



THE MARKET

The Kenya Red Cross Society is a humanitarian relief organisation that was created through an Act of the Kenyan Parliament on 21st December 1965. Before its official launch as a Kenyan organization, it operated as a branch of the British Red Cross between 1939 and 1965. The International Committee of the Red Cross (ICRC) recognized the Kenya Red Cross in 1966. Apart from being a member of the ICRC, the organization has also been formally recognized by the International Federation of Red Cross and Red Crescent Societies since 1967.

The Kenya Red Cross is an organization of volunteers and has about 69,000 members operating through a network of 58 national branches. Membership is open to all with no discrimination based on race, sex, creed, religion, class, political affiliation or nationality.

Kenya Red Cross has had a positive influence on the lives of millions of vulnerable people affected by diseases and natural and man-made disasters countrywide. By choosing not to discriminate in its service provision and being constantly in the media, the Kenya Red Cross brand has been able to endear itself to Kenyans from different socio-economic classes.

ACHIEVEMENTS

In 2005, Kenya Red Cross received the internationally recognised SGS Certification, the highest achievement of excellence for a Non Governmental Organization (NGO). This certification placed the organization on a par with the best in world at providing world-class services through transparency, accountability, integrity, good governance, leadership and management.

The Kenya Red Cross has developed a Communication Policy to improve the effectiveness of its communication strategy.



With this policy in place, the body has been able to maintain good media relations that have ensured an immense media coverage and thereby high visibility for the brand both locally and internationally.

HISTORY

1965 - Kenya Red Cross (KRC) was formed on 21st December 1965

1965 - The youth section of the KRC was started simultaneously with the mother body

1966 - KRC received recognition by the International Committee of the Red Cross (ICRC)

1966 - The KRC began one of its first projects, The Kirathimu Welfare Centre in Limuru.

Its objective was to train mothers in home economics, mother craft, First Aid, hygiene and family planning. It is still active today

1967 - The KRC was accepted as a member of the International Red Cross and Red Crescent Societies

1973 - The national youth coordination was officially formed with relevant structures in place

1980 - Construction of the KRC Headquarters in Nairobi's South 'C'

1984 - Produced the first HIV/AIDS IEC material in the country in conjunction with the Ministry of Health

1991 - Pioneered the first community counselling Centre in the country

2001 - A major survey carried out revealed that the KRC had over 69,000 Members/ volunteers.

2003 - The website (www.kenyaredcross.org) was launched.

2003 - Recognizing the danger posed by

HIV/AIDS the KRC launched its HIV/AIDS Strategic Plan 2003 - 2007.

2005 - The KRC was awarded the internationally recognised SGS Certification.

2005 - The KRC developed its strategic Plan for 2006 - 2010.

2006 - The KRC set out to implement a five year Strategic Plan 2006-2010 in which a decentralization process was outlined that envisages the setting up of nine Regional Centres in strategic locations countrywide by 2010. The process will also ensure that Branches take a leading role in project implementation. Branches will also be required to mobilise their own resources and work towards being self sustaining.

2006 - The KRC website was relaunched

2007 - The KRC launched a refreshed brand with new corporate identity being unveiled.

THE PRODUCT

The Kenya Red Cross has divided its humanitarian mission into three core products that are reflected in its organizational structure.

- Disaster Preparedness and Response - This caters for Disaster Preparedness, Disaster Response, Tracing Services and Logistics.
- Health and Social Services - This includes First Aid, Blood Donor, HIV/AIDS, Water and Sanitation (WatSan), Disease Prevention and Control and Social Services.
- Organisational Development - This includes Youth, Branch Development and the Lake Victoria Programme.

RECENT DEVELOPMENTS

The Kenya Red Cross relies on external resources and its own local resource mobilization efforts to finance its programmes. The total expenditure of



Kenya Red Cross in 2005 was approximately Ksh 300 million. Of these, external donors provided 74 percent, while the remaining percent came from local resources. This has been a great improvement from the days when the organization was fully dependent on external donors.

The Kenya Red Cross branches are moving closer towards being self-sustaining by meeting their own operational costs. This shall be possible by implementing income-generating projects. One such project has been implemented at the organization's Nairobi headquarters. This was the construction of a Disaster Management Training Centre.

The Kenya Red Cross redesigned and relaunched its website late in 2006. The website, <http://www.kenyaredcross.org>, has regular up to date information for the media and other interested parties. The website relaunch resulted in a phenomenal rise in online traffic and increased awareness of the Red Cross brand.

The current logo of the Kenya Red Cross was created when the international body was founded. The Kenya Red Cross is in the process of rebranding so as to modernize its look. This will give it a fresh look and reinforce the brand's position as the leading humanitarian organization both locally and internationally.

PROMOTION

The Kenya Red Cross does not use much of traditional communication methods such as advertising. Its greatest asset in keeping the brand on the national and international radar has been its superior public relations. Through highlighting its various humanitarian projects in the media, The Kenya Red Cross brand has maintained a high level of visibility in both national and international media.

BRAND VALUES

The Kenya Red Cross brand values are centred on the alleviation of human suffering in Kenya. In its vision it seeks to be the leading humanitarian organization in Kenya, self-sustaining, delivering excellent quality service of preventing and alleviating human suffering to the most vulnerable

in the community.

The brand's core values include transparency and accountability, integrity, respecting national boundaries, commitment to customers, upholding principles of the movement, teamwork, results-oriented, efficiency, professionalism, good governance, environmental consciousness and respect for human dignity.

The original Kenya Red Cross corporate identity was adopted as the organisations identity at the inception of the organisation in 1965. This was around the time Kenya had just gained independence and it was important to have a nationalistic look, hence the use of both the shield and spears. The logo communicated KRC's role as a humanitarian organisation offering the service of alleviating human suffering to the most vulnerable in the community. The various elements reinforced KRC's desired identity.

The Shield: Was associated with a Nationalist view of Kenya, a protective and historic role.

The Spears: Were adopted to represent the combative nature of the organisation in fighting and alleviating human suffering to the vulnerable members in the community.

More than 40 years after independence, the Kenya Red Cross has been facing a Brand identity crisis. The Kenya Red Cross identity did not distinguish it from the two other Red Cross agencies in the country, the International Committee of the Red Cross (ICRC) and the International Federation of Red Cross and Red Crescent Societies.

The new corporate identity aims to;

- Develop a corporate identity that stands out and reflects on the values of the organisation
- Distinguish the Kenya Red Cross from the other Red Cross agencies locally and internationally
- Have consistency in the application of the new identity within the organization, its communication at all touch points
- Position Kenya Red Cross to the public as a leading humanitarian organization in Kenya.
- To give the organization a fresh and energized corporate outlook and Increase visibility



- So as not to depart too far from its original identity, the spears have been included. They also reinforce the nationalistic nature of the organization
- The new logo stands out and increases the readability of the name, "Kenya Red Cross"

THINGS YOU DIDN'T KNOW ABOUT THE KENYA RED CROSS

- The Kenya Red Cross was created through an Act of Parliament
- The Kenya Red Cross goal is to be self-sustaining and have the capacity to pay its core-cost by 2010
- The Kenya Red Cross has the capacity to assist up to 60,000 affected people at any one given time
- By 2005, The Kenya Red Cross had a total of 238 staff members, 50 of whom are based at the Headquarters
- Youth comprise over 70 percent of the number of volunteers/members
- By 2005 the expenditure of Kenya Red Cross was over Ksh 300 million

