



**British Columbia & Yukon
REPORT BACK
TO THE COMMUNITY**

2012-13



**CANADIAN
RED CROSS
CROIX-ROUGE
CANADIENNE**

MESSAGE FROM COUNCIL

Dear Canadian Red Cross Family



Andrew Callicum

President,
Coastal



Kalpna Solanki

President,
Lower Mainland



Peter Chau

President,
Southern Interior



Sheilagh Wilson

Past President,
Southern Interior



Dan Le

President, Northern B.C.
and Yukon

As we look back at another remarkable year, we can't help but notice an ongoing theme—strong communities. This past year has focused on building community participation which, in turn, builds commitment, strength and resiliency. Thanks to the hard work and dedication of Red Cross volunteers and staff, communities are better equipped to care for themselves after illness or injury and are better able to prevent violence, bullying and harassment in schools.

When we see the impact the work of Red Cross has on the lives of people in every corner of the province, the country and the world, we are constantly reminded that investing in communities is the most rewarding investment of all and leads to stronger communities everywhere. It has been truly inspiring to look back on this past year and be reminded of everything that all of you have accomplished.

Thank you.

MESSAGE FROM THE DIRECTOR



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A boy saves his choking mom's life. A community regains access to clean and safe drinking water. High school students champion, lead and train younger children in preventing bullying.

These are only a few of your accomplishments in 2012-13. And while I'm impressed with your work every day, it's at this time of year, when I reflect back on the year in its entirety, that my heart really soars.

You are the Red Cross. As a supporter, partner, volunteer or staff, you are the ones who move generosity and caring from a feeling in your heart to action in the community. You are the ones who make a difference in B.C. and the Yukon by being part of Red Cross humanitarian work. You are the ones who reach out to help others.

This Report Back to the Community 2012-13 touches on some of the highlights of the year but is a mere reflection of many more stories of service and compassion every moment of every day. Thank you for your commitment to serving others so selflessly – for bringing the principles of Red Cross to life.



Kimberley Nemrava

Director
B.C. & Yukon



DISASTER MANAGEMENT

Heavy rainfall in Sicamous led to a flash flood - damaging homes, businesses and the community's main water supply. Fifteen Red Cross volunteers devoted close to 600 hours to the community—providing water, food and help rebuilding homes.



A massive landslide in Johnson's Landing isolated half the remote community. Ten Red Cross volunteers devoted more than 400 hours helping residents get back on their feet. After the landslide wiped out the community's drinking water, Red Cross volunteers raised money and helped build a watershed.

“We had to evacuate immediately and leave almost everything behind,” said Sigrid Vanhaesebrouck. The banks of a creek had burst near the Vanhaesebroucks' property in Westbridge and water submerged two of three floors of their house. Red Cross provided the Vanhaesebroucks with the basics to help them get back on their feet and keep their goat dairy business afloat. **“I couldn't have rebuilt without the help of the Canadian Red Cross.”**



Red Cross has also been working hard to help British Columbians prepare for a major disaster. In October 2012, the Province of British Columbia and Red Cross signed an Auxiliary to Government agreement and an Emergency Response Unit memorandum of understanding.

The Auxiliary to Government agreement is one of the first of its kind in Canada. Through the agreement, Red Cross, Emergency Management B.C., the Ministry of Health and the Ministry of Social Development will work together to enhance emergency and disaster response capacity.

The Emergency Response Unit Agreement sets the stage for international Red Cross resources to be quickly moved into B.C. in case of a catastrophic disaster.



HUMANITARIAN ISSUES

Restoring Family Links

Since the early days of the International Red Cross and Red Crescent Movement, Restoring Family Links has been helping families re-establish contact after separation due to war, natural disasters, migration and other humanitarian crises.

Detention Monitoring

Through an agreement with the Canada Border Services Agency, a network of specially trained Red Cross volunteers carry out monitoring visits to detention centres in British Columbia to monitor conditions and treatment, access to legal safeguards and ensure contact with family is maintained.

First Contact

Through a 24/7 phone line, refugee claimants can access accurate information, referrals to appropriate agencies, and receive emergency services such as shelter, food and transportation.

“A truly memorable experience, Symposium has greatly impacted me in so many ways. It changed me and makes me want to be so much more involved in global issues.”

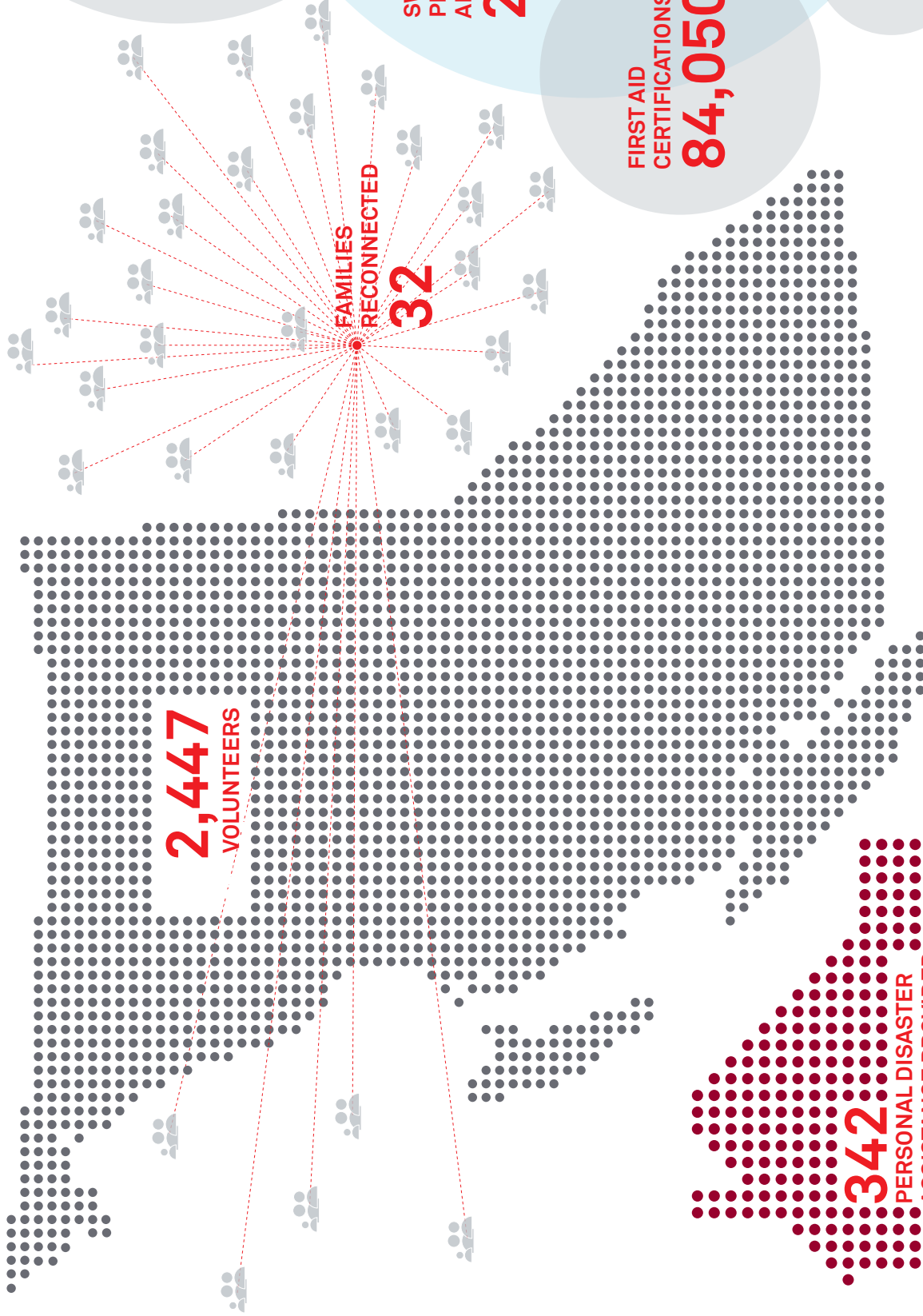
Many of the Humanitarian Issues Promotion events are run for youth, by youth. The events empower youth with knowledge about humanitarian crises all over the world and the tools to create positive changes in their communities. Global Issues Symposium for Youth, Humanity Strikes Back, CrossFire and the Students' Club Action Network continue to provide youth with opportunities train, learn and network.



B.C. & YUKON BY THE NUMBERS



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HEALTH & SOCIAL PROGRAMS



“I was unable to go outside my home for walks due to a brain tumor. The equipment allowed me to take small walks or go grocery shopping ... Thank you so much.”

Health Equipment Loan Program

The Red Cross Health Equipment Loan Program helps individuals return from the hospital sooner, helps seniors stay at home longer, and supports palliative patients who wish to spend their final days in the comfort of their own home. The program is volunteer-driven, community-based, and provides essential health equipment to individuals on a by-donation basis.

The Red Cross Health Equipment Loan Program meets the diverse needs of communities through four services: Short Term Loans of basic equipment, Health Equipment Loan *Plus* (short-term loans of advanced equipment, available on Vancouver Island and in the Fraser Health region), Aids to Independent Living (long-term or palliative care loans) and Children’s Medical Equipment Recycling and Loans (for specialized equipment).

In addition:

- Five centralized equipment distribution and cleaning centres opened with plans to introduce eight more centres next year—which will strengthen the cleaning, repair and distribution services across B.C.
- Thanks to the generous support of Vancouver Coastal Health, Interior Health and Northern Health, Red Cross will be able to expand the advanced Health Equipment Loan Program to those regions.



Family Support

When 15-month-old Madrona was diagnosed with a rare form of leukemia, she was airlifted to BC Children’s Hospital where she stayed for eight critical months.

“Family members helped a lot, but they couldn’t always be around,” said Michelle, Madrona’s mother. “So it meant so much to me when the Family Support volunteer knocked on my door, stayed and chatted, and watched Madrona while I had a shower or got a coffee. Their support throughout the eight months truly helped me cope.”

The Canadian Red Cross Family Support Program offers emotional, practical and emergency services to families whose children are staying at the BC Children’s Hospital.

COMMUNITY OUTREACH

Aboriginal Outreach

- Red Cross personnel are currently working with Tsawout, Tsartlip and Central Saanich Municipality to improve emergency preparedness through education, training and planning for disasters.
- During major floods in 2012, a Red Cross Disaster Management team travelled to the community of Daylu Dena (Lower Post, B.C.) to provide recovery support.
- In January, eight Walking the Prevention Circle Violence Prevention facilitators were trained thanks to funding from the B.C. First Nation Health Authority. These trainers are already delivering workshops to people throughout the province.
- In March 2013, Red Cross signed a Memorandum of Understanding with the St'at'imc Nation to increase community resiliency to disaster and medical emergencies.



“Red Cross stood with the Kaska Dena on-the-ground in time of great need. ... On behalf of Kaska Dena, thank you Red Cross for the help shown in our time of crisis.”

Deputy Chief Peter Stone of Daylu Dena of the Kaska Dena Council

VIOLENCE AND ABUSE PREVENTION

- The First Nations Health Authority awarded Red Cross a grant to train and mentor Aboriginal communities through Walking the Prevention Circle workshops.
- All secondary schools in the Nanaimo School District were trained in Beyond the Hurt, a Red Cross bullying prevention program.
- Red Cross launched www.imagenobullying.ca, an online resource for youth, teachers and parents with tips on bullying prevention.
- In partnership with Reel Youth, a film was created from the perspectives of youth who had experienced bullying, focusing on advice for parents. How To Help: A Youth Perspective in Bullying premiered at Vancity Theatre and was a sold-out event.
- The first-ever Beyond the Hurt Youth Facilitators conference, Culture of Action, hosted 88 youth from multiple high schools in the Lower Mainland.

“I really enjoy working with both younger and older kids, showing them that being different is okay and how we should accept one another.”

Jenna Mirau

As a Red Cross Youth Facilitator, Jenna helps train youth and adults on how to prevent bullying and how to safely intervene in bullying situations.

INJURY PREVENTION



“When I saw my mom choking, I knew exactly what to do. I don’t want to think about what could have happened if I wasn’t trained in first aid.”

11-year-old Connor McCarthy as he recounted how he bravely and calmly saved his mom’s life and accepted the Rescuer Award.

First Aid, Swimming and Water Safety

- With the financial support of Public Health Agency Canada, the Red Cross and Lifesaving Society partnered to develop and deliver Open Water Wisdom, a drowning and injury prevention initiative for remote communities across Canada.
- In year two of a three-year pilot program, the Red Cross Instructor delegation returned to Xiamen, China, to support program development with the Chinese Red Cross.
- Red Cross continued to mentor and train Instructors and Instructor Trainers in first aid in Port-au-Prince, Haiti.



SmartStart

SmartStart addresses the safety needs of multicultural communities in Canada by providing free workshops in first aid and personal disaster preparedness in 18 languages.

This year, in partnership with the Chinese Christian Mission Centre, SmartStart developed the Disaster Preparedness and Injury Prevention for Isolated Chinese-speaking Seniors project, funded by the New Horizon for Seniors Program. Fifteen senior volunteers visited 400 households of senior Chinese immigrants in the Richmond area and taught them how to improve safety in their homes and be properly prepared for an emergency or disaster.

FUND DEVELOPMENT

Red Cross wishes to thank and recognize our many generous donors and supporters. Your contributions and involvement in our communities is what helps us help others. We wouldn't be able to do our work without your support.

Kelowna Red Cross House – Building for Humanity campaign



**WE NEED YOUR HELP...
BECAUSE THE COMMUNITY
RELIES ON OURS.**

Last year, Red Cross volunteers and staff launched the \$3 million Building for Humanity campaign. This campaign will help Red Cross consolidate its programs and services into one state-of-the-art building, creating efficiencies, synergy and a stronger community presence.

Red Cross was very fortunate to have Anna Hunt-Binkley, a prominent local philanthropist, take on the role as campaign chair.

Also joining as honorary campaign chair was Sharon Shepherd, most well-known as former mayor of the City of Kelowna.

“The Red Cross has strong values, a proven track record and an unwavering commitment to those in need, not only locally but around the world,” says Hunt-Binkley.

“The needs in this community are growing and it is imperative that Red Cross be ready when disaster strikes. The tables are turned – this time, Red Cross needs you!”



Sharon Shepherd

Honorary Campaign Chair



Anna Hunt-Binkley

Campaign Chair

Tiffany Circle

The Tiffany Circle is a society of women leaders and philanthropists. By investing \$10,000 annually into their local Red Cross, these women follow in the footsteps of a long line of women leaders who have helped the Red Cross serve vulnerable people during times of war and peace.

The Canadian Red Cross Tiffany Circle was established in 2011 and this past January, we launched the B.C./Yukon Chapter. To learn more about Tiffany Circle, please visit

www.redcross.ca/tiffanycircle

“I’ve seen first-hand the tremendous impact our combined gifts of time, donations and expertise have had as they’ve provided crucial life-saving health and disaster services to some of the most vulnerable people in the world.”

Cydney Smythies, Co-Chair, Canadian Red Cross Tiffany Circle, B.C./Yukon



Honorary Canadian Tiffany Circle Chair, Mrs. Laureen Harper (centre), welcomes B.C. members Cydney Smythies (far right), and Anna Hunt-Binkley (2nd from right).

Our Supporters

Our heartfelt appreciation goes out to all Red Cross donors. The supporters listed here have supported local programs and services in B.C. and Yukon during this fiscal year. Individual donors have not been listed in order to respect their privacy.



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