

Canadian Red Cross

CROSS CONNECTIONS

YOU MAKE THE DIFFERENCE

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Canadians respond to Tsunami disaster

It came with little warning and it spared nothing and no one in its path. The earthquake and tsunamis that hit Asia and parts of Africa on December 26, 2004 have now claimed more than 250,000 lives and left millions of people displaced or homeless.

The Canadian public's response to this disaster has been unprecedented with more than \$161 million donated to Canadian Red Cross tsunami relief efforts. Ontarians contributed over \$75 million of the total donations raised across Canada. Red Cross has been hard at work converting donations into tangible, effective help.

Within hours of the disaster, the International Federation of Red Cross and Red Crescent Societies (Federation) began coordinating relief flights of essential supplies from around the world. The recovery of bodies became a priority in order to prevent disease and thousands of volunteers, many of whom lost loved ones themselves, bore the burden of this task. The Canadian Red Cross earmarked \$60 million from donations to support the Federation's emergency response, as well as shipping relief items including water purification tablets, shelter materials, family hygiene kits and baby supply kits.

The road to recovery will be a long and difficult one for those affected and the Canadian Red Cross plans to be there every step of the way. Long-term rehabilitation plans are now being shaped based on extensive assessments by Red Cross delegates in the field. The balance of the funds received by

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The outpouring of generosity from Canadians for those affected by the tsunamis has been truly incredible. On behalf of the Canadian Red Cross in Ontario, thank you for your support. Your donations helped thousands of people half a world away and will assist for years to come.

Gord Moore
General Manager, Ontario Zone
Canadian Red Cross

Why do you give?



"I think everyone who is able should give to charity. There are a few special charities that you might give more to, and for me that's the Red Cross. The Red Cross responds immediately to disasters regardless of the size. They are an international organization that has the means to respond quickly and you know the money is going to go where it is intended."

Dr. Maureen Trudeau, MD, FRCPC
*Head of Medical Oncology/Hematology
 Sunnybrook Regional Cancer Centre, Toronto*

"Dynamic Fund Foundation is proud to support the Canadian Red Cross in its Southeast Asia relief efforts. Our employees were touched by this tragedy and we are grateful for the humanitarian relief efforts sponsored by the Canadian Red Cross. We are proud to contribute to such a wonderful organization."

Dynamic Fund Foundation
Toronto

"My wife and I donate to the Red Cross because it is a large international agency. We just know that funds will end up where we intend them to go with a minimal amount of administrative expenses. I would encourage others to donate whatever means will allow them to and open up their hearts and get involved."

David and Liz Currie
*Retired
 Claremont*

"The first reason I give to Red Cross is that it is well reputed...I have faith in Red Cross that the funds will go to the right people. My philosophy is 'do something for someone else' - that feeling will give you peace of mind. I came to Canada from India in 1987 with \$100 in my pocket. Canada gave me opportunity. When I was making \$9, I was still making a donation."

Anonymous donor
Toronto



"I have everything I need in Canada, so many people around the world don't. People should donate to an organization they feel passionately about. For me, it's the Red Cross. Not only is it good for the soul but there is also the benefit of a tax deduction."

Bahram Jam R.P.T
*Physiotherapist
 Thornhill*



Living with heart

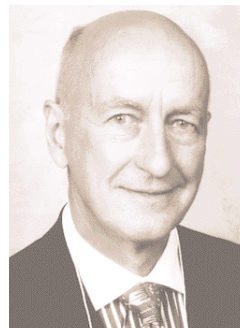
Volunteers can become so excited about the work of Red Cross that they stay with the organization for life. Exemplifying this commitment is Don Gauer.

Don joined the Red Cross as a volunteer at a time when he also held a demanding position with a financial services corporation. Encouraged to join Red Cross by the example of his boss and mentor, Harry Gundy, Don gave tremendous time and energy to his volunteer commitments. As a Red Cross volunteer, he served as President, Toronto Region Council, Vice President, Ontario Zone Council and as a Member of the National Board of Governors.

Today, Don continues supporting the work of Red Cross through the Circle of Humanity, the Red Cross monthly giving program.

"I decided to become a monthly donor because it really is the most convenient way to donate to the Red Cross," said Don. "My donation is automatically withdrawn each month and I don't need to worry about it. It is important not to forget about the great things Red Cross accomplishes in Canada, which require local money."

Meals on Wheels, Transportation Services for seniors,



"I decided to become a monthly donor because it really is the most convenient way to donate to the Red Cross." Don Gauer

Home Health Care Equipment Loans, RespectED (abuse prevention education) and Personal Disaster Assistance are among the programs and services that count on the planned and reliable funding provided by monthly giving.

Don's service and faith in Red Cross have taken him even further. He has chosen to plan long-term by placing Red Cross in his will. "It seems to be a natural thing to do for any organization for which you have a great love and respect," said Don.

Today, Don and his wife live on a farm near Collingwood. Leaving city life behind, he now spends his time planting trees on 52 acres. His wife, author Dorris Heffron, is working on a new book titled City Wolves. The pair return to Toronto a few times a year to attend the opera. They have changed their lifestyle, but they still remain a part of Red Cross.

The Canadian Red Cross extends a thank you to Don Gauer and his family.

A Tribute to the *Tribute* Canadian Red Cross Co

Since its founding in 1863, volunteers have provided the foundation for the International Red Cross Movement. The importance of voluntary service is engrained in the seven fundamental principles of the Red Cross; and rightly so, for volunteers are the heart of Red Cross, enabling the organization to carry out its mission and deliver vital programs and services, both internationally and here in Canada.

One remarkable Canadian Red Cross volunteer movement came to life at a unique time in the history of the world and this country. In 1940, following the collapse of the French Armies during World War II, the Canadian Red Cross began to train a humanitarian volunteer group of women called the Canadian Red Cross Corps.

In 1942, in response to a critical need for humanitarian relief in war-torn Europe, 18 volunteers from the Corps were deployed to London. These volunteers became the founding members of the overseas division of the Canadian Red Cross Corps. Over the next five years, another 623 would join them. The volunteers toiled long hours in a variety of roles including office and food administration, transportation and as nurses' aides. They kept records of Prisoners of War and packed clothing and comfort parcels for them. In support of Canadian service personnel and their families, both at home and abroad, the Corps volunteers distributed much

needed items including layettes (crucial infant care items), clothing and quilts.

The women who worked overseas made their way across the submarine-infested Atlantic by ship. For many women, it was their first time away from home. The journey lasted between 10 and 14 days and was full of new experiences. "I was surprised to see myself listed on the ship register as a cook!" said Red Cross Corps member Edna Jewett.

The women made the most of the nautical journey, occupying themselves in a variety of ways,

playing poker or putting on plays for entertainment.

Life in London was not the sort of dormitory life that one would imagine. Food was rationed and quarters were cramped. The sound of air raid sirens and buzz bombs flying overhead was something many of the women say they never became accustomed to, though it did somehow become a way of life.

Volunteers Jane McGillivray and Mae Hoyle (nee Vogel) drove ambulances. "All the volunteers who worked on a particular night got together for a communal meal, exhilarated after completing the drives," said Mrs. Hoyle.

Miss McGillivray first gained experience driving an ambulance while volunteering for the Red Cross in Toronto. Upon her

deployment overseas, she was assigned to transport wounded servicemen and prisoners of war to hospitals in England. In addition, the volunteer drivers were responsible for much of their vehicle's maintenance.

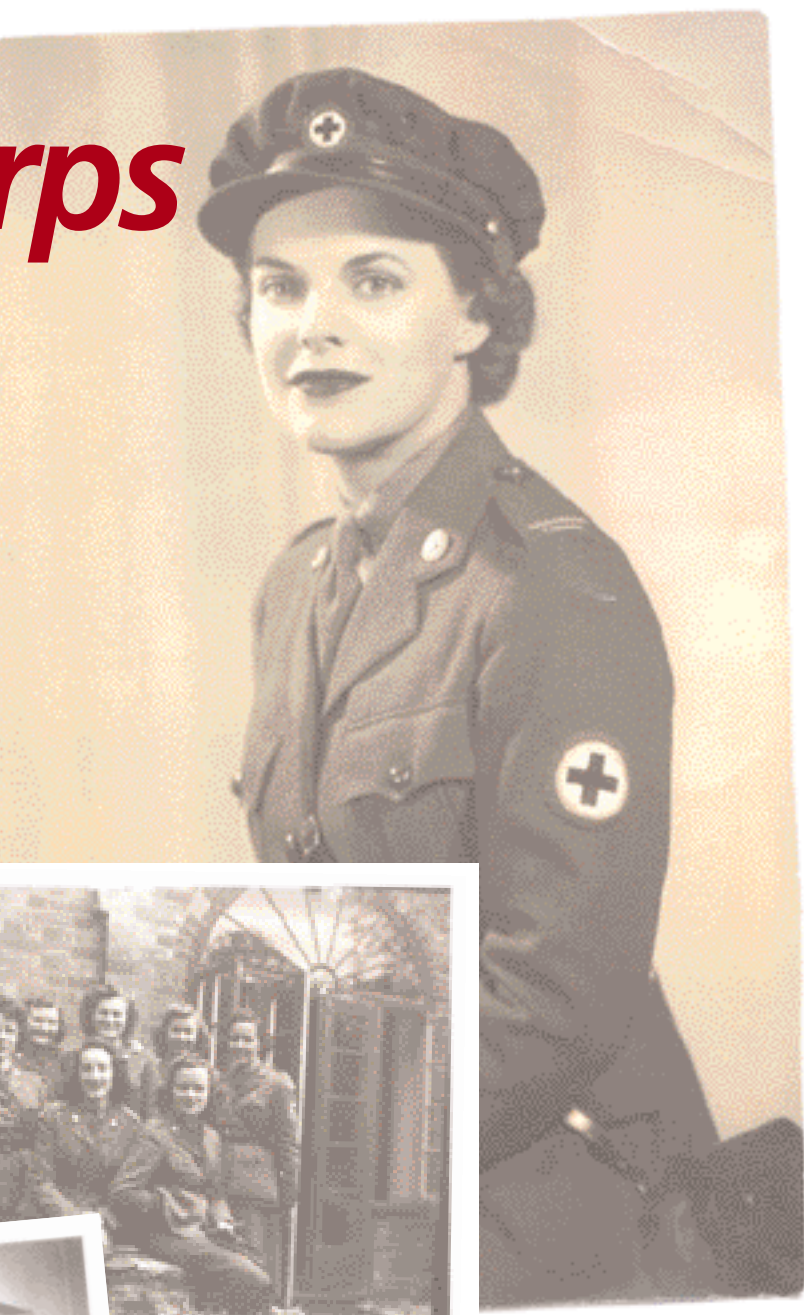
When asked about her fondest memory of her time overseas, Miss McGillivray said, "It was all a fond memory. I wouldn't have missed it for all of the tea in China."

Assigned to work in Italy, Dorothy Doolittle (nee Falkner) carried out her duties in a makeshift hospital in an old tobacco factory. She handled admitting and dispatching and attended to Canadian soldiers. Many of the men arrived on a stretcher and Mrs. Doolittle would comfort them.

One remarkable Canadian Red Cross volunteer movement came to life at a unique time in the history of the world and this country.



Corps



*(From left to right)
Jane McGillivray with
her brother Craig
"Sonny" McGillivray,
"The Gals" photo
courtesy of Joan
Fleming, Edna Jewett
in uniform, wedding
of Audrey and Basil
Southam.*

She recalls one time when her hand was wet with blood from holding a soldier's back. "You just got used to it. There were times when we were so busy, we just didn't know if we could get through the day," said Mrs. Doolittle. "It was work and it was fun. You grew up. We found out what life was about."

Life carried on despite the war. There were many weddings while the Red Cross volunteers worked overseas. For one wedding, Simpson's department store sent a wedding dress, a veil and two bridesmaid's gowns from Canada. That same wedding gown served 22 brides who were married while overseas. Weddings were arranged on short notice as the groom was often on leave for only a few days. Everyone worked together to gather rations, decorate and make the event special for the bride and groom.

As needs overseas diminished and members of the Red Cross Corps returned home, they wanted to preserve the bonds developed during their work overseas. In 1945, a few of the volunteers met at the King Edward Hotel in Toronto to found the Overseas Club and since then the group has met annually, missing only two years. This year marks the 60th anniversary of the Overseas Club.

"Lasting friendships were made and memories kept fresh," said Margaret Maclure, national vice-president of the Overseas Club. "The friends we made in the Overseas Club have been a great source of support and comfort through the years. Seeing the Red Cross emblem on the backs of Red Cross workers and equipment during the tsunami disaster brought me back to the days when Red Cross played such a marvellous part in the volunteer effort during World War II, as well as the years before and since."

As this remarkable group of women reflect on an experience that changed their lives forever, the Canadian Red Cross extends heartfelt appreciation for their courage and the crucial role they played in the lives of so many people affected by conflict.

Kroum and Eva Pindoff give \$5-Million

Just in time for the federal government's donation matching program, Kroum and Eva Pindoff, the founders of Music World Limited and Pindoff Record Sales Limited, donated \$5,000,000 to the Canadian Red Cross Asia Earthquake and Tsunami Relief Fund. This is the largest-ever personal contribution received by the Canadian Red Cross.

The Pindoffs initially pledged \$500,000 for tsunami relief, but touched by grief after seeing pictures of the devastation, they increased their donation.

The Pindoffs have been longtime supporters of the Canadian Red Cross and its humanitarian work around the world. The philanthropist couple have supported projects that address the needs of women, children and seniors affected by the war in the former Yugoslavia. They have also channelled several million dollars to Red Cross projects assisting victims of landmines.



"My wife and I have had a long-standing relationship with the Canadian Red Cross and we are pleased to assist financially in advancing their efforts in Asia."
Kroum Pindoff

Coming to Canada in 1955 with hardly any savings, they immediately found jobs at a meatpacking plant in

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Tsunami response

Red Cross will support these plans. Some projects being considered include reconstructing and re-equipping 10 schools and 10 health care centres in Indonesia as well as establishing mobile health clinics in remote areas. In Sri Lanka, the Canadian Red Cross plans to rebuild or repair six hospitals that were damaged or destroyed by the tsunami. Psycho-social support is also being provided to traumatized survivors. For more information about Canadian Red Cross projects in the countries affected by the tsunamis, please visit www.redcross.ca

Thanks to the generosity of the Canadian public, the Red Cross will be there to help those affected recover and rebuild.

The **Canadian Red Cross** is a member of the **International Red Cross and Red Crescent Movement**, which includes the International Federation of Red Cross and Red Crescent Societies, the International Committee of the Red Cross and 181 national Red Cross and Red Crescent Societies. Unlike any other aid organization, Red Cross is present in almost every country in the world.

This widespread international presence enables Red Cross to mobilize quickly and effectively, providing swift relief in times of disaster.

Project in Sudbury earns Humanitarian Service Award

The Sudbury branch of the Canadian Red Cross has been awarded the Red Cross Humanitarian Service Award in recognition of their Rent Bank and Housing Registry projects.

The Red Cross Humanitarian Service Award was developed by the Society to recognize initiatives that use Red Cross resources to enhance the capacity of a vulnerable group of people. The initiative must enable individuals at risk to cope effectively with threats related to their survival and safety, and also demonstrate that individuals gain enhanced security, well-being and human dignity.

Developed and implemented by the Sudbury branch, the Rent Bank and Housing Registry have served thousands of people in the Greater Sudbury area since their inception in 1999.

The Rent Bank provides financial assistance to people who are at risk of homelessness. This assistance may

allow an individual or family to secure housing by contributing to their security deposit or first and last month's rent. In other cases, the Rent Bank covers heat and electricity bills or helps those struggling financially to avoid eviction.

The Housing Registry is a database that lists affordable housing in the Greater Sudbury area. The database is updated on a weekly basis and shared with other agencies who serve vulnerable populations.

Between 1999 and 2003, the Rent Bank provided assistance to more than 800 individuals, 300 of whom were children, and the Housing Registry was accessed by more than 4,000 people. Many hardships associated with homelessness such as poverty, physical illness, a lack of formal education and low socioeconomic status are lessened by these services.

As our population ages and grows in size, more and more people are coming to us for help. We would like to give support to every frail senior...each child without proper winter clothing...each disabled person who needs a hot meal delivered every day...every single mother who can't quite make ends meet every month.

Joan Shirlow
President, Ontario Zone

Kroum and Eva Pindoff give \$5-Million *Cont'd from page 5*

their neighbourhood. Mr. Pindoff worked day shifts and his wife nights to make sure one of them was always with their two-year-old daughter, Sophie.

After seeing an ad in the paper placed by a U.S. record distributor

looking for a salesman, Mr. Pindoff replied and was soon hauling records to convenience stores and pharmacies all over Ontario, selling them on consignment. By 1962, the business expanded and they opened a warehouse. Eight years later, they

opened their first Music World store in Toronto's Fairview Mall.

Mr. Pindoff still drives to the office and puts in six to eight hours each day. He will be 90 this Christmas and he and his wife do not have any plans to stop contributing to charity.



**Circle of
Humanity**

Helping others can be automatic

...through Circle of Humanity

The Canadian Red Cross monthly giving program, Circle of Humanity, can make helping others one of the easiest things you do.

If you have any questions about Circle of Humanity, please contact Elaine at **905-890-1000** or toll free at **1-800-811-9874, Ext. 215.**

The Legacy Club

- I have included Red Cross in my will.
- Please send me information on how I can make a lasting gift by including Red Cross in my will.
- Please send me information on the tax benefits available when donating planned gifts like stocks, bonds or insurance policies.

Circle of Humanity - Monthly Giving Information

Name: _____

Address: _____

City: _____ Postal Code: _____

Phone Number: _____

Email address: _____

Each month I'd like to give: \$25 \$50 \$75

OR I'll give \$ _____ each month

I authorize the Canadian Red Cross to charge the amount specified each month.

Signature: _____ Date: _____

I wish to have my monthly gift deducted from my:

bank account and I have enclosed a new cheque marked VOID

credit card. The following is my credit card information.

Credit Card Visa MasterCard
 American Express

Card Number _____

Expiry Date _____

Mail to: Canadian Red Cross, 5700 Cancross Court, Mississauga, Ontario, L5R 3E9, Attention Elaine Borlace.



Return undeliverable Canadian addresses to:

The Canadian Red Cross Society
La Société canadienne de la Croix-Rouge

5700 Cancross Court
Mississauga, Ontario
Canada L5R 3E9

Ontario Division de l'Ontario

PM 40064871