www.un.org/millenniumgoals/>)*

*For further information on all aspects of the Federation, please go to the Federation's official web page at <http://www.ifrc.org>*

*[Please click here to return to the title page](#)*

# BUDGET SUMMARY

## PROGRAMME BUDGETS SUMMARY

Appeal no.: 05AA067

Name: Armenia

PROGRAMME:	Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation	Emergency	Total
	CHF	CHF	CHF	CHF	CHF	CHF	CHF
Shelter & construction	0	0	0	0	0	0	0
Clothing & textiles	0	557	0	0	0	0	556
Food	0	4,388	0	0	0	0	4,387
Seeds & plants	0	0	0	0	0	0	0
Water & Sanitation	0	0	0	0	0	0	0
Medical & first aid	9,370	673	0	0	0	0	10,042
Teaching materials	13,650	3,068	0	7,580	0	0	24,297
Utensils & tools	0	24,000	0	0	0	0	24,000
Other relief supplies	44,830	2,646	0	110,210	0	0	157,686
<b>SUPPLIES</b>	<b>67,850</b>	<b>35,332</b>	<b>0</b>	<b>117,790</b>	<b>0</b>	<b>0</b>	<b>220,970</b>
Land & Buildings	0	0	0	0	0	0	0
Vehicles	0	0	0	0	0	0	0
Computers & telecom	0	2,750	0	1,200	0	0	3,950
Medical equipment	0	0	0	0	0	0	0
Other capital exp.	0	0	0	0	0	0	0
<b>CAPITAL EXPENSES</b>	<b>0</b>	<b>2,750</b>	<b>0</b>	<b>1,200</b>	<b>0</b>	<b>0</b>	<b>3,950</b>
Warehouse & Distribution	0	0	0	0	0	0	0
Transport & Vehicules	9,490	8,718	0	18,529	0	0	36,737
<b>TRANSPORT &amp; STORAGE</b>	<b>9,490</b>	<b>8,718</b>	<b>0</b>	<b>18,529</b>	<b>0</b>	<b>0</b>	<b>36,737</b>
Programme Support	12,296	17,879	0	32,220	1,696	0	64,090
<b>PROGRAMME SUPPORT</b>	<b>12,296</b>	<b>17,879</b>	<b>0</b>	<b>32,220</b>	<b>1,696</b>	<b>0</b>	<b>64,090</b>
Personnel-delegates	21,600	49,000	0	66,600	24,400	0	161,600
Personnel-national staff	49,150	57,831	0	133,514	0	0	240,494
Consultants	0	0	0	0	0	0	0
<b>PERSONNEL</b>	<b>70,750</b>	<b>106,831</b>	<b>0</b>	<b>200,114</b>	<b>24,400</b>	<b>0</b>	<b>402,094</b>
W/shops & Training	5,080	38,075	0	30,014	0	0	73,169
<b>WORKSHOPS &amp; TRAINING</b>	<b>5,080</b>	<b>38,075</b>	<b>0</b>	<b>30,014</b>	<b>0</b>	<b>0</b>	<b>73,169</b>
Travel & related expenses	2,200	1,830	0	7,700	0	0	11,730
Information	5,640	46,297	0	35,884	0	0	87,820
Other General costs	15,860	17,348	0	52,239	0	0	85,447
<b>GENERAL EXPENSES</b>	<b>23,700</b>	<b>65,475</b>	<b>0</b>	<b>95,823</b>	<b>0</b>	<b>0</b>	<b>184,998</b>
<b>TOTAL BUDGET:</b>	<b>189,166</b>	<b>275,060</b>	<b>0</b>	<b>495,690</b>	<b>26,096</b>	<b>0</b>	<b>986,010</b>