



The Humanitarian

CELEBRATING HUMANITARIAN LEGACIES OF CARING AND COMPASSION



Syria: A Humanitarian Imperative

Ronan Ryan, Chief Development Officer, Canadian Red Cross

Like you, I saw the image of the child on the beach recently. His lifeless body carried by a soldier. The same size as my sons.

A friend of mine called the image unbearable. I agreed. I couldn't look again and couldn't sleep. Instead I went for a walk,

despairing at what Alan and the Kurdi family have suffered, and knowing they are not the only ones. The night was warm, with a clear moon over Lake Ontario. It was peaceful and beautiful; that only made things worse. I returned home, sat beside my

three small children as they slept, and then I went to work.

Because you and I are all part of the Red Cross; we don't look away. No matter how awful things are, our promise is that we will care. No matter what race, colour, gender or religion, our mission is to help the vulnerable. This promise is who we are. It's why our staff and volunteers work everyday to provide support and comfort to those who need it most. It is called the humanitarian imperative - the deepest part of all of us, our best nature. This instinct to reach out to hold, comfort and care.

We have been working with the Red Cross and Red Crescent operations in Syria and neighbouring countries for years to raise funds to help those affected by the conflict. But, after that day, our efforts intensified. This is a new phase - an escalation with new needs.

We are uniquely placed to support these refugees: where other organizations have to start from scratch, we can scale up. Thousands of trained volunteers are ready and agreements with governments, which allow us to operate locally, are already in place.

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Ronan Ryan recently arrived in Canada to take up the role of Chief Development Officer for the Canadian Red Cross - a role responsible for all Canadian Red Cross fundraising operations. A native of Dublin, Ireland, he has 20 years of experience in leadership positions in the charitable sector, including five years with the Irish Red Cross as the Director of Fundraising. Before that, working with Oxfam in a variety of fundraising directorship roles. Married with three small children and living in Oakville, Ontario, he is currently learning French and already fretting over the Maple Leafs' prospects for the coming season. ■



Canadian Red Cross Fiscal Year Total Revenue: \$299.6 million



- Donations (43%)
- Government grants & contracts (28%)
- Fees for service & sales (25%)
- Other (4%)

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Lois Hodgins: Why I chose to help



I began working with the Quinte branch of the Canadian Red Cross, in Belleville, Ontario in July of 2004. During my job interview, I was asked, “what do you know about the Red Cross?”

I replied, “I am old enough to have been a Junior Red Cross member in elementary school and was born in a Red Cross hospital. I was born to be involved in the Red Cross!”

I started out as the Community Services Coordinator for the Quinte Branch and participated in Disaster Management and First Aid courses. In those early days, I was nervous speaking with the media about disasters the Red Cross was actively

responding to. That came to a sudden end when a tsunami hit Southeast Asia on December 26, 2004.

We worked 12 hour days, seven days a week for more than three weeks. The outpouring of support from our donors was amazing.

I experienced in a big way what the Red Cross is all about. To be a part of a global effort, delivering aid to those in need wherever they are in the world, is humbling. That is why it was easy for me to make the decision to leave a Gift to the Red Cross, to support their work in the future when I am gone. I have made the Canadian Red Cross a partial beneficiary of my life insurance. This is one of the simplest ways to Gift

Lois Hodgins chose to make Red Cross a partial beneficiary of her life insurance to ensure that the vital work they carry out continues. For more information on Gifts of Insurance visit www.redcross.ca/giftofinsurance

Plan and is very easy to do.

I am now retired, having spent the last six years of my career with Red Cross as a Gift Planning Coordinator. I was able to meet and hear from inspiring donors who made the same choice I did to continue their support for a charity that we hold dear. I hope it's something that you will consider too. ■

Syria cont'd from page one...

For those of you here at home who were moved, as I was, and want to respond right now to this crisis – you can. Your donation towards relief efforts provides food, water and medical care to help those who have had to flee their homes. Imagine what it might mean to once more have a safe place to sleep at night, or assistance in finding loved ones who were separated during this unimaginable journey.

The Red Cross can provide this help and a glimmer of hope during these desperate times. Because you and I are the Red Cross, we won't look away. We will reach out. Humanitarians - join me today and please give what you can.

Help us do our best for those who need us most. ■


Chief Development Officer,
Canadian Red Cross

Red Cross gives thanks



Mr. Arthur Palmer accepting his Legacy Circle pin at a Donor Appreciation event held at the Chartwell Stonehaven Retirement Residence.

There is an old adage that says, “behind every great organization, there is a great team of people,” and this certainly holds true for the Red Cross. All the vital work that we are able to carry out is only

made possible by the incredible support received from our donors. It is for this reason that showing supporters how much we appreciate them is so important.

Our events throughout the year give us an opportunity to say thanks and share unique insights into the vital work they've committed to support for generations to come. Just this past month we hosted two speaker series, in Ottawa and Kitchener.

At the event in Ottawa, Disasters Communication Lead David Fraser spoke with supporters about his experiences on the frontlines of both domestic and international disasters. The event was made even more special as the Legacy Circle welcomed a new member, Arthur

Palmer, by presenting him with his Legacy Circle pin.

In Kitchener, Deputy Director of Operations Chiran Livera spoke to supporters about his experiences in Kenya, Senegal and Panama on the Red Cross Disaster Management team.

Keep your eyes peeled for an invitation to upcoming 2016 Donor Appreciation events in your community! ■

If you would like to know more about becoming a Legacy Circle member, upcoming events in your community or have any comments, please contact the Gift Planning team at 1-800-850-5090, humanity@redcross.ca or visit us online at www.redcross.ca/legacycastle

If there is a Will, there is a way

Amy Elizabeth Avis and Lynda McKinnon, Estates Administration, Canadian Red Cross

We “click yes” daily to accept terms that bind us in contract. We readily sign waivers at gyms and promise eternity to mobile companies in fine print contracts. Yet attesting to our wishes in a Will seems to be something better done tomorrow, next week or even next month.

Through this article, we hope to encourage people of all ages to contemplate the contents of their last Will and testament. In many ways, your Will is the most important legal document you will ever sign. It clearly communicates to your loved ones your wishes with respect to the disposition of your property, who you wish to administer your estate on your behalf, and who you wish to have as guardian of your children or dependents.

It does not matter how young or old you are, or how much or how little of an estate you believe you have; this document is the road map for those who will be trying desperately to navigate the estate process. It is called your “Will” because it is just that - your wishes to protect those you love. We will also note that, in our experience, grey areas and ambiguity as to what you would have wanted are fertile grounds for disputes when loved ones are grieving (and we will leave it at that).

Creating a Will does not have to be a scary, expensive or onerous process. We encourage individuals to seek independent legal advice to ensure their Will is valid so that their wishes, once set, will be honoured. Unfortunately, we have seen circumstances where the legal requirements for the creation of a Will were not met, and therefore the Will is difficult to enforce.

As members of the estate team at the Red Cross, we have to mention how the Canadian Red Cross manages and administers Wills. If you are contemplating philanthropy as part of your legacy, there are certain ways you can phrase and structure your Gift to maximize its impact on our charitable work. Simple things can make a world of difference.

If you choose to name us as a beneficiary, we encourage you to name us as “The Canadian Red Cross Society,” as opposed to a provincial region of the Red Cross, as this is our full legal name. We have seen instances where charities have had to go through the court process to prove that the intent of the testator was for their particular charity.

General Gifts are always appreciated. We want to honour the testator’s connection with the Red Cross, and general expressions of where you want the funds to go are, of course, up to the testator.

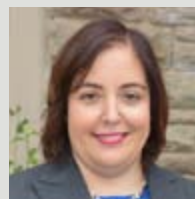
As our programs and work can change over time, the more general the expression of the restriction, the better from an administrative perspective. This allows for the Gift to be used as effectively and efficiently as possible.

For all those individuals who remember the Red Cross through any means, we wish to express our heartfelt appreciation for their Gifts - both big and small. Every Gift and every legacy makes a difference and furthers our mission to alleviate human suffering. The estate team is always touched to learn about the personalities, lives and wishes of those who leave us a legacy Gift through their obituaries, Wills, family and executor(s). ■

We value your opinion



Joanna Luciano
Senior Manager



Sonia Mancini
Manager



Marjorie Austin
Administrator



Katherine Maddox
Associate

The Gift Planning team dedicate a lot of time preparing for the future to ensure that the Canadian Red Cross remains a vital organization for generations to come. Part of the preparation involves ensuring that we grow and develop with the changing needs of our supporters. The best way to do so is to ask what matters to you. Please take a few moments to complete our Supporter Feedback survey (www.redcross.ca/legacysurvey). Thank you so much for your contribution and help in making the Gift Planning team even better!

We'd love to hear from you!

If you have any questions or comments, please do not hesitate to get in contact with the Gift Planning team at 1-800-850-5090 or humanity@redcross.ca

Frontline experiences

As the wheels tuck themselves into the undercarriage of the massive plane, Ella West glances out across the green fields encased by a tight network of gleaming office towers surrounding Pearson International Airport. In her 20 years as a dedicated Red Cross Volunteer, it's a ritual that has become familiar to her. Her role in Disaster Management has taken her across the globe assisting wherever she is needed. Ella looks out the small window, watching the Toronto skyline slowly disappear as the plane begins the long journey to Pakistan.

Despite the unrest at her destination, to her fellow passengers, she is a beacon of happiness. Apart from her briefcase overflowing with papers, Ella looks calm and collected. For many, the circumstances which await her would prove too emotionally and psychologically exhausting, but for Ella, who has been on the frontlines of many disasters, "...self care; eating right, drinking lots of water, taking breaks and the love of [her] family..." is all she needs to maintain her health.

Whether it is helping victims of house fires in Northern Ontario, flood evacuees in New Orleans, displaced persons in Haiti or survivors of the Nepal Earthquake, Ella and her colleagues on the Disaster Management team address many similar challenges - despite the

differences in geography. Ella says "[We are always] anticipating needs, ensuring we have enough volunteers and resources. We also need our thinking hats on continually for methods on how to provide our services."

The vital assistance that Ella and the Canadian Red Cross Disaster Management team provide is fueled by their dedication and determination to help. However, Red Cross Planned Giving supporters play an equally important role. Their contribution towards infrastructure and resources enables us to respond to disasters anywhere in the world within hours. Ella decided to



*Ella West
Senior Volunteer*

leave a Gift of RRSP to the Red Cross because "[disaster management] requires a lot of support, training and systems to assist the responders and support the organization to be ready and able." Deciding to provide a deferred Gift ensures the Canadian Red Cross will be ready to help today, tomorrow and in the future.

Hours later, as the wheels of the plane emerge and touch down on foreign ground, Ella peers out her window to take in her new surroundings. With a smile across her face, she stretches her legs, excited to help and make a difference, knowing that she has the support of her family, friends and Canadian Red Cross donors. ■

What is your lifeprint?



*Joanna Luciano
Senior Manager
Gift Planning*

With the changing seasons, we find ourselves doing chores around the home in preparation of the season to come. We clean out garden beds, removing once vibrant summer flowers that gave

us pleasure before the cool weather arrived. For many gardeners, fall means planning ahead for next spring, uprooting annuals, plotting space for tulip bulbs and planting new trees and shrubs before the frost takes hold.

Everyone knows what it's like to experience a moment that causes us pause for a moment or two and reflect.

Whether it be welcoming a new member to the family or celebrating the life of a loved one, moments like these signify change and the need to take stock and plan for the future.

Penning a Will is one of the most important ways that you can plan for the future; ensuring your values and beliefs are respected by your family, friends and causes. Your values and beliefs leave an impression.

What will your lifeprint be?

If you would like more information about including the Canadian Red Cross in your Will and the various giving options, write me at humanity@redcross.ca or call 1-800-850-5090. Joanna Luciano, Senior Manager, Gift Planning.



**HELP
FUTURE
GENERATIONS**
PLEASE CONSIDER THE RED CROSS
IN YOUR ESTATE PLANNING.



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