



Kenya Red Cross

MARKET

The Kenya Red Cross Society (KRCS) is a multi-faceted organisation, contributing to the mitigation of human suffering and loss through cross sectoral projects in disaster risk reduction, disaster management operations, provision of affordable, accessible and equitable community based healthcare, as well as provision of water, sanitation and hygiene. Within the scope of the national plan, KRCS provides emergency relief services to those affected by disasters and also educates the population on how to prepare for, and respond to disasters.

Over the years, KRCS has remained the leading humanitarian agency and the strongest humanitarian brand in Kenya, the East Africa region and Africa. This is evident with the level of expectation and confidence that the communities in Kenya have bestowed on the Society. At national level, operations are spearheaded by a management team led by the Secretary General while at county level, KRCS is governed by boards and administratively managed by a Regional Manager.

The Society maintains autonomy, which allows it to act at all times in accordance with the Fundamental Principles of the Red Cross and Red Crescent Movement, offering services to the communities in Kenya through various programmes. These include: Disaster Risk Management (DRM), Disaster Management Operations (DM-Ops), Health and Social Services (HSS), Water, Sanitation and Hygiene (WASH), Organisational Development (OD) and the Global Fund.

The KRCS Application (APP)

KRCS launched its mobile application in 2016. This is the world's first humanitarian smartphone app – Kenya Red Cross App - available on both Android and iOS platforms that allows users to receive timely and life-saving information during emergencies. It also has made it easier for partners and the public to connect, talk and engage with KRCS through simple, easy to use key features that include; Emergency services where members can call for an ambulance quickly at the touch of a button, Emergency news and alerts, Blood donation drives, Membership, Information, education and communication (IEC) campaigns among other key services.

ACHIEVEMENTS

KRCS has over the years, garnered accolades from external actors in recognition of its outstanding commitment to humanitarian issues. They include:

2016

- Public Relations Society of Kenya (PRSK) Publication of the Year Award for the KRCS History Book.
- PRSK New Media Award of the Year for the KRCS Mobile App.
- Maji Performance and Innovation Award for exemplary performance in the (Water) sector

- Superbrands East Africa as the second strongest brand in Kenya after MPESA.
- KRCS Coast Region TotalEco Challenge Award.

2015

- Measles Rubella Initiative Champions award.
- ICT Value Awards (ICTVA) the social media excellence.
- International Federation of Red Cross and Red Crescent Societies Volunteering Development Award

- Superbrands East Africa

2014

- Superbrands East Africa 2014
- Ahadi Kenya Anti Jigger Relay (NGO Special Category)

2013

- Social Media Innovation of the year.
- Social Media Star Awards (SOMA).
- International Federation of the Red Cross and Red Crescent Societies Youth on the Move award.
- MDG1 for its contribution in Eradicating Extreme Poverty & Hunger (Tana River Madogo Farm) as well as the MDG3 for Reducing child mortality rates and MDG7 Ensuring Environmental Sustainability award.
- The Green Star Awards.

HISTORY

KRCS was established on 21 December 1965 by the Kenya Red Cross Society Act, Chapter 256 of the Laws of Kenya, as a voluntary aid Society auxiliary to the public authorities in the humanitarian field. The KRCS Constitution is based on the Geneva Conventions of 1949 and their Additional Protocols of 1977 to which Kenya is a Party.

KRCS is the only National Red Cross Society that carries out its activities in the Kenyan territory. The National Society operates through a structure of 8 Regions, 67 County and Sub-County Branches and the Headquarters. At each level there is an elected governance and management structure.

PRODUCT

1. Disaster Risk Management

The Disaster Risk Management (DRM) Department is the organisation's flagship for resilience building. It focuses on three thematic areas; Disaster Risk Reduction (DRR), Food Security and Livelihood (FS&L) and Environmental Management and Climate Change Adaptation (E/CCA). Community resilience is anticipated as a product of intense investment in social, physical, environmental, human and financial capitals. This will strengthen capacity of the most vulnerable communities to not only cope but also transformative in adapting to climate-induced disasters. The DRM programmes and policies are fully aligned to the goals and objectives of the Sendai Framework of Action and the Sustainable development goals (SDG).

2. Disaster Management – Operations

The Disaster Management Operations (DM-Ops) Department provides immediate relief to affected populations so as to save lives, protect livelihoods, and strengthen recovery from disasters and crises. Disaster responses have therefore continued to represent the largest portion of the National Society's interventions across the country. The department's key activities are in; Emergency Operation, Restoration of Family Links, Dadaab Refugees Operation, Protracted Relief and Recovery Operations, as well as Disaster Management Strengthening Project.

3. Health and Social Services

The Health and Social Services (HSS) Department embraces the integration approach to ensure affordable, accessible and equitable community based health care. The interventions are anchored to the KRCS 2016-2020 strategic plan, the National Health Sector Strategy III, Vision 2030 (the social pillar) and SDGs.

The main focus of the department is to build individual and family resilience through prevention of disease and health promotion for overall wellbeing. The department focuses on: Public health in emergencies; prevention and control of communicable diseases; prevention and management of non-communicable diseases and conditions; family health/reproductive maternal, neonatal, newborn, child and adolescent health; nutrition, gender and diversity; mental health and psychosocial support, drugs and substance abuse and blood donor services.

4. Organisational Development

The overall goal of the Organisational Development (OD) Department is to "build a strong national society." In line with this goal, the department helps to build strong branch networks, improve governance, strengthen youth programmes, streamline membership and volunteer management and improve knowledge and awareness of the Red Cross to gain public support. The programme implements the following key thematic areas: Institutional Development; Youth Programmes, Membership and Dissemination.

At the heart of this is to strengthen the auxiliary role to both county and national governments. The KRCS, therefore, positions itself as a key partner to county governments and ensures all branches are well aligned to the county authorities. The department also strengthens the structures at the sub-county level to ensure that beneficiaries, volunteers and members have easy access to KRCS services.

5. Water, Sanitation And Hygiene

In its quest to contribute to sustainable improvement in livelihood among the most vulnerable communities through provision of safe water, sanitation and hygiene promotion, the Water, Sanitation and Hygiene (WASH) Department has aligned itself to the IFRC global water and sanitation

initiative, which outlines a common approach among National Societies to establish large scale, long term sustainable water and sanitation programmes.

The focus of the department is to continue to sustainably improve access to environmentally safe water and sanitation facilities for the most vulnerable communities, as well as promote community participation and ownership, which are instrumental in enhancing sustainability of community projects.

6. Global Fund

KRCS is the non-state principal recipient for the Global Fund (GF) HIV grant. The programme priority areas of focus are based on the Kenya National AIDS Strategic Framework (KNASF) 2041/15 – 2018/19, which seeks to reduce new HIV infections by 75 per cent and reduce AIDS-related mortality by 25 per cent by 2019. The project intends to expand HIV prevention, care and treatment services to reach Universal Access (80 per cent coverage) to reduce both incidence



and the associated impact in Kenya. The goal of the programme is to contribute to achieving Vision 2030 through universal access to comprehensive HIV prevention, treatment and care for all.

KRCS takes this role as a great privilege and an opportunity to enhance access to the much-needed services by the communities involved in HIV prevention, care and support. KRCS is committed to ensuring that the vulnerable communities in the country receive services in the most effective and efficient manner.

SUSTAINABILITY

1. International Centre For Humanitarian Affairs

International Centre For Humanitarian Affairs (ICHA) is a knowledge hub that 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. ICHA is also committed to empowering individuals and institutions with skills for emergency preparedness and response through the KRCS Training School. The school aims to tap into internal and external capacity to facilitate training and other capacity enhancement initiatives to enhance professionalism, quality control and standardisation aimed at improved service delivery.

2. Emergency Plus Medical Services

It was the need for preparedness and up to standard professional and organised response to emergencies that compelled KRCS to introduce the Emergency Plus Ambulance Services (E-Plus) in 2010. E-Plus first became operational in Kenya in March 2010 with a fleet five ambulances and has since grown to 128 ambulances, making it the largest private ambulance provider in the country. E-Plus is a private company, limited by guarantee, fully owned by KRCS to offer pre-hospital care services and emergency ambulance services on commercial basis, which include a 24-hour emergency ambulance service.

3. Boma Group of Hotels

The Boma Hotel in Nairobi is an ultra-modern Five-Star hotel, fully owned by KRCS. The hotel was

officially opened by His Excellency Hon. Mwai Kibaki, President of Kenya, on 9 January 2013. Previously, KRCS had always relied on charitable contributions. In 2008, through its sustainability pillar, KRCS began looking for new and alternative sources of income and opened the Red Court Hotel, a Three-Star property in Nairobi offering accommodation and conference facilities, with income going directly



to fund the KRCS humanitarian work. Gradually, KRCS leverages its assets, including networks and partnerships, to meet its organisational objectives. The Red Court Hotel was renamed Boma Inn Hotel. The Boma Hotel currently has other branches in Eldoret and Nyeri.

4. Boma International Hospitality College

The Boma International Hospitality College (BIHC), an affiliate of KRCS was established in 2015 to address the increasing gap in the provision of qualified staff within the hospitality industry in Kenya. The aim of BIHC is to link hospitality programmes and industries around the globe through education, collaboration and partnerships. The college also seeks to address the current and long-term needs of the industry and its graduates locally and internationally.

In 2016, BIHC partnered with the Business and Hotel Management School (BHMS), a world-class hospitality school in Luzern, Switzerland. This partnership paved the way for a dynamic educational and training approach that allows the undergraduate students to study their final bachelor year at BHMS in Switzerland.

PROMOTION

The Public Relations (PR) unit's primary objective is to promote the positive image of KRCS, continues to diversify its activities, both locally and internationally, in collaboration with the Red Cross Red Crescent Movement partners, the government

and other stakeholders, thus positioning the Society's brand strategically among partners and competitors. Generally, KRCS brand's visibility has greatly improved globally, as evidenced through increased media mentions and requests for partnership by potential donors. The team achieves this through the use of various communication tools; mainstream media, social media, the KRCS App, among others.

BRAND VALUES

Mission

As auxiliary to the national and county governments, we will work with our communities, volunteers and partners to ensure we prepare for and respond to our humanitarian and development needs. We will focus our collective capabilities and resources to alleviate human suffering and save lives.

Vision

A sustainable, effective and trusted humanitarian organization serving present and future generations.



Core Values

- Service to Humanity
- Integrity
- Respect
- Innovation

Value proposition

'Always There'

- @RedCrossKe
- @KenyaRedCross
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www.redcross.or.ke

Things you didn't know about Kenya Red Cross

- KRCS is the first National Society among 190 others around the world, to have an advanced App that is more holistic and provides numerous features in one.
- KRCS is a multi-faceted organisation, contributing to the improvement of health, the prevention of disease and the mitigation of suffering.
- KRCS was established on 21 December 1965 by the Kenya Red Cross Society Act. In relation to public authorities, the KRCS maintains an autonomy, which allows it to act at all times in accordance with the Fundamental Principles of the Movement.
- KRCS has sustainability pillars that include; The Boma Group of Hotels (Nairobi and Eldoret), the BIHC, the E-Plus and ICHA.
- H.E the president of Kenya, Uhuru Kenyatta is the Patron of the Kenya Red Cross Society.