



# 2019-2020 Saskatchewan Report Back to the Community



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# A message from the Vice President



As the 2019-2020 fiscal year was coming to a close, the world changed.

With the declaration of a state of emergency in Saskatchewan due to the coronavirus on March 18, 2020, the Canadian Red

Cross quickly changed course to continue to support people by establishing new protocols to protect the health and safety of all involved.

When we look back at the pre-COVID-19 period of 2019-2020, the Red Cross in Saskatchewan saw many changes and successes. The Violence and Prevention program delivered training on the prevention of violence, bullying and abuse to 86,543 people, with nearly 16,000 youth reached by the Red Cross Ambassadors from the Saskatchewan Roughriders alone.

The Friendly Phone program that pairs volunteers with seniors for weekly phone calls to combat isolation and loneliness started a growth phase in 2019-2020 and has significantly expanded in the first quarter of 2020-2021. Work is underway to establish a secure funding source for this valuable program that is designed to help seniors stay in their homes longer.

Significant steps were also taken to continue to build effective relationships with Indigenous communities through developing partnerships, a highly successful recruiting initiative that attracted approximately 62 volunteers, providing disaster preparedness training and assisting with the development of response plans.

Once again, the Red Gala was a huge success, raising \$425,000 to support local Red Cross programs. A special thank you to the organizing committee, led by Murad Al-Katib – we could not have done it without you and your team!

We also saw great support from the community for both the 2019 Campaign for Kids Raffle – which

raised \$96,562 for Red Cross programs – and the 2019 Great Saskatchewan Red Cross Lottery which raised \$125,580.

We are sincerely grateful for the ongoing support of key partners in the private and public sectors, as well as all the families and individuals who contribute each year. Whether large or small, one-time or ongoing, your contributions help us mobilize the power of humanity to help the most vulnerable.

And simply stated, we would not be able to do any of this work without the more than 600 volunteers who gave nearly 8,500 hours in 2019-2020 to support those served by the Red Cross in Saskatchewan. My deepest gratitude for your commitment, your dedication and your humanity!

As the year came to an end, *pivot* quickly became the name of the game in a COVID-19 world. And pivot, we did. Everything that could go virtual was moved online including first aid and water safety training programs.

Among the early actions taken were moving to a remote response to support those displaced by house fires, providing supplies such as cots, blankets and nearly 600 cleaning kits to First Nation communities across the province, and increasing the number of seniors supported by the Friendly Phone program.

One of the great successes was the move to virtual presentations for youth, featuring Red Cross Ambassadors from the Saskatchewan Roughriders. Before COVID-19 hit, the ambassadors did 61 presentations. They pivoted to a Zoom-based presentation as a test with a Yorkton school and it was such a success that they did 44 more presentations to approximately 1,400 youths and families during the last three weeks of the school year!

I invite you to learn more about some of the accomplishments of the staff and volunteers with the Red Cross in the province. It has been both a successful and challenging year that will not soon be forgotten.

Kim MacLean  
Vice President – Saskatchewan (Interim)

# A message from the Executive Cabinet



The fundamental role of the Red Cross in Saskatchewan is to help and support people and communities in vulnerable situations by mobilizing the power of humanity.

Over the course of 2019-2020, help was delivered in the form of youth education, and emergency and disaster assistance. In addition, the support provided was expanded to empowerment and leadership programs for youth and northern communities.

In the early months of 2020 when the pandemic hit, Red Cross volunteers from many provinces, including Saskatchewan, were deployed to answer the call when Canadians coming home from abroad were mandated to isolate. Learning from that experience, the Red Cross in Saskatchewan adapted quickly to educate and safely fill a need for those who

were in self-isolation, in particular for those without the means to do so.

It is our view that Red Cross in Saskatchewan continues to evolve towards being increasingly focused and strategic, while continuing to remain flexible and available to help communities and governments in areas of basic human need.

As members of the Executive Cabinet, we look from the outside in to help fill gaps we see from our urban, rural, and northern Saskatchewan perspectives. In addition, we attend various Red Cross functions, Tiffany Circle events and share the numerous ways the Red Cross is working to support the people of this province, and beyond, in our collective networks.

We are always amazed at the amount of work being done by Red Cross staff and volunteers at the local, provincial, national and international levels. We would like to thank the local staff for preparing quarterly updates, asking hard questions, and taking our feedback to heart. It is an honour to be a serve as part of the Executive Cabinet.

Tami Wall, Chair  
Saskatchewan Executive Cabinet



## Members of the Executive Cabinet 2019-2020

From left to right: Tim Loftsgard, Maurice (Mo) Bundon, Eric Cline, Steve McLellan, Tami Wall (Chair), Dorothy Slawinski, Kimberly Stonechild, Lance Donison;  
Missing: Craig Reynolds

## Executive Cabinet The mandate of the cabinet is to:

- bring together prominent high-level supporters who endorse the work of Red Cross in Saskatchewan
- provide strategic perspective to the organization
- assist with expanding the network of corporate and individual support and stewardship

## Saskatchewan support shines in 2019-2020

From the largest corporate contributor to an individual buying a ticket for the Campaign for Kids Raffle, the people of Saskatchewan showed incredible support for the Red Cross in 2019-2020.

“Without the generous contributions from all sectors, we simply would not be able to provide emergency assistance after a disaster, violence prevention training for kids or the array of other support programs we offer,” said Luc Mullinder, Senior Manager of Corporate Partnerships and Philanthropy for the province.

Several initiatives led by the Saskatchewan philanthropy team successfully raised the funds needed to ensure the Red Cross is able to serve the needs of people in this province.

“All of the funds raised in Saskatchewan stay in Saskatchewan,” Mullinder explained.

Highlights include:

- The 2019 Red Gala organizing committee, led by Murad Al-Katib of AGT Foods and Ingredients, created an evening of glamour that raised \$425,000 for Violence Prevention and Emergency Management programs in the province.
- The 2019 Campaign for Kids Raffle and Great Saskatchewan Red Cross Lottery raised more than \$220,000 combined.
- The 2019 Walmart Canada campaign raised just over \$127,000, an increase of more than \$10,000 from the previous year.



Luc Mullinder (left) and Murad Al-Katib at the 2019 Red Gala.



The Canadian Red Cross Tiffany Circle gathered in Regina in November 2019 to celebrate eight years of dedication to making a difference in the lives of vulnerable people around the world. The Circle is a community of women philanthropists committed to furthering the humanitarian mission of the Canadian Red Cross locally, nationally, and around the world.

# 2019 Power of Humanity awards

Each year, the Canadian Red Cross honours the spirit of humanity in Saskatchewan by recognizing the contributions of local humanitarians at its annual Power of Humanity Awards in Regina and Power of Humanity Luncheon in Saskatoon.



Elaine and Peter Zakreski (left and centre) are 2019 Saskatoon Humanitarians of the Year and Kayla Brien (right) is the 2019 Young Humanitarian of the Year.

## Kayla Brien

*Selected for working to build a respectful, peaceful and thriving culturally diverse community in Saskatoon.*

Kayla has volunteered extensively with the Princess Shop to help young women and is a leadership volunteer with the Red Cross where she provides support to people affected by disasters.

## John Hopkins

*Selected for his dedication to helping others by promoting health and building peace through reconciliation.*

John was recognized for his dedication to helping those going through addiction recovery and to reconciliation as a founding member of Reconciliation Regina, organizing an annual Smudge Walk in Regina and working alongside Cowessess First Nation in a variety of ways.



John Hopkins, above, is the 2019 Regina Humanitarian of the Year.

Humanitarians of the Year

## Fast Fact



### *In Saskatchewan*

*More than 622 active volunteers contributed over 8,400 hours; 47 employees*

### *In Canada*

*More than 11,900 active volunteers; more than 2,400 employees, including casual staff & delegates; 1.2 million donors – including 80,000 monthly supporters.*

## New course helps First Nations to lead own emergency response

It provides a sense of control in a situation that is out of control. That's how Josephine Greyeyes describes the value of the first offering of the Canadian Red Cross Emergency Social Services (ESS) course in Saskatchewan in the fall of 2019.

The skills learned during the week-long training course held in Regina helped the Emergency Response Coordinator for the Lac La Ronge Indian Band Health Services to revamp the organization's emergency plan.

"It was important to understand the planning phase, the preparing phase, the mitigation and all risks associated, and what resources we have available to us and how we are best able to help our communities," she said.

The goal of the course is to help First Nation communities improve their level of preparedness to act quickly during disasters.

"We are helping them to build a plan for their community so they will have something they can use if there is an emergency situation," said John Halliday, Red Cross Emergency Management Coordinator for North West Saskatchewan, and course facilitator.

"At the end of the course, they have a plan in place that can be activated immediately if there is an emergency – they don't have to wait for the government or another agency to start a response," he said.

The approximately half dozen participants from Saskatchewan First Nations learned about the emergency planning process, strategies to protect their communities, how

to identify the effects of a disaster on a community and recognize the needs of those affected by a disaster, as well as factors to be considered when recovering from a disaster.



For Greyeyes, this training will ensure her organization is better prepared to deal with a crisis than it was in July 2015, when forest fires resulted in the evacuation of all six Lac La Ronge Indian Band communities. It was the largest evacuation in the province's history with approximately 13,000 forced from their homes and 5,000 of them taken to shelters in Regina, Saskatoon, Prince Albert and other centres.

In step with the ESS training, Greyeyes, also a Red Cross volunteer, is actively recruiting new Red Cross Emergency Response Team members in her communities.

"I think the best way to go about dealing with situations in our communities is to build capacity before an emergency ever happens. I think we are on the right track within our organization and within our communities," she explained.

"It empowers people to make decisions (when facing a crisis) rather than being told what they need or should do; they are able to have input and that gives people a sense of control in a situation that seems very out of control."

### Fast Fact



#### *In Saskatchewan*

*Hosted 426 evacuees from Pikangikum, Ontario, for two weeks following a forest fire that forced them from their homes.*

#### *In Canada*

*Responded to 17 large-scale disasters or emergencies in Canada; more than 6,640 people participated in disaster preparedness workshops.*

# A gift for those displaced by a personal disaster

It is the gift of time.

The time to figure out what to do next in the wake of a devastating house fire or flood.

For 207 families in Saskatchewan forced from their homes in 2019-2020, Canadian Red Cross Personal Disaster Assistance volunteers were there to help by giving a gift of time.

“As a first source of assistance to people, particularly with fires, I think it’s fairly significant,” Regina-based volunteer Dwaine Dornan said. “It gives them at least a few days to sort things out and see where they go from there.”

The assistance is providing accommodations, food and clothing or other required necessities, such as diapers, if needed, for up to 72 hours. The recipients are those displaced from their homes by a personal disaster, explained Jan Radwanski, Red Cross Emergency Management Coordinator for Saskatchewan’s South West region.

The Canadian Red Cross offers a wide range of services in the province such as violence prevention, first aid and water safety programs, but it is those involving the rapid response to disaster – big or small – for which the 124-year-old non-profit organization is perhaps best known.

“The Red Cross would not be able to offer a program like this without donor support and awareness of what this program is all about,” he said.

More than \$220,000 in assistance was provided to families as a result of 149 incidents across the province. From Arborfield to Zehner and 52 other communities in between, volunteers responded



when help was needed most.

For Dwaine and Barb Dornan, who have been married for 60 years and volunteering with the Red Cross for about two, this is an opportunity to give back.

“We have always supported the Red Cross financially – for years and years – because we feel that it meets the needs of a lot of people,” said Barb Dornan, who along with her husband is in her 80s.

In their experience, most of the people they have helped have little left. “Very often they have to leave in the middle of the night with very little,” Dwaine Dornan said. “Getting settled in a hotel gives them some time to figure out what next.”

## Fast Fact



### *In Saskatchewan*

*The Red Cross responded to 149 personal disaster incidents affecting 207 families, comprised of 661 individuals, in 54 communities across the province.*

### *In Canada*

*On average, the Canadian Red Cross responded to a disaster every three hours and assisted 184 Canadians daily.*

# Growing Red Cross program creates connection for isolated seniors



significantly over the remainder of the fiscal year. The number of contacts increased by 1,500 per cent from 25 visits in 2018-2019 to 376 calls in 2019-2020.

Among the seniors receiving support is Ruth, who has a visual impairment which makes it challenging to get around. “It brings me companionship, something to look forward to each week,” Ruth said about the program. “Conversation really brightens my day.”

When you drop a stone in water, the ripples radiate in all directions. In a similar fashion, the Red Cross Friendly Phone program begins by forging connections between two people, but the ripple effects of camaraderie and good will can be felt across the community. And it all begins with a simple phone call.

The Red Cross volunteer paired with Ruth is Gwen. She shares the senior’s enthusiasm and enjoyment of their time together. She especially enjoys reading to Ruth and notes that the uniqueness of the Friendly Phone program is that it provides valuable connection for both the volunteer and the participant.

The Red Cross Friendly Phone program pairs volunteers with seniors to provide support and needed referrals to services in the community. The goal of the program is to help seniors stay in their homes longer by reducing feelings of isolation and increasing their health and safety.

As of September 30, 2020, 36 volunteers provided support to 41 seniors during 639 calls. Program Coordinator Shawna Green expects that with stable funding, the program will just continue to grow in the future.

The phone version of this offering evolved from the Friendly Visiting program. Launched in November 2019 as a pilot to determine its viability as a phone-based program, it grew

“Moving to a phone-based outreach program has been incredibly successful,” she said. “Not only are we able to deal with the COVID-19 outbreak without missing a step, but we have been able to help build connections with so many more isolated seniors who need support.”

## Fast Fact



### *In Saskatchewan*

*Transformed from the Friendly Visiting program in November 2019, the Friendly Phone program increased the number of contacts with isolated seniors to 376 in 2019-2020 from 25 the previous fiscal year.*

*Twenty-six people volunteered 2,433 hours to the program, almost double of that contributed the year before.*

# Engaging creates empowerment for Black Lake communities

In January 2020, at the invitation of Black Lake Denesuline First Nation, a team from the Canadian Red Cross made the first of two trips to help build community resiliency for children, youth and adults.

What started with a request for workshops for youth related to building healthy relationships, positive social skills and violence prevention grew to be so much more. It became an illustrative example of the power of community engagement, an approach that the Red Cross in Saskatchewan has adopted.



Jorgen Hus, Lesley-Anne Morley, Dan Clark and Kelsi Prince (left to right) during January 2020 visit to Black Lake Denesuline Nation.

“After the initial request, we connected with many different community agencies and leadership including the Chief and administration, and the school and health director,” said Kelsi Prince, Red Cross Violence Prevention Senior Advisor, who made the visit along with Indigenous Swimming and Water Safety Program Manager Lesley-Anne Morley, and Dan Clark and Jorgen Hus, Red Cross Ambassadors and Saskatchewan Roughriders.

“It really was a holistic approach of identifying the strengths in the community, as well as what their vision was for the future, where they saw any gaps and then from there, we were able to frame programming needs,” Prince explained.

During the visit, representatives provided workshops such as building healthy relationships to Grade 1 to 6 students, a babysitting course for Grade 6 students, recreational activities for Grade 7 to 12 students, and hosted a community feast to explore what is currently working well and what additional supports may be of assistance.

Clark and Hus were able to spend a lot of time connecting with youth of all ages, particularly the older ones who played volleyball daily. “When kids find something they are passionate about, it really hits home and it stays home for them,” Clark said.

After being in the community for a few days and spending time playing sports with the youth, Clark said he could see that there was a connection and a growing trust with the kids. “The platform of the Red Cross allows us to reach the community, but also it allows us to spread messages about

healthy relationships and healthy and safe communities,” he said.

In addition to the training in schools, the Red Cross team met with several local community leaders and agencies to build connections, identify further needs and develop plans for on-going Red Cross programming.

This planning led to a second visit in March. With a focus on preparedness, several local volunteers were recruited and then provided two and a half days of training to become members of Red Cross Emergency Response and Personal Disaster Assistance teams.

“Those individuals are now able to respond as Red Cross volunteers when there is a house fire or other disaster and are also able to respond to the larger scale disasters like a forest fire,” Prince said.

Plans to return a third time to provide additional training such as Standard First Aid, Psychological First Aid, and water safety are on hold due to the COVID-19 pandemic; however, the Red Cross continues to work virtually with community leaders to provide programming.

“That’s at the heart of the Red Cross approach to community engagement,” Prince said. “It is community-led and based on their own strengths and capacity. It is about assisting where we can in building local capacity in areas where gaps have been identified by the community itself.”

# New Red Cross-certified youth leader building capacity



“This way the community can run the program at any time of year that suits their schedules.”

But for both Morley and Main this milestone is about much more than simply being able to teach the courses whenever needed. Instead, it’s a reflection of the change in philosophical approach the Red Cross is undergoing in Saskatchewan.

Whether the issue is emergency management or preparedness, first aid or water safety training, or the babysitting program, the

The long tradition of teaching babysitting and home safety programs to youth took a big step towards capacity building in one Saskatchewan First Nation in 2019-2020.

Patricia Main, a prevention worker with Flying Dust First Nation, became the first Red Cross-certified Youth Leader on a Saskatchewan First Nation, enabling her to teach the Babysitting and Stay Safe programs to youth in the community.

“It’s important to have that capacity mainly because then the community can take ownership as opposed to needing to wait on a third party to come in and deliver the training at certain times of the year,” said Lesley-Anne Morley, Manager of the Indigenous Swimming & Water Safety program.

move towards community engagement recognizes the expertise and strengths within a specific community and then provides any training and support needed for those community members to take the lead in the future.

Main praised this approach, saying it is empowering those in Indigenous communities to take a leadership role, something that is essential to model for youth.

“I really believe in the importance of mentorship because that was taught to me by my elders and different mentors when I was growing up. . . There are a lot of people within the Indigenous communities who are ready to learn and to roll with the programs,” she said.

“We are taking that ownership and being those role models.”

## Fast Fact



### *In Saskatchewan*

*More than 29,500 people completed a Red Cross First Aid course; nearly 52,000 attended Red Cross swimming and water safety programs.*

### *In Canada*

*Over 679,000 people learned first aid; more than 1 million attended swimming and water safety courses.*

# The power of creating change to prevent youth violence

For Scott McHenry there is nothing better than seeing the confidence build in a room of kids learning to facilitate violence prevention training for younger students in their own schools.

“When you get a bunch of motivated youth in one room, you can see how change is possible,” said the Red Cross Violence Prevention Facilitator.

“These youngsters are going to be the ones to create the change and are going to be those future leaders within their schools and within Saskatchewan,” McHenry said.

In 2019-2020, the Red Cross trained more than 250 Grade 7 and 8 youth facilitators across the province in two-day workshops focused on violence prevention, building healthy relationships and developing presentation skills. Then, with the support of an adult advisor, the students go back to their schools and teach the program to the younger kids.

“The kids are learning things for themselves about helping to keep safe, but there is a lot of really good research behind youth-to-youth teaching and the impact,” said McHenry.

In addition to these youth facilitator training sessions, Red Cross Ambassadors who are also Saskatchewan Roughriders players, did 61



presentations reaching nearly 16,000 students. Overall, more than 86,000 youth and adults participated in Red Cross training in a variety of formats, including virtually, following the outbreak of the COVID-19 pandemic.

After five years with the Red Cross as a youth facilitator, McHenry, a former Roughridger and Ambassador himself, said that the response from the kids makes the thousands of kilometres he travels every year all worth it.

“It’s pretty great to see when you bring like-minded kids together who are looking to learn something new and are really interested in teaching other kids,” he said.

“That is where the power is.”

### Fast Fact



#### *In Saskatchewan*

*Over 86,500 people participated in violence, bullying & abuse prevention training; Red Cross Ambassadors, who are also Saskatchewan Roughriders, gave 61 presentations, reaching almost 16,000 kids.*

#### *In Canada*

*Over 356,000 Canadians participated in Respect Education workshops.*



# Canadian Red Cross in Saskatchewan

## EMERGENCY MANAGEMENT



### **In Saskatchewan**

- Responded to 149 personal disaster incidents affecting 207 families, comprised of 661 individuals, in 54 communities across the province

### **In Canada**

- On average, the Canadian Red Cross responded to a disaster **every three hours** and assisted 184 Canadians daily
- Responded to 17 large-scale disasters or emergencies in Canada
- Provided more than 2,890 households with assistance following a personal disaster, such as a house fire
- Assisted over 67,180 Canadians who experienced disaster, including providing COVID-related assistance for 6,900 people (travel support, financial help, and people in self-isolation)

## DISASTER RECOVERY



### **In Saskatchewan**

- Hosted 426 evacuees from Pikangikum, Ontario, for two weeks following a forest fire that forced them from their homes

### **In Canada**

- Assisted impacted households, businesses and organizations in 9 disaster recovery operations across the country
- Supported over 1,700 households with housing repair, reconstruction and relocation assistance after being affected by a disaster
- More than 140 community organizations and service agencies received Red Cross support to assist with recovery efforts
- Over 330 small businesses affected by a disaster were provided with recovery assistance

## RISK RECOVERY AND DISASTER PREPAREDNESS



### **In Saskatchewan**

- Over 86,500 people participated in violence, bullying & abuse prevention training
- Red Cross Ambassadors, who are also Saskatchewan Roughriders, gave 61 presentations, reaching almost 16,000 kids.

### **In Canada**

- More than 6,640 people participated in Disaster Preparedness workshops
- Over 356,000 Canadians participated in Respect Education workshops

## COMMUNITY HEALTH & WELLNESS



### ***In Saskatchewan***

- *Provided support to 376 isolated seniors through the Friendly Phone program. Twenty-six people volunteered 2,433 hours to the program, almost double of that contributed the year before.*

### ***In Canada***

- *Provided more than 521,000 hours of home support for seniors and recovering patients*

## PREVENTION & SAFETY



### ***In Saskatchewan***

- *More than 29,500 people completed a Red Cross First Aid course*
- *Nearly 52,000 attended Red Cross swimming and water safety programs*

### ***In Canada***

- *Over 679,000 people learned first aid across Canada*
- *More than 1 million Canadians attended swimming and water safety courses*

## ORGANIZATIONAL CAPACITY



### ***In Saskatchewan***

- *More than 622 active volunteers contributed over 8,400 hours;*
- *47 employees*

### ***In Canada***

- *More than 11,900 active volunteers*
- *More than 2,400 employees (including casual staff & delegates)*

## INTERNATIONAL OPERATIONS



- *Provided more than 2.4 million people reached internationally through direct programming and in partnership with other National Societies*
- *1 field hospital Emergency Response Unit (ERU) and cholera treatment centre deployed to Mozambique, assisting 9,842 people*
- *More than 220 international aid workers deployed to 38 countries; another 43 trained workers were deployed to help within Canada*

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