FUNRAISING ACTIVITY

PRESENTATION BY: TRAN THU HANG
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www.redcross.org.vn
HỘI CHỮ THẬP ĐỒ VIỆT NAM
VIETNAM RED CROSS

- Established on 23th November 1946
- Member of IFRC from 4 November 1957
- Member of ICRC from 1st November 1957
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
❖ 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

![Bar chart showing fundraising achievement from 2010 to 2013]
SMS fund raising campaign by VNRC HQs
achievement from SMS fund raising campaign
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 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
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
Campain “ each organization, each invidial support humanitarian adress
Campain " each organization, each individual support humanitarian address

Graph; total fund raising from Campain " each organization, each individual support humanitarian address
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
Signing co-operational Agreement in humanitarian activity with organization and companies

VNRC have Signing co-operation Agreement with 29 organization
Organization event to fund raising
HUMANITARIAN BOX
SMS FUND RAISING

SMS

ONLINE SUPPORT

www.redcross.org.vn
Đội mới tư duy – Tạo dựng vị thế - Bảo vệ sự sống

HỘI CHỮ THẬP ĐỎ VIỆT NAM
“Chung sức với đồng bào Miền Trung”

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

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

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Đội môi tự duy – Tạo dựng vì thế - Bảo vệ sự sống
Vietnam has a long tradition of compassionate action. 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 departments
- 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
The golden rule in mobilizing funds

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