

Appeal 2006-2007



International Federation
of Red Cross and Red Crescent Societies

Israel

Appeal no. MAAIL001

Appeal total: CHF 604,000 [<click here for budget summary>](#)

MDA website: [<click here>](#)

For more on Middle East (other appeals, news articles etc): [<click here>](#)

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: <http://www.ifrc.org>

Secretariat Programmes	2006 budget (CHF)	2007 budget (CHF)	2006-2007 Total (CHF)
Coordination & implementation	302,000	302,000	604,000

Past support and future focus 2006/7

The Federation opened its office in Israel in 2000 as part of a program to enhance operational cooperation between all Movement components and the Israeli national society, Magen David Adom in Israel (MDA). This coincided with work towards the adoption of a draft Third Protocol Additional to the Geneva Conventions and MDA's status as a national society pending recognition and admission to the Federation.

Since the Federation's Israel office was opened in December 2000, it has:

- helped MDA to strengthen relationships and programmes with other national societies and the Movement;
- supported MDA's efforts to build capacity in disaster response and preparedness, promotion of humanitarian values, and to develop its role as auxiliary to authorities in the humanitarian field;
- helped MDA to develop a sense of itself as a national society and as part of the 'Red Cross family';
- provided advice and guidance to enable MDA to understand the rules and procedures of the International Red Cross and Red Crescent Movement; and
- assisted MDA's development as a 'well-functioning National Society'.

The Federation Israel office has ensured that MDA has access to training courses offered by the Federation and sister societies, facilitated MDA participation in technical and experts' meetings of the Movement, and helped MDA volunteer its expertise in areas such as blood safety and donor recruitment, ambulance services, and first aid training. The Federation Israel office has also assured MDA's capacity to contribute to international Red Cross relief operations, providing crucial liaison and coordination for MDA's response team to Sri Lanka in the wake of the Indian Ocean tsunami.

In March 2005, the Swiss government initiated informal consultations with governments to assess the possibility of convening a diplomatic conference on the draft Third Protocol this year. An informal meeting to discuss modalities of the diplomatic conference was held in Geneva in September 2005, and on 7 November the Swiss government, as depositary of the Geneva Conventions, issued a notice to States party to the Conventions convening the diplomatic conference for 5-6 December. Adoption of the draft Protocol will open the way for Movement action to permit the recognition of MDA and its admission to the Federation.



The Federation's president (centre) visits the MDA headquarters during 2005.

MDA leaders have publicly stated the priority they attach to the Third Protocol objective and membership of the Federation. In June 2005, the Joint ICRC/Federation Commission on National Society Statutes visited MDA to discuss revision of MDA's statutes and the conditions of recognition. Noting that in these discussions several other ancillary questions arose, MDA's Chairman issued a declaration in September – in the presence of the Presidents of the ICRC, the International Federation and the Standing Commission – in which MDA confirmed its commitment to the fundamental principles and international humanitarian law. In this declaration, MDA's Chairman also stated that steps had been taken to bring MDA's statutes into

conformity with the Movement's principles, policies and rules and its preparedness to conclude operational cooperation agreements in conformity with the mission, resolutions and decisions adopted by the Movement statutory bodies.

During 2005, high level contacts between MDA and the Federation included discussions on MDA's integration into the Movement, health and blood services, disaster response and preparedness, and cooperation projects with other National Societies. The Federation Israel office supported development of MDA's new website, which now has materials on the Red Cross and cooperation with the Movement in English and Hebrew (<http://www.mdais.org>). In the field of organizational development, the Federation Representative in Israel has been assisting MDA to revise its statutes and to carry out the National Society Self-Assessment (NSSA). The Federation Israel office also assisted MDA to prepare for the visit of the ICRC/Federation Joint Statutes Commission in June 2005.

In 2006/2007, the Federation Israel office will continue to support MDA in three key areas. First, the Federation Representative in Israel will continue to assist MDA strengthen its relationships and programmes with other national societies, to ensure that MDA benefits fully from operational cooperation with the Movement and has an opportunity to give its input into Movement programmes. Second, the office will support MDA's efforts to build capacities in disaster response, disaster preparedness, and promotion of humanitarian values, and to develop its role as auxiliary to the authorities in the humanitarian field. Third, it will provide MDA with advice and guidance to further develop as a "well-functioning National Society" in accordance with Federation *Strategy 2010*. Particular areas of interest are strategic planning, communications, fundraising, and delegate recruitment procedures.

Health and Care

MDA has a long history of providing effective medical services consisting of first aid services and training, and ambulance and blood services. MDA has approximately 1,400 staff and some 10,000 volunteers, about half being youth between the ages of 15 to 18. It operates 100 first aid and ambulance stations in 11 regions. In addition to its ambulance and first aid stations, MDA has a crew of on-call volunteers ("first responders") who have been provided

with communication devices and first aid/resuscitation equipment and can provide help, using their own vehicles, where this is needed. MDA has been designated as the national blood services provider, and operates a central blood bank and fractional plant in its blood services centre in Tel Hashomer near Tel Aviv. Another major service MDA provides is training. Each year, MDA trains some 50,000 people from the general public and the medical emergency professions in first aid, resuscitation and pre-hospital emergency medicine



Sharing knowledge: an MDA train the trainers course passes on new skills to Ugandan Red Cross EMS instructors.

With the development of ties between MDA and the Movement, the Federation has encouraged MDA to contribute to Movement work in the fields of health and care. The immediate past President serves, in his personal capacity, as a member of the Federation's Health and Community Services Commission. MDA Blood Services contributes its expertise on issues such as blood safety and volunteer recruitment.

Through its office in Israel, the Federation is able to assist MDA to liaise and develop projects and exchanges with other National Societies. The Federation will continue to support MDA's integration into Movement activities and relief operations in the health sector by finding places for MDA delegates on training courses such as the Basic Training Course (BTC), and those related to the Emergency Response Unit

(ERU), Field Assessment Coordination Team (FACT), and Regional Disaster Response Team (RDRT). The Federation Israel office will also continue to support exchange and training programmes where MDA can share its expertise with other national societies, as for example, in 2005 when MDA sent instructors to Kampala to train future emergency medical service (EMS) instructors for the Uganda Red Cross Society and to Sofia to assist in training emergency medical technicians and develop the training programme of the Bulgarian Red Cross Society.

Since 2004, MDA has undertaken a completely new activity of providing food parcels to needy families during the holiday period. MDA decided to take this step in view of the difficult economic situation in Israel, and needs observed by MDA staff and volunteers on ambulance duty. MDA is also looking at possible activities to promote road and playground safety. Discussions are taking place in MDA, including as part of the National Society Self-Assessment process, as to whether MDA should expand this sort of activities. The Federation Representative in Israel provides insight into activities of other national societies, and thus assists MDA's senior management which is looking at developing new activities in the humanitarian sphere.

Programme Goal:

MDA will have the capacity to contribute its expertise in medical care and training to the Movement, deploy health professionals on missions with the Movement, and broaden its understanding of the Federation's approach and programmes in health and care in the community.

Programme Objective:

Contribute to work of the Federation's Health Commission, collaborate with the Federation and national societies in the fields of blood safety and blood donor recruitment, build capacity in assessment of community vulnerability, develop cooperation projects with other national societies, and share expertise in emergency pre-hospital care and first aid training.

Disaster management

MDA provides first aid, ambulance and blood services in Israel and as such should play a crucial role in disaster management planning and represent a major component of the national disaster preparedness and response plan.

Disaster management is, nevertheless, a relatively new activity area for MDA. A position of Disaster Preparedness (DP) Coordinator was established in 2002 (supported by the ICRC), and MDA has been developing its role and activities in disaster response and preparedness. The Federation Israel office ensures that MDA has access to Federation technical support and advice – mainly from the Federation’s Regional Delegations in Ankara and Budapest – and to Federation and national society training courses.

In 2003, the Federation Israel office organized a visit by MDA’s DP Coordinator to the Federation and ICRC in Geneva to discuss disaster response, disaster preparedness and conflict preparedness. In 2005, MDA sent its DP Coordinator to a Field Team Leader Workshop organized by the Federation and hosted by Finnish Red Cross.

The Federation Israel office has arranged for MDA staff and volunteers to participate in training courses on the Movement’s disaster management tools and assessment methodology: Regional Disaster Response Teams (RDRT) and Emergency Response Units (ERU). Eight MDA delegates have attended RDRT training courses organized by the Federation’s Regional Delegations in Ankara and Budapest (in 2004 and 2005). Since 2002, some 20 staff and volunteers from MDA have participated in ERU training hosted by Austrian, German and Norwegian Red Cross. MDA plans to hold a National Disaster Response Team training in Israel in December 2005 or early 2006, and MDA has been working with the Federation Israel office and with disaster management specialists from the Ankara Regional Delegation to prepare for this.

The Federation Israel office has supported MDA in organizing disaster management workshops for MDA staff and volunteers, as well as representatives of Israeli authorities (November 2003 and July 2004). Access to Federation expertise in disaster management, and organization of these workshops with strong Movement participation, have assisted MDA to raise its profile and increase contacts with the authorities. MDA now has regular meetings with the Ministry of Health and the National Steering Committee for Earthquake Preparedness to discuss MDA’s role and cooperation with national societies and the Movement in the event of an earthquake in Israel. Since 2004, MDA has participated in three sub-committees of the National Earthquake Steering Committee (public education, medical response, international assistance).



Helping hand: MDA contributes to emergency medical training of Bulgarian Red Cross colleagues.

MDA has benefited from Federation and national society expertise to re-examine its earthquake response capacity, and reformulate its approach in technical and human resource terms. MDA has developed a new EMS (emergency medical service) response in the event of earthquake which relies on a more community-based approach. MDA has also developed a training module on earthquake preparedness and response – based on materials provided by the education sub-committee of the National Earthquake Committee, the Federation and American Red Cross – and started running courses for MDA staff and volunteers and the general public in February 2005. MDA’s new first aid manual, to be published shortly, also includes a chapter on earthquake preparedness.

MDA has started developing a psycho-social support component for its orientation programme for employees and volunteers, and plans to pilot this early in 2006. MDA has asked the Federation Israel office to provide input on these materials, which provide a basic introduction to relevant themes such as grief,

ordinary stress reactions and post-traumatic stress disorder with the support of the Ankara Regional Delegation and in consultation with the Federation Reference Centre for Psychosocial Support at Danish Red Cross.

In 2005, MDA started working on development of a long-term strategic plan for its activities in the field of disaster response and preparedness, and the Federation is providing input on this through its Israel office and its Geneva and Ankara-based disaster management experts.

Programme Goal:

MDA will have a clearly defined role in Israel's national disaster response plan, with developed response capacity and activities in the field of disaster preparedness, and increased awareness of the national society's role in disaster management.

Programme Objective:

Adopt long-term strategic plan for activities in disaster management, consistent with national disaster planning. Organize National Disaster Response Team training for MDA staff and volunteers, and representatives of relevant Israeli authorities.

Organisational Development

The year 2005 has seen great advances in key areas relevant to MDA's functioning as a national society, including review of MDA's statutes, launch of a new website, and completion of the National Society Self-Assessment, a questionnaire designed to assist national societies assess their performance against the 'Characteristics of a Well-Functioning National Society'.

MDA started reviewing its statutes in 2000, but suspended further work on this when the Diplomatic Conference to consider the Third Protocol to the Geneva Conventions was postponed in October of that year. The need to revise MDA's statutes was put back on the agenda in 2004, and in 2005 the Federation Representative in Israel started to work with MDA's new Chairman on this. MDA's commitment to make the changes necessary to bring its statutes into line with Movement requirements – a commitment reaffirmed during the Federation President's visit to Israel in May 2005 and in a formal declaration made by MDA's Chairman in September 2005 – has borne fruit. With the assistance of the Federation Representative in Israel, MDA has prepared amendments to its statutes. These have been submitted to the Joint Statutes Commission for approval, and a number of them have already been adopted by MDA's Council. The Federation Representative in Israel will continue to provide expertise and advise MDA to assist it to push through all necessary amendments.

MDA's new website (<http://www.mdais.org>) features a section on the Red Cross Red Crescent Movement and cooperation with the Movement. The Federation Israel office invested a considerable amount of time in assisting MDA to get this part of the website up and running, given its importance as a vehicle to raise MDA's profile as a national society, increase awareness about the Red Cross in Israel, and give information about MDA's relationships and cooperation with the Movement.

Convinced of the value of the National Society Self-Assessment (NSSA) at this stage in MDA's development and integration into the Movement, the Federation Israel office supported MDA to design and carry out the NSSA. The Federation Israel office also funded the services of a local strategic consultancy firm with expertise and experience in the field of standards compliance to assist in the NSSA process. In 2006, MDA and the Federation Israel office will look to the results of the NSSA questionnaire and recommendations deriving from consultations during the NSSA process, and formulate new objectives for MDA's development as a national society.

In the field of organizational development, other issues under discussion include fund-raising, delegate recruitment and selection procedures, and communications. Discussions about MDA's domestic fund-raising capacity have, in fact, been underway for some time. In 2003, MDA's Executive Board took a formal decision that MDA should explore domestic fund-raising possibilities, but little concrete progress has been made apart from addition of a donations section to MDA's new website early in 2005. The Federation Israel office will continue to work with MDA to strengthen its fundraising capacity, including by promoting exchanges with other national societies and participation in the International Fundraising Congress and Red Cross Fundraising Skillshare.

Programme Goal:

MDA, as a well-functioning National Society as defined in Strategy 2010, increases its involvement in Movement activities. It both benefits from and contributes to Federation expertise and knowledge sharing in strategic planning, communications, fund-raising and delegate recruitment procedures to expand programme and service delivery in Israel, and contribute to international relief operations of the Movement.

Programme Objective:

Analyse results of the NSSA, finalise review of MDA Statutes, attend Red Cross Fundraising Skillshare and look at ways to develop domestic fund-raising capacity, and raise MDA's profile through an active communications strategy.

Humanitarian Values

Since 2003, all MDA training courses (staff and volunteers) include a component on international humanitarian law (IHL), the Movement and the fundamental principles. With the assistance of the Federation Israel office, in 2005, MDA has included a section on the Red Cross Movement and cooperation with the Movement in its new website (<http://www.mdais.org>).

The Federation course materials "Principles to Action", translated into Hebrew by the Federation office in 2004, provided a useful resource for preparation of MDA's new website. The materials have also been shared with MDA's Chairman, International Department and Volunteer Activity Department, and integration of these materials in MDA training courses remains a priority.

One of the objectives of the Federation Israel office in 2005 was to work with MDA to develop and organize such a course for MDA staff and volunteers. This idea was dependent in no small measure on MDA establishing a dissemination unit with staff dedicated to further developing MDA's dissemination programme – a step which both the ICRC and the Federation have been encouraging for some time. The Federation Israel office will continue to encourage MDA to appoint staff to work in the field of dissemination and will look at how to support MDA in organizing courses on the principles once MDA has full-time staff working on these issues. In the meantime, the Federation will provide opportunities for MDA staff and volunteers to participate in Federation or national society courses on the Movement and the fundamental principles.

MDA is steadily expanding its dissemination activities with young people, including through international youth exchanges bringing together young people (18-25) from Red Cross and Red Crescent Societies and MDA in Israel. In 2005, MDA started to look at establishing a youth organization to work with teens (13-15), teaching them about human dignity, helping each other and the community. The Federation will support MDA in these efforts through its office in Tel Aviv and its Youth Officer in Geneva.

The Federation Representative in Israel also provides briefings on the Movement to all MDA staff and volunteers leaving for mission with the International Red Cross Movement or as part of a MDA relief delegation abroad, as well as for MDA delegates to Movement training courses or seminars.

Programme Goal:

MDA's programmes for dissemination of IHL are, as appropriate, linked to new programmes for the dissemination of humanitarian values and the Movement's Fundamental Principles. The programmes raise awareness of the principles and values commitments of the Federation and the Movement's fundamental principles among MDA volunteers and staff, vulnerable communities and the wider public.

Programme Objective:

In cooperation with the ICRC, establish a dissemination unit and/or recruit a Principles and Values officer to organize activities and programmes to raise awareness of IHL, the Movement and the fundamental principles, develop and/or translate new Hebrew-language dissemination materials, and participate in relevant Movement courses.

Coordination, Cooperation and Strategic Partnerships

The Federation Israel office works to ensure MDA's increasing involvement in regional activities of the Federation and national societies. For example, MDA is now integrated into the Federation's regional disaster response team training and capability through the Regional Delegations in Ankara and Budapest.

The Federation Israel office keeps MDA abreast of developments on the emblem and membership issues, works to integrate MDA into Movement activities, seeks and promotes contacts and opportunities for exchange, supports MDA in its efforts to develop and strengthen its relationships with other national societies, and assists MDA in preparations for international and regional meetings.

The Federation Israel office assisted MDA in the lead up to and during the Federation General Assembly, Council of Delegates, and 28th International Red Cross Conference in Geneva in 2003, and the Federation Representative in Israel accompanied MDA's delegation to the statutory meetings in Seoul in November 2005.

Since establishment of the Federation office in Israel and the development of closer working relationships between the ICRC and MDA, MDA has become both closer to the Movement and more involved in Movement activities. In addition to contacts and visits with some 30 national societies, MDA has sent delegates to participate in training courses offered by sister societies, participated in a range of technical and experts' meetings, and volunteered its expertise in a variety of areas such as blood safety and donor recruitment, ambulance services, and first aid training. In 2004, with the support of the Federation Israel office and the ICRC, MDA held its first international Red Cross youth exchange with youth delegates from the Red Cross/Crescent societies of Bulgaria, Denmark, Jordan, Norway, Uganda, United Kingdom, United States, and MDA in Israel. The Federation Israel office assisted MDA in preparation for its second international youth exchange in 2005, which brought together delegates from some fifteen national societies around the theme "Protecting Human Dignity: Youth Caring for the Community".

The Federation Israel office helps MDA further build on its developing relationships with other national societies, with practical assistance and advice on programme/project development, and access to national society expertise from around the world. The Federation Representative in Israel has been exploring possibilities for MDA to work with other national societies as MDA expands and develops its activities in areas as diverse as fundraising, communications, disaster management, and deployment of delegates on field missions with the Red Cross.

The Movement continues to give high priority to securing a comprehensive and lasting solution to the question of the emblem on the basis of the proposed draft Third Protocol Additional to the Geneva Conventions. With the Diplomatic Conference convened for December 2005, the Federation Representative in Israel will support MDA in its preparations for meetings, visits and conferences associated with this process. The Federation Israel office will also continue to support MDA with advice on the ten conditions of recognition and revision of MDA's statutes to harmonise them with Movement requirements.

The Federation Israel office maintains relations with the Israel Ministry of Foreign Affairs to keep them up to date about its work with MDA and the Federation's work more generally. As MDA develops activities in the field of disaster response and preparedness in Israel, and becomes increasingly interested in contributing to Red Cross relief operations abroad, the Federation presence in Israel gives MDA an extra resource in developing its role as auxiliary to the authorities and expanding its contacts with other organizations working in the humanitarian field.

Goal:

MDA participates actively in international and regional meetings of the Movement, strengthens its bilateral relationships with individual national societies, and deploys staff on mission with the Movement.

Objective:

MDA creates a pool of personnel qualified for deployment in national society ERUs, or for ICRC or Federation delegate positions, and MDA staff and volunteers participate in regional, technical and experts' meetings and training courses.

For further information please contact:

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This appeal seeks to fund programmes to be implemented in 2006 and 2007. These programmes are aligned with the International Federation's Global Agenda, which sets out four broad goals to meet the Federation's mission to "improve the lives of vulnerable people by mobilizing the power of humanity":

Global Agenda Goals

1. Reduce the numbers of deaths, injuries and impact from disasters.
2. Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.
3. Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.
4. Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity.

The International Federation's is the world's largest humanitarian organization, and its millions of volunteers are active in over 183 countries. Our aim is to build safer communities, able to prevent and respond to human suffering in times of crises and distress, and where people work together to promote hope, dignity and equity. We work to support vulnerable communities through neutral, impartial, independent humanitarian action, in accordance with our Fundamental Principles and in line with the Red Cross Red Crescent Code of Conduct, the Humanitarian Charter and Minimum Standards in Disaster Response, and the SPHERE Project.

PROGRAMME BUDGETS SUMMARY

Appeal no.:

MAAIL001

PROGRAMME:	Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation	Emergency	Total
	CHF	CHF	CHF	CHF	CHF	CHF	CHF
Shelter	0	0	0	0	0	0	0
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 Supplies & Services	0	0	0	0	0	0	0
SUPPLIES	0	0	0	0	0	0	0
Land & Buildings	0	0	0	0	0	0	0
Vehicles	0	0	0	0	0	0	0
Computers & Telecom	0	0	0	0	0	0	0
Medical equipment	0	0	0	0	0	0	0
Other Equipment	0	0	0	0	0	0	0
LAND, VEHICLES & EQUIPMEN	0	0	0	0	0	0	0
Storage	0	0	0	0	0	0	0
Distribution & Monitoring	0	0	0	0	0	0	0
Transport & Vehicles cost	0	0	0	0	41,700	0	41,700
TRANSPORT & STORAGE	0	0	0	0	41,700	0	41,700
International Staff	0	0	0	0	328,000	0	328,000
Regionally Deployed Staff	0	0	0	0	0	0	0
National staff	0	0	0	0	60,000	0	60,000
National Society Staff	0	0	0	0	0	0	0
Consultants	0	0	0	0	22,400	0	22,400
PERSONNEL	0	0	0	0	410,400	0	410,400
Workshops & Training	0	0	0	0	59,600	0	59,600
WORKSHOPS & TRAINING	0	0	0	0	59,600	0	59,600
Travel & related expenses	0	0	0	0	20,000	0	20,000
Information & Public Rela	0	0	0	0	4,800	0	4,800
Office Running Costs	0	0	0	0	2,400	0	2,400
Communication Costs	0	0	0	0	20,700	0	20,700
Professional Fees	0	0	0	0	0	0	0
Other General Expenses	0	0	0	0	5,760	0	5,760
GENERAL EXPENDITURE	0	0	0	0	53,660	0	53,660
Asset Depreciation	0	0	0	0	0	0	0
DEPRECIATION	0	0	0	0	0	0	0
Contributions & Transfers	0	0	0	0	0	0	0
CONTRIBUTIONS & TRANSFERS	0	0	0	0	0	0	0
Programme Support	0	0	0	0	39,303	0	39,303
PROGRAMME SUPPORT	0	0	0	0	39,303	0	39,303
TOTAL BUDGET:	0	0	0	0	604,663	0	604,663