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# Georgia Annual Report

 International Federation  
of Red Cross and Red Crescent Societies

**MAAGE002**  
**30 April 2013**

**This report covers the  
period From 01 January  
2012 to 31 December  
2012.**

*Georgia Red Cross Society  
volunteers are fundraising to support  
patients with oncological disease*

**Photo:** Georgia Red Cross  
December 2012



## Overview

The International Federation (IFRC) supported programme activities of the Georgia Red Cross Society (GRCS) that are aligned to the fundamental principles of the International Red Cross Movement and contributes to the goals of strategy 2020 (Strategic Goals: 2 and 3) to save lives, protect livelihoods, and strengthen recovery from disasters and crises; enable healthy and safe living; and promote social inclusion and a culture of non-violence and peace. The capacity-building efforts are in line with Enabling Action One to build strong National Red Cross and Red Crescent Societies.

During the reporting period, the Georgia Red Cross Society's (GRCS) organisational development was mainly focused on strengthening the GRCS capacity and internal development, in particular, the GRCS strategic development plan (2012-2016) (hereinafter "strategic plan") has been finalised in line with the IFRC Strategy 2020. With support of Norwegian Red Cross contribution (CHF12,093), GRCS processed dissemination of the strategic plan (adopted by the General Assembly in April 2012) throughout the branch network. Besides, the new document has been introduced to key stakeholders (local public authorities among them) to scale up mobilisation of public and corporate resources for its implementation. The local public authorities and the key stakeholders are committed to cooperation with the GRCS branches on community-based volunteer initiatives and services. GRCS increased its participation in international dialogue and cooperation, as well as new partnerships established at national and international levels.

For further development and growth of the National Society, the GRCS conducted HQ and Branch Forum (21-23 December 2012) as a follow up the Organizational Capacity Assessment and Certification (OCAC) process, namely the results of self-assessment exercise (OCAC phase-1) carried out by the National Society (August 22-24, 2011). At the end of the Forum, GRCS HQ and

branch leadership, staff and volunteers raised awareness about positive outcomes of the GRCS self-development plan, elaborated according to the recommendations received from the IFRC facilitators. As a final point, GRCS emphasized the willingness and readiness to move to the second phase of OCAC process in 2013.

Despite recent positive reforms in the field of Health and Social Care in the country the situation with HIV and AIDS, TB, especially MDR-TB, and other communicable disease is still challenging, characterized by a rise of cases annually along with the fact that big part of the population still finds it difficult to access health and social services. Also low awareness about diseases and healthy lifestyle contributes to worsening of the population health status. In response to the situation in the country, the Georgia Red Cross Society defines fighting against spread of the HIV/AIDS, promotion of Harm Reduction and TB control, combating stigma and discrimination as strategic priorities of the National Society related to the health and care programme area. In this regard, during the reporting period the GRCS Health and Care program included five components: HIV and AIDS prevention and Harm Reduction, MDR-TB control, Community Based Health and First Aid, Promotion of non-remunerated voluntary blood donation and Social Support for Vulnerable Older People. The latter was supported by the International Federation (DFID funding), while the rest of the Components were supported bilaterally by the International Committee of the Red Cross (ICRC) and TAG/MATAV.

At the end of December 2011, the financial support from the IFRC (funding provided by the Eli Lilly Foundation) for the implementation of the Drug-Resistant Tuberculosis control project came to an end. Despite this fact the GRCS project team has continued the work on a voluntary basis until November 2012, when IFRC renewed the funding for this project.

During the reporting period, the promotion of GRCS activities has been supported by local public authorities and mass media throughout the country. Political will and interest of key stakeholders for joint action to enhance social inclusion and empowerment of civil society for the benefit of vulnerable groups have been in place. As a consequence, the local public authorities and the key community stakeholders are committed to cooperation with the GRCS branches on community-based interventions.

## Working in partnership

Operational Partners	Agreement
IFRC	Grant Agreement
Danish Red cross	Operational Grant Agreement with EU, MoU (as bilateral donor)
Italian Red Cross (bilateral donor)	Grant Agreement
ICRC	Operational Grant Agreement
Local authorities (14 in total)	MoU on joint cooperation
TAG and MATAV (bilateral donor)	Grant Agreement
Norwegian Red Cross (bilateral donor)	Grant Agreement
National Center for Tuberculosis and Lung diseases (NCTBLD) – coordinator of the Georgian National Tuberculosis Program (NTP)	MoU
Jo Ann Blood Bank	MoU
Georgian Harm Reduction Network	MoU
Austrian Red Cross (bilateral donor)	MoU
NGO “New Vector”	MoU
Austrian Red Cross	MoU

## Progress towards outcomes

### Business line 1: TO RAISE HUMANITARIAN STANDARDS

**Outcome 1.1:** Enhance knowledge and understanding of the Fundamental Principles and Humanitarian Values (including non-discrimination, non-violence, tolerance and respect for rules and principles of International Humanitarian Law) among schools through, establishment of youth units/Committees of Five.

Measurement			
Indicators	BL	Annual Target	Year to Date Actual
"Committee of Fives"/Youth Units established in schools in Tbilisi, Gardabani, Tserovani, Sagarejo, Zugdidi, Senaki, Kutaisi, Oni, Ambrolauri, Khelvachauri and Batumi.	80	120	106

### Comments on progress towards outcomes

A total of 106 Committee of Fives, Youth units were established, that is below the annual target due to lack of capacity and the willingness of some of the communities.

"Committee of Five" volunteers are actively involved in different GRCS charitable events:

- Fundraising actions were carried out twice to support the children's leukaemia centre (for details please see Outcome 5.1)
- The marathon has been organized to support 4 young people suffering from oncological disease, it was broadcasted on television and the funds (for details please see Outcome 5.1) which were collected by "Committee of Five" through the fundraising actions, have been transferred to GRCS.
- Senaki "Committee of Five" volunteers helped and gathered all the living essentials for the local residents whose belongings were lost in fire.
- Sachkhere "Committee of Five" representatives collected sweets in three classrooms and brought them to the handicapped children's boarding house. As well in connection with Christmas "Committee of Five" collected sweets in schools for Tbilisi Social Centre beneficiaries
- In Kojori Children's House and Handicapped children's home an entertainment program was organized by GRCS aiming at children's integration into society
- In connection with World Red Cross/Red Crescent Day, volunteers of "Committee of Five" organized a celebration concert for Tbilisi Social Centre beneficiaries, having involved 25 volunteers into the organization process. Total of 46 people attended the event.

On 14 June, World Blood Donor Day, GRCS Youth Unit organized a street action under the slogan "Donate Blood - Save Life". An open bus with our "Committee of Five" volunteers on board drove in the streets of Tbilisi popularizing blood donation. Volunteers distributed informative printed materials on the advantages of being a blood donor in the streets, parks and various educational institutions.

GRCS Youth was involved in implementation of the new project "Create Healthy World Together" for a one year period, which was selected as runner-up last year's International Federation Youth Award in the category of "Healthy youth make a healthy world". The main goal of the project was to contribute to the prevention of HIV/AIDS disease among youth, involvement of youth in different social activities and promotion of healthy lifestyle. Members of "Committee of Five" were involved in the campaigns "AIDS is a diagnosis, not a verdict" that disseminates knowledge on the topic through specific information materials.

GRCS "Committee of Five" volunteers are actively involved in activities related to first aid, especially conducting first aid trainings to students. These students took part in an entertaining competition on National level - "We will save the world", where young representatives of emergency department were invited as well.

By the end of 2012, GRCS Youth Department presented the application for grants from the Norwegian Ministry of Foreign Affairs. The Project aims to reduce vulnerabilities in the country through mobilisation and civil engagement of youth and promote Georgia Red Cross services and volunteering work with a specific focus on older people, internally displaced persons, youth, etc.

### Business line 2: TO GROW RED CROSS RED CRESCENT SERVICES FOR VULNERABLE PEOPLE

**Outcome 2.1:** Increase effectiveness of GRCS HQ, Branches and vulnerable communities' Disaster Risk, Preparedness, Response and Early Recovery capacity to assess, analyse, prepare and respond to humanitarian needs during natural and man-made disasters in a coordinated and inclusive manner.

Measurement			
Indicators	BL	Annual Target	Year to Date Actual
Family Emergency Plans developed families.	0	6,465	2,260
Georgia RC covers additional regions (Kakheti and Adjara) with DRR activities	0	N/A	Postponed to 2013 because of unavailability of financial sources.

Comments on progress towards outcomes
<p>Within the framework of Disaster Risk Reduction (DRR) programme supported by European commission (Humanitarian Aid and Civil protection department) Danish Red Cross in consortium with the International Federation of Red Cross and Red Crescent Societies, Austrian Red Cross and Icelandic Red Cross 2,260 families in Racha-Lechkhumi and Kvemo Svaneti region developed Family Emergency Plans (FEP) to minimise negative effects of disasters at household level. GRCS representatives trained teachers of the local schools in DRR, about FEP, why is it needed and how to fill it. The teachers in their turn taught students how to develop FEP at home and students filled it together with their family members, relatives and friends. On top of that, students and their families changed a lot of practices at home (such as preparing first aid kit, removal of beds from the windows, hanging heavy curtains, etc.) according to FEP to be better prepared for disasters which are not rare in the region. During the shooting of a film regarding the European Commission and GRCS activities at community level, the students showed the journalists the main changes they made at home for safety reasons.</p> <p>Due to the stretched capacities caused by unexpected disasters affecting Georgia this project component could not reach its annual target.</p>

### Business line 3 : TO STRENGTHEN THE SPECIFIC RED CROSS RED CRESCENT CONTRIBUTION TO DEVELOPMENT

**Outcome 3.1:** GRCS functions effectively as a self-reliant service provider with enhanced organisational foundation, capacity and sustainability

Measurement			
Indicators	BL	Annual Target	Year to Date Actual
% of GRCS leadership, staff and volunteers from HQ and branches actively participated in finalizing the GRCS new strategic plan (2012-2016)	30%	60%	50%
% of GRCS leadership, staff, volunteers from HQ and branches, as well as the key stakeholders (communities among them) have got familiar with the GRCS services and community-based volunteer initiatives in line with the GRCS strategic plan	40%	90%	60%
GRCS new strategic plan (2012-2016) in line with the S2020 is adopted by NS General Assembly	GRCS Strategic Plan (2007-	GRCS Strategic Plan has been	Disseminated throughout the GRCS branch network and key

	2011)	adopted	stakeholders, and started implementation
New GRCS branches having become operational	11 branches	20 branches	14 + additional 3 new branches
# of GRCS volunteers	2,150	2,300 (150 newly recruited)	2,300

#### Comments on progress towards outcomes

The GRCS leadership, staff and volunteers from HQ and branches participated (80 persons in total – 50%) in finalizing the GRCS new strategic plan (2012-2016). Upon decision of the GA presidium, the GRCS established the Strategy Development Task Force (15 persons in total) who provided full coordination of the strategic plan development process through analysing achievements and lessons learned of implementation of the previous strategic plan (2007–2011). Moreover, the Task Force reviewed the GRCS strategic priorities and outlined the strategic plan in line with the strategic aims and enabling actions of *Strategy 2020*. The GRCS received comments and recommendations from local branches and Movement partners and incorporated them in the draft document. The draft strategic plan has been translated and introduced to the key stakeholders including local authorities and media (at the roundtable meeting in Kutaisi, Imereti Region). At the end the document was submitted to GA for adoption.

After the GRCS General Assembly adopted the new strategic plan (April 2012), the document has been introduced to the key stakeholders (local authorities among them) and local communities to scale up resource mobilisation in public and corporate sector. As a result, the GRCS has strengthened partnerships based on participatory approach at local level and in many locations the Red Cross services and volunteer initiatives have been included in local budgets for the benefit of vulnerable people. Besides, the GRCS respective departments developed annual operational plans for rolling out and implementation of the new strategic plan throughout the branch network. Through IFRC country Office plans were submitted to IFRC Europe Zone Office.

During the reporting period, the 17 GRCS branches (baseline 11 branches, plus 3 branches through integrated approach with the DM project and 3 with the Youth project) were operational in the main areas of the GRCS work: disaster management, health and care, principles and values, organisational development and capacity building (branch, youth and volunteer development). In 2012 a total of 150 new GRCS volunteers were recruited and involved in Red Cross promotional campaigns (25 per new branch), membership recruitment activities and various need-based services in main areas of GRCS work (according to the GRCS new strategic plan)

In order to become strong and sustainable National Society, the GRCS raised awareness of its leadership, staff and volunteers (50 persons) about the positive outcomes achieved through the implementation of the GRCS self-development plan, elaborated according to the NS self-assessment results and recommendations received from the IFRC OCAC facilitators, as well as the GRCS presented the concrete outputs of joint actions against these recommendations (like the GRCS Brand Book); the GRCS Communication strategy for effective management of the reputational risks during crises; Security Regulations (including safety rules and insurance of the NS personnel and transport); Resource Mobilisation/Fundraising tools (at national and international levels); besides, the outcomes of the Resource Mobilisation Training (supported by the French Red Cross) were shared with the Branch Forum (21-23 December 2012) participants along with the best practices of the sister NS, suitable for replication in Georgia.

**Outcome 3.2:** Improve health and social conditions of vulnerable older people by their empowering, enhancing their protection and support through increasing acknowledgement of their rights and dignity and finding an active role in public life

Measurement			
Indicators	BL	Annual Target	Year to Date Actual
Georgia RC opens one more social centre for elderly in capital of Georgia-Tbilisi and two more in Shida Kartli and Kvermo Kartli regions	5	9 (in total 14)	5 + additional 9 new

### Comments on progress towards outcomes

#### Enable healthy and safer living

Wide range of interrelated socio-economic, demographic and institutional challenges, result with constrained involvement of elderly people in social life, which heavily affects their well-being and negatively affects the sustainable development and poverty reduction in Georgia. In line with the GRCS Mission and Strategy, considering the lessons learned and methods developed with partners in similar programmes, the Social Strategy in different regions of Georgia.

As a result of continuous efforts from GRCS and other CSOs, the government has started to pay attention to the social service delivery issues. Government allocated required facility and agreed to pay on-going household bills. It's worth mentioning that the local government's support to GRCS social strategy was significantly raised. As a result of joint assessment of needs of elderly people, governments awareness about social needs of elderly was raised immensely and that leads to more effective involvement. The Action builds on the knowledge and experience attained through the implementation of similar projects in different districts: Tbilisi, Kutaisi, Sagarejo, Khelvachauri, Bolnisi, Tetrtskaro and Senaki, as well as a EU and DRC Social Welfare Actions implemented in six districts: Kvareli, Akhmeta, Chokhatauri, Khulo, Telavi and Lagodekhi. In total Social support projects implemented in 7 regions and 14 districts of Georgia. The successful experience of GRCS in establishing social centres jointly with local authorities will be replicated in other regions, as well as establishment of community groups involved in assessment and prioritising of solutions to problems identified locally. The action is based on a well-documented GRCS approach on working with social assistance to vulnerable groups in remote areas. Lessons learned and best practices are shared as all GRCS programmes includes the common objectives of awareness raising and capacity building in close coordination with local authorities and stakeholders.

The main factors of promoting volunteer activities which are aimed at ease of social exclusion of elderly people and of inter-generational activities between youth and elderly are: 1) Qualified staff and volunteers permanently retrained - over 24 staff and 300 volunteers (old and youth) were trained in home care, capacity building in need assessment, in the collection and deliver information, advocacy principle and campaign, DM, FA and PSS for older people, Project writing skills. Social Centre Management, participation in fundraising campaigns. In June of 2012 project staff of GRCS participated in international Riga conference organised by IFRC on the Active ageing and generation solidarity. 2) Integration of best practices – total 6 study visits to existing target areas of joint activities. These activities involved more than 120 youth and old volunteers. 3) NS Home Care Standards – covering social care, implemented by qualified non-professionals – 130 trained volunteers. More than 29,800 home visits were implemented by 130 volunteers to the 755 homebound elderly during the reporting period. Also, trained volunteers provided information collection and regular information updates on rights and entitlements, hot dinner, distribution of medicines, laundry, presented the books by the author, to pay communal utilities and etc. Due to severe winter GRCS established five solidarity groups based of volunteers, who consisted of schoolchildren and they have helped and provided service to 230 beneficiaries.

### Measurement

Indicators	BL	Annual Target	Year to Date Actual
10,000 vulnerable isolated older people benefit from the services of the social centres	6,000	10,000	11,196 (direct beneficiaries)

### Comments on progress towards outcomes

The services provided in the social centres are: home visits, regular provision of updated information regarding governmental benefits, helping beneficiaries in conducting of small household activities (window mounting, door lock repair, tap repair and etc.), provision of warm lunch at home, house cleaning, help in paying of household bills, sewing, knitting, broidery, laundry, cleaning, singing, dancing, working with wood, working with felt, collection of information and entitlement group work. All these activities are implemented from GRCS social centres, where elderly as well as youth are involved actively in the implementation process. A total of 11 social centres are operating throughout the country and the level of governmental support is different in every one of them. In total 30 % of all funds that are required for functioning of social

centres are subsidized by local government.

GRCS mobilised and motivated large numbers of volunteers among community members in the targeted areas, to jointly implement actions and to improve the overall situation for elderly beneficiaries. Various capacity building and awareness raising trainings were held during reporting period and as a result, skills and abilities of the participants were enhanced. The trainings enabled people (elderly, volunteers, local authorities and community members) to work more focused on the specific problems faced by elderly people and to identify possible community based activities to alleviate these problems.

GRCS has successfully established co-operation with local authorities in all locations of the action. This partnership contributed to the progress of the whole action and this was one of the first precedents where local authorities contributed considerable to the implementation of the action to provide required support for elderly. The involvement and cooperation of the local authorities in the implementation process is providing the action the required sustainability and is contributing to the enhanced capacity of all involved parties. Activities were implemented to increase access of elderly people (largest vulnerable sub-group in Georgia) to mainstream services, which had an immediate positive effect on their wellbeing, and their daily social conditions were improved with for example the establishment of a support group of volunteers providing laundry services and visits to homebound elderly.

New approach within the social project is characterised by the volunteer initiatives, which are aimed at supporting the implementation of activities for specific communities (older people). The selection of similar initiatives/small-grants took place in Tetrtskaro, Bolnisi and Senaki, where mini-projects regarding older people's social support were submitted by the GRCS volunteers. Based on the results of the competition 11 winning mini-projects were selected in Tetrtskaro, Bolnisi and Senaki. Over 3,400 vulnerable older people benefited from the Red Cross services provided through community-based volunteer initiatives.

The most significant events in life of social centres are:

- 1) Participation in fundraising campaigns conducted by the "Committee-of-Fives".
- 2) Marketing own handmade items.
- 3) Participation in trade-exhibition of hand-made materials organized by the GRCS and in the Christmas and Easter Expos every year- total 340 beneficiaries and 150 volunteers involved in the exhibition during the reporting period.
- 4) Medical check-up – technical support provided by the GRCS, medical staff provided by the local authorities - over 700 beneficiaries received supported by GRCS with local partners in one year.
- 5) Medical consultations by professional volunteers -total 800 beneficiaries benefited from these activities in the reporting period.
- 6) Hotlines at social centres – over 1,800 beneficiaries benefited from these services.

**Outcome 3.3:** Local communities are strengthened and better able to cope with health challenges as a result of community based integrated health and first-aid activities

Measurement			
Indicators	2012-2014 BL	Annual Target	Year to Date Actual
7,077 youth and community members raised awareness on blood borne and prevention of communicable diseases, including tuberculosis, HIV and AIDS, harm reduction, first aid, healthy and hygienic behaviour	9,613 (direct beneficiaries)	4,319 (direct beneficiaries)	7,077 – direct beneficiaries – 163.86% from annual target; 73.6% from planned by the BL

#### Comments on progress towards outcomes

In order to reach this outcome the GRCS had active and productive cooperation with all key stakeholders in the country, governmental or non-governmental organizations. In particular, GRCS is a member of the Georgian Harm Reduction Network (GHRN) since 2008 and member of the TB National ACSM (advocacy, communication and social mobilization) working group since 2010. Memorandums of Understanding (MoU) are signed between GRCS and National Centre for Tuberculosis and Lung diseases (NCTBLD), GHRN, one of the main Georgian HR Network Member Organization "New Vector" and Jo-Ann Blood Bank.

These agreements are defining the roles of the National Centre for Tuberculosis and Lung diseases (NCTBLD)-coordinator of NTP and Georgia Red Cross Society signed in January, 2008.

According to this agreement, NTP identifies beneficiaries for GRCS' TB project. There are risk groups of potential defaulters, who need further support and motivation during outpatient phase. This role is assigned to the GRCS project team.

According to the MoU, the NS undertakes categories of patients difficult to follow up for different reasons, namely vulnerable people with low income, disabilities, alcohol and drug addicts and living in remote areas, who represent category of potential defaulters. The other TB patients are followed up by the MoH TB staff.

Regular contacts with representatives of the biggest higher education institutions, universities, colleges and students councils, the GRCS project teams were allowed to conduct workshops on TB/MDR-TB prevention, transmission, importance of early diagnosis and treatment and healthy lifestyle; also HIV/TB co-infection for students at central and local level (at the abovementioned institutions of higher education). In the reporting period 158 workshops and trainings were conducted for 7,077 youth and community members by the projects team involving 140 GRCS H&C and 42 FA volunteers in Tbilisi and 6 target regions.

Financially and technically the GRCS activities were supported by the ICRC and bilaterally by Italian and Norwegian RC, and from November, 2012 by the IFRC.

**Outcome 3.4:** Reduce vulnerability to TB and its impact by preventing further infection through expanding knowledge on TB prevention, transmission and treatment and combating stigma and discrimination associated with TB.

Measurement			
Indicators	BL	Annual Target	Year to Date Actual
7,077 (direct) and totally 21,000 (direct and indirect) community members raised awareness on tuberculosis/DR-TB prevention, transmission and treatment	18.135	7.245	7,077 - 98 % from annual target; 18.52 % from planned by the BL 21,000 (direct and indirect)- 289.9 % from annual target and 115.8% from planned by the BL
78 beneficiaries covered by TB educational activities, psychosocial support and treatment adherence	200	50	78 – 142%
3 cases of treatment default from 78 GRCS MDR-TB beneficiaries (Indicator: Treatment success among 50 MDR TB clients served by GRCS adherence consultants and psychologists is at least 85%)	0	15 cases (15%) of default from 100 clients	3 cases of treatment default – 3.85% from target 78 beneficiaries

#### Comments on progress towards outcomes

Since 2008 the GRCS with the technical and financial support of International Federation of Red Cross and Red Crescent Societies (IFRC) (back donor Eli Lilly Company) implemented MDR-TB Control Project in Tbilisi, the capital of Georgia.

Main objectives of the GRCS activities in fighting against MDR-TB were the following: 1) Support the National DR-TB Control Program by strengthening adherence to the outpatient treatment of and providing psychosocial help to the target DR -TB clients and conducting Advocacy, Communication, and Social Mobilization (ACSM) Activities to Support TB Control in Georgia; 2) combating stigma and discrimination

against TB people by raising awareness of the community.

GRCS implemented project in close cooperation and collaboration with key stakeholders in the field. At country level main partner is the Ministry of Labour, Health and Social Affairs (MoLHSA) through National Tuberculosis Control Program (NTP) (the NTP implementing body is National Centre for Tuberculosis and Lung diseases (NCTBLD)). The basis for the cooperation is an official Memorandum of Understanding (MoU) signed in January, 2008 and defined the roles of the National Centre for Tuberculosis and Lung diseases (NCTBLD)-coordinator of the Georgian NTP and Georgia Red Cross Society. At international level GRCS is a member of the European Red Cross/Red Crescent Network on HIV/AIDS and Tuberculosis and the Global TB Working Group.

At the end of December, 2011 financial support from the IFRC (funding provided by Eli Lilly and company) for the implementation of the Drug-resistant Tuberculosis control project was closed. Despite this fact the GRCS project team has continued working on voluntary basis till November, 2012. From November, 2012 the project has been continued with the renewed financial support of IFRC.

In 2012 the GRCS project treatment adherence consultants continued working with 78 target MDR-TB clients and with their family members. Totally 329 DOT SPOT-visits, 410 visits at home and 2,201 telephone conversations were conducted by the treatment adherence consultants (TAC). Due to the successful work of the project team 21 beneficiaries finalised the treatment course. In total 3 cases of default were fixed. Other 54 clients have continued treatment on regular basis.

During the reporting period 283 individual and 34 group psychological sessions were offered to the clients. It is worth mentioning that the GRCS project team used individual approach to the project beneficiaries, provided constant, continued care for each of them.

During the reporting period workshops on TB prevention, transmission and treatment were conducted for the community leaders by the National Society focal points and volunteers in six target regions of Georgia - Adjara, Samegrelo, Imereti, Shida Kartli, Kvemo Kartli and Tbilisi. Total of 7,077 community leaders were reached directly by the project staff and 140 GRCS H&C volunteers. It was expected that each of the trainees disseminate the gained knowledge in their community to at least 2-3 other persons. Therefore it was estimated that around 21,000 people raised their awareness on TB indirectly. Raised awareness of the community contributes to combat stigma and discrimination attached to TB.

In 2012 the GRCS, as member of the country ACSM (advocacy, communication and social mobilization) group continued working according to the Implementation Plan of the Country Strategy on TB.

#### **Business line 4 : TO HEIGHTEN RED CROSS RED CRESCENT INFLUENCE AND SUPPORT FOR OUR WORK**

**Outcome 4.1:** Improve domestic legal policy and institutional framework to enable Georgia Red Cross actions are more flexibly during disaster relief operations.

Measurement			
Indicators	BL	Annual Target	Year to Date Actual
2 advocacy campaigns to promote IDRL and social work with elderly	GRCS advocacy group at central level	Role of the GRCS defined in service delivery to elderly people in line to the national action plan	Participation in elaboration of national action plan (in line with Madrid International Plan of Action on Ageing (MIPAA)  Member of "Consulting Board" under Healthcare and

			<p>Social Issues Committee of the Parliament of Georgia</p> <p>Member of “Eastern Partnership Civil Society Forum – Georgian National Platform” 2-nd working group’s</p>
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### Comments on progress towards outcomes

#### Promote social inclusion and a culture of non-violence

GRCS Implemented advocacy campaigns on behalf of elderly and hosted a number of round-tables with key stakeholders. During the reporting period 10 workshops were organised (Advocacy for older people by Leadership and management of GRCS and fundraising workshops). As a result of those workshops and meetings, four new partners have been found in Tetrtskaro, Bolnisi and Senaki districts for development of ongoing social projects.

The most important achievement within the project is the active working advocacy group at the central level. It conducts regular meetings, frequently attended by various members of the Advocacy network, where local problems and achievements are considered. During the reporting period, advocacy group has conducted 6 regular meetings, where 18 various issues and local entitlement group’s achievements have been discussed. Also, GRCS participated and was actively involved in the working sessions of the scientific-advisory council’s mobile groups and in sessions of the scientific-advisory council (established under the Parliament’s Healthcare and Social Issues Committee); Participation in elaboration of national action plan (in line with Madrid International Plan of Action on Ageing (MIPAA)) and assignment of GRCS’s role in service delivery to elderly people according to the national action plan (participants: Healthcare and Social Issues Committee of the Parliament of Georgia, Alliance for Healthy Society (alliance of 42 NGOs), “Amagdari – Society for All Age Groups”, Institute of Morphology, Clinic “Intermedia” and GRCS).

In March 2012, the GRCS participated in the Round Table organized by "Transition in the East Alliance" (participants: Medical Committee Netherlands-Vietnam, Global Initiative on Psychiatry, World Granny); Experience sharing and discussion on rights and benefits (pension, medical, etc.) of elderly people and signed partnership agreement. This agreement with “Transition in the East Alliance” allows GRCS to develop the in house advocacy direction. GRCS will share gained experiences with the other partners as well as will learn from them new tips and approaches. Partnership between GRCS and other organizations is extremely beneficial for elderly people all over the country. As a result, the elderly people are receiving more sufficient information about their benefits and entitlements.

#### Pursue humanitarian diplomacy to prevent and reduce vulnerability

During the reporting period GRCS has conducted a series of fruitful reporting meetings, workshops and roundtables with key stakeholders. In particular, GRCS has signed MoU with Estonian embassy and Italian Red Cross in order to involve them into the projects implementation. GRCS has also signed MoU for the period of 20 years with 12 local authorities (Tbilisi, Kutaisi, Sagarejo, Khelvachauri, Bolnisi, Tetrtskaro. Kvareli, Akhmeta, Khulo. Chokhatauri, Telavi. Lagodekhi) to jointly establish and run the 14 social centres for elderly people. Also, as a result of the active partnership between GRCS and local authorities allocated communal utilities for seven social centres (Tbilisi, Kutaisi, Sagarejo, Bolnisi, Tetrtskaro, Khelvachauri, Akhmeta).

In May 2012, the GRCS attended “Eastern Partnership Civil Society Forum - Georgian National Platform” 2nd working group’s meeting held at the Caucasian Institute for Economic and Social Research. The themes of meeting were: discussion of social policy and models of the Eastern Partnership countries, positive and negative effects of the social policy of Georgia along with improvement of social situation and directions. Participants were: Chairperson of Georgian National Platform Coordination Council, Head of Caucasian Institute for Economic and Social Research, Union of Professional Unions of Georgia, Association “European Research for Innovative Development of Georgia”, European Initiative – Liberal Academy Tbilisi, The Greens

Movement of Georgia, International Business and Economic Development Centre, Foundation “Ecology of Caucasus” and GRCS.

In June and November of 2012, GRCS organised - Presentation/start-up of the project to the associates and key stakeholders were held in two stages in Kvareli and Batumi (Eastern and Western Georgia). Participants of start- up/presentation: GRCS President, Secretary General of GRCS, Attaché of the EU Delegation to Georgia, DRC Head of International Support Services, DRC Country Coordinator in South Caucasus, representatives of IFRC, ICRC, Armenian Red Cross Society, British and Iranian Embassy in Georgia, decision-makers from Akhmeta, Kvareli, Khulo and Chokhatauri municipalities, GRCS staff and volunteers from central and local levels, representatives of NGOs and mass-media. The main topics of discussion were: readiness of government to participate in implementation of general actions, plan of action implementation, on-going procedures and active involvement of elderly people in assessment, implementation and monitoring processes. Event was broadcasted on TV and a column was written in newspaper

#### Promotion of IDRL

One of the main priorities of the GRCS is to improve legal base concerning the National Society and its activities and also domestic legal policy to enable the GRCS action more flexible during disaster relief operations. The GRCS translated the IDRL guidelines adopted by the IFRC in Georgia language to make it more available to Georgia Society, and to promote IDRL in our country. During the reporting period the GRCS legal support unit was working on legal amendments/changes package in order to implement the IDRL guidelines into Georgia legislation and to synchronize Georgia law with the model act on the IDRL considering Georgia reality. Some consultations were already held with the IFRC disaster law coordination unit. The GRCS is also going to implement the IDRL guidelines principles to the local emergency plans and cooperation with the local authorities will be initiated.

Seven meetings were conducted at GRCS headquarters with active participation of Central Advocacy Group members (GRCS, Parliament’s Healthcare and Social Issues Committee, Tbilisi City Council, Ombudsman’s Office and NGOs (Caritas Georgia, Catharsis, Georgian Young Lawyers Association, Georgian Association of Social Workers, Union "Article 42 of the Constitution", “Amagdari – Society for All Age Groups”).

In April 2012, the GRCS participated in the working sessions of the scientific-advisory council’s mobile groups and expanded sessions of the scientific-advisory council (established under the Parliament’s Healthcare and Social Issues Committee); Participation in elaboration of national action plan (in line with Madrid International Plan of Action on Ageing (MIPAA)) and assignment of GRCS’s role in service delivery to elderly people according to the national action plan (participants: Healthcare and Social Issues Committee of the Parliament of Georgia, Alliance for Healthy Society (alliance of 42 NGOs), “Amagdari – Society for All Age Groups”, Institute of Morphology, Clinic “Intermedia”, GRCS (entitlement officer and health department officer).

### **Business line 5 : TO DEEPEN OUR TRADITION OF TOGETHERNESS THROUGH JOINT WORKING AND ACCOUNTABILITY**

**Outcome 5.1:** Increased GRCS participation in international dialogue and cooperation, as well as new partnerships established at national and international levels.

Measurement			
Indicators	BL	Annual Target	Year to Date Actual
# of fundraising campaigns carried out by GRCS	0	10	6
# of permanent donation boxes established by GRCS	12	20	5

### Comments on progress towards outcomes

GRCS Resource Mobilisation (RM) Unit continued fundraising and resource mobilisation for the needs of vulnerable people.

The first fundraising activity in 2012 was dedicated to the four young patients with oncological disease, and next fundraising campaigns were done for the children sick with leukemia. GRCS became one of the supporters of Iashvili Children Hospital (where young patients with leukemia are placed) through Memorandum of Cooperation (MoC). The purpose of the MoC is the improvement of the conditions of leukemia patients and their integration in society.

Corporate Partnership Program was renewed in 2012, however, during the reporting period only one partner, TAV Georgia renewed its membership. TAV Georgia contributed to the Bronze level – Supporter of Humanity which is lower than previous membership (Silver level).

GRCS shared information about Corporate Partnership Program (CPP) with the branches. The information booklets about the Program were distributed among branch representatives; they were also instructed on how to approach companies/institutions with the CPP. During the reporting period no progress has been shown in this regard. Due to the absence of Law on Charity law, only few companies are interested to participate.

The GRCS Resource Mobilization unit permanently conducts negotiations with the owners of various stores, cafes, hotels, pharmacy shops regarding the placement of Donation Boxes. GRCS donation boxes serve fundraising as well as visibility of the National Society. During the reporting period 6 new permanent donation boxes have been placed in Tbilisi and Batumi.

GRCS Resource Mobilisation Unit supports development of Social Support project and helps to mobilize resources for the Social Centres. In particular, in March 2012 and In December of 2012 participation of GRCS older beneficiaries in the Spring Expo has been supported where the handicrafts of elderly people were exhibited. Beneficiaries raised some funds which were spent on the needs of the social centre. In addition, RM Unit facilitated fundraising for the renovation of Tetrtskaro and Bolnisi Social Centres. Also, GRCS RM Unit contacted Georgian diasporas across the world with the request to support the National Society in further development of Social Centres in Georgia. In the reporting period Georgian diaspora in the Netherlands responded the GRCS request. Further cooperation is being developed.

GRCS RM Unit continuously looks for resources to organise educational and entertaining events for the vulnerable children (orphans, disabled children, refugees) to support their integration into the society. The most important partnership in this relation is with “Mtiebi” school, one of the local partners of Georgia Red Cross Society. In 2012 this school accepted one more pupil whose parent died in 2008 armed conflict in South Ossetia. The student is exempted from tuition payment during all years of study and has become the third pupil accepted by the school in the frame of charity activity.

GRCS RM Unit communicates with its branches on monthly basis and provides advice on resource mobilisation and fundraising at local level. During reporting period various resources (mainly in-kind) have been mobilised by the branches and vulnerable population at local level have been supported.

**In-cash resources** collected (HQ and branch level) through Corporate Partnership Program, telephone donation, permanent and mobile donation boxes during the reporting period amount GEL 10,898 (appr. CHF 6,237).

Among this, GEL 2,162 (appr. CHF 1,237) has been collected through six fundraising campaigns organised by GRCS Resource Mobilisation unit.

GEL 2,689 (appr. CHF 1,538) was directed for leukaemia patients and GEL 2,673 (appr. CHF 1,529) was transferred to the patients with oncological disease.

**In-kind** resources mobilised (HQ and branch level) during the reporting period valued GEL 87,560 (appr. CHF 50,111).

### Stakeholder participation and feedback

In the frame of new strategic plan, the GRCS pays significant attention to contributing reduction of local vulnerabilities in Georgia all by advancing inclusive development and civic engagement in volunteering, and ensuring access to proper health, education and essential social services for vulnerable groups, as well as advocating for their rights and entitlements. On the basis of

participatory approach, the joint action of the Georgian government, the local self-governance, local civil society and non-governmental organisations and corporate sector is vital.

The GRCS has been actively cooperating with local authorities, representatives of Civil Society Organisations, local NGOs and communities, as well as the International RCRC Movement partners (IFRC, ICRC and PNS). The cooperation has been based on consultation, information and experience sharing. All stakeholders expressed their readiness to participate in the development of replicable Red Cross services to vulnerable groups which in its turn will increase sustainability of services and volunteer initiatives.

During the reporting period, the GRCS has received feedback, including comments and recommendations from local branch leadership, staff, volunteers, local authorities, youth groups, beneficiaries, and Movement partners in regard to implementation of the GRCS strategic plan as well as to the GRCS self – development plan based on OCAC results.

GRCS is taking proactive approach in fulfilling its coordination role according to the State National Disaster Response Plan on Natural and Technologic Emergencies adopted by the Decree of the President of Georgia No-415 in 2008. GRCS Disaster Management Department has active cooperation with governmental, such as Emergency Management Department under the Ministry of Interior, Ministry of Education and Science of Georgia, Ministry of Environment, and non-governmental structures- UNDP, Salvation Army, RDFG, CENN, etc. acting in Disaster Management field.

Within the framework of Disaster Risk Reduction programme GRCS actively cooperates with sister National Societies - Danish Red Cross, Icelandic Red Cross and Austria Red Cross Societies, as well as DIPECHO partner organizations (OXFAM, ACF, Safe the Children, UNICEF). Active cooperation is also established between GRCS and Regional and Local government representatives in Racha-Lechkhumi and Kvemo Svaneti and Imereti regions.

## Key Risks or Positive Factors

Key Risks	Priority High Medium Low	Recommended Action
Volunteers (youth among them) do not show interest and are not actively involved in the GRCS services and volunteer activities	“L”	Ensure greater involvement of volunteers in GRCS programs. Participation of volunteers in Red Cross services and volunteer activities to improve the lives of vulnerable groups develops such characteristics as humanity, self-worth and sense of responsibility among youth/volunteers. As well as encourages them to take active part in the leadership and decision-making process.
Insufficient resources to implement the planned activities	“H”	Active fundraising campaign at local and international level during the all project activities to mobilize funds locally and internationally.
NS management commitment to strengthen social welfare capacity	“H”	GRCS has s MoU with local authorities long-term period (More than 20 years) Board and President of GRCS regularly participating workshop and meeting at

<p>Lack of media support to promote the civic participation in volunteering.</p> <p>Inhabitants of communities and local authorities might not agree to take concrete actions on elaboration and implementation of disaster preparedness and response plans.</p>	<p>“H”</p> <p>“M”</p>	<p>central and local levels, meet representative of authorities and NGOs to promote and support social welfare project of GRCS.</p> <p>Increase media coverage through press release distribution services, newsletters; local media groups and through them active promotion of the projects’ outcomes and impact on beneficiaries among the key stakeholders and partners.</p> <p>Active promotion of benefits from elaboration and implementation of disaster preparedness and response plans at community and household levels for better preparedness and response during emergencies</p>
<p style="text-align: center;"><b>Key Positive Factors</b></p>	<p style="text-align: center;"><b>Priority</b></p> <p style="text-align: center;"><b>High Medium Low</b></p>	<p style="text-align: center;"><b>Recommended Action</b></p>
<p>Political situation in the country ensures that the GRCS remains a stable organisation able to fulfil its mandate in Georgia.</p> <p>Sustained political will and action to enhance the development of civil society in Georgia.</p> <p>Local Authorities and the key community stakeholders are committed to cooperation with the GRCS branches on community-based interventions and service delivery</p>	<p>“M”</p> <p>“M”</p> <p>“M”</p>	<p>Enhancement of civic engagement in volunteering, with active participation of all target stakeholders (beneficiaries among them) will enable the GRCS to fulfil its mandate throughout the country.</p> <p>GRCS advocacy campaigns, round table meetings with key stakeholders, active participation in service delivery and volunteer activities will further enhance the civil society development.</p> <p>Increase local fund raising for community based volunteer activities and Red Cross services will sustain community-based interventions and services.</p>

## Lessons learned and looking ahead

Current practices, constraints to the adoption of good examples and implications for effective implementation of the GRCS strategic plan have been discussed within the GRCS Strategic Planning Task Force and other key stakeholders at the conclusive roundtable meeting. All participants identified a number of lessons learned, which were essential to the design of civic engagement in volunteering, delivery of Red Cross services and humanitarian assistance to vulnerable groups.

- **Ownership** - The need to work with a broad range of citizens in identifying needs, capacities, and specific areas for support to civic engagement in volunteering has been stressed. Aligning civil society with the interest of local authorities or other key stakeholders (not taking into account the needs, capacities and areas of interest) can undermine its willingness to participate in service provision and volunteer activities. Amongst others,

advocacy groups should be expected to facilitate enhancement of Red Cross services focused on needs and entitlements of vulnerable groups.

- **Resourcing** - Investments in capacity building, as well as the additional time needed to tune in to local contexts and agendas, set up and manage a complex portfolios of various stakeholders need to be resourced. Besides, resources may need to be front-loaded, with commitment to providing long-term support.
- **Diverse but coherent portfolios** - The presented cases highlighted the need to work with diverse partners at local and national levels, including corporate sector to support civic engagement in volunteering. Facilitating linkages between them is important for coherence around strategic objectives.
- **Civil society development** – GRCS together with other Civil Society Organisations can play an important role in building trust between the state and civil society, and in linking civic engagement to volunteering with support of the GRCS leadership, staff and volunteers. This must be effective and sustainable for the long term and require active facilitation of media in promotion of the Red Cross services and community-based volunteer initiatives. It is also an argument for local fund raising and corporate sector engagement. By investing in civic engagement the GRCS can fulfil its own mission and expand its work to help build caring communities.

The GRCS will concentrate on further implementation of its strategic plan and development of organisational and performance capacities within the Organisational Capacity Assessment and Certification process, and improve its links with local authorities, civil society sector, media and business in order to create better preconditions for attracting funding and mobilising resources locally. Moreover, the GRCS will be proactive in establishing new partnerships both with national and international organisations. Therefore, active participation of citizens both in voluntary services and advocacy campaigns at local and national levels, as well as strengthening capacities in enhancing youth volunteering will increase membership recruitment and retention of volunteers. Besides, as the GRCS emphasized the willingness and readiness to move to the second phase of OCAC process in 2013, the National Society will continue efforts towards further organisational development and growth of the organisation. As a result, the National Society applied for financial support to the IFRC Capacity Building Fund.

The GRCS will continue and expand its work with Health and Care authorities to include GRCS in the respective policies and plans of Government, also with the Emergency Management unit to fulfil the responsibilities assigned by the National Disaster Response Plan of Georgia. This process will improve the visibility of the GRCS work throughout the country which in its turn will increase the interest to the services provided by the National Society (community based first aid, primary health activities, diseases prevention activities, social support for lone and older people, home care service, disaster risk reduction, community based disaster preparedness, psychosocial support, youth development activities) and increase number of volunteers involved and the beneficiaries served.

## Financial situation

**Click here to go directly to the financial report:**

[http://www.ifrc.org/docs/LTPF Process/LTPF/2012/SP569GELTPF\\_12arf.pdf](http://www.ifrc.org/docs/LTPF%20Process/LTPF/2012/SP569GELTPF_12arf.pdf)

## How we work

All IFRC assistance seeks to adhere to the [Code of Conduct for the International Red Cross and Red Crescent Movement and Non-Governmental Organizations](#) (NGO's) in Disaster Relief and the [Humanitarian Charter and Minimum Standards in Disaster Response \(Sphere\)](#) in delivering assistance to the most vulnerable.

The IFRC's vision is to inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.



The IFRC's work is guided by Strategy 2020 which puts forward three strategic aims:

1. Save lives, protect livelihoods, and strengthen recovery from disaster and crises.
2. Enable healthy and safe living.
3. Promote social inclusion and a culture of nonviolence and peace.

Find out more on [www.ifrc.org](http://www.ifrc.org)

## Contact information

For further information specifically related to this report, please contact:

- **In the Georgia Red Cross National Society**
  - Medea Margania - Avaliani, GRCS Secretary General; [mmargania@redcross.ge](mailto:mmargania@redcross.ge)  
Phone: +995 32 294 06 50; fax: +995 32 295 33 04.
- **In the Regional Representation in Georgia**
  - Ekaterine Kristesashvili, Head of Office; [ekaterine.kristesashvili@ifrc.org](mailto:ekaterine.kristesashvili@ifrc.org);  
phone/fax: +995 32 296 15 34
- **In the Europe Zone**
  - Getachew TA'A, Head of Corporate Services and National Society Support; [getachew.taa@ifrc.org](mailto:getachew.taa@ifrc.org) ; phone: +36 1 888 4500
  - Ms. Mette Petersen; National Society Senior Advisor; phone:+36 1 888 4515; email: [mette.petersen@ifrc.org](mailto:mette.petersen@ifrc.org)