



**CANADIAN
RED CROSS**

CANADIAN RED CROSS

Annual Review

2010–2011

Ontario



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MISSION

The Canadian Red Cross mission is to improve the lives of vulnerable people by mobilizing the power of humanity in Canada and around the world.

VISION

The Canadian Red Cross is the leading humanitarian organization through which people voluntarily demonstrate their caring for others in need.

FUNDAMENTAL PRINCIPLES

Humanity Impartiality Neutrality Independence Voluntary Service Unity Universality

MESSAGE FROM THE PRESIDENT AND DIRECTOR GENERAL

Thanks for your support

As we reflected on the past year and considered all of the help, hope, compassion and service delivered by the Canadian Red Cross in Ontario and beyond – the first words that came to mind for us were “thank you.” To our donors and funders, our volunteers and staff, and to our various community partners, we say “thank you.” Without your support, our ability to improve the lives of millions of people every year would not be possible.

Throughout this annual review, highlights of our work illustrate how your support has ensured that the Red Cross was there when help was needed in Ontario communities and across the world.

The Red Cross was there to provide an elderly neighbour with personal support and homemaking services, enabling her to avoid institutionalization and remain living independently in her own home. When a young student was struggling from the effects of abuse, a Red Cross RespectED educator helped him know where to turn. When a family was forced from their home due to a fire with nothing but the clothes on their backs, a Red Cross volunteer stood beside them with a blanket and words of comfort. Thanks to Red Cross swimming and water safety education, tragedy was averted during a family outing at a local park.

And the support of Ontarians did not stop at our borders. When natural disasters left millions in urgent need of help, you answered the call, giving generously in support of Red Cross relief and recovery efforts.

This past year marked the end of the first year of our renewed strategic plan, *Towards 2015*, which calls for the strengthening and focusing of our services into six areas of excellence: Disaster Management, Community Resilience and Capacity Building, Health and Social Programs, Violence and Abuse Prevention, Injury Prevention, and Humanitarian Issues and International Humanitarian Law. We can report that in Ontario, across Canada and abroad, we have continued to elevate the quality and consistency of our programming in all areas of excellence.

As we face the challenges before us – the effects of climate change, an aging population, and the increasing severity of natural disasters – we do so as one Red Cross and with the continued commitment of our supporters and partners. Together, we will continue to be there for those in need as we work toward stronger, healthier, more resilient communities.

To our donors and funders, our volunteers and staff, and to our various community partners, we say “thank you.”

Diane Girard

President

Ron Kelusky

Director General

ONTARIO ZONE COUNCIL 2010-2012

THE CANADIAN RED CROSS SOCIETY

President	DIANE GIRARD
Past President	PETER ZULAUF
Vice President	LORI BARNHART
Vice President & Past President – Ontario West	JANE ANN NEWSON
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Representative- Ontario West	LEONARD MURPHY



TOWARD 2015 – OUR STRATEGIC DIRECTION

This past year brings to a close the first implementation year for Strategy 2015 – a national strategic plan designed to maximize efficiency, enhance accountability and ensure success in achieving our aim to prevent and alleviate suffering in Canada and throughout the world.

We have continued to build on the cornerstones of our work – our six areas of excellence – in order to focus our attention and build capacity to respond to the challenges facing our communities and people throughout the world in the years to come – climate change resulting in increased extreme weather events and the spread of diseases such as malaria and dengue; an aging population in Canada requiring more health care options; and the migration of people due to economic, social, environmental and political pressures – these are just some of the issues to which we are preparing to respond.

Our network is vast, but the strength of the Red Cross lies in its community-based approach. Our presence in communities, supported by a network of committed volunteers, ensures we are able to understand and respond to the needs of those we serve here in Canada. The value of this approach is seen throughout the world when help is needed and the Canadian Red Cross is a vital global responder.

Our work is made possible through the commitment and compassion of thousands of volunteers and the financial support of Canadian individuals, businesses and organizations.

- Goal 1: **Disaster Management.** People will have their basic needs met and their living conditions restored and improved in the event of crisis, conflict and disasters.
- Goal 2: **Community Resilience and Capacity Building.** Communities will have increased capacity and resilience to address their basic needs.
- Goal 3: **Health and Social Programs.** People will have improved health status through community-based actions.
- Goal 4: **Violence and Abuse Prevention.** Children and youth will be protected from violence and abuse through the creation of safe environments.
- Goal 5: **Injury Prevention.** People will have the skills and knowledge to make safe choices, prevent injuries and respond in emergency situations.
- Goal 6: **Humanitarian Issues and International Humanitarian Law.** Humanitarian issues will be addressed in order to protect life and health and to ensure respect for the human being.

Strategy 2015 cements the commitment of the Canadian Red Cross to continuously earn the respect and support of Canadians as we mobilize the power of humanity in accordance with our mission to improve the lives of vulnerable people in Canada and around the world. To read more about Strategy 2015, our areas of excellence, strategic goals and the means to get there, visit our website at www.redcross.ca.

Strategy 2015 cements the commitment of the Canadian Red Cross to continuously earn the respect and support of Canadians as we mobilize the power of humanity to prevent and alleviate suffering.



DISASTER MANAGEMENT

Last year, almost 2,000 trained Red Cross volunteers responded to 510 disasters in Ontario.

Crises and Disaster at Home

Last year, almost 2,000 trained Red Cross disaster management volunteers responded to 510 disasters in Ontario.

On September 24, a six-alarm fire broke out at an apartment building on Wellesley Street in Toronto, leaving about 1,200 residents homeless. Red Cross managed two evacuation centres opened by the City of Toronto, where volunteers ensured that those affected had shelter, food, and other necessities. Red Cross provided 100 cots, passed along hygiene kits and blankets to 1,000 people, as well as distributed Walmart gift cards to parents to buy clothes for their children.

This past December was a particularly busy time as the Red Cross supported thousands of people throughout Ontario faced with weather and fire-related emergencies. When a major snow storm left hundreds of motorists stranded on the highway between Sarnia and London, Red Cross volunteers were on stand-by to assist with cots, blankets and comfort kits filled with hygiene items and other support.

With severe winter weather often comes the threat of house fires as residents try to keep warm and heating equipment is strained. In the Niagara Region, two apartment fires affected nearly 300 people, and when the heating plant for Toronto's York University caught fire during an extreme cold weather alert, 4,000 students were forced to evacuate. In both cases, the Red Cross immediately set up a shelter for people in need of a warm place to spend the night.

Two days later, a gas main exploded in a residential area in Milton, Ontario destroying two homes and affecting 1,200 others. Red Cross volunteers set up a reception centre for residents who were left without power.

Photo by: Veronica Henri, QMI Agency



In late January, volunteers once again got the call to provide emergency relief for almost 1,000 people who were evacuated from two Toronto apartment buildings that lost both hydro and heat. In partnership with City officials, the Red Cross immediately established a shelter and provided personal services, including hygiene kits, towels and water.

Red Cross volunteers assisted residents evacuated from a Wellesley Street apartment building following a six-alarm fire



Guy Lepage

CANADIAN RED CROSS VOLUNTEER



Guy Lepage, Red Cross Volunteer

Red Cross volunteer Guy Lepage can't forget a call for assistance he received last summer when a fire had forced a family in Durham Region from their apartment. Guy arrived on the scene to find the family – a father, mother and three children – with only the clothes they were wearing and soot on their faces. Their home, and their treasured memories, had been destroyed. In moments like this, Red Cross volunteers provide shelter, food, personal hygiene items, comfort and emotional support, to help families get back on their feet.

This is just one of many memories that stand out in Guy's mind from his time as a Red Cross disaster management volunteer over the past five years. His first Red Cross experience took him to Biloxi, Mississippi where he spent three weeks with the American Red Cross following Hurricane Katrina.

One day while there, a man stopped him on the street to thank him for volunteering. The words the man said to Guy have impacted him greatly to this day. "He told me 'I want you to understand how important it is to have the Red Cross here. We would be in trouble without you'."

Following his experience in the US, Guy decided he wanted to help those in need in his community and became a volunteer with the Durham Region branch. A current team leader, he has helped respond to several disasters in Ontario over the years including a train derailment near Oshawa and tornadoes in Vaughan and Midland.

One of his greatest Red Cross achievements to date was last August when he was sent on a one-month mission to Haiti. While there he worked alongside the Haitian Red Cross to train volunteers in hurricane preparedness. These volunteers were then able to go out into the community and teach others how to prepare for hurricane season, which is not only likely for Haiti each year, but often devastating.

What motivates Guy to volunteer is his simple desire to help another human being. Whether it's responding to a disaster overseas or in his backyard, he is always willing to help those in need.

"When I get a call at 1 a.m. for a house fire or another crisis I do it because I love to do it," he says.

What motivates Guy to volunteer is his simple desire to help another human being. Whether it's responding to a disaster overseas or in his backyard, he is always willing to help those in need.



DISASTER MANAGEMENT

“My honest sense is the Red Cross and CIDA people are using our money very well to build houses. We saw clean water getting to the people and health issues being addressed.”

– John Tory in an interview from Haiti (Joe Warmington/ Toronto Sun)

Disaster Beyond Our Borders

Canadians are among the world’s most generous supporters of the Red Cross Movement’s efforts to provide emergency relief and recovery in disaster situations around the world.

In order to most effectively channel the generosity of Canadians wanting to help, and to ensure accountability in the aftermath of large-scale disasters, the Canadian Red Cross launches dedicated appeals once the need for international support is identified.

Every Canadian Red Cross office becomes involved in overseas emergencies. In this province, staff and volunteers have been active promoting the need for donor assistance in a number of relief efforts, answering phones and collecting donations, as well as facilitating or promoting scores of fundraising events for the on-going recovery efforts.

BUILDING A FUTURE FOR HAITI

Thanks to the generous support of Canadians, the Canadian Red Cross is continuing to provide on-going support to help Haiti recover from a devastating earthquake which struck the country in January 2010. The Red Cross is in the midst of constructing 7,500 wooden shelters for families that are both hurricane and earthquake resistant. More than 1 million relief items have been distributed, and the Red Cross continues to distribute 2.5 million litres of clean water each day.

One of the primary focuses of Red Cross efforts is health care. In December, the Canadian Red Cross deployed its new field hospital to treat people affected by the cholera outbreak. The field hospital was created as part of the First Responder Initiative, a partnership with the Government of Canada, and it increases the capacity of the Canadian Red Cross to rapidly respond when disaster strikes. The Canadian Red Cross is committed to working alongside the Haitian Red Cross throughout recovery, reconstruction and development phases to build stronger, healthier and more resilient communities.

John Tory

LOCAL MEDIA REPORTS ON HAITI ONE YEAR LATER



John Tory reports from Haiti.

In early January, Toronto’s Newstalk 1010 and City TV, along with Montreal’s CJAD travelled to Haiti to report on relief and recovery efforts one year after the earthquake. Pictured here reporting for both Newstalk 1010 and City TV, John Tory gets a first-hand perspective of life in Haiti at a Red Cross water distribution point.



*On March 11,
a 9.0 magnitude
earthquake
struck Japan
causing major
damage and
triggering
a tsunami*

RESPONDING TO THE WORST FLOODS IN PAKISTAN'S HISTORY

Last July, the worst floods in Pakistan's history impacted an area the size of the United Kingdom, affecting 20 million people and damaging 1.9 million homes. The Canadian Red Cross has been working in the country since the 2005 earthquake and was able to respond quickly to support the efforts of thousands of Pakistan Red Crescent volunteers who rapidly mobilised to provide for urgent needs.

The Canadian Red Cross contributed close to \$8.6 million in cash and relief supplies, as well as deployed six mobile clinics, an emergency medical health team, and a delegate to lead the field assessment team. Canadian Red Cross also provided 900 tents, and supported relief distributions to over 20,000 families.

EARTHQUAKE ROCKS JAPAN – RED CROSS IS THERE

On March 11, a 9.0 magnitude earthquake struck Japan causing major damage and triggering a tsunami in that country, as well as tsunami warnings around the Pacific Rim. The disaster left thousands dead or missing, and even more displaced.

The Canadian Red Cross immediately launched an appeal to support the work of the Japanese Red Cross in responding to this disaster. As part of relief efforts, the Red Cross distributed more than 192,000 blankets, 183,000 pieces of clothing, 26,000 emergency relief kits and 11,000 sleeping kits to people forced to evacuate their homes. Efforts are shifting from emergency response to early recovery, which will include livelihoods support and the provision of supplies for transitional homes.

Kathy Mueller

CANADIAN RED CROSS DELEGATE



Left: Kathy Mueller, Red Cross Delegate

Less than two weeks after a powerful earthquake struck Japan, Kathy Mueller, a Red Cross delegate from London ON, was sent there to provide support for the International Federation of Red Cross and Red Crescent Societies.

During her mission, she experienced several aftershocks as well as heard and shared the stories of many survivors who were reeling from the aftermath of the disaster – some who lost their homes, others family members, and some who lost both. One of her main roles was to help provide information to the media about Red Cross relief efforts, which included blogging about her experiences for BBC News.



HEALTH AND SOCIAL PROGRAMS

Community Health Services

The Canadian Red Cross continues to be the largest provider of Personal Support and Home-making services in Ontario.

By 2041, 25 per cent of the population of Canada will be over the age of 65. This statistic points to the need for different health and care models including personal care in the home, allowing the elderly and infirm to avoid institutionalization by remaining independent and in their own homes with comfort and dignity.

The Canadian Red Cross continues to be the largest provider of Personal Support and Homemaking services in Ontario, delivering that extra support that often makes the difference. To reflect the growing demand, we are expanding the range of health-related services we provide to clients and we are seeking accreditation for all our health programs in 2012. Our Personal Support and Homemaking programs have achieved this accreditation consistently over the past several years.

Other community support services available include transportation, health equipment loans and Meals on Wheels.

Jean Wyatt MAINTAINING INDEPENDENCE THROUGH COMMUNITY HEALTH SERVICES



Jean Wyatt is a client as well as a vital volunteer

Jean Wyatt received personal support/homemaking services for her late husband. Jean then became a transportation driver and disaster management volunteer. When her health failed, she ended up in a hospital where she was told she would be sent to a nursing home, something Jean felt she was simply not ready for. Unable to cope entirely on her own, she was discharged home with Red Cross Personal Support/Homemaking services. Jean now lives in supportive housing, where she uses our Transportation Services, and continues to be a very active Branch Council President and member of the Ontario North Council.

“Up until now, I’ve had assistance from personal support workers. If I didn’t have those, I would end up in a nursing home....I have the Red Cross to thank for that because without them, I don’t know what I would do....I enjoy everything that I do for the Red Cross, and as long as I’m able to, I will be serving the Red Cross because they have served me.”



Health Equipment Loan Program

Randy Moore is the Community Services Coordinator for the Health Equipment Loan Program (HELP) which was launched in Thunder Bay last year. He recounts his own experience:

“I’m not just the Coordinator of the program, I’m also a client. My father’s health had been failing and I was learning very quickly about how few alternatives for equipment there were in the area. HELP was able to provide me with a variety of short-term solutions after my father had fallen and broken his hip. During a very stressful time, I was proud to be able to provide everything needed to ensure my father’s safe return home from hospital, and I have the comfort of knowing that my father can safely remain in his own home.

Over the past year, I have received numerous cards, letters and written comments from various clients describing how much they appreciate this service. Whether it is the quality of the equipment, its affordability, easy access, or excellent customer care, clients are very happy with our service – including my father.”

HELP was able to provide me with a variety of short-term solutions after my father had fallen and broken his hip.

Meals on Wheels **ONTARIO MAYORS PITCH IN TO DELIVER MEALS**



Mississauga Mayor Hazel McCallion delivers meals to Red Cross clients

To promote the Meals on Wheels program, the Canadian Red Cross once again staged Mayors for Meals, enlisting seven Ontario mayors of municipalities from Wawa to Sarnia as honorary volunteers for a day to deliver meals to clients in their communities.

In addition to raising awareness about nutritional issues among the elderly and vulnerable, Mayors for Meals also draws attention to the importance of support for Meals on Wheels to help those who are unable to prepare meals themselves. The program is made possible through the dedication of volunteers who, last year alone, delivered almost 300,000 nutritious and delicious meals.

Year after year, Meals on Wheels proves to be a key element in the effort to provide the elderly, ill or frail with the opportunity to maintain their health, dignity and independence.



COMMUNITY RESILIENCE AND CAPACITY BUILDING

Ontario Zone has revitalized its Volunteer Resources Management program aimed at supporting the invaluable men, women and youth who deliver services to the community.

Volunteer Resources

WORKING TOGETHER FOR STRONGER, HEALTHIER COMMUNITIES

With the need for various forms of assistance growing across Ontario and the world, it is crucial that the Canadian Red Cross continue to recruit, train and maintain a full roster of available volunteers. To this end, Ontario Zone has revitalized its Volunteer Resources Management program aimed at supporting the invaluable men, women and youth who deliver services to the community.

This past year, staff and volunteers worked together to create a Volunteer Continuum model which outlines the ideal levels of engagement and training as a volunteer progresses through the organization. Helping to ensure that the right people are in the right place at the right time, this fresh initiative will ensure improved communications among and to volunteers, effective engagement of volunteers in all areas, as well as critical support as our programs and services continue to grow and evolve to meet the needs of Ontarians.

AUDREY WILSON VOLUNTEER SPOTLIGHT

Audrey has volunteered with Red Cross in Toronto for 54 years, in particular with the transportation program and several different committees. Last spring, during a ceremony before Red Cross staff, volunteers, family and friends, she was the worthy recipient of the highest form of Red Cross volunteer recognition when she was awarded the Order of the Red Cross, Officer Level.

Audrey first joined Red Cross Toronto Region during the 1950s as a member of the Red Cross Corps, assisting in a number of areas including the coordination of transportation for seniors and veterans, visiting and entertaining seniors in nursing homes, and first aid. She also served as a chairperson for North York and all of Ontario for the Red Cross Corps.



Audrey Wilson is congratulated by Cindy Malcolm, Director of Operations for Red Cross, Toronto Region.

In recent years, she delivered health kits to those quarantined during the SARS crisis in 2003, assisted with answering phones following the South Asian tsunami in 2004, and continues to volunteer in the office as a member of the awards and transportation committees. Deservedly, she has received several awards for her more than half-century of outstanding service to Red Cross and to the people of Toronto.



Migrant and Refugee Services

FIRST CONTACT

More than half of refugee claimants in Canada awaiting a decision by the Immigrant and Refugee Board live in the Greater Toronto Area. Each year, another 30,000 or more people apply for refugee status in Canada with, again, the majority hoping to permanently settle in Toronto. The Canadian Red Cross First Contact Program provides a systematic and humanitarian approach to deal with the most pressing issues of refugee claimants and to help them avoid further human dislocation, distress and exploitation.

Through a multilingual, 24-hour, toll-free telephone number and a drop-in centre, the First Contact program provides timely access to information on a variety of issues affecting refugee claimants' survival and well-being in areas such as housing, social services, legal referrals, and health care.

Each year, we are seeing greater use of our First Contact services, demonstrating both the need for them and their effectiveness in helping refugees to this country get started on the right foot. By helping clients avoid homelessness and take advantage of the supports available to them, First Contact is also working to ensure that the community as a whole is healthier and more resilient.

*Each year
we are seeing
greater use
of our First
Contact services*

A CLIENT'S STORY ASSISTANCE THROUGH FIRST CONTACT

Helen Maciuk, Settlement Information Worker for First Contact, relates one of their success stories: "I met Mickael*, a refugee claimant from Georgia two weeks after he arrived in Canada. Fifty-three years old and unable to speak English, Mickael had been asked to leave the room he had rented as he was unable to pay for it. When Mickael came to the First Contact office he seemed lost, sad, and depressed. He had not eaten in several days, so we provided him with lunch right away. We found Mickael temporary accommodation in a refugee shelter where he could stay with people similarly situated and get support from shelter staff. A lawyer was also found to help Mickael take care of his immigration paperwork. In the following days and weeks, I referred him to ESL classes and helped him find a room and apply for assistance. At first Mickael was coming to the office a few times per week, then once a week, and then finally just calls to keep me informed of new developments. This I took as a good sign as I understood he had become self sufficient.

- Jean Suh, Community Services Coordinator, First Contact

*Name has been changed



HUMANITARIAN ISSUES

Canadian Red Cross provides information, motivation, tools and opportunities for youth to take action in their schools, universities and community

Alleviating Human Suffering

HUMANITARIAN ISSUES PROMOTION

Canadian Red Cross Humanitarian Issues Promotion (HIP) engages key audiences including youth and academics on International Humanitarian Law and critical humanitarian issues. Through various workshops and activities, HIP increases awareness of, respect for, and promotes action on humanitarian values and International Humanitarian Law (IHL).

Last year, through 114 workshops and presentations, we were able to reach 6,644 individuals and train 460 staff and volunteers while engaging over 100 youth leaders in leadership development activities.

We also increased our IHL dissemination activities by participating in the first ever Universities of Waterloo and Windsor IHL Forum, attended by law students and supported by the International Committee of the Red Cross.

“This workshop helped me to realize the importance of being an active global citizen, who is willing to fight against all the catastrophes haunting the world. As individuals, we cannot just sit down and watch - we have to do something.” – Simanga Gama, an attendee of a HIP Train-the-Trainer Workshop

RESTORING FAMILY LINKS

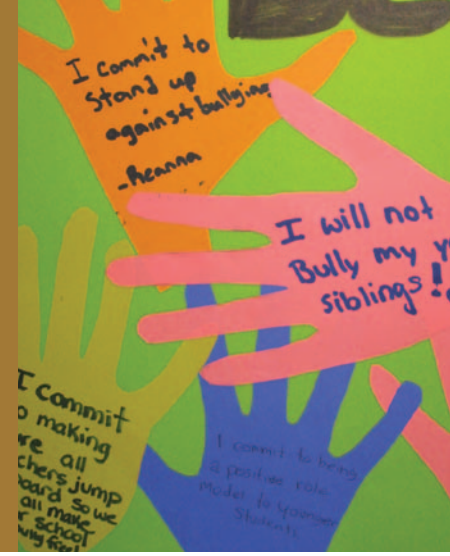
A core offering of the Red Cross since its earliest days 150 years ago has been the effort to reunite family members separated by conflict or natural disaster. 185 national societies around the world now offer this service.

Because Canada is a country of choice for many immigrants, it's not surprising that the Red Cross in Ontario, through its Restoring Family Links (RFL) program, is active year-round in tracing efforts on behalf of family members searching for loved ones in their countries of origin.

This past year, RFL in Ontario brought together numerous families through Red Cross Messages (RCMs) which is an internationally recognized system of re-connecting loved ones. For example, following the docking of the MV Sun Sea in British Columbia last August, Ontario Zone became actively involved in tracing and delivering RCMs and “Safe and Well” messages to relatives of the Sri Lankan refugee claimants on board.

“Thank you for tracing the whereabouts of a family member. I thought I had exhausted every avenue, until I decided to see if the Red Cross would consider helping me. How very appreciative I am of this wonderful service. My thanks for all you have done” – Toronto Restoring Family Links client.

VIOLENCE AND ABUSE PREVENTION



Violence is Preventable: Education is Key

RESPECTED: VIOLENCE AND ABUSE PREVENTION

Across the country, the Canadian Red Cross RespectED: Violence and Abuse Prevention program continues to grow. In Ontario, this trend is particularly strong. The multi-faceted program aimed at preventing child abuse and neglect, interpersonal violence, and bullying and harassment, has seen a 70 per cent increase in the number of youth attending workshops over the last three years. Ontario's success with these valuable programs is further seen in its expansion of offerings to include *Healthy Youth Relationships* and the nation's first *Walking the Prevention Circle* Prevention Educator Partners, which increases collaboration with First Nation communities.

Looking forward, we plan to build and strengthen relationships with provincial organizations such as the Ministry of Education, Ministry of Training, Colleges and Universities, as well increase program delivery collaborations with First Nation, Métis and Inuit communities.

"It was great, thank you so much! I cannot wait to put what I learned to use. I think this type of presenting is effective in making a difference in our school." – A Youth Facilitator from Guelph's Centennial Collegiate Vocational Institute in the Upper Grand District School Board, following 'Beyond the Hurt' Youth Facilitator training

"Overall, ['It's Not Your Fault'] allows us to continue to enhance the capacity of our student body and staff by promoting awareness and safety. Our children are our future and we are confident that this valuable program will assist students and staff in developing further self awareness and empower them with the knowledge and tools that can assist in making their lives safer." – Social Worker with the District School Board, Ontario North East

*RespectED:
Violence and
Abuse Prevention
aims to stop
the hurt before
it starts.*



INJURY PREVENTION

Canadian Red Cross is a name synonymous with high-quality, often critically important injury prevention education and training.

Empowering People to Stay Safe and Prevent Injury

For many Ontarians, the Canadian Red Cross is a name synonymous with high-quality, often critically important injury prevention education and training. The delivery of these programs – whether in first aid or swimming and water safety – requires a strong province-wide network of volunteers, instructors and training partners, as well as continuous review and revision of program content to ensure the very latest techniques and research are at the foundation of our efforts.

FIRST AID

In 2010-2011, Ontario Zone achieved remarkable success, training over 204,000 people, five per cent more than the year's target. Also, by holding over 2,830 public education initiatives including workshops and the delivery of first aid services at special events, first aid volunteers and staff surpassed their goal for such events by over 200 per cent.

Each year, approximately 7,000 Ontarians will experience cardiac arrest with up to 85 per cent of these events occurring at home or in public places and almost half of them witnessed by a family member or friend. The Red Cross in Ontario played a key role in the shaping of Bill 41, the Defibrillator Access Act, brought to the Ontario Legislature by sponsor MPP Ted McMeekin. The Act, which passed second reading last year, will see defibrillators installed in all designated public facilities and recognizes the role these devices play in dramatically improving cardiac arrest survival rates by more than 50 per cent.

In conjunction with St. John Ambulance and the Heart & Stroke Foundation, the Red Cross is now part of the consultative group that will guide the implementation of the Act, including essential training on defibrillator use.

In the coming year, we will also undertake the province-wide implementation of the new First Aid Program, updated with the latest procedures and techniques.

Red Cross First Aid.

PUTTING FIRST AID KNOWLEDGE TO USE TO HELP A FRIEND

It was a typical day playing at a park in Georgetown for grade three student Aiden McMahon until his friend fell and hurt his knee. Although the injured boy claimed he was fine, Aiden's instincts prompted him to seek help. He walked his friend to his house and asked his mother to watch over him while he called 9-1-1 and described the situation to the EMS operator. He then waited with his friend until help arrived. His friend had to have 29 stitches and EMS staff complimented Aiden on his knowledge and quick response.

The Red Cross recently recognized Aiden for his actions with a Rescuer Award.



WATER SAFETY

In an effort to ensure continuous quality in our programs, the Red Cross undertakes regular program reviews and revisions that incorporate the latest research, as well as feedback from our Training Partners, parents and program participants. The Red Cross Swim program has been updated and improved and will continue to offer the knowledge and skills to help Canadians stay safe in, on and around water.

Hot, humid weather during the summer of 2010 resulted in many people turning to local pools, lakes and waterfronts for relief from the heat. Unfortunately, last summer also saw approximately 89 lives lost to drowning in Ontario, with an increase in the percentage of child drownings over previous years. The Red Cross is dedicated to preventing drowning through our programs, as well as public education campaigns such as Water Safety Week and National Lifejacket Day. For important water safety tips visit our web site at www.redcross.ca/swim.

LIFE-SAVING ACTIONS SAVE FATHER AND COUSIN

Fourteen-year-old JT Crumb of Dunville was camping with his family at Rock Point Provincial Park in Lowbanks when an enjoyable family outing nearly turned to tragedy. JT, his father Terry and his 10-year-old cousin Jake decided to go into the lake and play in the waves. As Jake was playing in the water, he got caught in the undertow and was unable to get back to shore. Terry, who is a strong swimmer, went to help Jake and while he was able to get the boy onto his back, frighteningly, he was also caught in the strong undertow. As soon as JT realized his dad and cousin were in trouble, he swam back to shore. Once there, he sent someone to get help, grabbed a life ring and swam it out to the struggling pair. JT helped his father get Jake onto the life ring and helped them both back to shore. Thanks to his quick thinking and life-saving actions, their family trip had a happy ending. After receiving a nomination from his aunt describing the incident, the Red Cross honoured JT with a Rescuer Award.

Close to 260,000 Ontarians participated in Red Cross swimming and water safety programs over the past year.

Red Cross Swim.

COLLABORATING WITH MATTAGAMI FIRST NATION FOR A WATER-SAFE COMMUNITY

Last summer Red Cross delivered swimming lessons in the community of Mattagami First Nation. Made possible through a cooperative effort between the Red Cross, aquatic staff of the City of Timmins and tremendous support from the community itself, the program was such a success that it has been welcomed back for the Summer of 2011. Through fun and interactive lessons, Water Safety Instructors Kayla Lessard, Natasha Kullas and Ashley Kullas, taught vital water safety and swimming skills to children whose community is situated on Mattagami Lake.



FINANCIAL HEALTH AND SUSTAINABILITY

Donations have helped Red Cross to touch the lives of those in need not only right here in Toronto but around the world.

One Red Cross, Many Ways to Care

SUPPORTERS VISIT RED CROSS PROJECTS IN HAITI

Following the 2010 earthquake in Haiti, the outpouring of compassion and support from individuals, organizations and companies was immediate and overwhelming. Over the past several months, representatives from the LCBO, ING DIRECT and Astral Media travelled to Haiti to observe the work of the Red Cross in the earthquake ravaged nation. More than \$2.2 million was raised by these three organizations through various fundraising initiatives and corporate contributions.

With their first-hand perspective, they were able to report back to customers, staff and their audiences on how money so generously donated by Canadians is being utilized. While in Haiti, they had the opportunity to see several Red Cross projects including shelter, water distribution and a cholera treatment centre.

Barry O'Brien, director of corporate affairs with the LCBO, made the trip in January. "Like our customers, we didn't know the anonymous recipients of the money we raised at more than 600 stores across the province. We couldn't help but wonder: 'Are the donations from our customers and staff doing any good?' Well, after seeing the work of the Red Cross and speaking with people in Haiti, I can tell our customers and staff that their donations have and continue to make a positive difference."



Top: John Moore of Newstalk 1010 interviews a Red Cross worker in Léogane, Middle: ING DIRECT CEO Peter Aceto atop a truck at a water distribution centre, Bottom: Barry O'Brien of the LCBO visits a Red Cross shelter project.

WALMART EXCEEDS TARGET ONCE AGAIN

In August, Walmart held its annual month-long in-store fundraiser in support of Canadian Red Cross disaster management, raising more than \$1 million in Ontario and over \$3 million nation-wide. Walmart Canada's support helps Canadian Red Cross provide emergency supplies such as food, shelter and personal items to people affected by disasters ranging from house fires to flooding. To date, Walmart has contributed more than \$16 million to support Canadian Red Cross disaster management efforts.

THE CIRCLE OF HUMANITY CONTINUES TO GROW

The Circle of Humanity is a monthly giving program that provides stable, reliable and cost-effective financial support to the humanitarian efforts of the Canadian Red Cross. Donors make monthly contributions that are deducted from their credit cards or bank accounts, which add up to make a big difference in a measured and budgeted way.

Over the past year in Ontario, more than 7,500 donors joined the Circle of Humanity, bringing the total number of Ontarians now contributing monthly to the vital programs and services of the Canadian Red Cross to 22,000.

FACTS AT A GLANCE

By the numbers – Red Cross in Ontario

- 13,169** people assisted by Red Cross disaster services
- 510** disaster responses
- 2,050** active disaster management volunteers in Ontario
- 30,125** pieces of health equipment loaned
- 204,716** Ontarians received first aid training
- 258,512** participants in swimming and water safety training
- 42,000** Ontario youth reached through RespectED workshops
- 20,392** Ontarians educated on international humanitarian issues
- 3.5** million hours of home support services delivered
- 298,098** meals delivered by Red Cross volunteers through Meals on Wheels
- 233,283** transportation rides provided to clients
- 6,275** Red Cross volunteers in Ontario



**CANADIAN
RED CROSS**

Ontario Zone
5700 Cancross Court
Mississauga, Ontario
L5R 3E9
Phone: 905-890-1000

www.redcross.ca