



Donor Impact Report

2018–2019



DEAR SUPPORTERS,

I cannot begin without first giving you my warmest thanks. This past year has brought numerous challenges, both at home and abroad. Wildfires, tornadoes, floods, and house fires turned the everyday lives of thousands of

our fellow Canadians upside down, while others saw their health and well-being impacted by injury, isolation and unfortunate events.

Elsewhere in the world, an unimaginable number of people felt the impacts of epidemics, natural disasters, conflicts, and the list goes on.

But because you believed in the power of humanity, the Canadian Red Cross assisted, comforted, treated, gave hope to, and strengthened the people facing these difficult situations.

Thanks to your generosity, families recovered from disasters and got their lives back on track. Seniors and recovering patients benefited from support and a comforting presence to ensure their wellness and recovery. People of all ages learned to swim and stay safe on the water, and Indigenous communities are now better equipped to face emergencies.

Beyond our borders, in countries like Indonesia, South Sudan and Mozambique, families fighting for their lives received disaster relief as well as essential care from

medical professionals at our field hospital, infectious disease treatment centre, and mobile clinics.

Together, we helped improve the lives of the most vulnerable people in our communities, and around the world, our humanitarian mission is stronger than ever.

Yet we can — and must — be stronger as we are living in a changing world.

Here in Canada, our population is aging, and our communities are facing ever-increasing threats from floods and fires. Outside our borders, disasters are on the rise, crises are worsening, and conflicts are lasting longer.

Confronting these new realities is not an option. It is our responsibility, our duty. Together with our most generous donors and our community and corporate partners, I know that we will rise to these challenges with new and innovative solutions. Now more than ever, your generosity and leadership are indispensable to our humanitarian mission.

Thank you for your support and trust.

Sincerely,

Conrad Sauvé
President and CEO

In Canada: Protecting our families and communities

Thank you for being there whenever and wherever disaster struck.

Whether for a house fire impacting a single family or a major disaster like the severe wildfires in British Columbia or the devastating tornadoes that disrupted the lives of so many in the Ottawa-Gatineau region, you reached out to those in need. Thanks to your compassion, individuals and families received temporary lodging, food and clothing, financial assistance, emotional support, and the recovery assistance needed to put their lives back together.

“It’s comforting to know that the Red Cross is there for us.”

– **Bessie Froude**, a resident of Saint John, New Brunswick, evacuated during major floods in 2018 and 2019.



YOUR GENEROSITY AT WORK



3,000+

disaster responses were carried out by our teams across the country.



57,000+

Canadians received disaster assistance.



5,600

disaster volunteers responded 24/7 all year long.

Keeping Canadians safe from coast to coast

Recognized for its expertise in First Aid and Water Safety, the Canadian Red Cross provided a broad range of training last year to equip Canadians with the knowledge and skills to stay safe.



642,000

Canadians attended First Aid training.



1.2 million

people took swimming lessons and Water Safety courses.



12,700

participants attended disaster preparedness workshops.

In the darkest moments of disaster, **you were a ray of hope for families and communities**

From coast to coast, your support was on the scene of disaster, making sure no one was left to cope alone.



In Canada: Your investment in a safer and healthier future



Partnering with Indigenous communities for lasting change

As the severity of wildfires in Canada increases, so does the impact on Indigenous communities, many of which are far from any services. Last year, the Canadian Red Cross not only assisted communities during disaster, but also worked alongside many to help them be better prepared for the next.

Working in partnership, Red Cross experts and community leaders came together to identify risks, develop disaster plans, and train a network of Indigenous disaster responders. Community members and youth were also equipped with skills in first aid and water safety, which are often critical during the evacuations of remote communities

Transforming the lives of vulnerable seniors

For the most vulnerable seniors in Canada, returning home from hospital and navigating the outside world can be daunting tasks. Daily routines become a huge struggle, anxiety increases, and serious physical and mental health problems set in.

Thanks to innovative donor partnerships, the Red Cross is developing a new Community Connectors program that aims to keep seniors healthy and living in their own homes. The program connects local volunteers directly with vulnerable seniors to help them navigate the health system, access resources in their communities, and overcome social isolation.



“I couldn’t imagine being away from my wife. With the support of the Red Cross, we can stay together, at home.”

– Spouse of a beneficiary

THANKS TO YOU:



600,000+

hours of home support were provided to vulnerable seniors and recovering patients.

Around the world: The reach of your compassion



YOUR GENEROSITY AT WORK



2.3 million

people around the world received humanitarian assistance.



1

Emergency Field Hospital sent to Mozambique after Cyclone Idai.



100+

Canadian Red Cross experts (medical specialists, operational leaders, technicians) sent to **35** countries.



7

emergency response experts sent to Indonesia to help the country recover from multiple disasters during the year.

Where lives were in danger, **you brought expert medical care**

In Mozambique, your generosity helped save thousands of precious lives after deadly outbreaks of cholera and malaria following Cyclone Idai.



Around the world:

Your lifesaving impact

With your generosity, the Canadian Red Cross was able to provide critical medical care through its world-class Emergency Field Hospital.

Red Cross mobile teams also travelled to the side of those living in the most isolated — and sometimes dangerous — parts of the globe. Through your support, thousands of lives were saved against all odds.



Nhamatanda, Mozambique

April 12, 2019

It's only weeks after Cyclone Idai struck, severely damaging the local hospital that served 200,000 people. The Canadian Red Cross field hospital team is on the ground, ensuring critical care continues.

But on this day, the operating theatre is plunged into darkness.

It's nearly 30 degrees Celsius and the power has just gone out again, but the baby must come out now. There's a flurry of activity as the back-up generator roars into action to power a single light and the most vital pieces of equipment.

The baby is born but isn't breathing. Over to a nearby table, Canadian Red Cross nurse, Patrick Raymond, helps to resuscitate the little boy and he takes his first big breath, then begins to cry. Relief washes over the faces of the local and international medical staff. The baby has survived.

When answering the call in a disaster zone, our medical teams often work in fragile environments, without the usual services and technologies they are used to back home. They deliver everyday miracles that bring hope and joy in the midst of devastation. They are able to because they are trained, experienced, and dedicated to saving precious lives. But most importantly, *they can because of you.*

Your generosity at work

At the very centre of our humanitarian mission are our committed and compassionate donors.

We are endlessly grateful for your trust and generosity, which brings help to Canadian families in need, and care to some of the most devastated places around the globe.

Thanks to the generosity of individuals, businesses and community groups, **\$111.7 million** was raised to support our operations for the year ending March 31, 2019.



“We are very grateful. The Red Cross helped us put up a shelter and gave us blankets to keep us warm at night.”

– Dem, affected by the earthquake that struck the island of Sulawesi, Indonesia.

Total Revenues
\$391 million

Total Expenses
\$376.9 million

87%
Program Expenses *

10%
Fundraising Expenses

3%
Governance and General Management Expenses



BREAKDOWN OF PROGRAM EXPENSES (87%)

47%
Disaster Management

19%
International Operations

16%
Community Health and Wellness

5%
Prevention and Safety



The power of your philanthropy



Walmart Canada: 16 years and still going strong

Every year for the past 16 years, Walmart Canada has rallied Canadians in a campaign to raise funds for the Canadian Red Cross. From Victoria, B.C. to Dartmouth, Nova Scotia, and everywhere in between, **the passionate and dedicated Walmart team once again came together in April to raise an incredible \$2.39 million.** This contribution increased to \$3.2 million thanks to a generous corporate match from Walmart Canada. We are truly grateful for this longstanding support and commitment to Canadian families and communities impacted by disaster.



Montreal Gala: Another outstanding success

On May 14, the Canadian Red Cross' largest fundraising event took place in Montreal. Business leaders and humanitarians came together for a remarkable evening to show their support for the Red Cross while learning more about our mission. More than \$1.4 million was raised thanks to the **incredible leadership of the event's co-chairs, Mr. Darryl White, CEO of BMO Financial Group, and Mr. Lino A. Saputo, Jr., Chairman of the Board and Chief Executive Officer of Saputo Inc.** To these leaders and to the entire team that created this wonderful experience: *Thank you.*



Stepping up for Canadian communities after disaster

Once again, Canadians from coast-to-coast stepped up with remarkable generosity whenever families and communities needed extra help after disaster. **Community groups, employers, families and individuals came together to inspire others and raise \$14.6 million in donations.** This incredible support ensured our disaster response teams could provide basic needs in the immediate aftermath and remain in communities to help families put their lives back together. *Thank you for making this work possible.*

Philanthropy events in the spotlight

Last year, supporters of the Canadian Red Cross came together for unique, engaging and rewarding occasions at the *Red Gala* in Saskatchewan (top left), the *Power of Humanity* dinner in Newfoundland (top right), and our *Behind the Red Vest* event in Toronto (bottom).





Thank you!

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