

CANADIAN RED CROSS
Annual Report 2008-2009

100 YEARS OF CARING

One Hundred Years of Caring

While the origins of the **Red Cross** in Canada can be traced back to 1885 and the Northwest Rebellion, 2009 marks the centennial anniversary of the Canadian Parliament's passage of the *Canadian Red Cross Society Act* that legally established the Red Cross as the corporate body responsible for providing volunteer aid in Canada in accordance with the Geneva Conventions.

In many respects, the history of Canada is also the history of the Red Cross. Throughout the past century, millions of volunteers have provided assistance to millions of citizens during the landmark periods and specific events that have shaped our nation and the collective consciousness of its citizens. Through two world wars, the Canadian Red Cross performed the task of caring for battlefield wounded in uniform, the imprisoned and the civilian populations caught in the crossfire. The origins of our disaster management capacity can be traced to the Halifax explosion of 1917. With 1,950 deaths and over 9,000 injuries, it remains as the biggest single disaster in Canadian history.

We have also seen and been closely involved with large scale threats to public health in peace time such as the deadly Spanish influenza outbreak in 1918, and the polio epidemics of the 1920s and 30s. We were instrumental in creating the first health education programs for the public, and after the war we were deeply involved in public health through establishing outpost hospitals and nursing stations, home nursing classes, visiting housekeepers, nutrition services, and the establishment of courses in public health nursing at Canadian universities.

More recently, the Red Cross played a pivotal role in countless major events including the Mississauga train derailment, the SARS epidemic, Manitoba and the Saguenay floods, the ice storm, forest fires in British Columbia, and the reception of 33,000 stranded travellers from flights directed to Canada after US airspace was closed on September 11, 2001.

Common to these events – and a myriad of other situations – Red Cross volunteers and staff have distinguished themselves through a combination of professionalism, enthusiasm and, above all, an abiding concern for the welfare of their fellow citizens, the enduring basis for our next one hundred years.



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Fundamental Principles

The Fundamental Principles of the International Red Cross and Red Crescent Movement

As proclaimed by the 20th International
Conference of the Red Cross,
Vienna, 1965

Humanity

The **International Red Cross** and **Red Crescent Movement**, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, co-operation and lasting peace amongst all people.

Impartiality

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

Neutrality

In order to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

Independence

The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

Voluntary Service

It is a voluntary relief movement not prompted in any manner by desire for gain.

Unity

There can only be one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

Universality

The International Red Cross and Red Crescent Movement, in which all societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.

About Canadian Red Cross

The Canadian Red Cross is a non-profit, humanitarian organization dedicated to improving the situation of the most vulnerable in Canada and throughout the world.

The **Canadian Red Cross** is a member of the **International Red Cross and Red Crescent Movement** (the Movement), which includes the International Committee of the Red Cross, 187 national Red Cross and Red Crescent Societies and the International Federation of Red Cross and Red Crescent Societies.

With its national office in Ottawa, four zone offices (**Atlantic, Quebec, Ontario** and **Western Canada**) and regional or branch offices within each zone, the Canadian Red Cross assists millions of people around the world through its Disaster and Conflict, Health and Injury Prevention and Humanitarian Issues Programs as well as outreach programs tailored to meet the needs of individual communities across the country.

Our Mission

To improve the lives of vulnerable people by mobilizing the power of humanity in Canada and around the world.

Our Vision

The Canadian Red Cross is the leading humanitarian organization through which people voluntarily demonstrate their caring for others in need.

Our Duty as Auxiliary to Government

In May, 1909, the federal government passed the *Canadian Red Cross Society Act* which legally established the Society as auxiliary to the Canadian Public Authority in the humanitarian field and in accordance with the Geneva Conventions.

In keeping with the Fundamental Principles of the Movement, the Canadian Red Cross is committed to social justice and diversity.



Canadian Red Cross

CELEBRATING 100 YEARS | 1909-2009



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Message from the President



We are truly a family
working together to help
people.

One family, one Red Cross

To the Red Cross Family:

We truly are a family working together to help people – that is the essence of our existence and our actions. Each and every one of those actions counts: the Red Cross volunteer who gets up at 3 in the morning to go to a housefire and put a blanket on the shoulders of someone who was forced to leave their home in terrible circumstances. Or, those that overcome the barriers of time, distance and language to organize and assist with the distribution of relief supplies to thousands of people made homeless by an earthquake on the other side of the planet.

Throughout my own journey with the Red Cross as a volunteer, I have deeply admired the Red Cross and all it stands for. It is the same for those who, across the country, unwaveringly believes in the mission, principles and work of this international organization.

As Canadian institutions, corporations and private citizens manage through turbulent economic times, the Red Cross has been diligent in offering programs and services to deliver support to the most vulnerable among us. At the same time, our internal management is continually being evaluated to ensure the highest possible levels of accountability and governance.

Simply put, good governance is key to good work. Donors, partners, volunteers must be assured that the organization they support is well-run, responsible and transparent. It is my privilege to be associated with our volunteers and staff in making sure that we earn this support each and every day.

Thank you to our committed and motivated volunteers and staff. You are at the heart of the common bond that links us all — across this large country and around this world, which grows smaller every day.

Regards,

A handwritten signature in blue ink that reads "Mario Dionne". The signature is fluid and cursive.

Mario Dionne
President

Message from the Secretary General

A shared vision: One Red Cross – many ways to care

Dear Red Cross Supporter,

My first year as Secretary General of Canadian Red Cross has been exciting, challenging, and humbling, particularly as we enter our 100th anniversary in Canada.

I approach every day with the conviction that the work of the Red Cross in Canada and around the world is more relevant and essential than ever. This year, we witnessed this value most dramatically following the earthquake in China, the cyclone in Myanmar and the severe flooding in New Brunswick. Less noticed perhaps but no less important, is the work delivered by volunteers and staff every day throughout Canada and around the world .

The world is a place of constant change. The Red Cross must keep pace with change, identifying and dealing with new threats, new conditions and new issues as they arise. The Red Cross has an extraordinary capacity to respond and adapt to emerging events. To do so requires original thinking based on solid information, collaborative planning and creative partnerships that maximize the resources at our disposal.

In Canada, our generosity continues to impress the world. In 2008, Canada, through the Canadian Red Cross, was ranked as the highest donor to international appeals of the Red Cross and Red Crescent Movement. And, Canada was also a steady contributor of delegates to Red Cross missions around the world, second only to Switzerland. In this period of economic uncertainty, it is essential we ensure that those who can contribute either their time or their money are given the opportunity. And, that they remain confident that their Red Cross is efficient, accountable and effective.

If there is a theme to this report, it is the theme of my tenure: We are one Red Cross. It is the simple expression of how we see ourselves and how we want Canada and the world to see us: as a single entity committed to preventing and alleviating human suffering in whatever form it may take.

As we enter our second century, I know that the Canadian Red Cross is needed as much now as it ever has been in our past. And I am confident we will respond to that need.



Conrad Sauvé
Secretary General



The Red Cross has an extraordinary capacity to respond and adapt to emerging events.

1 Preventing Suffering

The Red Cross – regionally, nationally and globally – has for decades dedicated itself to finding or developing practises and procedures aimed at preventing suffering before it can occur.

There is an old adage that is perhaps more true today: “*An ounce of prevention is worth a pound of cure*”. While traumatic events will continue to be a part of the human experience, the extent of the suffering and loss can be reduced in whatever possible way using the most current techniques and processes.

How often have we heard or thought: “*It didn't have to turn out this way.*”

On a large scale, it is difficult not to wonder: “*What if the levees had held?*” Or “*What would have happened had there been an earthquake early warning system?*”

At the individual level, “*Would CPR training have saved that retiree while he was shopping?*” or “*Why wasn't that teenage girl fully aware of the risks of on-line predators?*”

The Red Cross – regionally, nationally and globally – has for decades dedicated itself to finding or developing practices and procedures aimed at preventing suffering before it can occur.

In some cases, a relatively small contribution – a \$7 mosquito net, for example – can make the difference between a needless death and a healthy family. In a larger sense, a cohesive National Disaster Management Plan will contribute immeasurably to reducing the impact of a natural or man-made calamity in this country.

This past year, the Red Cross, here and abroad, concentrated more thoroughly, taking tangible steps to mitigate the impact of disasters.



Disaster Management

CLIMATE CHANGE

The potential humanitarian impact of climate change remains as an important focus for the Canadian Red Cross. Our task is to look at the best information available and to act in light of that information. With over 6,400 volunteers in Canada, part of that task is to strengthen our responses based on where we think the demand will come from and what form that demand will take.

There has been a large world-wide increase in the number of disasters from between 200 and 250 in the period 1987-1997, to roughly double that in the years 2000-2007. This increase is caused almost entirely by natural disasters, mostly weather-related events. The number of devastating storms has doubled and disaster statistics show that floods are occurring more frequently and damaging larger areas than two decades ago. These troubling statistics are accompanied by an increase in socio-economic losses and in the number of people affected: on average, 250 million people a year, over the last decade. Unfortunately, while the number of natural disasters in 2008 was the lowest in a decade, the number of people reported killed was the second highest. This tells us that we are confronting a new and more deadly phenomenon demanding a more proactive, prevention-focused response.

In Canada, we've seen almost a 15-fold increase in natural disasters over the last century. While improved record-keeping may slightly affect the numbers, we have no choice but to accept the fact that natural disasters are occurring with increasing frequency and severity. Add to that, our country's demographics. Our population is growing older and migrating to urban centers. Natural events in largely populated areas will impact more people, threaten more infrastructure and do more damage in human and property terms than previously experienced. It also means that, proportionally the size of our response must grow.

The Canadian Red Cross believes that climate change is as much a humanitarian issue as it is environmental, political or economic. Red Cross and Red Crescent Societies around the globe have witnessed climate change at the very heart of their work in supporting vulnerable people. But preparedness goes beyond having the equipment to deal with a natural disaster. It is the understanding of often complex relationships among government agencies, emergency responders, other volunteer groups and affected people to ensure a rapid, coordinated response. It is the ability to raise and have on reserve adequate funds. And, it is the ability to train, prepare and mobilize volunteer and staff resources to respond appropriately.

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PLANNING FOR THE WORST

This past year a comprehensive operations plan was developed to enhance our capacity in the face of human-made and natural disasters and health risks in Canada.

A key element of the plan included identifying risks in Canada resulting from climate change and other events outlined in the "*Disaster Management Capacity Hazard Assessment Tool*" (*DMCHAT*). The *DMCHAT* tool has been in place for several years but continued to be refined this past year to reflect emerging trends. *DMCHAT* will allow the Canadian Red Cross to make sound decisions based on an assessment of risks, hazards and a community's ability to respond.

DMCHAT is a state-of-the-art modelling tool, created by the Canadian Red Cross, to proactively prepare a detailed “business case” for the costing and benefit analysis of allocating people and materiel to where they can do the most good.

Ready When the Time Comes (RWTC) is a program being introduced across Canada after a successful pilot in Atlantic Canada. Corporate sector partners and their staff will be trained, engaged and ready to help in times of disaster. By forging relationships with selected corporations, the Canadian Red Cross is building its ability to prepare for and respond to disasters by establishing a broad network of volunteers through existing work forces.

RWTC volunteers serve, in effect, as “reserves” that can be called upon, on short notice, when the Canadian Red Cross requires surge capacity. *RWTC* will be the vehicle to build, direct, and sustain this surge capacity to ensure we have the right people in the right place at the right time.

Through the generous financial and resource support of the J Armand Bombardier Foundation and the McConnell Foundation, *RWTC* expanded this year to Quebec. Country-wide, the Red Cross' goal is to have service agreements with all municipalities with populations over 125,000 by the end of 2010 and an auxiliary volunteer force of an additional 6,100 trained volunteers by 2011.

Currently, Ackland-Grainger, RBC Financial Group, Bombardier, Alcan, Rona, Pratt & Whitney and Sask Co-op are participating in this program, which will expand over time.



An important adjunct to RWTC is outreach to other groups who, in turn, can assist their communities. Building on previously established relationships, Girl Guides across Ontario are receiving first aid training. Also in Ontario, we are using a “train the trainer” approach in working with support personnel from Ontario March of Dimes to meet the specific needs of their clients should a disaster occur. While the best disaster plan is always the one you don't have to use, the Red Cross understands the high probability of such events occurring here and is confident that our preparation efforts will result in a truly significant reduction in suffering and loss when these events do take place.

DISASTER RISK REDUCTION

The aim of Disaster Risk Reduction is to build safer, more resilient communities and is a strategic priority of the Canadian Red Cross internationally. Through experience, we have identified ways to achieve this in the after-math of a disaster.

Volunteer Profile TODD WEISS

Todd Weiss knows firsthand about the resilience of people in the face of disaster. As a 20-year veteran of the Edmonton Fire Department, Weiss had seen more than his share of disasters. But he was still missing something.

“I would look at the faces of the people standing wrapped in a Red Cross blanket and wonder... ‘where will they sleep tonight?’” said Weiss. “I had a bit of an empty feeling not knowing what happened next.”

That’s what drew him to volunteer with the Red Cross Disaster Management team. For 16 years now, Weiss has been a key member of the emergency response community not only in Edmonton, but also across the continent. In addition to serving locally, he has managed a shelter in Louisiana after Hurricane Katrina, supported emergency responders in New York after September 11th, 2001 and helped Kosovar refugees in Nova Scotia and more.

This past year, Weiss was awarded the *Canadian Red Cross Distinguished Service Award* for his volunteer dedication and leadership.





This includes early warning systems and structural work such as mangrove plantations, cyclone shelters and disaster resistant construction. It also means preparing communities through training, education and awareness. During tsunami re-building efforts this year, permanent homes were built to meet or exceed construction standards for earthquake zones. The Canadian Red Cross also supported a project to establish a radio-based early warning system for the Indonesian Red Cross Society (PMI) branch offices in Aceh province and on Nias Island. The system will allow PMI to receive disaster alerts and disseminate these to vulnerable communities and decision makers. And, we support local Red Cross initiatives in community training.

Humanitarian Consequences

NEW THREATS, NEW RESPONSES

Understanding an issue or development is the first step towards successfully dealing with it.

Understanding an issue or development is the first step towards successfully dealing with it. This year, the Canadian Red Cross established a Humanitarian Issues Unit to study emerging concerns and developments, which will have a significant impact on humanitarian policy in Canada and around the world.

The Canadian Red Cross actively participated in a reference group for a Movement-wide policy on migration. The Canadian Red Cross has an important voice to bring to this issue as one in four people in Canada were born in another country.

Two seminars were co-sponsored. The seminars focused on the changing face of warfare and the ethical and practical considerations created by the increasing use of privately contracted military personnel and urban violence. Part of *On The Edges Of Conflict*, a joint initiative of the Canadian Red Cross and University of British Columbia's Liu Institute for Global Issues, explored international humanitarian law and the emerging challenges of modern day conflict, not as an academic exercise but as a difficult new reality that must be confronted.

On the other side of the country, the fourth annual International Humanitarian Law conference was held at Dalhousie University in Halifax in the fall of 2008. Pulitzer Prize-winning journalist and author Roy Gutman whose books explore the media's role in reporting on wars and conflicts, addressed the 4th annual International Humanitarian Law conference co-hosted by the Canadian Red Cross and the Social Activist Law Students Association at Dalhousie University in Halifax. Panel discussions focused on the challenges of contemporary conflict and torture as an abuse of human rights.



EVEN WARS HAVE LIMITS

Even Wars Have Limits is a program that explores the humanitarian consequences of war. The program educates Canadians and promotes advocacy on humanitarian issues during war and conflict. In 2008, Even Wars Have Limits offered both ideas and opportunities to get active and involve in limiting the destructive affects of modern war.

A country-wide awareness campaign on cluster munitions was initiated to encourage the Canadian government to sign the Convention on Cluster Munitions. Red Cross volunteers and staff collected thousands of postcards which were brought to the attention of Members of Parliament.

Cluster bombs can be launched from air or ground and contain hundreds to thousands of sub munitions or 'bomblets'. The bomblets have a high failure rate, and many may remain armed yet unexploded on the ground long after armed conflict has ended. These bomblets pose a significant risk to civilians. Children are at risk as they are often drawn to pick-up these small, colourful objects. Farmers are impeded from working their fields and the bomblets can block access to basic necessities such as food, water, fuel, schools, markets, health care and other essential services.

On December 3, 2008 in Oslo, Norway, representatives of States from around the globe, including representatives from the Government of Canada, signed the Convention on Cluster Munitions. This historic agreement prohibits the use, production, stockpiling and transfer of cluster munitions, which have caused widespread civilian casualties. It also requires States' Parties to destroy their stockpiles, clear unexploded remnants, and assist victims.

DETENTION MONITORING

As an extension of our broader humanitarian mandate and concern for potentially vulnerable people in Canada and around the world, the Canadian Red Cross is taking steps to protect the basic rights of persons detained under the *Immigration and Refugee Protection Act*.

Through an agreement with the Canadian government, the Red Cross monitors the conditions of detained foreign nationals who may be children, survivors of armed conflict or torture, victimized as part of smuggling and human trafficking and often unable to speak either French or English.

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Violence & Abuse Prevention

RespectED:

It has been 25 years since the Canadian Red Cross office in Vancouver was asked to take on a local child abuse prevention program. Today, this initiative has grown into *RespectED*, a multifaceted, Canada-wide prevention education service that is helping keep young people safer from harm around the world.

RespectED's silver anniversary provides an opportunity to look at how prevention education is making a difference. Twenty-five communities across Canada and internationally have been selected to help us explore what has been achieved, and what challenges still lie ahead.

In Canada, RespectED continues to build on its success. In 2008-09, more than 220,000 children and youth participated in presentations on abuse, relationship violence and bullying, representing a 5.8% increase over the previous year. Adult participation increased by 66% with over 60,000 adults taking part in education and training programs.

Relationships with Aboriginal communities were expanded. Currently, Red Cross is working with 85 communities across the country to help adults understand the complex issues surrounding abuse and violence in an Aboriginal context, and to build capacity to deliver prevention education to youth. In 2008, 46 new facilitators for Walking the Prevention Circle were trained, mentored and certified to deliver the program.

Our bullying prevention program, *Beyond the Hurt* has been highly successful across the country and 1,196 youth were certified as peer facilitators. In Vancouver, the program was recognized with a United Way *Celebration of Community Award* that included a grant.



Volunteer Profile TERRELLYN FEARN

Profile of a Prevention Educator

Terrellyn Fearn is the Canadian Red Cross Coordinator for Aboriginal programs in Ontario. A Master Trainer with RespectED since 2005, she has worked with many Aboriginal and non-Aboriginal communities, organizations, and governments throughout Canada. Much of her work is rooted in bridging cultures and improving resilience in children, young people and families.

Terrellyn was born a member of Shubenacadie First Nation in Nova Scotia and currently lives in Aurora, Ontario. She says her Mi' kmaq heritage and commitment to First Nations issues inspires her to bring forth positive change for Aboriginal people. *“Each individual has the potential to create positive change within his or her own life by embracing his or her culture. Personal wellness is rooted in learning who you are and where you come from.”* She adds that it is a privilege to work with so many Aboriginal families, professionals, elders, traditional people, and youth throughout her journey.



ABUSE AND VIOLENCE PREVENTION ON THE WORLD STAGE

The Canadian Red Cross is considered the leader on child protection issues within the International Federation of Red Cross and Red Crescent Societies, which named violence as one of its four core focuses as it implements its *Strategy 2020*. Increasingly the Canadian expertise in this area is being put to good use around the globe.

The Canadian Red Cross co-steers a network of 25 National Societies with the goal of creating a global strategy on violence prevention, mitigation and response.

In 2008, a personal safety program for children and youth called *Be Safe!* was launched in Sri Lanka and Guyana. More than 5,000 children/youth and over 11, 000 adults were reached in this inaugural year.



Individuals from government agencies, schools and NGOs became master trainers. Evaluations show positive changes in knowledge, skills and attitudes of adult learners.

The Canadian Red Cross is committed to creating safe environments within all our programs and services. Honoring international pledges, and a 2008 Board of Governors' Declaration, we implemented a risk assessment and analysis this past year. This ongoing project will ensure we reach for the goal of safe environments, free of bullying, harassment and abuse, for all our beneficiaries and personnel.

Injury Prevention

Water Safety

Since 1946, when we first offered a water safety program in Prince Edward Island to prevent drowning incidents, the courses have become a mainstay of the Canadian Red Cross and often the first introduction our children have to the organization.

Red Cross swimming and water safety programs continue to reach more than one million Canadians each year. In 2008, Red Cross took a new direction in increasing the number of options for Canadians to participate in aquatics. Red Cross Swim @ School – a new program for school swimming lessons that combines safety training with skill development ensured an additional 20,000 Canadian children had fun while learning.

This year, we also launched new program options; Red Cross Swim Basics and Red Cross Swim Strokes. Through these courses, adults and teens gain swimming skills as a cornerstone of safe aquatic recreation. We also introduced Red Cross Swim Sports, the unique fun program designed for teens to encourage participation in a variety of aquatic sports.

At our instructor level, we introduced a method for former Red Cross Water Safety Instructors to re-engage and share their love of swimming. Our current instructor base was offered new resources to support teaching the new programming options for adults and teens.

I love to teach Red Cross
Swim Sport. It is so much
fun and I find myself getting
excited to teach it...

Alison Johnson

Red Cross WSI
Town of Aurora, Ontario



Workplace Injury Prevention

Red Cross hosted another very successful webinar in the fall on “*Top Injury Prevention Strategies for Canadian Workplaces*” to a live audience of almost 500 and several hundred for our archived webcast.

In conjunction with our partner the Canadian Medical Association, Red Cross also developed a series of posters to help workplaces promote the prevention of disease transmission with messages on simple yet effective prevention strategies.

FIRST AID

Red Cross First Aid programs continue to grow, reaching almost half a million Canadians in 2008-2009. Internationally, we support, train and fund other national societies offering Red Cross first aid training to their citizens.

This year in Canada, saw the complete revision to the Red Cross First Responder, Emergency Medical Responder, Marine Advanced and Marine Basic First Aid and Oxygen Administration programs. The Red Cross Emergency Care Manual is the only Canadian manual that meets all the Paramedic Association of Canada National Occupational Competency Profiles for the practitioner level of Emergency Medical Responder. Containing the most recent treatment protocols, this manual has re-established Red Cross' advanced first aid and pre-hospital care programs in the Canadian market.

We delivered more courses to more remote areas in western and northern Canada than ever before through authorized and certified providers. Frequently working with first nations groups, 6,397 residents of Yukon, Nunavut, and the North West Territories took first aid and water safety courses, a valuable asset in an often inhospitable climate.

In addition to training, the Red Cross often takes the lead role in supplying direct first-aid services to large events such as it did by co-ordinating first aid volunteers who worked 6500 hours, side-by-side with thousands of tourists attending the celebrations of Quebec City's 400th anniversary. These specially trained volunteers offered their time and talents over a four-month period at every major event and show on the Plains of Abraham and throughout the city during the celebrations.

The importance of AEDs can't be emphasized enough,” says **Rick Caissie**, National Injury Prevention Director for the Canadian Red Cross.

“Prompt use of an AED following sudden cardiac arrest greatly increases a person's chance of survival.”



The Canadian Red Cross offers CPR training to over 470,000 Canadians a year.

The Canadian Red Cross also offers first aid and CPR training to over 470,000 Canadians each year and 2008-2009 was no different. CPR training was actively promoted year round, with a special focus during CPR month in November 2008. And, Automated External Defibrillator machines (AEDs) were made available in all Red Cross offices across Canada this year, strengthening our leadership position as training and safety experts.

Health

MALARIA PREVENTION

In 2008, with the support of the Canadian Red Cross and international partners,

Canada is a leader in malaria prevention. In 2008, with the support of the Canadian Red Cross and international partners, Ministries of Health in Togo and Nigeria distributed 1.4 million insecticide-treated mosquito nets to families with children under five years old. The distributions were coupled with measles and polio vaccinations, vitamin A supplements and deworming tablets.

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Under the banner of the *Malaria Bites* campaign, Red Cross volunteers and staff across Canada continued to raise awareness and generated funds through the sale of \$7 bed nets and matching funds from the Pindoff Foundation. Since the programs' inception, the government of Canada has contributed over \$46 million to the Canadian Red Cross and over 6.3 million nets have been distributed in nine countries through local health authorities.



MOTHER CHILD HEALTH

Every year, 10.5 million children die before their fifth birthday. Worldwide, over 530,000 women die every year as a result of complications during pregnancy or childbirth. In stark contrast to Canada, a woman living in a poor country is 100 times more likely to die during pregnancy or childbirth.

The Canadian Red Cross is committed to achieving the United Nations' Millennium Development Goals; reduce preventable deaths of children under five, improve maternal health, combat the spread of HIV/AIDS, malaria and tuberculosis, achieve universal primary education, eradicate extreme poverty and ensure gender equality and environmental sustainability by 2015.

Active in Mother Child Health since 1997, our programs continued this year in 20 countries. We dedicated close to \$18 Million toward health and hygiene interventions. This included maternal and child health care, water and sanitation, HIV, child protection and injury prevention. In conjunction with malaria prevention, we delivered community based health awareness programs and supported local health authorities in delivering essential services like immunization, nutrition promotion/growth monitoring, and antenatal care.

HELP

The *Health Equipment Loan Program* has evolved over the decades. Starting as a community based volunteer network of equipment loans, it has evolved and offers specialized medical equipment programs designed to enhance mobility and recovery. This year, programs across the country were consolidated under one banner and a new brand for the program was launched.

The Red Cross has given me the information I need to help my child grow up healthy and strong. As a mother – that is the greatest gift I could ever ask for.

Suneetha Tharushani

CRC Mother child health beneficiary
Sri Lanka



Volunteer Profile DENISE STUBBERT-KAISER

Denise Stubbert-Kaiser found the perfect volunteer opportunity with HELP in Nova Scotia.

Like many Health Equipment Loan Program (HELP) volunteers, Denise Stubbert-Kaiser found the Red Cross to be a perfect fit.

"I had spare time I could put to good use and the Red Cross was a well-known organization that has helped a lot of people including many I know," explains Stubbert-Kaiser.

She's been volunteering weekly since 2007 in Dartmouth, N.S., and sees first-hand how much clients appreciate the Red Cross program.

"It costs a lot of money to be ill. Especially with things like cancer Treatments and other medications, many people just cannot afford to buy all the equipment they need," says Stubbert-Kaiser. *"Being able to borrow from us is an enormous help."*

This year, the Canadian Red Cross remained as the largest provider of home care and personal support services in Ontario and continued to offer programs in New Brunswick and Nova Scotia.

COMMUNITY HEALTH SERVICES

The Red Cross has over 4000 home care workers in Canada. This year, the Canadian Red Cross remained as the largest provider of home care and personal support services in Ontario. Over 3,000 workers provide clients with personal care, home management, respite and companion care services. *Meals on Wheels*, Transportation Services and the Health Equipment Loan program are also provided under the same banner through the work of 2000 volunteers.

Aging at Home has been identified as an important strategy by government and the medical community in the management of health care. The compassionate care provided by Red Cross Community Support Workers assists people during vulnerable times, whether due to age, illness or disability, and enables them to continue living at home with dignity.



The Canadian Red Cross is accredited through *Accreditation Canada*, the organization that sets national quality standards for health care providers.

Volunteer Profile MICHELLE SYLVESTER

Every week, 27-year-old **Michelle Sylvester** uses the Canadian Red Cross transportation program to make the half-hour journey to her medical appointments.

Michelle has Ehlers-Danlos Syndrome, a rare connective tissue disorder that affects the skin, joints and blood vessel walls. Without the volunteer-supported Red Cross transportation program, she would not be able to travel to her appointments.

Her family is so grateful for the program that they began volunteering with Red Cross as a way to give back. Michelle, her mom Carole and Sister Lynn all contribute their time with the local branch in their hometown of St. Thomas, Ontario.



2 Alleviating Suffering

The core strength of the Red Cross is its ability to respond to man-made and natural disasters – quickly and comprehensively.

In a perfect world, *all* suffering could be prevented; in ours, however, despite best efforts, millions of our fellow citizens are deeply and often tragically affected by events not of their doing.

Canada enjoys a level of prosperity, peace and stability that is virtually unmatched in the world. From this position of good fortune, we believe and know the vast majority of Canadians deem that we all have the responsibility to see to the well-being of our fellow global citizens, many of whom live in unimaginable circumstances. They must deal with everything from armed conflict, to lethal air and water borne diseases, to the lack of the basic necessities of drinkable water, clean air, and sufficient food. This harsh, daily reality is made all the worse by regularly occurring natural disasters – hurricanes, cyclones, earthquakes, tsunamis – which spare our country.

Often, suffering unfolds on a deeply personal level. It's been said that even large-scale disasters are but a collection of individual stories of suffering and hardship.

The core strength of the Red Cross is its ability to respond to man-made and natural disasters – quickly and comprehensively. Each year reveals disasters and conflict in a variety of locations all demanding humanitarian relief. 2008-2009 was no different.



Disaster Around the World

The Canadian Red Cross has a long-standing relationship with the American Red Cross, sharing resources and volunteers where required. In 2008, we responded to a request from the American Red Cross and deployed trained and experienced Canadian Red Cross volunteers to Texas following Hurricane Ike. The volunteers provided support with logistics, staffing and shelter management.

As a result of the same hurricane season, we supported recovery work after 50,000 homes were destroyed and many more damaged in Haiti, Cuba and other Caribbean countries. Thanks to our donors, volunteers, staff and the Government of Canada, the Canadian Red Cross helped provide essentials like emergency shelters, clean water and sanitation services, psychosocial support and medicine. Our work continued throughout 2008-2009, building on a long established presence and relationships.

In China, the Red Cross has brought urgently needed relief to over one million earthquake survivors, due in large part to the tireless work of over 180,000 Chinese Red Cross volunteers who provided first aid and relief to those in need. The Canadian Red Cross responded immediately in the after-math of the 2008 earthquake, raising funds and deploying aid workers. In fact, Canadian Red Cross aid worker Yunhong Zhang led the International Red Cross relief efforts in the region. Additionally, the Canadian Red Cross delivered over 7,000 tents and supported the delivery of an additional 700 tents from the Canadian International Development Agency as temporary shelter for thousands of families left homeless by the earthquake.

In response to the devastating cyclone in Myanmar, 27,000 Red Cross volunteers and staff have reached over half a million people with water, food, shelter, and relief items. The Canadian Red Cross provided logistical aid to Myanmar and sent over 2,500 tonnes of relief supplies. We also supported the distribution of 2,000 shelter kits from the Government of Canada. These kits, distributed by local Red Cross volunteers, provided urgently needed shelter for up to 10,000 people in the disaster zone.

The Canadian Red Cross has a long-standing relationship with the American Red Cross, sharing resources and volunteers where required.

"I hope Canadians feel proud of how their support has helped give youth like us a brighter future."

Yodesh Krishnamaurtny

Livelihoods beneficiary

Sri Lanka



Marie-Claude Élie a nurse with the Canadian Red Cross, worked alongside Haitian National Red Cross staff and volunteers to help people affected by deadly hurricanes and the collapse of a school in Gonaïves.

Volunteer Profile MARIE-CLAUDE ÉLIE

After three hurricanes devastated Haiti in 2008 and a difficult relief operation, **Marie-Claude Élie** left the emergency areas in Gonaïves when she heard sirens. Élie, a Canadian Red Cross nurse from Montreal, climbed on the roof of her hotel and saw a cloud of smoke and dust enveloping the city. A school had collapsed. On reaching the school, she found many children and adults buried under rubble crying for help. Amid the general panic, Élie remained calm and began to lead the rescue operation.

“What seems really heroic to me is that she remained four hours under a very unstable structure, attending to injured children, in spite of warnings that she was risking her life,” said Jean-Pierre Taschereau, disaster management delegate with the International Federation’s Pan American Disaster Response Unit (PADRU).

“Until the rescue teams could get there, she devised a system of tubes to get water to people trapped under the rubble. She saved the lives of many Haitians that day. She also set an example for all of us, her colleagues.”

The case of Élie and her fellow volunteers who worked to rescue people highlights not only the Red Cross Red Crescent spirit of assistance, it also shows the vulnerability of countries like Haiti to nature’s wrath.



From Tsunami to Recovery

December 26, 2008, marked the four year anniversary of one of the most devastating natural disasters in the world. A powerful earthquake off the coast of northern Sumatra triggered massive walls of waves, tsunamis that smashed into thousands of kilometres of coastline around the Indian Ocean rim killing more than 225,000 and impacting the lives of millions. The Canadian response was extraordinary. Four years later, Canadian donations have helped re-build entire communities. 4,228 homes were built in 2008-2009. community centres, roads and sanitation systems were also built. But the work has not ended.

Fund-raising efforts for victims of the tsunami were un-precedented. Over \$385 million was raised in a one-month period. Of these funds, 79% of project spending was completed in 2008-2009 and the balance will be dedicated to building stronger communities through Disaster Risk Reduction projects.

\$192 M	Donations from generous Canadians
\$131.8 M	Federal government matching funds through the Canadian International Development Agency
\$19.3 M	Provincial government contributions
\$19.2 M	Corporate contributions
\$22.7 M	Investment income

Where Your Dollars have been spent (to date)		*M = Millions
\$130.8 M	Indonesia	
\$46.8 M	Sri Lanka	
\$16.5 M	Maldives	
\$10.5 M	India, Africa and overall regional	
\$12.5 M	Support to ICRC in conflict areas	
\$63.1 M	IFRC	
\$10.8 M	Program costs	
\$10.3 M	Fundraising	
\$301.3 M	TOTAL	

“The people of Canada have helped us through this difficult time to help us rebuild our lives. And in the same way, we also should help other people in their times of difficulty. This is the real example of what the Canadian people have done to guide us in the future.”

Sri Banun
Housing beneficiary
Indonesia



At home, 2008-2009 saw the Red Cross respond to a number of serious weather-related events and personal disasters.

Disasters in Canada

During the spring and summer of 2008, the St. John River flooded in New Brunswick, and forest fires in the Halifax area required evacuation of hundreds of homeowners. All four Maritime Provinces also suffered the effects of Tropical Storms Hanna and Kyle, two of the most powerful storms in recent history.

To handle these events and to be ready for the forecasted increase in tropical storm activity, the Red Cross has established and strategically located 15 mobile warehouses throughout Atlantic Canada. These 10, 14 and 16-foot utility trailers hold enough supplies and equipment to support up to 350 people in the field following a disaster, providing all of the tools necessary to do their work.

When spring floods reached emergency levels in the James Bay area, the Red Cross received, registered and sheltered more than 1200 evacuees to be hosted in several northern and south-western Ontario communities. Red Cross workers in northern Saskatchewan helped move 8,000 people out of harm's way of forest fires, re-locating the evacuees as far south as Regina for a 12-day period.

In March of 2009, the threat of flooding in southern Manitoba from the Red River and its tributaries seemed imminent. Based on the knowledge of past flooding, including the severe damage and hardship caused during flooding in 1997, the Red Cross began proactive public engagement with an emphasis on personal readiness.

In Quebec, the number of disasters as well as the number of those impacted has grown steadily in the past five years. For 2008-2009, Red Cross teams have assisted in over 1,002 incidents, an increase of 22% over the previous year. On average, Red Cross volunteers help disaster victims every nine hours in Quebec.

Red Cross public education activities increased this past year with an emphasis on personal readiness. Families are being told of the necessity of preparing emergency kits, which can sustain them for 72 hours, freeing up the valuable time of first responders who can then concentrate on more vulnerable segments of the population.



RESTORING FAMILY LINKS

Often, emotional suffering is every bit as painful as physical wounds. The Restoring Family Links Program helps Canadians re-establish contact with their immediate family members after heart-rending separation due to war, internal conflict, or other humanitarian crisis such as natural disasters. The Canadian program is part of a world-wide network of 187 National Red Cross and Red Crescent Societies, which lets individuals in other countries place inquiries to find relatives in Canada.

In Montreal, the Canadian Red Cross and the Cummings Jewish Centre for Seniors announced the official opening of the *Holocaust Survivors Tracing Centre*, the first of its kind in Canada. The Centre aims to re-establishing links between family members separated during the Second World War; establish the circumstances of death of a family member; and provide certification for reparation and or pensions. The services offered are free of charge and confidential.

June 12, 2008, was one of the happiest and longest days of Regine Buzayayo's life. Minutes felt like hours while Regine, her sister and two young daughters waited and watched the arrivals gate intensely anticipating the arrival of two precious packages: her two older daughters, Sifa and Jocelyne, both of whom she hadn't seen in four long years.

When the two girls ages 16 and 14 finally emerged, there were shouts of joy in the bustling airport. Mother and her two daughters were locked in an embrace with tears streaming down their faces. They were overjoyed and relieved to be together again.

"I'm very grateful to Red Cross," said Regine.

In June 2004, a conflict in Congo forced Regine, who was pregnant at the time, to flee with her one-year old daughter. Her two eldest daughters, then 10 and 12 years old, were at school. Regine found herself in a refugee camp where she discovered that her husband had been killed, but she was unable to get any information about the whereabouts of her daughters. Later that year, Regine and her two youngest daughters arrived in Toronto where she asked the Canadian Red Cross for assistance in locating her daughters. Through the Red Cross Restoring Family Links Program, both daughters were found safe and living with a foster family in Burundi, Africa.

Relying on public donations to support the service, Canadian Red Cross staff and volunteers handle about 6,000 tracing cases each year.



"It is moments like this that make all our hard work worthwhile."

Radmila Rokic-Pilipovic

Restoring Family Links program coordinator for the Canadian Red Cross.

3 Making It Work...

The Canadian Red Cross contributes to statutory meetings, a number of working and ad hoc groups as well as exchanges or visits with various international partners and sister Societies.

...Through National and International Co-operation

The Canadian Red Cross openly supports and encourages the sharing of ideas and best practices with the Red Cross Red Crescent Movement. The Ready When the Time Comes program originated with the Greater Chicago Branch of the American Red Cross and has been adapted for Canadian use.

We have only to look at the co-operation within the Red Cross movement after the catastrophic tsunami of 2004 to see results of this approach. Our staff worked seamlessly with their Indonesian counterparts, local authorities, the Movement, the Canadian Government and other partners to quickly make sense of the chaotic situation immediately after the tidal surge and, longer term, in the planning and reconstruction of the homes and infrastructure in the hardest hit areas.

The Canadian Red Cross contributes to statutory meetings, a number of working and ad hoc groups as well as exchanges or visits with various international partners and sister Societies. For example, the Society holds the position of Treasurer for the governance coordinating body known as CORI (an acronym for Inter American Regional Committee), and through this position provides leadership in defining priorities and fostering relationships with our Red Cross partners in the Americas.

Canadian Red Cross senior management, staff and volunteers participated in meetings with leaders of other National Societies and movement partners around the globe. And we were involved in missions on virtually every continent, some led by Canadians, others by a National Society, the International Federation of Red Cross and Red Crescent Societies (IFRC) or the International Committee of the Red Cross (ICRC).

The Society hosted several international visitors to Canada including Georg Habsburg, President of the Hungarian Red Cross; a delegation of the Red Cross Society of China led by Madam Jiang Yiman, Executive Vice President, on their visit to Ottawa, Toronto and Vancouver; and the President of the Afghanistan Red Crescent, Madam Fatima Gailani. Madam Gailani's personal story is one of hard work and determination, where upon returning to her native Afghanistan after a period of exile, she worked to rebuild the Afghan Red Crescent and indeed her country. International visits to Canada from Movement leaders provide opportunities to raise awareness of our humanitarian work abroad as well consolidate relationships and build partnerships in Canada.



The Red Cross recognizes that while it is the largest humanitarian organization in the world, it certainly isn't the only one. For this reason, we partner with numerous well-run, resourceful agencies in Canada and abroad who deliver complementary skills and provide alternate avenues to reach people with Red Cross programs and services

Profile BEKELE GELETA

In May 2008, **Bekele Geleta** was appointed as Secretary General of the International Federation of Red Cross and Red Crescent Societies. Prior to this appointment, Bekele was general manager, International Operations of the Canadian Red Cross.

Bekele has worked with vulnerable populations for more than 20 years, and has extensive experience in policy advice, management and administration in humanitarian organizations. However, it is his first-hand knowledge, as a former political prisoner and refugee that helped him truly understand the people for whom Red Cross exists.

Bekele has worked as general manager of the Franco-Ethiopian Railway Company, as urban development officer for Irish Concern International, and as a program manager for Kenya and Somalia for Care Canada. He was Ethiopia's ambassador to Japan, and its vice-minister of transport and communications.

From 1984 to 1988, during one of the most challenging times in recent African history, he served as Secretary General of the Ethiopian Red Cross. From 1996 to 2007, Bekele was head of the Africa department at the Federation secretariat in Geneva, deputy head of the Federation's delegation to the United Nations in New York and head of the Federation's regional delegation in Bangkok, Thailand.





Internationally, Canada was one of the biggest providers of mission delegates last year, second only to Switzerland.

In December 2008, the Federation ranked Canada as the single biggest donor to international appeals among 25 Red Cross Societies.

...Through Volunteers and Staff

Coming from all walks of life, Red Cross volunteers and staff share a common yet extraordinary trait. They care enough to help.

Because complex situations require complex responses, the staff and volunteers we deploy are increasingly being chosen for their areas of specialized expertise. Accordingly, we dispatch scientists, engineers, medical and nursing practitioners, and logistics experts to bring their skills to bear in areas where they will do the most good as efficiently as possible.

A great example of this efficiency is the establishment of 25 service centres in Atlantic Canada. At any one of these “one-stop” locations, the first person a member of the public meets or talks to is a volunteer who has been specially trained to provide information on and access to all the programs offered by the Red Cross in the area.

Internationally, Canada was one of the biggest providers of mission delegates last year, second only to Switzerland. This reflects our multi-cultural, knowledge-based society. It is also a testament to the strength of the Red Cross reputation in Canada.

...Through the Generosity of Canadians

The Canadian Red Cross understands that its work would be impossible without the generosity of Canadians who, through their gifts of money, time, services or products, have expanded our capacity to respond nationally and globally with disaster relief.

Canadians have earned a world-wide reputation for generosity, along with the respect and admiration throughout the Red Cross Movement and among the many communities and individuals who have directly received assistance. In December 2008, the Federation ranked Canada as the single biggest donor to international appeals among 25 Red Cross Societies.

In 2008-2009 the Red Cross launched a number of international appeals, for specific events such as the cyclone in Myanmar, earthquake in China, the 2008 hurricane season and the floods in Colombia. Alternately, donors were given the opportunity to contribute to the International Disaster Relief Fund in 2008, a fund established to allow an immediate response to emergencies.



The Chinese-Canadian community and media responded quickly and generously to the earthquake in Sichuan province, which resulted in more than 90,000 killed or missing and five million people left homeless. In Ontario, community groups rallied on two major fundraising initiatives, each with the generous support of a media partner: Fairchild and Rogers/OMNI. In choosing the Red Cross as the vehicle for their donations in British Columbia's Lower Mainland, the community also gained awareness of the work being done in their own area and came through in a very meaningful way by staging a benefit night featuring the Chinese Opera Society, which contributed over \$25,000 to local British Columbia efforts.

In the tradition of philanthropic events of the same nature, hosted by various Red Cross national societies, The Red Cross in Quebec hosted its fourth annual Gala Ball event in May 2008, at le Windsor in Montreal with His Royal Highness, Prince Albert II of Monaco, as its special guest. The event was styled after a classic European Ball. Over \$1 million was raised in support of disaster services in Quebec from individuals and Quebec-based companies.

Ontario saw significant growth in monthly giving in 2008; noted by donors for its convenience, this method of donating provided a sustained source of revenue throughout the year. This model of giving allows the Red Cross in Ontario to plan and operate on-going programs that require predictable funding to succeed.

...Through Efficiency and Accountability

The Canadian Red Cross is committed to ensure full accountability and fiscal prudence in raising and managing the donations. In uncertain economic times such as these, it is doubly important that the Red Cross operate as efficiently as possible to help ensure that donor or taxpayer dollars stretch as far as possible, providing direct benefit to Canadians.

Over the past several years, each zone has examined its' operations – often using objective third parties to arrive at updated operational and administrative procedures, which focus our resources on the direct delivery of services.

The Sprott Foundation Matching Gift Challenge

In honour of the Red Cross, the Sprott family in Oakville has offered to match any new gifts of \$1,000 or greater in support of Ontario's Centennial Campaign up to the very significant amount of \$100,000.

"We believe it is important for our Red Cross to have a strong base of support to move the Society forward into its next 100 years," said **Juliana Sprott**, President, The Sprott Foundation.

All the funds raised will help establish a stronger base of support for the Canadian Red Cross, a great foundation to take the Society into its next 100 years.

"I travel so much around the world to study poverty and international cultures. It's a great relief to me and my family to know that when troubling times arise, the Red Cross will be there."

Juliana Sprott
President,
The Sprott Foundation



While direct financial contributions are one way to contribute, the Red Cross works with benefactors to find creative ways to apply corporate resources to meet specific needs and be responsive to local needs.

...Through Corporate Partnerships

Increasingly, Canadian corporations understand that they have a responsibility to help their employees and their customers in the communities in which they do business. Through programs like *Ready When the Time Comes*, the Canadian Red Cross is the organization of choice to put good corporate citizenship into action.

While direct financial contributions are one way to contribute, the Red Cross works with benefactors to find creative ways to apply corporate resources to meet specific needs and be responsive to local needs.

[Wal-Mart Canada](#) is the largest corporate partner of the Canadian Red Cross. Donations and funding combined, raised a record \$2.4 million. During the 2008 campaign, customers were invited to add a \$1 donation to their purchases, which raised a record \$1.74 million, a 28% increase from previous years. All funds raised remain in the community to support Canadian Red Cross disaster management services including emergency responses, training and equipment.

[Microsoft Canada](#) donated over \$3 million in software to the Canadian Red Cross for use over the next few years. The value of the donation includes free software renewals and will allow the Red Cross to enhance existing programs with state of the art technology.

Since 2005, [RONA](#) has supported the Red Cross through corporate gifts, an annual February in-store campaign and through direct-impact donations of clean-up kits. RONA has donated more than \$275,000 from an in-store fundraising campaign and corporate gifts. RONA provides clean-up kits to disaster victims, free of charge, through local Canadian Red Cross disaster response teams.

The Red Cross continued its work with the [RBC Foundation](#) a founding partner of the Red Cross Personal Disaster Assistance plan, under which volunteers are trained and ready to respond to disasters. The RBC Foundation provided \$200,000 a year over three years for training and resources. The [Clorox](#) Company supported both disaster management and Red Cross swim programs with donations of \$300,000 a year over two years. [Petro Canada](#) continues to provide financial and employee fundraising support to various programs, and, the [Weather Network](#) assists by promoting preparedness and safety messages.



...Through Government Partnerships

In 2008, the Canadian Red Cross completed a wide-ranging public consultation process, funded by Public Safety Canada. The purpose of the consultations was to explore the status and future of the Canadian Red Cross' role as auxiliary to government in the humanitarian field. In 2008, the final report was submitted to government.

Internationally, the Red Cross continues to work closely with the Canadian International Development Agency (CIDA) and maintains good relations with Canadian diplomatic missions throughout the world. In 2008-2009, CIDA provided \$10.5 Million in funding for malaria prevention. CIDA also donated over \$17 Million toward relief efforts in China and \$2.5 Million for Myanmar through a fund matching program. In Banda Aceh, Indonesia, the Canadian Red Cross actively participated in a week-long series of events, organized by CIDA, to underscore Canada's contribution to tsunami relief and recovery efforts. The governments of Ontario and British Columbia contributed \$1 million and \$2 million respectively toward the China earthquake appeal. CIDA contributed \$31 million to these efforts in 2008-2009 out of a total \$66 million.

With funding from the Nova Scotia government, the Red Cross expanded province-wide a component of the Health Equipment Loan program offering electrically assisted hospital-style beds for at-home use. The beds allow clients to convalescent or receive palliative care in the comfort of their own homes in Nova Scotia, improving their quality of life while also helping to ease demand for beds in hospitals or extended-care facilities, which can reduce health care costs.

In Ontario, proposals to the province's Aging at Home Strategy resulted in funding to support new services and program expansion for many community health programs. This included 25 new vans for Transportation Services with the benefit of helping seniors stay in their own homes longer.

In 2008, the Red Cross in Quebec signed a three party agreement with the City of Montreal and Jeunesse Soleil, a major social services agency. Under the agreement, the three parties have taken a fully coordinated approach toward helping those affected by disasters such as house fires. As a result, our team of volunteers has responded to 222 emergencies and has helped 1,718 people.

Internationally, the Red Cross continues to work closely with the Canadian International Development Agency (CIDA) and maintains good relations with Canadian diplomatic missions throughout the world.

4 Leadership

CORPORATE OFFICERS



Mr. Conrad Sauvé
Secretary General and
Chief Executive Officer



Mr. John Byrne
General Manager
Atlantic Canada



Mr. Michel Leveillé
General Manager
Québec



Mr. Ron Kelusky
General Manager
Ontario



Ms. Leslie Dunning
General Manager
Western Canada



Ms. Susan Johnson
Director General
International Operations



Mr. Paul Wharram
Deputy Secretary
General



Mr. Claude Tremblay
Chief Financial
Officer/Chief Operating
Officer



Ms. Ann Clancy
National Director Human
Resources & Volunteer
Services



Ms. Pam Aung Thin
National Director, Public
Affairs and Government
Relations



Ms. Tania Lafrenière
National Director of
Planning, Monitoring
and Evaluation



Mr. Almin R. Surani
National Director,
Information Services



Board of Governors

President

Mr. Mario Dionne

Vice-Presidents

Mr. Alan Dean

Mr. Ted Tanaka

Governors

Mr. Tim Cameron

Ms. Mandeep (Roshi) Chadha

Ms. Mary Jane Dawson

Ms. Sara John Fowler

Mr. Dennis Holland

Mr. Michel Loignon

Ms. Gwen Medcalf

Mr. Amit Mehra

Mr. Lloyd Posno

Ms. Mylène Turcotte

Mr. Norbert Woo

Mr. Peter Zulauf

Ms. Jane McGowan

(Immediate Past President)

PHOTO: Members of the Canadian Red Cross Board of Governors, Ottawa, 2009.

First Row, left to right: Mr. Conrad Sauvé, Ms. Roshi Chadha, Ms. Gwen Medcalf, Ms. Jane McGowan, Mr. Edward Tanaka, Mr. Mario Dionne, Ms. Mary Jane Dawson, Ms. Mylène Turcotte. *Second row, left to right:* Mr. Tim Cameron, Mr. Peter Zulauf, Mr. Dennis Holland, Ms. Sara Jane Fowler, Mr. Alan Dean, Mr. Norbert Woo, Mr. Lloyd Posno. *Missing:* Mr. Michel Loignon and Mr. Amit Mehra

Simply put, good governance is key to good work. Donors, partners, volunteers must be assured that the organization they support is well-run, responsible and transparent.

Mario Dionne

President



PATRON

Her Majesty Queen Elizabeth II

HONORARY OFFICERS

Honorary President (Appointed)

Her Excellency the Governor
General of Canada

Honorary Vice-Presidents (Appointed)

The Right Honourable Prime
Minister of Canada

The Honourable Leader of the
Official Opposition

HONORARY VICE-PRESIDENTS

The Honourable Mr. Justice Robert L. Barnes
Janet Davidson, OC, MHSA
Armand de Mestral CM
Gene Durnin
H. Robert Hemming
Darrell D. Jones
Huguette Labelle, CC, PhD, LL.D.
Henri Tellier, CM (deceased)
Jon Turpin
Myrle Vokey
George Weber
Kate Wood

NATIONAL REPRESENTATIVE MEMBERS

(Members at the June 20, 2008 AGM)

Atlantic Zone

Tabitha Bainbridge
Tim Cameron
Ella Kelly
Stephanie Luce
Brody MacLean
Barbara Penney

Quebec Zone

Jean-Claude Bellavance
Nathalie Croteau
Richard Dupuis
Diane Desmeules
Mishell Potvin
Mylène Turcotte

Ontario Zone

Stéphane Gallant
Diane Girard
Lynn Greiner
Barb Trant
Norbert Woo
Peter Zulauf

Western Zone

Rebecca Clarke
Amar Dhillon
Sara John Fowler
Dianne Jackson
Clare Kooistra
Phyllis Wiscombe

In Memoriam

The loss of any Red Cross volunteer or staff person touches us all. We note with regret and sadness the passing of five much-valued members of the Canadian Red Cross family.

Henri Tellier

Henri Tellier died peacefully, on March 12, 2009, in Ottawa, at age 90. Beloved husband of Virginia Ann Tellier (nee Wright), father of Pierre, Michele, Suzanne, John, and Nicole. Grandfather of Francois, Sophie, Frederic, Charles, Kyra, Jennifer, Vanessa and Daniel, and great-grandfather of Gabriel, Clemence, Emilie, Thomas, Madeleine, Alexandre, Michaela, and Dylan.

Mr. Tellier was a former Lieutenant General of the Canadian Armed Forces, CM, DSO, CD and honorary PhD, Royal Military College, Kingston. LGen Tellier served his country with passion and leadership in a variety of domestic and international roles. These included active service in WWII, diplomatic postings in Europe, and upon retirement from the military, as the National Commissioner and Secretary General of the Canadian Red Cross Society (1975-1983) and finally as a member of the Refugee Status Advisory Committee.

In addition to his role as Secretary General, he served the Society in a number of voluntary roles, including Honourary Vice President. He was appointed Member of the Order of Canada in 1986 and also received the Order of Merit, Italy and Order of the Red Cross. He was proud to be a member of le Royal 22e Regiment.



Courtesy of the Tellier Family.

LGen Tellier served his country with passion and leadership in a variety of domestic and international roles.

In Memoriam



Elmer Arias Chinchilla

Elmer Arias Chinchilla, Project Manager in Haiti for the Canadian Red Cross, was known by his peers world-wide for his dedication to humanitarian principles and willingness to contribute to a common cause. Before starting his mission in Haiti, Elmer worked for International Operations at the National Office as Project Officer for the Americas program.

A Guatemalan-Canadian who spoke four languages, he had a deep background in international project management and public health. Elmer had assignments in Latin America and Africa with many international organizations including the World Health Organization and the Centre for Disease Control and Prevention (CDC) He was highly accomplished with an MBA and advanced studies in Tropical Health. Yet he was also known for his quiet and unpretentious manner and easy-going approach to life.



Eileen Henderson

In 1946, **Eileen Henderson** arrived in Canada on a boat from England as a young war bride following World War II. She was tired and cold from the lengthy journey, but when she disembarked, a Canadian Red Cross volunteer was there to support her, give her a warm blanket and one of the best hugs she ever received.

Eileen wanted to comfort others just like that volunteer did for her. In 1988, she became a volunteer with the transportation program in Mississauga, Ontario, driving members of the community to medical appointments.

Eileen passed away on March 5, 2009, at the age of 86. She remained devoted to her transportation clients up until her last days.

In Memoriam



David Pardoe

David Pardoe served as a staff member, a volunteer and a consultant with the Canadian Red Cross for over 35 years. Among his many contributions, David was instrumental in advancing the Canadian Red Cross focus on humanitarian issues in Canada and around the world.

David's many colleagues within and outside of the Canadian Red Cross were inspired by his knowledge, commitment and skill in promoting humanitarian values. David was dedicated toward educating others, especially young people, about humanitarian issues, such as the impact of land mines and the devastating effects of war on children. Many people over the years have benefited from David's experiential workshops and publications.

In his memory, the *David Pardoe Humanitarian Education Fund* was established in 2008.



Bernie Spear

A 27-year veteran of the Canadian Red Cross, **Bernie Spear**, National Corporate Controller, was highly respected by his friends and colleagues for his good nature, diligence and professionalism. He began his career at the Red Cross as Divisional Director of Finance and Administration in 1981, and was instrumental in the implementation of the Atlantic Zone finance and administration functions that led to increased efficiency and effectiveness. Much of the increase in services accomplished by the Atlantic Zone can be attributed to the stability he provided.

True to the fundamental principles of the Red Cross, Bernie was an active volunteer. In 2002, Bernie received the *Queen's Golden Jubilee Commemorative Medal* in recognition for his service not only to the Red Cross, but also to his community.

We offer our deepest condolences to the families and friends of these tireless, dedicated workers and also our assurance that their contributions will be remembered and honoured.



AUDITORS' REPORT ON SUMMARIZED FINANCIAL STATEMENTS

To the Board of Governors of Canadian Red Cross Society

The accompanying summarized statement of financial position and summarized statement of operations are derived from the complete financial statements of the Canadian Red Cross Society as at March 31, 2009 and for the year then ended on which we expressed an opinion without reservation in our report dated May 8th, 2009. The fair summarization of the complete financial statements is the responsibility of the management. Our responsibility, in accordance with the applicable Assurance Guideline of The Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the entity's financial position, results of operations and cash flows, reference should be made to the related complete financial statements.

Deloitte & Touche LLP

Deloitte & Touche LLP

Chartered Accountants

Licensed Public Accountants

Ottawa, Ontario

May 8th, 2009

Report of the Chief Financial Officer

For the year ending March 31, 2009

BASIS OF PRESENTATION

The accompanying summarized financial statements of The Canadian Red Cross have been prepared by management in accordance with Canadian generally accepted accounting principles and contains certain items that reflect best estimates and judgment of management. The integrity and reliability of the data in these financial statements are management's responsibility.

The Board of Directors is responsible for ensuring that management fulfills its responsibilities for financial reporting and internal controls and exercises this responsibility through the National Audit and Finance Committee.

This report describes The Canadian Red Cross Society's programs, operating environment, principal factors affecting the results of operations, and their impact on the Society's liquidity and capital resources.

BACKGROUND

The Canadian Red Cross Society operates across Canada and internationally, supported by over 6,400 employees in Canada. Domestic activities accounted for 48 percent of total program expenditures and international operations accounted for the other 52 percent.

In order to support humanitarian efforts, the Society manages a number of national and regional fund development appeals throughout the year.

The Society is organized into the following operational units:

- Atlantic Zone
- Quebec Zone
- Ontario Zone
- Western Zone
- International Operations

The corporate office is based in Ottawa and provides strategic and support services to the operational units.

RISK MANAGEMENT

The Society's major programs are subject to various types of contractual arrangements with federal and provincial governments and with other funding agencies. The Society ensures that the grants or funds are properly spent.

Large contracts are with:

- Ministries of Health
- Canadian International Development Agency
- United Way agreements.

The Society has material service delivery contracts with several Community Access Centres in Ontario, which require the provision of personal support services under specific contractual terms.

RISK MANAGEMENT PRACTICES

The Society's senior management team, both at the corporate level and in each operating unit, maintain appropriate controls to ensure that contractual obligations are respected.

The Society's executive, including legal counsel, review major contracts for operational and financial risks.

Large transactions and non-budgeted expenditures are also reviewed and approved by the National Audit and Finance Committee.

The Society maintains adequate insurance coverage for third party liability on services it provides to Canadians. The Society also maintains fiduciary liability insurance relating to its pension plan and investment funds from disaster appeals.

While management is positive about the future outlook of its activities, the Society is exposed to certain risks and uncertainties such as:

- *Contract renewals and fundraising*
Maintaining the existing annual fundraising revenue is critical to maintaining the Society's humanitarian programs. Renewing and increasing contracts with government agencies is essential to sustain the Society's current infrastructure and services in communities across Canada.
- *Cost overruns*
The Society has exposure to cost overruns if government funding does not match the cost of delivering the services associated with the various programs under contract.

The Society is able to manage costs on international programs as it typically only spends the funds previously received from donors. It can also access resources from its Canadian Disaster Relief Fund or International Disaster Relief Fund to supplement disaster appeals.

KEY OPERATING RISKS AND UNCERTAINTIES

Donor Support

The Society relies on donations from direct appeals. The continued support of individual donors, foundations and corporations, through monthly giving, direct marketing appeals, gaming events, or other special events provides the most significant support to the delivery of the Society's humanitarian programs.

The Society's Planned Giving Program provided \$8 million unrestricted and \$2.4 million restricted bequests during the fiscal year. These bequests provide the resources needed to support the Society's capital and infrastructure expenditures, thus ensuring a legacy of ongoing community services to Canadians.

Any major decrease in donor support would have a considerable impact on the ability of the Society to deliver humanitarian services to Canadians in need.

Government Support

The Society's ability to maintain its service capabilities is highly contingent on government funding. The Society provides a wide range of community health care services on a grant or fee-for-service basis.

The Society receives a significant portion of its revenues from provincial governments. Staff and benefit costs account for over 92 percent of government-sponsored programs. Any disruption of these revenues could impact the Society's ability to provide consistent and high quality services and would impact its financial results.

The Society's Community Health Support Programs in Ontario, New Brunswick, and Nova Scotia are examples of such government-funded programs that together make up approximately 27 percent of the Society's total operating revenues (excluding appeals).

Dependence on Gaming Revenues

The Society operates numerous gaming and lottery events across Canada. Three major lotteries in Ontario, Saskatchewan, and the Atlantic provinces accounted for about seven percent of gross fundraising revenues and three percent of net fundraising revenues. Any material change in the gaming regulations in these jurisdictions could have an impact on the Society's operating budget.

Unionized Workforce

The Society has unionized employees in its Community Health Support Program in Ontario. Of the 3,358 employees 3,223 unionized employees are represented by the Service Employees International Union. In addition, the New Brunswick Community Health Support operation has 512 employees of which 186 are represented by the Canadian Union of Public Employees. Administrative staff in the Quebec Zone office are also unionized.

The collective agreement with the Ontario bargaining unit has been renewed for a period of thirty two months from August 1, 2008, to March 31, 2011. The agreement with the New Brunswick workers has expired on March 31, 2009 and negotiations continue.

RESULTS FROM OPERATIONS

The Society effectively budgets its operations on a break-even basis and uses unrestricted excess revenue over expenses to maintain adequate financial reserves and develop its humanitarian programs. The Society has set aside \$43.5 million in permanent reserves to ensure the capability of operations should there be unexpected events.

For the year ending March 31, 2009, the Society's revenues over expenses were \$6.96 million.

Though this may appear to be an encouraging result we must not lose sight of two technical accounting treatments that may distort conclusions. Within these results are Tsunami interest monies that are restricted for spending within the Tsunami affected areas. Not included within these results are the unrealized losses pertaining to the investment portfolio. Our investment portfolio has suffered an \$8.7 million loss in the past year.

The surplus is due to three key factors.

The first and main reason for the surplus was as a result of \$3.5 million net investment income related to the funds restricted for the Tsunami recovery operation. All interest earned from this fund is reinvested into the recovery effort. Tsunami interest income is recognized as a surplus in the year earned and a deficit in the year that it is spent.

Secondly, the success of the planned giving fundraising program. This fundraising activity continues a long-standing upward trend. This reflects increased investment in this activity as well as an aging demographic.

Finally, cost reduction initiatives aimed at a more conservative approach to spending were implemented during the fiscal year. This leaner approach will continue in future.

This year's key achievement was the housing reconstruction effort within the Tsunami affected areas. This was a complicated endeavour and involved primarily, but not exclusively, the construction of 4,228 quality homes this fiscal, bringing the total number of completed houses to over 5,400 since re-building efforts began in 2005. Construction took place on foreign land in the midst of transitional governments, environmental considerations, and, in some areas, armed conflict. At the same time, local customs and traditions were respected in the determination and distribution of homes to beneficiaries. All planned housing and other projects were delivered on time, on budget and within the stated specifications of donor agreements, a highly significant achievement.

The relative size of the Society's Statement of Financial position has been reduced, because of the massive effort dedicated to the Tsunami operations since December 2004. In the future, the Society expects to see a slightly slower pace as operations move from a focus on reconstruction to one of development. The development work will continue for another six years as planned.

Also within the international context, there were significant appeals and a strong response from donors to Myanmar following cyclone Nargis and to China after a major earthquake in Sichuan province, resulting in an increase in deferred revenues (*genera*).

Within health related programming, Community Health Services continued as a major focus. This year, the Society experienced labor issues in Ontario for the first time. Though the immediate labor unrest has been resolved, the Society continues to work with its partners to address sectorial issues.

During the 2008/09 fiscal year, the Society saw great economic pressures play out. The Red Cross was also subject to the turmoil. The investment portfolio's unrealized gains of over \$3M at the start of the year became an unrealized loss of over \$5M. This is the single largest factor in the reduction of the Society's unrestricted net assets. Though there are encouraging signs that these unrealized losses will reverse their position, the Society reduced its investment income expectations for the next fiscal year.

Senior Management made a number of important changes to the Society early in the year in the manner that it plans expenditures and spending assumptions. This resulted in a reduction in long-term spending.

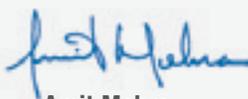
The Society's Senior Management and Governance is committed to ensuring that donations from the public at large as well as funding agencies are used in the most effective manner as possible. This includes the cost of raising funds. Within the five year trend provided on *page (46)* we can see that our cost of fundraising averages 8.1%.

The timely intervention of a more conservative approach to spending with emphasis on sustainable initiatives, and the introduction of a new strategic plan is very encouraging.

The complete financial statements as well as the notes and auditors' report can be found at www.redcross.ca.



Claude Tremblay
Chief Financial and Operating Officer
June 1, 2009



Amit Mehra
Chair, National Audit & Finance Committee
June 1, 2009

The Canadian Red Cross Society
STATEMENT OF FINANCIAL POSITION

As at March 31, 2009

(In thousands of dollars)

	2009	2008
CURRENT ASSETS		
Cash and cash equivalents		
Unrestricted	\$ 13,082	\$ 11,387
Externally restricted – General	9,355	14,479
Externally restricted – Tsunami	15,969	59,707
Internally restricted	66,291	62,756
Accounts receivable – Trade and other	19,188	21,599
Accounts receivable – Tsunami	7,862	49,264
Inventory and prepaid	4,652	4,319
Advances on construction	8,166	16,612
	144,565	240,123
LONG-TERM INVESTMENTS (Note 1)	98,083	105,386
CAPITAL ASSETS	43,214	43,700
ACCRUED PENSION BENEFIT ASSET	279	366
	\$ 286,141	\$ 389,575
CURRENT LIABILITIES AND NET ASSETS		
Accounts payable and accrued liabilities	\$ 26,237	\$ 28,851
Deferred revenue – General (Note 2)	65,749	51,215
Deferred revenue – Tsunami (Note 2)	23,441	108,134
Current portion of mortgage payable	-	102
	115,427	188,302
DEFERRED REVENUE – TSUNAMI (Note 2)	37,520	64,257
DEFERRED CONTRIBUTIONS RELATED TO CAPITAL ASSETS	12,843	12,383
MORTGAGE PAYABLE	-	2,390
ACCRUED OTHER BENEFIT PLANS LIABILITY	17,046	17,101
	182,836	284,433
NET ASSETS		
Invested in capital assets	30,371	28,825
Restricted for endowment purposes	1,149	1,267
Internally restricted	66,291	62,756
Unrestricted	5,494	12,294
	103,305	105,142
	\$ 286,141	\$ 389,575

Notes and schedules to the financial statements are available on the Red Cross website at www.redcross.ca.

ON BEHALF OF THE BOARD

 _____ President

 _____ Chair, National Audit and Finance Committee

The Canadian Red Cross Society
STATEMENT OF OPERATIONS

Year ended March 31, 2009

(In thousands of dollars)

	2009	2008
Revenue		
Organizational capacity		
Fundraising general	\$ 37,019	\$ 33,899
Investment income	8,946	13,477
Other	4,044	4,301
	50,009	51,677
Core programs	345,816	239,498
Support services	8,947	9,470
Disaster appeals	13,183	6,365
Total revenue	417,955	307,010
Expenses		
Organizational capacity		
Fundraising general	13,008	13,110
Investment expense	644	592
Other	9,023	9,039
	22,675	22,741
Core programs		
International programs	175,646	84,918
Disaster management	8,371	6,763
Health and injury prevention	151,249	138,119
Program management and volunteer resources	4,188	3,419
	339,454	233,219
Support services	35,688	32,972
Disaster appeals	13,183	6,365
	48,871	39,337
Total expenses	411,000	295,297
EXCESS OF REVENUE OVER EXPENSES	\$ 6,955	\$ 11,713

Notes and schedules to the financial statements are available on the Red Cross website at www.redcross.ca.

The Canadian Red Cross Society

COST OF FUNDRAISING

Five year Comparison (unaudited)

(In thousands of dollars)

	5 YR. TOTAL	2008-09	2007-08	2006-07	2005-06	2004-05
Fundraising Revenue	176,841	33,482	32,762	32,459	39,346	38,792
Bequest Revenue	32,882	7,963	5,669	6,753	6,924	5,573
Donations in Program Revenue	18,679	6,954	3,749	2,897	2,660	2,419
Deferred Revenue Donations	553,162	44,705	27,441	20,589	155,145	305,282
Total revenue	781,564	93,104	69,621	62,698	204,075	352,066
Total Expense	86,603	17,434	17,642	17,702	17,537	16,288
Surplus/Deficit	694,961	75,670	51,979	44,996	186,538	335,778
Cost of Total Fundraising	11.1%	18.7%	25.5%	28.2%	8.6%	4.6%
Lotteries and Gaming Revenue	40,263	6,712	6,967	7,365	9,205	10,014
Lotteries and Gaming Expenses	26,750	4,426	4,532	4,964	6,345	6,483
Cost of Fundraising excluding Lotteries and Gaming	8.1%	15.1%	20.9%	23.0%	5.7%	2.9%

Source documents originated from notes 6 and 10 of our annual financial statements. Notes and schedules to the financial statements are available on the Red Cross website at www.redcross.ca.

The Canadian Red Cross Society

NOTES TO THE SUMMARIZED FINANCIAL STATEMENTS

Year ended March 31, 2009

(In thousands of dollars)

1. INVESTMENTS

	2009			2008		
	Cost	Fair Value	Unrealized Gain (Loss)	Cost	Fair Value	Unrealized Gain (Loss)
SHORT-TERM						
Cash equivalents	\$ 56,019	\$ 56,047	\$ 28	\$ 125,992	\$ 127,806	\$ 1,814
LONG-TERM						
Notes and GIC's	4,879	5,235	356	2,196	2,231	35
Fixed Income	73,676	75,448	1,772	85,363	86,980	1,617
Equities	24,957	17,400	(7,557)	16,250	16,175	(75)
	103,512	98,083	(5,429)	103,809	105,386	1,577
TOTAL	\$ 159,531	\$ 154,130	\$ (5,401)	\$ 229,801	\$ 233,192	\$ 3,391

The fair values of long-term investments are based on quoted market prices.

Fixed income investments are comprised of Government of Canada and corporate bonds and Canadian Pooled Fixed Income Funds with maturity dates from 2009 to 2049, earning interest from 2.75% to 10.35%.

\$76,250 (2008 - \$143,190) of the total investments relates to Tsunami.

Investment income earned is reported as follows:

	2009	2008
Investment income - General	\$ 5,258	\$ 7,488
Investment income - Tsunami	3,688	5,989
Total investment income earned	\$ 8,946	\$ 13,477

2. DEFERRED REVENUE

Deferred revenue is comprised of amounts restricted for the funding of expenses to be incurred in the future.

The movement of the deferred revenue is as follows:

	2009		2008	
	General	Tsunami	General	Tsunami
Opening balance	\$ 51,215	\$ 172,391	\$ 48,717	\$ 232,602
Donations received Recognized as revenue	111,978 (97,444)	- (111,430)	26,355 (23,857)	1,086 (61,297)
Closing balance	65,749	60,961	51,215	172,391
Less long-term portion	-	(37,520)	-	(64,257)
Current portion	\$ 65,749	\$ 23,441	\$ 51,215	\$ 108,134

Tsunami deferred revenue is recognized as part of the international programming revenue.





Canadian Red Cross

Founded 1896

Incorporated 1909

The red cross emblem and designation "Red Cross" are reserved in Canada by law for the exclusive use of The Canadian Red Cross Society and for the medical units of the armed forces by the Geneva Conventions Act, R.S.C., 1985, c.G-3.

The programs of The Canadian Red Cross Society are made possible by the voluntary services and financial support of the Canadian people.

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Canadian Red Cross

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