



DONOR REPORT
A YEAR OF IMPACT



21

22



I lost everything...we were alone without any clothes, without anything. The staff at the Red Cross were like family to us. Thank you for your friendship and helping us find clothes, and toys for my son.

Karina
One of many Ukrainians internally displaced when her city was bombed



WATCH KARINA'S MESSAGE OF THANKS TO THE VOLUNTEERS AT THE RED CROSS BRANCH IN UZHGOROD, UKRAINE



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MESSAGE FROM THE PRESIDENT & CEO

CONRAD SAUVÉ

Dear supporters,

This last year, the impacts we've seen and delivered have been almost in equal measure. We've endured the ongoing challenges of the pandemic, witnessed the devastating consequences of armed conflict, and continued to feel the effects of climate change.

Yet, at the Canadian Red Cross, we have also felt hope, resilience and gained confidence, and strength from the contributions of our donors, volunteers and partners.

We've felt the impact of your compassion, as total donations of more than \$300 million and support surpassed historic records. Thanks to our wonderful Red Cross donors, volunteers, staff, and partners across the globe who continued to deliver services and support to people and communities during incredibly difficult times.

The Red Cross couldn't do what we do without your unmatched generosity. In a year of tremendous uncertainty, 831,671 donors — more people than ever before — gave to ensure that when a call was made, we could answer it. On behalf of all of us, thank you.

In 2021, we celebrated the 125th anniversary of the Red Cross' presence in Canada. This was a special milestone and opportunity to recognize the past years of growth and achievements.

Thanks to your support, we were able to help residents in British Columbia when they were hit with wildfires in the summer and extreme weather in the fall and provide urgent relief in Ukraine after armed conflict escalated.

All of our volunteers and staff stepped up once more during both the pandemic and other emergencies, responding to more than 100 large-scale emergencies in Canada and sending 78 delegates to 39 countries to provide expertise in areas such as healthcare, shelter, and water and sanitation.

I appreciate everyone in the Red Cross family and thank you for helping people build resilience through a challenging year.

Yours sincerely,



Conrad Sauvé
President & CEO







YOUR SUPPORT HELPED US REACH PEOPLE WHEN NO ONE ELSE COULD

On November 15, 2021, the only bridge connecting the Nicomen Indian Band to surrounding communities was washed out.

An atmospheric river weather event brought days of torrential rainfall across British Columbia causing flooding, landslides, and power outages, and led to the evacuation of over 17,000 people.

**WATCH AN EMERGENCY
RESPONSE TEAM SUPPORT
THE NICOMEN INDIAN BAND
IMPACTED BY THE B.C. FLOODS**



The Nicomen Indigenous community of about 50 people is located 20-minutes from the nearest town of Lytton, in B.C.'s Interior. When the bridge washed out, the community lost their only access route to food, animal feed and other basic necessities.

With access cut-off, staff and volunteers from the Red Cross Mobile Outreach Team hiked into the community bringing resources and flood assistance to setup a temporary support centre.

"Some people are double evacuees, so they were [also] affected by the wildfires this summer," shared Kairo Mair, Emergency Response Team Responder.

"It's nice to be able to come to people, especially in this situation, when they are unable to get out."

Your donations supported personalized recovery for those impacted by the B.C. floods. This support includes returning to communities to help in navigating insurance, providing financial assistance for interim housing supports, and Emergency Support Services.

As many in British Columbia continue their recovery journey, they can find solace knowing that donors like you across Canada answered their call for help.



SUPPORTING CANADIANS

FROM COAST TO COAST

WATCH A TOUR
OF THE B.C. FIRES
RESILIENCY CENTRE
IN LYTTON



1. BRITISH COLUMBIA

After a summer of record-breaking heat and wildfires, severe rainfall triggered flooding, landslides and power outages. Your support provided relief services and emergency financial assistance to thousands of households.

2. ALBERTA

Alberta entered the 4th wave of COVID-19 and was seeing high positivity rates and increases in hospitalizations. We worked with multiple rural and remote First Nations to provide testing and vaccination.

3. SASKATCHEWAN & MANITOBA

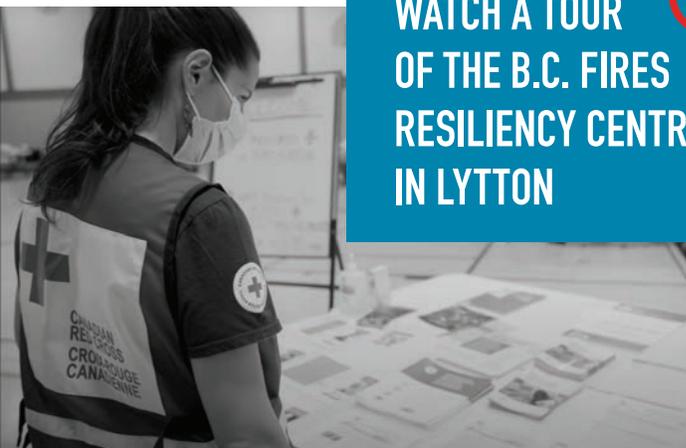
Wildfires impacted many Indigenous communities in both provinces. The Red Cross ensured evacuees had access to lodging, meals, registration and personal services.

4. QUEBEC

With your support, response operations in Quebec for COVID-19 grew significantly this year with mass vaccination centres and volunteers in non-clinical roles.

5. NOVA SCOTIA

Extreme rain resulted in flooding that damaged homes and infrastructure in Nova Scotia. Your support helped distribute emergency financial assistance to evacuees.



SUPPORTING PEOPLE IN NEED

AROUND THE WORLD

1. HAITI

A 7.2 magnitude earthquake caused widespread destruction to 130,000 homes and destroyed roads and hospitals. Your support provided critical equipment and personnel to run an Emergency Field Hospital.

2. UKRAINE

Your support assisted millions of people impacted by the armed conflict in Ukraine and surrounding countries with humanitarian aid, healthcare, medical supplies, food, water, and voluntary safe passage.

3. SYRIA

As over a decade of destruction persists in Syria, 13 million people remain in need of humanitarian aid. Your support has helped provide access to health services, including malnutrition clinics and hospitals.

4. ISRAEL & THE OCCUPIED PALESTINIAN TERRITORIES

Your support helped aid staff and volunteers working around the clock — and often in dangerous conditions — to alleviate suffering, save lives and provide vital assistance due to escalations of conflict that is impacting millions.

5. SUDAN

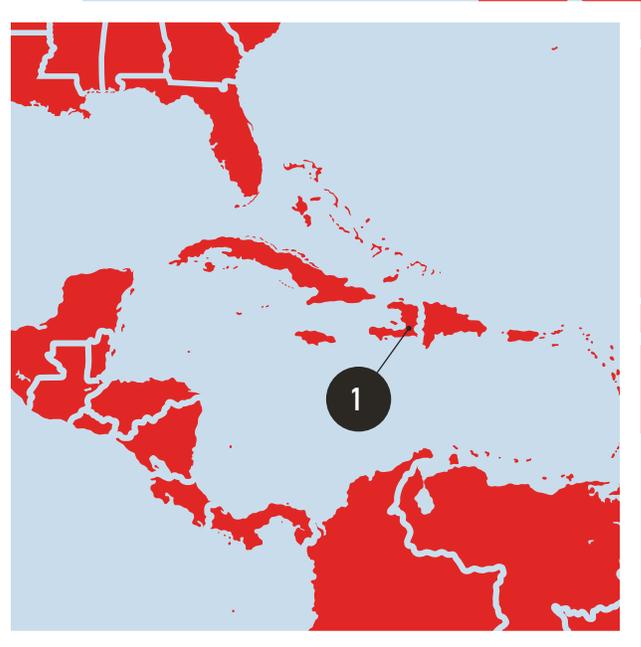
Torrential rains in 2020 and 2021 affected all 18 states of Sudan and impacted upwards of 900,000 people, half of them children. Your support helped provide those effected with shelter, healthcare, water, sanitation, and hygiene (WASH) initiatives.

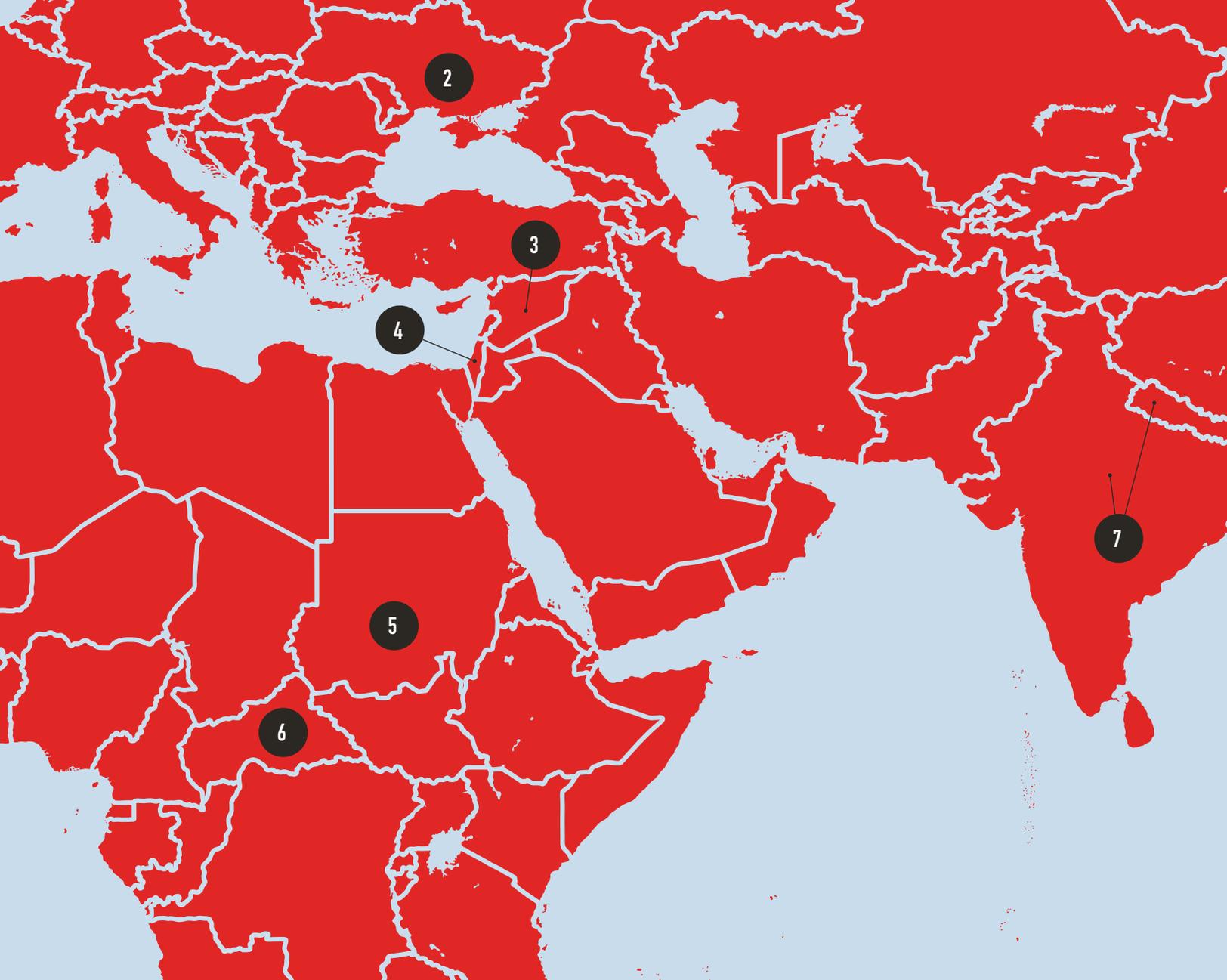
6. CENTRAL AFRICAN REPUBLIC

With your support, the Advanced Partnership in Health program was piloted in the Central African Republic and South Sudan, delivering cost-effective health interventions and supplies to women and children affected by conflict.

7. INDIA & NEPAL

High COVID-19 infection rates devastated many across South Asia. Your support helped provide people with urgently needed items like oxygen generators, an ambulance, hygiene kits, and personal protective equipment.





**WATCH HOW THE RED
CROSS IS PROVIDING
HUMANITARIAN
ASSISTANCE IN SYRIA**



A HISTORIC YEAR FOR CANADIAN OPERATIONS

The call for humanitarian assistance at home has never been greater, and you were there to help us provide urgent life-saving aid and help build resilience. From extreme climate-related disasters to a national COVID-19 response, a record setting more than \$300 million in donations have benefitted countless people in their time of need.

100+

large-scale disasters or emergencies responded to

1,850

personnel deployed for medium- and large-scale responses

250,000+

meals delivered to those unable to prepare their own food

275,000+

pieces of health equipment loaned

700,000+

people trained in first aid

1,140

collaborations with Indigenous and First Nations leaders and communities



**WATCH RED CROSS
FRIENDLY CALLS
PROGRAM PARTICIPANT
SHARE HER EXPERIENCE
WITH THE PROGRAM**



FRIENDLY CALLS EXPAND THROUGHOUT CANADA

The isolation Canadians felt due to COVID-19 has been significant and detrimental to health and well-being, so the Red Cross Friendly Calls Program expanded across the country this year to provide more than 63,800 calls to Canadians who were struggling with isolation and loneliness. The program pairs a trained Red Cross volunteer or staff member with an adult who is feeling isolated or lonely, who may have limited social and family connections, or who feels they could benefit from more social interaction. Red Cross volunteers call the people with whom they are paired for a social chat and also help provide connections to community resources and other referrals, including mental health services.

COMFORT FOR FAMILIES DURING PERSONAL TRAGEDY

Personal disasters, like housefires, typically affect one household and can occur at any time. In Canada, there are an average of 24,000 housefires every year. For the Hallet family living in Saskatchewan, ten minutes was all it took to change their lives after a violent lightning storm set their house on fire. Thanks to the Red Cross Personal Disaster Assistance Team, the family was provided a three-day hotel stay, hygiene kits, teddy bears and goodie bags for the kids, and a prepaid card for essential items. Your support provided comfort for families in moments of personal tragedy.



121,000+

COVID-19 vaccines administered

342,500+

COVID-19 tests supported at
150 sites across Canada

15,000+

people supported with
isolation and quarantine services

54,000+

contacts made with people for
mental health and psychosocial support

63,800+

telephone assurance calls made

\$65M

distributed to community organizations



GLOBAL IMPACT & RELIEF EFFORTS SURGE

From conflict zones to communities affected by devastating disasters and COVID-19 health emergencies, the Canadian Red Cross worked with Red Cross partners around the world to respond to the growing needs of vulnerable communities. All of this work would not be possible without the generous support from our 831,671 donors and partners.

78

delegates deployed in 39 countries

82

countries assisted

40

long-term programs delivered in 21 countries

700,000+

Personal Protective Equipment COVID-19 kits distributed internationally, including kits to Zimbabwe, Mozambique, Namibia, Zambia, Uganda, Vietnam, Nepal, and Afghanistan

\$121M+

in financial contributions to global Red Cross Red Crescent efforts



RELIEF EFFORTS RAMP UP TO SUPPORT THOSE IMPACTED BY THE CONFLICT IN UKRAINE

Since hostilities escalated in late February 2022, the international Red Cross Movement has been responding to urgent and growing humanitarian needs in Ukraine and neighbouring countries. From food and medicine to shelter and family reunification support, over 93,000 volunteers have delivered help to over 2.2 million people impacted. As the conflict continues, the Red Cross is implementing one of its largest cash assistance programs to date, and planning ahead for long-term humanitarian needs.



WATCH A CANADIAN RED CROSS HUMANITARIAN WORKER TALK ABOUT PROVIDING SUPPORT TO PEOPLE FLEEING UKRAINE



EMERGENCY FIELD HOSPITAL OFFERS CRITICAL CARE IN HAITI

On the morning of August 14, 2021, a 7.2 magnitude earthquake struck Haiti, causing widespread destruction to homes, roads, hospitals, and infrastructure. Immediately following the earthquake, the Haitian Red Cross was on the ground supporting search and rescue efforts. Volunteers joined local efforts sifting through the rubble of more than 130,000 damaged or destroyed homes and provided first aid, resources and psychosocial support to thousands. Thanks to your generosity, the Canadian Red Cross was also able to provide critical equipment and personnel for the operation of an Emergency Field Hospital led by the Finnish Red Cross in the hard-hit town of Les Cayes.



5,423

patient hospital visits in Haiti,
nearly 40 per day





THE POWER OF YOUR PHILANTHROPY

Alongside the impactful work on the front lines, your support is also fostering innovative and pioneering programs that address intricate health and safety challenges our communities face every day.

PIONEERING MIDWIFE PROGRAM SUPPORTS WOMEN IN AFGHANISTAN

The Temerty Family Foundation supported 13 mobile health clinics in Afghanistan that delivered medical assistance to remote communities, and filled critical gaps in health care services. Among its successes was a pioneering midwife program, which enabled safe pregnancies and childbirth for many women. Afghanistan has been hit by multiple emergencies over the past year, including drought, violence and instability, and COVID-19.



INNOVATIVE PROGRAM DELIVERS LIFE-SAVING CARE IN CONFLICT ZONES

With the generous support of The Slight Family Foundation, the Canadian Red Cross is working with the International Committee of the Red Cross to pilot an innovative, life-saving program — the Advanced Partnership in Health — to reduce preventable deaths for women and children in conflict zones, beginning with South Sudan and the Central African Republic. Through a combination of basic health information, health supplies, and a trained team of community volunteers, we are successfully reducing illnesses and deaths from malaria, diarrhea, and malnutrition.



LEADERSHIP PROGRAM SUPPORTS INDIGENOUS YOUTH IN B.C. & ALBERTA

The North Family Foundation and an anonymous donor are supporting the Indigenous Youth Leadership program in British Columbia and Alberta. Youth are the leaders of tomorrow, and many Indigenous youth face ongoing and historical harms due to colonialism, further compounded by climate change and COVID-19. The program will provide training and micro-grants to support the next generation of Indigenous leaders.

ANNUAL WALMART CANADA GIVING CAMPAIGN CELEBRATES 18TH YEAR

During the month of July, Walmart Canada invited their customers to donate to the Red Cross at the checkout in stores and on [Walmart.ca](https://www.walmart.ca). It was the most successful Walmart Campaign to date, raising a whopping \$5.2 million, including a \$820,000 corporate match. Walmart Canada is the largest corporate partner of the Canadian Red Cross, and earlier in 2021 donated \$250,000 to support the expansion of the Red Cross Friendly Calls program into Alberta, Saskatchewan, and Manitoba.

We are grateful for the ongoing support from Walmart Canada to help the Red Cross address emerging needs caused by disasters and emergencies across the country.

Jean-Philippe Tizi
Chief Emergency Officer, Canadian Red Cross



TIFFANY CIRCLE: FEMALE PHILANTHROPISTS LEAD THE WAY

The Tiffany Circle is a growing movement of women philanthropists who generously contribute their time, expertise and resources in support of the Red Cross. Last September marked the 10th anniversary of the Canadian chapter. With \$14.3 million raised up to March 31, 2022, and a total of 70 active and engaged members, the Tiffany Circle has a lot to celebrate.



WATCH HOW THE WOMEN OF THE TIFFANY CIRCLE ARE MAKING A LASTING DIFFERENCE (IMAGE TAKEN PRE-COVID-19)



IN OUR COMMUNITIES

In March, Tiffany Circle member Dr. Chi Cheng hosted an event with Mae Katt, a member of the Temagami First Nation and a primary health care nurse practitioner. The event focused on how the pandemic impacts Indigenous communities and young people living in Northern Ontario.



HONOURING FEMALE LEADERS

Last year, we proudly celebrated the Tiffany Circle's 10th anniversary. Tiffany Circle Co-Chairs Sue Chant and Jocelyn Souliere hosted the festivities and welcomed our newest members. If you would like to learn more about this dynamic group, please contact tiffanycircle@redcross.ca.

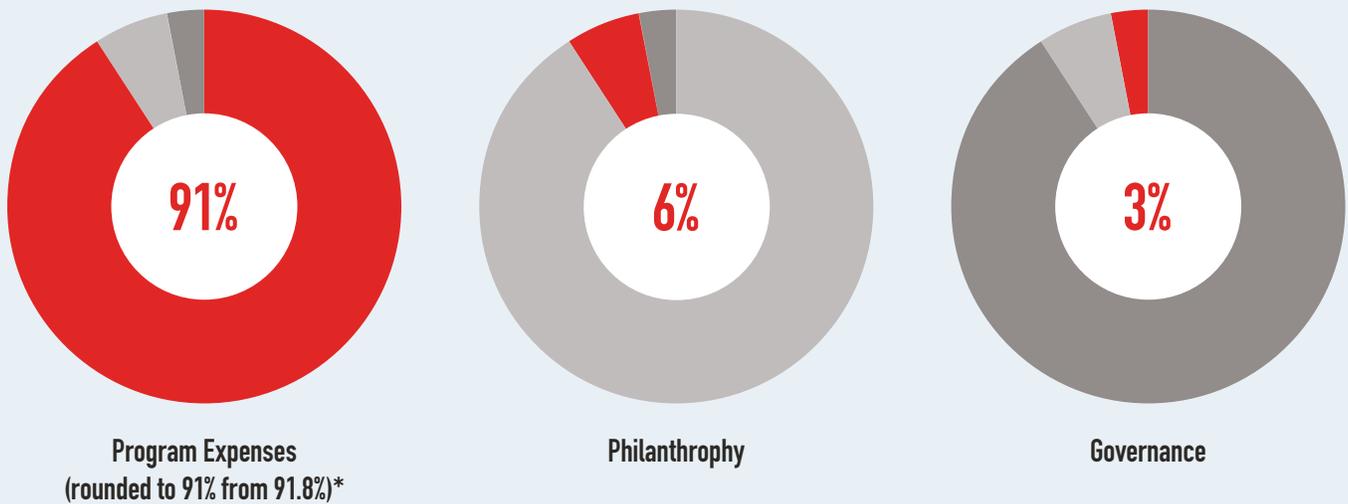
FINANCIALS

This year 831,671 donors — more people than ever before — answered our call during a time of unprecedented natural disasters in Canada, armed conflict in Europe, and the ongoing strains of the pandemic. With your help, we responded to over 3,000 emergencies in Canada and provided assistance in 82 countries. With your generous support, the Red Cross raised more than \$308 million in a record year for philanthropy.*

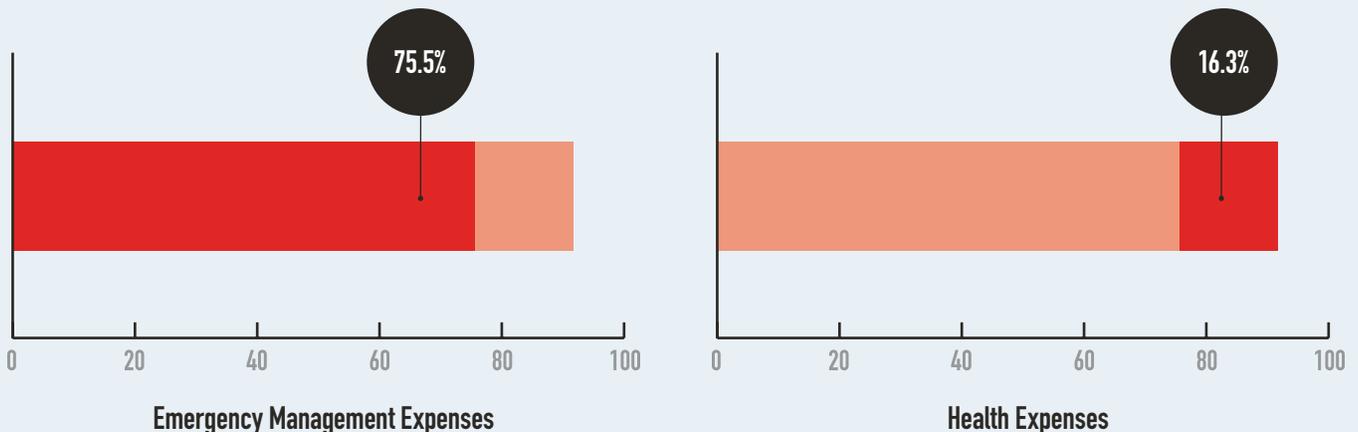
*Please visit [redcross.ca](https://www.redcross.ca) to see the full Annual Report and audited financial statements.

BREAKDOWN OF TOTAL EXPENSES (\$620.2 MILLION)

April 1, 2021–March 31, 2022



*BREAKDOWN OF PROGRAM EXPENSES (91.8%)







**Help came to us from
across Canada — thank
you to the Red Cross.
I know you're there for us.
It's super appreciated.**

Jodi

**One of the more than 19,000 people who received
your support in response to the flooding and
extreme weather in British Columbia.**



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613.740.1900

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For a list of all Canadian Red Cross offices,
please go to [redcross.ca](https://www.redcross.ca).

