



1926 КРАСНЫЙ
ПОЛУМЕСЯЦ
КЫРГЫЗСТАНА

Proposal for Cooperation with Companies

By joining efforts, we change people's lives for the better!

 www.redcrescent.kg

 info@redcrescent.kg

 [redcrescent.kg](https://www.instagram.com/redcrescent.kg)

 [kyrgyzredcrescent](https://www.facebook.com/kyrgyzredcrescent)

WHO WE ARE?

The Red Crescent Society of Kyrgyzstan is a humanitarian organization that has been assisting people across the country since 1926. We provide support in emergencies, develop healthcare, and implement social programs to help those facing difficult life circumstances.

- **1 HQ office**, **7** province branches and **38** district representations;
- More than **4000** volunteers throughout the country;
- **250** staff members countrywide.



Social institutions of the Red Crescent Society of Kyrgyzstan

- Social School for children in crisis in Karakol, Issyk Kul province
- Rehabilitation Center for children with cerebral palsy, Down syndrome and autism in Talas province
- Children Crisis Center in Kara-Balta, Chui province
- Day Center for elderly people in Tokmok city, Chui province
- Nursing house for elderly people in Kara-Balta, Chui province

WHOM WE SUPPORT

Lone elderly people

People with disabilities

Vulnerable women

Affected from emergencies and
natural diseases

Children in crisis

Low-income families



What is the Corporate Social Responsibility?



- **Corporate Social Responsibility (CSR)** — the commitment of a company not only to generate profit but also to make the world a better place. It involves caring for employees, their families, the environment, and society as a whole.
- — **CSR** is a voluntary choice by a company to contribute to the well-being of society by adopting responsible business practices and allocating corporate resources accordingly.



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WHY IS SOCIAL RESPONSIBILITY IMPORTANT FOR BUSINESS?

1

The company becomes more attractive to shareholders and investors.

2

The company receives incentives and benefits from the government.

3

Customer loyalty increases, leading to higher sales.

4

Employee loyalty grows — they become more engaged in work processes, increasing their productivity.

5

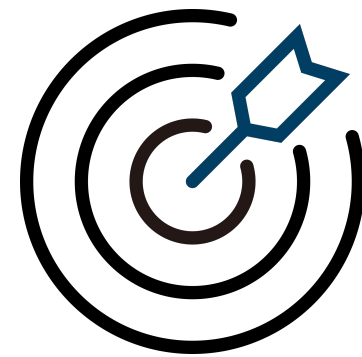
The company strengthens its market influence and builds a positive image.

PARTNERSHIP MODELS



LONG-TERM PARTNERSHIP

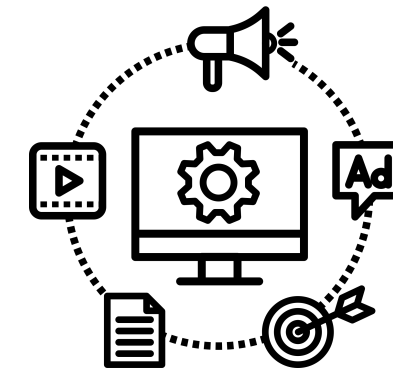
This type of cooperation involves long-term partnerships (from 3 years) in the field of humanitarian programs and campaigns. Official partners use the RCSK logo in their advertising to highlight the collaboration. Joint projects benefit both social initiatives and the business.



PROJECT PARTNERSHIP

Red Crescent projects include support for:

- Children in difficult situations
- Vulnerable women
- Elderly people living alone
- People with disabilities
- Victims of emergencies and disasters
- Low-income and disadvantaged families, including single mothers



SOCIAL MARKETING

Socially beneficial activities that may not bring significant financial gain to the company but strengthen its reputation and set it apart from competitors.

Format: social marketing campaigns, donation of a percentage or fixed amount from the sale of goods.



CORPORATE DONOR

A form of partnership in which a company provides one-time financial support for the humanitarian initiatives and campaigns of the Red Crescent Society of Kyrgyzstan.

STRATEGIC PARTNERSHIP



Donation amount starting from 5 million KGS, with long-term partnership (from 3 years) in the field of humanitarian programs and campaigns.

Free first aid (FA) training for company employees (30 participants).	Inclusion of partnership information in the annual newsletter.
Publication of news and updates about the joint project on the official platforms of the RCSK of Kyrgyzstan (website, social media).	Participation of company employees in RCSK charitable events.
Use of the RCSK logo by the partner on any marketing and communication materials.	Strategic communication at the top-management level of organizations
Corporate volunteering and the creation of an online platform for employee donations	

PROJECT PARTNER

Donation amount from 1 to 5 million KGS

Free first aid (FA) training for 10 company employees	Publication of news and updates about the joint project on the official platforms of the RCSK of Kyrgyzstan (website, social media).
Use of the RCSK logo on all visual materials of the joint project	Participation of company employees in RCSK charitable events

COMMERCIAL PARTNER

Donation amount from 500,000 KGS to 1 million KGS

Free first aid (FA) master class for company employees
Use of the RCSK logo on all visual materials of the joint project/event
Use of the RCSK logo on all visual materials of the joint project or event

CORPORATE DONOR (ONE-TIME DONATION)

Donation amount up to 500,000 KGS

Inclusion of contribution information on the official platforms of the RCSK

SUSTAINABLE DEVELOPMENT GOALS

The charitable programs of the Red Crescent Society of Kyrgyzstan align with the UN Sustainable Development Goals (SDGs).

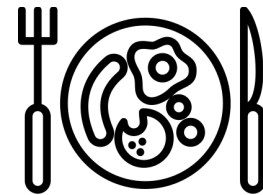
01

No Poverty



02

Zero Hunger



06

Clean Water
and Sanitation



16

Peace, Justice and
Strong Institutions



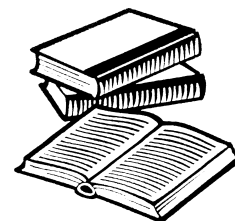
03

Good Health and
Well-being



04

Quality
Education



10

Reduced Inequalities



17

Partnerships for
the Goals



WIN-WIN PARTNERSHIP

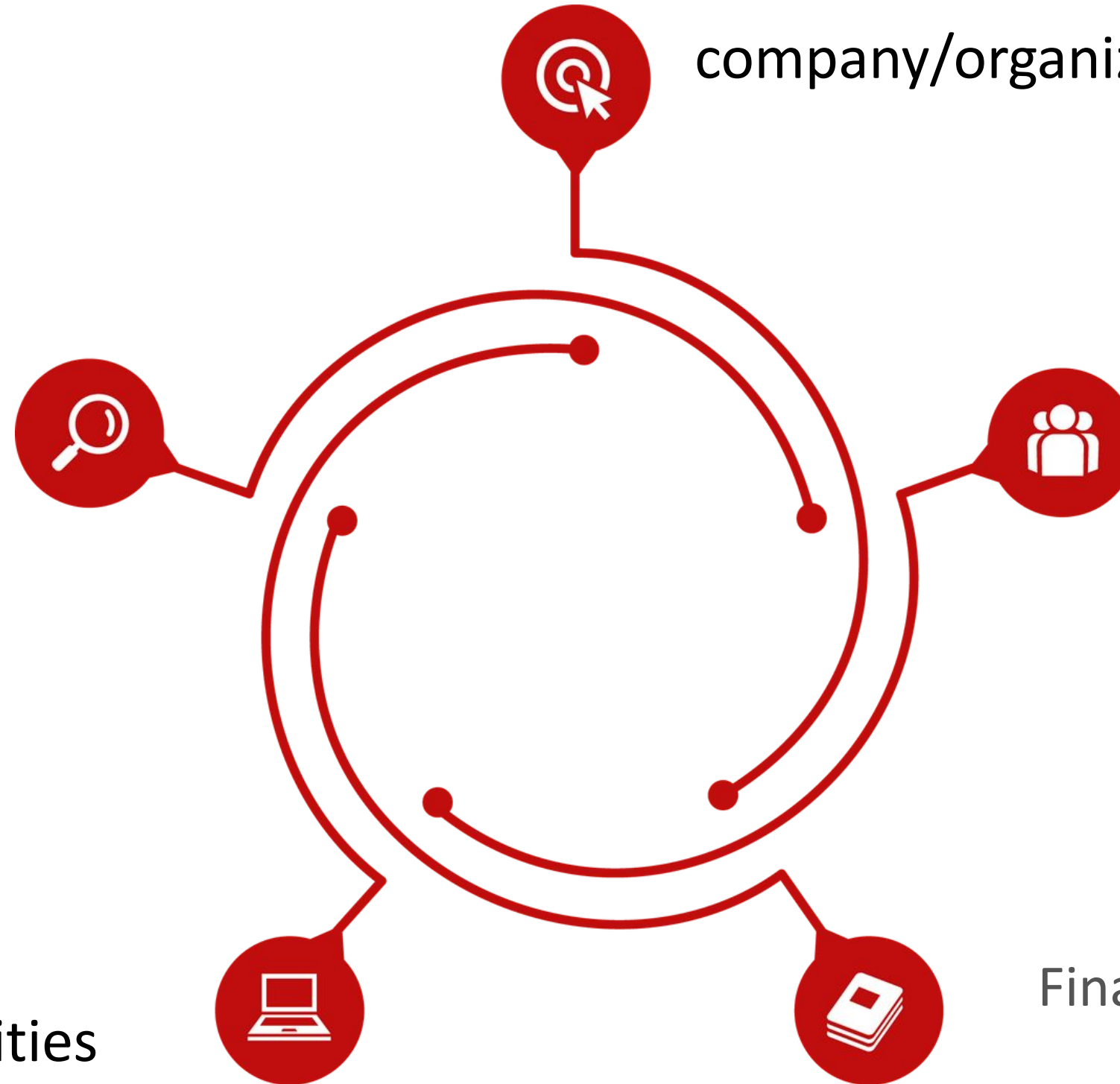
Building the image of a socially-oriented company/organization

Employee loyalty and cohesion

Financial reporting

Public visibility of activities

Transparency and openness.



Mechanisms of providing humanitarian support

1 Assessment of needs and capabilities

At this stage, an analysis of the current situation is conducted, the most vulnerable groups are identified, and the required amount of assistance is assessed. To prevent duplication, a beneficiary database is used, which helps allocate resources fairly and efficiently.

2 Action plan for providing humanitarian assistance

A clear assistance distribution algorithm is developed, including:
Identifying priority beneficiary groups (large families, people with disabilities, the elderly, etc.);
Preparing logistics for delivering humanitarian aid;
Coordinating timelines and responsible personnel.

3 Selection of beneficiaries and distribution of aid

After the final approval of the plan, beneficiaries are selected based on their needs and program criteria. Humanitarian aid is then distributed through:
Issuance at Red Crescent centers;
Home delivery to those in need (if necessary).

4 Documentation

To ensure transparency, strict record-keeping is maintained:
Invoices (tracking received and distributed aid);
Beneficiary signatures on lists (confirmation of aid receipt);
Data consolidation and reporting (systematizing information for partners and donors).

5 Continuous assessment and monitoring

After the distribution is completed, an analysis of aid effectiveness is conducted:
Post-monitoring (beneficiary surveys, feedback collection);
Use of the KoBo platform for digital data collection and analysis

Partner benefits

You gain the opportunity to change someone's life for the better

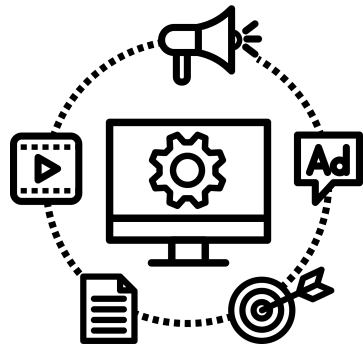
You contribute to addressing society's social challenges

You enhance the image of a socially responsible company

Flexibility of cooperation formats – You can choose a convenient form of support: financial donations, in-kind assistance, joint events, or employee participation.

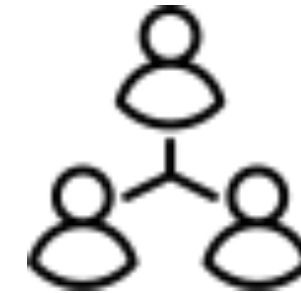
Development of customer loyalty – Modern consumers value companies that contribute to society. Charitable partnerships increase trust in your brand.

Other forms of cooperation



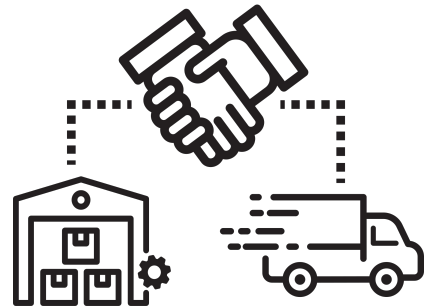
Organization of joint social marketing events

- **Donation of a percentage of sales**
Joint campaigns on social media



Employee engagement

- Your employees can support an important initiative by making a financial contribution to a selected program or campaign. In addition, they can personally participate in the distribution of humanitarian aid.



Support through goods or services

- You may donate, at no cost, the goods or services offered or produced by your company.



Information support

- Disseminating information about charitable campaigns to clients and employees, as well as publishing information about the charitable initiative on the company's website.



Charity event

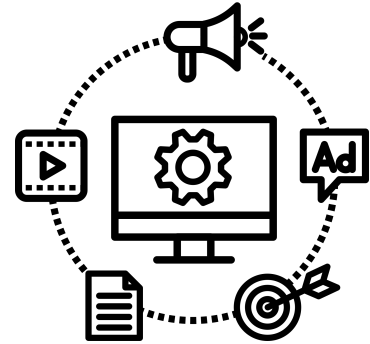
- You may contribute your products or financial assistance to support the organization of one-off charitable events.



Installation of charitable donation boxes

- You may install donation boxes in your company's offices.

Organization of joint social marketing events



- Donation of a percentage of sales
- Joint campaigns on social media



Итоги совместной благотворительной кампании по сбору средств для поддержки тяжелобольных пожилых людей

“ДОБРЫЕ СУШИ”



ИТОГО СОБРАНО:

131 080 сом

@dvepalochki_kg

@redcrescent.kg



ДАРИ ОКЕАН ДОБРА

Совместная благотворительная кампания по сбору средств для поддержки одиноких пожилых людей



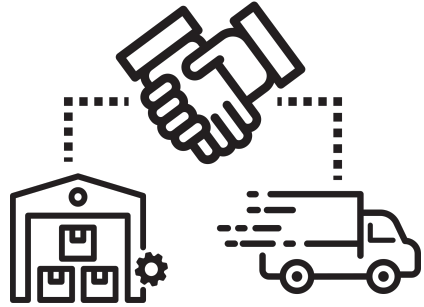
период благотворительной кампании
01.10.2023-31.10.2023

@ocean.seafood

@redcrescent.kg



Support through goods or services



- You may donate, at no cost, the goods or services offered or produced by your company.



Information support



- Disseminating information about charitable campaigns to clients and employees, as well as publishing information about the charitable initiative on the company's website.

Мы там, где в нас нуждаются!

Красный Полумесяц Кыргызстана

Мое пожертвование

Я жертвую разово

Я жертвую каждый месяц

Мои данные

АДРЕС ЭЛЕКТРОННОЙ ПОЧТЫ *

ИМЯ *

ФАМИЛИЯ *

ГОРОД *

СТРАНА *

КЫРГЫЗСТАН

ВАШ НОМЕР ТЕЛЕФОНА

0700 123 456

Мой платеж

ПРЕДПОЧИТАЮ КРЕДИТНОЙ КАРТОЙ

ВВЕДИТЕ НОМЕР ВАШЕЙ КАРТЫ

1234 1234 1234 1234

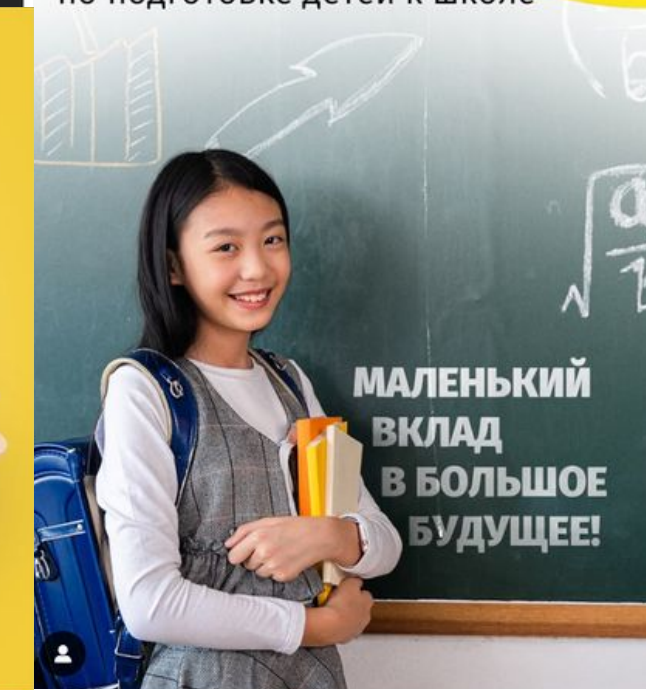
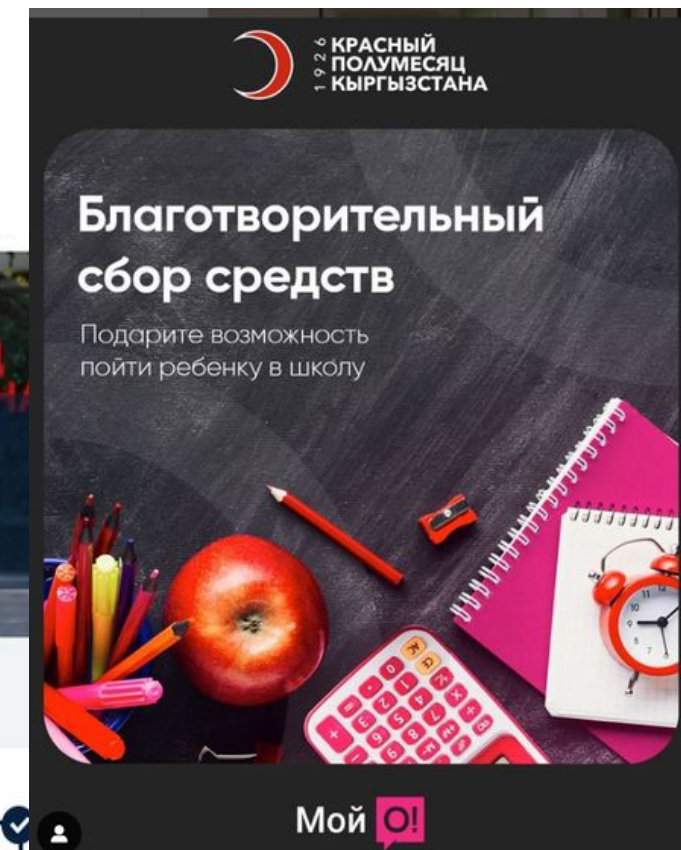
СРОК ДЕЙСТВИЯ

ММ / ГГ

CVV

CVC

ПОЖЕРТВОВАТЬ



Installation of charitable donation boxes



- You may install donation boxes in your company's offices.



OUR PARTNERS 2021-2024

World Class®



LC Waikiki



VISA



L'OCCITANE
EN PROVENCE



ЕВРОПА
HOTEL • RESTAURANT • CONFERENCE HALLS •



Glovo?



народный



m1bank



Humanitarian programs 2025

Support for vulnerable women



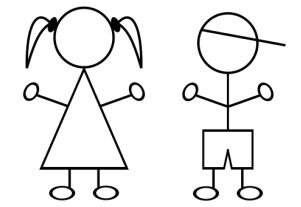
- Organizing free sewing and tailoring courses, conducting first aid and healthy lifestyle training sessions, and distributing humanitarian aid.

Care for lone elderly people



- Providing regular medical supervision and social support to improve the quality of life for elderly people; organizing clubs and groups to engage them in social and cultural activities; and offering material assistance to meet basic needs such as food, medicine, and other resources.

Support for children in social institutions



- Protection from violence and exploitation
Meeting basic needs
Education and development
Psychosocial support

We are pleased to cooperate with you!

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