

Annual report



International Federation
of Red Cross and Red Crescent Societies

Philippines

Appeal No. MAAPH001

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This report covers the period 1 January to 31 December 2009.

In a world of global challenges, continued poverty, inequity, and increasing vulnerability to disasters and disease, IFRC – with its global network – works to accomplish its Global Agenda, partnering with local community and civil society to prevent and alleviate human suffering from disasters, diseases and public health emergencies.



During 2009, the Philippine Red Cross continued delivering timely services at the community level, bringing smiles to many faces. Photo: Yoshi Shimizu, IFRC.

In brief

Programme purpose:

The programmes for 2009 [as outlined in [Philippines Country Plan 2009-2010](#)] were in support of the Philippine Red Cross (PRC) plan which focuses on organizational development, with priority on increasing chapter and local community [barangay¹] capacity to address the most urgent situations of vulnerability. Strengthening of capacity would be attained through 'Project 143' – an initiative that reinforces the presence of PRC in all 42,000 barangays across the country. According to the plan, some 44 volunteers (comprising a team leader and 43 members) would be recruited, trained and mobilized from each barangay to augment the capacity of their respective Red Cross chapters in the core areas of disaster preparedness, disaster response, health and care, and humanitarian values.

Programme summary:

Implementation of programmes started in earnest during the second half of 2009. Through the disaster management programme, some 25 barangay disaster action teams (BDATs) were formed and provided with essential response and personal protective equipment. Working closely with the national disaster coordinating council's READY project, PRC was able to build synergies and coordinate efforts. As of end-December 2009, communities in 25 barangays had produced their vulnerability and capacity assessments (VCAs). The National Society had also produced information, education and communications (IEC) materials that are to be used in raising awareness of safety and disaster prevention among children during 2010.

The community-based health and first aid (CBHFA) programme attained some notable progress as 100 community health volunteers were recruited and trained. The volunteers immediately started playing an active role in promoting community health and safe hygiene practices, through dissemination of health and hygiene

¹ Barangay, also known by its former Spanish adopted name, the *barrio*, is the smallest administrative division in the Philippines and is the native Filipino term for a village, district or ward. Municipalities and cities are composed of barangays.

messages. Through the HIV and AIDS project, some 84 peer educators (14 of whom are trainers of trainers) came on board. Collectively, they reached some 2,000 persons with messages on preventing further HIV infections, expanding care, treatment and support, and reducing stigma and discrimination.

Under Project 143, PRC recruited some 800,000 volunteers within the year under review. This is remarkable progress towards achieving presence in all 42,000 barangays. Appropriate and relevant training opportunities were provided for the new volunteers as well as for new and existing PRC management and technical staff. Besides training, workshops and meetings, PRC collaborated with other national societies for peer-to-peer learning and experience-sharing. An example is when the National Society hosted a team from the emerging Maldivian Red Crescent. Also in 2009, the PRC held an organizational development forum, a management retreat and its 28th biennial national convention.

Exposition of the fundamental principles and humanitarian values formed an integral part of all programmes – disaster management, health and care, and organizational development. Promotion of principles and values also entailed highlighting gender issues, awareness of non-discrimination and promoting tolerance.

Meanwhile, in response to the typhoons that struck the Philippines during the last quarter of 2009, PRC launched a massive relief and recovery operation to assist affected families. The operation, which comprises both relief and recovery components, is being implemented over an 18-month period. The series of disasters, however, meant an interruption to the National Society's long-term programmes. All the same, PRC used some of the resources obtained for the intervention to boost its essential non-food items preparedness stocks.

Financial situation: The total budget for 2009 was CHF 620,533 ² (USD 580,391 or EUR 432,931). Funding was realized during the second quarter of 2009 and the appeal was 169 per cent covered. Expenditure as of 31 December 2009 was CHF 268,780 translating to 43 per cent of the 2009 budget.

The low expenditure rate does not, in reality, reflect the 'normal' implementation rate by PRC. It is worth noting that [Country Plan 2009-2010](#) is the first long-term appeal [since 2004] that has managed to gain support towards development of PRC. Appeal 2008-2009 did not receive any support at all; and prior to that, national society development was covered through the various emergency operations.

In addition, as reported in [Programme Update No. 1](#), implementation of activities started only in May 2009 because of the late availability of funds. Furthermore, there was a disruption of activities during the second half of the year due to the typhoon disasters that struck the Philippines; [Programme Update No. 2](#) highlighted this challenge. It is expected that expenditure during 2010 will increase significantly as activities take off. As such, additional financial and in-kind contributions – through [Country Plan 2010-2011](#) – are welcome and much needed. [<Click here to go directly to the attached financial report>](#)

No. of people we help: During 2009, the focus of the programmes was not direct delivery of services, but rather on building up PRC's volunteer base as well as putting in place structures and systems at the community level. Direct beneficiaries were 500 Red Cross and community volunteers. The volunteers, in turn, reached some 152,000 persons with training or health and hygiene messages. Nevertheless, under Project 143, the National Society recruited some 800,000 new volunteers.

Our partners: PRC coordinated with the following components of the International Red Cross Red Crescent Movement who maintained their presence in the Philippines: American Red Cross, German Red Cross, Japanese Red Cross, Spanish Red Cross, Swiss Red Cross, ICRC and IFRC. Outside the Movement, PRC worked with regional or international entities such as Asian Disaster Preparedness Centre (APDC), AusAID, the European Commission's Humanitarian Aid Office (ECHO), International Social Services (ISS), USAID, WHO and other UN agencies. Local government partners included the department of health, department of social welfare and development, national disaster coordinating council, armed forces of the Philippines, overseas workers welfare administration, and local government units. The National Society also worked with non-governmental organizations, hospitals, foundations, medical centres and civil society organizations.

On behalf of Philippine Red Cross, IFRC would like to thank all partners and donors who have generously contributed to this support plan.

² Original budget figure is CHF 619,917 (USD 572,460 or EUR 407,186). Current budget figure includes service fees from bilateral contributions to emergency appeal MDRPH005 which have been absorbed into the annual support plan budget.

Context

The Philippines, a middle-income country comprising 7,000 islands, is one of the most disaster-prone countries in the world, its geographic location being a key contributing factor. Located along the typhoon belt in the Pacific, the country is hit by an average of 20 typhoons yearly, roughly a third of which are destructive. In fact, compared to all disasters that affect the Philippines, typhoons claim the most lives. Other natural disasters that the country is prone to are landslides, floods, volcanic eruptions and earthquakes. An increased frequency and intensity of extreme weather and climatic events is predicted due to the effects of climate change. The Philippine Atmospheric, Geophysical, and Astronomical Services Administration (PAGASA) notes that the country will experience El Niño conditions in 2010.

This middle-income country ranks at 105 out of 182 countries in the 2009 Human Development Report; its HDI value is 0.751 [2007 data]. In addition to bearing the brunt of natural disasters – as well as technical disasters, such as ferry accidents – the Philippines is constrained by deficit spending and challenged with increasing demands for better public service. Wide disparities exist in income distribution and between provinces. Poverty is predominant in rural areas as well as urban settlements.

During 2009, the Philippines was struck by at least five major typhoons: Kujira (locally known as Dante) and Typhoon Chan-hom (Emong) in early May; Ketsana (Ondoy) in late September; Parma (Pepeng) in early October, and; Mirinae (Santi) in late October 2009. These events triggered widespread flooding and landslides; they caused hundreds of casualties, displaced thousands of families and affected millions of people. As an emergency response to the typhoon took shape, there was a threat of a new disaster in December due to increased volcanic activity in Mount Mayon in Albay Province. Some 44,000 people were pre-emptively evacuated from the 8km radius. Eventually, the volcano did not erupt and the evacuees returned to their homes.

Owing to this operational context, the Philippine Red Cross (PRC) put most of its efforts – especially in the second half of 2009 – towards responding to the emergencies. Implementation of long-term programmes was, understandably, impacted by the events. At the same time, the National Society continued to support those impacted by conflict in the country, mainly in Mindanao, located in the south. Nevertheless, some of the long-term activities continued within the context of the emergency response.

Progress towards outcomes

The programmes outlined in the Country Plan 2009-2010 were aimed at increasing PRC chapter and local community capacity to address the most urgent situations of vulnerability, through volunteers. Such capacity would enable the National Society to be better placed with regard to service delivery in disaster preparedness, disaster response, health and care, and humanitarian values. However, funding for this plan was only realized during the second quarter of the year. Because of this, implementation of planned activities started in May 2009. The delayed kick-off, compounded by the disasters that struck during the second half of the year, meant that not all planned activities could be implemented.

Collectively, throughout 2009, through its long-term programmes, PRC reached approximately 500 direct beneficiaries [essentially Red Cross and community volunteers] who in turn assisted some 952,000 persons. Specifically, through the disaster management programme, 300 volunteers (75 women and 175 men) were directly reached. These volunteers then reached 150,000 persons (94,500 women and 55,500 men) with simulations and guidance on how to conduct vulnerability and capacity assessments (VCAs). The health and care programme reached a total of 184 volunteers with training, with 84 trained as peer educators. The latter, in turn, reached some 2,000 community members with peer education and HIV and AIDS awareness messages. Finally, over 800,000 volunteers were recruited under the 'Project 143' initiative of the organizational development programme.

Disaster management

Outcome: The disaster management capacity of Philippine Red Cross is improved by reinforcing presence in all barangays in the country.

Achievements

During the first half of 2009, PRC selected seven provinces – Laguna, Negros Occidental, Pangasinan, Southern Leyte, Surigao Norte, Surigao Sur and Zambales – for implementation of an integrated community disaster preparedness (ICDP) programme. The programme is designed in line with PRC's goal: To reduce impact from disaster on the most vulnerable people through participatory preparedness and response by building the capacities of branches, local authorities and communities. Through this programme, some 30 barangay disaster action teams

(BDATs) were to be established; two teams in Southern Leyte, three teams in Laguna, and six teams each in Negros Occidental, Pangasinan, Surigao Norte, Surigao Sur and Zambales.

By end-year, some 25 teams had been established, translating to 83 per cent of the target. Each team comprises ten responders and two community health volunteers drawn from different facets of the local community – such as teachers, members of local government units, medical practitioners, youth and farmers. The 25 newly-formed BDATs were provided with essential response and personal protective equipment. A list of the equipment was prepared during the first half of the year and procurement of the following was done during the second half of 2009: axes (with handles), battery-operated transistor AM/FM radio (with batteries), bull caps, fully stocked first aid kits, headlights, megaphones (with sirens), pick mattocks, pry bars (24-inch), raincoats, rubber boots, shovels, torch lights (with batteries), triangular bandages, vests, whistles and working gloves. The response gear and personal protective equipment provided to the 25 BDATs will ensure that they are adequately outfitted to effectively support their local government units (LGUs) and communities in times of disaster.

The disaster management services (DMS) unit of PRC continuously worked on adopting a more holistic and integrated programme approach, which translated into integration of a “health in emergencies” component in the training for BDAT members. A total of 300 community volunteers [75 women and 175 men] from 25 barangays were trained during the second semester of 2009. The training covered topics like community risk and resource mapping, community disaster risk reduction, community disaster response, hygiene promotion, water and sanitation, and disease prevention. The training also included aspects such as practical simulations and drills that the volunteers were to replicate in their communities. This approach and training module enabled volunteers



Members of disaster response teams are equipped with personal protective equipment. Photo: Philippine Red Cross

to acquire not only theoretical knowledge of disaster management and health-related issues but also some practical disaster response and lifesaving skills.

Meanwhile, in early 2009, PRC signed an agreement with the national disaster coordinating council (NDCC) to link some PRC disaster management activities with the READY project, which is implemented by NDCC and supported by the Asian Development Bank (ADB), Australian Aid (AusAID) and UNDP. The READY project aims to address disaster risk management issues at the local level by empowering the most vulnerable communities and enabling them to prepare disaster risk management plans. The project targets some 27 selected provinces, seven of which are also targeted by the National Society’s ICDP programme. As such, the agreement will enable PRC to build synergies and coordinate efforts, especially with regard to equipping BDAT members with techniques on how to read and translate hazard maps.

One output of the BDATs – based on the application of knowledge their members acquired during training – was to undertake risk and resource mapping in their barangays. By the end of 2009, the BDATs had produced 25 risk and resources maps (one per team). Additionally, the teams conducted simulations and drills, reaching approximately 150,000 community members [94,500 women and 55,500 men]. Working under the guidance of the BDATs, communities in the 25 barangays carried out vulnerability and capacity assessments (VCAs). These should allow PRC to be more aware of needs in the specific barangays, thereby improving the overall speed and relevance of its response in disasters.

Further to the training and equipment of barangay disaster action teams, PRC planned to produce information, education and communication (IEC) materials and board games on safety and disaster prevention. As of end 2009, a variety of posters and comic books on disaster preparedness – including climate change adaptation – had been

produced. These included 600 comic books on 'Gabay sa Paghahanda' (Guide to disaster preparedness) and 1,000 posters bearing key messages on what to do in the event of typhoons, floods or earthquakes. The IEC materials will be utilized to raise awareness of safety and disaster prevention among children in 2010 and beyond.

In a different development, PRC took some steps towards updating its disaster management operations manual [which dates back to 1994]. During 2009, a 'writeshop' was organized, with the support of IFRC, for the purpose of revising the manual. The two-day event – which was held in the capital, Manila – was attended by chapter administrators, staff from PRC's DMS unit and members of different services of PRC. Facilitators and participants were also drawn from ICRC, IFRC and partner national societies with in-country presence. Revisions proposed during the 'writeshop' are currently being incorporated into a new draft. It was expected that the draft would be finalized by end-June 2009; however, due to disruption by disasters, the final copy will be delivered in early 2010. Once completed and adopted, the new manual will contribute to improving the overall disaster response protocols of PRC, from national headquarters to the chapter level.

Challenges

In response to the typhoons that struck during the last quarter of 2009, PRC launched a relief and recovery operation to assist affected families. It also took the lead in evacuating more than 44,000 people from the 8km radius of Mt. Mayon following some volcanic activity. This series of disasters meant that there was an interruption to the National Society's long-term programmes. Nevertheless, besides deploying some of the newly-established BDATs, PRC will use some of the resources obtained for the intervention to boost its preparedness and response capacity. For more information on the typhoons operation, please refer to the three-month consolidated report available on IFRC's public website [here](#).

Health and care

Outcome 1: The Philippine Red Cross has provided more effective, sustainable and integrated health training in the community through a community-based health and first aid (CBHFA) programme.

Achievements

The appeal target was to provide training of trainers (ToT) to some 125 health volunteers from 25 barangays in five provinces – five volunteers per province – on health and hygiene promotion, disease prevention, water and sanitation, and first aid. The 125 community health volunteers (CHVs) will in turn train community members in their respective barangays through practical activities, posters and brochures.

In the course of 2009, PRC trained a total of 100 CHVs from the following five provinces (20 volunteers per province) through its CBHFA programme: Negros Occidental, Pangasinan, Surigao Norte, Surigao Sur and Zambales. Prior to training, Red Cross chapter administrators and chapter project coordinators went through an



Red Cross Youth peer educators in a practical session with community members.
Photo: Philippine Red Cross

orientation programme. They then helped to identify at least five leading causes of morbidity and mortality in their provinces and barangays. Once key community health issues had been identified, PRC's national headquarters developed and printed relevant training and IEC materials, including posters and brochures.

The training of trainers was done alongside the training of BDAT members since the five provinces covered by the CBHFA programme were part of the seven targeted by the disaster management programme. Since the last quarter of 2009, the CHVs have been playing an active role in promoting community health and safe hygiene practices, by disseminating health and hygiene messages in typhoon-affected areas. It is worth noting that PRC activities are coordinated with local health units. While it is still too early to measure

the impact of these activities, there is no doubt that CBHFA is contributing to improved health in the rural areas reached, especially those whose population has limited access to professional medical care.

Outcome 2: Increased awareness of HIV and AIDS among overseas Filipino workers, their families and community members.

Achievements

In addition to the CBHFA programme, PRC continued to implement an HIV and AIDS project. The project is implemented jointly by the Red Cross Youth (RCY), social service, and community health and nursing service units of the National Society. Manila, Quezon City, Rizal, Ilocos Norte, Aklan, General Santos City, and Davao City were selected to be reached with activities under the project. Their selection was based on the prevalence of HIV, as supported by reports from the National Blood Services. It also took into account areas where most overseas Filipino workers (OFWs) come from.

Subsequently, in June 2009, 14 youth volunteers – two from each of the seven targeted Red Cross chapters – participated in a youth peer education training of trainers. In turn, they recruited and trained a total of 70 youth volunteers (ten per chapter) in peer education. By end of 2009, the peer educators had reached 2,128 persons with messages on preventing further infections; expanding care, treatment and support; and reducing stigma and discrimination.

Table 1: Volunteers trained and community members reached

City / Province	No. of youth who received peer education training of trainers	No. of youth peer educators trained	No. of persons reached with peer education
Aklan	2	10	500
Davao City	2	10	648
General Santos City	2	10	33
Ilocos Norte	2	10	15
Manila	2	10	300
Quezon City	2	10	500
Rizal	2	10	132
Total	14	70	2,128

During the second half of the year, PRC produced IEC materials, to be used by the Red Cross and community health volunteers in HIV and AIDS awareness campaigns. The materials included brochures targeting overseas Filipino workers, with one entitled “*Pamilya Mo, Lingap Ko*”, containing information about HIV and AIDS prevention as well as on basic first aid. The PRC national headquarters provided volunteers under this project with t-shirts bearing the message: ‘*The truth about AIDS, Pass it on*’; the volunteers wore the t-shirts when undertaking HIV and AIDS awareness campaigns, and peer education in their respective localities/barangays. Over the same period – the second half of 2009 – the National Society reviewed its HIV and AIDS training manual.

Challenges

Following the disasters that affected the Philippines in late 2009, the National Society shifted its immediate focus from longer-term programmes to disaster response. Alongside other departments, PRC’s health and care departments mounted an emergency response to augment efforts of the department of health. Qualified and experienced PRC staff and volunteers were mobilized to provide psychosocial support and psychological first aid to affected persons in evacuation centres.

PRC also deployed its medical teams and established medical stations to provide essential services to typhoon-affected persons in evacuation centres. The National Society also distributed medications, provided water and sanitation services, conducted hygiene promotion and offered critical incident stress management to typhoon-affected families. With the relief phase largely completed as of end December, it is anticipated that ‘normal’ activities will resume in early 2010.

Organizational development

Outcome 1: Through 'Project 143', the Philippine Red Cross has recruited, trained and mobilized volunteers from all 42,000 barangays in the country, thereby augmenting the capacity of its chapters.

Achievements

Under the ambitious, but achievable, initiative known as Project 143, PRC recruited some 800,000 volunteers during 2009 alone. A significant percentage of these were recruited through a partnership that PRC has established with the department of education. This partnership has enabled recruitment of youth in schools, thereby promoting a sustainable volunteer base as, with time, the youths will remain active Red Cross volunteers through their adult lives.

While the numbers recruited during the year may be below the target outlined in the appeal, PRC is confident that once all chapters have internalized new guidelines on volunteer management – which spell out how recruitment, orientation, training, placement, mobilization, and motivation of volunteers should be done – they will be better placed to pursue this outcome. Furthermore, since volunteers are at the heart of PRC's interaction with communities, during 2009 the National Society put effort in reinforcing a support structure that would ensure proper volunteer management. In this regard, it established a technical working group to elaborate new volunteer management guidelines; this latter work is ongoing.

To improve efficiency and relevance of activities implemented by volunteers at the chapters, PRC undertook field-testing of new toolkits developed and adopted in 2008. During 2009, all 93 chapters of the National Society nationwide tested the toolkits, with each chapter getting approximately ten sets. Utilizing the toolkits, chapter staff and volunteers selected and tailored activities to the scale of their target audiences. The field testing has helped to determine the relevance of activities, thereby allowing for improvement in service delivery and quality at the chapter level.

Outcome 2: The institutional capacity of the Philippine Red Cross has been strengthened, enabling improved service delivery nationwide.

Achievements

With support from IFRC, PRC held an organizational development forum in July and a management retreat in August 2009. Participants to the organizational development forum – who included senior management of PRC – undertook a strengths, weaknesses, opportunities and threats (SWOT) analysis of the National Society and set its organizational development priorities for 2009-2010. The priorities include reviewing the National Society's statutes, reviewing the organizational structure, addressing human resource development and staffing issues, enhancing chapter development, updating policies and procedures, and fundraising.

During the management retreat, a review of each department and service of PRC was done, with focus on service delivery. In addition, each department and service of the National Society set its objectives for the coming year. The two forums were, to some extent, precursors of the PRC strategic planning process [which was scheduled for September 2009] and the biennial national convention [scheduled for December 2009].

Also in 2009, the Red Cross Youth held a three-day convention, which was well-attended by more than 400 youth from the chapters. Besides adopting a number of declarations and electing new office bearers, the youth pledged to be actively involved in several activities of PRC. The following are some of the areas prioritized: road safety, youth development (in chapters), youth governance, the disaster management information system (DMIS), promoting a drug-free Philippines, HIV and AIDS, Pledge 25, non-discrimination in cultural diversity and disaster risk reduction. The youth convention was also a precursor of the PRC strategic planning process [scheduled for September 2009] and the biennial national convention [scheduled for December 2009]. Two other notable youth activities include participation of four PRC representatives at the World Red Cross Red Crescent youth meeting in Solferino, Italy; and of one representative in a training of trainers, titled 'Youth as agents of behavioural change', in Spain.

In an effort to strengthen PRC's institutional capacity, the National Society's chairman, who is also a member of the nation's senate, authored a Red Cross Bill. The Bill was approved by the Senate and the House of Representatives – in a bicameral conference committee meeting – during October 2009. It aims at recognizing the National Society as a neutral, independent and autonomous organization, auxiliary to the government in humanitarian activities. Once the Bill, which is also known as Senate Bill 3285, becomes law [during 2010], PRC will be exempt from paying taxes, especially those deducted from the gross income from donors.

The approval of the Bill was also gained through some humanitarian diplomacy efforts by ICRC and IFRC. In October, two members of the Joint Statutes Commission (JSC) – ICRC and IFRC – undertook a three-day visit to the Philippines to provide guidance on revising the National Society's statutes, which date back to 1947. They held discussions with PRC's leadership as well as the working group for the revision of the statutes. After the visit by the JSC, IFRC's deputy secretary general paid courtesy calls on the President of Philippines, the chief justice and the speaker of the house. The main purpose was to clarify the auxiliary role of national societies vis-à-vis working closely with public authorities.

In mid-December 2009, PRC held its 28th biennial national convention. More than 400 officials and staff from the national headquarters and the 96 chapters participated. During the convention, elections for nine positions of the governing board were held. Four incumbent governing board members – including the chairman – were re-elected and five new faces came in. A number of resolutions were passed at the convention, mainly related to strengthening the volunteer base, addressing climate change-related issues and issues related to youth. Based on the clarification of the auxiliary role of the National Society, the convention adopted Philippine Red Cross as the official name of the National Society.

Meanwhile, appreciating the fact that a qualified and experienced workforce is crucial to the achievement of organizational objectives, appropriate and relevant training opportunities continued to be provided for PRC's management and technical staff from the national headquarters as well as chapters. During 2009, the National Society participated in the following Federation-funded training events:

- Workshop on community-based avian and human influenza management (Bangkok, in January);
- Study tour on awareness-raising and life-skills development for avian and human influenza prevention and control in schools (Indonesia, in February);
- Relief-to-recovery workshop (Bangkok, in February);
- Regional community-based health and first aid (CBHFA) master facilitators' workshop (Bangkok, in April);
- Asia Pacific IT and Telecom national and regional disaster response team training (Singapore, in May);
- Disaster risk reduction framework workshop (Indonesia, in May);
- Southeast Asia regional organizational development (OD) forum (Bangkok, in May);
- Asia Pacific water, sanitation and hygiene promotion workshop (Kuala Lumpur, in August);
- HIV prevention, treatment, care and support master trainers' instruction (Bangkok, in August);
- Water and sanitation regional disaster response team induction (Indonesia, in November), and;
- Southeast Asia regional workshop on voluntary blood donor recruitment (Indonesia, in December).

Further to the training, PRC was represented in key meetings organized by various Red Cross Red Crescent components. With IFRC support, the National Society participated in the following meetings:

- Reference group on migration meeting (Spain, in February, and Spain, in July);
- Regional disaster management coordination sub-group meeting (Bangkok, in March);
- 13th regional disaster management committee meeting (Viet Nam, in April);
- H2P Movement and partners coordination meeting (France, in May);
- Asia Pacific meeting on gender and disaster management (Nepal, in June);
- National Society finance director's meeting (Bangkok, in June);
- Humanitarian pandemic preparedness project coordinators' meeting (Nepal, in August);
- Regional humanitarian pandemic preparedness interaction (Viet Nam, in September), and;
- Annual meeting for national society legal advisors (Geneva, in September).

A new PRC secretary general was appointed in April 2009. As a national society's leadership is at the centre of policy-making, decision-making, assuring integrity, running programmes and delivering services, IFRC supported the participation of the new secretary general in several regional and international forums. This was with the view of developing her leadership skills or providing opportunities for her to work with peers. PRC's secretary general was a member of the technical working group on Strategy 2020. As such, she participated in the group's meetings in Geneva as well as in Strategy 2020 review forums of Southeast Asia national societies.

Other forums that the secretary general participated in during 2010 include the following:

- South Asia Secretaries General forum (Bangladesh, in March);
- Southeast Asia Red Cross Red Crescent Secretaries General forum (Viet Nam, in August);
- Humanitarian diplomacy conference (Geneva, in September), and;
- ICRC and IFRC leadership training course (Geneva, in September).

The secretary general also led the PRC delegation to Statutory Meetings of the Movement, held in Nairobi, Kenya, in November 2009.

Besides training, workshops and meetings, PRC collaborated with other national societies for peer-to-peer learning and experience-sharing. In this regard, during July 2009, PRC hosted a team from the emerging Maldivian Red Crescent. During its visit to the Philippines, the team from Maldives – which was working towards establishing a national society in the South Asian island nation – was oriented to the various activities and services of PRC.

Challenges

The ten-year strategic planning exercise which had been scheduled for 29 September 2009 was postponed because of the typhoon and Mt. Mayon disasters in late 2009. Owing to the effects of the disasters, the immediate focus of the National Society shifted from longer-term programmes to disaster response. The strategic planning exercise is now planned for January 2010. The three-day event will involve participation of the governing board, managers from various PRC departments, governance and management from selected PRC chapters as well as volunteers and youth.

Humanitarian values

Outcome: A youth programme has been implemented to combat drug abuse, raise HIV and AIDS awareness among youth, strengthen protection of the environment and promote existing Philippine Red Cross youth volunteer activities.

Achievements

Exposition of the fundamental principles and humanitarian values forms an integral part of all programmes – disaster management, health and care, and organizational development. Promotion of principles and values also entailed highlighting gender issues, awareness of non-discrimination and promoting tolerance. For instance, via the youth programme – which aims to combat drug abuse, raise HIV and AIDS awareness among youth, and strengthen protection of the environment – volunteers disseminate the principles alongside other pivotal messages. By discouraging stigmatization of persons living with HIV (PLWH), the programme contributes to reducing intolerance, discrimination and social exclusion, and promoting respect for diversity and human dignity.

These activities were also incorporated into other PRC services, such as communications and social services. External audiences have included government officials, local government units, private enterprises, companies, non-governmental organization and most importantly, the communities served by the Red Cross.

Internally, promotion of principles and values was integrated into staff and volunteer orientation and induction programmes. The efforts were also incorporated in orientation of beneficiaries – of relief items or shelter interventions – in the course of implementing the typhoon emergency operation.

Working in partnership

PRC maintains strong partnership with various components of the International Red Cross Red Crescent Movement who maintain some of presence in the Philippines. IFRC is one such partner, and maintains a country headed by a head of country office [who assumed office in June 2009], an administrative officer, a finance officer and a driver. Through the country office IFRC facilitated the participation of PRC in training/workshops conducted within and outside the region by Movement partners and other humanitarian agencies. The office also updated PRC on new developments in disaster management, health and care, and organizational development by sharing relevant technical materials.

Following the series of disasters in the second half of 2009, the team was boosted with experts to support the emergency operation while at the same time supporting PRC capacity building. These include a head of operations and delegates specialized in the following areas: finance and administration; logistics; relief; reporting and information; shelter, and; water and sanitation. Technical and operational assistance to PRC was also provided by IFRC's Southeast Asia regional office in Bangkok and the Asia-Pacific zone office in Kuala Lumpur as and when needed.

Other Movement partners who continued to provide in-country support to PRC are ICRC (water and sanitation training, preparedness, assessment and dissemination of international humanitarian law), German Red Cross (health and disaster preparedness), Japanese Red Cross (youth advocacy, health and construction) and Spanish

Red Cross (health, and water and sanitation). Most recently, American Red Cross and Swiss Red Cross deployed relief and shelter experts respectively to support PRC's typhoons emergency response.

A senior management meeting between PRC, ICRC and IFRC was convened during 2009 after a significant lull, while several ad hoc meetings involving participation of all Movement partners with in-country presence were held. Movement coordination meetings are now scheduled to take place quarterly.

Outside the Movement, PRC works with other regional or international entities, including the Asian Disaster Preparedness Centre (APDC), AusAID, European Commission's Humanitarian Aid Office (ECHO), International Social Services (ISS), USAID, and WHO and other UN agencies. Locally, a long-standing and strong relationship exists between PRC and government bodies such as the department of health (DOH), national disaster coordinating council (NDCC), local government units (LGUs). The National Society also coordinates with non-governmental organizations, hospitals, foundations, medical centres and civil society organizations.

Contributing to longer-term impact

Overall, the programmes implemented during 2009 were in pursuit of Global Agenda goal 4: Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability; which in effect, works indirectly towards achieving Global Agenda goals 1 and 2. By focusing on building capacity at the barangay level and ensuring that communities are involved in designing and implementing programmes, a sustainable impact will be attained in the long run.

Looking ahead

The delay in kick-off of activities, compounded by the disasters that struck during the second half of the year, has meant that not all planned activities could be implemented. Since the relief phase – of the typhoons operation – has been largely completed, 'normal' activities should resume in 2010. PRC will strive to attain the following four priorities: improve and expand service delivery to the most vulnerable (through Project 143); increase its capability to provide up to 100 per cent of national blood requirements; improve headquarters and chapter fund-generating capacity; strengthen its human resource capacity, and; apply new technology to improve operations. To ensure that the National Society attains this, partners are encouraged to provide adequate funding support through the Philippines [Country Plan 2010-2011](#).

How we work

The International Federation's activities are aligned with its 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:

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

Contact information

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[<financial report below; click here to return to title page>](#)

International Federation of Red Cross and Red Crescent Societies

MAAPH001 - Philippines

Annual Report 2009

Selected Parameters	
Reporting Timeframe	2009/1-2009/12
Budget Timeframe	2009/1-2009/12
Appeal	MAAPH001
Budget	APPEAL

All figures are in Swiss Francs (CHF)

I. Consolidated Response to Appeal

	Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination	TOTAL
A. Budget	271,172	91,675	257,070	0	617	620,533
B. Opening Balance	0	0	0	0	0	0
Income						
Cash contributions						
<i>Monaco Red Cross</i>	40,875					40,875
<i>Netherlands Red Cross</i>	36,873					36,873
<i>Netherlands Red Cross (from Netherlands Government)</i>	62,000	190,000	20,000	41,761		313,761
<i>New York Office (from Kraft Foods)</i>	37,501					37,501
<i>Other</i>	271,172	91,675	257,070			619,917
C1. Cash contributions	448,422	281,675	277,070	41,761		1,048,928
Other Income						
<i>Services</i>					617	617
C6. Other Income					617	617
C. Total Income = SUM(C1..C6)	448,422	281,675	277,070	41,761	617	1,049,545
D. Total Funding = B + C	448,422	281,675	277,070	41,761	617	1,049,545
Appeal Coverage	165%	307%	108%	#DIV/0	100%	169%

II. Balance of Funds

	Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination	TOTAL
B. Opening Balance	0	0	0	0	0	0
C. Income	448,422	281,675	277,070	41,761	617	1,049,545
E. Expenditure	-200,315	-32,965	-34,886		-614	-268,780
F. Closing Balance = (B + C + E)	248,107	248,710	242,184	41,761	3	780,765

International Federation of Red Cross and Red Crescent Societies

MAAPH001 - Philippines

Annual Report 2009

Selected Parameters	
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Budget Timeframe	2009/1-2009/12
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III. Budget Analysis / Breakdown of Expenditure

Account Groups	Budget	Expenditure					TOTAL	Variance
		Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination		
A		B					A - B	
BUDGET (C)		271,172	91,675	257,070	0	617	620,533	
Supplies								
Medical & First Aid	2,189	9,846					9,846	-7,656
Utensils & Tools		706					706	-706
Other Supplies & Services		16,654					16,654	-16,654
Total Supplies	2,189	27,205					27,205	-25,016
Land, vehicles & equipment								
Computers & Telecom	4,341							4,341
Others Machinery & Equipment		672	325	87			1,084	-1,084
Total Land, vehicles & equipment	4,341	672	325	87			1,084	3,257
Transport & Storage								
Storage						309	309	-309
Distribution & Monitoring	5,756	327	158	42		12	540	5,216
Transport & Vehicle Costs	45,566	2,281	831	222		-280	3,054	42,511
Total Transport & Storage	51,322	2,609	990	264		41	3,903	47,418
Personnel								
International Staff	193,916	78,930	16,779	4,474		141	100,324	93,592
National Staff	29,440	3,503	880	235		394	5,011	24,429
National Society Staff	76,920	50	1,802				1,852	75,068
Consultants	3,700							3,700
Total Personnel	303,976	82,483	19,461	4,709		535	107,188	196,788
Workshops & Training								
Workshops & Training	68,234	52,681	7,598	16,051			76,330	-8,096
Total Workshops & Training	68,234	52,681	7,598	16,051			76,330	-8,096
General Expenditure								
Travel	22,312	4,739	1,551	8,495		38	14,822	7,490
Information & Public Relation	54,171	5,049	423	1,860			7,332	46,838
Office Costs	21,457	11,102	392	134		-43	11,585	9,873
Communications	26,897	357	78	189		15	638	26,259
Professional Fees	14,249							14,249
Financial Charges	1,054	388				-12	377	677
Other General Expenses	9,997	10	5	1			16	9,980
Total General Expenditure	150,137	21,645	2,448	10,679		-2	34,770	115,366
Programme Support								
Program Support	40,335	13,020	2,143	2,268		40	17,471	22,864
Total Programme Support	40,335	13,020	2,143	2,268		40	17,471	22,864
Operational Provisions								
Operational Provisions				829			829	-829
Total Operational Provisions				829			829	-829
TOTAL EXPENDITURE (D)	620,533	200,315	32,965	34,886		614	268,780	351,754
VARIANCE (C - D)		70,858	58,709	222,184	0	3	351,754	