



# How to setup the program

September 2015





To contribute towards the well-being of the most vulnerable children Red een Kind works together with Non-Governmental Organizations (NGOs) in selected countries. In this chapter we describe the Red een Kind Guidelines (minimum requirements) of a program.

### 3.4 Core Values

Foundational for our work are our core values that determine how we do our work. These core values are: love, justice, mercy, reconciliation and stewardship. As Christians we are inspired by the *love* of Jesus Christ to do our daily task. We want to address *injustice* by standing for human integrity, equality and respect. As Jesus was *merciful* we follow Him by contributing towards a better life for those who are suffering. At the core of our faith is forgiveness and *reconciliation*. We therefore commit ourselves to facilitate reconciliation and contribute towards conflict prevention. God has made us responsible for creation as such we work as *stewards* of that which is entrusted to us.

### 3.5 Community & Needs Based (within the Framework of Child Rights)

The wellbeing of the children depends on the available assets in the immediate vicinity of the child: the community. Programs are therefore focused on ensuring availability and on strengthening these assets for the wellbeing of children, to ensure that the rights of the children are met.

- a. *Needs based*: Every community is unique and gaps in assets differ. Programs are designed based on the particular needs and opportunities identified in the involved target communities. These needs will then be addressed within the framework of the right based approach.
- b. *Participatory approach*: Programs apply the participatory approach (see [annex 30: toolbox for community participation](#) & [Participatory toolbox manual](#)). This is based on the right of community members to actively participate in the whole development process (from design to evaluation). The role of the NGO is mostly that of a facilitator and capacity builder.
- c. *Use of local resources*: Identifying available resources in the community. Solutions built dependent on external input will not be sustainable in the long term. Therefore, it is key to identify local solutions and make use of existing local structures as much as possible for the implementation of programs (see [Participatory toolbox manual](#) to assist in the identification of resources and [annex 29: guidelines for use of hand-outs](#) and [annex 31: construction guidelines](#)).
- d. *Community/ Family building*; Communities are seldom homogenous groups. Community building is the effort to increase involvement and partnership among members of a community. This allows them to work together to achieve common objectives. Community building can have a more or less human rights-based focus, depending on the degree in which community development concentrates on building political power through the formation of large social groups working for a common agenda.
- e. *Development of local leadership*; Promoting community leadership and management capacity for projects and program implementation. Building the capacity and skills of community leaders and members with leadership potential.



- f. *Inclusiveness*; The program needs to assure that the most marginalized members of the community (the poorest, woman, PLWHA's, disabled etc.) are included (see [annex 30 Guidelines for inclusive programming](#))
- g. *Gender*: refers to “the socially constructed roles, behaviors, activities, and attributes that a given society considers appropriate for men and women”.<sup>1</sup> Which roles do or should men and women play to support the well-being of children?

### 3.6 Child & Community Empowerment

- a. *Intervention strategies*: Depending on the context, direct poverty alleviation, civil society strengthening (through community mobilization and organization in groups and clusters) and/or lobbying and advocacy are applied as part of the empowerment process in an effort to achieve children's rights.
- b. *Child & Individual Empowerment*: Group and association of groups formation is an effective tool to empower individuals, while solidarity, support, knowledge and skills are being developed and the confidence to lobby for rights is being strengthened (see [annex 32 Sustainable child centred community empowerment](#) and [Participatory toolbox manual](#)). The focus on empowerment means that Red e en Kind discourages hand-outs. Hand-outs are only permissible under particular conditions and circumstances (read [annex 29 Guidelines use of hand-out](#)).
- c. *Community facilitators*: For effective community empowerment, it is necessary to employ careful facilitator selection and training and support (see [annex 30 Guidelines for incentives for volunteers](#)).

### 3.7 Multiple Stakeholder Involvement

- a. *Complementarity and harmonization*: Involved partners coordinate with other stakeholders how best to address identified needs. They agree on who contributes in which way towards the identified needs and violated rights (see [Description Program Cycle management annex 21](#) paragraph 4).
- b. *Multi stakeholder*; In programs there is a need to work together with community actors like schools, CBOs, NGOs, health services, churches, local government, local businesses among others. Red e en Kind/partner organizations cannot address all needs identified by the community, but various actors will be identified that can work with the community to meet the needs of children. Skills in multi-actors approach will be further developed within Red e en Kind/partners (see [annex 21 Description Program cycle management](#) paragraph 5)

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<sup>1</sup> <http://www.who.int/gender/whatisgender/en/>



### 3.8 Location and Life of a Program

The area where a program is implemented is in the first place based on the needs of that area (focusing on marginalized children). The available timeframe is based on a minimum period considered to be necessary to allow communities to be empowered to become more or less self-reliant and the period donors are ready to support a program:

- a. *Geographical focus:* A geographical area is selected that corresponds with political boundaries of the government such as a district, commune, county, parish or ward to allow maximized complementarity and harmonization with government service providers. The size of the geographical area is in harmony with the population, the identified needs, the contributing stakeholders and available funds (focus on an area that allows greater impact within a holistic approach) (for more information see [annex 21 Description program cycle management](#) paragraph 2)
- b. *Program timeframe:* Partners are given a timeframe of 5-8 years to contribute improvement of the well-being of children in the selected geographical area. Initial strategic multi annual plans are prepared for a period of 5 years. An evaluation (every 2 and a half years) will be conducted that will determine the need for an extension of up to 2 or 3 years (see [annex 21 Description program cycle management](#) paragraph 3).