Canadian Red Cross

2003/2004 Annual Review
This year has brought new and exciting changes and development to the Toronto Region of the Canadian Red Cross. Toronto Region once again demonstrated its commitment to serving the most vulnerable in our community. This past year, Red Cross Disaster Services volunteers were busy delivering health kits and meals to those who were quarantined due to Sudden Acute Respiratory Syndrome (SARS) and responding to the City of Toronto's three heat alerts, three extreme heat alerts and 25 cold alerts. Volunteers also responded to the gas explosion in the Kipling/Bloor area on April 24.

On August 14, Toronto and the majority of the eastern seaboard were hit by a widespread power outage, leaving virtually all Torontonians without access to electricity. Red Cross volunteers distributed water to commuters, provided transportation to cooling centres for the most vulnerable, and helped staff two cooling centres.

The Scarborough Drop-In-Centre has been functioning at full capacity since it opened in January 2003. The Drop-In-Centre serves approximately 40 clients per day, providing hot meals, counselling, and other services.

On Thursday, November 13, Toronto Region officially opened its newest location at 1859 Leslie Street. The Leslie Street property, valued at $1.7-million was made available through the Surplus Federal Real Property Homelessness Initiative (SFRPHI) of the Government of Canada and the National Homelessness Initiative (NHI).

In addition to other programs, the Leslie Street office is now home to the Flemingdon Park and Scarborough offices. Flemingdon Park emergency food bank operations were transferred to the Church of the Ascension and the Flemingdon Park Ministry. We continue to pilot the Mobile Food Bank out of Leslie Street for residents in the Flemingdon Park area who cannot otherwise access a food bank due to a permanent or temporary disability. We hope to expand this service city-wide during 2004-2005.

On November 1, the National Strategic Plan was reviewed and approved at the Annual General Meeting. Over the next five years, we will continue to provide home support and homeless services to our clients but with a focus on promoting humanitarian values here in Toronto and around the world. This is especially important to Toronto Region as we serve a community of diverse ethnic backgrounds and a high refugee claimant population. The importance of a renewed commitment to the promotion of humanitarian values is highlighted as we remember those affected by the Rwanda genocide a decade ago.

In support of the new strategic direction, Ontario Zone hosted an International Humanitarian Law conference in London, Ontario where volunteers and staff from Toronto Region attended and participated in the four day workshop.

In other international news, volunteers and staff were busy over Christmas responding to the Federation’s appeal for the Bam, Iran earthquake. Home to the largest Iranian community in Canada, Toronto Region worked together with this community to make a substantial contribution to the $3.1-million raised across Canada.

Toronto Region once again did exceptionally well in supporting the United Way campaign with 100% participation from staff and region council! With the help of Linda Ritchie and her campaign team, students from Mary Ward Catholic Secondary School, and Wexford and Porter Collegiate Institutes helped exceed our campaign goal by $1,000!

We would like to sincerely thank all of our volunteers and staff, our partners, corporate and individual donors, and the United Way of Greater Toronto. Your contribution and generosity allows Red Cross to continue to help improve the situation of the vulnerable - Anywhere. Anytime.

Linda Hoffman
Region Council President

Dennis Fair
Director, Operations and Development
Disaster Services

In addition to Personal Disaster Assistance (PDA) calls, Disaster Services responded to a number of large-scale emergencies this past year.

For both the first and second SARS (Sudden Acute Respiratory Syndrome) outbreak, volunteers delivered 1,216 health kits and 40 meals to those who were quarantined.

Red Cross responded to the City of Toronto’s three hot weather alerts, three extreme hot weather alerts, and 27 cold weather alerts.

After the April 24 gas explosion in Etobicoke, volunteers assisted firefighters and the public by providing counselling, referrals, and assistance to the Salvation Army with food distribution.

On August 14, a complete power failure occurred in the North-eastern United States and Ontario. During the four days, 32 volunteers provided outstanding support to 427 clients in the cooling centres.

After the sudden collapse of the Uptown Theatre on December 8, Disaster Services offered immediate assistance to the Toronto fire department and the Toronto police.

Throughout these major disasters, Disaster Services volunteers responded to 35 Personal Disaster Assistance (PDA) calls, assisting more than 100 PDA clients.

Disaster Services volunteer Candace McCool was recently approached by a grade two student who asked why she volunteers.

“I recall all the ‘thank you’s’ and smiles of recognition clients greet us with when they see us walking towards them with our bright red vests. It is the humble feeling I experience when people respect the Red Cross emblem and the gratitude they show us when our paths cross. It is knowing, that we are part of a large global organization working towards assisting the most vulnerable here in Toronto and on the other side of the world.”

Candace McCool has been a volunteer of the Canadian Red Cross, Toronto Region for eight years.

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<thead>
<tr>
<th>Statistics</th>
<th>Clients Served</th>
<th>Units of Service</th>
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<tbody>
<tr>
<td>Personal Disaster Assistance</td>
<td>126</td>
<td>540</td>
</tr>
<tr>
<td>Sudden Acute Respiratory Syndrome</td>
<td>1,216 (families)</td>
<td>1,216</td>
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<tr>
<td>Power Outage</td>
<td>427</td>
<td>427</td>
</tr>
<tr>
<td>Extreme Weather Alerts</td>
<td>1,692</td>
<td>1,806</td>
</tr>
<tr>
<td>3 Heat Alert days</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Heat Emergency days</td>
<td></td>
<td></td>
</tr>
<tr>
<td>27 Cold Weather alerts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal Preparedness Training</td>
<td>129</td>
<td>219</td>
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Red Cross not only assists those in times of need in Toronto, but also across the world. This past year, global issues, conflicts and disasters have kept the International Movement and the Canadian Red Cross busy with appeals and humanitarian issues.

Iraq continues to be in the forefront. The situation today remains very unstable, although law and order are gradually returning to the country, allowing assessments of the vast humanitarian needs to be carried out.

Toronto Red Cross Iraqi delegate Howard Arfin and Iraqi relief worker Ammar Thabit Zakri made a presentation at the Toronto office on Tuesday, November 4. Mr. Zakri, an Iraqi citizen, spoke about the situation in Iraq, what measures the Federation is taking, and the importance of continuous Canadian support nearly a year after the initial appeal for assistance.

Another area in great need of continuous support is the city of Bam, Iran. The earthquake on December 26 left the country devastated. Toronto Region helped raise funds in conjunction with the local Iranian community, contributing to the $3.1-million raised across Canada.

On other international fronts, the February 24 earthquake in Morocco left nearly 600 dead and more than 400 injured on Morocco’s Mediterranean coast. The International Federation launched an appeal of US $2.3-million to provide assistance for up to 30,000 people.

Haiti has been a centre of attention since February 29 when President Jean-Bertrand Aristide abruptly resigned and left Haiti causing further violence and political pressure. The International Committee of the Red Cross still remains in the country providing medical personnel and equipment. Canadian delegate Elizabeth Carrier is responsible for Red Cross medical operation logistics in Haiti.

Terrorist attacks shocked the capital of Spain on March 11. A series of morning rush-hour attacks killed over 200 people and left more than 1,000 wounded. The Spanish Red Cross responded with over 300 volunteers, 70 psychological experts, and vehicles.

On April 7, ten years had passed since the Rwanda genocide where hundreds of thousands of people were affected by rash killings. Red Cross continues to remain in Rwanda in an attempt to alleviate the suffering.

When floods, earthquakes, or wars happen around the world, there is always an echo in Canada’s multicultural and multinational communities.

Through our Restoring Family Links program, the Canadian Red Cross is able to provide valuable information on a family member living in an area struck by a disaster or conflict through the Red Cross message system. We help transmit family messages to and from conflict areas when all other means of communication have broken down.

We accept tracing requests when family members who were previously in touch have lost contact as a result of war or another catastrophe. We also accept requests for Health and Welfare checks on behalf of family members who have had regular contact with a loved one, but contact suddenly stopped.

Humanitarian Issues Program

The Humanitarian Issues Program (HIP), previously known as Global Education, aims to increase awareness of, respect for and promote action on humanitarian values and international humanitarian law, in Canada and around the world.

HIP seeks to actively engage communities, stakeholders, influence public authorities, decision-makers, youth, and encourage volunteer and financial support so that persons and communities at risk of discrimination or conflict are protected.

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<tr>
<th>Statistics</th>
<th>Clients Served</th>
<th>Units of Service</th>
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<tbody>
<tr>
<td>Tracing and Reunion</td>
<td>1,242</td>
<td>1,242</td>
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Open since January 2003, the Scarborough Drop-In Centre has successfully served clients five days a week for the past year. The centre assists the homeless and underhoused to access basic necessities such as shelter, food, clothing and healthcare, alleviating hardship and increasing their capacity to cope.

“This is a place where anyone from all walks of life can feel comfort, peace, friendship, and understanding. It also offers information that helps with various subjects. You can get brochures, talk about your problems with staff or speak with the outreach workers that drop in every week.”

Client, Scarborough Drop-In Centre

The number of clients increased steadily throughout the year, starting with 98 clients in January 2003, and averaging 40 clients per day by year end.

In just over a year, the program has proven stable with a rate of 95% regular clients, and delivery of 7,775 units of service such as meals, distribution of socks, and delivery of workshops.

Both the Hot Lunch program and the Downtown Street Relief Foot Care program offer hot meals and snacks, as well as foot care provided by a registered nurse. Throughout the year, a hot breakfast is served to clients on Monday morning, and snacks and sandwiches are available on Wednesday evenings at the Lady of Lourdes church. From November to April, a hot lunch is served every Saturday at St. Andrew’s church. The Foot Care program includes free basic first aid, complete foot examination, nail care, care of wounds and foot baths.

During 2003-2004, over 12,742 meals were served, more than 2,030 hygiene kits were distributed, and 217 clients were seen by a foot care nurse.

On February 20, the Flemingdon Park office officially closed its doors after 28 years of community service. Food bank services have been transferred to two other agencies. Food bank clients living north of Eglinton are now being served by the Church of the Ascension, clients living south of Eglinton are being served by the Flemingdon Park Ministry.

The Mobile Food Bank program along with other Flemingdon Park programs have moved to the Leslie Street Office. The Mobile Food Bank delivers food to vulnerable clients in Flemingdon Park who cannot otherwise access a regular food bank due to permanent or temporary disabilities.

First Contact continues to serve refugee claimants arriving in Toronto. Going into its fourth year of operation, the First Contact program has added to its menu of services, a drop-in-centre with computer, internet access, and other services for clients. The drop-in centre offers eight workshops on specialized topics such as health, welfare, and the refugee determination process. Over 160 clients attended these workshops in the past year.

In March 2004, the First Contact program launched the Welcome Walk project. Sponsored by the MayTree foundation, the Welcome Walk provides those new to Canada a ‘life-skill’ city-wide tour of Toronto. In the first month of operation, the program was oversubscribed, and 24 newly arrived refugee claimants enjoyed a day of workshops and a tour of Toronto, including a ride to the top of the CN tower.

In 2003-2004, First Contact served a total of 2,190 clients, a 100% increase from the previous year. Of this number, 680 were new clients and 58 were unaccompanied children.

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<tr>
<th>Statistics</th>
<th>Clients Served</th>
<th>Units of Service</th>
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<tbody>
<tr>
<td>Hot Lunch Program</td>
<td>965</td>
<td>12,742 meals</td>
</tr>
<tr>
<td>Hygiene Kits</td>
<td>2,030</td>
<td>2,030</td>
</tr>
<tr>
<td>Food Bank</td>
<td>829 (families)</td>
<td>53,056</td>
</tr>
<tr>
<td>Mobile Food Bank</td>
<td>90 (families)</td>
<td>444</td>
</tr>
<tr>
<td>Street Relief Foot Care</td>
<td>217</td>
<td>217</td>
</tr>
<tr>
<td>Scarborough Drop-In Centre</td>
<td>700</td>
<td>7,775</td>
</tr>
<tr>
<td>First Contact</td>
<td>2,190</td>
<td>24,141</td>
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</table>
**Safety Services**

**First Aid** has continued to help people develop the necessary skills to help save lives and reduce the number of injuries through awareness in both First Aid and CPR. We provide the most current, research-based information, delivered by experienced instructors.

The development of a partnership with Zellers in support of the newly revised babysitting course has increased demand and awareness of the program. The new participant manual is more colourful and not only provides childcare tips and First Aid information, but also suggestions for running a successful babysitting business.

First Aid has also been busy providing First Aid stations at events at the Canadian National Exhibition.

The First Aid department has gone through many changes since July 2003. The branch is no longer handling off-site courses or service delivery to Authorized Providers, but now focuses solely on the delivery of public training. First Aid Services was streamlined to the Ontario Zone office effective July 1, 2003.

Since 1946, more than 27-million Canadians have learned how to swim and safely enjoy water activities through our **Water Safety services**.

The Canadian Red Cross Society released a ten-year drowning report last Spring, noting that approximately 600 people drown each year and countless more are injured, often permanently. Most of these incidents are preventable.

The Red Cross **On Board program** is designed to help boaters meet the Canadian Coast Guard requirements for the Pleasure Craft Operator Card. Our new partnership with Canadian Tire allows On Board products and testing to be conducted in stores across Canada. Red Cross branches and Authorized Providers also offer the materials and exams.

Sponsored by the Canadian Coast Guard, Red Cross’ **Boat Smart, Canada!** campaign was a huge success last summer. Based on Red Cross’ 10-year drowning report, the campaign targets men, aged 15-34 with the goal of increasing lifejacket usage among this high risk group.

**Meals on Wheels** provides hot, frozen, and/or culturally appropriate meals to Etobicoke residents at an affordable cost. The program is remarkable as it is designed to help clients maintain or improve their health status and remain functionally independent. Not only does it increase social interaction between the client and Red Cross volunteer or staff member, but it also gives assurance to the client’s family that someone will check in on their loved one during their scheduled meal times.

The **Transportation program** provides clients who have mobility and cognitive difficulties, transportation to medical appointments, the grocery store, or other necessary destinations. The program helps clients remain independent, increases social interaction, and provides support to the healthcare system.

The **Home Healthcare Equipment Services program** (HHES) assists individuals of all ages to remain mobile while performing daily activities or recovering from illness or injury through the short-term rental of home healthcare equipment.

With HHES, clients increase their mobility by maintaining or improving their health to remain independent. By offering short-term rentals, clients do not have to purchase expensive equipment, therefore reducing their financial burden.

**Statistics**

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<tr>
<th>Service</th>
<th>Clients Served</th>
<th>Units of Service</th>
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<tbody>
<tr>
<td>First Aid, CPR, Babysitting &amp; Childsafe</td>
<td>3,587</td>
<td>3,587</td>
</tr>
<tr>
<td>Meals on Wheels</td>
<td>759</td>
<td>73,327</td>
</tr>
<tr>
<td>Home Healthcare Equipment Services</td>
<td>2,773</td>
<td>4,020</td>
</tr>
<tr>
<td>Transportation</td>
<td>719</td>
<td>19,338</td>
</tr>
</tbody>
</table>
During the past year, Red Cross volunteers worked closely with staff to improve the situation of many clients. Volunteer activities included helping homeless people during extreme weather alerts, assisting individuals and families facing personal disasters such as house fires, delivering meals, driving clients to various appointments, the Hot Lunch and Drop-In programs, fundraising, and providing administrative support and other assistance.

Volunteers were recruited from diverse communities across Toronto to fill various positions. A volunteer recognition event was organized in April 2003 to thank volunteers and present various volunteer awards.

45 youth participated in the Summer Student Volunteer program. They volunteered with Meals on Wheels, the Humanitarian Issues Program (formerly known as Global Education), First Aid, the Hot Lunch program, and provided clerical support.

This past February, Toronto Region youth also participated in the Ontario Zone "Tapping Into Unlimited Energy"-Engaging Youth conference. Held at the YMCA in Geneva Park, the conference followed the direction as outlined by the new Strategic Plan, making youth a national priority in the promotion of humanitarian values and international humanitarian law, thereby increasing the active participation of youth volunteers.

The workshop explored the opportunities for youth to participate in domestic and international programs and to introduce the award-winning Fast Forty program.

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<th>Statistics</th>
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<tr>
<td>Active Volunteers</td>
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<tr>
<td>Hours Volunteered</td>
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We saw a number of successes in this year’s fund development activities and would like to thank the following organizations for their support:

- The Maytree Foundation for their grant of $25,000 to support our First Contact program.
- The United Way Winter Relief Grant Program, for their contribution of $15,000 towards our Scarborough Drop-In service hours, winter apparel and programming.
- The George Lunan Foundation, who kindly donated $3,500 to support the Scarborough Drop-In Centre.
- Shell Canada Limited, who kindly donated $2,000 to support our Meals on Wheels program inEtobicoke.
- Nissan Canada Foundation and the Nissan Senior’s Network for their generous donation of a vehicle to support our Meals on Wheels program.
- Through Chubb Insurance, the Marsh Group donated $16,500 towards programs supporting the vulnerable in Toronto.
- Shoppers Drug Mart, who donated $2,000 worth of toothpaste to our Disaster Services program.

We welcomed the holiday season this year with our first ever Poinsettia Campaign, which kicked off in August. Not only did we raise additional money for our Food Security programs but we were able to make the holiday season brighter with the delivery of stunning poinsettia plants to some twenty organizations throughout the GTA.

To kick off March is Red Cross Month, our annual Red Ribbon Campaign was held this year on March 1, 2004 at the Go-Train Terminal at Union Station. With the help of Toronto Fire Fighters and a dedicated group of Disaster Services volunteers, we tripled last year’s revenue.

A special thank you to all staff and volunteers who contributed to this year’s family campaign in support of Meals on Wheels and Transportation client subsidies. Your donation truly made a difference.

As we look forward to 2004-05, we are preparing for a new series of inventive special events to raise money and awareness for Red Cross programs. This summer look out for the "Guess Who’s Cooking for Dinner" lottery!
New Strategic Plan
2003 - 2008

On November 1, 2003, the Canadian Red Cross Society introduced and approved the Strategic Plan for the next five years.

The following are the new Mission, Vision, and Values statements.

Mission
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.

Values
Our actions and decisions will be based upon:
- humanitarian values, as expressed in our Fundamental Principles;
- respect, dignity and care for one another within and outside of Red Cross, and
- integrity, accountability, effectiveness and transparency.

Toronto Region will adhere to the new Mission, Vision, and Values statements as well as the following four core areas of focus and strategic goals:

Humanitarian Values
Our strategic goal is to increase awareness of, respect for and promote action on humanitarian values and International Humanitarian Law.

Disaster and Conflict
Our strategic goal is to prepare for and continue to respond to disasters and conflicts.

Health and Injury Prevention
Our strategic goals are to prevent unintentional and intentional injury, improve health status and maintain dignity.

Organizational Capacity
Our strategic goals are to strengthen the financial health of the organization and increase opportunities for the active participation of volunteers.

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