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**RED CRESCENT
OF KAZAKHSTAN**



About us

The Red Crescent of Kazakhstan is a member of the International Red Cross and Red Crescent Movement.

For 85 years we have been helping people throughout Kazakhstan, get the support they need if crisis strikes. Which makes us the **largest humanitarian organization in Kazakhstan.**

Who we are:

3000 volunteers, **76** workers, **18** branches

Thanks to the support of our volunteers, sincere citizens and socially responsible businesses we provide assistance to the victims of emergencies and natural disasters, help vulnerable families, single-parent families and elderly people.

In 2021 we have provided assistance to more than 100 000 people throughout Kazakhstan



What we do



Disaster Risk Reduction
/ Emergency Response



First Aid Training



Prevalence of Socially Significant
Diseases
(including Covid-19)



Blood Donation Promotion



Tracing Service



Social Assistance to
Vulnerable Groups



Assistance to Refugees and
Asylum Seekers



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Our cooperation



Being able to provide assistance to those who need it

Cooperation will make it possible to provide needed assistance to people who are in a difficult life situation.

Brand awareness

The Red Crescent of Kazakhstan is a member of the International Red Cross and Red Crescent Movement – the oldest and largest humanitarian community in the world.



National significance

The Red Crescent has a special status and is a subsidiary body in relation to the State during an emergency.

Scale

The Red Crescent of Kazakhstan has 18 branches throughout the country .



Customer loyalty

Customers positively evaluate the participation of businesses in charity, thereby increasing brand loyalty.





Social Certificates

Relevance: due to the rising prices, more people struggle to cover the basic needs of their families.

Aim: to provide support to vulnerable groups of the population by offering social certificates.

Together with Metro Cash & Carry Kazakhstan, we provide social certificates to our beneficiaries. They can use them to buy food and other essential goods in METRO stores, except for alcohol and tobacco products.

Target population: people affected by emergencies; low-income families; single elderly people.

Within the framework of the project, more than 2,500 families receive assistance annually.



Coverage: depends on the project budget



Geography of the project: Almaty, Astana, Shymkent, Karaganda, Ust-Kamenogorsk, Pavlodar



Project budget: from 15 000 KZT + 10% of administrative expenses



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Kind Box

Relevancy: thousands of people across the country are affected by crisis situations. These are low-income families, people affected by crisis situations, and citizens who, due to age or health issues, need support.

Aim: The project "Kind Box" is aimed to provide food assistance to people who find themselves in a difficult life situation.

Employees of your company can personally collect kind boxes and deliver them to families in need through our workers.

In order to do it, the Red Crescent will provide you with a special branded box and lists of necessary goods.

Target population: people affected by emergencies, low-income families, single elderly people.



Coverage: depends on the project budget



Geography of the project: All regions.



Project budget:

- Little box - 10 000 KZT
 - Big box - 20 000 KZT
- + 10% of administrative expenses



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Educational Centre for Children from Low-income Families

Relevancy: every child needs education and assistance to develop his potential. At the same time, many families cannot afford to pay for the services of professional educational centres.

Aim: activities of the Educational Centre are aimed to assist children from low-income families in the development of creative skills and help them with school program.

Target population: children aged 10 to 18 from low-income families.

Project aims:

- Organize creativity classes for children ;
- Socialization of children and assistance in choosing a future profession.



Coverage: at the moment, the project is being implemented in Almaty.



Geography of the project: possible expansion to all regions.



Project budget:

1 children's centre - 5 000 000 KZT (including 10% of administrative expenses).



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Centre for People with Visual Disabilities

Relevancy: most people with visual disorders cannot be considered competitive in the labor market, moreover, in the era of digitalization, people with visual disorders are not even able to pay for their utilities or use gadgets for communication purposes.

Aim: to teach people with visual disorders digital literacy. The centre is aimed to provide an opportunity to acquire skills in working with gadgets and operating systems for future employment.

Target population: people with visual disorders.



Coverage: 88 people.



Geography of the project: Almaty



Project budget: 7 000 000 KZT
(including 10% of administrative expenses).



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Social Canteen

Relevancy: diverse, healthy, and regular nutrition is critically important for children's development. Some low-income families are struggling with covering their families' basic needs and rarely have the opportunity to provide children with diverse and healthy nutrition.

Aim: to support low-income families and mothers raising children alone with children up to 5 years.

Project aims:

- Repair the social canteen in Taldykorgan;
- Purchase of necessary equipment and its installation;
- Organization of the canteen;
- Providing legal, psychological, and medical advice.

Target population: low-income families and mothers raising children alone, with children up to 5 years.



Coverage: 40 children per year will be provided with meals 5 times a week.



Geography of the project: Taldykorgan



Project budget: from KZT 18 000 000 (including 10% of administrative expenses).



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Only Mother

Relevance: mothers with children under 3 who do not have support from a partner or family find themselves in a desperate situation. They can't send a child to kindergarten and go to work.

Aim: to enable single mothers with children who are in a difficult situation to change their lives for the better.

Project aims:

- Providing material support;
- Providing psychological and social support;
- Creating conditions for obtaining new professional skills and knowledge for further employment.

Target population: socially vulnerable single mothers with children under 3.



Coverage: 1000 mothers per year.



Geography of the project: 10 cities of Kazakhstan (Astana, Aktobe, Almaty, Atyrau, Karaganda, Kyzylorda, Petropavlovsk, Semey, Taldykorgan, Taraz, Ust-Kamenogorsk)



The budget of the entire project for 10 cities: 198 000 000 KZT (including 10% of administrative expenses)

The project budget depends on its coverage, may vary and be calculated for each city separately.



Foodbank

Relevance: due to the difficult economic situation, many people face difficulties in covering basic needs, including buying groceries. At the same time, manufacturers are faced with the need to dispose of soon-to-expire goods.

Aim: to support socially vulnerable categories of the population and help them to improve their financial situation by saving funds on groceries.

Target population: low-income families, single-parent families, single elderly people, people with disabilities, and people affected by emergencies.

Project aims:

- to fight hunger;
- to promote reasonable consumption and production;
- to deduce food waste;
- to increase the availability of food;
- to grow public engagement;
- to secure access to food for socially vulnerable categories of the population.



Coverage: 15,000 families in each Foodbank.



Geography of the project: Almaty – with further expansion in 5 cities: Astana, Karaganda, Ust-Kamenogorsk, Pavlodar, Shymkent.



The budget of the entire project for 6 cities: 17 000 000 KZT (including 10% of administrative expenses)
The project budget depends on its scope and may vary.



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Volunteer Camp

Relevance: The Red Crescent of Kazakhstan needs trained volunteers to coordinate and mobilize human resources in emergencies and peacetime.

The leaders will be practicing at five-day training in all areas of activity. It is planned to hold a volunteer camp on an annual basis. Volunteers are recruited through a competitive selection process.

Target population: volunteers of the Red Crescent of Kazakhstan.



Coverage: 18 branches, 36 volunteers



Geography of the project: All regions.



Project budget: 5 500 000 KZT (including 10% of administrative expenses)

The project budget depends on its scope and may vary.



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Disaster Risk Reduction

Relevance: generally, natural disasters are sudden in nature. However, preparedness for disaster response and risk mitigation measures at the community level can reduce the negative impacts of natural disasters and lower damage.

Aim: to prepare the population for the consequences of spring floods through the implementation of small mitigation projects and other disaster risk reduction activities.

Target group: the population that could be affected by natural disasters/emergencies.



Coverage: from 100 to 5 000 people.



Geography of the project: regions prone to flooding during floods .



Project budget: for one region from 30 000 000 KZT (including 10% of administrative expenses).
The project budget depends on its scope and may vary.



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Financial Assistance to People Affected by Emergencies

Relevance: every year, people throughout Kazakhstan suffer from emergencies.

The highest risk group includes representatives of vulnerable groups of the population with low financial income: **disabled people, single mothers, single elderly people, low-income families.** Depending on the nature of the emergency, in the first days, people are often cut from the opportunity to buy necessities that would make a recovery period easier.

Aim: to provide effective and professional assistance to victims of emergencies on the territory of Kazakhstan in due time. The affected population will receive financial assistance to meet their primary needs.

Target population: people with disabilities, single mothers, single elderly people, and low-income families.



Coverage: 3000 people.



Geography of the project: all regions.



Project budget: 150 000 000 KZT (including 10% of administrative expenses).

The project budget depends on its scope and may vary.



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Preparedness to the Emergencies

Relevance: as a result of the impact of various factors on humans and the environment, emergencies lead to injuries and death of people, causing enormous financial and physiological damage.

In Kazakhstan, earthquakes, landslides, mudslides, and floods were and still are the most destructive of many dangerous natural processes.

The best way to reduce the risks of natural disasters is to change people's behavior through the propagation of knowledge, and the formation of skills to ensure their own and collective security. This is the main and most effective method.

Aim: to increase the level of awareness and preparedness of the population for emergencies.

The affected population will receive financial assistance to meet their primary needs.

Target population: pupils, students.



Coverage: direct 10 000 people, indirect - 300 000 people.



Geography of the project: A city of republican or regional significance



Project budget: per city from 23 000 000 KZT (including 10% of administrative expenses).
The project budget depends on its scope and may vary.



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Road Safety

Relevance: In Kazakhstan, more than 18 thousand road accidents occur every year. About 2.5 thousand Kazakhstanis die, and about 23 thousand people are injured, which in some cases leads to disability.

Aim: to raise awareness of the population, including children and adolescents, on the observance of traffic regulations.

Target population: all citizens, including children, teenagers, and teachers.



Coverage: direct 10,000 people, indirect - 300,000 people.



Geography of the project: A city of republican or regional significance



Project budget: for one city from 23 000 000 KZT (including 10% of administrative expenses). The project budget depends on its scope and may vary.



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Development of Voluntary Blood Donation

Relevance: In Kazakhstan, the indicators of donor activity of the population do not meet global standards. The average number of donors per 1,000 people is 18, while WHO also recommends having 25 donors per 1,000 people.

There are still many family/substitute blood donors in the country who donate blood when it is necessary for a member of their family or organization. Such an approach does not cover clinical needs for blood.

Aim: to increase the number of voluntary gratuitous blood donors by informing the population about the need for voluntary donation and mobilizing voluntary blood donors.

Target population: all citizens.

Throughout the work, the Red Crescent of Kazakhstan has mobilized more than 10,000 voluntary gratuitous blood donors to donate blood.

Coverage:

- The number of people informed about the need for voluntary gratuitous blood donation - 500 000 people.
- The number of voluntary gratuitous donors of blood and its components during the Company's actions - 3 000 people.

Geography of the project: all regions.

Project budget: 40 000 000 KZT (including 10% of administrative expenses).



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First Aid Training Courses for the Population

Relevance: in Kazakhstan, injuries occupy one of the leading places in the structure of disease incidence and as a cause of disability.

Every year, about 2.5 thousand people die in car accidents in the country, and more than 20 thousand people get injured. As a result of work-related accidents, 1,465 workers were injured in 2021 alone, and 200 of them died. The share of non-occupational injuries on the streets, in households, schools is also increasing day by day. The situation is getting worse due to many deaths and injuries of children. On average, 8 road accidents involving children are registered every day in Kazakhstan.

Aim: to reduce the vulnerability of the population of the Republic of Kazakhstan during crisis situations by teaching first aid skills.

Target population

- Employees of the internal affairs bodies;
- Rescuers of the emergency rescue service, employees of the fire service;
- Employees of educational institutions;
- Students of universities, colleges, and high schools (grades 9-11) and secondary schools;
- all citizens.

The Red Crescent of Kazakhstan has been promoting and teaching first aid skills to the population since 2011.

Coverage: 15,000 people.

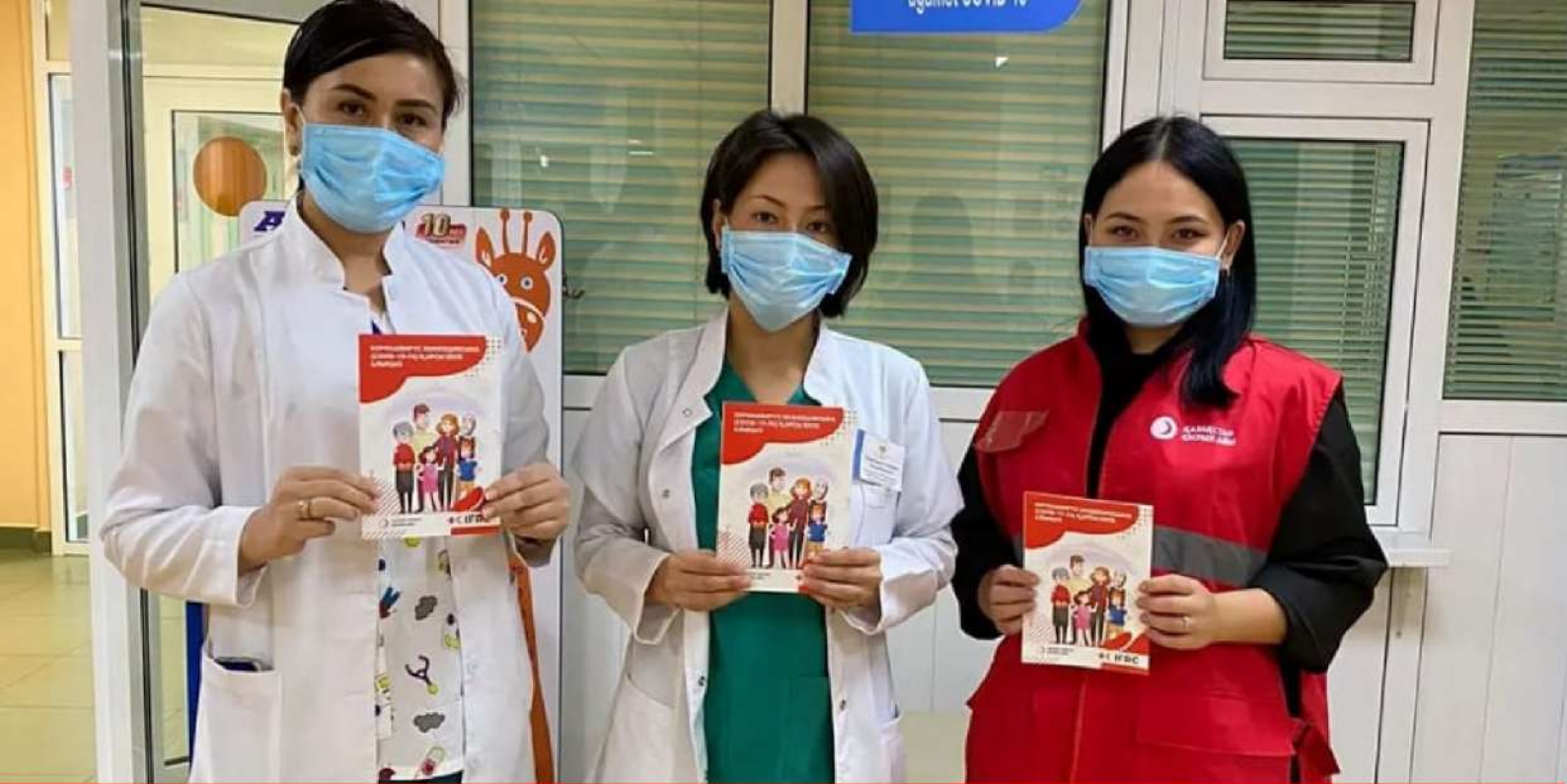
Geography of the project: All regions

Project budget: 55 000 000 KZT (including 10% of administrative expenses).



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Prevention of Infectious Diseases

Relevance: Kazakhstan is among the 30 countries in the world with the highest incidence of multidrug-resistant tuberculosis.

Also, one of the serious concerns is the stable trend toward an annual increase in the incidence of HIV infection in the country.

On the background of the worsening situation of multidrug-resistant tuberculosis and HIV infection, there is tuberculosis being spread among people that are already living with HIV infection. In fact, all cases of tuberculosis, including resistant forms, today are curable and do not threaten human life as they did before. However, for people living with HIV infection, tuberculosis is a hazardous and concomitant disease, which in many cases leads to death.

Aim: to prevent the spread of infectious diseases by reducing the vulnerability of the general population, including students.

Target population: general population, students.

Over the past 10 years, the Red Crescent of Kazakhstan has engaged more than 67 thousand people, including 5.7 thousand tuberculosis patients and people living with HIV infection, to prevent the spread of tuberculosis and HIV infection.



Coverage: 1 million people.



Geography of the project: All regions.



Project budget: 78 000 000 KZT (including 10% of administrative expenses).

The project budget depends on its scope and may vary.



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Home Care Service

The of home care service is traditional practice in Red Cross and Red Crescent Societies around the world.

Relevance: home care service, which is provided by qualified specialists in regard to a person until his recovery or on a permanent basis – for elderly people, people with chronic illness or special needs, nowadays is an essential service.

Caring for a sick person of any age, including the elderly, requires a lot of effort and time.

Medical and social institutions today cannot provide personal care to everyone in need, as well as relatives are not able to care for them due to work, their own family or many other reasons.

Aim: to improve the quality of life and psychological state of people requiring special home care service.

Target population:

- People in need of home care (people with disabilities, lonely elderly);
- People who are independently taking care of their relatives at home.

Coverage

- The number of beneficiaries who will receive home care service is 250 people.
- Number of trained caretakers– 100 people

Duration of project: 1 year



The geography of the project: 3 regional centers (the cities of Karaganda, Kostanay, Kokshetau), 2 cities of republican significance (Astana, Almaty).



Project budget: 30 000 000 KZT (including 10% of administrative expenses). The project budget depends on its scope and may vary.



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