



**CROIX-ROUGE
CANADIENNE
CANADIAN
RED CROSS**

ANNUAL REVIEW

ONTARIO 2011–2012

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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

DEAR CANADIAN RED CROSS FAMILY,

IT HAS BEEN ANOTHER BUSY YEAR FOR THE CANADIAN RED CROSS IN ONTARIO. WHETHER IT WAS RESPONDING TO THE TORNADO IN GODERICH, CREATING NEW PROGRAMS FOR SENIORS LIVING ALONE OR TEACHING YOUTH ABOUT INTERNATIONAL LAWS THAT PROTECT HUMAN DIGNITY, THE MISSION OF THE RED CROSS WAS AT THE FOREFRONT ALL YEAR LONG.

Reflecting back on the work of the past year, we are pleased with the progress we've made in reaching the goals set out in our strategic plan, Strategy 2015. We are continuing to strengthen our focus in each of the six areas of excellence outlined in the plan, and those accomplishments are shared in more detail throughout this report.

Last year marked several milestones in Ontario. The Meals on Wheels program in Mississauga celebrated its 40th anniversary of delivering nutritious meals to community members. The first conference for teachers on Exploring Humanitarian Law was held, providing this audience with valuable tools for educating their students. During CPR Month in November, social media tools were used for the first time to spread the message about the importance of first aid and CPR training.

And it has been two years since an earthquake devastated Haiti, resulting in the most significant disaster response in the history of the Canadian Red Cross and our work there continues.

The work of the Red Cross is only possible with the ongoing dedication of our staff, volunteers, donors and other supporters. Each and every day, the programs and services offered by the Red Cross make a tangible difference in the lives of millions of people, both across the street and around the world.

With your support, the Red Cross will continue working to improve the lives of vulnerable people in communities across Ontario. We look forward to working with you in the year ahead.

Diane Girard
President,
Ontario Zone
Council

Ron Kelusky
Director General,
Ontario Zone

The work of the Red Cross is only possible with the ongoing dedication of our staff, volunteers, donors and other supporters.

ONTARIO ZONE COUNCIL

THE CANADIAN RED CROSS SOCIETY

2010-2012

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Councillor at Large	Trevor Lau
Councillor at Large	Wayne Little

TOWARD 2015 – OUR STRATEGIC DIRECTION



The Canadian Red Cross has a broad, national five-year strategic plan that outlines six goals in our areas of excellence that we are working to achieve. Known as Strategy 2015, this plan will ensure we maximize efficiency and enhance accountability across the organization as we move towards our mission of alleviating suffering in Canada and throughout the world. We are now two years into this plan and have made excellent progress towards our goals.

Our society is facing many challenges. Climate change is leading to a greater frequency of extreme weather events and the spread of diseases such as malaria and dengue. Increased numbers of people around the world are migrating to different countries due to economic, social, environmental and political pressures. And the aging population in many developed countries, including here in Canada, is requiring a rethink of our traditional hospital-based health care system.

The Canadian Red Cross has an important role to play in how we respond to each of these issues.

Throughout this annual review, you'll read about some of our innovative programs and projects that have been put in place to help us reach each of the goals set out in Strategy 2015. And in the coming three years, we will continue to work together to make these goals a reality. To read more about our areas of excellence and strategic direction, please visit www.redcross.ca.

WHAT THE CANADIAN RED CROSS AIMS TO ACHIEVE BY 2015

GOAL 1

DISASTER MANAGEMENT

People will have their basic needs met and their living conditions restored and improved in the event of crisis, conflict and disasters.

GOAL 2

COMMUNITY RESILIENCE & CAPACITY BUILDING

Communities will have increased capacity and resilience to address their basic needs.

GOAL 3

HEALTH & SOCIAL PROGRAMS

People will have improved health status through community-based actions.

GOAL 4

VIOLENCE & ABUSE PREVENTION

Children and youth will be protected from violence and abuse through the creation of safe environments.

GOAL 5

INJURY PREVENTION

People will have the skills and knowledge to make safe choices, prevent injuries and respond in emergency situations.

GOAL 6

HUMANITARIAN ISSUES AND INTERNATIONAL HUMANITARIAN LAW

Humanitarian issues will be addressed in order to protect life and health and to ensure respect for the human being.

DISASTER MANAGEMENT

RED CROSS VOLUNTEERS ARE READY TO RESPOND WHEREVER AND WHENEVER HELP IS NEEDED

EACH YEAR, THE RED CROSS ASSISTS PEOPLE WHO HAVE BEEN AFFECTED BY NATURAL OR MAN-MADE DISASTERS SUCH AS ICE STORMS, FLOODS, CHEMICAL SPILLS AND HOUSE FIRES.

RESPONDING TO EMERGENCIES HERE AT HOME

Over the past year, 2,241 trained Red Cross volunteers responded to 561 disasters – including house fires, a train derailment, a tornado and other emergencies. Basic needs including food, clothing, shelter and emotional support were provided to those affected.

In Toronto, volunteers also assist in responding to heat alerts during the summer months. Last summer, when six heat alerts and seven extreme heat alerts were declared, Red Cross volunteers were on hand to distribute water and operate a heat information line to provide heat safety tips to vulnerable community members.

Last July, almost 100 forest fires forced the evacuation of nearly 3,000 people (the largest evacuation the province has seen in decades) from several remote First Nations communities in Northern Ontario. Evacuees were flown to several host communities where Red Cross volunteers were waiting and ready to

provide support. Volunteers helped to register evacuees and provide for immediate needs such as transportation, shelter, cots, blankets, clothing and personal hygiene items.

One month later, a F3 tornado touched down in Goderich, leaving behind a trail of damaged homes and businesses. The twister was the strongest the province had experienced in 15 years. The municipality declared a State of Emergency and Red Cross volunteers registered those impacted, handed out comfort kits and assisted with accommodations.

Last November, at the request of Chief Theresa Spence, and in close partnership with government officials, a Red Cross response team arrived in the Northern Ontario First Nation community of Attawapiskat. The community was facing a housing crisis with several people living in homes unsuitable for the extreme cold of the coming winter. Canadians generously donated more than \$335,000, helping the Red Cross to provide vulnerable persons with much-needed items

including winter clothing, bed frames, mattresses, heaters, generators, building supplies and industrial laundry equipment. In addition to providing supplies, the Red Cross also worked with community and government officials to prepare the local healing lodge as a shelter until modular homes could be delivered on ice roads once winter arrived.

More recently, Canadian Red Cross volunteers provided warm blankets, water and food to passengers of a VIA train that derailed in Burlington. The accident killed three VIA employees and injured a number of passengers. Red Cross volunteers were there to offer comfort and support to passengers seeking refuge from the cold.

PROVIDING ASSISTANCE ACROSS CANADA

One of the strengths of the Canadian Red Cross is its vast network of highly trained volunteers who are ready to respond at a moment's notice when the call for help arrives – not only in their own neighbourhood but also in



The Red Cross helped the community of Attawapiskat deal with a housing crisis before the onset of harsh winter conditions.

Red Cross volunteers were called upon to assist community members of the remote First Nation community of Attawapiskat.

other communities when the scale of a disaster results in the need for additional help. Red Cross staff and volunteers from across Ontario were called upon to assist last spring after massive flooding in Manitoba and Quebec forced the evacuation of thousands of people.

In May, wildfires broke out in and around the town of Slave Lake in northern Alberta, devastating an entire neighbourhood in a few short hours. Approximately 300 homes were destroyed, causing the evacuation of 15,000 people. The Red Cross worked closely with local officials to help those affected. Evacuees were provided with shelter, food and water, and emotional support. Canadian donors provided \$5.5 million towards relief for the affected families. The Red Cross will be providing long-term assistance in Slave Lake to help with recovery efforts as well as

ensure the community is well-prepared should a similar disaster strike again.

HELPING BEYOND OUR BORDERS

When disasters strike around the world, Ontarians consistently demonstrate their compassion and desire to help those affected through financial donations in support of Red Cross relief and recovery efforts. The Canadian Red Cross works diligently to swiftly and effectively turn this generosity into tangible help and hope. When help was needed following several international disasters this year, people turned to the Red Cross.

On Friday, March 11, Canadians woke up to images of devastation in Japan following a 9.0 magnitude earthquake and subsequent tsunami which killed more than 15,000 people and left behind 18 million tonnes of

disaster debris. Six months later, almost 5,000 people were still missing. The Japanese Red Cross mobilized quickly and worked around the clock to provide for the needs of the most vulnerable. Shortly afterwards, the Canadian Red Cross supplied 130,000 blankets and 30,000 relief kits to support those who had been affected. Since then, the Canadian Red Cross has collected \$48 million in donations to support the recovery efforts of the Japanese Red Cross.

During the summer of 2011, the Horn of Africa experienced a cycle of severe droughts, which led to a humanitarian crisis. Alarming levels of malnutrition and death affected an estimated 13 million people. Canadians generously donated more than \$14.4 million for relief and recovery efforts. The Canadian Red Cross is putting these donations to

work to support long-term sustainable programs that will strengthen communities for future droughts – including water irrigation systems and alternative livestock.

Last October, a 7.2 magnitude earthquake struck the eastern Turkish province of Van, killing more than 6,000 people and damaging over 18,000 buildings. Following the earthquake, the Turkish Red Crescent assisted with search and rescue efforts, supported the immediate needs of those left homeless by the quake and provided psychosocial support. Canadians responded to the Red Cross appeal by donating more than \$92,000, enabling the Red Cross to contribute 3,000 thermal blankets and 100 winterized tents to provide shelter for some of the thousands of people who were left homeless. In addition to these supplies, the

Government of Canada shipped 500 winterized tents through the Rapid Response Project, a collaborative effort between the Canadian Red Cross and the Canadian International Development Agency that ensures over a million dollars in emergency relief supplies are warehoused and ready to be deployed immediately in the event of a disaster.

Violent uprisings last year in Northern Africa and the Middle East – including Libya, Egypt, Tunisia and Syria – left many people dead or injured, or seeking protection across borders as refugees. National Red Crescent Societies, along with the International Committee of the Red Cross (ICRC) and the International Federation of Red Cross and Red Crescent Societies (IFRC), helped to provide medical assistance, psychosocial support, supplies and relief

items to those impacted. The Canadian Red Cross launched an appeal in support of these humanitarian efforts.

It has been two years since Haiti was devastated by an earthquake and the Canadian Red Cross continues to help survivors rebuild, recover and create stronger and healthier futures, thanks to the generous support of Canadians. Shelter remains the top priority for the Canadian Red Cross in Haiti. To date, more than 7,000 earthquake and hurricane-resistant homes have been constructed, providing shelter and protection for more than 35,000 of Haiti's most vulnerable people. With the support of Canadians, the Red Cross is not only helping these communities recover, but to rebuild in ways that will make them stronger and more resilient.



Father and son team up to take care of their community.

TWO GENERATIONS, ONE COMMON GOAL

They say the apple doesn't fall far from the tree. That statement is certainly true for Dennis Marentette and his son André. Both men were drawn to careers in which they put the safety of others ahead of their own. So it made sense that Dennis, a former police officer, and André, a volunteer firefighter and police officer in training, would want to volunteer for the Red Cross disaster management team in Windsor.

Dennis began volunteering with the Red Cross to stay connected to his community. "I love the fact that with the Red Cross you're not on the sidelines, but that you're making a tangible difference for people when they need it most," said Dennis.

André has also found himself on the front lines in several situations. And while he's quick to downplay his heroic efforts, he received a Red Cross National Rescuer Award in 2011 for saving two teenagers from drowning in the Belle River Marina.

HEALTH AND SOCIAL PROGRAMS



CANADIAN RED CROSS STAFF AND VOLUNTEERS WORK TOGETHER TO PROVIDE A VARIETY OF SERVICES THAT HELP PEOPLE LIVE INDEPENDENTLY WITH COMFORT AND DIGNITY, DESPITE INJURY, ILLNESS OR OTHER CIRCUMSTANCES.

COMMUNITY HEALTH SERVICES

According to Statistics Canada, by 2041 almost a quarter of the Canadian population will be over the age of 65. As the population ages, community-based health services and home care are becoming an increasingly important part of the health care continuum. The Canadian Red Cross is one of the largest not-for-profit providers of homemaking and personal support services in Ontario. Our programs provide clients with individualized and compassionate personal care, home management and companion care, allowing them to live in comfort within their own home.

Last year, the Home First program in south east Ontario expanded their contract with the local Community Care

Access Centre (CCAC), allowing them to also provide service to clients in the Perth/Smiths Falls area as well as Belleville/Quinte. Through this program, seniors who are in their local hospital while waiting for placement into a long-term care bed are able to receive personal support services in their own home for up to 24 hours a day if needed. This service is allowing hospitals to free up beds for those who require acute hospital care.

Another new initiative is the Homeward Bound program at the Sarnia- Lambton branch of the Red Cross. This program provides resources to assist seniors who are transitioning back into their own homes to live independently after a hospital stay, trip to the emergency room or outpatient procedure.

COMMUNITY SUPPORT SERVICES

This past year, the Community Support Services provided by the Canadian Red Cross in Ontario, which includes Meals on Wheels, Transportation and the Health Equipment Loan Program, achieved Level One Certification from Excellence Canada, reaffirming the ongoing commitment of the Red Cross to the concepts of quality, continuous improvement and excellence.

Health Equipment Loan Program (HELP)

People who are recovering from injury, illness or surgery can access medical equipment through the Health Equipment Loan Program (HELP), which has been operating in Ontario for more than 66 years. Wheelchairs, walkers,

MEALS ON WHEELS IN MISSISSAUGA – 40 YEARS AND STILL ROLLIN’

The Canadian Red Cross Meals on Wheels program in Mississauga celebrated 40 years of providing this much-needed service to the community. In the first year of operations, approximately 3,600 meals were delivered. The program has grown considerably since then, with more than 33,000 meals delivered in the past year. Adding to the growth of the Meals on Wheels program in Mississauga is a new hot meal option named “Hot Wheels”. The program launched in Malton, a neighbourhood in the northeastern part of Mississauga. Previously, clients in Malton could only receive frozen entrees due to the distance of their neighbourhood. Now, thanks to a donation of a mobile oven from Farmbro, meals can be delivered piping hot to these residents as well.



When not volunteering with the HELP program in Ottawa, Richard enjoys a variety of sports and has won a gold medal in wheelchair curling.

Richard Sage has been volunteering for the Health Equipment Loan Program (HELP) at the Ottawa branch for almost three years. Every Tuesday and Thursday, Richard can be found hard at work entering the equipment loan agreements into the program database. Richard's contributions are so reliable he's been given sole responsibility for managing the database. "Richard is a hardworking, dedicated individual with an infectious smile," said Paulette Hammell, the HELP program coordinator at the Ottawa branch. "When I started working here, Richard was called upon to teach me the ropes, since he knew the database better than anyone."

Born and raised in Niagara Falls, Richard moved to Ottawa to complete his BA in Canadian Studies at Carleton University. In addition to volunteering with the Red Cross, Richard enjoys a variety of sports. He has won a gold medal in wheelchair curling and is a die-hard Maple Leafs fan, in spite of the fact that he is now living in Ottawa Senators territory.

commodore, crutches and other equipment are available for a nominal fee on a short-term basis. The equipment undergoes extensive maintenance, infection control and repair processes to ensure the highest possible quality for the client using it.

In 2011, the Canadian Red Cross and Ontario's Ministry of Health and Long-Term Care launched a one-year wheelchair recycling pilot project that enables clients of the Assistive Devices Program and others to return their lightweight standard manual wheelchairs to any branch of the Canadian Red Cross once they are no longer needed. The wheelchairs are fully cleaned and serviced so they can be effectively and safely use again. The pilot project saw an excellent response in its first year and is expected to expand its scope.



Roger Sigouin, the Mayor of Hearst, surprised a Meals on Wheels client when he appeared at the door to deliver their meal.

Meals on Wheels

Through the Canadian Red Cross Meals on Wheels program, volunteers deliver nutritious meals to those who are unable to prepare meals

themselves due to injury, illness or disability. The meals are affordable and can be customized to suit the client's dietary needs. Last year, almost 260,000 meals were delivered across the province.

The most vulnerable members of our communities are often at the highest risk of nutritional deficiencies, particularly if they live alone, are house-bound, have limited income and are not eating from the four primary food groups. As the population of Canada continues to age, more people will be impacted by these issues making the Meals on Wheels program even more vital.

To raise awareness of this program, a Mayors for Meals campaign is held each year. In March, mayors from several Ontario communities had a diversion from their traditional duties when they became honorary Red Cross Meals on Wheels volunteers for the day. This initiative not only increases support for the Meals on Wheels program, but also provides awareness about nutritional issues.

Transportation Services

The Canadian Red Cross provides reliable transportation to and from medical appointments, shopping and rehabilitation programs. The service is for those unable to use public transportation or private means. Last year, more than 339,000 rides were provided to clients across Ontario.

HELPING SENIORS NAVIGATE THE SYSTEM

Numerous community engagement sessions, hosted by the North East Local Health Integration Network (LHIN), revealed that one of the most common difficulties for seniors in the area was accessing community support services. To overcome these challenges, the Red Cross submitted a proposal to the North East LHIN outlining their vision to improve the system with System Navigators.

The role of a System Navigator is to proactively assist seniors to find and receive the support they need from the health system, particularly when transitioning to a different care setting. The System Navigators also ensure ongoing collaboration between the hospital's discharge planning team, the North East Community Care Access Centre and other community service agencies.



(Left to right) Sandra Gagnon, Heather Cranney, Nancy Lacasse, Debbie Amaroson, Sherry Frizell (NE LHIN) and Tracy Browne are all part of the team that is working to help seniors access health services in their community.

In the past year, four System Navigators have joined the Red Cross, creating a strong and diverse team of individuals who are dedicated to helping their clients as they move through the various sectors of the health care system.

In partnership with the Hamilton Niagara Haldimand Brant Local Health Integration Network, the Niagara Transportation Program recently acquired a new state-of-the-art program that will have a tremendous benefit to both the staff working in the program and their clients. The Niagara branch of the Red Cross will be the first to implement the software before it is rolled out across the province. The new system will make it easier for clients to book a ride and also result in reduced waiting lists and fewer occasions where the service can't meet the needs of its clients (for example, if the health-related needs of the client can't be matched with an available and appropriate vehicle).

These changes will allow the Red Cross to meet the expected future demand for the service.

ASSISTED LIVING SERVICES

Seniors who require support and care often enjoy an improved quality of life when they are able to continue living in their own home. This past year, the Cornwall branch of the Canadian Red Cross participated in a program that is helping older adults remain in their homes as long as possible by providing the assistance they require to live independently.

Assisted Living Services for High-Risk Seniors are community-based health care services funded by the

Champlain Local Health Integration Network (LHIN) that provide eligible seniors with non-medical personal support services. Help with everyday activities, safety and reassurance checks, and 24-hour urgent response care are all available to clients of the program. Assisted Living Services can deliver personal support services where and when the client needs them, 24 hours a day, seven days a week on a scheduled or on-call basis.

Last year, 42 clients received Assisted Living Services by Red Cross staff equating to more than 15,500 hours of service. Although this program was initiated in Cornwall, similar programs are also starting to be offered by other Red Cross branches across the province.

The Red Cross helps communities to build their capacity.

COMMUNITY RESILIENCE AND CAPACITY BUILDING

ONE OF THE GOALS OF THE CANADIAN RED CROSS IS TO ENSURE COMMUNITIES HAVE THE CAPACITY AND RESILIENCE TO ADDRESS THEIR BASIC NEEDS. BY IMPROVING THE CAPACITY OF COMMUNITIES, PEOPLE BECOME LESS VULNERABLE AND ARE ABLE TO ENJOY FULLER AND MORE PRODUCTIVE LIVES.

DISASTER PREPAREDNESS

While the Red Cross is well known for its response during emergencies, another important aspect of our work is to help individuals, families and community groups prepare for potential disasters. Red Cross volunteers teach residents across the province how to be personally prepared through various workshops and community events. This past year, 341 presentations were given on disaster preparedness, which reached a total of 10,481 participants.

Last August, the Red Cross held a Disaster Cooking School at a Walmart store

in Scarborough, to teach families how to make nutritious meals from food found in a standard emergency kit. The class was taught by local chefs Neil Simora, from Pallucci Restaurant, and vegan chef and cookbook author, Doug McNish. McNish has a personal connection to the Red Cross. Almost a decade ago, McNish and his family were assisted by Red Cross volunteers following a house fire that left them homeless.

In London, notable members of the community competed to see who could make the best disaster dining meal. London West MP Ed Holder, Ontario Attorney General and London

West MPP Chris Bentley, London Deputy Fire Chief David Lazenby and London Police Inspector Steve Goodine had 30 minutes to make a dish using only non-perishable food and no heat or electricity – just like they would have to in an actual emergency. The event helped to raise awareness in the community about the importance of planning ahead for an emergency.

EMPOWERING FIRST NATION COMMUNITIES

First Nation communities are more vulnerable to injury, natural disasters, family violence and suicide than the

general Canadian population. Despite these challenges, First Nation communities are becoming increasingly empowered, and the Red Cross is working in partnership with several communities to help them improve the quality of life, health and safety of their residents. The Chiefs of Ontario, a coordinating body for 134 First Nation communities located within Ontario, has signed a resolution formally outlining their desire to work with the Canadian Red Cross in Ontario. Several initiatives are already underway, including the training of additional educators to provide violence and abuse prevention workshops and the distribution of culturally appropriate water safety materials. This past year also marked the opening of the

Moosonee Elders Gathering Centre, which is a place for the elders of the remote James Bay community of Moosonee to gather, share stories, have nutritional meals and access health and social support. The centre is run with support from the North East Local Health Integration Network, the Moosonee Native Friendship Centre, the Weeneebayko Area Health Authority Hospital and the Canadian Red Cross.

In addition to these projects, a pilot project to host a Canadian Red Cross satellite office on reserve began this past year. The Request for Proposals process is almost complete and the location of this satellite office will be announced shortly. The satellite office will offer Red Cross disaster management and violence and abuse

prevention programs to the community in which it is situated.

FIRST CONTACT

Refugees arriving in Canada face numerous challenges. Often, having left their support systems back home, they find themselves with the daunting reality of being homeless, facing possible language barriers and unsure of where to seek assistance.

The Red Cross offers the First Contact program in Toronto, which supports refugee claimants arriving in the city by providing 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.



JOALLORE ALON

Using social media for social good, Joallore helps get Red Cross messages out to his 6,000 Twitter followers.

The Canadian Red Cross has begun using social media tools in creative ways to build community capacity. For the first time last fall, CPR training was promoted across the country using social media tools. With his vast network of Twitter followers, Joallore Alon was a big part of the initiative.

Joallore is part of the Canadian Red Cross Twitter Team, which also includes Canadian celebrities Bif Naked and Jillian Harris. These digital volunteers all have a powerful forum through social media with a large following and they all have a desire to raise awareness about the work of the Red Cross.

“Some people believe volunteering requires you to be physically there and working hands on. Social media allows us another avenue to provide assistance,” said Joallore. “We can use technology to create awareness, which then effects positive change.”

And effect change he has. Joallore, who has more than 6,000 followers on Twitter, was able to spread the word about a free CPR training session in Toronto during an awareness blitz for CPR Month in November. Very quickly, the event reached capacity. “Someone in my family had been affected by heart disease. I saw this as my chance to use social media for social good,” said Joallore.



More than **4.9 million Canadians** have been educated through violence and abuse prevention programs offered by the Red Cross.

VIOLENCE AND ABUSE PREVENTION

THE NUMBER OF TRAGIC STORIES IN THE MEDIA ABOUT BULLYING HAS INCREASED RECENTLY, HIGHLIGHTING THE NEED FOR ABUSE AND BULLYING PREVENTION PROGRAMS. THE CANADIAN RED CROSS AIMS TO PREVENT ABUSE, NEGLECT, HARASSMENT AND INTERPERSONAL VIOLENCE TO ENSURE EVERYONE'S RIGHT TO LIVE, PLAY AND LEARN IN A SAFE ENVIRONMENT.

RespectED is a suite of education and capacity-building programs that teach children, youth and adults about healthy relationships, the signs of abuse, dating violence, personal safety, bullying prevention and how

to get help. RespectED programs have been implemented in a diverse range of settings including urban centres, remote areas and First Nation communities.

To date, more than 4.9 million Canadians have

been educated through RespectED programs offered by the Red Cross. These nationally recognized, award-winning programs were created in Canada and are now being delivered in more than 25 countries around the world.

BULLYING PREVENTION MESSAGE REACHING FURTHER

This past year, RespectED's "Beyond the Hurt" bullying prevention program was delivered to a bigger audience than ever before. Traditionally a program delivered to high school students, the content was modified to be appropriate for students in grades six to eight. Youth facilitators were trained to deliver the program to students in their own school. The inaugural delivery of elementary youth facilitation training was in the Upper Grand District School Board in Wellington and Dufferin counties.

Also helping to broaden the reach of the bullying prevention message last year was the translation of the "Beyond the Hurt" program into French. The program is now accessible to all French school boards and French Immersion schools in Ontario.

Another first for the "Beyond the Hurt" program that occurred last year was Prevention Educator Training at the Kingston Military Family Centre. Not only was this a new audience for RespectED, but also a new delivery model for "Beyond the Hurt", whereby Centre personnel were trained to deliver bullying prevention education directly to youth within both the Centre and the community.

EMPOWERING YOUTH THROUGH BULLYING PREVENTION

More than 10 years ago, the Toronto Bullying Awareness Coalition was established to concentrate the energies of many Toronto area agencies and organizations on the emerging issue of bullying prevention. More than 43 partner agencies belong to the Coalition including Kids Help Phone, Children's Aid Society, and both Toronto school boards. The Canadian Red Cross has been an integral part of the Coalition since the beginning.

Each year, the Coalition hosts a launch event for National Bullying Awareness Week at a local school. The event comprises workshops and activities along with remarks from the Minister of Education, and is attended by Coalition members, media and invited guests. With leadership from the Canadian Red Cross, the Coalition has expanded their involvement to provide one-day Bullying Symposiums in several elementary and secondary schools throughout the year.

This past year, RespectED's "Beyond the Hurt" bullying prevention program was delivered to more youth than ever before.

PREVENTION EDUCATION IN FIRST NATION COMMUNITIES

"Walking the Prevention Circle" is a program that focuses on abuse prevention and was developed specifically for First Nation communities. The resources, aimed at adults, address the history, challenges and potential of indigenous individuals and communities as it examines issues relating to abuse, neglect and interpersonal violence. The program builds awareness and provides the necessary tools to create safer communities.

Last year in Ontario, 20 Prevention Educators were trained to deliver "Walking the Prevention Circle".

Prevention Educators are trained and certified by one of 11 RespectED trainers in Ontario. The newest member to join this team was hired last year and is building the capacity of First Nation communities to deliver "Walking the Prevention Circle" in order to meet the growing demand for this innovative program.



HUMANITARIAN ISSUES

AROUND THE WORLD, RED CROSS AND RED CRESCENT SOCIETIES WORK TO PROTECT AND PROMOTE THE RIGHTS OF ALL PEOPLE AFFECTED BY ARMED CONFLICT AND EDUCATE THE PUBLIC ABOUT THE RULES GOVERNING WAR. THE INTERNATIONAL COMMITTEE OF THE RED CROSS ACTS AS THE “GUARDIAN” OF THE GENEVA CONVENTIONS, LAWS THAT PROTECT THE WOUNDED, THE SICK, PRISONERS OF WAR AND CIVILIANS IN ORDER TO PROTECT HUMAN LIFE AND DIGNITY.

HUMANITARIAN ISSUES PROMOTION

The Humanitarian Issues Promotion (HIP) program promotes International Humanitarian Law (IHL) and humanitarian values to several groups including government, armed forces, media, youth and the general public.

The HIP program is very active in engaging youth and encouraging them to be active global citizens. They are encouraged to raise awareness in support of Red Cross campaigns and programs. In October, the Ontario Zone of the Canadian Red Cross hosted a youth leadership

conference at Queen Alexandra Public School in Toronto. The conference brought together more than 50 youth leaders from secondary and post-secondary schools across the province to develop leadership skills and learn how they can make a difference through the work of the Red Cross.

EXPLORING HUMANITARIAN LAW

Exploring Humanitarian Law (EHL) is an international educational resource program designed to teach young people aged 13 to 18 about humanitarian action, international law and justice. The EHL program was created by the International Committee of the Red Cross (ICRC). The first EHL Teacher's Conference was held last fall and offered participants the opportunity to learn more using this program in their classrooms. The learning

materials are based on both historical and contemporary situations that show how international humanitarian law aims to protect life and human dignity during armed conflict and reduce and prevent the suffering and destruction that result from war.

RECONNECTING LOVED ONES

When war, disaster or other humanitarian crises occur, family members are often separated from one another. The Restoring Family Links program helps immediate

family members to locate each other and re-establish contact through a network of national Red Cross and Red Crescent Societies and International Committee of the Red Cross (ICRC) delegations around the world.

This past year, the Restoring Family Links program has helped families around the world reconnect through teleconferences, video chats and Red Cross Messages (short written messages to let their loved ones know that they are safe and well).

TAPPING INTO THE POTENTIAL OF YOUTH

At only 18 years old, Grace Wang is already quite accomplished. She is involved with a significant amount of extra-curricular activities including science fairs, rugby, badminton and piano. Although it doesn't seem like that would leave time for much else, she is also involved with volunteer work for a number of causes including the Red Cross.

Grace is the Co-Chair of the Red Cross Youth Group in London. She and her peers mobilize the power and potential of youth to raise money and awareness for the Red Cross. Her desire to help others was inspired by her grandfather. "He was a doctor, and in the 1970s, he saved the lives of many people during a terrible earthquake in China," said Grace. "I knew as soon as I got old enough, I wanted to volunteer and give back somehow. I always felt the work of the Red Cross was exceptional."

When Grace attends university next year, she will be looking to join a Red Cross group. If the school she attends doesn't have a Red Cross group, Grace intends to start one. Grace's ultimate dream is to become a doctor and travel to underdeveloped countries to perform free services. Wise beyond her years, Grace's philosophy on life is to "live for what you love."



Tapping into the potential of youth, Grace raises awareness about the work of the Red Cross.



INJURY PREVENTION

THE CANADIAN RED CROSS WORKS TO ENSURE PEOPLE HAVE THE SKILLS AND KNOWLEDGE TO MAKE SAFE CHOICES, PREVENT INJURIES AND RESPOND IN EMERGENCY SITUATIONS. FIRST AID AND CPR TECHNIQUES HELP TO SAVE LIVES AND PREVENT INJURIES AND THE RED CROSS OFFERS A WIDE VARIETY OF COURSES FOR INDIVIDUALS, GROUPS, WORKPLACES AND FIRST RESPONDERS.



Janelle Warren, a Red Cross employee, demonstrates how to use an Automated External Defibrillator for the Honourable Deb Matthews, Minister of Health and Long-Term Care.

FIRST AID

The Red Cross continues to be a leader in teaching people the confidence and skills needed to perform first aid and CPR, if and when they ever find themselves in an emergency situation.

In order to increase access and convenience for Canadian Red Cross Training Partners, Instructors and the public, the organization recently launched an online store. The site offers a variety of injury prevention and emergency preparedness products including first aid and emergency preparedness kits and manuals. Check it out at shop.redcross.ca.

Every year, the Red Cross searches for new, creative ways and opportunities to encourage Canadians to enroll in first aid and CPR training. Free CPR classes for Twitter users were held in Toronto and London during CPR month in November. Participants were encouraged to share on Twitter what they were learning – as they were learning it – by using the hashtag #RedCrossCPR. Red Cross offices in three other Canadian cities (Edmonton, Halifax and St. John's) also hosted CPR classes the same day, helping the Red Cross to reach thousands of social media users with important injury prevention messaging.



Amber Mac, technology journalist, teamed up with the Canadian Red Cross last year to promote water safety.

That same month, the Red Cross hosted a CPR demonstration for Members of Provincial Parliament at Queen's Park. Several first aid instructors were on hand to show MPPs how to use an Automated External Defibrillator (AED) and the steps for performing CPR.

WATER SAFETY

More than one million Canadians participate in Red Cross swimming and water safety programs each year. Across Ontario, the programs delivered by Canadian Red Cross Training Partners reach thousands of children and youth with important water safety education and swimming skills. The Red Cross also teaches the public about drowning prevention through education campaigns such as Water Safety Week and National Lifejacket Day.

To help reach the public with important lifesaving messaging, the Red Cross partnered with Bell Media to create a Public Service Announcement (PSA) called "Just Seconds" emphasizing how quickly a water emergency can occur and the importance of knowing what to do when it does. The PSA won a Gold Crystal award during Canadian Music Week in March. The Crystal Awards recognize the best in Canadian radio advertising.

Also, during the summer, the Red Cross teamed up with the Toronto Police Service and technology journalist and author Amber Mac to create a video PSA about the importance of wearing lifejackets while out on the water.



Rory Milani received a Canadian Red Cross Rescuer Award for performing CPR and saving a man's life.

THUNDER BAY HYDRO EMPLOYEE RECOGNIZED BY RED CROSS FOR SAVING A LIFE

Rory Milani, a power line electrician with Thunder Bay Hydro, received a Canadian Red Cross Rescuer Award last year for his actions that saved another man's life. Robert Kruk suffered a heart attack in May while driving. His car hit several parked vehicles on the side of a street before coming to a stop. Rory witnessed the incident and his first aid training quickly kicked in.

After getting him out of the car, Rory realized that Robert wasn't breathing and didn't have a pulse. Without hesitating, Rory began CPR. After performing chest compressions and giving two breaths of air, Robert started to breathe again just as fire crews arrived on the scene.

Thanks to Rory's efforts, Robert survived and was on hand to see Rory receive his Rescuer Award. The Red Cross Rescuer Award acknowledges the efforts of non-professional rescuers and off-duty first responders who go out of their way to save a life, prevent further injury and provide comfort to the injured.

Numerous Rescuer Awards were handed out last year all across the province. A Walmart employee from Leamington, a Metrolinx employee in Toronto's Union Station, a city councillor in Sault Ste. Marie, a GO bus driver in Mississauga and an off-duty firefighter are among those who received the award, highlighting the fact that first aid emergencies can happen to anyone, anywhere and it is important to be prepared should an emergency occur.



We can't always prevent disaster, conflict, injury or illness, but the generosity of Canadians allows the Red Cross to always be there when needed.

PHILANTHROPIC SUPPORT FOR THE RED CROSS

DONATIONS, THROUGHOUT THE YEAR AND DURING TIMES OF APPEAL, ENSURE THAT PEOPLE RECEIVE HELP FROM THE RED CROSS. OUR GOAL IS TO ENSURE THAT DONATIONS ARE USED FOR THEIR INTENDED PURPOSE AND WE ARE COMMITTED TO TRANSPARENCY AND ACCOUNTABILITY WITH ALL OUR VALUED SUPPORTERS.

THE LAUNCH OF THE TIFFANY CIRCLE IN CANADA

In September 2011, the Canadian Tiffany Circle was launched amidst much fanfare in Toronto. A concept already adopted by other National Societies, including the British Red Cross and the American

Red Cross, the Tiffany Circle is a group of like-minded women who join together to support the Red Cross Society in their country.

The Honourary Chair of the Canadian Tiffany Circle is Mrs. Lauren Harper. She, along with a Steering Cabinet

made up of women leaders and philanthropists are building the momentum of this initiative in cities across the country. Each member of the Tiffany Circle commits to investing \$10,000 annually to the Red Cross. Members who join by September 2012 will be known as Founding Members.



At the age of six, Kaitlyn is already a strong supporter of the Red Cross.

BRIGHT FUTURE FOR YOUNG FUNDRAISER

If you ask her, Kaitlyn may tell you that she is the boss of the Canadian Red Cross. Those are big words for a six-year-old. Although staff at the Timmins branch joke with her about this, Kaitlyn is well on her way. She is already media trained, and has participated in numerous Red Cross fundraising campaigns alongside her mom, Jennifer.

From the young age of four, Kaitlyn would watch her mom participate with Red Cross initiatives and started asking questions about how they helped others. This led to Kaitlyn wanting to become involved herself. "I'm happy that I'm helping people around the world and here where I live," said Kaitlyn, through a mouth with missing teeth. "Having the Red Cross here means lives are being saved - we give clothing, shelter, and toothbrushes to people who need them when something bad happens and we keep them all safe until they can go home."

WALMART'S ANNUAL CAMPAIGN IN SUPPORT OF DISASTER MANAGEMENT

For the past five years, Walmart stores across Canada have led a fundraising and promotional campaign to support Red Cross disaster management programs. This past year, the campaign raised more than \$1.1 million in Ontario. Adding to the success of the program, Walmart stores each made a \$2,000 gift on top of the funds raised through their customers. Each of the 123 Walmart stores in Ontario participated in the campaign and the top three fundraising stores in Ontario were North Bay, Bowmanville and Sudbury.

THE PATERSON FOUNDATION PARTNERS WITH THE RED CROSS

The Paterson Foundation announced a \$200,000 gift to the Red Cross to establish a Red Cross satellite office in a First Nation community. The initiative is the first of its kind in Ontario and the first step towards building capacity in disaster preparedness, violence and abuse prevention and injury prevention in northern Ontario First Nation communities. The satellite office will be managed and operated by the community in which it is located with guidance from a nearby Red Cross branch.

THE SPROTT FOUNDATION INVESTS IN RED CROSS PROGRAMS

The Sprott Foundation, dedicated to addressing urgent human needs, homelessness and hunger in Canada generously chose to support two Red Cross initiatives over the past year. In order to continue to meet the growing needs of the community, the Meals on Wheels program in Etobicoke needed a larger space and the Sprott Foundation funded this relocation. The program can now adequately support 750 clients and 160 volunteers. They also funded the relocation of the Street Relief program in Toronto. Street Relief is now located in a larger space, providing nutritious meals in a safe location to homeless, under-housed and vulnerable members of the community. In addition, the Sprott Foundation funded two new vehicles for the disaster management program, which will be used to respond to local Personal Disaster Assistance (PDA) calls, such as house fires and evacuations in the Toronto and Durham areas.

FACTS AT A GLANCE

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

- 6,813** people assisted by Red Cross disaster services
- 561** disaster responses
- 2,241** active disaster management volunteers in Ontario
- 10,481** people trained through 341 disaster preparedness workshops
- 15,109** pieces of health equipment loaned
- 210,745** people received Red Cross first aid training
- 385,361** participants in Red Cross swimming and water safety programs
- 18,129** Ontario youth reached through RespectED workshops
- 22,468** Ontarians educated on international humanitarian issues
- 4.1** million hours of home support services delivered
- 259,698** meals delivered by Red Cross volunteers through Meals on Wheels
- 339,821** transportation rides provided to clients
- 6,645** Red Cross volunteers in Ontario



ONTARIO ZONE

5700 Cancross Court
Mississauga, Ontario
L5R 3E9
Phone: 905-890-1000
Fax: 905-890-1008

www.redcross.ca

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