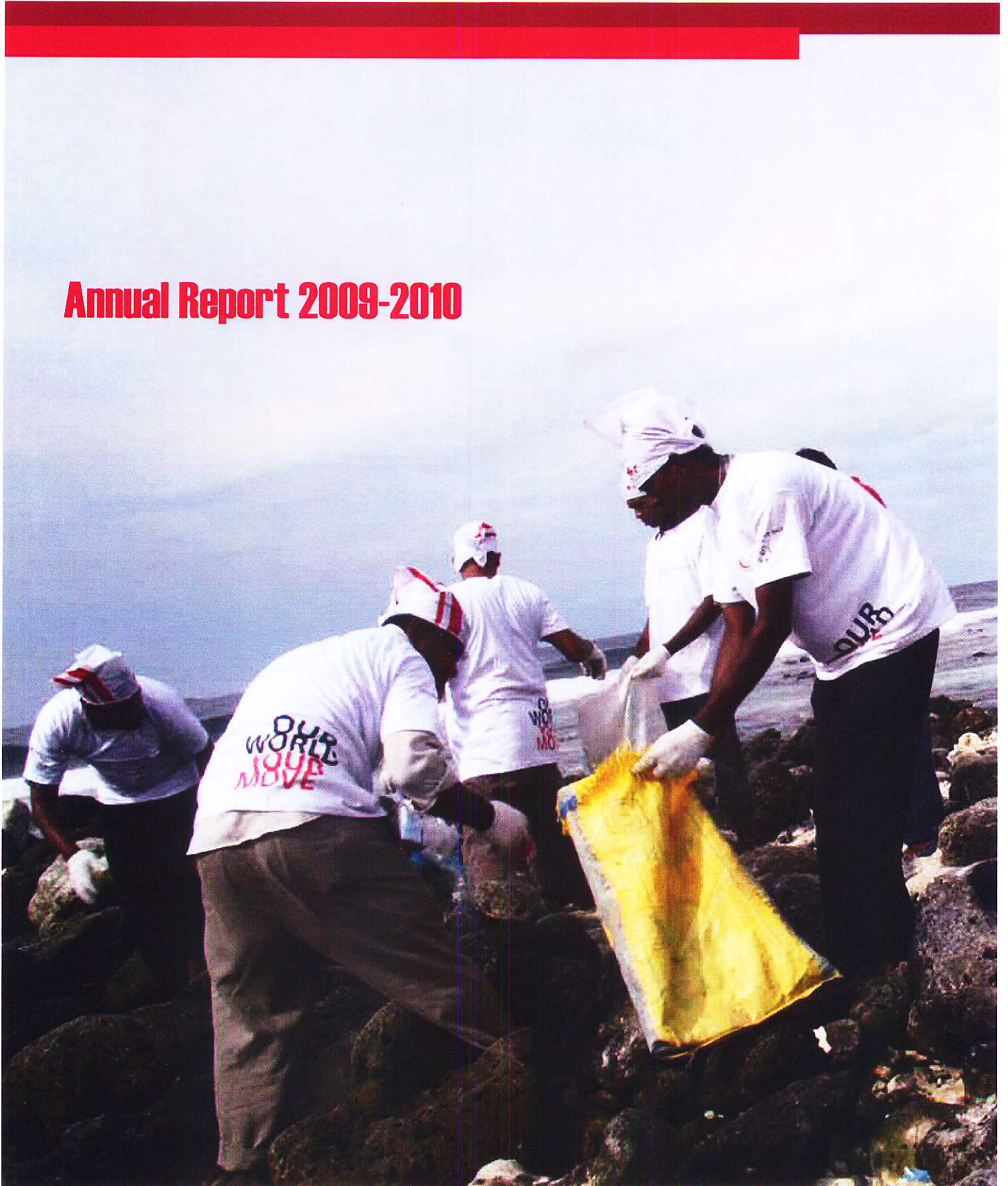


Annual Report 2009-2010



Maldivian Red Crescent Formation

Following the December 2004 Asian Tsunami, the International Federation of Red Cross and Red Crescent Societies (Federation) and a number of Partner National Societies (PNS) became engaged in relief and recovery programmes in Maldives. These covered a variety of sectors, including construction (private housing and public buildings), water and sanitation, waste management, livelihoods, psychological support and disaster management. At the same time, this extensive intervention served as an introduction of the Red Cross Red Crescent movement to the Maldivian community.

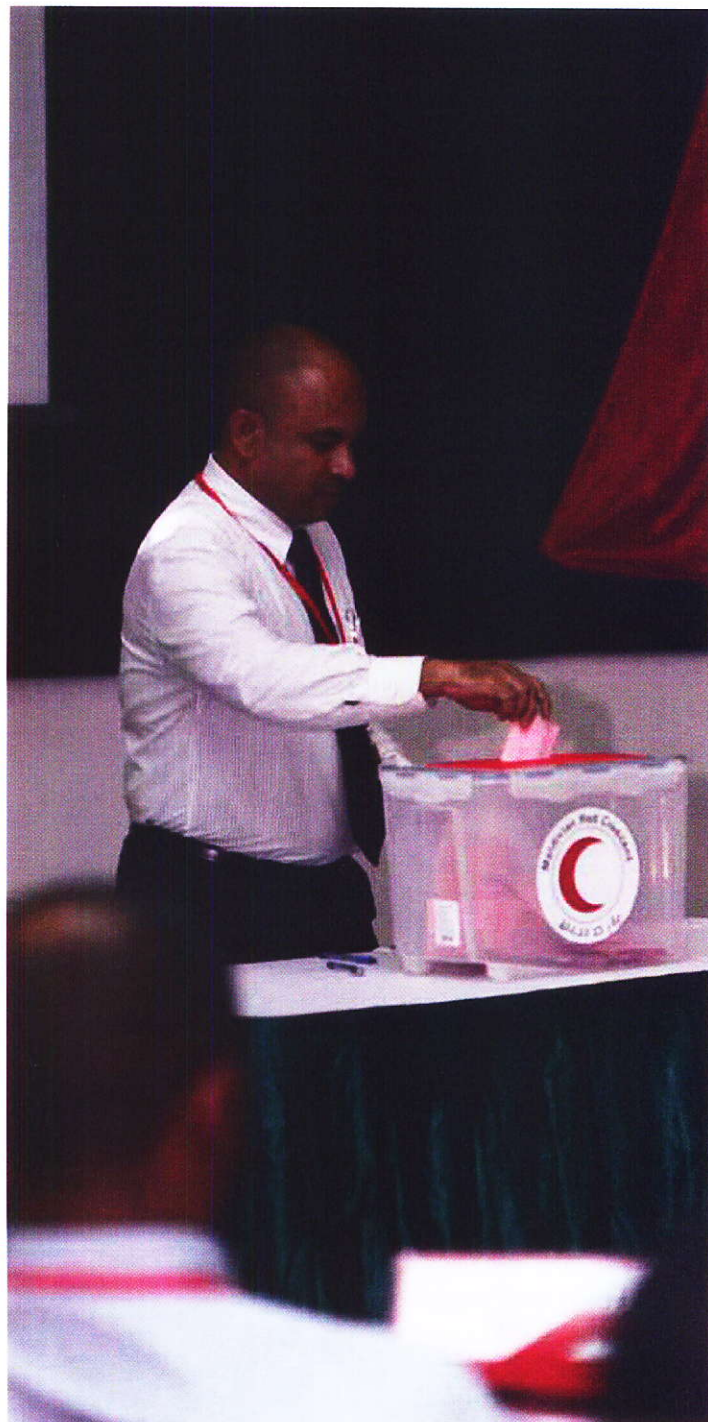
Maldivian Red Crescent (MRC) was formed on 16 August 2009 during its first General Assembly. The process of establishing a National Society in Maldives began in 2005, initiated by a group of volunteers of the Maldivian community who recognized the need for a Red Cross Red Crescent national society that will provide humanitarian services to vulnerable segments of the Maldivian population. Since 2007, the process has been lead by the Interim Planning Group (IPG)

Maldivian Red Crescent (MRC) was formed on 16 August 2009 during its First General Assembly.

with the support of Federations Maldives Delegation. The process involved two main elements: a) legal recognition through national legislation (an MRC Act) and b) subsequent institutional formation through the completion of MRC's 1st General Assembly and a process to develop MRC (its structures, policies, programmes, human and financial resources) into a relevant, well-functioning Red Crescent organization, with presence and activities all over the country, eventually leading to international recognition by the ICRC and membership in the IFRC.

Having MRC legally recognized proved to be lengthy, primarily due to the transformation of the Maldivian political system. However, on 28 April 2009 the Maldivian Red Crescent Act was passed by the Maldives parliament and was ratified by the President on 7 May 2009. Since its formation, MRC has been involved in an intensive development process of establishing systems and structures that will enable delivery of services to the communities

On 28 April 2009 the Maldivian Red Crescent Act was passed by the Maldives parliament and was ratified by the President on 7 May 2009.



Arif Rasheed, Governing Board Male' Member casting his vote during the election of the Governing Board during the Second General Assembly.
Photo credits: Adam Faisal, IFRC Maldives

Maldivian Red Crescent Development

As a new national society, the Interim Planning Group (IPG) with the support of IFRC and PNS worked on a Interim Development Plan to develop MRC into a fully functional society and attain international recognition by the ICRC and membership in the IFRC. Consequently, the first General Assembly of Maldivian Red Crescent approved the Interim Development Plan 2009-2010. The ultimate goal of the plan is: to ensure that by the time it holds its third General Assembly in 2011, Maldivian Red Crescent will have fulfilled the 10 conditions for recognition by the International Committee of the Red Cross (ICRC) and simultaneously become a fully-fledged member of the International Federation. The Plan was divided into five major development components Governance Management Development, Organisational Capability Development, Programme Development, Branch Development and External Affairs Development as indicated in the diagram below.



The first General Assembly of Maldivian Red Crescent approved the Interim Development Plan 2009-2010.

1. Governance Management Development

Major Achievements:

Establishment of National Governing Board

An eleven member Governing Board (GB) was elected during the first General Assembly on 16 August 2009. This included a President, 2 Vice Presidents, 1 Treasurer, 2 members representing North of Maldives, 2 members representing South of Maldives, 1 member representing Male, 1 government representative and a youth member. Throughout the period the Governing Board formed two sub committees; a Policy Sub-committee and Branch Development Sub-committee to work effectively. Both sub committees were mandated to give advice to the Governing Board and to the Management before the board adopts the documents.

The Governing Board held 8 meetings during this period. The table below gives detail of members' attendance to these meetings.

Date	Meeting No:	No: of attendees
17.08.2009	1	10 members
01.09.2009	2	10 members
10.09.2009	3	11 members
24.10.2009	4	9 members
17.08.2009	5	8 members
16.01.2010	6	8 members
27.02.2010	7	8 members
20.03.2010	8	10 members

Recruitment of Secretary General

The recruitment of Secretary General (SG) was initiated by the Interim Planning Group before General Assembly. The GB continued with the process after its election, and out of 11 applicants the GB selected Ms. Rasheeda Ali as the SG of MRC. She took office on 22 September 2009.

Approval of major Policies, Procedures and Guidelines

The GB adopted main policies and procedures required for the initial functioning of the society throughout the period. The staff and management supported in drafting the required policy documents and the process was supported by the GB policy sub-committee that advised on these before presentation to the Board. The policies adopted during this period include,

- Human Resource policy
- Finance policy
- Volunteer policy
- Code of Conduct
- Ethical Guidelines for Corporate Membership and Partnership with Public, Private Sector and for Receiving Donations
- Community-based Health and First Aid framework
- Guideline on Establishment of Branches

Our 524 members and 190 volunteers are consistently and actively working at grassroots level everyday to strengthen governance and services in communities

Regular meetings of statutory bodies

In addition to GB, other MRC governance bodies were also active during this period. Several meetings were held by National Advisory Council (NAC), Complaints Committee (CC) and Finance Commission in this period to facilitate their roles and responsibilities as per MRC statutes.

Name of Statutory Body	No. of meetings
1. National Advisory Council	2
2. Complaints Committee	1
3. Finance Commission	2

Membership Recruitment

MRC has been active in membership recruitment and increasing the presence of members in different parts of Maldives. Through these efforts MRC has currently 524 paying members by 12 April 2010. The disaggregation of paying members is as follows,

Atoll/Territory	Island Unit	No. of members
Haa Dhaal	Nolhivaramu	29
	Kulhudhuffushi	30
Thaa	Buruni	26
	Veymandoo	58
Seenu	Hulhumeedhoo	33
	Hithadhoo	46
Male'	Henveiru	144
	Villingili	39
Vaavu	Fulidhoo	22
	Felidhoo	8
Noonu	Holhudhoo	27
Gnyaviyani	Foahmulah-North	22
	Foahmulah-South	22
Headquarters	Where units do not exist	17
Total		524

MRC also scaled up efforts in bringing in corporate members from all parts of Maldives. To date MRC GB has approved State Trading Organisation, Lintel Investments and Management Services Pvt. Ltd and Cyrix College as corporate members.

MRC has currently 524 paying members as of
12 April 2010



Unit Assembly, Hdh Kulhudhufushi. Photo credits: Aminath Leena Ali, MRC

Capacity-building and development of Governance and Management

During this period the governance members (Governing Board members, National Advisory Council members) and senior management undertook several capacity building and development endeavours.

In December 2009, a Leadership Workshop was organised for Governing Board and National Advisory Council members. It was aimed to improve shared understanding of MRC and challenges faced in relation to the strategic process of developing Maldivian Red Crescent into a well-functioning National Society and to obtain better clarity on roles, responsibilities and work-modalities between the Governing Board, Branch Board, National Advisory Council and Secretary General and Management.

MRC President also participated in Leadership Training in Geneva, Switzerland in November 2009 organised by International Federation of Red Cross and Red Crescent Societies (Federation). The President had separate meetings with senior officials of the Federation as well as with other participants after the training course.

In addition to the President and the Secretary General, four members from the Governing Board also attended the Federation's General Assembly in Nairobi, Kenya and participated in the side events and workshops. During this visit the MRC delegation had bilateral meetings with officials from various National Societies and potential

donors and shared information on MRC development plan, which was later followed-up by MRC management. The trip also included an exposure visit to Kenya Red Cross. Since, Red Cross Red Crescent Movement is new to the Maldivian society the visit resulted in the members gaining knowledge on the functioning of a sister society in order to deliver services to the vulnerable people.

MRC Secretary General also attended the South Asia Secretary General's forum held in Nepal in February 2010. This forum enabled MRC to establish connections and co-operations with other National Societies in the region.

Emblem Protection Campaign

The emblem of Maldivian Red Crescent is protected by "Maldivian Red Crescent Act", assigning full authority to MRC to enforce it. During the reporting period MRC management and governance initiated an emblem protection campaign, to make the public aware and to take corrective action to protect the emblem. The correct usage of emblem was publicly announced through national television and radio channels and newspapers. This announcement was further backed by Ministry of Health and Family requesting all pharmacies, hospitals and health service providers to stop using the red crescent. This joint effort has resulted in creating awareness, especially in Male' and some pharmacies have changed their signs to green crescents. Additional work is being undertaken to completely prevent the misuse of the Red Crescent emblem.



Second General Assembly. From right to left: Ashraf Rasheed – Second Vice President of MRC, Ibrahim Shafeeg – President of MRC, Rasheeda Ali – Secretary General of MRC. Photo credits: Mohamed Jazeel, Digital Studio

Second General Assembly 2010

Pursuant to the decision of the Governing Board to hold MRC's 2nd General Assembly on 24th April 2010, the management initiated all relevant preparatory work in February 2010. A sub-committee of the Governing Board was formed to work with the Management on matters related to the General Assembly.

Revision of Statues and Rules of Procedures

For effective implementation of MRC Statutes, there a need to make some amendments to the Rules of Procedure that was adopted at the first General Assembly was recognised. The proposed amendments, which do not contravene the Statutes of MRC, have been approved by the Governing Board and are to be submitted to the second General Assembly for adoption.

Draft Plan and Budget 2010-2011

MRC plan and budget for 2010 -2011 was adopted by Governing Board, after attaining approval by the Finance Commission. The plan was completed by undertaking a participatory exercise within MRC to develop the national society while delivering services to the communities.



Male Branch Members casting their votes during the Second General Assembly. Photo credits: Mohammed Jazeel, Digital Studio

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2.Organisational Capability Development

Major Achievements:

Acquiring proficient and expert Human Resources

With the recruitment of MRC Secretary General on 22 September 2009, MRC has proceeded in recruiting staff for required positions to facilitate good management and efficient service delivery. To date MRC has 16 contracted staff and 08 seconded staff from Federation.

Implementation of Policies and Procedures

After adoption of MRC Code of Conduct and Human Resource Policy by the Governing Board, MRC started implementing its Staff Rules and Regulations in November 2009. This has enabled the staff to be contracted on standardized contracts and to be guided accordingly.

Development of Orientation Packages

MRC recognised the need of having standardized orientation packages for staff, members and volunteers after recruitment. The design and compilation of the process was initiated within this period and is ongoing.

Improvements of Information Technology (IT), Finance and Administration systems

During this period systems have been set up to support efficient finance management, administration and IT facilities in MRC.

MRC Finance system has been put in place during the period, with the set up of MRC chart of accounts and quick book installation. MRC finance staff has also been trained to use the system as well. In addition, MRC Finance Manual was finalised and is being implemented since 1 January 2010. In IT, all necessary software and hardware have been installed to ensure that the IT services within MRC are up to date and provide support required for efficient operations. Similarly, MRC has scaled up its administration system with specific procedures for correspondence and information management.



Staff of MRC taken on the 2nd General Assembly, 24th April (front row right to left: Fathmath Shamweela, Mariyam Fahmy, Shaziya Ali, Fazla Rasheed, Aishath Khalid, Aminath Sharmeela, Rasheeda Ali, Murushidha Abdul Mannaz, Mariyam Asifa, Azlifa Abdul Azeez, Mariyam Shahidha, Aminath Nadha, Shahiya Ali Manik. Back Row, right to left: Ishaq Ashraf, Ibrahim Fuad, Abdhulla Mahzoon, Ibrahim Huzam, Ahmed Aswan, Ismail Ubaid, Ahmed Shauban, Ibrahim Fawaz.) Photo credits: Mohammed Jazeel, Digital Studio

3. Programme Development

Major Achievements:

Community Based Health and First Aid (CBHFA)

With the adoption of Community Based Health and First Aid (CBHFA) framework by Maldivian Red Crescent Governing Board on 5th December 2009, the development and preparations for the programme was scaled up. Consequently, a national level CBHFA sensitization meeting was held in January 2010 with the aim of bringing together key stakeholders, sensitising them, obtaining their feedback on CBHFA framework and establishing a coordination mechanism between MRC and the stakeholders.

With the success of this meeting, in February, MRC started a campaign to create awareness and inform communities about CBHFA programme and to recruit volunteers. The response to this campaign was very good and through an interview process, several volunteers were recruited. These volunteers with the newly recruited CBHFA Field Officers went through an intense capacity building of First Aid Training of Trainers (ToT) training, Vulnerability and Capacity Assessment (VCA) training and CBHFA ToT training. These volunteers and staff are now supporting implementation of the CBHFA programme in different parts of the Maldives.

CBHFA programme was initiated in Haa Dhaalu, Thaa and Seenu atoll in newly formed units and branches of MRC in March 2010. This included training of community volunteers on several topics of CBHFA, based on results of a comprehensive VCA's conducted in these communities. The community level volunteers – called CBHFA Educators – compiled an action plan of activities that they would implement in their communities for the next three months with the support of the established unit and branches.



First Aid demonstrations by Maldivian Red Crescent at the World Health Day event. Photo credits: Adam Faisal, IFRC, Maldives

MRC has been positioned in the Strategic National Action Plan (SNAP) for Disaster Risk Reduction and Climate Change Adaptation of Maldives.

Atolls	Island	Number of volunteer CBHFA Educators
Haa Dhaal	Kulhudhuffushi	20
	Nolhivaramu	16
Thaa	Veymandoo	8
	Buruni	15
Seenu	Hithadhoo	13
	Hulhumeedhoo	18



Atolls	Island	Volunteer Facilitators trained
Haa Dhaal	Kulhudhuffushi	02
	Nolhivaramu	02
Thaa	Veymandoo	02
	Buruni	01
Seenu	Hithadhoo	01
	Hulhumeedhoo	02
	Feydhoo	01



*First Aid demonstrations by Maldivian Red Crescent at the World Health Day event.
Photo credits: Adam Faisal, IFRC, Maldives*

MRC positioned in Strategic National Action Plan (SNAP) on Disaster Risk Reduction and Climate Change Adaptation

MRC has been positioned in the Strategic National Action Plan (SNAP) for Disaster Risk Reduction and Climate Change Adaptation, launched by the Government in October 2009, as a key partner in the implementation of disaster risk reduction and climate change adaptation-related activities at the community level. MRC is also a member of the Disaster Management Steering Committee constituted by the National Disaster Management Council – in the Disaster Management Bill that is awaiting approval by the Parliament – to act as the national platform for disaster risk reduction and response. This provides a national mandate for Maldivian Red Crescent to lead in such community based disaster management programmes, making it a prime candidate as an implementing partner.

CBHFA programme was initiated in Haa Dhaalu, Thaa and Seenu atoll in newly formed units and branches of MRC in March 2010.



Youth Forum, Second Annual General Assembly. Photo credits: MRC

Capacity Building of staff and volunteers to facilitate efficient service delivery

Several staff and volunteers involved in numerous trainings, meetings and workshops to build their capacity and develop themselves to ensure quality and efficient service delivery to communities in Maldives.

Two Programme staff attended HIV Programme Review Meeting held by South Asia Regional Delegation of the Federation in January 2010 aimed at learning lessons and understanding programmes within the region. This opportunity was also used to visit the Nepal Red Cross Society Headquarters to learn about their programme structure, CBHFA programme and organizational development issues.

Moreover, a Programme team attended an 8 day workshop in February organised by National Disaster Management Centre (NDMC) on disaster management and inter-institutional co-ordination. The meeting was attended by key stakeholders from related areas. Discussions were centred on how agencies could contribute and coordinate at times of disaster and emergencies. MRC also attended regional disaster management (DM) meeting organised by IFRC South Asia Regional Delegation (SARD) which was held in New Delhi in February 2010.

MRC staff attended and completed Vulnerability and Capacity Assessment (VCA) learning by doing training in Nepal from 18 February to 1 March 2010. The training was arranged by the South Asia Regional Delegation (SARD) as part of the Community Based Health and First Aid (CBHFA) programme. As a result of this training, Programme Department is able to provide better VCA training opportunities to the field officers and community volunteers

A Programme staff and a community volunteer from MRC attended Workshop in Indigenous Knowledge on Disaster Risk Reduction in March 2010 in Bangladesh. The workshop was part of the strategy to incorporate community practises and knowledge into the everyday programme in National Societies. The meeting was useful for MRC in understanding community perspectives to disaster risk reduction in the region.

Partnership and collaborative events with major stakeholders MRC programme team collaborated with UNDP, government and schools to mark the International Disaster Risk Reduction Day 2009. A debate was arranged between two Secondary Schools, Aminiya and Dharumavantha School on a DRR topic. MRC supported by providing information about the debate topic and also the tsunami recovery experience.

Similarly, MRC supported Ministry of Health and Family to raise awareness at community level during Influenza A H1N1 pandemic with the help of staff in the field during the time. Information packages designed were disseminated to community members in addition to community awareness sessions.

**MRC supported
Ministry of Health and Family to
raise awareness at community
level during Influenza A H1N1
pandemic with the help of staff in
the field during the time.**

MRC collaborated with Maldives Blood Donors and Thalassaemia Centre to conduct a blood donation camp in order to celebrate anniversary of Maldives Police Services. The camp helped to position MRC in the health sector and provided an opportunity to enlist volunteers and members during the event.

Programme Department conducted a first aid awareness and demonstration session in collaboration with Ministry of Health and Family (MoHF) and Maldives National Defence Force (MNDF) to mark the World Health Day (7th April) in April 2010. It was very successful in promoting the First Aid services of MRC.



*First Aid demonstrations by Maldivian Red Crescent at the World Health Day event.
Photo credits : Shaziya Ali, MRC*

Exploring new opportunities and developing need-based programmes

The Canadian Red Cross (CRC) launched a “DRR Initiative” grant and called for proposals from the Tsunami affected countries in February 2010. The grant offered an opportunity to implement a project worth 1 million Canadian dollars. MRC submitted a proposal in February 2010, for a 4 year ‘Community-based Disaster Risk Reduction in Maldives’ project amounting Canadian dollars 958,750. The concept paper was approved by CRC in March 2010 and upon approval a detailed proposal was submitted in April 2010.

MRC is also currently reviewing the available Vulnerability and Capacity Assessments (VCA) in-order to develop relevant and need based programmes for the Maldivian communities. Some key areas include voluntary non –remunerated blood donation, HIV AIDS and substance abuse prevention.

#	Name of the organisation	Trainees	Level of First Aid training
1	Constance Halaveli Resort	20	Standard First Aid Training
2	Muli Regional Hospital	20	Standard First Aid Training
3	Veligandu Resort and Spa	19	Basic First Aid Training
4	Vivanta Coral Reef	13	Basic First Aid Training
5	Taj Exotica	24	Basic First Aid Training

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4.Branch Development

Major Achievements:

Establishment of 08 units and 04 branches in different regions of Maldives

According to the Branch Development Plan MRC have established units and branches in different regions of Maldives. The implementation of the plan started with the adoption of Branch Development Guidelines by the GB in October. Thereafter, Branch Development Outreach Teams composed of Field Officers and Island Volunteer Focal Points were trained. These teams then proceeded with Red Cross/Red Crescent information dissemination and recruitment of volunteers and members for the formation of MRC Units in initial 8 islands to constitute 4 MRC Branches (Male', Seenu, Thaa and Haa Dhaalu) within the same month.

In the first batch units were developed in Seenu Hulhudhoo - Meedhoo, Seenu Hithadhoo, Thaa Buruni, Thaa Veymandoo, Haa Dhaalu Kulhudhufushi, Haa Dhaalu Nohivaram and in Henvairu ward of Male' and Vili- Male'. Unit assemblies for these units were held in December 2009. First unit assemblies, in accordance with MRC Rules of Procedure were convened by GB. The Branch Assemblies were held in Haa Dhaal, Thaa and Seenu atoll in January 2010. Male' Branch Assembly was held in March 2010.

Branch Development work in the second batch of atoll have started in Noonu, Vaavu and Gnaviyani atoll in the end of March 2010. Noonu Holhudhoo unit assembly was held on 09 April 2010. Unit assemblies in Vaavu Fulidhoo and Gnaviyani Fuvahmulah are scheduled for the last week of April.

The status of Branches and Units and activities are as follows,



Blood Donor Sign-up on 14 June 2010.
Photo credits: Adam Faisal, IFRC, Maldives

Branch Name	Unit Name	Activities Conducted
Haa Dhaal		Information session held by the Branch Board to members CBHFA programme initiation
	Kulhudhufushi	CBHFA programme initiation
	Nohivaramu	CBHFA programme initiation
		CBHFA programme initiation
Thaa		CBHFA programme initiation
	Veymandoo	CBHFA programme initiation
	Buruni	CBHFA programme initiation
Seenu		CBHFA programme initiation
	Hithadhoo	CBHFA programme initiation
	Hulhumeedhoo	CBHFA programme initiation
Male'		Activities postponed due to impending special assemblies and elections coming up in these units
	Henvairu	Activities postponed due to impending special assemblies and elections coming up in these units
	Villingili	Activities postponed due to impending special assemblies and elections coming up in these units

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Efforts to improve media relations. MRC President Ibrahim Shafeeg being interviewed by Youth TV of MNBC on World Red Cross and Red Crescent day, 8 May 2010. Photo credits: Abdulla Shafeeq, MRC, Male' Branch.

5. External Affairs Development

Major Achievements:

Improvement in media relations and communications

A media sensitization meeting was held in March 2010 by MRC with the objective of providing information on MRC activities and upcoming events to the media and building relations with them. Major media partners such as Television Maldives (TVM), Dhi TV, Villa TV (VTV), Voice of Maldives (VoM) and Minivan News attended the meeting. Media packs were sent to all those who could not attend the meeting.

All media outlets were informed of MRC programme activities, branch formations and 2nd GA through out this period. Interviews were given to VOM, VTV and Dhi TV during MRC events such as Unit Assemblies held in January and February. Press releases were also issued in Dhivehi and circulated to the media outlets.

Wide media coverage was given to the announcement of the upcoming 2nd GA. The Secretary General (SG) gave interviews to DhiTV and VTV on this subject. In addition SG also participated in programmes of VoM to give information on 2nd GA and the current programme implementation.

Development of MRC identity materials

MRC has developed letterheads, business cards, stamp and several other materials that are of essential use to the organisation according to the Corporate Identity Management guideline that has been drafted.

British Red Cross, Hong Kong Red Cross, Japanese Red Cross has pledged for Federations Maldives Appeal 2010 – 2011.

Scaling up Resource Mobilisation

Main source of MRC resource is from membership and therefore MRC has been collectively working to increase its membership through paying and co-operate members. As of 12 April 2010, MRC has 524 members. With a yearly membership fee of MRF 50 and first time registration fee of MRF 10, approximately MRF 32,000 has been collected as paying membership fee within this period. In addition, the three corporate members are major companies in Maldives and therefore contributed significant amounts as well.

MRC has also put in efforts to increase donor funding for MRC activities for year 2010 – 2011 since August 2009. As such, meetings and letters have been exchanged with several donor National Societies and funding agencies to gain their confidence in supporting MRC activities. Several advancements have been made in this ground with British Red Cross, Hong Kong Red Cross, Japanese Red Cross has pledged for Federations Maldives Appeal 2010 – 2011.

MRC together with IFRC was invited to participate in the Maldives Donor Conference held in March 2010 at Bandos Island Resort. The SG represented MRC at this forum, which provided a good opportunity to network and establish contacts with donors and government agencies.

With a yearly membership fee of MRF 50 and first time registration fee of MRF 10, approximately MRF 32,000 has been collected as paying membership fee within this period.



Collection of donations during world Red Cross Red Crescent day, 08th May 2010. Photo credits: Abdulla Shafeeq, MRC, Male' Branch.

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Public Relations

Since its formation MRC has been working hard to increase partnerships, collaborations and set up relationships with several international and national stakeholders.

During this period MRC has had a meeting with the President of Maldives, His Excellency Mr. Mohamed Nasheed, which meeting supported in strengthening the government support for MRC and its work. Similarly MRC has also established connections with Ministry of Islamic Affairs, Ministry of Health and Family, National Disaster Management Centre and other government agencies.

At international level, MRC has maintained close collaborations and relations with Partner National Societies who supported during Tsunami such as Canadian Red Cross, British Red Cross and American Red Cross. In addition, MRC has also built good working relations with the Federation's Maldives Delegation, South Asia Regional Delegation (SARD), Zone and Secretariat in Geneva.

MRC has maintained close collaborations and relations with Partner National Societies who supported during Tsunami such as Canadian Red Cross, British Red Cross and American Red Cross.

Constraints and Challenges

The major challenge to the work of Maldivian Red Crescent is that until recently Maldives has not had a National Society. Therefore, the success of the programmes and structures that have been built is dependent on the acceptance, ownership, support and contribution of the targeted communities and Maldivian public. The promotion of an understanding of the MRC mandate and services has to be prioritized before beginning of all activities in communities. This has been consistently done through all programme components as well as through specific public relations and communications activities. However, a lack of understanding among the Maldivian community of the specific nature of MRC as a voluntary humanitarian service provider has been observed. This is one area that needs to be given special attention through dissemination of information and other activities of MRC.

Tsunami interventions revealed that due to the geographic nature of the country causes many logistical challenges. Implementation of the programmes and the establishment of units and branches is a challenge due to the geographical structure of the country, its related population distribution and high unit cost of travel and logistics. Uncontrollable factors such as weather are also an obstacle in programme implementation, especially in hindering travel by sea. 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. Nevertheless, the cost factor and unforeseen weather situations bring about budget escalations and implementation obstacles.

Access to initial or seed funding is another constraint, as a new National Society 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 there needs to an establishment of a resource mobilisation strategy and sustainable means of gaining funds.

In Maldives, organisations and major national work is centralised within Male' and over the years traditional collaborative and partnerships have already been set in place. As a new National Society MRC has yet a lot of work to do in order to be recognised and accepted as a partner in programmatic areas such as Disaster

Risk Reduction and Health and Care by national agencies, and to be invited to such collaborative events. The lack of experience and expertise in these areas is a constraint, not only to MRC but to other agencies working in Maldives in these areas as well. However, MRC with experienced and trained staff during Tsunami recovery is at a better position to continue quality work in these areas.

With the change in constitution and new multi-party presidential elections in 2008, the media attention is focused on the Maldivian political environment. Therefore, getting media interest for MRC services and activities have proven difficult in the beginning. With several media sensitizations and mobilisation activities the media commitment to MRC activities improved over the last few months. Likewise, getting communities interested and mobilised in MRC humanitarian activities is difficult as most communities are either involved in political activities or having social conflicts due to political variance. By information sharing and awareness sessions, MRC have managed to mobilise communities to participate actively in implementation and organisation of structures during this period. However, this is expected to improve once the political environment stabilises.

The major challenge to Maldivian Red Crescent is that the success of the programmes and structures that have been built is dependent on the acceptance, ownership, support and contribution of the targeted communities and Maldivian public.



Walk The Talk : Celebrating World Red Cross Day, May 8 2010. Photo credits: Abdulla Shafeeq, MRC Volunteer

Looking Ahead

Maldivian Red Crescent as a new National Society has made significant strides in the first few months of its establishment since 16 August 2009. During this period the organisational structures have been put in place to enable it to initiate delivering its services to the vulnerable people in the country.

In the coming year, MRC will make special efforts to position it well to deliver services in the area of first aid, disaster management, disaster risk reduction and health and care in the community. The CBHFA programme - MRC's first community entry programme- will be expanded to cover more islands. We will be training our volunteers and members to be part of the first aid response teams which will be initiated, first in Male' in the near future and later in other regions of the country.

Maldivian community is still not very informed of MRC and its work. Special attention will be given during the coming year to intensify media efforts for dissemination of information on MRC and its activities, to enable more visibility to MRC.

Development of youth programmes and empowerment of youth will be a priority of MRC in the coming years. Preparations are being made to identify which priority programmes to be implemented, especially for and by youth members. Also volunteer recruitment efforts will be accelerated.

As MRC will be establishing more Units and Branches in different regions of the country, efforts will be invested to build the capacity of the members and volunteers at these Units and Branches, so that that they are able to deliver the services to their communities.

In the coming year, MRC will be embarking on a strategic planning exercise, to formulate its Strategic Action Plan. This will be a participatory process requiring the active participation of relevant stakeholders. This strategic plan will set the direction and guide MRC to achieve its objectives and targets for the coming years.

To date 90 direct beneficiaries and approximately 30,000 indirect beneficiaries have benefited through our training and awareness sessions.



Blood Donor Sign-up during World Blood Donors Day. Photo credits: Haifa Ahmed Imad, IFRC, Maldives

Financial Summary

MRC formation and development activities for year 2009 were funded through the Federation Appeal 2008 -2009. IFRC was handling MRC finances until 1 February 2010 when MRC took over its own financial management. A statement of expenditure from July 2009 to December 2009 was provided by the IFRC Maldives Delegation and is annexed to this document.

An audited Financial Statement for 18 months, that is 01 July 2009 – 31 December 2010 will be provided by MRC in the Annual Report for the completed 2010 year.

Since its formation MRC has been working hard to increase partnerships, collaborations and set up relationships with several international and national stakeholders.

Statutory Committees' Updates

1. Governing Board

With the establishment of Maldivian Red Crescent on 16 August and the Governing Board being elected, work was initiated to implement the adopted MRC Interim Development Plan. Through adoption of policies and guidelines the Board assisted and guided the early implementation. In addition, the Board authorized the establishment of MRC Units and Branches in accordance with the Branch Development Plan. Consequently the Board formally recognized the 8 Units and 4 Branches of Maldivian Red Crescent established in 3 atolls and Male'. The Society has been able to register 524 individual and 3 corporate members by 12 April 2010. Members of the Board participated in two international events. These visits enabled the members to gain more knowledge on the functioning of a national society and were able to make direct contact with officials to seek funds for the implementation of branches and programmes.

2. National Advisory Council

As the body mandated to give advice to the governing bodies of Maldivian Red Crescent, the advisory council held two meetings during the reporting period. The Governing Board sought advice from the Council regarding matters related to the General Assembly. The Council also identified the positions of the Governing Board that will be re-elected at the Second General Assembly of Maldivian Red Crescent.

3. Finance Commission

The Finance Commission held two meetings in the past eight months. The meetings presided over tasks such as finalization of MRC Finance Policy and approval of management accounts for the quarter ending in 28 February 2010 and adoption of MRC plan and budget for the year 2010 and 2011.

4. Complaints Committee

Since the formation of Maldivian Red Crescent (MRC) on 16 August 2009, the Committee held only one meeting. The committee comprises five members. Its main responsibility is to handle complaints against branch board members, misuse of authority given by the General Assembly, violation of the rules and regulation of Red Cross Red Crescent Movement by members and branches, MRC statutes and MRC Rules of procedure. Work is underway in formulating the procedure for filing and handling complaints received by its members effectively. The committee's main objective is to develop proper mechanism to handle complaints in an efficient manner.



The Fundamental Principles of the International Red Cross and Red Crescent Movement

Humanity

The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

Impartiality

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

Neutrality

In order to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

Independence

The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

Voluntary service

It is a voluntary relief movement not prompted in any manner by desire for gain.

Unity

There can be only one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

Universality

The International Red Cross and Red Crescent Movement, in which all societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.





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