



Canadian  
Red Cross



Tiffany Circle



# 2020 Year in Review

WOMEN LEADING THROUGH PHILANTHROPY



In March 2020, a global pandemic hit Canada; at the same time, flooding forced thousands of people in Fort McMurray to evacuate their homes. It was our first disaster response during the pandemic – and thanks to the preparation of our disaster response team and our amazing donors, everyone was able to receive the support they needed.

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# Message from Janet Johnson

VICE PRESIDENT, PHILANTHROPY



## Welcome to the new year, and to the Year in Review!

I am pleased to share with you the 2020 report on the Tiffany Circle. Inside you will find a record of some of the highlights and achievements we accomplished together throughout last year – and what a year it was!

Before you dive in, I would just like to extend an extra-special thank you for your dedication during these past months. The COVID-19 pandemic has taken the world by storm and has made responses to other natural disasters such as flooding in Fort McMurray, hurricanes Eta and Iota in Central America, and the terrible explosion in Lebanon more difficult. Yet it is thanks to you that the Red Cross has been able to help people cope and recover in this new reality.

The Tiffany Circle has been a leader in philanthropy for 10 years now, and I'm so proud to see the group excel each year. The Tiffany Circle Match Program last summer was so successful that the membership agreed to initiate it again. We raised \$210,000 for the Canadian Red Cross with 14 members participating.

We have become experts in video meetings and have had numerous successful virtual events here in Canada and internationally! The international virtual forum COVID-19: Crisis Beyond Borders saw 108 Tiffany Circle attendees, 17 speakers, eight countries, and five time zones. The event was a great success and a result of true global collaboration!

As we enter 2021, I am hopeful we will meet in person when it is safe to do so; in the meantime, I hope you enjoy looking back at an exceptional 2020. Thank you for all that you do for the Tiffany Circle, the Canadian Red Cross, and the people who need your help.

Warmly,

**JANET JOHNSON**

Vice President, Philanthropy,  
Canadian Red Cross

# Welcome Message

FROM THE CO-CHAIRS



What a year! This Tenth year of the Tiffany Circle has been memorable, but perhaps not in the way we had expected. We are grateful that our membership rose to the challenge of staying connected to the Mission and to each other in new ways during this pandemic. Seeing you in small boxes on screens is a poor substitute for in-person connections, but your resilience and commitment to making this work in our new reality is greatly appreciated.

In the most challenging times, when people need the most help, the work of the Red Cross becomes so much more visible. Your active support of the Red Cross through the Tiffany Circle has enabled the Red Cross to increase its pandemic support day after day, week after week, and month after month. From Friendly Phone activities to long-term care service, to continued support and partnerships with Indigenous communities, the desire for support from the Red Cross only increases as COVID cases rise.

One of your greatest accomplishments was the Canadian Red Cross Tiffany Circle Match Program. When a corporate sponsor dropped out, the Tiffany Circle stepped in to make a difference – and what a difference! Your generosity resulted in \$2.812 million raised from 38,695 Canadian Red Cross donors! It's a success that we hope to top with this year's campaign!

We do regret that this format does not give us an appropriate forum to honour the incredible contributions of our past Co-Chair, Anna Hunt-Binkley, but Anna has not skipped a beat and remains intricately involved in all things Tiffany Circle and Red Cross. In addition, Jocelyn is looking forward to her first in-person meetings with you in her role as the new Co-Chair as soon as possible.

We also need to welcome our new members – Bernadette Geronazzo, Tara Henderson, and Sylvia Leong Bombeo – whom you will see profiled in the pages ahead. To our new members, we hope you feel the warmth of our welcome, although nothing compares to the warmth, energy, and camaraderie of this group in person.

While we have pivoted well to our Virtually There and Tiffany Circle Social events on Zoom, we continue to look for creative solutions to engage. Suggestions are welcome.

We hope you enjoy reading this report and seeing how your membership in the Tiffany Circle has helped, and continues to help, improve the lives of so many. Thank you for all that you do.

**MIRANDA HUBBS & JOCELYN SOULIERE**

# National Steering Committee

OF THE CANADIAN RED CROSS TIFFANY CIRCLE

● **Tiffany Circle Co-Chairs:**



**Miranda Hubbs**  
*Toronto, ON*



**Jocelyn Souliere**  
*Regina, SK*

● **Committee Chairs:**



**Anna Hunt-Binkley**  
Nominations Committee and Tiffany Circle International Council Member  
*Kelowna, BC*



**Laura Isidean**  
Commitment and Engagement Committee  
*Toronto, ON*



**Jean Lam**  
Awareness Committee  
*Toronto, ON*



**Mari McAndrews**  
Recruitment Committee  
*Raleigh, NC*

● **National Steering Committee members at large:**



**Sue Chant**  
*King City, BC*



**Siobhan Furst**  
Tiffany Circle International Council Co-Chair  
*Waterloo, ON*



**Josephine Lennon**  
*Toronto, ON*



**Gayle MacDonald**  
*Saskatoon, ON*



**Sue Prior**  
*Ottawa, ON*

# Thank You

TO ANNA HUNT-BINKLEY

On behalf of the Canadian Red Cross and the Tiffany Circle, we would like to thank Anna Hunt-Binkley for her time as Co-Chair from 2018 to 2020.

Anna helped steer the Tiffany Circle with the Canadian Red Cross mission at the heart of her generous work. She was instrumental in formalizing processes and ensuring high standards were maintained across all Tiffany Circle projects.

Not only has Anna dedicated her time to her role as Co-Chair, but she also played a huge part serving on many event committees.

From the successful seventh and eighth anniversary events to the postponed Tiffany Circle in Wine Country, Kelowna, to the most recent Tiffany Circle international virtual forum involving eight different National Societies, Anna has always volunteered her time graciously.

It is with our deep appreciation that Anna continues to be a valuable part of the National Steering Committee and represent Canada on the International Council.

We are truly thankful to have you, Anna, as part of our team!





Pharmacist Tamara Begin, during set up for the Canadian Red Cross health clinic in La Lima, Honduras.

Red Cross health delegates support those who have been impacted by Hurricanes Eta and Iota. With the partnership of the Honduras Red Cross, a field clinic was set up to help with emergency medical needs.

# Tiffany Circle

## IN NUMBERS

Total Members

# 66

**62**  
existing members of the Tiffany Circle

**4**  
new members in the last year

### Membership Breakdown

**32** Annual Membership

**24** Humanity Level

**10** Unity Level

**1** Family Link

### Membership Description

Annual Membership	Humanity Level	Unity Level	Family Link
A pledge of \$10,000 to be fulfilled within one year	A pledge of \$100,000 to be fulfilled within 10 years	A pledge of \$250,000 to be fulfilled within 15 years	A gift of \$1,000 for a prospective family member to be fulfilled within one year

## Our Impact (2020)



### Total Gift Revenue Including Influenced Gifts

64 gifts at a total amount of

# \$2,853,000

over the last year

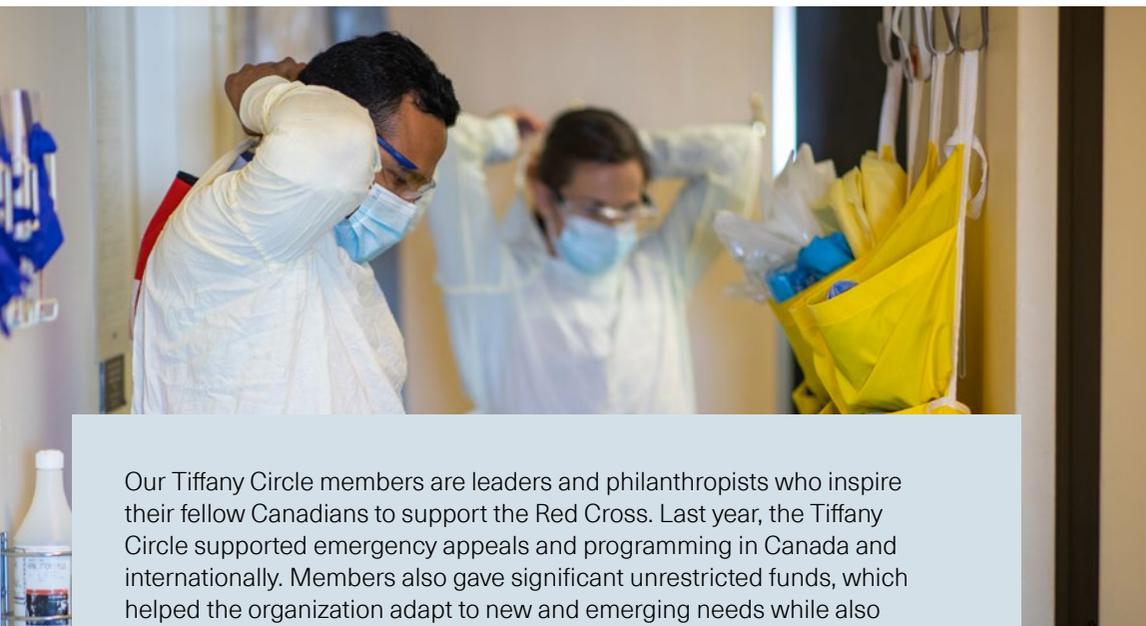


# \$11,686,000

has been raised by members in support of the Canadian Red Cross since the Tiffany Circle launched in Canada in 2011

# A Year Like No Other

YOUR SUPPORT DURING EXTRAORDINARY TIMES



Our Tiffany Circle members are leaders and philanthropists who inspire their fellow Canadians to support the Red Cross. Last year, the Tiffany Circle supported emergency appeals and programming in Canada and internationally. Members also gave significant unrestricted funds, which helped the organization adapt to new and emerging needs while also continuing to deliver existing services during the pandemic. **Read more about your support at work in the pages to follow.**

**COVID-19 was a surprise. When the virus first made itself known a year ago, few could predict where we are today.**

But with years of experience on the frontlines of epidemics around the world, the Canadian Red Cross was ready for this moment. And as COVID-19 continued to spread across the world and across our country, our response expanded and adapted to make sure that, despite the barriers of physical distancing and the challenges of providing support, each person who needed our help received it.

COVID-19 quickly brought the necessity of preparedness to the forefront. Our infrastructure and logistical networks and partners have ensured that our critical supplies, such as personal protective equipment (PPE) or field hospitals, can get to where they are needed. At the same time, our digital networks have been working overtime to support people in so many different facets of the response: financial support in several provinces, friendly calls across the country, emergency response, and mental and psychosocial support. The next few pages detail these initiatives and many more.

Being the Red Cross means that in a time of crisis, people can turn to us for comfort and care. In 2020, we have given comfort and care to a whole nation, thanks to your support.

# COVID-19 Response

BY THE NUMBERS



## SENIORS' FACILITIES

**110+** long-term care facilities supported in Quebec, Ontario and Manitoba

**1,500+** skilled humanitarian workers and health personnel recruited to fill key roles in care facilities



## COMMUNITY ORGANIZATIONS

**1,000+** projects through eligible organizations funded to support activities and services for people or families in need



## INDIVIDUALS AND FAMILIES

**30,000+** friendly phone calls made to vulnerable individuals and families across the country

**40,000+** food baskets delivered to households in need across Toronto



## CANADIAN TRAVELLERS

**3,400+** Canadian travellers supported during their quarantine or self-isolation period



## MIGRANT FARM WORKERS

**740+** workers supported during their isolation after outbreaks on farms in Southwestern Ontario



## INDIGENOUS COMMUNITIES

**200+** Indigenous communities across the country supported through the Indigenous Help Desk



## HEALTH AUTHORITIES

**4** deployments of field hospital components to support health authorities in Quebec, Ontario, Alberta and British Columbia

# Bringing Support

TO INDIGENOUS COMMUNITIES ACROSS CANADA



**Disaster response is already difficult in isolated areas. A pandemic makes it even harder.**

Many Indigenous communities are in areas that lack easy access to health care or facilities to ensure physical distancing and public health recommendations can be followed.

The Canadian Red Cross in Quebec, at the request of the Cree Board of Health and Social Services of James Bay and the Cree Nation of Chisasibi, and in collaboration with the Chisasibi Regional Hospital Centre, supported the community to provide safe housing to elders who were evacuated during a fire that left their residence temporarily uninhabitable.

The Canadian Red Cross is committed to the Indigenous communities we partner with across the country, and by working together we can ensure support reaches these communities during the COVID-19 pandemic.

One of the first programs the Canadian Red Cross started in response to the pandemic was the Indigenous Help Desk, which provides support in English, French, Cree, Ojibway, Oji-Cree, Michif, Mohawk, and Inuktitut to improve accessibility for Indigenous communities on COVID-19 health and safety information. The Indigenous Help Desk operates across the country and to date has supported Indigenous community leaders with information on the following topics: physical distancing; planning for health

emergencies including guidance and training on how to protect their communities; health guidance such as hand washing, physical distancing, and epidemic prevention; and control and community wellness and protection such as online information for children and youth, suggestions for family activities to enjoy while physical distancing, and psychological first aid.

Meanwhile, disaster response continues for those communities at risk from fires and flooding. Across the country, the Red Cross is connecting with Indigenous communities and external partners to plan for emergencies and disasters within the pandemic context. This includes providing supplies such as cots, blankets, hygiene kits, and pillows to accommodate residents who need to self-isolate in the community but cannot do so at home; providing cleaning kits to help maintain cleanliness in elder care homes; linking with partners to support food insecurity issues and helping to connect Indigenous people and families with community programs and services; and providing training on the use of PPE and education on preventing disease transmission.

# How Your Commitment

IS PREPARING CANADA FOR THE CHALLENGES AHEAD

As we start the new year, we know there is still considerable distance ahead. With Tiffany Circle support, the Canadian Red Cross has been adapting, innovating, and scaling up for the next phases of this pandemic and beyond. We have enhanced the equipment at our disposal and expanded our humanitarian workforce through the recruitment of specialist responders.



## Specialist Responders

A team of new Specialist Responders are now on standby and ready to deploy within 72 hours' notice for 2- to 4-week periods anywhere in Canada. These dynamic, agile responders enable us to handle multiple and evolving needs, whether assessing health impacts and gaps, overseeing epidemic prevention and control measures, setting up field hospital equipment, running virtual operations, or executing many other specialized tasks.

## New Field Hospital Units

In response to the COVID-19 pandemic, the Canadian Red Cross has developed a new Severe Acute Respiratory Infection (SARI) Field Hospital. The SARI Field Hospital can assist local health facilities by providing triage and consultations to 100 outpatients per day as well as admission and treatment of 50 inpatients. We have also developed testing and vaccination assistance teams that can operate inside fixed infrastructure or be deployed as mobile units to ensure that vulnerable groups are reached – people in long-term care homes, shelters, temporary foreign worker camps, and remote and Indigenous communities.



Aerial image from the Fort McMurray flooding in Spring 2020.

# Our Work

## IN CANADA

### Fort McMurray Floods

Fort McMurray flooding in Spring 2020 was another blow to the region. Due to the Red Cross presence already in the area, our response was swift, with over 2,300 families receiving emergency accommodation and 5,300 receiving financial support. Some 250 Red Cross volunteers were able to respond, and this was our first successful natural disaster response during a global pandemic.



### Indigenous Programs

The Canadian Red Cross has continued to support Indigenous communities with essential programming for swimming and water safety and emergency management, and has also launched a new virtual help desk with services in English, French and Cree, Ojibway, Oji Cree, Michif, Mohawk, and Inuktitut to ensure communities are prepared for COVID-19 and at-risk people are supported.



# Leading The Way

## DURING GLOBAL EMERGENCIES



### EMERGENCY APPEALS:

#### Australia

Wildfires devastated parts of Australia in January 2020. Thanks to support from donors, the Canadian Red Cross worked with the Australian Red Cross to provide emergency supplies, housing, and other support to evacuees, including psychosocial and mental-health programming to help 27,500 people recover from the trauma. As the one-year anniversary of the fires approaches, grants from the Red Cross continue to help people rebuild the lives they lost.

#### Lebanon

The Lebanon humanitarian response supported over 4,000 people in the immediate aftermath of the explosion with medical mobile units, including one supported by the Canadian Red Cross. Two humanitarian specialists from the Canadian Red Cross were also sent to Beirut to support the Lebanese Red Cross response. Since August 2020, some 251,000 people have been helped.

#### Honduras

In early November, Hurricane Eta left swathes of destruction across several countries in Central America, including Nicaragua, Guatemala, and Honduras. Hurricane Iota swept through shortly thereafter, adding to the disaster. The Canadian Red Cross deployed an emergency field clinic to Honduras to address the critical health needs of the people affected by this disaster, along with medical experts and supplies to assist with the recovery.

This was the first time the Canadian Red Cross sent its emergency field clinic abroad during the COVID-19 pandemic, but much has been learned from deployments on Canadian soil over the past several months. An epidemic prevention and control advisor supported the clinic team in ensuring proper protocols, and reporting and training was in place for delegates, local staff, and local volunteers working at the clinic.

# Our Work

## AROUND THE WORLD

### Yemen

Over the last five years, the situation in Yemen has become even more dire. With the arrival of COVID-19 on top of an already devastating cholera epidemic in the region, health needs are enormous. Vital humanitarian aid through the Yemeni Red Cross has been supported by the Canadian Red Cross, with additional help from the deployment of 10 Canadian medical specialists and one medical advisor. We have also scaled up our support of the COVID-19 response with training and supplies of PPE and hygiene materials.



### Afghanistan

In Afghanistan, years of conflict have taken their devastating toll on health infrastructure. The Canadian Red Cross is supporting thirteen mobile health teams to fill the gaps in fifteen of the hardest-hit areas – the only medical services around for these vulnerable communities. Each team includes a doctor or nurse, a vaccinator, a pharmacist, a midwife, and a driver. They provide basic health services, birth and maternity consultations, vaccinations and disease diagnosis, and emergency medical care.



### Advanced Partnership in Health

The Canadian Red Cross launched a ground-breaking program to bring life-saving care directly into conflict areas, starting in South Sudan and the Central African Republic. On the ground, your support is harnessing local responders to deliver simple but effective health information, supplies, and treatments at the community level. This is the next phase of our Mother, Newborn and Child Health work, bringing our years of experience and expertise to where it is needed most – in places of conflict and crisis, where the vast majority of preventable deaths of mothers and children still occur.





Hurricanes Eta and Iota left disaster in their wake, but the Canadian Red Cross with the help of its partners at the Honduras Red Cross opened an emergency field clinic to provide support and emergency care.

# Tiffany Circle Members

ACROSS THE WORLD



## Women Leading Through Philanthropy Making a Global Impact

- **USA:** founded in 2007, 1,001 members, over \$128.40 million USD raised to date
- **Canada:** founded in 2011, 66 members, \$6.79 million USD raised to date
- **UK:** founded in 2012, 34 members, \$4.90 million USD raised to date
- **Australia:** founded in 2014, 61 members, \$2.44 million USD raised to date
- **Netherlands:** founded in 2016, 13 members, \$0.99 million USD raised to date
- **Switzerland:** currently in the start-up stage



**1,176**

Tiffany Circle members globally to date\*

\*Global Statistics of Tiffany Circle as at June 30, 2020



**\$143.52 million USD**

total direct financial contribution from all the Tiffany Circles, which includes member donations but does not include indirect or influence contributions.

# Tiffany Circle

## MATCH PROGRAM



**Flexibility and preparedness go hand in hand in disaster response work.** Thanks to the Tiffany Circle Match Program 2020, the Canadian Red Cross is able to scale up on demand to meet the needs as they arise, while supporting the necessary expert personnel to ensure that the response is ready to go.

The Tiffany Circle Match Program was created when Direct Mail colleagues approached the Major Giving team as they found themselves in need of a financial supporter for their summer mailing match.

The proposal that Tiffany Circle members direct a gift to the CRC fund as part of a matching campaign was presented to and accepted by Tiffany Circle Members at the in-person National Steering Committee meeting in Regina.

Sue Prior of Ottawa challenged her fellow members to go above and beyond the minimum \$30,000 match amount to see if members could reach \$100,000. The vision was that the direct-mail and accompanying digital campaign would reach over one million Canadians – and by providing a match, the Tiffany Circle would create a halo effect with the potential to inspire generosity and increase overall giving. Additionally, the Tiffany Circle would be promoted in the mailing, with an invitation extended to like-minded women who were interested in joining.

### Women are stronger together: Join us and make a lasting impact

Learn more about our important work.

Canadian Red Cross delegate Lavina Ranjan with local teacher Angelina Adut in South Sudan.

#### A SOCIETY OF WOMEN LEADERS

The Tiffany Circle is a group of extraordinary women from across Canada, whose goal is to improve the lives of those in need by supporting the Canadian Red Cross.

Using their time, talent and financial resources, the Tiffany Circle has an innovative approach to expanding the capacity of the Canadian Red Cross to bring humanitarian aid to those in need. This circle of dynamic women shares a sense of core, humanitarian values and becoming a member is your opportunity to participate in and strengthen an incredible community.

“I’m very interested in current events, globally and internationally, and it has been very clear to me the Red Cross is always among first responders to provide support to people in crisis.”

– Tiffany Circle Member

#### IN THEIR COMMUNITIES AND AROUND THE WORLD

These women follow in the footsteps of a long line of women leaders who have supported some of the most vital Red Cross services. Over the past couple of years, Tiffany Circle members have supported crucial Canadian Red Cross work at home and around the world. This includes the COVID-19 pandemic response, flooding in New Brunswick, Cyclone Idai in Mozambique, and Hurricane Dorian in the Bahamas.

- Supporting vulnerable people during times of disaster and conflict.
- Delivering lifesaving medicines to support maternal, newborn and child health.
- Building healthy and safe communities through training and education.

**We are incredibly proud to say that this spark caught fire, and to date the campaign has generated \$2.812 million from 38,695 Canadian Red Cross donors.**

The numbers are outstanding:

- The response rate increased by 9% and the average gift by 7% over the previous year
- Results are \$73,000 above budget
- Total prospect revenue increased to \$787,000 from 18,544 new or reactivated donors to CRC
- The average gift increased by 12% with a \$6,000 increase in gross revenue over the previous year

But significantly, we also received over 40 inquiries into the work of the Tiffany Circle – that’s 40 women across Canada wanting to learn more or to volunteer with the Canadian Red Cross. We are very proud to say that this resulted in two new Tiffany Circle members!

Following the success of the match, we are running the program again this summer 2021. In October and November of last year we raised \$210,000, exceeding our target with the support of 14 members. Thank you to everyone who donated and congratulations, Tiffany Circle!

# 2020 Events

## HIGHLIGHTS

In a year full of celebrations and in-person events that had to be cancelled, we were delighted to still “see” so many of you. When we set out to host our first virtual event on Zoom, we had no idea how many members would attend. Each event saw a stronger turnout, with many exceeding our expectations. Thanks to each of you who joined us and helped to organize a brilliant calendar of events!

We are hoping to reschedule events including *Tiffany Circle in Wine Country*, Kelowna; *Speed Dating with the Red Cross*, Calgary; and *Tiffany Circle in the City*, Toronto. We are looking forward to planning them with you and seeing you there in person when it becomes possible!



## May

### TIFFANY CIRCLE COCKTAIL HOUR

In lieu of being together in beautiful Kelowna, our Co-Chairs, Miranda Hubbs and Anna Hunt-Binkley, hosted their first virtual get-together with honoured guests Gavin Giles and Amit Mehra, who serve as the past and current Chair of the Canadian Red Cross Board of Directors. Over 20 members joined to learn how the first two months of the global pandemic had impacted the organization.



## June

### REGIONAL COVID-19 UPDATES

When COVID-19 hit, every aspect of the Canadian Red Cross was impacted. Many of our in-person services were put on hold while we established new practices to keep the public, our volunteers, and staff safe. We hosted regional virtual events to update Red Cross friends and supporters on how the organization had pivoted to provide services to the people most in need across Canada.

### VIRTUALLY THERE

We hosted Virtually There (open exclusively to Tiffany Circle members) with Ronan Ryan, Chief Marketing and Development Officer, and Melanie Soler, Vice President, Emergency Management, at the Canadian Red Cross. With over 30 years of combined Red Cross experience, Ronan and Melanie shared how your support has helped numerous Canadians since the pandemic began and how they were navigating their way through each week with their teams.

# 2020 Events

## HIGHLIGHTS



### July

#### TIFFANY CIRCLE SUMMER SOCIAL

The event survey results told us that you wanted more social events! This led to the social mini-series being held in July and September. The first event was expertly hosted by outgoing Co-Chair Anna Hunt-Binkley with special guest Patrice Gordon. Patrice is an experienced International Delegate and Nurse Practitioner who spoke eloquently about her time on response during the Ebola outbreaks in West Africa and the Democratic Republic of Congo, the earthquakes in Nepal, the refugee crisis in Bangladesh, and most recently Cyclone Idai in Mozambique.

### October

#### COVID-19: CRISIS BEYOND BORDERS

The Tiffany Circle is part of a global network of women philanthropists in the USA, Canada, the UK, the Netherlands, Switzerland, and Australia. Together with the IFRC and the ICRC, we hosted our first-ever international virtual forum! In addition to Jagan Chapagain, Secretary General of the IFRC, we heard from Tiffany Circle Members and subject matter experts from around the world on their countries' responses to the pandemic. The event was a great success and a result of true global collaboration - 108 international Tiffany Circle attendees, 17 speakers, eight countries and five time zones!



### September

#### TIFFANY CIRCLE SEPTEMBER SOCIAL

Second in the series, the September Social was hosted by our new Co-Chair, Jocelyn Souliere, who chose to feature the Friendly Phone Program. We were joined by Shawna Green, Friendly Phone Program Coordinator, and Diane Lajambe, Deputy Director of Community and Health Services, who shared their work on the Friendly Phone and Bell Let's Talk programs. Tiffany Circle Member Fran Clark shared her experience as a Friendly Phone Volunteer providing a valuable service to many people who feel socially isolated or lonely.



### November

#### VIRTUAL SELF-CARE WORKSHOP

Initiated by the Tiffany Circle, this workshop was for members who were interested in self-care practices that promote psychological well-being. As we adjust to the "new normal" of living in a global pandemic, attendees focused on strategies to recognize, prevent, and handle stress. The event provided an intimate and safe space for members to share their personal experiences and learn about new tools to help increase their resilience and ability to cope.



#### END-OF-YEAR THANK YOU AND VIRTUAL CHARM PRESENTATION

What a way to end a year of fantastic events! The Canadian Red Cross leadership team joined the Tiffany Circle's last event of 2020 to show appreciation and gratitude for your dedicated commitment. We heard from Amit Mehra, Chair of the Board of Directors, Conrad Sauvé, President and CEO, and Ronan Ryan, Chief Marketing and Development Officer, on his very last day with the organization. Our Co-Chairs Miranda Hubbs and Jocelyn Souliere "presented" members with their charms and warmly welcomed the newest members to the circle!

# Volunteering With

THE CANADIAN RED CROSS



**“It brings me companionship, something to look forward to each week. Conversation really brightens my day.”**

– Ruth, a senior from Saskatchewan, pictured before the pandemic

We rely on volunteers from all walks of life who bring different skills and experience to the Canadian Red Cross. From helping during emergencies and disasters to sitting on committees and project teams or providing customer service and office support, as a volunteer, you can make a big difference in your community. If you're interested in learning more about our volunteer opportunities, please email Lisa Tobias, Associate Director, at [Lisa.Tobias@redcross.ca](mailto:Lisa.Tobias@redcross.ca).

Across the country, amazing volunteers like Tiffany Circle Member Fran Clark stepped forward to help even more during the pandemic. In the first month of COVID-19, friendly phone call activities were expanded to ensure seniors living on their own or without a support network did not fall through the cracks.

For many seniors, who already face greater health risks and often reduced mobility, COVID-19 meant additional daily challenges and a void of supportive social interactions. That's where volunteers like Fran came in.

Friendly Phone volunteers checked in more frequently with more seniors, asking additional questions to ensure seniors had the medications and groceries they needed. If any warning signs came up, volunteers were trained to connect seniors to community resources.

The Friendly Phone program (also known as Friendly Calls) continues to run in Saskatchewan, British Columbia, Alberta, Ontario, Quebec, and Atlantic Canada.



Fran Clark

**Greetings to the Tiffany Circle members. I have been asked to give a short account of my volunteer work as a Telephone Assurance Volunteer with the Canadian Red Cross.**

I joined the Tiffany Circle about a year ago and was very happy to be able to support various appeals from the CRC for their valuable work in the community, both in Canada and abroad. In addition to these financial donations, I really wanted to do something personal that would benefit others. I have been very lucky in my life and greatly enjoy having the opportunity to give something back.

I learned about the role of the Telephone Assurance Volunteer and felt this would be a good match for my interests and skills. I was connected with my client in July, and we have been chatting on the phone every Wednesday afternoon since then. It's important that our conversations happen on a regular basis so that she knows she can count on our chats, and so that each of us can plan around the set time of our calls. The aim is that I get to know her, and that I provide a regular caring human contact, since she is a widowed senior with chronic health difficulties and lives alone. The client also has helpers through other community agencies. If I learn that she is experiencing difficulties in her health or other circumstances that could perhaps be addressed by the CRC or other agencies, then I get in touch with my CRC contact, Louisa, who oversees this program in my area. This way, I don't feel that I am alone in my role.

The thing that I enjoy most about my volunteer role is the chance to get to know and offer support to someone who has some life challenges. However, it's not all about my giving her support. I truly enjoy our conversations. She and I share some very important characteristics. We both have kids and grandkids. We both love dogs. In addition, she is funny and interesting. From her, I have learned about hunting deer, about her "camp" in the bush, and about the resilience and courage that she shows despite her health issues and other life problems. I believe that my role as a Telephone Assurance Volunteer offers the client and me a human interaction that is very satisfying for both of us.



Roma Dubczak

**My friends often ask me why I got involved – and stay involved – with the Canadian Red Cross and the Tiffany Circle.** When I was introduced to the Tiffany Circle almost 10 years ago, I knew a little about the CRC but did not appreciate how many vulnerable lives it touches. I knew the critical role that the CRC played in my own family’s history as they fled war-torn Ukraine during the Second World War, but I did not appreciate that “most vulnerable” could really include any one of us. Not only has joining the Tiffany Circle enabled me to support the CRC in a meaningful way, but it has also introduced me to a fascinating and diverse group of women linked by a common belief that our contributions can truly make a difference.

In addition to my involvement in the Tiffany Circle, I have also had the opportunity to better understand the work of the CRC as the Chair of the Canadian Red Cross Marketing Advisory Committee (MAC). The MAC was established four years ago as an advisory council to the CRC’s Chief Marketing and Development Officer, providing marketing support and industry insight. My work with the MAC has enabled me to use my professional expertise and contacts to help further some of the CRC’s internal work. Not only has this given me personal satisfaction, but it has enabled me to share the CRC’s message with industry colleagues who may not have understood the extent to which the CRC touches the lives of those most vulnerable.



Sylvia Leong Bombeo

**I volunteer for the Canadian Red Cross because I appreciate the fact that it’s an organization that provides aid to people locally and worldwide.** Its non-discriminatory principles invite us to extend empathy in the most open manner possible. With my love of volunteering and getting to know people of different cultures, I hope to have an opportunity to deploy with ICRC internationally in the future.

I started off at the Red Cross as a Personal Disaster Assistance (PDA) Responder. I was able to respond to personal disasters within the city, providing access to basic needs for 72 hours. I then moved onto the Emergency Response Team (ERT), where I was able to help with basic needs and family reunification in the Calgary Centre during the Alberta wildfires and floods. When things are quieter, I’ve been helping to interview and onboard new PDA and ERT volunteers.

What I enjoy the most in my role are the people, from seeing the smiles of those who are thankful for the Red Cross’s help to hearing stories from the many dedicated volunteers I’ve met. The synergy of everyone working together towards a common goal makes any stressful situation easier, and the work that we do reminds me of the best that humanity has to offer. Oh! And getting to be a part of Tom Jackson’s “I’m Not Saying, I’m Just Saying” music video was pretty awesome too.



Anna Hunt-Binkley

**Volunteering with the Canadian Red Cross can take many forms.** During the spring of 2019, I was eager to participate in some form of volunteer work, but with minimal time, meaningful options were limited. Helping with the Walmart campaign as a Volunteer Ambassador was put forth as a viable option. Little did I know at the time (maybe I should have known) that Walmart is the largest corporate donor to the CRC, having contributed over \$50 million to date.

In 2019, under the guidance of the Community Engagement Team in BC, I was paired with a long-time CRC volunteer. On the day of the campaign launch, along with other volunteers, we set up a table with Red Cross brochures, greeted customers and spoke to various tellers who served as the point-of-sale contact. The number of customers who walked by and shared their own Red Cross stories was heartwarming.

Fast forward to 2020. With the COVID pandemic, Ambassador activities were pivoted from in-store to virtual. I was assigned the Kelowna Walmart store. Although my contact and participation were drastically different, my calls to the store manager were appreciated as I emphasized the importance of the campaign to all Canadians in need. For volunteers who had not participated previously, training sessions were delivered over Zoom so Ambassadors could be comfortable in the role.

The highlights of the campaign included the 210 volunteers who participated and a total of \$3.7 million raised (\$2.9 million raised from point of sale plus an \$820,000 corporate match) – this represented Walmart’s most successful Red Cross point-of-sale campaign ever. In addition, for the first time, volunteers were secured to ensure 100-percent store coverage across Canada. All in all, the 2020 Walmart campaign demonstrated the CRC’s ability to serve those in need, to do so during adverse times, and to pivot and innovate to get the job done!



Miranda Hubbs

**When I retired at the end of 2011, I was looking to be part of something bigger and more meaningful.** I engaged with the Red Cross through the Tiffany Circle. The Mission and Fundamental Principles of the Red Cross resonated with me, and the warm welcome and camaraderie of the Tiffany Circle members sealed my commitment.

Since then, I have had the honour to serve on the National Steering Committee of the Tiffany Circle and to get involved with the Red Cross more broadly. The journey began with two years on the Performance Measurement Committee in Toronto, which monitored key performance indicators related to the work that the Red Cross performed for its United Way and Local Health Integration Network partners. From there, I spent three years on the National Audit and Finance Committee prior to joining the full board in 2017.

I am now the Vice Chair of the Board of the Canadian Red Cross and Chair of the Governance Committee. This oversight role helps ensure that the Red Cross maintains the trust of its stakeholders. It is a privilege to use what I have learned in different roles and bring those skills to help support the organization and people that inspire me every day – the Red Cross staff, volunteers, and Tiffany Circle members.

# Planned Giving

The legacy of your lifetime is one of lives saved. A gift in your will, of any amount, means we can be there today, tomorrow, and long into the future. You can provide for loved ones and still leave a meaningful legacy. Discover the enduring impact a gift in your will can make.

The Canadian Red Cross has been helping people in need for over 120 years. You can make sure we are there for the next 120. You can make sure that future generations of women and children receive critical healthcare in disaster zones. You can help us be prepared for the diseases of the future and save lives.

Planning a will is a great opportunity. It allows you to consider where you wish to make an impact and how you can continue to support those in the future. A will can leave the best possible impact, and it can make sure that your humanitarian legacy is secure.

We know that leaving a gift in your will is incredibly personal to you. At the Canadian Red Cross we take planning very seriously, and can work to support whatever decision you may choose. We understand that it is a big decision and are available to discuss any details you. We can help you determine how to continue your support of the things you care about into the future.

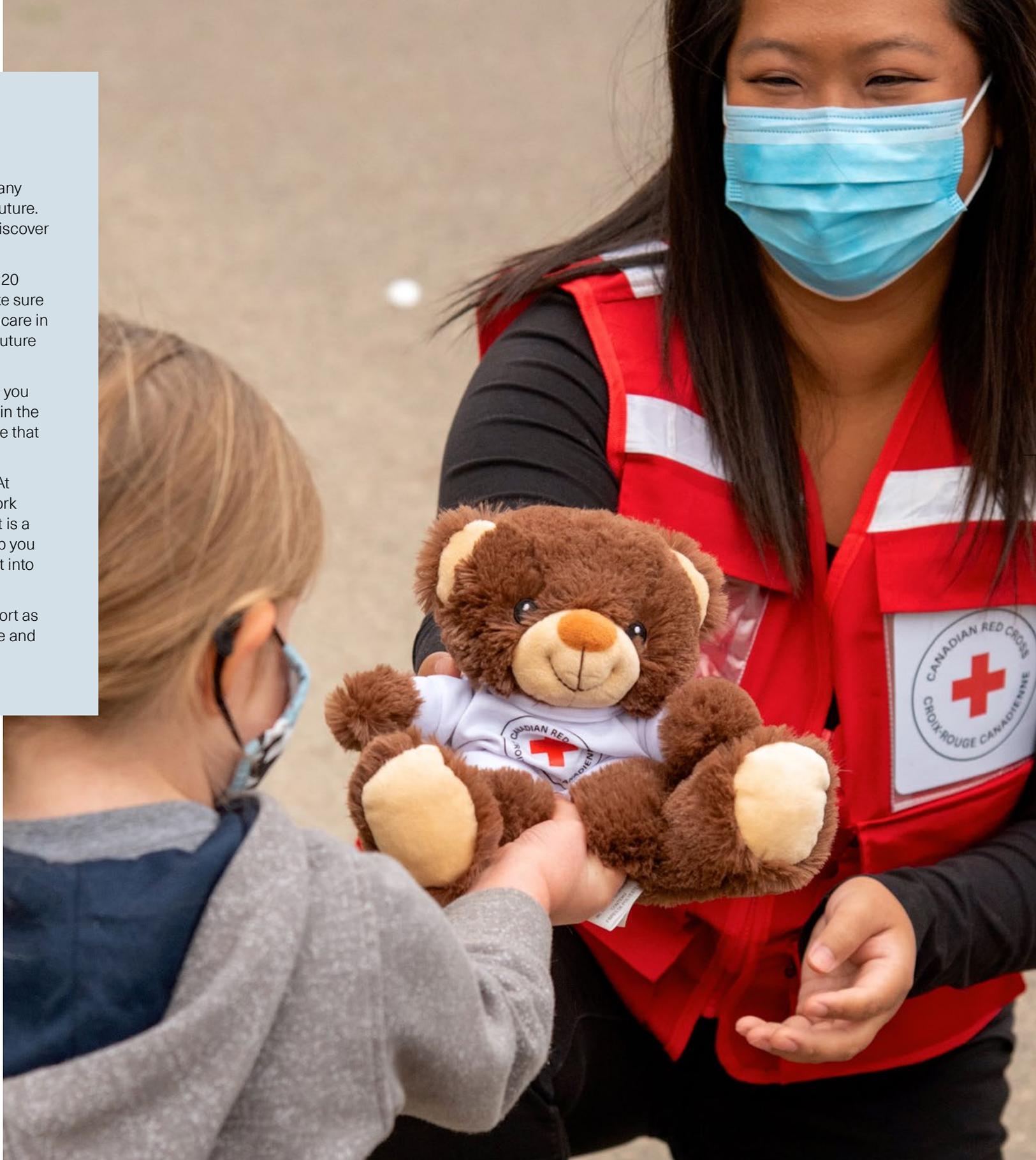
Support takes many different forms. We are so grateful for your support as a Tiffany Circle member, and thank you for choosing to give your time and energy to our humanitarian mission.

## LEGACY CHARM



The lily symbolizes peace, serenity and devotion. With this charm, the Red Cross honors the Tiffany Circle members who have chosen to advance the humanitarian mission by securing its future through a planned gift. These generous visionaries are realizing their devotion by leaving a lasting legacy.

If you are interested in learning more about leaving a gift in your will, please contact Lisa Tobias, Associate Director, Tiffany Circle, [Lisa.Tobias@redcross.ca](mailto:Lisa.Tobias@redcross.ca).



# Thank You

FOR YOUR GENEROSITY



**Dear Tiffany Circle,**

My what a year 2020 was. I congratulate you on your success last year despite the incredible challenges that Canadians face today.

Disasters don't wait, and over the last few years the Canadian Red Cross has seen an increase in overlapping seasons, with wildfires starting during hurricane season, ice storms and floods happening at the same time in different parts of the country, and of course this year, a global pandemic that overlaps all of these disasters and countless others, creating even more challenges.

It is thanks to inspiring people like yourselves that we have the power to respond to all these events with compassion, care, and expertise. Each lesson we've learned will inform our responses in the future, and with each mission you support, we are better prepared to face whatever it is that the future brings. Over the last year, Tiffany Circle has been a leader working in partnership with the CRC. You've raised more money to help more Canadians and more vulnerable people around the world, changing more lives for the better during a time when this support is the most critical. We are ready, because you are with us. We couldn't do this without you.

We are so grateful to Tiffany Circle members for the commitment, generosity and time you dedicate to our organization. The Red Cross is a family, and I am grateful that you have chosen to be a part of it.

Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Conrad Sauvé'. The signature is fluid and cursive, with a large initial 'C'.

**Conrad Sauvé**  
President and CEO,  
Canadian Red Cross



**Canadian  
Red Cross**



**Tiffany Circle**

WOMEN LEADING THROUGH PHILANTHROPY

[REDCROSS.CA/TIFFANYCIRCLE](https://redcross.ca/tiffanycircle)

Charitable #119219814RR0001