

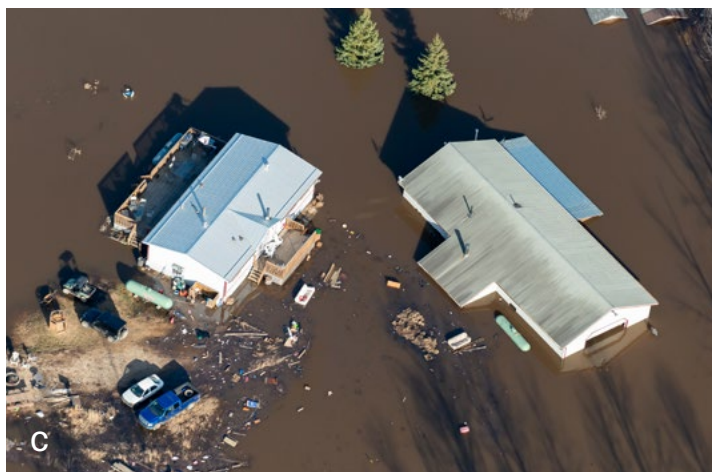
Donor Impact Report

2020-2021



Last year, as the COVID-19 pandemic upended all our lives, your generosity was there, in communities at home and abroad, to protect and support those in need.

A YEAR FOREVER ETCHED IN OUR MEMORIES



A. COVID-19 pandemic in Canada / B. Beirut explosion / C. Fort McMurray flooding / D. Hurricanes Eta and Iota in Honduras / E. COVID-19 pandemic in Mexico

OUR JOURNEY WITH YOU



DEAR SUPPORTERS,

The story of the Canadian Red Cross has always been one of evolution.

The past decade alone has been marked by several pivotal events that have shaped the Red Cross of today: the Lac-Mégantic tragedy, the Ebola outbreak in West Africa, the Nepal earthquake, the Syria crisis, and the Fort McMurray fire, amongst others.

Together with you, our generous donors, we have been there to meet the needs of families and communities through these devastating moments. And in doing so, we have learned to adapt, innovate, and grow our expertise.

COVID-19 was the latest event to leave its mark on our organization. From day one, we were able to harness lessons from the past, from epidemic response to virtual operations to mental health support and more.

In this report, you will see how your steadfast support ensured we could rise to the challenges of the moment. Reflecting on what we have accomplished together, I remark that the Canadian Red Cross is not the same organization it was a year ago. The pandemic has changed life as we know it.

Now, we begin a new chapter knowing we must continue to adapt to the rapidly changing world around us. We will add new expertise, strengthen our workforce and be the organization that families and communities need us to be. And we will do it together.

I look forward to continuing our journey with you.

Conrad Sauvé
President & CEO

INSIDE YOUR DONOR REPORT



Your Impact in Canada

5

COVID-19 response timeline	5
Keeping communities safe	10
Disaster response	11



Your Impact Around the World

12

Mapping your support	12
On the frontline of COVID-19	15
Lebanon explosion	17
Hurricanes in Honduras	18



The Power of Your Philanthropy

20



Financial Summary

23

COVID-19: A timeline of your support



Spring 2020

Quarantine Sites

Comfort and care services at sites for Canadians needing to self-isolate



Epidemic Prevention & Control

Deployment of epidemic specialists, training and supplies to various at-risk sites



Emergency Field Hospital

Field hospital equipment to support health systems in Montreal and Vancouver



Personal Protective Equipment

Personal protective equipment and training for frontline community organizations



Wellness Checks

Expansion of telephone check-ins for isolated and vulnerable seniors across the country



Summer 2020

Indigenous Help Desk

Launch of a virtual help desk to support Indigenous communities



Emergency Care Workers

Recruitment of emergency care workers to support long-term care homes



Migrant Farm Workers

Comfort and care for migrant farm workers in Southwestern Ontario during isolation periods



Outbreak Management

Support to Indigenous communities dealing with local outbreaks



Long-Term Care Homes

Expansion of personnel and training support to long-term care homes in Ontario and Manitoba

Fall 2020



Border Support

Assistance for the provision of self-administered COVID-19 tests at some land-border crossing locations



Vaccination Campaigns

Support to the roll out of vaccination campaigns, including in [Nunavik](#) and several Indigenous communities

Winter 2021

COVID-19: Our collective impact

From coast to coast to coast, your solidarity was there for individuals, families, and communities.

157

long-term care homes in 5 provinces supported by 2,150+ Red Cross emergency care workers

13,500+

frontline workers trained by the Red Cross in epidemic prevention and control measures

5

deployments of field hospital equipment to 4 provinces in support of local health authorities

400+

Indigenous communities supported with guidance on epidemic prevention and control, and emergency preparedness

70,000+

personal protective equipment kits provided to community organizations

30+

vaccination sites across Canada supported through clinical and non-clinical assistance

EMERGENCY FIELD HOSPITAL: Your support behind the scenes

For more than a decade, supporters have helped to send our Emergency Field Hospital around the world in response to disasters and disease outbreaks. Last year, for the first time ever, we were called on to deploy our Field Hospital here at home and abroad during a global pandemic. Your support was a critical part of the operations, working hard behind the scenes to mobilize our teams and ensure equipment got from our warehouse to where it was urgently needed.

 [See your support in action](#) →



A. Field Hospital equipment is mobilized from our warehouse, where it is ready 24/7. / **B.** Equipment can be sent immediately, anywhere in Canada and around the world. / **C.** Once arrived, the Field Hospital can be operational within 12 hours. / **D.** An inside look at our Field Hospital in LaSalle, Quebec in spring 2020.



“We can change people’s lives on a daily basis. That’s the greatest accomplishment.”

- **Dr Wilson Restrepo**, medical specialist and Canadian Red Cross team leader. Thanks to your support, Dr Restrepo was one of the 350 public health specialists recruited to assist in preventing and managing outbreaks of COVID-19.

 [Meet Dr Restrepo in this short video](#) →

COMMUNITY SUPPORT:

A ray of sunshine during the pandemic

“People think you are doing fine and don’t ask. Ayden was a friendly voice that reached out.”

The pandemic brought a wave of challenges to daily life. Loneliness, isolation, financial difficulty, and distress were felt by many, including Bonnie. Thanks to you, the Red Cross was able to offer an extra hand to help people like her cope and make every day a bit easier.

For Bonnie, this meant receiving weekly calls from Ayden, a volunteer with our Friendly Calls program. With your support, this service was scaled up across Canada to lift spirits and let isolated seniors know that someone cared about their wellbeing during this difficult time.



52,900+ check-in calls to 14,100+ people, mostly seniors, to ensure their health and wellbeing



24,480 rides to people unable to use public transportation or private means



52,000 emergency food boxes delivered to 4,000+ households in need in Toronto



255,682 pieces of health equipment (walkers, wheelchairs, crutches, etc.) loaned to people recovering from illness or injury



228,391 healthy meals delivered to individuals unable to prepare their own food so they can live independently

DISASTER RESPONSE IN CANADA

Your support was there during other tragedies that did not stop for the pandemic.

33,700

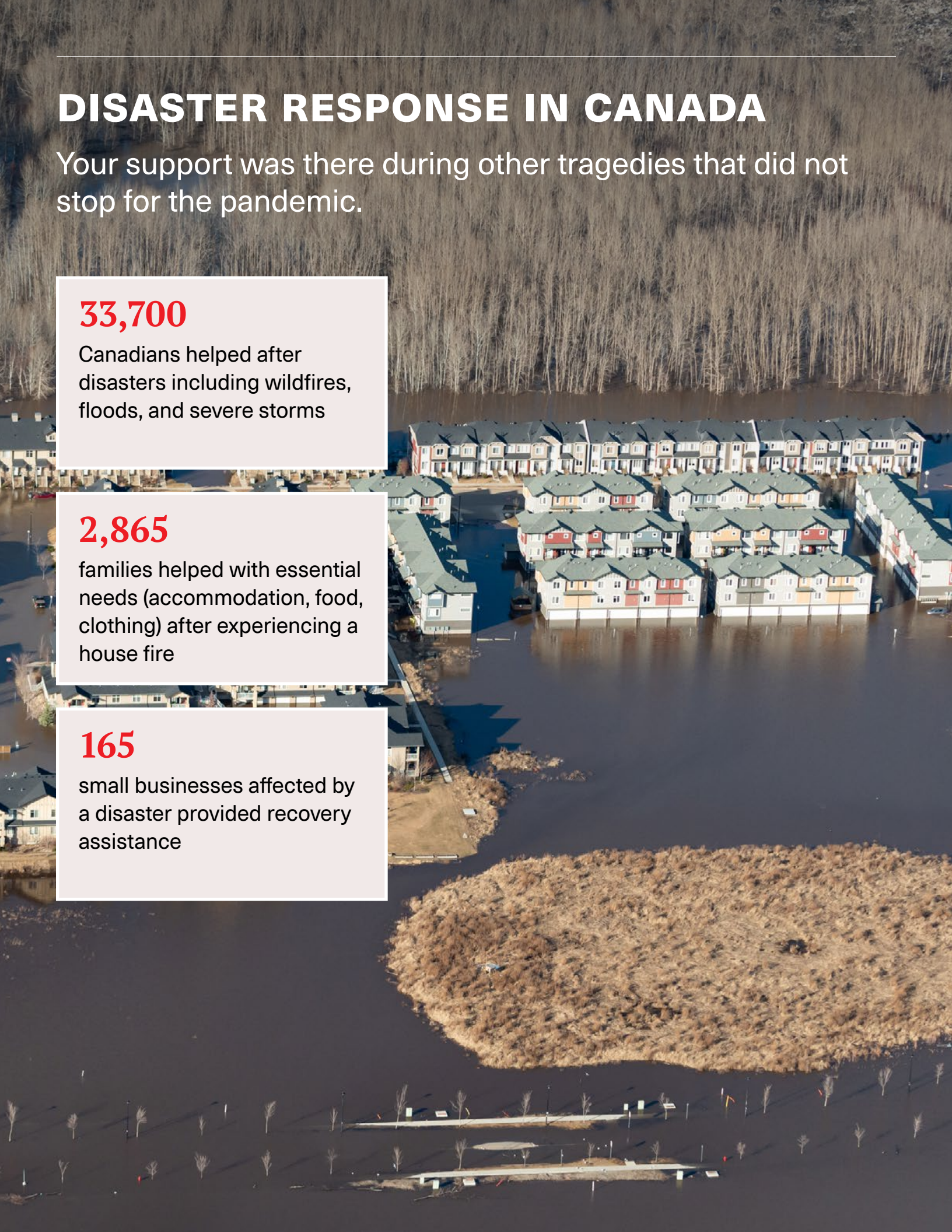
Canadians helped after disasters including wildfires, floods, and severe storms

2,865

families helped with essential needs (accommodation, food, clothing) after experiencing a house fire

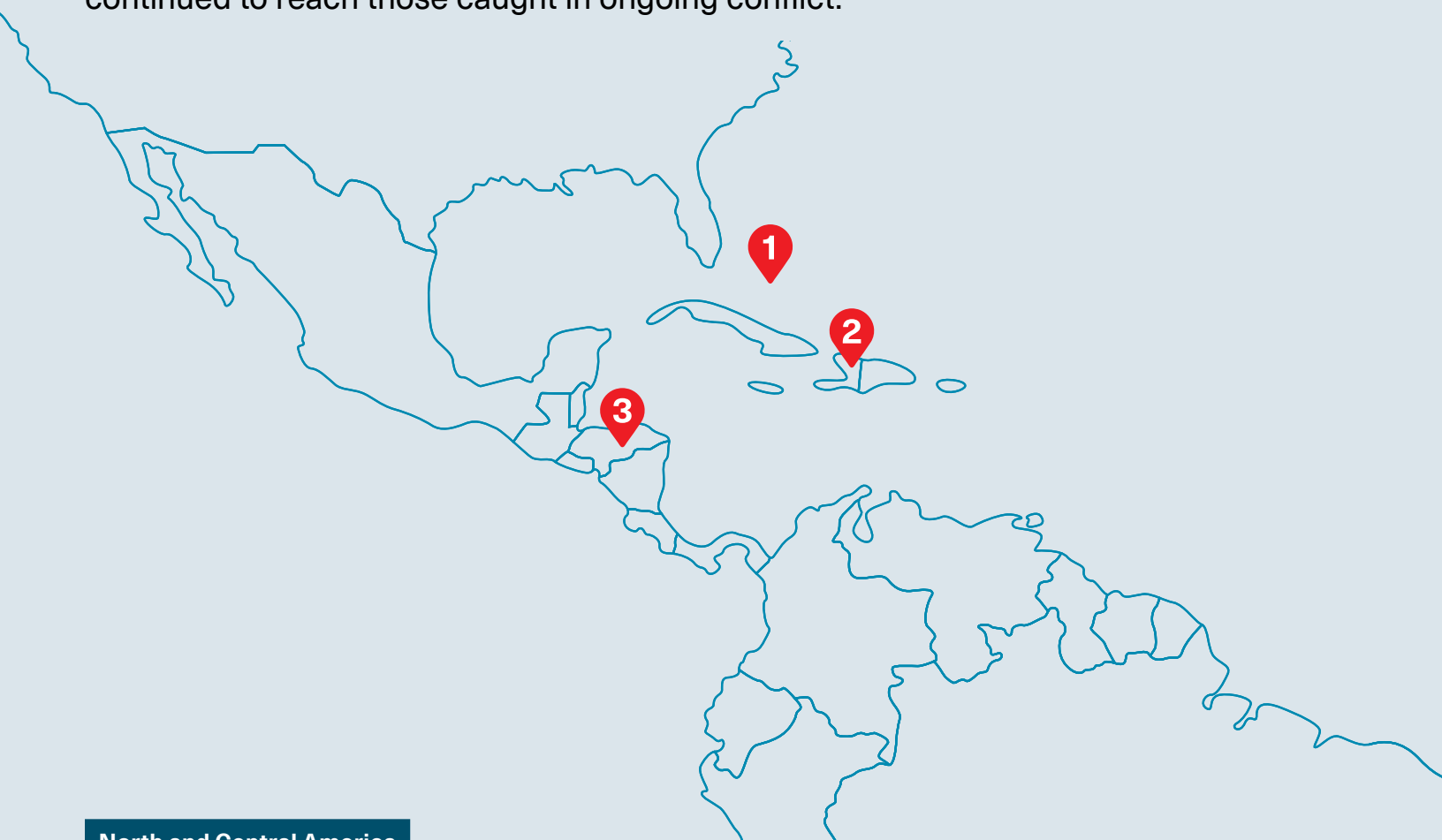
165

small businesses affected by a disaster provided recovery assistance



YOUR SUPPORT AROUND THE WORLD

With your support, the Canadian Red Cross gave a much-needed hand to assist critical efforts against COVID-19, provide lifesaving assistance to those hit by disasters, and ensure health care continued to reach those caught in ongoing conflict.

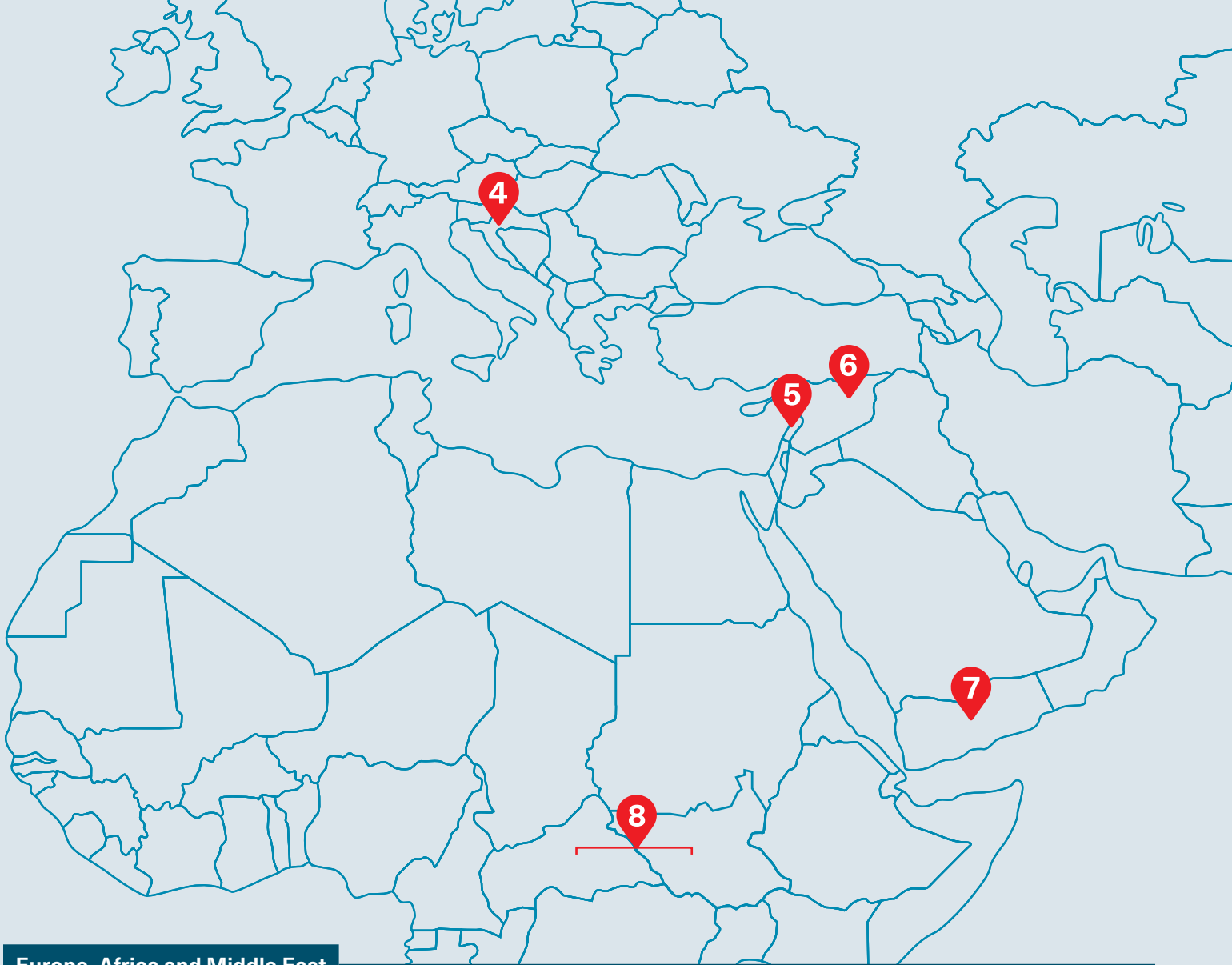


North and Central America

1. THE BAHAMAS: Since the devastating Hurricane Dorian in 2019, your support has helped to strengthen local preparedness to storms that hit the region with increased severity and frequency.

2. HAITI: You helped provide COVID-19 training for local Red Cross partners working to keep communities safe and healthy.

3. HONDURAS: In the aftermath of Hurricanes Eta and Iota, your support sent our Emergency Field Clinic and a team of medical specialists to provide essential care in a devastated region.



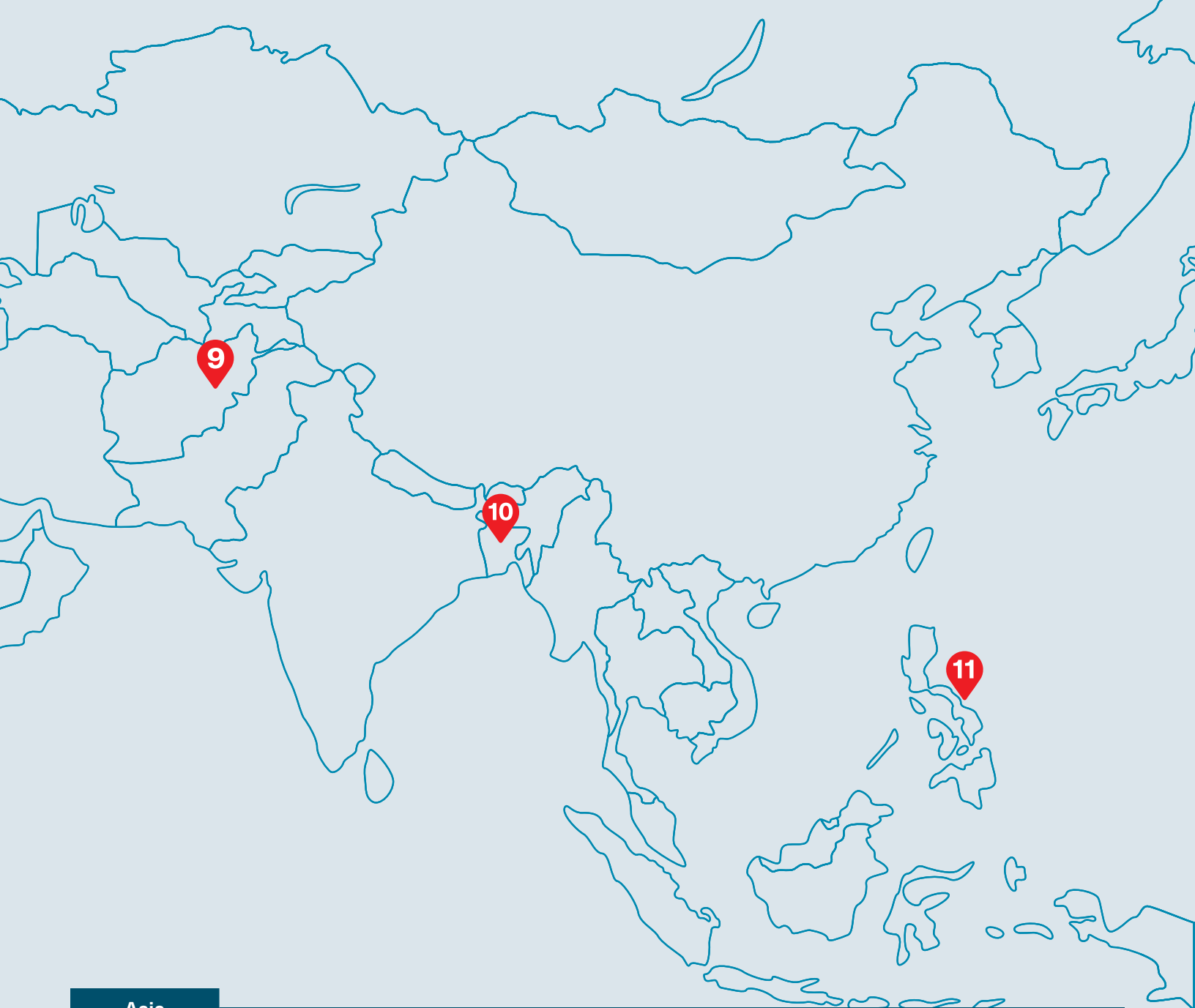
4. CROATIA: In December, thousands of families shaken by a major earthquake felt your compassion through emergency assistance, emotional support, and recovery help.

5. LEBANON: Following the devastating explosion in August, your compassion helped provide emergency care, shelter, emotional support, and medical supplies for ongoing health care.

6. SYRIA: After 10 years of conflict, your support remains a beacon of hope for Syrians in need of health care and emergency nutrition.

7. YEMEN: For people caught in the world's worst humanitarian crisis, your solidarity means access to basic health care, drinking water and critical information to keep safe from COVID-19.

8. CENTRAL AFRICAN REPUBLIC AND SOUTH SUDAN: In countries where conflict leaves many families cut off from health facilities, you are helping to train and equip local health responders to deliver essential care within their communities.



9. AFGHANISTAN: 13 mobile medical teams continued to provide essential care, nutrition supplements and COVID-19 information to families in regions where health care is dangerous to reach or simply does not exist.

10. BANGLADESH: Health care, emotional support and information on COVID-19 reached thousands of families who remain in Cox's Bazar, the world's largest refugee camp.

11. PHILIPPINES: Following typhoons Goni and Vamco, your support was on the ground to provide tangible and emotional assistance, while also helping restore access to clean water.

COVID-19: On the ground where lives were at great risk

As the pandemic spread to every part of the world, communities with weak or overwhelmed health systems were particularly at risk. With your compassion and solidarity, Red Cross and Red Crescent partners rapidly mobilized teams of local responders to prepare for the arrival of COVID-19 and help protect their own communities from the virus.



A. Mobile health clinics run by the Afghanistan Red Crescent immediately adapted their efforts to support COVID-19 testing and prevention measures in communities at risk, while also continuing to deliver the care people count on. / **B.** Local responders with the Mali Red Cross were mobilized to increase awareness within communities, set up hand-washing stations and distribute personal protective equipment. / **C.** Inside the crowded refugee camp of Cox's Bazar, where people were at significant risk, responders with the Bangladesh Red Crescent worked tirelessly to distribute health supplies and inform families about how to protect themselves from the virus.



As COVID-19 spread beyond borders, the Philippine Red Cross quickly set up medical, isolation and triage tents at several hospitals to increase bed capacity due to the surge of patients. The local response was made possible thanks in part to field hospital training and equipment provided by the Canadian Red Cross following Typhoon Haiyan in 2013. This is the lasting legacy of your support.

LEBANON: Your compassion was there to alleviate longstanding suffering

On August 4, 2020, the world watched in horror as a massive explosion hit Beirut. The blast took lives, ravaged neighbourhoods, and devastated thousands of families already suffering from an economic crisis and the COVID-19 pandemic. The needs on the ground were immediate and enormous. Your overwhelming compassion and generosity reached the people of Lebanon with emergency medical care, shelter, financial assistance, and emotional support to overcome the tragedy.



A. The Lebanese Red Cross immediately deployed teams to conduct search and rescue, and provide emergency medical care. / **B.** Medical personnel were on the scene to provide first aid to thousands of injured people. / **C.** Red Cross tents were set up around the city to offer psychosocial support to people struggling to cope in the aftermath.

HURRICANES IN HONDURAS:

Treating, comforting and rebuilding lives

When parts of Central America were lashed by Hurricanes Eta and Iota last November, your generosity was quickly on the scene to help. As survivors emerged from the devastation, a Canadian Red Cross team arrived to alleviate the burden on health facilities heavily damaged or destroyed by storms. An emergency clinic was quickly set up in the hard-hit city of La Lima, where medical and psychosocial specialists worked alongside local counterparts to offer care and emotional support to more than 3,700 people.



A. Last November, the people of Honduras, already struggling through instability, economic hardships, and the pandemic, faced the devastation of two successive hurricanes. / **B.** A tent staffed by female medical professionals was set up to provide specialized and private care for women and girls. / **C.** The health clinic also offered the services of psychosocial specialists to support the mental health needs of survivors.



“It’s really important to think about safety, privacy and dignity for everyone, but especially groups that are most vulnerable.”

- **Michelle Marteleira**, a humanitarian specialist whose role was to ensure the health clinic was set up to be inclusive of all types of patients, including women, children, people with disabilities and other marginalized groups.

 [See a video of her work in action](#) →

THE POWER OF YOUR PHILANTHROPY



At a time when Indigenous communities face past traumas and current challenges, the **North Family Foundation** reached out with a transformational gift to support Indigenous youth in British Columbia. A new initiative will support youth in gaining the knowledge and tools needed to cope with adversity and build a safer and brighter future for themselves.



Building on their humanitarian legacy at home and abroad, longstanding supporters **Leslie and Irene Dubé** made an extraordinary gift of \$1 million to ensure help reaches the most vulnerable in a future of worsening disasters and emergencies around the world.



We are grateful for the dedicated support of members of our **Disaster Response Alliance** who power the Red Cross with annual investments in disaster preparedness: Walmart Canada, RBC Foundation, Federated Co-op, Honda Canada, Economical Insurance, Power Corp, Desjardins, Co-operators, Grainger Canada, Manulife, TD Bank, McDonald's Canada, PCL Construction, Air Canada, and Rogers.



During the most challenging of circumstances, **Walmart Canada** rallied for its annual in-store campaign, raising a grand total of \$3.7 million – its most successful campaign ever! Our partnership has now reached its 18th year, and Walmart Canada has raised over \$54 million for emergency response and preparedness with the Canadian Red Cross.



From the moment the pandemic arrived in Canada, **individuals and corporate Canada** stepped up with an outpouring of support, contributing more than \$12 million to our *Canadian Emergencies and COVID-19* appeal. Your generosity enabled the Canadian Red Cross to rapidly adapt to emerging needs and scale up much-needed programs across the country.



Thanks to the outstanding leadership of honorary co-chairs **Martin Coiteux**, Head of Economic Analysis and Global Strategy at the Caisse de dépôt et placement du Québec, and **David Murray**, Chief Innovation Officer and Executive Vice President – Generation, Health, Safety and Environment, Hydro-Québec, the *Emergency Support When You Need it Most* fundraising campaign was launched in support of the Red Cross' efforts and helped raise \$1.5 million.

TIFFANY CIRCLE: Stronger together



The Tiffany Circle is part of a global network of women philanthropists in Canada, USA, UK, Netherlands, Switzerland, and Australia. Together with the Red Cross Movement, we hosted our first-ever **international virtual forum**. In addition to Jagan Chapagain, Secretary General of the International Federation of the Red Cross, we heard from Tiffany Circle members and subject matter experts from around the world on their own country response to the pandemic.



In April 2020, Tiffany Circle members came together to contribute \$195,000 towards a **match fund** to inspire Canadians to give to the Canadian Red Cross, proving that women are stronger together!

The Canadian Red Cross leadership team joined the Tiffany Circle's last event of 2020 to show appreciation and gratitude for their dedication and commitment. Co-Chairs presented members with their charms and warmly welcomed new members to the circle! If you would like to learn more about this dynamic group of philanthropic women, please email: tiffanycircle@redcross.ca.

FINANCIAL SUMMARY

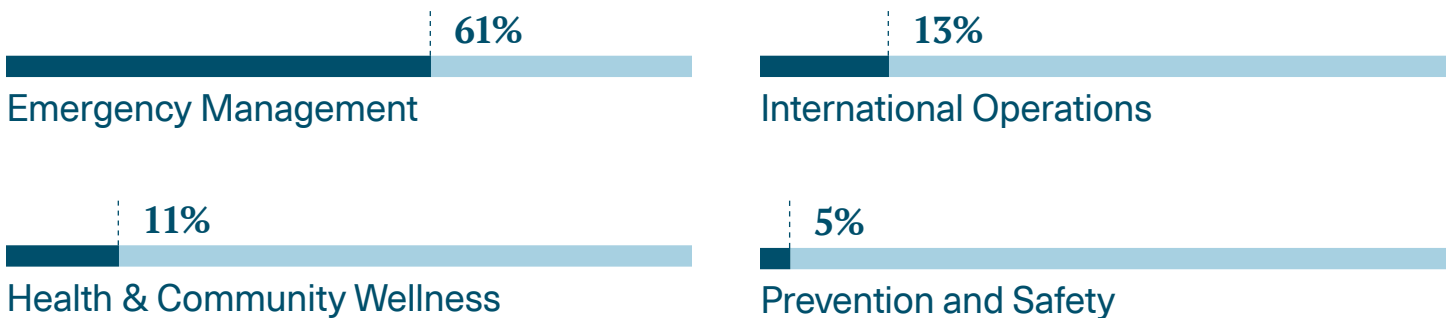
BREAKDOWN OF TOTAL EXPENSES (\$530.9 million)

April 1, 2020 to March 31, 2021



■ Program Expenses* **■** Fundraising Expenses **■** Governance and General Management

*BREAKDOWN OF PROGRAM EXPENSES (90%)





*“The help provided by the
Canadian Red Cross was an enormous
weight off my shoulders.”*

– Kaitlin, survivor of a house fire