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# Salvadorean Red Cross Society Annual Report 2014

 International Federation  
of Red Cross and Red Crescent Societies

**MAASV002**

**2 July 2015**

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

*Right: SRCS volunteers bring joy to  
children at El Salvador's Benjamin Bloom  
Hospital in celebration of the SRCS's  
130<sup>th</sup> anniversary/ Source: SRCS*



## Overview

In El Salvador, insecurity and violence have become structural problems that affect more youth, women and the general population every day. Under this approach to safety and protection of the integrity of the National Society of El Salvador, there is a need to increase the National Society's capacity to facilitate the actions of the Red Cross and its recognition in the country.

Violent crime rose sharply in 2014; official sources recorded 1,857 homicides in the first six months of the year, while the figure for the same period in 2013 was 1,048. The rise was thought to be due to the reported collapse of the truce between rival criminal gangs.

President Sánchez Cerén of the Farabundo Martí National Liberation Front took office on June 2014, and it is expected that this change will provide the National Society with more opportunities, especially in the areas of health, disasters, violence prevention, among others.

For the present period, the Salvadorean Red Cross Society (SRCS) has achieved the following results:

<b>1</b>	People reached by disaster response and early recovery programmes	65,000 people
<b>2</b>	People reached by long-term services and development programmes	22,950 people
<b>3</b>	People were covered by large-scale institutional disaster preparedness and risk reduction programmes	32,000 people

4	People volunteered four or more hours	2,124 people
5	Paid staff	221 people
6	Local branches	64 branches
7	People donating blood	21,476 Collected through the promotion of volunteer blood donation

## Working in partnership

Operational Partners	Agreement
International Federation of the Red Cross and Red Crescent Societies (IFRC), Norwegian Red Cross, Spanish Red Cross	Health and Disaster Risk Reduction
IFRC, American Red Cross, Finnish Red Cross, Norwegian Red Cross, Spanish Red Cross	Development of institutional capacities Governance and volunteering management
International Committee of the Red Cross (ICRC), IFRC	Support for the development of the Humanitarian Principles and Values programme

## Progress towards outcomes

### Business Line I: RAISE HUMANITARIAN STANDARDS

**Outcome:** Uplifted thinking that inspires and underpins our services to maintain their relevance in a changing world, along with increased magnitude, quality, and impact.

**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

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
<b>2014</b>			
The SRCS has received support through regional and sub-regional initiatives related to disaster law.	0	1 diagnostic	2014: In progress
The SRCS has adopted new procedures on disaster law	0	1	2014: Participation of the SRCS in a regulatory barriers study.  2014: SRCS has started the IDRL project negotiations.

2012-2013			
The SRCS has improved its auxiliary role by promoting a humanitarian diplomacy (HD) strategy	0	1 strategy	2013: Analysis of possible initiatives was carried out.  2012: The revision of key documents within the SRCS was carried out.

Comments on progress towards outcomes
<p><b>In 2012-2013:</b></p> <ul style="list-style-type: none"> <li>In order to enhance the auxiliary role with different partners in the country, the National Society has analyzed key documents and possible initiatives that could help its mandate. Due to 2013 being a pre-electoral year, the IDRL initiative will be promoted in 2014 as part of this enhancement.</li> </ul> <p><b>In 2014:</b></p> <ul style="list-style-type: none"> <li>The SRCS was a part of a regulatory barriers study, with the participation of 25 Salvadoran institutions, as well as regional organizations such as Centre for the Prevention of Natural Disasters in Central America (CEPREDENAC is its acronym in Spanish) and Central American Integration System (SICA in Spanish). The final report will be completed by the end of 2015.</li> <li>With the support of the Disaster Law Programme, an IDRL initiative was presented to the National Society and the Civil Protection Office; the IDRL initiative will be focus on the research of the disaster laws within the country, and it is expected to start in 2015.</li> <li>In addition, it is expected that a strong humanitarian diplomacy agenda with various institutions will enhance the National Society's auxiliary role in 2015.</li> </ul>

**Output 1.1.2.:** External trends are better understood and promoted within National Societies

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
<b>2014</b>			
The SRCS has incorporated at least 1 key humanitarian trend in its plans	0	2 (a strategic plan & a national response plan)	2014: SRCS participated in 6 regional events in health, disasters, volunteering, etc.  2013: The SRCS was actively engaged in Inter-agency platform discussions that promoted urban risk and community

			resilience.  2013: At least 10 National Society staff participated in disaster risk reduction (DRR), urban risk initiatives, among others.
<b>2013</b>			
The SRCS has participated in regional or national platforms in related to key trends and emerging health challenges.	<b>0</b>	<b>3 platforms</b>	2013: 85 National Society staff/volunteers participated in 4 workshops with a holistic approach on HIV, youth and violence.  2012: Virtual seminars took place after the Disaster Network of Central America- Panama and Mexico (REDCAMP)- Health network meeting in September 2012.

### Comments on progress towards outcomes

#### In 2012:

- A focus on a community-cantered approach during various operations and monitoring visits resulted in integrated activities in water and sanitation (WatSan) and emergency health, such as the visit to El Salvador's Dengue Operation.

#### In 2013:

- With the objective of capacity building, the SRCS carried out four workshops, which contributed to two areas of intervention: the first one was to promote of a culture of peace and nonviolence; and the second one was to prevent sexually transmitted infections (STI) / HIV and young pregnancy. These workshops benefit an average of 1,500 young people (directly and indirectly). It is expected that volunteers could replicate these sessions in every single health project by developing a comprehensive approach.

#### In 2014:

- In order to enhance the Salvadorean Red Cross Society's capacities, the National Society has participated in continental meetings such as HIV and AIDS, communicators, the regional platform for DRR, community-based health and first aid (CBHFA) methodology, REDCAMP Emergency and Health and the resilience community framework.
- The meeting with the directors of disasters was held in August under the framework of the DIPECHO IX Regional Project. Among the objectives achieved was the harmonization of DIPECHO projects with the Movement partners in Central America, the development of an action plan for strengthening the disaster network, and the first meeting with representatives of civil protection in the region, which will strengthen the SRCS's auxiliary role at the operational level.

**Outcome: 1.2.: The collective understanding of the capacities, resources and services of the National Societies in the Americas has been improved.**

**Output 1.2.1.:** Federation-wide Databank and Reporting System is established in the National Societies of Americas

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
<b>2014</b>			
The SRCS provides data on at least 3 FWRS indicators	0	3 FWRS indicators	2014: The SRCS has updated 7 proxies' indicators on the platform.  2013: The SRCS complied with reporting on the FDRS platform in 2013, and a focal point was identified.  2012: The SRCS reported on 7 FWRS indicators.

#### Comments on progress towards outcomes

Efforts to enhance the FWRS are ongoing, and a focal point was designated in 2013 in order to provide the adequate follow up within the SRCS.

**Outcome: 1.3.: National Societies in the Americas assess their 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
<b>2013-2014</b>			
The SRCS has finalized the OCAC process	0	National Society Certification	2014: In July 2014, the SRCS has started the Visioning process in which OCAC findings were taken into consideration and organizational development (OD) priorities were part of the Cooperation Agenda.  2013: The government and management representatives participated in the OCAC process carried out in December 2013.

#### Comments on progress towards outcomes

**In 2013:**

- The OCAC process was carried out, and it will be used as the starting point for a discussion with the

leadership of the Society on the way forward. If possible, the second phase will be based on a customized National Society development action plan which will be completed in cooperation with other relevant partners (ICRC, Partner National Societies) to address the various key deficits that were identified through the process.

**In 2014:**

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

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

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

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
<b>2014</b>			
# of courses taken on the e-Learning Platform	<b>3 courses</b>	<b>30 Courses</b>	2014: No detailed information is available.
# of courses/events/activities that incorporate the Learning Platform as a tool	<b>0</b>	<b>3</b>	2014: There was no funding for the incorporation of the Learning Platform as a tool, but it is expected to be promoted in 2015.
# of courses completed vs. courses initiated	<b>0</b>	<b>15</b>	2014: No detailed information is available.

**Comments on progress towards outcomes**

**In 2012-2013:**

- The Salvadorean Red Cross Society made a presentation on the importance of the Americas Learning Strategy at the General Assembly. The promotion of the Learning Strategy has enhanced the interest and the commitment of the National Society to develop new tools and create learner-friendly spaces linked to the official websites for volunteers

**In 2014:**

- The Salvadorean Red Cross Society was among the top 20 for regional National Societies with the most users in 2014. In addition, the various initiatives that were being promoted by the Reference Centre for Institutional Disaster Preparedness (CREPD in Spanish) contributed to the National Society's exchange of information and capacity building. A key aspect to continue strengthening will be fundraising capacities for the adaptation of the Learning Platform within the Red Cross website.
- The participation of the National Society in the Global Leadership Training was not possible despite the confirmed the participation of the director general. . It is expected to be promoted in 2015.

## **Business Line II: GROW RED CROSS AND 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.:** National Societies, through their network of branches, adopt integrated sectorial 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 crises in their lives.

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

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
<b>2014</b>			
The SRCS has its contingency plan in place, with respective protocols, and they are validated at the national level	1	1 contingency plan	2014: A lessons learned workshop was carried out with the support of CREPD.  2012-13: The SRCS has disseminated the water and sanitation operational framework and developed a response protocol.  2012-13: The SRCS has participated in the validation and revision of the training curricula for the Regional

			Intervention Team (RIT) and National Intervention Team (NIT) in health in emergencies and water and sanitation
<b>2012-2013</b>			
The SRCS implements response and recovery programmes that take into account the relevant key trends.	1	<b>3 Programmes</b>	2012-13: Promotion of CBHFA methodology.

### Comments on progress towards outcomes

#### In 2012-2013:

- The IFRC Americas zone health programme assumed the role of global focal point for the secretariat in the development of a violence prevention module for CBHFA. This led to discussions between the focal point and the Canadian Red Cross Society on approaches and tools, and it was instrumental in the integration of violence prevention into the four-year health plans for programmes funded by Norwegian Agency for Development Cooperation (NORAD)/Norwegian Red Cross in El Salvador.
- In order to facilitate information sharing within the water and sanitation sector, the IFRC Americas zone office (AZO) established an online platform with the purpose of hosting discussion forums. There was a focus on water and sanitation at the community level. Additionally the National Society participated in the validation and revision of the training curricula for RITs and NITs, strengthening their response capacities. In addition, the DREF operation in El Salvador received support from the Water and Sanitation technical area.
- A focus on a community-cantered approach resulted in integrated activities in water and sanitation and emergency health during various operations and monitoring visits, such as the visit to El Salvador Dengue DREF Operation. In 2012, the Salvadorean Red Cross Society also used the Epidemiological Regional Monitoring tool as an early warning system for epidemics and incorporated green response into the El Salvador appeal.
- The National Society's Health Department developed an anti-stigma tool as part of HIV Global Alliance interventions, and its staff and leaders participated in AIDS2012 and the Red Cross Red Crescent HIV Community of Practice meeting in Washington DC, presenting a skill-building workshop and a youth side event.

#### In 2014:

- Under the framework of the Chaparrastique Volcano and with the support of the Reference Centre, a lessons learned workshop was held. The findings will be taking into consideration in the revision of the response plan, which must be modified in 2015.

**Outcome: 2.2.: An efficient and effective regional Red Cross disaster and crisis management system in the Americas en route.**

**Output 2.2.1.:** Humanitarian access is ensured as part of readiness for response and early action within a context of greater coordination, including increased activity by military forces and corporate interests

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
<b>2014</b>			
The SRCS improves its coordination by establishing ways of working with military forces and private sector through peer-to-peer/horizontal learning on readiness for response and early action.	<b>0</b>	<b>2 agreements</b>	2014: The SRCS participated in the Humanitarian Allied Forces Simulation Exercise (FAHUM in Spanish).

**Comments on progress towards outcomes**

**In 2014:**

- The FAHUM exercise took place in May, with the participation of the Pan-American Disaster Response Unit (PADRU) and the Salvadorean Red Cross Society in different spaces, such as the script writing process script, as well as coordination with the Humanitarian Network and El Salvador's Civil Protection System.

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

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
<b>2012-2014</b>			
The SRCS has operations supported by Disaster Relief Emergency Fund (DREF).	<b>2</b>	<b>6 DREF supported operations</b>	2014: Chikungunya outbreak, Volcanic Eruption 2013: Dengue 2012-13: Tropical Depression 12E

**Comments on progress towards outcomes**

**In 2012-2013:**

- As part of the Tropical Depression 12-E emergency operation, the National Society has trained volunteers on Health in Emergencies focused on Epidemic Control. Also, the SRCS has provided psychosocial support to 437 Red Cross volunteers involved in the emergency operations and 513

children affected by this particular emergency.

**In 2014:**

- The Salvadorean Red Cross Society participated in monthly coordination committees depending on the topic, and they are activated during emergencies.
- As part of the response to the emergency caused by the Chaparrastique volcano in early January, the National Society strengthened its capacities in the use of MEGA, Open Data Kit (ODK) and communication with beneficiaries, assisting 1,000 families. Additionally a RIT from the Paraguayan Red Cross deployed to support the response.
- Deployment of a Health RIT from the Belize Red Cross Society to support the Chikungunya DREF, assisting 25,000 people

**Output 2.2.3.:** The Red Cross disaster and crisis management system in the Americas is able to address increased vulnerability associated with key humanitarian trends (urban risk, migration, violence and climate change).

Measurement			
Indicators	BL 2012	2015 Targets	Year to Date Actual
<b>2014</b>			
The SRCS integrates news trends into its plans of action with an integrated approach	<b>0</b>	<b>3 trends integrated</b>	<p>2012-13: National Society staff/volunteers trained on Health in Emergencies NIT focused on Epidemic Control, and Psychosocial Support</p> <p>2012-13: The National Society recognized the importance of health in emergency interventions, including a migration focus</p> <p>2012-13: The SRCS participated in the global health strategic operational framework (SOF) discussion.</p> <p>2012-13: The National Society</p>

			<p>applied the violence prevention modules inside the Global Alliances process</p> <p>2012-13: The National Society's health staff members were informed about the global health framework and the new memorandum of understanding (MoU) signed between the Federation and the Pan American Health Organization (PAHO).</p> <p>2012-13: The National Society, through its branch network, facilitated communities' understanding of trends that impact their lives and to take actions to improve their health, safety, environmental and socio-economic conditions, making them safer and more resilient.</p> <p>2012: By end of 2012, the National Society had disseminated mapping results among the National Societies and institutional partners.</p> <p>2012: By 2012, the National Society health</p>
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			<p>staff had evidence based case studies on urban risk in relation to health and WatSan.</p> <p>2012: The National Society participated in the online health platform at the end of 2012.</p> <p>2012: The National Society was informed on issues related to migration and health through regional health networks.</p> <p>2012: By the end of 2012, the SRCS had included the Violence Prevention module on CBHFA national trainings.</p>
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**Comments on progress towards outcomes**

**In 2012:**

- The SRCS strengthened CBHFA as a community methodology within its health programmes. In fact, the SRCS increased the number of vulnerable communities in which it was working to improve the health conditions and to reduce risk through this approach.
- The National Society implemented interventions related to epidemic control, community health, psychosocial support and hygiene promotion within the emergency operations that took place in the first six months of the year, such as the Tropical Depression 12-E Operation and the Dengue 2012 Operation.
- The National Society was involved in the global health SOF and the REDCAMP-Health networking meeting, where global initiatives related to health were discussed. The SRCS was also part of the regional maternal, newborn and child health (MNCH) advocacy publication developed with support from the Canadian Red Cross Society, which was published in 2013.
- The capacity for horizontal cooperation within the regional response system was strengthened by the volunteer training courses in the global tools through the RIT system. SRCS staff was also trained under a new methodology that included a field component and distinguished between urban and rural environments.

- The National Society participated in the regional network on violence prevention and in the development of a violence prevention module for CBHFA, including a tool for youth at risk

**In 2014:**

- In October 2014, a CBHFA methodology workshop was held with the participation of 25 people.
- The National Society participated in the Regional Epidemic Think Tank held in Honduras.

### **Business Line III: STRENGTHEN THE SPECIFIC RED CROSS AND RED CRESCENT CONTRIBUTION TO DEVELOPMENT**

**Outcome: Appropriate capacities built to address the upheavals created by global economic, social, and demographic transitions that create gaps and vulnerabilities, and challenge the values of our common humanity.**

**Outcome: 3.1.: National Societies, through their network of branches, demonstrate leadership in promoting the Red Cross 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
<b>2012-2014</b>			
The SRCS 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 peer-to-peer / horizontal exchanges	2014: The SRCS has started the revision of its Statutes; this activity will be completed in 2015.  2012-14: The Salvadorean Red Cross Society increased its capacity for leadership and management, through the visioning process with the participation of National Society staff and volunteers.

### Comments on progress towards outcomes

After several years, the First Movement Meeting was held and resulted in an agreement to develop a Country Cooperation Agenda to build and find synergies to work in violence and security was forged.

In coordination with the ICRC in July, a Safe Access and Stay Safe workshop was held in order to enhance the capacities of the staff and volunteers to work in a violent context.

A visioning process was initiated in order to strengthen the SRCS. The main activities were the revision of the current strategic plan, a national reflection on volunteering and the identification of new OD and humanitarian trends, which will be part of the Country Cooperation Agenda. It is estimated this process will end in the first quarter of 2015.

**Output 3.1.2:** The IFRC and the National Societies in the Americas actively use beneficiary communications to increase beneficiary accountability under the humanitarian mandate.

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
<b>2014</b>			
The SRCS uses a beneficiary communication approach.	0	1	2014: Achieved during the Volcanic eruption emergency

### Comments on progress towards outcomes

During the emergence of Chaparrastique Volcano, ODK was implemented through a beneficiary satisfaction survey with two main objectives: 1) Learn about the perception of the aid that was provided by the Red Cross, and 2) 2. Collect recommendations to improve institutional impact.

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

Measurement			
Indicators	BL 2012	2015 Targets	Implementati on to date
<b>2014</b>			

The SRCS has at least 2 programmes that incorporate the key trends (Climate change and violence)	1	2 programmes	<p>2014: The Friendly Stadiums initiative, which strongly emphasizes violence prevention, was Presented in 2014, and it will be organized in 2015.</p> <p>2014: The Salvadorean Red Cross Society initiated the reflection on violence, and it will continue in 2015.</p>
The SRC has included urban risk and community resilience in their strategic and operational plans.	1	1	2014: In progress

#### Comments on progress towards outcomes

The Friendly Stadiums initiative was presented in 2014 at the National Federation of football, and the final agreement is expected to be finalized in 2015.

El Salvador is in one of the most violent countries in the region. As a result, the National Society has prioritized the enhancement of its competences for working in a violent environment in order to protect staff, volunteers and to guarantee the population access to needed assistance. This will be a part of the National Society's agenda and an assessment of this will be carried out in 2015.

**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 the community-based development programme

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
<b>2012-2014</b>			
# of SCRC branches that are implementing and integrating community development programming and projects in cooperation with other key stakeholders that address key humanitarian trends.	0	5	2012-2014: The SRCS has prioritized the issue of violence prevention because of its importance in the national context; this trend and work methodology will be addressed by the Movement.
# of branches implementing the Youth as Agents for Behavioural Change (YABC) initiative to promote social inclusion and a culture of nonviolence and peace through community outreach (3.2b).	1	4 branches	X2014: YABC methodology was implemented in the Social Inclusion Opportunities project, with 5,000 beneficiaries

Comments on progress towards outcomes
<p><b>In 2014:</b></p> <ul style="list-style-type: none"> <li>The SRCS prioritized the issue of violence because of its importance in the national context.</li> <li>The SRCS continued to use the CBHFA methodology at the community level, particularly to enhance its ability work with non-communicable diseases (NCDs).</li> </ul>

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

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
<b>2014</b>			
The SRCS participates in national platforms.	3	4	2014: The

		<b>national platforms</b>	Salvadorean Red Cross Society strengthened its positioning in the different platforms, with the new government and decision makers; negotiation will continue in 2015.
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#### Comments on progress towards outcomes

##### In 2014:

- The National Society participated in the monthly meetings on health and civil protection.
- The new government took office in June. To date, there has not been much openness on the part of the new authorities. In 2015, a communication strategy for rapprochement with key stakeholders will be developed.

**Output 3.3.2.:** National Society leadership and managerial skills are improved.

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
<b>2013-2014</b>			
The SRC participates in leadership/management trainings.	1	4 people	2013-14: The SRCS started promoting the participation of the leadership in training courses, and it will continue promoting this in 2015.
# of Leaders of the SRC trained in integration aspects.	0	2 leaders	XX 2014: 1 IDRL workshop, and 1 supporting the Nicaraguan Red Cross integrity crises

#### Comments on progress towards outcomes

##### In 2014:

- In March, the director general had an induction at the AZO with the support of the American Red Cross and the Norwegian Red Cross
- The Statutes Review Commission completed the modifications to the recommendations that were made in May 2013; it is expected that the draft will be sent in December, and there will be a joint review process in 2015.

**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** National Societies have improved their voluntary service, formalizing the status, rights and duties of volunteers within their statutes and constitutions, and strengthening and diversifying their volunteer base.

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
<b>2012-2014</b>			
% of volunteers engaged in SRCS activities that have insurance for their volunteers.	<b>0</b>	<b>1 policy</b>	2012-14: The SRCS has 2,124 volunteers that have insurance through DREF operations and National Society funds
The SRCS has renewed the volunteering policy	<b>0</b>	<b>1 policy</b>	2014: In 2014, the Salvadorean Red Cross Society has a roadmap for the volunteering policy.  2014: The Salvadorean Red revised its volunteer policies and the participation of a representative from the Volunteer Executive Council Volunteer in the process will be promoted.

Comments on progress towards outcomes

- Currently, the statutes are at the preliminary stage; they were submitted in December 2014, and they are expected to be completed in 2015.
- On December 13, a national volunteer reflection workshop was conducted with the participation of 40 National Society members. As a result, it has a work plan for 2015.
- Additionally, the National Society participated in the Global Volunteering Forum.

**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.:** Red Cross Youth will be provided opportunities to learn innovate and develop leadership skills, contributing to generational change within the Red Cross network.

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
<b>2014</b>			
The SRCS has promoted the Youth participation peer-to-peer exchanges or horizontal cooperation between National Societies	0	5 exchanges	2014: In progress
The SRCS has its youth policy, strategy and operational plan.	0	3 documents	2014: The SRCS planned to develop a youth programme that was strengthened and aligned with Strategy 2020; this activity has been amended, and it will be completed in 2015.  2014: The SCRS replicated YABC methodology in its programmes and projects to prevent violence

### Comments on progress towards outcomes

#### In 2012:

- The National Society participated in the Agents of Behavioural Change training in Haiti during XIX Inter-American Conference, and it followed-up through school brigades. This methodology continues to be implemented in different National Society projects.
- The YABC initiative grew in size in the SRCS, as the number of youth trained through the initiative and its integration into National Society programmes increased.
- The SRCS identified a youth member to be included on the Governing Board.
- Peer-to-peer support from the Colombian Red Cross proved to be of particular value in youth initiatives.

#### In 2013:

- Carried out a workshop of YABC peer educators with the participation of 32 people (10 women and 22 men). Rescue and administrative staff of the National Society and members of the Regional Network of Youth participated. Training took place at the La Palma, in the department of Chalatenango in El Salvador from 17 to August 23 2013.
- 299 young people were trained with YABC methodology.

#### In 2014:

- The SRCS continued to implement YABC in different projects.
- The SRCS participated in the Regional Youth meeting with the aim of sharing best practices in small sessions. Given the National Society's process of change, a workshop on youth programme guidelines was held in November, and it will be launched in the first half of 2015.

## Business Line IV: HIEGHTEN RED CROSS AND RED CRESCENT INFLUENCE AND SUPPORT OUR WORK

**Outcome: Evidence-based humanitarian diplomacy conducted to draw attention to the causes and consequences of vulnerability, giving voice to vulnerable people, and demonstrating the value of Red Cross Red Crescent humanitarian work and leadership.**

**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.** National Societies become a source of reference information for humanitarian issues and vulnerability reduction

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
<b>2014</b>			
The SRCS launches the World Disaster Report	1	3 launches (1 per year)	2014: This activity will be promoted in 2015.
# of different types of social media.	2	3 tools used (Facebook,	2014: he SRCR has around 28

		<b>Twitter and YouTube).</b>	media contacts at the national level, and it is very active on Facebook, Twitter, Youtube, and its website, among others.
<b>2013-2012</b>			
The SRCS is actively participating in the Americas Communicators' network through the communities of practice.	<b>1</b>	<b>3 Meetings</b>	2012-13: The SRCS has improved its high level strategic relationships through programme activities and will continue to do so in the coming years.

#### Comments on progress towards outcomes

##### In 2012-2013:

- The SRCS's Disaster Response Unit has increased its level of coordination and improved its relationship with the Civil Protection office, which facilitates access to vulnerable areas.
- The SCRS also actively participated in the Humanitarian Network, and it has been part of different inter-sectorial meetings. Moreover, the shelter cluster coordination in El Salvador was handed over to Habitat for Humanity International with a follow-up internal evaluation.
- Peer-to-peer support was facilitated between the Salvadorean Red Cross Society and the Ecuadorian Red Cross to exchange knowledge on organizational development. At the same time, links established between the Guatemalan and Salvadoran National Societies and the Movement components and the documentation of best practices on development and management are improving coordination in both National Societies.
- The SRCS actively contributes to the preparation of notes and articles about its activities. In 2014, there were no reported cases of mismanagement of the social network accounts by SRCS staff and volunteers.

**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.:** National Societies have a higher profile as government auxiliaries.

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
<b>2014</b>			
The SRCS receives direct support for the enhancement of its auxiliary	<b>0</b>	<b>1 workshop</b>	2014: In progress

role.			<p>2013: Signature of MoU between SRCS and National Consortium of universities.</p> <p>2012: Promotion of productive relationships with the government, the public (particularly opinion makers), academic institutions, the private sector, and other SRCS partners that work at the local and national level were carried out.</p>
The SRC has initiatives with parliamentarians.	0	2 Initiatives	2013: This was promoted in 2013; it will resume in 2015.
<b>2012</b>			
The SRCS adopts International Conference Resolutions.	0	2 resolutions	<p>2012: The SRCS's Humanitarian and advocacy labours with the public authorities contribute to the promotion and support of the implementation of commitments made by the government of El Salvador at the 31st International Conference, which addressed the application of international disaster response law risk reduction, coordination measures and the provision of shelter to people affected by disasters and crises.</p>

#### Comments on progress towards outcomes

The structural changes that the SRCS is undergoing have slowed down the achievement of this outcome, which will be postponed until 2015.

**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 National Societies are enhanced to attract more reliable contributions to the Red Cross Red Crescent in an effort to ensure a higher level of sustainability.

Measurement			
Indicators	BL 2012	2015 Target	Implementation to date
<b>2014</b>			
The SRCS actively engaged in the RM network through tailored support.	0	1	<p>2014: The revision of SRCS resource mobilization strategy was in progress in 2014.</p> <p>2014: Through regional meetings, the SRCS contributes to the regional network of resource mobilization</p> <p>2012-13: Donors were encouraged to invest more financial and human resources to improve the skills of volunteers and technical staff</p>

**Comments on progress towards outcomes**

**In 2014:**

- The Salvadorean Red Cross Society participated in a RM Workshop held in March 2014.
- The SRCS participated in the Ammodo webinar, and the SRCS is expected to have the basic steps in place for the implementation of the Ammodo tool in 2015.
- Additionally, a diagnostic of the National Society was carried out, which will be useful to diversify resources and the National Society's performance.

- Launched the campaign “Everybody Needs the Red Cross”; it was launched in the last quarter of the year, and it will continue in 2015.

## Business Line V: EFFECTIVE JOINT WORKING AND ACCOUNTABILITY

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

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

**Output 5.1.1.:** Red Cross National Societies facilitate greater peer-to-peer support, horizontal initiatives, regional exchange, and shared learning.

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
<b>2012-2014</b>			
The SRCS participates in the peer-to-peer / horizontal initiatives that have been carried out in the Americas zone.	0	1	2014: The SRCS participated in at least one peer exchange with the Ecuadorian Red Cross
The SRCS participates in Federation Wide Resources Mobilization Strategy knowledge sharing networks (Communities of Practice, regional RM networks, global skill share, peer exchanges, etc.)	0	1	2014: The SRCS participated in regional networks (Health Disaster Youth, Volunteering, etc.)
The SRC has a plan aligned with Strategy 2020 and the Inter-American Framework for Action (IAFA).	0	1	2012-14: Achieved through the 2012-2015 National Society Strategic Plan

### Comments on progress towards outcomes

#### In 2012:

- With the support of the Spanish Red Cross, the National Society developed a plan with key management areas that had be established and the STAR process with the support of the American Red Cross in order to strengthen its capacities. Both processes were implemented in 2013 and will continue in 2015. They were also will part of the OCAC follow-up and the Country Cooperation Agenda.

#### In 2014:

- A new OD person was hired, and she had her induction at the AZO; a performance plan has been designed in order to ensure the proper strengthening of the National Society is.
- The SRCS actively participated in the regional network meetings.

**Output 5.1.2.:** The National Societies in the Americas and the secretariat successfully organized the XIX Inter-American Conference (IAC) to define the Movement's key priorities and strategic orientations for the Americas over the next four years and follow-up on the outcomes

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
<b>2014</b>			
The SRCS monitors and achieves the IAFA commitments	0	2 biannual updates	2014: Information was provided to the National Society for the internal dissemination process in preparation for the IAC.  2014: The SRCS contributed to the Virtual Resilience Forum on Desaprender in preparation for the IAC.  2013: The SRCS contributed to the progress of the required revisions. 2012: The SRCS's Strategic Plan was developed.
The SRCS participated in the think tank sessions.	0	3 sessions	2013-14: he SRCS has participated in 2 think tank sessions since 2013
XIX Inter-American Conference resolutions have been completed.	0	5	X2014: he SRCS has promoted and implemented the IAFA2012-2016

### Comments on progress towards outcomes

The SRCS actively participated in the IAFA revision process, and promoted the guidelines within the National Strategic Plan

### 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 National Societies.

Measurement			
Indicators	BL 2012	2015 Targets	Implementation to date
<b>2012-2014</b>			
The SRCS participates in Communities of Practice, regional RM networks, global skill share, peer exchanges, etc.	0	3	2012-14: Administration, finance, communication, etc. f policies were improved and shared and practices for support services were promoted within the National Society.

#### Comments on progress towards outcomes

- The Digital Divide was prioritized by the National Societies in order to delivery better services. The assessment was finalized in June 2013, it will resume once funds are available again.
- IFRC policies on support services (finance, administration, human resources and planning, monitoring, reporting and evaluation) were disseminated within the SRCS.

## Stakeholder participation and feedback

### Movement:

The IFRC the ICRC and several Partner National Societies (PNSs), such as Spanish, Swiss and the Canadian National Societies are the present in the country and the main partners of the SRCS. Additionally, it has bilateral support from the Italian, Norwegian, Finnish and American National Societies.

### External Cooperation:

The SRCS also receives external support and coordination from the United Nations System, Inter-American Development Bank, the European Union and an annual grant from the Salvadoran government through the Ministry of Public Health and Social Assistance. The SRCS has made efforts to maintain effective coordination in the country, especially in emergency and crisis situations that facilitate its actions in accordance with the Fundamental Principles of the Movement and Doctrine.

## Key Risks or Positive Factors

Key Risks or Positive Factors	Priority	Recommended Action
	High Medium Low	
To strengthen its new structure and improve its sustainability	M	Complete the visioning process
To improve its positioning with the public and private sector	M	Training in Humanitarian Diplomacy
The lack of sustainability in the financing of its programmes	M	Strengthen the work in resource mobilization and integrity training
The absence of a volunteering management system	M	Analyze its volunteer model

## Lessons learned and looking ahead

The Salvadorean Red Cross Society has a network of 64 regional branches across the country, 2,124 volunteers and 221 paid staff. Since 2011, the National Society has initiated internal organizational changes in order to achieve the objectives of Strategy 2020 and the Inter-American Framework for Action.

In this sense, Salvadoran RC has recognized the need to implement internal changes to improve its services to the public and stakeholders. As a result, it has requested support from the secretariat on its efforts to refocus its vision and mission through Visioning. This process has introduced workspaces for integrated programming, as well as areas of strategic support to contribute to the modernization of the National Society in the way it works and its self-sustainability.

Furthermore, in order to respond to external trends, the National Society must continue modernizing its operating model to address internal pressures related to leadership, integrity, responsibility, performance, volunteer management and resource mobilization.

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

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