




# Peruvian Red Cross

## Annual Report

 International Federation  
of Red Cross and Red Crescent Societies

**MAAPE002**  
**30/APR/2015**

**This report covers the  
period 01 January 2013 to  
31 December 2014**

*The Trujillo branch of the Peruvian  
Red Cross conducted public  
outreach and highlighted its social  
network use. Source: Peruvian Red  
Cross*



### Overview

The regional representation for the Andean countries (regional representation) of the International Federation of Red Cross and Red Crescent Societies (IFRC) provided a diversity of support to the Colombian Red Cross Society (CRCS) in 2014 so that the National Society could better fulfil its humanitarian mission. These actions were done in alignment with International Movement strategies and standards, including *Strategy 2020* and the Inter-American Framework for Action 2012-2016.

Particular reinforcement was given in the areas of organizational development, disaster law and disaster risk reduction.

During 2014, the Peruvian Red Cross completed its emergency operation for extreme temperature – snowfall (MDRPE007), which was launched in September 2013. The three-month operation was launched to attend to an extreme cold front in the Southern Andean region. This operation restored the needed resources for the livelihoods of 1,015 families in 16 communities through the distribution of 1,015 veterinary kits and personal protection equipment, as well as 5,075 bales of hay as food for livestock. A cash transfer programme provided 951 families with emergency funds. The operation provided technical assistance for livestock protection during extreme temperature events. Alongside the cash transfer programme, the PRC used new disaster response tools (Open Data Kit - ODK and Mega V). During the emergency, a Regional Intervention Team (RIT) member from the Bolivian Red Cross was deployed to the target region. Following the completion of the operation, the PRC conducted a satisfaction survey with 30 per cent of the beneficiaries in which 99 per cent of the respondents positively approved the workshops, items distributed and treatment from the PRC

promoters and volunteers. For the DREF Final Report on the emergency operation for extreme temperature – snowfall, click [here](#).

## Working in partnership

| Operational Partners                     | Agreement             |
|--|-----------------------|
| International Committee of the Red Cross | Movement cooperation  |
| American Red Cross                       | Bilateral cooperation |
| German Red Cross                         | Bilateral cooperation |
| Spanish Red Cross                        | Bilateral cooperation |

The PRC coordinates with a wide variety of institutions, particularly international cooperation agencies, regional bodies, and the UN system agencies. Additionally, as part of its 2013-2014 DREF operation, the Peruvian Red Cross established productive working relationships with the State authorities and institutions in the affected regions. The Peruvian Red Cross is an active participant in the national response system.

## Progress towards outcomes

### Business Line 1: Raise humanitarian standards

**Outcome 1.1** The Red Cross is better positioned to lead and demonstrate the Federation-wide contribution to reducing vulnerability.

**Output 1.1.1:** Humanitarian access is addressed through learning and action.

| Indicators  | BL                     | Annual Target | Year to Date Actual                     |
|---|------------------------|---------------|---|
| NS receives support through regional and sub-regional initiatives related to disaster law | Analysis of laws exist | Law approved  | Proposal for Executive Decree presented |

### Comments on progress towards outcomes

The IFRC and PRC presented a proposal for an Executive Decree on disaster management (DM) in late 2013 and the final draft on rules and mechanisms to facilitate international humanitarian aid operations in early 2014. In mid-2014, State authorities decided that it would be more expedient to issue a new law, rather than a decree as originally discussed and created with the proposal. A technical meeting was held in November and the following is planned for early 2015 towards this end. This indicator will continue throughout 2015.

**Outcome 1.2:** A collective understanding of the capacities, resources and services of the National Society in Peru has been improved.

**Output 1.2.1:** Federation-wide Databank and Reporting System is establishing in the National Society

| Indicators  | BL | Annual Target | Year to Date Actual      |
|---|----|---------------|--------------------------|
| PRC provides one or more of the following through FDRS: strategic plans, financial statements, and annual reports | 0  | 1             | Updated FDRS information |

#### Comments on progress towards outcomes

The PRC inputs some data into the FDRS, although the uploading of key documents is pending since it needs the approval from the internal governance body. For example, the 2013 annual report was completed by mid-2014, but it was not approved until December 2014 in the PRC general assembly meeting. By the end of the year, all of the pertinent reports from 2014 were uploaded to FDRS.

**Outcome 1.3:** The National Society in Peru assesses its capacity and performance to provide better services.

**Output 1.3.1:** Organisational Capacity Assessment and Certification (OCAC) process established.

| Indicators   | BL                    | Annual Target                                      | Year to Date Actual          |
|--|-----------------------|--|------------------------------|
| # of NS branches that participated in OCAC self-assessment | NS participate in OCA | Improve indicators and disseminate at branch level | Branch OCAC process underway |

#### Comments on progress towards outcomes

The regional representation and the ICRC worked with the PRC to strengthen internal processes and the OCAC process was one of the multiple inputs used. This has allowed for the updating of the statutes in November and will contribute to the planned election of new national leadership in 2015.

At the branch level, the OCAC process has begun with assessments (branch and volunteer) and progress towards branch elections in all the branches. The membership census is being updated, which will permit the official convening of the general PRC elections.

Several of the changes related to the OCAC recommendations are contingent on the full recuperation of the PRC's institutionality, which is reflected in the governance body functioning according to International Movement standards.

**Outcome 1.4:** The professional qualifications and competencies of the PRC volunteers and staff are strengthened, enabling the National Society to take the lead in addressing new risks and vulnerabilities.

**Output 1.4.1:** Educational and knowledge-sharing platforms are mainstreamed in the National Society, increasing the learning opportunities for staff and volunteers.

| Indicators  | BL   | Annual Target | Year to Date Actual |
|---|------|---------------|---------------------|
| # of people taking courses on the e-learning platform | less | 1,000         | 964 registered      |

|  |             |  |       |
|--|-------------|--|-------|
|  | than<br>200 |  | users |
|--|-------------|--|-------|

#### Comments on progress towards outcomes

To date, 964 users have registered for 2,137 courses and have completed 929 (43%). Important progress has been made, but follow-up is needed to ensure that courses are completed and more new users employ this resource.

## Business Line II: Grow Red Cross Red Crescent services for vulnerable people

**Outcome:** Increased share of consistent and reliable Red Cross Red Crescent action in support of communities affected by disasters and crises.

**Outcome 2.1:** The National Society, through its network of branches, adopt integrated sectoral approaches that strengthen essential Red Cross preparedness, response and recovery systems, and enable communities to better understand trends that increase the impact of disasters and crisis in their lives.

**Output 2.1.1:** Community-based tools/ approaches to address emerging trends are adopted in disaster and crisis management.

| Indicators  | BL | Annual Target  | Year to Date Actual |
|---|----|----------------|---------------------|
| # of tools and methodologies for response and recovery that have integrated the key humanitarian trends | 0  | Not quantified | 2                   |

#### Comments on progress towards outcomes

The PRC developed a rapid assessment system ("Reporta Salud") for tablets and/or mobile phones for emergencies in the health sector. Additionally, the PRC with the Pan-American Health Organization (PAHO) and the Ministry of Health organized an online course on risk management in health in disasters in November, which adds to previous training in the rapid assessment system in health.

**Output 2.1.3:** Increased the logistics capacity to deliver logistics services for preparedness and relief activities, connecting National Society assets where possible, and making it self-sustaining through promoting the effective functioning of the Federation.

| Indicators                                | BL | Annual Target  | Year to Date Actual |
|---|----|----------------|---------------------|
| # of new suppliers sourced in the country | 0  | Not quantified | 0                   |

#### Comments on progress towards outcomes

While no new suppliers have been sourced in the country, the PRC provided an intern for the PADRU sub regional office embedded in the regional representation. This internship contributes to strengthening local capacities and the logistics system in the region.

Planned actions to have pre-positioned stocks in Peru have not moved forward since this action is contingent on the national PRC elections; according to PRC statutes, the agreement for these stocks need general assembly approval. Elections are planned for 2015.

### Business Line III: Strengthen the specific Red Cross Red Crescent contribution to development

**Outcome 3.1:** The National Society, through its network of branches, demonstrates leadership in promoting the Red Cross Red Cross model of sustainable development.

**Output 3.1.1:** National Society leadership and institutional capacity for partnership exist in order to improve integrated programme delivery.

| Indicators  | BL | Annual Target  | Year to Date Actual |
|---|----|----------------|---------------------|
| # of cross-sectorial initiatives or framework developed at the branch level that implement holistic programming | 0  | Not quantified | 0                   |

#### Comments on progress towards outcomes

The establishment of holistic programming is directly related to the PRC's capacities to install and maintain its governance structure. As mentioned above, the PRC approved new statutes in November; the National Council has been recognised by the Peruvian Public Registry, thus legally legitimating the process. The planned 2015 election process will contribute to the creation and implementation of cross-sectorial initiatives and integrated programming.

**Output 3.1.3:** The key humanitarian trends (urban risk, climate change, migration and violence prevention) are integrated into National Society programming.

| Indicators   | BL | Annual Target  | Year to Date Actual |
|--|----|----------------|---------------------|
| # of branch activities that include urban risk and community resilience in their strategic and operational plans | 0  | Not quantified | 10                  |

#### Comments on progress towards outcomes

The PRC in 2014 has cumulatively implemented 10 micro-projects through PRC branches. These micro-projects were implemented in Huaraz, San Antonio de Putina, Chanchamayo, Maynas, Pucallpa, Pisco, Trujillo, Chiclayo, Caraz, Arequipa and Ayacucho and aimed to address community resilience through actions in risk management, and health issues, including education on HIV. The PRC branches have received the secondary benefit of having an updated census of their volunteers and the creation of a branch management manual, as well as the primary benefit of fulfilling its mission by providing humanitarian support at the community and school-levels. These micro-projects were financed by the PRC's own funds and donations from the American Red Cross and the German Red Cross.

**Outcome 3.3:** Peruvian Red Cross has forward-thinking leadership with the skills and capacity to deliver services to vulnerable people in a sustainable manner.

**Output 3.3.1:** Red Cross leadership is recognized by government and other key stakeholders.

| Indicators  | BL             | Annual Target  | Year to Date Actual                            |
|---|----------------|----------------|--|
| # of NS volunteers, staff and leadership participating in development of national platforms | Not quantified | Not quantified | More than 100 volunteers, staff and leadership |

#### Comments on progress towards outcomes

More than 100 volunteers, staff and leadership participate in national platforms. The PRC has participated in several meetings with the National Institute for Civil Defence (INDECI) and UN agencies related to humanitarian issues. The PRC is a strategic partner of the PAHO and Ministry of Health in dissemination activities. Additionally, the PRC has a leadership role in the National Humanitarian Network, particularly cadaver management following emergencies. The National Society increased its public profile through this participation.

The PRC has participated in the UN- Habitat World Urban Forum in Medellin- Colombia the Global Resilience Forum in Cali- Colombia and the integrated trans-border programme forum in Leticia- Colombia. The PRC sent one representative to the regional workshop on health promoters in Antigua- Guatemala. The PRC participated in the sub-regional dialogue on DRR and communication in Quito- Ecuador, organized as a part of the regional DIPECHO-funded project.

Furthermore, the PRC has disseminated the result of the emergency operation (MDRPE007) with a video and published report. The dissemination of its actions during the emergency operation to UN agencies and the government contributed to raising its humanitarian profile in the country, as well as providing the opportunity to reproduce the tools used in this operation, particularly cash transfer for affected households. The PRC presented all of its central activities undertaken in 2014 in the Movement cooperation meeting held in November.

**Outcome 3.5:** Youth, as agents for change of the PRC network, are a leading voice for joint action with different sectors of society for inclusion, peace and innovation.

**Output\*<sup>1</sup>:** Volunteers of the PRC, representing all sectors and ages and involved in all aspects of National Society life from decision making to programme implementation, are key actors and demonstrate the added value of the work done by the Red Cross network and in expanding National Society humanitarian access.

| Indicators   | BL | Annual Target                               | Year to Date Actual |
|--|----|---|---------------------|
| The NS has a functional volunteer management system in place.* | 0  | Functional voluntary management with an up- | See below           |

<sup>1</sup> This indicator was tailor made for the Peruvian Red Cross

|  |  |                                  |  |
|--|--|----------------------------------|--|
|  |  | to-date<br>volunteer<br>registry |  |
|--|--|----------------------------------|--|

#### Comments on progress towards outcomes

As mentioned in output 1.3.1, the membership census is in the process of being updated, which will permit the official convening of the general PRC elections. This output is directly related to the actions to support the PRC's capacities to install and maintain its governance structure.

### Business Line IV: Heighten Red Cross Red Crescent influence and support for our work

**Outcome 4.1:** The National Society leadership capacities are enhanced to use their auxiliary role to influence public policies and ensure it is seen as a credible and preferred source of information on humanitarian issues by the general public, media and other actors.

**Output 4.1.2:** The secretariat and the National Society use social network capacities.

| Indicators                                      | BL             | Annual Target  | Year to Date Actual |
|---|----------------|----------------|---------------------|
| # of different types of social media being used | Not quantified | Not quantified | 3                   |

#### Comments on progress towards outcomes

The PRC uses three social media (Twitter, Facebook and YouTube) to disseminate its actions, as well as its institutional web page.

**Outcome 4.2:** Strong links are fostered with governments, the public (including especially opinion leaders), academic, private sector, and other partners of the Red Cross who work at local and national levels, which include representation in key forums to address humanitarian challenges and trends.

**Output 4.2.1:** The National Society plays an influential role in inter-agency and inter-governmental bodies and for a.

| Indicators   | BL             | Annual Target  | Year to Date Actual |
|--|----------------|----------------|---------------------|
| # of international fora/ platforms in which the PRC participates | Not quantified | Not quantified | 1                   |

#### Comments on progress towards outcomes

The PRC maintains active participation in the national and international Humanitarian Network, especially the livelihoods and shelter clusters.

**Outcome 4.3:** National Societies and donors invest in increasing financial and human resources to improve National Societies' abilities to deliver services and programmes.

**Output 4.3.1:** Resource mobilisation and accountability capacities of the PRC are enhanced to attract more reliable contributions to the Red Cross and Red Crescent in an effort to ensure a higher level of sustainability.

| Indicators   | BL             | Annual Target | Implementation to date |
|--|----------------|---------------|------------------------|
| # of external donors providing funding to the National Society | Not quantified | 1             | 6                      |

#### Comments on progress towards outcomes

As of the end of 2014, the PRC has six external donors, which include partnership agreements with the Soyuz transportation company, the Catholic University of Peru (PUCP), Western Union and San Martín de Porres University for blood donation campaigns; with Banco Santander in food donations; and Auna health company for the renting of PRC land for the Delgado Clinic, funding of health programme and cost-free attention to cases of vulnerable people selected by the PRC.

The PRC has developed a marketing strategy for first aid equipment and other items with PRC branding. It also sells first aid training to private companies through its PRC training school.

## Business Line V: Deepen our tradition of togetherness through joint working and accountability

**Outcome:** More effective work among National Societies through modernised cooperation mechanisms and tools, and a greater sense of belonging, ownership, and trust in our International Federation.

**Outcome 5.3:** Federation policies and best practices on support services are increasingly adopted by the ERC.

**Output 5.3.1:** International Federation policies on cooperation and services (finance, administration, human resources, resource mobilization and accountability) are disseminated in the National Society.

| Indicators  | BL             | Annual Target  | Year to Date Actual |
|---|----------------|----------------|---------------------|
| # of staff members and branch-level volunteers trained in Federation policies on cooperation and services | Not quantified | Not quantified | Not quantified      |

#### Comments on progress towards outcomes

The PRC has decided that part of the new Basic Training Course will include Federation policies.

The primary source of secretariat technical support was provided by the PRC Executive Director, funded through the secretariat with DFID funds and IFRC SOS fund for part of 2014. During the second half of the year, this position was funded by the American Red Cross as well and remaining funds were provided for organizational development actions through bi-lateral donations from the German Red Cross, the Spanish Red Cross and the ICRC. The PRC Executive Director, supported by the secretariat, facilitates for the implementation of standard Federation administration and finance procedures.

Additionally, the secretariat participated in the selection of the audit firm that presented the 2012-2013 audit, which was presented in the PRC general assembly in November. With financial support from the American Red Cross and employing Federation standards, 10 PRC branches received training and the pertinent system for financial and management protocol and systems.

## Stakeholder participation and feedback

In order to better guide its support for the National Society, the secretariat employed the Development Operational Plan 2014, which was created in coordination with the Peruvian Red Cross. The regional representation balanced the areas prioritized by the National Society with those deemed significant by the secretariat in the Americas. Particular emphasis was given to the areas where the National Society needed to improve its compliance with IFRC standards.

Efforts are made to maintain a horizontal relation between the secretariat support positions and the National Society leadership and staff, which is based on dialogue, monitoring and jointly-decided adjustments. Additionally, the secretariat aims to foster peer-to-peer exchanges with other National Societies so lessons learned can be shared and capitalized on while volunteers, the central motor of the National Society, have the opportunity to improve their capacities. Furthermore, the secretariat regularly relies on in-person meetings with the Peruvian Red Cross in order to receive timely feedback that serves to make needed adjustments to joint endeavours.

## Key Risks or Positive Factors

| Key Risks or Positive Factors   | Priority<br>High Medium<br>Low | Recommended Action  |
|---|--------------------------------|---|
| The PRC continues to face internal conflicts that are at the root of its institutional challenges.  | M                              | The positive approval of the new statutes in the November 2014 General Assembly meeting will be the fundamental support to leverage the continuation of this institutional recuperation process. The role of the Executive Director and all the International Movement components in the country continues to be key to this objective. |
| Outstanding legal cases against the Peruvian Red Cross weaken its ability to continue the institutional recuperation process.                                 | H                              | In addition to organizational development, the secretariat is challenged to accompany the National Society by providing sound and professionally-consulted advice as to how to address these cases. Earmarked funds could potentially be necessary to contribute to the PRC's legal battles.  |
| The consolidation of the Statutory change and the management body in the National Society are positive steps that will serve as the basis for future actions. | H                              | Despite the on-going challenges, the secretariat acknowledges the important steps that the National Society has taken to recover its institutional strength and integrity. This laudable progress should not be underestimated and is the foundation upon which continued actions towards the full recuperation are based.              |

## Lessons learned and looking ahead

Reviewing the past year's progress and challenges of the Peruvian Red Cross, the secretariat notes that many of the National Societies in the region are in similar situations. While not all of the projected outputs were fulfilled in 2014, the vast majority of these have been extended through 2015. As the Long Term Planning Framework suggests, many of the desired changes and advancements are extended processes that surpass simple one year plans. However, the secretariat, through its technical support and strategic guidance, continues to be committed to reaching the objectives established in the LTPF 2012-2015 and employing the National Society's own Strategic Plan covering the 2012-2016 period.

Rather than a strict sense of fulfilment, the IFRC's support at the regional level aims to strengthen the institutionalism of the Peruvian Red Cross, by ensuring that its recently approved statutes and changing organizational structures and financial practices reflect and comply with International Movement standards. The process to foster the National Society's institutional stability has taken several years and the regional representation is committed to providing the comprehensive support necessary to guarantee its long-term success. Thus, the secretariat will continue to support the PRC's organizational development and ability to undertake effective humanitarian diplomacy in 2015. Through these actions combined with assistance for its monitoring and evaluation that allows for adaptation as needed, the National Society will continue to grow and increase its capacities to serve as a leading humanitarian actor in Peru.

In light of the ongoing changes in the secretariat in the Americas, the regional representation in Lima- Peru has been downsized to become a Delegation. However, organizational development assistance, prioritizing National Society integrity, integral services and innovative tools, as well as all support services for the PRC will continue to be provided from Lima. Recognizing the emerging challenges due to the reduction in the secretariat staff with expanded responsibilities, the IFRC reiterates its willingness to receive feedback from the National Society regarding the manners to better respond to the existing needs of the Peruvian Red Cross.

## Financial situation

Click [here](#) to go directly to the financial report.

## 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.

[www.ifrc.org](http://www.ifrc.org)  
Saving lives, changing minds.



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

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