



**CROIX-ROUGE
CANADIENNE
CANADIAN
RED CROSS**

ANNUAL REVIEW

TORONTO REGION

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,

Looking back at this past year, we are proud to say that our staff and volunteers once again faced many challenges and new initiatives with the enthusiasm, dedication and compassion that the Red Cross is known for. When Torontonians, and other people across Canada and around the world, faced disaster, injury or illness, we were there to provide comfort, help and hope. All of this was made possible because of the generous support of our donors, funders and community partners. For that, we give you our sincerest thanks.

This annual review highlights some of the past year's achievements and illustrates how your support ensured that Red Cross was there to help – whenever or wherever needed.

Here in Toronto, many of our programs and services have continued to grow to meet new and increasing needs and, most importantly, assist the most vulnerable members of our community. Our Community Health Services – including personal support and homemaking services, Meals on Wheels, health equipment loans and transportation services – helped many elderly, injured and frail individuals to remain living independently in the comfort of their own homes. Homeless, under-housed and other vulnerable members of the community were able to receive food and other much-needed support through our Street Relief program, Mobile Food Bank and Scarborough Drop-In Centre. Our RespectED programs taught students where to seek assistance if facing bullying or other abuse.

And thanks to our first aid and water safety programs, thousands of Toronto residents learned how to prevent injuries and stay safe.

When disasters such as house fires occurred in our city, our volunteers were able to provide basic necessities and much-needed emotional support to help families get back on their feet.

In particular, we would like to acknowledge the incredible work and contributions of our volunteers this past year. Many essential Red Cross programs and services in Toronto would be unable to operate without their support. Throughout this review, you will read about a few of our volunteers and the work they do for their communities. We are so thankful for the efforts of each and every Red Cross volunteer.

Looking ahead, we plan to continue to improve the lives of people not only in Toronto, but in Canada and around the world. Thank you for your continued support.

In Toronto, many of our programs and services have continued to grow to meet new and increasing needs.

Dennis Chow
President,
Toronto Region
Council

Cindy Malcolm
Director,
Regional
Operations

REGIONAL GOVERNANCE

TORONTO REGIONAL COUNCIL

2011-2012

President	Dennis Chow
Vice President	Amanda Kennedy
Vice President	Jeffrey Alexander
Youth Advisor	Joe Soliman
Chair, Governance/Nominations	Jean Lam
President, Peel Branch	Shirley Mak
Councillor.....	Craig Anderson
Councillor.....	Laura Cowan
Councillor.....	Rupa Junnarkar
Councillor.....	Aun Ali Khokhawala
Councillor.....	Rick MacKenzie
Councillor.....	Jay Potter
Councillor.....	Ed Reed
Councillor.....	Joanne Russell
Councillor.....	Tim Steele

THANK YOU TO OUR VOLUNTEERS

The work of the Canadian Red Cross is only possible because of the support and dedication of volunteers. This past year, 575 volunteers devoted more than 33,600 hours of their time to help those in need in Toronto.

Red Cross is thankful for the time and commitment of all its volunteers. We are pleased to highlight and recognize their efforts through the presentation of the following recognition awards:

MERIT

Disaster Management
Heather Morton

Street Relief
Christina Lee
Jennifer Massie

Mobile Food Bank
Casaba Jager

Meals on Wheels
Evelyn Perry
Ian Eddy

CITATIONS

Disaster Management
Amber Panchyshyn
Dwayne Ricketts
Solveiga York
Tara Khiabani
Florentino Sanya
Kathi Nicoll
Mary Henri
Kim Godin

Street Relief
Bob Tian
George Bodnar
Jim Ramsbottom
Junko Hanaki
Kaichi Wang

Mobile Food Bank
Ryan Bose

MILESTONE

30 YEARS

Meals on Wheels
Dorothy Hayler

20 YEARS

Meals on Wheels
Ian Eddy

15 YEARS

Meals on Wheels
Anna D'Agostino
Adrian Smith
Dorothy Wilson

Disaster Management
David Johnson

10 YEARS

Meals on Wheels
Danny Trioan
Helen Marshall

Street Relief
Kaichi Wang

5 YEARS

Meals on Wheels
Evelyn Perry
Gerald Mullin
Jean Larocque
Denzil Fernandez

Street Relief
Bob Tian
Christina Lee

Philanthropy
Tanya Toscano

Disaster Management
Ann Harper
Laura Arndt
Garvin Thomas
Hadi Damani
Kevin Law
Cecilia Gruber
Mojan Zehtabchi
Nick Halatsis

CORPORATE CITATIONS

Scarborough Drop-In Centre
Giant Tiger
Carswell
Scotiabank

YOUTH SERVICE AWARD

Street Relief
Diana Rodgers

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

This past year, 255 trained Red Cross volunteers in Toronto responded to 23 disasters such as house fires. Basic needs including food, clothing, shelter, emotional support and family reunification were provided.

During the summer, the city experienced severe hot and humid weather, prompting the municipality to declare six heat alerts and seven extreme heat alerts. Red Cross volunteers helped Torontonians stay cool and safe by distributing

bottles of water to vulnerable populations and community agencies, as well as operating a heat information line to provide heat safety tips and referrals for those seeking assistance.

BRINGING HELP BEYOND TORONTO'S BORDERS

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 other communities when the

scale of a disaster results in the need for additional help. Red Cross staff and volunteers from across the country were called upon to assist after massive flooding in Manitoba and Quebec and when wildfires devastated the town of Slave Lake in Northern Alberta.

Closer to home, 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



FLORENTINO SANYA
Canadian Red Cross Disaster
Management Volunteer

Florentino Sanya is a seasoned and dedicated Red Cross volunteer. For him, the idea that his help can be needed at a moment's notice is something that keeps him engaged, and makes him an ideal volunteer for the disaster management program.

Over the years, he has used his experience and leadership qualities to provide assistance to those in need and has even been called upon to take the role of site supervisor during a large-scale Red Cross response following a devastating fire in Toronto.

Prior to joining the Canadian Red Cross, Florentino had 20 years of volunteer experience with the Nigerian Red Cross where he was involved with many relief efforts, worked with the youth group, and assisted with their HIV programs.

"The Red Cross alleviates vulnerability of mankind in our communities and around the world," said Florentino. "I'm really proud to be a part of that."



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

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, on Aug. 21, a F3 tornado touched down in Goderich, Ontario leaving behind a trail of damaged homes and businesses, and downed trees and power lines. 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 individuals with accommodations.

On Nov. 29, 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 Red Cross to provide vulnerable persons with much-needed items including winter clothing, bed frames, mattresses, heaters, generators, plastic sheeting and industrial laundry equipment. In addition to providing supplies, 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.

EMERGENCIES AROUND THE WORLD

When disasters strike around the world, Torontonians 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.

DROUGHT IN THE HORN OF AFRICA

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 opened their hearts to help, generously donating more than \$14.4 million for relief and recovery efforts. With these donations, the Canadian Red Cross is supporting long-term sustainable programs that will strengthen communities for future droughts - including water irrigation systems and alternate livestock.

EARTHQUAKE ROCKS TURKEY

On Oct. 23, 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 generously donated \$92,000 to this appeal, enabling the Canadian 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 supplied 500 winterized tents through the Rapid Response Project (RRP), 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.

CONFLICT IN THE MIDDLE EAST

Over the past year, several countries in Northern Africa and the Middle East – including Libya, Tunisia, Egypt and Syria – experienced violent uprisings, which 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.

JAPAN

In March 2011, a 9.0 magnitude earthquake and subsequent tsunami devastated Japan, killing more than 15,000 people and leaving behind

18 million tonnes of disaster debris. Shortly afterwards, the Canadian Red Cross supplied 130,000 blankets and 30,000 emergency 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.

RED CROSS CONTINUES TO HELP BUILD A BRIGHTER FUTURE IN HAITI

Two years after a devastating earthquake struck Haiti, the Canadian Red Cross continues to help earthquake 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.



JENNIFER PATCHELL

Canadian Red
Cross Disaster
Management
Coordinator, Toronto.

TORONTO STAFF MEMBER HELPED LEAD RED CROSS EFFORTS IN SLAVE LAKE

Jennifer Patchell is the Canadian Red Cross disaster management coordinator for Toronto. Over the past few years, she has responded to several emergencies in the community including large-scale apartment fires, blackouts and a tornado just north of the city in Vaughan. In 2005, she was deployed to assist following Hurricane Katrina.

With her vast experience in disaster management, Jennifer was called upon to assist with Red Cross efforts last June, after wildfires destroyed the town of Slave Lake, Alberta. She spent two weeks out west as the Deputy Recovery Manager, acting as second-in-command for the entire recovery operation.



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 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. NATIONALLY RECOGNIZED, AWARD-WINNING PROGRAMS TEACH CHILDREN, YOUTH AND ADULTS ABOUT HEALTHY RELATIONSHIPS, THE SIGNS OF ABUSE, DATING VIOLENCE, PERSONAL SAFETY, BULLYING PREVENTION AND HOW TO GET HELP.

To date, more than 4.9 million Canadians have been educated through violence and abuse prevention programs offered by the Red Cross. Created in Canada, these programs are now being delivered in more than 16 countries around the world.

Lately, there have been a number of tragic stories in the media about bullying, making abuse prevention education for youth, parents, teachers

and other adults who work with youth more important than ever before.

Bullying prevention is a main focus of the Canadian Red Cross RespectED: Violence and Abuse Prevention program. The aim is to stop the hurt before it starts.

This past year, RespectED representatives took part in the second Bully Prevention Youth Symposium. The symposium is a collaboration

between the Canadian Red Cross, the Toronto District School Board and the Toronto Coalition for Awareness and Bully Prevention, which comprises agencies, school boards and other stakeholders committed to the prevention of bullying. Geared to elementary school students, the symposium featured a keynote speaker and several workshops on how students can prevent bullying at their schools.



HEALTH AND SOCIAL PROGRAMS

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

SEVERAL PROGRAMS ARE UNIQUE TO THE TORONTO REGION, INCLUDING THE MOBILE FOOD BANK, STREET RELIEF AND THE SCARBOROUGH DROP-IN-CENTRE.

COMMUNITY HEALTH SERVICES

According to Statistics Canada, it is predicted that by 2041, 24 per cent of the Canadian population will be over the age of 65. As the population continues to age, 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. The program provides clients with individualized and compassionate personal care, home management and companion care.

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). Wheelchairs, walkers, commodes, crutches and other equipment are available for a nominal fee on a short-term basis.

In 2011, Red Cross and Ontario's Ministry of Health and Long-Term Care launched a one-year 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 sterilized and serviced so they can effectively and safely be used again.

TRANSPORTATION SERVICES

Transportation Services provide pre-arranged rides to seniors and other persons unable to use public transit throughout Toronto.

This program continues to receive support from the community. During the holiday season, Active Green + Ross, a local auto centre that provides maintenance for Red Cross transportation vehicles, sponsored a holiday dinner for the staff and volunteers who make this program possible in Toronto.

MEALS ON WHEELS

The Red Cross provides Meals on Wheels in Etobicoke. The program delivers nutritious and delicious meals, for a nominal fee, to members of the community unable to prepare their own due to illness, injury or disability.

ATTENDANT OUTREACH SERVICE

Some people with physical disabilities require the assistance of another person to help them with activities in their daily lives. The Attendant Outreach Service enables many people with permanent physical disabilities to live as independently as possible in the Toronto community. A trained Red Cross Community Support Worker provides clients with assistance that is directed by the clients themselves. This past year, our Attendant Outreach Service provided support to 97 people living with disabilities in Toronto.



Vivian Ubera became a Red Cross Community Support Worker in Toronto in 1998 after making a career switch. She loves the challenge of her work and is very proud to work for Red Cross – an organization she first heard about while growing up in the Philippines.

According to Vivian, getting to know her clients and building special relationships with them is what she appreciates the most.

VIVIAN UBERA

Canadian Red Cross Community Support Worker



RED CROSS SUPPORTS WEST TORONTO FOOD BANK

On Nov. 21, the Sorauren Food Bank, located at 1499 Queen Street West, had its first open house to give members of the community an opportunity to learn more about the program. The food bank – a partnership between the Canadian Red Cross, Daily Bread Food Bank and the Parkdale Activity Recreation Centre (PARC) – operates on Tuesdays from 10 a.m. to 12 p.m. and 2 to 5 p.m., serving more than 1,200 families a month. The space is provided by PARC, while the Daily Bread Food Bank provides the food and other necessary items, and the Red Cross oversees the coordination of volunteers and staff.

MOBILE FOOD BANK

The Mobile Food Bank, a one-of-a-kind service in Toronto, provides home delivery of food bank items to clients who are unable to access a walk-in food bank due to health issues. The Mobile Food Bank works in collaboration with the Daily Bread Food Bank and Second Harvest. A \$55,000 grant from the Trillium Foundation and a \$7,000 grant from the Sue Cox Community Action Fund meant the program could continue to provide quality service to its clients.

SCARBOROUGH DROP-IN CENTRE

The Scarborough Drop-In Centre assists homeless and under-housed individuals in accessing the basic necessities of shelter, food,

clothing and health care. The United Way is the primary funder of the program. In March, the centre moved to its new location at the Second Base Youth Shelter at 702 Kennedy Road.

During the year, the centre was able to provide a few special services for its clients, thanks to the support of the Toronto community. Students at Marca College, a local hair design and esthetics school, generously donated their time and talents to provide free haircuts to clients at the centre. And thanks to the support of Carswell, Scotiabank and Giant Tiger, the centre was able to host a party for its clients during the holiday season where clients received hygiene items and gift cards to purchase essential items such as clothing.

STREET RELIEF

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. The program provides breakfasts on Mondays and dinners on Wednesdays year-round at Our Lady of Lourdes Church on Jarvis Street. From mid-November to mid-April, lunches are also served on Saturdays at St. Andrew's United Church on Bloor Street. During these times, clients are also given access to medical care and information on social services and other referrals.

COMMUNITY RESILIENCE AND CAPACITY BUILDING

HELPING COMMUNITIES TO BUILD THEIR CAPACITY

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 ABILITY AND CAPACITY OF COMMUNITIES, FAMILIES AND INDIVIDUALS BECOME LESS VULNERABLE AND ARE ABLE TO ENJOY FULLER AND MORE PRODUCTIVE LIVES.



A six-person Canadian Red Cross delegation from Toronto travelled to Beijing last spring to present at the Beijing International Symposium on Red Cross.

PARTNERSHIPS THAT TRANSCEND BORDERS

In April 2011, the Canadian Red Cross, Toronto Region signed a Memorandum of Understanding (MoU) with the Beijing branch of the Red Cross Society of China stating that both branches would share best practices and learn from each other.

As part of this agreement, a six-person Canadian Red Cross delegation from Toronto travelled to Beijing last spring to present at the Beijing International Symposium on Red Cross. The theme of the symposium was “World Cities, Emergency Preparedness.” A delegation from the Red Cross Society of China, Beijing

branch also travelled to Toronto to learn about the work of Red Cross in Canada.

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 Toronto residents how to be personally prepared through various workshops and community events.

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

to teach mothers and children how to make nutritious and delicious meals from food items found in a standard emergency kit. The class was led by local chefs Neil Simora, from Pallucci restaurant, and vegan chef and cookbook author, Doug McNish. The event had a personal note for McNish. Almost a decade ago, McNish and his family were assisted by Red Cross volunteers following a house fire that left them homeless.

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.

In Toronto, the Canadian Red Cross offers the First Contact program, 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.



HUMANITARIAN ISSUES

AROUND THE WORLD, THE RED CROSS WORKS TO PROTECT AND PROMOTE THE RIGHTS OF ALL PEOPLE AFFECTED BY ARMED CONFLICT. THE RED CROSS IS THE GUARDIAN OF THE GENEVA CONVENTIONS, LAWS THAT PROTECT THE WOUNDED, THE SICK, PRISONERS OF WAR AND CIVILIANS.

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 several families throughout the world reconnect through Red

Cross Messages (short written messages to let their loved ones know that they are safe and well), teleconferences and video-chats.

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.

In Toronto, HIP engages youth and encourages them to be active global citizens. The program oversees student groups at the University of

Toronto's St. George and Scarborough campuses, York University, and a group based at the Red Cross, Toronto office for youth in high school. The groups are involved with awareness initiatives and fundraising activities in support of Red Cross campaigns and programs.

In October, Red Cross hosted a youth leadership conference at Queen Alexandra Public School in Toronto. The conference brought secondary and post-secondary students from across the province together to develop leadership skills and learn how they can make a difference through the work of the Canadian Red Cross.



The Red Cross hosted a Youth Leadership Conference in Toronto last year to enable youth to learn about and discuss humanitarian issues and develop their leadership skills.

In Canada, the **Red Cross educates Canadians** on international law including humanitarian law and development efforts. The Society **recruits and trains qualified Canadian delegates** for international field operations in countries affected by conflict, disaster or for long-term development missions.

TORONTO VOLUNTEER TEACHES ABOUT HUMANITARIAN ISSUES AROUND THE WORLD

When Bernadette Maheandiran was 15 years-old, a poster on one of the walls in her high school caught her eye. She had no clue it would change her life.

It was a Canadian Red Cross poster recruiting volunteers to present workshops about humanitarian issues at various summer camps in Toronto. She signed up with her friends and became so passionate about the work of the Red Cross that she helped start a Red Cross youth group.

Fast forward several years and Bernadette, now 28, still lives in Toronto and continues to be involved with Red Cross. A lawyer, she uses her knowledge and expertise to teach others about International Humanitarian Law (IHL).

In 2010, she was one of two representatives from Canada to attend an international Red Cross conference in Oslo, Norway on the subject.

Bernadette is also a current member of the Ontario Zone International Advisory Committee and continues to engage youth by organizing leadership conferences as an adult advisor.



Bernadette Maheandiran draws on her experience to teach others about international humanitarian law.



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.

FIRST AID

In Toronto, 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.

During the past year, Red Cross renewed its contract with the Toronto Transit Commission (TTC) to provide first aid and CPR courses to its employees. As well, Red Cross created new partnerships with Centennial College and the Toronto District School Board's Model Schools for Inner Cities program to

provide important first aid education and training to students across the city.

Every year, Red Cross searches for new, creative ways and opportunities to encourage Canadians to enrol in first aid and CPR training. Toronto Region once again hosted a free CPR class for Twitter users during CPR month in November. Participants were encouraged to share on Twitter what they were learning – while they were learning it – by using the hashtag #RedCrossCPR. Red Cross offices in four other

Canadian cities (Edmonton, Halifax, St. John's and London) also hosted CPR classes the same day as Toronto, helping Red Cross to reach thousands of social media users with important injury prevention messaging.

That same month, Red Cross also 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.



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

WATER SAFETY

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

To help reach the public with important lifesaving messaging, 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 at the Crystal Awards during Canadian Music Week in Toronto in March. The awards recognize the best in Canadian radio advertising. Also, during the summer, 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.

METROLINX EMPLOYEE RECOGNIZED BY RED CROSS FOR SAVING A LIFE

In October, Derek Thompson, a Metrolinx employee, received a Canadian Red Cross Rescuer Award for using his first aid skills to save a passenger’s life. Derek, a GO Customer Service Ambassador, was working at Union Station when a passenger collapsed and went into cardiac arrest. Without hesitation, Derek grabbed a first aid kit containing an Automated External Defibrillator (AED) and started CPR. Within seconds, the passenger started to breathe again.

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.



Derek Thompson received a Canadian Red Cross Rescuer Award for saving a passenger’s life.



While we can't ALWAYS prevent disaster, conflict, injury or illness, 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 VULNERABLE PEOPLE RECEIVE HELP FROM THE RED CROSS. OUR GOAL IS TO ENSURE THAT DONATIONS ARE USED FOR THEIR INTENDED PURPOSE AND WE COMMIT 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. 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. Laureen 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 contributing \$10,000 annually to the Red Cross.

Members who join by September 2012 will be known as Founding Members.

THE SPROTT FOUNDATION INVESTS IN RED CROSS PROGRAMS

The Sprott Foundation is dedicated to addressing urgent human needs, homelessness and hunger in Canada. They generously chose to support two Red Cross initiatives in the Toronto area this 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. In addition, the Sprott Foundation funded

a new vehicle for the disaster management program, which will be used to respond to local personal disaster assistance calls, such as house fires, and evacuations, in the GTA.

WALMART'S ANNUAL CAMPAIGN IN SUPPORT OF DISASTER MANAGEMENT

For the past five years, Walmart stores across Canada have led a campaign to support Red Cross disaster management programs and raise community awareness of the role of the Red Cross. This past year, the campaign raised more than \$1.1 million in Ontario. The ten Walmart stores in the GTA raised more than \$78,000 of that total.

FACTS AT A GLANCE

By the numbers – Red Cross in Toronto

- 95** people assisted by Red Cross disaster services
- 23** disaster responses
- 255** active disaster management volunteers
- 7,640** Torontonians received personal preparedness training from Red Cross
- 3,315** people trained by Red Cross in First Aid
- 97** members of the community with disabilities received support through the Attendant Outreach Program
- 1,860** refugee claimants received assistance through the First Contact program
- 504** people were helped to locate family members or to restore family contact through Restoring Family Links
- 846** community members learned about humanitarian values through workshops and presentations
- 19,157** transportation rides provided to clients
- 62,726** meals were delivered by volunteers to Meals on Wheels clients in Etobicoke
- 1,596** pieces of health equipment loaned to clients through the Health Equipment Loan Program
- 9,709** food hampers delivered to 619 Mobile Food Bank clients
- 15,040** meals were served to homeless and under-housed members of the community through the Street Relief Program
- 21,709** visits by members of the community needing assistance at the Scarborough Drop-In Centre
- 880** people learned how to prevent violence and abuse through RespectED workshops
- 575** volunteers donated more than 33,600 hours of their time to Red Cross in Toronto



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