



Manitoba  
**REPORT BACK  
TO THE COMMUNITY**

2012-13



**CANADIAN  
RED CROSS  
CROIX-ROUGE  
CANADIENNE**

# MESSAGE FROM THE ADVISORY COMMITTEE CHAIR & PROVINCIAL DIRECTOR


Because of the support we receive from people like you, the Canadian Red Cross continues its mission to improve the lives of vulnerable people by mobilizing the power of humanity in Canada and around the world.

Whether you donned a pink shirt during Day of Pink, gave money or your time, you helped the Red Cross reach more people than ever with its violence and abuse prevention education.

In a province often affected by natural disaster, your help has also allowed us to provide education and resources to communities so they can prepare for and respond when the time comes. And when the time comes, the Red Cross will be ready. We will be there when a house burns down, or a forest fire or flood forces people to flee. We will even send our highly trained staff and volunteers across borders to assist, like we did when Hurricane Sandy hit land.

Of course, we could do none of this without your support. On behalf of the members of the Manitoba Advisory Committee, I thank you.

Regards,



**Tami Kjerulf**

Chair, Manitoba Advisory Committee

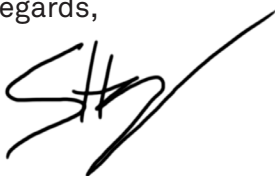
It was only two years ago that we responded to one of the worst floods on record. It remains a powerful reminder of what the Canadian Red Cross does to prevent and alleviate suffering in Manitoba and around the world.

We continue to respond to personal and natural disasters. Last year, Red Cross staff and volunteers assisted over 3,000 individuals affected by disasters such as house fires, forest fires and flooding across the province. We responded to 81 per cent more house fires than the previous year. We also trained 186 volunteers to help us better respond for the next disaster — and we provided over \$113,000 for 26 projects to help communities recover from 2011 flooding through the Red Cross Community Projects Program.

Last year we gave nearly 50,000 children, youth and adults the tools, skills and knowledge to build healthy relationships, prevent bullying and create respectful workplaces. Over 17,500 of our children took a stand against bullying on our Day of Pink; over 37,000 people received Red Cross first aid training; and over 50,000 people took swimming lessons.

It is through your generosity that we are building safer communities. On behalf of those we serve, I thank you.

Regards,



**Shawn Feely**

Provincial Director, Manitoba



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## Responding to Disaster

The morning after a devastating fire struck an apartment building, a team of dedicated volunteers from the Canadian Red Cross in Manitoba arrived at a local fire hall to provide help and hope to eight families who found themselves homeless.

Among those families was a distraught woman whose two cats perished in the fire. They provided her with groceries, clothing, a personal hygiene kit, a gasoline voucher and a Red Cross blanket. The team also found her a hotel room for one week.

The Red Cross Personal Disaster Assistance Team (PDAT) is a group of dedicated volunteers who assist families and individuals with local, small-scale disasters. They provide food, shelter, clothing and additional services for 72 hours to people affected by personal disaster at no charge.

A week after the fire, the team made a return visit to reassess her needs, and found that she was having difficulty finding a new apartment and returning to work. She graciously accepted an offer of food and help finding a new place to live.

Now, with a new apartment and two adopted cats from a local shelter, she has become a disaster volunteer who helps other families affected by personal disaster.

**“It is sobering to think how anyone’s life can be turned upside down seemingly in a moment - it could have been me - and humbling that I can be one of the people to help them.”**

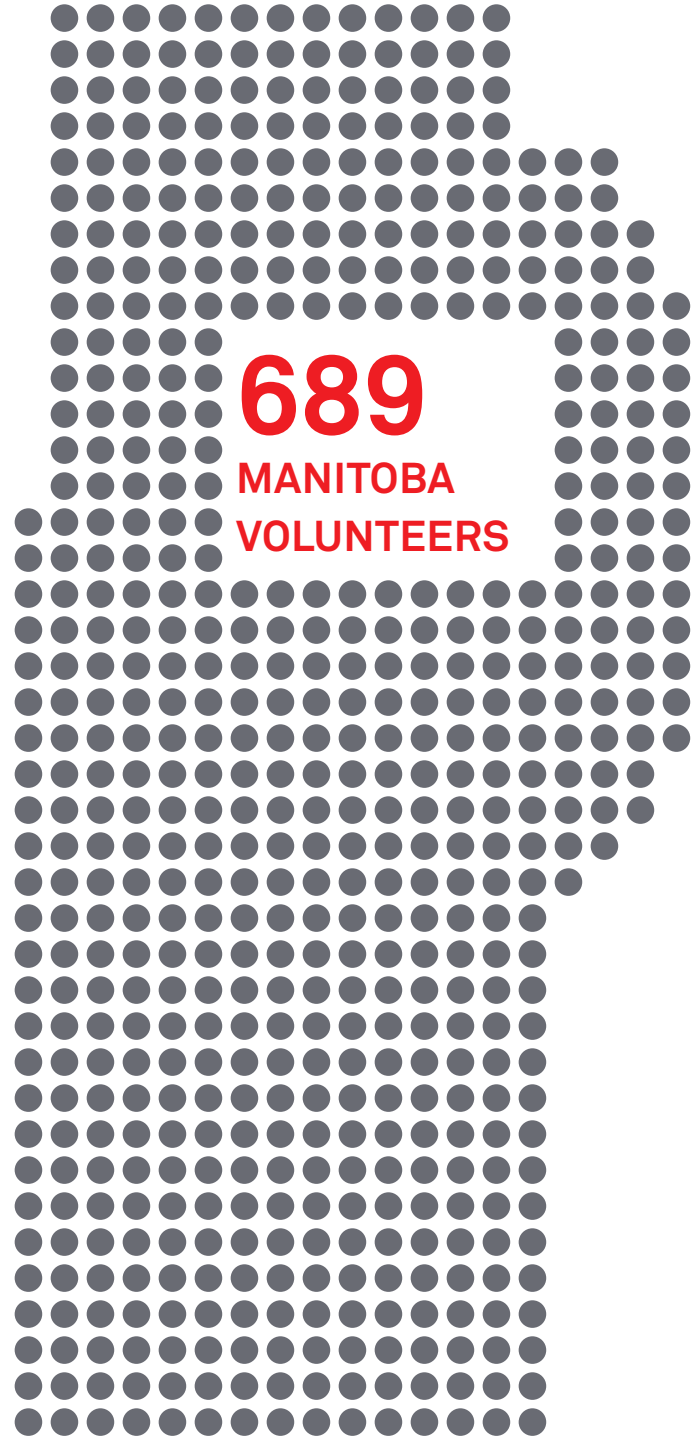
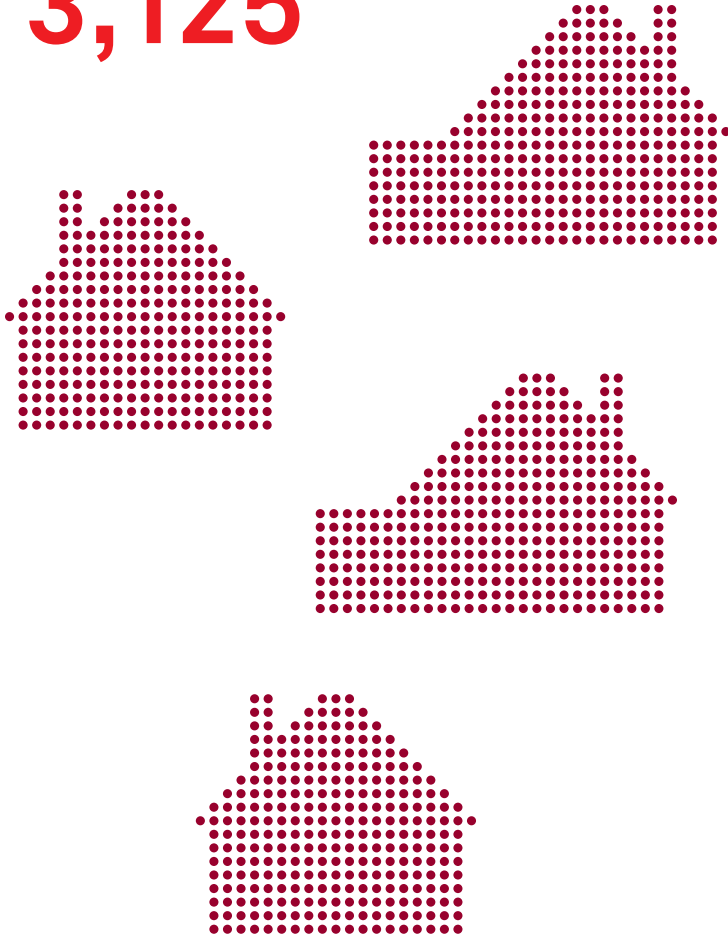
– A Red Cross  
PDAT volunteer

# MANITOBA BY THE NUMBERS



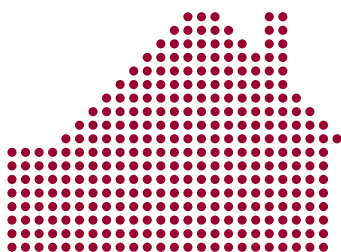
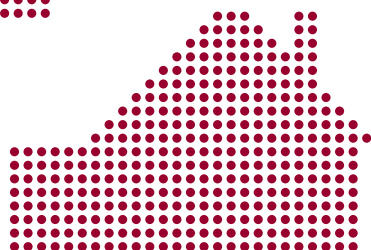
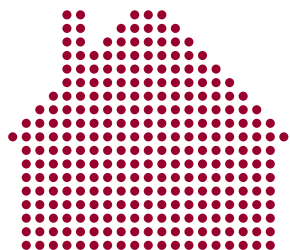
DISASTER ASSISTANCE  
PROVIDED TO

**3,125**



**689**

MANITOBA  
VOLUNTEERS



FIRST AID TAUGHT TO  
**39,096**

SWIMMING LESSONS  
PROVIDED TO  
**57,231**

VIOLENCE, BULLYING  
AND ABUSE PREVENTION  
PARTICIPANTS  
**22,184**



**“Day of Pink reminded students not only of what bullying is, looks like, and that we won’t tolerate it at our school, but also that they can be the difference everyday.”**

– Judi Pacheco, Principal



## **Taking a Stand Against Bullying**

On April 10, 2013, more than 17,500 people across the province took a stand against bullying during the second annual Red Cross Day of Pink.

Day of Pink, presented by RBC Royal Bank, raised awareness about bullying issues and taught people what they can do to create safe and respectful environments. More than 17,500 official Red Cross Day of Pink t-shirts were sold to students and businesses, with 345 schools participating by holding assemblies and various events that help to promote respect and to create safe schools and communities. Over \$61,000 was raised for Red Cross bullying prevention education in Manitoba.

Day of Pink began in 2007 after two teenagers in Nova Scotia encouraged their fellow students to wear pink shirts to support a student who was being bullied.

Red Cross Day of Pink was presented by RBC and supporting sponsors Special T Shirt Company, MTS, and CJOB — with the support of Safe Schools Manitoba and the RCMP.

Last year, the Canadian Red Cross bullying prevention education program reached over 37,000 youth and adults in Manitoba and Nunavut, teaching them how to recognize, prevent and address bullying behaviour. Through training and resources, schools and communities are able to empower teachers and students to address bullying situations and raise awareness that bullying is not tolerated.



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## The Power of Community Family Fun Day

On Sunday, Feb. 10, 2013, the Canadian Red Cross and Manitoba Liquor & Lotteries Corporation invited families to a huge block party at the MTS Centre.

The first-ever Power of Community Family Fun Day was developed to strengthen the community and let families connect with each other, our local heroes like the police and firefighters, as well as the Red Cross. It also kicked off the Red Cross annual campaign to educate the public and newcomers to Canada about ice and winter safety.

The Red Cross provides newcomers with injury prevention information through a program called SmartStart. Presented by Manitoba Liquor & Lotteries, with Manitoba Public Insurance as the Safety Sponsor, SmartStart includes information about weather emergencies, home and road safety, ice and water safety, 911 use and emergency preparedness.

The event — with free admission to everyone — featured a hockey game between the Winnipeg Police Service and the Winnipeg Fire Department, with a Timbits hockey game during the intermission.

Families were entertained by host Adam West of Virgin Radio, music by The Bros. Landreth, a children's activity centre, appearances by the Winnipeg Goldeyes, a 50/50 raffle, prizes and face painting.

The Winnipeg Police defeated the Winnipeg Fire Department with a final score of 5-3, but the real winners were the 700 people who took in the festivities.



**Manitoba  
Public Insurance**

## Our Supporters

Our heartfelt appreciation goes out to all Red Cross donors. The supporters listed here have supported local programs and services in Manitoba during this fiscal year. Individual donors have not been listed in order to respect their privacy.

**\$300,000+**

United Way of Winnipeg



**United Way**  
Funded Agency

**\$50,000 - \$299,999**

Walmart Canada

Manitoba Liquor & Lotteries;

**\$25,000 - \$49,999**

Dr. William D Leslie Medical Corporation

RBC Royal Bank

Strategic Charitable Taylor Foundation

(International Mother Child Health Program)

Raymond Chang Foundation

(Typhoon Pablo)

First Nations Inuit Health Branch,

Health Canada

**\$10,000 - \$24,999**

Niche Technology Inc.

Manitoba Public Insurance

Manitoba Coalition for Safer Waters

2321041 Manitoba Ltd

United Way of Brandon & District

**\$5,000 - \$9,999**

Neighbourhoods Alive! Government  
of Manitoba

All Charities Campaign

Manitoba Community Services Council Inc.

King's Head Pub and Eatery

Department of Children & Youth

Opportunities, Government  
of Manitoba

# 2012 POWER OF HUMANITY GALA



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## Congratulations to the 2012 Power of Humanity Award Winners:

Albert El Tassi - Humanitarian of  
the Year & Sierra Noble - Young  
Humanitarian of the Year



## 2012 Power of Humanity Gala

On May, 24, the Canadian Red Cross honoured two individuals who demonstrate the spirit of humanity. Humanitarians give their time and talents, year after year, demonstrating the power of humanity and leading others to follow in their footsteps and make a difference in the world.

Over 250 guests gathered at the Fort Garry Hotel for the awards ceremony, which featured prestigious speakers and exemplary dining and entertainment.

We thank Manitoba Liquor & Lotteries, as well as the sponsors listed below, for helping to make our 2012 Power of Humanity Gala a huge success.

- King's Head Pub & Eatery
- CTV
- The Fort Garry Hotel
- Manitoba Hydro
- Dean Cooper
- Chris Kepron
- Decorations by Rick Mayhew
- Winnipeg Free Press
- AVW Telav