100

Canadian Red Cross
CELEBRATING 100 YEARS | 1909-2009

WWW.REDCROSS.CA/LOWERMAINLAND

1909 - 2009 One Hundred Years of Service
TO IMPROVE THE LIVES OF VULNERABLE PEOPLE BY MOBILIZING THE POWER OF HUMANITY IN CANADA AND AROUND THE WORLD.

THE CANADIAN RED CROSS IS THE LEADING HUMANITARIAN ORGANIZATION THROUGH WHICH PEOPLE VOLUNTARILY DEMONSTRATE THEIR CARING FOR OTHERS IN NEED.

The Canadian Red Cross Society is a non-profit, humanitarian organization that has been operating in Canada for the past one hundred years.

The Canadian Red Cross Society is a member of the International Red Cross and Red Crescent Movement, which includes the International Committee of the Red Cross, 187 National Red Cross and Red Crescent Societies, and the International Federation of Red Cross and Red Crescent Societies.

RED CROSS FUNDAMENTAL PRINCIPLES

HUMANITY
IMPARTIALITY
NEUTRALITY
INDEPENDENCE
VOLUNTARY SERVICE
UNITY
UNIVERSALITY
HISTORICAL TIMELINE

JUNE 24, 1859
Henry Dunant observes the Battle of Solferino.

FEBRUARY 17, 1863
The International Committee of the Red Cross is formed (originally the International Committee for Relief to the Wounded in Time of War).

OCTOBER 1863
The International Committee of the Red Cross begins during the Franco-Prussian War.

1863
The Government of Canada signs the Canadian Red Cross Society Act; the Canadian Red Cross is officially founded.

North Vancouver, Port Moody and Vancouver branches of Lower Mainland Region are incorporated.

1914
The New Westminster branch of the Lower Mainland Region is incorporated.

1917
After World War I, the Canadian Red Cross became heavily involved in health education and public health initiatives. To this end, the Junior Red Cross was formed with the goal of improving the health of Canadian children.

1922
In the 1930s, the first First Aid program was established to provide the public with training in various life-saving techniques.

1930s
The Canadian Red Cross Blood Transfusion Service opened its first blood depot in Vancouver.

1940s
Medical Equipment Loan Service (MELS) is launched to provide short-term basic health equipment to those recovering from illness, injury or surgery.

1946
The Red Cross Lodge opened to provide comfort, relaxation and accommodation for hospitalized veterans, their relatives and their friends.

1947
Volunteers provided endless hours at the local Red Cross depot during the Great Floods of 1948 when Vancouver was literally cut off from the rest of the country.

1948
The first Geneva Convention sets the standards for the International Humanitarian Law (IHL).

1949
The Outpost Hospital program reaches its peak with almost 90 outpost units across Canada.

1950s
First Thank You Tea is held for Volunteer Recognition of women working in the Blood Donor Clinics.

1967
Princess Alexandra, Patron of the Canadian Junior Red Cross, breaks ground for the new building on Oak Street in Vancouver.

1976
Family Support Program begins in the Lower Mainland Region to support families with children at BC Children’s Hospital with emotional and practical assistance.

1983
1st annual Global Issues Symposium for Youth is hosted in the Lower Mainland Region.

1984
Youth Tap (Training in Action Program) is launched.

1994
Twenty-three-year-old Ray Li, a Red Cross Youth Volunteer, embarked on a 5,500 km cycling tour of BC to raise awareness around the issue of landmines – inspiring countless others on his journey.

1997
Red Cross campaign helps lead to signing of a treaty to ban landmines by 124 countries on Dec. 2.

1998
The national blood program is transferred to the Canadian Blood Services and Héma-Québec after more than 50 years of administration by the Red Cross, during which time we had the privilege of assisting countless Canadians in need of blood.

2001
Children’s Medical Equipment Recycling and Loan Service (CMERLS) is formed.

2002
Humanitarian Issues Program launches A Story to Tell and a Place for the Telling series in the Lower Mainland Region.

2003
Disaster Management Program is formed.

2004
SmartStart: Multi-Lingual Injury Prevention Training is established.

2005
Community Outreach founds the Chinese Advisory Group.

2006
Malaria Bites; our donors and supporters helped us deliver over 6.3 million insecticide-treated bed nets in Africa since 2003.

2007
Launch of the BC Red Cross Disaster Center: To help the Red Cross respond to future disasters, the Province of British Columbia donated the money, technology and expertise needed to increase the capacity of the centre to cope during a significant disaster.

2008
Marketing and Public Affairs hosts the 1st annual World Red Cross Celebrity Soiree in Yaletown.

2009
First Contact is launched in the Lower Mainland Region to provide refugees with one place to access assistance on arrival through a 24/7 multilingual information and referral phone line, as well as an accompaniment service.

2020
Mediterranean earthquake: disaster assistance deployed.

2021
The Canadian Red Cross launched two major new campaigns: Helping Hands and the International Humanitarian Fund, the first which focuses on the impact of COVID-19 on communities that have no access to vaccines and the second aims to help children affected by natural disasters.

2022
Canadian Red Cross supported the Helsinki Declaration on the right to health and to be free from discrimination.

2023
European Union launches the 2030 Agenda for Sustainable Development and the Universal Health Coverage Coalition, with the Canadian Red Cross as an official partner.

2024
Canadian Red Cross launches the Global Health Resilience Program, which focuses on strengthening health systems and ensuring that communities are better prepared for future pandemics.

2025
The Canadian Red Cross celebrates its 160th anniversary, marking 160 years of service to those affected by disasters and crises around the world.

2026
The Canadian Red Cross launches the Next Generation campaign, which aims to raise funds to support new programs and initiatives focused on addressing global health challenges.

2027
The Canadian Red Cross celebrates the 100th anniversary of the establishment of the Canadian Red Cross Society Act.
HUMANITARIAN VALUES
We protect lives and ensure respect for the human being

04 Humanitarian Issues Promotion
09 International Humanitarian Law (IHL)
09 Youth TAP (Training in Action Program)
10 Community Outreach
14 First Contact
15 SmartStart: Multi-Lingual Injury Prevention Training
15 Restoring Family Links
16 Detention Monitoring

HEALTH AND INJURY PREVENTION
We reduce suffering, save lives and build safe and healthy communities for individuals at vulnerable times in their lives

18 RespectED: Violence & Abuse Prevention
20 First Aid
22 Swimming and Water Safety
24 Children’s Medical Equipment Recycling and Loan Service (CMERS)

2008/09 TABLE OF CONTENTS

10 Community Outreach
36 Medical Equipment Loan Service
36 Donors and Supporters

DISASTER AND CONFLICT RELIEF
We provide relief when communities and individuals require support

14 Disaster Preparedness
36 Disaster Response

ORGANIZATIONAL CAPACITY
We mobilize sufficient support and resources to carry out our humanitarian mission

40 Marketing and Public Affairs
40 Financial Development and Planned Giving
41 Donors and Supporters
41 Volunteer Recognition and Community Awards
The Red Cross Lower Mainland Region continues to play an integral role in the health and safety of our communities. This Annual Review provides an overview of the incredible difference we make in the lives of thousands of people living in our region. Our achievements are the result of the dedication of our hundreds of volunteers, staff, and donors. In 2008-2009, we collaborated with numerous community partners to support international and local needs.

Our lower mainland communities donated $2.5 million to the Red Cross to support recovery projects in China following the earthquake in May 2008. In November, a senior delegation from the National Red Cross Society of China came to Vancouver to thank the donors and to report on how the funds were being used to help thousands of survivors rebuild their lives. Impressed with this level of accountability, many of these donors are now helping us strengthen our emergency response capability here at home.

This past year, we increased our capacity to provide multilingual programs throughout the region. First Contact, the new emergency and information service for refugee claimants, was launched in November and our SmartStart program conducted a special Personal Preparedness initiative with senior women in the South Asian Community.

On a National level, the Society is strengthening our capacity in Canada. In order to truly carry on our work across the country, we must be focused in our Mission and ensure we can sustain our expertise and resources. The Western Zone Innovations project, to be completed in the Fall of 2009, will help us to focus on our priorities and to be more responsive to ongoing and emerging community needs.

In 2009, we are celebrating 100 years of serving Canadians. Through a variety of Centennial events and a special public awareness campaign, the region will highlight our history of helping vulnerable people in the Lower Mainland, Canada and abroad. We look forward to celebrating our past, present and future contributions and welcome all to join us in these festivities.

Finally, we would like to congratulate and thank all the volunteers and staff for their creativity and energy throughout the past year. As well, we acknowledge that without the commitment of our donors and partners, we would not be able to continue our important activities.

SHELLEY MILNE
Council President
SUSAN BORTHWICK
Regional Director
PETER LEGGE
Centennial Committee Co-Chair
EVERYDAY, THE WORK OF THE RED CROSS brings us in contact with people affected by war, disaster, disease, political disruption and displacement. Humanitarian Issues Programming provides a combination of public education, training and events around global and humanitarian issues. We also offer services and specific training for newcomers and vulnerable groups at risk of marginalization. All our work is founded on humanitarian principles and values and helps to foster humanitarian leadership in the community.

HUMANITARIAN ISSUES PROMOTION

Humanitarian Issues Promotion engages the general public around critical global and humanitarian issues through public engagement events organized and planned by volunteer working groups. The focus may change from year-to-year according to the needs seen both in our local community and internationally.

The Humanitarian Issues Working Group organized a cluster munitions campaign that engaged over 4,000 people in a dialogue around banning the use of these weapons. This campaign collected postcards that were delivered to local MP’s, urging them to support the signing of the Convention and to provide ongoing victim assistance. The Working Group also conducted a civil war simulation for the public, informing them of the rules of war and the role of the Red Cross in armed conflict.

The Story to Tell and a Place for the Telling speaker series, into its sixth season with the theme "We Fleed by Land, Sea and Air," invites refugee speakers to share their story of life in their country of origin, fear of persecution, escape, and establishing a new life in Canada. This year, the series was replicated by the Red Cross Humanitarian Issues Program in Halifax, in partnership with the Halifax Public Libraries and the Atlantic Refugee and Immigrant Services Society.

The Canadian Red Cross also participated in the second annual World Refugee Day celebration in 2012. In partnership with refugee-serving NGOs, the UN High Commissioner for Refugees, and the City of Vancouver, a series of events were held at the Vancouver Public Library. From music, displays and speakers to a proclamation and simulation of the claimant process, the public
Calvin Comfort’s journey with Youth TAP (Training in Action Program) started when he attended the Global Issues Symposium for Youth in Grade 10. He has been involved with the program ever since. Over the past few years, he volunteered as a Symposium Resource Leader and also assisted in Humanity Strikes Back. What inspired him to volunteer are the Red Cross Fundamental Principles and the team’s passion for global issues. He can see that he can make a difference on these issues and help others to also be engaged as global citizens.

The global issues we deal with are real and can be overwhelming emotionally,” Calvin explains. “It is hard to measure the impact on humanity as a whole, but the impact on several people can and will lead to a greater effect on more people.”

Calvin is currently a Co-Chair on the Humanitarian Issues Working Group, leading a team of volunteers to organize public awareness campaigns on global issues. A highlight of the group’s hard work is last year’s cluster munitions campaign that highlighted the humanitarian toll of these weapons and the need for a new treaty banning them. In December 2008, after the campaign, the Government of Canada signed the new Convention on Cluster Munitions and several Members of Parliament wrote to the Red Cross to express their support of the cause.

“We want to present global issues in a way that speaks to people and inspires them to take action – whether it be following these issues more in the news, purchasing fair trade products or volunteering their time. We all have a choice and regardless, our actions will have an impact.”

Calvin’s travels through Southeast Asia have also exposed him to the reality of landmines, and reaffirmed his commitment to raising awareness of this humanitarian issue locally. “It’s easy to disconnect with the issues because we don’t see it in our everyday lives, but when you do see it first hand, it hits you and it gives real meaning to the work that the Red Cross and I do. It’s gratifying to see how we are making a difference even though we are miles away from where the issues are occurring.”

Calvin has spent a third of his life with Youth TAP and the Humanitarian Issues Program and plans to continue his involvement with the Red Cross because it is meaningful and rewarding. He realizes that over the years, the impact of these projects has caused a ripple effect in individuals, the community and even globally. “When you’re in Grade 10, you don’t have much direction in life, but the Symposium changed my life and gave me a direction. I am now a student of International Studies at the Simon Fraser University. I’ve learned a lot about global issues, and there’s still so much I can learn, but it is a possibility that I will make this a career and work in the non-profit sector.”
When I moved to Canada a few years ago, I wanted to work in my area of expertise and practice medicine but was unable to. Knowing the Canadian Red Cross has the same mission of educating people on how to save lives, I decided to volunteer. I trained to be an instructor for the Community Access to First Aid workshop of the SmartStart: Multi-lingual Injury Prevention Training program to teach people what to do during emergencies and basic first aid skills. Through my training and experiences with the Red Cross, I also became a Red Cross Authorized Provider and founded my company ‘Singh Step Alive First Aid Training Centre’, allowing me to help people become certified in CPR/first aid skills.

Today, I continue to volunteer and teach in ethnic communities, particularly the South Asian community in Punjabi and Chinese community in English as a Second Language format. Most of the workshop participants are new immigrants who do not speak English well. Many of them do not know how to apply CPR (cardiopulmonary resuscitation) or are unaware of emergency services such as 911 or the B.C. Poison Control Centre. Without some support and education, they will likely be lost and confused if an emergency occurred. In the workshop, I educate them on what to do and how to get help, basic first aid skills, common home hazards and injury prevention.

One of my memorable experiences with the Red Cross was when someone told me that his wife, who took the course with me, encountered a diabetic person at work and knew exactly what to do. It was especially heartwrenching to hear when deaths happen because people rely too heavily on emergency services and often it is already too late by the time they arrive. Fifty percent of Lower Mainland residents speak a language other than English at home and there is a need to help train these residents so they feel confident they can help in an emergency. I feel my role at the Red Cross has allowed me to bring changes in small ways for those that need it most in our community.

Furthermore, my involvement with the Red Cross has enriched my life as I am now doing similar to what I have always desired — helping people — and it is a very gratifying experience. I thank the Canadian Red Cross very much for allowing me to be part of that integral force that unites us all for humanity.

“I feel my role at the Red Cross has allowed me to bring changes in small ways for those that need it most in our community.”

MANJIT SINGH

SMARTSTART: MULTI-LINGUAL INJURY PREVENTION TRAINING

Immigrants and newcomers often face language barriers that can make it difficult to access vital training and information. SmartStart provides training and education to immigrants, refugees, and vulnerable populations in the Lower Mainland through its Community Access First Aid and Personal Disaster Preparedness workshops. These sessions are offered in 18 languages and aim to ensure that diverse vulnerable communities have access to important life-saving skills and injury prevention information.

The program depends on multi-lingual volunteers, many of whom have been health-care practitioners in their country of origin. Our training and the certification in First Aid instruction gives these newcomers an opportunity to pursue a career that relates to their previous profession and helps them integrate into Canadian society with greater ease.
This conference brought together international and Canadian experts on international humanitarian law with a focus on humanitarian space, urban violence, private military companies and non-state actors. Through this conference, the Red Cross has helped contribute to developing Canadian capacity around these issues. Participants with backgrounds in academics, humanitarian organizations, policy-making, law and military, helped develop recommendations and guidelines for pressing issues in contemporary armed conflict. As part of this initiative, the Red Cross also organized innovative activities and events to engage the public in these issues.

2008 was also an exciting year for international humanitarian law as a new treaty banning cluster munitions was being negotiated. The Lower Mainland team led the national campaign by developing activities, toolkits, branding and public engagement tools. Events were held in the Lower Mainland and the team’s initiatives facilitated engagement across Canada. On December 2-4, 2008, the treaty opened for signature, and the Canadian Government joined more than 90 other countries in signing the new Convention on Cluster Munitions.

YOUTH TAP has been fostering a deep sense of humanity, community service, humanitarian values, and active global citizenship among youth volunteers and participants for 25 years. It aims to provide young people with not only valuable work and life experience, but also helps them develop skills in facilitation, event/project management, media engagement, leadership, consensus decision-making, constructive conflict resolution, and cross-cultural appreciation. The annual Global Issues Symposium for Youth and Humanity Strikes Back! Conference were again a tremendous success.

The program underwent both an internal and external evaluation this past year. The external evaluation by Hille-Magassa & Associates was very positive and recommended to the National Red Cross that the Youth TAP approach continue to be adopted in other regions of Canada, as it has already successfully been undertaken in Calgary and Halifax. The internal business and sustainability plan made recommendations for continued strengthening and quality management of the program.

COMMUNITY OUTREACH

Community Outreach listens and responds to the needs of the community via Chinese and South Asian ethnocultural advisory committees and broad-based partner networks, including the Multi-Agency Partnership (map) for refugee claimant serving agencies. The success of such communication has led to an increased profile for the Canadian Red Cross in many sectors, and has enabled direct services and program support for diverse communities and newcomers in the Lower Mainland. An example of this successful collaboration is the Provincial Government’s initiatives to expedite the processing of welfare applications and provide additional transitional housing for some refugee claimants.
It has taken more than six agonizing decades, but the discovery of her grandmother’s fate through the Red Cross has solved a lingering mystery for Magda Sasvari and her family.

It was World War II in 1945. The family decided to flee and had made their way to near the Hungarian-Austrian border when the walk became too painful for the frail, elderly grandmother, Agnes Matula. Luckily, a Hungarian army convoy traveling alongside agreed to carry her. Then the air raids hit. The group scattered, and the last the family saw of Agnes, she was waving from the back of a horse-drawn convoy carriage.

After arriving safely at the camp in Austria, the family realized that the carriage Agnes had travelled in had simply disappeared, and no one knew what had happened to it. The family searched for days but never found any sign of her or a single clue to her disappearance. For years, the family was haunted by the fear that Agnes had died alone, in pain, in a strange place, and without her loving family around her.

Finally, Magda decided to try the Canadian Red Cross Restoring Family Links program and found the answers she had been seeking for over 63 years. On that long ago day, amid all the fear and confusion, the convoy had split into two groups, one carrying Agnes to Passau, Austria, the other taking the rest of the family to a camp only a few kilometres away. Already weakened by the long journey, Agnes became ill and died peacefully of natural causes two weeks later. She was surrounded by the caring and attentive staff of a local hospital.

Magda and her family were relieved to know Agnes’ final resting place and that she did not have to suffer a long time without knowing the whereabouts of her family. “I’m happy to know the truth about my grandmother,” says Magda Sasvari, wiping away tears of both grief and relief, “Now our worst fears can at last be peacefully laid to rest.”

CANADIAN RED CROSS 100 YEARS

RESTORING FAMILY LINKS

Grandaughters of the oldest programs of the International Red Cross and Red Crescent Movement, Restoring Family Links dates back to the Franco-Prussian War of 1870-1871 where the Red Cross first became involved in the tracing of missing people and the collection and delivery of family messages. Today, the organization exchanges lists of prisoners which, for the first time in history, allowed close family members to obtain news of their captured relatives.

The Restoring Family Links Program today continues to reconnect families separated by war or disaster, provide health and welfare reports, facilitate issuance of Travel Documents and Certificates of Detention. Every year, millions of people around the world benefit from this program through family messaging services, tracing services, and family reunification.

" For years, the family was haunted by the fear that A gnes had died alone, in pain, in a strange place, and without her loving family around her."
Before becoming one of the partners of the First Contact program, the Settlement Orientation Services (SOS) was already collaborating with the Red Cross for five years. It started with the hygiene kit project for refugees, and then SOS took part in organizing A Story to Tell and a Place for the Telling series and now it is partnering with the First Contact program.

SOS has been assisting with the conception and launch of the First Contact program since day one. It has been involved in researching the need of this service through focus groups and interviews to meeting with Red Cross officials and introducing new volunteers to the program.

“First Contact addresses the welfare of refugee claimants, and this is certainly something SOS wants to partner with,” explains Alexandra Charlton, the Centre Coordinator of the Settlement Orientation Services.

“With this service, we are now confident that nobody is going to fall between the cracks.”

Charlton sees the Red Cross as the catalyst of this service because of its credibility and neutrality. Neutrality allows the partners to have a more productive meeting ground and it is one of the key factors of First Contact’s success.

“Collaboration is a good venture between non-profit organizations because different agencies bring in different skills and resources, and we all know that resources are scarce,” Charlton says. “The Red Cross has a large volunteer base and has the experience in volunteer work; therefore, we can get different projects going. This is a win-win situation for everyone.”

Charlton finds this very satisfying and encouraging to see the Red Cross offering a service that is really needed.

Community Outreach has had many successes over the years, including the creation of innovative multilingual programming, such as the SmartStart and First Contact programs that respond directly to the needs of culturally diverse and vulnerable populations. No other organization offers injury prevention, direct aid, and multilingual information and referral services free-of-charge to vulnerable immigrants and newcomers.

This year, the South Asian Advisory Committee organized a Red Cross Community Day event to promote local Red Cross programs and services, and to encourage the South Asian community to become involved and volunteer. The committee also supported SmartStart’s New Horizons project that delivered multilingual disaster preparedness training to the South Asian senior community.

The Chinese Advisory Group played an instrumental role in the aftermath of the Sichuan Earthquake in May 2008. Members translated materials, gave media interviews, supported community fundraisers, and liaised with the community as it mobilized in response. In July, the group held a retreat to explore its roles and responsibilities, develop and gain consensus on strategic direction and priorities, and identify specific action items to support these goals.

Upon first arrival, claimants often do not know where to turn or where to access reliable information. Language barriers, trauma, cultural differences, and lack of basic necessities increase the vulnerability of these individuals. The Canadian Red Cross, in conjunction with its government and community partners, has responded to this situation by developing the First Contact program in BC, drawing on the experience of the original program in Toronto. The creation of the program has also helped build capacity for the community to respond to refugee claimant needs.

First Contact relies on a team of 14 well-trained, multilingual volunteers who operate the telephone information, referral, and contact centers.
and emergency assistance line. Since its launch, more than 135 claimants have been assisted, and over 200 information booklets provided to refugee claimants by the Canadian Border Services Agency at land borders and the Vancouver International Airport, as well as by Citizenship and Immigration Canada in downtown Vancouver.

**SMARTSTART: MULTI-LINGUAL INJURY PREVENTION TRAINING**

This past year, SmartStart engaged 11 senior leaders in the South Asian women’s community in Burnaby and Vancouver and trained them to deliver disaster preparedness workshops. Through this specially developed program, more than 850 seniors in Punjabi and Hindi-speaking communities became knowledgeable and prepared for natural disasters.

The volunteer instructors, inspired to contribute to their community and culture, form the backbone of this program. All of them are recruited from their own communities, and this is what makes the program so unique and culturally-friendly. In addition to delivering two workshops on average per month, the volunteers also assist the program coordinator in promoting the service to their ethnic communities.

**RESTORING FAMILY LINKS**

In one of the cases this year, we were able to inform clients overseas of the death of their mother, a Lower Mainland resident from whom they had suddenly lost contact. In another case, we provided a client with necessary information that enabled her two children to be issued the Travel Documents they needed in order to travel to Canada and be reunited with their mother.

This year, Restoring Family Links developed a presentation for reaching out to communities to inform them of this service. Restoring Family Links delivered messages both here in the Lower Mainland and overseas, allowing loved-ones to be reconnected and helping ease minds.

**SMARTSTART: COMMUNITY ACCESS TO FIRST AID**

- **Workshops:** 124
- **People Reached:** 3,330
- **Cultures Reached:** 16
- **Volunteers:** 25
- **Volunteer Hours:** 485

**SMARTSTART: PERSONAL DISASTER PREPAREDNESS**

- **Workshops:** 75
- **People Reached:** 2,452
- **Cultures Reached:** 12
- **Volunteers:** 15
- **Volunteer Hours:** 235

**ANNUAL REVIEW 2008/2009**

**DETECTION MONITORING**

Since 1999, the Red Cross, under an agreement with the Government of Canada, has monitored and assessed the conditions of people held in immigration detention in Canada and made recommendations for improvements.
THE RED CROSS CONTINUES TO BE one of the most recognizable symbols in the world. Many people look to the Red Cross in times of urgent need. They also trust the organization to proactively provide services, education, and training that enhance health and safety. Working with a range of partners and dedicated volunteers, we provide responsive programs and services aimed at preventing intentional and unintentional injuries. We also offer assistance to individuals who are recovering from illness or injury.

RESPECTED: VIOLENCE & ABUSE PREVENTION PROGRAM

Volunteers are the heart of RespectED’s program delivery. This past year, RespectED trained and mobilized 20 community members to become Prevention Educators. After an intensive training and mentorship, these dedicated individuals delivered child abuse prevention and relationship violence prevention presentations in schools and the community. Working with the SmartStart program, volunteers also assisted in community outreach and translation of materials. In June 2012, RespectED recognized volunteers at its annual Volunteer Celebration that included a special Community Service Award presentation for Fran Grunberg, one of the concept founders of RespectED.

RespectED has also recently begun to utilize youth volunteers to deliver violence and abuse prevention messages through the Beyond the Hurt program. Beyond the Hurt is a comprehensive prevention program that trains and empowers children and youth to stop bullying and harassment. Youth build leadership and facilitation skills to deliver workshops to their peers, as well as children in local elementary schools. This past year, funding from the United Way,Corsa Foundation and the Keg Spirit Foundation enabled RespectED to provide schools with the Beyond the Hurt Peer Facilitator Training and adult workshops for parents and teachers. As a result, over 100 youth peer facilitators delivered Beyond the Hurt bullying and harassment workshops to their peers. In addition, RespectED embarked on a project to develop age-appropriate educational tools for children in elementary schools. In February 2013, RespectED’s Beyond the Hurt Peer Facilitator Training was awarded the United Way Celebration of Community Spirit Award. This award recognizes programs that have taken an innovative approach in responding to social conditions in the Lower Mainland.

100 YEARS OF HEALTH AND INJURY PREVENTION

We reduce suffering, save lives and build safe and healthy communities for individuals at vulnerable times in their lives.
Seeds of Respect, a youth performing arts production on bullying prevention, was also nominated for the City of Vancouver Youth Award in May 2008. The youth performed at the awards ceremony and received certificates of recognition for their positive contributions.

RespectED will continue to reach children, youth and adults with transformative education that affects community change. Our goals include increasing partnerships with schools and agencies, adapting our programs to meet the needs of diverse communities, and continuing to collaborate with Aboriginal communities.

We are also excited to expand the reach of our bullying and harassment training and increase delivery to children in the middle years.

FIRST AID AND WATER SAFETY SERVICES (FAWSS)

As the Canadian Red Cross celebrates its centennial year, we look back with pride at our on-going commitment and success in delivering high quality programs and public education focused on preventing injuries and drowning. To enable Canadians to easily find a Red Cross First Aid or Water Safety course in their area, a web-based course search tool was made available on the Red Cross website this year.

Over the past year, the strength and quality of our programs and our people have resulted in continued steady growth in the number of people trained through the Red Cross First Aid Programs. In October 2008, we introduced our revised Emergency Medical Responder (emr) and First Responder (fr) Programs. This is the first Canadian emr program that incorporates the standards of all provinces and territories.

The Red Cross continues to work closely with provincial and territorial legislative bodies to offer advice, consult on legislative changes and ensure Red Cross Programs become and remain recognized. This year, our fr is recognized by the bc provincial health and injury prevention

When I was working in the corporate area of Vancouver during my career, I would sometimes pass through the Downtown Eastside and be overwhelmed by the challenges faced by many of the people there.

Upon retirement, I wanted to make a difference in society by focusing on prevention, so I did some basic research to understand how people find their way into those circumstances. I quickly learned that a history of child abuse is a strong factor. That connection felt real, because I personally know many individual victims of child abuse whose lives were damaged or destroyed by their experiences. When I discovered that the Canadian Red Cross RespectED Violence and Abuse Prevention program focuses on preventing child abuse and other types of relationship violence, I saw a good opportunity to apply my skills to a social cause that could help individuals, as well as to improve the overall fabric of our society.

I have been delivering RespectED workshops for adults and for the last three years, and I genuinely enjoy working with the participants. Seeing that we are connecting current victims of abuse and relationship violence to sources of help keeps me enthused. But the regular feedback and comments from participants fire me up even more! Statements like “in the future, I will treat my friends and sister better”, “I will talk to my friend and get her help”, and “if it ever happens to me, I know what to do about it” tell me that my personal mission is being accomplished.

I truly believe that because of the work of RespectED, our future will see less violence and abuse, and a better society.
Chris van der Merwe and Desmond Patrick were driving home after a relaxing day of salmon fishing. Passing by the Island 22 Equestrian Centre in Chilliwack where horse trials were happening, Chris slowed down and explained to Desmond details of a water jump, when suddenly, he slumped over the wheel without warning. It was a massive heart attack. But luck was on Chris’ side. When Desmond stopped the car and screamed for help, Karen Sydenham, a Canadian Red Cross First Aid Program Representative, and several bystanders sprinted to the scene. For the next 18 minutes, Karen continuously applied manual cardiopulmonary resuscitation (CPR) on Chris until the paramedics arrived. British Columbia Ambulance Service (BCAS) worked with on-scene doctors to resuscitate and intubate. An automated external defibrillator (AED) was used by BCAS and was successful. Chris was rushed to the hospital with a pulse and later made a full recovery.

Today, Chris is grateful to be alive. “I am tremendously thankful that I was given a second chance in life. I appreciate everyday, family and friends even more so than before.”

Karen and Desmond later received the Canadian Red Cross Rescuer Award, which recognizes civilians who go out of their way to save a life, prevent further injury, and/or provide comfort to the injured. Recipients of the Rescuer Award are proof that ordinary people can save a life. When asked what it meant to receive the Red Cross Rescuer Award, Karen said, quite simply, “I am proud and honoured. I have been teaching CPR for over 20 years and am certain that it can save lives. More importantly, the combined use of CPR and AED saves more lives. The two must go hand in hand for outcomes to be as successful as Chris’.”

Karen and Desmond later received the Canadian Red Cross Rescuer Award, which recognizes civilians who go out of their way to save a life, prevent further injury, and/or provide comfort to the injured. Recipients of the Rescuer Award are proof that ordinary people can save a life. When asked what it meant to receive the Red Cross Rescuer Award, Karen said, quite simply, “I am proud and honoured. I have been teaching CPR for over 20 years and am certain that it can save lives. More importantly, the combined use of CPR and AED saves more lives. The two must go hand in hand for outcomes to be as successful as Chris’.”

Karen and Desmond later received the Canadian Red Cross Rescuer Award, which recognizes civilians who go out of their way to save a life, prevent further injury, and/or provide comfort to the injured. Recipients of the Rescuer Award are proof that ordinary people can save a life. When asked what it meant to receive the Red Cross Rescuer Award, Karen said, quite simply, “I am proud and honoured. I have been teaching CPR for over 20 years and am certain that it can save lives. More importantly, the combined use of CPR and AED saves more lives. The two must go hand in hand for outcomes to be as successful as Chris’.”

“The number of recipients of the Red Cross Rescuer Award also continues to grow each year with the award presented to 14 recipients across Western Canada in the past year. These individuals personify the value of First Aid and Water Safety training.”

PRE-HOSPITAL LICENSING BOARD EMALB (Emergency Medical Attendants Licensing Board). We have also gained OFA (Occupational First Aid) equivalency for our EMR from WorkSafe BC.

The number of people in the Lower Mainland who took Red Cross First Aid training last year increased by 53 percent. The number of recipients of the Red Cross Rescuer Award also continues to grow each year with the award presented to 14 recipients across Western Canada in the past year. These individuals personify the value of First Aid and Water Safety training.

Chris van der Merwe and Desmond Patrick were driving home after a relaxing day of salmon fishing. Passing by the Island 22 Equestrian Centre in Chilliwack where horse trials were happening, Chris slowed down and explained to Desmond details of a water jump, when suddenly, he slumped over the wheel without warning. It was a massive heart attack. But luck was on Chris’ side. When Desmond stopped the car and screamed for help, Karen Sydenham, a Canadian Red Cross First Aid Program Representative, and several bystanders sprinted to the scene. For the next 18 minutes, Karen continuously applied manual cardiopulmonary resuscitation (CPR) on Chris until the paramedics arrived. British Columbia Ambulance Service (BCAS) worked with on-scene doctors to resuscitate and intubate. An automated external defibrillator (AED) was used by BCAS and was successful. Chris was rushed to the hospital with a pulse and later made a full recovery.

Today, Chris is grateful to be alive. “I am tremendously thankful that I was given a second chance in life. I appreciate everyday, family and friends even more so than before.”

Karen and Desmond later received the Canadian Red Cross Rescuer Award, which recognizes civilians who go out of their way to save a life, prevent further injury, and/or provide comfort to the injured. Recipients of the Rescuer Award are proof that ordinary people can save a life. When asked what it meant to receive the Red Cross Rescuer Award, Karen said, quite simply, “I am proud and honoured. I have been teaching CPR for over 20 years and am certain that it can save lives. More importantly, the combined use of CPR and AED saves more lives. The two must go hand in hand for outcomes to be as successful as Chris’.”

When asked what it meant to receive the Red Cross Rescuer Award, Karen said, quite simply, “I am proud and honoured. I have been teaching CPR for over 20 years and am certain that it can save lives. More importantly, the combined use of CPR and AED saves more lives. The two must go hand in hand for outcomes to be as successful as Chris’.”
As part of the Red Cross Swim@School program an interactive CD-ROM was developed. This resource is available to teachers, community leaders and members of the general public to use as a tool to teach water safety education in their classrooms, communities or at home. To reach adults and teens who want to learn how to swim, as well as adults and teens who want to stay active and fit, the Red Cross Swim Program for Adults and Teens was developed. This program was launched in November of 2008.

The Aquatic industry experienced a shortage of staff this year. The Red Cross invested in strategies to support Authorized Providers in addressing this shortage, and one strategy was the introduction of a condensed re-training program called Splash Back, for former Water Safety Instructors who wish to return to active teaching.

On a summer camping trip in Osoyoos with my family, I went for a waterskiing trip with my sister and a friend. Having completed the Red Cross Leaders Award and my Bronze Cross, I believed in the importance of wearing a lifejacket. I insisted everyone wear a lifejacket when my initial request was ignored. As the boat headed along the shoreline about 200 yards from the beach, the boat suddenly flipped and everyone fell overboard. I had no idea of direction when my lifejacket pulled me to the surface. It all seemed unreal, everything I had trained for and now it was really happening. I knew my friend was alive because she was screaming “my back, my back”, but my sister in the distance was floating quietly face up in her lifejacket. As I swam towards her, I could see her face was covered in blood, and she was crying. The boat driver seemed very disoriented and unsure what to do. I grabbed my sister’s lifejacket and towed her towards the others, collecting everyone together by the time a rescue boat coming to our aid had arrived. The rescuers were anxious to help remove my friend from the water, and as a teenager, I was surprised when the adults listened to my instructions on managing spinal injuries. The ambulance arrived shortly and the two injured children were transported to the hospital. I returned to the campsite to tell my parents what had just happened.

When the families arrived at the hospital 30 minutes later, we were greeted by good news. My friend had a subluxated disk and would recover completely with rest and rehabilitation. My sister had six stitches in a gash on her face, and her eye was fine. It is over 30 years since that day in Osoyoos, and I have thought many times over the years how this story may have had a different ending if I hadn’t learned in my Red Cross and Life Saving training the importance of lifejackets, and if I hadn’t been so insistent that day that everyone in the boat wear one. I realized how much water safety has changed the course of my life in many ways and how here today, as a Red Cross Water Safety Program Representative, I am most definitely one who knows the important message of water safety.

As the boat headed along the shoreline about 200 yards from the beach, the boat suddenly flipped and everyone fell overboard. I had no idea of direction when my lifejacket pulled me to the surface. It all seemed unreal, everything I had trained for and now it was really happening. I knew my friend was alive because she was screaming “my back, my back”, but my sister in the distance was floating quietly face up in her lifejacket. As I swam towards her, I could see her face was covered in blood, and she was crying. The boat driver seemed very disoriented and unsure what to do. I grabbed my sister’s lifejacket and towed her towards the others, collecting everyone together by the time a rescue boat coming to our aid had arrived. The rescuers were anxious to help remove my friend from the water, and as a teenager, I was surprised when the adults listened to my instructions on managing spinal injuries. The ambulance arrived shortly and the two injured children were transported to the hospital. I returned to the campsite to tell my parents what had just happened.

When the families arrived at the hospital 30 minutes later, we were greeted by good news. My friend had a subluxated disk and would recover completely with rest and rehabilitation. My sister had six stitches in a gash on her face, and her eye was fine. It is over 30 years since that day in Osoyoos, and I have thought many times over the years how this story may have had a different ending if I hadn’t learned in my Red Cross and Life Saving training the importance of lifejackets, and if I hadn’t been so insistent that day that everyone in the boat wear one. I realized how much water safety has changed the course of my life in many ways and how here today, as a Red Cross Water Safety Program Representative, I am most definitely one who knows the important message of water safety.
The Ministry of Children and Family Development (MCFD) of the Government of BC has been contracting health equipment loan services to the Red Cross’ Children Medical Equipment Recycling and Loan Service (CMERLS) in the Coastal and Lower Mainland Regions since 2001.

After receiving many complaints from families after children outgrew equipment quickly and collecting a lot of used items in the warehouse, the Ministry looked into starting a recycling program for approximately $4 million worth of equipment purchased every year. MCFD contracted the service to the Canadian Red Cross because of its established infrastructure and program delivery. In 2007, the program was centralized in the Lower Mainland Region to better serve the entire province.

As Mano Sandhu, Medical Benefits Manager of the Program for Children with Special Needs Clients at MCFD puts it, “The Red Cross has been able to recycle equipment that the Ministry cannot. Given our resources are limited to serve a limited number of children and youth, CMERLS extends the service and benefits to children that are not direct Ministry clients. It enables the Ministry to work with the community at large.”

Community therapists also agree that this is a good partnership and that CMERLS plays a critical role in helping children with special needs living in BC because it can sometimes offer items better than what the Ministry can recommend.

“It is a worthwhile partnership,” Mano explains. “The Red Cross is an organization that the Ministry is proud to be partnered with. The partnership benefits both the Red Cross and the Ministry, and together, we are able to serve children in the community in times of need.”

CMERLS was extended by the BC Ministry of Children and Family Development (MCFD) in 2001 as a response to the lack of a system for recycling MCFD-purchased equipment. Some years later, this unique program has expanded its services to serve the entire province, and now the Red Cross (now a community arm of the Canadian Red Cross) is responsible for the program.

Through the Children’s Community Equipment Inventory (CCEI) initiative, any surplus of equipment is offered to children not in government programs, allowing the Red Cross to serve some of the most vulnerable young people in the Province.

Children’s Medical Equipment Recycling and Loan Service (CMERLS)

The Children’s Medical Equipment Recycling and Loan Service (CMERLS) is a provincially-wide program that recycles a wide variety of medical, biomedical, and therapeutic equipment for children who have special needs and arrangements of the At Home Program or BC government children-in-care services. The program recycles, stores and arranges equipment repairs to enable these children to participate actively in their home and community.

The most obvious mobilization of humanity is embedded in the spirit and service of the staff, volunteers, dedicated therapists and other health care professionals who all work together to get equipment out to children in need. Program objectives for next year include enhancing our equipment database, increasing awareness across the province of our equipment inventory and improving services to clients by increasing staff capacity through professional development and increasing volunteer hours.
Charlie Lenz first realized the importance of the Red Cross Medical Equipment Loan Service (MELS) when his daughter was seriously injured in a car accident and needed medical equipment during her rehabilitation. Charlie decided that once he had gotten through that difficult time, he would contribute to the organization that had assisted his family when they needed help.

When Charlie started volunteering five years ago, the Chilliwack depot was located in a small, one-room building with limited resources and an uncertain future. Charlie recognized the need for improvements and focused his efforts on acquiring and upgrading equipment. He worked hard, and Charlie’s leadership, along with the emphasis on keeping the team feeling positive and running all meetings, ensured that problems were identified and acted on. The gatherings allowed volunteers to enjoy themselves and share what is working and how improvements can be made.

Charlie has also started a potluck lunch for volunteers to keep communication channels open. The gathering allows volunteers to enjoy themselves and share what is working and how improvements can be made. These meetings serve to keep the team feeling positive and to run the depot in important ways.

To meet increased demand from rising customer volume and equipment needs, Charlie has taken the title of Depot Chairman, he maintains that there is no hierarchical structure, and that each volunteer contributes unique skill sets that benefit the depot in important ways.

Charlie also has started a potluck lunch for volunteers to keep communication channels open. The gathering allows volunteers to enjoy themselves and share what is working and how improvements can be made. These meetings serve to keep the team feeling positive and to run the program more effectively.

To meet increased demand from rising customer volume and equipment needs, Charlie has taken the title of Depot Chairman, he maintains that there is no hierarchical structure, and that each volunteer contributes unique skill sets that benefit the depot in important ways.

The Red Cross has changed her life in many ways. Mai is grateful that the organization has trained an ordinary person like her to become a front-line humanitarian and serve vulnerable people in times of need. She also feels honoured to work with a team of caring and compassionate people, and treasures the wonderful friendships she has made with many volunteers throughout the years.

“I like the immediate impact the Red Cross has on the local community,” Mai says. “Through the AIL program, we can reach out to people who otherwise won’t be able to acquire the health equipment that they need, and it feels great.”

A highlight with the Red Cross for Mai was at a fundraising event at a Vietnamese Temple three years ago when Vietnamese Thich Nguyen Thao donated $500,000 to the Red Cross through the selling of his temple to ease the lives of Asia Tsunami victims. It was an amazing experience for her because the Buddhist abbot was willing to give up everything to help others. This demonstrated the sheer generosity by people contributing to those in need.

“My experience of giving back to the community is a blessing, and I would like to lead a life of service to others,” says Nguyen. “I've attended fundraising events hosted by Vietnamese community members in support of disaster relief appeals in the past couple of years. I am grateful that I can help by accepting donations, answering questions, and representing the Red Cross.”

The program started in 1992 as a partnership project between the Continuing Care Division of the Ministry of Health and the Kinsmen Rehabilitation Foundation to address equipment needs for seniors living at home. In 1994, the Canadian Red Cross took over program sponsorship, and by mid-2000s, the service was extended to the provinces of British Columbia, Alberta, and Saskatchewan. Today, Aids to Independent Living (AIL) is offered as an urgent basis to palliative care patients in the provinces of British Columbia, Alberta, and Saskatchewan. The program aims to provide long-term equipment needs, train patients, and empower them to lead a self-sufficient life.
expert advice on equipment issues and to assist with cleaning and repairing returned equipment. Equipment cleaning and disinfection audits were completed at each location with positive results. Throughout the year, mels collaborates with various Red Cross programs to enhance its service. Examples include participating in the Red Cross Community Day with the South Asian Advisory Committee to increase program awareness and recruit volunteers, providing short-term loan of equipment to clients who are on the waitlist of the Aids to Independent Living program, and working with Disaster Management on volunteer recruitment.

Over 300 active volunteers, partners and community members donate time, money, equipment, space and skills to the program and are the driving force behind mels' strong roots in communities. Volunteers contribute valuable skills and experience in serving clients, managing finances, overseeing and maintaining equipment, and providing leadership. They also represent the Red Cross in communities by collecting disaster funds, handling inquiries and referring clients to other programs and services.

The Capilano Community Service Society and the Burnaby Association for Community Inclusion are partners of the North Shore and Burnaby depots, respectively, to assist in the daily operations. Our funders, such as the Richmond Community Foundation, Surrey Foundation, and the City of North Vancouver, enable us to acquire new medical equipment and parts.

The goals for mels next year are to continue to provide clean, safe and like-new medical equipment to Lower Mainland residents in need and to reach out to underserved communities. With dedicated and caring volunteers and an efficient equipment application process, we can mobilize the power of humanity by reacting quickly to serve the needs of anyone in the community.
Last year, the Vancouver Coastal Health Authority awarded the program a one-time grant of $250,000 towards the purchase of additional equipment. With this funding, improved coordination, more efficient delivery schedules, and additional staff time allocation, the equipment waitlist was reduced by 43 percent. An increase in volunteer hours allowed the program to respond to applications faster and provided the staff more time to focus on the waitlist, scheduling, and inventory management.

The program is funded by the Fraser Health Authority and Vancouver Coastal Health Authority. Representatives from these health authorities sit on the AIL Advisory Committee to provide direction to the program and work collaboratively on resolving any issues. Donations from the public, clients, family members and corporate donors help increase the capacity to better serve community members in need. Donations of gently used equipment help us meet increasing program demand. Program volunteers assist in clerical duties, such as follow-up with clients, and equipment cleaning to facilitate timely delivery to clients. The collaboration with health care professionals, health authorities, families and dedicated staff enables AIL to serve some of the most vulnerable in the community. Through the recycling of used medical equipment, the program makes good use of equipment that community members no longer need. The primary focus for the coming year is to continue to implement new standards in areas such as infection control, client and staff safety, and protection of client information. The program will also continue to improve service delivery times and reduce waitlists for specific items.

**FAMILY SUPPORT PROGRAM**

The program began when a group of concerned parents of terminally ill children approached the Vancouver Branch of the Red Cross to initiate a program which would provide support to such parents. Trained volunteers gave one-on-one emotional support to parents, allowing them to focus on what is most important: the health of their child. Coffee nights are organized by volunteers three times a week to provide this kind of supportive space. In partnership with the Vancouver Church of Christ, the program is able to offer three annual buffet dinners to families. This year, the Family Support Program also partnered with Girl Guides of Canada to help organize these dinners.

**ANNUAL REVIEW 2008/2009**

The Family Support Program continues to partner with Kids Up Front Foundation to provide entertainment, educational and recreational opportunities to sick kids and their family through the distribution of unused tickets and by creating special events that help to heal through socialization, strengthening the family bonding and relationships.

Today, we offer services in nine languages, allowing the program to better serve the diverse clientele from across BC and the Yukon. The Family Support Program and its volunteers have won many awards from both the Red Cross and the community in recognition of its important work, including the Charles Bentall Family Foundation Community Service Award from Vancouver Volunteer Centre, the Florence Emory Award from the Canadian Red Cross in the 1980s, as well as the Canadian Red Cross National Humanitarian Service Award and the Innovation and Leadership Project from Vancouver Volunteer in 2002.

**FAMILY SUPPORT PROGRAM**

- Families Reached: 762
- Coffee Night Participants: 3,438
- Volunteers: 47
- Volunteer Hours: 3,520

**FAMILIES REACHED**

**COFFEE NIGHT PARTICIPANTS**

**VOLUNTEERS**

**VOLUNTEER HOURS**
DISASTERS – THEY COME IN ALL SHAPES AND SIZES; they can strike at any time and any place. The threat of natural disasters is very real to British Columbians. When disasters strike, individuals and communities depend on the Red Cross to respond to their urgent needs. As a trusted disaster relief organization, the Red Cross works closely with other agencies, local authorities and dedicated volunteers to provide assistance to people affected by disasters. Whether the disaster is large or small, the Red Cross is there to help people get back on their feet.

DISASTER PREPAREDNESS

The Disaster Management program collaborates with various agencies, municipal and provincial authorities to become better prepared when disasters strike. This year, the program conducted drill exercises to ensure the TELUS Red Cross Call Centre will operate smoothly when needed. A Red Cross drill with the Emergency Social Services had 11 volunteers taking telephone calls from Emergency Social Services volunteers and registering their availability to respond. A secondary drill called “The Call Home - Safe & Well” with the New Westminster and Vancouver Police Department along with rcsp was designed for police members to contact their families during an emergency when they cannot return or communicate with home. Eleven volunteers participated in making phone calls to the members’ loved ones, collecting statistics, and acting as greeters for guests. Such important drills and exercises allow Disaster Management volunteers to be ready to respond when the real thing happens.

Donations from corporate and community partners help Disaster Management respond. The continued support from Wal-Mart and RONA enables the Red Cross to build community capacity and assist clients directly, such as the annual severe weather response where volunteers delivered hygiene kits and blankets to homeless shelters. Last year, donations from Weyerhaeuser allowed the program to train 13 new Personal Preparedness facilitators and supplied them with a grab-and-go bag to use during workshops. A fundraiser organized by the Cantonese Opera Association of Canada raised over $28,000 for the TELUS Red Cross Call Centre which will aid in training and volunteer retention strategies.
Volunteers are trained to respond locally, provincially, and nationally. With a diverse volunteer base of cultures, ages and abilities, we can reach a wide variety of individuals of different nationalities locally during large scale international appeals and create lasting connections amongst Lower Mainland communities. Special events volunteers help at community events, such as the Mesina Earthquake Commemoration at the Italian Cultural Centre, the Fusion Festival in Surrey and the Emergency Preparedness Fair at City Square. They also assist in annual fundraising campaigns.

The large compliment of skilled and committed Disaster Management volunteers has raised the profile of the Red Cross in the field and created opportunities to take on new service agreements. The Volunteer Training Program, through standardized training, enables volunteers to be mobilized across the country as needed. As the program expands to include various level 1 and level 2 Supervisory and Management level courses, leadership opportunities also arise for volunteers to become instructors and instructor trainers. This year, 15 volunteer instructors facilitated over 60 disaster management courses.

In the coming year, Disaster Management’s objectives are to create greater corporate partnerships and build financial sustainability. We will also increase response capacity throughout the Lower Mainland, including more remote areas, by development opportunities for volunteers in order to increase retention and the level of preparedness and confidence for disaster response.

Sophy Zhang has been volunteering with the Canadian Red Cross Disaster Management program since October 2007. A veteran volunteer at just 24 years old, she has had an interest in disaster services for as long as she can remember. Aware that her calm demeanor would be an asset in this area, Sophy joined the Disaster Management program and has been through intensive training to support the work of the program.

“The highlight was this July when another volunteer and myself from Vancouver were deployed to Saskatchewan to help manage shelters for evacuees from forest fires. It was an amazing experience from which I am still learning.”

Born in China, Sophy moved to Vancouver with her family at the age of twelve. She now considers Canada her home and has gained as much from volunteering, “I feel more confident and my leadership skills have definitely increased. I really wish more people would volunteer and be able to share some of the great experiences I have had with the Red Cross.”

DISASTER MANAGEMENT

The Disaster Management program plays an active role in emergency management in British Columbia. Throughout the year, Red Cross volunteers and staff respond to disaster situations when called upon, build volunteer capacity, engage in community outreach and deliver Disaster Personal Preparedness workshops.

When disaster strikes, the Red Cross utilizes its state-of-the-art YELLU! Red Cross Call Centre to provide critical disaster information to the public, collect donations, accept volunteer inquiries and answer inquiries by families of missing loved ones. The Red Cross plays a role in the Provincial Emergency Program’s Integrated Disaster Council of British Columbia and assists in reuniting families separated by disasters by managing the Central Registration and Inquiry Bureau (CRIB).

DISASTER RESPONSE

Last year, the Disaster Management team responded to various local and international disasters. During the cold weather in December, three program volunteers assisted in delivering blankets and hygiene kits to shelters in the Lower Mainland, and 14 volunteers assisted in conducting client needs assessments after the Chilliwack Fire. In her short time with the Red Cross, Sophy has supported a number of disasters, including the severe weather response last winter in which she helped with the distribution of blankets and hygiene kits to shelters throughout the Lower Mainland. She also worked in the YELLU! Red Cross Call Centre during the China Earthquake and Typhoon Cyclone appeals, speaking Mandarin with local donors.

“The highlight was this July when another volunteer and myself from Vancouver were deployed to Saskatchewan to help manage shelters for evacuees from forest fires. It was an amazing experience from which I am still learning.”

Born in China, Sophy moved to Vancouver with her family at the age of twelve. She now considers Canada her home and has gained so much from volunteering. “I feel more confident and my leadership skills have definitely increased. I really wish more people would volunteer and be able to share some of the great experiences I have had with the Red Cross.”

DISASTER PREPAREDNESS

Courses & Workshops: 57
People Trained: 606
Community Events: 5
Volunteers: 315
Volunteer Hours: 1,284

DISASTER RESPONSE

Disasters Responded: 4
Comfort Kits Handed Out: 30
Blankets Handed Out: 25
Clean-Up Kits Handed Out: 60
Recovery Books Handed Out: 50
Volunteers: 65
Volunteer Hours: 787
The Skeena River overflowed its banks, plowing through trees, ripping out fences, carving out roads and destroying homes and property. When the flood water receded, approximately 300 hundred homes in the Terrace, B.C. area had varying degrees of damage. Trudy’s home was among one of the hardest hit.

Trudy had called Terrace home for the past 30 years, and she had never seen such severe flooding. The timing could not be worse. She just finished renovating her basement, and that took her and her husband 10 years. She had to rebuild the basement again.

The clean up had not been easy for Trudy or other homeowners in Terrace and surrounding area. The Canadian Red Cross Lower Mainland Region deployed two volunteers, including Pamela Manson, to assist with recovery. Pamela and other volunteers walked around town to provide information and to ask if residents needed assistance.

“Though the flood waters have receded in Terrace,” Pamela said, “their homes are damaged, some of them totally and forever. Others need complete rip-out and repair because of the severe water damage.”

“One of the toughest things in my volunteer work is to witness the losses that people experience after floods and other natural disasters. Those affected have also lost their lifelong possessions. It’s very emotional to work with residents who have lost their special belongings - their children’s artwork; photos of their kids, their parents and grandparents; and therefore, history. Those are things that you can’t replace. This is when you feel so much for our clients’ personal disaster.”

Red Cross volunteers also gave out RONA cleanup kit to residents, and Trudy found it a big help. “They have helped, very much so. It’s an awesome kit. We used everything they gave us.”

Floods. When the Saskatchewan forest fires broke, two volunteers were deployed to help with settling evacuees and managing shelters.

After the devastating earthquake shook the Sichuan province of China in May 2008, the TELUS Red Cross Call Centre was activated with 73 volunteers who answered calls and processed the overwhelming number of donations. They also participated in various fundraising events in collaboration with the Chinese community throughout the Lower Mainland. One of the major fundraising events, initiated by the Chinese Benevolent Association of Vancouver, raised over $935,700. In total, the Lower Mainland Region raised over $17.1 million for the appeal, of which more than $6 million was collected through community fundraising.

Six months after the earthquake, a delegation from the Red Cross Society of China, led by Executive Vice-President Madam Jiang Yiman, visited the Lower Mainland to share how they had responded to the earthquake, to report on what long-term recovery projects were planned, and to thank donors personally for their enormous support.

In March 2009, the Canadian Red Cross and TELUS received the Imagine Canada Award for our outstanding commitment and collaboration in creating the TELUS Red Cross Call Centre. In 2004, we sought to establish a Call Centre that could meet the needs during regional, national, and international disaster responses and could process thousands of calls a day. TELUS provided the infrastructure and expertise required to reach these goals.  

Profiles

Trudy Mogg’s front lawn looked like a Saturday morning garage sale, except Trudy’s goods were not for sale. Her family’s personal belongings were drying out on the lawn, wet from being submerged in river water. “Are you having a garage sale with all our toys?” asked Trudy’s little grandson. Trying to explain the flood damage to her grandchildren had been one of the hardest parts of the B.C. floods.

The clean up had not been easy for Trudy or other homeowners in Terrace and surrounding area. The Canadian Red Cross Lower Mainland Region deployed two volunteers, including Pamela Manson, to assist with recovery. Pamela and other volunteers walked around town to provide information and to ask if residents needed assistance.

“Though the flood waters have receded in Terrace,” Pamela said, “their homes are damaged, some of them totally and forever. Others need complete rip-out and repair because of the severe water damage.”

“One of the toughest things in my volunteer work is to witness the losses that people experience after floods and other natural disasters. Those affected have also lost their lifelong possessions. It’s very emotional to work with residents who have lost their special belongings - their children’s artwork; photos of their kids, their parents and grandparents; and therefore, history. Those are things that you can’t replace. This is when you feel so much for our clients’ personal disaster.”

Red Cross volunteers also gave out RONA cleanup kit to residents, and Trudy found it a big help. “They have helped, very much so. It’s an awesome kit. We used everything they gave us.”

Six months after the earthquake, a delegation from the Red Cross Society of China, led by Executive Vice-President Madam Jiang Yiman, visited the Lower Mainland to share how they had responded to the earthquake, to report on what long-term recovery projects were planned, and to thank donors personally for their enormous support.

In March 2009, the Canadian Red Cross and TELUS received the Imagine Canada Award for our outstanding commitment and collaboration in creating the TELUS Red Cross Call Centre. In 2004, we sought to establish a Call Centre that could meet the needs during regional, national, and international disaster responses and could process thousands of calls a day. TELUS provided the infrastructure and expertise required to reach these goals.

Trudy had called Terrace home for the past 30 years, and she had never seen such severe flooding. The timing could not be worse. She just finished renovating her basement, and that took her and her husband 10 years. She had to rebuild the basement again.
SUPPORT FROM VOLUNTEERS, DONORS AND PARTNERS continue to build Red Cross’ capacity to help those who need it most. We continue to grow our humanitarian service in local communities in the areas of disaster management, health promotion, injury prevention, violence prevention, community programs and promotion of humanitarian values. We secure the resources needed to mobilize communities and protect vulnerable people in Canada and around the world.

MARKETING AND PUBLIC AFFAIRS Programs continued to expand their services and reached new audiences in 2012/2013. The Marketing and Public Affairs department had a very busy year collaborating with programs to support internal and external communications tools, which included creating marketing collateral, maintaining the web site with up-to-date information, pitching stories and with responding to media requests, and supporting special events. By protecting and promoting the Red Cross brand and reputation, the department communicated to clients, donors, volunteers, supporters, media and the Canadian public about how the Red Cross is helping the most vulnerable in Canada and around the world.

While the department has two full-time staff, the work of the Communications Committee is vital to supporting the department and the on-going needs of programs in the region. The Communications Committee, a volunteer group of talented professionals, helps promote local program activity and creates awareness of the Red Cross in general. Last year, the Committee launched the first annual World Red Cross Celebrity Soiree to celebrate the Red Cross Movement and the humanitarian efforts in local communities and around the world. Over 150 guests mingled with local celebrities and hip professionals, enjoyed delicious canapés and fine wine, and celebrated community service achievements of the Red Cross and its devoted supporters. The Committee raised over $9,000 for local Red Cross programs last year.

FINANCIAL DEVELOPMENT AND PLANNED GIVING Gift plans are as individual as people. For one legacy donor, naming the Canadian Red Cross in her will was a special way to honour the memory of her father who had been kept alive by Red Cross assistance in WWII. For another, it was to make a lasting charitable gift for future generations of humanitarian work.
continuing the contribution her mother had started many years ago as a Lower Mainland Red Cross volunteer.

Although bequests in wills and life insurance are the most common type of planned gifts, the Planned Giving department also helps donors with donations of RRSPs, RRIFs, charitable gift annuities and securities.

To provide assistance to individuals considering a charitable bequest in their will, we have created a new easy-to-read Will Planning Guide. This, along with our revised Legacy Giving brochure, is available upon request.

We continue to hold education seminars about the importance of having a will through our participation in “Leave A Legacy™”, a community-based public awareness program.

Last year, the National Bequest Fund received more than $800,000 from Lower Mainland donors. Twenty-six individuals advised us that they have added the Canadian Red Cross as beneficiary in their will, life insurance policy or RRSP/RRIF.

DONORS AND SUPPORTERS

The generosity of donors and supporters allows the Red Cross to continue our humanitarian work. The list below indicates corporations, organizations, government ministries and agencies who donated $8,000 or above last year to support local programming.

Individual donors have not been listed to respect their privacy. Thank-you for your generous support.

HOW IS OUR FUNDING SPENT?

- Humanitarian Values 8%
- Disaster Preparedness 5%
- Respected 8%
- Help/Injury Prevention 6%
- Communications/Fund Raising 8%
- Governance/Volunteer Resources 3%
- Administration 8%

WHERE DOES OUR FUNDING COME FROM?

- Government (incl. Gaming) 48%
- United Way 15%
- Donations 32%
- Foundations 3%
- Other 3%

FINANCIAL DEVELOPMENT & PLANNED GIVING

Volunteers 90
Volunteer Hours 790

MARKETING & PUBLIC AFFAIRS

- Media Interviews 107
- Volunteers 10
- Volunteer Hours 1,968

» Commonwealth Insurance Company
» Fraser Health Authority
» Jeanelee Cambridge II NC
» Jacoba Leerwaard-Bazemore Family Trust
» Marin Investments Limited
» Metropolis at Metrotown
» Ministry of Public Safety & Solicitor General (Province of BC)
» New Horizons For Seniors – British Columbia and Yukon
» Peak Potential Love Fund
» PHSA Corporation
» RBC Foundation
» Richie Bim Auctioneers (Canada) Ltd

» The Albert Friedland Foundation
» The Law Foundation of BC
» The Legal Proteant Association
» United Way of the Lower Mainland
» Vancouver Foundation
» Victim Services & Crime Prevention

WHERE DOES OUR FUNDING COME FROM?

- Government (incl. Gaming) 48%
- United Way 15%
- Donations 32%
- Foundations 3%
- Other 3%

HOW IS OUR FUNDING SPENT?

- Humanitarian Values 8%
- Disaster Preparedness 5%
- Respected 8%
- Help/Injury Prevention 6%
- Communications/Fund Raising 8%
- Governance/Volunteer Resources 3%
- Administration 8%
VOLUNTEER RECOGNITION AND COMMUNITY AWARDS

Order of Red Cross
The Order of Red Cross is the highest recognition for volunteer service in the Canadian Red Cross Society. It is designed to recognize outstanding performance among all volunteers through superior contributions in volunteerism or leadership from a local to a national level.

Distinguished Service Award
Awarded to volunteers whose leadership and innovation have furthered the mission of the Canadian Red Cross, who have demonstrated distinguished service in diverse roles worthy of individual recognition or demonstrated superior volunteer service at the program, region, zone or national level.

Youth Service
Awarded to volunteers under the age of 18 who have demonstrated outstanding leadership and service in the promotion of youth involvement in Red Cross activities.

Service Award
Awarded to volunteers who have demonstrated exceptional service in enhancing existing services or were instrumental in the development of new services through delivery or support. The volunteers have consistently demonstrated initiative, resourcefulness and commitment to the Fundamental Principles.

Certificate of Appreciation
Presented by regional programs to any individual, company or organization whose volunteer contribution to the Red Cross merits recognition.

Citation
Citations are used as means of giving official recognition to individuals who have given especially noteworthy services to the Red Cross.

Certificate of Merit
Awarded to volunteers who demonstrate exceptional dedication to their tasks and assume responsibility with the Society. The volunteers consistently show enthusiasm, reliability and commitment.

Awards:
- Order of Red Cross
- Distinguished Service Award
- Youth Service
- Service Award
- Certificate of Appreciation
- Citation
- Certificate of Merit

Recipients:
- TANAKA, TED
- GOEHRING, BETH
- MILNE, SHELLEY
- BISHOFF, LOUISE
- CHESSOR, ANNE
- LIU, JAMES
- LOW, LINDA
- VAN HARTE-DAVINS, VERA
- CHERNOY, BETH
- WILIE, SHELLIE
- COOK, BEN
- ST. JOHN, SARAH
- BlackBerry
- PASTE POLO
- LYNN VALLEY LIONS CLUB
- NORTH Delta LIONS CLUB

Program Volunteers:
- ALPINE, SATRI
- BENNETT, CAILEY
- BEYER, LORY
- CAMERON, FRAN
- CATER, LOUISE
- CHAI, MICHELLE
- CHANG, PUI
- CHENG, LOUIS
- CHENG, MONA

Respected:
- CHAPMAN, CHRISTINE
- CHENG, Mika

Disaster Volunteers:
- DISASTER NIGHT
- MELS
- HIP

Family Support:
- FAMILY SUPPORT
- MELS
- HIP

Communications:
- COMMUNICATIONS
- MELS

Fundraising:
- FUNDRAISING
- MELS

MELS:
- HIP

Respected:
- RESPECTED
On Wednesday, September 30, 1942, a full page in the Toronto Daily Star listed 72 Ontario soldiers reported as missing or prisoners after the Dieppe attack in France. Henri Dorval’s picture was among them, missing after being under heavy fire as part of the tank landing craft with the Montreal-based Mount Royal Fusiliers.

Looking at that picture today from her home in Surrey, BC, his daughter, Marguerite Dorval, wonders what it must have been like for her father’s family to have had no word from or about him for almost a year after his capture. Henri had been wounded by shrapnel and became a prisoner of war for 33 months.

At first, the prisoners had no outside contact. But then the Red Cross parcels started to come and made such a difference. “If it wasn’t for the Red Cross, I don’t think I would have made it,” Henri recalled in a 2003 Remembrance Day news article.

After close to three years in captivity, Henri was released in the spring of 1945 and quickly returned to Sussex, England, and that July he married Olive, the woman who had waited for him those long years. Henri soon returned to Canada to find a job and prepare a home for Olive and their expected first-born, Marguerite.

In late 1946, Olive and Marguerite arrived on a “war bride” ship and docked at the infamous Pier 21 in Halifax. They were met by the war bride escort officers of the Canadian Red Cross Corps who helped with their transportation to be reunited with their Canadian husbands. It was then that Henri first saw Marguerite and the family began their life in Canada.

The personal memories of how the Red Cross made a difference to her parents when they were most in need has motivated Marguerite to support the Canadian Red Cross through regular donations and a legacy gift. By naming the Red Cross in both her will and a life insurance policy, Marguerite knows that she will be able to help the most vulnerable victims of disaster or war well into the future, just as her family was helped in the past.
Hours after the 9/11 tragedy in 2001, my public relations company (The Barkley Group) felt compelled to do something to help all those being impacted and we immediately approached the Red Cross. Within hours, we were able to put a team together that resulted in a national (English/French) Public Service Announcement that aired across Canada.

Soon after, I became part of a volunteer committee to stage the 2nd Annual Power of Humanity Awards. To ensure a high profile event, we decided to aim for the top and try and secure Rudy Giuliani as our guest speaker. After six months of negotiations we managed to secure his first Canadian appearance. The awards dinner in 2002 not only achieved our goal of raising awareness for the Red Cross, but raised a significant amount of money for the Disaster Response Centre.

This year, I’m acting as a volunteer advisor with the Centennial Committee. I hope that my experience and expertise will provide added value as this talented and dedicated group of people continue to serve this community. The goal once again is to raise awareness – and perhaps even a few dollars – about the important role Red Cross plays in our lives.

Why the Red Cross has always had a special place in my heart most likely originates from a life-saving blood transfusion I received as a newborn when the Canadian Red Cross initially operated the service until it was transferred to Canadian Blood Services and Héma-Québec in 1998. The Red Cross makes a difference in so many ways for so many people and I’m so pleased that I’m able to contribute in any way possible.

Community Service Award
Presented by regional programs to any individual, company or organization whose volunteer contribution to the Red Cross on an on-going basis, is significant and deserving of recognition.
Milestone Awards
Presented to volunteers who have served at a branch, regional, zone or national level. Awarded recipients are awarded at 1, 3, 5, 10, 15, 20, 25, 30, 35, 40, and 45 years.

One Year Milestones

Afzal, Muhammad
Alpin, Satu
Anderson, Tracy
Baker, Danny
Ball, Jennifer
Banerjee, Yvian
Bansal, Bhanu
Beveridge, Giselle
Blair, Catherine
Bomford, Carole
Brown, Meliane
Canning, Marina
Carrier, Jacqueline
Castle, Calyn

Catala, Grace
Catherine, Jordan
Caffer, Wrenelle
Chahn, Angie
Chahn, Sara
Chang, Pui
Chang, Chi-Dolin
Chen, Lulu
Choo, Ernest
Chong, Liyis
Chen, Yide
Cheng, Anita
Chung, Kimberly
Chew, Jennifer
Chung, Ppy
Chong, Betty
Copp, Brida
Clark, Brandy
Clarke, Catherine
Cope, Lisa

Disaster Mgmt
Wells
Disaster Mgmt
Disaster Mgmt
Family Support
Disaster Mgmt
Disaster Mgmt
Wells
Disaster Mgmt
Wells
Disaster Mgmt
Disaster Mgmt
Disaster Mgmt
Disaster Mgmt
Public Affairs
Disaster Mgmt
Disaster Mgmt
Public Affairs
Disaster Mgmt
Family Support
Pastor Tap
Disaster Mgmt
"
CARTER, GAYLE
CHARLTON, GWEN
COMFORT, CALVIN
COPELAND, RUSS
DAMMERS, INGRID
DAMMERS, BART
DREIDER, JEANNE
GIE, CALVIN
JOHNSON, FION
KILLEN, SHIRLEY
KLAIR, KIREN
LENZ, CHARLES
LIU, JAMES
LOW, ROBERT
MOWATT, LAUREL
QUINN, JILL
WALKER, RUSS
WENTING, PEG
WILLIAMS, PAT
WONG, ANNA

10 YEAR MILESTONES
WASSON, DALE
WASSON, JILLY
WASSON, JUNE

15 YEAR MILESTONES
JONES, NADINE
KILLEN, JAMES
LOW, ROBERT

20 YEAR MILESTONES
URBANOSKI, JOYCE
POTTER, JEANNE

25 YEAR MILESTONE
GOEBING, BETH
FOR THE PAST 100 YEARS, THE CANADIAN RED CROSS HAS HARNESSED THE POWER OF HUMANITY TO HELP THOSE WHO NEED IT MOST. THANK YOU TO OUR GENEROUS DONORS, DEDICATED VOLUNTEERS AND STAFF, AND PARTNERS FOR YOUR INCREDIBLE COMMITMENT TO MAKING A POSITIVE IMPACT IN LOCAL COMMUNITIES, IN CANADA AND AROUND THE WORLD. TOGETHER FOR HUMANITY – WE HAVE MADE A WORLD OF DIFFERENCE.

Canadian Red Cross Lower Mainland Region
3400 Lake City Way
Burnaby, BC V5A 4Y2

Tel 604.709.6600
Fax 604.709.6675
www.redcross.ca/lowermainland