



# FUNRAISING ACTIVITY



**PRESENTATION BY: TRAN THU HANG  
DIRECTOR OF COMMUNICATION AND RESOURCES MOBILIZATION DEPT.**





# VIETNAM RED CROSS

- Established on 23th November 1946
- Member of IFRC from 4 November 1957
- Member of ICRC from 1<sup>st</sup> November 1957





# Organizer

➡ VNRC have 4 levels

+ HQs

+ Province/chapter

+ District

+ Commune

➡ There are 17.771 staffs, 4.503.508 members, 3.454.456 Youth/Junior , 376.820 volunteers



# POLICY

- ❖ Red Cross Activities Law issued in 2009
- ❖ Government Decree No. 30 / ND-CP issued dated 04/09/2012





# 1. Social humanitarian works





## 2. Healthcare base on community







### 3. First aids





## 4. Blood donation







## 5. Tracing service





## 6. Communication humanitarian value







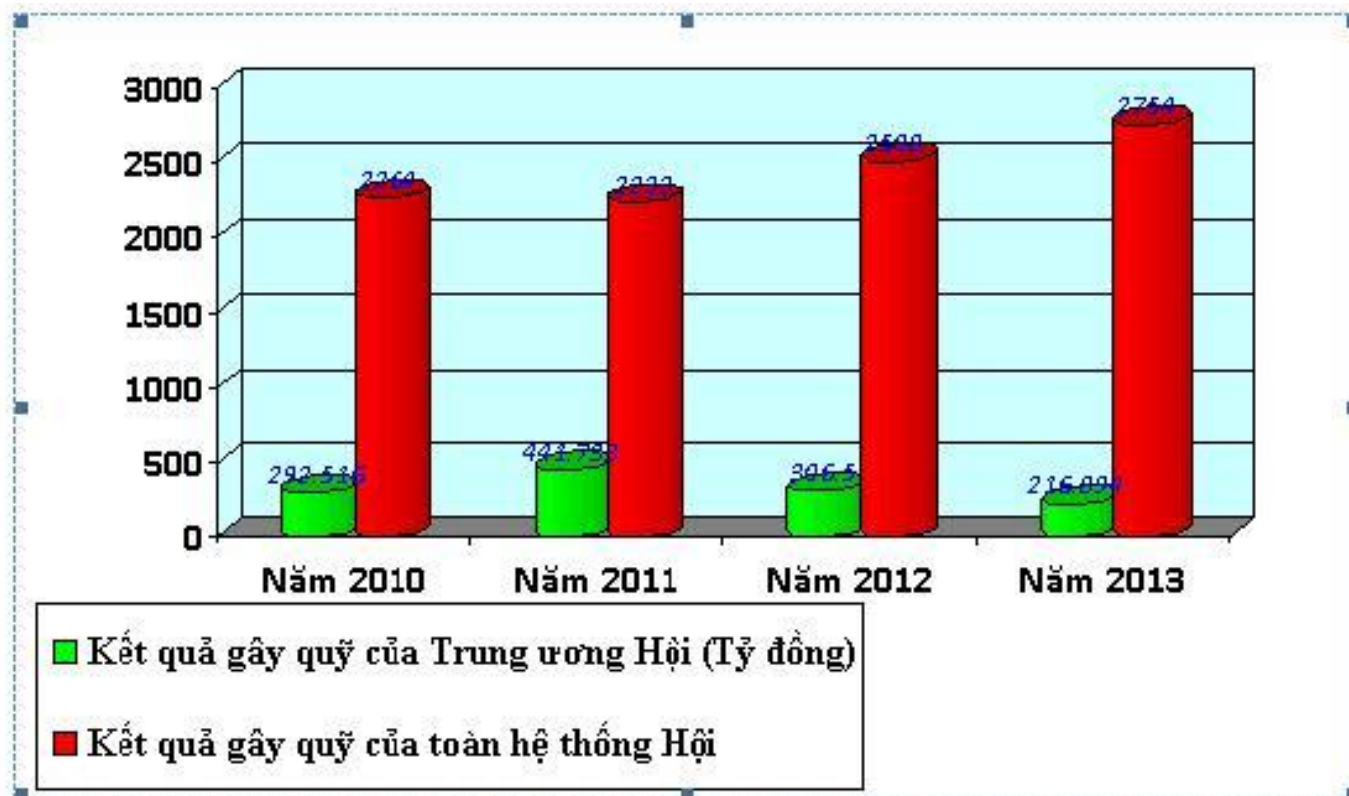
## 7. Disaster preparedness and response





## VNRC HQ's and VNRC Overall fundraising achievement

VNRC HQ's  
and VNRC  
Overall  
fundraising  
achievement





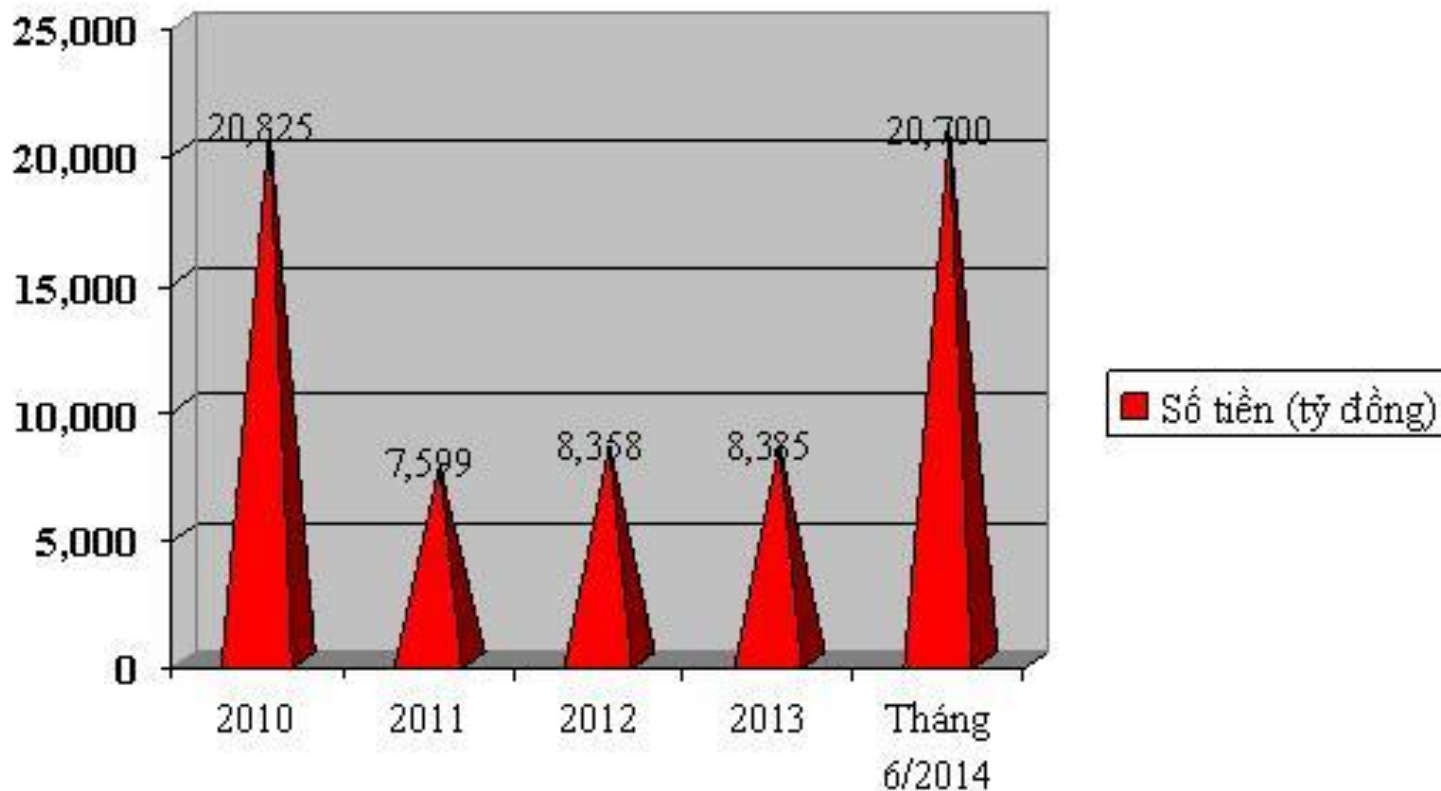
## SMS fund raising campaign by VNRC HQs







## achievement from SMS fund raising campaign





## COW - BANK PROGRAM

Up to June 2014, the Cow Bank program has implemented

- in **44** provinces
- providing **12.139** cows to **12.139** households among **135** communes of **56** poor districts
- Total value of VND **121,390** billion.





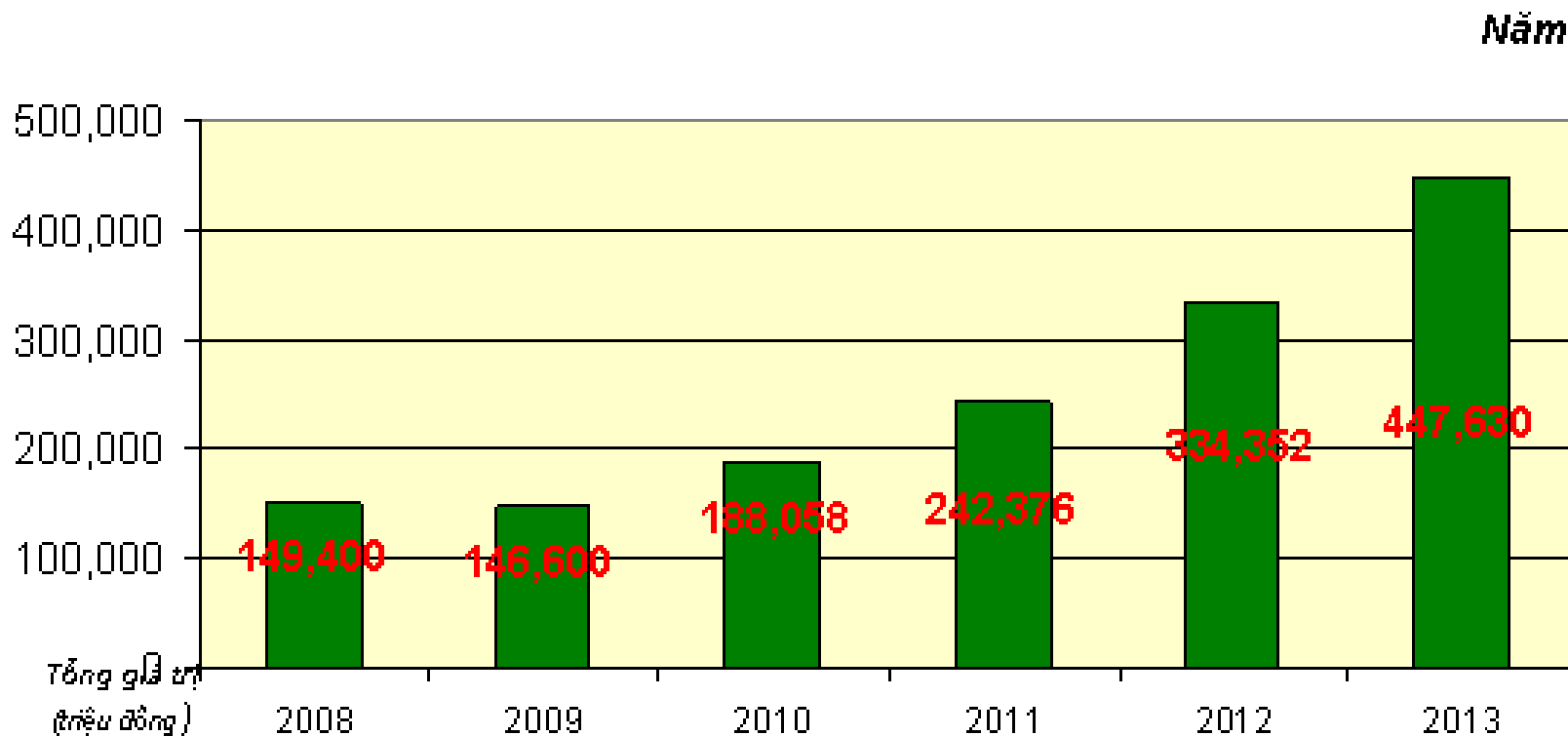
## the Movement “ Tet for the poor people and Agent Orange Victims

The campaign was initiated in 2008. Each year gift to 1 million people





## the Movement “ Tet for the poor and Agent Orange Victims



**Graph: total funds raised via the Movement “ Tet for the poor and Agent Orange Victims**





## Campaign "each organization, each individual support humanitarian address"

The campaign was initiated in 2008. Up to now, total fund raising from all levels are **1.622 billion million VND**, overage : **405,2 billion/ year**





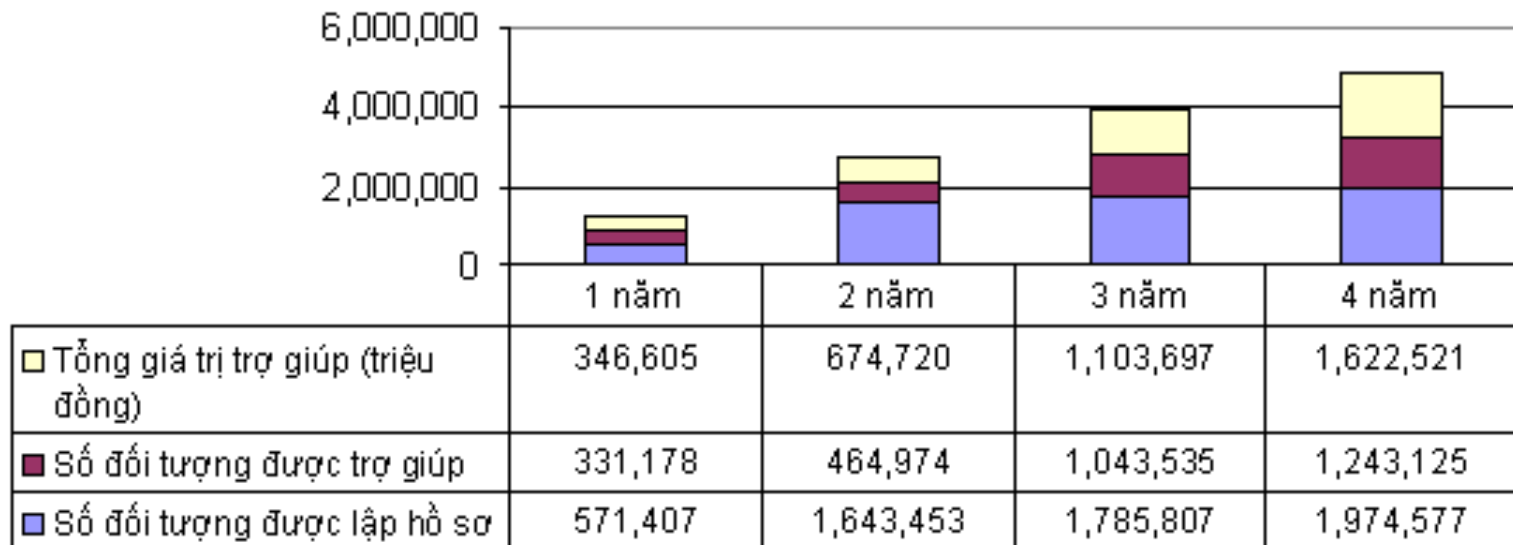


# Campaign "each organization, each individual support humanitarian address"





## Campaign "each organization, each individual support humanitarian address"



**Graph; total fund raising from Campaign "each organization, each individual support humanitarian address"**



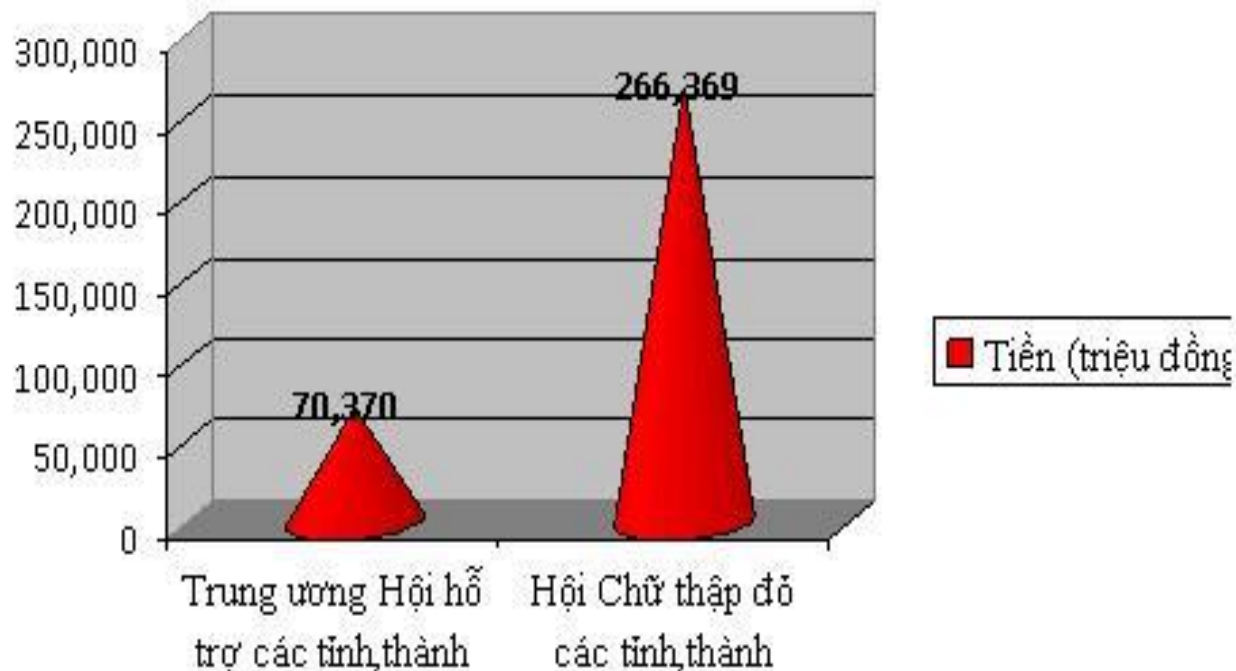
## RED CROSS SHELTER

in the 5 recent  
year have built  
**27.523 red  
cross shelter**  
(average to build  
**5.500** redcross  
shelter / year .  
Total value **336  
billion 739**  
million VND





# RED CROSS SHELTER







# Signing cooperational Agreement in humanitarian activity with organization and companies

VNRC have  
**Signing**  
**cooperational**  
**Agreement**  
with 29  
organization







# Organization event to fund raising





# HUMANITARIAN BOX







# SMS FUND RAISING



SMS



ONLINE SUPPORT





# “Chung sức vì đồng bào Miền Trung”

SOẠN TIN NHẮN: **MT** GỬI **1402** (4.000 ĐỒNG/SMS)

Thời gian: Từ 0h00 ngày 10/10 đến 24h00 ngày 19/11/2013



[www.redcross.org.vn](http://www.redcross.org.vn)

Đổi mới tư duy – Tạo dựng vị thế - Bảo vệ sự sống



HỘI CHỮ THẬP ĐỎ VIỆT NAM



## Strengthen

- ➔ Vietnam has a long tradition of compassionate . Awareness of humanitarian action of the people has been increased
- ➔ Having system of legal documents
- ➔ Issued development strategy of Vietnam Red Cross in 2020, including fund raising is one of three priority areas
- ➔ Issued guidance mobilizing resources to officers of the RC chapters





## Weakness

➔ Awareness of leader and RC staff at all levels on the importance of advocacy fund raising have been limited

➔ RC staff at all level Inexperienced and has not been trained in advocacy fund raising skills



# Opportunity

- ➔ Having cooperation with other department
- ➔ Content and methods of operation varied
- ➔ Good coordination with organizations and individuals at home and abroad
- ➔ a member of the Asia Pacific fund raising network



## CHALLENGE

- ❖ Many organizations deploy and mobilize resources for humanitarian action should be overlapping and competing
- ❖ The support of the international organizations are not only strategically focused projects
- ❖ an economic downturn
- ❖ The Policy for RC staff in district and commune level are low



## Solution

- Capacity building for RC staff at all levels about fund raising skill
- Renewal forms of mobilization funds
- Focused advocacy for funds mobilization activities
- Improve coordination, information sharing, honoring reward organizations and individuals involved in humanitarian campaign.
- Investment budget and equipment for mobilization fund





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# The golden rule in mobilizing funds

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- **Cooperation with competitor**
- **Respect and reward donors**
- **Finding real benefit people**
- **Make use of chance to get succeed**





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# Thank you

