



**CANADIAN
RED CROSS**

ANNUAL REVIEW
TORONTO REGION
2012–2013

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MISSION

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

VISION

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

FUNDAMENTAL PRINCIPLES

Humanity
Impartiality
Independence
Neutrality
Unity
Universality
Voluntary Service

MESSAGE FROM THE CHAIR AND REGIONAL DIRECTOR

DEAR CANADIAN RED CROSS FAMILY,

In today's society, it is sometimes easy to get caught up in the hustle and bustle of our day to day lives. So once in a while, it's important to pause and reflect on how far we've come and the achievements that we've made. As you read through the pages of this annual review, we hope you'll join us in celebrating the hard work and dedication of our staff and volunteers.

Over the past year, we've made remarkable strides in improving the lives of the most vulnerable people in the Toronto region. A hallmark of our success is the continued growth of many of the Red Cross programs in Toronto. As demand has increased, we've worked hard to meet the needs and we'll continue to do so in the future.

Our volunteers have played an integral role in our achievements of the past year and many programs would not be able to operate without their support. In Toronto, 649 volunteers contributed 34,245 hours of service, an average of almost 53 hours per volunteer, which itself is a testament to their dedication.

In addition to giving time and energy, many people give financial gifts to the Red Cross. We are very proud to be recognized by Money Sense magazine for charity efficiency. Compared to 100 other charities in Canada, the Red Cross received an "A+" in every category, including fundraising efficiency, governance, reserve fund size and transparency. Our donors can feel confident in making a donation to the Red

Cross, and reassured that we will always work diligently so their donations can make a true difference in the lives of others.

No matter what program or service our staff, volunteers or donors support, we all share the same goal of improving the lives of others. There are several core areas where the Red Cross contributes to a strong and healthy community: we encourage and educate people to be prepared, we offer services to keep them healthy, and we empower them to make positive changes to improve their well-being. You'll see evidence of these three core themes throughout this report.

So why not take a break from the hustle and bustle of your own life? Join us in reflecting on the work of the past year, and we know you'll be as inspired as we are. Thank you for your continued support as we work to improve the lives of others.

Amanda Kennedy
Chair,
Toronto Region Council

Tatjana Radovanovic
Acting Director,
Regional Operations

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REGIONAL GOVERNANCE

TORONTO REGIONAL COUNCIL

2012-2013

Chair	Amanda Kennedy
Past Chair	Dennis Chow
Vice Chair	Aun Ali Khokhawala
Vice Chair	Rupa Junnarkar
Youth Advisor	Shanaz Khan
Youth Advisor	Julie Zhang
Chair, Nominations/Governance	Jean Lam
Chair, Peel Branch	Shirley Mak
Councillor.....	Laura Cowan
Councillor.....	Vikram De Shmukh
Councillor.....	Rick MacKenzie
Councillor.....	Heather Morton
Councillor.....	Ed Reed
Councillor.....	Jeff Smith
Councillor.....	Tim Steele

THANK YOU TO OUR VOLUNTEERS

Many of our accomplishments over the past year have been made possible thanks to the time and energy of volunteers. Their dedication has allowed us to further the mission of the Red Cross. In Toronto, 649 volunteers devoted more than 34,245 hours to make a difference in the lives of others in our communities.

We are pleased to recognize the following individuals for their outstanding contributions:

MERIT

Meals on Wheels

Diane Hercus

Street Relief

Judy Ayers

Shirley Godwin

George Bodnar

Transportation

Bruce White

SERVICE AWARDS

Disaster Management

Heather Morton

Transportation

William Stephenson

YOUTH SERVICE AWARDS

Humanitarian Issues

Promotion

Mariam Ahmed

Nabila Tisha

Stan Fainzilberg

CITATIONS

Disaster Management

Brenda Hind

Sophia Prokh

Waqas Khalid

Angelo Hsu

Candace McCool

Claudia Britskey

Abdul Bafakih

Alisa Kosolvijak

Ayesha Mehreen

Carlos Barretto

David Anderson

Governance

Jean Lam

Mobile Food Bank

Csaba Jager

Wendy Pacheco

Todd Hemstead

Meals on Wheels

Dorothy Hayler

Vera Downey

Ian Eddy

Leila Bates

Street Relief

Alex Basignano

Justina Lee

Suppida Suwarn

Jennifer Massie

Transportation

Brian Cumming

CORPORATE CITATIONS

Street Relief

Intact Insurance

Mobile Food Bank

Janssen

CIBC

Sunnybrook School

PARTNERS IN HUMANITY CITATIONS

United Way

Thomson-Reuters

(Scarborough Drop-In Centre)

Giant Tiger

(Scarborough Drop-In Centre)

Continued...

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THANK YOU TO OUR VOLUNTEERS

MILESTONE AWARDS

35 YEARS

Meals on Wheels
Diane Hercus

30 YEARS

Governance
Jean Lam

20 YEARS

Meals on Wheels
Vera Downey
Ann McElhinney

15 YEARS

Meals on Wheels
Elaine Wright
Jovita Ragnoni
Vernice Gumbs
Stefania Amatori
Khurshid Engineer
Donna Hunter

Transportation

William Stephenson

10 YEARS

Meals on Wheels
Michael Patterson
William Williams
Teodora Francisco

Scarborough Drop-In Centre
Pat Seibel

5 YEARS

Disaster Management
Amber Panchyshyn
Brenda Hind
Carvell Johnson
Edgar Alvarado
Emily Daifallah
Heather Morton
Jeff Ro
Jonathan Glick
Kathi Nicoll
Murielle Demaline
Roy Crichton

Governance

Amanda Kennedy

Meals on Wheels

Gordon Bennett
Tzu-l Henry Lin
Colum McAuley
Joan McNabb
Mary Trudeau
Sue McColl

Philanthropy

Bruce Marshall

Street Relief

Jim Ramsbottom
Supida Suwarn

Transportation

Gwynne Giles
Cham Wai Lai
Jim Vanderlip



PREPARED

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

Through our disaster management program, the Red Cross assists people who have been affected by natural or man-made disasters including ice storms, floods, power failures and house fires. For the first 72 hours, the Red Cross provides for basic needs, including shelter, clothing, food and comfort. Wherever and whenever help is needed in Toronto, our team of 215 trained volunteers is ready to respond.

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



THERE WHEN THE CALL CAME

Disaster management volunteers in Toronto responded to 35 Personal Disaster Assistance (PDA) calls this past year. Many of these calls were in response to house fires and, in some situations, the clients lost everything they owned. Fortunately, the Red Cross was there to provide comfort and assistance for the 119 clients assisted over the course of the year.



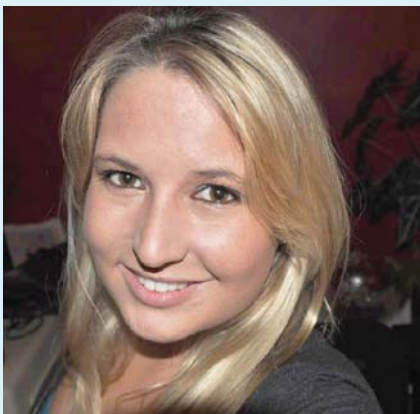
A MEETING OF THE MINDS ON EMERGENCY RESPONSE

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



HELPING BEYOND OUR BORDERS

In addition to responding to emergencies throughout our region, Toronto disaster management volunteers were also deployed to assist other communities in their time of need. Flooding in Thunder Bay during the spring of 2012 resulted in the largest Red Cross response in Ontario in more than a decade. Summer forest fires in northern Ontario, Hurricane Sandy in New York and New Jersey last fall and a water emergency in the small eastern Ontario town of St. Albert this winter were all responses that received help from Red Cross volunteers from Toronto.



ABOVE AND BEYOND THE CALL OF DUTY

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



SHARING SAFETY MESSAGES THROUGH SOCIAL MEDIA

The Red Cross has continued to use social media to promote messages of safety. “Save Your Fanny” was an innovative campaign that ran during Emergency Preparedness Week in May. It used tongue-in-cheek messaging to encourage people to have a first-aid fanny pack on hand in case of emergencies. A highlight was being able to give away a fanny pack signed by Red Cross friend and rock star Bif Naked. Many responses were collected on Twitter and Facebook where people shared the one thing they would add to their disaster kit. In addition to the “Save Your Fanny” campaign, the Red Cross once again hosted CPR Tweet-Ups during CPR month in November. These special CPR courses are offered to Twitter users, providing them an opportunity to meet in person, all while getting certified in first aid. And, unlike many classes where you need to turn off your mobile devices, this class encourages members to tweet while they are learning.



STAYING SAFE IN THE WORKPLACE

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



SPREADING THE WORD ON SAFETY

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

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



CONFERENCE FOR TRAINING PARTNERS MAKES A SPLASH

The first aid, swimming and water safety programs of the Red Cross are delivered by training partners. These partners may be large or small businesses, community or municipal organizations, corporations or other organizations that have an agreement with the Red Cross to deliver training in their community or to their employees. Last May, more than 75 people attended the first training partner conference, which provided professional and personal development and opportunities for networking. Red Cross training partners play a key role in creating safer communities for everyone and the Red Cross is committed to helping them achieve success. Based on the success of last year, the conference will be an annual event with the second conference taking place in May, 2013.

No matter what program or service our staff, volunteers or donors support, we all share the same goal of improving the lives of others.



HEALTHY

Research predicts that by 2041, almost a quarter of the Canadian population will be over the age of 65. Over the next three decades, as the population continues to age, so too will the demand for community-based health services that enable individuals to continue living at home.

The Red Cross provides a variety of programs and services designed to assist people who choose to remain in their own homes. For some people, having a hot meal delivered to their door and being able to arrange for reliable transportation to a medical appointment can mean the difference between living independently and living in a long-term care facility.

Many of the community-based health services offered by the Red Cross are delivered by volunteers and are funded by donations from the community. Some Red Cross services, such as a mobile food bank, attendant outreach services and a street relief program that assists homeless and under-housed Torontonians, are unique to the GTA and also dependent on community support. It is programs such as these that are helping people live with comfort and dignity, which contributes to a healthier well-being.



SPECIAL DELIVERIES

The Meals on Wheels program delivers hot and frozen meals to residents of Etobicoke who are unable to prepare their own meals. It is a service that can often mean the difference between living independently in their own homes rather than in a long-term care facility. Seniors, people recuperating from illness or surgery, chronically ill, and disabled individuals are just some of the individuals who benefit from the program. In March, mayors and councillors from 16 Ontario communities were honorary Red Cross Meals on Wheels volunteers for the day, as part of the annual Mayors for Meals campaign. This initiative provides awareness about nutritional issues along with the importance of supporting programs such as Meals on Wheels. Meals on Wheels client Ernest Mantei had his lunch delivered by Councillor Doug Ford in Etobicoke. He took the opportunity to share his thoughts and said, “Mr. Ford, I am 90 years old today and still living in my house because of the Red Cross, the Meals On Wheels Program and all of its volunteers. Look how well they feed me!”



A WARM MEAL AND FRIENDLY SMILE CAN MEAN ALL THE DIFFERENCE

For the most vulnerable members of the Toronto community, many of whom are homeless, unemployed or struggle with poverty and social isolation, it can be stressful worrying about where your next meal will come from. The Red Cross offers two important programs to help. The Scarborough Drop-In Centre and the Street Relief program in downtown Toronto help people access the basic necessities of life, including shelter, food, clothing and health care, which in turn alleviates the hardships of poverty and increases their capacity to cope. The Scarborough Drop-In Centre also provides TTC tokens for their clients to help them access the Centre. Street Relief offers breakfast on Mondays, dinner on Wednesdays and lunches on Saturdays. During the winter months, program staff and volunteers feed approximately 360 people per week.

For one client, who explained she spends most of her pension money on medications, “receiving a loaf of bread to take home allows me to remember a time when I could afford to eat good, dense and fibre rich bread. I’m so grateful.”



TRANSPORTATION PROGRAM MOTORING ALONG

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



A LITTLE HELP FROM OUR FRIENDS

Many of the community health programs offered by the Red Cross are dependent upon donations so we are very grateful for the generosity of many companies and organizations throughout the GTA. Donations from the Kiwanis Club of Islington and Nissan Canada to the Meals on Wheels program enable us to subsidize 20 clients for a year, as well as offer Christmas desserts and birthday cards for all of our clients. And many Meals on Wheels volunteers who drive their own vehicle choose to donate their mileage reimbursement back into the program. A donation from Janssen Inc. and a gift of turkeys from Second Harvest helped the Mobile Food Bank provide holiday meals for each household they serve. In partnership with United Way Toronto, 24 corporate "Day of Caring" events were held, resulting in 450 people visiting the Mobile Food Bank to volunteer. These experiences often led to return visits and further donations. Intact Insurance provided funds and volunteers so that the Street Relief could host a summer BBQ for all of its clients, and the Scarborough Drop-In Centre hosted a holiday party, generously funded by Carswell Thomson-Reuters and Giant Tiger. H&R block provided the Centre with coupons so that clients below the Low Income Cut-Off could have their income taxes prepared for free. These are just a few of the ways that our community partners have allowed the Red Cross to assist the most vulnerable residents of Toronto.



WHAT'S OLD IS NEW AGAIN

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



BRINGING HELP HOME

For some Torontonians with physical disabilities, getting to the grocery store or bathing are tasks that may prevent them from living independently. Last year, through the Attendant Outreach program, staff assisted 98 individuals living with disabilities to perform activities of daily living, such as bathing and dressing.

The Red Cross also offers a Mobile Food Bank, operated in partnership with the Daily Bread Food Bank, that delivers nutritionally balanced food hampers to clients who are unable to access a food bank due to physical restrictions. It is the only service of its kind in the greater Toronto area. For many clients, the Mobile Food Bank delivers more than just food. In the words of one client, "You feed my soul, just knowing what you do for people who need you."

**"You feed my soul,
just knowing what
you do for people
who need you."**



EMPOWERED

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

Whether by encouraging students to stand up to bullies, educating First Nation communities about preparing for flooding or providing a warm meal for a homeless person in Toronto, the Red Cross has been empowering people to improve their health, safety and well-being.

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



BUILDING STRENGTH AND SPIRIT

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



MOVING BEYOND THE HURT

Sadly, bullying has become an everyday occurrence for many young people. Last May, Anne-Marie Mediwake of CBC News Toronto hosted a special panel on the topic of bullying. The panel of experts discussed how communities can make no more bullies a reality – and the efforts of the Red Cross were highlighted. The Red Cross offers violence and abuse prevention programs that are working to educate youth on the effects of bullying and how to stop the cycle. In the past year, almost 30,000 Torontonians took part in workshops and presentations delivered by certified youth and adult facilitators. The majority of these were “Beyond the Hurt” workshops that specifically address bullying and peer harassment.



PROMOTING HUMANITARIAN ISSUES

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



RECONNECTING LOVED ONES

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



ATTENTION WALMART SHOPPERS!

Since 2003, Walmart Canada has supported the Canadian Red Cross through their national annual fundraising campaign. This past year, the campaign raised more than \$80,000 in Toronto and \$1 million in Ontario. Throughout the month of August, funds are raised through customer contributions at store checkouts and Walmart Canada matching donations. Red Cross volunteers pitch in during the month to help cashiers encourage donations. The funds support the Red Cross disaster management programs, providing those in need with access to food, shelter and supplies during times of emergency. Thanks to the support of Walmart Canada and other organizations that raise money for the Red Cross, we are able to respond whenever and wherever disaster may strike.



PROVIDING A WARM WELCOME

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



HONOURING OUR 'HOMETOWN HEROES'

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

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

FACTS AT A GLANCE

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

- 119 people assisted by Red Cross disaster services
- 35 disaster responses
- 215 active disaster management volunteers in Toronto
- 955 Torontonians received personal preparedness training from Red Cross
- 14,074 meals were served to homeless and under-housed members of the community through the Street Relief Program
- 1,252 pieces of health equipment loaned
- 98 members of the community with disabilities received Attendant Outreach support
- 3,244 people received Red Cross first aid/CPR training
- 1,260 refugee claimants received assistance through the First Contact program
- 652 people were helped to locate or restore contact with family members through the Restoring Family Links program
- 29,980 Toronto youth reached through RespectED workshops
- 15,860 visits were made to the Scarborough Drop-In Centre by members of the community who needed assistance
- 1,836 Torontonians educated on international humanitarian issues
- 59,170 meals delivered by 173 Red Cross volunteers through Meals on Wheels
- 17,722 transportation rides provided to clients
- 10,102 food hampers were delivered to 611 clients of the Mobile Food Bank
- 649 Red Cross volunteers in Toronto donated more than 34,245 hours of their time



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