

# CEO's Message for October

Greetings to you all colleagues  
I hope you are all well.

The 10th month of the year has come to a close. I am grateful that we are still alive and optimistic about the months ahead as well. Thank you for all your hard work. It does not go unnoticed and most importantly, the lives of the needy people that we serve are being positively impacted.

## Update about defining the new Business Operation Model (BOM)

Management has been working tirelessly towards finalising plans for BOM. The 8 Working groups set up for this purpose have been meeting to make input in Driving Growth, scaling up and investing, Visibility, Identifying and branding, measuring what matters most (Key Performance Results and Key Performance Indicators), Building a positive organizational culture, Digitization and Technology use, Covid 19 Impact and Response Plan, and fit for purpose Organizational structure/governance.

We have moved a step further and hired an external consultant who will critically evaluate the input and advise accordingly. We are excited about this venture and very positive that the output will contribute greatly to the organisation and steer us in an impact-oriented direction. More updates will be shared from time to time.

## Board Patron Visit to AIRD Tanzania

The AIRD Board Patron visited AIRD Tanzania to attend the AIRD Tanzania Board meeting and for a brief catch-up of the country program with CPD/CMT.

## CEO Visit to AIRD South Sudan & AIRD Ethiopia Country Programs

The CEO visited AIRD South Sudan and AIRD Ethiopia Country Programs (the two newest AIRD country programs). The purpose of the visit is mainly to appreciate, recognize, and thank the staff for the success thus far while also outlining the challenges ahead of us, including funding for continued and sustained programs and various options to consider moving forward, including securing funding from diversified funders. The CEO also met various donor and Government representatives in South Sudan, including the World Bank, WFP, UNHCR, and Relief and Rehabilitation Commission.

## Fundraising and Business Development

I congratulate the Uganda Country Program Director and his team and the team from AIRD HQ, for winning a logistics bid with UNHCR. The funding will allow AIRD to continue and sustain its program and contribute to providing hope and making positive changes in the lives of refugees and needy people. Well done!



The CEO (second left) with the CPD of South Sudan (in black t-shirt) and other staff during their interaction.

## Communication & Marketing Mgr.'s visit to Ethiopia Country Program

As part of enhancing visibility, branding and publicity at the Country level, the Communications and Marketing Manager visited the AIRD Ethiopia Country Program and supported the training of staff on Emergency communication protocols, Communication competencies, strengthening storytelling with evidence of impact, Communications Risk Management protocols, AIRD's communication strategy, and social media use.

Producing different communication products, including a Country Program Capacity Statement, a WASH NFI Video, and impact stories. These were then posted on the AIRD website and social media pages as well as shared with the Country Program for use as part of consistent messaging specifically during meetings with new donors and partners.

Please visit the following pages for the content.  
**Website:** [www.airdinternational.org](http://www.airdinternational.org)  
**Twitter:** @AIRDInt.  
**Facebook:** African Initiatives for Relief & Development

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