

Partners for Humanity Initiative

Partnering with the Maldivian Red Crescent (MRC) means partnering with the leading humanitarian organization in the Maldives.

Joining this initiative means aligning your organization to our work and our movement.

By becoming a partner, you will support our work in **building resilient communities** across the Maldives.

- Make a **direct impact** in our community.
- **Champion humanitarianism** and **volunteerism** within your organization.
- Add **value to your brand** and **enhance** your business or organizational image.



Become a Partner Today! learn more about our *Partners for Humanity Initiative*

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Becoming a **Partner for Humanity**

Our Organizational Development and Sustainability, depends largely on the quality of Programmes we deliver, the volunteers who work with us, and the support of our partners. ***Your contributions will have a direct impact on the work we do in delivering humanitarian assistance and building a more resilient community.***

Learn more about some of our key areas of work.

Emergency Response

Responding to emergency situations and ensuring that we reach out to the most vulnerable, will remain at the heart of MRC.

Community First Aid Programme

First Aid is a humanitarian action that should be accessible to all.

MRC is committed to ensuring access to First Aid through our services and Trainings

Health and Wellbeing

Through the promotion of health and wellbeing, we strive to strengthen resilience by enhancing social, mental and physical wellbeing of the community.

Disaster Preparedness

MRC's disaster preparedness activities are centred around strengthening communities capacity to respond to disasters.

Social Care and Inclusion

MRC works closely with vulnerable populations including migrant workers and at-risk youth to promote social inclusion, better health and wellbeing including mental health without discrimination.

Your Support will help us: -

- **Increase** the number of people we support through our work.
- **Generate funds** towards the **sustainability** of our Programmes, services, and emergency response.
- Jointly **engage** and **promote** humanitarian values and volunteerism in our community.



Benefits of joining the Initiative

Raising Your Profile

A partnership with MRC will deliver **real** and **lasting** opportunities that can change lives. Through the partnership, we can build a **positive business opportunity** that will benefit both your company and our National Society.

Public Relations:

Engaging with MRC opens doors to **significant PR** and **marketing** prospects for your organization. Whenever your organization and staff participate in our Programme, it unveils a narrative worth sharing. Our teams are readily available to support the promotion of this partnership, amplifying its reach.

Brand Association:

Partnering with MRC **connects** your organization to the vast global reach of the Red Cross Red Crescent Movement – the world's largest humanitarian network. Aligning with our value-rich organization and movement can significantly **enhance** your **brand's image**.

Social media:

We have a **unique** and **niche** social media reach, with passionate and engaged supporters who share our values. This makes MRC an effective choice when it comes to raising your online profile to different demographics.

Cause Related Marketing:

Cause related marketing (CRM) can be a commercial activity where your organization and MRC form a formal partnership to market an image, product, or service for our mutual



benefit. It is a simple and extremely effective way of differentiating your product and services and increase customer loyalty and sales. Through this association, you can **promote positive PR coverage** and can attach your organization to a worthwhile cause which can open new markets and attract new customers.

Engaging Your Staff:

Offer your staff unique and fun ways to enhance their skills and feel motivated by supporting a great cause. MRC can **engage with your staff** to enhance humanitarian values by being involved in our work. We will also work with you to **build the capacity** and **resilience** of your staff through capacity building initiatives.

You will be able to promote the work your organization is doing and put your company in the spotlight.

Partnership Tier Packages

Partnership Tier	Bronze	Silver	Gold	Platinum
Contribution Per Year	Starting from MVR 20,000	Starting from MVR 50,000	Starting from MVR 100,000	Starting from MVR 200,000

Bronze Tier Partnership	Silver Tier Partnership	Gold Tier Partnership	Platinum Tier Partnership
<p>Visibility as Tier Partner</p> <ul style="list-style-type: none"> - Acknowledged on MRC Website <p>Information session for staffs.</p> <ul style="list-style-type: none"> - Mental Health and Psychosocial Support Awareness - First Aid Awareness 	<p>Visibility as Tier Partner</p> <ul style="list-style-type: none"> - Acknowledged on MRC Website <p>Emergency Basic Life Support Training or Mental Health in Workplace Training for 15 staff</p> <p>Information session for staffs</p> <ul style="list-style-type: none"> - Mental Health and Psychosocial Support Awareness - First Aid Awareness <p>First Aid Service for Events [10 hours, Free of Charge]</p>	<p>Visibility as Tier Partner</p> <ul style="list-style-type: none"> - MRC Website and organizational visibility materials produced - As a <i>Partner in Humanity</i> in 01 major event organized by MRC - Social Media Promotion of Partnership on Maldivian Red Crescent Day Celebrations <p>Emergency Basic Life Support Training and Mental Health in Workplace Training for 15 Staff</p> <p>10% discount on any ONE First Aid Training offered by MRC</p> <p>Information session for staffs</p> <ul style="list-style-type: none"> - Mental Health and Psychosocial Support Awareness - First Aid Awareness <p>First Aid Service for Events [20 hours, Free of Charge]</p>	<p>Visibility as Tier Partner</p> <ul style="list-style-type: none"> - MRC Website and organizational visibility materials produced - As a Partner in Humanity in 03 major public events organized by MRC - Social Media Promotion of Partnership on Maldivian Red Crescent Day and International Volunteer Day Celebrations <p>Emergency Basic Life Support Training and Mental Health in Workplace Training for 25 staff</p> <p>15% discount on any TWO First Aid Trainings by MRC</p> <p>Information Awareness session for staffs</p> <ul style="list-style-type: none"> - Mental Health and Psychosocial Support Awareness Session - First Aid Awareness Session <p>First Aid Service for events [40 hours, Free of Charge]</p>

- All partners of the initiative will be issued a donation and Partnership Tier Certificate.
- MRC is a registered charitable organization under MIRA – all donations received through this initiative is eligible for **tax exemption as per section 21(a) of the Income Tax Act 25/2019.**

About Us

The Maldivian Red Crescent is the nation's leading humanitarian organization, with our Units across the Maldives. We are an independent, voluntary, humanitarian organization, established under the Maldivian Red Crescent Law [Law 7/2009]. **Our primary objective is to provide humanitarian aid, prevent and alleviate human suffering.** MRC is the 187th member of the world's largest humanitarian movement – the International Red Cross and Red Crescent Movement.

Our Work

Our mandate is to provide **humanitarian services, prevent and alleviate human suffering**, and work as an independent **auxiliary organization**. MRC has been an organization that has been there for the people in their most critical moments, providing support and **assistance to vulnerable people** across the country during times of disasters and emergencies. Over the past decade, we have been able to create a positive impact within our communities, providing humanitarian services in accordance with the **7 fundamental principles of the Red Cross Red Crescent movement**, which guides everything we do.



Global Red Cross Red Crescent Movement

The global Red Cross Red Crescent movement is **the largest volunteer-based humanitarian organization** in the world, working to save lives, build community resilience, and promote dignity around the world. Our emblems stand as **one of the most universally** acknowledged symbols, representing humanity, hope, and resilience to communities across the world.

Our Strategic Plan 2019 – 2030 - Towards Resilience

MRC's Strategic Plan 2019 - 2030 aims to establish the organization's long-term direction to consolidate its organizational mandate and identity in the Maldives. This Strategic Plan is centered around the **concept of resilience**, advocating a shift in thinking and practice, recognizing the need for better coherence in the areas of disaster management, climate change, and development work. The Plan 2019-2030 consists of six strategic priority areas in total, with five for Programmes and services and one for organizational development and sustainability.



Learn more about
our Strategic Plan