



Maiduguri  
Flood  
Response

# RED O!!!

*A Sure Sign of Hope...*



OFFICIAL NEWSLETTER FOR THE  
NIGERIAN RED CROSS SOCIETY



ECHO Integrated Flood Response  
serves hope to displaced persons  
in Anambra, Delta and Kogi



ECOWAS Flood Response  
in Adamawa, Anambra,  
Kebbi, Kogi, Oyo, Rivers





## ECOWAS DONATES \$906,205 TO NRCS FOR PERSONS AFFECTED BY FLOOD



The day began on a slow, quiet note. As early as 6.30am, volunteers of the Nigerian Red Cross were already offloading sacks of food meant for beneficiaries. Before you knew it, the mini stadium at Government House, Bauchi was agog with activity.

The media, beneficiaries and government functionaries all filled the arena. Let's take a look at some of the sights at the **#ECOWASFloodResponse...**

LET'S DO THIS

*Keeping Humanity Alive*



# IMPACT REPORT

ECOWAS FLOOD RESPONSE 2024



## STATES REACHED



12 Communities

**Total Funding: \$906,205**

**Total Beneficiaries: 3,500 families (~21,000 individuals)**

**ADAMAWA:** 1000 Households in Fufoure & Hong

**ANAMBRA:** 600 Households in Ogbaru & Awka North

**KEBBI:** 400 Households in Suru & Koko Besse

**KOGI:** 1000 households in Ajaokuta & Bassa

**RIVERS:** 200 Households in Ahaoda west & Ahaoda East

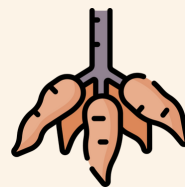
**OYO:** 300 Households in Egbeda & Ibadan South

01



02

items received



infrastructure +

- 12 New Boreholes
- Training & Capacity Building:
- Volunteer training
- Community engagement sessions
- Town-hall meetings with beneficiaries



03

# THE ECOWAS FLOOD RESPONSE STORY ACROSS THE STATES

The ECOWAS Flood Response has successfully implemented distribution activities across 6 states in Nigeria, targeting the most affected areas following the devastating floods of 2022.

**Adamawa** state- The Nigerian Red Cross facilitated food distribution and borehole construction, benefiting approximately 1,000 households. Each household received essential food items, including rice, beans, and vegetable oil, alongside cash cards to assist with purchasing additional necessities.

**Anambra** State , 600 beneficiaries were supported through similar distributions, with a focus on providing food relief and reinforcing access to clean water through borehole construction.

In **Kebbi, Kogi, Oyo, and Rivers** states, additional distribution activities were carried out, encompassing food items, cash transfers, and water supply initiatives. The project reached a total of approximately 3,500 households, equating to about 21,000 individuals, by utilizing a variety of methodologies to meet identified needs.

Direct cash transfers were one of the strategies employed to provide immediate support, ensuring that beneficiaries could acquire food and other necessities according to their specific requirements. The project also focused on empowering communities through capacity-building workshops and support for vulnerable groups, including widows and persons living with disabilities, solidifying its commitment to creating more resilient communities amidst the ongoing recovery efforts.

*Keeping Humanity Alive*



# #ECOWASFloodResponse

ADAMAWA, ANAMBRA, KEBBI, KOGI, OYO, RIVERS







# VOLUNTEERS: THE HEARTBEAT OF THE NIGERIAN RED CROSS SOCIETY

Volunteers are the true champions of the Nigerian Red Cross Society (NRCS). Every day, these dedicated individuals provide vital support in areas like healthcare, infection prevention, disaster management, and climate change adaptation. Their selfless efforts ensure our humanitarian programs reach those most in need, making a real difference in communities across Nigeria.

Without our volunteers, the impact of our work would be significantly diminished. They bring hope and relief, embodying the spirit of humanity in every act of kindness. Their unwavering commitment and compassion drive the success of our initiatives and help us build a stronger, healthier, and more resilient Nigeria.

**Join us today and become  
part of this incredible  
community:**

**<https://nrcsvdb.org/nrcs/database/>**



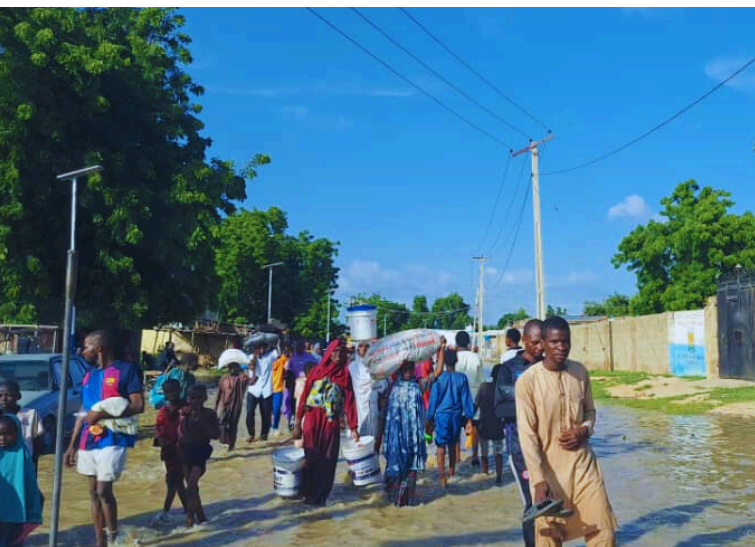


Residents of Maiduguri, Nigeria woke up in September 2024 to the realization that 70% of the state capital had been submerged by floods.

According to the National Emergency Management Agency, the flood also ravaged other major city locations, including the palace of the Shehu of Borno, Umar Ibn Garbai El-Kanemi. In line with its philanthropic leaning the Coca Cola Foundation decided to help by donating \$400,000 to the victims of the deluge.



Aerial picture of a submerged Maiduguri, Nigeria



These photos were taken barely 24 hours after the Maiduguri floods

# #FloodResponse

In September 2024, devastating floods submerged over half of Maiduguri, Nigeria, causing significant loss of life and livelihoods. The disaster claimed 37 lives, injured over 50 people, and destroyed 7,000 homes, displacing more than 70% of the city's residents.


Farms were also submerged, worsening food insecurity in the region. In response, the Coca-Cola Foundation, in partnership with the Nigerian Red Cross Society, is providing \$400,000 worth of food, non-food items, and cash support to affected families.

Relief efforts will reach 2,100 families across 14 wards in Maiduguri, including Gwange, Bolori, Shehuri, Old Maiduguri, and Dusuman. Each family will receive essential food supplies, including 25kg of rice, beans, and corn, along with 5 liters of vegetable oil.

The Nigerian Red Cross Society, as the implementing partner, has ensured a rigorous selection process to identify the most vulnerable families in need of assistance.





A woman wearing a teal headscarf and a white vest with a Red Cross logo is standing over a large metal pot filled with yellow, triangular food items, likely injera. She is looking down at the food. Other people are visible in the background, including a woman in a colorful patterned dress and another person in a white shirt. The scene appears to be outdoors or in a semi-outdoor community setting.

OUR 'MOTHERS CLUBS'  
ARE HELPING INDIGENT  
FAMILIES GET THE  
ADEQUATE NUTRITION  
THEY NEED

# MOTHERS CLUBS: FIGHTING MALNUTRITION WITH THE NIGERIAN RED CROSS SOCIETY

The Nigerian Red Cross Society (NRCS) Mothers Clubs are at the forefront of the battle against severe acute malnutrition among children in Nigeria. Comprised of dedicated mothers, these clubs are driving community-based interventions to enhance child nutrition and health.

Mothers Clubs are instrumental in educating families about proper nutrition, breastfeeding, and balanced diets. They also teach mothers to recognize early signs of malnutrition, ensuring timely intervention. These clubs distribute nutrient-rich foods and supplements, and guide families on preparing nutritious meals using locally available ingredients.

Through regular health monitoring and close collaboration with local health services, the Mothers Clubs ensure that children receive necessary medical care and follow-up treatments. By involving the entire community, they create a supportive environment that empowers families to overcome malnutrition challenges. The efforts of the NRCS Mothers Clubs are vital in building healthier futures for children across Nigeria.

The IFRC is currently supporting Mothers Clubs in the BAY (Borno, Anamawa & Yobe) states to help tackle Severe Acute Malnutrition.





# STORIES

“Deploying as a National Disaster Response Team (NDRT) member to Maiduguri was an experience I won’t forget. The city, overwhelmed by devastating floods, had transformed into a landscape of stranded families and submerged homes. As we arrived, the urgency was palpable—families huddled on elevated ground, their lives upended overnight. Our mission was clear: provide immediate relief, assist evacuations, and ensure essential supplies reached those in need. One unexpected challenge was the language barrier—many locals spoke Kanuri, a language I barely understood. It was frustrating at first 😞, but the incredible volunteers from the Nigerian Red Cross Society (NRCS) Borno State branch stepped in, translating and ensuring smooth communication. Their dedication was inspiring 💪, proving that in times of crisis, solidarity and teamwork make all the difference. Despite the hardship, knowing we brought relief and hope to those affected made this deployment deeply rewarding.”



"In the heart of disaster, I witnessed the true power of solidarity—where language failed, compassion spoke, and together, as a team- we turned despair into hope."

**-Adaugo Monyei-** Community Engagement And Accountability Officer, CEA/Member, National Disaster Response Team Delta Branch.





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## About us

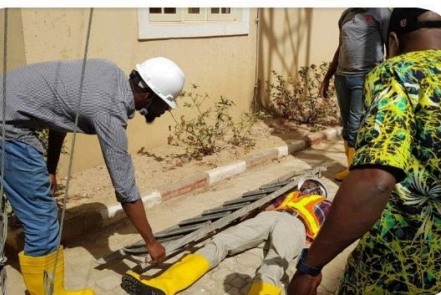
The Nigerian Red Cross is Nigeria's largest humanitarian network and leading provider of First Aid services and kits across Nigeria.

- ✓ Internationally recognized
- ✓ High-quality trainings
- ✓ Up-to-date techniques
- ✓ Profits go to the humanitarian mission of the Nigerian Red Cross



## Why get certified?

- ✓ Contribute to safety in your workplace & community
- ✓ New skills & knowledge
- ✓ Enhanced employee safety, wellbeing, and morale
- ✓ Improved emergency preparedness
- ✓ Reduced organizational costs and liabilities
- ✓ Strengthened company public image



## Our trainings

- **Basic Life Support:** 1 day (N60,000)
- **Workplace First Aid:** 2 days (N90,000)
- **Caregiver First Aid:** 2 days (N90,000)
- **Designated First Aid** (for high-risk industries): 5 days (N150,000)

Certification is valid for 2 years & can be extended with refresher trainings.

For more information on our trainings, please contact us or visit our website.

## First Aid Kits

**Is your home or organization equipped with First Aid kits?**



We provide quality First Aid kits equipped with the materials you need to treat injuries & save lives.

**You can place an order and we will get them across to you**

## Ambulance Coverage & Events assistance

We provide ambulance transportation and First Aid assistance at events.



**Contact us to learn more!**

**Training with us = Contributing to communities across Nigeria!**

Profits made from the sale of First Aid services goes directly back to supporting the humanitarian mission of the Nigerian Red Cross.



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With about 1m volunteers spread across Nigeria, the Nigerian Red Cross is Nigeria's oldest and largest humanitarian organization with a grassroots presence in the 774 Local Government Areas of the country.

 +234 (0) 803 123 0430

 [WWW.REDCROSSNIGERIA.ORG](http://WWW.REDCROSSNIGERIA.ORG)

 Plot 589, T.O.S. Benson  
Crescent, Utako District Abuja