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Guatemalan Red Cross Annual Report 2014

 International Federation
of Red Cross and Red Crescent Societies

MAAGT002
2 July 2015

**This report covers the
period 1 January 2014 to
31 December 2014**

My History Campaign
Source: Guatemalan Red Cross.



Overview

Guatemala continues to be overwhelmed by security issues related to drug trafficking, the rise of organized crime, social inequality, and poverty. These issues and the government's inability to provide many basic services, including security, are seen as major factors contributing to the migration of Guatemalans. This also has contributed to the exodus of unaccompanied children; this grave humanitarian situation has caused much concern among Central America region and governmental institutions.

Over the last three years, Guatemala has been affected by consecutive climatic shocks such as erratic rainfall and floods, as well as by the coffee rust plague. The prolonged dry spell that struck the country in 2014 has made the food insecurity situation even worse, and exhausted any remaining coping mechanisms of the most vulnerable people; the situation is expected to worsen in 2015.

The following table reflects the Guatemalan Red Cross (GRC) achievements for the present period:

1	People reached by disaster response and early recovery programmes	20,037 people (San Marcos earthquake)
2	People reached by long-term services and development programmes	108,452 people
3	People were covered by large-scale institutional disaster preparedness and risk reduction programmes	46,288 people
4	People volunteered four or more hours this year in your National Society	686 people 55% men and 45% women
5	People reached by migrant activities	9,568 people
6	People reached by violence projects	1,561 people
7	Paid staff	272 people 50% of the paid staff is funded with government funding, the 50% remaining with the National Society's funds and donors' funding.
8	Local branches	20 branches
9	People donating blood	2,407 Collected through the promotion of volunteer blood donation
10	External partnerships started or continued.	50 partnerships Through the implementation of the projects and programmes in health, disasters, social inclusion, migration, the GRC has increased its positioning in coordination and sectorial working groups.
11	% of beneficiary participation built into the programmes & services	Between 50% and 100%

Working in partnership

Operational partners	Agreement
International Federation of Red Cross and Red Crescent Societies (IFRC)	Country Plan Support (organizational development [OD], Migration, Integrity, Friendly Initiatives and Disaster Response)
Norwegian Red Cross	Mother and Child Health (MCH), Monitoring, Evaluation and Reporting (PMER), HIV and Violence Prevention
Spanish Red Cross	Violence Prevention, Disaster Risk Reduction (DRR), Social Inclusion, Climate Change and Livelihoods
International Committee of the Red Cross (ICRC)	Humanitarian Principles and Values, Migration and Missing
Italian Red Cross	Integral Training Institute (IFI)

Progress towards outcomes

Business Line I: Raise humanitarian standards

Outcome 1.1. The Guatemalan 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

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2012-2014			
GRC has adopted new procedures on disaster law.	0	1	<p>2014: The GRC drafted a plan of action for the next two years.</p> <p>2013: An IDRL activity was conducted in June 2013 during the Central American Presidents and Technician meeting.</p> <p>2013: The IDRL project started on May 2013 with the recruitment of a consultant and the establishment of the technical committee formed by the National Society, the IFRC and the Vice-president of the country.</p> <p>2013: The GRC has finalized the National Law process, which was submitted to the National Assembly.</p>
The GRC has improved its auxiliary role.	1	1	The GRC has drafted a law that was submitted to the National Assembly.
2013			
The GRC has received support through regional and sub-regional initiatives related to disaster law.	0	1	As part of the DIPECHO VII, the National Society established a plan of action to initiate the harmonization of the Central American Policy for the Integral Disaster Risk Management (PCGIR is its Spanish acronym).

Comments on progress towards outcomes

In 2013:

- The IDRL consultancy and report for Guatemala were completed. The National Society participated in the regional meeting, where the needs and essential actions were discussed for the mechanisms to operate.
- The National Urban Risk Forum was carried out with the participation of 12 institutions from the country's National Response System. The follow-up of the forum's recommendations will form part of the National Society's agenda. In July 2013, a regional meeting with DIPECHO coordinators, General Directors and Presidents of Central America was held, where they participated in the II Consultative Forum of the Coordination for Natural Disaster Prevention in Central America Centre (CEPREDENAC is its Spanish acronym) with the objective of strengthening the auxiliary role of the National Societies in the region. Based on the plan of action elaborated in the President's meeting in Costa Rica, the National Society shared the Disaster Risk Management Policy for Central America (la Política Centroamericana de Gestión Integral de Riesgo, PCGIR is its acronym in Spanish) with the branches and the headquarters.

In 2014:

- The GRC has finalized the process of the National Law, which was submitted to the National Assembly.
- The National Society has a draft of DRR National policy, which was aligned with the national laws.

Output: 1.1.2: External trends are better understood and promoted within the National Society

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2012, 2014			
The GRC has participated in regional or national platforms in relation to key trends and emerging health challenges.	0	1	<p>2014: GRC participated in CBHFA prison training with the Irish Red Cross Society.</p> <p>2014: The GRC was the host for the healthy lifestyle: non-communicable diseases (NCDs) prevention and control module for the Americas.</p> <p>2012: The GRC is part of the Emergency and Disaster Network of Central America-Panama and Mexico (REDCAMP in Spanish) Health network.</p> <p>2012: A violence prevention module for community-based health and first aid (CBHFA), including a violence prevention tool for youth at risk, has been developed.</p> <p>2012: Volunteers have actively participated in CBHFA and DRR seminars.</p>
2013			
The GRC has incorporated at least 2 key	0	2	2013: The National Society has

humanitarian trends in their plans.			18 programmes that incorporate trends in which different sector boards have participated, especially climate change and NCDs.
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Comments on progress towards outcomes

In 2012:

- The Guatemalan Red Cross increased the number and retention of youth blood donors with support from the Swiss Humanitarian Foundation.
- GRC staff members have been trained on the global psychosocial support tools; a psychosocial support (PSS) Network and a directory were initiated during PSS Training of Trainers (ToT) training that took place with the collaboration of the Psychosocial Support Reference Centre located in Copenhagen.
- The National Society was reached through weekly Epidemic Updates as part of the weekly PADRU emergency update in Americas in order to follow trends and encourage proactive preparedness for response in case of epidemic outbreaks and natural hazards.

In 2013:

- As part of the DIPECHO VIII project, the Protected School was validated in Villa Canales with the participation of 15 community volunteers, strengthening the urban risk theme at the local level.
- The GRC carried out a certification on climate change in urban contexts for the National Society's young leaders. A total of 30 youth members and 5 representatives from the Ministry of Environment participated.

In 2014:

- The Guatemalan Red Cross participated in a CBHFA training course with the Irish Red Cross Society, which offered a unique approach to raising community health, hygiene awareness and first aid in prisons.
- GRC was the host of the healthy lifestyle: (NCDs) prevention and control module for the Americas.

Outcome 1.2: The collective understanding of the capacities, resources and services of the Guatemalan Red Cross has been improved

Output 1.2.1 Federation-wide Reporting System and the databank are established in the National Society

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2012-2014			
The GRC provides updated data on all 7 key proxy indicators in the FDRS annually.	0	7 indicators updated annually	2013-2014: The Guatemalan Red Cross has updated 7 proxy indicators on the platform.

			<p>2013: The new focal point was identified.</p> <p>2012: The GRC reported 7 FDRS indicators through the United Kingdom's Department for International Development (DFID) questionnaire.</p>
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Comments on progress towards outcomes

Efforts to enhance the FDRS are ongoing and a focal point has been providing follow-up within the GRC since 2012.

Outcome 1.3 The Guatemalan Red Cross assesses its own capacity and performance to provide better services.

Output 1.3.1 Organizational Capacity Assessment and certification (OCAC) process established

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2012-2014			
The GRC has finalized the OCAC process.	0	1	<p>2014: In December 2014, the GRC revised the OCAC assessment with support of IFRC, and it has prioritized the organizational development (OD) areas that are part of the Country Cooperation Agenda</p> <p>2013: A plan of action was developed in 2013, and it has been revised annually.</p> <p>2012: The government and management representatives participated in the OCAC process, which was carried out in October.</p>

Comments on progress towards outcomes

In 2012:

- The OCAC process was carried out, and it was used as the starting point for a discussion with the leadership of the Society. The second phase will be based on customized National Society development actions in cooperation with other relevant partners if possible; (ICRC, Partner National Societies) it will address the various key deficits that were identified through the process.

In 2013:

- Based on the OCAC attributes and the Branch that Works Well tool, the GRC conducted an evaluation of 20 branches. During this exercise, the existing gaps were analyzed, and the analysis was used to develop a strengthening plan for each branch; it was also a vital part of the National Society's Branch Development Programme.

In 2014:

- The results were revised with the National Board and the gaps are part of the OD priorities. Those are reflected on the Cooperation Agenda, which will put in place in the second semester of 2015.

Outcome 1.4: The professional qualifications and competencies of the Guatemalan Red Cross volunteers and staff are strengthened, enabling it to take the lead in addressing new risks and vulnerabilities

Output 1.4.1: Educational and knowledge-sharing platforms are mainstreamed in the Guatemalan Red Cross, increasing the learning opportunities for staff and volunteers.

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2012, 2014			
# of courses taken on the e-learning platform	3	40	<p>2014: Volunteer Management participated in its first online courses. a. Module 1: Basics of e-learning, b. Module 2: Technology Project Management e-learning; c. Module 3: E-learning humanitarian d. Module 4: Importance of motivation in training e-learning.</p> <p>2014: Additionally, starting in May 2014 all National Society personnel should take 5 core courses through the platform (Stay Safe, the World of Red Cross, Basic Course Volunteer, Strategy 2020 and Code of Conduct). This is reflected percentage of GRC of users, which was 76.73% in 2014.</p> <p>2012: The GRC participated in the E-learning workshop, and it established and trained an e-learning focal point.</p>
# of courses/events/activities that incorporate the Learning Platform as a tool	0	1 (annually)	<p>2013: 28 people from the health management, disaster risk reduction, and volunteering, organizational development programmes teams strengthened their capacities in planning, monitoring and evaluation through Project/Programme Planning (PPP) training on the Learning Platform. As a result,</p>

			all the programmes and projects have a logical framework, which guides the implementation, monitoring and evaluation of each project and programme.
# of courses completed vs. courses initiated	0	20	2013: 28 people from the health management, disaster risk reduction, and volunteering, organizational development programmes teams strengthened their capacities in planning, monitoring and evaluation through Project/Programme Planning (PPP) training on the Learning Platform. As a result, all the programmes and projects have a logical framework, which guides the implementation, monitoring and evaluation of each project and programme.

Comments on progress towards outcomes

- The GRC has received training on the Learning Platform. This tool has broadened the opportunities of participation in essential courses for volunteers, National Society Staff, external stakeholders and the members of the Movement in the country

In 2013:

- The GRC formed part of the DesAprender platform.

In 2014:

- According to the annual statistics, the GRC has increased the number of users by 76.73 per cent compared to 2013.

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

Outcome 2.1 Guatemalan Red Cross National Societies, through its network of branches, adopt integrated sectorial approaches that strengthen essential 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 managements

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2012, 2014			
The GRC has its contingency plan in place, with respective protocols and are validated at the national level.	1	1	<p>2014: No advances reported.</p> <p>2012: The National Response plan was revised and updated. It includes 16 different protocols.</p> <p>2012: Initial preparation has started, and it will continue in 2013.</p>
# of response and recovery programmes implemented by the GRC that take into account the relevant key trends.	1	4	<p>2014: With the funding from the Ministry of Foreign Affairs (MFA), the Norwegian Red Cross implemented DRR activities in the department of Puerto Barrios with 5,000 beneficiaries.</p> <p>2014: From 10 to 12 June, the GRC participated in the community-based health and first aid (CBHFA) workshops in prisons, facilitated by knowledge from within the context of prisons in Ireland. This issue will be analyzed to see whether it could be implemented in Guatemala.</p> <p>2014: A national CBHFA workshop was conducted by the Health Department through Community Health and Health Care programme during the week of October 30 to November 3.</p> <p>2012: The GRC participated in an Urban Risk Forum; and developed trainings with 3 branches to discuss and implement the migration project (2012)</p> <p>2012: A total of 28 volunteers were trained in HIV in emergencies.</p> <p>2012: 30 volunteers were trained in health in emergencies.</p> <p>2012: 28 volunteers were trained psychosocial support.</p>
2012-2014			

<p># of spaces for coordination and peer-to-peer/horizontal learning on readiness for response and early action where the GRC participates.</p>	1	3	<p>2014: Two meetings with the National Disaster Reduction Coordinator (CONRED in Spanish) on the submission of such tools and the System of Information Management in case of Emergency or Disaster (SISMICEDE in Spanish). This will be continued in 2015.</p> <p>2013: The creation of the procedures and protocols for the Water and Sanitation Regional Response Unit (URRA in Spanish)'s activation of water and sanitation, including customs processes, was carried out.</p> <p>2012: An operational framework for water, sanitation and hygiene promotion has been developed with the support of the URRA to integrate emergency and development along with key trends.</p> <p>2012: The GRC participated in the revision of the Regional intervention Team (RIT) and National Intervention Team (NIT) water and sanitation training curricula, which have been completed with a validation workshop incorporating the key trends.</p> <p>2012: An Urban Risk Forum was held, which brought together key actors and governments from different countries, including both the GRC and the Guatemalan government.</p>

Outcome 2.2: An efficient and effective Guatemalan Red Cross disaster and crisis management system on route.

Output 2.2.2 The disaster and crisis response system in Guatemala will be forward looking through innovation and by taking maximum advantage of the trained resources trained available throughout the Red Cross network.

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2012, 2014			
The GRC uses innovative tools for disaster response (SMS [short message service], MEGA V, among others).	1	3	<p>2014: From 12 to 14 May, the course for the management of Open Data Kit and Mega V was facilitated with the participation of the GRC volunteers and staff.</p> <p>2014: Open Data Kit (ODK) and MEGA V tools have been used for earthquake response in July 2014.</p> <p>49 volunteers were trained in 2012 in Mega V and disaster response tools.</p>
The GRC has operations supported by DREF.	1	4	2012-14: The National Society has implemented 4 DREF operations since 2012.

Comments on progress towards outcomes

The GRC health department was involved in discussions about global health strategic operations framework (SOF) and participated in the REDCAMP health network meeting, where global initiatives related to health are discussed.

In addition, 30 GRC volunteers were trained in health in emergencies and participated in the 2012 Earthquake Operation; another 19 volunteers were trained in water and sanitation, increasing the National Society response, and 28 volunteers were trained in psychosocial support and provided services to more than 1,000 people.

In 2014:

- With the support of the Innovation Delegate, an ODK workshop was developed with the participation of 15 National Society members. As a result of the workshop, the Volunteer Unit planned to create a system of planning and reporting for the technical Volunteering and Youth coordination teams at the branch level, which would be linked to the National Society's server and thus have first-hand information, use new information and communications technology, and the application of the tool for the 2014 hurricane season. Additionally, the GRC has used this tool in its assessments and institutional evaluations.
- With support from the DFID funds, one winter season planning meeting was carried out with the disaster coordinators. The National Response Plan was revised with the participation of 30 National Society members.
- In order to strengthen the response capacities of the National Society, two internal simulation

exercises were carried out. The recommendations will be considered when the 2014 plan is updated.

Output 2.2.3: The Guatemalan Red Cross disaster and crisis management system is able to address increased vulnerability associated with key humanitarian trends (Urban Risk, Migration, violence and climate change)

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2012-2014			
The GRC integrates news trends into its plans of action with an integrated planning focus.	4	4	<p>2014: The GRC has strengthened positioning in at least 3 coordination areas (Water Sanitation and Hygiene [WASH], Food Security and Risk) during this period.</p> <p>2013: After the processes carried out in 2013, it was determined that the VCA tools were adaptable to different contexts. Close attention must be paid to the approach, mainly to the methodology work.</p> <p>2013: In 2013, the GRC implemented a preparation plan with DREF funds, which assisted 9,500 families. Additionally, the recommendations form part of an advocacy plan for this type of epidemic in the Americas.</p> <p>2013: In order to work at the community level, the National Society has developed a CBHFA strategy, which will facilitate a better response.</p> <p>2013: In order to coordinate the migration activities, the National Society established a migration programme, as well as social inclusion programmes.</p>

Comments on progress towards outcomes

In 2012:

- The VCA tool was adapted in the municipality of Villa Canales, including the implementation of a workshop with the methodology called Learning by Doing, process that was carried out with the participation of municipal development council representatives (Consejos Municipales de Desarrollo, COMRED), the Reference Centre for Community Resilience (CRREC), the National Society and the Norwegian Red Cross.

- Sensitization activities were carried out on risk reduction in urban contexts which helped position the subject. In the municipality of Retalhuleu, a recreational activity with children including residents from the area was conducted with the participation of 96 people (42 men and 54 women).
- An urban community team for disaster response was organized, equipped and trained. Three first response teams were organized (two in Coban and one in Retalhuleu).
- Two risk reduction micro projects were implemented according to the VCA diagnosis implemented in urban communities. These were carried out in the department of Coban through a joint analysis with members from the Costa Rican Red Cross, raising awareness with the local authorities and community members on the importance of urban risks. The use of improved stoves for the community was carried out, which will be used during emergencies and in community activities.
- Risks in urban contexts forums were conducted for the municipal coordinators for disaster risk reduction (COMRED) in Alta Verapaz, Retalhuleu and Quetzaltenango. These forums facilitated the analysis of risks, coordination between actors and experiential exchanges. This activity was systematized and shared among the participants.

In 2013:

- Implementation of the first phase of the WASH cluster consultancy took place and helped identify the gaps and needs in the development of the national strategy in Guatemala.
- In 2013, the GRC has migration and social inclusion units. Volunteers have been trained on the issue.
- Through the representation of the health program, the GRC participated in the dissemination of the tool and new CBHFA modules workshop carried out in November 2013 and 2014 in Geneva

From 2012 to 2014:

- In an effort to facilitate information sharing within the water and sanitation sector, the Americas zone office (AZO) established online services with the purpose of maintaining updated contact information, sharing information, and hosting discussion forums.
- The GRC also participated in the validation and revision of the training curricula for the Regional RIT and NIT in health in emergencies and water and sanitation.
- Support from the IFRC Americas zone office (AZO) and the country coordination office was provided in order to increase the understanding of the impact of urban risk, climate change, violence prevention and migration on disaster risk management planning and implementation. This reinforced the relationships with national and municipal governments as well as intergovernmental sub-regional organizations and non-government organizations (NGOs) to address these trends with a more integrated approach.
- The CBHFA strategy was strengthened in Guatemala, resulting in an increased number of vulnerable communities engaged in improving their health status and reducing risk through the CBHFA approach. In addition, the GRC reached 111,671 beneficiaries through HIV-related actions, health promotion and medical assistance in Guatemala. Trainings have been held annually since 2012.

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

Outcome 3.1 National Societies, through their network of branches, demonstrate leadership in promoting the Red Cross and Red Crescent model of sustainable development.

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

Measurement

Indicators	BL 2012	2015 Targets	Implementation to date
2012-2014			
The GRC participates in peer-to-peer/horizontal cooperation exchanges that contribute to the improvement of internal systems and capacity for community-based development programming.	1	2	<p>2014: The GRC has carried out a resource mobilization (RM) workshop with the objective of diversifying the current resources.</p> <p>2014: Exchange of Migropoly with the Honduran Red Cross.</p> <p>2014: The GRC hosted the National Urban Risk Forum and participated in the DRR Regional Platform.</p> <p>2014: PPP workshop in coordination with the Netherland Red Cross and IFRC in October (2014)</p> <p>2014: Image study in the last quarter of the year.</p> <p>2013: The tool to count beneficiaries, volunteers, members and resource mobilization has started to be developed in each branch.</p> <p>2012: The GRC has participated on the Global Health Strategic Operational Framework (SOF) discussion.</p> <p>2012: A regional advocacy publication was developed.</p>

Comments on progress towards outcomes

In 2012:

- Meetings were held to share the objectives of the Strategic Development Plan with the National Society's 20 branches. During the meetings, each branch presented its results and a strategic framework (used by the Movement), highlighting the role of headquarters and the branches.

In 2013:

- The workshop for the creation of the plan of action with the management team was carried out. The annual operation plan was aligned with the Strategic Plan for 2013 to 2016, with the participation of 32 people from the health management teams, disaster risk reduction, and volunteering, organizational development programmes general administration, audit, accounting, communications, medical clinics and the Institution of Integral Formation.
- A planning, monitoring and evaluation workshop for directors and programme coordinators was

carried out with the participation of 28 people from the management team. Additionally, a monitoring and evaluation coordinator was hired on 1 October 2013, and the coordinator participated in the monitoring and evaluation workshop held by the zone office from 18 to 22 November 2013.

- 20 branches created an evaluation using the well-functioning branch tool. The second phase of submission of information from the branches on institutional strengthening was completed. An institutional strengthening plan was completed in 99 per cent of the 20 GRC branches.
- In November, a Plan of Action National workshop was held with the participation of the National Council members, the General Directorate, programme directors, programme coordinators and project coordinators from the departments. The plan of action was based on the Strategic Plan lines, the milestones for measuring success of the Strategic Plan, the logical frameworks of each project, the achievements reached in the 2013 Plan of Action and the branches' plans of action.
- From 26 to 29 November 2013, a meeting took place to evaluate the first year of the Strategic Plan 2013-2016 and to share experiences, lessons learned and good practices of the integral planning system. There were approximately 60 people; among them were members of the National Society directive, programme directors, managers and project coordinators. Through a constructive methodology, the main achievements, challenges and lessons learned were selected.
- The National Society hired an information technology (IT) technician, and it is currently restructuring the connectivity infrastructure that will allow for an update of the web page to promote the current programmes.
- Monitoring and follow-up visits were conducted in the branches as part of the Strategic Plan's dissemination strategy. The 20 branches have identified the certification criteria and strengthening plans.
- In December, a leadership workshop was carried out with the participation of 60 members of the National Society; among them were members of the National Council, branch presidents and board of director members, volunteer coordinators and management teams. Within this framework, the Americas zone director carried out the validation exercise from the Americas Integrity guide no.1.
- In May 2013, a workshop was held with the support of the Americas zone Finance Unit to strengthen the IFRC finance mechanisms and guidelines on managing IFRC funds.
- The National Society installed the Pix3 financial system in five branches in order to strengthen the accounting systems in coordination with the Norwegian Red Cross.

In 2014:

- A digital version of the Strategic Development Plan, which was shared with the branches, was used as reference in the creation of its annual Operation Plan for 2014.
- Since 2012, the design and validation of a monitoring and evaluation system at programme level has been ongoing. The system will become operational in the first quarter of 2015.
- A National Workshop "Towards Resource Diversification" was organized by Guatemalan Red Cross and the IFRC secretariat, with support from the Norwegian Red Cross. It was held from 21 to 23 March in Guatemala City with the participation of 25 National Society members, the collaboration of the Mexican Red Cross and the participation of Salvadorean and Honduran Red Cross.
- Coordination was established with the Planning, Monitoring, Evaluation and Reporting (PMER) Unit, the Netherlands Red Cross and the and country coordinator for the Dominican Republic and Cuba, and the GRC to develop a National PPP workshop with the attendance of 30 members of the National Society.
- In October, an external consultant carried out an imaging study of the National Society. The results demonstrated the positioning of the National Society, and they will be disseminated in 2015.
- In December, a leadership workshop was carried out with the participation of 75 members from the

National Society. The IFRC country coordinator, with the support of the organizational development (OD) Coordinator conducted a training course of the Americas Integrity guidelines. A plan of action was developed, and it will be monitored in 2015.

Output 3.1.2: The IFRC and the Guatemalan Red Cross actively are using beneficiary communications to increase beneficiary accountability under our humanitarian mandate

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2012-2014			
The GRC uses a beneficiary communication approach.	0	1	2014: Through the San Marcos earthquake operation. 2013: Through the Dengue preparedness DREF. 2012: Through the San Marcos earthquake operation.

Comments on progress towards outcomes

As part of the response to different events, the National Society has implemented the satisfactory survey, which aims to improve the quality of the humanitarian intervention.

In 2014:

- A case study was coordinated with the European Commission's Humanitarian aid and Civil Protection department (ECHO) and the Pan-American Disaster Unit (PADRU) with the objective to systematize the good practice on housing that just took place in Guatemala and Nicaragua. The report will be delivered in the first quarter of 2015.

Output 3.1.3. The key humanitarian trends (urban risk, climate change, migration and violence prevention) are integrated into the Guatemalan Red Cross's programming.

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2012-2014			
The GRC has included urban risk and community resilience in their strategic and operational plans.	1	1	2014: The National Society created 18 programmes, which included the integral and community resilience approach.

<p>The GRC works in the most vulnerable communities most affected by the key humanitarian trends.</p>	1	1	<p>2014: Social inclusion and DRR research was carried out.</p> <p>2014: Initiative implemented in the Historic Centre of the City since May reaching over 5,000 beneficiaries and 3 micro projects.</p> <p>2014: 93 participants, volunteers and members of boards, have been trained on the migration issue. This has contributed to the strengthening of the National Society's Migrant Programme.</p> <p>2014: Achieved through the San Marcos DREF Operation at the branch level.</p> <p>2013: The GRC has initiated the creation of a social inclusion department, which will include the development of a migration-related core area. It is expected to be finalized in 2013.</p> <p>2013: In 2013, the National Society Strategic Plan was created and shared with the 20 GRC branches.</p> <p>2013: The National Society, the ICRC and the IFRC have strengthened alliances to better understand the migration tendencies.</p> <p>2013: The plan of action was drafted, including the migration topic, which will be revised in the first semester of 2014 for the approval of the National Society's National Council.</p> <p>2012: The GRC supported the creation and dissemination of violence prevention module for the CBHFA strategy</p>

2012:

- Support was provided to the Guatemalan Red Cross for the development of a TV spot addressing issues faced by migrant populations, with three migration micro-projects carried out in the department of San Marcos. Additionally, a game for children called Migopoly, which is about a community dealing with migration issues, was developed.
- The IFRC Migration Policy has been disseminated, and three migration micro-projects were carried out in the department of San Marcos as part of the DFID project t, allowing for the establishment of a soap opera in Spanish and Mam.
- A strategic alliance has been established with the International Organization for Migration (IOM) for the training of 40 volunteers on migration and trends for the border branches in Tejutla, San Marcos, Tecun Uman and Petén. Technical support has been provided for the incorporation of issues pertaining to migration in the GRC's strategic planning process.
- The GRC has a migration unit and ties have been formed to harmonize the trainings and the intervention of integral programmes, especially in the department of San Marcos and the rest of the country.
- So far, the memorandum of understanding (MoU) renewal between the IFRC and the GRC has been postponed until the first semester of 2013. However, a regional maternal, newborn and child health (MNCH) advocacy publication was developed with support from the Canadian Red Cross Society, and it will be published in 2013.

2013:

- With the objective of developing capacities and guaranteeing the sustainability of migration issues, an agreement was made between the National Society, the ICRC and the IFRC for two years, which guarantees the implementation of activities; it can have a strategic approach in the long term such as through the hiring of a technical coordinator.
- In the wake of the earthquake in the San Marcos department in 2013, two friendly spaces were adapted, and they will be used to inform, educate and provide services to the migrants.
- Training sessions in migration have begun with the participation of the board of directors' staff and volunteers from the Serchil, Tejutla and San Marco branches to continue strengthening these three border branches. s. A total of 12 workshops and/or meetings on trainings in migration with the additional participation of the Quetzaltenango, Coatepque, Serchil, San, Petén and Santo Tomas de Castilla branches were conducted. In total, 81 people were trained and received sensitization material on migration including: three computers, four desks and the creation of induction material on migration.
- Water and sanitation needs assessment training, standards training, emergency training and planning have built capacity for the GRC and have been integrated within its operations. In addition, the Guatemalan Red Cross has been involved in discussions about Climate Change related to outbreaks and health issues in general through REDCAMP.

2014:

- As part of the strategic priorities, the National Society has with the Social Inclusion Programme, where projects on violence prevention in urban neighbourhoods are implemented with the support of the Spanish Red Cross, the Norwegian Red Cross and the ICRC.
- Additionally, a social inclusion research project was carried out in order to get findings and support what the GRC role could improve in order to achieve the resolutions of the Council of Delegates and General Assembly. The findings are part of a response protocol, which will be developed in 2015.
- The Friendly Neighbourhood initiative contributed to the following activities: Physical rescue of San Sebastian Park; a mobile children's library; a space where young people once used to take drugs and alcohol was reclaimed.
- Urban Art Festival that involved children painters, street artists and other activities to mitigate the violence on the streets and reclaim this space for both children and the general public reached

approximately 2,512 beneficiaries.

- The main activities began on June 14, under the aegis of the World Blood Donor Day with the participation of 500 people, who helped collect of 77 units collected.

Outcome 3.2.: Red Cross National Societies, through their network of branches, have enabled communities to better understand trends that impact their lives and take action to improve their health, safety, environmental and socioeconomic conditions.

Output 3.2.1: The key humanitarian trends (urban risk, climate change, migration, and violence prevention) are integrated into community-based development programme.

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2014			
# of branches of the GRC working with community and government authorities on integrated violence prevention.	1	2	2014: Social inclusion and DRR research was carried out and projects on violence prevention in urban neighbourhoods were implemented with the support of the Spanish Red Cross, the Norwegian Red Cross and the ICRC. 2014: The Friendly Neighbourhoods Initiative was implemented in the Historic Centre of the City in May, reaching over 5,000 beneficiaries and 3 micro projects.
2012-2014			
# of branches of the GRC implementing integrating community development programming and projects in cooperation with other key stakeholders that address key humanitarian trends.	0	5	2014: Achieved through the San Marcos DREF Operation at the branch level. 2014: 93 participants, volunteers and members of boards have been trained in migration issues. This has contributed to the strengthening of the National Society's Migrant Programme. 2013: In 2013, in Villa Canales (a municipality of Guatemala) has a VCA study which will provide valuable information on threats, vulnerabilities and capacities and contribute to the planning and municipal management. 2013: The capacities of the technical staff on the use of tools for the analysis of urban contexts have been strengthened.

		<p>2012: The Guatemalan Red Cross's Health Department has been part of the MNCH mapping.</p> <p>2012: The HIV programmes were planned, implemented, monitored and reported on in the framework of the Global Alliance on HIV.</p> <p>2012: The GRC staff and leaders actively participated in AIDS 2012.</p> <p>2012: The GRC's part of the CBHFA lessons learned was shared with 21 National Societies.</p> <p>2012: The behaviour change communication (BCC) was carried out in the second quarter.</p> <p>2012: 20 volunteers/staff trained in CBHFA.</p> <p>2012: 45 volunteers were trained in the use of the early warning system to respond to epidemics and outbreaks, such as dengue, malaria, etc. (2012)</p>
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Comments on progress towards outcomes

Development of the Learn by Doing workshop

In 2013, the methodology of this workshop consisted of applying VCA tools in different contexts (urban context of Villa Canales and Cruces Petén) as well as an exercise so that the beneficiaries could directly participate in the gathering and analysis of the information. The final products produced were the VCA documents and the different capacities installed in different teams, which in turn were replicated in the COMRED and COLRED of different GRC projects.

Sensitization checklist workshop

In 28 and 29 October 2013, the IFRC coordinated the development of a workshop with the Community Reference Centre aimed to the regional project's partners DIPECHO VIII and staff from the National Society. During this workshop, representatives from CONRED, COOPI, DIPECHO VIII in Petén and regional project team from the GRC participated.

Checklist tool application

The second part of the methodology consisted in the practical use of the analytic tools with emphasis in the protection and livelihood recovery in urban contexts. For this, aspects related to population, services, vital lines, types of urban areas/scenes indicators through the use of matrix analysis were used.

The development of the sensitization plan in Villa Canales under the disaster risk reduction framework used key messages from the document titled "The public conscience and the public education for the reduction of disaster risk of the IFRC" as reference. Among the objectives was to contextualize the key messages, therefore on 13 December 2013, a plan elaboration workshop was carried out where members from the Local Coordinator for Disaster Risk Reduction (Coordinadora Local para la Reducción de Riesgo a Desastres, COLRED) from the railway line in Villa Canales, the CONRED representative and the media participated.

The development of procedures and activation protocols for the URRAs of water and sanitation, including the customs processes, had the following results:

- A database that includes 69 NIT active volunteers specializing in water and sanitation and hygiene promotion: west: 22 volunteers, central region: 17 volunteers, south-west: 16 volunteers and north-east: 14. This was managed by the GRC's volunteer directive.
- Inventory and maintenance of equipment and warehouse supplies: Kit 5,000, Kit 2,000, water treatment plan and accessories.

The development of a technical card to address health in emergencies at community and institutional levels:

- The agenda for the technical internship workshop was developed, and the health in emergencies technical team obtained the profile of the interns, SEM thematic axes and a first draft of the agenda to be approved by the General Directorate.

As part of the process, documents were revised and compiled for bibliographic references of the technical cards. In addition, a workshop for the construction of the technical cards was carried out in the following sectors: water and sanitation and hygiene promotion, sexual reproduction and HIV in emergencies, psychosocial support, feeding and nutrition, medical attention, epidemic control, pre-hospital care and promotion of blood donation according to the participant's profile. PADRU provided technical advice on each component of the manual and the cards.

Establishment of a health concerned network in 10 prioritized branches

For this process, the GRC through its health directive, developed the health coordinators' terms of reference for each branch, the network structure that responds to a model that facilitates decision making between the high level directive structures and coordination with other institutions. An induction workshop was carried out that resulted in the hiring of a health coordinator for the branches and an updated database.

The Global Alliance on HIV has reached 18,456 people directly and 92,280 indirectly through HIV prevention training workshops and communication campaigns. Thus, 996 youth have been trained as peer educators, 25 people took part in participatory HIV sessions and a total of 34,900 people, including 6,410 high-risk people, had access to HIV preventative message. A total of 1,327 people and 47 pregnant women had access to HIV testing. In total 47 People Living with HIV (PLHIV) had access to integral care units and 27 children with HIV were supported on their completion of primary school, among others.

Other HIV programmes were planned, implemented, monitored and reported by the GRC on in the framework of the Global Alliance on HIV, mobilizing more than 30 per cent of its overall funding for 2012 from non-Red Cross sources. It is worth noting that GRC staff and leaders actively participated in AIDS 2012 and the Red Cross Red Crescent HIV Community of Practice meeting in Washington DC, presenting a skill-building workshop, an HIV and Youth event and a series of poster presentations

In addition, CBHFA training was carried out at the national level, 25 volunteers and staff were trained and started the sanitation process in their own branches. The GRC expects to continue including the CBHFA approach in their health interventions to vulnerable communities at the national level. The GRC's part the CBHFA lessons learned was shared with 21 National Societies, with an orientation on CBHFA in urban settings and behaviour change communication to enable the urban risk reduction and community resilience approach to move forward.

In 2013:

- There were no activities implemented in 2013.

In 2014:

- As part of the strategic priorities, the National Society has the Social Inclusion Programme, where projects on violence prevention in urban neighbourhoods are implemented with the support of the Spanish Red Cross, the Norwegian Red Cross and the ICRC.
- Additionally, social inclusion research was carried out in order to get findings and support what the GRC could improve in order to achieve the resolutions of the Council of Delegates and General Assembly. The findings are part of a response protocol, which will be developed in 2015.
- The Friendly Neighbourhood initiative was contributed to in the following activities: Physical rescue of San Sebastian Park; a mobile children's library; a recover space where which was taken by young people once used to take who use drugs and alcohol was reclaimed in this space.

- Urban Art Festival that involved children painters, street artists and other activities to mitigate somehow the violence on the streets and reclaim this space for both children and the general public reached , giving the approximately result of 2,512 beneficiaries approximately.
- The main activities began on June 14, under the aegis of the World Blood Donor Day with the participation of 500 people, who helped collect contributed to the collected of 77 units collected.

Outcome 3.3.: Red Cross National Societies have forward thinking leadership with the skills and capacity to deliver services to vulnerable people in a sustainable manner.

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

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2014			
The GRC participates in national platforms.	3	6	2014: The GRC actively participated in the humanitarian network, health and disaster risk reduction every month.

Output 3.3.2.: The Guatemalan Red Cross leadership and managerial skills are improved

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2013, 2014			
The GRC participates in leadership/management trainings.	1	4	<p>2014: Annual leadership workshop carried out in December, where the integrity guidelines were disseminated.</p> <p>2013: Under the annual Leadership Workshop, one day training on Humanitarian Diplomacy was carried out.</p> <p>2013: The National Society strengthened its capacities in leadership and members management, which is key for governance and management structures through different processes: a) 19 strengthened branches; b) 5 branches were strengthened in finance c) 18 NIT members are part of the disaster network d) 47 leaders received training and e) Each branch understands and is aware of its current situation and</p>

			has developed strengthening plans
2012, 2013			
Leaders of the GRC are trained in integration aspects.	0	2	<p>2013: At the end of 2013, the National Society developed key tools showing leadership at the branch and headquarters levels to promote integral programming at the national level: a) Harmonized the strategic plan to the Inter-American Framework for Action (IAFA), sharing it among the 20 branches and the National Council with a monitoring system that will start in 2014. b) Created a National Society Plan of Action identifying the gaps for the last quarter of the year. c) Created and validated the Well-Functioning National Society guide, which facilitated the evaluation of 20 branches. d) Created a programme summary assuring the integration of integral topics and the connectivity of holistic approaches.</p> <p>2012: The governing board has participated in internal simulation and training about emergency protocol and IFRC Disaster Response mechanisms.</p>

Comments on progress towards outcomes

In 2012:

- The GRC has revised the emergency response protocols, and validated it through a national simulation with the participation of volunteer, national staff and the Governing Board.
- In order to update the IFRC Disaster Response mechanism and identify lessons learned from the San Marcos Earthquake and Tropical Depression 12-E (TD 12-E), a coordination meeting was carried out with the participation of the Governing Board.

In 2013:

- As a result of the Humanitarian Diplomacy workshop, a plan of action to create the GRC strategy was developed. The programme director will be the focal point to follow up.

In 2014:

- The focal point to follow up on the plan of action to develop the strategy was dismissed. It is important to highlight the high-level meetings with the UN, Ministry of Interior, Ministry of Health (MoH), CONRED, Ministry of Agriculture and Livestock (Ministerio de Agricultura y Ganadería, MAGA), among others

Outcome 3.4.: Volunteers of National Societies, representing all sectors and ages and involved in all aspects of National Society life from decision making to programme implementation, are key actors in demonstrating the added value of the work done by the Red Cross network and in expanding National Society humanitarian access.

Output 3.4.1.: The Guatemalan Red Cross has improved its voluntary service, formalizing the status, rights and duties of volunteers within its statutes and contributions, and strengthening and diversifying its volunteer base.

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2012-2014			
The GRC has an effective volunteer management system in place	0	10	<p>2014: After 2 year of work, the National Society has finalized its database for volunteers, which will help manage the volunteers.</p> <p>2013: In 2013, the GRC has strengthened its volunteer system at local (branches) and national level through different processes. A) An evaluation of the volunteers has identified gaps in the management cycle. B) 154 members and GRC volunteers have taken courses on the IFRC Learning Platform. The GRC is the most active National Society in the region in the use of this tool as it has increased from 300 to 955 users in the last three months. The annual increase was from 224 to 664 GRC registered members. C) 19 of the 20 GRC branches reported to the National database of volunteers and members for updating. As a result, 17 branches register an increase in the number of active volunteers.</p> <p>2013: In December 2013, 530 women and 722 men for a total of 1,252 active volunteers.</p>

			2012: 373 women and 526 men for a total of 899 active volunteers.
2014			
The GRC has revised the volunteering policy	0	1	2014: This activity is in progress
The GRC has insurance for its volunteers.	100 volunteers	200 volunteers	2014: This activity has been promoted since 2012; it was achieved through the DREF operation funding or National Society funds.

Comments on progress towards outcomes

Development of a database to register volunteers

In coordination with the United Nations Volunteers (Voluntarios de las Naciones Unidas, VNU) and the Guatemalan Volunteer Centre (Centro de Voluntariado Guatemalteco, CVG), a national evaluation, which will be used for decision making and as a starting point for the creation of the National Society's volunteer profile, was initiated. A volunteer and youth baseline will be used as a reference evaluation. The baseline includes questions focused on how GRC volunteers feel in regard to their relationship with the National Society, and they were based on the support guide *The IFRC Understanding the volunteers better*. This was carried out from 1 to 26 July 2013, and the MAGPI platform (a cloud-based platform) was used. All the surveys were completed by the volunteers to avoid information biases. This baseline helped define the basic priorities for the strengthening of the National Society's general volunteer and youth management. All of these inputs were used to complete the online database in March 2014.

In 2014, the database is being finalized and provided with different options for obtaining updated information. There is a person in each of the branches that is responsible for updating the information on new volunteers, those who retire, the training received and volunteer hours and specialties. Specific workshop have been carried out for the management and administration of the database and uploaded on the National Society's website.

Strengthening of the National Volunteer Network (meetings, materials and trainings)

Two meetings were held to analyze the new tendencies in relation to the Inter-American Framework for Action; among the other topics discussed and actions taken were: the GRC's Strategic Plan 2013-2016, the completion of a SWOT (strengths, weaknesses, opportunities and threats) analysis, the presentation and analysis of the evaluation results on volunteers and youth, the validation of the GRC's support guide for youth and volunteers, including the delivery of formats and tools for the youth and volunteer management in the 20 branches, the sharing of information on micro-project, and the planning of the youth and volunteer activities at the end of 2013.

With the new GRC structure a volunteer directive was established in which a local committee of youth and volunteer structure was created. With the support of DFID, the programme received office furniture and equipment to ensure the development of the activities in the volunteer, youth, principle and values programmes.

In 2014, the overall objective of the Department of Volunteering was to help strengthen the GRC by implementing the Volunteer Management Cycle that allows its qualitative and quantitative development to fulfil the above general objectives through the following 5 Strategies:

- a. Structuring and building teams for volunteer management
- b. Development and implementation of Handbooks
- c. Innovate knowledge management
- d. Support and assistance
- e. Mainstreaming of the three pillars for the development of Volunteering (Recognition, Protection and Promotion)

The above described are viable solutions to the major problems encountered by the GRC in the baseline of youth and volunteer as drawn up in 2014.

Additionally, the GRC has participated in five virtual meetings, and it has contributed with several requests of the Volunteer Unit.

A volunteer management workshop was carried out with the participation of volunteer and youth coordinators. On the first day, an update for efficient management strategies was conducted, followed by an induction by each delegation, where everyone examined in detail the strengths, weaknesses, threats and opportunities of volunteerism and youth. At the end of the evaluations, the overall assessment of all youth volunteerism within the National Society had been shared with all of the participants.

Development of 3 micro-projects that contribute to friendly spaces

One out of three has been identified in the area of Tejutla, San Marcos, which will complement the Migration work started with DFID funds in 2012. Additionally, the National Society will start working on the methodology for an urban project in 2014, which is awaiting authorization from the Governing Board Members.

In 2014, the Federation supported the creation of friendly spaces and promoted its nationwide expansion.

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

Output 3.5.1.: Guatemala Red Cross Youth will provide opportunities to learn innovate and develop leadership skills, contributing to generational change within the Red Cross network.

Measurement

Indicators	BL 2012	2105Target	Implementation to date
2014			
GRC has its youth policy, strategies and operational plans in place.	1	1	2014: Developed during the regional youth camp with the participation of 80 volunteers of the region. 2014: Carried out on November with the participation of 35 volunteers. 2014: The GRC was host of the Regional Youth Camp for Central America.
GRC promotes youth participation in peer-to-peer/horizontal exchanges and with sister National Societies	0	20	2014: Nothing to report

Comments on progress towards outcomes

The GRC has established a youth national coordinator within the Volunteer Department; this person is the responsible for implementing the operative issues and coordinating with the youth member of the Governing Board. This structure has been implemented since 2012, and it has contributed to the increase in youth participation at the national level.

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

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

Output 4.1.1: The Guatemalan Red Cross becomes a reference source for information on humanitarian issues and vulnerability reduction

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2012-2014			
The GRC launches the World Disaster Report	1	3 (1 per year)	2012-2014: Dissemination and distribution of the World Disaster report to the media and key actors 2014: DRR International Day was held in Puerto Barrios, Izabal with the participation of 106 people.

Comments on progress towards outcomes

World Disaster Report

The World Disaster Report 2012 on migration was presented to the media and distributed to key actors in the country. Even though there is no indicator for 2013, the National Society disseminated the World Disaster Report in 2013. In 2014, the National Society and the IFRC country office launched the report with the participation of 75 people from the United Nations system, government, civil society, and National Society volunteers.

International Day for Disaster Reduction

It was celebrated in Central Park of Puerto Barrios, Izabal; with the participation of 16 girls and 14 boys, 60 women and 16 men. As part of the celebrations, evacuation routes were established in the nursing home in Santo Tomas de Castilla and Puerto Barrios, respectively, and key messages for the dissemination of disaster risk reduction were shared through social networks.

Output 4.1.2.: The secretariat and the Guatemalan Red Cross actively use social network capacities

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2014			
The GRC is actively participating in the Americas communicators' network through the communities of practice.	0	3	IFRC policies provided to the National Society, and it is expected that in 2015 the National Society will develop an institutional communications strategy.
The GRC uses different types of social media.	0	5	2014: 5 campaigns (My history, Blood Donor Day, International Disaster Risk Reduction, Youth, Health, Social Inclusion disability people) were disseminated via social media Facebook, Twitter and GRC's website.
The GRC strengthens alliances with the media	0	1	2014: The GRC has 25 social media networks, which support the promotion of the National Society's activities.

Comments on progress towards outcomes

In 2014, as part of the commemoration of 8 May, the Guatemalan Red Cross, in conjunction with General Management and the Department of Communication, recorded multimedia material (videos) of different types of active volunteers; a total of 20 stories with more than 10 delegations as participants in them were recorded.

Additionally, the National Society developed key messages to disseminate on internationally celebrated days such as Blood Donor Day and Health, Disaster and Social Inclusion Day.

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

Output 4.2.1.: Guatemala Red Cross has a higher profile as an auxiliary role to the government

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2014			
The GRC follow-up on International Conference Resolutions through letters, meetings, etc.	0	2	2014: Resolutions from the Council of Delegates and General have been shared.
The GRC receives direct support for enhancing or leveraging its auxiliary role.	0	2	2014: This is covered by every activity,
The GRC has initiatives with parliamentarians.	0	3	2014: Nothing to report for this period

Comments on progress towards outcomes

In 2013:

- The Guatemalan Red Cross hosted the National Urban Risk Forum with the participation of 50 different actors from the public, private and non-profit sector. Challenges and possible solutions were discussed, and it will be a part of the National Society agenda for 2013. Also, the National Society participated in the DRR Regional Platform.
- Even though there is no specific indicator for 2013, the GRC worked and coordinated with national and local governments, including Red Cross partners throughout the year.

In 2014:

- The resolutions of the Council of Delegates and General Assembly were shared with the National Society and the different components of the Movement. This discussion will be a part of the reflection for the preparation of the Inter American Framework for Action in 2015.
- Additionally, as a part of the annually leadership workshop, with the support of the organizational development coordinator, the Integrity Guidelines were disseminated and a plan of action was developed in order to ensure that the National Society has fulfilled all of the requirements, which helps its members bolster its auxiliary role.

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 mobilization (RM) and accountability capacities of the Guatemalan Red Cross are enhanced to attract more reliable contributions in an effort to ensure a higher level of sustainability.

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2012, 2014			
The GRC actively engaged in the RM network through tailored support.	0	2	<p>2014: A Resource Mobilization workshop was conducted with the participation of 35 members from the GRC, Salvadorean Red Cross Society and Honduran Red Cross, with a large contribution from the Mexican Red Cross, which acted as a facilitator.</p> <p>2014: An image study consultancy was carried out with a significant sample, resulting in an improvement in the National Society's positioning.</p> <p>2012: The RM strategy has been finalized, and it will be disseminated in the first quarter of 2013</p> <p>2012: The IFI services have increased up to 25% and provide services to external actors.</p>

Comments on progress towards outcomes

The GRC staff members improved their understanding and skills through the online diploma on Corporate Social Responsibility offered by the IFRC in collaboration with the University of International Cooperation in Costa Rica. The GRC is also part of the network of resource mobilization practitioners, and it has enhanced its information-sharing and collaboration.

In 2014, a RM workshop was conducted in coordination with the Norwegian Red Cross's RM Unit. The list of recommendations has been identified, and it is expected the work table was reactivated in July 2014; the HRCS was involved in this activity.

In order to get an update on the GRC's image and to identify areas of existing opportunity, an external consultancy was carried out with the intention to have: 1) analysis of public and audiences; 2) perceptions of the beneficiaries and non-beneficiaries.; 3) Key Forces of the environment; 4) Trends of humanitarian work; 5) Perceptions existing brands/similar organizations; 6) Current Market Position and position of other similar entities. 6) Actual brand promise, brand personality and positioning and 7) SWOT Analysis. The final report will be shared in 2015

Business Line V: Effective joint working and accountability

Outcome 5.1.: Movement components have strengthened relationships, common aims and improved access to knowledge and shared learning.

Output 5.1.1: The Guatemalan Red Cross facilitates greater peer-to-peer support, horizontal initiatives, regional exchanges and shared learning.

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2012-2014			
The GRC has a plan aligned with Strategy 2020 and the IAFA	0	1	2014: Achieved through the design and creation of the GRC Strategy Plan 2013-2016
The GRC participates in Federation Wide Resource Mobilization Strategy knowledge sharing networks (Communities of Practice, regional RM networks, global skill share, peer exchanges, etc.)	0	TBC	2014: Support of the Mexican Red Cross in RM training. 2014: Exchange of the Migropoly tool, in which about 25 volunteers participated. 2014: GRC is actively involved in the Resource Mobilization networks through web seminars and monthly teleconferences
2012-2013			
The GRC participates in the peer-to-peer/horizontal initiatives that have been carried out in the Americas zone.	0	TBC	2012-2013: The GRC is an active member of different platforms and learning initiatives. 2012-2013: The GRC is an active member of different platforms and learning initiatives

Comments on progress towards outcomes

The IFRC policies on support services (finance, administration, human resources and planning, monitoring, reporting and evaluation) have been disseminated to the Guatemalan Red Cross. The GRC also participated in an E-learning workshop and identified a focal point for the follow up.

Future plans include hiring a new local information technology (IT) local staff member in the first semester of

2013, who will be the focal point responsible for the digital divide. In 2012, the GRC contributed to the Long Term Planning Framework's monitoring and reporting of the.

Peer-to-peer support was provided within the AZO and the Guatemalan Red Cross, resulting in the strengthening of the director general's management skills.

From 19 to 20 December 2014, an exchange between Guatemala and Honduras National Societies was carried out. It is expected that the tool could be adopted within the context of Honduras.

According to the 2014, the AZO promoted priorities such as HIV, health, disaster risk reduction, think tank, among others within the National Society. The National Society continues to be active on the Health, Youth, Disaster and Volunteering continental networks.

Output 5.1.2.: The Guatemalan Red Cross contributes in the organization of the Inter American Conference

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2014			
The GRC monitors yearly its progress towards the IAFA commitments.	0	2	2014: Information provided to the National Society for internal dissemination process in order to prepare for the Inter-American Conference (IAC). 2013-2014: GRC has contributed to the required progress revisions. 2012: The National Strategic Plan was developed.
XIX Inter-American Conference resolutions have been completed.	1	0	2012-14: The GRC has actively participated in the promotion and implementation of the Montrouis, Haiti Commitment since 2012.
The GRC participated in the Think Tank sessions	1	3	2012, 2014: he GRC participated in the Think Tank sessions in 2012 and 2014

Comments on progress towards outcomes

The GRC has actively participated in the IAC's Planning Committee as a President of the Inter-American Regional Committee.

Outcome 5.3 Federation policies and best practices on support services are increasingly adopted and implemented by National Societies

Output 5.3.1 International Federation policies on cooperation and services (finance, administration, human resources, resource mobilization and accountability, information technology) are disseminated among the Guatemalan Red Cross.

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
2013-2014			
The GRC participates in Communities of Practice, regional RM networks, global skill share, and peer exchanges.	0	3	2013-14: The GRC participates in the youth, health in emergencies and RM networks according to the regional office in Panama's requirements.

Comments on progress towards outcomes
<p>Two Governing Board meetings were carried out with the objective of analyzing and aligning the key priorities in the new National Strategic Plan. The National Society established four area commissions in order to ensure an adequate integrated approach for the National Strategic Plan.</p> <p>In addition, the GRC has uploaded information on four of the seven 2011 FWRS proxy indicators. Also in 2012, a new National Strategic Plan for 2013-2016 was approved by the Governing Board.</p> <p>In 2014, the Peachtree software has facilitated the compilation of financial information about the National Society. To date, 9 of 20 branches have implemented the system.</p> <p>The GRC has adopted the secretariat's fraud and corruption policy, and the GRC is expected to finalize the review of the new Statutes in 2015; the finalization will be carried out in coordination with the Norwegian Red Cross.</p>

Key Risks or Positive Factors

Key Risks or Positive Factors	Priority High Medium Low	Recommended Action
The lack of sustainability in the financing of their programs	M	Strengthen the work in resource mobilization.
Opportunities to expand strategic alliances with government and private sector	H	The images study indicates that the National Society is well positioned, and it has an opportunity to expand its services
The IFI is a resource that could help the National Society's sustainability sustainably of the NS	H	Implement the marketing strategy that the IFRC supported in 2012

Lessons learned and looking ahead

In 2014, the GRC gained experience working with migrants and in violent contexts. Those represent different challenges in working with community actors, particularly due to cultural differences and different perceptions.

At the same time, in order to respond to external trends, the Guatemalan Red Cross needs to generate new ways of working to address new emergent trends.

Consequently, the GRC will continue to focus on the implementation of its strategic plan and its Organizational Cooperation Agenda.

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](#) (NGOs) 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
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

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