

# General Assembly

## Guides

the Spanish Red Cross action during the next four years

2015  
2019



## Seeks to promote and facilitate

the Spanish Red Cross activities in order to be **each time closer to people.**

## How do we want to be the coming years?

A Humanitarian Volunteering Organization strongly rooted in the society, giving comprehensive answers to vulnerable people from a perspective of human and community development by strengthening their individual capacities in its social context.

Being each time closer to the most vulnerable people at national and international level through integrated actions performed essentially by volunteering with a broad social participation and territorial presence.

## What do we want to achieve?

### Proximity

Analysing the realities in the immediate environment of the people most in need.

### Bond

Demonstrating our commitment and proximity to the needs, concerns and capacities of people.

### Community Orientation

Seeking cooperation and relationship with other actors in society.

### Co-responsibility

Sharing responsibilities, projects and services by promoting networking.

### Innovation

Anticipating through research creative and sustainable solutions to peoples' problems.

### Volunteering

With volunteers acting like agents of change and social transformation.

### Participation

Promoting new scenarios of participation and cooperation in order to strengthen our humanitarian ideals.

### Orientation to People centered

By placing the people centered of our humanitarian commitment.

## How do we want to do it?



### Good Governance

Ensuring a model of institutional action based on integrity, austerity, transparency and accountability.

### Integral Response

Developing integral actions that respond to people's needs.

### Effectiveness and Efficiency

Streamlining and simplifying processes in order to achieve a more nimble, strong and sustainable Organisation.

## What will we do in these four years?

2015  
2019

### With Principles and values,

promoting the International Humanitarian Law and Human Rights dissemination, increasing our cohesion around our Principles and Fundamental Values and by raising our persuasion skills through Humanitarian Diplomacy.

### Responding to situations of vulnerability,

adjusting to changes and social demands, promotes a holistic approach to intervention and reinforces both features, i.e. its preventive actions and transforming dimension.

## A Red Cross + committed

### With the Society,

promoting the volunteers role as agents delivering responses and stimulating participation, cooperation and citizens solidarity; leading the promotion, training and education activities in areas of health, relief and emergency interventions; and strengthening networks and alliances as agents of social transformation.

### To a continuous evolution,

strengthening its branch network, diversifies its fundraising sources, improves its management model and seeks further improvement in transparency, good governance and accountability areas as essential features to ensure public confidence towards the Institution.

# Who do we work with?



### People and families affected by the crisis

Facilitating the necessary support to overcome the crisis.



### Childhood

Supporting equal opportunities by removing barriers and educating.



### Elderly, dependents and caregivers

Favouring their possibilities to remain in their homes and secure an active life and healthy aging.



### Young People

Enabling them to strengthen their autonomy and personal development.



### Immigrant people and refugees

Ensuring humanitarian assistance and contributing to their social integration.



### People living in extreme vulnerability

Alleviating the emotional and material needs of people who find themselves in extreme situations.



### Women in social difficulty

Giving the necessary support to overcome their defenceless situation, especially those who suffer gender violence.



### People with drug addictions

Preventing, mitigating and reducing the damage caused by their addiction, limiting their will and affecting their health and therefore putting their safety at risk.



### People with disabilities

Helping them to develop daily activities without difficulty and on an equal footing.



### People affected by HIV

Reducing the number of new cases, supporting people living with HIV and fighting stigma.



### People deprived of their liberty

Encouraging their social reintegration and facilitating damage repair.



### People unemployed

Through labour stimulating initiatives, improving employability, facilitating access to the labour market and supporting self-employment initiatives.



### Relief and Emergency interventions

Providing the skills to deal with all sorts and degree of emergencies in coordination with the competent authorities in each case.



### General population - health

Through prevention and promotion of healthy behaviours.



### Training

Improving personal skills and techniques.



### Environment

Intervention actions to prevent environment deterioration in order to avoid detrimental effects on vulnerable people and contribute to its improvement.



### International Cooperation

Transferring our solidarity commitment to the most vulnerable populations of other countries.



### Analysis and social innovation

Improving our people assistance through the analysis and awareness of the target beneficiaries' context.

Every day closer to people



Spanish Red Cross