



*IFRC delegates hold a training session for volunteers and branch directors of the Slovak Red Cross on the registration and distribution of Cash and Voucher Assistance (CVA). © IFRC*

# CASH AND VOUCHER ASSISTANCE (CVA) OPERATIONAL STRATEGY

Ukraine and Impacted Countries Emergency Appeal (28/02/2022 - 31/12/2025)

Giving cash to people affected by disasters is an effective, efficient, and transparent way of providing relevant and adequate humanitarian assistance to the most vulnerable. Cash assistance ensures people have the freedom, dignity, and independence to decide on their own recovery. It also supports local economies by re-stimulating the markets in areas where affected people live. More than two million people are expected to receive cash assistance as part of the ongoing Ukraine and Impacted Countries operation.



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**IFRC PLAYS A LEADING ROLE GLOBALLY** in Cash and Voucher Assistance (CVA), and its membership has extensive experience in the delivery of cash support. However, IFRC's traditional CVA approach relies heavily on the presence of staff and volunteers to support programme delivery. The response to the situation in Ukraine has forced us to think differently and to innovate and adjust our approach to be better suited to the context we face: building on experiences from across the membership, the IFRC's CVA and Information Management (IM) teams, with the strong support of American Red Cross, have developed a self-registration CVA app which has allowed affected people to register for assistance themselves and to choose how they wish to receive cash support, including remote cash distribution. This method of response has broadened the ability of the IFRC response to reach people at speed and at scale.



## IFRC'S CVA STRATEGIC PILLARS AND PRIORITY ACTIONS:

Through the use of CVA in the Ukraine and Impacted Countries operation, IFRC seeks to meet the needs of people in the most adequate, effective, and efficient way possible. This strategy will guide CVA's work for populations that have been displaced out of Ukraine, displaced internally in Ukraine, those who have decided to return, as well as host families.

### STRATEGIC PILLAR 1

**Meet the immediate and changing needs of displaced people through multipurpose cash at speed, at scale and with quality:**

- Basic needs of displaced people throughout the course of the conflict are met through Multi-Purpose Cash (MPC) in a way that supports their stabilization and mitigates displacement impacts due to existing social vulnerabilities
- Additional MPC top ups for households with vulnerabilities who have needs that are not otherwise met (whether through social protection, work, or other actors)
- Households are supported to transition out of MPC offered by Red Cross as they find other means to support themselves or access government social protection mechanisms

### STRATEGIC PILLAR 2

**Meet the needs of displaced people with CVA through tailored solutions developed by sectoral leads:**

- Cash is delivered taking into consideration contextual, programmatic and institutional risks and preferences of beneficiaries
- Support to household is maximised and risks to theft or diversion are minimised through well designed, transparent, and controlled systems

### STRATEGIC PILLAR 3

**Institutional strengthening to implement and support scalable, better quality and timely CVA to ensure that crisis-affected populations meet their needs in a dignified, appropriate and effective manner:**

- National Red Cross Red Crescent Societies (National Societies) impacted by the Ukraine crisis have improved their ability to deliver cash so that they can reach more people, more quickly, with more appropriate forms of aid
- Transition permanent digital CVA systems readiness to the Europe region to ensure cash can be delivered rapidly and at scale in future responses in the region

#### DID YOU KNOW?

IFRC is committed to delivering 50% of our humanitarian assistance through cash and vouchers by 2025. To achieve this, the capacity to design and deliver CVA programmes needs to be strengthened across our membership.

Through this CVA Strategy, IFRC will support National Societies with trainings and guidance and will assist them in the development of their CVA strategic vision for the future, including SoPs, plans of action and budgets. We will also advocate for the leadership-level commitment and long-term funding required to meet this goal.





## CALL FOR SUPPORT

While the ongoing crisis in Ukraine has drawn extraordinary levels of support from inside and outside the Red Cross Red Crescent Movement, additional capacity and resources are required to ensure that the Red Cross Societies and the communities receive the needed support. The operational budget will facilitate the establishment of the necessary HR structure at national, sub-regional and regional levels to provide the services and support described above.



IFRC and the Polish Red Cross distribute their first financial assistance to displaced people from Ukraine. © IFRC

### Contact us

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While this strategy is intended to guide IFRC's sectoral response throughout the duration of the Ukraine and Impacted Countries operation, we will remain flexible and adaptable, which means adjustments to the strategy may be made if deemed necessary to best meet changing and evolving needs in this protracted crisis.