

GRC/HQ/ADM/57/2019

February 2019

**GHANA RED CROSS SOCIETY**

**RESOURCE MOBILIZATION POLICY**

*Approved and Adopted at Central Council Meeting of November 2018, NASCO Hotel, Koforidus*

**Signed by**

**Nana Dr. Michael Agyekum Addo**  
**President**

**Signed by**

**Samuel Kofi Addo**  
**Secretary General**



## GHANA RED CROSS SOCIETY

### 5YR-RESOURCE MOBILISATION POLICY (2018-2023)

Ghana being a middle income country is gradually winning its self-off donor support. The setting up of a unit to guide resource mobilisation both internally and externally warrant the establishment of a sustained financial mechanism. Thus Ghana Red Cross Business & Resource Centre

#### **RATIONALE**

The Red cross has varied uncoordinated assets base at both regional and district levels. Programme of Action adopted at the African Red Cross conference at Ethiopia (supply year). The Ethiopian POA calls on “all Africa National Societies to meet a proportion of their annual budget through internal resource mobilization efforts”.

#### **OVERALL OBJECTIVE**

To mobilize resource to support and maintain humanitarian activities in Ghana.

#### **PRIMARY OBJECTIVE**

To ensure financial sustainability of Ghana Red Cross Society through diversified resource mobilization efforts

- Develop viable and profitable investment portfolios and business ventures in Ghana and beyond within the context of Ghana Red Cross
- Promote profitable joint ventures through private partnerships and business alliance with local, regional and international entities.
- Support Ghana Red Cross operations to integrate cost recovery initiatives in community development projects to ensure sustainability.
- Establish business unit to operate and coordinate all business & resource mobilisation activity of the society

#### **MANAGEMENT STRUCTURE**

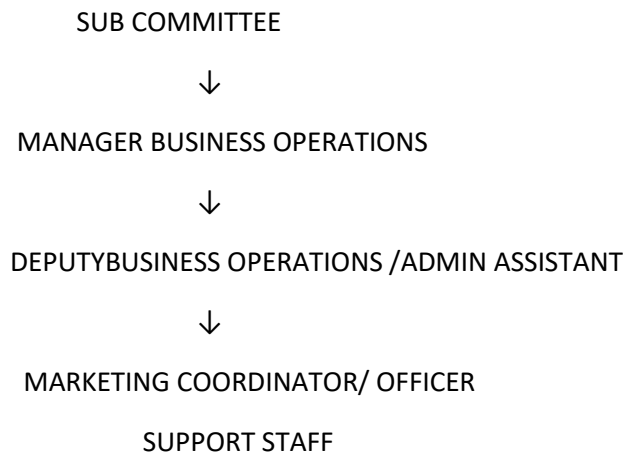
There shall be established Red Cross Business and resource centre governed by a management committee.

**Mandate:**

To provide leadership & strategic direction of the centre

The management committee reports directly to the Ghana Red Cross management committee.

**ORGANISATIONAL STRUCTURE**



**SUB COMMITTEE COMPOSITION**

Vice President (Chair)

Head of Operations

Finance Manager

Co-opted members (Business oriented)

**RESPONSIBILITIES SUB COMMITTEE**

- I. Help to develop long and short term business plan
- II. Help to develop strategies for the business unit
- III. Help ensure accountability through management board
- IV. Help to Mobilize investment capital for business subject to approval by management committee
- V. Advise the various department on business opportunities
- VI. Play a supervisory role to the business unit

**RESPONSIBILITIES - HEAD OF BUSINESS**

- I. Develop long and short term business plan
- II. Develop strategies for the business unit
- III. Shall prepare and keep an up to date asset register
- IV. Have oversight responsibility over business unit
- V. Account to the Governing board and the senior management of Ghana Red Cross.
- VI. Mobilize investment capital to run the business
- VII. Must have oversight responsibilities over all business of the society at all levels
- VIII. In consultation with the board, recruit staff for the various businesses
- IX. Prepare and develop quarterly and annual report including financial status to the governing board
- X. Serve as a secretary to the board of the business unit
- XI. Shall perform any other business assigned by the management committee

#### **POLICIES ON ACTIVITIES**

- The Business & Resource centre shall run the following
- First Aid Training
- Sale Of First Aid Kits
- Conference Room/Catering Service
- Water Production & Sales
- SMS Text
- Appeal for Cooperate Bodies
- Membership Dues
- Any other venture that the management may agree on.
- Any other income generating activity engaged by society

#### **FIRST AID TRAINING**

- Commercial first aid training shall be decentralized.
- There shall be a national first aid coordinator
- •There shall be a Regional first aid coordinator.
- There shall be a standard first aid manual
- Instructors shall be given a periodic refresher training.
- All training proceeds shall be shared on 40:60 ratio basis between the Region and the Head office.
- We may collaborate with other organizations to embark on first aid training and services.

#### **PRODUCTION & SALE OF FIRST AID KITS**

- The sale of first aid kits shall be decentralized.
- All first aid kits shall be produced and distributed to Regions.
- Outsourcing be done base on guided criteria and approved by governing board

#### **RENTING OUT OF FACILITIES**

- A manager shall be engaged to market the Hall
- Conference room shall be made available to all.
- MOU\Tenancy agreement shall be signed by Secretary General upon recommendation by Sub Committee and client under supervision of a management committee member
- Well patronized catering service be provided

#### **WATER PRODUCTION AND SALES**

- A manager shall be engaged
- The unit shall operate as business entity

#### **PROPOSED BUSINESS ENTITY**

- Ghana Red Cross may from time to time enter the following as part owners or whole
- Red Cross Vehicle Servicing & Training Centre
- Red Cross Pharmacy
- Red Cross Water Transport
- Red Cross Health, Fitness & well-being centre
- Red Cross psycho-social support & Counselling Unit
- Red Cross printing press (ballot papers, cheques, books/posters)
- Red Cross community water projects on BOT basis
- Red Cross Electronics
- Red Cross courier services
- Red Cross Advertising Agency
- Red Cross Architecture, Building & Construction Agency

#### **MEMBERSHIP DRIVE STRATEGY**

An innovative membership drive be adopted.

Define {Region, District/Chapter} by membership capacity

unit shall develop and mobilize active membership strategy and sustained them.

Yearly dues will be determined by the central council

One fourth 1/4 of dues be paid to the Head office

One fourth 1/4 of dues be paid to chapters, Districts and Regions.

**Annex 1**  
**Resource Mobilization Strategy**

**THE GHANA RED CROSS BUSINESS/RESOURCE MOBILIZATION UNIT**  
**BUSINESS DEVELOPMENT PLAN**

**INTRODUCTION**

Ghana Red Cross society's business unit was created in December 2017. It would be registered as GHANA RED CROSS BUSINESS UNIT solely owned by the Ghana Red Cross Society. The ultimate goal of the business unit is to mobilize resource to support and maintain humanitarian activities in the country. Creation of these is in line with a resolution of the PAN Africa Red Cross and Red Crescent National Societies made in Addis Ababa, Ethiopia which calls on all Africa National Societies to meet a proportion of their annual budget through internal resource mobilization efforts.

Therefore, the Business unit was created after recognizing that the growing economy in Ghana provide new opportunities to raise resources through innovative and cost recovery efforts to support humanitarian and development work.

The primary objectives of the business unit are:

1. To ensure financial sustainability of Ghana Red Cross Society through diversified resource mobilization efforts by 2023
2. Develop viable and profitable investment portfolios and business ventures in Ghana and beyond.
3. Promote profitable joint ventures through private partnerships and business alliance with local, regional and international entities.
4. Support Ghana Red Cross operations to integrate cost recovery initiatives in community development projects to ensure sustainability.

**MANAGEMENT STRUCTURE**

Governance and management structure is independent from the day to day operations of Ghana Red Cross, it has its own board of directors selected based on their professional expertise and potential to add value to the business unit, their mandate is to provide leadership and strategic direction of the business unit. The board of directors reports directly to the Ghana Red Cross National Governing board.

**THE PROPOSED BUSINESS OPERATIONS STRUCTURE**

THE MANAGEMENT BOARD MEMBERS



HEAD OF BUSINESS OPERATIONS



MANAGER/ HEADS OF BUSINESS DEPARTMENT



ASSISTANT MANAGERS



IMPLEMENTING TEAM\STAFFS

**MANAGEMENT BOARD RESPONSIBILITIES**

1. Help to develop long and short term business plan

2. Help to develop strategies for the business unit
3. Make sure Account is made to the Central Council through the Governing Board
4. Help to Mobilize investment capital to do business
5. Advice the various department in business opportunities
6. Play a supervisory role to the business unit

#### RESPONSIBILITIES OF THE HEAD OF BUSINESS OPERATION

1. Develop long and short term business plan
2. Develop strategies for the business unit
3. Have oversight responsibility over business unit
4. Account to the Governing board and the senior management of Ghana Red Cross.
5. Mobilize investment capital to run the business
6. In consultation with the board, recruit staff for the various businesses
7. Prepare and develop quarterly and annual business report including financial status to the governing board
8. Serve as a secretary to the board of the business unit.

#### ACTIVITIES\ POLICIES

- 1 First Aid Training
- 2 Sale Of First Aid Kits
- 3 Conference Room/Catering Service
- 4 Water Production &Sales
- 5 SMS Text
- 6 Appeals From Cooperate Bodies
- 7 Membership Dues
- 8 Any other venture that the management may agree on.

#### FIRST AID TRAINING

1. Commercial first aid training should be decentralized to make good use of the trained instructors on the field.
2. There should be a national first aid coordinator
3. There should be a Regional first aid coordinators.
4. There should be a standard first aid book
5. Instructors should be given a periodic refresher training.
6. All proceed from training should be shared in the ratio of 40; 60 to the Region and the Head office respectfully.
7. We may collaborate with other organizations to embark on first aid training and services.

#### PRODUCTION AND SALE OF FIRST AID KITS

1. The sale of first aid kits should be decentralized.
2. All first aid kits should be produced and distribute to all Regions to sell.

3. We may outsource it to a private agency/organization to produce or mobilize money to produce from the Head office

#### **CONFERENCE ROOM HIRING**

1. A manager should be engaged to market the room
2. The conference room should be made available to all.
3. It should be hired to only reorganized institutions.
4. A memorandum of understanding \Tenancy agreement be sign by both parties.
5. Well patronized catering service be provided

#### **WATER PRODUCTION AND SALES**

1. A Manager should be engaged
2. We will put up our own water plant to maxims profit.
3. Individuals who have interest will be made to contribute their resource as shareholders.
4. The sale of the water will not be limited to Accra

#### **MEMBERSHIP DRIVE**

1. An innovative membership drive be adopted.
2. Create data base for members
3. New ways of collection and payment of dues (Magpi)
4. Membership forms and Cards should be developed from the head office
5. New registration will cost 20 Cedis
6. Yearly dues payment cost 10 Cedis
7. One fourth 1/4 be paid to the Head office
8. One fourth ¼ paid to the chapters, Districts and the Regions each