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# Venezuelan Red Cross Annual Report 2013

 International Federation  
of Red Cross and Red Crescent Societies

**MAAVE002**

**08 May 2014**

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

*Venezuelan Red Cross youth volunteer  
accompanies children in the pediatric  
hospital in Caracas. Source: Venezuelan  
Red Cross*



## Overview

The regional representation for the Andean countries (regional representation) of the International Federation of Red Cross and Red Crescent Societies (IFRC) provided intensified support to the Venezuelan Red Cross (VRC) in 2013 in order to allow the National Society to build the foundations of its organizational modernization process and to better fulfil its humanitarian mission. These actions were done in alignment with International Movement's strategies and standards, including *Strategy 2020* and the Inter-American Framework for Action 2012-2016.

Particular reinforcement was therefore given to the VRC in the area of organizational development to assist in the creation of the Venezuelan Red Cross Strategic Plan 2013-2016. The secretariat additionally has supported the VRC to launch a modernization, development and strengthening process to shift its focus from welfare actions to community development promotion and proactive actions in the context of new humanitarian trends and national needs.

## Working in partnership

The National Society's primary and permanent partners are the International Committee of the Red Cross (ICRC) and the IFRC secretariat. The VRC currently does not maintain international cooperation relations with Partner National Societies within the country, particularly due to the social and economic situation in the country, which makes it difficult to establish cooperation mechanisms.

In recent years, the VRC has worked with the Ministry of Health on health-related activities; with the Ministry of Social Development on violence prevention; and the Civil Protection on disaster response.

## Progress towards outcomes

As the Venezuelan Red Cross continues to make strides to modernize and to improve its organizational structure, this annual report provides information based on the Operational Monitoring Reports that reflect secretariat support provided to the National Society. The Long-Term Planning Framework for 2013, which was

disseminated as a guide for National Society actions over the last year, also provided supplementary information on planned actions within the established Business Lines.

In November 2012, the National Society organized a modernization workshop that led to the strategic and situational diagnosis of the VRC and a matrix of corporate goals for 2013-2014. This diagnosis identified a route for institutional development that contains a projection of the products that will contribute to the continuity of the institutional development. In late 2013, the VRC National Committee approved the new strategic plan for 2013- 2016 and confirmed the road map and objectives for a renewed and more modern National Society.

## Progress towards outcomes

### Business Line I: Humanitarian Standards

**Outcome 1.1** The Red Cross is better positioned to lead and demonstrate the Federation-wide contribution to reducing vulnerability, the exposure to risks and the ability of most vulnerable people to deal with their daily challenges; and capture learning and knowledge management to improve the quality of Red Cross work.

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

Indicators	BL	Annual Target	Year to Date Actual
The VRC is better positioned at government and civil society levels to promote respect for the rights of vulnerable people, as well as the principles, values and mission of the VRC.	Current situation	Undefined target	50% Meeting with UNDP in the third quarter

Comments on progress towards outcomes
Due to the climate of tension in the country, the VRC has limited activities together with the public sector in order to ensure the neutrality of its activities. During the last quarter of 2013, with secretariat support, the VRC met with the United Nations Development Programme (UNDP).  The VRC is challenged to respond to a sensitive context in which vulnerabilities are increasing. The secretariat is committed to supporting the National Society to strengthen its capacities in humanitarian issues in order to face this challenge.

**Outcome 1.3** The use of Federation-wide assessment tools, furthering the understanding of the collective impact of the Red Cross and Red Crescent Societies is promoted.

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

Indicators	BL	Annual Target	Year to Date Actual
The VRC has conducted a detailed assessment of the institutional status of the National Society.	0	1 assessment	30%

**Comments on progress towards outcomes**

The evaluation process moved forward in 2013; however, not all the goals were attained. The OCAC process was presented and plans have been established to implement the self-evaluation in July 2014. This delay is mainly due to the lack of resources for OCAC in the secretariat's headquarters. New options will be studied in 2014 to implement OCAC.

Further progress towards this indicator is expected in 2014, which will allow the National Society to expand its use of IFRC tools, and thus have the ability to effectively transmit its Fundamental Principles and how these underpin its actions in the country.

**Business Line II: Disaster Management and Crisis**

**Outcome 2.1:** Red Cross National Societies, through their network of branches, have enabled communities to better understand trends (urban risk, climate change, migration and violence) that increase the impact of disasters and crisis in their lives, and to develop appropriate integrated responses.

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

Indicators	BL	Annual Target	Year to Date Actual
The VRC has a national plan for preparedness and response developed in a participatory manner.	0	1 plan	90% The VRC has a plan that was created in a participatory manner.
The VRC has more response and relief teams (National Intervention Team members) trained and equipped.	Current situation	Undefined target	100% The VRC has trained staff in the regional response and relief tools.

**Comments on progress towards outcomes**

In 2013, the secretariat worked with the Venezuelan Red Cross to improve its ability to respond and manage disasters. The secretariat supported the preparation of the new plan, which has a community focus. By the end of the year the plan had been created, approved and disseminated to the branch presidents. Printing and widespread distribution are programmed for 2014.

Furthermore, the VRC sent one participant each to the Regional Intervention Training (RIT) course and the Americas Field School held on the Haitian/Dominican border.

The secretariat at the Americas Zone level provided technical support in the areas of communications, e-learning, youth, health and migration. The actions to strengthen VRC capacities are the foundation for allowing the National Society to support community-based actions to identify and reduce risks.

**Output 2.1.2: Urban risk approaches are adopted in disaster and crisis management.**

Indicators	BL	Annual Target	Year to Date Actual
In 2013, the VRC has integrated and assembled/coordinated programmes	Current situation	Integrated programmes	90% Progress was made to promote more integrated and coordinated programmes.
In 2013, the VRC has strengthened and extended the dissemination of CBHFA	Current situation	Undefined target	100% The VRC strengthened its staff's understanding of community-based health and first aid (CBHFA).

Comments on progress towards outcomes
<p>The secretariat provided technical support for the VRC's dissemination and implementation of CBHFA in all the branches. The National Society participated in training in CBHFA in the Americas Zone and replicated the information learned within the country. Additionally, the secretariat fostered VRC participation in a global health meeting in Geneva focused on CBHFA and non-communicable diseases.</p> <p>The VRC has recently started to incorporate urban risk into its actions. In order to do so, it builds upon its community-based health and first aid approach, progressively transferring these into urban settings. The CBHFA approach has proved to be one of the most effective tools to integrate programmes.</p> <p>In 2013, the VRC implemented systematic CBHFA actions for the first time in urban settings. The secretariat has worked with the National Society to formalize its actions to integrate its programmes. The CBHFA tool has been improved, transferring its previous use to an urban context and integrating this into its programmatic strategy. It is expected that these two factors improve disaster management and crisis in urban contexts.</p> <p>Lastly, the technical support for programme coordination and annual meeting of programme directors contributed to fostering an integrated approach in the National Society. Annual meetings for each of the following directorates were held: health, relief, migrations, cooperation, volunteering, youth and communication.</p> <p>The VRC has an enriched grasp of new humanitarian trends and is integrating its actions to contribute to more effective responses.</p>

**Business Line III: Sustainable Development**

**Outcome: 3.1:** 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:** National Society addressing major trends and challenges contributing to vulnerability.

Indicators	BL	Annual Target	Year to Date Actual
In 2013, the VRC has developed its community intervention strategy with an integrated focus, and trained in distinct topics more volunteers in comparison with 2012.	0	1 integrated strategy	100% The VRC has an integrated focus and more VRC volunteers have been trained.

**Comments on progress towards outcomes**

The secretariat provided technical support for the intervention of a community-based strategy. This approach has allowed the National Society to increase integrated programming and actions that support resilience. As the VRC increases its skills, these are transferred throughout the branch network and implemented with communities.

**Output 3.3.1:** The financial sustainability of the National Society is strengthened.

Indicators	BL	Annual Target	Year to Date Actual
In 2013, the VRC has increased and diversified its income generation in comparison with 2012.	Current situation	Undefined target	100% The VRC has increased its capacity to measure results with regard to resource mobilization.

**Comments on progress towards outcomes**

The secretariat provided technical support in a workshop for the evaluation of results. A training activity was held on measuring objectives for the National Directorates of cooperation and planning, which allowed the National Society to learn and eventually implement IFRC standards and guidelines.

**Output 3.3.2:** National Society leadership and managerial skills are regularly updated on key humanitarian and development trends.

Indicators	BL	Annual Target	Year to Date Actual
In 2013, the VRC has improved its leadership in governance and management.	Current situation	Undefined target	50% The national directorates of the VRC received an introduction on leadership in governance and management.

Comments on progress towards outcomes
The first introductory course on leadership training was organized for the national directorates and presidency. The complete training will have to be conducted in 2014. Strengthened leadership will contribute to the National Society better accompanying communities in their addressing risks.

**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:** VRC volunteers are key actors to demonstrate added value through the work conducted in the Red Cross network and expand the National Society’s humanitarian access.

Indicators	BL	Annual Target	Year to Date Actual
In 2013, the VRC has improved its volunteer management (one point person per branch), actively involving the volunteers as key actors in their own development of the National Society’s institutional life and stimulating the use of the Learning Platform.	Current situation	Undefined target	100% The Learning Platform was promoted, introducing it as a part of the national regulations.

Comments on progress towards outcomes
The secretariat provided support to the volunteering programme and its national directorate for the issue. This was done through the promotion of the Learning Platform and the holding of the annual meeting of the directorate of volunteering from each branch. The Learning Platform was introduced into the national regulations and encouragement for its use is constantly done with volunteers, increasing their learning opportunities. In 2013, the VRC’s use of the Learning Platform increased 397%.

**Output 3.6.1:** Youth, as agents of change of the Red Cross network, are a leading voice for joint actions with different sectors of society for inclusion, peace and innovation.

Indicators	BL	Annual Target	Year to Date Actual
In 2013, the VRC has a National Youth Plan and an updated Youth Policy.	0	Updated plan	100% The VRC has an updated National Youth Plan and policy.

Comments on progress towards outcomes
With secretariat support, the Venezuelan Red Cross has a newly created National Plan for youth that has been approved. The youth policy has been updated. Sustainable development of the National Society depends on its volunteers and the completion of this indicator has been a central component towards this end.

### Business Line IV: Humanitarian Diplomacy

**Outcome 4.2:** Strong links are fostered with governments, the public (including 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:** Strong links are fostered with governments, public (especially leaders of opinion), the academic and private sectors and other partners of the Red Cross that work at the local and national level.

Indicators	BL	Annual Target	Year to Date Actual
The VRC has grown and diversified partnerships and strategic agreements.	Current situation	Undefined target	30% This goal was not attained in 2013.

Comments on progress towards outcomes
This indicator was not attained in 2013 because the VRC has decided to maintain a low profile with the central government and the media. Due the tense climate in the country, this indicator will be put on hold until a full analysis of future National Society actions is developed and VRC position is clearly defined.

### Business Line V: Efficient Joint Work and Accountability

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

**Output 5.1.3:** National Societies participate in the Federation-wide communication strategy.

Indicators	BL	Annual Target	Year to Date Actual
In 2013, the VRC has a National Directorate of Communication and has improved its positioning in the media and in civil society with respect to 2012.	0	1 directorate	100% The VRC has a National Directorate of Communication and Dissemination and has improved external communication.

**Comments on progress towards outcomes**

The secretariat supported the creation of the Directorate of Communication and Dissemination. The ICRC trained 21 staff members from 21 branches in external and public communication. Although their actions are currently limited to providing aid to the presidents and for internal communications, it is expected that these communication volunteers will receive more training and amplify their range of services in 2014.

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

**Output 5.3.2: National Societies create policies and procedures for technology management.**

Indicators	BL	Annual Target	Year to Date Actual
In 2013, the VRC has reduced the current digital divide in at least the central headquarters.	Current situation	Undefined target	30% This indicator was not entirely achieved.

**Comments on progress towards outcomes**

In 2013, the VRC has expanded its access to and use of information technologies. Despite the technical support provided by the secretariat to define an information telecommunications technology (ITT) policy and a plan to improve ITT (hardware, software, training, process and security), the VRC does not have a point person for ITT. Thus, it was possible to conduct only a situation analysis of ITT in 2013.

**Outcome 5.4: Federation policies and best practices on support services are increasingly adopted and implemented by National Societies.**

**Output 5.4.1: National Societies in the America have a plan aligned with Strategy 2020 and report data on the Federation-wide indicators.**

Indicators	BL	Annual Target	Year to Date Actual
By the end of 2013, the VRC has created its new Strategic Plan in a participatory manner.	0	1 plan	100%

			The VRC strategic plan was created.
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**Comments on progress towards outcomes**

The Venezuelan Red Cross Strategic Plan 2013-2016 was created with secretariat technical support. At the end of 2013, the plan had been approved and disseminated via email. The printing and public dissemination of the plan will take place in 2014.

**Outcome 5.6: Federation policies and best practices on support services are increasingly adopted and implemented by National Societies.**

**Output 5.6.1: IFRC policies on support services (finance, administration, human resources and planning, monitoring, reporting and evaluation) are disseminated among National Societies**

Indicators	BL	Annual Target	Year to Date Actual
In 2013, the VRC has improved its policies and procedures in administration and finance and these are fulfilled at least in the central headquarters.	Current situation	Undefined target	100% The VRC has incorporated IFRC policies in its strategic plan.
In 2013, the VRC has improved its planning, monitoring, evaluation and accountability, and this is being implemented in at least the central headquarters.	Current situation	Undefined target	50% IFRC's PMER standards have been introduced.

**Comments on progress towards outcomes**

During 2013, efforts were undertaken to modernize the administrative, financial and accounting processes in the VRC headquarters and at the branch level. The VRC has incorporated IFRC policies and standards in its new strategic plan. This entailed analysis and improvement of the administration/finance procedures to align with IFRC standards. All of the National Directorates of the VRC are aligned with IFRC policies.

The IFRC planning, monitoring, evaluation and reporting (PMER) system was presented to the VRC. This is included in the 2014 agenda as proposed training for the National Directorate in Cooperation and Planning. Not all of the planned actions were implemented in 2013 and will be continued in 2014.

**Stakeholder participation and feedback**

The secretariat, particularly through its country support coordinator, continues to provide close, tailor-made support to the Venezuelan Red Cross. The tension in the country has generated an even closer relationships and coordination between the International Committee of the Red Cross, the IFRC and the National Society. This coordination space allows for the VRC to receive feedback on its actions and to strengthen its implementation of IFRC standards in all its work.

The CBHFA approach, described above in outcome 2.1.2, is a fundamental approach to foster stakeholder participation, and their eventual evaluation and feedback on VRC actions.

### Key Risks or Positive Factors

Key Risks or Positive Factors	Priority High Medium Low	Recommended Action
The tense situation combined with the security issues are among the largest external risks and challenges.	High	The secretariat is closely coordinating with the ICRC in order to support the VRC and particularly its capacity to respond to the current humanitarian needs in the country. The secretariat will continue to work in this direction in 2014, particularly ensuring the National Society has needed humanitarian items in stock, as well as supporting its implementation of the International Movement's principles and values.
Some difficulties exist to organize activities due to the supply, inflation, exchange rates and transport challenges in the country.	Medium	The secretariat has taken measures to ensure that the VRC has humanitarian items in stock. The National Society is providing timely and accurate information on these issues so as to prepare accordingly.
Lack of assigned resources for the implementation distracts efforts for the fulfilment of the mandate.	Medium	In the year 2013, the VRC had few assigned funds. In light of the constantly changing context, the secretariat has taken measures, including supporting the VRC to better organize its income resulting from its health centres, to ensure that this critical financial situation does not exist in 2014.

## Lessons learned and looking ahead

As it has been previously mentioned, the tense situation in the country has a direct impact on the secretariat's planned actions for 2014. The regional representation for the Andean countries, following through with its actions in 2013, will continue to support the National Society by strengthening its capacities at the internal level as well as with external stakeholders and/or populations benefitting from its actions.

The secretariat is additionally coordinating with the International Committee of the Red Cross in order to ensure coherence of its humanitarian actions, in line with the International Movement principles, in the country.

The National Society is challenged to dedicate time and effort to internal strengthening, amidst pressing needs emerging from the current situation. The secretariat, together with the National Society, is taking measures so that its future actions reflect prioritized areas for the Venezuelan Red Cross.

## Financial situation

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

<http://www.ifrc.org/Docs/LTPF%20Process/LTPF/2013/MAAVE00213arf.pdf>

## How we work

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

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

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

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

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

## Contact information

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

- **In the Venezuelan Red Cross**
  - José Remberto Bruzual Rojas, Secretary General; email: [secretariageneralcrv@hotmail.com](mailto:secretariageneralcrv@hotmail.com) , phone: + 582 125 782 187 and fax + 582 212 2054.

- **In the Regional Representation for the Andean countries**
  - Carlos Iñigo Barrera, Regional representative of the Andean countries; email: [ci.barrera@ifrc.org](mailto:ci.barrera@ifrc.org) ; phone: +511 221 8333; and fax: +511 441 3607.
- **Americas zone**
  - Xavier Castellanos, Director of the Americas zone office; email: [xavier.castellanos@ifrc.org](mailto:xavier.castellanos@ifrc.org) ; phone: + 507 317 3050 and fax: + 507 317 1304.
  - Resource mobilization team; email: [zonerm.americas@ifrc.org](mailto:zonerm.americas@ifrc.org); phone: + 507 317 3050; and fax: + 507 317 1304.