



Volunteers of the Georgia Red Cross Society (GRCS) are on the ground supporting communities affected by the heavy snow in Western Georgia. Photo credit: GRCS

Appeal: MDRGE019	Country: Georgia	Hazard: Other	Type of DREF: Response
Crisis Category: Yellow	Event Onset: Sudden	DREF Allocation: CHF 254,298	
Glide Number: CW-2025-000024-GEO	People Affected: 28,870 people	People Targeted: 6,000 people	
Operation Start Date: 15-03-2025	Operation Timeframe: 4 months	Operation End Date: 31-07-2025	DREF Published: 16-03-2025

Targeted Areas: **Adjara Aut. Rep., Guria, Imereti, Mtskheta-Mtianeti**

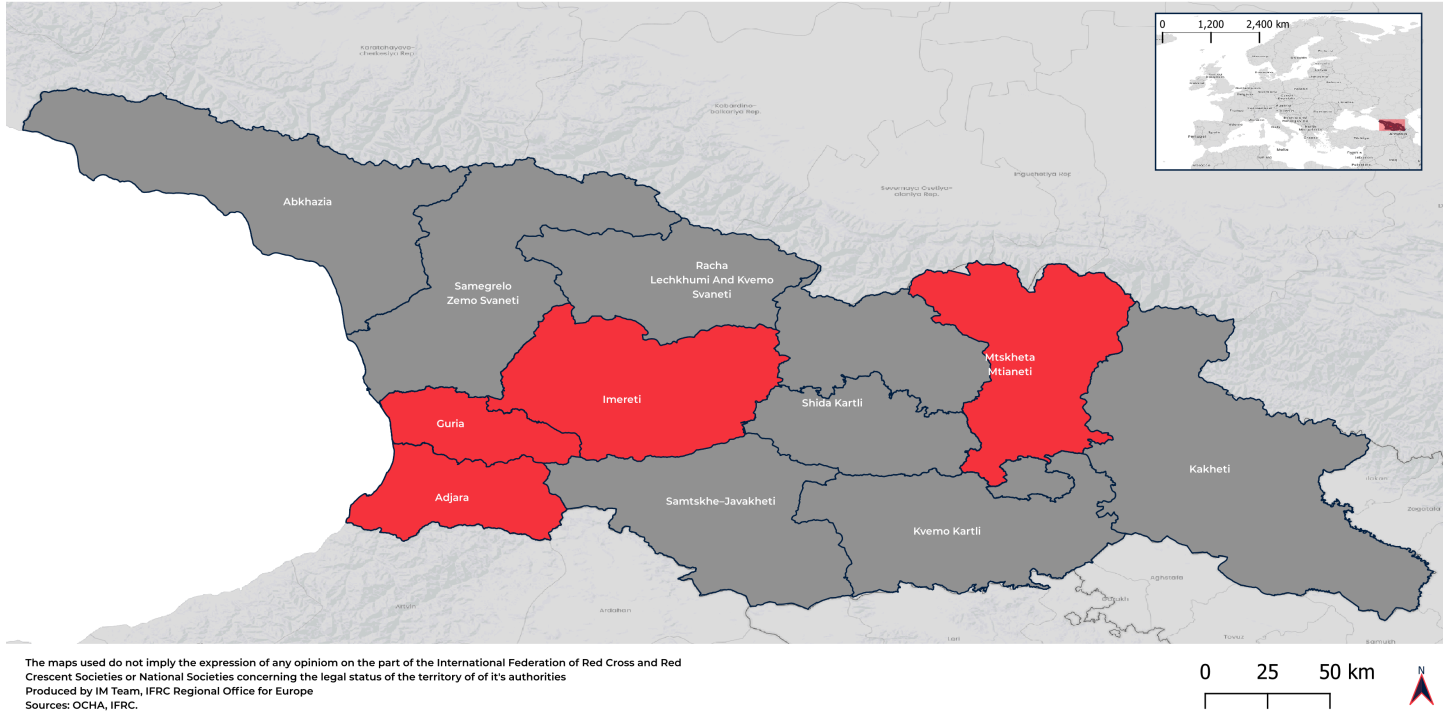
Description of the Event

Date of event

03-01-2025

Georgia - Heavy Snowfall

11 Mar 2025



The maps used do not imply the expression of any opinion on the part of the International Federation of Red Cross and Red Crescent Societies or National Societies concerning the legal status of the territory of its authorities
Produced by IM Team, IFRC Regional Office for Europe
Sources: OCHA, IFRC.

The above map captures regions affected by the heavy snowfall.

What happened, where and when?

Since 21 February 2025, Western Georgia has been struggling with a severe winter storm, causing widespread damage and humanitarian challenges. The most critical impact was recorded on 1 March and the disaster is still ongoing, with heavy snow and extreme weather conditions continuing to affect Guria, Adjara, Imereti, and Mtskheta-Mtianeti. Many villages remain isolated, thousands of people are still without electricity, and emergency responders are facing serious challenges in reaching those in need.

In Guria, snowdrifts continue to block roads, leaving villages like Chokhatauri, Gogole District, and Ozurgeti cut off from essential supplies. Residents of Buknari, Kvenobani, and Basileti remain stranded, while people in Jumati, Konchati, and Kokati face food shortages and worsening conditions. With ongoing snowfall, there is still no clear timeframe for when access to these areas will be restored.

In Imereti, around 30,000 people are still without electricity, and 149 villages remain inaccessible. Schools remain closed, and relief efforts are slowed down by the extreme weather. In Adjara, conditions have not improved, as Batumi continues to face power outages and mobility restrictions due to icy roads. In Khulo, Shuakhevi, and Keda, nearly 20 villages remain surrounded by snow, and some homes are still buried. Reports indicate a serious lack of food, medical supplies, and heating, while avalanche risks remain high.

The death toll stands at 3 (three), with recent reports confirming that people have died from collapsed roofs, unavailability of essential medicines and lack of timely medical access. Emergency responders and military personnel are still working to clear roads and evacuate people from the hardest-hit areas, but the ongoing snowfall makes their work extremely difficult.

The Georgia Red Cross Society (GRCS) has been active on the ground, providing food, hygiene supplies, and psychological support. However, as the disaster enters its third week, humanitarian needs are growing, and additional aid is urgently required. If conditions do not improve soon, the crisis could escalate further, leaving thousands in life-threatening situations. The priority remains ensuring food, heating, and medical assistance reach the most vulnerable before the situation deteriorates further.





The GRCS team is en route to the affected region with GRCS Disaster Response Teams (DTRs), just several hours after the snowfall began. Photo: GRCS

Scope and Scale

From 21 February 2025, continuous and extreme snowfall has created a major humanitarian crisis in Western Georgia, with the most affected regions being Guria, Adjara, and Imereti. The unprecedented snowfall has led to severe disruptions in daily life, impacting livelihoods, well-being, and infrastructure on a massive scale. The situation worsened on 1 March, reaching its peak, many communities remain isolated, with no access to essential supplies or emergency assistance.

The disaster has affected thousands of people, with entire villages cut off due to blocked roads and power outages. Many homes, schools, and health facilities have been heavily damaged or remain inaccessible. Water and sanitation services have collapsed in some areas due to frozen pipelines, increasing the risk of disease outbreaks. The most severely affected populations include older people, children, persons living with disabilities, internally displaced persons (IDPs), and women-headed households. These vulnerable groups are struggling to survive in extreme cold, often without food, heating, or medical support. The situation is especially critical in rural and mountainous areas, where limited infrastructure and weak preparedness measures have worsened the crisis.

In Guria, settlements such as Chokhatauri, Gogole District, and Ozurgeti remain completely cut off. Food and medical shortages are worsening, and many families in Buknari, Kvenobani, and Basileti are still unable to access emergency supplies. In Jumati, Konchati, and Kokati, people have lost communication with their families, and there is a growing risk of hunger and illness. In Imereti, around 30,000 people remain without power, and 149 villages are still inaccessible, worsening an already dire humanitarian situation. Schools remain shut down, and emergency response teams are struggling to deliver aid due to blocked roads. In Adjara, the situation remains critical, with Batumi's activities completely paralyzed due to icy roads and widespread power cuts. In the mountainous areas of Khulo, Shuakhevi, and Keda, nearly 20 villages are still encircled by snow, with some homes buried under the weight of heavy snowfall.

The impact on livelihoods remains severe. Farmers in agriculture-dependent rural communities have lost crops, livestock, and food stores, which will have long-term effects on food security. Greenhouses and irrigation systems have collapsed, making it difficult for families to recover in the months ahead. The closure of local markets due to power outages and blocked roads has further worsened the situation, making it impossible for people to buy basic goods.

The scale of destruction is enormous, with entire population centers now turned into isolated zones. Roads remain impassable, healthcare facilities are overwhelmed, and thousands of homes have been severely damaged. In urban areas, the rapid melting of snow is causing localized flooding, further damaging roads and infrastructure. Emergency responders have struggled to reach stranded families,

and military personnel have been deployed to assist in road clearance and evacuations.

This snowfall is one of the worst in decades, with conditions surpassing previous extreme weather events in Georgia. In past years, heavy snowfall has damaged infrastructure, disrupted power, and affected agriculture, but the current disaster has exceeded previous records in intensity and scale. Lessons from past events have not been fully applied, as preparedness and contingency plans were inadequate for such a prolonged and severe winter storm.

As the situation continues, immediate humanitarian assistance is crucial to prevent further loss of life and worsening food insecurity. Emergency response efforts must prioritize food distribution, medical support, heating provisions, and safe shelter. Additionally, long-term recovery plans should focus on infrastructure repair, agricultural restoration, and strengthening community resilience against extreme weather conditions.

As the current operational strategy is being developed, the municipal authorities and respective companies are working on resolving the connectivity and infrastructure disruptions to ensure full access to isolated communities. This, paired with forecast rising temperatures in the coming days will ensure that in few days' times, all the affected areas and households get the electricity and gas supply back, while reconstructing the damaged roads may take a while longer. At the same time, the individual burden of the households in vulnerable situations will stay significant, as they'll have to deal with the repair costs of damaged property and deal with the loss of their livestock and subsistence.

Source Information

Source Name	Source Link
1. GRCS Facebook page regarding response of the NS	https://www.facebook.com/share/p/1CAZNTF8Aw/
2. Interpressnews :Georgia Red Cross Society Responds Swiftly to Snowstorm Crisis"	https://tinyurl.com/4cjmpjzt
3. Interpressnews: Response of the Georgian Government to Heavy Snowfall	https://tinyurl.com/4cjmpjzt

Previous Operations

Has a similar event affected the same area(s) in the last 3 years?	No
Did it affect the same population group?	-
Did the National Society respond?	-
Did the National Society request funding form DREF for that event(s)	-
If yes, please specify which operation	-

If you have answered yes to all questions above, justify why the use of DREF for a recurrent event, or how this event should not be considered recurrent:

-

Lessons learned:

Drawing from the experiences of the 2023 Flash Floods DREF operation (MDRGE017 Georgia: Flash Floods), the Georgia Red Cross Society has identified key lessons to mitigate similar challenges in the current snow storm response. One major learning from the flood response was the importance of strengthening volunteer safety protocols. In previous operations, volunteers faced challenges due to a lack of preparation and training. For the current operation, GRCS has enhanced safety protocols by ensuring that volunteers are briefed and equipped with appropriate safety measures, including insurance coverage, transportation support, and protective gear procured during the previous imminent DREF operation.

Another critical lesson was the need for improved local-level training. The floods highlighted that undertrained volunteers struggled



with needs assessments and distributions. To address this, targeted workshops and training sessions have been implemented to build the capacity of volunteers and local branches, enabling them to respond independently and efficiently. This approach ensures a more rapid and localized response in isolated areas affected by the snowstorm.

Additionally, delays in procuring Financial Service Providers (FSPs) during the flood response impacted timely cash distributions. To mitigate this risk, GRCS is proactively engaging with potential FSPs and streamlining the selection process for the snowstorm response. Contingency plans are also in place to ensure that alternative cash delivery mechanisms can be swiftly deployed if delays occur.

In terms of community engagement, the previous operation emphasized the need for proactive and transparent communication. This time, GRCS is strengthening communication efforts through public awareness campaigns, community meetings, and feedback mechanisms, ensuring information is clear, accessible, and inclusive.

Recognizing logistical challenges from the flood response, GRCS has updated its contingency plans to include pre-positioned stocks and alternative distribution strategies, ensuring a quicker and safer response, even in hard-to-reach areas.

Finally, based on previous experience from the MDRGE017 operation, GRCS has identified the lack of capacity to conduct Post-Distribution Monitoring (PDM) as an additional risk. To mitigate this, GRCS plans to involve more staff and volunteers, ensuring sufficient capacity to effectively carry out the required monitoring activities.

Current National Society Actions

Start date of National Society actions

01-03-2025

<p>Shelter, Housing And Settlements</p>	<p>The Georgia Red Cross Society (GRCS) has been actively responding to the needs of people affected by the heavy snowfall since 21 February, as part of its Shelter, Housing, and Settlements activities. GRCS collected blankets and kitchen items from a large hypermarket and assembled them into 100 household kits. These kits were distributed to 100 affected families in areas where access was possible. Additionally, 50 volunteers participated in clearing snow from roofs and yards in 155 affected households, helping families regain safe access to their homes.</p> <p>To support these efforts, GRCS received essential equipment and tools from Georgia's largest construction hypermarket. A total of 200 shovels, snow scoops, and other clearing tools were donated to the Red Cross. These items have been distributed across 12 GRCS branches and are currently being actively used in ongoing relief efforts. GRCS continues to provide essential shelter support, distribute household relief items, and assist with debris clearance to help affected families recover and restore their homes after the disaster.</p>
<p>Livelihoods And Basic Needs</p>	<p>As part of its Livelihoods and Basic Needs activities and to support food security among vulnerable families, one of Georgia's largest hypermarkets provided 60 food parcels to GRCS. These parcels were distributed by NSs volunteers and staff to 60 households with vulnerable individuals, based on information provided by the local administration.</p> <p>Additionally, 70 households with multiple children, where at least one child was under one year old, received specialized children's nutrition. These essential supplies were donated and certified by one of the largest pharmacy chains in Georgia.</p>
<p>Multi Purpose Cash</p>	<p>N/A</p>
<p>Health</p>	<p>As part of its Health interventions, the National Society (NS) has been actively assisting people affected by the severe snowfall with several interventions:</p> <ol style="list-style-type: none"> 1. In response to requests received through the GRCS helpline and local community reports, GRCS provided painkillers, cold and fever medication for both adults and children to 71 households. These supplies were distributed to families with chronically ill



	<p>members and households with multiple children who were unable to access pharmacies due to blocked roads. The medicines were donated by a major pharmacy chain in Georgia, ensuring that affected people received essential treatment during the crisis.</p> <p>2. In addition to medical support, MHPSS interventions were a crucial part of GRCS's response. In coordination with local authorities, the GRCS effectively disseminated its hotline number to the affected communities wherever possible. Many individuals, directly from isolated areas, reached out seeking Mental Health and Psychosocial Support (MHPSS) while their family members living outside of the affected area also contacted the hotline for assistance. As the helpline operators are trained in MHPSS, they were able to provide support in accordance with established protocols, ensuring that those in need received appropriate care and guidance during the crisis. Over 100 calls were received on the GRCS helpline. The GRCS Psychosocial Support (PSS) team responded by providing Psychological First Aid (PFA) over the phone and referring severe cases to professional psychological consultations when needed.</p> <p>3. To further strengthen mental health support in affected communities, the GRCS PSS team trained and guided volunteers involved in response efforts on the basic principles of PFA. During food and household kit distributions, as well as snow-clearing activities, GRCS volunteers provided more than 200 PFA interventions, offering emotional support and reassurance to people struggling with the impacts of the snowstorm.</p> <p>It has to be mentioned that the initial days of severe snowfall, GRCS faced challenges in reaching affected communities due to blocked roads and infrastructure disruptions. Entire villages remained isolated, making direct interventions impossible. However, GRCS coordinated with local authorities and defense forces (using special roads cleaning equipment and machinery) deployed in affected areas in order to facilitate aid distribution.</p> <p>As road clearing efforts progressed and access to certain areas was restored, GRCS team began direct interactions with affected communities. They provided medical aid and conducted MHPSS interventions through its trained volunteers.</p>
<p>Water, Sanitation And Hygiene</p>	<p>The GRCS has been providing essential hygiene support to families affected by the heavy snowfall. In response to requests from affected communities, GRCS distributed hygiene kits to 70 households in areas where access was possible.</p> <p>All hygiene items were donated by a major hypermarket in Georgia, ensuring that families struggling with limited access to basic hygiene supplies could receive soap, shampoo, toothpaste, and other essential items. Additionally, a fuel company generously donated fuel to support the transportation and delivery of these supplies to families in need.</p> <p>The distribution focused on households directly impacted by the snowstorm, particularly those with limited or damaged access to basic hygiene facilities.</p>
<p>Protection, Gender And Inclusion</p>	<p>In response to a request from local authorities, the NS provided specialized support for elderly individuals with disabilities who have limited ability to care for themselves.</p> <p>To help them navigate their surroundings more safely, GRCS distributed assistive equipment designed to improve mobility in snowy conditions, allowing them to move around their homes more easily. This support was crucial in ensuring that older individuals with reduced mobility could maintain some level of independence despite the harsh winter conditions.</p>
<p>Education</p>	<p>N/A</p>
<p>Migration And Displacement</p>	<p>N/A</p>
<p>Risk Reduction, Climate Adaptation And Recovery</p>	<p>N/A</p>



<p>Community Engagement And Accountability</p>	<p>The Georgia Red Cross Society has actively engaged with affected communities through CEA mechanisms to ensure that people have access to reliable information and are involved in decision-making processes regarding the response. GRCS widely disseminated information in the affected regions, encouraging people to communicate their needs and disaster-related concerns via the GRCS helpline, which has received more than 100 calls since the beginning of the response. These calls have helped GRCS identify urgent needs, provide guidance on available assistance, and refer critical cases to the appropriate response teams.</p> <p>In addition, five volunteers in each of the 12 affected regions—a total of 60 volunteers—were mobilized to conduct a rapid needs assessment. These volunteers received instructions and guidance from the GRCS Disaster Management (DM) team on how to conduct assessments effectively while ensuring community participation. Due to challenging conditions, the assessment process was simplified, allowing for more efficient data collection. For Cash and Voucher Assistance (CVA) interventions CEA in CVA Checklist will be used as guidance to align with minimum measures.</p> <p>GRCS also monitored social media platforms, where community members reached out with requests and questions. The GRCS communications team actively responded to these messages, ensuring that affected individuals received timely information and support.</p>
<p>Environment Sustainability</p>	<p>N/A</p>
<p>Coordination</p>	<p>From the onset of the snowstorm, the Georgia Red Cross Society actively coordinated with the Emergency Management Service and local authorities in the affected municipalities. Findings, situational updates, and identified needs were promptly shared among NGOs and INGOs involved in disaster management field. Several organizations have confirmed they will contact GRCS if they engage in response activities.</p> <p>Additionally, GRCS organized a Movement Partners' meeting to disseminate information and highlight the urgent needs on the ground. This forum facilitated collaboration and coordinated efforts among partners, aiming to effectively support vulnerable populations impacted by the disaster.</p>
<p>Assessment</p>	<p>The GRCS conducted a Rapid Needs Assessment following the heavy snowfall that began on 21 February 2025, affecting Guria, Adjara, Imereti, and Mtskheta-Mtianeti. Over 5,000 people have been impacted by blocked roads, power outages, and severe shortages of food, water, and essential supplies. Vulnerable groups, including the older people and families with children, are at critical risk due to the lack of access to food, medicine, and heating.</p> <p>In Imereti, 42 roads remain blocked, leaving 28,000 people without electricity, while Adjara faces transportation disruptions, power outages, and potential flooding as the snow melts. GRCS mobilized disaster response teams, launched a fundraising campaign, and distributed emergency supplies, coordinating efforts with local authorities and private partners. The assessment identified food, drinking water, medicine, first aid kits, alternative energy sources, fuel, winter clothing, blankets, hygiene kits, and road clearance equipment as the most urgent needs.</p> <p>The assessment, based on IFRC reference questionnaires, was conducted using a digital format to ensure efficiency and accuracy. A random sample of 400 individuals from 12 municipalities participated, representing a diverse cross-section of age groups, genders, and household types. The findings revealed that 43% of affected individuals require food assistance, 35% need hygiene items, and 17% seek healthcare support. The most impacted demographic groups include elderly people (26%), children and families (21%), people with disabilities (11%), and low-income households (27%). Additionally, 63% of respondents indicated a preference for cash and voucher assistance (CVA), while others prioritized in-kind support, temporary shelter, and psychological support. The insights from this assessment will help GRCS and its partners refine their response strategies, ensuring that the most urgent needs are met effectively.</p>



Resource Mobilization	<p>The Georgian Red Cross Society launched an internal fundraising campaign via social media to support those affected by the heavy snowfall. Since 21 February, GRCS has collected in-kind donations worth GEL 67,000 GEL (CHF 22,746), including food parcels, hygiene kits, medical supplies, blankets, kitchen items, and children's nutrition, which have been distributed to vulnerable families.</p> <p>As part of this campaign, GRCS also received 200 shovels, snow scoops, and other clearing tools, which volunteers have been using to help clear snow from households. Additionally, medical donations have allowed GRCS to provide painkillers, cold and fever medication to those in need, particularly the elderly, chronically ill individuals, and families with young children. GRCS has also distributed assistive equipment for elderly people with disabilities, helping them move safely through the snow.</p> <p>Additionally, the Georgian Red Cross Society has mobilized 187 volunteers across its branches in Chokhatauri, Ozurgeti, Khelvachauri, Shuakhevi, Kobuleti, Batumi, Keda, Khulo, Dusheti, Kharagauli, Chiatura, Kutaisi, and Tkibuli to respond to the severe snowstorm affecting the region. Volunteers have been actively assessing the situation at the household level, providing emergency assistance, clearing snow, and supporting affected families. Their efforts focus on evacuations, psychosocial support for vulnerable individuals, and ensuring safe access to essential services. Additionally, GRCS teams are engaged in distributing emergency supplies, assisting with road clearance, and coordinating with local authorities to strengthen response efforts.</p>
Activation Of Contingency Plans	<p>The main needs of the GRCS were elaboration of the contingency plan and standard operating procedures for the better preparedness of the NS during the emergency; this was achieved in 2018 and revisited several times in the subsequent years. In 2023 GRCS has drafted the Movement contingency plan for three main scenarios: Earthquake, Health and Conflict. Due to this current disaster GRCS has activated contingency measures on the district level which is focusing to coordination and assessment and on local level for early actions by GRCS trained volunteers to support affected population</p>
National Society EOC	<p>GRCS set up regional crises management working group without full activation of the GRCS EOC on the national level</p>
Other	<p>N/A</p>

IFRC Network Actions Related To The Current Event

Secretariat	<p>The IFRC Country Cluster Delegation for the South Caucasus, covering Georgia, Armenia, and Azerbaijan, consists of two international and five local staff members. The team includes the Head of Delegation, Disaster Management Delegate, Programme Coordinator, Senior Officer for Information Management, Senior Officer for Monitoring, Evaluation, and Reporting (PMER), Finance Manager, and Finance and Administration Officer.</p> <p>The IFRC is committed to coordinating membership, supporting the development of National Societies, and providing both technical and financial assistance to the Georgia Red Cross Society in its emergency and disaster response efforts. This support is facilitated through the Disaster Response Emergency Fund and Emergency Appeal funding mechanisms. The Disaster Management Delegate is assisting GRCS by providing guidance on the assessment process and supporting the development of a response strategy. Meanwhile, the PMER Officer is helping to create a planning and monitoring matrix to guide potential interventions effectively.</p>
Participating National Societies	<p>The Austrian Red Cross, Swiss Red Cross, and Italian Red Cross are presented in country actively engaged with GRCS in monitoring of needs for possible activation of their emergency resources. Their involvement will encompass areas such as monitoring, volunteer management, support in CVA interventions and evaluation of response efforts</p>



ICRC Actions Related To The Current Event

The International Committee of the Red Cross (ICRC) is not involved in the response. It is noteworthy that ICRC has been present in Georgia, including Abkhazia and South Ossetia since 1992.

Currently, the office comprises of 89 staff members, of which 74 are national (residents) and 15 international (mobile).

Other Actors Actions Related To The Current Event

Government has requested international assistance	No
National authorities	<p>The coordination mechanism between the GRCS and government authorities is structured to ensure an effective and organized response to the ongoing humanitarian crisis. GRCS is actively working alongside local authorities in the affected municipalities, including Chokhatauri, Ozurgeti, Khelvachauri, Shuakhevi, Kobuleti, Batumi, Keda, Khulo, Dusheti, Kharagauli, Chiatura, Kutaisi, and Tkibuli, to assess urgent needs and deliver targeted assistance. The collaboration focuses on prioritizing the most affected households, particularly those cut off due to blocked roads and extreme weather conditions.</p> <p>GRCS volunteers and staff are conducting household-level assessments using structured questionnaires in coordination with municipal representatives to identify needs related to food security, medical supplies, hygiene, and heating materials.</p> <p>Additionally, the organization is closely coordinating with local governments on road clearance efforts, ensuring safe and timely access to communities for aid delivery. Furthermore, GRCS engages in continuous consultations with municipalities and national authorities to guide its response, leveraging local contingency plans and standard operating procedures developed in past emergencies.</p> <p>It has to be noted that defense forces were deployed by the government in the first days of the heavy snowfall to support response efforts. Due to the blocked roads and severe infrastructure disruptions, GRCS was unable to directly reach the affected communities. GRCS managed to mobilize medicines, food, relief items donated by private sector, supermarkets, pharmacies, spontaneous volunteers. As access to affected zones were denied, NS managed to distribute supplies with support of the defense forces using specialized equipment and machinery. Their deployment was crucial in reaching isolated communities, as they conducted road-clearing operations and facilitated the transportation of aid to those in need.</p>
UN or other actors	<p>The coordination between humanitarian actors and UN agencies in Georgia has been significantly limited due to the government's decision not to request international support. This lack of an official request has restricted the involvement of UN agencies such as OCHA, WFP, and WHO, which typically play a crucial role in large-scale disaster response, including needs assessments, logistical support, and resource mobilization. Without government authorization, these agencies are unable to deploy their full capacity, limiting the overall coordination and efficiency of the humanitarian response.</p> <p>As a result, the GRCS has assumed a primary role in leading response efforts, coordinating directly with local authorities to assess needs and deliver aid. However, the absence of broader international coordination mechanisms has led to gaps in resource allocation, delays in aid distribution, and difficulties in mobilizing additional funding from global humanitarian partners.</p>



Needs (Gaps) Identified



Shelter Housing And Settlements

The heavy and prolonged snowfall across Western Georgia, particularly in the Guria, Adjara, Imereti and Mtskheta - Mtianeti regions, has severely impacted housing conditions, leaving families in critical need of shelter assistance. The extreme weather has caused roof collapses, structural damages and complete destruction of houses (40 in total), particularly in mountainous areas, where traditional housing structures are wooden, less resilient to extreme winter conditions. In Khulo, Shuakhevi, Keda, and other high altitude settlements, entire villages (189) remain isolated under deep snow, with many houses partially buried or rendered uninhabitable due to damaged roofs, broken windows, demolished wooden balconies, and freezing indoor temperature. 42 rural roads are completely blocked off. Families who rely on wood - burning stoves or limited heating systems are struggling in subzero temperature, as blocked roads prevent the transportation of food, medical supplies, and heating appliances. Many villagers traditionally store food in separate storage buildings adjacent to their homes. However, these structures have suffered severe damage or collapse under the weight of the snow, leading to the loss of essential food reserves. With the continued snowfall, also the high avalanche risks, and a lack of proper winterized emergency shelters, the situation deteriorated rapidly. Emergency responders and services find it challenging to reach those in need, hence military personnel are put in place to assist with the dire need for road clearance and evacuations where necessary and still possible. Power outages (approximately 28,870 individuals are without power in the Imereti region) and lack of heating are major concerns for survival. The GRCS has deployed its staff and volunteers, who are in constant coordination with local municipalities to assess the extent of damage to housing, school buildings, food storage buildings and identify further needs and solutions.



Livelihoods And Basic Needs

Due to heavy snowfall, supply routes remain blocked, preventing restocking of essential goods. Additionally, food storage buildings (typically constructed next to houses) have been severely damaged, leading to significant food shortages. Many households are further limiting their ability to meet daily needs. During the first days of a disaster, some civic activists and groups, such as off-roaders' associations have mobilized to deliver imminent assistance - food, medicines and phone connection to isolated households and help clean the roofs from the snow. However, these actions were ad-hoc and slowly seized as the government mobilized the defense forces to take over the management of the crisis and weather conditions started to improve. Further assistance is required to the snowfall-affected people to address their urgent needs, mainly basic needs, including food, shelter, and essential non-food items and livelihood, with a timely cash and voucher assistance intervention modality. Food security support is necessary, including the provision of food parcels, vouchers, or other assistance to ensure access to adequate nutrition for affected families. Restoration of livelihoods is needed, particularly for small business owners, other vulnerable workers who have lost income sources due to the heavy snow storm. Agricultural support, including the distribution of seeds, tools, and livestock feed, is essential to help affected families recover and restore food production. Market access restoration is necessary to enable small businesses and local vendors to resume operations and ensure the availability of goods in affected areas. Households that depend on agriculture for their livelihoods are severely impacted, with crops destroyed and farmlands inaccessible. These families face long-term economic distress, and their immediate needs for food, medicine, and basic supplies remain unmet. Given the worsening socio-economic conditions, coordination with livelihood intervention is essential.



Multi purpose cash grants

Providing cash assistance is the most effective way to address the urgent needs of affected households, as in-kind support is not feasible due to the varying types of necessities. Cash assistance allows households to prioritize their most pressing needs, including livelihood recovery, health services, WASH, and shelter, which may not be adequately covered through other forms of aid. The primary focus will be on supporting the most vulnerable groups, particularly elderly individuals living alone, by utilizing their existing bank accounts for social payments to facilitate direct transfers. The same approach will be applied to other vulnerable categories of people to ensure efficient and timely access to financial support.

A well-defined selection process, in coordination with local municipalities, will be essential to ensure that assistance reaches those most in need. Rapid needs assessments and surveys conducted across GRCS branches will help identify priority recipients. Clear communication strategies must be in place to inform eligible households about the assistance, the usage of cash transfers, and the conditions of support. Once the assessment results are available, GRCS, in coordination with IFRC and local authorities, will conduct a response analysis to implement cash and voucher assistance (CVA) effectively.

Special attention will be given to older individuals without support, households with multiple children, and families highly dependent on agriculture, as the recent snowstorm has severely impacted farming activities, threatening their livelihoods. To ensure transparency and

effectiveness, the existing post-distribution monitoring and feedback mechanisms will be used to track the impact of the cash assistance, address challenges, and maintain accountability.

Health

The lack of immediate access to emergency medical care and lifesaving interventions resulted in the loss of three lives. Two individuals sustained fatal injuries after falling from a roof while cleaning. A woman was reported dead in the village of Japareuli, Guria, according to local media, due to diabetic shock as she was unable to procure insulin. The woman had been caring for her elderly mother, who was alone in the house, with neighbors unable to reach her due to heavy snow. Therefore, there is a need in immediate access to emergency medical care for individuals affected during the storm, ensuring adequate treatment and lifesaving interventions. Essential medicines, medical supplies and equipment need to be provided to affected communities. Support for mobile clinics are necessary to ensure continued healthcare access for affected communities. Mental health and psychosocial support (MHPSS) services are essential. Prolonged isolation, loss of livelihoods, and uncertainty due to the ongoing crisis can contribute to significant psychosocial distress. There is a risk of experiencing emotional burden, which, without proper support, may lead to more complex mental health conditions. Vulnerable populations, such as elderly, children, and people with disabilities, are especially at risk of experiencing anxiety and depression. While some psychosocial support services are being provided by the Georgia Red Cross Society through its trained volunteers, the scale of the mental health needs is greater than what is currently available. There is also a lack of professional mental health support in the most remote areas. It is evident need in integrating mental health services in response operations in order to ensure comprehensive care. Maternal and child health services need to be prioritized, ensuring pregnant women and children have access to proper medical care and nutrition. Safe drinking water and sanitation facilities must be ensured to prevent waterborne diseases and other health hazards.

Water, Sanitation And Hygiene

Limited access to clean water, sanitation, and hygiene facilities in isolated areas poses significant health risks. Villagers have been forced to melt snow for drinking water due to the lack of access to safe and clean water sources. The absence of safe water and proper sanitation further exacerbates the vulnerability of affected individuals, especially in the current emergency, where immediate medical care is also inaccessible. Additionally, some WASH facilities have been damaged by heavy snow, further limiting access to essential hygiene services. There is an urgent need to support affected households in cleaning and rehabilitating water wells, which serve as the only source of water in some rural areas. Moreover, the distribution of hygiene supplies is crucial to prevent the spread of disease, maintain personal cleanliness, and improve overall hygiene conditions for affected communities.

Protection, Gender And Inclusion

During the response operation, the Protection, Gender, and Inclusion approach is critical to ensure that the needs of all affected population, especially vulnerable groups, are met in a way that ensures dignity, access, participation, and safety. The Protection, Gender, and Inclusion needs during the winter storm disaster in Georgia need to focus on safeguarding vulnerable populations, ensuring their access to assistance, and providing support to mitigate the risks they face, particularly in relation to gender-based violence, exploitation, and exclusion. Addressing these needs is essential to ensuring that the disaster response is comprehensive, effective, and equitable for all affected individuals. The extreme conditions of isolation and socio-economic stress, such as road blockages, lack of access to essential services, and food shortages, may increase the risk of intimate partner violence, sexual violence, and exploitation, especially in households where women, children, and marginalized groups are already vulnerable. There is a need to ensure that aid is distributed equitably and that vulnerable groups (elderly, disabled and women with children) are specifically targeted and supported. Consider the needs of people with disabilities when distributing goods. Ensure that communities are well informed about available assistance and how they can access support. This includes communicating with all affected groups and promoting their participation in the response. The intervention of the GRCS shall be based on the IFRC's minimum standards to Protection, Gender, and Inclusion in emergencies. The distributions shall be centred around dignity, access, participation, and safety principles. As there is a general lack of information about available support from the Government and how to access it, information accessibility will be a key concern throughout the response in parallel with CEA. All data collected need to be disaggregated by sex and age.

Education

Educational needs are a critical, especially considering the long-term impact on children and communities. Despite immediate survival needs are prioritized, education is essential for ensuring that children continue their learning and for rebuilding the community's

resilience in the aftermath of the disaster. School closures due to infrastructural damage, snow blockages, and disruption of transportation services are severely affecting children's education, potentially leading to long-term learning gaps.



Migration And Displacement

During post disaster period displacement may happen due to destroyed homes, loss of livelihoods, and the lack of basic necessities. The winter storm caused significant damage to homes, roads, and infrastructure, that increases risks of widespread internal displacement. People may likely be forced to flee their homes in search of safer shelter and access to basic services like food, water, and healthcare. Displaced households need to be identified in order to ensure that they are provided with adequate shelter, food, and essential services would include temporary shelters, such as emergency relief centers or other safe spaces.



Risk Reduction, Climate Adaptation And Recovery

The significant accumulation of snow in the affected regions poses a heightened risk of flash floods and landslides as temperatures rise, leading to rapid snowmelt. These hazards threaten already vulnerable communities, exacerbating the ongoing humanitarian crisis. To address these risks, awareness sessions based on the National Climate Assessment in Georgia, conducted by the GRCS with support from the IFRC Climate Center, will be carried out to educate communities on climate-related risks and necessary preparedness measures. Additionally, Public Awareness and Public Education messages will be disseminated through various channels to reach at-risk populations effectively.

Addressing risk reduction, climate adaptation, and recovery is essential to ensure that communities not only recover from the current crisis but also strengthen their resilience to future climate-related shocks. These efforts must balance both immediate recovery needs and long-term sustainability, ensuring communities are better prepared for future disasters. While some communities may have basic knowledge of climate-related hazards, there is still a gap in understanding specific actions to mitigate risks and prepare for extreme weather events. Therefore, community-based education and awareness campaigns will play a crucial role in fostering local climate resilience.



Community Engagement And Accountability

Community Engagement and Accountability are essential components in disaster response and recovery efforts, particularly in situations like the extreme winter storm in western Georgia. Affected communities need to be actively involved in decision-making processes, and that their concerns, feedback, and needs be addressed in a transparent, accountable manner. More inclusive and effective disaster response and recovery processes shall be managed, ensuring that interventions are responsive, respectful, and beneficial to the people who need them most. Two-way communication between humanitarian actors and affected communities needs to be facilitated to ensure that information flows both ways, enabling people to express their needs, ask questions, and receive accurate information. Information hotlines, community meetings need to be conducted to provide information on the availability of services, such as shelters, food aid, and healthcare. There is a need to conduct post-distribution monitoring and lessons learnt workshops with active involvement of beneficiaries in the process.



Environment Sustainability

Post-disaster recovery should integrate disaster risk reduction measures that simultaneously protect the environment and reduce future disaster risk. Meetings shall be provided for local governments, community leaders, and stakeholders on environmental sustainability, disaster risk reduction, and climate change adaptation.

Any identified gaps/limitations in the assessment

The assessment process has faced significant challenges due to several critical limitations. One of the primary issues is the inaccessibility of 179 settlements, making it impossible to conduct on-site evaluations or provide immediate assistance. Blocked roads caused by heavy snowfall have delayed access to these areas, preventing a full understanding of the humanitarian needs on the ground.

Another major limitation is the lack of international assessment support, as the Government of Georgia has not activated a request for external assistance. This has restricted engagement from UN agencies, OCHA, and other international actors, limiting the availability of additional expertise and resources that could enhance the situational analysis and response coordination.

Safety risks remain a serious concern, with the ongoing threat of avalanches and flash floods in affected regions. These hazards make

access dangerous for Georgia Red Cross Society (GRCS) staff and volunteers, further complicating the ability to conduct direct assessments in high-risk areas. As a result, data collection is heavily reliant on secondary sources, local authorities, and remote monitoring, which may not fully capture the evolving situation.

Additionally, market assessments have not been possible at this stage due to restricted access. Without the ability to evaluate the availability and pricing of essential goods, such as food, medicine, and hygiene products, planning for cash-based interventions and supply chain strategies remains incomplete. These assessments will only be conducted once roads are cleared and movement is restored. Communication challenges further hinder the assessment process. Many remote villages remain cut off from telecommunications networks, making it difficult to gather timely information and verify the most urgent needs. Coordination efforts are also impacted, as limited access and logistical constraints delay the ability of response teams to validate reports and adjust humanitarian aid plans accordingly.

Despite these challenges, GRCS continues to collect and analyze available data while preparing for more comprehensive assessments as conditions improve. Once access is restored, a detailed market analysis, expanded on-the-ground assessments, and strengthened coordination with local authorities will be prioritized to fill the current information gaps.

[Assessment Report](#)

Operational Strategy

Overall objective of the operation

The overall objective of the operation is to provide rapid emergency assistance to the snowstorm-affected population in Western Georgia to address their urgent needs, mainly basic needs, shelter, health, WASH, and livelihoods, through a timely cash and voucher assistance (CVA) modality. The operation aims to support 6,000 people with awareness interventions, including 3,500 people (900 households) with CVA interventions across the most impacted municipalities, including Chokhatauri, Khelvachauri, Shuakhevi, Kobuleti, Keda, Khulo, Dusheti, Kharagauli, Chiatura, and Tkibuli. Assistance will be tailored to the specific needs of affected households, ensuring access to essential items such as food, heating materials, medical support, and hygiene supplies.

Operation strategy rationale

The GRCS aims to provide timely and efficient humanitarian assistance to the 900 most vulnerable households out of a total of 1,610 households directly affected by the snowstorm in Western Georgia, ensuring support is delivered in a dignified and appropriate manner. The operation will focus primarily on the provision of CVA through bank transfers, enabling affected households to purchase essential items such as food, heating materials, hygiene products, and medical supplies. This approach ensures that beneficiaries can prioritize their most urgent needs while maintaining financial independence. Additionally, awareness interventions will reach 6,000 people including 3,500 people which will be covered by CVA for emphasizing health, hygiene, and climate awareness to mitigate risks from the disaster. Public awareness campaigns, climate-risk education, and hygiene promotion activities will be central to reducing the impact of extreme weather events.

As part of the GRCS Climate Strategy, climate-change awareness sessions will be conducted to enhance community preparedness and resilience against extreme weather events. These sessions will focus on adaptation strategies, early warning systems, and risk-reduction measures, empowering communities to anticipate and effectively respond to future climate-related disasters. Information will be disseminated through community leaders and local volunteers, ensuring that vulnerable populations receive relevant and actionable messages.

To ensure a targeted and effective response, GRCS will conduct detailed needs assessments in coordination with local authorities to determine the extent of damage and finalize beneficiary lists. A Rapid Assessment for Markets (RAM) will be conducted by GRCS within the first three weeks from the start of the operation, involving structured surveys and interviews with traders, key informants, and community members in all 12 emergency-affected areas, supported by 60 trained volunteers and GRCS staff. The RAM results will determine market accessibility and readiness for CVA, with implementation anticipated soon afterward. However, considering the necessity to ensure safe conditions and operational readiness—particularly as rising temperatures could increase the risks of floods and landslides—GRCS expects to implement CVA approximately four to six weeks following the completion of the RAM. GRCS maintains robust coordination with the National Environment Agency for mid-term forecasting and monitoring, ensuring timely communication of emerging risks through established communication channels with staff and volunteers.

Moreover, psychosocial support, health, and hygiene promotion activities will be provided through in-person consultations and targeted messaging, helping individuals cope with distress caused by the disaster while addressing public health concerns.

The operation will be implemented in close coordination with IFRC and local authorities, ensuring a structured response analysis that prioritizes the most vulnerable populations, particularly women, elderly individuals, and people with disabilities. To facilitate the cash-



based response, GRCS will check availability of basic items and goods in local shops with local vendors, enabling households to use transfers for essential goods. . Beneficiary selection will prioritize individuals who have lost livelihoods or whose homes have sustained significant damage, ensuring that aid reaches those most in need. The cash transfer value of 400 GEL (approximately 150 CHF) is based on the minimum subsistence allowance determined by public authorities, providing adequate financial support to cover basic needs during the emergency phase.

A vital element of the response is the active involvement and support of GRCS volunteers, essential in delivering aid, conducting assessments, and facilitating awareness campaigns. GRCS will ensure volunteer safety by providing insurance coverage, reimbursement for food and transportation expenses, and appropriate training, helping volunteers operate safely and effectively under challenging winter conditions. Volunteer reimbursement will cover activities from 21 February, aligning with the formal approval of the DREF request and marking the official beginning of funded implementation activities.

Throughout the operation, monitoring and evaluation will be prioritized to assess the effectiveness of assistance provided. GRCS and IFRC will conduct joint monitoring activities, and PDM surveys will gather feedback from beneficiaries to improve future interventions. Additionally, a Lessons Learned workshop will evaluate the operation's efficiency and integrate IFRC's Early Action Protocols to enhance capacities to address extreme cold waves and heavy snow scenarios.

CEA will be integral to the strategy, ensuring the response remains transparent, inclusive, and equitable. The response will emphasize inclusion, especially in cash assistance, health and hygiene promotion, and psychosocial support, addressing the needs of vulnerable groups equitably. Remaining stock from the previous DREF operation will be strategically utilized for the current emergency response and preparedness activities, ensuring efficient management of essential supplies, including PFA kits and FA materials, GRCS uniform.

Targeting Strategy

[Targeting Strategy Supporting Document](#)

Who will be targeted through this operation?

The operation will support 900 (3500 people) of the most vulnerable households out of 1,610 affected, prioritizing those in isolated rural areas with limited access to aid. Additionally, awareness interventions will reach 6,000 people including 3500 people which will be covered by CVA interventions across the affected municipalities. Special attention will be given to vulnerable groups, including older people, people with disabilities, pregnant women, single-headed households (especially female-headed), families with young children, and individuals with chronic illnesses, as they face higher risks due to mobility challenges, medical needs, and difficulties in accessing basic services.

Explain the selection criteria for the targeted population

The selection of targeted groups is based on a combination of geographical isolation, socio-economic vulnerability, and individual risk factors, ensuring that assistance reaches those most in need following the snowstorm in Western Georgia. Given the scale of the disaster and limited resources, the operation is designed to prioritize rural and isolated communities where access to aid and basic services is severely restricted. Larger cities such as Batumi and Kutaisi were excluded from direct assistance, as they benefit from stronger government response mechanisms, better infrastructure, and greater access to public services. Instead, the focus is on smaller, remote municipalities where communities face prolonged isolation, supply shortages, and increased health and safety risks due to the storm's impact.

The targeted groups include 900 of the most vulnerable households out of 1,610 affected, as well as 6,000 individuals for awareness interventions. The rationale behind targeting these specific households is to support those who have suffered severe damage to their homes, lost their livelihoods, or face critical shortages of food, heating materials, hygiene supplies, and medical care. The Cash and Voucher Assistance approach allows beneficiaries to address their most immediate needs independently, ensuring dignity, choice, and flexibility in relief efforts.

The operation prioritizes vulnerable groups, including older people, people with disabilities, pregnant women, single-headed households, families with young children, and individuals with chronic illnesses, as they are at higher risk due to mobility challenges, medical needs, and economic instability. Older individuals, especially those living alone or without family support, face difficulties accessing aid and require additional assistance. People with disabilities encounter physical and logistical barriers, making it harder for them to reach aid distribution points or access critical resources. Pregnant women and new mothers require specialized medical and nutritional support, while single-headed households, particularly female-headed ones, often have fewer economic resources and struggle to meet their families' needs. Families with young children require urgent food and hygiene assistance, while those with chronic illnesses face challenges accessing medical care due to road closures and disrupted health services.

Additionally, households highly dependent on agriculture and daily labor are prioritized, as the snowstorm has significantly impacted their ability to generate income, further threatening their livelihoods and long-term stability. People living in remote or isolated areas, where road blockages and extreme weather have prevented access to humanitarian aid, are at the highest risk of food insecurity, lack of heating, and limited medical access.

To ensure a fair and inclusive response, the Protection, Gender, and Inclusion approach will be integrated into all aspects of the operation. The GRCS will work closely with local authorities and community leaders to ensure that all vulnerable populations receive timely and appropriate assistance. Volunteers will assist in identifying and supporting individuals with limited mobility or access barriers, while cash-based interventions will enable households to select and prioritize their own needs. Additionally, climate change awareness sessions will be conducted to strengthen community resilience, preparedness, and adaptation strategies, ensuring long-term protection against future extreme weather events.

This targeting strategy ensures that humanitarian aid is delivered to those who need it most, in a fair and efficient manner, while also supporting long-term recovery and resilience-building efforts in affected communities.

Total Targeted Population

Women	2,607	Rural	98%
Girls (under 18)	693	Urban	2%
Men	2,133	People with disabilities (estimated)	11%
Boys (under 18)	567		
Total targeted population	6,000		

Risk and Security Considerations

Please indicate about potential operation risk for this operations and mitigation actions

Risk	Mitigation action
As temperatures rise in Western Georgia, melting snow and heavy rain could cause landslides and flash floods.	To reduce these risks, GRCS is staying in close contact with experts from the National Environmental Agency for updated weather forecasts and risk assessments. At the same time, GRCS is updating its contingency plans to ensure that teams are ready to adapt if landslides or floods occur. Continuous situation monitoring, timely security and safety updates, tracking of staff movements (via phone or WhatsApp), security assessments in operational areas, and pre-deployment briefings on the current security context will be conducted with support from IFRC.
One of the potential risks in the ops is delays in delivering CVA due to the time required for set up mechanism for direct payment to bank accounts of people targeted. Any delays in finalizing agreements or setting up the distribution system could postpone cash transfers to affected households, impacting their ability to purchase essential goods such as food, heating materials, and hygiene products.	To reduce this risk, GRCS is working proactively with IFRC to assess potential FSPs in advance, ensuring a swift selection process. Coordination with local financial institutions and mobile banking services is already underway to explore the most efficient and accessible cash distribution options. In case of unexpected delays, GRCS will maintain flexibility by considering alternative disbursement mechanisms, including prepaid cards, mobile money, or direct cash distributions where feasible.
People are frustrated that they do not receive the support.	Clear targeting criteria will be communicated and coordinated through relevant and appropriate channels of communication.
Complaints towards GRCS is publicized in the media.	GRCS will systematically log feedback and complaints and will act accordingly on the sensitive complaints.

Community needs exceed the capacity of GRCS available funding.

Design and implement a communication plan to manage the expectations of the local population.
Map other available services in the country to assure proper referrals if the identified needs exceed GRCS's capacity.

Please indicate any security and safety concerns for this operation

The main safety concerns for this operation stem from the harsh winter conditions, the risk of landslides and flash floods, and access challenges in remote areas. The affected regions in Western Georgia, particularly the isolated rural areas, are experiencing dangerous terrain due to heavy snowfall, icy roads, and blocked pathways, which pose a significant risk to staff, volunteers, and beneficiaries. As temperatures rise, the melting snow increases the risk of landslides and flash floods, potentially damaging infrastructure and further limiting access to affected communities.

In addition, the difficult road conditions make transportation of aid slow and hazardous, increasing the risk of accidents for GRCS personnel and volunteers traveling to remote villages. Many areas are cut off from telecommunications networks, which may delay emergency response efforts in case of an accident or urgent security issue.

To minimize these risks, GRCS is maintaining regular contact with local authorities and the National Environmental Agency to receive weather updates and hazard warnings. This helps in planning safe routes for aid delivery and adjusting operations if conditions worsen. Volunteers and staff working in high-risk areas will be provided with safety guidance.

Additionally, alternative access routes and contingency plans will be continuously updated to ensure that aid reaches beneficiaries without putting responders at risk. Teams will avoid working in areas with an immediate risk of landslides or flash floods, and response activities will be adjusted based on real-time assessments of terrain conditions. Communication protocols will also be strengthened to ensure that all GRCS personnel remain in contact with central coordination teams whenever possible.

Has the child safeguarding risk analysis assessment been completed?

No

Planned Intervention



Multi Purpose Cash

Budget: CHF 158,153

Targeted Persons: 3,150

Indicators

Title	Target
Percentage of people surveyed by PDM who report being able to meet the basic needs of their households, according to their priorities	85
Percentage of surveyed people who feel treated with respect by GRCS staff and volunteers	85
Number of people provided with unconditional cash assistance	3,150

Priority Actions

- Hold response analysis session with relevant stakeholders.
- Selection and contracting of vendors.
- Informing eligible and non-eligible people about the assistance
- Distribution of value vouchers, and regular collection of feedback.

- Post-distribution monitoring and evaluation.
- Cross-cutting approach on MHPSS, CEA, and PGI.



Budget: CHF 8,115

Targeted Persons: 6,000

Indicators

Title	Target
Number of community members trained on PFA and MHPSS	100
Number of IEC materials distributed by the community volunteers, containing health promotion during emergencies messaging	6,000

Priority Actions

Development of Information, Education, and Communications (IEC) materials for communities with basic health awareness information and referral contacts

MHPSS and PFA training for communities



Risk Reduction, Climate Adaptation And Recovery

Budget: CHF 9,287

Targeted Persons: 6,000

Indicators

Title	Target
Number of people reached by RCRC through disaster risk reduction (DRR) and climate change adaptation activities	45
Number of people reached by RCRC through disaster risk reduction public awareness messaging and public education campaigns (PAPE)	6,000

Priority Actions

- Conducting climate awareness sessions for community leaders in Adjara by GRCS
- Dissemination of PAPE messages by community volunteers
- Conducting of PAPE workshop
- Translation of PAPE messages



Community Engagement And Accountability

Budget: CHF 3,941

Targeted Persons: 100



Indicators

Title	Target
Number of community consultation meetings	3
Percentage of community members surveyed by the PDM who report they know how to provide feedback and complaints about the operation	100

Priority Actions

- Conducting of community meetings



Secretariat Services

Budget: CHF 16,827

Targeted Persons: -

Indicators

Title	Target
Number of IFRC monitoring and support missions	5

Priority Actions

- Conducting monitoring by IFRC staff
- Providing technical support for the implementation of the operation from IFRC international staff



National Society Strengthening

Budget: CHF 57,975

Targeted Persons: 320

Indicators

Title	Target
Number of volunteers involved in the response operation that have increased their skills in response and management of operations	300
Number of weeks to establish an efficient fund transfer mechanism adapted to the level of risk and capacity of the NS	8
Number of GRCS' volunteers involved in response who are insured	300
Number of National Society staff and volunteers trained on prevention and protection of sexual exploitation and abuse (PSEA)	15
Number of GRCS staff directly supporting the implementation of the operation	20
Number of National Society staff and volunteers trained on prevention and protection of sexual exploitation and abuse (PSEA)	15



Priority Actions

- Involvement of GRCS 7 HQ staff members in the response (Profiles detailed under "Secretariat Services".)
- Involvement of GRCS 8 branch representatives in the response (Profiles detailed under "Secretariat Services".)
- Production of GRCS visibility items for the operation
- Conducting monitoring by GRCS
- Development of a communication strategy
- Reimbursement of volunteers' food and transportation expenses for those involved in the operation from 21 February: Volunteer reimbursement will be calculated from 21 February, covering activities performed before the approval of the DREF.
- GRCS reimbursement of volunteers' food and transportation expenses during the implementation of the operation: The timeframe from 21 February to the official start of the operation aligns with the approval date of the DREF request, marking the formal initiation of the funded implementation period.
- Providing insurance for GRCS volunteers
- Conducting an IFRC/GRCS Lessons Learned workshop
- Utilization of pre-positioned stock from the previous operation, including GRCS uniforms and protective equipment for GRCS staff and volunteers.
- Engagement of GRCS volunteers previously trained in Community Engagement and Accountability, Protection, Gender, and Inclusion, Communication, and Psychological First Aid during the earlier imminent operation.
- Provision of an induction session on IFRC's updated safeguarding policy to GRCS key staff and volunteers.
- Updated safeguarding policy for GRCS key staff and volunteers will be delivered by IFRC trained staff available within the cluster. The session will be delivered as part of GRCS training activities or integrated in the LLW.
- The Child Safeguarding Risk Analysis will be conducted right after the operation start date.

About Support Services

How many staff and volunteers will be involved in this operation. Briefly describe their role.

A total of 7 GRCS Headquarters staff members, 8 branch representatives, and 300 trained volunteers will be actively involved in this operation. GRCS Headquarters staff will oversee overall coordination, including the implementation of Mental Health and Psychosocial Support activities, climate change initiatives, operational planning, logistics, financial management, monitoring, and reporting. Their involvement will ensure efficient and effective aid delivery to the most affected communities. Branch representatives will closely collaborate with local authorities and community leaders to identify vulnerable households, facilitate cash and voucher assistance distributions, and manage community awareness interventions focused on health, hygiene, and climate resilience.

Branch representatives from Ozurgeti, Chokhatauri, Chiatura, Khulo, Kobuleti, Keda, Shuakhevi, and Dusheti will each be responsible for conducting detailed needs assessments to determine priority needs within affected communities. They will carry out market assessments to analyze the availability and pricing of essential goods, ensuring markets remain functional. Branch staff will also coordinate activities closely with local authorities and volunteers to avoid duplication and optimize efficiency. Additionally, they will directly assist beneficiaries in understanding the cash transfer process, clearly communicate eligibility criteria and distribution timelines, and oversee information dissemination. To measure intervention effectiveness, they will perform Post-Distribution Monitoring (PDM) and conduct Focus Group Discussions (FGDs) to gather beneficiary feedback. Assigning dedicated staff to each affected municipality ensures effective local coordination, tailored assistance, and responsiveness informed by local knowledge.

GRCS Headquarters will provide critical strategic and technical oversight. The Head of the Disaster Management Department will ensure the operation aligns with national disaster response strategies, engaging stakeholders to enhance the effectiveness of CVA.

- The Disaster Management Officer will facilitate detailed operational planning and day-to-day CVA coordination.
- The CVA Focal Point will provide technical guidance to branch teams, oversee assessments, support market analyses, and coordinate closely with finance and logistics teams to ensure smooth cash-transfer operations.
- The Finance Officer will manage timely and secure disbursements of funds through bank transfers, ensuring compliance with donor regulations, alongside accurate financial tracking and reporting.
- The Logistics Officer will oversee transparency and accountability in procurement and logistical processes related to CVA.

The Community Engagement and Accountability (CEA) Officer will develop and manage rapid needs assessment tools, ensure clear communication with beneficiaries, establish robust feedback mechanisms, and provide training to branches on accountability practices that prioritize vulnerable groups.

Lastly, the Information Management/Information Technology (IM/IT) Officer will ensure secure management of beneficiary data, develop digital tools for efficient data collection, monitoring, and reporting, and provide technical support to branch staff.

Volunteer reimbursement will cover activities from 21 February, including those conducted prior to formal DREF approval. The operational timeframe, starting 21 February, coincides with the approval date of the DREF request, officially marking the beginning of



funded activities.

A total of 300 GRCS volunteers are planned to participate in this response. Notably, 150 volunteers have been involved from the onset, providing primarily in-kind support to people transported from affected regions or assisting individuals impacted by snow in areas that were still accessible. Additionally, 60 volunteers carried out rapid needs assessments in 12 locations (five volunteers per location).

For future response activities, volunteers will have significant roles in conducting comprehensive market assessments, delivering psychosocial support services, promoting hygiene practices, and leading climate-awareness sessions. A key element of CVA interventions will focus on elderly people and others with limitations in self-care or those unfamiliar with electronic banking systems. Volunteers involved in CVA will conduct direct, door-to-door support to beneficiaries needing assistance.

To facilitate this intensive approach, an additional 150 volunteers will be mobilized across 12 locations. These volunteers will also support monitoring efforts and community engagement, ensuring timely assistance reaches elderly individuals, people with disabilities, pregnant women, and single-headed households. A series of trainings were conducted during the implementation of the previous imminent DREF operation, focusing on PGI and safeguarding. GRCS staff and volunteers trained during these sessions will be actively involved in the current response, ensuring efficient and informed support.

To ensure volunteer safety and effectiveness, GRCS will provide insurance coverage, reimbursement for food and transportation expenses, and appropriate training for operating safely in challenging winter conditions.

IFRC staff in Georgia will provide technical guidance, coordination support, and monitoring to strengthen GRCS response strategies. IFRC representatives will work alongside GRCS teams to ensure compliance with international humanitarian standards and effective communication with external partners.

If there is procurement, will it be done by National Society or IFRC?

All procurement activities will be managed by the GRCS, following its procurement policy, which is aligned with IFRC procurement standards to ensure transparency and accountability. This operation will focus solely on CVA, meaning that no in-kind goods will be procured. GRCS will work with an established FSP to facilitate secure and efficient cash transfers to beneficiaries. The selection and contracting of the FSP will follow standard procurement procedures, ensuring compliance with financial regulations and humanitarian best practices.

How will this operation be monitored?

The operation will be monitored to ensure its relevance, efficiency, and effectiveness. GRCS, in coordination with IFRC, will track progress through field visits, data collection, and post-distribution monitoring (PDM). Volunteers will gather real-time data on beneficiaries reached, types of assistance provided, and challenges faced. PDM surveys will assess satisfaction levels and the impact of Cash and Voucher Assistance and awareness interventions.

To enhance community engagement and accountability, GRCS will hold community meetings to collect feedback and validate the response's effectiveness. IFRC staff will conduct monitoring visits, providing technical guidance and ensuring compliance with humanitarian standards. The operation will conclude with a Lessons Learned Workshop to evaluate performance, document best practices, and improve future disaster responses.

Please briefly explain the National Societies communication strategy for this operation

The GRCS will use a clear and simple communication strategy to keep communities informed and engaged throughout the operation. Public awareness messages on cash assistance, hygiene, psychosocial support, and climate risks will be shared through local media, social media, and direct community meetings led by volunteers. GRCS will work closely with local authorities and the National Environmental Agency to share updates and ensure people receive accurate information. Volunteers will also listen to community feedback through meetings, surveys, and monitoring visits to improve the response. With support from IFRC, GRCS will ensure that communication is transparent, effective, and helps communities stay informed and prepared. During the operation, community face-to-face meetings are planned both before and after cash distributions. GRCS will share essential information directly with selected beneficiaries, clearly communicating at least three key messages through these interactions. Public awareness messages will also be disseminated via GRCS social media channels, the What'sNow platform, and through community leaders



Budget Overview



DREF OPERATION

MDRGE019 - Georgia Red Cross Society
Georgia: Snow storm 2025

Operating Budget

Planned Operations	179,495
Shelter and Basic Household Items	0
Livelihoods	0
Multi-purpose Cash	158,153
Health	8,115
Water, Sanitation & Hygiene	0
Protection, Gender and Inclusion	0
Education	0
Migration	0
Risk Reduction, Climate Adaptation and Recovery	9,287
Community Engagement and Accountability	3,941
Environmental Sustainability	0
Enabling Approaches	74,802
Coordination and Partnerships	0
Secretariat Services	16,827
National Society Strengthening	57,975
TOTAL BUDGET	254,298

all amounts in Swiss Francs (CHF)

Internal

3/14/2025

#V2022.01

[Click here to download the budget file](#)



Contact Information

For further information, specifically related to this operation please contact:

National Society contact: Kakha Mamuladze, Deputy Secretary General, dm@redcross.ge, +995577230026

IFRC Appeal Manager: Sonja Veronica Bjorklund, Head of IFRC Country Cluster Delegation for South Caucasus, sonja.bjorklund@ifrc.org

IFRC Project Manager:

Dzmitry Rusakou, Disaster Management Delegate, IFRC Country Cluster Delegation for South Caucasus, dzimistry.rusakou@ifrc.org, +995598601148

IFRC focal point for the emergency:

Aleksandar Panic, Operations Coordinator, IFRC Regional Office for Europe, aleksandar.panic@ifrc.org

Media Contact: Nora Peter, Communications Coordinator, IFRC Regional Office for Europe, nora.peter@ifrc.org

[Click here for the reference](#)

