



# 2. DONATIONS

Solidarity campaigns  
Donations made to the Department  
The Department's contribution to projects  
Other Italian donations

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**M**oved by the terrible event in Southeast

Asia, Italians mobilised in an extraordinary show of solidarity. The images that the TV news shows broadcast on every edition for days and days, often bits of amateur video shot by returning Italian tourists, the dramatic testimony of our citizens interviewed on their arrival in Italy, their faces marked by fright and fatigue, the vague but stunning information about the victims, the homeless and the damages all generated an emotional reaction of solidarity and willingness to help, spontaneous and impressive. Newspapers, television channels, humanitarian associations, international agencies, non-governmental organisations (NGOs) all greeted Italians' demand to participate by promoting fundraising efforts for the victims of the tsunami.



## 2.1 SOLIDARITY CAMPAIGNS

Among the various solidarity initiatives, the four mobile telephony operators in Italy together with Telecom Italia adopted a single number by which people could donate one Euro per message by sending an SMS. The same number was broadcast on the RAI and Mediaset channels, which agreed not to give viewers a different number. The same telephone



number for all was also supported by the “Un aiuto subito” Committee, which for years had involved *Corriere della Sera* and TG5 in a joint commitment to raise funds for solidarity. The possibility of donating through a telephone call or SMS to 48580, which ended on January 9, reached unexpected record levels: in two weeks, with just SMS, about 28 million Euros were collected, plus the amounts donated by other means. The promoters who agreed on the use of a single common phone number for all – this was the first time in Italy that a collaborative effort of this type had ever been tried – also agreed to ask the Civil Protection Department to be responsible for spending the monies collected by them to help the tsunami victims. The Department accepted the task, after being authorised to do so by the government which made the decision official by the ordinance 3390 of 29 December 2004, and defined the Department’s commitment by a second ordinance, number 3392 of 8 January 2005. Guido Bertolaso and his associates immediately faced two

closely interrelated problems: how to manage the donations, and what to do on behalf of the victims with the available resources. The Trustees Committee and the Audit Committee were quickly set up and monitored the whole thing; more about them in the third chapter. Key figures, experts, representatives of the government worked together in a climate of openness to blaze a path that was new for everyone. One of the first decisions involved the procedure to be followed for receiving the donations from all those who collected them and wanted to entrust them to Civil Protection: a memorandum of understanding was to be signed with each of them, an official document defining the mutual undertakings of donors and the Department.



## 2.2 DONATIONS MADE TO THE DEPARTMENT

The first memoranda were signed on January 19 between Civil Protection, Tim, Vodafone, Wind, 3, Telecom Italia, RAI and the “Un aiuto subito” Committee: they called for payment of the donations collected into a bank account set up specifically by Civil Protection, and the understanding that the projects to be carried out would be agreed to with the signing operators. The Department called for bids to select the bank that offered the most advantageous conditions: the winner was Unicredit Banca, because it offered management without fees and the highest interest rates. Huge amounts were involved: less than one month after the tragedy in Southeast Asia, the Department was entrusted with some 45 million Euros, which rose in the following months and years, thanks to other donors, reaching a final total of 48,937,957.59 Euros. In an informational memo, Civ-



il Protection specified that the resources offered by Italians would be used exclusively for emergency aid and reconstruction projects, excluding any administrative, organisational or logistical expense incurred by the effort, which would be borne by the Department itself. The memo repeated the Department's commitment to report publicly on the use of these resources through the Civil Protection Web site, [www.protezionecivile.it](http://www.protezionecivile.it), the media, newspapers and television channels. This commitment to reporting and transparency was kept above all through the Department's site, while television stations and newspapers gave news of the Trustees' missions to the island, and informational campaigns and segments produced by the Department on the tsunami's anniversaries. The site featured a section devoted to the Southeast Asian emergency that published all the documents, memoranda of understanding, agreements, orders and directives, minutes of the meetings of the Audit Commission and a selection of information on management of the programme. In addition, as of the end of January it was possible to find the first version of the General Programme of intervention approved by the Trustees Committee and by the donors' representatives, which would be updated over the years with



ten reworkings of the “table” until the final balance sheet published here was reached. In the second half of 2005, the site hosted new sections of documentation on the individual projects, which described the progress made and the reports produced by the SIM, the Italian Monitoring Society, as well as the photos and videos available to illustrate the progress.

### 2.3 THE DEPARTMENT’S CONTRIBUTION TO PROJECTS

To formalise the commitment made by Guido Bertolaso on behalf of the Civil Protection Department, the Trustees Committee, when it approved the first version of the General Programme, also approved the criterion of a contribution made using resources from the Department’s annual budget for the various projects indicated in the Programme. Right from its first version, the “table” summarising the Programme indicated for each project the share of funding that would be taken from the donations account and the Department’s direct share, taken from a second account opened for the Sri Lanka effort with resources from the Department’s regular account. In the first version of the Programme, the Department’s di-



rect contribution was scaled so as to correspond to the project cost share presented by the NGOs and by the other actors intended to cover management expenses. The money assigned to the account for the DPC's contributions to the projects varied over time, according to actual expenses incurred progressively, and according to variations decided by the Trustees Committee in subsequent updates to the General Programme, reaching 4,430,754.22 Euros in the final revisions and balance sheet.

#### **2.4 OTHER ITALIAN DONATIONS**

While the Department made arrangements to invest the donations entrusted to it in aid and reconstruction work, Italian solidarity also took other paths to reach the victims of the tsunami and Sri Lanka and other countries hit by the tidal wave on December 26, 2004.

Various fundraising promoters close to operate directly, or by funding projects and programmes proposed by individual NGOs. Some examples: The newspaper La Stampa managed the donations it collected through its own foundation, which has been involved for years in supporting international cooperation and humanitarian aid projects. Il Giornale chose to fund NGO projects independently. Some regional, provincial and munic-

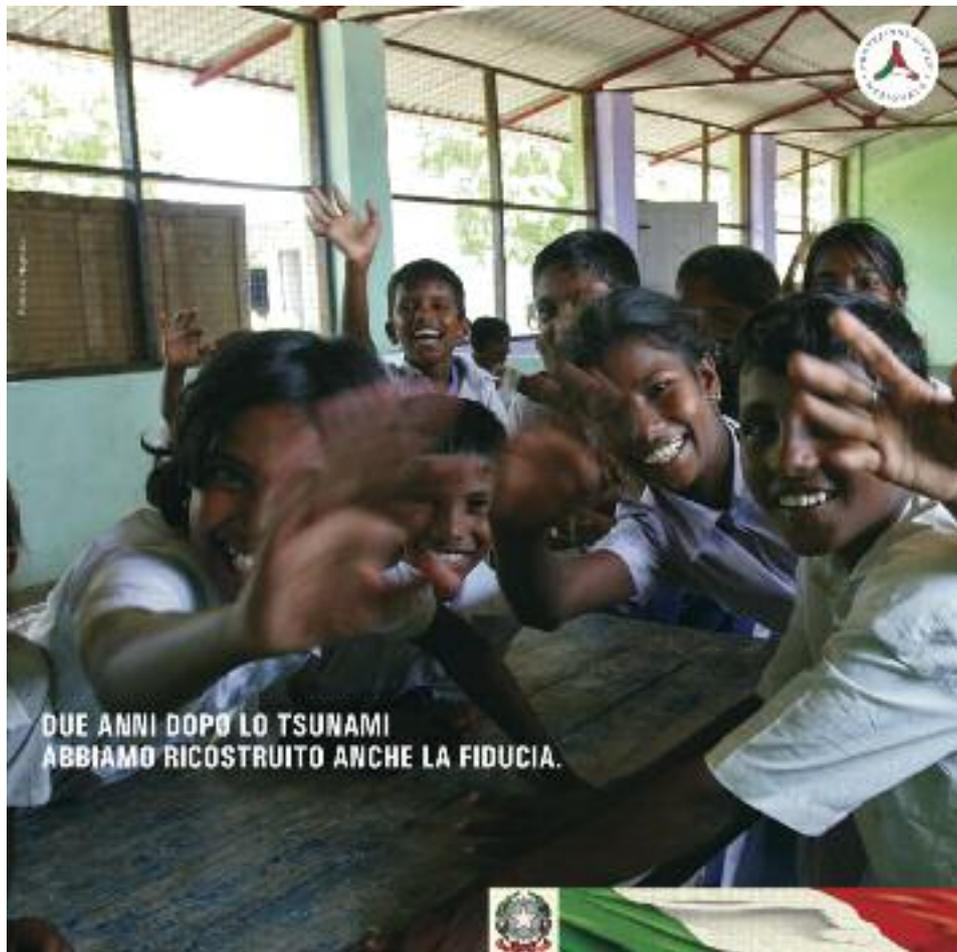


ipal governments did likewise, whereas the Office for Development Cooperation of the Foreign Affairs Ministry managed a budget of some 15 million Euros: half funds projects run directly or by NGOs, the other half is assigned to UN agencies like FAO, WFP and UN-Habitat.

Most of the NGOs operating in Sri Lanka as backers of projects funded as part of the General Programme of intervention managed by the Department also receive funds made available by various donors. From the start, the Department and the audit bodies focused on requiring rigorous management of the funding for the Programme and, with the implementing parties, managed to find ways to account for the proper correspondence between the funds received and the works carried out.

In this Report, the Department reports on what it did in Sri Lanka with the resources entrusted to it: it should be noted that this involves everything Italians did for the victims of the tsunami in that country, even though, because of the magnitude of the resources managed and used and the quantity and quality of operations completed, Civil Protection's General Programme of intervention represents the determining and preponderant share of what was donated by Italy to Sri Lanka.





**DUE ANNI DOPO LO TSUNAMI  
ABBIAMO RICOSTRUITO ANCHE LA FIDUCIA.**



Presidenza del Consiglio dei Ministri  
Dipartimento della Protezione Civile

In soli due anni, in Sri Lanka, abbiamo completato 46 dei 56 interventi finanziati dalla generosità degli italiani. Costruendo case, ospedali, scuole e infrastrutture, e aiutando i più poveri a riavviare le loro attività economiche, abbiamo speso 44 milioni di euro. Dei 53 che ci avete affidato ne restano ancora 9, indispensabili per completare i 2 progetti che il conflitto in corso in una parte dell'isola ha rallentato. Continuiamo a lavorare perché ogni euro arrivi a chi ne ha bisogno, trasformandosi in opere concrete, e in fiducia nel futuro. [www.protezionecivile.it](http://www.protezionecivile.it)

Dallo Sri Lanka, e da noi, grazie.