



Uganda Red Cross Society
Communication & Corporate Fundraising Department
Annual Progress Report
January - December 2008

Overview:

Communication and Corporate Fundraising Department pursuing its goal of strengthening organizational capacity in communication, information, dissemination, advocacy and resource mobilization for a good corporate image and self-sustenance gave technical and financial support to branches to implement dissemination and PR activities.

The department has had a remarkable progress in dissemination reaching hard to reach targets with specific messages, building the capacity of staff and volunteers to effectively deliver and improve the image of the society. Publicity has been intensified and the involvement of the media and branches taken into account. The society has been able to implement the traditional fundraising activities and to develop new concepts for implementation in 2009. Advocacy, Emblem and IHL issues taken into account and better plans included in 2009 plans. IEC materials and a few materials and equipment developed or procured with support from ICRC. During the year the department has worked very closely with ICRC and this has improved the relations and impact on the ground.

The department kept in touch with branches on a weekly basis and as a result, weekly updates were provided to ICRC and continued follow up on department and branch needs has been done. The information and PR functions were well executed.

This included participation in national functions, responding to any correspondences and development of information materials. Community Volunteer Disseminators have continued to create awareness and inculcate Red Cross values in their communities through dissemination sessions. The Department has also continued to project the good image of the Society through various activities, which have resulted into improved understanding, and support of URCS activities.

The head of department and the corporate fundraising officer continue to follow up on the Skillshare programme with partners involved and the experience in being put into practice.

A few branches contacted the department for technical support in fundraising. A team of women volunteers have continued to support the charity diner and MTN identified URCS as a charity of choice for 2008 marathon which was successfully implemented.

During the period under review, Karamoja dissemination programme continued in communities and the two media dialogues and quarterly radio programmes were instrumental in updating the communities and authorities on the progress and plans. The impact is being felt and the implementation will intensify during the coming years due to established capacity at the branch level.

The department experienced delays in both transfers and accountabilities. This has been a cycle therefore, the department developed strategies to overcome it once for all so it won't be any more in the year 2009.

Statement of financial Affairs Communication:

Opening balance at 01/01/2008	29,109,966
Total Receipts	251,314,870
Total Payments	279,646,835
Closing balance at 31/12/08	57,441,931
Represented by	
Cash at Bank	13,122,964
Cash at hand	194 400
Working advance	1,017,450
Others	
Closing balance at 31/12/2008	57,441,931
Forecast expenditure next quarter	134,532,558
Forecast expenditure for first month of next quarter Jan-Mar 2009	34,500,000
Cash at Bank	(5,143,506)
Cash request	134,532,558
Requested transfer USD (1USD= 1,700Ug.Shs.	79,136.8
Annual program budget 2008	388,853,558
Expenditure to date	222,853,558
Expenditure to date as a % of the annual Budget	57.2%

Particulars: Programme start date 01.01.08, estimated programme end date: 31.12.08, Date of last report 24. 03 2008 Date of this report 12.03.2009

Statement of financial Affairs Fundraising:

a) Statement of Affairs at 31/12/08 Ugshs.	
Accumulated Fund	
Opening balance at 01/01/2008	(41,619,802.82)
Total Receipts	172,587,107
Total Payments	196,314,562
Closing balance at 31.12.08	(65,347,257.82)
Represented by	
Cash at Bank	5,450,292
Cash at hand	1,297,107
Working advance	6,603,700
Other	
Closing balance	(65,347,257.82)
b) Cash Request for First Quarter 2009 UgShs.	
Forecast expenditure next quarter	
Forecast expenditure for first month of next quarter Jan – March 2009	
Cash at Bank	
Annual program budget	314,278,995
Cash request	20,000,000
Requested transfer USD(1SD=1650Ug. shs)	
Annual budget 2008	293,678,995
Expenditure to date	196,314,562
Expenditure to date as a % of annual budget	66.8%

Summary of achievements over the reporting period

The overall goal of the Department is: “To strengthen organizational capacity in communication, information, dissemination, advocacy and resource mobilization for a good corporate image and self-sustenance”

Specific objectives:

- i) Developing advocacy initiatives for addressing vulnerability among various groups in the community
- ii) Expanding URCS funding sources by developing and implementing appropriate resource mobilization strategies
- iii) Improving and maintaining URCS corporate image through publicizing its activities in various media and providing feedback from the public to service providers for action.
- iv) Improving networking systems and build partnerships to make use of the existing expertise within and outside the Red Cross movement.
- v) Effective communication and dissemination of the international humanitarian law and the Red Cross ideals and principles

Achievements:

During the year, the department planned and implemented activities reaching a number of communities and creating an impact as shown below;

Objective: Effective communication and dissemination of the International Humanitarian Law (IHL) and the Red Cross Principles and Ideals

(a): Conduct specialized training to community volunteer disseminators in branches.

The department supported ongoing dissemination activities in all branches. Implementing branches in Northern, Eastern, and Karamoja and in Western Uganda were supported to implement specializing activities. The impact of the events will be felt in the first quarter of 2009. The 87 trained community volunteers in 5 branches were able to promote Red Cross values and ideals. Coaching was carried will be provided for better impact and activities will be intensified. Kampala branches trained 15 community disseminators who have supported 3 branches in dissemination activities.

The department intensified its programme in Karamoja sub region. Training for 40 community disseminators was carried out in Kabong and Abim Districts. Leaders and key persons were disseminated to in both districts to create awareness and lobby for their support and acceptance of the Red Cross intervention. Karamoja sub region will continue, with support from the regional officer and recruited Branch field officers (BFCs).

The Programme Office and Regional Programme Officer (RPO) have continued to keep the media and key district authorities updated on Red Cross Programmes in the area.

IHL has been one of the key focus areas. The department head had a one to one brief from the society's legal advisor and plans are underway to develop a plan to enhance the dissemination and practices of International Humanitarian law (IHL)

(b): Organize and conduct dissemination sessions.

URCS intensified its targeted dissemination activities to selected communities. As a result this has created awareness about the Red Cross ideals and sets a favorable environment for the implementation of URCS core activities in communities. Dissemination focused on History of Red Cross, Emblem, Structure of Red Cross society, Fundamental principles, IHL and Geneva conventions, and activities of the Uganda Red Cross Society depending on the target group.

Twenty (20) branches conducted dissemination activities though on a low scale due to limited funding. Most branches experienced transport constraints therefore focused on nearby communities. In areas like Karamoja, insecurity has continued to hinder activity implementation in communities. During the period, branches integrated dissemination with other on going programmes.

The Head of Department disseminated to the LC5 Chairman, the Chief Administrative Officer and other district Officials during monitoring and training programs in Ayam, Soroti, Abim, Masaka, Moroto, Pader, Kotido, and Kabarole districts; the trained BFCs and Regional Officers approached various district authorities on one to one dissemination sessions.

Recruitment of members and volunteers continued during the year and those recruited are supporting ongoing activities at local and branch level. Visibility, acceptability and support to Red Cross interventions in implementing areas have increased.

d) Strengthened Communication Programme service delivery

Dissemination continued in all the branches funded by ICRC despite challenges faced during the year enabling them to meet the set targets. A good number of branches focused their dissemination activities on institutions of learning. This included branches of Kisoro, Gulu, Kampala, Soroti, Mbale and Mukono Branches.

Below are highlights on each of the branches;

Kabarole

The branch targeted to disseminate to communities and schools covering two districts of Kyenjojo and Kabarole districts and involving rural links and secondary school students. In total 2,340 people were reached through 18 sessions; 77 members recruited and 5 links formed. The Branch had radio talk-shows on Life FM to disseminate to communities.

Masindi

Dissemination was mainly conducted in schools, refugee settlements and colleges reaching 13,532 people through 623 sessions; recruited 391 members, registered 12 youth links and 4 women groups. The

dissemination focused on RC information, IHL and recruitment of members. More awareness has been created and the impact is being felt. More youth and community related activities are being implemented.

Kitgum

Kitgum Branch intensifies its dissemination activities in communities and camps. Approximately 7,159 people were reached, 32 members recruited and 1 link formed through 69 sessions. This provided a conducive environment for Red Cross work in the region. Some of the sessions were conducted jointly with ICRC creating more impact and understanding of the role of each member of the movement. Sessions targeted various communities from beneficiaries to district authorities and as a result, activities implemented in the branch have been supported by both communities, NGOs in the area and the beneficiaries therefore creating the desired impact.

Moyo

The branch had challenges in management which affected the level of dissemination therefore conducting 57 sessions to 3,285 people and forming 7 youth groups. However, volunteers continued to support the branch and to conduct dissemination sessions within areas of their reach. **The topics covered included** the history of Red Cross, the emblem, the fundamental principles of Red Cross, International humanitarian law (IHL), the structures of the Red Cross and activities.

Kibaale

The branch is one had the least out reach and was bale to recruit 76 youth members and to conduct 30 dissemination sessions to reach 2,941 people. Focusing on youth, gave the branch an opportunity to reactivate youth activities that had stalled for quite a long time. As a result, the youth council is now active.

Apac

The goal of the branch was to create further awareness about the Red Cross principles and ideals through intensified dissemination. Several communities have been reaching and the level of participation has improved therefore reaching 44,897 people, registering 2 youth links and 109 youth through 132 sessions. However, there has been a problem of transport to reach far away places.

Kotido

Seventeen dissemination sessions were conducted during the year reaching hard to reach communities and engaging the district authorities. Dissemination activities in the district have wakened up the old

membership, reaching the warriors and profiling the work of the Red Cross among 10,582 people in 200 sessions. As a result, the board was formed for the new branch and the branch attained its regal status. A total of 3 links were formed and 201 members recruited. Further more the branch was offered a plot of land in the prime area of the town and construction of an office block commenced with support form ICRC. Membership has been boosted and volunteerism enhanced.

Moroto

The branch has a turning point during the year. With completion of its office block, good publicity and dissemination, Moroto branch is stretching out fast. There is growing confidence in the communities and district authorities. The branch has increased visibility and demand for more activities. The relationship is more concrete and the ground is leveled for more work of the Red Cross. And as a result, 90 people were registered as new members, 7 links formed and 1663 people reached in 119 dissemination sessions.

Kasese

Kasese Branch was quite slow in its implementation. This was mainly the weakness in management therefore limited impact was created. However, the department supported capacity building of the BFC to improve his skills and knowledge for better performance. He therefore, with support of volunteers reached 4,068 people in 98 sessions and recruited 169 members, and formed 5 youth links and 3 women groups.

Gulu

Dissemination sessions were intensified in the branch more people reached with various Red Cross messages. This strengthened the existing relationship with the district and NGO authority and other NGOs. Coordination and collaboration has been improved. Role and responsibilities among volunteers understood therefore better performance. The branch reached 9,011 people through 110 dissemination sessions and registered 307 members and 6 youth links.

Hoima

Apart from general dissemination, Hoima Branch also focused on the emblem at all levels. Focus was put in schools and this has boosted youth activities in the area. The branch has one of the most active youth in the country. A total of 5,527 people were disseminated to in 73 sessions, recruited 174 members and formed 3 youth links.

The branch also held a radio talk-show to disseminate about the International Humanitarian Law.

Lira

The branch has been able to spread out and to maintain a good relationship with the district and other implementing organizations or agencies by continued dissemination through various means. During the year 11, 206 people were reached in 106 sessions leading to 32 members being recruited and 1 link formed. They also focused on had to reach targets for example they registered Apala Disabled Group as a link.

Kisoro

The branch embarked on dissemination during the year and has been able to reach many communities. The focus was more on schools due to increased need for membership and volunteers. The board was disseminated to; they have improved participation and understanding of their roles and responsibilities which has enabled the BFC to perform better. The branch disseminated to 4,153 people in 51 sessions, recruited 65 members and formed 2 youth links.

Bundibugyo

The branch did not perform as expected despite the support however, through dissemination URCS mandate is appreciated this has been noted during the previous epidemic were URCS had better access to communities and continued support by other players in the district. The branch through 68 dissemination sessions reached 637 people, recruited 116 members and registered one corporate member.

Pader

The branch was able implement dissemination activities in the second and third quarters mainly. The branch Field coordinator was new therefore required more technical support. A total of 28 dissemination sessions were carried out; 632 people reached, 69 members recruited and 1 link registered.

Soroti

The dissemination team reached among others institutions of lower and higher learning, sub-county and county headquarters and camps. Dissemination was also conducted during the various training sessions for first aid, food security, water and sanitation and HIV /Aids. The 186 dissemination sessions conducted reached 1,020 people, 4 links were registered and 95 people recruited.

It was conducted through several channels like the media, publications like brochures, hand outs and drama. Soroti branch has been able to support its sub branches and the profiled the work of URCS, increasing acceptance and accessibility.

The table below is a summary of the dissemination activities per branch

Branch	Planned No of people/ sessions	Number of sessions conducted	Number of people reached	Membership recruitment			
				Life	Annual	Youth	Link/women gps
Kabarole	90 sessions and 3,000 people	18	2,340	6	-	71	5
Masindi		623	13,532	8	10	373	12 Y.L 4 w. gps
Kitgum	91 sessions and 6077 people	69	7159	5	7	20	1 Y.L
Moyo	60 sessions, 3000 people	57	3,285	9	4	63	7 Y.L
Kibaale	2000 people, 60 sessions	30	2,941	0	0	76	0
Kotido	100 session	200	10,582	79	51	71	30
Moroto	sessions	119	1,663	25	0	65	7 YL
Kasese	180 sessions	98	4,068	18	38	113	5YL 3 WG
Gulu	90 sessions	110	9,011	17	23	267	6YL
Hoima	90 sessions	73	5527	23	5	146	3YL
Lira	90 sessions	106	11,206	1	-	31	1
Apac	90 sessions	132	44,897	0	0	109	2 YL
Kisoro	7,000 people	51	4,153	-	-	65	2 YL
Bundibugyo	90 sessions	68	637	42 & 1 CM	-	68	-
Soroti	90 sessions	186	1,020	10	5	80	4
Adjumani	1000 people	7	632	3		66	1 YL
Pader	90 sessions	28	461	-	2	58	

Emblem abuse identification

Volunteers and staff have been pro active in identifying and addressing emblem misuse therefore, sensitization has been done at various levels on importance of protecting the emblem.

A team composed of the Secretary General, the Chairman, Head of Communication and one officer met with the Inspector General of police (IGP), a few of the directors and Deputy Directors of various departments. One of the issues discussed included emblem protection, IHL dissemination and training in the police forces. A follow up is ongoing with the contact appointed by the IGP himself.

Branch field coordinators were encouraged to identify and talk to institutions or individuals that were misusing the emblem. A follow up was done to 13 identified in 2007. The response was positive apart from the centenary bank.

The emblem was exhaustively discussed during the training for Branch Field Coordinators and emphasis was put on advocacy for proper use.

The emblem is to form a key dissemination unit in future dissemination sessions especially in Karamoja. It is worthy noting that the emblem has been the focus on the Karamoja FM radio.

Objective: Improve and maintain the URCS Corporate image through publicizing its activities in various media and providing feedback from the public to service providers

(a): Print information publications

All quarterly news letters were designed, printed and distributed. Positive feedbacks from partners were received.

The department bought space for adverts in the media which included *parliament celebrations 25 years of HIV/AIDS and World Health Day*.

The department compiled and printed 2007 Annual Report. Copies were distributed to all stakeholders and positive feedback given on the design and layout.

The unit provided technical guidance to the EU WATSAN project in the development of the project brochure as an information tool to partners about the project and its progress; supported HIV programme in the production of the World Aids Day supplement highlighting URCS achievements and activities in the fight against the scourge, its partner(TASO, IFRC ,Uganda Aids Commission, Ministry of health among others) and its strength.

The department oversaw the design, development and distribution of the 2008 Christmas cards. The cards were distributed to partners, departments and staff. The 2009 calendar was designed and printed. Taking into consideration comments from recipients the choice of pictures and layout was greatly improved.



Season's greetings message sent to partners and friends.

The unit worked on Chairman's monthly letters which he (CGB Chairman) introduced as a way of improving communication between the CGB and BGB. The letter communicates policies passed and decisions by the CGB. This was greatly appreciated the National council. The P.R.O worked the Chairman's report to the National Council, compiling Secretary General's(SG) report on progress on the implementation of the SP 2007-2010, brief on work plans and budgets for 2009.

The Assistant P.R.O and Corporate Fundraising Officer worked on the advert for URCS to celebrate 10 years of MTN's existence in Uganda. URCS has had a good and long standing relationship with MTN and URCS has been the charity of choice for MTN marathon for the last four years.

A professional volunteer supported the development and management of the URCS Resource Centre. Staffs were encouraged to make god use of the centre An electronic catalogue will be developed with references per publication.

During the period the department provided stories for the IFRC Eastern Zone newsletter. The zone newsletter is shared among national societies within the zone and other partners to educating readers about URCS activities and to keep in touch with PNS.

(b) Media/ PR Relations

Media relations/Publicity

The HOD, AIO, PO- Karamoja and RPO conducted two media dialogue in Karamoja to effectively inform the journalist about URCS activities, Red Cross information I general, our values and to update them on the progress. The dialogue also included ways on how we can work together. Similar media dialogues were organized by ICRC and URCS was invited to participate. The PRO supported the DAR Programme Officer to conduct media field visits and media dialogues in Hoima, Masindi, Nebbi and Arua branches.

The department hosted four interns from the departments of communication in Makerere University, Islamic University of Uganda and Bugema University.

The PRO participated in a twinning seminar organized by Organizational Development Department and presented a paper on the “role of communication” to Branch Field Coordinators (BFC) Branch Governing Board (BGB) members, volunteers and focal persons from branches under twinning and lake Victoria Programme.

The Unit facilitated the health department with the coverage during first aid instructor’s course facilitated by MDA in Israel. It was a good forum for networking with our counterparts of Israel.

The PRO with the PO-Community Development traveled to the psychosocial project areas with two television journalists from the Finnish Broadcasting Company to document, interview and highlight progress of the project and the benefits yielded so far. This was a great opportunity for the NS, because the journalists captured very good and captivating stories from the children benefiting from the project.

The department has been involved in support supervision activities, field visits, de-briefs of operations, departmental quarterly meetings. This has enabled the unit be informed of the different interventions by the respective programs in addition to generating stories for the different activities undertaken.

The department participated in the graduation ceremony of Orphans, Vulnerable and Children in Kampala East. A story about the ceremony was written and it was published on the website and in 4th quarter newsletter.

The department staff and professional volunteers continued to attend to guests who visited the headquarter seeking for information or any form of service. Information requested through phone calls and emails was also provided.

The URCS was represented at a Science in Communication conference in Kampala. The conference highlighted approaches of how science related activities can be publicized in a simplest way possible to enable readers to understand science related communication.

The Asst. P.R.O participated in a national psychosocial training in Entebbe as part of psychosocial project implementation in Northern Uganda.

The unit participated in the Rotary session where the CGB chairman was receiving a vocational award for 2008 for his participation in humanitarian work through URCS. The award was given by the Rotary Club of Kiwatule.



The Chairman URCS Central Governing Board receives vocational Award

The P.R.O followed up with the Communications manager of UMEME so as to keep the relationship created during the floods operations running. She also followed up with the P.R.O of Diamond Trust Bank to see how the Bank would continue supporting URCS activities.

Branches have been supported in the area of writing stories and taking pictures, branding to ensure that they adopt the new logo. The branches have also been given access to the pull up and tear drop banners whenever they have activities. This helps boost the visibility of the NS.

(c) Corporate relations

As part of the corporate relations, NSSF with URCS re painted four zebra crossings in Kampala, i.e. Post Office, Makerere University gate, Makerere College school gate and Ben Kiwanuka Street. The activity was implemented by health and care Department.

Nation Television through the department requested to partner with URCS during the production of its GAME FOR VENTURE, reality television show. URCS provided a standby ambulance and staff during all shooting. In return URCS was mentioned during the airing of each episode.

The department staff with support from the ICRC embarked on the planning process for 2009 work plan and budget. The meeting focus was on the ICRC support for 2009, integration approach, collaboration process and benefits.

Through a World Bank (Uganda) contact, the unit was able to get in touch with a Good Samaritan Margaret Weinberger in USA who was looking for a reputable organization to donate some small amount of money. A total of 988 dollars was received for bed nets and the activity implemented in Busia Branch by Health and Care department and

The P.R.O represented the Secretary General to the British Council management forum. The forum is mainly attended by representatives of different corporate companies and a topic is selected for a particular sitting.

(d) Regional Cross-border Communication.

The Head of Department participated in the senior communicators Forum in Washington. The forum focused on the IFRC position itself in the new challenging environment and sharing various experiences in the communication world. The forum came out with a plan to improve communication in the federation.

The department continues to keep in touch with PNS and other national societies it has interacted with. Communication with the zone has been constant and as a result the zone's communication office has been emailing press releases and relevant documents to the department

URCS was able to email the newsletters to other national societies within the zone and to the zone office.



URCS subscribed to the IFRC media service which sends updates and press releases about interventions of IFRC and national societies across the world. Press releases and documents relevant to URCS are always uploaded on the website as archives.

The HOD participated and facilitated in the Lake Victoria project cross border meeting held in Kalagala branch of URCS.

He also finalized the report and action plan for the skill share programme. The report was shared with URCS management, Liberia Red Cross, Ethiopian RC, Sierra Leone RC and South Africa RC.

(e) Publicity in International Media.

The department endeavored to constantly update the website. The branches were constantly encouraged to submit stories and pictures for the website and gallery.

URC received publicity through IFRC website, German press, all Africa, Africa News, Relief web, among others. Periodic reports were sent to the federation and other partners.

During the year URCS received coverage internationally through the following; Channel France 24, SABC News South Africa, IRIN-UN agency, Reuters news agency, CNN, German Radio, the IFRC website and also through The New Vision and Daily Monitor websites which are accessed internationally.

Some of the contacts were made by international journalists after accessing information on the URCS website. Through properly managed operations, we believe URCS has potential of attracting more international media attention.

Multi media

There has been great improvement in the updating of the website with commitment to ensure that all vital documents can be accessed.

Through the year, the unit uploaded 100% of all pictures of board members. Departmental work plans and budgets were uploaded including operational reports, the 2007 annual report, the quarterly newsletters, presentations, Resolutions and commitments made during the 2008 Pan African Conference.

Objective: Expand URCS funding sources by developing and implementing appropriate resource mobilization strategies

In fulfilling the objective of resource mobilization the department of communication and corporate fundraising implemented three key annual events that is Golf tournament, charity dinner and the MTN Marathon to mention. As shown below;

Golf tournament

The objective of resource mobilization as one of the priorities of the communication and corporate fundraising department has been operationalised through the annual Charity Golf Tournament which was hosted at the Uganda Golf club on 17th/ May/2008 with the help of the fundraising task force. The event raised Shillings 21,000,000 towards shelter fund for IDP returnees under the theme 'donate a house, prepare for Disaster'. For the event companies were invited to register teams at shillings 500,000 per team and several sponsorships valued at shillings 3,720,300 (including drinks, gifts, and auction items).

Branch support

Fundraising was part of preparatory process for the Red Cross week and while the success in fundraising was still wanting, shillings 1,250,000 were raised through pledges and auctioning.

Mama bag and return kit

The proceeds from last year's fundraising (2007) under the theme 'mama bag and return kit' were put to effect. The kit was distributed in Katakwi district. Local fundraising contributed shillings 80,000,000 worth of return kits (1,930 kits containing seeds, a hoe, panga, sickle and an axe) also including 117 permanently treated nets from Motorcare Uganda. The ceremony was witnessed by guests from MTN, the fundraising task force and URCS board members. To achieve the required impact, local fundraising funds were focused on the return kit, while the mama bag was donated by DFID (2,500 pax). The success of the distribution was achieved through a coordinated approach between the disaster management department, the logistics department and the communication and corporate fundraising department.

Support to departments

The department also facilitated in the drivers training on 'driver client relationships' in order to enhance the working relationships of a very important section of frontline staff (the drivers) who have frequent contact with various stake holders. We believe that to continuously improve and protect the invaluable image of the society, all key players visible to the public (stake holders) need to serve and protect the Uganda Red Cross image through their actions.

Fundraising Dinner

The Uganda Red Cross Annual Fundraising Dinner for 2008 was held at Hotel Africana on the 1st November 2008. This annual event was in line with the URCS funding initiative with the objective of expanding funding sources through the development and implementation of appropriate resource mobilization strategies.

The projected revenues from the dinner was UgShs. 52,340,000 (Fifty two million, three hundred and forty thousand shillings), represented by UgShs. 26,300,000 from sale of Tickets to corporate organizations/individuals, UgShs. 19,890,000 from donations/pledges and UgShs. 6,150,000 from sale of tickets to staff and URCS board members. Out of the projected revenue, a total amount of UgShs. 20,540,000 is unpaid at the time of this report.

Working with volunteers of the fundraising taskforce and several individuals volunteering on request, a total of 11 lunch time meeting were conducted. This year most of the fundraising taskforce members were busy with other activities that engage them. Therefore, on several occasions getting a quorum for the meeting was a challenge.

A cross section of companies and organization were approached regarding the dinner in the form of written invitation followed by telephone lobbying and face to face meeting by members of the taskforce. Using a database created from previous engagements, a direct mail strategy was employed to target specifically decision makers.

Companies and individuals were requested for sponsorship, donations or buy a corporate table of 8 for their staff and clients. A corporate branded table sold for Shillings 1m (One million shillings only) and a dinner ticket for individual(s) sold for Shillings 100,000/- (One hundred thousand shillings) The strategy was to attract companies to buy a corporate branded dinner table sitting 8 where companies had the option to brand a table with table flags, logos, table clothes etc and to appeal to the humanitarian aspect under companies corporate social responsibility.

Participating organizations:

22 Companies bought corporate tables including; African development Bank, Standard Chartered Bank, Total (U) Limited, MTN- Uganda, MTN – Foundation, Roofing (U) Limited, NSSF, Quality chemicals, Stanbic Bank, KPMG, Silk Events, Sameer Agriculture & Live Stock, Housing Finance Bank, Kassim Services, Eskom, Stantech (U) Limited, Romex (U) Limited, Habib Investments, Autotech, Enviroplan consult, and Geotech Engineering ltd, and in house partners the ICRC and the Danish Red Cross. URCS staff and board members also bought diner tickets.

The New Vision, Monitor Publication, The weekly Observer and Dembe FM sponsored publicity. A total of UgShs.14, 160,000 was received in kind while the dinner raised UgShs. 52million as described below.

Corporate tables/Tickets	26,100,000	5,700,000
Staff/Board member Tickets	6,500,000	6,500,000
Pledges/ Donations	19,890,000	16,090,000
TOTAL	52,340,000	28,290,000

Dinner expenses:

1.	Labour (decoration)	250,000/-
2.	Transport refund (Artists and Drama group)	640,000/-
3.	Telephone	190,000/-
4.	Meals (Meetings)	347,300/-
5.	Media facilitation	80,000/-
6.	Equipment	100,000/-
7.	Art piece for Auction (30% on proceeds)	2,340,000/-
8.	Pool mileage	1,500,000/-
9.	Dinner buffet	16,000,000/-
	Total	21,447,300/-



The Prime Minister Rt. Hon. Apollo Nsibambi in a photo moment with Executives from Habib Investment after winning an auction of an expressive live painting at Ug.Shs. 4m.

MTN Marathon

The MTN Marathon is today recorded as the biggest sporting event hosted by the City. On the 23rd November 2008 the MTN marathon registered another spectacular event that attracted a whopping 10,000 participants running for fitness, leisure, sport and charity. The proceeds from team registration go to the Mama Bag and Return Kit initiative (**totaling to Ugshs 67,496,000/=**) aiding expectant mothers in IDP camps and those going back home to have a fresh start after over 22 year living in displaced people camps.

Uganda Red Cross Society was an active partner and the charity of choice. Other partners include; UAAF, Saracen Uganda limited, Rwenzori Beverages, DHL, True African software & data solutions, SMS Media and Uhuru catering services.

The operationalization of this year's marathon was managed through a task force composed of Branch field coordinators from the 5 Kampala branches, the public relations officer, the corporate fundraising officer, representative of Musalaba Mwekundu, one department volunteer and Head of Department.

Uganda Red Cross Society had the sole responsibility to provide and implement medical emergency services (First aid and emergency evacuations) deployed a total of 250 professional medical personnel that included Doctors, Clinical officers, Physiotherapists, Nurses and First Aiders. 11 ambulances were also

deployed to patrol the marathon route and this was possible with the cooperation from Health service providers partnering with URCS that included Case clinic, AAR services, Entebbe Hospital, Butabika Hospital, St. Johns Ambulance Services, International Health Network, Mulago Hospital, St. Catherine Hospital and Kadic Hospital.

Incident report:

No. Of people visiting the recovery with muscle injuries	80%
No. Of people to the recovery needing Glucose and water	90%
Case requiring IV injections	10
Minor Accidents reported: 1. Boda boda - Kamokya - Queens way – Kibuye- Makerere - Ruwenzori courts 2. Car - Rubaga	6
People running with previous known illnesses	5
Treatment of minor bruises	The rest

Operational Costs:

First Aid	Drugs and medical instruments	8,100,000/=
	Volunteers training, coordination and allowances (Medical and First Aiders)	8,890,000/=
Ambulances	Fuel	2,000,000/=
Pool Mileage	URCS	
Total		18,990,000

The School fees Bonanza was approved by management and the board. It was recommended that the implementation be carried out by Musalaba Mwekundu Limited. Feedback on progress is yet to be communicated.

The **Church Hill’s pearl of Africa** and the **Corporate Donation concepts** were presented and discussed and a go ahead for the later was granted, while the church Hill’s pearl of Africa concept is awaiting feedback from the British Red Cross, funding should be sought in the mean time in collaboration with the Vice chairperson central governing board for implementation in the year 2009.

A letter seeking appointed with MTN Foundation was written to Mr. Katamba Anthony the executive chairman through Mr. Tom Balinda Secretary MTN Foundation in an effort to get the URCS executive meet with the foundation to work on a strategic collaboration. This initiative is yet to materialize.

The following organisations were approached for principal sponsorship of the Charity dinner 2008 with no material results.

- Barclays Bank, - Zain, - East African Breweries, - KCB, - MTN (offer regrets), - Roko construction, - Stanbic Bank, - UTL and - Warid Telecom.

Based on the **corporate donations concept** that was approved by management and the board, Human resource managers will be targeted to operationalize the concept of individual giving where individuals will be requested to donate at least 1dallor per month as voluntary giving.

As a result corporate companies like MTN, Stanbic Bank, Roofings, NSSF etc are being canvassed towards building in-depth relationships and preparing for the big ask.



Dedicated teams of professional volunteers doing what we do best for the MTN Marathon (Fist Aid).

Objective: Developing advocacy initiatives for addressing vulnerability among various groups in the community

The department held discussions with 8 Branch Field Coordinators (BFC) on emblem promotion. Advocacy was intensified in Karamoja, Soroti and Lira branches. Branches continued to identify institutions that misuse the emblem and talk to them.

The department through discussions with BFCs was able to identify key issues for advocacy. Therefore, plans for 2009 include key focus area such as advocacy skills and emblem promotion. These will form part of the department focus.

Support was given to departments involved with or conducting advocacy for various vulnerable groups. Advocacy has been done in both electronic and print media.

Progress in implementing the work plan:

Goal/Objective/Activities (including activity codes, cross referenced to financial report)	Performance Indicator (include quantitative and qualitative aspects)	Planned outcomes for the year	Actual outcomes for the year	Comments including explanation of any variance
Goal: "To strengthen organizational capacity in communication, information, dissemination, advocacy and resource mobilization for a good corporate image and self-sustenance"				
Objective: Effective communication and dissemination of the International Humanitarian Law (IHL) and the Red Cross Principles and ideals				
Code: 650609C/650611C (a) Conduct specialized training to Community Volunteer Disseminators	Number of trainings conducted Number of community disseminators trained	<ul style="list-style-type: none"> 80 community disseminators trained Conduct in 4 branches 	87 community disseminators were trained in branches of Kampala and Karamoja (4 in total). They acquired skills and knowledge in dissemination. The trained volunteers will continue to conduct dissemination sessions in 2009. Branch activities have intensified and more members recruited.	The department was able to exceed targeted number of participants. During the training participants were able to conduct practical sessions to improve on their skills.
	Number of sessions conducted for district leadership	<ul style="list-style-type: none"> 11 Specialized dissemination sessions for district leadership teams conducted 	11 districts leadership received specialized dissemination sessions. These included; Abim, Nakapiripirit, Kaboong, Moroto, Kampala branches /districts. The	Activities were implemented as per plan. Activity were implemented as per plan

			awareness has strengthened the existing relationship	
Code: 650100C/650609K (b) Organize and conduct dissemination sessions	Number of dissemination sessions held. Number of people reached	920 sessions conducted community based disseminators 64,197 people reached	1,416 sessions were organized and held by trained disseminators and focal persons in all supported branches that is 153.9% positive variance. A total of 64,197 people were reached during the year. This has increased awareness and acceptance and support to Red Cross activities especially in northern Uganda and Karamoja districts.	Generally the department experienced late transfer of funds leading to delayed accountability therefore, creating a financial constraint. The positive variances of implemented activities were a result of committed focal persons and volunteers, and timely technical support from the head quarter. Systems were put in place to support Branches. The negative variance of 18.5 % was due to more volunteers involved in Karamoja branches.
c) Identify Emblem abuse	Number of emblem abusers identified Number of appropriate communications made	Technical support provided and awareness created in supported branches	Awareness on the emblem use was integrated in dissemination sessions and programme activities. The campaign was prominent in Gulu, Kitgum, Lira and Hoima branches.	The Department and branches were able to follow up on those identified and continue with the campaign. Those a new strategy will be developed in 2009.

			Support was given to programmes addressing specific vulnerabilities. Branches have Better information about the emblem.	The activity did not have its own budget therefore, it was integrated in dissemination and monitoring activities.
Code: 650413 d) Strengthened communication programme service delivery Management of the society bill board	Number of messages posted on the billboard	Awareness created among staff and volunteers. Periodic up dates given to staff	Internal and external messages have been passed on to staff and volunteers. Most of the messages have been informative. This has been instrumental in information sharing and updates.	Communication and information sharing has improved. The department has ensured that messages are on time. The bill board was used in passing such as new job opportunities and Christmas messages
Host interns in public relations and information	Number of interns hosted	Two interns hosted by the department	Six (6) interns were hosted by the department. They contributed articles and supported the department in information work.	The number of interns was limited due to space however, some were hosted by branches.
Organize the society's information centre	Efficient service delivery in the library	Update the center with new literature/information Encourage individuals to use the center Engage a professional volunteer to improve the center	Individuals have visited and utilized the available information at the center One professional volunteer support the department to ensure that the centre is organized and	The Information Resource Centre well organized. However, one of the cameras fell and the lens broke. The department has to seek for funds for its replacement. The documentary was used for a presentation

			information is shared. A documentary was developed, reviewed and pending improvement.	during diner and the skill share programme.
Objective: Improving and maintain URCS Corporate image through publishing its services in various media and providing feedback from the public to service providers				
Code: 650102C a) Produce 3 quarter newsletter.	Number of newsletters produced	Produce 3200 copies of URCS newsletter and 400 copies of the annual report and distribute to all stakeholders	During the year 3800 copies of the quarterly newsletter and 400 copies of the annual report (2007) were produced and distributed to URCS stakeholders. This has improved the society's visibility and created awareness in communities, corporate, the government and other NS.	The Department was able to produce more copies of the quarterly newsletter due to support form other departments. Electronic copies were sent to stakeholders. The quality has improved due to incorporating feed back from readers. The budget was well managed therefore no variances.
b) Maintain a good relationship with the media.	Number of times URCS activities appear in the media.	Coverage of URCS programme activities at least 25 times every quarter	Society activities appeared in both print and electronic media in all regions. On average 17 media houses were engaged quarterly at local, national and international level. Fluctuation on the number by quarter was due to the level of activities during the period. Karamoja Fm	Awareness and coverage has increased. This has improved the Red cross image and support from partners. Funds spent on publicity were met by departments/ programs that had specific areas of coverage therefore achieving 68% of its planned media house involvement.

			has been instrument in passing on information to the public and a good relationship exists with the field staff.	
c) Make courtesy visits to media houses.	Number of courtesy visits made and response of the media houses.	Make field visits to at least 20 media houses Hold 2 media dialogue in Karamoja	The P.R.O and the Assistant Information Officer and HOD were able to work with the media. 13 houses were visited in during the year and the relationship strengthened. Two media dialogue was held in Karamoja to update the media on Red Cross information and implemented and planned activities. Interaction with journalists from various media houses during field visits improved the perception of URCS.	The society enjoyed media good response from media houses. Funds were spent as per plan. The department achieved 65% of its plans. The two dialogue meetings meet the intended expectations and therefore 100% achievement.

<p>d) Maintain Regional Cross Board communication.</p>	<p>Amount of information shared with sister national societies in East African zone.</p>	<p>Share information with the zone and at least 6 sister national societies.</p>	<p>Information was shared with the zone, National Societies that support URCS activities and ICRC.</p> <p>The Department continued to circulate its newsletter to all stakeholders in the movement. Specific articles have been written and shared with stakeholders.</p> <p>The HOD participated and facilitated a cross boarder meeting for the Lake Victoria project, made presentations during skill share programme in UK, and participated in Communication forum in Washington DC. The PRO attended the general Assembly in south Africa and communication forum in Nairobi. She also attended training in Rome on drug prevention.</p>	<p>Colleagues were kept abreast with all happenings in our society especially through e-mail communication, Website and the Humanitarian Newsletter.</p>
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<p>e) Gain publicity in International Media</p>	<p>Number of articles posted on society and other websites</p>	<p>Update the Society website at least twice a month and post stories to other websites.</p>	<p>The URCS website is updated at least three times a month and has profiled the work of URCS however, there is need to motivate branches to provide more and regular information on their interventions. There is need for more case studies and testimonies and is will be enforced in future.</p>	<p>The work has been appreciated by URCS stakeholders No budget was planned for the activity.</p>
<p>Objective: Expanding URCS funding sources by developing and implementing appropriate resource mobilization strategies</p>				
<p>Activity Charity Dinner</p>	<p>Amount of funds raised Percentage of revenue spent as costs Amount of sponsorships obtained</p>	<p>One dinner organized and 100 millions shillings raised.</p>	<p>The dinner raised 52 million shillings At a cost of 21.4 million shillings. (40% of revenue) as the cost of operation was inflated by the ongoing fuel crisis. To date 28 million shillings is uncollected Over 14 million attracted in</p>	<p>In spite of an early start in planning and following the prescribed plan the appeal for the dinner was low. This raises questions on the strategic relevance of the dinner. The collection of money owing has been very slow on the part of</p>

			sponsorship.	clients.
MTN Marathon	<p>Maintained MTN relationship as a charity of choice.</p> <p>Participated in MTN marathon and good managed resources</p> <p>Effective management of the medical function.</p>	<p>To raise over 100 million from corporate registrations.</p> <p>Excellent management / performance of the medical function of the marathon. For over 10,000 participants</p>	<p>Shillings 67,496,000/= was raised</p> <p>URCS received an excellent rating for their part in the medical operations of the marathon following a review meeting.</p> <p>The medical services were well managed</p>	<p>There was a technical flaw by corporate organizations registering teams. Some companies didn't understand the team concept thus filling out forms wrongly</p>
Capacity building	<p>Trainings attended by staff</p>	<p>Two trainings attended</p>	<p>The PRO attended training in Rome and the Assistant Information Officer attend on Psycho social support. The Head of department organized coaching for field staff and 20 were trained in disseminations.</p>	<p>The department achieved more than 100% of its planned target.</p>
Code: 650413K/ 650602C Procurement of items	<p>Supported branches with appropriate equipment and materials</p>	<p>One(1) laptop, (1) Video set, public address system, 1 generator procures for Karamoja region</p> <p>Procured corporate material</p> <p>400 T/Shirts, 1000 pens,</p>	<p>A generator, one laptop, one video set(TV and deck) flags, 700 pens, 4000 calendars 300 T/ shirts were procured and distributed. Some of the items were</p>	<p>The equipment will very useful in the year 2009.</p> <p>The public address system was not procured due to high unit cost therefore creating a positive</p>

		flags, 3000 calendars	internally designed or with support from technical persons. corporate wear was procured for visibility	variance.
Documentary production	Informative documentation	Dissemination of URCS activities	<ul style="list-style-type: none"> Dissemination was carried out to dinners and during the Skill share conference in UK. 	The cost slightly exceeded the budget due to technical costs. The documentary has been a good tool for information
Monitoring and evaluation	<p>Effective monitoring of department activity</p> <p>Reporting and accountability of department resources</p> <p>The financial and technical support to branches</p>	<p>Weekly up dates</p> <p>Quarterly monitoring visits</p>	The department contacted branches and provided a weekly update to ICRC. Field / monitoring visits were carried out quarterly mainly in Karamoja and northern Uganda. Other visits like Masaka, Mpigi, Kalangala, Soroti, Mukono Jinja and Wakiso were on request from BFC or board members.	<ul style="list-style-type: none"> Fewer visits were carried out due to financial and time constraints. However, telephones follow up and coaching continued through out the year. During the visits accountability, reporting, media, resources management, volunteering, governance issues have been handled.

General impressions

Impact

- Dissemination has boosted membership recruitment in several branches as it leads to acceptance and appreciation of the Red Cross work especially in hard to reach areas such as Karamoja. This enabled better and easy accessibility. In Karamoja the worriers have started participating and demanding for URCS services such as first aid and water.
- It has increased awareness of Red Cross activities therefore increase interest as a result more people have joined URCS as volunteers or as members. Misconceptions such as Red Cross deals with blood only have been reduced.
- It has also promoted community participation in Red Cross programmes and respect to the emblem, media coverage and good public relationship.

Outstanding challenges:

- Lack of or absence of better means of transport has posed a challenge to branches that do either use public means or an in hard to reach regions. This reduces the coverage in branches and puts the staff's life at stake. Branches like Apac and Karamoja sub region which are quite big still experiences a big transport problem.
- Despite the increasing IEC production, some branches like Kitgum, Kasese and Kotido lack enough IEC materials for dissemination due to the fact that copies produced were not enough to cover a wider area.
- Lack of identification materials like pinafores and Tags for disseminators. Especially in Karamoja where security is a concern to every body.
- Absence of audio visual and or still photography equipment hinders covering of activities at the activity sites hence impacts on report quality. It affects the speed at which membership cards are processed therefore the membership recruitment level.
- Most branches experienced a challenge of delay in funds transfer which hindered activity implementation.

- High expectations among the communities as most people think the Red Cross should cater for all their needs. This is an image and information challenge that needs to be worked on at all levels. The challenge is aggravated by the biting poverty in communities more especially Karamoja.
- For the case of Gulu, mobilization was not easy as most people were on the move, returning home.

Recommendations

- There is need for cameras, IEC and other visual materials and equipment in branches to boost membership recruitment, volunteering and information sharing. For example with cameras, photographs can be taken immediately after the session to reduce traveling cost for long distances looking for studios. Availability of IEC and equipment reduces information gap
- Branches should be able to contribute their best experiences through articles and reports for sharing and learning from each other. This will also provide feed back to partners.
- The society should address the community volunteers' task with another system which is more cost effective/ resource friendly and sustainable. Continued boosting of volunteers with incentive should be reviewed to provide appropriate motivators
- Trainings should be organized for staff to ensure that the key persons are equipped with the relevant knowledge and skills.
- There is increasing need for appropriate transport and information at various levels. Strategically engaging the media to enhance participation, reduce costs and provided confidence and continued support.
- Re-strategize on resource mobilization by developing a fundraising strategy that is inclusive enough to provide internal and external opportunities.
- Engage more of the corporate and URCS staff and departments; and commit them beyond the current annual events, beliefs and support.

Conclusion:

The department together with implementing branches have worked tirelessly to ensure that desirable out come is reached during the year. This has enhanced the role of URCS in communities and strengthened the image of the society and laying a good foundation for activity implementation in Karamoja. It is envisaged that the work that has been done in the year 2008 will lay a good foundation for 2009 implementation. Lessons learnt, experiences and knowledge acquired, and best practices will be instrumental in 2009 activity implementation and ensuring good impact at all levels.

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