

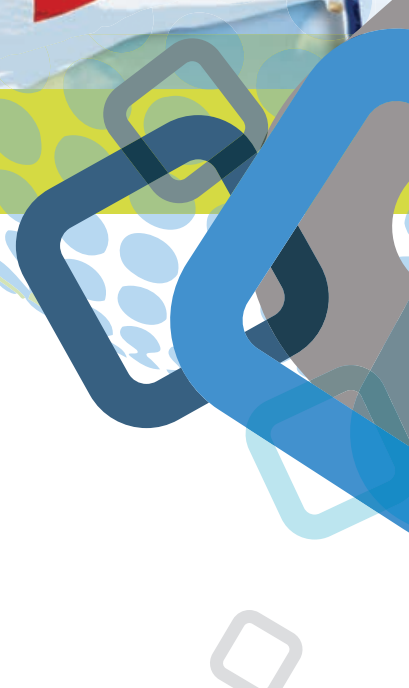


Црвен крст на Република Македонија  
Kryqi i kuq i Republikës së Maqedonisë  
Macedonian Red Cross

ГОДИШЕН ИЗВЕШТАЈ  
RAPORTI VJETOR  
ANNUAL REPORT



2013



Macedonian Red Cross was founded on March 17, 1945. Macedonian Red Cross was recognized by the International Committee of the Red Cross on November 1, 1995 and is a 169 full-fledged member of the International Federation of Red Cross and Red Crescent Societies since November 27, 1995.

Macedonian Red Cross is the only organization of Red Cross on the territory of the Republic of Macedonia which is comprised of 34 Red Cross branches and the City Red Cross of Skopje. Macedonian Red Cross is a voluntary, independent, non-governmental humanitarian organization of the citizens of the Republic of Macedonia.

Role and tasks, the use and protection of the Red Cross emblem and the financing of the operation of Macedonian Red Cross in the state is regulated with the Macedonian Red Cross Law (Official Gazette No.41/94). Macedonian Red Cross Statutes defines the structural set up of the organization as well as the tasks of the national society and the document is in compliance with the Constitution of the International Federation of Red Cross and Red Crescent Societies.

# How can I help?

## Volunteer

*Voluntary service is one of the fundamental principles of the International Red Cross and Red Crescent Movement. The activities of Macedonian Red Cross are implemented through 34 Red Cross branches and City Red Cross of Skopje. Why don't you join our humanitarian family?*

### **VISION STATEMENT** MACEDONIAN RED CROSS

**OUR OPERATION WHICH IS BASED ON THE UNIVERSAL PRINCIPLES HAS THE POWER TO IMPROVE THE WORLD IN WHICH WE LIVE IN BY PROMOTING PEACE AND TOLERANCE, EFFICIENT PREVENTION, TIMELY RESPONSE AND APPROPRIATE SUPPORT TO THE VULNERABLE POPULATION.**

### **MISSION STATEMENT** MACEDONIAN RED CROSS

**MACEDONIAN RED CROSS IS A HUMANITARIAN VOLUNTARY ORGANIZATION THAT OPERATES IN COMPLIANCE WITH THE FUNDAMENTAL PRINCIPLES OF THE INTERNATIONAL RED CROSS AND RED CRESCENT MOVEMENT, PROVIDING HUMANITARIAN ASSISTANCE AND SERVICES FOR THE VULNERABLE PEOPLE AND PROMOTING THE INTERNATIONAL HUMANITARIAN LAW (HEREINAFTER IHL) AND THE HUMAN VALUES.**

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# INTRODUCTION

In the year that passed by our efforts were targeted towards the people that required care and support. Seven thousand volunteers and 140 staff of Macedonian Red Cross provided constant support for meeting the needs of different categories of our beneficiaries. We did that by raising public awareness about provision of assistance and support in case of natural disasters or emergency situations, activities for water safety and mountain rescue, provision of first aid training, organization of blood donation actions for collection of blood products, provision of health preventive care and social support and education for vulnerable categories of population, home care for older people, development cooperation, youth activities, promotion of volunteering, provision of support for medical and social institutions and other activities implemented in our country through the 3 Red Cross branches and the City Red Cross of Skopje.

Our impact in terms of the number of persons that are covered is bigger every year. With great pleasure we can say that 2013 was very successful and we believe that you can find the answer on the pages of our annual report. In our operation we did not differ much from the successful traditional companies. We followed the economical rule to minimize the input and to maximize the results. We accomplished that through efficient utilization of the available resources and our main goal was not to make profit but to assist as many people with different humanitarian needs as possible. The numbers and the accomplishments behind us make us proud and urge us to be even better prepared and more successful in the years to come.

Our activities were targeted towards covering humanitarian needs, coping with different challenges, preparation and planning, capacity building support for the local communities, enabling opportunities for the vulnerable population to improve the life and efforts were made for internal restructuring of the organization for ensuring efficiency in the operation. We were building partnership relations with the gov-

ernmental institutions, international organizations, corporate sector and the International Federation of Red Cross and Red Crescent Societies which enabled us to successfully cope with our challenges through joint implementation of project and programme initiatives.

Special appreciation and gratitude to our volunteers who are the driving force of our organization, for their contribution, donated time and their smiles while they implemented the activities of our organization. Respect and gratitude to our partners and supporters who enable our plans to come true, and our commitments to become reality for covering the needs of our beneficiaries.

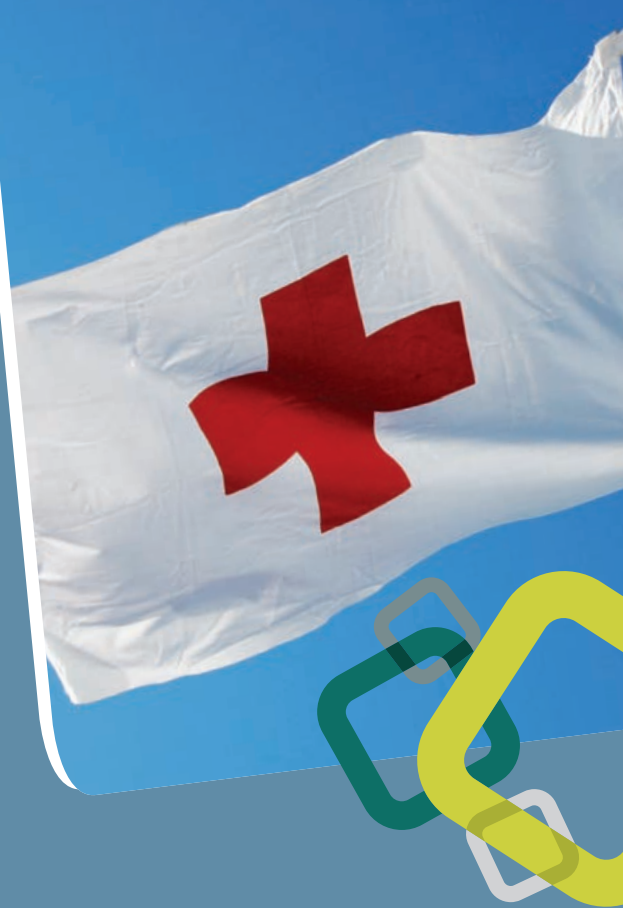
Gratitude to all the people that were prepared to share the pain and concerns of the others as their own in order to reduce the suffering of the affected population. At the end we would like to express gratitude to all that enabled better tomorrow to the people and gave them opportunity for more dignified life.



D-r Milcho Trajkov  
President



MA Sait Saiti  
Secretary General



# BUILDING A STRONG NATIONAL SOCIETY

**Training on Project Planning Process and monitoring and evaluation.** Macedonian Red Cross conducted training on project planning process and monitoring and evaluation in the period of 24-26 January 2013 in Struga. The training was organized for staff from Macedonian Red Cross HQ and from the City Red Cross of Skopje.

The training was based on the new translated manuals of International Federation of Red Cross and Red Crescent Societies for PPP and monitoring and evaluation that will be used for conducting trainings on local level. The training was primarily targeted on management based on results, project planning cycle, assessment, logic frame, and different aspects of monitoring and evaluation.

**Meeting with the presidents of the Red Cross branches and the City Red Cross of Skopje.** On 28 September Macedonian Red Cross held a meeting with the presidents of the Red Cross branches. The main purpose of the meeting was evaluation of the work of the branch presidents after their first year of term in the office as well as other issues linked with the operation of the national society such as the implications of the normative acts in the operation and the challenges in the work of the RC branch governing structure, lessons learned and the priorities for operation in 2013.

**Workshop with secretaries of the Red Cross branches and the City Red Cross of Skopje.** In the period October 03 - 05, Macedonian Red Cross with financial support of the International Committee of the Red Cross held a workshop with the secretaries of the Red Cross branches and the City Red Cross of Skopje. The Total of 30 branch secretaries participated on the workshop. On the workshop the International Committee of the Red Cross presented the Safer Access Framework targeted for improvement of the safety measures of the Red Cross/Red Crescent in case of conflict situations.

The workshop was used also for presentation of different topics linked with the operation of the national society such as the process of certification for strong national societies, the development of the new normative framework for the operation of Macedonian Red Cross, practical implementation of the strategic aims of the organization, application of Macedonian Red Cross policies on local level, mobilization of funds for improvement of the financial stability and independence; project work and initiatives for improvement of the programme activities on local level, establishment of efficient system for monitoring and evaluation, promotion of the system for dis-

aster preparedness and response and analysis of the programme strategic plans of Macedonian Red Cross.

**Capacity building training for Macedonian Red Cross HQ staff.** Macedonian Red Cross organized capacity building training for the HQ staff in the period of 22-24.11.2013. The workshop was held in Struga in cooperation with the consulting company ITC Consulting. The main objective of the training was to improve the competencies of the staff in the area of effective organizing of the work, management of effective teams, personal and team management, team work, performance management and stress management.

**Revision of the existing norms and regulations.** Macedonian Red Cross Assembly and the Executive Board passed significant documents that picture and regulate the roles and responsibilities of the governing and management structure of the organization. The challenges linked with ensuring sustainable funding for the organization led to initiation of procedure for amendments and additions to the Red Cross Law.

The first aid as one of the most important programme activities of the national society is facing difficulties in the process of implementation on local level due to the unfair competition from other legal entities which led Macedonian Red Cross to initiate amendments and additions to the Law on Safety in Traffic.

The brand standards of Macedonian Red Cross linked with the use of the Red Cross emblem in the state led to amendments and additions to the Macedonian Red Cross Statutes.

The election process in 2012 resulted with amendments and additions in the Rules for election procedure and verification of the election process.

The adopted new Policy for appointment and termination of appointment of the secretary general of Macedonian Red Cross led to a need for complying the work of the Red Cross branches with the terms and conditions linked with the operation of the branch secretaries on local level.

# EFFECTIVE OPERATION IN FRAMES OF THE INTERNATIONAL RED CROSS / RED CRESCENT MOVEMENT

*In 2013, Macedonian Red Cross had numerous international activities targeted for provision of programme and project support for capacity building, sharing positive experiences and knowledge and promotion of the bilateral cooperation with Red Cross and Red Crescent Societies and other international organizations and agencies. Representatives of Macedonian Red Cross participated on different international conferences, seminars, meetings, trainings and youth camps. The international activities within different programmes are integral part of this report.*

## **Promotion of the bilateral cooperation between Macedonian Red Cross and Slovenian Red Cross.**

In frames of the established cooperation of Macedonian Red Cross with Slovenian Red Cross, delegation of SRC headed by the Secretary General Mr. Danijel Starman visited Macedonian Red Cross in the period of 21-24.03.2013. The delegation was received by the Secretary General MA Sait Saiti and the President of MRC Dr. Milcho Trajkov.

During the visit the delegation of Slovenian Red Cross visited the City Red Cross of Skopje, the Daily Centre for Older people, and the Daily Centre for Blood Donation and the Educational Centre for refugee children in Shuto Orizari and the Station for Homeless People in Momin Potok.

The delegation of the Slovenian Red Cross also visited the Red Cross Branch of Ohrid. During the visit, both national societies expressed preparedness for promotion of the bilateral cooperation and implementation of joint activities in frames of the programme activities of the national societies.

## **Participation on the Forum of Delegates of the Swedish Red Cross.**

Suzana Tuneva, Secretary of the City Red Cross of Skopje participated on the Forum of delegates of the Swedish Red Cross that was held in the period of May 3-8, 2013 in Stockholm, Sweden. Total of 300 delegates from all regional offices of the Swedish Red Cross participated on the Forum. The main objective of the meeting was to evaluate the work and the implemented activities for support of refugees, asylum seekers and returnees in Macedonia and to exchange experiences with other national societies which have good practices in specific programme areas. Six different national societies participated on the Forum and discussed different programme areas of the Movement.

**Election assembly of the Bulgarian Red Cross.** In the period of May 17-18, 2013 two member delegation of Macedonian Red Cross headed

by the Secretary General MA Sait Saiti attended the election assembly of the Bulgarian Red Cross on which Mr. Hristo Grigorov got re-elected as President of the National Society for the next four-year mandate. The delegation was received by the President Grigorov and spoke about the past cooperation as well as opportunities for promotion of the cooperation on programme and project level in the interest of both national societies and implementation of programmes that will utilize good practices and positive experiences of both organizations, particularly in the area of water safety and mountain rescue.

## **Evaluation of the Intensified Capacity Building (ICB) programme implemented by Macedonian Red Cross in the period of 2008-2011.**

In the period of 27-31.05.2013 the International Federation of Red Cross and Red Crescent Societies conducted evaluation of the three-year programme for intensified capacity building of Macedonian Red Cross which was implemented in our country in the period of 2008 - 2011. The evaluation was conducted by Shaun Hazeldine, IFRC Senior Officer for Volunteer Development.

The evaluation was conducted by desk review, meetings with key personnel in the national society involved in the implementation of the ICB programme in the Republic of Macedonia and meetings and interviews with representatives of partner organizations (Dr. Igor Gievski, member of the management board and MA Iskra Tikvarovska from the communication department of EVN Macedonia and Mr. Ibrahim Ibrahim – Deputy Minister of Labor and Social Policy. Meetings were held with the leadership of the City Red Cross of Skopje and the Red Cross Branches of Prilep and Ohrid.

In Skopje the guest visited the Daily Centre for Blood Donation and the Daily Centre for older people, The Station for homeless people, Centre for Sup-

port of Asylum seekers and refugees, the General Practitioners Office in Shuto Orizari and the Mountain rescue Station on Vodno Mountain and the newly opened centre for support of youth in Shuto Orizari. The purpose of the evaluation was to measure the achieved progress in the three key areas of the ICB programme. The evaluation was successfully conducted and the findings are integrated in the ICB Report of the Federation which contains full-scale picture about the operation of our organization.

**Bilateral visit of the Austrian Red Cross.** In the period of June 05-07 Macedonian Red Cross was visited by delegation of the Austrian Red Cross headed by the Secretary General Mr. Werner Kerschbaum. The main objective of the visit was to exchange experiences and to discuss the accomplished results within the Project Home care for older people financed by the Austrian Agency for Development and the Austrian Red Cross implemented in the period of June 2011- September 2013.

During the stay the delegation visited the City Red Cross of Skopje, the Red Cross Branches of Kriva Palanka and Veles where the activities of Project Home Care for Older People are implemented. The representatives from Austria had the opportunity to speak with the members of the project teams and to visit the beneficiaries from whom they could hear about the impressions from the project implementation.

**Cooperation with the German Red Cross Branch Baden-Württemberg.** In frames of the activities for marking the 50th anniversary of the disastrous earthquake in Skopje in the period of July 24 –

28 Macedonian Red Cross was visited by delegation of the German Red Cross Branch Baden-Württemberg headed by the Secretary General Hans Heinz. These persons were directly involved in the activities for provision of assistance and support to the affected population from the disastrous earthquake in Skopje in 1963, and during their stay they attended the commemoration activities on the occasion of July 26. In frames of the visit there was a meeting with the mayor of Skopje, and the guests visited the City Red Cross of Skopje and the Red Cross Branches of Kriva Palanka and Ohrid, as well as the Daily Centre for children with special needs in Debar.

**Visit of the Director of the Red Cross EU Office from Brussels.** In the period of September 01 - 03 Macedonian Red Cross was visited by Mr. Leon Prop – Director of the Red Cross EU Office from Brussels. During the two day visit there were meetings with MRC HQ staff for purpose of presentation of opportunities for cooperation that are available through the Red Cross EU Office in Brussels in terms of applying for EU funded projects. Mr. Leon Prop presented the organizational structure of the Red Cross EU Office, the financing and the possibilities for supporting national societies, particularly those that come from EU member states but also for Macedonia as a candidate country for EU membership. The guests had also the opportunity to visit the Red Cross Branch Kumanovo and the City Red Cross of Skopje.

**Multilateral meeting of the national societies in the region.** In the period of 11-14.10.2013 Macedonian Red Cross President Dr. Milcho Trajkov



attended the traditional working meeting of the representatives of the Red Cross national societies from the region that was held in Debeli Rtic – Slovenia. The meeting was attended by the representatives of the Red Cross societies of Croatia, Serbia, Montenegro, Bosnia and Herzegovina, Slovenia and Macedonia. On the sessions the participants exchanged information about the activities of the national societies in the past year and the different challenges and accomplishments.

**Marking of the 135th anniversary of the foundation of the Croatian Red Cross.** In the period of 21-23 October, 2013 two member delegation of Macedonian Red Cross headed by the Secretary General MA Sait Saiti participated on the 135 anniversary of the foundation of the Croatian Red Cross and the 20 anniversary of full-fledged membership in the International Federation. The central event was held in Zadar on October 22 in the Croatian National Theater. Macedonian Red Cross delegation also attended the event organized by the Red Cross of Zagreb on October 23 on the occasion of the 60 anniversary of the blood donation activities in Croatia. During the stay the delegation had a meeting in the Headquarters of the Croatian Red Cross.

**Marking of the 150th Anniversary of the German Red Cross.** In frames of the marking of the 150th anniversary of the foundation of the German Red Cross, delegation of Macedonian Red Cross headed by the Secretary General MA Sait Saiti attended this important event organized in Stuttgart in the period of 28.10-01.11.2013. During the stay the delegation had the opportunity to visit some of the activities of the German Red Cross Branch Baden-Württemberg in the area of social welfare. The central event was organized in the Congress Hall in Stuttgart in presence of 1800 representatives of different regions in Germany, and guests from the Austrian Red Cross, Swiss Red Cross, Belgium Red Cross, and representatives from the International Committee of the Red Cross from Geneva.

**Statutory Meetings of the Movement.** In the period of November 9 -19, 2013 Macedonian Red Cross President Dr. Milcho Trajkov participated on the statutory meetings of the Movement that were held in Sydney – Australia. The General Assembly of the International Federation of Red Cross and Red Crescent Societies was held in the period of November 12-15, and the Council of Delegates was held in the period of November 16 -18. The Global Conference of the Youth was held in the period of November 09-11, 2013. Between the two statutory meetings there were two more events – the Humanitarian Forum on November 11 and the Humanitarian Village in the period of November 11 - 18.

On the General assembly the national societies discussed the future of the Movement and the implementation of Strategy 2020. Several workshops took place on different programme areas of interest for the national societies. Mr. Tadateru Kono from the Red Cross of Japan was re-elected as President of the International Federation.

The Council of Delegates was held in the period of November 17 - 18 and it had many different issues of interest for the Red Cross/red Crescent Movement on its agenda.

During the statutory meetings Macedonian Red Cross President Dr. Milcho Trajkov had bilateral meetings with representatives of different Red Cross/red Crescent national societies.





# DEVELOPMENT APPROACH FOR PROMOTION OF THE CAPACITIES OF THE NATIONAL SOCIETY

**Certification for strong national societies.** As a result of the accomplishments in the past period in the area of organizational development, Sasho Taleski, Head of the Programme Sector of Macedonian Red Cross was a member of the Federation team that facilitated the OCAC process in Qatar with the Red Crescent of Qatar in the period of January 14-16, 2013.

The participation of our representative in the global efforts of the International Federation for ensuring development support for the national societies represents an acknowledgment for the accomplishments of our national society in the area of capacity building and organizational development in the past period.

**OCAC Meeting in Budapest.** In the period of September 17-18, 2013, Sasho Taleski, Head of the Programme Sector of Macedonian Red Cross participated on the OCAC meeting organized by the International Federation of Red Cross and Red Crescent Societies – Europe Zone in Budapest. The meeting

was attended by 15 national societies from Europe and the OCAC team of the Federation from Budapest and Geneva. The main objective of the meeting was to present the latest situation in the area of implementation of the certification process for strong national societies and the forthcoming activities in this area. So far 48 Red Cross/Red Crescent societies have gone through the first phase of the certification process.

**Organizational Development Meeting of the International Federation of RC/RC Societies.** In the period of October 08 – 12, 2013, Sasho Taleski, Head of the Programme Sector of Macedonian Red Cross participated on the organizational development meeting that was organized by the International Federation of Red Cross and Red Crescent Societies. OD delegates from the four zones of the Federation participated on the meeting organized in Geneva by the Federation Secretariat.

One of the topics on the agenda was the National Societies Development Framework which incorporates different organizational development efforts and documents that are important for efficient functioning of the national societies and the other components of the Movement.

The participants on the meeting also discussed the OCAC process and announced the second OCAC phase which will be implemented in Macedonia in the beginning of 2014.



## BRAND STANDARDS OF MACEDONIAN RED CROSS

The national society developed the Brand Standards of Macedonian Red Cross at the end of 2013. The brand standards represent a framework of rules and regulations in terms of utilization of the Macedonian Red Cross emblem in the country and internationally. The uniform application of the brand standards by all RC constitutional segments will contribute for functional unity, visibility and recognition of the Macedonian Red Cross emblem in the country and abroad.



## PARTNERSHIP COOPERATION WITH THE DIPLOMATIC CORPS

**Visit of the Romanian Ambassador to Macedonian Red Cross.** On November 21, 2013 Macedonian Red Cross was visited by the ambassador of Romania in the Republic of Macedonia, his Excellency Iustinian FOÇŞA. The Secretary General of Macedonian Red Cross MA Sait Saiti informed the ambassador about the operation of Macedonian Red Cross in the country and internationally and about the cooperation of our organization with the Romanian Red Cross in the past period, particularly in terms of the bilateral cooperation that is implemented in compliance with the signed cooperation agreement between the two national society.

Mr. Sati particularly stressed the cooperation on local level that is implemented by the three Red Cross branches of Macedonian Red Cross (Tetovo, Krushevo and Skopje) and the three Red Cross branches of

the Romanian Red Cross (Ploesti, Gjurgju and Sector 3-Bucharest). The Ambassador Iustinian FOÇŞA pointed out that he would give his personal contribution in terms of promotion of the cooperation between the two organizations particularly in terms of provision of support for regional project initiatives implemented through the European Union and other funds, taking in consideration that next year Romania will preside with the European Union.

**Continuation of the Agreement for cooperation with the French Embassy in the Republic of Macedonia.** On 25.11.2013 Macedonian Red Cross Secretary General MA Sait Saiti and the Ambassador of France in the Republic of Macedonia Her Excellency Lorens Oer signed the new agreement for cooperation for the forthcoming three-year period. The Secretary General expressed gratitude for the past

cooperation between the French Embassy and the national society.

On the meeting Macedonian Red Cross presented the programme activities of the national society that represent initiatives for continuation of the cooperation and support in the area of first aid, disaster preparedness and response, social-humanitarian projects in cooperation with the civic sector in the Republic of Macedonia, and coordination with joint teams comprised of representatives of the French Embassy and members of the disaster response team of Macedonian Red Cross. The Ambassador Loren Oer pointed out that she is very pleased with the past cooperation and that the French Embassy is interested to enhance the mutual cooperation and support for the humanitarian activities of Macedonian Red Cross.



## COMMITMENT TOWARDS THE COMMUNITIES AND VOLUNTEERING

**International Volunteering Day.** Macedonian Red Cross and the Ministry of Labor and Social Policy marked the International Volunteering Day, December 5 with an event that was organized in the Museum of the Macedonian struggle. On this occasion the organizers presented several awards for acknowledgment of the volunteer contribution and the achieved results. Several persons from the public life as positive examples that practice and support volunteering, addressed the present and spoke about volunteering.

The following organizations and individuals received appropriate awards in the area of volunteering for 2013: The Youth Club of the Red Cross Branch Veles for humanitarian activities provided to different target groups, the Red Cross Branch Ohrid for mobilization of great number of volunteers, the volunteers of the Red Cross Club of older people from Kriva Palanka for the proactive role and accomplishments in the area of humanitarian work, Mr. Ljupco Milkovski and Mr. Zvonko Sekulovski for their work in the area of fulfillment of the Red Cross tasks and objectives for over 30 years volunteering work.

In continuation of the activities of the programme "Red Cross in Action – Promotion of Human Values" and OSCAR was awarded for the best developed film during the "Week for promotion of human values", targeted for promotion of the importance of volunteering, inter-ethnic cooperation and culture of dialogue. During the event

the volunteers presented a check amounting to Den 165.000 to the State Penitentiary - Ohrid, the money which was raised by the volunteers during the "Week for promotion of human values". The President of Macedonian Red Cross Dr. Milcho Trajkov spoke on the event and stated that there isn't any higher value than giving its knowledge, skills and time and resources, to those in need.

On this event, the Ministry of Labor and Social Policy for the second presented the annual awards for volunteering. Alen Osman, active volunteer of Macedonian Red Cross was elected as volunteer of the year. The municipality of Veles received the award for best organizer of the volunteer work. TV Sitel received the award as best media that promoted volunteering, and the youth association IMK - Bitola received the award for best volunteering practice.

In frames of his address, the Minister of Labor and Social Policy Mr. Dime Spasov pointed out that the volunteer contribution is priceless since they possess the best skills and knowledge that are of utmost benefit for the local communities. Each volunteer has quality enriched with the humanitarian dimension of good will and altruism and the states give their modest contribution in the promotion of volunteering.

**8 May – World Day of the Red Cross and Red Crescent.** In 2013 Macedonian Red Cross marked the 150th anniversary of the Movement and 150 humanitarian action of the Red Cross/red Crescent on local and global level. On this occasion Macedonian Red Cross promoted the new additional post stamp issued in cooperation with AD Macedonian Post Office on the topic "150 years of humanitarian action". On the ceremonial event Macedonian Red Cross President Milcho Trajkov pointed out the importance of the volunteer activity, the unity of the components of the Movement and the successful work in terms of provision of assistance for the most vulnerable population in the past 150 years of humanitarian action.

The present on the event were also addressed by Prof. Dr. Vladimir Ortakovski who emphasized the importance of the humanitarian action of the International Committee of the Red Cross throughout the history as well as the activities of Macedonian Red Cross in the area of promotion of International Humanitarian Law.

In frames of the implemented activities for marking May 8th Macedonian Red Cross presented certifications of appreciation to over 100 blood donors under the patronage of the Minister of Health of the Republic of Macedonia Mr. Nikola Todorov. Many of the Red Cross branches organized public events and

collection activities for provision of assistance to different target groups, as well as panel discussions on the importance of the Movement and the International Humanitarian Law. The Red Cross branches also organized different media events. Also the Red Cross participated in the Skopje marathon with its first aid teams who looked after the safety of the participants during the race.



## MOBILIZATION OF FUNDS

**Cooperation with the corporate sector.** The cooperation with the corporate sector and the establishment of strategic partnership with the companies is one of the most important sources for providing resources for programme and project activities of Macedonian Red Cross. In 2013 Macedonian Red Cross had fruitful cooperation with several influential companies that practice corporate social responsibility and they ensured support for different programme and project activities targeted for assistance of vulnerable target groups of population in the country. In the course of 2013 Macedonian Red Cross had fruitful support with 17 companies which provided significant support for Macedonian Red Cross programmes and projects with total value of DEN 4.990.700 which represents a significant contribution for the accomplishment of the humanitarian objectives of our organization.

COMPANIES	Implemented cooperation and raised support for activities
EVN MAKEDONIJA AD	<ul style="list-style-type: none"> <li>-Support for the Project "Participatory Community development" in the vulnerable Roma community Shuto Orizari – Daily Centre for provision of support and enhancement to young people;</li> <li>-Support for marking the "Week for caring for older people" – procured needles and tapes for free measurement of glucose in the blood for 2.000 older persons and printing of information material (posters and fliers);</li> <li>-Support for the project Home care for older people, implemented through the City Red Cross of Skopje and the Red Cross Branches of Veles, Kriva Palanka, Kichevo and Debar, which enabled covering of 180 older and decrepit people.</li> <li>-Conducted joint humanitarian action for "Lets share happiness" - donated Christmas gifts for 700 children with special needs and children from social case families on the occasion of the New Year Holidays.</li> </ul>
KOMERCIJALNA BANKA AD Skopje	-Support for the "Project for improvement of the socialization of children and youth with special needs" (340children) implemented through seven Red Cross Branches and the City Red Cross of Skopje.
ALFA BANKA AD Skopje	<ul style="list-style-type: none"> <li>-Procured 6 containers for donation of clothes and 15 cash boxes that are located in the city of Skopje</li> <li>-100 t-shirts procured for blood donors</li> </ul>
MAKEDONSKA POSTA	-Support for the „Hunger Day Campaign" – action targeted for provision of assistance to vulnerable population – free delivery of 13.000 fliers to companies in the Republic of Macedonia.
SKOPJE BREWERY AD	-Donation of 7.560l drinking water for affected population from floods.
VEZE SARI	<ul style="list-style-type: none"> <li>-Provided donation for the station of homeless people – food items from the company provided during the whole year.</li> <li>-Donation in kind for the Macedonian Red Cross first aid competition.</li> </ul>
EKO SAR, VIVAKS, PROMES, MAGRONI, ZITO-POLOG AND KIM	-Donation in kind for the Macedonian Red Cross first aid competition.
STOBI	-Donation in kind..
SKOPJE FAIR	-Provided premises for Macedonian Red Cross events.
FOUNDATION T – MOBILE for Macedonia	-Provided free of charge telephone number for donations.
ONE	-Provided free of charge telephone number for donations.
VIP	-Provided free of charge telephone number for donations.

**Capacity Building.** The Macedonian Office of TAKSO organized a workshop on the topic of “Co-operation and raising funds from the corporate sector” in Strumica in the period of April 29-30, 2013. The workshop was attended by 25 representatives of civic organizations and foundations. Macedonian Red Cross also had representative on this event which was aimed to improve the skills and knowledge of the persons that work in the area of mobilization of funds on local level. The gained knowledge from the workshop will be used for further development of the programme for mobilization of funds.

**Partnership meeting.** The fourth partnership meeting of Macedonian Red Cross was held on May 14, 2013 at the Skopje Fair. The main objective of the meeting was to promote humanitarian values and capacities of Macedonian Red Cross and to enhance strategic partnerships for implementation of joint socially beneficial programmes for improvement of the quality of life of the vulnerable population.

The event was attended by the Minister of Economy Mr. Valjon Sarakini, the Ambassador of Republic of Slovenia in Macedonia Mr. Branko Rakovec, representative of the American Embassy in Macedonia, representative of the Economic Chamber of Macedonia, and representatives of the corporate sector. The participants on the meeting received Macedonian Red Cross catalogue with projects in order to initiate interest among the partners to establish partnership with Macedonian Red Cross in different programme areas of interest.

Several companies presented different positive practices from past partnership cooperation with the Red Cross such as EVN Macedonia, Komercijalna Banka AD Skopje and Sava Insurance.

**Policy for Mobilization of Funds of Macedonian Red Cross.** The adopted Policy for mobilization of funds of Macedonian Red Cross represents a systematic approach for mobilization of resources which defines the directions and forms for raising resources. On basis of the Policy Macedonian Red Cross will develop appropriate activities for mobilization of resources in different areas (EU funds, international funds, funds from governmental institutions, corporate sector, individuals, etc.), in order to ensure sufficient funding for implementation of Macedonian Red Cross programmes and projects targeted for provision of support to vulnerable target groups of population. In the same time this document represents a foundation for the development of the new Strategy for mobilization of funds of Macedonian Red Cross.

**Policy for awarding of Macedonian Red Cross acknowledgements to companies.** The partnership cooperation with companies is one of the strategic objectives of Macedonian Red Cross for mobiliza-



tion of funds from the corporate sector. The awarding of the acknowledgement to companies is important component for enhancement of the partnerships with the corporate sector for improvement of the financial stability of the national society for successful implementation of Macedonian Red Cross programmes.

Macedonian Red Cross adopted a new Policy for awarding acknowledgements to companies in order to define the types, conditions and the mode of awarding of the acknowledgements to companies. On basis of the document Macedonian Red Cross awarded several companies with acknowledgments for the past fruitful cooperation.

**Awarded acknowledgments of Macedonian Red Cross.** On December 12, 2013 Macedonian Red Cross organized a special event for awarding the acknowledgments „Golden Medal” and „Bronze Supporter”. The main objective of the event was to express gratitude to the partners, supporters of the humanitarian mission of Macedonian Red Cross for the provided support in the implementation of the joint socially beneficial programmes for improvement of the quality of life of the vulnerable population in the country.

The „Golden Medal” was awarded to Mr. Zivko Mukaetov general manager of AD Alkaloid Skopje, while the acknowledgement „Bronze Supporter” was presented to the companies Alfa Bank AD Skopje, Macedonian Telekom AD Skopje, Skopje Brewery AD and Sava Insurance AD Skopje as an appreciation for the support of the humanitarian objectives and tasks of Macedonian Red Cross. These companies are some of the most important partners of the Red Cross and they continuously provide support for socially beneficial programmes of the national society targeted for improvement of the quality of life of the vulnerable population in the country.

## YOUTH ACTIVITIES

**Youth Clubs.** In compliance with the Macedonian Red Cross Strategy of the Youth for the period 2011-2015 and the need for continuous development of the youth clubs, and enhancement of their capacities for recruitment and retention of active volunteers in order to respond to the needs of the vulnerable population, Macedonian Red Cross undertook different local and national initiatives for development of well-functioning clubs in 2013. Total of 35 youth clubs function within the national society.

**Youth Summer Camp.** In the period of July 22-29, 2013 Macedonian Red Cross organized a national training for management of youth volunteers in frames of the traditional summer camp “100% Red Cross”. In the premises of the FON University in Struga, 66 youth participants from 26 youth clubs had the opportunity to gain new skills and competencies for more efficient and effective functioning of the youth clubs for purpose of fulfillment of the set strategic aims of the organization.

**Analysis of the situation of the youth clubs.** As a result of the activities for capacity building of the youth in the past two years and the introduction of new things in the communication and transparency in the operation, the youth volunteers have enhanced capacities for self-assessment and analysis of the operation of the youth clubs which represents a good ground for establishment of new priorities and fields for future development.

The Youth Council of Macedonian Red Cross defined specific challenges in the operation in some of the youth clubs which was followed by conducting „Analysis of the situation in the Youth Clubs in 2013” which was subsequently followed with Plan of Action for 2014. This process enables further development of the youth clubs, and the overall national society having in mind that the youth plays important role in the national society

**Radio Programme “Red Cross Corner”.** The Red Cross started to promote the activities through the recently introduced Radio Programme “Red Cross Corner” which is broadcasted once a week on the Internet Radio „Radio MOF” which is one of the most popular radio stations among the student youth.

**National Youth Council.** 2013 was extremely important for the youth in the Republic of Macedonia because of the foundation of the National Youth Council of Macedonia. This is an umbrella organization which represents the youth in front of institutions on different issues of interest and it also represents a platform for joint action and development of partnerships of the nongovernmental organizations that work for and with the youth.

Macedonian Red Cross is one of the 56 organizations which supported the foundation of the Council and it is active member in the work of the Council as „Association of organization of youth” as network of 35 youth clubs.

## TRANSPARENCY IN THE OPERATION

Information and public relations represented integral part of the overall efforts of the organization targeted for promotion of the transparency and reporting and improvement of the image of the national society.



**Internet page of the national society.** The redesigning and the updating of the web page of Macedonian Red Cross enabled sharing of different interactive information about the Red Cross activities for different target groups of visitors. The interactive content of the web page was very interesting for people with different backgrounds since they were able to regular follow different types of activities of the national society which were of their interest.

**E – Newsletter.** The weekly electronic newsletter of Macedonian Red Cross is a traditional successful tool for sharing information with our volunteers, partners and supporters about activities that have been implemented on local, national and international level. In 2013, 69 issues of the Macedonian Red Cross e-newsletter were developed with total of 591 articles. The e-newsletter was regularly sent to around 70.000 e-mail addresses on weekly basis and it was

posted on Macedonian Red Cross web page in order to inform the public about the activities of the organization.

**Publications.** Creative and interesting education material in form of brochures, fliers, posters and manuals, additional post stamps and other publications were developed for the traditional weeks of the Red Cross and the programme and project activities of the national society.

They carried humanitarian messages or guidelines for operation which contributed for accomplishment of significant results among the target groups, and had positive impact on enhancement of the image of the national society in the country. In order to make the publications available to all the audiences in the country all of them were published in Macedonian and Albanian language and most of them were also translated in English language as well.



# STRATEGIC AIM 1

## SAVING LIVES AND PROTECTING LIVELIHOODS, AND STRENGTHENING RECOVERY FROM DISASTERS AND CRISES

*The disaster preparedness and response programme is one of the key priority services of Macedonian Red Cross based on appropriate response activities and available human and resource capacities that can conduct appropriate vulnerability capacity assessment and that can develop appropriate action plans, and specific trainings for the volunteers. Macedonian Red Cross is one of the integral bodies of the state system for crisis management.*

### PREPARING AND RESPONDING TO DISASTERS AND CRISES



The disaster preparedness programme continuously implemented the foreseen strategic aims in the area of disaster preparedness and response for the period 2012-2016. For this purpose several workshops on disaster preparedness and response were organized in the Red Cross Branches of Centar, Gazi Baba and Demir Hisar and in the Daily Centre for older people of the City Red Cross of Skopje.

The volunteers of Macedonian Red Cross participated in different simulation exercises. Macedonian Red Cross in cooperation with the Directorate for Protection and Rescue and the Territorial Fire Brigade of the city of Skopje organized successful simulation exercise for evacuation of the personnel and patients from the Clinical Hospital „Adzibadem Sistina“.

Macedonian Red Cross participated on the exercise Shared Resilience 2013 which was held in June in the military centre „Pepeliste“ - Krivolak which was organized by the Ministry of Defense. On this exercise there were military teams from ARM, and army teams from 15 other countries, civil services, the Directorate for Protection and Rescue, IMP and Macedonian Red Cross. Macedonian Red Cross participated with medical and rescue teams and one team for tracing service.

The intensive and continuous cooperation with the Military Academy „General Mihajlo Apostolski“ continued in June 2013 with participation on the International Summer Camp 2013. On this occasion Macedonian Red Cross presented the role of the Red Cross in post-conflict operations, through practical exercises with military-humanitarian activities.

The volunteers of Macedonian Red Cross participated also on the final simulation exercise „Multinational forces in support ad stabilization operations“.

On this exercise the volunteers of the Red Cross were assigned to agree cease fire between the parties in the conflict and to distribute humanitarian assistance and evacuation of the civilian population.”

**Project “Activities for harm reduction from disasters”.** During the past year Macedonian Red Cross implemented the Project “Activities for harm reduction from disasters” with financial support from the Turkish Red Crescent. The project was implemented in the micro regions of Valandovo and Centar Zupa. The project activities were comprised of conducting assessments on possible risks in the selected regions and selection of primary and secondary schools which would be covered with the project activities.

The Red Cross conducted vulnerability capacity assessment in the selected schools and on basis of this it developed technical elaborates and evacuation plans in case of disasters. On basis of the above listed documents the project enabled infrastructural modifications in the schools, such as placement of panic lights and evacuation plans and first aid boxes.

The project team additionally organized a workshop on protection and self-protection in case of disasters, first aid for companies, presentation of methodology for promotion of hygiene and presentation of the evacuation plans. The workshop was targeted for the teachers and the technical personnel from the schools.

The project was finalized with simulation exercises for evacuation of the school premises on basis of the initially developed plans.

## RECOVERY FROM DISASTERS AND CRISES

**Coping with the consequences from floods–2013.** The severe rainfalls that hit Republic of Macedonia at the end of February caused severe floods in several regions in Macedonia. The most affected regions from the floods were Kumanovo, Shtip (Novo Selo), Sveti Nikole (Sveti Nikole, Gorubinci, Mustafino, Erdzelija), Strumica (municipalities of Vasilevo –Susevo, Vasilevo, Gradisorci, Dobroshinci, Peperovo, municipality Strumica – Gorna Strumica, Murtino, Sacevo, Dabilja, Prosenikovo, Dobrejche, Banica, municipality Bosilevo – Monospitovo, municipality Novo Selo, Zubovo), Valandovo (Josifovo) and Probishtip (Pisica, Bunes, Drac and Tripatanci). The big quantities of water causes severe damage to the dams Mavrovica (Sveti Nikole), Slatinska (v. Slatino), Pisica (Probishtip).

Besides the damaged dams, the floods caused serious infrastructural damages which fortunately did cause serious problem for the distribution of the

humanitarian assistance, because there were alternative access roads to the affected villages or the local population improvised the roads in order to enable walking by foot. Additionally in April, the new heavy rainfall caused floods in Ohrid and Bitola.

Macedonian Red Cross through the Red Cross branches conducted field assessment and provided humanitarian assistance to the affected population. Additionally the operational centre of Macedonian Red Cross analyzed the conducted assessments of the state institutions, namely the ones from the Center for Crisis Management and the Ministry of Labor and Social Policy. Through fast and timely action Macedonian Red Cross successfully covered the needs of the affected population from its own reserves and later for the DREF funds from International Federation of Red Cross and Red Crescent Societies and significantly contributed for the recovery process in the affected regions from floods.

The International Federation of Red Cross and Red Crescent Societies provided total of CHF 176,424 CHF through the DREF fund for coping with the consequences from the floods that struck Macedonia in February. Macedonian Red Cross successfully implemented the recovery operation and covered the humanitarian needs of the population in the affected regions.

**Lessons learned.** In the period of May 10-11, 2013 Macedonian Red Cross organized a workshop in Star Dojran, in order to evaluate the conducted operation for provision of assistance to affected population from the floods in 2013. Part of the training was on vulnerability capacity assessment.

Total of 25 persons participated on the workshop coming from the Red Cross branches from the flooded regions, as follows: Kumanovo, Sveti Nikole, Shtip, Probishtip, Strumica and Valandovo, and volunteers from the Disaster Response Team of the City Red Cross of Skopje that were actively involved in the undertaken activities.

The success of the operation may be seen from the obtained results from the conducted survey on the satisfaction of the beneficiaries from the provided assistance and care. The survey was conducted in cooperation with the International Federation of Red Cross and Red Crescent Societies – Europe Zone, and this was first of this kind in the country and the region, and it was conducted with participation of volunteers from Macedonian Red Cross branches who did not participate in the operation in order to ensure more objective results. The obtained findings were predominately positive for the Red Cross and they will be used for improvement of the performance of the national society in coping with disasters in the future operations.

## OUR DISASTER MANAGEMENT SYSTEM

The disaster management system is based on cooperation with the state institutions and the activities of the Red Cross are aimed to supplement the efforts of the state institutions in the area of crisis management. For this purpose in 2013 Macedonian Red Cross had regular coordination meetings with the Centre for Crisis Management and the Directorate for protection and Rescue.

In frames of the activities for improvement and enhancement of the inter-institutional cooperation Macedonian Red Cross actively participated on the simulation exercises „SMER JIE – Coordination and Response” organized by the Centre for Crisis Management. Each of the participating institutions on the exercise undertook specific activities in compliance with the adopted Standard Operative Procedures in case of specific disasters.

Macedonian Red Cross in cooperation with other governmental institutions gave particular contributions in the development of the Strategy for risk reduction from disasters developed by the Centre for Crisis Management.

Macedonian Red Cross through its representatives in the National Committee on Climate Change took active role in the development of the Third National Platform on Climate Change which is developed by the Ministry of Environment and Spatial Planning.



## SOUTH EAST EUROPEAN FORUM ON CLIMATE CHANGE ADAPTATION

In the course of the year Macedonian Red Cross successfully implemented the project South-Eastern Forum on Climate Change Adaptation. In frames of the final activities of the project, the regional team implemented several activities to ensure sustainability of the project activities. The meetings were attended by representatives of Macedonian Red Cross, Austrian Red Cross, Croatian Red Cross, Red Cross of Montenegro and representatives of the NGO sector from Serbia.

On regional level, the coordinators met on two occasions, in Sarajevo and Zagreb in April and September 2013. The participants on the meetings evaluate the implemented activities and the achieved results and developed strategy for future activities and applying for a new project. The meetings resulted with an initiative for incorporation of two more countries in the Forum (Albania and Bosnia and Herzegovina) which initially agreed in the course of the year, as well as development of new structural approach in terms of functioning of the network.

Besides the regional activities, on national level Macedonian Red Cross organized the regular meeting of the National Network on Climate Change, which was attended by representatives of the non-governmental sector and governmental institutions. The participants reached agreement in terms of the future activities of the Network, and the meeting was also of educational nature on which Macedonian Red Cross presented the brochure on climate system, climate and climate change.

In order to successfully promote the activities in the area of climate change adaptation, the volunteers of the Red Cross and some of the nongovernmental organizations that are members of the network, participated on the festival „Alarm for the Nature 2013“ which was organized in August in Dojran. On this event the Network had a presentation in front of numerous representatives of different organizations and institutions for purpose of promotion of the activities of the National Network. The Red Cross volunteers also distributed information material on climate change adaptation and protection from heat waves.

At the end of the last year, The South-East European Forum on Climate Change Adaptation was incorporated in South East Europe 2020 – Jobs and Prosperity in a European Perspective Europe. This indicates that the role of the Forum is recognized on regional level.

## WATER SAFETY

The activities in the area of water safety in the past year comprised of three conducted training courses for lifeguards at open and closed waters which resulted with total of 90 trained persons. Additionally, as every year the Center for Water safety in Ohrid, which operates in frames of the Red Cross Branch Ohrid, had 45 lifeguards that worked on Ohrid Lake, Prespa Lake and Dojran Lake. The Centre for Water Safety in Skopje in frames of its activities it had 30 lifeguards that worked in the Aqua Park and in the other pools in Skopje.

## TRACING SERVICE

Macedonian Red Cross Tracing Service representative participated on the 6th regional meeting of the Tracing Services of the national societies in the region. The meeting was held in Belgrade, Serbia and the participants discussed different topics on the meeting in compliance with the Strategy for Restoring family links of the Movement 2008-2018.

Macedonian Red Cross representative participated for the first time on the Annual meeting for restoring family links of national societies that are members of EU, the American Red Cross, Canadian Red Cross, Australian Red Cross and Turkish Red Crescent. The meeting was held in Lisbon, Portugal. On the meeting the participants exchanged experiences and reached a conclusion in terms of the issue of migration, which represents a very big problem in the last decade in the Movement, particularly when it comes to restoring family links.

On basis of the statistical data of the Macedonian Red Cross Tracing Service, there were five new cases initiated in 2013, and four of them were linked with missing persons as a result of economic migration of Macedonian citizens outside of our country and one case of migrants from Somalia in the Republic of Macedonia. Macedonian Red Cross tracing service in cooperation with the Swiss Red Cross successfully solved this case.

# STRATEGIC AIM 2

## ENABLING HEALTHY AND SAFE LIVING

*In compliance with Strategy 2020 and the regular programme activities, Macedonian Red Cross implemented numerous field activities for promotion of the health of the people as most important precondition for protection of the human life, human dignity and human rights.*

*In this period, several projects were implemented which were targeted for the vulnerable groups of citizens in the area of prevention as most important factor for the protection of the health.*

**Harm reduction from drugs.** The project for harm reduction from drugs is targeted for drug addicts and it is implemented in three Red Cross branches: RC Prilep, RC Veles and RC Kichevo. The opened centres in the Red Cross branches aim to offer medical, social and legal services to beneficiaries and to provide them with condoms and sterile items for injection and educational information material.

The project is targeted for harm reduction from drugs, in direction of improvement of the health, social and economic status of the beneficiaries. Drug addicts have possibility to obtain sterile means for injecting and counseling about the possible harmful effects from utilization of unsterile equipment such as getting HIV/AIDS, and Hepatitis B and C. The Red Cross in cooperation with the Institute for Public Health and the NGO HERA conducted field confidential counseling and testing in Prilep and Veles.

In frames of the project activities for resocialization of the clients, the Red Cross organized creative

workshops targeted for resocialization of the clients who had the opportunity to express their talents in drawing, making jewelry, and different items made of clay, paper, etc.

In 2013 the project covered 274 persons. The project resulted with 2.178 social services, 3.489 medical services, 280 legal services, 123 psychological services and 32 confidential counseling and testing.

**Home Care for older people.** The main objective of the project is provision of contribution for improvement of the conditions of the vulnerable older persons and enhancement of the health social situation of the older persons in the Republic of Macedonia. The Project is implemented in three cities, in Skopje, Kriva Palanka and Veles. In each city the project covered 60 older persons at the age above 65, who live alone or are decrepit. The older people were provided with health and care services by the local teams comprised of a nurse and volunteers.

In the course of September the Red Cross organ-



ized a national workshop in Struga with participation of representatives from medical institutions, centres for social work, representatives of the target group, local teams, the Faculty for Social Work, representatives of the Croatian and Austrian Red Cross and the Ministry of Labor and Social Policy. The workshop was used for presentation of the work and the accomplished results in terms of the implementation of the programme for older people. The participants had the opportunity to hear experiences in this area from other countries such as Croatia and Austria and their models for home care for older people. With financial support from the company EVN the project continues to function in 2014, covering two extra municipalities, namely Kichevo and Debar.

**Development of strategic and operational plans for control of Tuberculosis on local level.** In the course of 2013 the project was implemented in the Red Cross Branch Kriva Palanka. The main project objective was development of local strategic plan for control of Tuberculosis on local level which will contribute for improvement of the control of Tuberculosis and will complement the national efforts for control of this disease.

The project was implemented with utilization of the methodology "Participatory Communitary Development" of the International Federation of Red Cross / Red Crescent Societies in order to detect the problems and the priority needs in the community in regard to Tuberculosis on local level and the required information in regard to activities that must be integrated in the operational plan. In September, the local action plan was adopted by the municipality of Kriva Palanka.

**Trainings on Tuberculosis for different target groups.** In order to raise public awareness of the population on prevention of Tuberculosis and the ways of transmission and protection and the possibilities for treatment of this disease in 2013 Macedonian Red Cross conducted educations for the Roma population in rural areas, female population and specific ethnic groups. The project was implemented in the Red Cross branches of Veles, Prilep, Ohrid, Gostivar, Kavadarci, etc. These educations enabled covering 2.796 persons from different target groups and training was conducted for 15 educators for Tuberculosis.

**Sexual and reproductive health in times of crisis.** In May Macedonian Red Cross representative participated on the training of coordinators for sexual and reproductive health in times of crisis which was organized by UNFPA. The main objective was to gain knowledge and skills for establishment of minimum standards for reproductive and sexual health in crisis situation.

**Participation in the selection of representa-**

**tives of the civic sector in the National Coordination Mechanism in Macedonia.** Macedonian Red Cross was nominated as a member of the National Coordination Mechanism that was established in October as an organization which has good capacities to review and monitor implementation of the programmes financed by the Global Fund for fight against AIDS, tuberculosis and malaria in Macedonia within the functioning of this coordination mechanism. This is a good opportunity for successful cooperation between the governmental and nongovernmental sector in terms of achieving the joint strategic aims for ensuring low prevalence of HIV/AIDS and TB.

**Active ageing through advocacy.** The project is financed through the ERSTE Foundation and the Austrian red Cross, and Macedonian Red Cross worked on increasing the social inclusion of the older people in different public spheres. In September 2013 Macedonian Red Cross organized a two-day workshop on development of communication skills, advocacy and lobbying targeted for older enhancement of the skills and competencies of the older people through activities for raising public awareness and advocacy on local level, and active involvement and social participation of the older people in the social life.

In November 2013, representatives of the Red Cross of Montenegro conducted study visit in Macedonia in frames of the project for active ageing. The objective of the study visit was exchanging experiences and good practices between the two teams that implement the activities in their countries. One thousand fliers on the rights of the older people in the area of social and health protection and property rights were printed within the project activities.

**Climate change – protection of the health from climate change (heat waves and cold waves).** In compliance with the Action Plan the activities in terms of heat waves started in May in order to prepare and distribute appropriate information material for protection of different target groups from heat waves. The activities in this area were implemented through Macedonian Red Cross branches and the Centres for Public Health.

In the period of June 15 – September 15 Macedonian Red Cross opened an SOS line on heat waves which was managed by the City Red Cross of Skopje SOS which provided free of charge advices about protection of the health of the people from heat waves. On several occasions in June, July and August Macedonian Red Cross through the Red Cross branches distributed bottled water to citizens during the heat waves and distributed fliers with information for protection of the health. The Red Cross also measured blood pressure to interested citizens through the field first aid teams.



# VOLUNTARY BLOOD DONATION

**Blood donation actions.** Macedonian Red Cross and the Institute for Transfusion Medicine in 2013 realized 55.871 voluntary blood donations and achieved 101.583% of the planned 55.000 blood donations. This result is better for 2.15% compared to last year.

In the city of Skopje, the red Cross branches of Gazi Baba, Karposh, Kisela Voda, Centar and Chair 15.481 blood units in 2013 or they fulfilled the planned obligations with 88.34% or compared to 2012 when they collected 13.811 blood units, the achieved results were better for 1.670 blood units or for 10.69%. The Red Cross Branches outside of Skopje collected 39.444 blood units in 2013 or compared to 2012 when they collected 39.598 blood units, the results are lower for 154 blood units.

The planned obligations for blood donation in 2013 were achieved by 18 Red Cross Branches, as follows: Berovo 106.78%, Bitola 121.65%, Valandovo 113.16 %, Veles 218.32%, Vinica 300.18%, Delchevo 148.22%, Kavadarci 155.99%, Kratovo 147.40%, Kriva Palanka 117.02%, Krushevo 131.43%, Ohrid 102.79%, Prilep 105.35%, Probishtip 129.30%, Sveti Nikole 151.48%, Struga 102.54%, Shtip 228.05%, Gazi Baba 109.38% and Centar 219.11%.

**Daily Centre for Blood Donation in "Dare Dzambaz".** On April 18, 2013, the Minister of Health Mr. Nikola Todorov opened the Daily Centre for blood donation in the premises of "Dare Dzambaz. This centre is first of this kind in the Republic of Macedonia. The Centre is managed by the City Red Cross of Skopje in cooperation with the Institute for Transfusion Medicine.

The Centre was financially supported by the City of Skopje and the mayor Mr. Koce Trajanovski, as well as by the Slovenian Embassy in cooperation with the Slovenian companies in Macedonia.

Total of 1.374 blood units were collected in the Daily Centre for blood donation in 2013 where the citizens went individually to donate blood. The blood donors also took part in the several blood donation actions organized in the Daily Centre for blood donation (on July 26 on the occasion of the marking of the 50th anniversary of the disastrous earthquake that struck Skopje, blood donation action organized by AD Makpetrol, Taxi company IN, Twitter social networks, Mala Bogorodica, Alfa Bank, the traditional action on the occasion of the Liberation Day of Skopje November 13", "Moto Club Guardian Angels", the action with the Real Estate Register, with action with the associa-

tion of citizens, etc.).

**Joint activities of the Clubs 25 of Skopje and Nish.** In the period of April 13-15, 2013, twenty young members of the Club 25 of the City Red Cross of Skopje participated on the meeting organized by the Red Cross of Nish which was held in Divljana, Bela Palanka. The meeting resulted with exchange ideas and experiences about the operation of the two clubs in the area of promotion of blood donation among the youth population.

In the period of August 25-27, 2013 Macedonian Red Cross organized a return visit for the members of the Club 25 from Nish. The young people had the opportunity for the second time to spend time together and to present their activities in the area of blood donation and to speak about new ideas and initiatives that would contribute for development and promotion of blood donation among the young population.

**Workshop for education of motivators for voluntary blood donation.** In compliance with the Annual Programme for promotion of the blood donation in the Republic of Macedonia, Macedonian Red Cross organized a workshop for education of young motivators for voluntary blood donation in Struga in the period of May 10-12, 2013. Total of 20 motivators from Skopje, Kumanovo, Bitola, Gostivar, Kichevo, Struga and Ohrid participated on the training. The workshop focused on different topics related to the motivation, communication and team work, modern transfusion, Red Cross dissemination, religions, health, nutrition according to blood groups, motivation exercises and prejudices. Positive examples and practices were shared on the workshop by the representatives of the Serbian Red Cross.

**Joint activities of the Macedonian Red Cross and the Institute for Transfusion Medicine.** On December 14 – 15, 2013 Macedonian Red Cross and the Institute for transfusion Medicine organized a workshop for enhancement of the capacities and the mutual cooperation between the two organizations. The meeting was organized with presence of 30 staff from both institutions, and it resulted with joint conclusions for development of Operational plan for joint activities in 2014.

**Marking of the World Blood Donation Day – June 14 and 150 of humanitarian action of the Red Cross in the world.** On the occasion of Marking of the World Blood Donation Day – June 14 and 150 of humanitarian action of the Red Cross in the world, Macedonian Red Cross organized a ceremonial event under the slogan „Donate a gift which means life – donate blood”, targeted for raising public awareness on the importance of donation of safe blood. In front of Skopje Fair over 150 volunteers presented the activities of the Red Cross in the area social welfare,





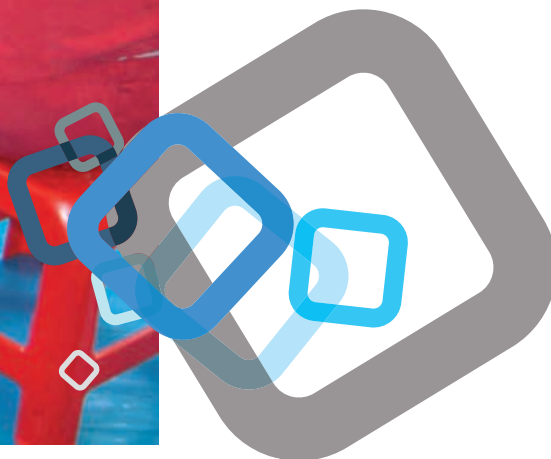


first aid, health-prevention, disaster preparedness and response. The ceremonial event was attended by Macedonian Red Cross President Dr. Milcho Trajkov, the Secretary General MA Sait Saiti, the President of the Government of the Republic of Macedonia MA Nikola Gruevski, the Minister for Health Mr. Nikola Todorov, the Minister of Education Mr. Spiro Ristovski and the Minister of Labor and Social Policy Mr. Dime Spasov who visited the promotional stands and emphasized the importance of the work of the volunteers.

As a token of appreciation for the support of Macedonian Red Cross, the Secretary General of Macedonian Red Cross MA Sait Saiti awarded the President of the Government of the Republic of Macedonia MA Nikola Gruevski with the „Golden Medal” and gave the prime minister a membership card of Macedonian Red Cross in order to promote the work of the Red Cross and to recruit new volunteers in the organization.

“Each one of us has the power to make a decision to save somebody’s life, stated the Prime Minister Nikola Gruevski, on the occasion of the marking of the World Blood Donation Day. „The faith in humanism represents a faith in people and faith in the principles that mean tolerance, dedication towards the values that create deeds”, and he emphasized that blood donation carries the message of humanity and solidarity.

In frames of the event Macedonian Red Cross in cooperation with Re-Medika – the first private hospital in Macedonia promoted the joint campaign for raising public awareness about the importance of blood donation in Macedonia. The patron of the campaign „Its super to be young, its cool to be humane” is the handball player Naumche Mojsoski who emphasized that the small pain from the needle helps saving many human lives.



## FIRST AID

**First aid training for candidates for drivers and companies.** The Red Cross Branches and the City Red Cross of Skopje conducted total of 849 first aid courses for drivers and trained 12.138 persons in 2013. Also the Red Cross organized 127 first aid courses for companies and trained 747 persons. In January 2013 the Red Cross started to use the new manuals for first aid training for candidates for drivers and introduced the new certificates issued for the completed training for candidates for drivers. These manuals and certificates are developed in compliance with the recommendations of the European Reference Centre for First Aid (EFAC).

On February 2, 2013 Macedonian Red Cross organized refreshment courses for first aid lecturers and demonstrators with participation of 80 persons from 24 Red Cross branches.

On March 02, 2013 Macedonian Red Cross held a refreshment first aid course for lecturers and demonstrators with participation of 39 persons (29 doctors and 10 demonstrators). The training was organized for the Red Cross Branches of Gostivar, Tetovo, Veles, Gevgelija, Bitola, Debar, Karposh and Chair.

On September 14, 2013, the Red Cross Branches and the City Red Cross of Skopje marked the World First Aid Day under the slogan "First Aid and Road Safety".

**Simulation exercise.** On October 22, 2013 Macedonian Red Cross HQ and the Red Cross Branch in cooperation with the Ministry of Health, WHO, Ministry of Interior, the General Hospital Gostivar, Municipality of Gostivar, Fire Brigade and the Centre for Crisis Management, organized first aid simulation exercise in Gostivar. The main objective of the exercise was to raise public awareness on road safety. Macedonian Red Cross participated with make-up makers and realistic presentation of wounds and injuries.

**Training for utilization of external defibrillator.** In December 2013, Macedonian Red Cross conducted training for first aid and utilization of automatic external defibrillator for 80 employees of state ministries, institutions and agencies.

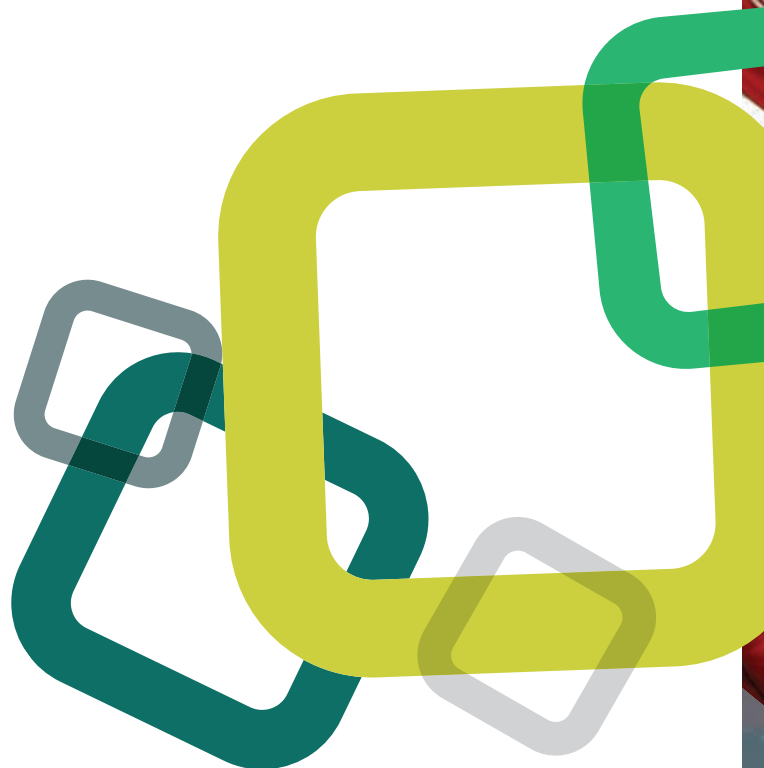
**Cooperation with the Ministry of Internal Affairs – Sector for border work and migration.** Macedonian Red Cross in cooperation with the Ministry of Internal Affairs – Sector for border work and migration organized first aid training in the period of June 15-28 and during September 2013 in the Red

Cross Branches of Kumanovo, Kriva Palanka, Delchevo, Berovo, Strumica, Gevgelija, Kavadarci, Bitola, Resen, Ohrid, Debar, Tetovo and the City Red Cross of Skopje. Total of 490 members of the border police were covered with the trainings. The first aid training was focused on several areas (cardio-pulmonary resuscitation, sunstroke, heatstroke, chemical and electrical injuries and injuries from thunder, procedures in case of snake or insect bites).

**First Aid State Competition.** The 22nd State First Aid Competition was organized in the period of September 20-21, 2013 in Struga with participation of 24 first aid teams of the Macedonian Red Cross branches. The competition was organized on two trajectories A and B, with 7 working bases (four in the area of first aid, one in the area of dissemination and the remaining two bases were of recreational character).

For the first time on the state first aid competitions the participants competed with triage in case of a major accident with 8 injuries on one working base. The state competition lasted two days.

The winner of the competition was the Red Cross Branch Kisela Voda, and the second place was won by the Red Cross Branch Ohrid while the third place went to the Red Cross Branch of Karposh. The Red Cross Branch Probishtip won the Dissemination competition.





# STRATEGIC AIM 3

## PROMOTING SOCIAL INCLUSION AND A CULTURE OF NON-VIOLENCE AND PEACE

**Policy for social welfare.** Macedonian Red Cross in 2013 adopted the new Policy on Social Welfare which represents a framework for actions of the national society in urgent social situations, and for implementation of programmes that ensure steady social development. The policy regulates the scope and responsibilities of Macedonian Red Cross that are necessary for provision of support to the Red Cross branches in the process of implementation of the programme activities in the area of social welfare.

**Improvement of the socialization of children and youth with special needs.** Macedonian Red Cross and the Institute for Social Work for the fifth time implemented joint initiatives for improvement of the socialization of children and youth with special needs. Since 2011 Komercijalna Banka AD Skopje is a sponsor and partner of Macedonian Red Cross and it is actively involved in the implementation of the project activities. Information workshop was organized with representatives of the Prilep, Kavadarci, Veles, Gostivar, Kichevo, Delchevo, Debar and the City Red

Cross of Skopje, the daily centres for children with special needs and representatives of the Institute for social work, in order to provide them with guidelines for implementation of the foreseen activities.

Educational workshop was organized in the period of June 09-11, 2013 in Struga, in order to provide appropriate knowledge and skills for provision of support to children and youth with special needs. Joint initiatives were implemented in the municipalities, as follows: visits of mobile teams comprised of Red Cross volunteers to foster parents homes, creative workshops, humanitarian selling exhibitions, recreational activities, educations for children and parents and foster parents of the children, psychological support for the children and parents and many other activities.

On December 18, Macedonian Red Cross organized evaluation workshop in order to assess the accomplished results, the effects of the implemented activities and the directions for undertaking future activities on local level.



**Participatory Community Development.** The Participatory Community Development Project was implemented through the City Red Cross of Skopje in the vulnerable Roma community Shuto Orizari, in a Roma community of 400 persons. The project activities were supported by EVN Macedonia. In frames of the project on May 10, 2013 the project team officially opened the Daily Centre for support of young people. The event was attended by the Minister of labor and social policy Mr. Spiro Ristevski, Mr. Werner Hengst – President of the Management Board of EVN Macedonia AD Skopje, Mr. Sait Saiti – secretary general of Macedonian Red Cross and Mrs. Suzana Tuneva-Paunovska – secretary of the City Red Cross of Skopje. The opening of the Centre for provision of support to young people enables young people to become active volunteers of the Red Cross and to participate in different educational workshops, lectures and other activities for productive filling in free time.

**Fight against human trafficking.** The activities of Macedonian Red Cross in the area of human trafficking were implemented through the Red Cross branches of Strumica, Struga, Debar, Bitola, Resen, Gevgelija, Kavadarci, Ohrid, Shtip, Kumanovo and the City Red Cross of Skopje. In the course of 2013 appropriate information material was distributed to the pupils and students in primary and secondary schools in 11 cities (10.000 educative fliers and 500 posters in Albanian and Macedonian language. The Red Cross peer educators organized 112 workshops which were attended by total of 2792 pupils and students.

In Gevgelija the Red Cross organized training with the teachers of the primary and secondary schools who afterwards facilitated lectures to their pupils and students covering total of 1.000 young people.

On the occasion of the International Day for fight against human trafficking October 18, Macedonian Red Cross organized numerous creative workshops and promotional stands.

On the occasion of the „Week for fight against trafficking in human beings“ 02 - 09 December, 11 educational workshops and promotional stands were organized in Skopje, Struga, Kavadarci, Shtip, Bitola, Debar and Ohrid.

In the course of 2013 the Red Cross organized two trainings for 15 new peer educators three forum theaters were organized in Struga, Strumica and Debar with the youth from the primary and secondary schools.

**Activities for support and care to older persons.** The activities of the Pensioners' Club "Dignified Life" of the Red Cross Branch Kriva Palanka continued to be implemented in 2013 with financial support from the German Red Cross Branch Baden Württemberg. The club has 40 pensioners. The project activities

are targeted towards involvement of older persons in activities for social benefit of the community, creative workshops, gaining new skills and communication, improvement of their daily life and provision of assistance to most vulnerable categories of people in rural areas. In the course of the year numerous activities were implemented: educational workshops, creative workshops, recreational activities, medical check-ups.

The Club of Pensioners of the Red Cross Branch Negotino „Anry Dunant“ covered 30 persons and continued to work in 2013. This club also implemented educational and creative workshops, recreational activities etc. The Project „Daily Centre for older people and provision of home care support“ represents a social service of non-institutional form for protection of persons in third age. The project was implemented in partnership between the City of Skopje, the Ministry of Labor and Social Policy and the City Red Cross of Skopje.

The project enables home care visits to 60 older and decrepit people who live alone or with their spouse on the territory of the municipalities of Kisela Voda, Centar, Shuto Orizari, Chair and Butel. Two nurses work on the project and they provide medical services to the older people, and 14 volunteers are assigned to provide social services to the older people in their homes. The Daily Centre organizes different activities for covering 100 older people who are actively involved in the implementation of different activities: educational, creative activities, free of charge check-ups, measuring glucose in the blood, etc.

**World Day of the Older People.** Macedonian Red Cross marked the World Day of the Older Persons, October 1, with appropriate activities. The City Red Cross of Skopje in cooperation with the Institute for ethnology and anthropology at the Faculty of Natural Science made a promotion of the film „As if I was born yesterday“. The Red Cross branches of Kriva Palanka and Veles organized educational workshops which were attended by members of the club and the pensioners from the communities. Members of the Club „Dignified Life“ visited the kindergarten „Detelinka“ and had joined workshop with the children.

**Week for Caring for Older People.** On the occasion of the Week for care for older people, Macedonian Red Cross organized a press conference on November 18 in presence of the Minister of Labor and Social Policy Dime Spasov, Chairman of the Management Board of EVN Macedonia Werner Hengst and the Secretary General of Macedonian Red Cross Sait Saiti. On the press conference the partners promoted the joint activities which were implemented in the period of November 18-24, 2013 under the slogan: "We want, you know, together we can".

The main objective was to raise the awareness of the population about the rights of the older people, and the required care and assistance for the older people. The event was used for official hand over of a donation of EVN Macedonia for support of activities for home care for older people that Macedonian Red Cross implements through the City Red Cross of Skopje and the Red Cross branches of Veles, Kriva Palanka, Kichevo and Debar.

In frames of the Week for care for older people Macedonian Red Cross organized different activities for total of 4626 older persons. Among the activities the Red Cross branches organized measuring free of charge glucose in the blood for 2000 older people, and EVN Macedonia procured test strips and blood lancets.

On the occasion of the Week for care for older people Macedonian Red Cross in cooperation with the Institute for Social protection and the Health centre Skopje developed a brochure on the rights of the older people in the area of social and medical protection and this publication was printed with generous donation of EVN Macedonia.

**Prevention of sexual harassment of children and pedophilia.** For third year in a row Macedonian Red Cross was actively involved in the implementation of activities for prevention of sexual harassment of children and pedophilia in frames of the campaign which was organized in cooperation with the Ministry of labor and Social Policy. In order to have information about what it was undertaken in the period after the completion of the second phase, and the need for organizing information activities with the parents of the children in the schools, the local teams comprised of Macedonian Red Cross representatives and the Centres for Social Work in Skopje and 17 municipalities around the country conducted mapping in the primary and secondary schools. On basis of the mapping about the need for continuation of the activities, action plans were developed which represented a base for implementation of the activities in the period of May 10 - June 10, 2013.

**Recreation and holiday for children from social case families and children who are beneficiaries of special benefit.** During January 2013, the Ministry of Labor and Social Policy in cooperation with Macedonian Red Cross implemented the project Recreation and holiday for children from social case families and children who are beneficiaries of special benefit". The Red Cross volunteers accompanied the children in the winter resort „Ilinden" in Mavrovo and in two shifts in the resort „Pelister" Bitola. The volunteers were engaged as accompanying persons and educators of the children and during the recreation of the children they conducted recreational, educa-

tional and other training activities according to their age and the needs of the beneficiaries of services.

The Ministry of Labor and Social Policy implemented this project in the summer period as well. The engaged volunteers from Macedonian Red Cross branches accompanied the children and again played the role of educators of the children during their stay in the summer resorts „Pelister" – Bitola and „Majski cvet" – Struga in July and August 2013.

#### **Humanitarian Action "Wake up humane 5"**

For fifth time in a row the City Red Cross of Skopje and Studio Moderna DOOEL Skopje, organized the humanitarian action „Wake up humane 5" which was implemented in all Macedonian Red Cross branches in the country. The main objective of the humanitarian action was to promote humanity and to improve the living conditions of the vulnerable target groups by collection of used mattresses and bedding and donating them in different institutions that provide care for this category of people (hospitals, institutions for care for different target groups and correctional institutions). After the completed action, the donated mattresses and bedding in the Red Cross branches were donated to different social and medical institutions.

**Project "We care for a warm home".** On July 29, 2013 the Ministry of Labor and Social Policy in cooperation with the City Red Cross of Skopje started with implementation of the Project "We care for a warm home" targeted for reduction of the social risk of social exclusion of the citizens by covering their basic needs such as furniture, appliances, electrical devices, household items, items for children, bicycles.

For promoting the project activities, the Ministry of Labor and Social Policy developed appropriate promotional material: TV spot, posters and fliers. The interested citizens had the opportunity to donate assistance through the free of charge telephone number that was opened for this action, and in the Red Cross branches and in the Centres for Social Work. The assistance was distributed to the registered vulnerable citizens that required assistance of this kind.

**Marking of the traditional Week of Solidarity.** Macedonian Red Cross marked the traditional Week of Solidarity with different activities under the slogan "Your contribution – Important Assistance" in the period of April 22-28, 2013. In frames of the Week the Red Cross organized Collection Action in order to promote humanity and solidarity among the citizens, particularly among the youth population and to raise appropriate support for the most vulnerable categories of population. The action resulted with collected 4.870 kg. food, 16.087 kg clothes, 1034 pairs of shoes, 71 kg of hygiene material.

The Red Cross organized the action "From House



to House” on which occasion the Red Cross volunteers visited the people in their homes and invited them to donate and support the humanitarian action. The citizens donated total of DEN 368.575. The raised funds were targeted for provision of food items for social case families that live in rural areas: older people and persons with special needs.

**Hunger Day Campaign.** The Hunger Day Campaign was marked for raising public awareness about the problem of fame, and about the accomplishment of millions of people who manage to overcome the problem of hunger by covering their priority needs. On this occasion Macedonian Red Cross participated in the marking of October 16 with campaign under the slogan „Think of us too“. In frames of the campaign Macedonian Red Cross organized humanitarian activities in cooperation with the educational institutions, companies and citizens and the civic sector.

Macedonian Red Cross also organized action for raising funds from the corporate sector which resulted with raised DEN 110.246. The money was used for procurement of 180 food parcels that were distributed to vulnerable people in the country.

This campaign was supported for the fourth time by Macedonian Post Office AD Skopje that enabled free of charge distribution of 13.000 fliers to companies inviting them to participate and support the action. The action was also supported by the Economic Chamber of Macedonia, the Association of Economic Chambers of Macedonia and the Economic Chamber for North-West Macedonia which invited their members – companies in the country, to participate and support the campaign.

Media patron of the campaign was MTV, which developed a TV spot. The campaign resulted with raised DEN 727.668 which was used for procurement of food items (total of 19.541 kg food and 7.250 kg clothes) and they were distributed to social case people.

**Seminar on Migrations.** Since 2012 Macedonian Red Cross in cooperation with Swedish Red Cross has been implementing activities for reintegration of Macedonian citizens that were rejected as asylum seekers in Sweden and had to return to Macedonia. In order to enhance the activities and efforts in this area and to expand information and knowledge on

migration, Macedonian Red Cross organized a seminar on the topic of Migrations which was held in the period of August 21 -23, 2013 in the Red Cross Centre „Solferino” in Struga.

The representatives of the Swedish Red Cross presented the activities that are undertaken by their national society and they shared information in regard to the asylum seekers procedure in Sweden. On the workshop the facilitators also presented the activities of the governmental institutions in Macedonia in regard to the issue of migration.

**Support and cooperation with the Red Cross Baden-Württemberg.** In the period of 12-14 March 2013 Mr. Hans Miler representative of the German Red Cross Branch Baden-Württemberg visited Macedonian Red Cross. During the visit he had a meeting with Macedonian Red Cross secretary general Mr. Sait Saiti who expressed gratitude for the past support and the donated humanitarian assistance comprised of hospital beds, bed cabinets, clothes and other assistance amounting to EURO 21.900. The assistance was targeted for medical institutions and vulnerable population in the country.

The German Red Cross Branch Baden-Wuerttemberg provided assistance for the Daily Center for children with special needs through the Macedonian Red Cross branch Debar. The assistance comprised of equipment and access entrance to the Centre, and reconstruction of the garden of the Daily Centre.

In July the German Red Cross Branch Baden-

Wuerttemberg provided ambulance vehicle for the needs of the Emergency Response Unit, and assistance comprised of hospital beds, and bed cabinets, clothes and container for clothes. The assistance was distributed to medical institutions, and the container was placed on public location in Skopje where citizens can donate second hand clothes for persons that require such assistance.

In September and December the German Red Cross Branch Baden-Wuerttemberg also provided assistance comprised of medical hospital beds, aids for handicapped people, clothes and other items amounting to EURO 33.600.

**Assistance for self-supporting mothers.** With the support of the German Red Cross Branch Baden-Württemberg since June 2013 the Red Cross Branch Negotino implemented the project “Help the unprotected women, train her, make her qualified”. The main objective of the project is to provide support to 28 self-supporting mothers by enabling them to gain new skills and knowledge through education and re-training.

In frames of the project activities the Red Cross organized the following trainings: Home care for older and frail persons, courses for cosmeticians and accounting. Also the project enabled establishment of a Club of self-supporting mothers. Through the club the members promote different activities targeted for addressing different needs of the self-supporting mothers, and they have their place where they can





share their problems and where they can exchange experiences and lobby at potential employers and many other activities.

**Joint cooperation with Alfa Bank.** Macedonian Red Cross in cooperation with Alfa Bank AD Skopje officially marked the utilization of 6 containers for second hand clothes and 15 cash boxes on June 2, 2013. They were placed on different locations in the city of Skopje. The activity is targeted for raising effective material support for the most affected population by promoting social responsibility among the citizens.

With this activity Alfa Bank marked the Volunteer Day within its company. The provision of second hand clothes is traditional activity of the Red Cross that is implemented in the course of the whole year. The placement of containers represents a new approach for donation of clothes and in this way the citizens may donate clothes at any time convenient to them. The containers are regularly emptied, and the clothes are stored and distributed to vulnerable population in need for such assistance.

**Continuous support from the company "Veze Sari –Tetovo".** The company "Veze Sari" from Tetovo and Macedonian Red Cross had fruitful cooperation in the past year expressed in provision of support for the Station for Homeless People in Skopje. The company provided monthly rations of food items that are produced in the company (eggs and meat products) for the needs of the Station. The Station for Homeless people is opened on Mondays and Fridays when the homeless people are provided with hygiene services, clean clothes, medical examination, and medicaments, discussions and advices from psychologist and hot meal and drinks.

**Donation from the Turkish Red Crescent.** In October 2013 representatives of the Turkish Red Crescent visited Macedonian Red Cross and handed over a donation comprised of new clothes amounting to \$100.325. This humanitarian assistance was distributed to social case families through Macedonian Red Cross branches and City Red Cross of Skopje.

**Donation from Austrian Red Cross.** In October 2013 representatives of the Austrian Red Cross handed over a donation comprised of 75 hospital beds which was distributed to medical institutions in the country in cooperation with the Ministry of Health

**Humanitarian action "let's share joy".** On the occasion of New Year holidays, Macedonian Red Cross in cooperation with EVN organized a humanitarian action under the slogan „Let's share joy". The objective of the action was to give smile and joy to social case children and children with special needs and to share happy moments for the New Year holidays.

The EVN action for distribution of the donation comprised of 700 New Year parcels was organized in



the period of 19-30 December, 2013 and it was implemented through the City Red Cross of Skopje and the Macedonian Red Cross branches. The distribution of the gifts to the children was done in Skopje, Kochani, Kichevo, Struga, Shtip, Gevgelija and Strumica in Skopje in cooperation with the employees of the municipal branches of EVN Macedonia. All the children received scarves, caps, gloves and chocolate.

On December 19.12.2013 the City Red Cross of Skopje organized a performance in the Macedonian Opera and ballet for 150 children from several social institutions in Skopje who were given New Year gifts by Mr. Igor Gievski, member of the of Management Board of EVN Macedonia and the Minister of Labor and Social Policy Mr. Dime Spasov and Macedonian Red Cross Secretary General Mr. Sait Saiti who also wished the children happy new year.

# DISSEMINATION

*Dissemination is education and spreading of knowledge on the Red Cross and the practical implementation of the universal values and fundamental principles such as peace, tolerance, nonviolence, culture of dialogue, human values, active approach towards life, nondiscrimination and doing through practicing humanitarian education.*

**Practical application of the fundamental principles.** In order to promote the work in the area of dissemination Macedonian Red Cross developed a dissemination policy. Also the organization reviewed the manual on general dissemination and updated it with new information and additional explanations.

Macedonian Red Cross also conducted analysis in terms of evaluation of the implementation of the Dissemination Strategy of Macedonian Red Cross for the period of 2011-2013.

**Humanitarian education.** Macedonian Red Cross through the tool for humanitarian education, Red Cross in Action – Promotion of Human Values became part of the educational platform of the International Federation of Red Cross and Red Crescent Societies. The learning platform about IHL, the culture as a system of values, and migrations were some of the topics covered during the youth exchange on which Macedonian Red Cross participated in the period of June 26 – July 3, 2013 in Londonderry, North Ireland. The main objective of the project was promotion of humanitarian education and creation of viable communities where young people would be inspired, and supported to promote and undertake humanitarian action.

**International Humanitarian Law.** In 2013 there were many activities and established cooperation for promotion of the work in the area of international humanitarian law. Macedonian Red Cross convened the National Committee on IHL on 09. 04. 2013, which was attended by representatives of the ministries that are part of this body as well as representatives of the Macedonian Red Cross IHL club. In frames of the promotion of the cooperation with the institutions for higher education that incorporate the subject of IHL, the Military Academy „General Mihajlo Apostolski“ and the Faculty of law „Justinijan First“, founded Macedonian Red Cross clubs on IHL in these respective institutions.

One day workshop was held on the topic „NATO and the International Humanitarian Law“, on April 02, 2013 being organized by the Euro Atlantic Council of Macedonia and Macedonian Red Cross. Besides the traditional part on IHL, the workshop also focused on IHL challenges in the modern context, particularly in terms of peace-keeping operations and coping



with terrorism.

On 25.04.2013 Macedonian Red Cross had a meeting with Mr. Misel Saad, ICRC delegate from France. On this occasion the ICRC representative spoke in front of students from the Faculty of Law and Macedonian Red Cross volunteers about the challenges, experiences and the mission of ICRC.

In the period of June 5-6, 2013 Macedonian Red Cross participated on a two-day workshop on the topic „Implementation of International Humanitarian Law in NATO operations“ which was organized by the Ministry of Defense. During the workshop Macedonian Red Cross had a dissemination session on the activities of Macedonian Red Cross and the mission of ICRC.

Macedonian Red Cross also participated on the International Conference on Exploring Humanitarian Law which was organized in the period of September 04-08 2013 by the International Committee of the Red Cross.

Macedonian Red Cross attended the regional meeting of the IHL professors that was held in Sarajevo, Bosnian and Herzegovina in the period of October 24-25, 2013. The meeting was organized by the Regional office of ICRC. Three Macedonian Red Cross representatives participated on the meeting.

**Promotion of human values.** Supported by CIVICA Mobilitas and implemented by CIR-a and funded by the Swiss Agency for development and cooperation- Office Skopje, Macedonian Red Cross implemented the programme Red Cross in Action – Promotion of Human Values in 2013. The programme enabled implementation of 202 small projects for the well-being of the communities which resulted with 3.327 assisted persons in the state.

Total of 1.368 young people, potential volunteers, passed the dissemination training and the training for development and documentation of small projects. Three final workshops were conducted with participation of 131 young people and representatives of the best developed projects. 28 disseminators and 16 guests from different organizations had the opportunity to be part of these final workshops. In the course of the three two-day final workshops, the youth was able to learn about culture as a system of values and they were provided with instructions about their future volunteer work in their branches and they also received guidelines in regard to the forthcoming marking of the Week for promotion of human values.

In the period of September 21-27 the youth marked the Week for promotion of human values. Under the slogan „Promotion of differences“ the young people developed „PHV shows“ in the Red Cross branches. This was an excellent opportunity for promotion of differences expressed through the lan-

guage, culture and dance. Thirty Red Cross Branches organized „PHV shows“ in Macedonia with participation of 863 young people in the organization of the performances which were watched by 6.739 spectators, parents, teachers, pupils and students and media.

The PHV Oscar was awarded to the Red Cross Branch Kichevo. The produced a film named „The life of a PHV volunteer“. The youth from this branch handed over the voucher amounting to DEN 165.000 to the minors that are sheltered in the Prison in Ohrid on the occasion of the marking of December 5, the International Volunteer Day. The event was organized in the Museum of the Macedonian revolution in Skopje.

The PHV Cup was awarded to the Red Cross Branch Veles where the youth developed 8 projects and two of them were evaluated with excellent grade.



# VOLUNTEER MANAGEMENT

*Macedonian Red Cross as member of the International Federation of Red Cross and Red Crescent Societies and as organization with the biggest number of volunteers in the state continuously works on promotion of volunteer management in direction of respecting the rights and obligations and the diversity of the volunteers in Macedonia.*



**Strategic Development.** Macedonian Red Cross made analysis on the implementation of the Macedonian Red Cross Strategic Plan on Volunteering for the period 2008-2012. The document contains evaluation on the accomplishment of the strategic aims and priorities of the national society.

**Participation in public debates for promotion of volunteering.** Macedonian Red Cross was actively involved in the public debates for improvement of the text of the Law on Volunteering and the Strategic Plan for development of volunteering in the Republic of Macedonia which was organized by the non-governmental organizations Youth Info and Connect, and the participation in the work of the National Council for development of volunteering in the Republic of Macedonia.

**Participation in external comparative analysis of the volunteer potential.** 2013 resulted with involvement in the research on national and international level conducted by the non-governmental organization Connect and the International Federation

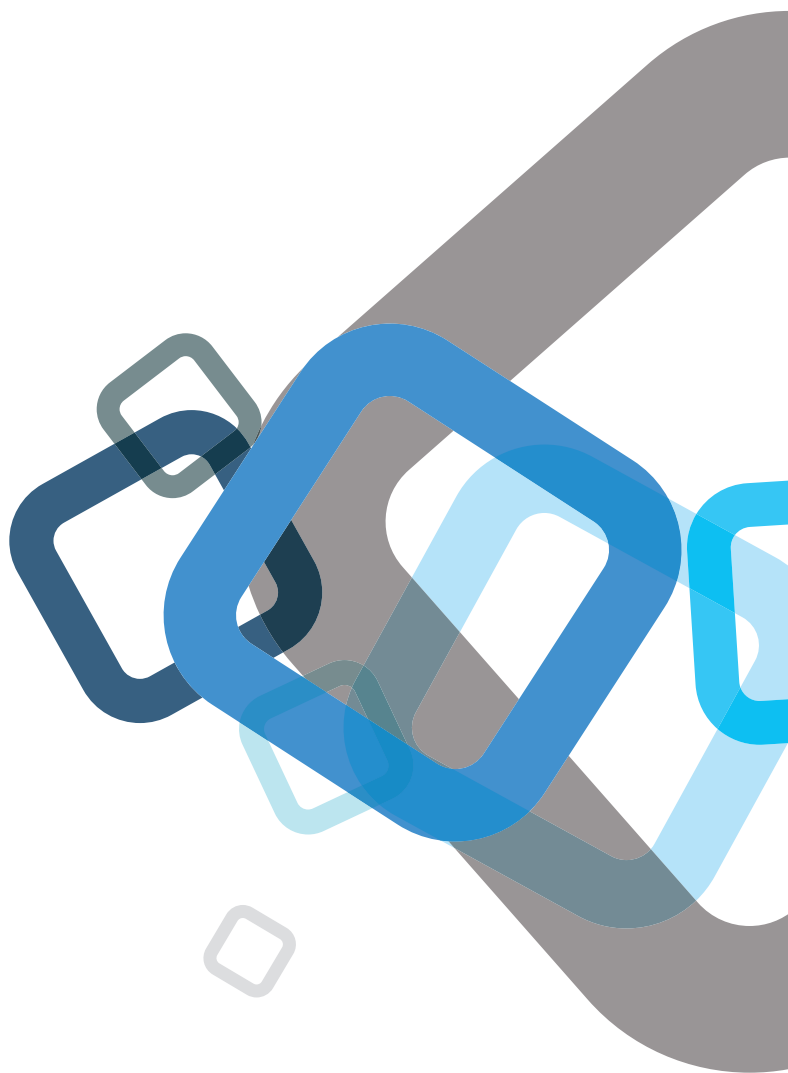
of Red Cross and Red Crescent Societies in order to compare the volunteer capacities and the mode of operation of the national society in the area of volunteer management.

**Exploring the motives for volunteering.** Internal survey was conducted in cooperation with the Swiss Institute for technology from Zurich with about 500 Macedonian Red Cross volunteers in order to explore the motives for volunteering in the national society and to compare the data with other national societies in Europe.

**Promotion of the cooperation with the non-governmental sector in the area of promotion of volunteering.** Workshop was organized with 28 volunteers from 10 European states on the topic of the role and activities of the Red Cross. The Red Cross participated on the Fair for career development „Career Expo“ (09. 10. 2013) organized by the Youth Council of the American Embassy for purpose of promotion of the work, dissemination and promotion of cooperation.

## GRATITUDE TO THE PARTNERS AND DONORS

- International Federation of Red Cross and Red Crescent Societies;
- International Committee of the Red Cross;
- German Red Cross-Red Cross of Baden-Württemberg;
- Turkish Red Crescent;
- Austrian Red Cross;
- USA Embassy;
- French Embassy;
- Slovenian Embassy;
- Ministry of Defense;
- Ministry of Labor and Social Policy;
- Ministry of Health;
- Ministry of Education and Science;
- Ministry of Internal Affairs;
- Centre for Crisis Management;
- Directorate for Protection and Rescue;
- Association of local self-government units;
- Institute for Social Work;
- World Health Organization;
- Global Fund;
- UNHCR;
- EVN Macedonia AD;
- CIRA, Centre for Institutional Development;
- NGO Rubikon;
- NGO Volunteer Centre Skopje;
- HERA;
- Austrian Agency for Development;
- Economic Chamber of Macedonia;
- Association of Economic Chambers of Macedonia;
- Economic Chamber of North-West Macedonia;
- AD Macedonian Post Office;
- ERA Skopje Fair;
- ONE;
- VIP operator;
- Foundation T- Mobile Macedonia;
- ALFA Banka AD Skopje;
- Ohridska Banka AD Ohrid – Societe Generale Group;
- Komercijalna Banka AD Skopje;
- Stopanska Banka AD Skopje;
- SAVA Insurance AD Skopje;
- OKTA AD - Skopje;
- Studio Moderna;
- Korea Auto Trejd;
- Special Hospital „Filip vtori“;
- Adriamed;
- ALKALOID AD Skopje;
- EVROPA 92;
- Ekonomiks plus;
- Geneks;
- Macedonian Radio TV;
- Sitel TV;
- Kanal 5 TV;
- Alsat M TV;
- ALFA TV;
- Telma TV;
- Era TV;
- MTM TV;
- Macedonian Information Agency – MIA;
- Media Print Macedonia;
- Vecher.



# FINANCIAL REPORT FOR 2013

The financial report of Macedonian Red Cross presents the planned and realized income and expenditures of the organization and serves as a confirmation for the successful implementation of the programme and project activities supported by national and international partners of the organization.

The operation of the organization presented through the financial data shows successfully finished year with 136.07%, realization of the Budget compared to 2012 when this figure amounted to 128.43%. The total realized own income amounts to 129.66% and it is increased compared to 2012 when the total own income amounted to 114.60% and represents 29.30% of the total realized income.

The income from organs and donors are earmarked funds and most of them are directly transferred to the Red Cross Branches and are being used by them for implementation of project activities. The realized income from organs and donors amounts to 138.92% and it is increased compared to 2012 when it amounted to 131.26%. This income represents 70.70% of the total realized income in 2013

In the area of expenditures, it can be seen that the expenses are controlled and targeted for programme activities, in compliance with the basic objectives of the organization. 71.73% of the total realized expenditures are functional programme expenditures and they are increased compared to the previous year. The expenditures for salaries of staff amount to 10.68% and the material expenditures amount to 17.59%.

26.77% of the total expenditures were targeted for the needs of the HQ, and they are lower compared to the past year. 38.99% were directly transferred to the Red Cross branches and the City Red Cross of Skopje and these costs are higher compare to the last year while the remaining 34.24% of the funds were spent by the Macedonian Red Cross HQ for direct implementation of programme activities of the RC branches and the City Red Cross of Skopje.

Some of the surplus of funds, that is, the positive difference between income and expenditures is for projects which will continue to be implemented in 2014.

Macedonian Red Cross Executive Board formed a commission which conducted internal audit on the financial and material operation of the organization. Also, an independent auditing company was hired which conducted external audit in compliance with the Law on Audit and the international standards for financial reporting and accounting regulations which are in force in the Republic of Macedonia. The auditing company stated that the financial presented results of Macedo-

nian Red Cross are realistic and objective.

The financial report relates only to the operation of Macedonian Red Cross Headquarters.



# FINANCIAL REPORT

## MACEDONIAN RED CROSS

### 01.01.2013 - 31.12.2013

	Budget 2013	Realized 2013	%	% in 2013
<b>TOTAL INCOME</b>	<b>48,296,830.00</b>	<b>65,719,584.00</b>	<b>136.07</b>	<b>128.43</b>
Own sources of income	14,851,500.00	19,257,003.00	129.66	114.60
Income from organs / donors	33,445,330.00	46,462,581.00	138.92	131.26
<b>TOTAL EXPENDITURES</b>	<b>48,296,830.00</b>	<b>58,432,991.00</b>	<b>120.99</b>	<b>115.73</b>
Salaries and contributions for staff	6,340,000.00	6,240,127.00	98.42	93.76
Expenditures for materials and services	7,243,232.00	10,280,106.00	141.93	167.65
Functional (programme) expenditures	34,713,598.00	41,912,758.00	120.74	109.03
<b>BALANCE</b>	<b>0.00</b>	<b>7,286,593.00</b>		

#### INCOME

DESCRIPTION	Own sources of income	Income from organs/donors	Budget 2013	Realized from own sources	Realized from organs/donors	Realized in 2013 %
<b>TRANSFERS AND DONATIONS</b>						
Ministry of Labor and Social Policy	6,200,000.00		6,200,000.00	5,500,000.00		5,500,000.00
Blood donation (Ministry of Health)		7,000,000.00	7,000,000.00		5,230,000.00	5,230,000.00
Social welfare activities	300,000.00	2,000,000.00	2,300,000.00	206,880.00	5,131,105.00	5,337,985.00
Organizational Development		3,100,000.00	3,100,000.00	39,150.00		206,880.00
First Aid	2,350,000.00		2,350,000.00	2,372,167.00		2,372,167.00
Health education		10,301,062.00	10,301,062.00		13,264,996.00	13,264,996.00
Youth	110,000.00	140,000.00	250,000.00	171,000.00	31,857.00	202,857.00
Disaster Preparedness		719,568.00	719,568.00	44,968.00	7,510,713.00	7,555,681.00
Dissemination		123,000.00	123,000.00			0.00
RCA-PHV			0.00			0.00
Information and Communication			0.00			0.00
Tracing Service		61,700.00	61,700.00			3,566,332.00
International Department / International cooperation			0.00		3,566,332.00	0.00
Mobilization of Funds	500,000.00		500,000.00			0.00
Finance (other income)/credit for a car/, charged fees from employees, interest			0.00	92,147.00		92,147.00
<b>UNTAXED INCOME</b>						
From RC branches (cotization fee)	1,500,000.00		1,500,000.00	420,462.00		420,462.00
Donations from natural persons	300,000.00		300,000.00	4,000.00		4,000.00
Donations from legal persons (sale of vehicles)	500,000.00		500,000.00			0.00
Additional post stamps (MRC Law)	300,000.00		300,000.00	228,006.00		228,006.00

From rent of office space / other income/from sale of capital assets	1,291,500.00		1,291,500.00	2,511,910.00		2,511,910.00
From registration of vehicles	500,000.00	10,000,000.00	10,500,000.00	624,822.00	10,283,276.00	10,908,098.00
Other income / income from interest Solidarity Fund/ Development Fund/ PHV			0.00	1,642,317.00	804.00	1,643,121.00
Balance brought forward from the previous year	1,000,000.00		1,000,000.00	5,399,174.00	1,443,498.00	6,842,672.00
<b>TOTAL INCOME</b>	<b>14,851,500.00</b>	<b>33,445,330.00</b>	<b>48,296,830.00</b>	<b>19,257,003.00</b>	<b>46,462,581.00</b>	<b>65,719,584.00</b>

## EXPENDITURES

DESCRIPTION	Own sources of income	Income from organs/donors	Budget 2013	Realized from own sources	Realized from organs/donors	Realized in 2013 %
<b>RUNNING EXPENDITURES</b>						
Basic salaries and contributions	5,673,104.00	616,896.00	6,290,000.00	5,227,454.00	908,612.00	6,136,066.00
Personal tax	50,000.00	0.00	50,000.00	78,412.00	25,649.00	104,061.00
<b>TOTAL EXPENDITURES FOR SALARIES</b>	<b>5,723,104.00</b>	<b>616,896.00</b>	<b>6,340,000.00</b>	<b>5,305,866.00</b>	<b>934,261.00</b>	<b>6,240,127.00</b>
Travel	100,000.00	0.00	100,000.00	166,290.00	226,443.00	392,733.00
Communal fees	885,000.00	110,268.00	995,268.00	860,342.00	60,916.00	921,258.00
Heating	650,000.00	0.00	650,000.00	406,293.00	0.00	406,293.00
Communication and transport	1,310,000.00	382,335.00	1,692,335.00	1,312,383.00	958,057.00	2,270,440.00
Materials	1,075,500.00	2,823,287.00	3,898,787.00	1,572,335.00	3,155,180.00	4,727,515.00
Running maintenance	688,000.00	0.00	688,000.00	1,107,158.00	226,075.00	1,333,233.00
Contractual services	4,704,232.00	8,698,511.00	13,402,743.00	4,604,404.00	5,918,137.00	10,522,541.00
Other operational expenditures	0.00	0.00	0.00	1,307,519.00	7,391,145.00	8,698,664.00
Transfers to not for profit organizations	0.00	20,229,697.00	20,229,697.00	0.00	22,610,518.00	22,610,518.00
<b>TOTAL RUNNING EXPENDITURES</b>	<b>9,412,732.00</b>	<b>32,244,098.00</b>	<b>41,656,830.00</b>	<b>11,336,724.00</b>	<b>40,546,471.00</b>	<b>51,883,195.00</b>
<b>CAPITAL EXPENDITURES</b>						
Procurement of furniture and office equipment	0.00	0.00	0.00	101,822.00	37,847.00	139,669.00
Procurement of vehicles						
Basic and special maintenance	300,000.00	0.00	300,000.00	170,000.00	0.00	170,000.00
<b>TOTAL CAPITAL EXPENDITURES</b>	<b>300,000.00</b>	<b>0.00</b>	<b>300,000.00</b>	<b>271,822.00</b>	<b>37,847.00</b>	<b>309,669.00</b>
<b>TOTAL EXPENDITURES</b>	<b>15,435,836.00</b>	<b>32,860,994.00</b>	<b>48,296,830.00</b>	<b>16,914,412.00</b>	<b>41,518,579.00</b>	<b>58,432,991.00</b>

Finance Department  
Zaklina Popovich

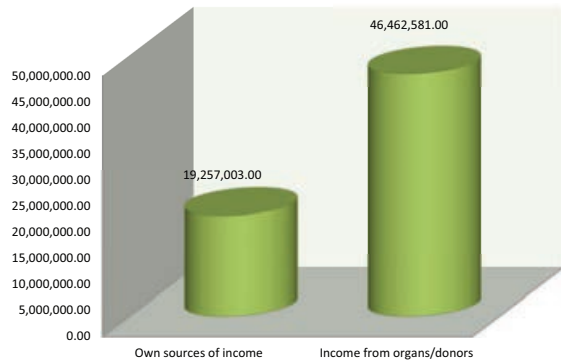
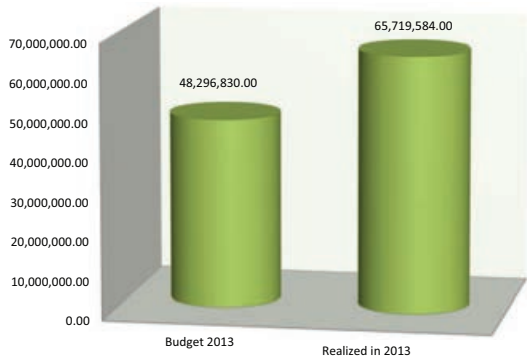
Secretary General  
MA Sait Saiti

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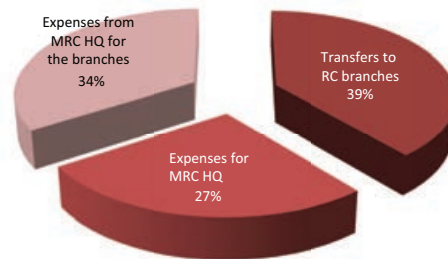
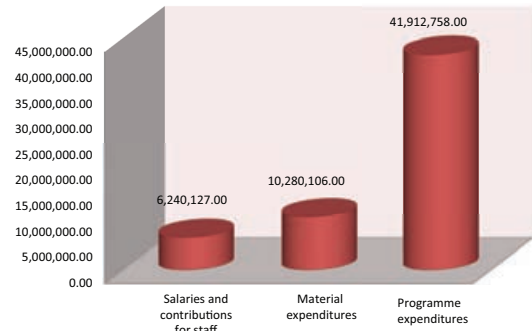
Transfers to RC branches	22,780,518.00	38.99
Expenses for MRC HQ	15,642,415.00	26.77
Expenses from MRC HQ for the RC branches	20,010,058.00	34.24
<b>Total</b>	<b>58,432,991.00</b>	<b>100.00</b>



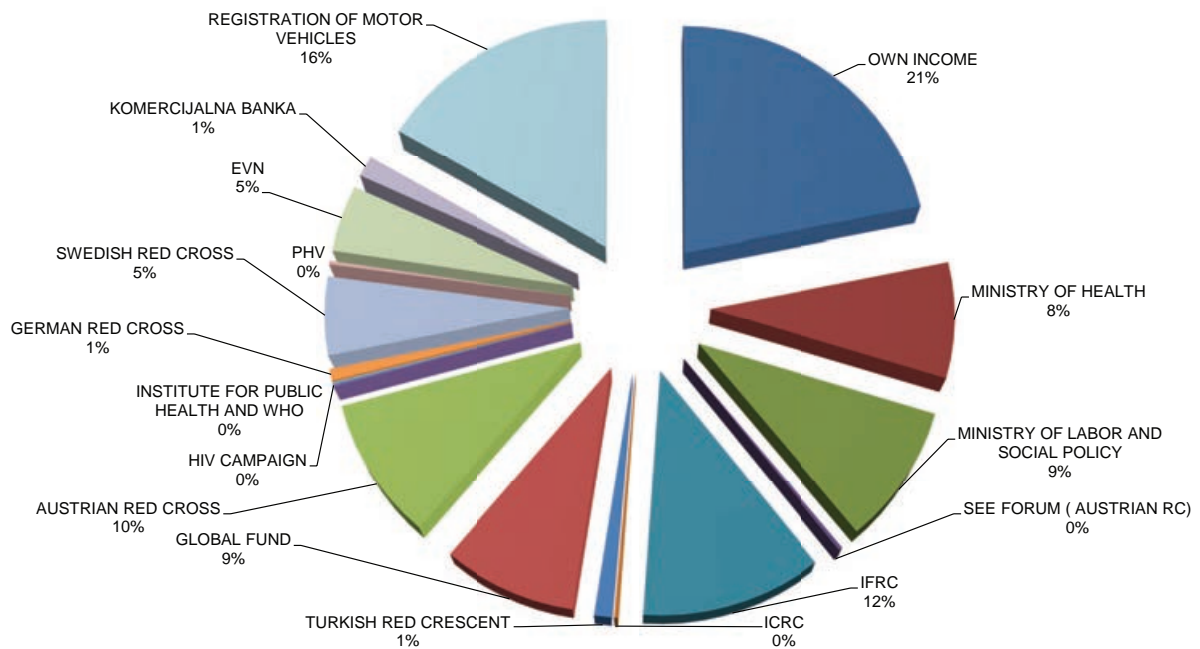
### Realized income in 2013



### Expenditures in 2013



### Structure of income





To:  
The Management of  
MACEDONIAN RED CROSS  
SKOPJE

### AUDITOR'S REPORT

We have audited the accompanying financial statements of "MACEDONIAN RED CROSS" (in the following text "the Organization"), which comprise the Balance Sheet as of 31 December 2013, the Statement of Revenues and Expenses and Statement of Changes in Funds for the year then ended and a summary of significant accounting policies and other explanatory notes.

The enclosed financial statements for 2013 stated on the following pages, consist of the statements of the Organization and the statements the following projects: 1) Campaign for HIV/AIDS; 2) SEE Forum for adaptation of climate changes; 3) Global fund for prevention against HIV/AIDS; 4) International Federation of the Red Cross and Red Crescent; 5) Spanish RC; 6) DOTS Interventions in RM; 7) Promotion of Human Values; 8) German RC (9 projects) and the statements of the two funds: 1) Charity fund and 2) Development fund. The projects are financed by different donors and are realized through special accounts of the Organization. The Organization does not prepare separate annual reports for each project.

#### Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with the Accounting Law for Non-profit Organizations and the standards for reporting under the cash basis of accounting. This responsibility includes: designing, implementing and maintaining internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

#### Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with International Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

#### Auditor's opinion

In our opinion, the financial statements of "MACEDONIAN RED CROSS" give a true and fair view of the financial position of the Organization as of 31 December 2013, as well as the operating results and the changes in the funds for the year then ended, in accordance with the Accounting Law for Non-profit Organizations and standards for reporting under the cash basis of accounting.

#### Report of other legal and regulatory requirement

Management of the Organization is also responsible for preparation of the annual business report according to the Law on non-profit organizations and foundations. Our responsibility in accordance with the Audit Law is to report whether the business report is consistent with the annual account and the financial statements for the year ended 31 December 2013. Our work referring to the annual business report is carried out in accordance with ISA 720 and it is limited to reporting whether the historical financial information presented in the annual statement are consistent with the annual accounts and audited financial statements.

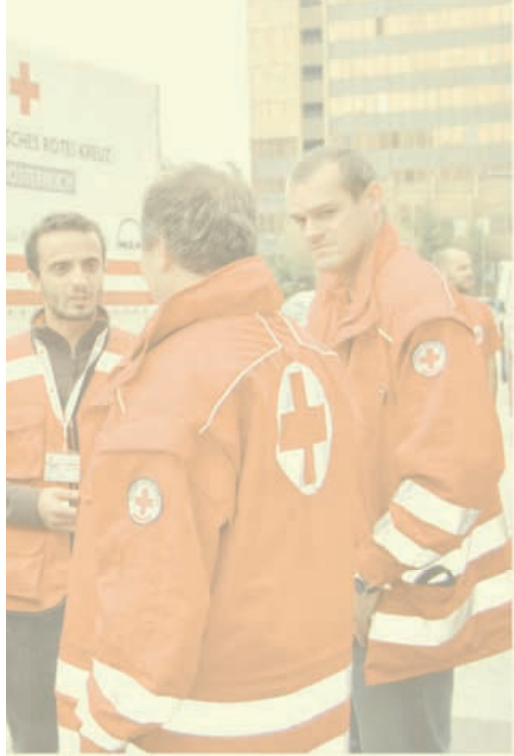
The annual business report is consistent, in all material aspects, with the annual account and the audited financial statements of "MACEDONIAN RED CROSS", Skopje for the year ended 31 December 2013.

Skopje, 3 March 2014

Manager  
Dragan Dimitrov



Certified Auditor  
Zvonko Kocovski





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