

Australian red cross and salvation army management essay



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To start with, the assistance of Emergency help and human service organizations during and after a calamity has been quite significant since several years. The organizations aid the people, nation and society affected by the disaster by providing several services like food, clothing, medical aid etc. This particular essay provides an insight into two highly renowned emergency help and human service organizations namely; Australian Red Cross as well as The Salvation Army. The essay first provides a detailed background of the two organizations. Further, it critically analysis the two associations on basis of four aspects of management i. e. organizational structure, recruitment of volunteers, staff morale and motivation and Corporate Social Responsibility. Lastly, it puts forward recommendation(s) as to how the company should allocate the \$200, 000.

Further, the continuing sections provide a detailed background of Australian Red Cross and The Salvation Army.

About Australian Red Cross

To start with, Australian Red Cross was established as a division of the British Red Cross by wife of the Governor-General, Lady Helen Munro-Ferguson at Government House (Melbourne) in the year 1914, accurately nine days subsequent to the outburst of First World War. The Australian Red Cross assists and operates a number of distinct and essential projects while spreading alertness among the Australian people related to the prevailing problems that might influence them. Moreover, few of the ventures that are either operated or supported by the Australian Red Cross include Blood Services, Disaster and Emergency facilities, First Aid projects and Youth and Education. Red Cross is at all times present for individuals in need,

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offering assistance during predicament and concern for the highly exposed within Australia as well as throughout the globe. Moving ahead, the enthusiasm and dedication of the volunteers is broadly recognized and them it is a throughout the clock commitment to aid people who have been affected by adversity and disaster.

Having above 100 million volunteers operating in about 186 nations located throughout the world and around 60, 000 associates as well as volunteers within Australia, the organization could easily reach individuals and location like no one else. Further, the organization is dedicated to aid ones in need within their society and world, from assisting the aged people to offering breakfast to hungry children each day etc. The organization is self-governing and encompasses no political, cultural or religious association. The Australia Red Cross provide several services including Disaster and Community Services, Tracing and Refugee Services, Australian Red Cross Blood Service and lastly, First Aid, Health and Safety Services. Moving ahead, the international work of the organization encompasses not just rejoinder to emergencies and calamities, like the 2004 Indian Ocean Tsunami etc, but continuing society programs which assist vulnerable individuals and provide them the chance to enhance their lives as well. Further, the organization is also an active associate of the International Red Cross movement that functions in around 186 nations across the globe. Operating directly with colleague Red Cross communities, the highest concentration of the organization is on the expansion programs that counter the requirements of vulnerable individuals and encourage humanitarian principles.

Moving ahead, the chief duty of the foremost Australian Red Cross assistants was to provide care packages including soap, special food items, toiletries as well as games for unwell and injured troops of First World War. Just within the period of weeks of its establishment, the division was supplying clothing (such as flannel shirts, socks, gloves etc.), medicinal products and tools. Shortly the organization extended its provisions through shipping products like mosquito nets, additional food packages and hospital equipments and clothing. Further, it also initiated VAD (the Voluntary Aid Detachments) whose associates took care of the unwell and injured in hospitals, restorative houses and on trains at the time of transport.

Going further, the extent of relief actions carried out by Australian Red Cross at the time of World War II was massive. In the year 1945, the organization rented the Admiral Chase in order to transport items to Europe. Moreover, it carried around 200, 000 packets of cigarettes, nearly 40, 000 pairs of socks, one ton of tobacco, around 25, 000 undershirts, about 20, 000 underpants, 10, 000 pairs of pyjamas, around 10, 000 pairs of shoes and boots and undetermined amounts of vests, toys, hair brushes, towels, games, books etc. Additionally, a large number of Australians spent numerous hours within the offices of Red Cross located throughout the nation in order to pack Red Cross packages, process tracing needs and sew clothes. However, the organization's Tracing as well as Message facility was one among the highly occupied provisions at the time of World War II. Further, in the instant upshot of Second World War, Australian Red Cross turned out to be energetic in putting forward urgent and growth relief support to several nations within the area. The requirement in several fractions of the globe was huge and as

division of a worldwide relief movement, the organization performed its accountabilities at any time it could.

Vision and Mission statement

Firstly, the vision of the Australian Red Cross is to enhance the lives of helpless people within Australia and globally through making use of the authority of humanity. Moreover, the chief mission of the Australian Red Cross is to become a highly renowned and acknowledged humanitarian association within Australia, perking up the living standards of vulnerable individuals by means of facilities provided as well as encouragement of humanitarian rules and standards. Apart from this, there exist seven priority segments of Red Cross within Australia i. e. reinforcing nationwide emergency attentiveness, retort and revival, incrementing worldwide assistance and growth, fortifying societies within segments of locational drawback, advocating IHL (International Humanitarian Law), dealing with the affect of relocation, associating with indigenous as well as Torres Strait Islander individuals and lastly, rising above social elimination through putting forward bridges back in the society.

About Salvation Army

To begin with, the Salvation Army was established by William Booth (one-time Methodist minister) along with his wife Catherine, in East End of London in the year 1865. Initially, the organization was named as the East London Christian Mission by Booth but the name changed to The Salvation Army in May in the year 1878. Moreover, the Salvation Army initiated its operations in Australia, the United States and Ireland in the year 1880. Currently, the

Salvation Army functions in about 124 distinct nations and offers facilities in around 175 distinct languages. For managerial rationales, the organization splits itself geologically into provinces that are after that sub-fragmented into segments. In bigger regions, area and regional instructions are also brought in as sub-sections of sections. Moreover, every territory includes an administrative center called THQ (Territorial Headquarters). In a similar way, each division includes a DHQ (Divisional Headquarters). However, every territory is directed by a territorial leader who obtains instructions from the International Headquarters of Salvation Army located in London. The recent reports bring to light the fact that the Salvation Army's claimed membership takes in 9, 190 retired and 16, 938 active officials, around 1, 122, 326 soldiers, 39, 071 Corps Cadets, 189, 176 advocates, above 4. 5 million volunteers etc. Moving ahead, General Linda Bond was selected as the leader of the Salvation Army by the High Council of the Army on the 31st January in the year 2011.

Moving ahead, the Salvation Army is considered to be one among the biggest providers of social aid throughout the world. Along with, community hubs and disaster relief, the association also operates in refugee camps, particularly amongst displaced individuals within Africa. Moreover, the Salvation Army has attained a good standing from the American Institute of Philanthropy. The Salvation Army is believed to be the biggest non-governmental source of social facilities within the United Kingdom. Apart from this, the organization is ranked as the second leading charity organization in the U. S. The private donations of Salvation Army accounted to be more than \$2 billion in the year 2007, which is quite noteworthy.

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Beliefs

The Salvation Army takes in 11 faith-grounded statements known as doctrines, which outline its religious beliefs. Some of the statements have been described below:

The Salvation Army perceives that there exist just one God that is markedly ideal, the originator, upholder and regulator of each and every thing as well as who is the simply appropriate object of religious devotion.

It believes that there exist three entities within the Godhead i. e. the Father, the Holy Ghost and the Son, unbroken in spirit and co-equivalent in authority and magnificence.

The army holds the view that repentance for God, trust in their Lord Jesus Christ along with rejuvenation through the Holy Spirit is essential for salvation.

It perceives that continuation within a state of salvation relies largely on unrelenting respectful trust in Christ.

The Army believes that it is the opportunity for all supporters to be completely sacred and that their complete strength as well as soul and body might be sustained innocent unto the arrival of their Lord Jesus Christ.

The Army believes in the revivification of the body, immortality of the spirit, within the broad pronouncement at the closing stages of the globe, within the everlasting pleasure of the virtuous along with in the never-ending penalty of the impious.

Mission Statement

To start with, the Salvation Army includes an International mission statement which lays down the individuality as well as course for each and every instruction and centre which the Army manages. Moreover, Salvation Army's international mission statement states that the Salvation Army (a worldwide movement) is considered to be an evangelical fragment of the global Christian Church. Its statement is grounded on the Bible and its organization is encouraged through affection for God. Moreover, the mission of Salvation Army is chiefly to preach the gospel of Christ and satisfy human requirements in his name that to with no favoritism. Moving ahead, several territories too include an internal mission statement which puts forward the local concentration. Further, within the Australia Eastern Territory (NSW, ACT etc.), the main mission is to develop saints, save souls as well as assist suffering humankind.

This section compares the two organizations on the basis of four management namely; organizational structure, recruitment of volunteers, staff morale and motivation and Corporate Social Responsibility.

Organizational structure

Organizational structure implies the manner in which a company arranges individuals and positions in order to make sure that its operations could be carried out efficiently and its objectives could be achieved (Ticoll, 2004). The organizational structure of The Salvation Army and Australian Red Cross has been described in below:

The Salvation Army

The organization structure of the Salvation Army is autocratic as well as top-down, in true military style, along with all rankings apart from General being held through appointment. It comprises of distinct levels i. e. international, territorial, divisional and corps level. Firstly, the international level has a Chief of the employees (Chief Executive), to execute the policy pronouncements of the General and effect association among departments. Secondly, for administrative reasons, the Army is divided into distinct Territories. Normally, every nation creates a single Salvation Army Territory, but in case if the Army is powerful, the nation is split into two or more Territories. Thirdly, every territory of the Salvation Army is split into Divisions that are supervised by divisional commanders, accountable to the Territorial Commander. Lastly, every Corps is directed by a Corps Officer, accountable to the Divisional Commander.

Australian Red cross

The organizational structure of Australian Red Cross includes three levels namely; council, board and chief executive officer. Firstly, the accountabilities of the Council are restricted and encompass to obtain reports as well as financial statements, select or employ the affiliates to the Board, employ examiners and to modify the rules. Secondly, the Board includes 16 members and directs all nationwide, state and country operations. Thirdly, the Chief Executive Officer is responsible to the Board for execution of the premeditated plan and offers suggestions to Board, particularly for the upcoming course of the association.

Ethics and corporate social responsibility

Corporate Social Responsibility (CSR) can be defined as the ongoing obligation by an organization to perform morally as well as contribute to economic advancement at the same time enhancing the living standards of the employees and society as a whole (Blowfield and Murray, 2008). Further, the CSR of both the organizations has been highlighted below.

The Salvation Army

The Salvation Army properly acknowledges its responsibility towards comprehensive facilities in education, charitable and social proceedings, society expansion, poverty mitigation, calamity reprieve and HIV or AIDS care. Moreover, the organization also considers that providing better living environment to people and society as a whole to be its chief responsibility.

Australian Red Cross

The corporate social responsibility of Australian Red Cross includes promoting a culture of incessant development, assist people during and after a calamity in every possible way and strengthening nationwide disaster alertness.

Staff morale and motivation

Motivation as well as positive employee morale are considered to be employee's intrinsic keenness and drive to carry out tasks at work (Ramlall, 2004). The staff morale and motivation concepts in respect to both the organizations have described in the continuing sections.

The Salvation Army

The Salvation Army has depended largely on volunteers who assist all its activities. It is time and again referred as “ the army behind The Army. The organization very well acknowledges the fact that the volunteers perform an important role and thus, put in every effort to enhance staff morale and motivate them to perform better. The volunteers are provided rewards and appreciation for their hard efforts. Volunteers are essential resource in the Army’s endeavors to deal with the varying requirements of the world.

Australian Red Cross

The Australian Red Cross celebrates volunteers as well as volunteering globally and recommends all governments to properly comprehend the economic worth of volunteers through integrating their involvement into chief social and economic indicators adopted in decision-forming and scheduling at the uppermost positions. Moreover, the Red Cross volunteers and work force are at all times amongst the first ones on the ground in order to help out people, homes and societies influenced by calamities and emergencies.

Recruitment of volunteers

Recruitment simply implies appointing new employees for the positions vacant in the organization (Beer, 1984). There exist a number of methods that could be made use of to recruit applicants. But, not all of them would prove to be suitable for every organization or every requirement. Thus, an organization can adopt recruitment method keeping in mind their

requirement and organization type. Further, the recruitment procedure of the both the organizations have been highlighted below:

Salvation Army

The candidates could easily apply online by exploring job listings in order to locate the most suitable position or by completing their standard online application. One could also accelerate the procedure by uploading as well as saving their CV in organization's database. Moreover, for the both the ways it is essential to make a free user account so as to submit an application for The Salvation Army job position by this site. After submitting the CV for any positions vacant, the recruiter evaluates and in case if there exist a similarity among the applicants abilities and what the organization is searching for, the individual should be made contact with during the period of 30 days. The time span between recruitment to appointment procedure could differ considerably grounded on the position needs as well as the recruiter's timetable. Further, several Salvation Army units throughout the world make known their volunteer opportunities by way of Volunteer Match. In order to be a part of the volunteer team, one needs to visit the Volunteer Match website (www.volunteermatch.org) and enter Salvation Army as keyword.

Australia Red Cross

Australian Red Cross appoints as well as prepares the volunteers for disaster situations. In case if an individual wishes to a part of upcoming Red Cross emergency responses, he or she needs to login to the " Become a volunteer" page on the Australian Red Cross website and fill up the online registration form. Additionally, the existing volunteer opportunities within a particular

region are listed on the page, together with a complete elucidation regarding the recruitment procedure and the Red Cross participation guidelines.

Conclusion

To conclude, it can be clearly stated from the above discussion that the human and emergency help services have acquired great importance throughout the world. Their contribution, efforts and services during and after the calamity have been quite notable. This particular essay provided an insight into two organizations providing human and emergency help services namely; Australian Red Cross and The Salvation Army. Further, it provided an analysis of both the organizations on the basis of four management dimensions. Even though, the organizations differ on the basis of management aspects taken into account but the efforts of both the organizations are directed towards helping people and society in every possible way and enabling a better environment to live in.