

2015  
2019

General Assembly guides the Spanish Red Cross action during the next four years (2015-2019). It 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.

## What do we want to achieve?



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.

## How do we want to do it?

- **Proximity.**  
Analysing the realities in the immediate environment of the people most in need
- **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 person.**  
By placing the people centered of our humanitarian commitment.
- **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.
- **Good Governance.**  
Ensuring a model of institutional action based on integrity, austerity, transparency and accountability.
- **Innovation.**  
Anticipating through research creative and sustainable solutions to peoples' problems.
- **Effectiveness and Efficiency.**  
Streamlining and simplifying processes in order to achieve a more nimble, strong and sustainable Organisation.
- **Integral Response.**  
Developing integral actions that respond to people' needs.



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Humanity Impartiality Neutrality Independence Voluntary Service Unity Universality



# ...our commitments

**What will  
we do** in these  
four years?

2015  
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## A Red Cross committed...

### 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.

### 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.



#### People and families affected by the crisis

Facilitating the necessary support to overcome the crisis.



#### Childhood

Supporting equal opportunities by removing barriers and educating.



#### 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.



#### Elderly, dependents and caregivers

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



#### People unemployed

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



#### Young People

Enabling them to strengthen their autonomy and personal development.



#### People living in extreme vulnerability

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

## Who do we work with?



#### 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.



#### Immigrant people and refugees

Ensuring humanitarian assistance and contributing to their social integration.



#### General population - health

Through prevention and promotion of healthy behaviours.



#### Women in social difficulty

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



#### Training

Improving personal skills and techniques.



#### 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.



#### Environment

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



#### Analysis and social innovation

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



#### People with disabilities

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



#### International Cooperation

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