

Micro-project implemented in Prilep branch, Red Cross of the Republic of North Macedonia “I Volunteer, Join Me”

The Prilep branch implemented a number of micro-projects during the Intensified Capacity Building process. One of the key goals of these projects for the branch was to strengthen links with the business sector in the community. Throughout the projects, ten companies became involved providing a variety of support including some small funding, volunteering and in-kind donations.

An important outcome of these initiatives is that some of the local businesses have now become permanent supporters of the Red Cross in Prilep; three of them, in fact, provide ongoing funding support. Two of the businesses have gone on to form grass-roots units in their organisations. Members of staff are now formal members of the Red Cross and regularly participate as blood donors and provide other assistance as needed with various projects. One business regularly provides volunteer support to the branch and another recently provided in-kind goods to help a Macedonian Red Cross project.

The branch manager identifies the ICB process as critical in supporting these outcomes. The Resource Mobilization and Participatory Community Development training helped her to develop skills and confidence, and to generate ideas that helped her advance these initiatives. She also highlighted that the whole ICB initiative encouraged her to focus her energies on strengthening community links. With the increased support of these businesses, the branch has been able to conduct further projects in its community and to extend its reach to groups with whom it was not previously engaging.

Taken from:

Evaluation of Capacity Building Fund support to organizational change in the Macedonian Red Cross 2008–2011, IFRC 2012

Available at:

[Evaluation of Capacity Building Fund support to ...](#)