



**CANADIAN
RED CROSS**

ANNUAL REVIEW

**ONTARIO
2012–2013**

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MISSION

The mission of the Canadian Red Cross is to improve the lives of vulnerable people by mobilizing the power of humanity in Canada and around the world.

VISION

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

FUNDAMENTAL PRINCIPLES

Humanity
Impartiality
Independence
Neutrality
Unity
Universality
Voluntary Service

MESSAGE FROM THE CHAIR AND DEPUTY DIRECTOR GENERAL

DEAR CANADIAN RED CROSS FAMILY AND SUPPORTERS,

When Jessica Sharpe left her home one morning last May to do her paper route, it felt like an ordinary spring day in Thunder Bay. It wasn't until she spoke with a neighbour that she discovered parts of her neighbourhood had been flooded. Further down the street, Jessica saw furniture floating in people's houses and water gushing out of basement windows. One man showed Jessica that water had completely filled his basement right to the top step.

The day was anything but ordinary. In fact, that day was the beginning of the largest Red Cross response in Ontario in more than a decade.

Assisting the City of Thunder Bay with the devastating effects of the flood was one of many emergencies the Red Cross responded to over this past year. Our disaster management volunteers also assisted with house fires, evacuations, forest fires and even a hurricane. The one common theme amongst many of those who were affected by disasters was that they didn't believe it would happen to them. Everyone needs to be prepared for the unexpected.

Encouraging and educating people to be **prepared** is one core area where the Red Cross contributes to a strong community. We also offer services to keep community members **healthy**, and we **empower** them to make positive changes to improve their well-being. You'll see evidence of these three core themes throughout this report as we share some highlights from the past year.

As you read through this year's annual report, we hope you'll learn something new about the Red Cross. The organization is vast and we often hear from people how surprised they were to learn about all that the Red Cross does. As Jessica Sharpe said, "I knew the Red Cross had international experience in handling disasters, but I never thought the Red Cross would be needed in my own community. I thought the Red Cross was for CPR training."

Jessica is right. The Red Cross does offer CPR training, along with a wide variety of other programs and services. But no matter what program or service our staff, volunteers or donors support, we all share the same goal: improving the lives of others, particularly those most vulnerable.

Thank you for your continued support of the Red Cross.

Dennis Chow
Chair,
Ontario Council

Bob English
Deputy Director General,
Ontario



Photo Credit: Lynda Henshell

Jessica Sharpe and her son, Adam in front of their home in Thunder Bay. For a week and a half following the floods last spring, Jessica and her neighbours set up a "community kitchen" serving soup and sandwiches, alongside the Red Cross whose volunteers and staff were providing shelter, shower facilities and assistance with clean-up activities.

REGIONAL GOVERNANCE

ONTARIO COUNCIL

2012-2014

Chair	Dennis Chow
Vice Chair	Ella West
Past Chair	Diane Girard
Councillor at Large	Lori Barnhart
Councillor at Large	Wayne Little
Councillor at Large	Trevor Lau
Councillor at Large	Craig Anderson
Youth Councillor	Chelsea Hargreaves
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Ontario Deputy Director General.....	Bob English



PREPARED

Keeping the residents of our communities safe is a key objective for the Canadian Red Cross. Whether it is knowing what to do in the event of a community-wide disaster, having an emergency preparedness kit ready or having the skills to help someone experiencing a heart attack, being prepared for any eventuality is often one of the best ways to ensure personal safety.

Through our disaster management program, the Red Cross assists people who have been affected by natural or man-made disasters including ice storms, floods, power failures and house fires. The Red Cross provides for basic needs, including shelter, clothing, food and comfort. Wherever and whenever help is needed across the province, our team of more than 1,400 trained volunteers is ready to respond.

The innovative swimming, water safety and first aid programs offered by the Red Cross also play a key role in keeping our communities safe. By giving people the knowledge to make safe choices, prevent injuries and respond in emergency situations, we are creating a network of citizens who are able to help when it's needed most.



NEIGHBOURHOOD LEARNS LESSONS ON BEING PREPARED

Last July, on a warm evening in a quiet Barrie neighbourhood, none of the residents were expecting that they would need to evacuate their homes. The normalcy of the street was disrupted when a police tactical team arrived to search one of the houses. The neighbours stood on their lawns, wondering what was happening. Shortly after, neighbours were told they had five minutes to pack some belongings and leave the vicinity.

Margaret Pattenden, her husband and two adult sons were among the 59 people evacuated that evening. Cell phones and clothes for work the next day were grabbed in a hurry and they spent the night with Margaret's father who lived nearby. For their neighbours, the Red Cross was on scene and ensured that all of the evacuees had shelter

and food. As news spread, residents learned that their neighbour had been arrested in a homicide cold case and police officers had found explosive devices and volatile chemicals in the suspect's home.

The Pattendens hadn't imagined this would happen in their neighbourhood. "At first, it didn't seem like a big deal," said Margaret. "But as the scope of the situation became clearer it actually felt quite traumatic. Our entire house could have been destroyed. We didn't have our insurance papers or anything."

Although the residents were told they'd be allowed back in their homes within a day, the investigation continued for almost a week. The Pattendens moved to the accommodation provided by the Red Cross as there was more space than at her father's home. "When I realized the Red Cross was

involved, I was surprised and remember thinking, 'Wow, isn't that nice,'" said Margaret. "And throughout the ordeal, if any of us needed anything, the Red Cross volunteers ensured we had it. They were so supportive and kind."

The experience has given Margaret and her neighbours a new perspective on the importance of being prepared for emergencies. At any time, for a wide variety of reasons including weather, fires, gas leaks or, as in this case, criminal investigations, everyone should be prepared to take care of themselves for at least 72 hours. Each household should have an emergency preparedness kit ready to take with them should they need to evacuate in a hurry. "This has really made us realize what's important and now we're much better prepared," said Margaret. ■



HURRICANE SANDY WREAKS HAVOC

On October 28 and 29, 2012, a Category 1 hurricane made landfall over New Jersey and New York states. Hurricane Sandy was a powerful storm that affected millions of lives with strong winds, heavy rain, flooding and coastal surges. It has been declared the second-costliest hurricane in US history, and the largest disaster operation for the American Red Cross (ARC) since Hurricane Katrina in 2005. The ARC requested assistance and more than 70 volunteers from Canada were deployed, 23 of whom were from Ontario. Volunteers assisted with a myriad of tasks including logistics, information technology, distribution of bulk goods and managing shelters. Canadians generously donated more than \$1.8 million to help those affected by Hurricane Sandy. ■



MOCK DISASTER TESTS RED CROSS READINESS

Last fall, more than 100 disaster management volunteers from across the province participated in an emergency training exercise called 'Trillium Resolve'. After fictitious tornadoes destroyed a trailer park near Kincardine and damaged the Bruce Power Plant, numerous officials from all levels of government and several community organizations participated in responding to the mock disaster. The Red Cross set up three shelters in the region as part of the exercise and actors playing 'victims' were on hand to make the experience as close to reality as possible. The Trillium Exercise was a unique way to test the emergency plans and procedures in place and to ensure Ontario is prepared for a real large-scale emergency or disaster. ■



FLOOD RECOVERY IN THUNDER BAY

Flooding in Thunder Bay during the spring of 2012 resulted in the largest Red Cross response in Ontario in more than a decade. Heavy rain over several days left homes with up to two metres of water and sewage in their basements, and for those living in basement apartments, the flood destroyed nearly all of their belongings. Over the course of 18 days, more than 160 Red Cross staff and volunteers worked over 14,000 hours providing support and assistance to families affected by the flood. Shelter, clothing, food, first aid and clean-up kits were distributed to the residents whose homes were damaged as a result of the flood. ■



IMPORTANT GUESTS TOUR THE ERU

Last October, the Honourable Julian Fantino, Minister of International Cooperation, and Mrs. Laureen Harper, wife of Prime Minister Stephen Harper, toured the Canadian Red Cross Emergency Response Unit (ERU). The tour took place during a one-week exercise for Red Cross delegates training for deployment overseas following emergencies and disasters. “I was proud to see how professionals from across Canada come together to participate in training and simulations that equip them with the skills and knowledge required to deploy, set up, and run a Canadian Red Cross field hospital during times of crisis,” said Minister Fantino. Participants undergoing the training learned how to work safely in insecure operating environments, assess the medical needs of affected populations, and work effectively with international and local communities, as well as affected populations, during an emergency response. The ERU is funded through the Canadian International Development Agency (CIDA) as part of The First Responder Initiative, a partnership between the Government of Canada and the Canadian Red Cross, which ensures the rapid and effective deployment of personnel and medical assistance. ■



A DEFINING MOMENT

This past year, Macleans magazine asked readers to submit their “Defining Canadian Moments”. The following submission from disaster management volunteer Lynda Henshell was published:

On May 28, 2012, my city of Thunder Bay was flooded causing our water and sewage plant to fail. Over 5,000 people were affected by this disaster. Many had raw sewage floating in their homes and some residents had up to four feet of water in their basement. My moment came when I, a Canadian Red Cross volunteer, walked into a meeting ready to work as a photographer and saw hundreds of Canadian Red Cross workers, most of whom are volunteers. I was overwhelmed by the sheer numbers who volunteered to help the people in my city. We had people come from as far away as British Columbia and Newfoundland. I will never forget walking into that room full of Red Cross vests. ■



BRINGING RELIEF TO ST. ALBERT

In February, a large industrial fire destroyed the St. Albert cheese factory, one of the most important cheese producers in Eastern Ontario and Western Quebec. Once the fire had been extinguished, officials declared a water advisory due to concerns that chemicals from fighting the fire may have affected the water supply. More than 600 people living in the area were left without water for consumption, food preparation or bathing. Within two hours, teams of disaster management volunteers from Cornwall, Ottawa, Toronto and Quinte were in St. Albert. Thanks to a donation of 12,000 cases of water from Nestlé Canada, Red Cross volunteers were able to distribute water to households in the region, as well as two seniors' facilities. Volunteers also went door-to-door to ensure the well-being of vulnerable community members. ■



A MEETING OF THE MINDS ON EMERGENCY RESPONSE

In March, the Red Cross hosted the Provincial Emergency Management Conference in Toronto. More than 300 people from Ontario's emergency management community met to discuss emerging trends and integrated approaches to emergency response. Keynote addresses were given by The Honourable Madeleine Meilleur, Minister of Community Safety and Correctional Services, as well as Eiji Yamamoto, Consul-General of Japan in Toronto. Red Cross staff and volunteers played a key role in hosting the conference and gained valuable knowledge that can be applied to future emergency situations. ■



ABOVE AND BEYOND THE CALL OF DUTY

For Red Cross volunteers like Sophia Wicho, going the extra mile for Red Cross clients is second nature. Sophia is a student at York University and also volunteers for disaster management with the Red Cross in Toronto. She has responded numerous times over the past year, but one call that will always stand out was a tragic house fire that took the life of a woman. Her adult son survived, as did the family dog, but in the chaos of the rescue, the dog escaped. As the man received medical help in hospital, Sophia made calls to animal shelters and vet clinics all over the city. She was able to locate the dog and happily reunited him with his owner, a gesture the man will never forget. ■

Thanks to a donation of 12,000 cases of water from Nestlé Canada, Red Cross volunteers were able to distribute water to households in the region, as well as two seniors' facilities.



MOMS KNOW BEST

The Red Cross is fortunate to have great partnerships with many community groups and last year we welcomed a new group to the family. Momstown is a forum for moms and families, both online and in communities across Canada, and in 2012, they committed to a partnership with the Canadian Red Cross. Now Red Cross messages about preparedness, safety and advocacy reach an audience that is very keen to learn more about keeping their families healthy and safe. Last year, the Canadian Red Cross organized a series of workshops for Momstown chapters across Ontario and the country, covering topics on how to prepare your family for disasters; water safety for children; and first aid/CPR courses that focus on care for children and infants. ■



STAYING SAFE IN THE WORKPLACE

First aid and CPR training is mandatory for employees in the workplace and the Red Cross offers a wide variety of training courses to help workplaces be compliant with both federal and provincial health and safety legislation. All of our programs meet the latest international guidelines and follow strict quality control for content updates and the delivery of training. This year, US Steel, Centennial College, the Toronto Transit Commission (TTC) and the RCMP were among some of the organizations that partnered with the Red Cross to provide first aid and CPR training to their employees. While first aid skills are very important to have at work, they can also be used outside of work in daily life. People who become certified in Red Cross first aid and CPR feel empowered to act on, prevent and manage life's emergencies, no matter where or when they occur. That is something we can all feel good about. ■



SHARING SAFETY MESSAGES THROUGH SOCIAL MEDIA

One program that was initiated in 2011 but continued its success in 2012 was CPR Tweet-Ups. These special CPR courses were offered during CPR Month in November and gave Red Cross Twitter followers the opportunity to meet in person, all while becoming certified in first aid. Unlike many classes that want you to turn off your mobile devices, this class encouraged members to tweet while they learned.

Another innovative way we shared our safety message was the "Save Your Fanny" contest during Emergency Preparedness Week in May. Using tongue-in-cheek messaging, people were encouraged to have a first aid fanny pack on hand in case of emergencies. Through Twitter and Facebook, we asked people to share the one thing they would add to their disaster kit. A highlight was being able to give away a fanny pack signed by Red Cross friend and rock star Bif Naked. ■



CONFERENCE FOR TRAINING PARTNERS MAKES A SPLASH

The first aid, swimming and water safety programs of the Red Cross are delivered by training partners. These partners may be large or small businesses, community or municipal organizations, corporations or other organizations that have an agreement with the Red Cross to deliver training in their community or to their employees. Last May, more than 75 people attended the first training partner conference, which provided professional and personal development and opportunities for networking. Red Cross training partners play a key role in creating safer communities for everyone and the Red Cross is committed to helping them achieve success. Based on the feedback from last year, the conference will become an annual event. ■



SPREADING THE WORD ON SAFETY

Knowing how to save a life with basic first aid is an important skill. It's one that we hope to never have to use, but 40 per cent of Canadians will use first aid in an emergency at some point in their lives. However, recent research by the Canadian Red Cross showed that only 18 per cent of Canadians are currently certified to provide life-saving help. In addition, one in three Canadians with children at home say they have never taken a first aid course.

The Red Cross has always had a strong role in advocating the importance of first aid training and water safety. Throughout the past year, the media has regularly called upon Red Cross experts to provide interviews related to first aid, water safety and drownings. This has helped us spread the word about being prepared and we'll continue to share our safety messages in the year ahead. Considering that first aid is most often given to family members and friends, it's a message that all Canadians should take to heart. ■



WALMART EMPLOYEES TO THE RESCUE

How would you react if you witnessed someone in distress? Would you stand idly by waiting and hoping someone else would step in, or would you spring into action and respond by providing first aid? Last year, Walmart staff members from London, Ontario turned first aid training into life-saving action when their efforts saved the life of a little girl who was choking on a piece of candy while shopping with her family. Walmart employee Karrie Barber immediately came to the girl's rescue and successfully performed abdominal thrusts to dislodge the candy. Meanwhile, her colleagues helped control the scene and kept people calm and comforted the family.

The Canadian Red Cross presents Rescuer Awards to honour citizens who go out of their way to save a life, prevent further injury, or who provide comfort to someone who has been injured. In 2012, the Red Cross presented awards to 15 very deserving recipients. ■



LOANING LIFE JACKETS IN BARRIE

Last summer, the Canadian Red Cross partnered with the City of Barrie on an innovative pilot project. The Personal Flotation Device (PFD) Loan Program enabled visitors to a public beach in Barrie to borrow a PFD. Each year, more than 400 Canadians drown, and most of these incidents could be avoided if people correctly wore a lifejacket or PFD. The pilot program had tremendous success with more than 100 PFDs being loaned throughout the summer. Beach-goers also received information about the importance of wearing lifejackets and PFDs. Everyone, regardless of their swimming ability or boating experience, should always wear a PFD or lifejacket when on or near the water. ■

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HEALTHY

Research predicts that by 2041, almost a quarter of the Canadian population will be over the age of 65. As the population continues to age, the demand for community-based health services that enable individuals to continue living at home will increase.

The Red Cross provides a variety of community health services including transportation, Meals on Wheels, health equipment loans, supportive housing and attendant outreach designed to assist people who choose to remain in their own homes. For some people, having a hot meal delivered to their door and being able to arrange for reliable transportation to a medical appointment not only enables them to remain living in their own homes, but also allows them to enjoy community activities and social interaction.

Study after study shows what older adults already know: remaining at home is, by far, the best place to age or recuperate; ensuring better outcomes, peace of mind, and above all, a happier and healthier lifestyle. Through innovative solutions, compassionate care, and continued support, the Red Cross will be there for people when they need us most.

BREAKING BREAD WITH FRIENDS THANKS TO THE RED CROSS



A couple of years ago, Ray and Pat Johnson began attending the Congregate Dining program offered by the Red Cross in Thunder Bay. The program is funded by their Local Health Integration Network (LHIN) and is a diners club for older adults specifically designed to offer a group setting for socialization while providing a nutritious meal at the same time. The service is available on pre-arranged days at specific locations and is offered to individuals over the age of 60.

After several months of attending the program themselves, the couple told acquaintances, Jake and Joan Black from their church, about the Congregate Dining program. Although the two couples didn't know each

other well at the time, they started attending the lunches together and have since become the best of friends.

"Our Congregate Dining program offers a chance for individuals in the community to reconnect with friends and acquaintances, and in some instances they even develop new life-long relationships," said Randy Moore who coordinates the program. "There have been many unique stories coming out of this program since it was established over four years ago."

The strong bond formed between the Johnsons and the Blacks is one example. "We have been on a few trips to the States together and will be going to Paris and beyond at the end of August this year," said Pat Johnson. "So, not

only do we have a good time at the Red Cross lunches, and enjoy the meals, we are also enjoying our lives much more now due to the friends we have made because of our times together."

Each of the luncheons creates an environment for positive social interaction. Those who attend the luncheons are often individuals with developing health issues or caregivers looking for a short respite. For some of the diners, the luncheons are the highlight of their month. For others, it is a good opportunity to have a nutritious meal. For couples like the Johnsons and the Blacks, Congregate Dining has proven to be an invaluable resource in keeping them connected to friends and the community. ■



NAVIGATORS OF THE NORTH

Last year, the Canadian Red Cross worked closely with the Northeast Local Health Integration Network to implement the System Navigator Program, created to connect clients and agencies to community support services (CSS) in that region. The role of the “System Navigators” is to help find health solutions for their clients and improve access to the various services available. Staff have worked diligently to help educate and guide clients and other community agencies through the health care system in northern Ontario.

The program started in December 2011 and was fully operational by April 2012. Collectively, the System Navigators have attended more than 700 meetings this year to obtain information and identify challenges in the system so that they can work to effectively overcome them. They have also made significant progress towards creating a “One Point of Access” model for community support services that will be implemented in the near future. ■

NEW HOME CARE COMPANY CREATED

It is no secret the population of Canada is aging. Countries around the world are struggling to find ways to meet the increasing need for health care. Shifting health care from traditional institutions to the home and community will be an important part of the solution.

Health care has long been a service offering of the Red Cross. In fact, health care goes back to the very roots of the Red Cross in Canada with the establishment of outpost hospitals in the early 1900s. With emerging needs and our strong history in mind, in the fall of 2012, the Canadian Red Cross merged its personal support services with the nursing and rehabilitation services of CarePartners to create a dynamic new organization called Red Cross Care Partners that offers clients a greater range of integrated care to help them live independently in their homes. ■

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The Health Equipment Loan Program (HELP) provides medical equipment on a short-term basis to people recovering in their homes from injury, illness or surgery



HEALTH EQUIPMENT LOANS IMPROVING LIVES, NOT JUST MOBILITY

The Health Equipment Loan Program (HELP) provides medical equipment on a short-term basis to people recovering in their homes from injury, illness or surgery. Equipment such as wheelchairs, walkers, canes and crutches can be rented for a nominal fee. Clients who would otherwise not have access to this equipment are often very thankful for the program. Recently, Red Cross staff member Paulette Hammel, who works in the Ottawa branch, assisted a man who was barely able to walk himself. He was looking for a walker for his wife who was ill, but didn't have the financial resources to purchase what she needed. The man felt like he had nowhere else to turn. Fortunately, the Red Cross provided him with a walker at a subsidized rate. He was so thankful that he was close to tears. Everyone in the office was very touched and the gentleman still regularly extends his gratitude to them.

Last year, the HELP program obtained a \$10,000 grant from the Greenshield Foundation to assist with providing subsidies for clients renting equipment. The grant was dispersed among all service centres in Ontario to help those who need equipment to assist with daily living but may have difficulty affording the items. In addition, the North Simcoe Muskoka area received one-time funding from their Local Health Integration Network to purchase 20 electric hospital beds for the Bed Loan Program. This program benefits people who no longer require acute hospital care but require a specialized bed to return home. ■

TRANSPORTATION PROGRAM MOTORING ALONG

For those who are unable to use public transportation due to physical impairments, the Red Cross provides rides to medical appointments, dialysis, shopping and social events. Last year, a total of 268,700 rides were provided in Ontario. The service receives great praise from its clients, particularly for improving their quality of life and the kindness offered by the drivers. The drivers, many of whom are Red Cross volunteers, often go above and beyond the call of duty. In one case, when a client didn't answer the door for a scheduled pick-up, the driver alerted the client's daughter. The client was experiencing medical distress, but received help in time thanks to the quick thinking of the Red Cross driver. In this case, and many others, the service provides not just transportation but peace of mind. ■



IMPORTANCE OF COMMUNITY SUPPORT SERVICES IN ONTARIO

More and more Canadians are choosing to age in their own homes and manage their health conditions. This desire, along with an increased demand on our hospitals and long-term care facilities, is generating a need for additional resources within the community that can assist people in their homes or in a clinic setting.

The Canadian Red Cross is playing a necessary and critical leadership role in improving the health and well-being of Canadians. Many of our

community support programs are designed to address the health and psycho-social needs of Ontarians.

Currently, the Canadian Red Cross is developing a health and wellness strategy that will focus on innovative and relevant community health and wellness programs and services.

These services will continue to emphasize prevention, self-care, and accessibility to the right services, in the right location, at the right time. ■



SPECIAL DELIVERY

In March 2013, Mississauga Councillor Bonnie Crombie participated in Mayors for Meals, an event that helps promote the importance of community services like the Meals on Wheels program offered by the Red Cross. Councillor Crombie, along with mayors and councillors from 15 other Ontario communities were honorary Red Cross Meals on Wheels volunteers for a day and delivered hot meals to clients who were often surprised to see local politicians at their door. When asked about her experience as a Meals on Wheels volunteer for the day, Councillor Crombie said, “Joining the Mayors for Meals event was inspiring. The service not only provides quality meals, but also friendship and camaraderie for many who may have difficulty getting out of their homes. I think this is an incredibly important program and I commend the many volunteers for their countless hours and tireless commitment to ensuring that the meals are delivered. Meals on Wheels provides a human connection, and in doing so, strengthens our community and provides hope to many.” ■



WHAT'S OLD IS NEW AGAIN

Last year, the Red Cross launched a wheelchair recycling pilot project in partnership with the Assistive Devices Program of Ontario's Ministry of Health and Long-Term Care. The program enables clients to return their standard Type 2 manual wheelchairs to any branch of the Red Cross once they are no longer needed. The wheelchairs are fully sterilized and serviced so they can effectively and safely be used again. The pilot project was a resounding success and has since become a permanent program offered by the Red Cross. In the coming year, the staff will be working to raise awareness and build relationships with occupational and physical therapists, hospitals and other community groups that have clients who could benefit from the program. ■

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EMPOWERED

Improving the lives of vulnerable people is the mission of the Canadian Red Cross and is at the heart of everything we do. Often, one of the most effective ways to improve lives is to empower people. Over the past year, we have done just that.

Whether by encouraging students to stand up to bullies, educating First Nation communities about preparing for flooding or teaching youth about international humanitarian issues, the Red Cross has been empowering people to improve their health, safety and well-being and that of others.

Companies and organizations in our community who fundraise for the Red Cross have played an important role in our success, as have the hundreds of volunteers who give their time, talents and energy. Through their generosity, they are empowering the Red Cross to make a difference.



EMPOWERING STUDENTS TO KEEP SCHOOLS SAFE

Sixty-six students, grades nine through 12, were assigned to their respective tables. Once seated, small boxes were passed around each table and the students were asked to push two nails into the cardboard lid. By the time the box had made its way around the table, more than a dozen nails were sticking out of it.

Afterwards, the boxes were opened to reveal a picture of a child on the inside that had been pierced by the nails. The exercise, labelled 'Holes in the Souls,' was a poignant demonstration of how actions,

however unintentional, have the capacity to hurt.

That's how it is with bullying and harassment, explained the twelve students leading the activity at Bishop Tonnos Catholic Secondary School in Hamilton. Even when bullying stops and the nails are removed, the scars remain, leaving a lasting impression on the victim.

The student group who organized the activity is called Titans for Titans and they have been committed to raising awareness of, and bringing an end to, bullying at their school since forming the group in

January 2012. All members have undergone Beyond the Hurt Youth Facilitator Training, a sustainable anti-bullying and harassment prevention program developed by the Canadian Red Cross aimed at building capacity within schools to achieve and maintain a positive school climate.

The group works to ensure all students feel welcome and accepted at their school. They motivate their peers to speak out about issues that concern them, stand up for change, and make a difference in their communities.

Erin McHarge, a grade nine student and member of Titans for Titans feels their group has bonded through the Red Cross training. “We were a group of 12 strangers when we started, and are now a tight-knit group who are empowered by our training and fuelled by our vision. We truly strive to make a better community here at Bishop Tonnos.”

The Titans for Titans use their knowledge to create and share public service announcements, organize student-led and student-run “empowerment forums” and school-wide assemblies, host panel discussions addressing the dangers of bullying, organize and participate in community activities such as “Walk So Kids Can Talk”, and run week-long anti-bullying and awareness campaigns.

“Titans for Titans is truly an example of a student-led group making a difference,” said Marcia Brennan, a Bishop Tonnos teacher involved with the initiative. “The importance of having a nationally recognized organization such as the Red Cross was critical for us as it provides validity and authenticity to the Titans for Titans message and actions.”

Now in their second year of the program, staff and students at Bishop Tonnos have even had the opportunity to network with local elementary schools.

“It is a program that surpassed our initial expectations and now we can’t imagine not being involved with the program,” said Marcia. “The ongoing relationship that we have been able to build with members of the Red Cross has been incredible. From our perspective, this is a true partnership that is making a difference in the lives of our students.

In 2012, Beyond the Hurt experienced a significant increase in activity. Seventy-eight two-day youth facilitation training sessions were offered, which represents an increase of more than 700 per cent over the previous year. Financial support from the Red Cross Tiffany Circle – a group of women leaders and philanthropists – was an integral factor in the growth of the program. ■



MOVING BEYOND THE HURT

Sadly, bullying has become an everyday occurrence for many young people. Last May, Anne-Marie Mediwake of CBC News Toronto hosted a special panel on the topic of bullying. The panel of experts discussed how communities can make “no more bullies” a reality – and the efforts of the Red Cross were highlighted. The Red Cross offers violence and abuse prevention programs that are working to educate youth on the effects of bullying and how to stop the cycle. In the past year, almost 153,000 people were reached through Red Cross workshops and presentations, such as Beyond the Hurt workshops that specifically address bullying and peer harassment. The violence and abuse prevention programs offered by the Red Cross are highly dependent on donations in order to operate and we are grateful to the donors who have supported these important programs. ■

PROMOTING HUMANITARIAN ISSUES

As the guardian of the Geneva Conventions – laws that protect the wounded, the sick, prisoners of war and civilians – the Red Cross works to protect and promote the rights of all people affected by armed conflict. A key component of this work is educating people about various humanitarian issues. In Toronto last year, a week-long seminar was held for youth between the ages of 14 and 25. The participants were given an introduction to the Red Cross and Red Crescent Movement and humanitarian laws, learned about the various programs and services offered by the Red Cross and participated in facilitation and leadership skill-building exercises. By the end of the week, the seven participants were certified as Humanitarian Issues Promotion (HIP) Facilitators and will now be able to help share important messages related to humanitarian issues. ■



Red Cross works to protect and promote the rights of all people affected by armed conflict.



TEACHING TEACHERS ABOUT HUMANITARIAN LAW

Last year, the Red Cross offered a two-day conference for Ontario teachers on the topic of humanitarian law. “Exploring Humanitarian Law” gave the participants the knowledge and tools they need to teach their students about humanitarian law. Covering topics such as child soldiers, rules of armed conflict, war crimes and crimes against humanity, the conference was a resounding success based on the feedback from participants. Each teacher was provided with a toolkit to help them share the lessons and information with their own students. ■



LEAVING A LEGACY

Few people can imagine what it may have been like to grow up during the Great Depression. For Ruth Hamilton, that was the first of many hardships she would endure throughout her lifetime. After losing her first and only child at three months of age, and her husband, an airman who was killed on an air training flight at the end of the First World War, Ruth became very independent and developed exceptional determination. She spent many years volunteering to assist people with physical disabilities and supported a wide range of charitable organizations. In 1954, Ruth remarried and became the wife of William Hamilton, a Member of Parliament from Montreal. Throughout the remainder of her life, Ruth continued to volunteer her time. She passed away recently at the age of 96. Her legacy of humanitarian work will continue to live on however, as Ruth had named the Canadian Red Cross in her will. This gesture of generosity will ensure that countless other people will receive the assistance they need when they face adversity in their own lives. ■



BUILDING STRENGTH AND SPIRIT

The Red Cross Strength and Spirit Campaign, a \$1.5 million fundraising initiative, was officially launched last year. This campaign will build resiliency and capacity in First Nation communities, which are more vulnerable to injury, natural disasters, family violence and suicide than the rest of the Canadian population. One component of this initiative is to pilot Red Cross satellite offices in First Nation communities. Last fall, the first satellite office opened in Moose Cree First Nation, in Moose Factory, Ontario near the coast of James Bay. This office will offer disaster management, violence and abuse prevention programs, as well as serve as a hub of excellence providing support to other First Nation communities in the north. A second satellite office in a southern Ontario First Nation community is planned for the near future.

The Strength and Spirit Campaign has already received leadership gifts from the Paterson Foundation and Bob Whitelaw, totalling \$400,000. Their generosity has inspired many other donors to support the campaign and we are well on our way to achieving the campaign's fundraising goals, which will enable the Red Cross to make a difference in Ontario First Nation communities. ■



PROVIDING A WARM WELCOME

In Toronto, the First Contact program supports newly arriving refugee claimants by helping them to find emergency shelter, health care and legal assistance. Last year, 1,260 clients were assisted through the program. The program has placed a particular emphasis on assisting vulnerable groups, such as unaccompanied minors, to ensure their best interests are taken into consideration as soon as they arrive in Canada. The individuals and families who have been assisted have given high praise to the First Contact program. Having left their support system back home, the challenges of arriving in a new country can seem overwhelming. First Contact gives them a sense of hope and a helping hand. ■



ATTENTION WALMART SHOPPERS!

Since 2003, Walmart Canada has supported the Canadian Red Cross through their national annual fundraising campaign and has raised more than \$21 million to date. Throughout the month of August, funds are raised through customer contributions at store checkouts and Walmart Canada matching donations. Red Cross volunteers pitch in during the month to help cashiers encourage donations. The funds raised by Walmart customers, associates and suppliers support the Red Cross disaster management programs, providing those in need with access to food, shelter and supplies during times of emergency. Walmart Canada continues to be the largest corporate supporter of the disaster management program. Thanks to the support of Walmart Canada and other organizations that raise money for the Red Cross, we are able to respond whenever and wherever disaster may strike. ■

First Contact supports newly arriving refugee claimants by helping them to find emergency shelter, health care and legal assistance.

HONOURING OUR HOMETOWN HEROES

“Hometown Heroes”, a collection of portraits of Red Cross volunteers from across Ontario, was unveiled last year at a reception at Queen’s Park hosted by The Honourable David Onley, Lieutenant Governor of Ontario. Red Cross volunteers are students, seniors, professionals, tradespeople and more. Some are new to Canada, while others have been leaders in their communities for decades. The diversity of our volunteers is vast, but their commitment to helping those in need is shared by all. Of special interest is the fact that the portraits were taken by photographer Johan Hallberg-Campbell, himself a volunteer for the Red Cross. He travelled across Ontario to capture the images of the volunteers and did so out of the goodness of his heart. Following the unveiling of the exhibition during National Volunteer Week, it travelled across the province to open houses and special events. ■



CELEBRATING THE FIRST ANNIVERSARY OF THE TIFFANY CIRCLE IN ONTARIO

Since its official launch in September 2011, Canadian Tiffany Circle members have contributed over \$3 million to the Canadian Red Cross. The Tiffany Circle is a society of international women leaders and philanthropists who have each committed to invest \$10,000 annually in their local Red Cross. The Canadian Tiffany Circle was initiated in Ontario, and membership has continued to grow over the past year. Launches have also taken place in Halifax and Vancouver and several of the members attended international

launches of the Tiffany Circle in Paris and London. To mark the first anniversary of the Tiffany Circle in Canada, members were treated to “Breakfast at Tiffany’s”, hosted at the Tiffany retail store in Toronto’s Yorkdale Mall. The honorary chair, Mrs. Laureen Harper, was in attendance to celebrate with the members. These women are following in the footsteps of a long line of female leaders who, throughout its history, have helped the Red Cross serve the most vulnerable through times of both war and peace. ■



RED CROSS RANKS "A+"

In addition to giving time and energy, many people give financial gifts to the Red Cross. We are very proud that the Canadian Red Cross was recognized by Money Sense magazine for charity efficiency. Compared to 100 other charities in Canada, the Red Cross received an "A+" in every category, including fundraising efficiency, governance, reserve fund size and transparency, one of only two charities to receive this distinction. Our donors can feel confident in making a donation to the Red Cross and reassured that we will always work diligently to ensure their donations make a true difference in the lives of others. ■



RECONNECTING LOVED ONES

Over the past year, more than 650 people were able to locate or restore contact with family members through the Restoring Family Links program offered by the Red Cross. Most of the clients came from war-torn countries. While armed conflict is often a reason that family members becoming separated, others become separated due to natural disasters and other humanitarian crises. Often, as a person begins rebuilding their life in Canada, it becomes increasingly important for them to restore contact with family members. The Red Cross is able to assist with reuniting families through the network of 188 Red Cross and Red Crescent Societies around the world. ■

The diversity of our volunteers is vast, but their commitment to helping those in need is shared by all.



FACTS

AT A GLANCE

Last year, this is how the Red Cross made a difference in Ontario:

7,890

people assisted
by Red Cross
disaster services

620

disaster responses

1,427

active disaster
management
volunteers in Ontario

10,694

people trained
through 382 disaster
preparedness
workshops

12,509

pieces of health
equipment loaned

223,140

people received
Red Cross first
aid training

373,267

participants in Red Cross
swimming and water
safety programs

152,645

Ontario youth reached
through RespectED
workshops

9,037

Ontarians educated
on international
humanitarian issues

34,250

meals delivered by
Red Cross volunteers
through Meals
on Wheels

268,770

transportation rides
provided to clients

6,638

Red Cross volunteers
in Ontario



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