



**CROIX-ROUGE
CANADIENNE
CANADIAN
RED CROSS**

ANNUAL REVIEW BRITISH COLUMBIA & YUKON 2011-2012

MESSAGE FROM THE PRESIDENTS

Dear Canadian Red Cross family,

Thank you. These are the first words that came to mind for us when we reflect on the past year. Thank you for a year full of help, hope, compassion, inspiration and service delivered by the Canadian Red Cross in British Columbia, Yukon, and beyond. Thank you to our community partners, donors, volunteers and staff for making this possible. It has been a great honour for our four Regional Councils to represent communities across the province and territory and to support the work of the Red Cross as governance volunteers.

The Red Cross was there throughout the year when floods in Northern BC and numerous apartment fires across the province impacted the lives of many people. Volunteers and staff from BC joined Red Cross teams in Alberta to provide assistance following the devastating fires in Slave Lake. Thousands of British Columbians and Yukonners donated through the Canadian Red Cross when disaster struck in New Zealand, China, Pakistan, Libya, the Horn of Africa and Japan.

Closer to home, the Canadian Red Cross reinforced its local presence and activities in each of our four regions in BC and Yukon. The Red Cross strengthened its position as a provider of health equipment loans, and further developed its partnership with First Nations. We trained thousands of youth and adults in first aid and water safety, provided new immigrants with health and safety training in 18 languages, and helped refugees with their first steps in the country. The Red Cross supported parents with children in the BC Children's Hospital in Vancouver, trained and inspired youth in humanitarian issues, and continued to provide violence and bullying prevention training to children and youth. We are proud of our new office in Kelowna, a full-service base for the Red Cross in the BC Southern Interior. You can read about these and other important activities in this annual review.

We are looking forward to another year full of promise. With your help and trust, we will continue to be there for those in need as we work towards building stronger, healthier and more resilient communities.

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Dan Le
President,
Northern BC and
Yukon



Kalpna Solanki
President,
Lower Mainland



Michelle Glubke
President,
Coastal



Rick Riley
President,
Southern Interior

REGIONAL GOVERNANCE

BRITISH COLUMBIA & YUKON REGIONAL COUNCILS

NORTHERN BC & YUKON REGION

Where We Serve: All of Northern BC, including communities north of Williams Lake, to the Alberta border in the east, to the coast in the west (Prince Rupert) and the entire Yukon Territory.

Regional Council:

Dan Le (President)
Tim Alexander (Past President)
Mark Ryan (Vice President)
Annika Klopp
Isabella Wilson-Beaulieu
Colleen Wirth
Becky Row (Ex-Officio)

SOUTHERN INTERIOR REGION

Where We Serve: Extends from 100 Mile House and Blue River south to the U.S. border and from Lillooet and Princeton east to the Alberta border.

Regional Council:

Charles (Rick) Riley (President)
Clare Kooistra (Past President)
Sheilagh Wilson (Vice-President)
Peter Chau (Vice-President)
Alana Garrett
Dinah Stanley
Gerry Nevdoff
Nicole Robson
Luci Wilcox
John Richey (Ex-Officio)

BC COASTAL REGION

Where We Serve: Vancouver Island, the Gulf Islands, Powell River, Bella Bella, Bella Coola, Ocean Falls and the Haida Gwaii Islands

Regional Council:

Michelle Glubke (President)
Bruce Curtis (Past President)
Andrew Callicum
Bruce Cline
Bob Dendoff
Coleen Fraser
Jennifer Jenkins
Daunia Pavone
Doug Thompson
Heather Walsh
Ivan Watson
Phyllis Argue (Ex-Officio)

LOWER MAINLAND REGION

Where We Serve: From the Greater Vancouver area, north to Sechelt, Squamish and Pemberton, east to the Fraser Valley, Boston Bar and Hope, and south to the U.S. border

Regional Council:

Kalpna Solanki (President)
Cassandra Consiglio (Past President)
Cynthia Lam (Vice President)
Amar Dhillon (Vice President)
James Liu
Steven MacLean
Cathy Boskovic
Louise Bishoff (Honorary Vice President)
Leanne Dospital (Honorary Vice President)
Christopher Libby (Ex-Officio)

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MISSION

The Canadian Red Cross mission is to improve the lives of vulnerable people by mobilizing the power of humanity in Canada and around the world.

VISION

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

FUNDAMENTAL PRINCIPLES

Humanity
Impartiality
Neutrality
Independence
Voluntary Service
Unity
Universality

Cover Pictures

Front: Asmaite Gebremichael, RespectED Youth Facilitator, helps out during an anti-bullying event in Vancouver

Back: Red Cross volunteers from across the country provided support after the devastating fires in Slave Lake (AB)

MESSAGE FROM THE DIRECTOR

DEAR CANADIAN RED CROSS FAMILY,

“I AM ONLY ONE, BUT I AM STILL ONE. I CANNOT DO EVERYTHING, BUT STILL I CAN DO SOMETHING.”

– EDWARD HALE

This quote has always resonated for me in relation to the commitment everyone who works at or supports Red Cross makes to be part of our mission of “improving the lives of the most vulnerable”. With virtually every person being vulnerable at some point of his or her life, how can a single organization possibly work to improve the situation?

One way is to recognize and build upon the capacity of each individual, family and community. Our mission also speaks of “mobilizing the power of humanity” that reflects a deep belief that every person, no matter how vulnerable, has strengths that can be supported or used to support others.

In March 2011 the devastation from the Japan earthquake in possibly the most prepared country in the world once again redefined the definition of catastrophic disaster. Red Cross in BC and Yukon was honoured to be chosen by 46,533 donors and 1,150 community fund raising groups to manage their donation. Over \$48 million was raised in Canada and \$44 million has been used.

Funds raised is a quantitative measure of a much more important activity - individuals, families and communities taking action to help others in need. Studies have confirmed what we all know intuitively - when we reach out to help others, we help ourselves. People want to take action and at the Red Cross we work endlessly to be the trusted organization for their time, talent and treasure.

If you have not been a recipient of Red Cross aid, you will be less aware of the other aspect of this philosophy - we recognize and build on the capacity in every “victim”. People affected



by disasters or fleeing from persecution, those managing illness or injury or seeking injury prevention information, are seen as both participants and leaders in this journey. The work becomes an exploration of how we can work together towards shared goals.

We are expanding our health equipment loan program (HELP) in close cooperation with health professionals. People can recover more quickly from injury and illness, and manage end of life better, when they have access to high quality equipment that supports them to be mobile and safe.

Training in Violence and Abuse Prevention, and First Aid and Water Safety, is designed not only to provide the most current information, but also to build confidence in applying these methods to stop a bully, make good safety decisions or help others at risk.

The focus for 2012-13 is the strategic expansion of our Red Cross programs and services through effective internal coordination and external collaboration. We are working with people and organizations who know that while we cannot do everything, we can all do something. We look forward to doing more together in 2012-13.

Kimberley Nemrava
Director, British Columbia & Yukon
Canadian Red Cross



Volunteers from BC and other parts of Canada were deployed to the field during the Slave Lake fires.

DISASTER MANAGEMENT

DISASTER RESPONSE AT HOME

As one of the largest roles mandated by the organization, the Canadian Red Cross responds to situations ranging from individual house fires to floods and other disasters that disrupt entire regions.

BC-Yukon Disaster Management activities of 2011-2012

- In early 2011, two large scale apartment fires impacted over 100 people in Vernon and Kelowna. 26 Red Cross volunteers supported them with recovery services such as food, clothing, shelter, personal items, blankets and comfort kits.
- A wet and soggy spring lead to localized flooding in several Northern BC communities. In Chetwynd, volunteers from across BC responded to the call for assistance and went to the community to manage a Resilience Centre. Clients were able to access recovery services including food, shelter, clothing, community referrals, and a listening ear from a caring volunteer.
- Two large apartment fires occurred in Prince George within three months; the first in November, followed by a second fire in January. In response to the fire in November, the City of Prince George, with the support of the Province, requested the Canadian Red Cross to establish and operate a Resilience Centre. The Resilience Centre provided a 'one stop shop' multi-agency centre to assist those impacted by the fires. Through the centre, a total of 105 people received assistance such as lodging, food, rental and moving assistance, as well as referrals to other community agencies and services. Clients were linked to long-term support through the centre thanks to the collaboration of many community agencies working together.
- Throughout the winter, volunteers in Victoria, Courtenay, Nanaimo, Vancouver and Prince George assisted with Extreme Weather Homeless Shelters distributing hundreds of blankets and sleeping mats. Over 1,700 clients were served.
- In March the Red Cross volunteers were once again activated to provide relief to 42 people impacted by



Call Centre volunteers in BC receiving calls for information and offers of donations and assistance during the Slave Lake fires in Alberta.

a large apartment fire in Williams Lake. A team of 8 volunteers was deployed into the community and operated a resilience centre for almost 2 weeks providing help to those in need.

BC support to major events across Western Canada and Ontario

In May, a massive wildfire swept through Slave Lake (AB) and surrounding area, forcing thousands of people to flee. The Red Cross jumped into action and quickly began mobilizing resources to support those affected. One of the services activated was the TELUS Red Cross Call Centre, located in Burnaby (BC), to support the registration of people impacted by the fire. The centre was opened for over three weeks with hundreds of volunteers supporting the operations. Furthermore the Red Cross activated its Central Registry & Inquiry Bureau (CRIB), providing family reunification services to those worried about their loved ones.

The TELUS Red Cross Call Centre and CRIB supported almost 7,000 people affected by the fire.

In early July, the Call Centre was once again activated to support those impacted by flooding in Manitoba. They reached over 900 people through providing referrals and information.

Over the summer, BC sent over 250 cots and 500 blankets to support flood affected residents in Saskatchewan, and deployed 53 volunteers to support Red Cross disaster response across Canada.

Courses and workshops: 98

People trained: 283

Community training & Awareness events: 9

Disaster responses: 72

Clients served: 10,146

Volunteers: 570

Volunteer hours: 5,970

Your support, kindness and dedication made a huge difference to the families who lost their homes in the fire.

- Kerry Cook, Mayor of Williams Lake

Over the summer of 2011, BC deployed 53 Red Cross volunteers to support disaster responses across Canada.



Regardless of the nature or location of the disaster, delegates from the Canadian Red Cross are happy to protect the lives of the vulnerable all over the world.

CANADIAN RED CROSS INTERNATIONAL OPERATIONS

From conflict zones to communities destroyed by devastating disasters or debilitating health issues, the Canadian Red Cross responds to the needs of vulnerable people around the world.

This past year was no exception as we witnessed the many forms disasters can take, from floods to droughts and earthquakes to conflict. Millions were affected and Canadians demonstrated their compassion and generosity by supporting the Red Cross response in countries around the world.

February 2011: New Zealand

On February 22, 2011, the city of Christchurch, New Zealand, was struck by a 6.3 magnitude earthquake that caused significant loss of life and injury along with severe damage to infrastructure, and disruption of services. Red Cross teams established and provided assistance at six welfare centres supporting over 3,000. Canadian Red Cross contributions have

helped deliver immediate relief to those affected as well as provide longer-term support in recovery to thousands of people.

March 2011: Japan Earthquake and Tsunami

On Friday March 11, 2011, the lives of hundreds of thousands of people in Japan were forever changed when a 9.0 magnitude earthquake followed by a massive tsunami devastated the country. The consequences of the earthquake and tsunami, followed by the Fukushima Daiichi nuclear power plant disaster, are enormous. Official estimates indicate the disaster left over 15,000 people dead, and over 3,000 remain missing.

Immediately following the disaster, Red Cross volunteers in Japan mobilized to support

disaster response operations across affected communities.

One year later, the Red Cross is still helping thousands of families recover and rebuild their lives. In the months ahead, the Red Cross efforts will continue to provide support to over 100,000 people.

Summer 2011: Horn of Africa Crisis

A cycle of severe droughts led to a humanitarian crisis in the Horn of Africa (which includes Somalia, Kenya, Djibouti, Ethiopia and Uganda). Over 13 million people were affected, many fleeing their homes and with limited access to food, clean water and shelter.

Funds raised through the Canadian Red Cross have been used to help local Red



Cross and Red Crescent Societies in their efforts to provide immediate life-saving assistance including food, clean water and medical services.

July 2011: Food and Health Crisis in Sudan

Violence in the Sudanese state of South Kordofan left almost 75,000 people displaced. In response to the emerging crisis, 600 Red Crescent volunteers began working around the clock to provide support to the thousands affected.

The Canadian Red Cross has channelled funds to support the Sudanese Red Crescent, one of the few humanitarian agencies able to operate in these areas.

September 2011- January 2012: Pakistan Floods

The flooding in southern Pakistan, recognized as the worst in its history, brought

widespread destruction. A total of 4.8 million people, half of which are children, have been affected.

The Red Cross Red Crescent response has reached more than 315,000 people with food and supplies, emergency health services, and water and sanitation.

Canadian Red Cross contributions of food packages have helped provide food to more than 65,000 families. More than 30 million litres of clean drinking water have been provided along with hygiene and shelter supplies.

October 2011: Turkey Earthquake

In late October 2011, Turkey was hit by a massive earthquake measuring 7.2 on the Richter scale. More than 600 people were killed, 2,500 injured and more than 650,000 people affected by the earthquake. 2,900 houses collapsed completely, with

thousands more damaged.

The Turkish Red Crescent responded immediately to the crisis, supporting 10,000 families with shelter and distributing essential items including food and cooking implements, tents, blankets, sleeping bags, and heaters.

The Canadian Red Cross sent 3,000 thermal blankets and 100 tents to assist earthquake survivors, and supported the Government of Canada's deployment of 500 tents to the region.

December 2011: Typhoon Washi - Philippines

Typhoon Washi made landfall on the north coast of Mindanao on the morning of December 17, 2011. More than 1,200 people were killed, 6,000 injured and over 180 missing. More than 1 million people were affected by the disaster, with over 14,000 houses destroyed and another 37,000 damaged. The Philippines Red

Cross responded immediately and provided clean water to thousands of people living in the evacuation centres. Food, shelter assistance, household items and medical assistance was delivered to close to 20,000 families following the disaster.

Ongoing: West Africa Food Crisis

Humanitarian assistance is urgently needed in the Sahel region of West and Central Africa as many countries are facing food shortages and are at risk of a severe food crisis. It is estimated that up to 16 million people will be affected across the Sahel region, which includes Mauritania, Niger, Chad, Mali, Burkina Faso, and northern Senegal. The

Red Cross and Red Crescent has a strong presence in the Sahel and is supporting local Red Cross Societies and communities by actively scaling up operations to meet the urgent needs of affected communities. The Canadian Red Cross is ready to assist with emergency supplies and personnel.

Ongoing: Middle East / North Africa Crisis

As violence continues to escalate in Syria, many affected communities remain disconnected and without any outside support. The International Red Cross Red Crescent Movement has been helping in the country since the unrest began, providing medical care, food and

supplies.

Red Cross Red Crescent Societies in the surrounding region are in a state of preparedness for an eventual influx of people in need of urgent humanitarian assistance, ready to provide support to communities who might be, or already are, affected by the crisis.

On behalf of our entire team in **Pakistan**, thank you for your **generous support**. Together, we continue to make a **huge difference** in the lives of **flood survivors**.

- Kathy Mueller,
Canadian Red Cross

Delegates from National Societies all over the world, including the Canadian Red Cross, worked to alleviate the impact of the droughts in the Horn of Africa.





The Restoring Family Links program works to reunite families separated for many reasons.

RESTORING FAMILY LINKS

As one of the oldest programs in the history of the International Red Cross and Red Crescent Movement, Restoring Family Links (RFL) has been working tirelessly to re-establish contact between family members separated during war, natural disasters, migration and other humanitarian crises. By providing health and welfare reports or reconnecting family members, the program alleviates the unimaginable anxiety that often haunts separated families.

Highlights

- Reconnecting a brother and sister who lost contact with one another in 1956 when the brother fled Hungary during the Hungarian Revolution.
- Helping a Burnaby resident locate two of his brothers in the Democratic Republic of the Congo (DRC). The Red Cross found the brothers in two different locations in the DRC – they were unaware of the others' location.
- Reassuring an 85-year-old Vancouver client that her 87-year old-sister in Germany was fine. Our client suddenly lost contact and repeated attempts to reach her had failed. Through collaboration with the German Red Cross, RFL located the sought person and informed her sister that she was safe and well.
- Informing an inquirer in France who lost contact with his brother who was living in Vancouver. RFL located the brother – he had been ill and was taken by ambulance to a hospital. With help from the hospital staff, we were able to inform the French Red Cross on the best way for their client to re-establish contact.

Families reconnected: 13

Referrals: 28

Cases pending: 35

Volunteer hours: 77

DETENTION MONITORING

The Detention Monitoring Program seeks to promote a protective environment on behalf of immigration detainees in accordance with domestic and international human rights standards. Through a memorandum of understanding with the Canada Border Services Agency, a network of specially trained Red Cross volunteers carry out monitoring visits to detention centers in British Columbia to assess conditions and treatment, access to legal safeguards, and ensure family contact is maintained.



First Contact staff and volunteers celebrate the program's third anniversary.

SUPPORTING REFUGEE CLAIMANTS - FIRST CONTACT

Among the countless challenges faced by refugees, taking the first few steps towards finding protection may be the most daunting. First Contact assists refugee claimants to overcome these early challenges by providing much needed information through information kits and a 24/7 multilingual phone service operated by over 100 trained Red Cross volunteers.

Mario Ayala, from the Inland Refugee Society of BC, has been working with and supporting refugee claimants for over 18 years. "Before there was First Contact, there were a lot of claimants who did not get support because of a lack of information", Mario recounts as he thinks back on past years. "It often felt as if I was working alone in supporting people."

Since First Contact opened its doors over 3 years ago, the Inland Refugee Society, and the people it supports, have benefitted from a wider network involving other agencies that work with refugee claimants. The agencies also enjoy the opportunity to collaborate through a Multi Agency Partnership (MAP) spirited by the creation of the First Contact program.

There may be many reasons why someone is forced to leave their country and seek refuge elsewhere, but their search for safety is universal. This was no exception for a particular refugee family from Albania. Thanks to the multilingual phone service and the information kits offered by First Contact, finding support was easy. "It was very helpful. I just called the number to talk to someone from the Canadian Red Cross, and they helped us through the information kit." said the eldest son of the refugee family.

"I need to be able to help people the day they call. Refugee claimants often come to me with nothing, and nobody to turn to. Support cannot wait." adds Mario. "With First Contact, I can get them that support. I finally feel like I am not working alone to help people."

Highlights for 2011 - 2012

- Through the help of volunteer interpreters and designers, First Contact has information kits in 3 additional languages: Hungarian, Tamil, and Russian. Information kits are now offered in 11 languages.
- With support from volunteers, First Contact has raised over \$1,400 with the Ride for Refugee fundraising event.
- Through the recruitment and training of additional volunteer interpreters, First Contact has saved valuable funds that are now better used for what matters most: assisting refugee claimants.

Claimants reached: 133

Volunteers: 113

Volunteer hours: 18,421

Languages offered: 17

COMMUNITY OUTREACH

ABORIGINAL OUTREACH

With the goal of empowering and building resiliency, the Canadian Red Cross partners with First Nations, Métis, and Inuit communities to strengthen their capacity in disaster management, injury prevention, violence and abuse prevention, and humanitarian issues.

Disaster Management

- In the BC Southern Interior, the Canadian Red Cross continues to work with local First Nations communities to deliver disaster preparedness workshops to the Elders. This ensures the Elders are well prepared to respond to disaster, and also provides valuable information for the Elders to share within their communities.

Injury Prevention

- Through a joint funding initiative, 25 more individuals from the First Nations communities in Greater Victoria have been trained in First Aid.

- The Red Cross has also trained 90 First Responders in First Nations communities across the province.
- First aid services have been provided during National Aboriginal Day, the Sto:lo Nation Children's Festival, as well as during other events organized by the Leq'amel and Sto:lo First Nations.

Violence & Abuse Prevention

- The Kamloops Indian Band and the Adams Lake Indian Band benefitted from training through the children's personal safety program, Challenge Abuse through Respect Education. Through this program, teachers, youth, daycare and

health department workers and foster parents have been certified to deliver abuse prevention training to students at school and in their own communities.

- The Adams Lake Indian Band also participated in the Walking the Prevention Circle, a three-day abuse prevention workshop designed specially for First Nations communities. The participants were members of the health department, daycare, social wellness and administration of the band. The Chief of the band was very supportive and also attended the workshop.

Participants from a Walking the Prevention Circle workshop at the Adams Lake Indian Band.





You have given me something that has kept me **sane** and **alive**.

Each day that I am out and not shut in is such a **wonderful gift**. I **thank you** all so very much.

- RoseMary Cloutier

Red Cross offers loans of high quality health equipment and is an integral part of the BC and Yukon health care systems.

HEALTH AND SOCIAL PROGRAMS

HEALTH EQUIPMENT LOAN PROGRAM

The Health Equipment Loan Program (HELP) works in conjunction with the health care systems in BC and Yukon by providing loans of health equipment to clients in need. Thousands of highly trained volunteers help clients across BC and the Yukon recover at home comfortably and independently.



Qing, a technician in the Health Equipment Loan Program workshop, fixing a specialized wheel chair for children.

This past year saw the implementation of a number of initiatives supporting the HELP Service Renewal strategy. This strategy, with an aging population and expanding client base in mind, has been designed to meet an expected 30% increase in clients over the next 5 years. The primary goals of the strategy are to improve client access and equipment availability and to strengthen the quality and safety of the equipment on loan.

Through the Red Cross Children's Medical Equipment Recycling and Loan Service, over 3,000 children on the At Home Program and children with special needs in BC are supported through provision or repair of specialized medical and therapeutic equipment.

The Aids to Independent Living program provides free-of-charge long-term loans on health equipment to low income adults in the Vancouver Coastal Health and Fraser Health authorities.

SHORT TERM LOAN SERVICE

Highlights

- The program secured significant support from the Fraser Health Authority to sustain the basic equipment service and to introduce an enhanced service for Fraser Health clients. This new program, *HELP Plus*, includes advanced equipment and a delivery and installation service.
- A new cleaning and repair hub has been established in Surrey. This hub is the first of a series of hubs that will be introduced across BC to strengthen cleaning and repair processes and will support client service sites in the Fraser Health region.
- Funding from the Interior Health Authority is currently being used to support the basic equipment service and to lay the foundation for the implementation of the HELP Service Renewal strategy in the Southern Interior. A major initiative in the past year was

to consolidate and relocate our Kelowna facilities to larger and more functional premises.

- Through a 3-year agreement with the Yukon Territorial Government, a larger and more functional client service site was established in Whitehorse.
- An agreement was signed with the Northern Health Authority to implement a new cleaning and repair hub in Terrace. This new hub will support client service sites in Prince Rupert, Kitimat, Smithers, and Terrace.

Loans: 137,511

Clients: 78,836

Volunteers: 965

Volunteer hours: 103,367

Sites: 77

ENHANCED COMMUNITY MEDICAL EQUIPMENT LOAN SERVICE

The Enhanced Community Medical Equipment Loan Service operates on Vancouver Island under contract with the Vancouver Island Health Authority. Red Cross provides a wide range of equipment to palliative clients and others with short-term needs.

The Transportation and Installation of Medical Equipment Program operates on Vancouver Island, ensuring that equipment is safely installed in clients' homes. The program is partially supported by the Vancouver Island Health Authority.

AIDS TO INDEPENDENT LIVING

Highlights

- The program has been fortunate this past fiscal year to receive funding from both Health Authorities. This investment will help manage the increase in demand for this service.
- New initiatives have been introduced to improve equipment quality and staff safety, as well as to improve client service. These include the introduction of strengthened workplace standards and training for our technicians and sharing resources amongst programs under the Health Equipment Loan Program umbrella.

Loans: 5,400

Clients: 2,140

Volunteers: 22

Volunteer hours: 2,850

CHILDREN'S MEDICAL EQUIPMENT RECYCLING AND LOAN SERVICE

Contracted and funded by the BC Ministry of Children and Family Development, the Children's Medical Equipment Recycling and Loan Service works tirelessly to help children do what they do best: being children, by providing specialized medical and therapeutic equipment.

- Therapists received a newsletter with program information and other tips, as well as a periodical memo that highlights new inventory items.

Volunteers: 56

Volunteer hours: 2,852

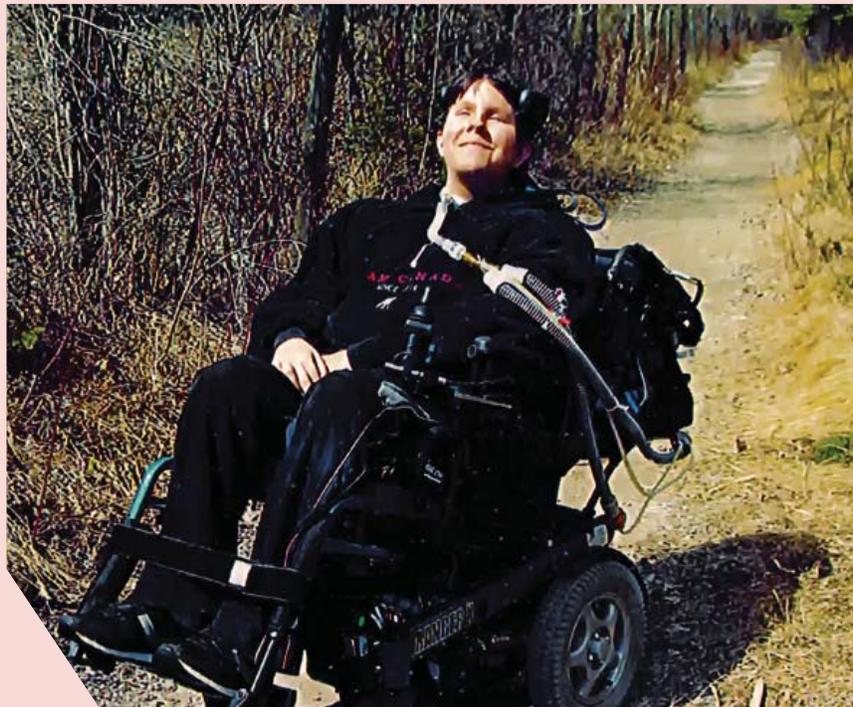
Clients served: 1,915

Highlights from 2011 - 2012

- Two open houses gave therapists opportunities to learn about the program's inventory.

When we heard that you would supply Matthew with a power chair, we were overjoyed and extremely thankful. You will never know how much freedom and happiness this has brought our son.

- Wendy Grace



Matthew Grace enjoying his power chair supplied by the Canadian Red Cross Children's Medical Equipment Recycling and Loan Service.

FAMILY SUPPORT PROGRAM

For over 35 years, families with children staying at BC Children's Hospital have been offered both emotional support and practical assistance from the Family Support Program. By working together with parents and hospital staff, professionally trained Red Cross Family Support Volunteers provide assistance by staying with the children so that parents and caregivers can take a much-needed break, as well as by organizing coffee nights where families can find support and sympathetic ears. In essence, the Family Support Program is helping parents stay focused on their top priority – the health of their children.

Instead of spending the first moments of his life in the warm, loving embrace of his mother, baby Liam was placed in the intensive care unit at the Vanderhoof hospital. Within the hour, he was en-route to the BC Children's Hospital in Vancouver. Liam was only hours old and was already fighting for his life.

"Life in the hospital was tough," Krystal recounts as she tells her story. Krystal's husband and other son, Stephen, could not stay in Vancouver with her. Liam's survival depended on the various machines, doctors, nurses and procedures in the hospital.

While Krystal was alone in the hospital, Family Support volunteers watched over Liam and his mother. The volunteers were always there to listen and offer emotional support. "They often brought treats like coffee cards, grocery cards or movie passes. Every little bit helped! Though a grocery card may seem like a small token, it was so greatly appreciated, relieving stress and making it easier. It's hard when you're away from home, you don't realize how much the little things add up and how much help it is."

Liam is now 7 months old and getting stronger each day. Stephen is finally getting to know his little brother and this family can finally be together at home happily.



Baby Liam is now able to enjoy the company of his family at home.

Highlights for 2011 - 2012

- Eighteen new volunteers from different ethnic backgrounds were recruited and trained, allowing the program to provide support in 13 languages.
- In order to better reach families for whom English is not their first language, program brochures have been translated in to 7 additional languages.
- In May 2011, the program celebrated its first ever "Embrace Gala" at VanDusen Botanical Garden. Thanks to hundreds of community volunteers the event raised much needed funds, and increased awareness of the challenges faced by parents whose children are patients at BC Children's Hospital.
- With the support from the Judi Bowden Family Comfort Fund and Rubina Hope For Kids Society, the program was able to give extra support to families during the holidays.

Families reached: 772

Coffee night participants: 4,708

Comfort kits: 152

Volunteers: 60

Volunteers hours: 4,640



RespectED Youth Facilitators: Gurnaina Sidhu, Kiran Cheema, and Asmaite Gebremichael.

VIOLENCE AND ABUSE PREVENTION

RESPECTED: VIOLENCE AND ABUSE PREVENTION

Started in Vancouver, RespectED has been helping to break the cycles of abuse, bullying, violence and sexual exploitation for over 25 years. RespectED works with youth, teachers, counsellors and community members. The RespectED: Violence and Abuse Prevention program empowers the community with the tools and education to protect children in middle years (ages 6 to 12) and youth.

Today, most young people know what it takes to make positive contributions in their community. Students from Frank Hurt Secondary, Surrey, are no exception: Shyanne Fast, Nana Desmond, Marc Doucelin, Samantha Novekosky, and Kaisen Jones created an award winning video highlighting the issue of bullying in schools.

The idea started when Red Cross staffer Karen Moss approached students at the school (many of whom are Youth Facilitators for RespectED) with the opportunity to create a video that depicted peer intervention in a bullying situation. This video was intended to be

used in Red Cross bullying prevention workshops (Beyond The Hurt). The students leaped at this chance to deliver this bullying prevention message.

The students were partnered with Reel Youth, a not-for-profit program that supports youth in creating videos on issues they care about. The students spent an entire weekend coming up with ideas, rehearsing, filming, and editing. In addition to being used in the Beyond the Hurt workshops, the videos were also entered into the “Care to Change” competition hosted by United Way. Contestants were required to create and submit videos on how caring can change the lives of others.

The video, “Do You Like What’s On Your Mind?” was chosen as the winner of the youth category. It is an excellent depiction of how online bullying can be stopped. The video has since been featured at the Vancouver International Film Festival. It is also currently being used by the RCMP as part of their online safety toolkit, and has been distributed to every police detachment throughout BC. Check out the video at <http://caretochange.ca/>



The award winning video made by youth, “Do You Like What’s On Your Mind?” depicts online bullying and more importantly, how to stop it.

Highlights from 2011-2012 Preventing Bullying and Harassment

- Youth Facilitators and RespectED staff held a Bullying Prevention Awareness event in Vancouver, asking the community to make pledges about what they could do to stop bullying during Bullying Awareness week.
- Two Youth Facilitators presented a workshop on Bullying Prevention at the BC School Counselors Conference.

Promoting Healthy Youth Relationships

- Healthy Youth Relationships Prevention Educator training funded by Shaw Cable was held in Prince George. This was the first training of this program organized in Northern BC.
- A three day Healthy Youth Relationships training took place with Aboriginal Prevention Educators on Vancouver Island.

Preventing Child Abuse and Neglect, and Implementing Violence Prevention

- Young children across BC received education through the c.a.r.e Personal Safety Program.
- Prevention in Motion, an abuse prevention workshop for adults who work with minors, was delivered to Red Cross, Parks and Recreation staff, and Ringette coaches.
- Walking the Prevention Circle, a violence and abuse prevention program specific to Aboriginal communities was delivered to the Vancouver Aboriginal Friendship Centre.

**Children /Youth Reached:
31,302**

Adults Reached: 1,234

Volunteers: 298

Volunteer Hours: 5,940

It **changes students** and **teaches** them how to stand up for such an issue, and gradually it gets the **entire school** involved... It is an **important step** in **stopping the cycle** of bullying.

- Secondary school student



Charles Schrodt, from White Rock, keeping things safe on National Lifejacket Day.

INJURY PREVENTION

FIRST AID AND WATER SAFETY SERVICES

Easily one of the most widely recognized services provided by the Canadian Red Cross, First Aid and Water Safety Services works to improve safety in the workplace and in people's daily lives. Instructors certified by the Canadian Red Cross are equipped to deliver the very best in injury prevention education.

2011 marked the 65th anniversary for Red Cross swimming and water safety education in Canada. The Canadian Red Cross is proud of its successful, long-standing water safety program.

Our success in water safety has been shared internationally over the past year. As part of a three-year pilot program, the Canadian Red Cross trained 20 new water safety instructors this past fall in Xiamen, China, in an effort to help the Chinese Red Cross develop their own programs.

Red Cross Water Safety Master Instructor Trainers Kevin Paes (Red Cross staff), Paula Thulin (a volunteer from Delta) and

Anne Porteous (a volunteer from Nanaimo) traveled as part of the delegation. The training included instructor training along with public education, program implementation, promotion and facility management of the Red Cross Swim Kids Program.

Highlights from 2011-2012

First Aid

- In an effort to improve the access to First Aid resources and increase efficiency, a number of online tools were developed and launched this past year. Our Training Partners can now order course supplies online. The My Red Cross portal makes it easier for our Instructors and Instructor Trainers to receive

program material and to update their credentials.

- The Canadian Red Cross has developed its first blended learning course for CPR for the British Columbia Ambulance Service, the largest provider of Emergency Medical Services in Canada and one of the largest in North America. Blended learning offers significant savings in terms of the hours participants must be away from their home base to attend a course, reduces the in-class facilitation time for CPR Instructors, and reduces costs associated with travel.



Our highly celebrated Water Safety Training was recently used to train new instructors in Xiamen, China.

Water Safety

- Courses have been offered throughout the year to provide support and training for programmers in aquatics. An aquatic safety plan template and tutorial has been introduced to support aquatics facilities to develop their plans with ease. An online program has also been introduced to enable former water safety instructors to reactivate their certification and be updated on the current programs.
- This year's National Lifejacket Day initiatives were a success across the country. In addition to our annual online contest and promotional materials, this year's activities also included a photo contest, online video, social media initiatives and Red Cross staff wearing their lifejackets to work to promote awareness.

Advancing the development of First Aid and Water Safety Programs

- The Red Cross was proud to be one of five host organizations for the Canadian Injury Prevention and Safety Promotion Conference, November 16–18, 2011, in Vancouver, BC. The theme of the conference was, Be Visible, Connecting Evidence to Action in Injury, Violence and Suicide Prevention. The Canadian Red Cross continues to be a leader in the advancement of Injury Prevention programs and works with a wide range of stakeholders across the country.

First Aid

Participants trained: 82,593

Instructors trained: 729

Swimming

Participants trained: 237,408

Instructors trained: 4,623

One child said that he had hated **swimming** before and now he was **excited** to do more lessons. Other children told the teacher that they had **learned so much...** A teary moment for us three trainers as the realization of the **impact the Water Safety lessons** had had on these kids.

- Red Cross Water Safety Master Instructor Trainer Kevin Paes, reporting on his training sessions in Xiamen, China



(Left): Katy Short, Winnie Leong, (Vice President of Vancouver/Central BC & Yukon District, Scotiabank), Penny Moon, Golnar Khajavi, Kenny Leung
 (Right): Penny Moon and Golnar Khajavi

SMARTSTART

For over 10 years, SmartStart has been addressing the safety needs of multicultural communities within Canada. The free workshops provided by SmartStart have two main focuses: community access to first aid, and personal disaster preparedness—both of which are offered in 18 languages.

They have not been in Canada for long, but Penny Moon and Golnar Khajavi are already lifesavers, thanks to the training they received from the Canadian Red Cross. Penny and Golnar are ESL students at the Vancouver Community College. They were able to rescue a friend who was choking on the very day that they had taken the Canadian Red Cross' SmartStart Community Access to First Aid workshop.

Several weeks later, Penny and Golnar were awarded Red Cross First Aid & Water Safety Services Rescuer Awards. The Red Cross Rescuer award recognizes individuals who have gone out of their way to save a life, prevented further injury, and/or provided comfort to the injured.

"We felt lucky that we had taken the training and that

we had the chance to help somebody because of it," said Penny. "I want to help people," said Golnar. "When I was able to help my friend in the restaurant it made me feel happy."

Highlights from 2011 - 2012

- SmartStart volunteers engaged with a group of Filipino caregivers to organize the "True Blood, Pure Heart" fundraising event to support SmartStart. This event met great success, raising \$8,000 with more than 300 attendees.
- SmartStart volunteers used their first aid knowledge and skills to support Aboriginal communities and charity organizations by providing first aid services at their events.
- In partnership with Villa Cathay Care Home,

specially designed Disaster Preparedness training courses were delivered to 50 Chinese Senior Care Home workers.

- Working in conjunction with the Westcoast Child Care Resource Centre, 20 family child care workers received training to help them prepare for different types of disasters while taking care of children in their homes.

Community Access to First Aid Workshops: 177
Participants: 3743
Volunteers: 22
Volunteer hours: 803

Personal Disaster Preparedness Workshops: 42
Participants: 1320
Volunteers: 10
Volunteer hours: 158


Red Cross BC

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Official account of the Canadian Red Cross in British Columbia, to listen to followers and share info on Red Cross activities.

Tweepsters: Amrit, James & Bas

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Tweets


Red Cross BC @RedCrossBC

Held a community support meeting in PG Lakeland explosion & we're still here to s 250.564.6566(ext 41) Expand


Red Cross BC @RedCrossBC

RT @SafeHarbourCdn: We are committe #bullyfreeworld for kids with special need Expand

The @RedCrossBC Twitter page keeps followers updated on Red Cross news from BC, Canada and around the world.

PUBLIC AFFAIRS

PUBLIC AFFAIRS

Public Affairs ensures that people in BC and Yukon receives the important messages about the remarkable work of the Canadian Red Cross, in a way that is representative of the hard work and integrity that goes into all programs and initiatives. Public Affairs also works with individual programs to develop and implement communications strategies that will strengthen their work, help meet long-term and short-term goals, and contribute to the Red Cross's mission to improve the lives of vulnerable people.

Highlights from 2011-2012

- Active media outreach, in particular related to the Japan earthquake and tsunami, the drought in the Horn of Africa, and the second anniversary of the Haiti Earthquake.
- Cooperation with CBC radio to hold Radio-thons to raise funds and awareness for the Japan earthquake and tsunami, and later in 2011 for the drought in the Horn of Africa.
- Media and social media outreach for the First Aid and Water Safety Program's visit to China.
- Participation in a province-wide campaign to prevent injuries around water. This campaign was broadcast on television and picked up by local newspapers.
- Giving media training to over 140 Red Cross staff and volunteers in BC and Yukon.
- Launch of Red Cross BC and Yukon Facebook and Twitter accounts, and active use of social media tools during Red Cross fundraising campaigns. These efforts were supported by the establishment of a volunteer Social Media working group.
- Preparing a large group of volunteers to do community presentations and outreach as "ambassadors" of the Canadian Red Cross.

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Symposium 2012 Resource Leaders and participants in Camp Sasamat learning about global issues.

HUMANITARIAN ISSUES

HUMANITARIAN ISSUES PROGRAM

The Humanitarian Issues Program engages the public in dialogues on critical humanitarian issues both globally and locally. Many events are coordinated and run for youth, by youth. Through peer-to-peer facilitation, the program educates, enlightens and demonstrates the need for action on global issues. The program empowers people to make positive changes in the world through training and events.

By focusing on peer-to-peer facilitation, the Canadian Red Cross provides young people with opportunities to learn from each other, to acquire new skills and to grow as leaders. This strategy also empowers participants to realize their own potential by making an impact, while observing leaders of the same age group facilitate workshops and lead teams.

Humanity Strikes Back had an amazing year, with a dedicated team of volunteers and a fantastic group of participants. One young man in particular stood out as a person the team will never forget. A refugee from

South East Asia, as well as a landmine survivor, this man attended the conference hesitantly at first. Empowered by the conference, he shared the story of his accident and subsequent amputation, and what it was like living in an area with landmines.

Upon returning to his school, his teacher contacted the Red Cross and said she saw a remarkable change in him. By attending Humanity Strikes Back, he was able to move from a place of shame to a place of pride about his injury. His self-confidence had greatly improved. For the Red Cross to have played even a small role in this transformation is a

testimony to the power of its Humanitarian Issues Program.

Highlights from 2011 - 2012

- In February, 40 students attended Humanity Strikes Back, a two-day, action-oriented conference in Burnaby, BC. This year the conference focused on children in war, the cycle of poverty and disease, as well as natural disasters and climate change.
- In the fall of 2011, the Red Cross started its second year of the Students Club Action Network. The project provides support to students who are involved, or who want to be involved, in running a humanitarian



Subhadra Nelson, Grade 11 participant from Ashcroft Secondary, fills out her final water droplet with one action she is committing to do when she returns home on the "Waves of Change" mural at the Humanity Strikes Back 2012 youth conference.

issues club or Red Cross club in their high school. Activities of the rapidly growing network include networking nights, one-on-one support, providing a Red Cross presence at events and information sharing.

- The 27th Annual Global Issues Symposium for Youth, organized in Port Moody, hosted 50 participants from all over BC. During four days of workshops and seminars many issues were covered including: youth empowerment, HIV/AIDS, International Humanitarian Law, landmines & cluster munitions, refugees, and taking action.
- The final session of A Story to Tell and a Place for the Telling, a free public speaker series held at the Vancouver Public Library, was held. After many years of success, this event wrapped up its last session around refugees in our community and the concept of home, with one of our largest turnouts.

- World Refugee Day 2011 brought hundreds of people together in Vancouver. The mock hearings were a major success. People had a chance to see how interviews, which determine the fate of a refugee claimant, are conducted and to spend a few minutes in the shoes of someone who must plead his/her case of persecution.

People trained: 44

Training hours: 247

People reached: 1415

Events: 23

Volunteers: 57

Volunteer hours: 13,590

“It was life changing. I have learned more at Symposium about life, myself, global issues and how to help than I have in my entire high school career.”

- Red Cross Global Issues Symposium For Youth 2012 Participant

FINANCIAL HEALTH AND SUSTAINABILITY

DONORS AND SUPPORTERS

Our heartfelt appreciation goes out to all Red Cross donors and supporters. You are the reason that the people of British Columbia and Yukon continue to receive these humanitarian services. The corporations, organizations, government ministries and agencies noted below have supported local programs and services in the province and territory during this fiscal year. Individual donors have not been listed in order to respect their privacy. Thank you for your generous donations.

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NORTHERN B.C. & YUKON

1399 Sixth Avenue
Prince George, BC V2L 5L6
Phone: (250)-564-6566
Toll Free: 1-800-278-7177
F: (250)-564-2688
E: princegeorge@redcross.ca

B.C. COASTAL

909 Fairfield Road
Victoria, BC V8V 3A3
Telephone: (250)-382-2043
Toll Free: 1-800-661-9055
F: (250)-382-3420
E: victoria@redcross.ca

SOUTHERN INTERIOR

124 Adams Road
Kelowna, BC V1X 7R2
Phone: (250)-491-8443
Toll Free: 1-800-661-3308
F: (250)-491-8126
E: bcsi@redcross.ca

LOWER MAINLAND

3400 Lake City Way
Burnaby, BC V5A 4Y2
Phone: (604)-709-6600
Toll Free: 1-800-565-8000
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