Kenya Red Cross

MARKET

Kenya Red Cross Society (KRCS) acts in times of armed conflict, and in peace prepares to act in all the fields covered by the Geneva Conventions and their Additional Protocols and on behalf of all war victims, both civilian and military. KRCS is a multi faceted organisation, contributing to the improvement of health, the prevention of disease and the mitigation of suffering. KRCS organises, within the scope of the National plan, emergency relief services for the victims of disasters and also educates the population on how to prepare for, and respond to, disasters.

A large part of the work done by KRCS is to promote the participation of children and youth in the work of the Red Cross and Red Crescent and at the same time to promote the Fundamental Principles of the Movement and those of International Humanitarian Law in order to develop humanitarian ideals amongst all nations and, in particular, among the children and youth. Further, KRCS recruits, trains and assigns such personnel as are necessary for the discharge of its responsibilities and co-operates with the Public Authorities to ensure respect for International Humanitarian Law and to protect the Red Cross and Red Crescent Emblems.

ACHIEVEMENTS

Such an august body as KRCS has, over the years, garnered more than its fair share of accolades. Amongst these are:-

- Millennium Development Goals (MDG) Trust Fund – Achievement Award in recognition to contribution towards achieving the UN MDGs in Kenya (2011).
- Public Relations Society of Kenya awards for excellence – not for profit campaign of the year winner for the Kenyans for Kenya initiative (2011).
- Millennium Development Goal – Champion of the year award on the Kenyans for Kenya Drought initiative (2011).

- East African Super brands Council – Superbrand status (2010/2011).
- Government of Kenya – Recognition of contribution to human rights through highlighting the 1984 Wagalla massacre (2011).
- Millennium Development Goal – Champion of the Year Award (2010).
- Public Relations Society of Kenya awards for excellence – not for profit campaign of the year for new partnership in humanitarian aid (2010).
- Korean Red Cross – attribute for its Outstanding Humanitarian Work (2009).
- Kenya Institute of Supplies Management – Corporate Membership (2009)
- IFRC General Assembly – First African Country to host the General Assembly (2009).
- East African Superbrands Council – Superbrand status (2007/2008).
- Association of Kenyan Insurers – Contribution towards Road Safety (2008).
- World YWCA Council – Recognition of dedicated leadership. (2007).
- Blue Waves logistics – Contribution to company growth (2007).
- Fritz Institute – Achievement of world class standards in management capability, transparency and accountability (2005).
- SGS – NGO Benchmarking (2005).
- UNICEF – Recognition and appreciation of outstanding partnership in measles campaign (2002).
- Jhpiego (John Hopkins University) – Partnership for improving health in Kenya.
- Uganda Red Cross – outstanding support and contribution for the floods victims appeal.
- Heritage Faith and Hope Children Rehabilitation Centre – Distinguished Supporters Award.
- PATH – Outstanding partnership in pursuit of mutual core values on improving health in Kenya.

CEO chosen as the humanitarian Hero of the Year 2012 by AidEx2012.

Winner of Champion of Governance Award 2012 in humanitarian category

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HISTORY

The Kenya Red Cross Society was established on 21st December 1965 by the Kenya Red Cross Society Act. Its Constitution is based on the Geneva Conventions of 1949 and their Additional Protocols of 1977, to which Kenya is a Party. The National Society was officially recognised by the Government in the Kenya Red Cross Society Act (Chapter 256 Laws of Kenya) as a voluntary aid Society auxiliary to the Public Authorities in the humanitarian field, in accordance with the 1949 Geneva Conventions, and as the only National Red Cross Society in Kenya which carries out its activities in the Kenyan territory. In relation to Public Authorities, the Society maintains an autonomy, which allows it to act at all times in accordance with the Fundamental Principles of the Movement.

PRODUCT

Humanity

The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and ensure respect for the human being. It promotes mutual understanding, friendship, co-operation and lasting peace amongst all people.

Impartiality

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

Neutrality

In order to continue to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

Independence

The Movement is Independent. While the National Societies are auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, they must always maintain their autonomy so that they are able at all times to act in accordance with the principles of the Movement.

Voluntary Service

It is a voluntary relief Movement not prompted in any manner by desire for gain.

Unity

There can be only one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

Universality

The International Red Cross and Red Crescent Movement, in which all Societies have equal status and share equal responsibilities and duties in helping each other is worldwide.

The movement is designed to achieve the alleviation of human suffering and to save the lives of the most vulnerable.

PROMOTION

The Public Relations (PR) is a support unit whose primary objective is to promote the positive image of Kenya Red Cross Society (KRCS). The Unit has continued to diversify its activities, both locally and internationally, in collaboration with the Red Cross Movement partners, the Government and other stakeholders, thus positioning the Society's brand strategically among partners and competitors.

Generally, the KRCS brand's visibility has greatly improved globally, as evidenced through increased media mentions and requests for partnership by potential donors. The Unit's focus in 2012 was to bolster the skills of PR and KRCS staff through training and to invest in better PR tools for enhanced quality communication.

The Unit further aimed to enhance teamwork with programmes, Regions and Branches for improved documentation and more timely and efficient PR services for their public. In addition the unit aimed to enhance utilisation of its multimedia studio and resource centre, in order to mobilise its core cost funds. The Unit also aimed to embrace the latest social media tools to ensure timely communication.

BRAND VALUES

Vision

KRCS's vision is to be the most effective, most trusted and self-sustaining humanitarian organisation in Kenya.

Mission

Their mission is to work with vigour and compassion through their networks and with communities to prevent and alleviate human suffering and save the lives of the most vulnerable.

Core Values

- Commitment
- Accountability
- Service to Humanity
- Trust

Value Preposition

Always There

Pillars

- Operational Excellence
- Investing in Our People
- Service To Humanity

Essential Qualities: Humanity, Impartiality, Neutrality, Independence, Voluntary Services, Unity and Universality.

Promise: to be the most effective, most trusted and self-sustaining humanitarian organisation in Kenya.

Committed to work with vigour and compassion through our networks and with communities to prevent and alleviate human suffering and save lives of the most vulnerable.

Reflection: the Society is Always There

Consistency: through Operational Excellence, Investing in their People and Building a Strong National Society by ensuring there is Commitment, Accountability, Service to Humanity and Trust between the Society and its beneficiaries.

www.kenyaredcross.org

Things you didn't know about
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