

Appeal 2005



International Federation
of Red Cross and Red Crescent Societies

TURKEY

Appeal no. 05AA070

Appeal target: CHF 2,050,766

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 text](#)

Programme title	2005 in CHF
Strengthening the national society	
Health and care	381,505
Disaster management	465,562
Organisational development	703,426
Coordination and implementation	500,273
Total Please click here to view the total budget for this appeal	2,050,766¹

Related appeals:

Turkey Annual Appeal 2004 (01.79/2004) [Please click here to go to the appeal](#)

Bingol Earthquake Emergency Appeal (09/2003) [Please click here for interim final report](#)

¹ This amount corresponds to USD 1,627,150 or EURO 1,326,760

Context

Turkey has a population of 69.3 million. Its strategic location between Europe, the Middle East and Asia makes it an important economic gateway into each region. In 1995, it signed a customs union with the European Union and became a pre-accession candidate for EU membership at the Helsinki Summit in December 1999. Although the economy has been steadily improving over the last few years, social disparity and inequitable access to health services remain major problems². Vulnerability is still widespread. Sustaining sound macroeconomic policies and governance, as well as reducing inequality through human and social development, is critical for both the well being of the population and to meet the requirements of EU accession. In addition, Turkey is extremely disaster prone. Earthquakes often occur because of the country's location in a seismically active zone. Two devastating earthquakes in 1999 caused 18,243 deaths³, destruction and huge economic damage estimated at USD 14 billion. More recently, in May 2003, over 170 people, many of them schoolchildren trapped in their dormitory, died in the earthquake in the Bingol area of south-eastern Turkey. Another 521 were injured. The earthquake was a reminder how vulnerable the country is to disasters. This ever-present threat is one reason that the Federation continues to assist the Turkish Red Crescent (or Kizilay as it is called in Turkish) to strengthen its disaster management capacity. Regular small tremors are felt every month causing fear among people. The development indicators below reveal the extent of the challenge to improve the lives of the country's most vulnerable people.

Turkey development indicators at a glance

(Source: <http://www.undp.org/hdr2004>)

Total population (2001)	69.3 million
Life expectancy at birth	70.5 years
Infant mortality rate	36 per 1,000 live births
Maternal mortality rate	130 per 100,000 live births
Public expenditure on health	1990: 2.2% of GDP 2000: 3.6% of GDP
People living below USD 1 a day (1990-2001)	<2%
Unemployment (2001)	8.5%

Red Cross Red Crescent Priorities

National Society Strategy

In a country exposed to a range of humanitarian challenges, the Turkish Red Crescent has an important role to play to address needs on the ground. With a countrywide presence, it is uniquely placed to do this. It has an extensive structure, committed staff and a local network that enables it to reach remote areas. This same network makes the Red Crescent a natural ally of the government to help vulnerable communities. It provides the link between decision makers and beneficiaries in a way that few organisations can. The Turkish Red Crescent has a clearly defined authority and scope of multilateral humanitarian activities and social services. It functions independently of the local authorities, but works closely with governmental agencies during times of major crises. Founded in 1865, the Turkish Red Crescent is one of the oldest national Red Cross and Red Crescent societies in the world. It joined the Federation in 1930.

² Source: UNDP report

³ Source: Turkish government's crises management centre.



In Turkey a large-scale disaster happens every seven to eight years. Earthquakes account for 97 percent of deaths and injuries caused by natural disasters

The Red Crescent has demonstrated its capacity and comparative advantages on several occasions. In particular, it was a key humanitarian actor in response to major earthquakes that hit the country during the last decade. The Red Crescent assisted hundreds of thousands of people. Currently, it offers a range of support to those in need: it provides social assistance to families with low income and disabled people; it is running 21 soup kitchens across the country distributing hot meals to socially vulnerable people; it helps young people from poor families with scholarships and offers moral support; it provides health services and psycho-social support through its country-wide medical and community centres. Additionally, the national society runs 22 blood centres and nine blood stations.

One of its major activities, however, is to help local communities improve their knowledge about the most common disasters in the country so that they are better prepared to cope with their effects. Community preparedness is the only practical solution for such a disaster prone country as Turkey. It is cheaper and effective. It saves lives, reduces injuries and damage. Disaster preparedness also means better response in case of emergencies. Local people are the ones who can bring effective help in the first few hours. With its immense experience in disaster response, the Turkish Red Crescent also offers its helping hand to victims of disasters in other countries (to read more about Red Crescent work visit its official web site at <http://www.kizilay.org.tr>).

There are areas, however, the Red Crescent needs to improve. This emerged after the analysis of the 1999 earthquake operation. Among many lessons learned was the need to modernize national society structures, systems and mechanisms.

The Federation and partner Red Cross and Red Crescent societies have been supporting the Turkish Red Crescent to evolve into a better functioning national society. In 2002, encouraged by the Federation, the Turkish Red Crescent initiated a restructuring process to ensure it provides more relevant, focused and better services to vulnerable communities. It developed a new mission explaining why the national society exists and who its primary beneficiaries are, a vision statement outlining what are the national society's long-term objectives and defined priority areas of work for 2004-2006.

Its mission is 'to provide humanitarian assistance to vulnerable people, and enhance their capacity to prepare for, respond to and mitigate against all types of disasters by mobilising resources and protecting human dignity in every situation, place and time'.

Its vision is 'to be a humanitarian organisation, embracing and being embraced by the whole society continuously enhancing its reputation and service quality at the national and international levels.'

To fulfil this mission, the national society in its strategic plan for 2004-2006, has prioritised:

- Establishing a comprehensive disaster management system, that would enable it to respond better to mitigate impacts and prepare for disasters at national, regional and local levels.
- Improving health and social services the Turkish Red Crescent offers to the communities in non-emergency and emergency situations.
- Improving Kizilay's blood banking to international standards.

- Supporting its branches⁴ to develop their capacity to deliver services in consistence with the mission, vision and mandate of the Kizilay.
- Developing a volunteer management system that will enable the Red Crescent to recruit, manage and retain volunteers from various groups, including vulnerable communities, and thus strengthen active service-based volunteerism in Kizilay⁵.
- Strengthening media and public relations so that the Red Crescent communicates more transparently to its partners and more significantly, to people it serves. This will contribute to increasing the image and credibility of the organisation that works with people and for people.



The Turkish Red Crescent was a key humanitarian actor in response to major earthquakes that hit the country during the last decade. It assisted hundreds of thousands of people

International Red Cross and Red Crescent Movement

Context: A wider, coordinated engagement by the International Red Cross and Red Crescent Movement, as well as other non-Movement partners is supporting the Turkish Red Crescent's priorities. In 2003-2004, there were two partner national societies in Turkey, the American and British Red Cross. They implemented bilateral programmes, mainly related to branch development and disaster preparedness that were in accordance with the priorities of the Turkish Red Crescent and fed into the Federation's support strategy. Starting from April 2004, the American Red Cross delegation has been operating under the 'umbrella' of the Federation regional delegation. Its programmes were merged with the Federation supported programmes and are integrated into this appeal, to ensure better coordination and increase the cost-effectiveness of our services.

The British Red Cross supported branch development in Erzurum, eastern Turkey. The project replenished stocks, upgraded a regional warehouse, improved IT to better track and record goods, and trained Red Crescent staff, volunteers and local communities in disaster preparedness. In September 2004, the British Red Cross completed its mission in Turkey and closed the project.

The Turkish Red Crescent works in partnership with the International Committee of the Red Cross (ICRC). In 2003, the ICRC opened a temporary delegation in Turkey to support the national society in its priority areas. It has been assisting the Turkish Red Crescent in establishing tracing activities. The ICRC is also helping the Red Crescent promote International Humanitarian Law⁶ and the Fundamental Principles of the International Red Cross and Red Crescent Movement⁷ to Turkish security forces, academic circles and the wider public.

⁴ The Turkish Red Crescent has some 650 branches across the country. Some branches are active, while others have limited capacity.

⁵ Service-based volunteerism envisages an active involvement of volunteers in Red Crescent work.

⁶ 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>

⁷ 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.



Helping people recover: Psycho-social support was an integral part of the Turkish Red Crescent response in Bingöl

The Federation Secretariat, through its regional delegation in Ankara, coordinates and facilitates Red Cross Red Crescent engagement in humanitarian action with multiple actors within the Movement as well as non-Movement partners. Its regional delegation plays a brokering role through organising regular meetings with partners, ensuring knowledge sharing and analysis of situations to preserve consistency with the national society priorities.

Another of the Federation Secretariat's roles is to represent its Red Cross and Red Crescent members, their policies and the issues that affect vulnerable people, on the international stage. The Federation in Ankara has successfully mobilised international assistance from Red Cross and Red Crescent Societies and international donors. This support has been for both emergency and longer-term activities.

Additionally, the Federation offers technical expertise to the national society to strengthen its capacities in the priority areas of disaster management, organisational development, financial management, logistics, planning and reporting, health and care and the promotion of humanitarian values and the Fundamental Principles of the Movement. It provides training and helps organise workshops. In coordination with partner national societies, the Federation regional delegation in Ankara assisted the Turkish Red Crescent to assess its strengths and weakness and develop a strategic plan.

The Federation delegation promotes networking, partnerships, advocacy, knowledge sharing and consultation between the national societies in the region. This has been a priority particularly since January 2003, when the Ankara delegation assumed regional responsibilities for southern Caucasus – Armenia, Azerbaijan, Georgia – as well as Turkey. For instance, the Turkish Red Crescent has enormous experience in disaster response and is willing to share its knowledge with other national societies in the region. The Federation, through its regional delegation in Ankara, will encourage creating a forum to discuss emergency response and post disaster rehabilitation and recovery and help strengthen disaster management capacities of neighbouring Red Cross and Red Crescent societies. A workshop on participatory community development (PCD) in Georgia is another example. It was conducted with the technical support of the Ankara delegation in cooperation with colleagues from the Armenian Red Cross in 2004. Training of Project Planning Process, the Federations main planning/programming tool, for Azerbaijan Red Crescent and an induction course for Georgian Red Cross new management were also facilitated by Federation regional delegation staff.

The future directions of the regional delegation's engagement with the four national societies in the southern Caucasus and Turkey are spelled out in the 2004-2007 regional strategy, developed in consultation with the national societies and based on their priorities as well as the Federation Secretariat Europe department's implementation plan. [Please click here to go to Europe planning priorities](#)

In Turkey, the Federation, encouraged by the ongoing change process and potential of the Turkish Red Crescent, will continue to support the national society to build on its achievements after the two devastating earthquakes in 1999. The assistance sought in this country programme is in line with the national society's strategy and is guided by the Federation's plan of action for 2004-2007. The overall goal of this country appeal is to strengthen the Turkish Red Crescent's ability to support vulnerable people. Three integrated Federation supported programmes – disaster management, health and care and organisational development – contribute to this overall goal. The respective programme goals are that the Turkish Red Crescent would have:

- contributed to increased public awareness for preventing the spread of HIV/AIDS and changed attitudes towards people living with HIV/AIDS (**health and care**);
- prepared for and responded to emergencies in a timely and focused manner (**disaster management**); and

- transformed itself into a better functioning national society that provides more focused and timely support to vulnerable people (**organisational development**).

The Turkish government has played a significant role in efforts to develop an International Disaster Response Law⁸. The Federation has been involved in this issue too and it will work with the Red Crescent to consolidate efforts. The Ankara delegation will also work with the Red Crescent to build closer links with national societies of European Union member states, as Turkey's future EU membership is negotiated.

Strengthening the National Society

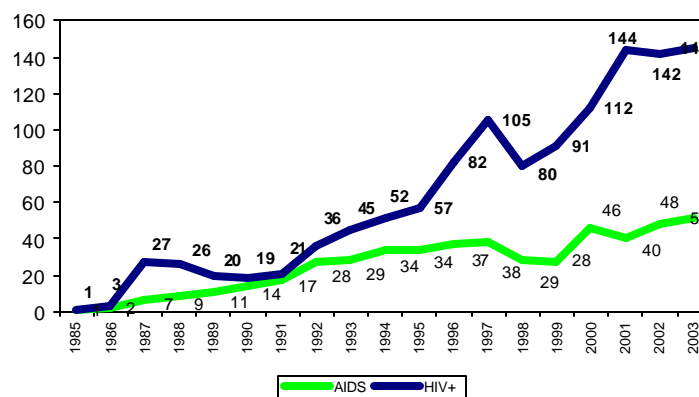
1. Health and Care

Background, achievements and future directions

The Turkish Red Crescent is part of a global effort to reduce the spread of HIV/AIDS. In Turkey, the number of people infected with the disease has dramatically increased from 2 in 1985 to 1,712 in 2003 according to government statistics (see charts below⁹). In the absence of a proper surveillance, however, the reality is thought to be much worse. The UNAIDS estimates the number of those infected ranges between 7,000 and 14,000. Scientists predict, without effective prevention, it will increase to 50,000 by the year 2010.

HIV/AIDS rates in Turkey (1985-2003)

YEAR	AIDS CASES	HIV INFECTED	TOTAL
1985	1	1	2
1986	2	3	5
1987	7	27	34
1988	9	26	35
1989	11	20	31
1990	14	19	33
1991	17	21	38
1992	28	36	64
1993	29	45	74
1994	34	52	86
1995	34	57	91
1996	37	82	119
1997	38	105	143
1998	29	80	109
1999	28	91	119
2000	46	112	158
2001	40	144	184
2002	48	142	190
2003	52	145	197
TOTAL	504	1208	1,712



Several factors make Turkey vulnerable to worsening rates. Poor education, lack of awareness and inadequate health and care are three. Cultural barriers and beliefs compound low public awareness of transmission and protection. Young people are the most vulnerable and almost half of Turkey's population is under 25 years old (Hecettepe University).

⁸ The International Disaster Response Law project was initiated by the International Federation of Red Cross and Red Crescent Societies in response to the growing concern within the international community as to the adequacy of existing legal mechanisms to facilitate humanitarian activities in response to natural and technological disasters. For more information on the initiative see [Red Cross Red Crescent - International Disaster Response Law - news](#)

⁹ Source: Ministry of Health of Turkey.

As an auxiliary to the local authorities, the Turkish Red Crescent has a critical role to respond to the growing crises and help empower communities to reduce their vulnerability to the disease. It is in a unique position to achieve this. Its comparative advantage lies in its country-wide network of branches. It has access to communities living in isolated areas that few other organisations have. It has many years' experience of working with people.

The Turkish Red Crescent is one of the key players in the country combating the spread of HIV/AIDS through education. It is a member of the European Red Cross/Red Crescent Network on HIV/AIDS (ERNA). Today 34 national societies from Western, Central and Eastern Europe, and from Central Asia, are gathered in the network. Their common objective is to contribute to the reduction of the spread of HIV/AIDS, tuberculosis and other communicable diseases principally among the most vulnerable people (to read more on ERNA: <http://www.erna.sk>). The prime focus is on awareness raising and prevention programmes, particularly among young people. Through training, public discussions and media campaigns, the Red Crescent increases awareness on its transmission and prevention. Young volunteers are encouraged to share knowledge among their peers.

In 2005, the Turkish Red Crescent will step up its efforts. This appeal will support it in organising interactive sessions on HIV/AIDS with 400 schoolchildren and university students. In 10 high schools and four universities 14 volunteer teams will be established to spread the information on the prevention of the disease.



Turkish Red Crescent promotes basic but essential messages to counter myths and misconceptions about HIV/AIDS transmission

Additionally, the Red Crescent plans to develop, print and distribute thousands of brochures, posters, postcards and bookmarks 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. Materials will be distributed in shopping centres, squares and streets in major cities. A TV and radio spots will also be produced and aired on national radio and television stations to encourage people to learn more about HIV/AIDS, promote safe sex and advocate against stigmatisation of people living with the disease. The Red Crescent estimates through printed materials, radio and television, it will reach millions of people.

The Turkish Red Crescent puts a special emphasis on improving capacities of its staff and volunteers. An education campaign within the organisation will, therefore, continue. Some 180 staff and volunteers in Istanbul, Izmir and Ankara will be trained to enable them to accurately assess the factors that put them at risk of infection and how to act to reduce those risks. A network of trainers will also be expanded to work with the communities. In 2003-2004, the Red Crescent trained 31 people as trainers. The 2005 appeal will support to bring this to 46.

Goal

The spread of HIV/AIDS, as well as, discrimination of people living with the disease is reduced.

Objective

Public awareness, prevention and community tolerance of HIV/AIDS has improved.

Expected results

- Turkish Red Crescent has strengthened capacity to educate and raise awareness of HIV/AIDS through training of its staff and volunteers.
- Awareness of target groups, particularly youth, on HIV/AIDS has increased through education, media campaign, public discussion forums and distribution of printed information materials.

2. Disaster Management

Background, achievements and future directions

The sharp increase in the number of natural disasters worldwide in recent years has prompted the Federation to devote more attention to disaster preparedness activities. These aim to make national societies and communities more aware of the risks they face, how to reduce their vulnerability, and how to cope when disaster strikes.

Turkey is in a region that is politically vulnerable and prone to natural disasters¹⁰. It is at risk from a range of complex emergencies. Statistically, a large-scale disaster happens every seven to eight years. Earthquakes account for 97 per cent of deaths and injuries caused by natural disasters. 66 per cent of the country's surface area with 71 per cent of the population, 76 per cent of the industry and 69 per cent of the dams is in the high earthquake risk area. Only four per cent of the territory is considered to be safe. Over the last four years, 12 mild to moderate earthquake claimed 256 lives and injured another 1,406 people. Only three hit the headlines of the international media. Seismic activity frequently causes panic among the population. Government statistics (see table below) demonstrate how vulnerable the country is.

Turkey's disaster toll 2000-2004
(Source: Emergency Events Database¹¹)

Year	Type of Disaster	Number of People			Number of damaged buildings
		Killed	Injured	Affected	
2000	Earthquakes & floods	11	162	24.500	250
2001	Earthquake, floods & landslides	20	176	3.485	-
2002	Earthquake & avalanches	45	326		4.401
2003	Earthquake, floods & avalanches	229	696	12.875	485
2004	Earthquake, floods & tornados	36	66	33.735	-

Scientists predict within the next 25 years a massive earthquake of 7.5 on the Richter scale will hit Istanbul, the biggest city in the country housing over 10 million people. The estimated consequences of the disaster, if it happens, are appalling. It is feared over 4 million people could be affected. The death toll is forecast to exceed 38,000; about 152,000 people will be injured. Some 420,000 houses are estimated to collapse or be damaged.

Other most common disasters in Turkey are landslides, floods, rock falls and avalanches. Their impact on the population is devastating. To illustrate, in 1990-1999, these natural phenomena affected the lives of over 3 million people.

Over the last few years, the Government of Turkey has stepped up efforts to reduce the impact of future calamities. It has, for instance, adopted a comprehensive disaster management policy and strategy, and introduced compulsory earthquake insurance for its citizens.

The Turkish Red Crescent acts as a principal auxiliary to the government in the humanitarian field. It is mandated to deliver humanitarian assistance to those affected by natural and/or man-made disasters. Several years ago, the national society, reflecting on lessons learned from the 1999 earthquake response operation, has initiated an internal change process to modernise its structures, systems and mechanisms. With the support of the Federation and partner national societies, it established and trained light search-and-rescue teams. A disaster operation centre (AFOM) was set up centrally. Tent production was also upgraded. In addition, hundreds of staff and volunteers, together with government officers, were trained in disaster management. The Turkish Red Crescent developed

¹⁰ Turkey is situated in the cross line of three tectonic plates – Eurasian, Arabic and African – which creates a potential risk of earthquakes.

¹¹ Emergency Events Database (EM-DAT) contains essential core data on the occurrence and effects of over 12,800 mass disasters in the world from 1900 to present. The database is compiled from various sources, including UN agencies, non-governmental organisations, insurance companies, research institutes and press agencies (to read more: <http://www.em-dat.net>)

disaster preparedness training modules. A number of trainers were trained to disseminate skills and knowledge on disaster management to colleagues and the public. Partner national societies assisted in the upgrade of an emergency communication system and a regional logistics support centre in Erzurum. The national society also installed an early earthquake damage assessment system (GIS) to ensure the speed, relevance and quality of its response operations¹². Focusing on developing a cadre of well-trained first responders, the Turkish Red Crescent has promoted an increased and diversified portfolio of first aid training in branches. Implemented under a small grants project funded by the American Red Cross, it aimed to monitor the standards and quality of training countrywide, increase the level of first aid volunteerism, develop various degrees of training modules based on multiple scenarios, and train youth from ages 5-14 in safe behaviours and basic first aid. Such projects will continue at the Red Crescent branch level until mid-2005.



First Aid is an important part of the Turkish Red Crescent disaster preparedness efforts

The achievements of the last three years were illustrated in 2003 during the contingency planning for the Iraq crisis, as well as rapid responses to earthquakes in Afyon in 2002 and Bingol in 2003. The national society demonstrated a high degree of professionalism in all three instances. Better coordination with other humanitarian actors ensured support was delivered effectively. In 2005, the Federation will assist the national society to advance these achievements. The focus will be on supporting the Turkish Red Crescent to decentralise responsibility to branches in disaster prone regions. Apart from strengthening its own operational capacity and responding to disasters in the country, the Red Crescent will work with the local communities helping them reduce vulnerability from hazards as disparate as road danger and earthquakes. Kizilay with its community reach and international connections is ideally placed to be a lead in this area.

Goal

Impact of disasters on vulnerable communities is reduced.

Objective

The Turkish Red Crescent has strengthened its position as a key humanitarian actor in disaster management to prevent and alleviate suffering of vulnerable communities through effective mitigation, preparedness and response.

Expected results

- Turkish Red Crescent has progressed in decentralising its disaster management mechanisms, structures and systems to provide timely and better response at local level.
- Capacities of Red Crescent staff and volunteers at the headquarters, branch and local levels have strengthened via training on disaster management disciplines including vulnerability and capacity assessment¹³, needs identification, logistics, camp management, first aid, monitoring, evaluation and reporting.
- Target local communities have enhanced their capacities to prepare for, respond to and recover from disasters via promoting 'ABCD in disasters' and training on 'non-structural mitigation'.
- Coordination within the Movement as well as with Government agencies, research institutions and other key humanitarian actors in disaster management has improved.

¹² The system gives estimated figures of casualties, deaths and number of buildings damaged by an earthquake of over 5.0 on the Richter scale. It was tested during the Erzurum earthquake that hit the eastern part of the country during the first half of 2004. The system estimated that the death toll was between 8-16 people; the number was later confirmed to be nine.

¹³ 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.

3. Organisational Development

Background, achievements and future directions

Guiding and supporting the development of its member national societies is one of the Federation's fundamental tasks, and runs through this and other programmes¹⁴. In Turkey, the Federation has been supporting the Red Crescent to undergo an internal change process initiated by the national society after the analysis of the lessons learned from the 1999 earthquake operation. The change process aims to transform the Red Crescent into a better functioning national society that provides more focused and timely support to people in need.

In 2002, a joint Federation and Turkish Red Crescent working group was established to help the national society plan, implement and coordinate its organisational development programme. It formulated a three-stage planning model (institutional identity, strategic planning, and programme/project planning), which would offer an approach to assist the national society to strengthen its institutional identity, as well as, improve its strategic and programme planning.

An important achievement of the organisational development process was the development of the Turkish Red Crescent vision and mission statements. A solid foundation was laid for the national society to continue improving. The Turkish Red Crescent is proud to be one of the first organisations in Turkey that initiated strategic planning.

The national society then focused on strengthening its strategic planning to better meet various humanitarian challenges. It developed a strategic plan to identify the most pressing needs and how best the Red Crescent can address them. The Federation and other key partners have fed into this process. The plan's overall goal is 'to develop adequate organisational and service capacity to deliver efficient, effective and sustainable services at central and local levels in accordance with its vision, mission and the Movement's Fundamental Principles'. The plan focuses on six priority areas:

- disaster management,
- health and social services,
- blood banking,
- volunteering system development,
- branch development,
- media and public relations.

For each, the Turkish Red Crescent defined a strategic goal, objectives and performance indicators. The implementation of the strategic plan was scheduled to start in 2004. However, the changeover in the national society leadership executed by the government last year triggered a succession of events that did not enable to progress in the work. Consequently, most programmes/projects, including activities under the organisational development, have slowed. Uncertainties in the national society prevail but are hoped to be resolved by the end of 2004.

The main focus of the Federation support in 2005 will concentrate on helping the national society plan, implement, monitor and evaluate its programmes and projects to achieve the goals and objectives of the strategic plan. Approaches of the support will be discussed and agreed on with the Red Crescent management team.

A particular attention will be directed to branch development. The Turkish Red Crescent has approximately 650 branches. Some branches are active, particularly in providing health and social welfare services, while the majority have near to zero capacities to help people in their communities. During the last three years, the Federation and partner national societies have been providing technical and financial support to the national society to strengthen its branches because the quality of services delivered at local level will determine the effectiveness of the organisation. The Red Crescent was assisted to introduce induction courses for its staff and volunteers to increase their understanding of the Movement, its components, history, mandate, vision, priorities and the Fundamental

¹⁴ The Federation defines organisational development as managing organisational change in a systematic and planned way. The purpose is to develop effective, viable, autonomous and legitimate organisation that makes significant difference in the lives of vulnerable people.

Principles. Training also focused on Project Planning Process, the Federation main planning tool, first aid, disaster preparedness and response. Some branches continue training without external support. They have initiated activities in disaster management, first aid and psycho-social support. With the financial and technical support of the American Red Cross, the Red Crescent will implement a model branch development project, which will be piloted through the Federation in targeted branches in 2004-2005. As the primary focus of this model is to increase the branch capacity for response in a disaster at branch levels, the expected results of this project are in line with the disaster management section.

Another priority area is volunteers. The Turkish Red Crescent had a significant number of volunteer but without systematic management procedures in place. Over the years, however, it has lost most of its volunteers and volunteer-based activities have ceased. The national society acknowledges that volunteers are the backbone of Red Crescent work. They can help run successful programmes and assist thousands of people in need. Their contribution will reduce the cost of activities and enable the Red Crescent to reach more people. The 2005 programme will help the national society understand how to make volunteers more valued members of the organisation. The aim is to assist the Red Crescent to develop an effective system to recruit, manage and retain them.

The 2005 appeal will also support the national society in establishing a basic and flexible foundation for information sharing within the organisation, between the headquarters and branches. This will be achieved through supporting the Turkish Red Crescent internet website. In tandem, attention will be directed towards development of strategic communication and marketing plans to help the Red Crescent provide consistent and strategic messages to external stakeholders. Capitalising on the opportunity to use human interest stories and images to illustrate the effect of the Turkish Red Crescent humanitarian mission on the general population in Turkey is critical to improving the image of the national society.

Goal

The Turkish Red Crescent as a key part of civil society is better placed to support the country's most vulnerable people.

Objective

The Turkish Red Crescent is a better functioning national society able to provide efficient, effective and sustainable assistance to the country's most vulnerable people.

Expected results

- The Turkish Red Crescent implements, monitors and evaluates its programmes/projects to achieve goals and objectives of its strategic plan 2005-2007 (**Strategic planning implementation**)
- Turkish Red Crescent pilot branches implement programmes prioritized according to local needs and consistent with the national society's mission, vision and strategic goals (**Branch development**)
- The Turkish Red Crescent has developed an effective volunteer management system based on service delivery promoting greater diversity, gender and youth representation (**Volunteering system development**)
- The Turkish Red Crescent has developed a communication and marketing framework for information sharing within the organisation and with external stakeholders (**Communication and marketing development**)

For further details related to Turkey please contact:

- *Turkish Red Crescent Society: Phone 90 312 430 23 00; Fax 90 312 430 01 75; email tkd@kizilay.org.tr*
- *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 ifctr06@ifrc.org*
- *Federation Secretariat: Sylvie Chevalley (Desk officer); Phone 41 22 730 4276; Fax 41 22 733 0395; email 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.: 05AA070

Name: Turkey

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	0	0	0	0	0	0
Food	0	0	0	0	0	0	0
Seeds & plants	0	0	0	0	0	0	0
Water & Sanitation	0	0	0	0	0	0	0
Medical & first aid	0	0	0	0	0	0	0
Teaching materials	0	0	0	0	0	0	0
Utensils & tools	0	0	0	0	0	0	0
Other relief supplies	0	0	0	0	0	0	0
SUPPLIES	0	0	0	0	0	0	0
Land & Buildings	0	1,500	0	1,500	0	0	3,000
Vehicles	0	0	0	0	0	0	0
Computers & telecom	0	0	0	52,470	0	0	52,469
Medical equipment	0	0	0	0	0	0	0
Other capital exp.	0	0	0	0	0	0	0
CAPITAL EXPENSES	0	1,500	0	53,970	0	0	55,469
Warehouse & Distribution	0	0	0	0	0	0	0
Transport & Vehicules	19,784	15,459	0	9,276	25,849	0	70,368
TRANSPORT & STORAGE	19,784	15,459	0	9,276	25,849	0	70,368
Programme Support	24,798	30,262	0	45,723	32,518	0	133,299
PROGRAMME SUPPORT	24,798	30,262	0	45,723	32,518	0	133,299
Personnel-delegates	20,328	171,297	0	95,689	332,200	0	619,514
Personnel-national staff	90,030	148,445	0	98,197	44,598	0	381,270
Consultants	7,885	6,520	0	8,520	0	0	22,925
PERSONNEL	118,243	326,262	0	202,406	376,798	0	1,023,709
W/shops & Training	9,307	11,697	0	228,484	10,200	0	259,688
WORKSHOPS & TRAINING	9,307	11,697	0	228,484	10,200	0	259,688
Travel & related expenses	5,101	3,826	0	5,540	22,787	0	37,254
Information	30,308	7,762	0	91,856	324	0	130,249
Other General costs	173,964	68,794	0	66,171	31,798	0	340,726
GENERAL EXPENSES	209,373	80,382	0	163,567	54,909	0	508,230
TOTAL BUDGET:	381,505	465,562	0	703,426	500,274	0	2,050,766