PARTNERSHIPS & COMMUNICATIONS

ANNUAL REPORT 2017
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Annual Report 2017

Looking back and moving forward

Author: YFCA
GET TO KNOW US!

Our Partnerships and Communications (P&C) Team culture is open, informal, proactive and agile. We bring our passion to work, and strive to put that emotion directly into the experiences YFCA offers to all of its audiences.

1. PARTNERSHIPS

YFCA’s Partnerships Team is responsible for leading and coordinating all YFCA donor engagement, partnership building and resource mobilization across our humanitarian, development and campaigning programs. The department is mandated to build more strategic partnerships with bilateral and multilateral donor agencies to increase YFCA’s portfolio, influence, and program impact.

Rules:

1. DONOR ENGAGEMENT COORDINATION: Prepare briefings for YFCA engagement meetings with respective donors. Ensure that accurate meeting minutes are collated and that emerging issues are flagged to management. Coordinate the arrangements for multi-stakeholder and cross-team meetings.

2. DONOR-RELATED COMMUNICATIONS: Work on internal communications to support staff across YFCA to better understand and utilize YFCA’s relationship with our donors in order to grow partnerships and portfolio.

Support the development and implementation of a communications plan (internal and external), and the roll out across a variety of YFCA platforms, including social media.

3. SYSTEMS AND PROCESSES: Maintain internal systems and processes relating to the YFCA portfolio, partnership and funding, ensuring an accurate record of contracts and relevant communications.

4. IMPLEMENTING PARTNERSHIPS: Undertake analysis of implementing partnerships to inform management decisions.
2. COMMUNICATIONS

YFCA’s Communications division provides strategic leadership on advocacy, campaigning aspects and public engagement to make sure all of our communications are timely, relevant, impactful and memorable.

With a mandate that includes brand, media, creative, owned channels, insight and engagement, we work with others to ensure that all the necessary considerations are made to win our cause the support that we desperately need. We carry our commitment both to public audiences and those who YFCA exists to serve at the front of our minds at all times, alongside our commitment to women’s rights.

Rules:

1. BRAND: To oversee the alignment of all of YFCA’s communications with the brand idea *Perceiving Needs, Reaching Out!* as a shared, single unifying purpose, starting with all YFCA staff and spreading outwards for the shared decision-making needed to define our communication strategy, in line with the association’s priorities on influence, awareness and reputation.

2. STRATEGY: To lead the development and implementation of YFCA’s communications strategy from framework to delivery. Convening and setting the ongoing agenda for YFCA’s public engagement, lead on the relationships we have with all of our audiences and stakeholders.

3. INTEGRATION: Lead on the shared ways of working across all divisions to achieve
an integrated communications approach, based on our association’s story, overarching strategy, corporate objectives, shared planning, audience insight.

3. **DEVELOPMENT**: To pilot new engagement activities by strategic development of opportunities to reach and enroll new audiences, working with key external channel and media owners and identifying opportunities for exploration and pilot investment.

4. **INTERNAL/EXTERNAL COMMUNICATIONS**: To lead on an engagement approach that works across all audiences ranging from YFCA staff, our volunteer network, all of our partners and stakeholders and our strategic target public audiences. Prioritize the engagement of our staff through clear, timely and relevant communications and transparent two-way dialogue.
1. PARTNERSHIPS

As part of its strategy, YFCA has succeeded to establish a number of new partnerships in 2017 with international donors. With the contributions we receive we are able to respond more quickly to crises and reach more displaced people and refugees in need. These partnerships create innovative and new opportunities, and play a crucial role in the response to the humanitarian situation.

The maintenance and development of stakeholder relationships are crucial to the effective delivery of our work. Through the year, YFCA saw a substantial increase in contributions which enabled YFCA’s efforts to cover a wide range of activities, and all proved invaluable. These donations are vital for the organization – with this funding we can develop new programs and strengthen existing activities. YFCA has been successful in its objectives to help improving the accessibility and quality of services for local communities and has made particular strides in reaching underserved areas and population subgroups.
MAJOR DORNORS AND PARTNERS THROUGH 2017

YFCA’s partnership with UN-OCHA is multifaceted that including partnering for health, nutrition, food security and livelihood, WASH, protection and cholera prevention. OCHA is the part of the United Nations Secretariat responsible for bringing together humanitarian actors to ensure a coherent response to emergencies. OCHA also ensures there is a framework within which each actor can contribute to the overall response effort. OCHA’s mission is to mobilize and coordinate effective and principled humanitarian action in partnership with national and international actors in order to alleviate human suffering in disasters and emergencies.

A partnership with UNHCR, also known as the UN Refugee Agency, is a United Nations program mandated to protect and support refugees at the request of a government or the UN itself and assists in their voluntary repatriation, local integration or resettlement to a third country.

Partnering with WFP gives YFCA the chance to participate effectively to reduce food insecurity in the most underserved areas in the country. The World Food Program (WFP) is the food-assistance branch of the United Nations and the world’s largest humanitarian organization addressing hunger and promoting food security. According to the WFP, it provides food assistance to an average of 80 million people in 76 countries each year. From its headquarters in Rome and from more than 80 country offices around the world, the WFP works to help people who cannot produce or obtain enough food for themselves and their families. It is a member of the United Nations Development Group and part of its Executive Committee.

IOM (The UN Migration Agency) has teamed up with YFCA to respond to the emerging needs for protection services in IDP collective centres and spontaneous settlements. The International Organization for Migration (IOM) is an intergovernmental organization that provides services and advice concerning migration to governments and migrants, including internally displaced persons, refugees, and migrant workers.

The partnership between UNFPA and YFCA goes for decades.
for now in reproductive health and family planning. UNFPA The United Nations Population Fund (UNFPA), formerly the United Nations Fund for Population Activities, is a UN organization. The UNFPA says it "is the lead UN agency for delivering a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. UNFPA expands the possibilities for women and young people to lead healthy and productive lives. Since UNFPA started working in 1969, the number – and rate – of women dying from complications of pregnancy or childbirth has been halved. Families are smaller and healthier. Young people are more connected and empowered than ever before.

Partnering with DFID gives our organization a visible platform for developing new and innovative programs. The Department for International Development (DFID) leads the UK's work to end extreme poverty. The Department for International Development (DFID) is a United Kingdom government department responsible for administering overseas aid. The goal of the department is to promote sustainable development and eliminate world poverty. The recent partnership is through a consortium led by ACTED with the membership of YFCA, ADRA and HI:

Since 1993, as the second French NGO, ACTED has been committed to immediate humanitarian relief to support those in urgent need and protect people’s dignity, while co-creating longer term opportunities for sustainable growth and fulfilling people’s potential.

The Adventist Development and Relief Agency International (ADRA) is a humanitarian agency for the purpose of providing individual and community development and disaster relief. It was founded in 1956, and it is headquartered in Silver Spring, Maryland, United States of America.

Handicap International (HI) is an independent and impartial aid organization working in situations of poverty and exclusion, conflict and disaster. HI works alongside people with disabilities and vulnerable populations, taking action and bearing witness in order to respond to their essential needs, improve their living condition.
2. COMMUNICATIONS

Perceiving needs, Reaching out! So reads our present tagline selected through a staff competition; it not only captures the innovative imagination, but also reflects our new identity and renewed mission.

Through 2017, our communications aimed at advocacy and campaigning aims; and worked to enhance public trust and affection towards YFCA.

In addition to:

- Investing in a new content and social media approach to delivering our brand

- Developing new, and strengthen existing, communications partnerships to extend the reach of our brand and messaging through new channels and innovative platforms

- Illustrating advocacy arguments with the support of programmatic

- Improving the experience of our donors; developing relevant, targeted communications focused on personalizing their engagement

- Identifying moments throughout the year when strategic investment in integrated communications campaigns will help to build our active supporter base

- Maintaining the leadership position of YFCA in delivering results for those in need and to strengthen programmatic support. Our team told the stories and took the pictures that inspired donors to give so generously.

The team continuously accompanied our programs to report on delivering the intended impact and to ensure each public interaction with YFCA achieves maximum impact in terms of communications,

- Illustrating advocacy arguments with the support of programmatic evidence and real human stories and disseminated them using multimedia channels at opportune media moments

- Continuing to produce and feature a wide variety of content on YFCA priorities and programs from diverse properties, including multimedia content (videos, photo features), human interest stories, press releases, reports and data.
NEW STRONG BRANDING IDENTITY UNLEASHED

In Nov 2017, YFCA’s new branding identity and a new website were debuted. The new branding identity was designed to help YFCA differentiate itself from other organizations, build an emotional connection, create trust and drive engagement across all public outreach channels.

Launching YFCA new logo design

Sana’a, 23rd Nov, 2017

We are thrilled to release an updated brand identity for YFCA which includes a new logo with vibrant colors which is a reflection of our ongoing progression as a pioneering and professional National NGO.

The logo is simplified, modern, futuristic with energetic colors and a 3D, glossy/metallic effect which is meant to demonstrate a clear visual change without losing the heritage, meaning, recognition or power of YFCA’s logo that has been in use since our big branding change in 2012 and which means so much to those who have been and are still part of the branding evolution.

We believe that this logo better matches what we have become since our establishment in 1976 reflecting long years and experience in providing development and humanitarian assistance to the Yemeni society with a commitment towards our values, quality and accountability.

We also believe that this new brand is an important part of our strategic planning which will help us to communicate with our donors, stakeholders and partners the changes that we are embarking to reach out to those in need of humanitarian assistance while actively engaging them in our practical interventions and activities. We trust that this logo will bring about consistency in our branding both nationally and internationally to signal powerful communication in all regions and languages.

Within the coming days, we will be using our new logo in all our internal and public documents and platforms. You will be seeing our new logo on our products as well as our website and social media platforms such as Facebook, Twitter, Instagram and YouTube.

We trust that the launch of our new logo will mark yet another beginning of successful new chapter in the impact of our work and growth of our association.
EMAIL-BULLETIN: NEWS AND ACTIVITIES

The email-bulletin is an important communication tool for YFCA to engage with donors, supporters, campaigners, volunteers, stakeholders, beneficiaries and prospects. The aim of producing the bulletin is to building and maintaining relationships, advocates on an ongoing basis and to stay top-of-mind. Our bulletin is informative, relevant and telling useful and compelling stories with scannable content, brief blurbs, snapshots and takeaways that showcasing our humanitarian activities and impact on community. The bulletin is sent monthly to our electronic mailing list.
WEBSITE MAKEOVER

A new website was debuted during the 2017 to reflect our new brand, as well as take on a modern look and feel and become more user-friendly. A lot of thought and efforts were put in this makeover which took into account major takeaway from user feedback. The new website has a clean, striking design that go with the new branding themes and colors.
SOCIAL MEDIA

The team efforts have contributed to a 21% growth of YFCA’s visitors to our social media base Facebook (40,552 visitors in 2017 vs. 32,442 visitors in 2016) positioning YFCA as one of leading non-profit organizations in the country in social media in terms of both reach and audience engagement.
As part of its awareness raising campaign for the cholera outbreak in 2017, YFCA has posted a video featuring the cholera prevention in the remote areas. The video had been viewed by 463,000 times and 15,400 shares on Facebook.
In response to emergencies and crises, and in coordination with field offices, YFCA Communication team rapidly acquired digital content (stories, photography and videos) of the situation of people and YFCA action, produced news stories and amplified them through its digital channels.
A SUCCESS STORY

Project: Health, Nutrition, WASH and Communications for Development (HNC) Assistance in Yemen


Implementation Partner: Yemen Family Care Association (YFCA)

Duration: Nov 2017 - Aug 2018

**SUCCESS STORY #1: "Radhia" and Malnutrition**

Radhia is a 9-year-old girl from the province of Hodeidah. She lives in a conflict-affected area and has been displaced due to the ongoing conflict. Her mother and family have suffered from extreme malnutrition, and they are unable to provide her with proper nutrition, leading to stunted growth and delayed development.

The YFCA, in partnership with UNICEF, has been working to improve the nutritional status of children like Radhia. They have provided supplementary feeding programs and nutritional counseling to families in need, ensuring that children like Radhia receive the necessary nutrients to grow and develop properly.

Radhia’s story is just one of many that demonstrate the impact of the YFCA’s work in addressing malnutrition and improving the health of children in conflict-affected areas. Through their dedication and commitment, the YFCA continues to make a difference in the lives of vulnerable children and families.
The United Nations held a High-Level Pledging Event in Geneva Switzerland on Apr 25, 2017 for the Humanitarian Crisis in Yemen co-hosted by the governments of Switzerland and Sweden to help people in urgent need in Yemen. YFCA was selected to participate in this high-level event in recognition of its leadership rule in humanitarian response.

On the day of the event, YFCA has been chosen to address a statement on behalf of all NNGOs in Yemen. The statement lasted for 3 minutes- can be viewed here: https://www.youtube.com/watch?v=Lf-ycp4aNPY

On the fringes of the event, YFCA participated actively in the OXFAM’s LIVE broadcasting to discuss the humanitarian situation in Yemen and pledges on announcing. Full broadcast can be found here: https://www.facebook.com/OxfamYemen/videos/1076652302499440/

During the pledging event, governments made pledges to meet the $2.1 billion gap in aid in Yemen, the total pledges announced was nearly $1.1 billion to help to scale up life-saving aid to millions of people in need in Yemen.
In 2017, the communication team has arranged a one-week internal workshop of “Fundamentals of Photography” for YFCA team which brought a mix of classroom instruction along with hands-on shooting. The team learned the importance of the quality of light and how it relates to images; as well as how to modify light for a great photograph. This workshop bypassed the boring and moves right into what builds a great photograph finding out what all of the camera modes and settings are used for in order to take photos and make them more unique for humanitarian purposes. The team came away with a better understanding of the entire digital photo process, from shooting and editing to sharing impressive shots onto the respective digital platforms. The team started taking incredible photos and videos, right out of the box!
OUR PLANS FOR 2018

PARTNERSHIPS

1. Maximize contributions from the donor for YFCA programs
2. Expand strategic engagement with the local communities
3. Promote community involvement and build partnerships that serve to enhance the learning experience of YFCA by engaging local community leaders in the advocacy activities
4. Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support by maintaining a high level of visibility through participation of key staff in various humanitarian and community activities.
5. Encourage information exchange among YFCA’s partners and identify opportunities for members to enhance their success.

COMMUNICATIONS

1. Generate greater visibility for YFCA through a comprehensive communication plan that keeps the stakeholders informed about YFCA’s activities.
2. Maintain a meaningful, versatile, current and user-friendly website to advance the objectives of the organization; provide value to partners, disseminate information, and assist in event and program promotion.
3. Social media is a powerful tool used to help reinforce all levels of communication. Social media messages to be timely, appropriate and effective and should utilize current best practices. Having the blue “verified” check mark on our social media platforms for more recognition, as well as boosting our YouTube and LinkedIn pages.
4. The team will develop, implement, publish and distribute a variety of communications in order to provide relevant content to targeted audiences, further the YFCA’s brand and image, and help achieve the goals of the strategic plan. All communications tactics should adhere to the branding specifications and high-quality standards set forth. Design and content of all communications should enhance the YFCA’s brand and represent a high level of professionalism.
5. Utilize a variety of media to maximize awareness and support of the district’s goals, objectives and programs. Produce digital, print and video media...
to increase awareness and support of district initiatives and special events and maintain proactive media relations practices to enhance the district’s image.

6. Maintaining a strong relationship with media outlets and their representatives to achieving the communications objectives. Communications with media outlets should always be timely, newsworthy, and relevant and should seek to reinforce the YFCA reputation and leadership.

7. YFCA will continue providing its donors, stakeholders and the community the opportunity to receive news and information via email communication. All emails will come with the option to easily unsubscribe from any and all email communication. All email communication will have a clearly defined purpose and audience and be relevant to and respectful of the recipients’ interests. Email addresses will not be added to targeted lists unless they have opted in, shown interest in the program or event, participated in a previous version of the event or program, or there is a clearly definable significance to their inclusion on the list.

8. Becoming an even stronger advocacy, campaigning and communications force for community.

9. Fostering innovations in programming and advocacy processes and practices. Promoting the use of new technologies to more efficiently and effectively serve community, especially the most disadvantaged.

10. Leveraging the power of data and evidence to inform and strengthen communications campaigns and advocacy at the national and international levels.

11. Underpinning the YFCA’s new brand and tone of voice internally and externally and ensure it is consistently used throughout all communications and platforms.
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