



# Kenya Red Cross

## MARKET

The Kenya Red Cross Society was established in 1965 by the Kenya Red Cross Society Act and was officially recognised by the Government as a voluntary aid Society auxiliary to the Public Authorities in the humanitarian field, and as the only National Red Cross Society in Kenya. 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.

## ACHIEVEMENTS

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

- Superbrands East Africa 2014/2015/2016.
- Ahadi Kenya Anti Jigger Relay 2014 (NGO Special Category).
- Social Media Innovation of the year (2013).
- Social Media Star Awards 2013.
- International Federation of the Red Cross and Red Crescent Societies Youth on the Move award (2013).
- MDGI for its contribution in eradicating



Extreme Poverty and Hunger as well as the MDG3 for Reducing child mortality rates and MDG7 Ensuring Environmental Sustainability award (2013).

- The Green Star Awards in 2013.
- Millennium Development Goals (MDG) Trust Fund – Achievement Award in recognition to contribution towards achieving the UN MDGs in Kenya (2010/2011/2012).
- Winner of Champion of Governance Award 2012 as humanitarian Agency of the year (2012).
- Winner of the early response Road safety award by Association of Insurers Awards (2012).
- 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).

- Government of Kenya – Recognition of contribution to human rights through highlighting the 1984 Wagalla massacre (2011).
- 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.

## HISTORY

Previously, the Kenya Red Cross existed as a branch of the British Red Cross, between 1939 and 1965. As a voluntary organisation the Kenya

Red Cross operates through a network of 64 Branches within 47 counties throughout Kenya.

The Kenya Red Cross, which gained recognition by the International Committee of the Red Cross in 1966, has been a member of the International Red Cross and Red Crescent Movement since 1967 - the largest humanitarian movement represented in 185 countries worldwide.

## Mandate

- To provide relief to those affected by catastrophe or disasters.
- To carry on and assist in the work for the improvement of health, the prevention of diseases and reduction of suffering in times peace or war.
- To provide aid to the sick, wounded and non-belligerents in times of war; to prisoners of war and civilian sufferers, and relieve the effects of war.
- To promote the Junior Red Cross Movement among the youth of all races.
- To propagate the ideals and humanitarian principles of the Red Cross, with a view to



developing a feeling of solidarity and mutual understanding among all human beings and all nations.

## PRODUCT

The Kenya Red Cross Society's core business areas, around which its activities revolve, are broadly classified into:-

### Clean Water and Sanitation

The Kenya Red Cross has been working to improve the quality of life across the country and help every Kenyan access this basic right.

### Hunger and Food Security

The Food Security and Livelihood Strategy also seeks to contribute to community resilience through strengthening/ protecting livelihoods assets, and reduction of root causes of vulnerability factors.

### Drought and Desertification

The Kenya Red Cross through this department has been working with the communities in mainly Arid and Semi-Arid Lands to provide relief and recovery support for the last ten years.

### Emergency Response

Kenya Red Cross Society, through the Disaster Management Operations Department, has been in the lead in the provision of relief assistance amongst the affected populations.

### **Health and Human Development**

Kenya Red Cross intervenes in the health sector with services that are geared towards having a globally competitive, healthy and productive nation.

### **Continuous Education**

KRCS is committed to ensuring our volunteers get the best opportunities to enhance their capacities in order to make a difference in communities. KRCS provides opportunities promoting volunteer personal development and reinforcing their commitment to the fundamental principles.

In addition the engagement of Youth is important not only for the current time - but as an important feeder into their adult volunteer network. The challenges that face youth in Kenya are significant.

Since its establishment, the Kenya Red Cross Society has been a consistent and effective partner to the Government in the provision of relief services and works closely with the Government providing support in national disaster management for areas afflicted by droughts, floods and other emergencies. 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. 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. Further, KRCS trains and assigns such personnel as are necessary for the discharge of its responsibilities.

As a voluntary organisation, the Kenya Red Cross Society operates through a network of members and volunteers through its 64 branches around the country, with over 70,000 members/ volunteers.

## **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 Proposition**

Always There

### **Pillars**

- Operational Excellence
- Investing in People
- Service To Humanity

Kenya Red Cross Society had always relied 100% on charitable contributions but, in 2008, KRCS began looking for alternative sources of income; Sustainability initiatives began with the establishment of the Boma Group of Hotels, a business fully owned by the Kenya Red Cross Society and whose proceeds sustain the



philanthropic objectives of the Society.

Subsequently the Society has introduced other business lines namely; E PLUS the profit making ambulance service, The Boma International Hospitality College and the Kenya Red Cross Training School.

It was the need for preparedness, up to standard/professional and organised response to emergencies that compelled KRCS to go into the field of emergency evacuation services with the E-Plus emergency service, made up of a fleet of modern ambulances across the major urban centres in Kenya. The ambulances provide 24/7/365 rapid response ambulance services, pre-hospital medical care and transportation to patients with illnesses and injuries on a commercial basis as well as under Corporate Social Responsibility (CSR). They provide affordability and a countrywide presence which in fulfillment of the mission and mandate of KRCS.

The E-plus Ambulances first became operational in Kenya in March 2010 with a fleet of five ambulances which has grown to 128 by 2015, making Kenya Red Cross the largest private ambulance provider in East Africa. The ambulances are operational in all parts of the country responding to over 10,000 emergency calls every year with over half a million people served in 2014.

In order to contribute extensive knowledge that will help alleviate human suffering through building safe, resilient and sustainable communities, The International Centre for Humanitarian Affairs strives to create an appropriate and effective knowledge management framework that synthesises multiple information technologies to collect, analyse, and, manage information and knowledge for supporting decision making in humanitarian action, disaster relief and improving community resilience. ICHA is a knowledge hub which focuses on generating data and information through action based research that is relevant to communities dealing with situations that call for humanitarian, resilience building and development action

The framework so developed is intended to help identify, specify and quantify information needs, track status of disaster scenarios and provide policy makers and practitioners with efficient and sustainable recommendations based on past experience and research based evidence.

Over the last ten years, the society has shifted focus to food security projects in various communities around the county to improve availability, access to and utilisation of food.

KRCS is currently implementing integrated food security and livelihood projects which focuses on empowering farmers through trainings, distribution of seeds and seedlings, farm inputs and support with irrigation equipment



and infrastructure in Turkana, Tana River, Garissa, Mwingi, Yatta, Kibwezi, Lamu, Magarini, Ijara, Wajir, East Pokot, Mandera, Moyale and Samburu.

These projects are targeting over 350,000 beneficiaries through expansion of land under irrigated farming, use of high value and drought resistance crops, utilisation of modern farming technologies such as the greenhouse and drip irrigation, training of farmer groups and support in marketing. For the last two years it has been actively involved in supporting communities and schools with greenhouse to promote farming with respect to knowledge and technology, supplement dietary consumption through commodities grown in those greenhouses and improve income generation.

So far, KRCS has also distributed over 300 greenhouses and has also set up 22 projects in areas like Tana River, Burja, Wajir, Turkana, Mwingi, Marakwet, Kibwezi, among other areas. These are mainly projects on water, health and food security from partners, aiming to reach up to 100,000 to 200,000 Kenyans.

**f Kenya Red Cross Society**

**@KenyaRedCross**

**www.youtube.com/KenyaRedCross**

**www.kenyaredcross.org**



## **Things you didn't know about Kenya Red Cross**

This year the Kenya Red Cross Society marks 50 years of service in Kenya. Since its inception the Kenya Red Cross Society has found meaningful ways to help citizens in need. Notable among these have been the Wagalla massacre, the Kyanguli fire tragedy, the Sachang'wan, Nakumati and Sinai foire disasters, the 2011 prolonged droughts that ravaged Northern Kenya, the unfortunate post election violence of 2007-2008 that displaced thousands and, more recently, the Westgate, Mpeketoni, Mandara and Garissa terrorist attacks. The timely intervention of the Red Cross teams; the seamless collaboration with other agencies, corporates and individuals has set them apart as an organisation that truly delivers on its mandate.

**Superbrands**