

Appeal 2008-2009



International Federation
of Red Cross and Red Crescent Societies

Bangladesh

Appeal No. MAABD001
19 December 2007

This appeal seeks CHF 5,998,776 (USD 5.36 million or EUR 3.64 million) to fund the planned programmes to be implemented in 2008-2009. The overall budget is CHF 5,998,776 (USD 5.36 million or EUR 3.64 million). [Click here for budget summary.](#)

This appeal document sets out briefly the main outcomes the programmes seek to achieve over the next two years. More detailed information is provided in the [2008-2009 Programme Support Plan](#) and [Summary Matrix](#).

In a world of global challenges, continued poverty, inequity, and increasing vulnerability to disasters and disease, the International Federation 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.



A mother at a relief distribution site shows her BDRCS / Federation relief distribution card.

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[Click here for a map of Bangladesh](#)

Current context

Bangladesh's geographical location makes it one of the most disaster-prone countries in the world, especially affected by floods, waterlogging and cyclones as well as earthquakes, droughts and cold weather. The country's population density and high levels of poverty increase people's vulnerability to natural hazards and public health emergencies, which in turn poses a serious threat to Bangladesh's economic development.

The Bangladesh Red Crescent Society (BDRCS) programme support plan for 2008-2009 has been developed to provide needs-based services to approximately 2,524,150 beneficiaries, most who living below the poverty line in disaster prone areas. This will include male and female beneficiaries of all ages, from different ethnic backgrounds and refugee groups. The programme rests on the strong foundation of the national society's large volunteer base - approximately 300,000 members and volunteers in 68 units across the country. A Federation delegation in the country supports the national society's initiatives with capacity building and technical advice.

Programme summary

The 2008-2009 plan covers four programmes, each with a purpose aligned with the four goals of the Federation's Global Agenda. This appeal document sets out very briefly the main outcomes that the programmes seek to achieve over the next two years.

Disaster management

The overall purpose of the disaster management (DM) programme is that the disaster preparedness and disaster response capacities of targeted vulnerable communities to cope with floods, cyclones, earthquakes and other common disasters are improved. The programme aims to achieve this through the following six components.

| Programme Component | Outcomes |
|--|--|
| 1. Community based disaster management | Targeted high risk flood prone communities are better able to mitigate, prepare for and respond to floods and other disasters. |
| 2. Cyclone preparedness programme | Capacities of targeted vulnerable coastal communities to respond to cyclonic disasters are strengthened. |
| 3. Chittagong Hill Tracts development programme | Living conditions and peaceful co-existence among the various ethnic groups in targeted communities of CHT are improved. |
| 4. Earthquake preparedness and response programme | Targeted high risk communities are better prepared to respond to earthquakes. |
| 5. Disaster response | Disaster response capacities of the national society are further strengthened. |
| 6. Climate change | National society and targeted communities are better prepared with appropriate knowledge and measures for reducing the potential risk to climate change. |

The programme will continue to implement the four-year integrated DM Strategic Plan (2005-2008), which aims to strengthen the capacity of the BDRCS to manage the effects of disasters through coherent and coordinated disaster preparedness and response programmes, both at community and institutional level. It also builds on the work of the last two years, related to incorporating and actively promoting global risk reduction trends like the Hyogo Framework for Action in the country, with an aim to focus on climate change. The beneficiaries targeted for the two years is approximately 1,752,000 (male: 963,000; female: 789,000), with a focus being placed on those living below the poverty line, who are the most vulnerable to the impact of disasters.

Health and care

The overall purpose of the health and care programme is that appropriate health services to the most vulnerable is ensured and contributes to reducing the vulnerability to HIV infection and its impact. It aims to achieve this through three components:

| Programme component | Component outcome |
|--|---|
| 1. HIV and AIDS | Vulnerability to HIV infection and its impact are reduced. |
| 2. Public health | Improved health status of the vulnerable population, especially that of children and adolescent girls among the targeted. |
| 3. Public health in emergencies | Effective response to public health issues in emergencies. |

The first component will focus on reducing vulnerability to HIV infection and its impact through prevention, care and support and anti-stigma activities, as well as promoting safe, voluntary non-remunerated blood donation. The second and third components focus on a few key public health issues in both emergency situations and the day to day. Focus areas include improving access to good nutrition and safe water for vulnerable communities, particularly for children and adolescent girls through gender-sensitized health services. It also includes activities to promote awareness on avian influenza and issues of road safety. The programme will target 700,000 beneficiaries (male: 371,750; female: 328,250), including 4,750 BDRCS volunteers.

Capacity and organizational development

The overall purpose of the organizational development (OD) programme is the enhance the BDRCS's organizational capacity to render humanitarian services. It aims to do this through seven components:

| Programme component | Component outcome |
|---|---|
| 1. Planning and accountability development | BDRCS capacity in strategic planning, monitoring, evaluation & reporting (PMER) and managing effective programmes is strengthened. |
| 2. Governance and management development | Members of the BDRCS governing board and branch executive committees are well informed of the role of governance and management, code of conduct, policies, systems and procedures. |
| 3. Legal base | BDRCS legal base is strengthened. |
| 4. Volunteer management and development | BDRCS volunteer base has increased and developed into a gender diverse, well trained, highly motivated network (including youth volunteers). |

| | |
|---|--|
| 5. Financial resource development | BDRCS has enhanced capacity to manage its financial resources and fundraising effectively. |
| 6. Human resource development and management | BDRCS human resource capacity enhanced to render improved service delivery. |
| 7. Branch development | Systematic branch development is taking place |

The programme aims to integrate OD and capacity building as components in all BDRCS's programmes and to increase the capability of the national society to provide effective services to vulnerable populations. The programme will work towards these outcomes through training of staff and volunteers as well as awareness-raising of senior governance and management. Some key specific planned activities include revising the statutes, organizational restructuring and revision of human resource policy. Membership development will be another key focus and branches will be encouraged to be more proactive and supported in their development.

Targeted beneficiaries for 2008-2009 are approximately 39,750 people (male: 26,835; female: 12,915), including BDRCS governance, staff and volunteers (including Red Crescent youth).

Global Agenda Goal 4: Humanitarian values

The overall purpose of the humanitarian values (HV) programme is to increase the practice of non-discrimination and social harmony among targeted BDRCS governance, staff, volunteers and civil society stakeholders. It aims to do this through the following three components:

| Programme component | Component outcome |
|--|--|
| 1. Understanding of Fundamental Principles and humanitarian values | Raised awareness among BDRCS governing board, branch executive committee and key staff on Red Cross Red Crescent Fundamental Principles, history and humanitarian values |
| 2. Integration of humanitarian values into DM, health and OD programmes | BDRCS DM, health and OD programmes are designed to include Red Cross Red Crescent Fundamental Principles and HV to promote non-discrimination and social harmony. |
| 3. Red Cross Red Crescent Fundamental Principles and humanitarian values advocacy | Targeted sectors of civil society have a positive change in attitude in areas of tolerance and non-discrimination. |

The main focus of the programme will be to build on its existing work and maximize opportunities for the integration of HV as a cross-cutting issue within all BDRCS programmes. The programme will disseminate information on the Red Cross Red Crescent Fundamental Principles and values to an estimated 32,400 targeted beneficiaries (male: 22,000; female: 10,400), mainly comprising BDRCS staff and volunteers, as well as civil society organizations working in the area of gender and human rights at the national level.

Needs

A budget summary for each global agenda goal is given below:

| Programmes | 2008 budget in CHF | | 2009 budget in CHF | | Total budget in CHF | |
|----------------------------|--------------------|------------------|--------------------|------------------|---------------------|------------------|
| | Total Budget | Required | Total Budget | Required | Total Budget | Required |
| Disaster Management | 1,797,349 | 1,797,349 | 1,756,011 | 1,756,011 | 3,553,360 | 3,553,360 |
| Health and Care | 691,566 | 691,566 | 735,646 | 735,646 | 1,427,212 | 1,427,212 |
| Organizational Development | 503,745 | 503,745 | 459,282 | 459,282 | 963,027 | 963,027 |
| Humanitarian Values | 26,956 | 26,956 | 28,221 | 28,221 | 55,177 | 55,177 |
| Total | 3,019,616 | 3,019,616 | 2,979,160 | 2,979,160 | 5,998,776 | 5,998,776 |

Working in partnership

Movement cooperation

The strong collaboration and strategic partnerships that BDRCS shares with the British, German, Japanese, Swedish and Hong Kong Red Cross Societies continue to bring positive results and strengthen the national society. In the critical areas of DM and OD especially, these partnerships have enabled increased service delivery to vulnerable communities and capacity building of staff and volunteers. The BDRCS works very

closely with the Federation country and regional delegations, particularly in the programmes described in this appeal. The ICRC also sponsors some programmes aimed at improving information dissemination and 'tracing' activities.

External collaboration

The Federation delegation in the country continues to seek and coordinate support from government, United Nations and international donor agencies, diplomatic missions and non-governmental organizations for humanitarian emergency operations and capacity building initiatives undertaken by the BDRCS. The national society, as part of its official mandate from the Bangladeshi government, will complement the government's efforts in emergency response.

How we work

All International Federation assistance seeks to adhere to the [Code of Conduct](#) and is committed to the [Humanitarian Charter and Minimum Standards in Disaster Response \(Sphere\)](#) in delivering quality and accountable assistance to the most vulnerable. For support to or for further information concerning Federation programmes or operations in this or other countries, or for a full description of the national society profile, please access the Federation's website at <http://www.ifrc.org>

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

For further information specifically related to this Appeal, please contact:

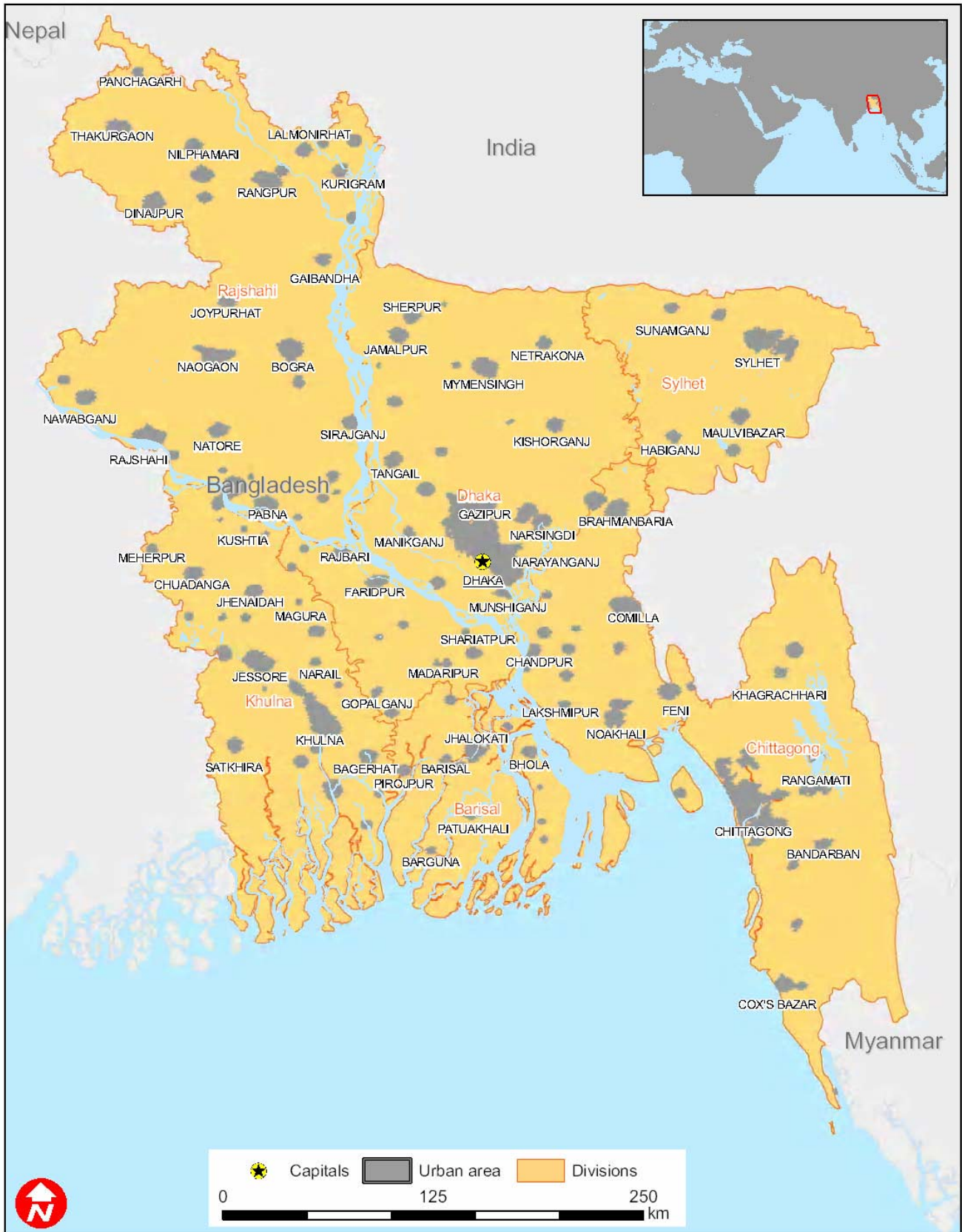
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[Map below](#)



International Federation of Red Cross and Red Crescent Societies
Fédération internationale des Sociétés de la Croix-Rouge et du Croissant-Rouge
Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja
الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

Bangladesh



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