



# ANNUAL REPORT

From 1 January 2011 to 31 December 2011



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## INTRODUCTION

The Maldivian Red Crescent (MRC) was formed at its inaugural General Assembly held on 16 August 2009. Its legal base in the Maldives is set out in the Maldivian Red Crescent Law No. 7/2009 ratified by the President of the Maldives in May 2009. Since its formation, MRC has been working steadily towards establishing itself as a well functioning national society both locally and internationally. This annual report is a compilation of activities and initiatives undertaken by MRC from 1 January 2011 to 31 December 2011.

## RECOGNITION BY ICRC AND IFRC MEMBERSHIP



*IFRC President awarding Certificate of Membership to MRC President. The MRC was granted membership in to IFRC on 23 November as the 187<sup>th</sup> Member National Society of at its General Assembly held in Geneva, Switzerland. Photo: IFRC.*

During its inaugural General Assembly, MRC adopted a two year Interim Development Plan with the goal that it would, before its third General Assembly fulfil the 10 conditions for recognition set out by the International Committee of the Red Cross (ICRC) as well simultaneously become a full-fledged member of the International Federation of Red Cross and Red Crescent Societies (IFRC).

MRC applied for ICRC recognition and IFRC membership during October 2010. The documents submitted by MRC in support of this application were examined by the ICRC and IFRC Joint Statutes Commission and the final assessment mission to Maldives was undertaken in early October 2011 to ascertain that MRC had fulfilled the 10 Conditions for Recognition and has a structure that ensures service delivery throughout the country.



The final Joint Assessment Mission (JAM) consisting of representatives of ICRC and IFRC visited Maldives from 2 to 7 October 2011 to undertake an evaluation of the Maldivian Red Crescent in response to MRC's application for recognition by ICRC and full membership by IFRC. Various preparations and arrangements were made to facilitate their mission. The team met with public authorities, MRC governance, management and volunteers. The team also undertook field visits to two MRC Branches.

MRC was informed that the ICRC, on 9 November 2011 recognized MRC as the 187<sup>th</sup> National Society of the International Red Cross and Red Crescent Movement and subsequently was granted admission to IFRC as a full fledged member of the IFRC at the 18<sup>th</sup> Session of the IFRC General Assembly on 23<sup>rd</sup> November in Geneva. The decision of the ICRC was circulated to all Movement members by the Vice-President of ICRC through its Circular No. 622. Following the granting of membership, MRC President addressed the IFRC General Assembly.

## GOVERNANCE

### Third General Assembly



*Third General Assembly of the Maldivian Red Crescent was held on 16 April 2011 in Male'. Photo: MRC*

The Third General Assembly (GA) of MRC was held on 16 April 2011. Key decisions by the assembly includes:

1. Adoption of Audit report for period 16 August 2009 to 31 December 2010.
2. Adoption of MRC plan and Budget 2011-2012
3. Election of Governing Board members to the following positions:
  - i. President – Mr. Ibrahim Shafeeg

- ii. Treasurer – Mr. Ali Nashid
  - iii. General Member (North Region) – Mr. Abdulla Ali
  - iv. General Member ( Male’ ) – Ms. Aishath Hussain Manik
  - v. General Member (South Region) – did not receive majority votes to be elected.
4. Election of Complaints Committee members. Following 3 members were elected to the 3 posts that members have to be elected by the GA.
- i. Ms. Fathimath Thasneem, Ma. Uraha
  - ii. Ms. Fathimath Shafeega, Manzil, Th. Guraidhoo
  - iii. Ms. Aminath Abdulla, H. Sunaar
5. Adoption of MRC Strategic plan 2011-2015
6. Adoption of amendments to Rule 6 of the Rules of Procedure

Pre-GA orientation meeting for delegates attending the GA was held on 15 April 2011. Delegates were briefed about the rules of procedure of the GA and given information and opportunities to discuss the agenda items tabled for the GA. A Governance Workshop was held on 17 April 2011 following the GA. The purpose of this workshop was to coordinated MRC activities and services across branches and to create further awareness on programmes and procedures of the organization.

### **Statutory Bodies**

The Governing Board (GB) held 5 meetings (15<sup>th</sup> to 19<sup>th</sup> Meeting) in 2011. Below are key decisions made by the Governing Board in 2011:

1. Adaptation of the DRR/CCA strategy
2. Privacy Policy of the Maldivian Red Crescent.
3. Approved the 2011/2012 Plan and Budget of MRC
4. Recognised the newly established four (4) branches of the Maldivian Red Crescent
5. Approved the plan on regionalisation of service delivery of MRC nationwide.
6. Appointed KPMG as the external auditor to audit MRC accounts of 2011.

Governance support to various branches was given through field visits by various staff on different programmatic and monitoring visits. A more focused visit was undertaken to Gaafu Alif and Gaafu Dhaalu branch by the Governing Board Youth Member accompanied by the MRC Development Coordinator to discuss issues relating to branch functionality and governance issues in these branches. The report of the visit comprising the findings and the recommendations was submitted to the Governing Board by the Youth Member.

Upon receiving information that the Government representative of the Governing Board had resigned from his Government post, MRC requested the Ministry of Health and Family to appoint a successor to the vacant position. The Ministry appointed Dr. Aminath Huda as the government’s appointee to the Governing Board of MRC.

Three new members were elected to the Complaints Committee (CC) during the 3rd General Assembly in 2011. The Committee held its 3rd and 4th meetings in April and December 2011 respectively. The 3rd meeting was conducted as an informal introductory meeting during which an induction session on the movement and explanations of the CC’s roles and responsibilities was given to the newly elected members. The 4th meeting was held to review and decide on an appeal submitted by a member of a MRC Branch board. The committee’s decision was conveyed to the complainant in writing.

The National Advisory Council held its 5th meeting on 25 September 2011. The Council provided guidance on recommendations of the Joint Statutes Committee with regard to the legal base of MRC and the scheduled the assessment of the Joint-Assessment Mission (JAM). The Council identified ways in which MRC could activate its non-functioning branches. The council also advised the Governing Board on carrying out a strategic marketing campaign to promote the work and image of MRC. A joint unofficial meeting of the National Advisory Council and the Finance Commission was held on 15 October 2011. This was to discuss ideas and methods for resource mobilization activities that could be carried out by MRC in the coming years. Suggestions received are being analyzed and potential ideas are to be incorporated in to a resource mobilization plan for 2012.

The Finance Commission held two meetings in 2011. During these meetings the quarterly management accounts were reviewed and approved. The quarterly cash forecast was presented to the committee, was reviewed and approved and ensures that the approved budget of MRC has been followed in implementing programs and committing its expenditure.

A joint unofficial meeting of the National Advisory Council and the Finance Commission was held on 15 October 2011 to discuss ideas and methods for resource mobilization activities that could be carried out by MRC in the coming years.

Reports of all statutory bodies are annexed to this report.

## MANAGEMENT



*Health and Social Care is a key area in MRC's Strategic Plan 2011 - 2015. MRC's Violence Prevention Programme was debuted at the Children's evening organized by the Human Rights Commission of the Maldives to mark the World Day for Prevention of Child Abuse. MRC will begin field implementation of the Programme in early 2012. Photo: MRC*



MRC's Senior Management currently comprises of the Secretary General (SG) and Head of Finance and Administration, Programme Manager, Communications and Resource Mobilisation Manager and Development Coordinator.

The SG attended the IFRC President's Round Table meeting with the National Societies (NSs) of South Asia and the Leadership Forum, held in Delhi from 31 January to 1 February 2011. During this visits, various bilateral discussions were held with officials of other NSs attending the meeting.

The SG participated in 3rd Commonwealth Red Cross and Red Crescent international Humanitarian Law Conference (the Commonwealth Conference) held in Kuala Lumpur, Malaysia from 6 to 8 June 2011.

The 9th South Asian Disaster Management Working Group (DMWG) Meeting was hosted by MRC in Male' from 25 to 29 August 2011. Sixteen participants from regional National Societies and IFRC took part in the workshop which included a field visit to a nearly community (Huraa). This is the first time a DMWG meeting was held in Maldives.

The SG attended The 23rd South Asia Secretaries General Forum which was held in Colombo, Sri Lanka from 20 to 21 October 2011. SGs from all 7 Red Cross Red Crescent (RCRC) National Societies in the region attended the Forum. During this meeting key issues of importance to the National Societies were discussed in detail and understandings were reached to streamline strategies which will help the most vulnerable and become stronger National Societies in the process. The discussions also focused on prospective humanitarian initiatives, and to prepare to collectively advocate in the upcoming statutory meetings in Geneva in November 2011.

The President of MRC headed the MRC delegation comprising of the 1st Vice President, 2nd Vice President, Treasurer, General Member (North Region) and the SG attended the Statutory Meetings in Geneva from the 22 November to 1 December 2011, in Geneva, Switzerland. While in Geneva, the delegation also had separate meetings with the Vice President of ICRC, the Secretary General of IFRC and the Chair of the Joint Statutes Commission. In addition, some bilateral meetings were held with partner National Societies. The delegation also attended the reception hosted by the Japanese Red Cross to express their appreciation of the assistance extended to them by the National Societies due to the earthquake and the tsunami which affected their country in March this year. A plaque expressing appreciation was presented by the President of Japanese Red Cross to each National Society that provided assistance.

### ***MRC Annual Planning 2012-2013***

MRC Planning for 2012-2013 at Headquarter level was initiated in September and Branch/Unit inputs to the plan were scheduled to be submitted by end of October. To assist the branches/units in this work all the branches /units were invited to attend a planning and budgeting workshop, but only 6 branches attended the training. A total of 6 branches (HDh, N, M, GDh, Gn and S) have submitted their plans to date. HQ is compiling its comments and recommendations on these plans.

### ***STRATEGIC PLAN 2011 - 2015***

MRC's Strategic Plan 2011 – 2015 was adopted at MRC's third General Assembly. The Strategic Plan encompasses disaster management, health and social care, youth and organizational capacity development as the main strategic directions for the next 5 years. It also focuses on branch capacity

development to ensure nation-wide service coverage and sustainability. All programmes and service delivery activities of MRC are now being aligned to the Strategic Plan.

### **HUMAN RESOURCES AND CAPACITY DEVELOPMENT**



*Simulation Drill conducted as part of the MRC's Emergency First Response Team Training. MRC has trained 33 volunteers for the EFR Team based in Male' whose role is to respond to emergency situations that require first aid. MRC will be working to build similar capacities in population centers in the north and south of the country in 2012. Photo: MRC*

The Maldivian Red Crescent currently has 24 staff. Each staff receives orientation and induction training upon employment. In addition they receive opportunities for capacity building training both in country and abroad.

#### **Staff distribution at MRC as at end December 2011**

<b>Department</b>	<b>No. of Staff</b>
Secretary General	1
Administration and Finance	4
Service Delivery and Branch Development (Program)	12
Governance	1
Communication and Resource Mobilization	1
Field Based Staff (Branch Offices)	4
Organizational Development	1
<b>TOTAL</b>	<b>24</b>

The following key capacity building trainings and workshops were attended by MRC in 2011.

- 1. Regional Disaster Response Training, 27 March - 6 April, Bangladesh:** Two of Programme staff travelled to Bangladesh to attend Regional Disaster Response Team trainings. These staff would



contribute to development of Disaster Response Teams of MRC in communities, which will be carried out under the CBDRR Project.

2. **Seminar on the Management of Community-Based projects of National Red Cross & Red Crescent Societies of Developing Countries, 7 – 27 April 2011, China** - The seminar was attended by a Program Field Officer. The aim of the seminar was to provide an opportunity for the participants to fully understand the work that the Chinese RC has done on disease prevention and disaster preparedness in community-based projects.
3. **Emergency First Response Team Trainings:** The second and third Emergency First Response Team (EFRT) Training were conducted from 16 to 27 February 2011 and 19 to 29 November respectively, with funding received from the World Health Organization (WHO) Maldives Office through the Ministry of Health. This training was conducted as part of the process of forming Maldivian Red Crescent's Emergency Response Services. The EFRT volunteer pool consists of a total of 48 participants. Training modules under the EFRT Training include; standard first aid, applied anatomy and physiology, management of casualty with a chest, abdominal or a limb injury, psychosocial support and mass casualty incident management. The Emergency First Response Team will initially be active in Male'. A draft Standard Operating Procedure (SOP) was also drafted for the team.
4. **South Asia Regional Fundraising Seminar, 9 to 13 May 2011, Sri Lanka:** The Seminar attended by MRC Communications and Resource Mobilization Manager was conducted by a consultant from Resource Alliance (UK) and covered topics ranging from basic principles of fundraising to developing a fundraising strategy and plan.
5. **Communication for Behavioural Impact (COMBI) or Integrated marketing Communication for Behavioural Impact (IMC/COMBI) in Health and Social Development, Male', 1 to 7 June 2011:** This workshop organized by the Ministry of Health was attended by a CBDRR Project Officer. The theory addresses the continuous dilemma faced by health professionals in finding effective ways to encourage adoptions/maintenance of a healthy lifestyle. COMBI is about using private sector tools such as using integrated marketing communication approaches in changing behaviour in the social sector.
6. **Youth Development and Volunteerism Workshop, Male', 30 May 2011:** MRC Senior Programme Officer and Programme Officer (volunteer manager) attended the workshop on Youth Development and Volunteerism conducted by Ministry of Human Resources Youth and Sports and UNDP. The workshop was conducted to share a report compiled by United Nations Volunteers Scoping Mission on Fostering Youth Participation and Volunteerism.
7. **Capacity building training on effective budgeting and budget preparation, Male, 23 June 2011:** This internal training for staff centred on the fundamentals of budgeting and practice on how to make effective and realistic budgets. This training was to ensure that detailed planning, background information and diligence are invested into all budgeting tasks.
8. **Training of Trainers (TOT) on Community Based Theatre for Social Transformation, Male', 23 to 29 June 2011:** Senior Programme Office and a MRC Volunteer attended a ToT on Community Based Theatre for Social Transformation organized by UNDP. This methodology could be an important tool for the development of MRC's youth programme.
9. **20th Regional Learning Workshop on Community Based Disaster Risk Reduction by Asian Disaster Preparedness Centre (ADPC), Chiang Mai, Thailand:** Two CBDRR Project Officers participated in the 20<sup>th</sup> Regional Learning Workshop on Community Based Disaster Risk Reduction (CBDRR) by Asian Disaster Preparedness Centre (ADPC). It is a technical training on CBDRR which will support the staff to understand the theories, concepts and to acquire practical skills that can be used to implement CBDRR at community level.

10. **Finance and Administration Training, Male', 10 to 14 July 2011:** A finance and administration capacity building training was conducted for two board members each from all current MRC branches. Sessions covered mostly finance and administrative policies and procedures but also included sessions by governance, communications, resource mobilization and programme. 14 participants completed the training.
11. **Vulnerability and Capacity Assessment Training, Lh. Hinnavaru, 17 to 24 July 2011:** The training followed the 'learning by doing' methodology where the volunteers were encouraged to practise the tools and skills learnt with the community. 19 participants completed the training. The training followed the guidelines being developed in the ongoing VCA Adaptation Process and provided opportunity to practice many elements
12. **Planning and Budgeting Training, 18 – 22 September 2011, Male':** The Planning and Budgeting training for Branch board members and Branch staff was held from 18 to 22 September in Male'. Sessions covered under the training included budgeting skills, planning skills and planning exercises in addition to programmatic and governance related information.
13. **IFRC's workshop on strengthening disasters laws and humanitarian action, 11 to 12 October 2011, Male':** The Development Coordinator and Communications and Resource Mobilization Manager participated in the two day workshop as part of the Maldives delegation. The workshop is meant to create awareness and plan for concrete action towards advocating for government support for three draft IDRL resolutions being table to the International Conference to be held in Geneva later this year.
14. **First Aid Training of Trainers, 22 to 30 May 2011, 18 – 24 December 2011, Male':** Two first aid Training of Trainer (ToT) was conducted to increase MRC's first aid trainer pool.

During the year MRC had trained a total of 550 people through various programme activities. This number does not include those trained under the Commercial First Aid programme. The details are given below.

#	Programme	No. trained
1	VCA training	65
2	First Aid ToT	27
3	CBHFA	76
4	VCA ToT	19
5	Violence Prevention	18
6	Youth Camp for leadership and skills development	28
7	Women Empowerment (ToT)	15
8	Women Empowerment	69
9	Community Empowerment (PSFA in Hdh)	20
10	EFRT	33
11	Life skills (H. Dh. Branch)	15
12	Meemu – Sports for youth involvement	7
13	Gnavyani - Volunteerism and Integrity	25
14	Gnaviyani – Youth Development	30
15	Gnaviyani – Fire Safety Awareness	50
16	Seenu – Basic Life Support training to school students (11,12)	53
	<b>TOTAL</b>	550

## **FINANCE AND ADMINISTRATION**

The finance and administration department supported the organization with its day to day operations. It processed the monthly working advances from IFRC and ensures that adequate financial and material resources are made available to staff to carry out their duties. Additionally, the finance department also received and disbursed donor funding and assistance.

Procurement of essential equipment and arranging logistics for headquarters and field work was coordinated through the finance department. MRC HQ facilitated in setting up the office space in its established branches. Accordingly, office space was identified and leased in Meemu and Gnaviyani Branches during the year.

The department was primarily responsible for organizing all logistics and finances for the service delivery activities of the organization.

## **COMMUNICATIONS**



*MRC Secretary General and IFRC Head of Delegation held a joint press conference to announce the opening of MRC's Japan Fund aimed at providing financial assistance to the people affected by the Japan Earthquake and Tsunami (via the Japanese Red Cross) that devastated the country on 11 March 2011. Photo: MRC*

MRC's official website was redesigned and upgraded in 2011. The upgraded design is currently online as a beta version. Minor modifications are being made based on needs.



**Media:** The MRC utilized significant events or meetings it organizes as opportunities for media coverage and publicity. MRC Management and Governance made optimal use of opportunities received from the media to promote MRC activities and events as well as to give programme updates. These include local TV and radio appearances and print media articles. New media such as the MRC website and social networking sites were used for publicity purposes and communication with interested individuals and entities. MRC's Facebook group serves as a forum for MRC members and volunteers to interact with the organization in real time.

MRC received media coverage for 32 events and activities it conducted in 2011. Notable instances include MRC's Japan Fund initiatives, MRC 3<sup>rd</sup> General Assembly, events held to mark MRC Day and RCRC day, MRC's Dengue Operations, Branch activities from Seenu, Gnaviyani and Lhaviyani, MRC Youth Camp, MoU signing ceremonies, MRC's capacity building trainings in Male' and branches and MRC's recognition and membership of IFRC.

**Publications and Communications:** MRC produced 12 monthly updates of its activities which were circulated to MRC governance, staff, IFRC Maldives delegation and RCRC and other external partners. The updates contain information on achievements for a given month as well as the status of new and ongoing undertakings of the organization. MRC also published two editions of its newsletter 'Hulhevihandhu'. Other publications include:

- 1- An article was written to be featured in IFRC's newsletter AP Voices and for the IFRC website.
- 2- Joint Statement by MRC President and Secretary General was published in Haveeru Daily Newspaper on 16 August as a supplement. The paper has a circulation of over 6000 papers across the Maldives.
- 3- The MRC Two Year Activity Update was compiled and forwarded to ICRC.
- 4- The 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> issue of MRC newsletter 'Hulhevihandhu' were published.

**Principles and Values:** Promotion of humanitarian principles and values is integrated into all MRC trainings, programmes and activities.



*MRC Gnaviyani Branch members and volunteers marking World Red Cross Red Crescent Day. The 7 fundamental principles of the movement are upheld and practiced in all MRC trainings, programmes and services. Photo: MRC Gnaviyani Branch.*

**RESOURCE MOBILIZATION**

*Madam Hao Linna, Vice President of China Red Cross and MRC President sign an MoU under which the China RC would provide funding to MRC to build on its existing Organizational Development activities . Photo: MRC*

Resource mobilization is a key enabling action in MRC's Strategic Plan 2011 – 2015. The organization is currently in the process of developing its capacities on the subject and is exploring new avenues for resource generation with particular focus on local resource mobilisation.

Two donation boxes were placed at the departure terminal of Male' International Airport on 23 January.

MRC developed a customized version of First Aid to the aviation industry. This training has been piloted with Villa Air as its first client and has been approved by the Maldives Civil Aviation Department (CAD) as first aid training for the aviation industry staff.

Commercial First Aid is being developed as a means of internal income generation based on the findings of the feasibility market survey conducted by an externally contracted consultant. The main recipients of commercial first aid trainings conducted in 201a were resorts and local businesses with some of them requesting for refresher trainings. MRC is also investing in increasing its pool of first aid trainers with 3 training of trainers (ToT) conducted and 35 trained. During the year 432 were trained under the commercial first aid programme, generating a total income of MRF 254,317.

The Commercial First Aid Programme has been shifted from Programme and service delivery to Resource Mobilization. This move is part of MRC's efforts to strengthen income generation through first aid. The proposal for funding developed for the restructuring and commercialization activities has been circulated to potential donors. Key activities under commercial first aid include:

1. The development of the Commercial First Aid training schedule for the first 6 months of 2012. The calendar will assist in managing clients and also in meeting monthly training and income targets. Clients are being sought for January 2012 trainings.
2. Procurements as per the restructuring requirements.
3. Building client satisfaction and increasing retention.

**Donation boxes:** The manufacturing of 25 new MRC donation boxes is complete. The final product is of a very high quality aside from being strong and durable. The cover sticker design has been completed and is ready for printing and pasting after which they will be dispatched to various locations including locations are MRC branches and units. Two old model donation boxes were dispatched to HDh. Branch Seenu Branch. These boxes are to be placed at Hanimaadhoo and Gan airports respectively.

Donation boxes placed at GMR International Airport departure/transit area was cleared on 5 September 2011. MRF 35,020.85 was deposited after converting foreign currencies. Some foreign currencies are yet to be converted.

Work was undertaken to manufacture first aid kits for sale by MRC. However, current estimates and quotations indicate a very high cost of manufacturing. MRC is in discussions with French Red Cross regional delegation in Indonesia to source more cost effective manufacturing options.

#### **MEMBERSHIP AND VOLUNTEERS**



*MRC had 925 registered volunteers and 601 individual members at the end of 2011. Volunteer and member recruitment was also incorporated into most of MRC's public activities. Photo: MRC.*



Maldivian Red Crescent had 601 registered individual members at the end of December 2011.

MRC had one corporate member in 2011; State Trading Organization Plc. Ltd.

Maldivian Red Crescent had 925 registered volunteers at the end of 2011, of which about 200 were active volunteers. As part of increasing volunteer recognition, MRC on International Volunteers Day (5 December) Volunteer Recognition Awards were given to those volunteers who had contributed the most number of volunteer hours.

#### **Volunteers/Members Database:**

A member and volunteer database has been developed for MRC. The purpose of this database is to increase the efficiency of MRC's member and volunteer communications and data maintenance. It would also contribute to the volunteer retention programme initiated during 2010 International Volunteers Day.

#### **EXTERNAL RELATIONS AND PARTNERSHIPS**



*Maldivian Red Crescent signed a MoU with the Ministry of Health and Family to support the Child Care Centre in K.Villimale'. Other formal partnerships were made with Villa College and Imaadhudheen School based on resource sharing. Photo: MRC*

MRC established and maintained working relations with Ministry of Health and Family (MoHF), Ministry of Education, National Disaster Management Centre (NDMC), Maldives Police Service, Faculty of Health Sciences, Maldives National Defence Force (MNDF), UN agencies (UNDP, UNICEF, WHO) and many other government and non-government organisations.

MRC entered into formal partnership agreements with three parties in 2011. They are; the Department of Gender and Family of the Ministry of Health and Family, Villa College and Imaadhudheen School. Under the terms of the proposed Memorandum of Understanding (MoU) between the parties the MRC worked with the Department of Gender and Family of the Ministry of Health and Family to provide support and assistance to the Kudakudhinge Hiya, children's facility on K. Villingili. The MoU with Villa College is centred on promotion of humanitarian principles and values, promoting volunteerism and youth involvement in the work of MRC and lastly, the MoU with Imaadhudheen School is primarily on resource sharing.

*Partnership MoU signed between MRC and Ministry of Health and Family, 9 February 2011, Male':* The MoU signed on 9 February 2011 (with a duration of one year) between the Maldivian Red Crescent and the Ministry of Health and Family, is aimed at providing assistance to Kudakudhinge Hiya situated in K. Villingili. The MoU agrees to formulate a work plan within one month, which will assist in implementing activities agreed by both parties. The joint responsibilities according to the MoU includes: mobilising volunteers to support staff of Kudakudhinge Hiya; looking after and caring for the children at Kudakudhinge Hiya; and conducting First Aid trainings for staff with the assistance of the Ministry of Health and Family. A Basic First Aid training session was conducted on 25 January 2011 for 18 the staff of Kudakudhinge Hiya in collaboration with the Non-Government Organization (NGO) Advocating Rights of Children (ARC). The training was conducted as part of MRC's assistance to Kudakudhinge Hiya.

*Partnership MoU signed between MRC and Villa College, 10 February 2011, Male':* The MoU signed on 10 February 2011 (with duration of one year) between the Maldivian Red Crescent and Villa College is aimed at jointly promoting humanitarian principles and values and volunteerism among staff and students of Villa College. An introductory Session to Students and Staff of Villa International High School, 24 February 2011, Male' was conducted in Male and the two parties partnered in an activity to raise funds for MRC's Japan Fund.

Below are some key conferences and meetings organized and/or attended by MRC.

***Initial meeting with Australian Red Cross, 20 March, Male'*** - Programme Manager and CBDRR Coordinator along with MRC Secretary General met with visiting Australian Red Cross staff for an introductory meeting. MRC development and current projects of were shared with them. It was learned during the meeting that Australian RC is interested in working with Maldives and Sri Lanka (in this region).

***MRC President letter to Japanese Red Cross President, 12 March, Male'*** - MRC President sent a letter of condolence to the President of Japanese Red Cross on 12 March 2011 following the devastating earthquake and tsunami that struck Japan on 11 March 2011. In his letter conveyed condolences to the citizens affected and stated MRC's support to the Japanese Red Cross in the relief and recovery efforts to come.

***Visit of Hong Kong Red Cross Representative, 26 – 28 April, Male':*** A representative of Hong Kong RC visited Ms. Lalita Gurung Maldives during April to observe HKRC funded activities. During the visit, the representative discussed regarding funding future MRC activities and also observed field activities in Gaafu Dhaalu Thinadhoo. Programme Manager and IFRC Information and PMER Manager took part in the field trip with the representative and conducted meetings with the Thinadhoo Unit Board and Gaafu Dhaalu Branch Board. In addition to this, the team also met with Councilors of the island and Regional Hospital management team.

***Meeting with UNICEF Representative, 3 May 2011, Male':*** Secretary General and Programme Manager met with the newly appointed Representative of UNICEF Ms. Zeba Tanvir Bukhari for an introductory

meeting on 3 May 2011. Both parties introduced existing and future programmes and discussed regarding collaboration in the area of child protection.

**Visit of High Level Delegation of China Red Cross to the Maldives, 16 – 18 June 2011, Male’:** A high level delegation of the China Red Cross Society (CRCS) headed by CRCS Vice President Madam Hao Linna visited Maldivian Red Crescent from 16 to 18 June. The purpose of their visit was to sign a MoU with MRC regarding the donation of approximately 200,000 CHF by CRCS to Maldivian Red Crescent Organisational Development Programme Apart from signing a MoU for assistance to MRC; the delegation visited the GDH Branch of MRC and laid foundation for the office.

**Meeting with Minister of Health, 22 June 2011, Male’:** MRC President and Secretary General met with Minister of Health on 22 June 2011.

**Meeting with UN Special Rapporteur on Human Rights of IDPs, 17 July 2011, Male’:** SG and the Programme Manager met with Chaloka Beyani, the UN Special Rapporteur on the Human Rights of IDPs. During the discussions information of IDPs were shared with the UN official. In addition MRC’s activities in relation to vulnerable people and disaster risk reduction activities were also discussed.

**Meeting with French Red Cross, 19 July 2011, Male’:** SG and the management team met with the FRC team visiting Maldives, comprising of Ms. Ana Chappate, Head of Zone Americas, Europe, Indian and Pacific Oceans, Asia, and Xavier Chanraud, Construction Coordinator. The French Red Cross Society is looking into assisting MRC with expanding its volunteer and member database. Additionally, they have agreed to assist MRC with producing staff T-shirts. During this visit the team also held discussions with the Ministry of Housing and Environment and the National Disaster Management centre regarding some issues related to their project in L. Gan.

**Visit of Dr. Fawzi Oussedik, Director International Relations and IHL Advisor, Qatar Red Crescent, 21 – 27 July 2011, Male’:** During his visit Dr. Fawzi held discussions with the SG and MRC management team on the activities of MRC and how the two NSs can cooperate and how QRC can provide assistance to MRC. Dr. Fawzi also held separate discussions with MRC President and some members of the Governing Board. In addition he made a courtesy call on the President of Maldives, held meetings with Minister of Health and Family, Minister of State for education, the Chancellor of the Maldives National University, the Deputy Minister of Health and Family and the Dean and faculty of the College of Islamic Studies.

**Meeting of the National Steering Committee on Disaster Management, 22 August, Male’:** Government included MRC as a member of the newly created Committee and the SG represents MRC. The Chair of the Committee is the Minister for Defence and National Security and includes representatives of key government actors involved in disaster management. The 1<sup>st</sup> meeting of the Committee was held on 22 August at MNDF HQ. During this meeting the Government’s programme on DM for the years 2012 and 2013 was discussed and approved. It’s noted that in many DRR and community awareness raising activities MRC was identified as a partner.

**Meeting with Mayor of Male’, 8 August, Male’:** The Secretary General and the Communication and Resource Mobilization Manager met with the Mayor to discuss arrangements regarding MRC Day venue and posting of 7 fundamental principles graffiti on the sea wall. In addition, discussions were also held regarding allocating a land in Male’ for MRC.

**Meeting with Australian Red Cross Delegation, 3 August 2011, Male’:** MRC Senior Management met with the Australian Red Cross Delegation in relation to a proposed project - Save a Mate and Talk Out Loud. The concept note for the project is being finalized.

**Meeting with Canadian High Commissioner 7 September 2011, Male’:** MRC Secretary General, Programme Manager and Senior Programme Officer met with HE Bruce Levy, Canadian High Commissioner. An update on the progress of the Youth Empowerment Project was given during the meeting. It included updates on status of inviting applicants, arrangements for conducting the youth camp and training modules of the camp.

**Meeting with Minister of State for Human Resources, Youth and Sports, 7 September 2011, Male’:** MRC Programme Manager and two members from the Youth Project implementation team met with



the Minister of State for Human Resources, Youth and Supports. Discussions were carried out in informing the Ministry of the upcoming youth camp and possible coordination opportunities between the Ministry and MRC in youth activities.

**Meeting with Ministry of Education, 15 September, Male’:** The SG represented MRC at the meeting organised by the Ministry of Education with various stakeholders, in relation to K. Huraa incident. In this meeting how safety can be strengthened for school trips and what necessary measures and trainings are required was discussed.

**Meeting of Stakeholders on Prevention and Control of Dengue and Chikungunya, 22 September 2011, Male’:** The aim of the workshop was to come up with an action plan for prevention and control of Dengue and Chikungunya in Maldives. Major stakeholders including MoE, MNDF, Health Corporations, Waste Management Section, City Councils and CCHDC. The output was a draft of actions that would contribute to achieve the intended goal. MRC was identified as a key stockholder for social mobilization and vector control activities.

**Meeting with the Swiss Ambassador, 11 October, Male’:** The Swiss Ambassador HE. Thomas Litscher during his visit to Maldives met with SG. During this meeting the progress update of the implementation of the project funded by Swiss Agency for Cooperation and development was discussed.



*MRC undertook an exposure trip to Indonesia organized by the French Red Cross and Indonesia Red Cross (PMI). The objective of this study visit was to learn more about the CBDRR activities jointly carried out by the two sister National Societies and the work that is being done to build the resilience of disaster prone communities in Indonesia. Photo: MRC*

**BRANCH DEVELOPMENT AND PROGRAMMES**

MRC established ten branches across the country by end 2011 and through the establishment of these units and branches MRC has enabled a service delivery reach of over 60% of the total population of Maldives. A new approach, which incorporates community participation and ownership, was piloted during this phase of unit formation. Prior to travelling to the communities, Field Officers in coordination with the community focal points, planned entry activities and started information dissemination in the community with the help of banners, leaflets and FAQ booklets. Through these activities, potential MRC volunteers and members were mobilised prior to arrival of Field Officers in the community. Member and volunteer registration was carried out throughout the process of unit formation resulting in total of 375 newly registered members and more than 140 volunteers in a span of 2 months. This is a significant increase of member and volunteer registration compared with the previous approach of unit/branch formation.

The ten established branches are located in three regions of Maldives as follows:

No.	BRANCH	UNITS	REGION
1	Haa Dhaal	Nolhivaramu	North
		Kulhudhuffushi	
2	Noonu	Holhudhoo	
		Manadhoo	
3	Lhaviyani	Naifaru	
		Olhuvelifushi	
4	Male'	Henveiru	Male'
		Villingili	
5	Meemu	Muli	Central
		Kolhufushi	
6	Thaa	Buruni	
		Veymandoo	
7	Gaafu Alif	Villingili	South
		Gemanafushi	
8	Gaafu Dhaalu	Thinadhoo	
		Vaadhoo	
9	Gnyaviyani	Foahmulah - North	
		Foahmulah - South	
10	Seenu	Hulhumeedhoo	
		Hithadhoo	

The Governing Board at its 17th meeting made two important decisions regarding Branch and Unit formation and regionalization and one on the performance of Units and Branches. The GB decided, based on recommendations from the Management, to delay further Branch and Unit Formation until February 2011 and in the meantime to focus on building capacity of the existing 10 Branches and

ultimately helping the Branches to become more functional. The decision on regionalization requires the nearest existing active Branch to serve atolls without MRC Units/Branches were to be attached to. The second decision by the GB deals with the functionality of Branches and Units. The objective of the decision is to provide further opportunities to existing Units and Branches to become active and to take disciplinary and corrective action towards those Units and Branches which are inactive.

## PROGRAMMES AND SERVICE DELIVERY

### Emergency First Response Team



*Airport Emergency Drill 2011: MRC EFR Teams working to stabilize wounded casualties. This was MRC's first experience in a full scale emergency exercise and the lessons learned from it are being incorporated into the EFR Team's Standard Operating Procedures. Photo: MRC*

**Fire Incident, 26 May 2011, Male':** The Emergency First Response Team responded to the fire incident that took place in Male' on the 26 May. The fire completely destroyed G. Saalimiyya, the home of 4 families. The EFR Team with assistance from volunteer First Aiders were on standby at the scene to provide assistance if required. Working in coordination with MNDF and the Police, the team also distributed face masks (contributed by MRC) and bottled water to the fire-fighters. MRC also conducted a needs assessment of 4 families and the details of the needs were forwarded to MRC members and MRC Male' Branch was requested to carry on the follow up assistance.

**GMR Airport Full Scale Emergency Exercise, 15 June 2011, Male':** MRC took part in the GMR Airport Full Scale Emergency Exercise entitled 'Maakanaa 2011' on the 15 June 2011.

**Drowning Incident, 9 September 2011:** 11 students and the principal of Hiriya School were brought in to the Emergency Room of IGM hospital in Male' after a tragic incident of drowning on the 9 of September 2011. They were part of the 32 Students and 8 teachers of Hiriya School who went on a school fisheries science trip to K. Huraa. MRC was called in to the IGM Hospital to provide Psychosocial



support (PSS) to the students and teachers who were involved in the incident. MRC was part of the Information Team with a group of volunteers (from RCRC tsunami recovery program) providing technical support to a group of more than 30 helpers who were providing PSS for the children and families affected by this incident. MRC played a supporting role in this team as it does not have the capacity to lead such a team and MRC still needs to build its capacity in providing the service.

### Dengue Control Operation (DCO)



*MRC's Dengue Control Operations (DCO) in 2011 delivered dengue and chikungunya awareness sessions to over 14,000 students and teachers. MRC also provided IEC materials to 190 islands and facilitated island clean ups in the most severely affected communities. Photo: MRC*

MRC started a Dengue Control Operation (DCO) on 3 July 2011, after the sudden outbreak of dengue cases all over Maldives from June – July 2011. MRC closely collaborated with Government organisations and local Councils to enable dengue prevention and control in Maldivian communities. MRC requested IFRC to provide IFRC's Disaster Relief Emergency Funds worth MRF 700,000 to carry out DCO activities. This funding was approved in July 2011. Through this operation, MRC was able to:

1. **Disseminate IEC materials to 190 islands:** In order to create awareness on preventive measures of dengue and chikungunya, MRC NHQ sent IEC materials to all 190 inhabited islands of the Maldives. The operation began on 4 July 2011 and materials were dispatched to all 190 islands by 7 July 2011. Posters and leaflets were dispatched based on the population and number of students in each island. A total of 9,048 posters and 41,313 leaflets were dispatched throughout Maldives. Also a total of 11,720 leaflets were distributed to the students of Male' through the awareness campaign held at all schools in Male'. The government provided MRC with 20,000 leaflets out of which 14,740 were distributed to the islands and 5,260 were distributed to the schools in Male'. Additional 21,313 leaflets were printed by MRC for distribution. In addition, a

CD which included a presentation and a video on prevention of dengue and chikungunya was distributed to all 190 islands which could be used in the future to create awareness among the communities. Third parties such as the Ministry of Transport based at DCP (Dengue Control Programme) Centre, Maldivian Air Taxi, MTCC Ferry service and other island ferries and cargo boats assisted MRC in distributing the IEC Materials to islands in such a short period of time.

2. **Conduct school based awareness sessions to all students of 20 schools in Male’:** School based dengue awareness program for Male’ schools were held from 4 July 2010 to 13 July 2011. Dengue awareness messages included information on symptoms, cure and promoting good behaviour to prevent spreading of the disease. Volunteers and staff facilitated a 15 minute presentation followed by a Q&A session for the students. All schools in Male’ except one, were attended by 6 volunteers and 3 staff facilitators. 14,987 students were given the messages during 46 sessions. This amounts to 95% of total school population in Male’
3. **Conduct 148 school based awareness sessions in communities (outside Male’):** Leaflets and CDs that were distributed to communities were intended to be directed to local schools in order to help facilitate the school awareness sessions. It is hoped that leaflets would reach all households through the student population. A total of 148 school sessions were conducted for students across the country.
4. **Cleaning and other activities – in 33 communities including those that were severely affected and MRC Branch/ Unit communities:** During the dengue outbreak Centre for Community Health and Disease Control (CCHDC) of Ministry of Health and Family, and MNDF identified the most severely affected communities. MRC prioritized these islands in all its activities. 2 CBDRR Project communities, AA. Thoddoo (19 cases) and HA. Hoarafushi (6 cases) were amongst the severely/moderately affected communities during the outbreak. The CBDRR project supported to conduct mosquito eradication and island cleaning activities in these communities, and production and dissemination of awareness materials for dengue control. Cleaning activities were carried out by communities for which MRC provided financial support to a maximum of MRF 5,000 per community. Listed below are the details of the number of communities for which budgets were approved, funding provided and activities carried out.
5. **Mobilize volunteers.** During the peak of Dengue Control Operation from 3 to 25 July 2011 a total of 70 MRC volunteers contributed their services at NHQ. Main activities supported by volunteers includes; conducting awareness sessions in Male’, Villingili and Hulhumale’ schools, packing and dispatching IEC materials to 194 islands of Maldives, calling island communities and updating community activities. Volunteers also travelled to communities with MRC staff to facilitate some school sessions in communities outside Male’.
6. **Disseminate awareness messages through various media and Communications** Media and Communications work at DCO was focused on three main areas. Namely; 1) Ensuring public is made aware of MRC’s activities through press releases and media appearances: to accomplish this four DCO specific press releases were issued. Actively worked to bring media to capture MRC activities in Male’ and communities. In addition Haveeru online’s special dengue page featured MRC’s IEC materials and DCO photos. Social media such as Twitter and Facebook were kept updated on a daily basis with news and photos of MRC DCO activities. Special focus was also given to capture and archive photographic and video footage of the activities. Volunteer photographers were recruited to help capture photos and summary video report on the whole DCO operation was also compiled. 2) Developing visibility materials for MRC: Design and printing works were undertaken for a special DCO work t-shirt, MRC staff T-shirt and MRC volunteer vests. In addition MRC logo stickers were printed for placement on all IEC supplies being dispatched. The MRC’s primary Dengue awareness presentation was developed and it was also made into a video. 3) Getting awareness messages across on mass media mediums such as TV and web banners on popular websites: Web banners were developed and used on Haveeru

online website and Badhige.com, Schwack web based advertisement screens (placed at popular cafés and restaurants in Male’) and on the electronic programme guide for over 100 channels of the digital TV service Medianet.

- 7. Conduct monitoring visits to communities** During the operation MRC staff and volunteers visited affected communities to monitor the activities that have been conducted and also to support in facilitating any school sessions that may have been organised for that day.

Date of visit	Community
11 <sup>th</sup> – 12 <sup>th</sup> July	GDh. Thinadhoo and Gahdhoo
12 <sup>th</sup> – 13 <sup>th</sup> July	Ha. Hoarafushi and Utheemu
14 <sup>th</sup> – 15 <sup>th</sup> July	HDh. Kulhudhuffushi and Nolvivaram
17 <sup>th</sup> – 18 <sup>th</sup> July	L. Gan and Fonadhoo



MRC volunteers posted dengue awareness messages across the capital Male’ and in MRC’s Branches. Photo: MRC



### **Community Empowerment and Capacity Building Project (German Red Cross funded):**

This project totalled USD 50,000, was aimed at empowering branches to address issues in their communities and to increase community resilience. The project awarded small grants to 6 proposals received from 5 branches out of total 17 proposals received from 9 branches. The grants were used to implement small projects in line with VCA's conducted in their respective communities resulting also in better functioning branches/units. The project was implemented from June 2011 to October 2011.

### **Community Based Disaster Risk Reduction (CBDRR) Project (Canadian Red Cross Funded):**



*Unity Day 2011: Preparedness Event held in A.A. Thoddoo on 26 December under the Community Based Disaster Risk Reduction (CBDRR) Project of MRC. The project is being implemented in 6 islands of the Maldives. Photo: MRC*

This project was officially launched on 17 April 2011 at an event held in Male'. Maldivian Red Crescent Governance and Management, Canadian Red Cross, IFRC Maldives Delegation, and IFRC South Asia Regional Delegation, council members from project communities, main stakeholders and heads of UN agencies and government organisations attended the event. With the official launch, the project is well in to implementation phase in the 6 target communities. Notable activities under the project include;

- CBDRR Project Community Entry and Project Baselines conducted through March 2011
- VCA Socialisation visits to all CBDRR project communities from 31 May 2011 to 6 June 2011.
- Produced a Disaster Risk Reduction (DRR) and Climate Change Adaptation (CCA) Strategy for the MRC. The strategy was adopted at the 17th Meeting of the MRC Governing board.
- Production of Disaster Risk Reduction Video Spots.
- Conducted Vulnerability and Capacity Assessment in all target communities from June – December 2011



**Community Empowerment and Capacity Building through Women Empowerment (funded by Swiss Agency for Development and Cooperation):**

This project was aimed at increasing the involvement and contribution of women in community activities especially in governance and leadership posts in MRC Branches and Units. A custom training module was developed by the MRC to conduct Women Empowerment trainings across MRC branches and units. This capacity building training was conducted at all MRC Branches with participation from their respective units. In addition, a training of trainers was held in Male' to build this knowledge and capacity at organizational level. It is notable that the majority of the trained volunteers in both communities were women.

**Youth Empowerment (funded by Canadian Fund for Local Initiatives):**



*MRC held its first Youth Camp in 2011 with participants from 9 MRC Branches. This objective of this project was to address the issues and underlying factors affecting youth in Maldives by encouraging youth to find solutions and advocate on their behalf. Photo: MRC*

This objective of this project was to address the issues and underlying factors affecting youth in Maldives by encouraging youth to find solutions and advocate on their behalf. The project comprises of two main components; a youth leadership camp and youth empowerment activities. The project will train youth (aged 18 – 25) in leadership theories, leadership skills, participatory skills, life skills, team work, gender and equality, Youth as Agents of Behavior Change (YABC) and advocacy in a seven day youth leadership camp. These youth leaders in turn were taught to design, develop and implement youth programmes in their communities. MRC’s first ever Youth Camp was held at Kuda Bandos in September 2011 with a total of 28 (7F, 21M) youth from 9 MRC Branches. By the end of the camp all participants had prepared draft proposals which would be endorsed by their local branch before implementation. At the conclusion of the training at the youth camp, 9 proposals

were designed by the participants for the 9 MRC Branches they represent. Below are the activities conducted under this project by the Branches to date.

**Gnaviyani Branch:** A two day workshop on Volunteerism and Integrity for 20 participants and the launch of the Branch's 'Become a Youth Leader campaign'.

**Seenu Branch:** A women's football match was played between youth and community elders on 23 December at Maradhoo Feydhoo football field. The main objective of this was to enhance visibility of MRC within the atoll and recruit volunteers and members from Maradhoo and Feydhoo and also to promote a healthy lifestyle among women.

**Thaa Branch:** Conducted sports activities to address issues related to unproductive youth including Bashi and football tournaments. The main objective of these activities is to utilise sports as an innovative platform to recruit active young leaders to volunteer for MRC youth activities.

**Haa Dhaalu Branch:** Conducted a one day workshop on life skills for volunteers and members of the 2 units under HDh Branch. A total of 8 participants from HDh. Nolvivaram and 27 from Hdh. Kulhudhuffushi attended the workshop.

**Meemu Branch:** Conducted a volunteer drive through a football match played on 30 December between Island Councilors, community leaders and volunteers of MRC.

**Gaaf Alifu Branch and Gaaf Dhaalu Branch:** Gemanafushi Unit board planned and carried out two sports events as a platform to promote and build a profile for MRC and the Unit. As part of this a bashi game was played with 3 teams with 44 participants. And a volley match has been planned for 6 and 7 January 2012. In Gaafu Dhaalu Branch, a Youth Camp was held 22 Dec, with members from Gaaf Dhaalu Branch and Gdh. Thinadhoo Unit attending. There were more than 70 participants in the camp and sessions on promotion of MRC, membership and volunteerism were conducted.

### **Violence Prevention Project (funded by Canadian Red Cross)**

The project was formally initiated with a Violence Prevention Workshop held from 4 to 6 December in Male' targeted at MRC governance. The workshop which was comprised a total of 18 participants (2 GB members, 3 staff, and 13 Branch representatives). The translation of the guideline book - 10 Steps to Creating a Safe Environment for Children and Youth is being proof read. Proof reading and final printing is expected to be completed during January 2012. Field activities and capacity building trainings for branches is expected to begin in the second half of 2012.

### **First Aid Services**

MRC provided first aid services free of charge to 15 events and activities conducted by requesting organizations.

## SPECIAL EVENTS AND DATES MARKED BY MRC



*World Red Cross Red Crescent Day celebrations in Male'. Maldivian Red Crescent staff and volunteers marked significant events and dates throughout the year Photo: MRC*

Maldivian Red Crescent staff and volunteers marked significant events and dates throughout the year. They are:

**MRC Japan Fund:** The Maldivian Red Crescent opened a fund to support recovery and relief efforts in the aftermath of the earthquake and tsunami that struck Japan on 11 March 2011. The fund was launched with a press conference held on 16 March 2011 at MRC office. In this regard, MRC undertook the following activities towards the Japan Fund:

- Opened two bank accounts at Bank of Maldives (MRF and USD).
- Developed concept paper for donation collection mechanisms including artwork and slogan.
- MRC Headquarters, MRC Male' Branch and Henvairu Unit supported fundraising activities conducted by Villa International High School. Events include an MRC stall dedicated to disaster preparedness, first aid demonstrations and a stage skit by MRC's Emergency First Response Team.
- Placed an MRC donation box at Yell (Yellow Pages of Maldives) launch event at artificial beach on 25 March.
- Provided Shell Beans Cafe' with an MRC donation box at their request.
- Formulated and disseminated a mechanism for Branches to undertake fundraising activities.
- Faxed MRC Japan Fund account numbers to atoll council offices.
- Posted MRC Japan Fund account numbers at restaurants and cafe's in Male'
- Provided Japan Red Cross situation updates to media and through MRC facebook page.



MRC received significant donations from the general public and corporate organizations such as Villa College, Clique College, Island Aviation Services Pvt. Ltd., Maldives Water and Sewerage Company Pvt. Ltd.

At a side event held at the IFRC's General Assembly in Geneva (November 2011) organized by the Japanese Red Cross Society, a certificate of appreciation was given to MRC by the President of JRCS for its contribution to the relief and recovery efforts following the Japan disaster. The JRCS gave such certificates to all national societies that supported the work of the JRCS following the disaster.

### **World Red Cross Red Crescent Day – 8 May**

Activities to mark World Red Cross Red Crescent Day were carried out in May. The theme for this year's activities was 'volunteerism'. Initially the activities to mark the day were planned for 6-7 May. However, due to security concerns relating to protests planned for Friday 6 May, MRC decided to postpone the activities planned for that weekend in Male', and the activities were held on 13-14 May. Two key activities were conducted in Male' at HQ level.

1. Family afternoon on 13 May: A Family Fair and Jumble Sale was held in coordination with MRC Male' Branch and Henveiru Unit. More than 500 people attended this event.
2. Volunteers Against Child Abuse 14 May: Volunteers visited over 700 households in Male' to disseminate information. The purpose of the household visits was to promote volunteerism and to provide public service through volunteers and to bring the topic of child protection to public attention.

At Branch Level: HQ sent requests and detailed instructions (along with a pack of all materials required) to all branches regarding how to celebrate RCRC day. The branches were given the option to conduct activities in three possible degrees depending on the time and resources that they are able to allocate towards this. The aim is for each branch/unit to conduct activities at the basic level at the least. They are:

- 1- Basic Level: MRC Emblem: A large flag consisting of the MRC emblem only is to be raised on each island where MRC has a branch/unit. HQ mandated that all branches and units conduct this activity.
- 2- Intermediate Level: MRC volunteers and members to conduct a membership drive and information dissemination desk.
- 3- Wider Level: MRC branches and units are given the option to conduct public activities on a wider scale involving general public. Funding was allocated from HQ on the basis of approved project proposals (format was sent to all branches and units with the guidance). Meemu branch conducted activities.

### **World Blood Donors Day 2011 (14 June 2011)**

The theme for World Blood Donor Day 2011 this year, "More blood. More life." reinforces the urgent need for more people all over the world to become life-savers by volunteering to donate blood regularly. On the occasion of the Blood Donors Day, National Blood Transfusion Services encouraged all the government and private sector offices to join the World Blood Donor Day Campaign "Paint the World in Red" by dressing in red on 14 June 2011. National Blood Transfusion Services in partnership with Maldivian Blood Donors, Maldivian Red Crescent and Maldivian Thalassaemia Society celebrated World Blood Donors Day by conducting a Blood Donor Camp on 18 June 2011 as a major event. Volunteers from Maldivian Blood Donors and Maldivian Red Crescent set out in search of donors and



registered 506 donors to donate blood for the Blood Donation Camp. 105 people were able to donate blood making the event a huge success.

### **MRC Day ( 16 August) 2011**

Maldivian Red Crescent celebrated its 2nd Anniversary on 16 August 2011. This year's activities were focused on 'CELEBRATING' the achievements of the last two years. Activities included, celebrating and showcasing achievements made within the past two years. 'World Humanitarian Day' and 'International Youth day' activities were incorporated in to celebrations as both days fell on the same week of MRC anniversary.

Major public activity in Male' was hosted at *Raalhugandu area* on the evening of 16 August with *bodu beru*, Tug of War to promote "volunteerism" and different other games running along with it. Four stalls were setup along with photo galleries of accomplishments MRC achieved in the last two years in MRC's strategic areas and one general achievement display.

### **World First Aid Day 2011 - 10 September 2011**

The following four key activities were conducted by MRC to mark the World First Aid Day 2011.

- 1- **Basic First Aid Training for Public:** A total of 40 participants participated.
- 2- **First Aid Refresher Course.**
- 3- **First aid Awareness sessions for Children and Parents:** National Library requested MRC to conduct first aid training for their library members. After discussions with them, a pilot awareness session for the children and their parents was conducted. It was a very basic one-hour session that covered care of an unconscious breathing casualties, burns and bleeding. 20 children participated in this session along with their parents.
- 4- **Standardization Workshop:** MRC conducted a First Aid Standardization Workshop with 11 key stakeholders on 11 September.

### **International Day of Disaster Reduction 2011 (IDDR Day):**

The International Day of Disaster Reduction 2011 (IDDR Day) was marked by MRC on 13 October 2011 with the support of partners UNDP and National Disaster Management Centre (NDMC). Maldivian Red Crescent with partners Government of Maldives (specifically National Disaster Management Centre, Ministry of Health, Maldives Meteorological Services) and UNDP launched a story telling campaign on the day called 'iReport – Tell us your story'. An iReport is a small video, picture story or an article by an individual/ group that shows their point of view and tells their story about disaster reduction, climate change, natural environments vulnerability and disaster related stories. MRC is also making informative video spots to be broadcast on public television in an effort to create general awareness about disaster risk reduction, climate change adaptation, and disaster preparedness and mitigation measures.

### **World Day for Prevention of Child Abuse (8 November)**

MRC partnered with the Human Rights Commission of the Maldives (HRCM) in a children's evening held on 8 November in Male' to mark the world day for prevention of child abuse. MRC set up a walk through display of the Canadian Red Cross' 'Ten steps to create a safe environment for children and youth' as a debut for the Violence Prevention project that MRC hopes to begin implementing in the Maldives next year. In addition to this MRC also provided first aid services and first aid demonstrations.

### **MRC Recognition Event**

A special event was held on 16 December to celebrate MRC's recognition as the 187th Member of the International Red Cross and Red Crescent (RCRC) Movement. The event was attended by members of MRC governance, including members who held governance posts in the past as well as volunteers who were involved with the formation of MRC, volunteers and staff. The Vice President of the Maldives, H.E. Dr. Mohamed Waheed attended the event as the Chief Guest.

### **International Volunteers' Day**

International Volunteer s' Day was celebrated on 24 December. During the event, volunteers were given badges and certificates based on the Volunteer Appreciation Programme which was launched during the previous year's International Volunteer's Day. Of the approximately 200 volunteers nominated for the awards: 1 received a Platinum badge for contributing more than 360 volunteer hours; 2 received Gold badges for contributing more than 270 volunteer hours; 5 received Silver badges for contributing 180 volunteer hours; and 11 received Bronze badges for contributing more than 90 hours of volunteer service to MRC.

### **National Unity Day 2012 - 'Be prepared'**

The anniversary of the Indian Ocean Tsunami - 26 December is commemorated in the Maldives as National Unity Day to mark the unity represented by Maldivians to support each other in the aftermath of the disaster. MRC supported this year's commemorative activities under the theme "Be Prepared" in an effort to encourage communities to take action and be prepared for disasters that may occur and to increase awareness on disaster risk reduction measures that can be taken at island level.

Children's Activity fairs were conducted in AA. Thoddoo, HA. Hoarafushi, S. Feydhoo and Lh. Hinnavaru to mark Unity Day. Some activities within these events include: (a) disseminating public messages on different island level disaster risk reduction actions through banners, flyers and games, (b) recruitment of MRC volunteers and (c) display of information collected in the Vulnerability and Capacity Assessment of the community. These events served as a medium to gather community people, support unity and increase awareness of DRR issues. In addition, in HA. Hoarafushi a door to door awareness campaign for Dengue was conducted, where the island council with MRC volunteers visited 90% of households in the community and disseminated dengue prevention messages. AA. Thoddoo also implemented a tree planting activity along the island coastline with the support of island council, MRC volunteers, Community Based Organizations and individuals.

## FINANCIAL SUMMARY

MRC's plan for 2011 was mainly funded through the Federation Appeal 2009 – 2011, Canadian Red Cross, Canadian High Commission – Canada Fund, Chinese Red Cross and German Red Cross.

MRC received a total of MRF 12,431,637 as income for the year ended 31st December 2011. MRC's expenses for the same period sums up to 12,244,847 resulting in a surplus funds remaining as income over its expenditure of MRF 186,790. MRC's assets base as at 31st December 2011 amounted to 3,464,473 of which non - current assets at its carrying value amounts to 618,767 and current assets of 2,845,706. MRC funds and liabilities balances with that of the assets base, the total fund base held amount to MRF 849,867 and current liabilities stands at MRF 2,528,516 of which MRF 2,302,653 are advance funds received from donors.

## CONSTRAINTS AND CHALLENGES

The major challenge to the work of Maldivian Red Crescent in 2011 has been to maintain the commitment of MRC's 10 established branches to deliver quality and consistent services to their constituencies. Many efforts and individual projects were undertaken in 2011 with the hope of increasing their functionality. Results of these interventions have been mixed with some branches becoming more active than others. However, this continues to be a challenge for the organization.

More work needs to be done to build technical capacities of the MRC branches such as financial handling, resource mobilization and programmatic areas such as public health and disaster response. For example, many programme activities could not be conducted due to the lack of technical capacities of the branches to handle finances.

MRC still requires more commitment and support from the Governance structure especially at the headquarters level in addressing various issues that arise in the functioning of the organization and its branches.

The geographic nature of the country creates many logistical challenges to implementation of the programmes in the communities across the country. Uncontrollable factors such as weather are also an obstacle in programme implementation, especially when travel by sea is required. While this may be a challenge in the beginning, grassroots presence [in the form of units and branches] will eventually ensure ready access to programmes and services by the island communities. In fact, this grassroots presence will, in the long run, be the paramount strength of the Maldivian Red Crescent.

MRC requires a balance of strategic funds, from the very outset, from local and national sources as well as from Red Cross Red Crescent partners in order to build its immediate strengths within a self-sustaining and well phased financial approach. Even though MRC has been successful in raising funds and resources in this period serious financial constraints hamper the implementing planned activities. This has convinced MRC of the urgent need for a strong resource mobilisation strategy and sustainable means of gaining funds.

Donor driven small scale projects, while immensely important and valuable are a constraint on the limited technical and human resources available to the organization, while at the same time working to achieve the planned outputs.

## LOOKING AHEAD

Improving the scope and enhancing the quality of service delivery will be the major focus for MRC during the next year. The 2012 – 2013 Plan and budget encompass numerous service delivery initiatives that the branches would undertake to mobilise and engage their communities.

During the coming year, MRC will make special efforts to implement its Strategic Plan 2011 – 2015 and to position itself well to deliver services in the areas contained in the Plan, namely, Disaster Management, Health and Social Care, Youth and Organizational Development. MRC will also align all of its programmes and services to these core areas and their enabling actions.

Community misconceptions and a lack of awareness still persist about the Maldivian Red Crescent and the Movement. A publicity campaign has been planned for 2012 which will provide general public with awareness and information messages about MRC and its work effectively establishing the MRC 'brand image' among the general public.

MRC is planning to expand its Emergency First Response Capacity to other major population centres in MRC's Branches. To this end, all branches would receive appropriate training and tools to carry out EFRT operations in 2012. In addition to this, the Emergency First Response Teams already trained for Male' would be mobilized under the team's Standard Operating Procedures (SoPs) that are currently being drafted.

Priority will be given to build the capacity of the members and volunteers at MRC's Units and Branches, so that they are able to effectively deliver the services to their communities and become well-functioning branches and units. Finance and administration trainings for members and staff of branches and other capacity building trainings are being planned for 2012. In addition, the communication and relationships between HQ and branches will be strengthened through planned activities and visits throughout the year.



# ANNEXES

- Governing Board Report.
- National Advisory Council Report.
- Complaints Committee Report.
- Finance Commission Report.
- Audited Financial Statement.