

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

GLOBAL POSITIONING OF THE INTERNATIONAL FEDERATION

May 2006

The Federation's mission is to improve the lives of vulnerable people by mobilizing the power of humanity. It is the world's largest humanitarian organization and its millions of volunteers are active in over 183 countries.

For more information: www.ifrc.org

In Brief

Appeal No. 05AA085; Period covered: January-December, 2005; Appeal target: CHF 575,796 (USD 493,891 or EUR 378,930; Appeal coverage: 30%.

[<click here to go directly to the attached two-page financial report>](#)

Programme summary: The aim of the global programme is to achieve a consistent global image and position for the International Federation. To accomplish this the organization needs to strengthen communications at various levels - international, regional and local. This can be carried out through communications training and capacity building of national societies, through developing a global communications network, by providing support and training to national societies, and by conducting effective international representation, advocacy, and web-communications.

For further information specifically related to this operation please contact Sian Bowen, Manager, Media & Public Relations Unit. Tel: 00 41 730 4428. Email: Sian.bowen@ifrc.org

This Programme Update reflects activities to be implemented over a six month period. This forms part of, and is based on, longer-term, multi-year planning. All International Federation assistance seeks to adhere to the [Code of Conduct](#) and is committed to the [Humanitarian Charter and Minimum Standards in Disaster Response](#) in delivering assistance to the most vulnerable. For support to or for further information concerning Federation programmes or operations in this or other countries, or for a full description of the national society profile, please access the Federation's website at <http://www.ifrc.org>

Background

This programme supports the Secretariat's objective to:

- develop a communications network for learning and capacity building.
- provide support to strengthen national societies.
- conduct effective international representation, advocacy and communications.
- support the Federation and national society programming and advocacy via modern tools of communication including the Internet.
- provide National Societies with advice in securing international coverage and assisting with success.

Operational developments

Key elements that influenced the programme in the second half of 2005

- Over the first six months of 2005 there have been various developments and improvements. A web manager was recruited to manage and develop the Federation website strategy, contributing to the achievement of various goals detailed in the Global Appeal.
- The Asia tsunami directly affected media communications, advocacy and web communications. The website came under increased technical pressure during this period and areas of improvement have been carried out.
- In the second half of 2005 the Federation communications of the International Federation continued to be dominated by large scale disasters. Two special web sections were developed, one for the Americas hurricane season (http://www.ifrc.org/what/disasters/response/hurricane_season) and one for the Pakistan earthquake (<http://www.ifrc.org/news/southasia>).
- The Asia tsunami continued to directly affected media communications, advocacy and web communications. A large special section was developed to house all the materials (<http://www.ifrc.org/what/disasters/response/tsunamis>)

Overall Goal: to continue building a consistent global presence for the International Federation.

Objective one: To continue to identify ways that capacity building, including the development of a virtual global communications network via FedNet and related workshop, will develop a solid foundation of materials, skills and knowledge to develop a consistent global presence.

Progress/Achievements:

- 100 press releases were issued in 2005 and shared globally with all National Societies
- The structure for the internal FedNet system continues to be developed to support a virtual communications network. There were some delays with this project due to other conflicting priorities.
- The Communications Directory for the International Federation is being updated, and will help to facilitate the development of a virtual communications network.
- Increased involvement of national societies in international conferences, through identifying appropriate events and then using the international platforms to position the Federation.
- Planning for the next Global Communications Workshop is underway. This underpins the Virtual Communications Network. Over 60 communications staff from around the world will attend.
- Six short-term assignments at the Secretariat in Geneva have been undertaken by national society staff.

Impact: The various levels of the organisation are sharing information in a more timely way which contributes to a stronger and more consistent global positioning. This has been seen in particular around the recent disaster related communications. Short term assignments at the Secretariat have increased the level of understanding amongst peers. Increased involvement of national societies in international events has broadened our reach and consolidated our global advocacy messages.

Constraints: Lack of funding coverage for this appeal continued to be a constraint. Due to this some projects had to be delayed including the full development of a shared communications resource area on the Federation's intranet.

Objective two: To build of the Federation's website success to date, thus supporting the Federation and national society programming and advocacy via modern tools of communication including the Internet.

Progress/Achievements:

- Over 300 web stories were posted (in English, French and Spanish).
- Supported key event – our global General Assembly meeting.
- video footage was used online to illustrate projects and to interview spokespeople.

- Increased number of photo galleries.
- Development of special sections for tsunami, Pakistan and Americas hurricane season.
- Development of E-newsletters for youth, volunteering, tsunami and IDRL.
- The site now gets over 100,000 visitors per month.
- Individual landing pages have been developed for key areas such as www.ifrc.org/news
- A media centre was developed (<http://www.ifrc.org/news/media/>).
- Expansion of Spanish and French websites continuing.

Impact: Further consolidation and development of the Federation website was carried out, thus strengthening our communications and identity, and enhancing our global image.

The Federation website is our international window to the world. Through the website our supporters can get daily up to date information, including our emergency response activities, our disaster preparedness programmes, our HIV/AIDS anti stigma campaign and our volunteering network. The impact of this leads to greater understanding of our work and greater transparency of what we do to support the most vulnerable around the world.

Constraints: Further funds were needed to commence and develop the Arabic section of the Federation website. This will now be delayed until 2006.

[Financial report below; click here to return to the title page and contact details](#)

International Federation of Red Cross and Red Crescent Societies

GLOBAL POSITIONING

Selected Parameters	
Year/Period	2005/1-2005/9998
Appeal	m05aa085
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
A. Budget					575,797	575,797
B. Opening Balance					-676	-676
Income						
<u>Cash contributions</u>						
<i>British Red Cross</i>					99,380	99,380
<i>Spanish RC</i>					4,836	4,836
C1. Cash contributions					104,216	104,216
<u>Reallocations (within appeal or from/to another appeal)</u>						
<i>British Red Cross</i>					-20	-20
<i>European Commission</i>					31,163	31,163
C3. Reallocations (within appeal or					31,143	31,143
<u>Inkind Personnel</u>						
<i>Spanish RC</i>					74,400	74,400
C5. Inkind Personnel					74,400	74,400
C. Total Income = SUM(C1..C6)					209,759	209,759
D. Total Funding = B + C					209,083	209,083

II. Balance of Funds

	Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation	TOTAL
B. Opening Balance					-676	-676
C. Income					209,759	209,759
E. Expenditure					-161,820	-161,820
F. Closing Balance = (B + C + E)					47,263	47,263

Selected Parameters	
Year/Period	2005/1-2005/9998
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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	
BUDGET (C)							575,797	575,797	
Transport & Storage									
Transport & Vehicle Costs						273	273	-273	
Total Transport & Storage						273	273	-273	
Personnel Expenditures									
Delegates Payroll	138,000					78,566	78,566	59,434	
Delegate Benefits						50,875	50,875	-50,875	
National Staff						2,534	2,534	-2,534	
Consultants	120,530							120,530	
Total Personnel Expenditures	258,530					131,976	131,976	126,554	
Workshops & Training									
Workshops & Training	46,750							46,750	
Total Workshops & Training	46,750							46,750	
General Expenditure									
Travel	54,400					234	234	54,166	
Information & Public Relation	170,250					6,982	6,982	163,268	
Office Costs	5,760					6,360	6,360	-600	
Communications	1,680					5,046	5,046	-3,366	
Professional Fees	1,000							1,000	
Financial Charges						6	6	-6	
Other General Expenses						739	739	-739	
Total General Expenditure	233,090					19,367	19,367	213,723	
Program Support									
Program Support	37,427					10,204	10,204	27,223	
Total Program Support	37,427					10,204	10,204	27,223	
TOTAL EXPENDITURE (D)	575,797					161,820	161,820	413,977	
VARIANCE (C - D)						413,977	413,977		