



# START READY

## THE PHILIPPINES ACTIVATIONS

Start Ready is a unique financing model that delivers rapid funding for modellable and recurring crises at scale. It is a multi-donor global risk pool that combines risk analysis, collective planning, scientific modelling, and pre-positioned financing from 9 countries and 14 risks.



Interventions took place in Region II — Cagayan Valley

£662,600  
DISBURSED

TRIGGER  
OCTOBER 2024

37,399  
PEOPLE REACHED

RISK  
POOL 3

In 2024, the World Risk Index named the Philippines as the country with the highest disaster risks in the world – a year in which the country faced six tropical storms in under a month. The first of this cluster of storms was severe Tropical Storm Trami (known locally as Kristine), which made landfall on October 22, 2024 and caused significant flooding and landslides.

The Start Ready Disaster Risk Financing (DRF) system in the Philippines uses the Red Cross 510 impact-based forecast model to monitor cyclone activity. Start Ready's system in the Philippines is designed to allow for multiple activations as a cyclone evolves, particularly in response to shifts in its trajectory or intensity. In the case of Tropical Storm Trami, the model activated twice. First, 42 hours ahead of landfall, in anticipation of the cyclone (based on the forecast model indicating the cyclone would have a 'very high' severity). The second activation was due to the increased impact of the cyclone on communities, once it had made landfall, and given that additional municipalities were impacted within Cagayan.

In total, £662,600 was awarded to Humanity and Inclusion (HI) who led a consortium of local NGOs – SPUP Community Development Center (SPUP-CDC), Green Meadows and PHILRADS – and international agencies Relief International and Tearfund. Start Ready advocates for equitable sharing of indirect cost recovery as a commitment to localisation – with all members of the consortium receiving 9% ICR rates. Furthermore, the DRF Governance Committee in the Philippines – the decision-making body at the country level – is comprised mainly of local stakeholders and local NGO representatives.

The implementing agencies were able to reach the affected population before the peak of the crisis, acting in **anticipation**, with multi-purpose cash assistance.

The post-distribution monitoring (PDM) efforts carried out by the HI consortium highlighted that the cash intervention was provided at the most critical time. 100% of respondents reached with cash assistance received the funds prior to the tropical storm hitting. Most recipients used the funds to prepare for evacuation and purchase essential items like food (93%), medicines (64%), and materials for home reinforcements (45%). The assistance was deemed sufficient for cyclone preparation by 90% of beneficiaries.

Unconditional cash transfers allow affected communities to prepare based on their specific needs. Additionally, this intervention demonstrated that such cash assistance significantly contributed to the shock absorption capacity of vulnerable households in Cagayan.



"I am a farm laborer. After the flooding devastated all farmlands in our community, I lost my only source of income. I've been dependent on loans and help from families and neighbors. I am grateful for the cash assistance provided by the DRF project. I will use this money well... I can finally buy kilos of rice and soap"

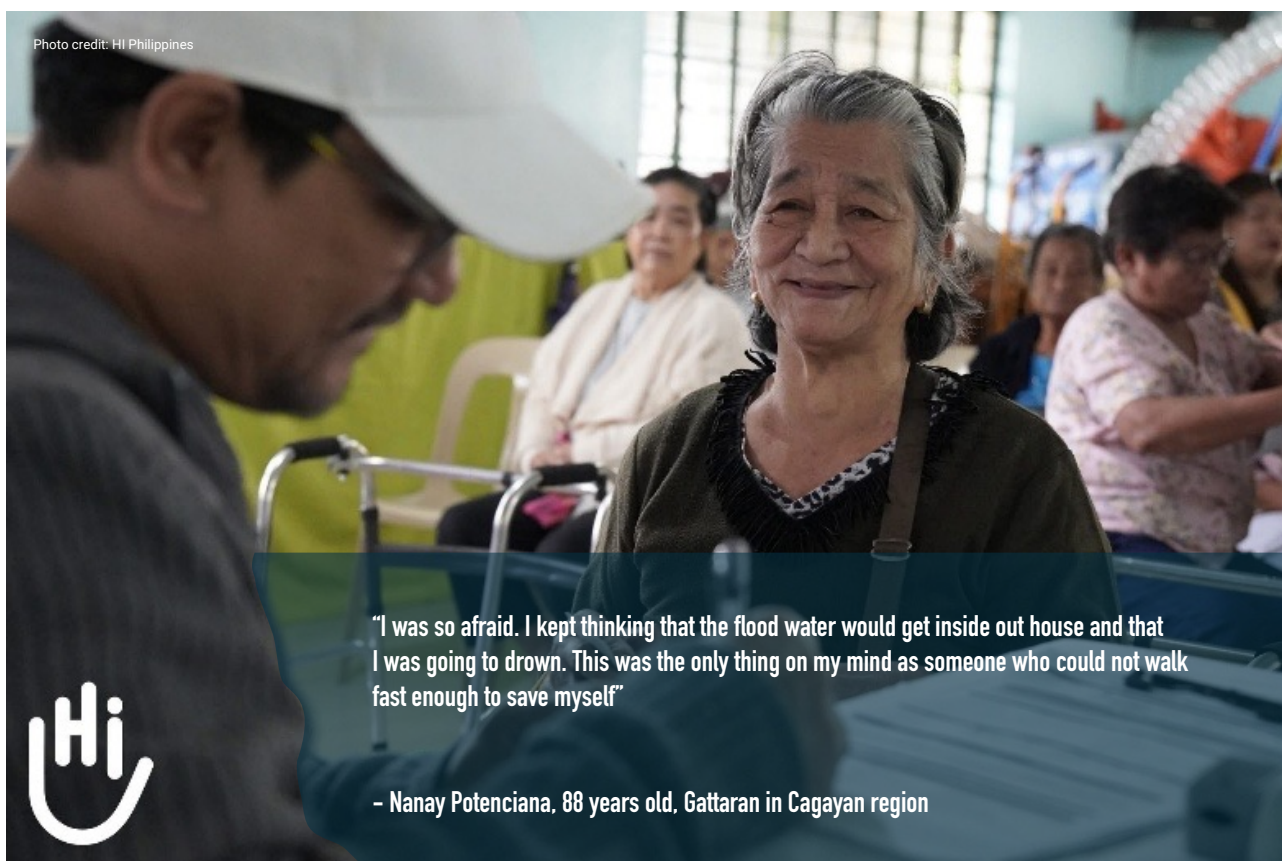
- Tatay Genie

Assistance was also provided in the early response phase, once Tropical Storm Trami had made landfall. Early action activities for the most vulnerable households included the provision of hygiene kits with water containers and water vouchers, and community cleaning kits.

Community feedback via the PDM showed the distribution of assistive devices for people with disabilities and mobility impairments was particularly welcomed. Over 250 people received assistive devices across Camalaniugan, Lal-lo, Baggao and Gattaran municipalities.



Photo credit: HI Philippines



"I was so afraid. I kept thinking that the flood water would get inside out house and that I was going to drown. This was the only thing on my mind as someone who could not walk fast enough to save myself"

- Nanay Potenciana, 88 years old, Gattaran in Cagayan region

Potenciana beams after receiving a walking device, saying she "can finally do things again."

Start Ready was the **only** financing mechanism that activated for Tropical Storm Trami – allowing members to implement anticipatory activities **42 hours before landfall**. The success of these anticipatory action and early action interventions is underpinned by Start Network members' strong presence in the local community. During the preparedness phase, members hold extensive community consultations to ensure local input and involvement in the design of projects and adapt contingency plans based on community feedback. Locally led action and multi-sectoral intervention by frontline organisations thus supported vulnerable households to better prepare and react proactively to Trami and subsequent cyclones.

HAVE QUESTIONS ABOUT START READY?

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