

Cash Centre of Excellence

Middle East and North Africa

Hosted by LRC



Driving Change with Cash & Voucher Assistance in the MENA Region

A Red Cross Red Crescent Movement Newsletter

Issue #2 | February 2025



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CVA Mentoring Program: A Successful Journey!

Launched in early 2024 by the MENA Cash Centre of Excellence (CCoE), the **MENA CVA Mentoring Program** selected **five promising CVA practitioners** from the region for a 6-month tailored learning journey in a specific area of CVA. Each mentee was paired with an experienced CVA specialist who provided valuable mentorship and guidance. Each mentee drafted a **learning paper** focused on a topic relevant to their CVA context in the region. The journey concluded with a vibrant closing ceremony in Dubai in November, where mentees presented their findings and had the opportunity to network and exchange ideas with other CVA practitioners across the region.



Peer-to-Peer Exchange Program

The CCoE's **Peer-to-Peer (P2P) Exchange Program** brings together MENA region National Society professionals who play lead CVA roles in order to provide a dynamic space enabling in-person sharing of experiences, best practices, challenges and lessons learned from CVA programming.

In March 2024 a **third round of the peer-to-peer exchange** was hosted by the Iranian Red Crescent in Tehran with visiting participants from Iraqi Red Crescent, Lebanese Red Cross and Syrian Arab Red Crescent working and learning together across a five-day exchange programme.



MENA CVA News in 2024

A look at the main CVA updates and developments in the region

Cash Community of Practice Achievements

1

Out of 12 planned meetings, 10 were successfully held, with **18 CVA focal points from 9 National Societies** (Iranian RCS, Iraqi RCS, Syrian Arab RC, Lebanese RC, Jordanian RCS, Palestinian RCS, Yemen RCS, Egyptian RCS, Libyan RCS) attending, along with representatives from ICRC, German RC, Danish RC, Canadian RC, Norwegian RC, and the Cash Hub. An annual in-person meeting took place in Dubai in November 2024, to review the regional roadmap, share 2024 achievements, and discuss lessons learned and recommendations for 2025.

2

A Regional CVA **Movement Coordination Technical Group (MCTG)** has been established to enhance collaboration and innovation within the RCRC Movement in MENA. The group supports the MENA CVA Community of Practice (CoP), strengthens coordination among RCRC partners, and ensures alignment in humanitarian efforts, including CVA preparedness and capacity building for National Societies. The group's Terms of Reference (ToR) have been finalised, and it will hold six meetings annually.

3

The MENA CVA Community of Practice (CoP) announced the Lebanese Red Cross CVA focal point, Elias Hazoury, as **co-chair** for a three-month term. This initiative aims to strengthen the coordination skills of National Society (NS) CVA focal points, preparing them to lead the Movement's CVA Working Group and to further position NSs within National Cash Working Groups (CWGs).

4

A CVA component was added to the **Disaster Management module**, with two pages focused on extending the knowledge of National Society staff and volunteers on the cash and voucher assistance approach, modalities, delivery mechanisms, and on key CVA terms

5

A first global **Cash for Support Services training of trainers (TOT)** was held in Dubai in November 2024 in collaboration with the Norwegian Red Cross, including 19 participants from four regions (America, Asia-Pacific, Africa, Europe and MENA) from IFRC, NSs and PNSs.

6

IFRC actively promoted **CVA through global and regional webinars**, including a CALP Community Meeting held in July 2024 where insights from the [policy dialogue initiative](#) were shared. Additionally, IFRC delivered an online session at a Cash for Health Outcomes workshop held in Jordan in October 2024, highlighting the role CVA can play in improving health outcomes.

7

In collaboration with the Norwegian Red Cross, the IFRC successfully conducted a **Global Practical Emergency Cash Transfer (PECT) training in Dubai in November 2024**. The training brought together 24 participants from across three regions – Africa, Europe and MENA. This event provided an opportunity for knowledge exchange and capacity building to strengthen community-based preparedness efforts across these regions.

MENA Cash Counting Exercise

A collaborative cash counting exercise with MENA National Societies (NSs) confirmed that 140,000 households were supported through cash assistance in 2023.

A total of 64 million CHF in cash and voucher assistance was distributed across seven countries, demonstrating the region's commitment to addressing urgent needs effectively

MENA CVA Webinars

Cash and Voucher Assistance in Protracted Crisis

SARC Earthquake Response

Discover Learning Papers of the Mentoring Program

Webinar recordings are available via the links above and at the [MENA CVA CoP page](#) on the Cash Hub platform

Emergency responses and operations using cash and voucher assistance

The use of CVA has seen significant growth in 2024, emerging as a default modality for responding to the needs of affected populations. CVA has been pivotal in addressing the impacts of various crises, including flood responses in [Iraq](#) and [Yemen](#), as well as the [Middle East crisis response](#) in Lebanon, Jordan, and Palestine. Additionally, CVA has played a key role in responding to the [Morocco earthquake](#), the [Syria earthquake](#), in the ongoing [Syria complex emergency](#), and in the [Sudan crisis](#). These interventions covered a range of needs, including multipurpose cash assistance (MPCA), and cash for health, accommodation, food, and livelihoods.

National Society Achievements



In 2024, the **Lebanese Red Cross** supported 1,150 households (5,750 individuals) through its Multipurpose Cash Assistance program, with support from the German RC, Danish RC, Austrian RC, British RC, Netherlands RC and the ICRC. Key highlights include launching an e-wallet with BLF Bank for 100 households providing cash-for-food assistance and introducing anticipatory cash to support 2,270 families at risk from cold waves. Adopting a new cash-over-the-counter delivery mechanism has helped to ensure timely aid, and an EcoSec Training Path was finalised to strengthen capacity for long-term impact.



The **Syrian Arab Red Crescent (SARC)** has developed a comprehensive roadmap for Cash and Voucher Assistance (CVA) in 2024, aimed at strengthening cash assistance efforts and complementing ongoing humanitarian interventions in Syria. In 2024, SARC implemented 27 projects across various governorates, reaching 174,752 households (HH) in multiple sectors: 5 Multi-Purpose Cash Assistance (MPCA), 6 Food, 4 Non-Food, 1 Education, 9 Early Recovery and Livelihood, and 2 Health projects. A total of 38 million USD was distributed in partnership with 12 organizations, with 20 projects delivered via cash modality and 7 through vouchers. Additionally, SARC is advancing the development of a centralized database and a deduplication system to improve coordination with both internal and external partners.

National Society Achievements



The **Egyptian Red Crescent (ERC)** has finalized and endorsed its Cash and Voucher Assistance (CVA) Standardized Operational Procedures, in line with its new strategic direction. These procedures have been shared to ensure consistent and effective future implementation. ERC also continues to lead as co-chair of the National Cash Working Group, highlighting its commitment to advancing collaboration and innovation in cash-based humanitarian assistance nationally.



The **Iraqi Red Crescent Society (IRCS)** developed and endorsed Cash and Voucher Assistance (CVA) Standard Operating Procedures (SOPs), presented to the MENA CVA Community of Practice, and translated into Arabic. FSP Agreement: A valid agreement with a mobile money Financial Service Provider (FSP) is in place, with a new tendering process currently ongoing.



Two Cash and Voucher Assistance (CVA) delegates from the Belgian Red Cross were deployed to the **Moroccan Red Crescent** during the earthquake-response . CVA was piloted in Taroudant Governorate, distributing cash in two installments to 228 households via MoneyGram. Regional CVA advocacy messages, developed by the regional office, CCOE, and CASH School practitioners, were translated into three languages for high-level meetings. A CVA delegate has been recruited for one year to enhance CVA preparedness and build capacity within the Moroccan Red Crescent Society (MRCS).

Upcoming Events

Peer-to-Peer Exchange Program 2025

The MENA CVA Peer-to-Peer Exchange Program is coming soon and with a **new approach!** Stay tuned!

[MENA CVA Webinars](#)

[Mentoring Programme](#)

[CALP ToT Training for MENA CVA Practitioners](#)

Spotlight on a CVA focal point

Mohannad is an experienced consultant who previously led the automation of the financial department at the Iraqi Red Crescent Society (IRCS), implementing an ERP system to streamline their processes. He currently serves as the cash focal point for IRCS, which has been providing cash assistance since 2019. In this role, Mohannad oversees the development and implementation of cash assistance programs, ensuring effective financial support to beneficiaries.

In this dedicated Q&A session Mohannad shares his expertise, offering valuable perspectives on the design, implementation, and impact of CVA initiatives. The discussion covers a range of topics, including program management, stakeholder coordination, and the latest trends in CVA.

[Read the full Q&A with Mohannad here](#)



Translation and Contextualisation

The MENA CCoE is working on the translation and contextualisation of CVA materials to ensure Arabic language accessibility of key resources across the region.

[The preparedness module of the Cash in Emergencies \(CIE\) toolkit](#)

Access RC (self-enrolment application) marketing documents
Visit the [new dedicated AccessRC website here](#)

[Mainstreaming CVA Preparedness within the National Society Preparedness for Effective Response \(PER\) Approach](#)

[Dignity in Action 2024: Key data and learning on cash assistance in the RCRC Movement](#)



CVA LEARNING MATERIALS

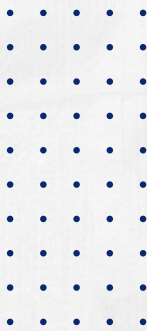
[APPLY NOW VIA THIS LINK!](#)



- Is your National Society using Cash and Voucher Assistance?
- Do you want to bring value to the region and share your experience in CVA?

NOW IS YOUR CHANCE!

The Cash Center of Excellence is offering MENA Red Cross and Red Crescent National Societies the opportunity of dedicated support to develop learning materials to showcase your work!



If you are interested in this opportunity, click here to apply and we will contact you

UNTIL OUR NEXT EDITION

For more information, visit the [CCoE space on the Cash Hub platform](#)

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