

International Federation of Red Cross and Red Crescent Societies

ANNUAL REPORT 2012

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Saving lives, changing minds.

 International Federation
of Red Cross and Red Crescent Societies



WHO WE ARE

The International Federation of Red Cross and Red Crescent Societies (IFRC) is the world's largest volunteer-based humanitarian network, reaching 150 million people each year through our 187 member National Societies. Together, we act before, during and after disasters and health emergencies to meet the needs and improve the lives of vulnerable people. We do so with impartiality as to nationality, race, gender, religious beliefs, class and political opinions.

Guided by Strategy 2020 – our collective plan of action to tackle the major humanitarian and development challenges of this decade – we are committed to 'saving lives and changing minds'.

Our strength lies in our volunteer network, our community-based expertise, and our independence and neutrality. We work to improve humanitarian standards, as partners in development and in response to disasters. We persuade decision makers to act at all times in the interests of vulnerable people. The result: we enable healthy and safe communities, reduce vulnerabilities, strengthen resilience, and foster a culture of peace around the world.

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Cover photo: Hamza Sabano, 20, an emergency aid worker for the Syrian Arab Red Crescent surveys the scene of a suicide bombing in central Damascus.
Andrea Bruce/NOOR.

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OUR GREATEST HUMANITARIAN CHALLENGES AND THE IFRC RESPONSE



Tadateru Konoé,
President



Bekele Geleta,
Secretary General

If we highlighted one example of the strength of the IFRC network in 2012, it would undoubtedly be the response to the unfolding humanitarian catastrophe in Syria. This has been at once heart-breaking, complex and inspiring. It is heart-breaking because the situation continued to deteriorate with disastrous consequences, affecting every Syrian. As of the date of this publication, 22 staff and volunteers of the Syrian Arab Red Crescent have perished. It is complex because, although the International Red Cross and Red Crescent Movement was able to reach people in need in almost every area through the Syrian Arab Red Crescent, many obstacles impeded our work and neighbouring countries faced immense pressures as hundreds of thousands of Syrians sought refuge. It was inspirational because the Red Cross Red Crescent Movement across the globe responded so impressively to this acute humanitarian emergency. We pay tribute to all the men and women and youth in the Red Cross and Red Crescent Movement who supported this work.

Man-made and natural emergencies in the Caribbean, Mali, Myanmar, the Philippines, the United States, and the Sahel and Southern African regions, also presented challenges. You can read more about these below in the sections titled *Complex emergencies* and *Responding to the world's silent disasters*.

Our reach

In 2012, our network of more than 13 million active volunteers reached 150 million people through annual community programmes. In disaster response, on average, National Red Cross Red Crescent Societies around the world responded each month to 31 small or medium-sized disasters or health emergencies.

Building resilience means building capacity and strong National Societies

Reducing the risks posed by man-made and natural disasters is of paramount importance and, for the IFRC, building resilience within grassroots communities is the key. We are uniquely positioned to do this and, as the importance of resilience comes to be recognized in sustainable development circles, we are building partnerships and creating collaborative approaches that leverage our unique ability to reach even the most isolated areas.

To build resilience, we provide technical support to National Societies for field operations in health, migration, climate adaptation, disaster risk reduction, and disaster laws. We also aim to strengthen National Societies' institutional and management capacities. This is vital because National Societies play critical roles, as auxiliaries to their governments, as partners for national, international and multilateral initiatives, and in establishing well-functioning civil societies.

In 2012 almost one third of National Societies participated in the Organizational Capacity Assessment and Certification (OCAC), a comprehensive accreditation and rating process that benchmarks excellence in the areas of financial management, operational capacity, transparency, and reporting. During the same period, 14 National Societies participated in our Digital Divide initiative, which improves their access to, and use of, information and communication technology. Development plans have been finalized by National Societies in Liberia, Mauritania, Papua New Guinea, Somalia, Tajikistan, Uzbekistan and Yemen. In these countries, the effective application of information and communication technology will transform operations from branch level through to national governance, as well as deepen engagement with international partners.

In the pages that follow you will read about many other initiatives and activities that help strengthen our network and build the resilience of communities.

Our thanks

We wish to thank all those who contributed to our shared humanitarian vision in 2012 – our thirteen million volunteers around the world who work in their own communities, our dedicated staff, members of National Societies, and our major donors and supporters.

We also wish to acknowledge our continued strong engagement with governments. Five landmark agreements were signed in 2012. They included: a five year partnership between the Canadian Red Cross and the Canadian Government worth 100 million Canadian dollars to the Red Cross Red Crescent; support from the Netherlands Government through the Netherlands Red Cross, for emergency response preparedness and operations, which will be worth 18 million euro over four years; a new three-year cooperation agreement with the Norwegian Government on disaster preparedness and risk reduction worth over 20 million Swiss francs; a partnership agreement with Irish Aid worth 3 million euro per year; and new agreements with the Korean government and Korean Red Cross as well as the Japanese Government.

Our long term corporate sector partnerships also continued to grow and deepen, beyond funding. Key partners are Nestlé (food security and water and sanitation); Zurich Insurance (disaster risk reduction and DREF); The Coca-Cola Company (disaster management and communications); Land Rover (reaching vulnerable people around the world); Medtronic Foundation (DREF); Eli Lilly Foundation (TB); and Airbus Foundation (air transport and training).

The year ahead

Whilst the Movement is perhaps best known for the work we do on the front lines of disasters, crises and conflicts, through the unique access and reach of our volunteer network, we will increasingly be recognized for the significant contributions we can make to social and economic development and the strengthening of civil society.

In the year ahead and in the foreseeable future, principled humanitarian action and meaningful economic, social and civil development will come into sharper focus globally, as we work towards sustainable recovery in a wide range of contexts. Disasters have been somewhat overshadowed by conflict and the human impacts of the extended economic crisis. But, as custodians of humanitarian principles and a leading humanitarian network, we will demonstrate the commitment and capacity of the Red Cross Red Crescent to address today's challenges, providing leadership and vision in the humanitarian sector. We will harness the power of technology, youth, and volunteers. We will link local and global realities. We remain committed to empowering people, in every community we serve, as partners and agents of change.

Sincerely,

Tadateru Konoé
President



Bekele Geleta
Secretary General



HIGHLIGHTS OF 2012

January

- **25–27 January.** The IFRC engaged in high-level meetings with leading figures in politics and business at the World Economic Forum in Davos, urging them to invest more in people and their communities by providing universal access to technology. The IFRC also stressed that disaster preparedness is a development issue and should therefore be a major development funding priority for governments.

March

- **2 March.** Thunderbird School of Global Management and IFRC launched a new online programme for leaders at all levels in the social and voluntary sector. The online Certificate in Social and Voluntary Sector Leadership will train leaders to develop a framework for ethical decision-making, build a goal-orientated personal action plan, enhance their global mindset, and explore international trends in the social and voluntary sector.

- **13–16 March.** 35 National Red Cross Societies from the Americas met together at the XIX Inter-American Conference, held in Haiti. They endorsed the Montreuil Commitments, which aim to “reduce the gaps” in humanitarian service delivery across the continent and scale up the impact of the Red Cross over the next four years. The 15 Commitments put particular emphasis on migration, risk reduction, legal advocacy, and violence prevention, and the adoption of community-centred approaches.
- **28 March.** In collaboration with the Canadian Red Cross, the IFRC launched a ground-breaking report at the Brookings Institute in Washington D.C. *Predictable, Preventable – Best practices for addressing interpersonal and self-directed violence during and after disasters* provides humanitarian responders with clear guidance to how they can integrate violence prevention, mitigation and response in the disaster management cycle. The report has encouraged external organizations, including UN Women and the UN Special Representative on Violence against Children, to collaborate more closely with the IFRC on violence in disasters.



Benoit Matshe-Carpentier/IFRC

April

- **24 April.** Colombia adopted a new disaster management act that includes provisions on Disaster Law, reflecting recommendations made by Colombia Red Cross and the IFRC to the government of Colombia.
- **25 April.** The IFRC joined European Union policymakers and malaria experts in Brussels to call on the European Parliament and Commission to include predictable funding for the global malaria response in the next European Union Financial Framework (2014 – 2020). The IFRC urged the EU to recognize, support and invest more in community-based solutions.
- **25–26 April.** The African Union and IFRC jointly convened a forum on food security, which was attended by National Red Cross and Red Crescent Societies from the region and around the world, international organizations, regional economic institutions, civil society organizations, and donor governments. The forum was a successful first step towards improving coordination in response to the threat of a large-scale food crisis.

Célimène Vilaseau and her daughter stand in front of their tent in camp Annexe de la Mairie in Port-au-Prince, Haiti. The IFRC has integrated violence prevention activities across a number of its programmes in Haiti to increase women's safety.

May

- **8 May.** National Societies celebrated World Red Cross Red Crescent Day and “youth on the move” worldwide. In Tunisia, Red Crescent members gathered at a cultural centre to promote youth action. In El Salvador young volunteers took to the streets in a parade. The IFRC secretariat in Geneva hosted a live-streamed panel featuring young leaders interacting with members of the Movement and Missions in Geneva, which reached nearly 30,000 people via Twitter. These are just a few examples of Red Cross Red Crescent youth in action.
- **9-11 May.** Bekele Geleta, IFRC’s Secretary General, co-chaired the World Economic Forum Africa, held in Addis Ababa, with six other high-level global figures, including former UN Secretary-General Kofi Annan and Mr Donald Kaberuka, President of the African Development Bank. As the representative for civil society, Mr Geleta participated in several high-level panel events and addressed some 700 participants from 70 countries, largely from the African political and business sector.
- **15 May.** The International Food Policy Research Institute (IFPRI) and the IFRC released *Reducing the Risk of Nutrition Insecurity Among Vulnerable Populations*. This report suggests that one of the best ways to address food insecurity is through domestic policy. It argues that providing better support for small scale farmers could be one of the most effective ways to end hunger in Africa.

IFPRI and IFRC recommend that aid organizations should globally agree to earmark a percentage of their aid and donations to: resilience-building efforts and programming; improving coordination of data and early warning systems amongst humanitarian actors; scaling up safety nets; and improving coordination between global donors and local actors.



- **29 May.** The Airbus Corporate Foundation and the IFRC signed a cooperation agreement for future humanitarian logistics collaboration. The agreement is one of only 11 global private sector partnerships of the IFRC, and strengthens cooperation between the two organizations, which have been partners since 2011. In 2012, in two flights to Somalia, an Airbus A340 test flight aircraft transported more than 100 tonnes of food for the Horn of Africa, a region afflicted by severe drought and facing one of the worst humanitarian food insecurity crises in recent years.

June

- **26 June.** The IFRC signed a landmark agreement with the Republic of Korea, to explore new areas of cooperation in disaster management, health, and food security. Pilot projects to help the most vulnerable communities and reduce disaster risks have been identified in several countries, including Viet Nam and Bangladesh. The Korean government plans to spend nearly 2 million Swiss Francs (1.66 million euro, 2.1 million US dollars) on these programmes.

August

- A communiqué by Heads of State attending the 43rd Pacific Islands Forum called on member states to consider the International Disaster Response Law Guidelines and to work with the IFRC and UN partners to strengthen their legal frameworks.

Project leader Waiswa Nathan Stephen tends to plants in the Bugiri Village Integrated Organic Farm in Kasasira, Uganda. The organic farm is an example of how the Uganda Red Cross Society helps communities increase the food yield of their land. Training and expertise is given in soil management techniques, efficient water usage, crop rotation, kitchen gardening, beekeeping, fish farming and the rearing of pigs.

September

- **3 September.** Namibia adopted a new disaster management act. It included provisions on Disaster Law following recommendations by the Namibian Red Cross and IFRC.
- **8 September.** On World First Aid Day the IFRC urged governments to encourage individuals to improve their training in first aid, and create environments that empower individuals to use their skills by adopting legislation that does not hold first aid providers responsible for poor outcomes. Almost all National Societies worldwide deliver first aid services.

October

- **2 October.** The second phase of India's Housing Project in Sri Lanka was officially launched with the signing of an agreement between selected recipients of aid and the organizations leading the project. The project will provide houses for 43,000 families displaced by 30 years of conflict who have now returned to their homes. The Sri Lanka Red Cross Society, in collaboration with the IFRC, is an implementing partner for this project and will be managing the construction or repair of 16,800 houses.

An Egyptian migrant runs to the bus carrying his heavy luggage. The IFRC's 2012 World Disasters Report focused on the issue of forced migration.

IFRC President Tadateru Konoé accepts the Prince of Asturias Award in Oviedo, Spain, in the category of international cooperation on behalf of the IFRC. The jury awarded the prize to the International Red Cross Red Crescent Movement for its work in armed conflicts and natural disasters.

- **16 October.** The IFRC released the 20th World Disasters Report, which focused on the issue of forced migration. In the past two decades, reports have covered a wide range of topics, including ethics in aid, neglected crises, public health, HIV and AIDS, and urban risk.



- **20 October.** Formal partnerships were established between the IFRC and the United Nations Economic Commission for Africa, and also the Permanent Inter-State Committee for Drought Control in the Sahel. These partnerships will focus on promoting the economic and social development of African countries, and will concentrate on: initiatives to reduce poverty; food security, nutrition and sustainable development; youth, gender and sustainable development; climate change and disaster risk reduction; and health care and HIV/AIDS.

- **21–25 October.** More than 50 Red Cross Red Crescent delegates joined more than 2,600 participants from 72 countries at the Fifth Asian

Ministerial Conference on Disaster Risk Reduction. Hosted by the Indonesian Government in Yogyakarta, the conference brought together participants from government, academia, the private sector, the UN, civil society and the media. The IFRC called on governments to review their legal frameworks, to reduce disaster risks at community level, and provide more resources for risk reduction. The conference reached a major milestone with the adoption of the Yogyakarta Ministerial Declaration.

- **25 October.** The International Red Cross and Red Crescent Movement received the prestigious Prince of Asturias Award 2012 in the international cooperation category. The jury awarded the prize in recognition of the Movement's work, both in armed conflicts, such as those in Syria, Libya and Somalia, and in natural disasters in Haiti, Indonesia and Japan. At the award ceremony, the IFRC stressed the importance of the voice of women in disasters.



November

- **9 November.** Mexico adopted new visa guidelines, including a special visa category for disaster relief personnel, following recommendations by the Mexican Red Cross and IFRC. The Disaster Law Programme of the IFRC advocates globally for the adoption of effective disaster laws.
- **November.** The 110th National Society received training for peer educators under the Youth as Agents of Behavioural Change initiative (YABC), the IFRC's flagship initiative on the promotion of social inclusion and a culture of non-violence and peace. For more on this programme, see the Section on Youth.

December

- **1 December.** On World AIDS Day, the work of the Red Cross Red Crescent + network was profiled. Additionally, the IFRC commemorated colleagues, relatives and friends who have died from AIDS-related illness and recognized the contributions made by volunteers and staff to reduce stigma and discrimination against people living with HIV.
- **4 December.** Typhoon Bopha makes landfall in the Philippines affecting the lives of more than 5 million people. More than 1,000 people lose their lives, over 70,000 houses are ruined and more than 133,000 people seek shelter in temporary evacuation centres. In response, the IFRC issues

an emergency appeal for 16.2 million Swiss francs to support immediate response and early recovery in areas such as relief distribution, health promotion, water, sanitation, shelter and livelihoods.

- **5 December.** More than 13 million volunteers serve communities with the Red Cross Red Crescent worldwide. On International Volunteer Day, the IFRC issued a global call to governments to make volunteering in disasters safer and easier, for example by providing volunteer insurance coverage and overcoming gaps in laws that may endanger or impede volunteers.

- **7 December.** Tajikistan adopted a new customs code that includes special provisions for humanitarian relief, following recommendations by the Tajikistan Red Crescent and the IFRC.

- **9 December.** 33 Red Cross Red Crescent representatives from more than 12 countries participated in the 18th Conference of Parties in Doha. As a permanent observer to the United Nations, the IFRC has a privileged role at the Conference of the Parties. The IFRC delegation continued to lobby on behalf of at-risk communities and advocated for legally-binding agreements that will tackle the root causes as well as the symptoms of climate change. Red Cross Red Crescent representatives encouraged policy-makers to include measures in their National Adaptation Plans that will strengthen citizens' ability to prepare for and cope with changes in their environment.



The Philippines Red Cross is providing food, shelter, livelihood and health support to victims of Typhoon Bopha. Support for livelihoods is particularly critical for long-term recovery.

COMPLEX EMERGENCIES: THE NEW NORMAL?



The term complex emergency was first adopted in the late 1980s in Africa. It was subsequently used to describe the unfolding humanitarian crisis generated by the first Gulf War, and has continued to gain currency since then.^[1]

Complex disasters challenge conventional views on development and erode the cultural, civil, political and economic integrity of societies. Typically, they are characterized by extensive violence and loss of life; displacement of populations; widespread damage to societies and economies; the need for large-scale, coordinated, and multi-dimensional humanitarian assistance; the obstruction of humanitarian assistance by political and military constraints and significant security risks for humanitarian relief workers.^[2]

Complex emergencies tend to have a catastrophic impact on public health, in which more than 70 per cent of those affected are usually civilians and where existing weaknesses and inequities are further exposed. Health care facilities are often destroyed with no hope of rehabilitation and local health care workers themselves become beneficiaries, sometimes as refugees, or are targeted as they attempt to defend the rights of patients.^[3]

One of the most disturbing characteristics of such emergencies is that humanitarian assistance itself may become the target of violence. Supplies and services and the people who deliver them may be attacked and the destruction of essential supply chains puts the most vulnerable at even greater risk.

Syria is currently the most high-profile example of a modern-day complex emergency. The conflicting parties tend to perceive efforts to work in a neutral and impartial manner as support to 'the other side'. The continued ability of the Syrian Arab Red Crescent (SARC) to deliver assistance in this context is an example of how the Red Cross Red Crescent can bridge divides and fill humanitarian gaps.

"It is sometimes a challenge to convince the authorities that aid and convoys are going to the people in need and not the armed groups and also to convince the opposition groups that, although we operate from areas that are under government control, that does not mean we are under their authority or part of their hierarchy," said Kahled Erksoussi, Head of Operations for SARC.

Delivering assistance on the ground through the organization's 14 branches and 84 sub-branches, SARC volunteers provide an invaluable last mile for the UN, international NGOs and governments that want to address the humanitarian crisis. They have an unrivalled knowledge of local communities and are uniquely equipped to reach those in need across the country.

So how do the volunteers set aside their own political views and carry on? Discussions at the beginning of the crisis were sometimes fierce, even among volunteers, according to Erksoussi. However, as more lives were lost, discussion became a luxury and SARC focused on remaining neutral and impartial.

"Volunteers discovered soon that it does not matter anyway, what you think or believe in does not change the way we approach or treat the wounded, or offer help to the people in need," said Erksoussi. "Lots of times we really don't know from which side the people we treat belong to, it's so complex and intertwined."

^[1] Mark Duffield, *Complex Emergencies and the crisis of developmentalism*, Institute of Development Studies, IDS Bulletin 25.4, 1994.

^[2] As defined by the IFRC. At: www.ifrc.org.

^[3] Frederick M Burke, Jr., *Lessons learnt and future expectations of complex emergencies*, MNJ, 14 August 1999.

LOGISTICS: AN INTEGRAL PART OF HUMANITARIAN RESPONSE

Since the onset of the emergency in Syria, the IFRC has delivered one of its largest logistical operations in the region as part of the Movement response to the increasing humanitarian crisis.

As supply chains are affected by operational constraints on an on-going basis, the IFRC's global logistics unit in Dubai must pursue multiple delivery options and calculate risks and gains to ensure flexibility in supply chains, as well as a smooth flow of goods on the ground including food, temporary shelter, household kits, hygiene items and other supplies. To date, the logistics unit in Dubai has coordinated and delivered 33 million Swiss francs worth of aid to meet the needs of 1.2 million affected people. The logistics unit rendering support to this operation is hosted at the International Humanitarian City of Dubai, the world's largest logistics hub for humanitarian aid. The strategic location of the hub, combined with the Red Cross Red Crescent capacity to pre-position disaster response supplies, has helped the IFRC to deliver humanitarian assistance quickly and cost-effectively to vulnerable people suffering in this crisis.

According to Syrian Arab Red Crescent President, Dr Abdul Rahman Attar, volunteers have been able to access people in remote areas because of their commitment to the Fundamental Principles. "They proved their commitment and gained the trust of the people on the ground because they stick to the Movement's seven principles of humanity, impartiality, neutrality, independence, voluntary service, unity and universality," said Dr Attar.

The toll on SARCS volunteers is heart-breaking, nevertheless. As of the date of this publication, 22 SARC volunteers and aid workers had been killed in the conflict, and volunteers put their own lives at risk, and fear for the safety of their colleagues, every day. "On the other end of the line in the operations room, it's a nightmare when you hear the sound of shots hitting your friends and colleagues, knowing that you dispatched them to that place, and you start to count the seconds until you hear their voice again," Erksoussi recalled. His words are a poignant reminder that these brave volunteers have faces, names, relationships, and families.

They proved their commitment and gained the trust of the people on the ground because they stick to the Movement's seven principles of humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

The network also came together to address the complex situation in Mali, where internal conflict complicated an existing regional food crisis. When several humanitarian organizations suspended their activities in northern Mali after cities such as Gao, Timbuktu and Kidal came under insurgent control, the Mali Red Cross Society, with support from other National Societies and partner organizations, provided life-saving assistance to thousands of people who remained in the north or fled for safety to central and southern regions of the country. As in Syria, mass displacement of people into neighbouring countries greatly complicated the situation and challenged the ability of humanitarian actors to respond.

In Myanmar, where violence between Rakhine and Muslim communities displaced more than 100,000 people in Rakhine State, the polarised environment made it hard to scale up the volunteer effort because the displaced communities were living in segregated camps. To meet their needs, additional volunteers had to be recruited from other states and regions. "Red Cross volunteers know the people they are working with and are well accepted in their local area," said Dr Tha Hla Shwe, President of Myanmar Red Cross Society. "However, in Rahine, where tensions still run high and Rakhine and Muslim communities are living separately, many of the volunteers are restricted to only working in the camps serving their communities. We urgently needed to bring in volunteers from other states and regions."

A philosophical debate continues about the nature of complex emergencies. Are they man-made? Can natural disasters trigger complex emergencies? Are social media and information technologies creating contexts to which no single label can be applied?

If it is hard to answer these questions definitively, it can be affirmed with certainty that the neutrality and impartiality of Red Cross Red Crescent organisations and workers, and their capacity to coordinate and deliver aid as one Movement, have never been more important. Equally important, governments, donors and partner organizations continue to have confidence in the organization's commitment to its Fundamental Principles and its capacity to work in diverse cultural, political and social contexts.

"During emergencies that come about as a result of political or ethnic tensions, lines become so blurred. People who were once neighbours can find themselves enemies, violence can escalate, and suspicions about the intentions of all actors with it," says Bekele Geleta, Secretary General of the IFRC.

"In many ways we are reinforcing our roots – that we make no discrimination as to nationality, race, religious beliefs, class or political opinions (impartiality) and that we do not take sides in hostilities or engage at any time in controversies of a political, religious or ideological nature (neutrality). It is vital that those we work with and those who support our work understand that our entire humanitarian network, without exception, carries out its work according to these Fundamental Principles".

THE LAST MILE IN MALI

Late in 2012, several humanitarian organizations suspended their activities in northern Mali while cities such as Gao, Timbuktu and Kidal were under insurgent control. The Mali Red Cross Society remained, with support from its Red Cross Red Crescent partners, and provided life-saving assistance to thousands of people in the north, as well as to those who fled to safety in central and southern regions of the country.

In Mopti, in central Mali, where more than 40,000 people sought refuge, the Mali Red Cross Society has been one of the leading agencies in humanitarian operations.

"We were overwhelmed by the sudden and massive influx of people fleeing from the north. The streets were crowded with people," said Moumouni Dammango, regional president of the crisis committee in Mopti. "The Mali Red Cross Society was the first humanitarian organization to come alongside us, bringing its experience and support."



Sarah Oughton/FRC

HUMANITARIAN ACCESS IN MYANMAR

By the end of 2012, the violence that broke out early in June had left an estimated 75,400 internally displaced people in 40 camps and temporary locations.

Some NGOs reported that humanitarian access was limited in some areas, while regular development activities were disrupted by violence.

Myanmar Red Cross Society President, Dr Tha Hla Shwe, said the Society's volunteers and staff had been able to move freely in the affected areas since the outbreak of violence because they respected the Fundamental Principles of neutrality and impartiality.

"Support is being provided to all affected communities based on humanitarian need, irrespective of their political affiliations or religious beliefs," said Dr Tha Hla Shwe at the height of the crisis. "The humanitarian needs of those in the affected area are immense, and it's vital that we work together to bring aid to the thousands of men, women and children who need our help."

Local citizens gather at a Mali Red Cross food distribution point in Fegui village in the Kayes region

RESPONDING TO THE WORLD'S SILENT DISASTERS



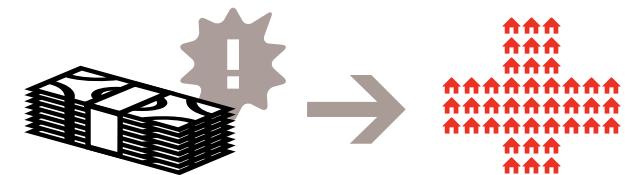
When Hurricane Sandy caused scores of deaths and displaced millions of people in the United States, the world reacted with an outpouring of support. However, the devastating impact of this highly visible disaster on the neighbouring countries of the Bahamas, Cuba, Jamaica, Haiti and the Dominican Republic went largely unnoticed by the media. People lost their livelihoods, their homes or loved ones, and communities were devastated across the Caribbean. Around the world, however, the IFRC network responded to these and hundreds of other silent disasters.

During 2012, the IFRC's disaster relief emergency fund (DREF) issued 105 grants totalling more than 17 million Swiss francs to support the life-saving efforts of National Societies in small-scale response operations. DREF is a funding mechanism that National Societies can call upon when resources they need to respond to a local crisis cannot be mobilized. In most cases this is simply because the emergency did not make news headlines. In the absence of news coverage, it is often impossible to raise awareness of local needs and generate financial support, even when it is vital to act to save lives.

There were fewer major onset disasters in 2012. Most DREF grants and start-up funds for emergency appeals were allocated to silent disasters. The majority of the IFRC's 36 emergency appeals were for African National Societies, many of which were responding to slowly evolving disasters such as food insecurity. Through DREF grants and emergency appeals, the needs of more than 16.5 million people were met during the year.

The IFRC is sometimes asked how it becomes aware of silent disasters. The answer is that millions of Red Cross Red Crescent volunteers live in rural and urban communities worldwide. These local "eyes and ears" provide an early warning system. When silent disasters affect their communities, they work with their National Societies to address local vulnerabilities. National Societies in turn inform the IFRC, which alerts the international community.

FAST FACTS 2012



The IFRC issued **135 DREF allocations** for a total of 23 million Swiss francs to 76 National Red Cross and Red Crescent Societies.



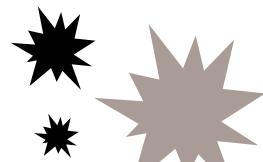
12.2 MILLION BENEFICIARIES

were reached in 129 response operations



The IFRC launched 36 emergency appeals for more than 216.2 million Swiss francs and delivered assistance to 4.3 million people. 23 of these emergency appeals were for African National Societies. 15 appeals were in response to slow onset disasters, such as food insecurity and displacement caused by conflict.

An average of 91% of Red Cross and Red Crescent disaster responses are for **small** or **medium-sized disasters** or **health emergencies**.



National Red Cross and Red Crescent Societies respond to an average of **31 small and medium-sized disasters** or **health emergencies** each month.



Food insecurity

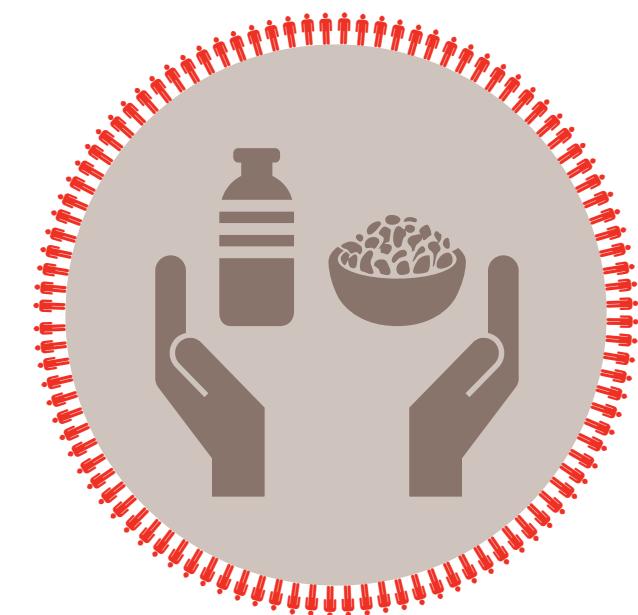
Hunger, malnutrition and food insecurity remain ever-present threats to countless men, women, boys and girls throughout the world. In the Sahel region alone (in Chad, Burkina Faso, Gambia, Niger, Mali, Mauritania and Senegal), more than 18 million people faced a food crisis in 2012. Erratic rains combined with chronic food shortages, malnutrition and regional conflict have caused forced displacement, food deficits, high food prices, disruptions to cross-border trade, and increased humanitarian needs. During 2012, the IFRC launched seven emergency appeals for these affected countries, and provided and coordinated support through multilateral, and IFRC-coordinated bilateral programmes. The appeals finance a twin-track approach that, on one hand, provides emergency food or cash vouchers and treats acutely malnourished children, and on the other helps communities and households to increase their income, meet their food needs and improve their health status. For example, such programmes introduce appropriate farming practices, improve seed distribution, promote sound nutritional and hygiene practices, and assist small business schemes.

A worried mother waits at a local health center to get treatment and advice for her malnourished child. Malnourishment is a chronic problem in Burkina Faso but due to the food crisis, which started with failed harvests, the number of affected children has greatly increased.

Sorghum and other types of cereal and food are distributed by the Red Cross in the Sahel Region. Up to 20 million people in the region are food insecure due to the failed harvest and other factors.



In southern Africa, chronic hunger is an under-reported disaster, which has been amplified by a recurrent drought-flood cycle that continues to worsen, affecting the ability of families to lead productive lives. During 2012, the IFRC launched emergency appeals to support 100,000 people in Angola, Lesotho, Malawi and Zimbabwe. Because 6.1 million people face acute food shortages during the leanest months, food assistance is essential; but alone it cannot solve the underlying problems. The IFRC argues that emergency programmes should evolve to provide integrated and long-term food and nutrition security support. Longer-term operations must also focus on restoring and diversifying livelihoods and strengthening community resilience.



HUMANITARIAN AND DEVELOPMENT PROGRAMMES WORLDWIDE



Benoit Matsha-Carpentier / IFRC

Theresa Agba, a Nigerian Red Cross volunteer, conducts an interview in the village of Etikpe as part of an on-going monitoring survey taking place in Cross River State.

Making healthy and safe lives possible

Health inequities and access to affordable healthcare are at the core of the IFRC's health programme, alongside illness prevention, treatment, care and support. Universal access to health is a fundamental right and a public health priority. Red Cross Red Crescent volunteers play an invaluable role in linking communities to health services, especially in hard-to-reach and underserved populations. They develop locally appropriate responses to health issues and in some cases provide direct care.

In 2012, 98 National Societies strengthened their community-based health and first aid approaches to maternal, new born and child health.

They prepared communities for epidemics and pandemics and addressed water and sanitation challenges, including during emergencies. Today more than 2.8 million people are benefiting from these services. We continue to tackle major diseases, including HIV, tuberculosis and malaria. In fact, Red Cross Red Crescent HIV and malaria programmes have each made preventive measures available to more than eight million people.

Technology is vital to developing and scaling up health programmes. The IFRC is expanding the training it provides in use of its Rapid Mobile Phone-based survey (RAMP) technology. RAMP is a low cost, user-friendly survey methodology that allows data to be collected using inexpensive and widely available mobile phones.

With respect to water and sanitation, the IFRC has well-established disaster response mechanisms and capacities. Sanitation is at the core of our health communication activities. Through our emergency assistance and long term health programmes, in 2012 we brought water and sanitation services or information on hygiene and disease prevention to 3 million people.

To reduce the risk of diseases developing into more serious threats, and to prevent the occurrence of additional health crises in disasters, the IFRC responds quickly to health emergencies by promoting prevention, early detection and early treatment. In 2012, the IFRC responded to 23 epidemics, such as cholera, ebola, yellow fever and meningitis, supporting more than 13.4 million beneficiaries in emergency health.

FAST FACTS 2012

COMMUNITY-BASED HEALTH AND FIRST AID



98 National Societies used the community-based health and first aid approach. They reached **2,842,425 beneficiaries**.

WATER, SANITATION AND HEALTH SUPPORT IN EMERGENCIES



The IFRC provided water and sanitation services or information on hygiene and disease prevention to 1.5 million people.

GLOBAL WATER AND SANITATION INITIATIVE



1.5 million people benefited from long-term water and sanitation programmes

HIV

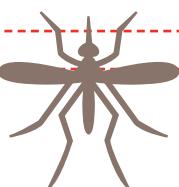
8,022,965

individuals benefited from prevention, care and support activities delivered by 65 National Societies.



19,000 Red Cross Red Crescent volunteers supported malaria prevention activities that reached 8.1 million people.

MALARIA



Building community resilience through disaster risk reduction

The IFRC's 187 member National Societies reduce the impact of disasters on vulnerable people by strengthening community safety and resilience. Disaster risk reduction activities range from disaster preparedness and climate change adaptation and mitigation, to livelihoods programming and food security and nutrition. Investments and the number of people reached continue to increase annually. In 2012 the IFRC and National Societies spent approximately 109.8 million Swiss francs on disaster risk reduction, and reached more than 23.3 million vulnerable people in 112 countries. A comprehensive IFRC study on the costs and benefits of disaster risk reduction investments showed that every dollar spent saves 2 to 55 US dollars in return, demonstrating that prevention saves lives and money.

To help improve the quality of disaster risk reduction programming and its impact, and to enable National Societies to scale-up local programmes, in 2012 the IFRC provided members with policy and operational guidance, coordination and knowledge sharing, advocacy and global representation, support for capacity building, and needs-based technical support. The IFRC will continue to pursue three main strategies: to strengthen the preparedness and capacity of communities to respond when disaster strikes, promote actions that mitigate the adverse effects of hazards, and protect development projects such as health and educational facilities from the impact of disasters.

Engaging communities through communication

The IFRC is committed to two-way dialogue with beneficiaries. We work to provide empowering and life-saving information to vulnerable communities: we also seek their feedback to develop a continuous cycle of improvement in programme delivery. In 2012, new beneficiary communication programmes were discussed in Viet Nam, Myanmar, Indonesia, the Philippines, Bangladesh, Sri Lanka, Nepal, Papua New Guinea, Kenya and Sierra Leone.

During the year, IFRC explored with telecommunication and mobile providers (including Digicel, Vodafone, Ericsson, Trilogy International Partners, and the GSMA mobile association) how SMS and mobile technology might be used to bring vital information to populations affected by disaster. The IFRC is licensed to deploy globally the trilogy emergency response application (TERA), a unique SMS system designed and deployed during the 2010 Haiti earthquake response. The goal is to make TERA operational in 40 countries within five years.



Olivier Matthyss/IFRC

Fast facts 2012

- In Haiti the Red Cross Telefon Kwa Wouj, an interactive phone line that provides information on health and other topics, received more than 100,000 calls each month. Noura, the Red Cross call centre, fielded more than 7,500 calls during the year. More than 1,100 Haitians called Radyo Kwa Wouj, a weekly radio broadcast, to have their questions answered live on-air.
- In Sierra Leone mobile cinema tours reached more than 47,000 people in 67 communities and 57 schools. The films shown encouraged long-term behavioural changes that help prevent disease and infection.
- The Sri Lanka Red Cross Society launched a talk-back radio show called 'Hour of Humanity'. It featured interviews with Red Cross staff, volunteers and community members, and a question and answer session on Red Cross activities.

A volunteer with the Pakistan Red Crescent Society teaches children how to properly wash their hands with soap at a newly installed hand pump in Thatta, Sindh province. Water and sanitation, including hygiene promotion, is a programme being implemented in local communities by the Red Cross Red Crescent in response to the monsoon floods.

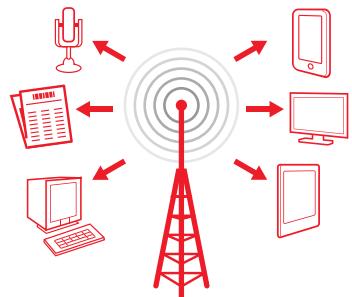
BENEFICIARY COMMUNICATION

WHAT IS IT?

Listen. Act. Now.



Baseline consultation on communication channels



Information dissemination



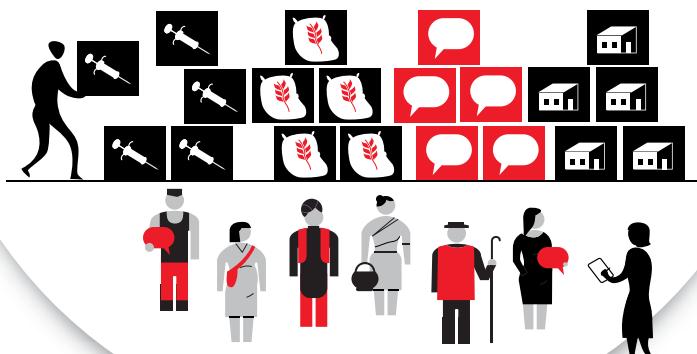
Dialogue with the community



Data analysis and improved programme delivery

WHY DO IT?

People need information as much as water, food, medicine and shelter



Sharing information and collecting feedback can improve our work

American Red Cross Digital Volunteers

On March 7, 2012, the American Red Cross, in partnership with Dell, unveiled its new Digital Operations Center. The DigiDOC helps the American Red Cross to source additional information directly from affected communities during emergencies, using social media channels. The facility can spot trends and help to anticipate public needs following a disaster, as well as connect people with available resources. Most of the work done through the DigiDOC is virtual and is supported by a group of digital volunteers. These volunteers engage directly with the public during emergencies and sort public posts that reference the American Red Cross.

They identify trends in conversation, issues that need to be addressed, and critical situational updates from disaster affected areas. Posts are analyzed and reported to internal American Red Cross disaster teams and partners. Digital volunteers also provide emotional support, relay confirmed information about services that are available, and connect people with on-the-ground resources. They do all this using their personal social media accounts, and stay in close contact with American Red Cross teams to ensure they disseminate validated information to the public. Since the inception of the digital volunteer programme, the American Red Cross social engagement team has trained and deployed around 60 digital volunteers, who have already responded to several disasters, including Hurricane Sandy. The Social Engagement Team, which at the time consisted of 3 staff and 31 volunteers, replied to 2,386 posts in the first month of the Hurricane Sandy Response. The team also reviewed and tagged more than 10,000 posts.

HUMANITARIAN DEVELOPMENT PROGRAMMES WORLDWIDE

Recovery in Haiti and Japan

The earthquake in Haiti on 12 January 2010 affected millions of Haitians and killed more than 220,000. Donors subsequently gave more than one billion Swiss francs to the IFRC network, enabling it to run a multi-year operation led by the Haitian Red Cross and supported by more than 130 National Societies. Programmes in health, shelter, violence prevention, risk reduction and other areas are reaching thousands of beneficiaries. The Red Cross has helped 180,000 Haitians to find safer housing; provided tools and materials such as wood and tarpaulins to improve the security of shelters; implemented cash transfer programmes; stockpiled emergency items around the country in preparation for hurricane season; and delivered empowering information (including cholera prevention tips) via SMS to more than 1.2 million mobile phone subscribers. The current response and recovery operation will continue to 2015.

Since the devastating earthquake and tsunami on 11 March 2011, Japan has cleared almost 70 per cent of 22 million tons of debris, restored electricity and communications, and local businesses are slowly re-establishing themselves. Having initially met emergency response needs, the Japanese Red Cross is now focused on supporting long-term recovery. It has provided temporary housing with appliances to more than 125,000 families, as well as amenities for children (such as school buses and playgrounds), and helped ease the mainly elderly population's emotional isolation. It is also supporting the reconstruction of temporary and permanent health

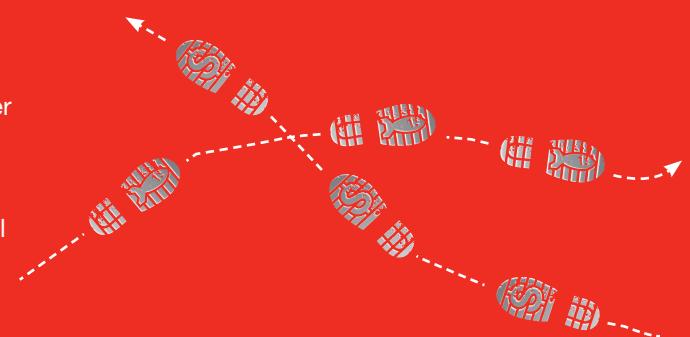
facilities in affected areas. Worldwide donations of 637 million Swiss francs, in addition to a grant of 465 million Swiss francs by the government of Kuwait, will support this work and help to build resilient communities.

European economic crisis

When Europe's economic crisis broke in 2008, many considered it would be a temporary event. Since then, however, the IFRC has provided assistance to large numbers of people who have become increasingly vulnerable. Many are the so-called 'new poor': citizens who previously enjoyed a good standard of living but have seen their aspirations crushed by the economic downturn. Middle-class citizens have lost their jobs and sold their houses or belongings. In some countries a quarter of young adults do not have jobs or the prospect of work. The Spanish Red Cross supported 1.2 million people directly affected by the crisis in 2012; 82% of its beneficiaries were living below the poverty line. In Greece, where 26 per cent of the population is unemployed, the Hellenic Red Cross recorded a marked increase in the number of people needing financial aid, food assistance and psychosocial support. Several Red Crescent National Societies in Central Asia are also assisting citizens who have returned to their countries because jobs are no longer available abroad. Together with National Societies, the IFRC will continue to assist people who become vulnerable as a result of economic uncertainty and will continue to advocate in favour of adequate social security programmes.

The World Disasters Report focuses on migration

The 20th edition of the IFRC World Disasters Report focused on the issue of forced migration and displacement. Promoted in more than 100 countries by Red Cross Red Crescent National Societies and launched globally at the European Union in Brussels, the 2012 report highlights approaches and policies that governments can adopt to minimize the suffering of forced migrants. Reflecting the Red Cross Red Crescent's position, it argues that governments must ensure that migrants, irrespective of their legal status, receive the support they need and are treated at all times with respect and dignity. Steps include: offering more flexible forms of citizenship; assisting migrants to find work; helping them to integrate in their new communities; adopting more relaxed approaches to cross-border mobility; and improving protection from crime and violence. In November 2011, 164 governments signalled their support for this agenda at the 31st International Conference of the Red Cross and Red Crescent.



CAPACITY BUILDING ACROSS THE IFRC NETWORK

Crossing the digital divide

Many National Red Cross and Red Crescent Societies are harnessing the power of technology to serve the world's most vulnerable communities. However, access to these opportunities is not equal. Following a very successful pilot programme in 2011, during which the IFRC tested technology development projects with 17 National Societies, the IFRC digital divide initiative became operational in 2012.

Computer viruses can cause National Society staff and volunteers to waste large amounts of time. Up-to-date anti-virus systems and training are a feature of most digital divide initiatives. The programme also helps National Societies to establish modern web sites and professional email systems. New email systems were introduced by the National Societies of Mauritania, Liberia, Cote d'Ivoire, Sierra Leone, Tajikistan, Uzbekistan and Yemen during the year.

The Uzbekistan Red Crescent now provides the email addresses of all staff and connects to branch offices via the internet, enabling rapid communication across the country. It is updating its web site to attract more members and volunteers, and improving the headquarters' network to improve the security and efficiency of communications.

The National Society in Sudan has replaced an outdated financial system, enabling the Society to manage its finances more effectively. In Somalia, the programme will connect National Society branches, which operate in particularly difficult conditions, to the National Society's headquarters, which are currently located in neighbouring Kenya. Similar projects are planned in Mauritania, Kyrgyzstan and Liberia, among others.

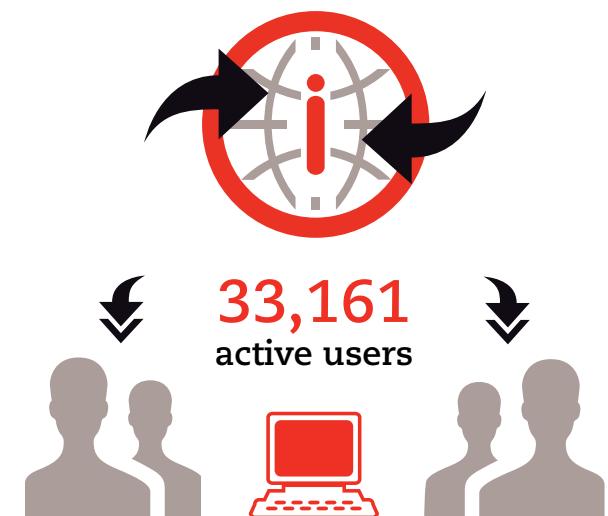
The Saudi Red Crescent Authority led the way in supporting this programme financially. Its donation of one million US dollars will eventually enable ten National Societies to introduce technology that will enable them to deliver humanitarian services more effectively.

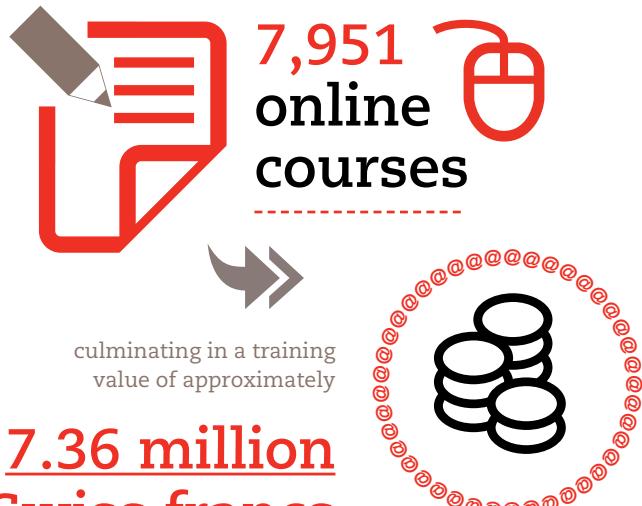


The Learning Platform

Increasing the competencies of volunteers and staff is essential to improving organizational performance and raising humanitarian standards. It is also fundamental to National Society capacity building. The IFRC deploys the power of technology to enable student-centred learning, education and training worldwide.

In 2012, the IFRC online Learning Platform had 33,161 active users in 184 out of 187 National Societies. 67.2 per cent were staff of National Societies or volunteers. Seven National Societies had more than 1,000 users and 47 had more than 100 users.





7,951 online courses were completed by staff and volunteers, culminating in a training value of approximately 7.36 million Swiss francs since the inception of the Learning Platform. In 2012, 47 per cent of all those who registered and commenced on-line training in Red Cross Red Crescent "essentials" completed the course. This is an outstanding achievement because the industry average completion rate is 20 per cent.

Skilled volunteers and staff also contribute to local social and economic development as they become more employable and contribute actively to society. The IFRC will continue to transform its accumulated humanitarian experiences, insights and approaches, supported by evidence-based research, into learning opportunities for Red Cross Red Crescent members and humanitarian partners worldwide.

National Society organizational capacity assessment and certification

In line with Strategy 2020, the development of National Red Cross and Red Crescent Societies is at the heart of the IFRC's commitment to do more, do better and reach further. The introduction of the Organizational Capacity Assessment and Certification (OCAC) initiative in 2011 reflected the fact that National Societies needed a new system to help them identify opportunities for growth. OCAC enables National Societies to assess their capacities, determine their best approach to self-development, and ascertain when they have reached a high level of proficiency. Through OCAC, National Societies can identify gaps in their expertise and capacity, develop systems and structures in response, and prepare, market and implement a National Society development plan that is customised to their needs and context.

At the end of the process, successful National Societies can make their achievements public and can be certified. The initiative takes an inclusive approach, drawing on past experience inside and outside the IFRC, and takes account of international standards that are recognized in the voluntary, public and business sectors.

Since its introduction, the OCAC self-assessment process (phase I) has been piloted in 36 National Societies, in every region. In addition, the methodology has been piloted at branch level in Russia (three branches) and China (eight branches), and is being used to test a new approach in countries that are exceptionally large or complex.

The Red Cross Society of China (RCSC) was one of the first National Societies in the Asia Pacific zone to implement OCAC. It has used the exercise to support the ambitious reform process that it recently initiated. After the IFRC facilitated the first phase of OCAC at national level, RCSC took over and moved the process forward step by step across its provincial branches and affiliated organizations. The RCSC's Executive Vice President Zhao Baige has said that OCAC "helps us know ourselves better and make targeted improvements". She added that "it is like operating on yourself to heal your own defects and this takes courage".

The feedback received suggests that National Societies have acted to address weaknesses identified through OCAC. Some have linked OCAC self-assessment to their strategic planning process, while others have drafted a specific development plan. While these discussions and the results are confidential, most National Societies have decided to share their experiences with partners and have used OCAC's findings to strengthen resource mobilization.

Federation-wide databank and reporting system

IFRC members endorsed the “Framework and principles for building strong National Societies” at the 2011 General Assembly. The framework is designed to help National Societies strengthen themselves by developing their capacity to deliver sustainable services to vulnerable people through a country-wide network of volunteers. It includes practical methods and tools for answering questions that National Societies frequently ask themselves when they seek to improve (for example, “who are we?” and “what do we do?”). These resources are gathered together in the Federation-wide databank and reporting system (FDRS), the general objectives of which are:

- to promote greater self and partner awareness of the capacities, services, and potential of National Societies, so as to boost their self-development and external profile
- to facilitate monitoring and reporting of performance in a consistent and transparent manner, thereby enabling individual National Societies and the Federation as a whole to promote accountability and increase their influence and growth.

Data from the pilot phase of the FDRS is available at <https://fdrs.ifrc.org> (available to all FedNet users). This includes proxy indicators of performance as agreed upon in Strategy 2020 such as: the numbers of volunteers, staff and local units providing services; the numbers of people reached by them; the resources received and expended on these

services; and the number of people donating blood. With National Societies providing partial data so far, the development of a global Federation-wide baseline is not yet possible. However a fuller analysis may be feasible when coverage increases with the full roll-out of FDRS including more user-friendly access to the FDRS technology platform, and the building of National Society capacities to collect and report the agreed data in a validated manner. When that happens, we will have a baseline by which to track trends and measure progress over the current decade of Strategy 2020 implementation. We will then be able to answer the question: “how much are we doing, and what is the trend?” in a consistent manner.

Many children like Valentina and Natalia Rios Caicedo in the neighbourhood of El Calvario, Cali, Colombia, do not play outside. “My kids stay in the house; I tell them not to go out because there could be a stray bullet or a fight,” said local resident Jackeline Erazo. The Colombian Red Cross PANICA programme encourages children like Valentina and Natalia to participate in workshops that promote hygiene, self-confidence and respect for others. PANICA also provides drug prevention and psychosocial support.



Helmut René Diaz/IFRC

REGIONAL MEETINGS COMMIT TO AMBITIOUS ACTION PLANS

Curbing violence in the Americas. Every four years, National Societies in each zone meet to discuss shared challenges and define a common regional humanitarian and development agenda. The 19th Inter-American Conference of the Red Cross took place on 14-16 March in Montrouis, Haiti. Leaders from 35 National Societies adopted the Inter-American Framework for Action 2012-2016, which seeks to reduce regional gaps in humanitarian service delivery, and the Montrouis Commitment, which pledges to focus on vulnerabilities such as violence prevention, migration, risk reduction and legal advocacy. Some of the most violent countries in the world are in the Americas, and regional migration is on the rise amidst increasing urbanization. In the coming years, the nearly one million Red Cross volunteers across the continent will work to change this tide.

Investing in Africa. Red Cross Red Crescent leaders from more than 50 African countries met between 19 and 22 October in Addis Ababa, Ethiopia, for the 8th Pan African Conference. They adopted a continental plan of action for Investing in Africa. A central objective is to increase local and global partnerships that foster self-determined and sustainable investments and decision making. The plan also seeks to scale up volunteer action in critical areas such as food insecurity, climate change and migration. The IFRC has more than 1.4 million volunteers in Sub-Saharan Africa and thousands more in the Maghreb and North Africa.

GLOBAL YOUTH ACTION AND VOLUNTEERING

Youth as Agents of Behavioural Change

Youth as Agents of Behavioural Change (YABC) is the IFRC's flagship initiative for promoting a culture of non-violence and peace. YABC empowers young adults and youth to show ethical leadership and inspire a positive transformation of attitudes and behaviour in their communities.

The training provided by YABC peer educators enhances awareness and understanding of key issues, including non-discrimination and respect for diversity, intercultural dialogue, social inclusion, gender, International Humanitarian Law, and violence prevention, mitigation and response. It develops intra- and interpersonal skills that enable peer educators to transform behaviour by means of these values. Further equipped with communication, facilitation and team building skills, YABC peer educators act as multipliers and role models to inspire change in their communities.

In November 2012, the programme ran a study to measure its impact on behaviour. Of the 628 people who had received YABC peer educator training, about half participated in a structured self-assessment using an online survey.

The findings were striking:

- 97 per cent of young adults who had taken a YABC peer educator training felt they had changed positively.
- 95 per cent consciously applied YABC intra- and interpersonal skills in their daily lives, for non-violent communication and critical thinking, and to eliminate bias or enhance personal resilience.
- 94 per cent were able to identify specific behaviour changes that persisted months or years after the initial training.
- 69 per cent of respondents had been involved in follow-up activities after the YABC training.



A youth representative takes part in a workshop in the IFRC's Youth as Agents of Behavioural Change programme.

High-energy youth take flight in a «Youth as Agents of Behavioural Change» celebration.

Young people unite to commit to global action

Unemployment is a major challenge facing young people, who form more than half of Africa's population. In October, at the Pan-African youth conference in Addis Ababa, 70 young Red Cross Red Crescent leaders from across Africa shared success stories and new ideas on "Youth investing in Africa" through entrepreneurship, innovation, sustainable development and the strengthening of livelihoods. They were joined in a dialogue by Global Change Makers of the British Council, and representatives from partner organizations such as the World Economic Forum, the International Olympic Committee and Coca-Cola, which share a common desire to empower youth.

In December, a global youth conference jointly organized in Vienna by the IFRC and Austrian Red

Cross brought together 155 young people from 78 National Societies and nine partner organizations in a shared commitment to "Youth as agents of change - Making a difference in the world around you". The agenda focused on four themes: youth promoting humanitarian values, youth as innovators, youth as beneficiaries and, most important, youth as leaders. Before and during the event, 1,800 young people from all corners of the globe also participated in an interactive, real-time dialogue in "learning missions and live learning moments" which was facilitated online.

Key outcomes of the meetings as well as from regional youth network dialogues will inform the development of the IFRC's global youth strategy. As a continuation of the IFRC youth policy established in 2011, the global strategy will guide National Societies when they engage and equip young people to be effective change agents.



IGNITING CHANGE IN DEBAR

As part of the "Red Cross in Action - Promoting Humanitarian Values" programme, 50 youth representatives from the Macedonian Red Cross branch in Debar learned how to develop mini-projects in their communities. The training showed them how to initiate change, at first in themselves and their families, and then in the wider community.

Afterwards, five 15-year old girls visited the local social services office to report that a lady in their neighborhood, Mrs Zime, was in critical need of assistance. Her house was in ruins and the girls wanted to help her build a new home.

The girls rallied youth volunteers at the Debar Red Cross branch and organized a campaign called "I am Debar". To generate support and raise money, they put up posters around the city and made an appeal through the local media.

The public, local authorities and businesses responded magnificently. The mayor authorized the demolition and reconstruction of Mrs Zime's house free of charge. The majority of people living in Deba contributed money or came to help with the building work.

The girls' campaign brought Mrs Zime a new home, furniture and clothes. Mrs Zime herself said that the most important outcome for her was meeting the girls, because she felt she now had five daughters.

GLOBAL PARTNERSHIPS FOR GREATER HUMANITARIAN IMPACT

The IFRC campaign on silent disasters reaches 90 million people

A silent disaster is typically a small or medium-sized, sudden or slow-onset disaster or crisis that causes fewer casualties than a major disaster but nevertheless has catastrophic consequences for the individuals, families and communities who are affected. For silent disasters and crises, we need to provide not only immediate relief and recovery assistance, but also to support preparedness measures to reduce vulnerabilities and increase the resilience of individuals and their communities who regularly encounter silent disasters.

In late 2012, the IFRC, 11 European National Societies (representing Austria, Belgium, Bulgaria, Finland, France, Germany, Hungary, Ireland, the Netherlands, Portugal, and Spain) joined with the European Commission's Humanitarian Aid and Civil Protection department to "turn up the volume" on silent disasters. The campaign raised awareness of their impact and the work of the EU and IFRC. It set the foundation for a wider IFRC multi-year initiative on silent disasters that will continue to raise awareness of crises that are anything but silent to the people affected.



Resource mobilization for further impact

The Federation-Wide Resource Mobilization Strategy (FWRMS) aims to enable the IFRC network to maintain its global leadership in mobilizing emergency resources, grow non-emergency income for international and domestic development work, and increase the resource mobilization capacities of all National Societies. An implementation plan was launched in February 2012, led by a strategy implementation group composed of resource mobilization experts from a range of National Societies. With momentum being made in a number of areas, the FWRMS suggests the highest growth potential will come from the following income streams: government, multilateral institutions and the private sector.

Several important steps have been made to pave the way for closer engagement with government and multilateral organizations. The first ever Donor Advisory Group was established in 2012, composed of five National Societies and their respective governments, the EU, and the IFRC secretariat. Donor members include organizations that have made a multilateral contribution to the secretariat of more than 10 million Swiss francs for at least two consecutive years. The current members are Sweden (chair), Japan, Canada, Norway, the United Kingdom, and the EU. The group's mandate is to provide

a forum for high-level strategic and policy dialogue on global issues, including humanitarian and development assistance and donor trends.

The advisory group also aims to support the strengthening of partnerships that benefit Donor Advisory Group members and all member National Societies, and to provide strategic advice to the IFRC on how it can strengthen resource mobilization opportunities.

Individual giving remains one of the largest sources of income for National Societies. Individual giving continues to rise in many countries, and the Federation is increasing the number of its multi-country corporate partnerships.

Strengthening the ability of National Societies to mobilize resources is a cornerstone of the Federation-Wide Resource Mobilization Strategy. Several tools and networks were established in 2012 to assist National Societies to share fundraising knowledge and experience. Diversification of funding sources remains a top priority for most. More investment is needed to deepen relationships with a broad range of donors and untapped and/or emerging markets.

In 2012, the IFRC secretariat received 216.3 million Swiss francs in voluntary contributions to its development and disaster response programmes. (See Table 1.) This amount includes contributions from National Societies, governments, multilateral organizations, corporations, foundations and others. Contributions to initiatives other than development and disaster response programmes are

not included in this figure. Direct contributions to individual National Societies are also not included in this figure.

The 2012 Pan African Conference held in Addis Ababa recognized that Africa is one of the fastest growing regions of the world, generating numerous new domestic and regional partnerships with governments and multilateral donors. African National Societies, with support from the IFRC secretariat, increased their engagement with a variety of multilateral partners, including the Global Fund for AIDS, TB and Malaria, and the African Development Bank. The scale of the IFRC's network, the number of its volunteers, and its work at both national and community level, make National Societies valuable potential partners for multilateral organizations that wish to increase their access to vulnerable communities.



IFRC and Zurich Insurance partner to reduce disaster risks globally

In 2012, the IFRC expanded its alliance with Zurich Insurance to support the Red Cross Red Crescent's work in disaster risk reduction (DRR). The IFRC has collaborated with Zurich, a world leader in risk management, since 2008. From 2012 to 2015, Zurich will provide financial and technical expertise to scale up programming in various countries, with a special focus on flood resilience, starting in Mexico, Indonesia and Nepal. Country programmes will develop innovative risk reduction solutions, which will be promoted and used to advocate with policy makers and donors nationally and internationally. Zurich will also continue to support the IFRC's disaster response emergency fund (DREF). Together, Zurich and IFRC will develop and test scalable disaster risk reduction solutions, share knowledge, and work to influence the outcome of disaster risk reduction policies to strengthen community resilience.

The Philippine Red Cross responds to severe flooding caused by rains deploying 14 search and rescue teams with rescue boats, elevated trucks, ambulances and an amphibious vehicle. Multiple channels of communication are also used by the Philippine Red Cross for warning, search and rescue operations and updates, for example through Twitter, text messages to residents, door-to-door household visits and megaphone announcements.

Table 1 - 2012 income from top 25 donor countries (voluntary contributions)

The IFRC secretariat received 216.3 million Swiss francs in voluntary contributions in 2012 for development and disaster response programmes. This sum includes contributions from National Societies, governments, multilateral organizations, corporations, foundations and others. It does not include contributions to initiatives other than development and disaster response programmes, or direct contributions to individual National Societies.

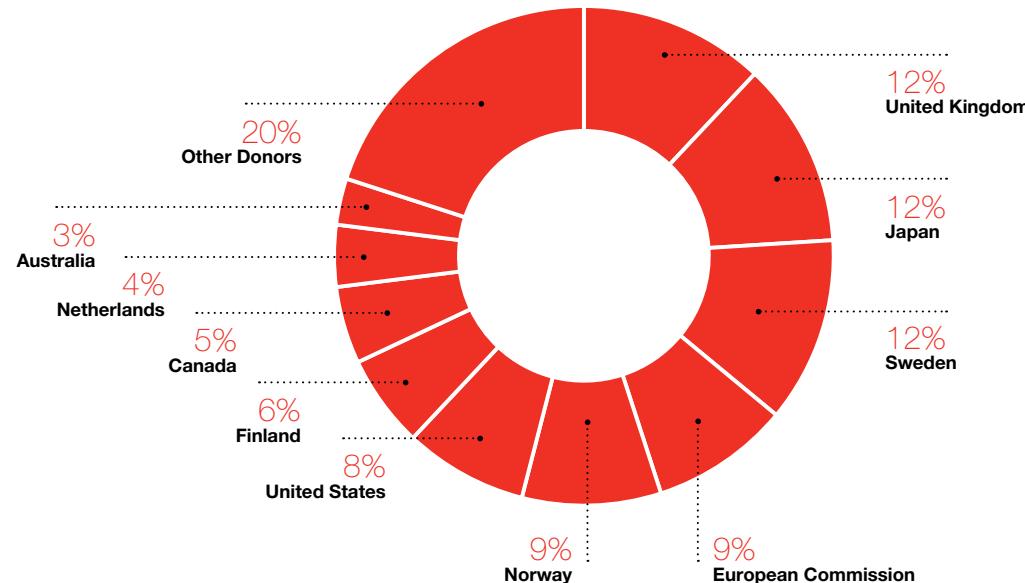
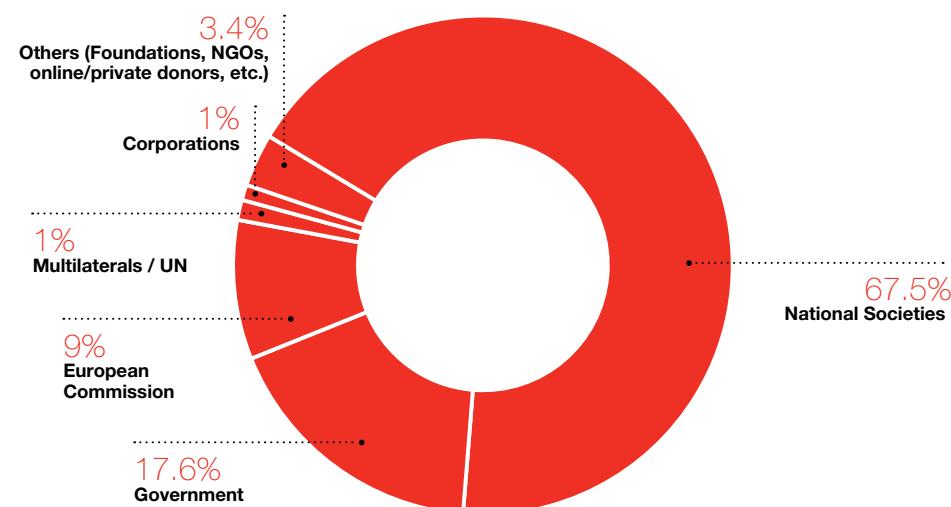


Table 2 - 2012 income by donor type (voluntary contributions)

In 2012, the IFRC received 216.3 million Swiss francs in voluntary contributions from a variety of partners to support its development and disaster response programmes.



Global reach in media and digital media spaces

Traditional media

Worldwide, the IFRC generated 14,251 media hits in 2012. Many of these pieces were linked to the many hundreds of thousands of media hits in print, broadcast and online that are generated by National Red Cross and Red Crescent Societies. These media articles told important human interest stories, conveyed advocacy positions, profiled strategic partnerships, and communicated with communities on humanitarian issues, safety and life-saving information.

Digital media

In 2012, the IFRC website (www.ifrc.org) received 4,2078,929 visits, a 19 per cent increase from 2011. The site received more than 2.6 million unique visitors, 62 per cent of whom were new.

Through its social media platforms (including Facebook, Twitter, Google+, Flickr, YouTube and LinkedIn), the IFRC reached more than 3.2 million people, particularly on World Red Cross and Red Crescent Day, World Blood Donor Day, World Humanitarian Day, and International Volunteer Day. In total, we received about 6.78 million views for combined social media content, including videos, photos, referral links, and publications and reports. The number of people who engaged with the IFRC via Facebook increased by almost 55 per cent between 2011 and 2012.

IFRC IN NUMBERS



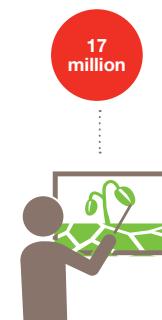
Active volunteers worldwide



Economic value of volunteer services to the global economy



People reached annually through Red Cross Red Crescent operations and programmes



Participants in annual disaster risk reduction training



Tons of relief items and equipment delivered annually by global logistics to support disaster-affected families



National Societies that are members of the IFRC

FINANCES

Restricted financial performance (programmes and services)

The IFRC received 232 million Swiss francs in voluntary contributions for 2012 in support of its appeals, programmes, unrestricted budget and other initiatives, compared to 291 million Swiss francs in 2011. The decrease can be attributed to an absence of new large-scale emergency operations in 2012.

The IFRC recovered 27 million Swiss francs of service fees in 2012 for fleet, logistics and other supplementary services. This compares with 30 million Swiss francs in 2011, with the decrease due to a lower demand for logistics services.

Restricted operating expenditure (programmes and services) stood at 295 million Swiss francs in 2012, compared with 367 million Swiss francs in 2011. The decrease is attributed to the gradual conclusion of the tsunami operation, and lower programming expenditure related to emergency appeals programming and services.

During 2012, funds held for field operations (restricted reserves) decreased by 61 million Swiss francs, from 293 million to 232 million Swiss francs, as funding for on going major recovery operations accumulated in previous years was expended. The remaining funds held for field operations are earmarked for on going recovery operations and development programmes.

Unrestricted financial performance

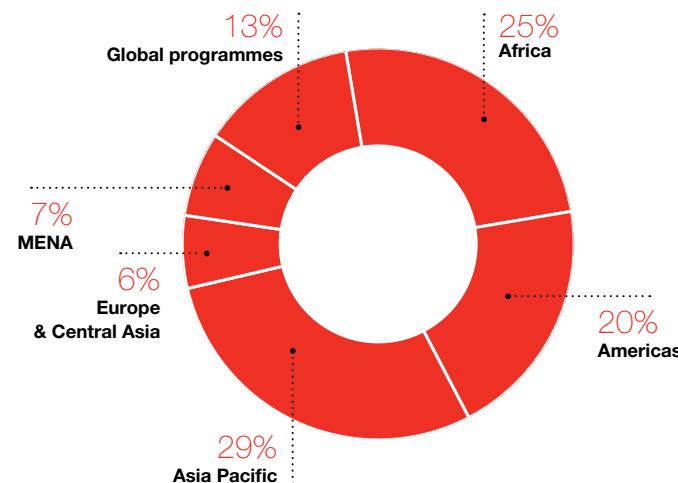
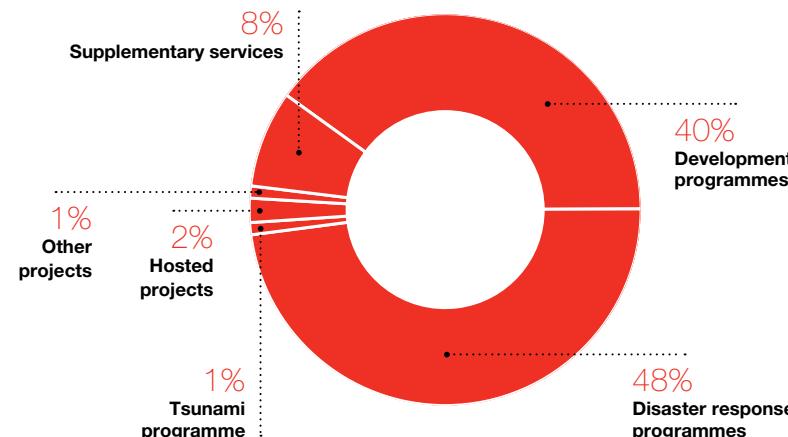
The IFRC's unrestricted income consists primarily of statutory contributions from member National Societies. In 2012, the IFRC's unrestricted income totalled 39 million Swiss francs. This compares with 45 million Swiss francs in 2011. The difference is due to a large one-off voluntary contribution which a private source made at the beginning of 2011.

From 1 January 2012, the IFRC adopted the International Accounting Standards (IAS) 19 Employee Benefits (revised 2011) to account for the costs of the IFRC's pension plan for IFRC employees. In accordance with the requirements of International Financial Reporting Standards (IFRS), this change in accounting policy was applied retrospectively. As a result, the figures for 2011 and the opening balances at 1 January 2011 were restated as if the new accounting policy had always been applied.

The IFRC's unrestricted operating expenditure was 48 million Swiss francs in 2012. This compares with 70 million Swiss francs in 2011 as restated, following early adoption of IAS 19 (revised). The decrease between 2011 and 2012 is mostly due to the accounting adjustments that result from following the requirements of IAS 19 (revised) to account for the cost of the IFRC's pension plan for IFRC employees. The IFRC's pension plan is subject to Swiss law and was fully funded at the end of 2012.

During 2012, the IFRC's unrestricted reserves increased by 12 million Swiss francs – from 18 million as restated following early adoption of IAS 19 (R) in 2011 to 30 million Swiss francs at the end of 2012. This is in line with IFRC's aim to maintain operational manoeuvrability for its unrestricted reserves at between 64 million and 78 million Swiss francs excluding the impact of accounting adjustments that result from following the requirements of IAS 19 (R) (see above). This manoeuvrability for its unrestricted reserves takes into account the IFRC's working capital requirements to meet its unrestricted cash flow needs and covers expenditure in advance of voluntary contributions being received from donors, particularly for emergency appeals, as well as expenditure in advance of service fees being collected.

Expenditures for the year ended 31 December 2012, analysed by category of programmes and geography



Consolidated statement of financial position at 31 December 2012

	2012 CHF 000	2011 CHF
Assets		
Total current assets	352,538	416,708
Total non-current assets	39,825	40,567
Total assets	392,363	457,275
Liabilities and reserves		
Total current liabilities	86,695	89,734
Total non-current liabilities	42,905	56,477
Total liabilities	129,600	146,211
Restricted reserves		
Total restricted reserves – Funds held for operations	231,787	293,071
Unrestricted reserves		
Total designated reserves	2,366	1,317
Retained surplus	28,610	16,676
Total unrestricted reserves	30,976	17,993
Total reserves	262,763	311,064
Total liabilities and reserves	392,363	457,275

All figures in thousands of Swiss francs (CHF)

Consolidated statement of comprehensive income for the year ended 31 December 2012

All figures in thousands of Swiss francs (CHF)	Unrestricted	Restricted	Total	Total
	2012 (CHF 000)	2012 (CHF 000)	2012 (CHF 000)	2011 (CHF 000)
Operating Income				
Contributions				
Statutory contributions	35,765	-	35,765	35,900
Voluntary contributions, net	2,512	231,961	234,473	291,172
Total contributions	38,277	231,961	270,238	327,072
Services income	-	27,020	27,020	30,351
Other income	621	1,622	2,243	2,682
Total operating income	38,898	260,603	299,501	360,105
Operating expenditure				
Employee benefits	30,504	102,715	133,219	151,767
Relief supplies	-	76,700	76,700	102,400
Transportation and storage	83	15,365	15,448	18,648
Equipment	456	7,498	7,954	8,996
Travel	3,066	9,055	12,121	12,139
Communications	2,292	2,614	4,906	5,104
Workshops & training	740	17,797	18,537	16,734
Information	934	5,829	6,763	8,395
Legal, professional and consultancy fees	2,479	11,631	14,110	15,674
Administration, office and general	6,083	7,951	14,034	15,175
Depreciation, amortisation and impairment	1,313	4,549	5,862	8,035
Voluntary contributions reimbursed to donors	-	3,896	3,896	24,601
Write-offs and provisions for outstanding pledges and National Society receivables	(171)	(7)	(178)	(259)
Provision for unpaid statutory contributions	(644)	-	(644)	(1,052)
Provisions for operations	(162)	(2,306)	(2,468)	(3,756)

Consolidated statement of comprehensive income for the year ended 31 December 2012 (continued)

All figures in thousands of Swiss francs (CHF)	Unrestricted	Restricted	Total	Total
	2012 (CHF 000)	2012 (CHF 000)	2012 (CHF 000)	2011 (CHF 000)
Contributions to National Societies	-	29,208	29,208	50,150
Contributions to other organizations	922	2,389	3,311	1,381
Total operating expenditure	47,895	294,884	342,779	434,132
Other expenditure				
Indirect cost recovery, net	(18,147)	18,147	-	-
Other cost recoveries, net	(3,148)	3,148	-	-
Project deficit provision and write off	424	(349)	75	(166)
Other allocations to projects	220	(220)	-	-
Total other expenditure	(20,651)	20,726	75	(166)
Net surplus/(deficit) from operating activities	11,654	(55,007)	(43,353)	(73,861)
Finance (expense)/income				
Finance income	6,326	19	6,345	3,288
Finance expense	(877)	(6,296)	(7,173)	(2,954)
Net finance (expense)/income	5,449	(6,277)	(828)	334
Net surplus/(deficit) for the year	17,103	(61,284)	(44,181)	(73,527)
Other comprehensive income				
Actuarial (losses) on defined benefit plans	(4,211)	-	(4,211)	(3,718)
Total other comprehensive (loss) for the year	(4,211)	-	(4,211)	(3,718)
Total comprehensive (loss) for the year	12,892	(61,284)	(48,392)	(77,245)
Attributable to:				
Restricted reserves	-	(61,284)	(61,284)	(73,564)
Unrestricted reserves	12,892	-	12,892	(3,681)
	12,892	(61,284)	(48,392)	(77,245)

There were no discontinued operations during the year.

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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