



Germany - Aktion Deutschland Hilft, e.V.

NATIONAL POPULATION

82 million

YEAR OF FOUNDATION

2001

STAFF SIZE

**8 full time positions,
10 part time positions (2013)**

LIST OF MEMBERS

action medeor e.V.	- arche noVa-Initiative für Menschen in Not e.V.	- HelpAge Deutschland e.V.	Help Hilfe zur Selbsthilfe, e.V.
ADRA Deutschland e.V.	- BRH Bundesverband Rettungshunde e.V.	- Kinderhilfswerk Stiftung Global-Care	Islamic Relief Humanitäre Organisation in Deutschland e.V.
Arbeiter-Samariter-Bund Deutschland e.V.	- DEMIRA Deutsche Minenräumer e.V.	- LandsAid e.V. -Verein für Internationale Humanitäre Hilfe	Johanniter-Unfall-Hilfe e.V.
AWO International e.V.	- Freunde der Erziehungskunst Rudolf Steiners e.V.	- Solidaritätsdienst International e.V. (SODI)	Malteser Hilfsdienst e.V.
CARE Deutschland-Luxemburg e.V.	- Hammer Forum e.V.	- Terra Tech Förderprojekte e.V.	World Vision Deutschland e.V.
Der Paritätische Wohlfahrtsverband-Gesamtverband e.V.	- Handicap International e.V.	Habitat for Humanity e.V.	Zentralwohlfahrtsstelle der Juden in Deutschland e.V.

History

Aktion Deutschland Hilft (ADH) was founded in 2001 aiming to jointly deliver aid in large scale disaster situations in a timely, effective and cost-efficient manner. It's first appeal was held for a national disaster to support people impacted by the flooding of the Elbe in Germany. Since then a lot of international appeals have been launched. Starting with 10 member organizations in 2002, ADH has grown to 13 organizations in 2014, thus forming the largest relief alliance in Germany in terms of membership.

There are two more coalitions for disaster aid in Germany, these only come together in case of major emergencies and agreements are made on how to approach the media.

Organization

ADH has a permanent structure with clear regulations on projects, fundraising, media and quality assurance. Funds are allocated to the member agencies through a distribution key calculated on the basis of the capacities of each member organization. The dis-

tribution key ranges from no less than two percent and a maximum of 33 percent of the funds to a joint appeal. Annually, the member organisations report their capacities to the the central office of ADH. According to the general regulations, joint appeals are also subject to joint evaluations. Permanent working groups on projects and media report on humanitarian situations. Conference calls with representatives from member organisations are held to discuss if an appeal should be launched, and the final decision is made by the board of directors. Once a joint appeal is

launched, member agencies are requested to confirm within 48 hours whether to join or not. The share for each organisation is then calculated based on the general distribution key. It is important to note, that one percent of the funds is reserved for measures of quality assurance, such as independent evaluations and trainings.

Fundraising

A joint appeal usually runs for two weeks after which it may be prolonged (decided by the board of directors). In Germany the public media 'market' is divided among three existing joint appeal coalitions. ADH contacts the first national public broadcasting services (ARD). Depending on the size or magnitude of a disaster, charity events may be held. This was e.g. the case with the Haiti earthquake in 2010 and the floodings in Germany in 2013. There are three ways of reaching out to the public:

Reaching out to stakeholders by emergency mailings, social media initiatives, and television.

Major successes, highlights

ADH currently has 13 member agencies. A strategy for 2020 is being worked out to position ADH as denomination for humanitarian aid in Germany. The fact that ADH has been able to provide assistance in Germany itself, is considered positive by the German public, this contributes to ADH's reputation in the field of humanitarian assistance.

Partnerships

Business enterprises approach ADH, as the trend in Corporate Social Responsibility grows steadily. Companies are becoming increasingly interested in aligning their strategies in emergencies as well as in Disaster Risk Reduction (DDR). ADH has established a sub working group on CSR and adopted clear

ethical guidelines. Partnerships with businesses are recognized by ADH as a growing field.

Challenges and innovations for the future

ADH recognizes the humanitarian field is changing as institutional donors are interested in lowering costs and pooling money for foreign humanitarian aid. ADH therefore adapts to answer to higher demands of quality. There are also more cross-sector relationships and new relations with actors from the industry. Another development that is strongly influencing the way ADH works is social media. ADH is working on innovations such as developing apps. Online presence has become equally as important as to the traditional media.

