

Where ordinary people come together to do **extraordinary things**



Canadian
Red Cross

Central And Northern Alberta

Annual Review 2007-2008



We give hope... **Canadian Red Cross**

The Canadian Red Cross is active on the streets of Central And Northern Alberta. Wherever there are people, there are people in need. At the Canadian Red Cross, we are making sure that the most vulnerable of our community receive the help and support they require.

Our Fundamental Principles

Humanity

Impartiality

Neutrality

Independence

Voluntary Service

Unity

Universality

Our Mission

Our mission is to improve the lives of vulnerable people by mobilizing the power of humanity in Canada and around the world.

Our Vision

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

Become a member
of the Canadian Red Cross Society.

Go to

www.redcross.ca



A Few Words from our Regional Director and President of Regional Council

As we are bombarded daily through various methods of communication about all that is wrong, unjust and unfair about our world, it is amazing to be part of the Power of Humanity we call the Canadian Red Cross. Every day we make a difference in someone's life: an act of kindness that provides a hand up, education to understand that things don't have to be this way or helping people make sense of the chaos around them are just a few things that you, our supporters, contribute to every day.

Life continues to move quickly, especially in these prosperous times in Alberta. Sadly, the Alberta advantage is not so for everyone. Do you know that the Province of Alberta has the highest rate of family violence and abuse in all of Canada, or that the cost of recovery from injury or illness is beyond the means of the average Albertan? Do you know that disasters happen everyday in our own communities?



Red Cross receiving a cheque from Wild Rose Foundation - International Development Program
From left: Dianne Jackson, Colleen Hauck and Jackie Switzer from Wild Rose Foundation, Alberta.

Red Cross continues to tackle these and other issues head on. As you will learn in this year's annual review, we have had great success in delivering educational programs across the region, assisting those with medical equipment needs and responding to disasters anywhere-anytime.

"Life continues to move quickly, especially in these prosperous times in Alberta. The Alberta advantage is not so for everyone."

The programs and services we deliver would not be possible without a strong foundation - a foundation of volunteers some 600 strong who make a difference in someone's life everyday, our community partners who work closely with us in delivering our educational and safety messages across the region, and our financial supporters who make Red Cross their charity of choice. You are our foundation and you make us strong.

In Richard Templar's *The Rules of Life*, he talks about putting something back. He challenges us to ponder "is this world a richer place for me being in it? Will I leave a better place than when I came into it? Have I made a difference to someone's life? Have I put something back?" As part of the largest humanitarian organization in the world you can proudly answer yes to these questions.

Congratulations on your success. You have made a difference and for that we thank you.

Colleen Hauck

Colleen Hauck
Regional Director

M.D. Jackson

Dianne Jackson
President,
Regional Council

We give hope... Disaster Management



Facing the Reality of Disaster

A disaster can happen to anyone, anywhere at anytime. One of the most well-known services Canadian Red Cross offers in the Central and Northern Alberta Region is Disaster Management. A team of 113 volunteers, Disaster Management responders are ready day and night to attend to individuals, families or entire communities to provide basic needs after a disaster. Whether a house fire, flood or eviction from home, Red Cross is always ready to help.

Our services which are provided at no cost to those in need include food, clothing and shelter for 72 hours to people after a disaster. These 72 hours are often enough for people to recover from the trauma. Along with basic needs, we also provide referrals to other agencies that assist the affected individuals after our services are over. These referrals are an important part of easing the process resettling.

"I volunteer for the Red Cross because I care about our community and what happens to vulnerable people. I want to make a difference in the lives of others."

Daniel a volunteer of 20 years who leads the Disaster Management team in Whitecourt, AB.



Volunteer serving clients at Disaster Preparedness exercise

Before Disaster Strikes

One of the most important goals of Red Cross is to educate people about disaster preparedness. The Disaster Management Team last year alone taught more than 1,800 people through public presentations and courses on how to prepare for a disaster. These courses are offered to individuals, schools, community groups and corporations, and are much valued in our region where fires, severe winter weather, tornadoes and floods are a part of the climate.

After Disaster Strikes...

The fact is that even though it helps to be prepared for a disaster, losing your house to a fire or other catastrophe is traumatic. That is where Canadian Red Cross steps in to the lives of those affected individuals as a ray of hope. Last year, our phenomenal volunteers assisted 543 people by responding to 160 calls.

Happy to Help

After our volunteers receive a call from our 24 hour emergency phone service, their first stop is Red Cross House. Here they have access to basic supplies for infants, children, men and women. These include shampoos, soaps, diapers, hair combs, etc. Last year, our volunteers gave out 413 comfort kits including teddy bears and blankets for emotional support to victims of disasters. Shelves of hand made quilts are on hand to give out, thanks to volunteers from across the region who regularly sew quilts for people in need.

Last year 136 people in the Central and Northern Alberta Region who lost their clothing as a result of a disaster got new pieces of clothing from Red Cross. We also provided shelter to 206 people who lost their homes temporarily or permanently and 212 people who could not access their homes due to disasters or condemned housing.

We are proud that, thanks to our donors and community partners we were able to spend more than \$63,000 to provide food clothing and shelter during the aftermath of disasters.

"I had no idea what to do... I had no one I could ask for help, no family or support.

After all of the help the Red Cross provided to my family, we have family in Canada now, the Red Cross family."

Mohammed Elatrash whose family of 11 was burned out of their home in a -39 ° C on Jan. 29, 2008.



Two year old Omar, son of Mohammed Elatrash holding a Canadian Red Cross teddy bear given to him by volunteers after the Elatrash family home burned down.

Joining The Red Cross President's Circle

Enbridge Inc. became a new family member with the Red Cross Disaster Management Program to help provide key support to our volunteer teams in Alberta. The Enbridge donation of \$100,000 was shared between the northern and southern regions and continues to help ensure that we can provide support and training to our volunteers who help those in need during times of disaster.



We give hope... **RespectED**

A Revolution

Red Cross wants to change a fact in this province: Currently, **Alberta has the highest rate of family violence in Canada.** Our plan in action, the RespectED: Violence and Abuse Prevention team works with schools and youth to teach young people about healthy relationships.

The hard work of staff and volunteers of RespectED enabled the team to reach 9,650 youth in the last year via various education programs offered in the Central and Northern Alberta Region.

“I have been through an abusive relationship and have gotten out of it recently after 2 ½ years. I think this was really helpful to make sure I don't go back.”

Youth attendee of RespectED Presentation

The truth is that for violence and abuse to be eliminated there's a lot more education to be spread throughout the region. However, to bring our program this far, we owe thanks our volunteers who spent about 1,800 hours in 2007-2008 educating youth about prevention, staying safe and making healthy choices.

c.a.r.e. is one of several RespectED training programs. The program aims to support teachers working with children aged five to nine to deliver appropriate messages of personal safety. More than 75% of educators who attended c.a.r.e. training in Edmonton last year said that this child abuse education should be a must for all teachers.

It is the community partners we have, our supporters, our volunteers, our donors who truly are making Red Cross reach its mission of helping vulnerable people.

“We owe our children- the most vulnerable citizens in any society- a life free from Violence and Fear.”

Nelson Mandela



Join us for a Breakfast Tour

To learn more about RespectED and all of our other programs throughout the region, we invite you to reserve your spot at our monthly breakfast tours. Please call our Edmonton office at (780) 423-2680 for more information.

We give hope... **Aboriginal Outreach**

An On-going Journey

Although the Aboriginal community enjoys a colorful and enriching culture, these communities also face challenges. Red Cross, in partnership with Aboriginal community leaders and members, continues to work in collaboration to change that.



photo by david baine

White Buffalo dancer at Red Cross Annual Appreciation 2007

“As an Aboriginal person I feel I can present this material with true conviction. The Red Cross approach in regards to the fundamental principles definitely fit with my personal and professional vision... I feel like I am now part of a wonderful group all over the world.”

Cheryll Welke from Fort Vermillion School Division

Walking the Prevention Circle in Rural Alberta – RespectED & Aboriginal Outreach

Spanning the region, from Olds to High Level, and from Lac La Biche to Hinton, RespectED works with Aboriginal community organizations. In 2007-08, we trained 33 leaders who work with youth, increasing communities' capacity to address abuse in rural areas. Five weeks of training addresses strategies to prevent child abuse and child sexual abuse, and promotes healthy teen dating relationships

This ground-breaking work was achieved with financial support from Alberta Children's Services and in partnership with the Association of Native Friendship Centres of Alberta.

Joining The Red Cross President's Circle

Two Edmonton Wal-Mart Canada stores, Clareview and West Edmonton, ranked number one and two in the company's national campaign which raised more than \$1.4 million to support the Canadian Red Cross programs across the country. Also ranking in top 10 was Wal-Mart Canada in Grande Prairie. All funds raised by Wal-Mart Canada went toward helping vulnerable people across our region.

We give hope... Health Equipment Loan Program

HELP is here...



image by david bovine

Whether it is recovering from an injury or illness; or whether someone is in the last days of their lives, HELP or Health Equipment Loan Program by Canadian Red Cross is here in our region to loan out medical equipment. HELP here operates at three locations: Edmonton, Red Deer and Grande Prairie. In Edmonton, with a partnership with Capital Health, the service is called STELP- Short Term Equipment Loan Program. Thanks to our donors during the last year, we served 8,523 clients who received a total of 21,342 pieces of equipment.

The number is correct, 21,343. When you visit STELP on a regular day, you will see why this is a fact. No client is limited to a number of pieces of equipment they can receive. With a health care referral, clients can access bathaids, wheelchairs, walkers and a variety of other health equipment.

Unfortunately, in the past year, due to deficiency of certain types of medical equipment STELP had to turn down more than a few clients. Specifically, there is a growing need for equipment that can serve people of more than 250 pounds. There is also a high demand of equipment needed to recover from hip and knee surgery.

Two other locations of HELP in our region are located in Red Deer and Grande Prairie where the program is called MELS- Medical Equipment Loan Services. In Red Deer 284 clients were provided 484 equipment, while in Grande Prairie, we loaned out 331 pieces of medical equipment to 241 clients.

"My Mother was able to enjoy a day in her life...her children, her grandchildren and her great grand children were able to add one more very special day with "Grandma" to their memories...we did it with a wheelchair! Thank you so much for living up to your mission!"

Letter from Millie Lorenz to MELS, Grande Prairie



Yvonne of MELS, Grande Prairie, helps a client with a walker

We give hope... **First Aid and Water Safety**

Water Safety

In 2007, the Red Cross Water Safety program partnered with others in the water safety industry to continue to educate Albertans to make safe choices, prevent injuries, increase physical fitness and assist in emergency situations.

Red Cross partnered with Think First Foundation to distribute Sudden Impact/DiveSmart DVDs and accompanying leaders' guides aimed at preventing diving-related injuries in pools and natural bodies of water. For Water Safety Week 2007 (June 2 to 9) Red Cross launched the "Learn to Swim...See Where it Takes You" campaign which promoted aquatic activities and being water safe in conjunction with Swim Canada, Diving Canada, Synchro Canada and Water Polo Canada.

Special thanks to Alberta Sport, Recreation, Parks and Wildlife Foundation for their generous contributions to Red Cross Water Safety programs.



In 2007-2008, more than 98,000 people were trained through our Water Safety Programs and 1,195 were trained to be leaders of the programs.

First Aid

Red Cross First Aid saw continued, strong, growth in the number of people trained in our First Aid programs, particularly in Emergency First Aid, Standard First Aid and CPR.

The Red Cross Wilderness and Remote First Aid course was launched nationally in February of 2008.

First Aid injury prevention education in 2007 included World First Aid day and CPR Month promotions. Through programs such as Standard First Aid Courses, Emergency First Aid Courses, CPR/AED, BabySitters and others, Red Cross is proud to have educated more than 37,000 people at 175 trainings.

Twenty-Six Canadians were honoured with National Rescuer Awards including Red Cross Central and Northern Alberta Region staff Rebecca and Brian, for providing first aid to victims of a car accident in Nov. 2007. This award is given to individuals who go out of their way to save a life, prevent further injury, and/or provide comfort to the injured.

High Needs- Babysitting and PeopleSavers

Last year we reached more than 2,000 children and youth in high need schools by teaching our regular babysitting and PeopleSavers programs. Through these programs, the young people learn how to babysit professionally and prevent injuries.

Joining The Red Cross Circle

The launch of the Red Cross Swim Kids Program at the Spruce Grove Tri Leisure Centre has been in the works since the spring of 2007, involving staff training, programming and updating of systems. Michelle Potvin, the Aquatic Programmer at the Tri Leisure Centre, has done a terrific job of getting information organized and out to both the staff and parents.



We give hope... **At Home and Around the World**

Humanitarian Issues

Living in today's global society, our young people are bombarded daily with stories about humanitarian issues around the world. Canadian Red Cross in our region has responded to this by planning to launch a Humanitarian Issues Program. This provides young people with balanced education on human challenges around the world and how they can make a difference through social action. Partnering with Alberta 2Learn, a video conferencing education service, we have presented Global Education programs to more than 1,000 students and teachers across Alberta.

Future Leaders

Our Youth Teams across the region are keen to learn and take action on global issues such as food insecurity, children in war, poverty and health, and International Humanitarian Law. Through Red Cross Youth Projects, we provide young people with the opportunity to lead their peers in support of their passion: to make a difference in the world.

Interactive workshops were held addressing humanitarian issues, and youth engaged and educated the public at community events like the Edmonton Fringe Festival and Canada Day at the Legislative Grounds. Bi-weekly meetings were also held through the year for Youth to discuss current



Red Cross Youth Promoting Humanity on Canada Day

global humanitarian issues including Malaria, AIDS, and conflict, along with how to take action on a local and global scale.

The 7th Annual Refugee Day Camp in Grande Prairie gave youth an opportunity to adopt refugee personas and go through simulated activities such as navigating a landmine field, food rationing, family separation and other obstacles to raise awareness of international issues.

A core group of Youth took part in local activities in Red Deer supporting humanitarian values including the Annual Red Deer Days Parade.

MalariaBites.Net



Edmonton's Peter Verchomin donated \$2400 to save children's lives in Africa.

Everyday 3,000 children die of malaria in Africa. The fact that it takes \$7 for Red Cross to buy a net and save a life caught the attention of several local community leaders and students who actively participated in fund raising and contributed to the campaign.

South Asian Disasters

Red Cross continues to provide help with recovery in the aftermath of the 2004 Tsunami and also aided with recovery after Cyclone Sydr in Bangladesh and the Pakistani Earthquake.

We give hope... **With Your Help**

A & H Steel	Costco - Westend	Hemisphere Engineering	Selanse Canada Inc.
ACT/UCT Branch 1022	Cottage Country Lawn and Snow	Heritage Harley Davidson	66 St. Liquor-Wine-Cold Beer
Alberta Carpet Cleaning	Cougar Creek Golf Resort	Hi Signs The Fath Group Ltd.	Sobeys - Hawkstone South Edmonton Common
Alberta Cycle	Creative Door Services	Highlands Golf Club	Spartan Controls
Alberta Sports, Recreation, Parks & Wildlife Foundation	Cycles Works	Highspeed Printing	Stantec Consulting
Albert's Family Restaurant	Dadeo Diner	Home Depot - Clareview	Sureway International
Allard Foundation	Downhill Riders - The Ski & Travel Co. Ltd.	InSource Printing	TELUS World of Science
Anixter Canada Inc	Edmonton Canoe	Investors Group	Territorial Electric Ltd
Aramark Canada Ltd	Edmonton Coast Plaza Hotel	Kamena Gallery & Framing Ltd.	The Citadel Theatre
Arcadia Drywall	Edmonton Coast Terrace	Kasian Kennedy Architecture & Design	The Community Incentive Fund for the Prevention of Family Violence and Bullying, Alberta Children's Services
Art N' Frame	Edmonton Eskimo Football Club	Keg N Cork Liquor Company	The Cutting Room
Atco Blue Flame Kitchen	Edmonton International Raceway	Khazana Restaurant	The Driving Force Inc.
Avison Young	Edmonton Native Basketball Ass.	LaShish Taouk Lebanese Cuisine	The Druid
Capital Health	Edmonton Symphony Orchestra	M&M Meat Shop	The Edmonton Sun
Commerical Real Estate	eGolf.ca	MacEwan College School of Business	The Stonehouse Pub
Baker Optical	Elinor Lake Resort	Mark's Work Warehouse	The Sutton Place Grande Hotels Group
Balloon Gang	Empire Starbucks	Mayfield Inn & Suites	Tim Horton's
Black Hawk Golf Course	Enbridge Inc.	Melcor	TNT Motorcycling Ltd
Blue Plate Diner	Eskimo Alumni Association	Mister Frame	Top Gear Scooters
Blue Sky Limos	Family and Community Support Services - Edmonton	MLC Group Inc	TriLeisure Centre
Breath For Life	Family and Community Support Services - Grande Prairie	Montech Mechanical Industries	United Cycle
Brick Warehouse	Family and Community Support Services - Red Deer	National Concrete Accessories	United Way - Alberta Captial Region
Budget Car&Truck Rental	Edmonton Fast Trax Cross Country Ski	New Asian Village	United Way- Central Alberta
Canadian Controlled Media Comm.	Focus Surveys	91.7 The Bounce	United Way- Grande Prairie
Canada Safeway - Northgate Centre	Four Rooms Restaurant & Lounge	North American Construction Grp. Inc.	Wal-Mart Canada Corp
Canada Safeway - Palisades	Funky Pickle Pizza	Northern Spirit Fishing Experience Inc.	Wal-Mart Capilano
Canadian Tire - Namao Centre	Funky Pickle Pizza (College Plaza)	Ocean Sports	Wal-Mart Clariview
Canadian Western Bank	Global TV	Packrat Louie Kitchen & Bar	Watch It!
Captial Health	Golf Town - North Store	PCL Construction	West Edmonton Mall
Carlson Projects North Ltd.	Greyhound Canada Trans. Corp.	Phoenix Insurance	Wild Rose Foundation-International Dev. Program
Celebrity Hair Salon	Grower Direct	Ramada Edmonton Inn	
630 CHED	Guru Digital Design	Raywalt Construction	
Cineplex Odeon	Harvard Development	Red Deer Advocate	
City Lumber & Millwork		Reynolds - Alberta Museum	
City of Edmonton		River Valley Beverage Group	
City of Leduc		Rocky Mountain Wine Festival	
City of Red Deer		RONA Home and Garden	
CityTV		Safety West Inc.	
Coast Edmonton Plaza		Sekura Auctions	
Community Initiatives Program- Alberta Lottery Fund			
Consumer Strategies Group			

And to all of our donors and supporters through out the year, thank you.

Where ordinary people
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extraordinary things



Edmonton

9931-106 Street
T5K 1E2
(780) 423-2680

Red Deer

3030- 55 Street
T4P 3S6
(403) 346-1241

STELP- Edm.

11111- Jasper Ave.
T5K 1L4
(780) 413-4990

Grande Prairie

9712-99 Ave
T8V 0R2
(780) 539-7127

Regional Office: 1-800-565-4483
www.redcross.ca/cnar

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