

# Annual report



International Federation  
of Red Cross and Red Crescent Societies

## Georgia

Appeal No. MAAGE002

30 April 2011

This report covers the period 01/January/2010 to 31/December/2010.



*"Walking Along With a Spring In Steps"* GRCS charity activity in retirement home (2010). Photo: GRCS

## In brief

**Programme purpose:** The International Federation (IFRC) supported programme activities of the Georgia Red Cross Society (GRCS) contributing to the Strategy 2020 goals and in line with the National Society's 2007-2011 strategic plan. The programmes aimed to alleviate suffering and improve the lives of the most vulnerable people through disaster management, health and care and organizational development.

### **Programme(s) summary:**

In 2010 Disaster Management programme was supported by European Commission (DIPECHO) and Danish Red Cross in consortium with the International Federation of Red Cross and Red Crescent Societies and Icelandic Red Cross and aimed to build safer local communities and strengthen the capacities of Georgia Red Cross Society in Disaster Management (DM).

In 2010, Health and Care programme component supported through The International Federation included Tuberculosis prevention; Pandemic Influenza Preparedness and Social Support to Vulnerable Older People.

- In the field of Drug Resistant Tuberculosis (DR-TB) prevention and control the National Society reached 101 TB clients who were in the continuation phase of the treatment. 4633 of communities with the average age of 26.2 benefited from a peer-to-peer education programme in 6 branches through the work of 140 trained volunteers.
- Pandemic Influenza Preparedness project raised preparedness and response to A (H1N1) pandemic at community level and reached approximately 3,389 community leaders directly through 115 trainings/workshops provided by 229 GRCS trained project staff and volunteers. In total 12,000 community members were reached through peer education activities and distribution of the informational educational materials.
- Social support activities were focused on 4,500 of the most vulnerable older people living under the poverty line in Tbilisi, Kutaisi, (West Georgia), Khelvachauri (Autonomous Republic of Adjara) and Sagarejo (East Georgia). The project aimed at decreasing their poverty and

improving well-being and health status through delivery of services, Local resource mobilisation, Capacity building and Advocacy.

The Organizational Development/Capacity Building programme component has served as complementary to other main areas of GRCS work to strengthen branch capacity, in particular:

- development of service delivery to vulnerable people in the target communities through community-based volunteer initiatives and participatory community development;
- resource mobilisation and fund raising through diversification of sources of funding including the Corporate Partnership Programme;
- membership recruitment;
- internal and external communication;
- youth and volunteer development.

**Financial situation:** The total 2010 budget is CHF 954,513 of which CHF 655,505 (69 per cent) covered during the reporting period (including opening balance). Overall expenditure during the reporting period was CHF 654,828 (99 per cent) of the funding. [Click here to go directly to the financial report](#)

**No. of people we have reached:**

Georgia Red Cross Society Programme Beneficiaries		Number of people helped	% Gender		% Children under 18	% Older people
			Male	Female		
	Disaster Management	2150	1320	830		
	TB (clients)	101	68	33		
	Communities	4633	1567	3.066		
	Pandemic Influenza Preparedness	12230	4.036	8194		
	Social support to vulnerable Older People	4 500	1 260	3 240		90%
	Organizational Development	310	135	175		
<b>Total</b>		<b>23924</b>	<b>8386</b>	<b>15538</b>		

**Our partners:** Our partners: The Georgia Red Cross Society cooperates with the International Federation and International Committee of the Red Cross (ICRC) as well as with the Sister National Societies of Denmark, Germany, Italy, Norway, and Israel. Furthermore the National Society cooperates with governmental, non-governmental, national as well as international organizations. (Please see *Working in partnership* section for detailed overview.)

## Context

Georgia has maintained political and economic stability despite the shock of the 2008 war with Russia, but, the generous \$4.5 billion support Georgia received from international partners over three years to help post-war recovery is running out. With large repayments due in 2012-2013, Georgia is likely to face substantial challenges to cover the foreign debt and the trade deficit, just as the next election cycle begins, especially if there is no increase in foreign direct investment and exports. Despite the overall economic stability Georgian government did not manage to solve most of the existing economical/social challenges which leads to increasing vulnerabilities in the Georgian population.

Among the most affected groups living below the poverty line are older people living alone. In 2010 there were 728,200 Older People in Georgia (16.4% of the population); 60.3% of them are classified by the Social Assistance and Employment State Agency (SAESA) as eligible for social benefits. However, according to SAESA Older People compose two thirds of those eligible for social assistance, but many do not have access to this assistance. In the current economic situation, the average income of older people (pensioners) is 1/6 of cost of living (which is approximately USD 70 for one person in a family per month). Extreme poverty among older

people living alone and unacceptably low quality of their lives have become the major determinants for the GRCS to focus on their social support.

Georgia is experiencing a nascent epidemic of HIV and AIDS, mostly concentrated among injecting drug users (58.6% of the cumulative total), although heterosexual transmission is reported to be increasing. The worst affected areas are Tbilisi, the capital and Black Sea coastal regions of Georgia. By October 8, 2010 a total of 2565 HIV and AIDS cases have been registered with 329 new cases of HIV and AIDS registered in 2010

Georgia has accumulated a large pool of Multi Drug Resistant Tuberculosis cases due to

- high patient treatment default rates;
- irregular treatment;
- easy access to first and second line drugs in private sector pharmacies without prescription;
- and population displacement due to armed conflicts.

MDR cases are treated under a strict daily regimen through the National Tuberculosis Programme, run by the Ministry of Health. Over 1,100 cumulative cases have started treatment in 2009. In 2008/2009 TB national centre recorded in total 5,852 cases of TB: 3,646 new cases and out of them 1,685 MDR-TB cases. According to NTP data, currently 1200 MDR-TB patients were under treatment provided by the NTP. Every month, approximately 40 new MDR-TB patients are started on treatment. However, the total number of MDR cases in Georgia is not known.

## Progress towards outcomes

### Disaster Management

#### **Programme component 1: Disaster preparedness at institutional level (org. preparedness).**

**Component outcome 1:** Established effective mechanisms for efficient institutional preparedness and coordination during disasters.

Cooperation and coordination is enhanced between national and local authorities and the GRCS in the field of Disaster Management in order to establish effective institutional preparedness and coordination during disasters in the country. Memorandums of Understanding were signed between:

- The GRCS and Emergency Management Department (Under the Ministry of Interior)
- The GRCS and Governor of Racha-Lechkhumi and Kvemo Svaneti region

Regular workshops and meetings are held to exchange experience and knowledge on Disaster Risk Reduction / Disaster Preparedness / Disaster response between governmental and non-governmental stakeholders.

**Component outcome 2:** Strengthened institutional capacities for effective disaster management at both central and local levels.

The GRCS has strengthened its cooperation with the governmental, non-governmental and international organisations in the field of Disaster Preparedness and Response. The National Society has taken proactive approach in fulfilling the coordination role of the GRCS according to the National Disaster Response Plan adopted by the Decree of the President of Georgia #415 on 26<sup>th</sup> of August, 2008. From May, 2010 four inter-agency meetings, held every second month, chaired by the GRCS and attended by up to five governmental, 20 International and local non-governmental organisations have taken place at the National Society's HQ.

Within the framework of Disaster Risk Reduction Project, co-financed by European Commission Humanitarian Aid Department and Civil Protection (DIPECHO) and Danish and Icelandic Red Cross in a consortium with the International Federation, regular monthly meetings are held between DRR implementing partner organisations; ECHO, OXFAM, UNICEF, GRCS and Danish Red Cross. Information, experience and main achievements are shared to strengthen the organisations' capacities and improve coordination within DRR.

As a result Disaster Risk Reduction (DRR) methodologies, tools and Information, Education and Communication (IEC) materials are in the process of being streamlined. This will enable the

different stakeholders, including local and national authorities, to improve their risk mapping, awareness promotion and contingency planning based on one national strategy.

DRR regional Steering Committee and Cooperation meetings took place in Tbilisi during the reporting period. Representatives from Georgia and Armenian Red Cross Societies, Azerbaijan Red Crescent Society, Danish and Icelandic Red Cross and the International Federation Europe Zone participated in the meeting.

The regional cooperation meetings are held to enhance the cooperation between the three NS's as DRR is a new project intervention in the region. At the same time it provides a forum for sharing developed materials, tools and experiences, not to reinvent the wheel but to identify where there are gaps that need to be filled. An example is, the DM IEC developed by Armenian Red Cross Society has been translated into English and shared for adaptation in other ongoing programmes. The Steering Committee meeting has the double function: a) for consortium partners to meet the NS partners in the field and monitor the ongoing implementation of the programme b) an opportunity to share their experiences gained in other regions with the regional NS's and later share experiences from South Caucasus with other regions. An example is Icelandic Red Cross sharing their DM communication tools with GRCS, which can then be shared with the other NS's when further developed.

Coordination and cooperation with local authorities of Racha-Lechkhumi and Kvemo Svaneti municipalities is enhanced, which supports capacity building of the newly established GRCS branches in the target region. For knowledge and experience sharing at central level, GRCS is actively involved into the work of DRR Think Tank platform supported by the UNDP.

## **Programme component 2: Community-based disaster prevention and preparedness/disaster risk reduction.**

**Component outcome 1:** Awareness of communities about disaster hazards has increased enabling them to take effective actions during disasters.

**Component outcome 2:** Vulnerability of local communities to emergency and disaster outcomes has been reduced through timely information and improved capacities in local Red Cross branches.

A Grant Agreement was signed in April between the GRCS and the Danish Red Cross to support the implementation of a project under the "Regional Programme for building safer local communities in South Caucasus". Project proposal was prepared by Danish RC in consortium with the International Federation and Icelandic RC and it is funded through the European Commission Humanitarian Aid Department and Civil Protection, Danish Red Cross and Icelandic Red Cross. The geographical area for the implementation covers RachaLechkhumi and Kvemo Svaneti Region of Georgia. The project started on 15th of April 2010 and will continue until 15th of July 2011.

Three Volunteer Community Disaster Preparedness and Response Teams (VCDPRT) have been established and received training in three municipalities. Each team consists of 20 community volunteers in each municipality (Oni, Ambrolauri and Tsageri). The volunteers were trained by the GRCS, the Regional Rescue Team and the Emergency Management Department trainers in Disaster Management related issues, Psychosocial Support (PSS), Fire and Rescue services and First Aid (FA). The volunteers gained theoretical, as well as practical knowledge in the above mentioned issues. The VCDPR teams will be equipped with personal protective equipment and tools (uniform, helmets, gloves, boots, megaphones, flashlights etc.) and act as first responders in close coordination with the Regional Rescue Team through the project.

The lists and contact information of the VCDPRT members have been shared with the local authorities and Emergency Management Department. The well-trained volunteers are able to support local authorities, rescue teams and fire brigades in case of disasters. Also, volunteers share gained knowledge on Disaster Risk Reduction and prevention with community members to make them better prepared for disasters. In addition to this, seven training sessions for local team members of Batumi, Kutaisi, Gori and Rustavi branches (in total 150 volunteers) were carried out at GRCS HQ, where experienced volunteers from the Disaster Response acted as trainers. The topics were: Basic Disaster Management, Disaster Response Team (DRT) concept, Rapid Needs Assessment, Risk Mapping, general classification of the disasters.

Awareness of communities about possible disaster hazards and response mechanisms at community level was enhanced through distribution of information/educational booklets and posters in Ambrolauri, Oni and Tsageri communities by GRCS Disaster Management staff. A special Family Emergency Plan has been developed to increase the individual, family and community awareness to be better prepared and respond to a disaster.

Besides, for better preparedness and identifying hazards of community GRCS started Vulnerability and Capacity Assessment in Oni, Ambrolauri, and Tsageri Municipalities. In the Assessment 20 VCDPRT members, local communities and local authorities have been involved. Assessment was initiated to show what are the main hazards, risks, and capacities of the community. It is planned to distribute the final results among the community members in order to be better prepared for coping with possible disaster risks in the region.

### **Constraints or Challenges**

The main challenge in the implementation of programme activities was no funding available through the country plan for organizational preparedness in Disaster Management and in all of the above activities, the Federation served as a member of the Consortium which applied for the project, offering technical assistance.

Another challenge is low Red Cross capacity at branch level and high expectations from Government towards GRCS that are a result of the National Society having substantial Movement support during disasters but insufficient funding for development in non-disaster times.

## **Health and Care**

### **Programme component 1: HIV and AIDS**

**Component outcome 1:** Reduced vulnerability to HIV and AIDS and its impact through preventing further infection by expanding knowledge about HIV and AIDS prevention, transmission and treatment, including harm reduction activities.

Though HIV and AIDS component was not financially supported through the International Federation, GRCS volunteers and staff of the Health and Care department ran some activities on volunteer basis. Workshops on HIV and AIDS were conducted in the frameworks of Harm Reduction, Tuberculosis-control and Blood Donation projects. A total of 9.586 (female-6.136, male-3.450) of young people with average age 23 benefited from a peer-to-peer education programme in 6 branches through 217 workshops conducted by 140 trained volunteers.

The National Society Health and Care staff and volunteers organized actions dedicated to significant events such as World AIDS Day, the AIDS Candlelight Memorial Day, Day against Drug Abuse and Illicit Trafficking.

On May 16, 2010 - the AIDS Candlelight Memorial Day and June 26, 2010 - Day against Drug Abuse and Illicit Trafficking as well as on December 1- the World AIDS Day, 2010, seminars for GRCS volunteers were conducted in Tbilisi and in 6 target branches (Tbilisi, Gori, Rustavi, Gardabani, Kutaisi, Senaki and Batumi) by the GRCS Health and Care staff. GRCS "Committee of Fives"<sup>1</sup> organized seminars in Tbilisi public schools #63 and #82. Additionally, the GRCS volunteers have been moving through the city in an Open Bus, distributing the educational materials (leaflets on HIV and AIDS and Harm Reduction and condoms among students and pedestrians across big squares, parks and major universities throughout Tbilisi and regions.

In 2010, within the framework of the Harm Reduction (HR) project bilaterally supported by the Italian Red Cross GRCS conducted 94 seminars for 4340 participants on prevention and harm reduction; safe injecting methods; simultaneous using of drugs and alcohol - harm and prevention methods of diseases caused by injecting drug usage. The seminars took place in Tbilisi and 5 target regions.

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<sup>1</sup> GRCS primary representations in schools

## Programme component 2: Tuberculosis

**Component outcome 1:** Supported treatment referral and TB clients under directly observed treatment (DOT).

In the period of January – December, 2010 the GRCS's treatment adherence consultants and psychologist assisted to 101 clients (female-33/male-68): 44 of them (female -15/male -29) successfully finalising the treatment course; 3 cases of treatment default were recorded.

Detailed information on DOT Spot visits and phone calls is presented below.

DOT spot	DOT Spot-visit	Home visit	Telephone contact	Psychological counselling	Group session
#1 DOT spot	129	275	1038	150	22
#5 DOT spot	136	186	900	116	21
<b>TOTAL</b>	265	461	1938	266	43

**Table 1: DOT Spot visits in the Georgia Red Cross Tuberculosis programme in 2010**

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>DOT Spot-visit</b>	29	18	12	26	18	11	31	30	25	10	14	41	265
<b>Home visit</b>	17	43	32	62	61	35	32	31	34	31	33	50	461
<b>Telephone contact</b>	264	144	122	182	203	123	189	176	142	130	115	147	1938
<b>Psychological counselling</b>	32	24	20	28	31	12	18	24	18	12	16	31	266
<b>Group sessions</b>	4	4	2	4	4	3	4	4	4	4	4	2	43

**Table 2: Visits, telephone contacts and psychological counselling in the Georgia Red Cross Tuberculosis programme in 2010**

The main achievement of the project is that in comparison with other activities involving DR-TB clients, the GRCS project team used highly individual approach to the project beneficiaries, providing constant, continued care for each of them. The Georgian Red Cross provides psychologists and treatment organizers to support the patient's adherence to the treatment regimen. While their responsibilities do not include direct provision of DOTS, they play a great role in assuring treatment adherence among the most difficult and often socially marginalized patients.

**Component outcome 2:** Further infection in communities in Tbilisi and in six target regions of Georgia prevented through expanding knowledge about prevention, transmission

In the reporting period trainings on TB prevention, transmission and treatment have been conducted for the community leaders by the National Society focal points and volunteers in 7 target regions of Georgia - Adjara, Samegrelo, Imereti, Shida Kartli, Kvemo Kartli, Kakheti and Tbilisi. Total of 377 community leaders have been trained (female-231, male-146, average age of participants – 33) as peer-educators. In the frames of all ongoing H&C projects in total of 4,633 community members have been trained (female-3,066, male-1,567, average age of participants – 26.2). The project team strongly believes that raising awareness of the community through providing of the educational activities contributes to combat stigma and discrimination against TB infected people.

Region	Focal point	Number of participants			Average age	Number of workshops
		Total	Female	Male		
Tbilisi	Zurab Tutarashvili	1708	864	450	21	60
Senaki, Samegrelo	Fridon Beselia	350	290	60	35	12
Kutaisi, Imereti	Tengiz Bibichadze	472	251	221	20	16

Batumi, Adjara	Otar Davitadze	557	269	288	23	21
Gardabani, Kvemo Kartli	Ketevan Bendeliani	641	402	239	26	21
Gori, Shida Kartli	Nana Tsulukidze	905	596	309	25	34
<b>TOTAL</b>		<b>4633</b>	<b>3066</b>	<b>1567</b>	<b>26.2</b>	<b>164</b>

In 2010, within the framework of the DR-TB control project supported bilaterally by the Medical Service Corporation International (MSCI) the GRCS's treatment adherence consultants and psychologist assisted to 76 clients (female-19/male-57): out of them 13 successfully finalized the treatment course; 2 cases of treatment default were recorded. Totally 503 DOT SPOT-visits, 821 visits at home and 1,189 telephone conversations were conducted by the treatment adherence consultants; 511 individual consultations and 63 group sessions were arranged by the psychologist.

### Programme component 3: Community-based health and first aid

**Component outcome 1:** Local communities are strengthened and better able to cope with health challenges as a result of community-based integrated health and first-aid activities.

Within the National Country Plan for the Pandemic influenza Preparedness and Response, the National Society is obliged to:

- participate in work of the inter-agency coordination council at central and local level;
- coordinate actions of other participating NGOs;
- manage needs of people seeking qualified medical consultation at hospital level;
- assist regional interdepartmental committee with establishment of provisional field hospital together with local municipality authorities and assist health professionals in managing triage of people if needed.

Functional coordination between national, district and community level stakeholders was established. Through 11 training sessions provided by the GRCS project staff, 229 staff members and volunteers of the National Society at all levels were trained to carry out Pandemic preparedness and response activities. A draft of the National Society Business Continuity Plan has been developed.

3,389 community members have been equipped with necessary knowledge and skills to respond to A H1N1 influenza outbreak through 115 workshop/seminars provided by the project staff and instructed to each spread their knowledge among at least four more people in their communities. The project thus reached approximately 12,000 direct and indirect beneficiaries.

Region	Number of participants			Average age	Number of workshop
	Total	Female	Male		
Tbilisi	1447	864	583	20	34
Kutaisi, Imereti	589	349	240	48	17
Batumi, Adjara	894	518	376	21	25
Gardabani, Kvemo Kartli	497	321	176	39	13
Gori, Shida Kartli	862	531	331	18	26
<b>TOTAL</b>	<b>3389</b>	<b>2583</b>	<b>806</b>	<b>33</b>	<b>115</b>

Table 2: Pandemic preparedness activities outreach

First Aid component of the Health and Care program was bilaterally supported by the ICRC, German Red Cross and Israeli MDA. This component aimed at developing the GRCS capacity to protect and assist vulnerable people affected by emergencies in a timely, safe and effective manner to prevent preventable death by mobilizing GRCS well trained First Aid volunteers throughout its branch network and in coordination with the respective Georgian authorities.

In 2010 the First Aid project was supported by the ICRC in 5 branches of GRCS: Batumi, Kutaisi, Senaki, Rustavi and Tbilisi; by the German RC in Gori branch and by the MDA in Senaki branch.

In the reporting period the partnership with relevant Governmental structures such as Ministry of Health and Social Affairs (MoLHSA), Ministry of Education and Science (MoES) and local health authorities was established; the Network of 6-member First Aid teams was established in Tbilisi and 5 target branches (Batumi, Kutaisi, Senaki, Gori and Rustavi); 36 First Aid volunteers – have been trained as trainers; 11 First Aid team members after successfully passing a test were certified; 79 Disaster Response Teams members (First Aid, Disaster Management and Psychosocial Support volunteers) were trained in First Aid; Informational and Educational as well as promotional material was developed, printed and distributed to target branches; visibility of the GRCS is increased due to public events organized at central and local levels.

The Blood Donor Recruitment program component was not included into the International Federation Country Plan, but was bilaterally supported by the Norwegian Red Cross. In 2010, within the framework of the project 10-member teams of active trained volunteers were established in Tbilisi and in 5 target regions (Adjara, Samegrelo, Imereti, Shida Kartli and Kvemo Kartli); 14 workshops for 262 GRCS volunteers not involved in the Health and Care program and 60 workshops about blood borne diseases, safe blood donation and importance of voluntary non remunerated blood donation were conducted for 1267 students/youngsters by the project staff and volunteers;

#### **Programme component 4: Psychosocial support**

Despite the fact that the GRCS has accumulated significant knowledge and experience within psychological support, no funding for this activity was raised through the Country Support Plan. The GRCS tried to fundraise locally for the activities within PSP, with some success in 2009 but with no results in 2010. The psychosocial support activities are thus being implemented under programme components dealing with Tuberculosis, Harm reduction and Social Support to vulnerable Older People.

#### **Programme component 5: Social support to elderly people**

**Component outcome 1:** Improved health and social conditions among vulnerable elderly people.

Home based care has been provided to 355 homebound older people by 40 volunteers in Tbilisi, Kutaisi and Sagarejo. Volunteers visit older people twice a week to break down their loneliness and to share the latest community news, provide assistance with meal preparation, housekeeping, laundry, food and medicine shopping and arrangement of medical appointments.

In addition to home visits GRCS was raising funds (through donation boxes and public collections) for purchasing medicines prescribed by doctors to 235 older people. The GRCS primary health clinic in cooperation with the Express Diagnostics medical company also provided over 1,350 people in Khelvachauri and surrounding villages with echoscope and cardiologic diagnostics as well as X-Ray.

Social isolation and exclusion of over 1,000 older people was addressed by providing them with opportunity to participate in socializing activities of 14 self-support groups including knitting and sewing group and social theatre group. These groups were organised on the basis of social day centres in Kutaisi and Sagarejo and in public premises and places in Tbilisi.

In order to ensure quality of the social assistance to older people and strengthen its sustainability the GRCS developed a model of social welfare for older people and Social Strategy 2010-2013 supported by a plan of action that includes a component on recourse mobilisation.

**Component outcome 2:** Increased acknowledgement of elderly people on their rights and dignity to enhance their protection and support in order to find their active role in public life

4,700 older people benefited from the work of information centres and “information corners” in Tbilisi, Kutaisi and Sagarejo. The GRCS provided older people with information and legal advice how to get access to their entitlements and rights. Over 6,300 leaflets, brochures and information bulletins were developed and printed and distributed among older people and approximately 300 representatives of stakeholders.

Special attention was paid to empowerment and involvement of the target group. 180 people were trained in research and survey, advocacy principles and practices, project monitoring and evaluation, First Aid and Disaster Management in Tbilisi, Khelvachauri and Sagarejo. Over 70 older people were directly involved in design and implementation of activities of self-support groups, promotion and fundraising activities as well as volunteering in home visits to their less mobile peers. All these activities contributed to promotion of capacities of older people and their important role in development of communities.

**Component outcome 3:** Changing attitudes and behaviours of service providers towards elderly people addressing the causes of elderly people's exclusion and vulnerability

42 meetings and round tables were organised by GRCS with participation of over 150 representatives of national and regional authorities, social departments of municipalities, business sector, embassies, international organisations and NGOs working in the same sphere. During these meetings the needs and constraints of older people and gaps in social protection were discussed. A model of social assistance to older people developed by GRCS was also promoted. As a result of these meetings, close cooperation was established with Tbilisi, Kutaisi, Khelvachauri and Sagarejo local authorities, Health Committee of the Parliament of Georgia. This in turn facilitated raising local resources for provision of social assistance to older people. Thus, local authorities provided premises for establishment of three social centres (including one in capital Tbilisi). In addition, the preliminary agreements on joint establishment of social services to older people were reached with a number of municipalities (including Gori and Rustavi). This creates a basis to further extension and replication of positive experiences of GRCS in social assistance to older people.

### **Constraints or Challenges**

- The main problem hampering the activities are insufficient funding, fluid political situation and retaining the volunteers due to the lack of tools for their motivation;
- Short-term financial support that does not allow maintaining of the GRCS position as an equal partner to Governmental and non-governmental key stakeholders as well as knowledge and practical skills of volunteers which require to be permanently updated.
- Lack of legislative base for joint activities between NGOs and local authorities' remains a challenge.

## **Organizational Development/Capacity Building**

**Programme Component 1:** Strengthen Georgia Red Cross Society organisational foundation, leadership capacity and sustainability

**Component outcome 1:** Amendments package to Law on Georgia Red Cross Society and Red Cross and Red Crescent emblem finalised and adoption by parliament facilitated.

The GRCS finalised the project draft on amendments to both laws "Law on Georgia Red Cross Society" and "Law on the Emblem and Name of the Red Cross and Red Crescent Societies". The National Society had consultations with Tbilisi Tax Inspection to introduce and discuss the amendments in the area of volunteering to be incorporated in the "Law on Georgia Red Cross Society". The main issues included into this project have been actively supported and consulted by the International Committee of the Red Cross experts (please refer to constraints).

**Component outcome 2:** Competence and performance of the headquarters and branch leadership in governing and managing the organisation is improved.

The National Society actively continued leadership competence building (at central and local levels) in good governance and management. 50 branch leadership representatives received relevant knowledge to improve communication (both internal and external) and their performance. Also, basic courses on International RC/RC Movement and GRCS have been provided to 25 newly elected branch representatives in 5 target locations (Kareli, Zugdidi, Oni, Ambrolauri and Tsageri). The GRCS conducted its ordinary XXV General Assembly (August, 2010). The General Assembly session was attended by the National Society's 26 delegates, 10 members, and 15 volunteers from 19 GRCS branches, by the International RC/RC Movement partners, GRCS staff and invited guests.

**Component outcome 3:** The National Society's financial sources are diversified and fundraising techniques are further developed.

Based on active consultation with GRCS branches the National Society started development of a mid-term fund raising strategy (2012-2014) to define its strategic objectives in a consistent manner in order to form a steady and transparent system of obtaining financial resources from local donors/partners and governmental institutions. As one of the new fundraising techniques the National Society launched the *Corporate Partnership Programme* (May 2010) to encourage business in Georgia to take a responsible attitude to support the most vulnerable people and contribute to the Society's core costs (only one company-TAV Georgia Tbilisi airport joined the programme so far; yet more work should be done in this regard).

The GRCS improved knowledge and skills of its staff and volunteers in fund raising techniques through 4 workshops aimed at sharing the best practices on resource mobilization and fund raising among the volunteers in 4 target locations (Tbilisi, Gardabani, Sagarejo, and Zugdidi). In addition, three GRCS HQ staff members paid visit to Azerbaijani Red Crescent Society to share the knowledge and experiences in fundraising with colleagues from the neighbouring National Society.

The GRCS placed 11 donation boxes in Hotels, bookstores and supermarkets of Tbilisi; 5 new (mobile) boxes placed in 3 regional cities (Gardabani (Kvemo Kartli region), Kutaisi (Imereti region) and Batumi (Adjara region)) are meant to fund raise for specific projects as well as to promote the Red Cross work. Within the reporting period the National Society collected 2,600 CHF (increase up to 49,8% in comparison with 2009).

CHF 1,000 was raised for the Federation Emergency Appeal to support the victims affected by the Haiti earthquake through fundraising actions among the students of Tbilisi Technical and State Universities. Similar fundraising events were conducted during the "Red Cross Week" in May and International Children Day in Tbilisi and 6 regions of Georgia.

During the reporting period the amount of funds raised by the GRCS through collections among public and local business, donation boxes, Corporate Partnership Programme, and recourses mobilised from local authorities has increased up to 3.8 % in comparison with 2009.

**Component outcome 4:** The National Society's image is improved through effective external communication and regular dialogue with the general public and partners

The GRCS perception among the general public was enhanced through improved internal and external communication and accountability: 1,200 copies of quarterly Red Cross bulletins, 100 copies of GRCS annual activity report, the external audit report and other informational materials (leaflets, brochures, posters), both in Georgian and English languages were published and disseminated among programme beneficiaries, the key stakeholders and partners. Additionally, the GRCS started making videos made of Red Cross activities available on YouTube and became active on Facebook.

GRCS webpage is regularly updated by placing information on activities in Georgian and English languages. Due to this fact the rating of National Society's website increased, the number of web visitors was increased by 27.2% (compared to 2009) and more geographically diverse (source: [www.TOP.ge](http://www.TOP.ge)). Number of people approaching GRCS Communication and Youth units for volunteering has been increased by 45%. Moreover, eight journalists of GRCS supporting media group (*Newspapers*: 24 Saati, SocPresi; *TV channels*: Ertulovneba, Sazogadobrevi Mautskbeli<sup>1</sup>, Rustavi<sup>2</sup>, Maestro; *Radio stations*: Portuna, Pikis Saati) together with members of target volunteer groups (40 volunteers) participated in a series of seminars/meetings (4 meetings) led by the GRCS Communication Unit in order to create a pool of Red Cross supporting media groups at central and local levels with sustained capacity for provision of grounded quality media coverage on GRCS performance.

**Programme Component 2:** Strengthen the capacity of the National Society's headquarters and local branch network to implement core Red Cross activities throughout the country.

**Component outcome 1:** Service delivery is improved by promoting the National Society's Model Branch concept, and volunteer and youth management is enhanced at the grassroots level.

The GRCS reinforced branch development in 12 branches with active involvement and participation of youth, volunteers, community leaders, national and local authorities, mass media representatives in Red Cross activities. 95 GRCS primary youth units - "Committee of Five" (in total 475 youth volunteers) and 55 volunteer groups (in total 825 volunteers) have been involved to mobilise communities, strengthen their capacities, implement and promote GRCS activities related to health and care, first aid, social and psychosocial support, disaster management, fund raising.

Three youth and volunteer management workshops and training on psychosocial support/Clowning<sup>2</sup> were conducted for 45 volunteers. Moreover, the National Society assessed new opportunities for better management of youth and volunteer activities and applied motivational mechanisms through conducting a series of seminars and events for volunteers, such as basic induction course on International RC/RC Movement values and GRCS, and Youth leadership skill development (36 youth volunteers). 70 volunteers had been awarded and certified through "Volunteer Award 2008-2009" conducted by the GRCS to recognise the great value of GRCS volunteers.

In addition, GRCS diversified the participation of Youth in Red Cross activities through implementation of the "Road Safety" project (funded by the "Empress Shôken Fund"); various fundraising and charity events. The service delivery in the listed programme and geographical areas is thus improved – more activities, better targeting.

The GRCS youth volunteers have been actively involved in charity and fundraising events conducted by the "Committees of five" - the GRCS primary youth units at schools.

The National Society stepped up its efforts aiming at active participation of youth volunteers in various Red Cross activities to mobilise communities, strengthen their capacities within the main areas of GRCS work and foster the Red Cross activities in target locations.

Furthermore, the youth volunteers have taken active part in road safety activities to develop life skills of their peers on safety precautions for pedestrians and promote basic driving rules among their parents and neighbours. This attitude and diversified participation encouraged youth significantly

**Component outcome 2:** The capacities of the National Society are strengthened covering internal communication, programme and financial management.

The GRCS advanced its narrative and financial reporting procedures and formats, and introduced the changes to local branches in order to improve accountability and internal communication. The data collected from branches according to the mandatory structured monthly reports is used not only for better coordination and reporting to donors but also for external communication and publishing of quarterly bulletins, leaflets, posters etc. GRCS branches have been encouraged to create and maintain a photo database covering all relevant Red Cross events.

100 direct beneficiaries (branch staff, volunteers, youth representatives, members) and additional 80 from the GRCS HQs and 8 branches (Zugdidi, Akhmeta, Telavi, Gardabani, Sagarejo, Senaki, Kutaisi and Mestia) acquired knowledge and improved skills in resource mobilization and fund raising, project planning and writing, membership recruitment and financial management, reporting, communication (means/tools) with the key stakeholders including mass media through 15 thematic workshops and trainings conducted in order to ensure sustainability of GRCS activities and improve visibility of organisation.

The GRCS started elaboration of a new five-year strategic plan for 2012-2016 with branch representatives and boards taking an active role in the process. At the same time, the main topics of GRCS communication and resource mobilisation strategies have been introduced to them.

**Component outcome 3:** Community-based volunteer initiatives are developed to empower and assist vulnerable people.

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<sup>2</sup> The GRCS youth volunteers, so called "Red Cross Clowns" gained knowledge and skills on treating vulnerable children and clown techniques. Through this volunteer initiative the GRCS youth has been contributing to reduction of social isolation of vulnerable children through active participation in charity events organized by the GRCS for children ill with leukemia, children with vision disabilities, as well as for orphans.

The GRCS successfully applied the participatory approach through implementation of volunteer activities aimed at addressing local needs and solving problems with support of local stakeholders. During the reporting period 3,860 beneficiaries (including internally displaced persons (IDPs), older vulnerable people, people living with disabilities, youth and multi-child families with income below a poverty line) benefited from 15 community-based volunteer initiatives supported by small grants<sup>3</sup> and 2 Participatory Community Development projects implemented in 4 target branches (Gardabani, Sagarejo, Khelvachauri and Oni). The volunteer activities have been focused on social support and integration of IDPs, promotion of healthy lifestyle among youth, intercultural communication and integration of minorities and establishment of a Social Centre for Older People. The GRCS held two public roundtable meetings, with the purpose of promotion of community-based volunteer initiatives with active participation of representatives of local communities, including local authorities, beneficiaries, volunteers, mass media and local NGOs (in total 36 participants). The financial contribution of Sagarejo and Gardabani municipalities has been considered added value in supporting the activities of the newly established Social Day-Centre for Older People and community-based volunteer initiatives.

The best practices of volunteer initiatives, shared among volunteers and youth, had been replicated in three new branches (Sachkhere, Senaki and Rustavi) with support of local authorities. As a result of these efforts the number of members (from 4 600 (2009) to 5735 (2010)) and volunteers (from 1500 (2009) to 1700 (2010)) increased, the image of the branches and the cooperation with community and stakeholders improved.

### Constraints or Challenges

The following constrains negatively affected the programme implementation and need to be addressed:

- Fluid political situation not allowing GRCS to further proceed with the work on amendments to “RC Law”
- Limited resources that hamper regular service delivery to vulnerable people; weak membership recruitment and high level of volunteer rotation;
- Heavy dependency on external funding due to limited own income-generating sources and as a result of short-term projects funding, which negatively affects the GRCS organizational development, including project management, human resource policy, institutional memory.

In this regard the GRCS will concentrate on further development of its organizational capacities, and improve its links with public authorities, civil society sector, media and business in order to create better preconditions for attracting funding and mobilizing resources locally.

The National Society will be more proactive in establishing new partnerships both with national and international organizations.

Moreover, the GRCS will encourage citizens to participate in voluntary services at local and national levels, as well as will strengthen youth volunteering which in its turn will increase membership recruitment and retention of volunteers.

### Principles and Values

Despite the fact that this project component has not been funded through the plan, the promotion of humanitarian values has been included in each of the programme components.

#### **Programme component 1: Promotion of Fundamental Principles and Humanitarian Values**

**Component outcome 1:** Increased awareness about International RC/RC Movement, Georgia Red Cross Society, Fundamental Principles and humanitarian values among the general public including youth.

The Humanitarian Values, RC/RC Movement and activities of GRCS were promoted during the “Red Cross Week” on 3 – 8 May 2010 through 21 public actions held by the GRCS volunteers and staff in Tbilisi and 10 local branches (Batumi, Sagarejo, Gardabani, Kutaisi, Khelvachauri, Oni, Ambrolauri, Tsageri, Tsalka and Zugdidi). These activities included GRCS volunteers’ photo

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<sup>3</sup> Organizational Development/ Branch Development Project, financially supported by the Danish Red Cross.

exhibition and fundraising actions for over 270 vulnerable people including adolescents and homebound older people. The GRCS “Red Cross Week” activities had good mass-media coverage at national and local level.

GRCS redesigned its website and regularly posted up-dates on all important activities and news related to the national Society and the Movement. In addition, the key stakeholders (including relevant Ministries, local authorities and international organizations) received quarterly bulletins (hard copies and e-version) on main achievements of GRCS’ programmes and activities.

GRCS conducted 2 seminars about RC/RC movement, Georgia Red Cross Society and humanitarian values for Ministry of Defence’s 50 staff members.

During the reporting period 2010, 36 “Committees of Five” – were established in addition to the already existing 52 Committees of Five in schools in Tbilisi and in regions of Gardabani, Tserovani, Sagarejo, Zugdidi, Senaki, Kutaisi, Oni, Ambrolauri, Khelvachauri and Batumi, bringing total number to 88. Over 200 youth were mobilized through the Committees to participate in volunteer activities in their communities.

**Component outcome 2:** Increased awareness of Georgia Red Cross Society governance, management, staff and volunteers on Fundamental Principles and humanitarian values

More than 150 volunteers and board members of six local branches including three newly established branches improved their knowledge on Principles and Values, International RC/RC Movement and GRCS activities through six seminars in line with the GRCS membership development plan.

**Programme component 2:** Reduction of discrimination and social exclusion and promotion of respect for diversity

**Component outcome 1:** Promoted culture of non-discrimination and respect to diversity

Fifty youth volunteer leaders of Gardabani branch developed a new initiative on promotion of diversity and cross-ethnic/ cross-culture communication and cooperation. This was done through establishment of joint activities of youth from Georgian, Russian and Azerbaijan schools across the Gardabani community. The activities included learning about each other’s culture (dances and songs) and volunteering in their community together with local young volunteers, supporting internally displaced people, minorities and older people. Activity carried-out in the framework of Branch Development project.

**Component outcome 2:** Decreased social exclusion of children from vulnerable groups

The social exclusion of 25 children with leukaemia at a hospital and 46 children from an orphanage was addressed through four events organized by GRCS. Some of the events were implemented with the assistance of public persons such as a famous artist who painted together with children. These activities were conducted in Tbilisi. GRCS also paid special attention to involve children and youth from vulnerable groups in volunteer activities. Thus, 190 out of 293 volunteers mobilized to develop and implement community-based initiatives in Gardabani and Sagarejo branches are children and youth from vulnerable groups.

**Component outcome 3:** Reduced stigma and discrimination associated with communicable diseases and old age through advocacy, communication, education and social mobilization activities by the Georgia Red Cross Society

GRCS took measures to advocate for the rights of older people toward national and local authorities through meetings, seminars and collection of data on gaps in social protection of older people. As result of these efforts a regular dialog with the duty bearers was established and individual cases of violation of older people’s entitlements related to social protection benefits have been addressed. In addition, preliminary agreements have been reached with three municipalities to jointly establish activities that would address a problem of social exclusion and isolation of older people.

With the support of “Committees of Five” at 9 public schools of Tbilisi GRCS organized 3 actions entitled “Five Potatoes action”, “Sweets for the Elderly for the New Year” and eggs for Ester Holiday. These actions contributed to strengthening the intergenerational links between youth and older people. GRCS youth also disseminated fundamental principles during their interaction with the projects’ beneficiaries.

Three advocacy meetings were held with local authorities of Zugdidi, Senaki and Akhmeta regions aiming to facilitate reduction of social isolation of older people and conducting social activities for older people.

GRCS conducted Round Tables at regional and local level dedicated to rights of older people and also lobbied for social inclusion.

Round Tables included collaboration of GRCS, ICRC, International Federation, local, regional and central government's stakeholders, local business, media representatives, NGOs and beneficiaries. In the reporting period GRCS conducted 7 round tables (4 at local level, 2 at regional level and one round table at central level in Tbilisi), where legal problems of beneficiaries were discussed.

GRCS conducted 618 seminars about HIV and AIDS and Tuberculosis. More than 6 000 people (GRCS volunteers and community members, including people living with HIV and AIDS and Tuberculosis) were informed about reducing stigma and discrimination in the community.

### Constraints or Challenges

- A limited scope of activities under this component due to no funds attracted with the exception of locally mobilized resources.

## Working in partnership

Main Movement partners for GRCS are: the International Federation, International Committee of the Red Cross, Norwegian Red Cross, Danish Red Cross, Italian Red Cross, Magen David Adom Israel, German Red Cross, Japanese Red Cross.

Norwegian Red Cross supports the GRCS through the Federation country plan in Social Support to older people and Organisational Development Projects in addition to providing support for the Federation representative in the country. Moreover, NRC bilaterally supports the blood donor recruitment project.

Danish Red Cross multilaterally supports the branch development project, through the Federation country plan as well as the deployment of the Organisational Development Delegate to Georgia. Also, taking the lead in DIPECHO project consortium, together with the International Federation and Icelandic Red Cross, Danish Red Cross deployed a Disaster Risk Reduction Delegate who works under the integration agreement with the Federation.

Georgian Red Cross established bilateral cooperation with German Red Cross, Magen David Adom Israel, and Italian Red Cross.

Partnership is also established with UN agencies, Health Alliance<sup>4</sup>, USAID, Medical Service Cooperation International (MSCI) and World Learning. At national level GRCS cooperates with almost all ministries, governmental agencies and local non-governmental organisations and corporate sector.

A list of partners:

### Multilaterally through IFRC:

Donor	Programme
Norwegian RC	Social Support to elderly and Branch development
Danish RC	Branch development
IFRC (back donor USAID/DFID)	Pandemic Preparedness
IFRC (back donor Eli Lily)	MDR-TB
Japanese RC	Branch development

<sup>4</sup> Health Alliance is a general name for all those organizations, whose are implementing Health programs in Georgia (Ministries, Social Services, Health Departments, Local Level Social Services and others).

**Movement partners:**

ICRC	First Aid Planning and Implementation Maintaining GRCS Response Capacity Social Welfare on Behalf of Lone, Older People GRCS Headquarters and Branch Forums
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**Bilaterally:**

Donor	Programme
European Commission (DIPECHO). Danish Red Cross, Icelandic Red Cross	Community-based disaster risk reduction programme
German Red Cross	First Aid
Magen David Adom Israel	First Aid
Italian Red Cross	Harm Reduction
Norwegian RC	Blood donor recruitment
Medical Service Corporation International (MSCI) (back donor USAID)	TB
Turkish Development Agency, Local Municipalities in Tbilisi, Kutaisi and Sagarejo, Estonian Embassy	Social support to elderly
World Learning/Forecast (back donor USAID)	Disaster Management (coordination role) and technical support

## Contributing to longer-term impact

Social Support to Elderly and Health and Care activities remains the priority area of the National Society. In 2010, coupled with branch development initiatives the activities within health and social programmes have enabled the GRCS to extend its cooperation with local municipalities and local organizations and international humanitarian actors operational in country. This cooperation resulted both in financial and in-kind contributions from local partners which strengthened the sustainability of the implemented activities.

With support from Movement and other partners the National Society developed its capacities in disaster management and strengthened its coordination role as per National Response Plan of Georgia. Improved capacities allowed the National Society to extend disaster risk reduction activities at community level.

The strategies and policies in disaster management, social support and psychosocial support allow the National Society to develop an improved and comprehensive strategic plan for 2011-2014, consolidating all the discussions which have taken place over the last two years. Local fund-raising initiatives and correspondence with the authorities have clearly shown that there is a potential for raising more funds and forging closer cooperation. The National Society focuses on developing its corporate partnership programme in the years to come.

The International Federation representation in Georgia has integrated the Reporting Officer position into the National Society and will further work on integration in 2011.

## Looking ahead

Despite the high number of partners and achievements recorded, there are still numerous challenges for the National Society. Limited financial resources and sources of income affect its operational capacities. Owing to different levels of capacity and abilities to take initiatives in local branches, the coverage and frequency of activities subsequently varies. On this background the

National Society intends to increase its focus on local resource mobilization and branch development, as well as mobilization of grassroots support through participatory community processes and new partnerships at local and national level. These are longer-term processes to which the society is committed and supported by Movement partners, public authorities and other national and international organizations.

***All Federation assistance seeks to adhere to the [Code of Conduct for the International Red Cross and Red Crescent Movement and Non-Governmental Organizations \(NGO's\) in Disaster Relief](#) and is committed to the [Humanitarian Charter and Minimum Standards in Disaster Response \(Sphere\)](#) in delivering assistance to the most vulnerable.***

The IFRC's vision is to:

Inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.

The IFRC's work is guided by Strategy 2020 which puts forward three strategic aims:

1. Save lives, protect livelihoods, and strengthen recovery from disaster and crises.
2. Enable healthy and safe living.
3. Promote social inclusion and a culture of non-violence and peace.

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