

From 1 January 2010 to 31 December 2010

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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. It hopes to be formally recognized as a member of the International Red Cross and Red Crescent Movement in the very near future. This annual report is a compilation of activities and initiatives undertaken by MRC from 1 January 2010 to 31 December 2010.

RECOGNITION BY ICRC AND IFRC MEMBERSHIP

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). The National Society has been investing efforts to achieve this objective guided by the MRC Annual Plan 2010 – 2011 adopted by the Second General Assembly.

The Maldivian Red Crescent submitted its official application for recognition to the ICRC on 1 November 2010. The ICRC has accepted the application and the issue have been tabled in the agenda of the Joint Statutes Committee, in April 2011, in Geneva. An ICRC/IFRC Joint Assessment Mission (JAM) of MRC is scheduled to be undertaken mid 2011 and will provide the recommendations based on which a decision will be made at the 31st International Conference to be held in Geneva in November 2011.

GOVERNANCE

Second General Assembly

The Second General Assembly (GA) of MRC was held on 24 April 2010. At the assembly:

- Five governing board members were elected in the place of outgoing members as per MRC statutes.
- For effective implementation of MRC Statutes, there was a need to make amendments to the Rules of Procedure (RoP) adopted at the first General Assembly. Therefore, amendments to the RoP, which do not contravene the Statutes, were proposed to the GA for adoption and these amendments were adopted by the second General Assembly.
- MRC's Annual Report (for the period August 2009 April 2010), were presented to the GA and was adopted.

Statutory Bodies

The Governing Board held 9 meetings in 2010. It adopted the following policies and procedures required for the functioning of MRC.

1. Ethical Guidelines for Corporate Membership and Partnership with Public, Private Sector and for Receiving Donations.

- Guideline on Establishment of Branches.
- 3. ICT Usage Policy.

In addition, the GB also reviewed and approved the revised Branch Development Plan, which was proposed by the management, based on the experiences and lessons learned from the first phase of branch establishment.

MRC Management and Staff supported in drafting the required policy documents and the process was also supported by the Governing Board policy sub-committee that advised on the documents before presentation to the Governing Board.

The MRC National Advisory Council (NAC) held 2 meetings on need basis. As per MRC Statutes the membership of the National Advisory Council was reconstituted after the second General Assembly. Accordingly, the Council comprises of 6 members appointed by the Governing and Board and 2 members nominated by the Government.

The Finance Commission continued to meet on a regular basis at the end of each quarter of the year. During these meetings the quarterly management accounts were reviewed and approved. They also reviewed the Plan and Budget 2011-2012 and also held discussions with the external auditors and also reviewed the audited accounts for the period ending 2010.

Reports of all statutory bodies are annexed to this report.

MANAGEMENT

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

The MRC Appeal for 2009-2011 was launched in 2009 and the Revised Appeal for 2011 has been published by IFRC in November 2010.

http://www.ifrc.org/cgi/pdf appeals.pl?annual11/MAAMV00111plan.pdf

STRATEGIC PLANNING FOR MRC

Guided by the International Federation of Red Cross and Red Crescent Societies' (IFRC's) Strategy 2020, during the year MRC prepared its draft Strategic Plan 2011 – 2015 which will be submitted for adoption during MRC's third General Assembly. The draft strategic plan currently encompasses disaster management, health and social care, youth and institutional 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.

HUMAN RESOURCES AND CAPACITY DEVELOPMENT

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 and	December 2010
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Department	No. of Staff
Secretary General	1
Administration and Finance	3
Service Delivery and Branch Development (Program)	16
Governance	3
External Affairs Development (Communications and PV)	1
Field Based Staff (Branch Offices)	3
TOTAL	24

In January 2010, eight technical staff (national) of the Federation Maldives country office was seconded to MRC for six months (January to June 2010) to support its activities in the area of organizational development, programme, branch development, volunteer and membership development, and administration and human resources. After revising MRC human resource structure and expiration of contract of the seconded staff from IFRC, some of the seconded staff were recruited by MRC.

Branch Programme Assistants were recruited in order to assist branch boards in carrying out activities in the communities.

With assistance from American Red Cross, a communications manager was hired for a period of six months (August 2010 – February 2011) to implement the communication strategy of MRC.

Organisational development is integrated into all programme areas of the MRC as an enabling action. It consists of leadership development, institutional capacity and branch development, resource mobilization and external affairs development. The focus is on building MRC's capacity to deliver its services in an effective, efficient and timely manner. Communication, media, promotion of Fundamental Principles and Values are cross-cutting and these too are integrated into the organizational development and programme components.

To strengthen the knowledge of staff, governance, members and volunteers on MRC and the Red Cross Red Crescent movement different orientation packages tailored to each group were developed and are in use. Throughout the year, staff and volunteers of MRC were encouraged to be involved in trainings, meetings and workshops to build their capacity and develop themselves. Further, All MRC staff is trained in standard first aid.

MRC staff and volunteers have been actively engaged in workshops, meetings and trainings at national level conducted by several partners. These include disaster management and inter-institutional coordination workshop organized by the National Disaster Management Centre (NDMC), National Health Plan Review meeting, training workshop on health care workers by Ministry of Health. In addition, MRC programme staff and volunteers attended regional and zone meetings, workshops and trainings such as the Regional HIV Programme Review Meeting, Asia Pacific Disaster Management Meeting, Asia Pacific Community Based Health and First Aid programme review meeting, Regional Disaster Management working group meeting, PMER training, VCA training, PSP training etc.

The MRC Secretary General attended the South Asia Secretary General's forum held in Nepal in February 2010. In addition, the SG also attended the 8th Asia Pacific Conference of Red Cross Red Crescent Societies held in Jordan in October 2010 and the 4th Asian Ministerial Conference anon DRR and CCA in South Korea, in October 2010. These meetings enabled MRC to establish relations with other National societies and international organisation and explore possible areas for cooperation.

MRC is in the process of developing Emergency First Response Services. The first round of Emergency First Response Team Training was conducted from 12 to 21 December 2010, with funding received from the World Health Organization (WHO) Maldives Office through Ministry of Health and Family. A second training is planned for early 2011. This training takes the Maldivian Red Crescent one step further towards its goal of forming Maldivian Red Crescent's Emergency First Response Services. The service will be piloted first in Male' and will respond to emergency situations involving emergencies in public events.

As part of MRC's initiatives in the area of social care, MRC in cooperation with the Canadian Red Cross is in the process of exploring the possibility of developing a programme in the area of child protection and violence prevention in the Maldives. The Head of Child protection of Canadian Red Cross Dr. Sinha Wickremesekera visited the Maldives on 8 November and delivered a half day seminar entitled "Ten Steps to Creating Safe Environments for Children and Youth". Management, Governance volunteers and other related organisations such as from the local NGO Advocating Rights of Children and Ministry of Health and Family took part in this session conducted by of Canadian Red Cross.

During the year MRC had trained a total of 626 people through various programme activities. The breakdown is given below.

#	Programme	No. trained
1	VCA training	54
2	CBHFA ToT	54
3	First Aid ToT	86
4	СВНГА	216
5	VCA	216
	TOTAL	626

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. To date the department has managed bilateral funding from the Swiss agency for development and Cooperation, through the Swiss Embassy in Colombo, ICRC, Canadian Red Cross and in kind assistance in the form of a new ambulance (for use in the EFRT service being developed) from Universal Enterprises Pvt. Ltd.

Procurement of essential equipment and arranging logistics for headquarters and field work was coordinated through the finance department. Notably arrangements for branch development deployments and finance and administrative arrangements for MRC's 2nd General Assembly. MRC also moved its programme and branch development staff from 4th and 5th Floor of its current building to the third floor during the month of May 2010, resulting in MRC staff being housed on 2nd and 3rd floors only. MRC HQ facilitated in setting up the office space in its established branches. Accordingly, office space was identified and leased in Male', Seenu and Haa Dhaal Branches during the year.

The department began using Quick Books software to manage its finances. The Chart of accounts was finalized and training for MRC finance staff on Quick Books was held during in February 2010. In

addition, capacity building training for staff (branch and Male' based) was developed and staff were trained in November 2010. The training involves familiarizing staff with good practices in finance as well as MRC's financial regulations.

COMMUNICATIONS

Media: The MRC utilized significant events or meetings it organizes as opportunities for media coverage and publicity. MRC Senior 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. This visibility and publicity proved to be an economical and effective means to create awareness, especially with its reach to virtually every household in the Maldives. MRC also used the media as a means of raising awareness on humanitarian values and principles. New media such as the MRC website and social networking sites were used for publicity purposes and communication with interested individuals and entities.

Publications and Communications: MRC produced 12 monthly updates of its activities. The updates contain information on achievements for a given month as well as the status of new and ongoing undertakings of the organization. The updates produced were circulated to MRC governance, staff, IFRC Maldives delegation and RCRC and other external partners. MRC also published two quarterly newsletters for external audiences comprising of MRC updates and articles from volunteers and members. MRC also produced regular Programme Updates for donors and the IFRC with the aim to report on activities funded through bilateral donations and the annual appeals.

Principles and Values: Promotion of humanitarian principles and values is integrated into all MRC trainings, programmes and activities. Funding was secured from ICRC in August 2010 for a 6 month project on promotion of Humanitarian Values and Principles. MRC utilised these funds to promote humanitarian values and principles as well as creating awareness on the use of the emblems of the International Red Cross and Red Crescent Movement to MRC Members and Volunteers. Some activities and outputs under the project include the production of IEC materials, training and information dissemination session on International Humanitarian Law (IHL), emblems and media relations and Planning, Monitoring, Evaluation and Reporting (PMER) capacity building training for staff and members of the MRC.

An emblem sensitization campaign was undertaken in April 2010 targeting local pharmacies where the Red Crescent emblem is commonly misused. Local pharmacies were visited by trained volunteers who disseminated information on how the emblems should be used citing the Maldivian Red Crescent Law which states that MRC is the only body in the country that is authorised to use the red crescent as their emblem. This campaign was very successful with 98 per cent of pharmacies visited changing their signs either to a green crescent or to company logo.

RESOURCE MOBILIZATION

Resource mobilization has been identified as 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. MRC has placed donation boxes at GMR Male' International Airport and is in the process of expanding to other public spaces such as passenger ferry terminals and hospitals.

A donor information pack on MRC was developed in 2010. It contains information on MRC, its progress and its plans around its strategic directions of Health and Social Care, Disaster Management, Youth and Organizational Development. This pack is being presented to potential donors by MRC representatives travelling to international meetings and conferences. It also contains contact information for any donor who may wish to provide support for any of MRC's areas of work.

The finance department also Invested USD 10,000 in 3 month fixed deposit at 4% interest rate at State Bank of India as a means of generating income.

Commercial First Aid is being developed as a means of internal income generation. MRC conducted a feasibility market survey on commercial first aid and is planning to implement the recommendations of the survey starting next year. The main recipients of commercial first aid trainings conducted in 2010 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 a training of trainers (ToT) conducted in October 2010. During the year 420 were trained under the commercial first aid programme, generating a total income of MRf 117,000.

No.	Customer	Training Type	Earnings (MRf)
1	Veligandu Resort and Spa	Commercial First Aid	5,000.00
2	Taj Coral Reef	Commercial First Aid	3,750.00
3	Taj Exotica Resort and Spa Resort	Commercial First Aid	7,000.00
4	Maldives Airports Company	Basic First Aid Training 11th, 12th, 15th & 17th April 2010	15,500.00
5	Holiday Inn Resort Kandooma	Standard First Aid training conducted on 19th, 20th & 21st of April 2010.	8,000.00
6	Sheraton Maldives	Basic First Aid Training conducted on 6th and 20th May 2010	4,500.00
7	CCHDC/HDh.Kulhuduffushi	Commercial First Aid training conducted on 12th June 2010	4,000.00
8	Holiday Inn Resort Kandooma	Standard First Aid training conducted on 17th , 18th & 19th June 2010	7,500.00
9	CCHDC-Seenu Atoll	Commercial First Aid training conducted on 17th, 18th & 19th June 2010	
10	Sheraton Maldives	Basic First Aid Training conducted on 6th and 20th May 2010	4,750.00
11	State Electric Company (STELCO)	For Commercial First Aid Training Conducted from 7th, 8th & 10 th July 2010	
12	For Conducting Standard First Aid Training from 11th,12th & 13th of July 2010		10,500.00
13	Universal Enterprises Pvt Ltd	versal Enterprises Pvt Ltd First Aid training conducted on 16th September 2010	
14	Holiday Inn Resort Kandooma	FA training conducted on 21st ,22nd & 23rd September 2010	
15	W Resort & Spa Maldives	First Aid Training on 16th October & 17 October 2010	7,500.00
16	GMR Male International Airport pvt ltd	Conducted FA training on 4th December 2010	5,750.00
17	Anantara Resort	Conducted FA training from 30th Nov to 1st December 2010	7,500.00
TOTAL EARNINGS FROM COMMERCIAL FIRST AID TRAININGS 1			

MRC has been engaging external donors, within the movement and outside to secure pledges towards its annual appeal 2011. To this end a letter was sent to the Red Cross Society of China regarding possible funding for MRC. The letter is a follow up to discussions the President and Secretary General had with Chinese Delegates during the 8th Asia Pacific Conference in Jordan (17 to 20 October). The German Red Cross too informed MRC of its intentions to donate CHF 50,000 to MRC as bilateral assistance.

The Maldivian Red Crescent received MRF 197,067 from the Swiss Embassy for MRC's project on Community Empowerment and Capacity Building. CHF 20,000 was received from the ICRC towards implementing activities in the area of promoting humanitarian principles and values.

The Canadian Red Cross (CRC) announced for proposals from the 2004 tsunami affected countries and MRC submitted a project proposal for Community-based Disaster Risk Reduction. The proposal was accepted by CRC in April 2010 and confirmed funding for a total of 962,832 Canadian dollars, for the period of 2010-2014.

MEMBERSHIP AND VOLUNTEERS

Maldivian Red Crescent had 994 registered individual members at the end of December 2010.

MRC had four corporate members in 2010. They are Lintel Investments and Management Services Pvt. Ltd., Cyrix College, Universal Enterprises Pvt. Ltd. and State Trading Organization Plc. Ltd. Though corporate membership was not materialized, MRC conducted meeting with corporate entities such as Villa College, Clique College, Maldives Monetary Authority, Allied Insurance Company etc with the aim of inviting them to become corporate members of MRC. However it must be noted that some of these entities have expressed an interest in entering into formalized partnerships with MRC in various ways. At the end of 2010, MRC was in the process of developing mechanisms for establishing such partnerships.

Maldivian Red Crescent had 550 registered volunteers at the end of 2010, of which about 200 were active volunteers. As part of increasing volunteer recognition, MRC on International Volunteers Day (5 December) officially announced a criterion for recognition of voluntary service. The results of each year's volunteer hours would be announced annually on the following year's International Volunteers Day.

EXTERNAL RELATIONS AND PARTNERSHIPS

MRC invested significant time and effort in forming partnerships and collaborations in 2010. It worked to set up working relationships with several international and national stakeholders to ensure effective service delivery and to exercise its auxiliary role to public authorities. Such partnerships also go a long way in strategically positioning MRC as the key humanitarian actor in the country. MRC established and maintained working relations with Ministry of Health and Family (MoHF), National Disaster Management Centre, Maldives National Defence Force (MNDF), UN agencies (UNDP, UNICEF, WHO) and many other government and non-government organisations.

As mentioned above, MRC is currently in the process of developing formalized partnerships. At the end of 2010, MRC was in talks with Ministry of Health and Family and Villa College to enter into formal partnership agreements. Under the terms of the proposed memorandum of understanding (MoU) MoU between the two parties the MRC would work with the Department of Gender and Family of the Ministry of Health and Family to provide support and assistance to the *Kudakundhinge Hiyaa*, 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.

During this year MRC President and Secretary General was granted a meeting with the President of Maldives, His Excellency Mr. Mohamed Nasheed, which contributed in strengthening the government's support for MRC and its work.

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, 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.

MRC is currently a partner on a nation-wide UNDP initiated Disaster Risk Management programme called 'be prepared, be safe – 'Rakaavethibiyyaa Dhivehiraajje'. This a national programme aiming to empower communities and strengthen their capacity to respond to and mitigate effects of disasters in their communities. MRC's role in the project is to provide programme management advice and to partner in disseminating the information through its volunteers in the communities.

At international level, MRC maintained close collaborations and relations with Partner National Societies who implemented tsunami recovery projects in the Maldives such as Canadian Red Cross, British Red Cross and American Red Cross. In addition, MRC has also built good working relations with International Federation of Red cross and Red Crescent Societies (IFRC) Maldives Delegation, International Committee of Red Cross (ICRC), IFRC South Asia Regional Delegation (SARD), Zone and Geneva Secretariat.

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

- Maldives, April 2010: International Visitors attending 2nd GA: The President of the Australian Red Cross Mr. Greg Vickory, Mr. Francoise Stamm, Head and Mr. Paul Keene, Cooperation Coordinator of ICRC Regional (SA) delegation, Mr. Alain Dondainaz, the CRC Country Coordinator for Sri Lanka, Mr. Azmat Ulla, Head of SARD/IFRC, Mr. Nimal Kumar, National Secretary of Sri Lanka Red Cross and Mr. Abu Bakar, Secretary General of Bangladesh Red Crescent attended the General Assembly. During their visit discussions were held to inform them of MRC's activities and possible assistance and support to MRC.
- Saudi Arabia and United Arab Emirates, April 2010: The President of MRC, as a member of the Government delegation, participated in an official visit to Saudi Arabia in mid June. Priority areas for assistance were communicated to the Saudi Red Crescent Authority. On conclusion of the official visit to Saudi Arabia, MRC President visited the UAE Red Crescent and discussed with them possible areas for cooperation and assistance.
- Maldives, July 2010: Megan David Adam (Israel RC) Representatives visiting Maldives to conduct
 the Emergency Response Workshop in collaboration with NDMC, met with the SG and senior staff
 of MRC. MDA expressed their support to MRC and requested to indicate areas for assistance.
- Maldives, September 2010: A three member ICRC delegation headed by the Head of South Asia Regional Office Francoise Stamm visited Maldives from 26-29 September. The objective of this visit was to discuss with the government the arrangements for holding in Maldives the 3rd South Asia Regional Conference on IHL in February 2011. During this visit they also met with MRC President and Secretary General about the development of MRC and specifically about the recognition by IFRC and ICRC.
- Jordan, October 2010: President, Secretary General and Youth member of the Governing Board attended the 8th Asia Pacific Conference held in Jordan. While at the conference some bilateral discussions were held with partner national societies about MRC's activities and possible cooperation and assistance
- Korea, October 2010: The MRC Secretary General and the Programme Manager attended the 4th Asian Ministerial Conference on Disaster Risk Reduction in Republic of Korea from 25 to 28 October

- 2010. The Secretary General visited the Korean Red Cross and held discussions with the Head of International Relations team of Korean Red Cross, to explore the possibility of partnerships and financial support to MRC.
- Thailand, November 2010: CBDRR Project Coordinator, MRC Development Coordinator and IFRC
 Branch Development Delegate participated in the Tsunami Lessons Learnt Workshop for Host
 National Societies (HNSs) in Bangkok, Thailand from 1 to 2 November 2010. The objective of the
 workshop was to identify the five main lessons learnt through the 5 year Tsunami recovery
 programmes and to produce recommendations on what areas could be improved by HNSs when
 responding to the next mega disaster.
- Sri Lanka, November 2010: CBDRR Project Coordinator participated in the 8th Regional Disaster Management Working Group (DMWG) Meeting from 09 to 11 November 2010 in Colombo, Sri Lanka. It focused on three main thematic areas: surge capacity and response tools in South Asia (RDRT etc), Climate Change Adaptation and DRR and International Disaster Response Laws (IDRL). It also addressed the Regional DM/DRR framework draft and revision of the Disaster Management Working Group (DMWG) ToR. During the meeting, it was decided that the next DMWG meeting will be held in Maldives in 2011.
- Maldives, November 2010: MRC programme department staff attended a workshop on DRR for local government authorities held in Male from 23-25 November 2010 organized by National Disaster Management Centre and UNDP. The workshop was aimed at establishing links with local government authorities and understanding their perceptions on DRR work in their communities. Representatives from island/atoll offices participated in this workshop.
- Maldives, November 2010: MRC Secretary General, Programme Manager and CBDRR Project Coordinator met with the Canadian High Commissioner H.E. Bruce Levy, on 23 November 2010. The High Commissioner indicated the possibility of financial assistance (for approximately 50,000 Canadian Dollars) under the Canada Fund for Local Initiatives and invited MRC to submit a proposal.
- Maldives, December 2010: The Secretary General met with the Chairperson and Vice Chairperson
 of the Maldivian Thalassaemia Society on 16 December. During this meeting a briefing of the work
 done by the society was given and possible areas of cooperation and partnerships were discussed.
 A follow-up meeting was held on 23 between Thalassaemia Society representatives and MRC
 programme staff to discuss further details.
- Maldives, December 2010: The Secretary General and the IFRC Head of Delegation met with the
 Resident Coordinator & UNDP Resident Representative Mr. Andrew Cox on 6 December. During the
 meeting SG briefed him about the formation of MRC and the activities currently undertaken by
 MRC. Areas where MRC and UNDP can partner and cooperate were also discussed and both parties
 agreed for greater coordination in these areas.
- *Maldives, December 2010:* MRC via IFRC facilitated the provision of humanitarian relief and assistance to the Maldivian merchant sailor crew stranded in Editorial Guinea when their ship encountered mechanical problems.

BRANCH DEVELOPMENT AND PROGRAMMES

MRC established six branches across the country by end 2010 and is set to establish four more before the end of the first quarter of 2011. The six established branches are located in three regions of Maldives as follows:

No.	BRANCH	UNITS	REGION
1	Noonu	Holhudhoo	
1	Noonu	Manadhoo	North
2	2 Haa Dhaal	Nolhivaramu	North
2		Kulhudhuffushi	
3	The	Buruni	Central
3	Thaa	Veymandoo	Central
1	4 Seenu	Hulhumeedhoo	
4		Hithadhoo	6 11
_	Gnyaviyani	Foahmulah - North	South
5		Foahmulah - South	
6	Male'	Henveiru	Male'
6		Villingili	- Male'

Development of branches is being carried out in accordance with the branch establishment plan approved by the Governing Board. During each phase of branch development, one from north, one from central and one from south are selected to ensure equitable distribution and widest possible geographical coverage in the Maldives as a whole.

Two units were established in each branch constituency. Unit and Branch boards were elected at Unit and Branch Assemblies held during the formation process of these branches. Induction trainings for 19 boards were conducted following the Unit and Branch Assemblies. The training is targeted for all the elected members in branch and unit boards, which are 7 in each branch board and 5 in each unit board. Through formation of branches in different regions of Maldives, MRC is expanding its service coverage to the entire territory of Maldives. Through the establishment of these units and branches MRC has enabled a service delivery reach of 55% of the total population of Maldives.

MRC has rolled out two service delivery initiatives in the established branches and units. Its first programme is the Community-Based Health and First Aid (CBHFA) programme. The activities under the programme are based on Vulnerability and Capacity Assessment (VCA) conducted in each individual community.

The second project, funded by the Swiss Agency for Development and Cooperation, through the Swiss Embassy in Colombo, is a Community Empowerment and Capacity Building project with emphasis on women empowerment. The initial entry point for MRC into the communities is the branch capacity building workshops conducted to better prepare the branch leadership to assume their roles and responsibilities. Four branches and eight unit boards participated in the Capacity Building workshop, one from each of the three regions and the other from the capital city. The Women Empowerment training was delivered to 92 members and volunteers in these communities and indirectly around 9,500 beneficiaries benefited through this project. This 6-month project ended December 2010 having successfully achieved above the targeted direct beneficiaries by 46%.

A third project on Community-Based Disaster Risk Reduction (CBDRR) and Climate Change Adaptation (CCA) funded by Canadian Red Cross was launched in October 2010. The four year project (2010 – 2014) worth Canadian Dollars 962,832 was approved by Canadian Red Cross on 23 April and project agreement was signed in July 2010. The project targets six individual island communities, with the aim of

reaching approximately 4000 direct beneficiaries across these communities. The project will focus on disaster preparedness, mitigation and response components to build community resilience in Ha. Hoarafushi, GDh. Gadhdhoo, Lh. Hinnavaru, K. Kaashidhoo, S. Feydhoo and AA. Thoddoo.

MRC received funding from World Health Organization (WHO) to carry out training of MRC's first ever batch of Emergency First Response Teams. As stated elsewhere in this report the aim of this training is to support the formation establishment of Emergency First Response Service of MRC.

Additionally, MRC received funding worth CHF 20,000 from ICRC towards implementing activities in the area of promoting humanitarian principles and values through workshops, trainings and production and dissemination of contextualized IEC materials.

SPECIAL EVENTS AND DATES MARKED BY MRC

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

World Health Day, 7 April: World Health Day was marked on 10 April 2010 in Maldives. MRC partnered with Ministry of Health and Family and Maldives National Defence Force. MRC volunteers and staff assisted in setting up a First Aid demonstration stall in *Kudakudhige Bageecha*, where demonstrations and information on First Aid was provided to children and adults.

World Red Cross Red Crescent Day, 8 May: For the past three years, World Red Cross Red Crescent Day has been celebrated in the Maldives jointly with the support of Partner National Societies that were present in the Maldives for tsunami recovery operations. In 2010, MRC took lead in the celebrations. Various activities were carried out in Male' on 7 and 8 May. Volunteers, members and Board Members actively participated in the activities. In addition to the activities in Male', the Red Cross Red Crescent Day was also marked in HDh.Kulhudhuffushi, S.Hithadhoo, N.Manadhoo and V.Fulidhoo. The activities in N.Manadhoo and V.Fulidhoo were organized by MRC Field officers who were there for Branch/Unit establishment work. Field Officers and the newly registered volunteers and members of the island participated in the activities in these atolls.

World Blood Donors Day, 14 June: MRC volunteers and staff went out on the roads to sign up voluntary blood donors to donate blood and was able to enlist 714 donors in 5 hours. Maldivian Red Crescent coordinated with Ministry of Health and Family, Global Fund Programme, Maldivian Blood Donors, National Thalassaemia Centre, National Thalassaemia Society and Indhira Gandhi Memorial Hospital to organise events for this day.

Maldivian Red Crescent Day, 16 August: Maldivian Red Crescent celebrated its first anniversary with a visit to the Kudakudhinge Hiyaa children's facility in K. Villingili. Staff and volunteers spent the day at the facility entertaining and assisting the staff with child care. MRC staff and volunteers also collected and donated books, toys and clothes to the facility. MRC President and senior management met with the management of the facility and discussed ways in which MRC could provide support on a long term basis. As a follow up to the discussions, work was undertaken with the Ministry of Health and Family to form a formal partnership agreement between MRC and the ministry to support Kudakudhinge Hiyaa.

World First Aid Day, 11 September: MRC organised a national First Aid refresher course to provide opportunity for all First Aiders in Maldives to renew their First Aid certificates on 27 September 2010. 15

people participated in this session which covered refresher topics such as CPR, recovery position, and treatment of bleeding, shock and burns.

World Aids Day, 1 December: The Secretary General and the IFRC Head of Delegation met with the Minister of Health and Family on 1 December, to present to the Government the report "Out of Harm's Way" which was launched by IFRC for World AIDS Day. During this meeting discussions were also held on MRC activities and the Minister congratulated MRC on expanding services and reconfirmed the Government's support to the development of MRC. Special events were also held in GDh. Vaadhoo (football match), GA. Gemanafushi (a community walk followed by a 'lorry buru'), M. Muli (information dissemination session on HIV/AIDS), Lh. Olhuvelifushi (a Children's Evening), GA. Villingili (AIDS Day Walk), GDh. Vaadhoo (Information dissemination on HIV/AIDS) and Lh. Olhuvelifushi (a Children's Evening).

International Volunteers Day, 5 December: MRC's activities to mark the day focused mainly on celebrating the achievements and efforts of its volunteers. The two activities organised by MRC were 'Volunteer Moment 2010' on 3 December and MRC Volunteer Recruitment Drive on 5 December. Volunteer Moment 2010 involved MRC volunteers coming together to interact, express their views on volunteerism and enjoy themselves. A criterion for recognition of voluntary service was officially announced at the event. The MRC Volunteer Recruitment Drive carried out on that day was able to register 222 new volunteers to MRC. The other activity was an awareness event on gender equality and women empowerment organised by Maldivian Volunteers Corps on 4 December, in which MRC volunteers participated. Special events were also held in S. Hithadhoo (harbour cleaning activity) and Gn. Fuvahmulah (cleaning the 'thundi' area of the island).

Unity Day – 26 December 2010: MRC staff took part in the 'minute of silence' that was observed throughout the nation at 09:20am on 26 December 2010 – the time that the 2004 Indian Ocean tsunami hit Maldives. MRC staff also contributed to the technical panel discussion themed 'Thayyaaruve Thibemaa' broadcast throughout the day on all media channels. In addition, MRC also participated in and contributed to the multi stakeholder led preparedness event that was conducted in Male'. Special events were also held in S. Hithadhoo (children's evening), GDh. Vaadhoo Unit (community walk) and GDh. Thinadhoo.

FINANCIAL SUMMARY

MRC activities for 2010 were funded mainly through the Federation Appeal 2009 – 2011.

MRC received a total of MRF 8,877,458 as income in 2010. It's expenses for 2010 stand at MRF 8,214,381 with MRF 663,077 surplus funds remaining as income over its expenditure. MRC holds total assets worth of MRF 2,335,172 which is in the form of non-current assets worth MRF 469,376 and current assets worth MRF 1,865,796 of which 99% are unexpended advance funds received from donors. Thus as a direct result of these unexpended funds MRC's current liability stands at MRF 1,586,005. The reserves of the society as at 31 December amount to MRF 749,167.

CONSTRAINTS AND CHALLENGES

The major challenge to the work of Maldivian Red Crescent is the fact that until now Maldives has not had a National Society of its own. 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 any activity 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 general 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 and other activities of MRC.

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.

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 it, 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.

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 attention for MRC services and activities have proven difficult in the beginning. Several media sensitizations and media mobilisation activities the media commitment to MRC activities improved over the past year. Likewise, getting communities interested and mobilised in MRC humanitarian activities is quite difficult as most communities are either involved in political activities or having social conflicts due to differing political ideologies. 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.

LOOKING AHEAD

Maldivian Red Crescent as a new National Society has made significant strides during the first full year of existence. 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.

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 be training its volunteers and members in first aid as well as building on 2010's efforts to bring up MRC's own Emergency First Response Teams to commence Emergency First response Service in Male'.

Maldivian communities are still not very informed of MRC and its work and misconceptions that communities currently have due to lack of information or misinformation will take time to rectify. 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 and enhance its image.

As MRC will be establishing more Units and Branches in different regions of the country, priority will be given to build the capacity of the members and volunteers at these Units and Branches, so that the they are able to effectively deliver the services to their communities and become well-functioning branches and units, which is crucial for the recognition and membership of MRC in IFRC and ICRC.

MRC will also give priority to developing its capacities and capabilities in resource mobilization and accelerate its efforts to mobilize resources needed for planned activities. While continuing to seek international and movement partner funding, special attention will be given to resource generation in country. In addition to financial resources, MRC will also be exploring further, the concept of mutually beneficial partnerships with public and private institutions and entities.

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ANNEXES

- Governing Board Report.
- National Advisory Council Report.
- Complaints Committee Report.
- Finance Commission Report.
- Statement of expenditure.



Governing Board Report 2010

Issued on: 16/04/2011

Reporting Period: 01 January 2010 to 31 December

2010

In brief

Executive Summary

After being established, as per MRC Statutes, the Governing Board held its second General Assembly on 24 April 2010. With the new elected members, the Board carried out its work to implement the MRC annual plan by adopting required policies and guidelines.

The Board was able to formally recognize 12 units and 6 Branches of MRC established in 6 different atolls and Male'. MRC was able to register 736 individual and 3 corporate members during the reporting period.

MRC initiated the development of its Strategic Plan which will be submitted to the third General Assembly for adoption.

Members of the Board participated in several 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 build partnerships and seek funds for the implementation of programmes.

1. Context

As per MRC Statutes new members were elected to the Governing Board during its second General Assembly. The positions were;

- 1. First Vice President
- 2. Second Vice President
- 3. Youth Member

- 4. General Member (North region)
- 5. General Member (South region)

Scope of Operations

As per MRC Statutes, the Governing Board is the body to govern the National Society between the sessions of the General Assemblies.

The responsibilities of the Board defined in the Statutes are:

- Communicate MRC annual report, financial accounts and the audit reports to all stakeholders and concerned parties.
- Approve the budget.
- Recruiting and dismissing the Secretary General for the operation of the Society.
- Approve formation and restructuring the branches to fulfil the goals and objectives of MRC as per Statutes
- Approve formation and dissolution of Units with due consultation from relevant Branches.
- Set up committees or commissions when necessary.
- Assess and document the activities and meetings conducted by various committees or commissions.
- Obtain annual reports from the Branches on the activities undertaken.
- Convene the ordinary or extraordinary General Assemblies and publishing the agenda's.
- Approve and ensure that the MRC Rules of Procedure is in place and in order.
- Be the appeal body for the complaints addressed before the Complaints Committee.

3. Performance

The Governing Board held 9 ordinary meetings and 1 extraordinary meeting during the reporting period. The table below gives detail of members' attendance to these meetings.

Date	Meeting No:	No: of attendees
16. 01. 2010	6	8 members
27. 02. 2010	7	8 members
28. 03. 2010	8	10 members
24. 04. 2010	9	8 members
25. 04. 2010	10	8 members
12. 06. 2010	11	9 members
31. 07. 2010	12	9 members
02. 10. 2010	13	9 members
18. 12. 2010	14	8 members

4. Progress towards the responsibilities

4.1 Governance and Management Development

Achievements

As per MRC Statutes Governing Board held regular meetings during the period and it has adopted policies and procedures required for the functioning of MRC. These include;

- 4. Ethical Guidelines for Corporate Membership and Partnership with Public, Private Sector and for Receiving Donations
- 5. Community-based Health and First Aid framework
- 6. Guideline on Establishment of Branches
- 7. Information Communication Technology (ICT) usage policy

The Board initiated work on the second GA in February 2010. A sub-committee of the Governing Board was formed to work with the Management on matters related to the General Assembly.

Subsequent to the General Assembly, on 25th April 2010 the Governing Board held its 10th meeting with the newly elected Board members. A governance workshop was also conducted with the Branch Board members. The main discussions at these meetings were regarding work modalities and the role and responsibility of the Boards and the establishment of a management function at the established branches for effective functioning of the branches.

By end of December 2010, the Governing Board officially recognized 6 Branches (two in the South, 2 in the North and 1 in Central and 1 in Male'. Members of the Governing Board participated in conducting the initial Unit and Branch Assemblies.

Maldivian Red Crescent has 736 registered members. As to increase the number of members and to retain current amount more work is planned to be carried out in this area. Like wise, intensive work also needs to be conducted in order to increase and sustain MRC's corporate membership. To date, the Governing Board has been able to give corporate membership to 3 organisations: State Trading Organisation, Lintel Investments and Management Services Pvt. Ltd and Cyrix College.

The Board also reconstituted the National Advisory Council as per the Statutes by appointing new members to the Council. The Board sought advice from the Council on matters related to the third General Assembly of MRC.

The emblem of the Society is protected by "Maldivian Red Crescent Law (no 7/2009)", assigning full authority to MRC to enforce it. The correct usage of emblem was publicly announced through national TV and radio channels and newspapers. This announcement was further backed by Ministry of Health and Family requesting all pharmacies, hospitals and health care providers to stop using the Red Crescent. This joint effort has resulted in creating awareness, especially in Male', almost all pharmacies have changed their signs to green crescents. However, additional work needs to be initiated to completely prevent the misuse of the Red Crescent emblem and a follow up of this work is being planned and carried out by MRC Units.

Guided by the International Federation of Red Cross and Red Crescent Societies' (IFRC's) Strategy 2020, MRC initiated to develop its Strategic Plan 2011 – 2015 in August 2010. The draft strategic plan currently encompasses disaster management, health, youth and institutional capacity development as the main strategic directions for the coming years giving particular focus on branch development to ensure service coverage, mindful of the need for initiatives to be sustainable. Therefore, for 2011, MRC has broadened its scope in the area of disaster management and health and care with organizational development being integrated into both areas of work.

Constraints and Challenges

The implementation process of the development plan has been slowed down due insufficient funds.

Public Relations

MRC President attended the 8th Asia Pacific Conference held in Jordan in October 2010. Bilateral relations were developed with sister National Societies during the meetings.

To strengthen the capacity of governance and to broaden their knowledge on RCRC Movement and the work that is being carried out by other well functioning national societies in the region, 2 members of Governing Board and 2 members from the Branch Board visited Nepal Red Cross for a study visit. In addition, Youth member of MRC Governing Board participated at the Red Cross Red Crescent Youth Summit and 8th Asia Pacific Conference 2010 held in Jordan. As the Maldivian society is new to RCRC movement, these visits and participation has enhanced governance member's knowledge about the structure and functioning of a national society to the types of service that can be delivered by a national society for its vulnerable communities. Furthermore, it also provided information on activities that could be initiated by MRC for fund raising purposes for its sustainability which is an area that the Society needs to work hard on.

Apart from these visits, trainings were also conducted for newly elected board members of the Governing Board. Moreover, training on International Humanitarian Law and Media Relation was conducted for governance members to further enhance knowledge on the subject.

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National Advisory Council Report 2010

Issued on: 16/04/2011

Reporting Period: 01 January 2010 to 31 December 2011

1. In brief

Executive Summary

As the body mandated to give advice to the governing bodies of Maldivian Red Crescent, the Advisory Council held four meetings during the reporting period. The Governing Board sought advice from the Council regarding matters related to the 3rd 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.

In accordance with the Statutes, the National Advisory Council was reconstituted after the second General Assembly.

2. Context

The National Advisory Council initially comprised of eight members; four members from the Interim Planning Group, two members nominated by the Governing Board and two members nominated by the Ministry of Health and Family on behalf of Maldivian Government. However, directed by the Statutes after the second General Assembly, the composition of the council was reconstituted. The council now comprises of six members elected by the Governing Board and two members nominated by Maldivian Government.

3. Scope of Operations

According to the Statutes, the responsibilities of the Council are to:

 Conduct practical analysis on what the policy of the Maldivian Red Crescent should be in carrying out various activities, and advising the Governing Board of the same;

- ii. Advice the Governing Board, other governing bodies and committees of the Maldivian Red Crescent on the request and resolution made by them:
- iii. Advise the Governing Board on what may be done to achieve the objectives of the Maldivian Red Crescent.

4. Procedures

The Council held four meetings during the period. Meeting procedures were decided and members agreed to convene meetings on need basis and according to members' availability.

Members of the Council believes that for effective and constructive consultation to the National Society, areas in which the governing bodies should seek their advice needs to be more clearly defined than in the Statutes of Maldivian Red Crescent.

5. Activities

The Council gave advice to the Governing Board on matters related to the second and third General Assembly of Maldivian Red Crescent. As per the Statutes, a sub-committee of the Council drew lot to determine the positions that will be opened for election at the second General Assembly.

In addition, the Council gave their input to MRC Strategic Plan 2011-2015.

6. Looking ahead

During the coming year, the Council will continue to fulfil its responsibilities in as mandated in the Statutes and will be meeting on a needs basis as and when required to give advice to the governing bodies of MRC.

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Finance Commission Report 2010 -2011

Issued on: 8/03/2011

Reporting Period: 1st April 2010 to 31st March 2011

In brief

National Finance Commission comprises of six independent non – executive members including the Treasurer of sur Maldivian Red Crescent. The mandate of Finance Commission is to advise on all financial matters concerning the Maldivian Red Crescent and assist the Governing Board in applying and implementing the decisions on the financial management of the Maldivian Red Crescent.

1. Context

Finance Commission is appointed by the Governing Board, taking into consideration the members of Finance Commission should have sound knowledge of accounting and financial management except the Treasurer of Maldivian Red Crescent.

The statutes states that the Finance Commission shall comprise of 5 to 6 members, including the Treasurere who will be the Chair of the Commission. Initially the Governing Board appointed the following members to the Finance Commission.

- 1. Ali Nashid (Chair).
- 2. Ahmed Shahid
- 3. Hassan Zareer
- 4. Mohamed Shihab
- 5. Fathimath Nuzha
- 6. Fathimath Sujatha Haleem

However, one member resigned for personal reason and 2 other members became ineligible to hold any governance post in MRC as they were appointed to posts Deputy Minister and above in Government. Due to these reasons, the Governing Board replaced these members on 18th December 2010 and the current Finance Commission comprise of the following members:

- 1. Ali Nashid (Chair)
- 2. Fathimath Razeena
- 3. Abdul Wahhab
- 4. Mohamed Shihab.
- 5. Mohamed Areef
- 6. Fathimath Sujatha Haleem

7. Scope of Operations

According to the Statutes, the Finance Commission is to meet at least once a year. However, the Commission has been meeting on a quarterly basis; meeting at the end of every quarter. In these meeting management accounts for the quarter ended is presented along with the cash forecast for the next quarter for their review and approval. Finance commission also monitors the budget of Maldivian Red Crescent to ensure that expenditures are made in line with the approved budget.

In the last quarter to year end the annual plan and budget will be presented which will seek input from finance commission before proposing the governing board for its approval to propose the General Assembly. In the first quarter after of the year the finance commission will meet the external auditor of Maldivian Red Crescent before finalizing the audit of the financial statement for the year then ended.

8. Performance

Date	Meeting No:	No: of attendees
29.06.2010	1	6
6.01.2011	2	3
16.02.2011	3	6
08.03.2011	4	4

9. Progress towards the responsibilities

Finance policy and Finance Manual of Maldivian Red Crescent was submitted to the Finance Commission for their review and approval. The approved Finance Policy and the Finance Manual is in effect and aims to ensure that Maldivian Red Crescent will have sound finance system which could generate timely reports of the financial performance and position of Maldivian Red Crescent.

The quarterly cash forecast presented to Finance Commission in its first two meetings held, was approved and ensures that the approve budget of MRC has been strictly followed in implementing programs and committing its expenditures.

The quarterly management accounts as at 28th February 2010 presented in the second meeting of Finance Commission held on 15th March 2010 indicate that Maldivian Red Crescent is effective in implementing the finance procedures as laid in the finance manual.

The plan and budget for 2011/2012 was presented to Finance Commission in its 5th sitting. A presentation was made on how the planning and budgeting process followed in preparing these documents. The Commission concluded that the plan and budget procedures was conducted in accordance with the finance manual and the current year plan and budget reflects on the strategic plan and budget for 5 years which will be submitted to the 3rd General Assembly.

In its 5th sitting the Finance Commission met with the External Auditor of Maldivian Red Crescent and all preliminary audit findings were discussed. Auditors noted that there was nothing in concern that of material nature which may not reflect the true and fair view of the financial statements. Auditors expressed their satisfaction of the system in place and the extent of compliance to which the procedures and the level of documentation maintained.

In its 6th sitting, the Commission reviewed the final draft Audit Report and concluded that audited financial statements to be presented the governing board and to members of the society attending to the general assembly.

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Complaints Committee Report 2010

Issued on: 16/04/2011

Reporting Period: 01 January 2010 to 31 December 2011

7. In brief

Executive Summary

The Complaints Committee held 2 meetings during the reporting period. The Committee finalised complaints handling procedures for Maldivian Red Crescent.

2. Context

The Complaints Committee comprises for 3 members elected by the General Assembly, 1 member appointed by the Ministry of Health and 1 independent lawyer nominated by MRC Governing Board in consultation with Ministry of Health and Family.

7. Scope of Operations

As per MRC Statutes the Complaints Committee is mandated to handle the following types of complaints;

- iv. appeals for expulsion of members for a serious case defined under article 8.7 iii of these Statutes;
- v. complaints of misuse of authority given by General Assembly;
- vi. complaints against members and branches violating rules and regulations of Red Cross Red Crescent Movement;
- vii. complaints against members and branches violating these statutes and Rules of Procedures;
- viii. complaints against members and branches violating decisions of the General Assembly; and
- ix. complaints against members and branches for encouraging behaviour not acceptable to

the Red Cross Red Crescent Movement.

8. Activities

The Committee was able to hold two meetings during the reporting period mainly to finalise the work modalities of the Committee and to finalise the complaints procedure of Maldivian Red Crescent.

9. Looking ahead

As the term of 3 members (appointed by General Assembly (GA) will end by next GA, members will be elected to these 3 posts at the 3rd GA to be held in April 2011. As new members may be joining the Committee, the working procedures and Complaints handling procedures will be reviewed and finalized with the newly reconstituted Committee.

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