



**CANADIAN
RED CROSS**

CANADIAN RED CROSS

Annual Review

2010–2011

Toronto Region



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MISSION

The Canadian Red Cross mission 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 Neutrality Independence Voluntary Service Unity Universality

MESSAGE FROM THE PRESIDENT AND DIRECTOR

Thanks for your support

The Canadian Red Cross, Toronto Region, had another incredible year helping those in need in our community in 2010-2011. Our staff and volunteers once again showed their commitment and dedication to helping the most vulnerable both here at home and around the world.

Many of our programs and services continue to grow to meet new and increasing needs in our community. Our homeless services are assisting more homeless and under-housed individuals and families than ever before. In particular, the Street Relief program is operating a new food bank, created in partnership with community agencies, which serves 17,000 food hampers each week. Our first aid, water safety, violence and abuse prevention and community health programs continue on their path of reaching more Torontonians each year.

Our essential Toronto programs and services can only exist because of our compassionate and devoted volunteers. Anywhere and anytime someone is facing injury, illness, conflict or disaster, they are there with a helping hand. This past year, 650 volunteers donated 40,558 hours of their valuable time to Red Cross in Toronto. We are so grateful for all the contributions made by our volunteers. To them, we say "Thank You."

When several disasters struck in the city during the year, our volunteers immediately responded. Last fall, a six-alarm fire at an apartment building on Wellesley Street left hundreds homeless. Our volunteers provided much-needed emotional support and basic necessities to evacuees during what was a stressful and traumatic time. Volunteers also assisted many vulnerable members of our community during several heat alerts last summer.

We continue to be able to be there, wherever and whenever needed, because of the generous on-going support of the Toronto community. When several major disasters happened around the world this past year, Torontonians immediately opened their hearts. From massive flooding in Pakistan to the devastating earthquake and tsunami in Japan and our on-going recovery efforts in Haiti, staff and volunteers in Toronto thankfully accepted donations from individuals, worked with corporations and community groups to support fundraising efforts, and provided support to our aid workers in the field.

When we think of Red Cross, we not only think of our staff and volunteers, but of our many clients, donors, members, partnering agencies and other stakeholders. We are only here because of you. Thank you for being part of us.

We hope you enjoy reading this year's annual review.

Dennis Chow

President, Toronto Region Council

Cindy Malcolm

Director, Regional Operations

Many of our programs and services continue to grow to meet new and increasing needs in our community.

TORONTO REGION COUNCIL

CANADIAN RED CROSS

President	DENNIS CHOW
Past President	HEATHER WILSON
Vice President	AMANDA KENNEDY
Vice President	JEFFREY ALEXANDER
Youth Advisor	SAACHI SADCHA
Chair, Nominations	JEAN LAM
President, Peel Branch	SHIRLEY MAK

Councillor	TIM STEELE
Councillor	LAURA COWAN
Councillor	ED REED
Councillor	JAY POTTER
Councillor	AUN ALI KHOKHAWALA
Councillor	JENNIFER FUTOL
Councillor	JAMES TEMPLE
Councillor	RUPA JUNNARKAR
Councillor	JOANNE RUSNELL

THANK YOU TO OUR VOLUNTEERS

Many essential Red Cross programs and services are only made possible through the dedication and compassion of volunteers. This past year, 650 volunteers devoted 40,558 hours of their time to help those in need in the community.

Red Cross appreciates and is deeply thankful for the time and commitment given by all its volunteers. We are pleased to publicly offer our thanks to many of them for their commitment in the form of recognition awards this year.

MERIT

TRANSPORTATION

Bruce White
Brian Cumming
Mike (Hans) Ehlers

STREET RELIEF

Junko Hanaki
Laura Dean
Raquel Jimenez
Arnulfo Jimenez

MOBILE FOOD BANK

Yvonne Coldridge

MEALS ON WHEELS

Edward Friel
Allan Walker
William Williams
Marjorie Devine
Donna Hunter
Molly McLeish
Hart Smith

CITATION

DISASTER MANAGEMENT

Heather Morton
Sean Wheatley
Ryan Bose
Robert Hatcher
Kirsteen Donachie
Stephanie Etkin
Shaun Holmes
Natalie Pankova
Florentino Sanya
Jaime Elliot-Ngugi

FUND DEVELOPMENT

Bruce Marshall

STREET RELIEF

Vanessa (Hae Rang) Lee

CORPORATE CITATIONS

MOBILE FOOD BANK

AXA Insurance
Suncor
Canada Bread
Unilever Canada

SERVICE

STREET RELIEF

Kirsteen Donachie
Rodney Travers-Griffin

DISTINGUISHED SERVICE

RESTORING FAMILY LINKS

Candace McCool



DISASTER MANAGEMENT

This past year, Red Cross assisted 1,539 people in Toronto who were forced to evacuate their homes because of a disaster such as a fire or flood.

Crises and Disaster at Home

Day and night, Red Cross volunteers respond to disasters in Toronto ranging from house fires to blackouts, tornadoes and flooding. When disaster strikes, Red Cross works alongside governments and other agencies to provide for people's basic needs: food, clothing, shelter, emotional support and family reunification. This past year, Red Cross assisted 1,539 people in Toronto who were forced to evacuate their homes because of a disaster such as a fire or flood.

Some of these responses made the headlines. On September 24, a six-alarm fire broke out at an apartment building on Wellesley Street, leaving about 1,200 residents homeless. Red Cross managed two evacuation centres opened by the City of Toronto, where volunteers ensured that those affected had shelter, food, and other necessities. In total, Red Cross provided 100 cots, passed along hygiene kits and blankets to 1,000 people, as well as distributed \$50 gift cards to parents to buy clothes for their children.

A few months later, on December 13, 4,000 students were evacuated from York University after a fire crippled the university's heating plant. More unfortunately, it was also the same day the City of Toronto declared an extreme cold alert with wind chill temperatures reaching -20C. Red Cross volunteers set up a shelter to assist students who needed a warm place to spend the night.

Red Cross also continued to provide aid to the city's most vulnerable populations during extreme warm weather. Last summer, volunteers assisted during eight 'extreme heat' alerts and six 'heat' alerts by distributing bottles of water to vulnerable individuals and community agencies. Red Cross volunteers also staffed a heat information

line providing Torontonians with essential tips on how to stay safe and cool in hot weather.

Photo by: Veronica Henri, QMI Agency



Red Cross volunteers assisted residents evacuated from a Wellesley Street apartment building following a six-alarm fire



Disaster Beyond Our Borders

BUILDING A FUTURE FOR HAITI

Thanks to the generous support of Canadians, the Canadian Red Cross is continuing to provide on-going support to help Haiti recover from a devastating earthquake which struck the country in January 2010. The Red Cross is in the midst of constructing 7,500 wooden shelters for families that are both hurricane and earthquake resistant. More than 1 million relief items have been distributed, and the Red Cross continues to distribute 2.5 million litres of clean water each day.

One of the primary focuses of Red Cross efforts is health care. In December, the Canadian Red Cross deployed its new field hospital to treat people affected by a cholera outbreak. The field hospital was created as part of the First Responder Initiative, a partnership with the Government of Canada, and it increases the capacity of the Canadian Red Cross to rapidly respond when disaster strikes. In late November Red Cross delegates took part in intensive training in Brampton to learn all aspects of the set-up and operations of the new field hospital. They didn't know it at the time, but just one week after the training, the hospital and the first rotation of delegates were called to action and deployed to Haiti.

The Canadian Red Cross is committed to working alongside the Haitian Red Cross throughout recovery, reconstruction and development phases to build stronger, healthier and more resilient communities.

In December, the Canadian Red Cross deployed its new field hospital to treat people affected by a cholera outbreak.

Kathy Mueller

CANADIAN RED CROSS DELEGATE

Less than two weeks after a powerful earthquake struck Japan, Kathy Mueller, a Red Cross delegate from London ON, was sent there to provide support for the International Federation of Red Cross and Red Crescent Societies (IFRC).



Left: Kathy Mueller, Red Cross Delegate

During her mission, she experienced several aftershocks as well as heard and shared the stories of many survivors who were reeling from the aftermath of the disaster – some who lost their homes, others family members, and some who lost both. One of her main roles was to help provide information to the media about Red Cross relief efforts, which included blogging about her experiences for BBC News.



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DISASTER MANAGEMENT

Last July, the worst floods in Pakistan's history impacted an area the size of the United Kingdom, affecting 20 million people and damaging 1.9 million homes.

Disaster Beyond Our Borders

RESPONDING TO THE WORST FLOODS IN PAKISTAN'S HISTORY

Last July, the worst floods in Pakistan's history impacted an area the size of the United Kingdom, affecting 20 million people and damaging 1.9 million homes. The Canadian Red Cross has been working in the country since the 2005 earthquake and was able to respond quickly to support the efforts of thousands of Pakistan Red Crescent volunteers who rapidly mobilised to provide for urgent needs.

The Canadian Red Cross contributed close to \$6.5 million in cash and relief supplies, as well as deployed six mobile clinics, an emergency medical health team, and a delegate to lead the field assessment team. Canadian Red Cross also provided 900 tents and supported relief distributions to over 20,000 families.

EARTHQUAKE RATTLES JAPAN – RED CROSS IS THERE

On March 11, a 9.0 magnitude earthquake struck Japan causing major damage and triggering a tsunami in that country, as well as tsunami warnings around the Pacific Rim. The disaster left thousands dead or missing, and even more displaced.

The Canadian Red Cross immediately launched an appeal to support the work of the Japanese Red Cross in responding to this disaster. As part of relief efforts, the Red Cross distributed more than 192,000 blankets, 183,000 pieces of clothing, 26,000 emergency relief kits and 11,000 sleeping kits to people forced to evacuate their homes. Efforts will soon shift from emergency response to early recovery, which will include livelihoods support and the provision of 70,000 transitional homes benefitting 280,000 people.

HEALTH AND SOCIAL PROGRAMS



Community Health Services

Canadian Red Cross staff and volunteers provide several services in Toronto to help people remain living independently in their homes with comfort and dignity, despite facing injury, illness or other circumstances. As our population ages, the demand for these services will only increase.

PERSONAL SUPPORT/HOMEMAKING

Red Cross is one of the largest not-for-profit providers of homemaking/personal support services in Ontario, delivering individualized and compassionate personal care, home management and companion care so that clients can avoid costly institutionalization while enjoying personal freedom and a much higher quality of life.

TRANSPORTATION

Transportation Services provide pre-arranged rides to seniors and other persons unable to use public transit throughout Toronto. The program is made possible because of the dedication of volunteers.

“The driver that took me to my appointment was very nice and very polite. I want him to drive me again to my appointments.” – Transportation Services client

HEALTH EQUIPMENT LOAN PROGRAM (HELP)

Thanks to the support of volunteers, our Health Equipment Loan Program (HELP) offers quality health care equipment for a nominal fee. This past year, HELP expanded its delivery boundaries to include Mississauga, increasing access to those unable to travel to pick up equipment in-person.

“I am able to move so much easier around my home, and am able to help myself with my own hygiene and not have to put so much pressure on my family to take care of me. The equipment gave me my independence back.” – HELP client

*“The driver that took me to my appointment was very nice and very polite. I want him to drive me again to my appointments.”
– Transportation Services client*



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HEALTH AND SOCIAL PROGRAMS

“Many thanks to each of you for the great job you do in preparing, sorting and arranging delivery of Meals on Wheels by the kind volunteers. You are all terrific including the telephone staff.” – Meals on Wheels client.

MEALS ON WHEELS

For a nominal fee, Meals on Wheels delivers nutritious and delicious meals to members of the community unable to prepare their own. Red Cross is the sole provider of this service in Etobicoke and, in total last year, provided over 75,433 meals within the GTA.

Because of its valuable contribution to the daily life of Toronto residents, Meals on Wheels continues to attract significant support from the community. This past year, the program was able to acquire a new freezer, thanks to the Shell Canada VIP Program while the Nissan Canada Foundation also gave a generous donation, in addition to leasing a new vehicle to the program.

“Many thanks to each of you for the great job you do in preparing, sorting and arranging delivery of Meals on Wheels by the kind volunteers. You are all terrific including the telephone staff.” – Meals on Wheels client.

Homeless Services

The Canadian Red Cross offers a number of programs and services to assist those who are homeless or under-housed in Toronto.

SCARBOROUGH DROP-IN CENTRE

The Scarborough Drop-in Centre, primarily funded by the United Way, assists homeless and under-housed individuals in accessing the basic necessities of shelter, food, clothing and health care. In addition to regular services offered, the centre was able to provide 45 clients with winter coats, and 21 women and 38 men with winter boots. The centre also held a holiday party where, thanks to a generous donation by Carswell, each client received a hygiene kit.

A summer student and a Katimavik volunteer also helped out at the centre this past year.



MOBILE FOOD BANK

The Mobile Food Bank provides home delivery of food bank items to clients who are unable to access a walk-in food bank due to health issues. It is the only service of its kind in Toronto, and works in collaboration with the Daily Bread Food Bank.

This past year, the Mobile Food Bank hosted several corporate and other volunteer groups including Canada Bread, Unilever, Jansen, BMO and Sunnybrook School.

STREET RELIEF PROGRAM

The Street Relief program provides nutritious meals in a safe environment to homeless, under-housed and vulnerable members of the community who are struggling to overcome various issues including unemployment, poverty and isolation. Year-round, the program provides breakfasts on Mondays and dinners on Wednesdays at Our Lady of Lourdes Church on Jarvis Street. From mid-November to mid-April, lunches are also served at St. Andrew's United Church on Bloor Street. At the same time, clients have access to medical care and information on social services and other referrals.

This past year, program staff and volunteers led operations at the Sorauen Food Bank - a new food bank created in partnership with the Daily Bread Food Bank, the Parkdale Activity and Recreation Centre, and other community partners. Each week, as a result of this collaboration, over 17,000 food hampers were served to those in need.

The program also supported youth engagement in the community by partnering with Katimavik – a national non-profit organization that engages youth in volunteer service. A Katimavik youth volunteered full-time for three months with Street Relief while twenty high school students from the GTA also contributed their time with the program.

“A great place for our family because we have food. If we don't have anything to eat on Wednesday we can come here.” – 11 year-old Street Relief client

The Canadian Red Cross offers a number of programs and services to assist those who are homeless or under-housed in Toronto.



COMMUNITY RESILIENCE AND CAPACITY BUILDING

*This past year,
650 volunteers
devoted 40,558
hours of their
time to help
those in need in
the community.*

Volunteer Resources

TORONTO VOLUNTEER RECEIVES HIGHEST RECOGNITION FROM RED CROSS

When Audrey Wilson was a young girl her parents taught her an important lesson. “They taught me that when you make a commitment you should keep it,” she said. And kept it she has.

Audrey has volunteered with Red Cross in Toronto for 54 years, in particular with the transportation program and several different committees. Last spring, during a ceremony before Red Cross staff, volunteers, family and friends, she was the worthy recipient of the highest form of Red Cross volunteer recognition when she was awarded the Order of the Red Cross, Officer Level.

Audrey first joined Red Cross Toronto Region during the 1950s as a member of the Red Cross Corps, assisting in a number of areas including the coordination of transportation for seniors and veterans, visiting and entertaining seniors in nursing homes, and first aid. She also served as chairperson for North York and all of Ontario for the Red Cross Corps.

In recent years, she delivered health kits to those quarantined during the SARS crisis in 2003, assisted with answering phones following the tsunami disaster in 2004, and continues to volunteer in the office as a member of the awards and transportation committees. Deservedly, she has received several awards for her years of outstanding service to Red Cross and to the people of Toronto.



Volunteer Audrey Wilson receives congratulations on her Order of the Red Cross from Director of Regional Operations Cindy Malcolm



Migrant and Refugee Services

FIRST CONTACT

The First Contact program supports refugee claimants arriving in the Toronto area by providing multilingual information on how to find shelter, health care, language training and legal assistance. The program provides a toll-free number that can be accessed 24 hours a day, seven days a week. As well, those seeking assistance can visit the Toronto Region office in-person during office hours.

DISASTER PREPAREDNESS

Every year, Red Cross works with the community to prepare for any potential disasters, and this past year was no exception. Before and during the G20 summit, Red Cross had supplies and volunteers on stand-by if assistance was needed by the City of Toronto. Red Cross volunteers also taught Toronto residents how to personally prepare for potential disasters through workshops and community events. One such event was held in late August at Walmart in Scarborough to launch their annual in-store fundraising campaign for Red Cross. Using no electricity, contestants were challenged to make a delectable meal out of food items found in a standard emergency kit. Dan Hefkey, Chief of Emergency Management Ontario, participated in the event, which was judged by Dana Lacey, a journalist with the National Post.

Every year, Red Cross works with the community to prepare for any potential disasters, and this past year was no exception.

A client's story

ASSISTANCE THROUGH FIRST CONTACT

Sekou*, 18 years old, arrived in Canada from the West African country of Guinea. He came to us with little knowledge of the services and supports in the community that could help him and also very little understanding of the refugee determination process. He was staying in a homeless youth shelter that asked residents to leave for the day and return in the evening. With no friends or family in Canada, Sekou would wander the city with no clear destination. I walked him through the steps of the refugee determination process and informed him about his health coverage, legal aid and other essential services. Sekou had dreams to continue his education in Canada but had not completed high school. I informed him about how he could complete his education with the possibility of moving on to post secondary school if the outcome of his claim was successful. I also followed up with him over the next few days to refer him to a refugee shelter that would be better able to provide him with the support he required. He was thankful for our support and the time we took to assist him.

- Jean Suh, Community Services Coordinator, First Contact

*Name has been changed



HUMANITARIAN ISSUES

I thought I had exhausted every avenue until I decided to see if the Red Cross would consider helping me.

Alleviating Human Suffering

RESTORING FAMILY LINKS

War, disaster and other humanitarian crises beyond an individual's control often separate families. The Restoring Family Links program helps immediate family members locate each other in different countries and re-establish contact through a network of 186 national Red Cross and Red Crescent societies and delegations of the International Committee of the Red Cross (ICRC) around the world.

Last August, a ship named the MV Sun Sea arrived off the coast of British Columbia carrying migrants from Sri Lanka. The Restoring Family Links program was actively involved in tracing immediate family members in Canada or overseas at the request of the migrants, as well as responding to inquiries from Canadians who suspected an immediate family member was on-board the ship. Red Cross also delivered Red Cross Messages - short messages written by the migrants to let their loved-ones know they were safe and well.

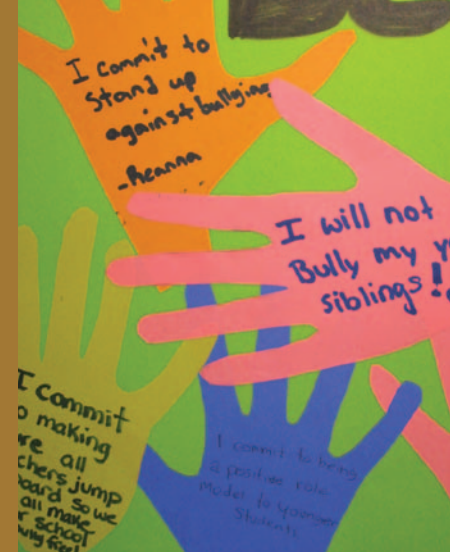
"Thank you for tracing the whereabouts of Thomas Schulter. I thought I had exhausted every avenue, until I decided to see if the Red Cross would consider helping me. How very appreciative I am of this wonderful service. My thanks for all you have done" – Toronto Restoring Family Links client.

HUMANITARIAN ISSUES PROMOTION

The Canadian Red Cross Humanitarian Issues Promotion (HIP) program promotes international humanitarian law and values to government, the armed forces, media, youth and civil society.

HIP is very active with engaging Toronto youth to understand and become involved with the promotion of humanitarian law and human rights throughout the world. The program facilitates student groups at the University of Toronto's St. George and Scarborough campuses, and York University. This past year, a new group based out of the Toronto Region office was established. The groups are involved with public awareness initiatives and fundraising activities in support of Red Cross campaigns and programs

VIOLENCE AND ABUSE PREVENTION



Violence is Preventable: Education is Key

RESPECTED

Everyone deserves to grow up safe and respected, but sadly, every day thousands of Canadian children are harmed by people they know and trust.

RespectED: Violence and Abuse Prevention aims to stop the hurt before it starts. The nationally recognized, award-winning programs teach kids and adults how to recognize the signs of abuse, dating violence and harassment, and, importantly, how to get help.

This past year, RespectED has been very active and has continued to grow in Toronto. A pilot for Bullying Prevention Youth Symposiums was implemented by RespectED and the Toronto District School Board in collaboration with the Toronto Coalition for Awareness and Prevention of Bullying – made up of agencies, school boards and other stakeholders committed to the prevention of bullying. Designed for elementary school students, the symposiums offer a key-note speaker and several workshops on practical and safe ways students themselves can prevent bullying at their school.

A “Healthy Youth Relationship” workshop was also delivered to parents of Toronto Catholic District School Board students. Funded by a “Parents Reaching Out” grant from Ontario’s Ministry of Education, the workshop teaches parents about healthy youth dating relationships and how to prevent youth violence.

“My students were so well trained by your facilitators that they were able to educate and enlighten others.” – Toronto District School Board teacher

*RespectED:
Violence and
Abuse Prevention
aims to stop
the hurt before
it starts.*



INJURY PREVENTION

Over 400 vulnerable Toronto youth received free Red Cross babysitting training, thanks to a generous donation from TELUS mobility

Empowering People to Stay Safe and Prevent Injury

FIRST AID

Canadian Red Cross continues to be a leader in providing first aid and CPR training not only in Toronto but across the country. Every year, Red Cross teaches over 472,000 Canadians these important life-saving skills.

This past year, Red Cross was able to hire 10 new instructors to increase its instructor base in the city, as well as renewed its contract with the Toronto Transit Commission (TTC) to provide first aid and CPR courses to its employees.

Red Cross continuously looks for innovative ways to encourage Torontonians to take first aid courses. In response to the increasing popularity of social media, the Toronto Region office hosted a free CPR class for Twitter users during CPR Month in November. Participants were encouraged to share on Twitter what they were learning – as they were learning it – by using the tag: #RedCrossCPR. The event was a huge success with important safety messages and information reaching thousands of social media users.

In addition, over 400 vulnerable Toronto youth received free Red Cross babysitting training, thanks to a generous donation from TELUS mobility. Participants learned how to care for children in a safe environment, how to handle emergency situations and prevent injuries. As well, the youths – aged 11 and older – gained valuable skills and experience.

Red Cross First Aid. PREPARE FOR LIFE.

Our Goal: To improve the quality of life by giving people the skills to make safe choices, prevent injuries and respond in emergency situations.



WATER SAFETY

More than one million Canadians participate in Red Cross swimming and water safety programs each year. Here in Toronto, our programs are delivered by several Training Partners who enable us to reach hundreds of children and youth with important water safety education and swimming skills.

Our new and improved Red Cross Swim program has arrived. In an effort to ensure continuous quality in our programs, the Red Cross undertakes regular program reviews and revisions that incorporate the latest research, as well as feedback from our Training Partners, parents and program participants. The Red Cross Swim program has been updated and improved and will continue to offer the knowledge and skills to help Canadians stay safe in, on and around water.

Hot, humid weather during the summer of 2010 resulted in many people turning to local pools, lakes and waterfronts for relief from the heat. Unfortunately, last summer also saw approximately 89 lives lost to drowning in Ontario, with an increase in the percentage of child drownings over previous years. The Red Cross is dedicated to preventing drowning through our programs, as well as public education campaigns such as Water Safety Week and National Lifejacket Day. For important water safety tips visit our web site at www.redcross.ca/swim.

More than one million Canadians participate in Red Cross swimming and water safety programs each year.

Red Cross Swim.

SWIM WITH THE BEST!

Our Goal: To Improve the quality of life by giving people the skills to make safe choices, increase physical fitness, prevent injuries and act in emergency and rescue situations.



FINANCIAL HEALTH AND SUSTAINABILITY

Donations have helped Red Cross to touch the lives of those in need not only right here in Toronto but around the world.

Canadian Red Cross programs and services would not be possible without the generous financial support of Toronto residents, schools, businesses and various other organizations.

THE CIRCLE OF HUMANITY

The Circle of Humanity is a monthly giving program that provides stable, reliable and cost-effective financial support to the humanitarian efforts of the Canadian Red Cross. Donors make monthly contributions that are deducted from their credit card or bank account, which add up to make a big difference. To date 6,000 Torontonians have joined the Circle of Humanity.

PAKISTAN FLOOD APPEAL

Last July, the worst floods in Pakistan's history impacted an area the size of the United Kingdom, affecting 20 million people. The Canadian Red Cross, working in Pakistan since the earthquake of 2005, was able to mobilize swiftly to support thousands of Pakistan Red Crescent volunteers who were responding on the ground in areas inaccessible to most relief efforts.

The Canadian Red Cross contributed close to \$6.5 million in cash and relief supplies, as well as deployed six mobile clinics and an emergency medical health team. Emergency relief supplies were distributed to over 650 families.

The Toronto community came forward to support Red Cross efforts through several fundraisers and individual and corporate gifts, including a generous donation from the Sprott Foundation, which contributed \$500,000.

JAPAN EARTHQUAKE APPEAL

On March 11, 2011, a 9.0 magnitude earthquake struck Japan causing major damage and triggering 4-metre high waves that struck coastal Japan, as well as a tsunami warning across the Pacific Rim. Red Cross response to this disaster was immediate. Once again, Canadians were very generous in a time of great need donating over \$20 million to support Red Cross relief efforts.

WALMART CAMPAIGN 2010

In August, Walmart held its annual month-long in-store fundraiser in support of Canadian Red Cross disaster management, raising more than \$75,000 in Toronto and \$5 million nation-wide.



United Way
Toronto

FACTS AT A GLANCE

By the numbers – Red Cross in Toronto Region

- 1,539** people assisted by Red Cross disaster services
 - 39** disaster responses
 - 224** active disaster management volunteers
- 1,665** Torontonians received personal preparedness training from Red Cross
- 4,298** people trained by Red Cross in First Aid
- 1,494** refugee claimants received assistance through the First Contact program
 - 916** people were helped to locate family members or to restore family contact through Restoring Family Links
- 2,222** community members learned about humanitarian values through workshops and presentations
- 75,433** meals were delivered by volunteers to Meals on Wheels clients in Etobicoke
- 20,832** transportation rides provided to clients
- 1,695** pieces of health equipment loaned to clients through our Health Equipment Loan Program
- 9,207** food hampers delivered to Mobile Food Bank clients
- 16,165** meals served to homeless and under-housed members of the community through the Street Relief program
- 20,248** visits by members of the community needing assistance at the Scarborough Drop-in Centre
 - 320** people learned how to prevent violence and abuse through RespectED workshops
- 650** volunteers donated 40,558 hours of their time to the Red Cross in Toronto



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RED CROSS**

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