



22/23 ANNUAL REPORT





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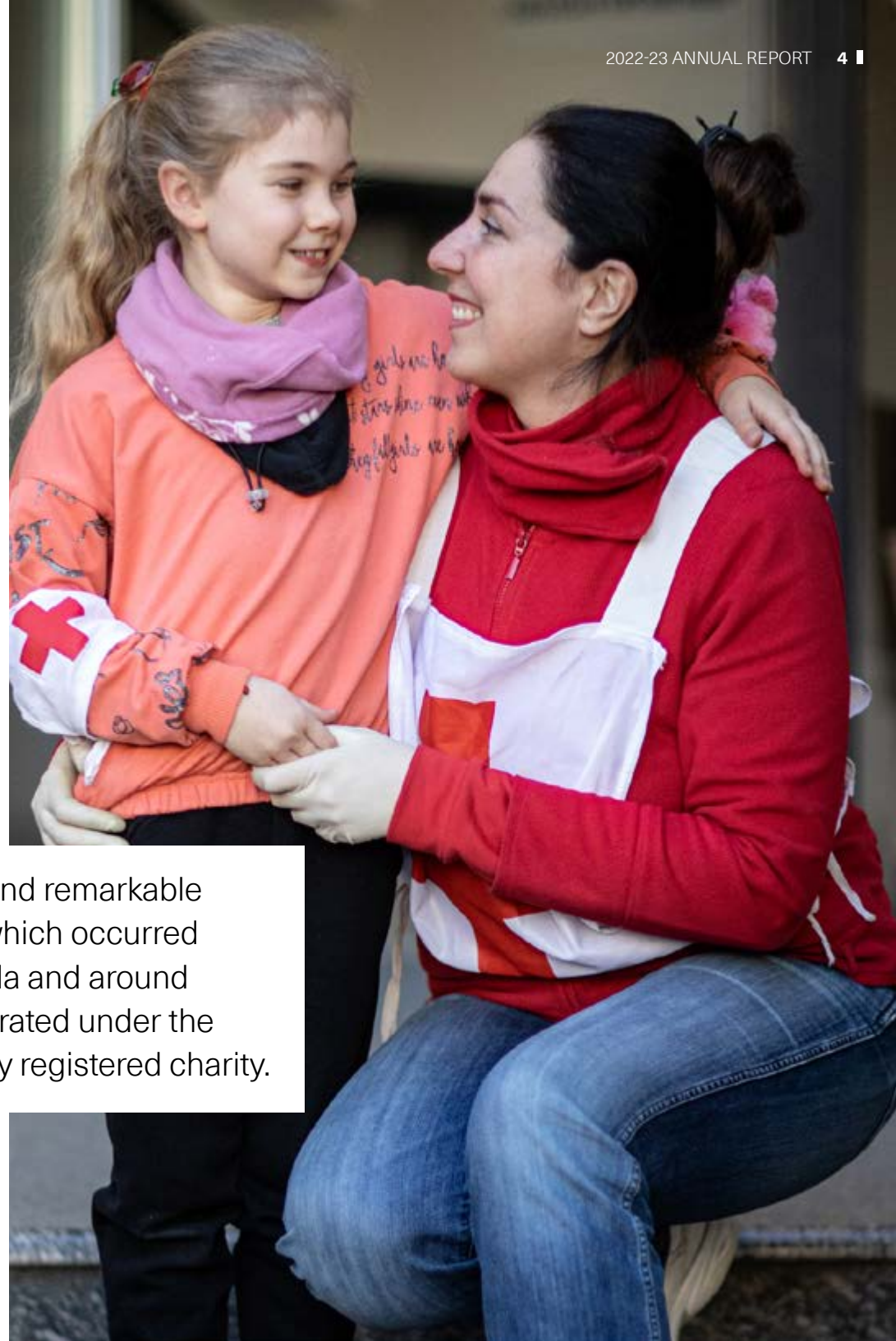
The humanitarian work of the Canadian Red Cross has had a significant impact on individuals and families, as well as communities in Canada and around the world. This annual report for 2022–23 is interactive, and it includes embedded video stories and images throughout the publication. We thank you for your interest in the work of Canadian Red Cross and we hope you will find the following information we share inspiring.

CONTENTS

About This Report	4
Indigenous Acknowledgement	5
Mission, Vision, Values & Fundamental Principles	6
Message from the CEO	8
Looking Back on a Difficult Year	10
Supporting Canadians from Coast to Coast	11
Your Generosity has Made a Difference, from the Atlantic to the Pacific	12
Your Generosity at Work: Hurricane Fiona	14
Ukraine Humanitarian Support in Canada	15
Supporting Your Community	16
Indigenous Programming	18
Supporting People Around the World	19
Your Support Around the World	20
Earthquakes in Türkiye and Syria	22
Ukraine Crisis and Pakistan Floods	23
The Power of Your Philanthropy	24
Tiffany Circle: A Year of Celebrations for Women Philanthropists	27
2022–23 Financial Review	28

ABOUT THIS REPORT

This report recognizes the impacts, achievements, and remarkable resilience and strength of our humanitarian efforts which occurred between April 1, 2022 and March 31, 2023, in Canada and around the world. The Canadian Red Cross Society, incorporated under the Canadian Red Cross Society Act, 1909, is a nationally registered charity.



INDIGENOUS ACKNOWLEDGEMENT

The Canadian Red Cross acknowledges the Indigenous Peoples, the traditional stewards of Northern Turtle Island, the land now known as Canada. The Indigenous Peoples, including First Nations, Métis, and Inuit Peoples have been caretakers of this land since time immemorial. As an organization committed to reconciliation, we give thanks for the deep learnings and understanding this relationship entails. We endeavour to be guided by this learning as we walk alongside Indigenous Peoples and communities.



OVERVIEW

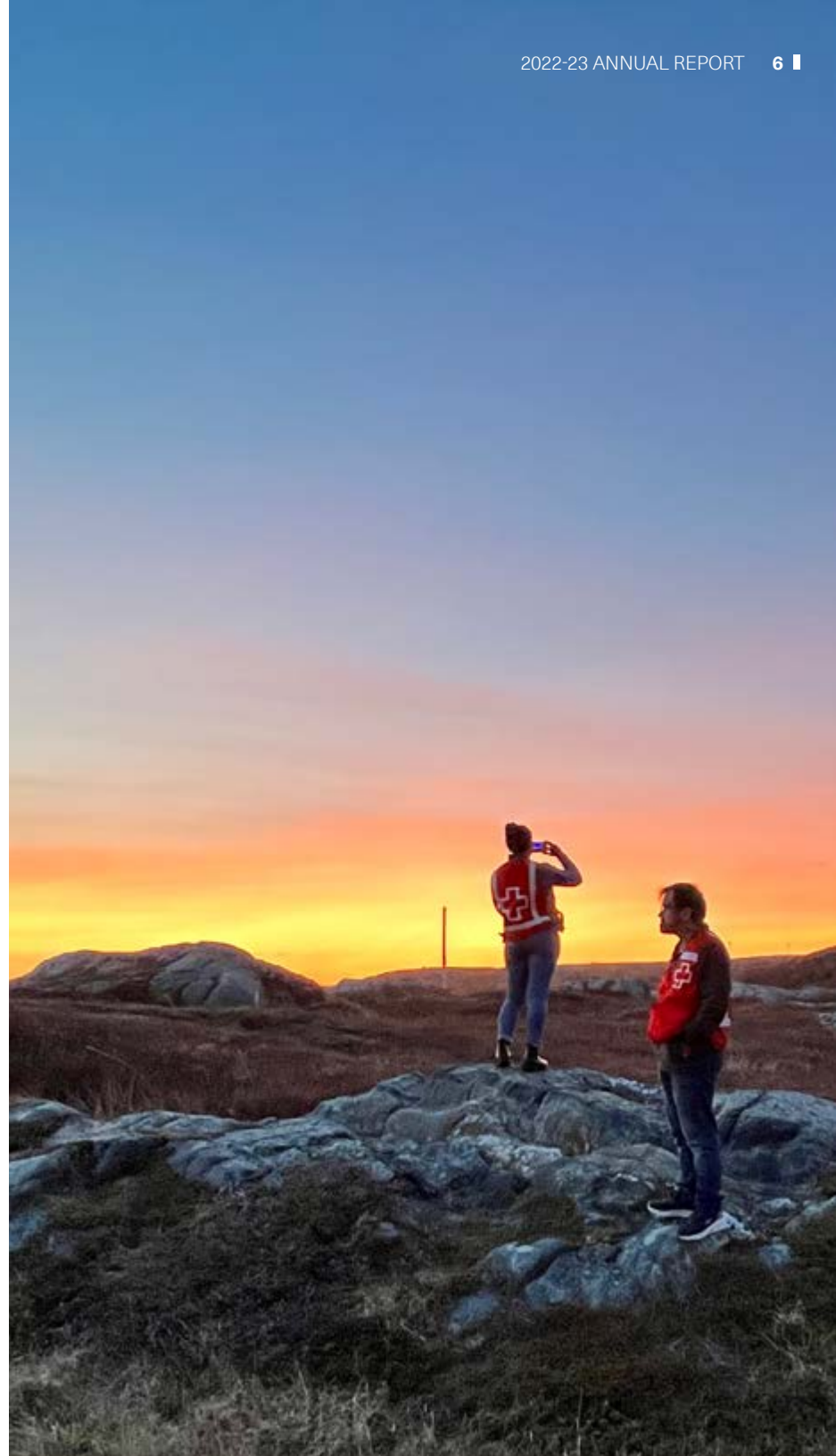
MISSION, VISION, VALUES & FUNDAMENTAL PRINCIPLES

Our Mission

We help people and communities in Canada and around the world in times of need and support them in strengthening their resilience.

Our Vision

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



Our Humanitarian Values

- Respect, dignity and inclusiveness.
- Integrity, accountability, effectiveness, transparency, and adaptability.
- Quality and safety.

Our Fundamental Principles

HUMANITY

IMPARTIALITY

NEUTRALITY

INDEPENDENCE

VOLUNTARY SERVICE

UNITY

UNIVERSALITY



CONRAD SAUVÉ

MESSAGE FROM THE PRESIDENT & CEO CONRAD SAUVÉ

As I reflect on the past year, I'm struck by how much has changed outside and within the Canadian Red Cross. The pandemic has largely subsided and our ways of working and living have forever been altered, in many ways shaped through a stronger sense of what we most value in our lives. Despite this, humanitarian needs are sadly not diminishing. The drivers of those needs are complex, interrelated, and global. The number of displaced people continues to grow as the destabilizing impacts of protracted conflict, food insecurity, and the climate crisis converge and conflate needs around the world.

Climate driven disasters have been a reality for many years. As scientific studies increasingly close the causal gap between climate change and disasters, the world is squarely in a new reality. No longer are large-scale wildfires and floods the exception. We don't have the luxuries of predictable seasons, weather patterns or even time in between disruptive events. We now live in world, and in a country, that is in a perpetual state of emergency.

Hurricane Fiona made landfall in Atlantic Canada last September, leaving a path of destruction across the four maritime provinces and into Quebec. It would become the costliest hurricane in Canadian History and ranks in the top 10 costliest disasters of all time in this country – eight of which have occurred in the last 10 years. The Canadian Red Cross response to Fiona saw us register more impacted people than ever before, surpassing even the wildfires that impacted Fort McMurray, Alberta. Our teams also responded in British Columbia, Saskatchewan, Manitoba, Ontario, and Quebec as floods and fires forced Canadians from their homes.

I often speak about the need for Canada to foster a stronger culture of preparedness. This message is typically met with nodding agreement as there are few who attempt to argue the merits of being unprepared. And yet we are. Collectively, we continue to react and rally our efforts in the moment as we face disruptive events and emergencies. This must change if we are to protect those most vulnerable in our society.

The pandemic that dominated recent years was predicted – SARS and Ebola gave us ample warning that outbreaks are possible and increasing in likelihood. And while the risk was noted at many levels, the planning and practice did not follow. We rallied and responded to COVID-19 with incredible resolve. As the disease spread like wildfire, humanity responded in ways big and small. This marked the busiest period in history of the Canadian Red Cross, but this past year coming out of the worst of things is arguably more significant.

The Canadian Red Cross remains one of the most trusted organizations in the country. This trust is earned by delivering on our humanitarian mission with a duty of care carried out with integrity and humility. Supporters continue to find allegiance with our Fundamental Principles and communities continue to turn to us for support.

Everything we do, and our ability to do it, is made possible by the power of humanity as demonstrated through our people. The Red Cross Movement was created through this spirit of humanity, sustained by it for more than 150 years, and lives on because of it today. While we may live in a world of change, I am thankful that the power of humanity remains a constant.



Conrad Sauvé
President & CEO



Thais Martín Navas / Canadian Red Cross

“Hurricane Fiona made landfall in Atlantic Canada last September, leaving a path of destruction across the four maritime provinces and into Quebec. It would become the costliest hurricane in Canadian History and ranks in the top 10 costliest disasters of all time in this country – eight of which have occurred in the last 10 years.”

CONRAD SAUVÉ
PRESIDENT & CEO

➤ **Listen to Conrad Sauvé** as he saw first-hand the role that the Mexican Red Cross played in supporting migrants who left difficult situations in South America, Central America and the Caribbean.

LOOKING BACK ON A DIFFICULT YEAR



HURRICANE FIONA



UKRAINE ARRIVALS IN CANADA



EARTHQUAKE IN TÜRKIYE AND SYRIA

Syrian Arab Red Crescent



UKRAINE HUMANITARIAN CRISIS

IFRC



PAKISTAN FLOODS

Pakistan Red Crescent

SUPPORTING CANADIANS FROM COAST TO COAST

DISASTER RESPONSE IN CANADA

Your support helped families get through some of the most difficult times in their lives.



260,000+ in Canada supported by the Red Cross after disasters, including wildfires, floods and severe storms.



54,000 friendly calls provided to people.



291 Indigenous communities and organizations supported by our Indigenous Help Desk.



82 community organizations supported following or in preparedness for disruptive events.



260 small businesses received recovery assistance.



\$49.8M+ in mass financial assistance distributed to over 96,000 households impacted by Hurricane Fiona.



YOUR GENEROSITY HAS MADE A DIFFERENCE, FROM THE ATLANTIC TO THE PACIFIC

Joseph Leger



BRITISH COLUMBIA

People in British Columbia impacted by the 2021 wildfires and, a few months later, by major flooding, had a long and challenging road to travel to get their lives back on track. Whether living in a densely populated region like Abbotsford or an isolated area like Nicomen, these individuals and families could count on you as you provided them with financial and emotional support.

Smith & Co. Photography



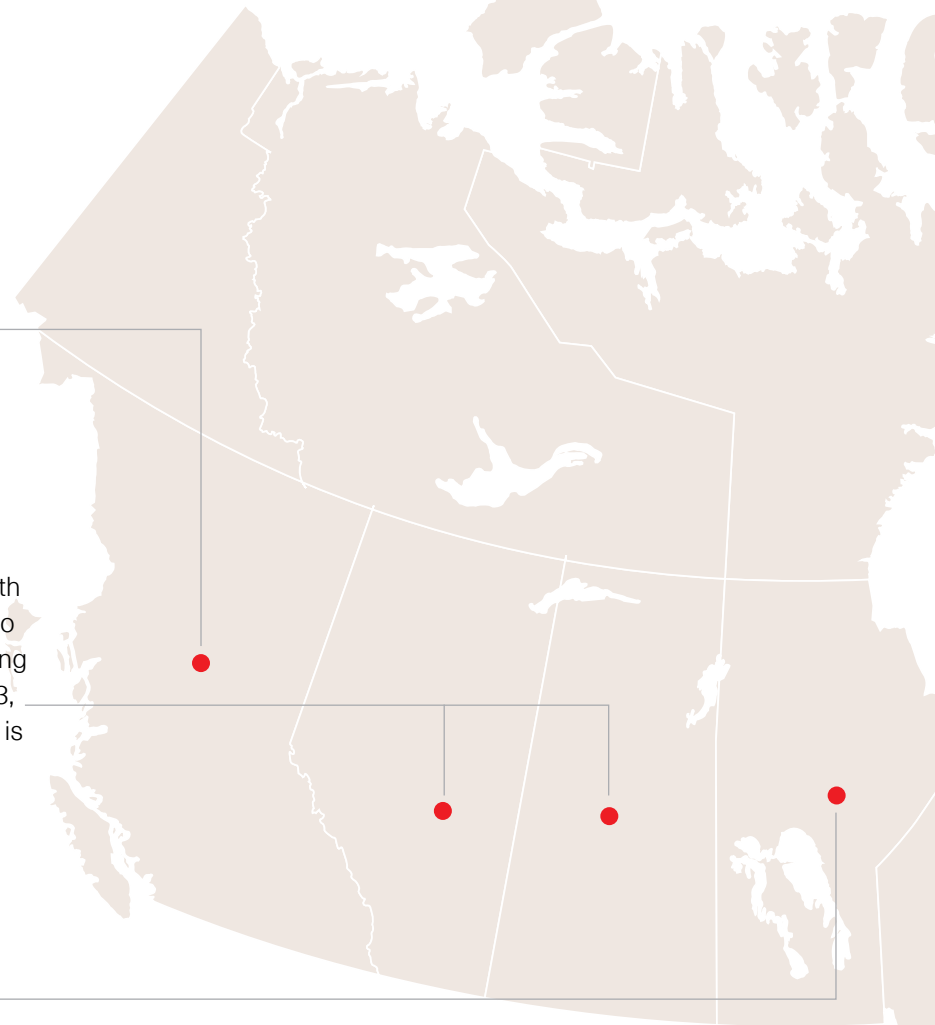
ALBERTA AND SASKATCHEWAN

Indigenous communities in Canada face a range of unique challenges, with many living in underserved areas. Drowning is one of these risks. Thanks to your support, our Indigenous Injury Prevention Program provided swimming lessons to 58 individuals in Alberta and to 96 in Saskatchewan. Since 2013, this program has trained more than 5,000 children in 91 communities and is entirely dependent on generous funding from our donors.

MANITOBA



In July, out-of-control forest fires in the northern part of the province forced the Mathias Colomb Cree Nation to leave the area. The Canadian Red Cross coordinated the air evacuation of roughly 2,177 people.





SUPPORT FOR PEOPLE FROM UKRAINE IN CANADA

The conflict in Ukraine has forced millions of people to flee the country, and thousands have chosen Canada as their new home. Thanks to your compassion, the Canadian Red Cross was able to provide support and assistance to these newcomers. Between the spring of 2022 and February 2023, more than 1,500 people received support tailored to their needs, ranging from lodging assistance, to restoring family links, to psychosocial support. **For more details, see our [latest update](#).**



NUNAVIK

Already present in this northern region of Quebec during the pandemic, the Canadian Red Cross maintained its support in 2022 by increasing the capacity of medical personnel for the Nunavik Regional Board of Health and Social Services. Depending on availability, between one and nine clinical and non-clinical Red Cross personnel are on the ground to provide services in communities without medical coverage.



EASTERN QUEBEC AND ATLANTIC PROVINCES

On September 23 and 24, 2022, the post-tropical storm caused by Hurricane Fiona swept through eastern Quebec and the Atlantic provinces, resulting in a record number of requests for assistance from our organization. You heard those calls for help and, thanks to you, more than 96,000 eligible households benefited from your support. **[Read more about how your generosity has made a difference and listen to a heartfelt message of gratitude.](#)**



ONTARIO

Our mobile food bank is an essential service for many people in the Greater Toronto Area who, because of a temporary or permanent disability, cannot access regular food banks. In addition to providing baskets of healthy and nutritious foods, this service is also a way to combat the feeling of loneliness of many people we serve and ensure that they are doing fine.

YOUR GENEROSITY AT WORK: HURRICANE FIONA

On September 23 and 24, 2022, a hurricane hit land in Atlantic Canada and eastern Quebec. This will be forever etched into the minds of people as winds picked up to nearly 140km/hr and torrential rain poured, knocking down power lines and trees in its wake. Thousands of residents were forced to hope for the best until Hurricane Fiona passed.

This storm was one of the strongest to ever make landfall in Canada and it left a trail of massive destruction and lengthy power outages. More than 1,200 people needed emergency shelter as it was unsafe to return to their homes.

A couple who endured the storm was Doug and his wife from Pictou County, Nova Scotia. Having

had prepared as much as they could prior to the storm, once their front door was ripped off the hinges, the severity of the storm became clear. As Doug says, "It was very scary. Pieces of roof were flying by and you're going, 'Is that my roof or the neighbour's roof?'"

Doug retold this harrowing story at one of the 33 Canadian Red Cross reception centres that were set up across the region. The Canadian Red Cross mobilized more than 520 personnel to support the response and provided assistance to more than 96,000 eligible households who were unable to meet their basic needs after the hurricane.

YOUR IMPACT



Provided in-person assistance to more than **42,000 people**.



Conducted more than **6,900 conversations** for psychosocial or well-being support.



Received more than **100,000 phone calls** through the call centre.



UKRAINE HUMANITARIAN SUPPORT IN CANADA

On February 24, 2022, headlines shocked the world of armed conflict in Ukraine. Countless people had to make the harrowing decision to leave the life they knew behind to find safety. With thanks to our donors, Canada became a safe haven for many.

At airports across Canada, Red Cross personnel welcomed over 1,500 Ukrainian arrivals who were fleeing the conflict. Many of the those who arrived were in vulnerable situations and required additional support, including the elderly, people living with disabilities, or parents with children.

YOUR IMPACT*



1,577 individuals received emergency financial assistance for unmet, urgent needs.



Support was provided across **seven provinces**.



\$923,000 was raised through the Ukraine Humanitarian Support in Canada Appeal. *This appeal is now closed.*

*as of February 13, 2023

The Canadian Red Cross, in partnership with the Government of Canada, provincial governments and community organizations worked together to help ease the transition. From accommodation, food, transportation and basic needs such as referral services, psychosocial support, and connecting people with their loved ones back home – the support of our donors made it possible to extend a lifeline when it was most needed.

One of those people who was welcomed by Canadian Red Cross personnel were Ivanna and her daughter Anichka. As Ivanna says, “Although emotionally it is really difficult for us now because we are constantly worried about our relatives who stayed at home... meeting such wonderful people, like you, is like an ointment that helps heal wounds. Thank you for your patience and kindness.”

In a written letter addressed to the Canadian Red Cross, Ivanna explained the emotional difficulty of leaving her husband and relatives and the positive impact of being supported by the Canadian Red Cross. The compassion and generosity of Canadians has helped so many people like Ivanna and Anichka to reach safety and receive the support they needed.



People arriving from Ukraine were welcomed by Canadian Red Cross personnel.

SUPPORTING YOUR COMMUNITY

Community Health and Wellness

Every year, the Canadian Red Cross delivers a wide range of community support services throughout Canada to adults, vulnerable people, and their caregivers. We support people as they strive to maintain their quality of life and independence, increase their social interaction and their health and wellbeing.

Health Equipment Loan Program Empowering Canadians

The Health Equipment Loan Program (HELP) continues to improve the lives of countless people in Canada by providing essential health equipment like walkers, wheelchairs and other mobility aids, or raised toilet seats, bath stools and other bathing aids. In total, 289,000 pieces of health equipment were loaned. This program eases some of the stress of recovery and empowers people to live with independence and dignity, while in the company of family, friends and pets in familiar surroundings.

Focal Point Studios



Friendly Calls Program Continues to Connect

The Friendly Calls Program, designed to help people feel more connected continues to expand and benefit countless Canadians. This year, 54,000 calls were made to connect isolated adults across the country. Beginning in May 2021, the program has provided two million minutes of phone support that's benefited people on both sides of the phone. Jason, an occupational therapist and a Canadian Red Cross volunteer says, "It was exactly what I was looking for: having a consistent person to

talk with once a week." Jason speaks weekly with Adrian about a variety of topics from keeping pet fish, singing, and history. According to the results from a survey conducted in Atlantic Canada and Ontario in June 2021, 74% of people who participated in the Friendly Calls program reported an improvement in their ability to cope with stress, and 83% noted an increase in their feelings of safety.



Meals on Wheels Delivering More than Meals

With the rising cost of food across the country, Meals on Wheels continues to be a lifesaving program for so many. Knowing that proper nutrition is the cornerstone of good health, this year the program delivered 258,000 meals to people unable to prepare their own food so that they can live independently. The program not only provides access to nutritious meals, but in some cases also provides a safety check, health status monitoring and social interaction.

First Aid

Over 850,000 Canadians were trained in Canadian Red Cross First Aid programs in 2022-23, a 21% increase over last year. The planned implementation of a new Learning Management System and release of a revised First Aid Program took significant leaps forward, and now allow for flexible, customized training options for our diverse audiences, with emphasis on enhancing accessibility and inclusion. Volunteers continue to enhance our work, alongside our team who, together, conducted 21 first aid course audits as part of our workplace training.

Johan Hallberg-Campbell



Opioid Harm Reduction

With funding from Health Canada's Substance Use and Addictions Program, we released our First Aid for Opioid Poisoning Emergencies Course. The training was developed with the Canadian Red Cross Opioid Harm Reduction Advisory Council, a diverse team of subject matter experts, including individuals with lived substance use experiences and their families, friends, peers, advocates, and community members. The Opioid Harm Reduction initiative has been supported and widely shared through our network of partners and volunteers. Over 457,000 individuals were trained on opioid poisoning emergencies and 10,233 naloxone kits were distributed across Canada (except Quebec).

INDIGENOUS PROGRAMMING

Help Desk for Indigenous Leadership

This predominantly Indigenous team offers support for Indigenous communities, territories and nations, responding to their identified needs and building on community strengths and resources. The Help Desk co-collaborates with Indigenous leadership in four key areas: Health Promotion, Disaster Risk Management, Community Wellness and Protection and Injury Prevention. The team worked alongside 291 Indigenous communities and organizations through the past fiscal year and developed or adapted 209 resources.



Indigenous Injury Prevention Safety Program

This team delivered programming in British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec and Nunavut using in-person, virtual, and online methods, as well as working with communities on self-directed options. Course offerings include First Aid programs including Babysitting and drowning prevention (i.e., swimming lessons). By the end of the fiscal year, programming was delivered to 1,206 participants in 37 Indigenous communities/organizations. The program reached 23 new communities and two new provinces/territories.

Northern Programming

Nipivut, an annual youth conference co-hosted by the Canadian Red Cross and the Government of Nunavut, offered virtual workshops on a variety of topics related to Inuit Qaujimajatuqangit (Inuit way of knowing and being). The conference was attended by 328 youth from across seven communities. We also worked with the community to empower youth at 17 schools, delivering training and education sessions.

Our teams responded to 12 social emergencies in Nunavut. In Quebec, we also provided a three-day on-site workshop with James Bay Cree Nation to build their capacity to respond to social emergencies.



SUPPORTING PEOPLE AROUND THE WORLD

From Ukraine to Pakistan, Turkiye and Syria, the Canadian Red Cross is helping save lives and delivering urgent aid to people facing some of the most difficult times in their lives.

YOUR GLOBAL IMPACT

93 delegates deployed
to **29** countries.

29 long-term programs delivered
in **21** countries.

\$127+ in financial contributions
MILLION to global Red Cross
Red Crescent efforts

Thank you to our donors!



YOUR SUPPORT AROUND THE WORLD

Turkish Red Crescent



TÜRKIYE AND SYRIA

The Red Cross is working to deliver urgent aid to communities hit hard by a tragic earthquake in February 2023. In Syria, where more than 90% of the population was already living in poverty, your support means access to food, shelter, medical supplies, and psychosocial support.

Finnish Red Cross



HAITI

Following a devastating earthquake in 2021, we worked with local Red Cross partners to provide long-term recovery support, including access to healthcare and financial support to help families and communities rebuild their lives.

Ibrahim Malla / IFRC



OCCUPIED PALESTINIAN TERRITORIES

As the long-standing humanitarian crisis continues, we are working to provide emergency medical services, relief supplies, and capacity-building for some of the most vulnerable families and communities.



Marko Kokic/IFRC

UKRAINE

Your support is helping us bring urgent humanitarian aid to people impacted by ongoing conflict, including mobile health units, humanitarian experts, and other essential supplies.

With your support, the Canadian Red Cross is providing critical life-saving aid to people impacted by emergencies, and ensuring that those most vulnerable can continue to access healthcare and urgent humanitarian aid.

Pakistan Red Crescent



PAKISTAN

With severe monsoon rains causing flooding that impacted 33 million people, your generosity has provided shelter, food and mobile health units for those impacted by a heart-breaking disaster.

IFRC



SRI LANKA

As millions are facing food shortages and urgent humanitarian needs due to an economic crisis and the impacts of COVID-19, your support has brought relief items, shelter, healthcare and livelihoods assistance to help people rebuild their lives.

IFRC



SOMALIA

Your support is bringing urgent emergency relief and healthcare assistance to families and communities in Somalia and other countries in Africa facing multiple humanitarian crises, including droughts, floods and food insecurity.

EARTHQUAKES IN TÜRKIYE AND SYRIA

Your compassion provided relief to those affected.

In February 2023, Türkiye and Syria were struck by two of the most violent earthquakes in the last 100 years. Countless lives were lost, and many public infrastructures, homes and roads collapsed, leaving millions without shelter, services, and livelihoods. More than 22,000 relief items were sent from Canada. In addition, the Canadian Red Cross deployed humanitarian experts on-site to support their Turkish and Syrian counterparts, and also financially supported many Red Cross Movement relief operations.



Turkish Red Crescent

“I cannot describe the feeling we had when we rescued a pregnant woman and her child from under the rubble.

I never imagined I would feel so joyous and thankful amid such devastation. Everyone who witnessed this moment erupted in celebration. We celebrated hope. The power of humanity is what gave us hope and kept us going non-stop; it kept us going in sub-freezing temperatures, and it kept us full despite barely eating anything for four days straight.”

ABDALLAH ZGHEIB

LEBANESE RED CROSS SEARCH AND RESCUE TEAM

RESILIENCE: UKRAINE CRISIS AND PAKISTAN FLOODS

Ukraine

Following the escalation of violence in February 2022, the Red Cross has embarked on a massive operation to provide humanitarian aid to those impacted by the ongoing conflict in Ukraine and its neighbouring countries. In addition to support for food, shelter and emergency supplies, the Canadian Red Cross has deployed dozens humanitarian experts, funded psychotherapists in Lviv, and deployed mobile health units to remote areas of the Cherkasy and Poltava regions. As humanitarian needs continue to grow, the Red Cross movement has also embarked on its largest emergency cash assistance program to date, with over \$288 million distributed for basic needs, health and shelter support.



Tamara Vukov

Pakistan

Last year, monsoon rainfall was almost three times higher than the country's 30-year average, shocking the world as flooding and landslides swept away entire homes, bridges, roads, and livestock and claimed the lives of many. Dangers of disease and health risks also lurked in the affected areas. The Canadian Red Cross partnered with the Norwegian Red Cross and the Pakistan Red Crescent to fund the Mobile Health Units that provided these much-needed, free of charge, health services for people like Jamila, a pregnant mother of four.



Pakistan Red Crescent Society

“The floods have destroyed our houses and our belongings. People in red vests came here earlier and provided us with relief items. We also received cooked food for us and our children.”

JAMILA

A PREGNANT MOTHER OF FOUR

THE POWER OF YOUR PHILANTHROPY

Strengthening Resilience for Older Adults

With the generous support of the J. Armand Bombardier Foundation, we are helping older adults live healthy, independent lives at home by strengthening their connections to local community services. Support for the Aging with Care project is part of the foundation's incredible 30-year commitment to the Canadian Red Cross, providing urgent aid during some of the most difficult emergencies in Canada and around the world, including Hurricane Fiona, the Ukraine humanitarian crisis, and the COVID-19 response in Canada.

Creating Safer Environments for Indigenous Communities

Thanks to the Tree of Life Foundation, we are working with Indigenous communities in Saskatchewan to build capacity for emergency management and preparedness through trainings and other activities. We hosted our first in-person training in several years with key community representatives earlier this year. This is part of broader efforts to collaborate with Indigenous communities across Canada to strengthen their resilience.

Help & Inspire Future Generations

In a world in which isolation, tensions and disaster are increasingly prevalent, you can help to ensure a future in which human beings work together with respect for one another and a willingness to find solutions to community problems.

We cannot end wars or stop crises, famines or natural disasters, but for as long as there are people like you who are prepared to help, our humanitarian spirit can endure.



Sylvia H., member of Red Cross Legacy Circle, with Alen Okanovic, Red Cross team member.

Sylvia shares why she has included a gift in her Will:

“I support Canadian Red Cross because I believe that money goes directly to what it is meant for, whether you donate to a specific disaster appeal or in general wherever is most needed. Moreover, Red Cross is a volunteer based organization and that helps bring down its administration cost. Philanthropy runs in our family, and I want to help the Red Cross humanitarian mission now and well into the future after I am gone.”

SYLVIA H

RBC

In an inspiring demonstration of dedication and compassion, RBC and the RBC Foundation have helped the Canadian Red Cross to strengthen our emergency response services. As Canada's largest bank, RBC has proven its commitment by investing \$3 million over three years in emergency preparedness.

Mark Beckles, Vice-President of Social Impact & Innovation at RBC, highlighted the impact of this partnership, stating: "When a natural disaster strikes, Canadians often wonder, 'How can I help?'" The partnership between RBC and the Canadian Red Cross sets a remarkable example of collaboration between the private sector and non-profit organizations. By combining their resources, expertise, and unwavering dedication, RBC and the Canadian Red Cross pave the way for a more resilient future. Together, we are creating a ripple effect of positive change that will resonate throughout communities across Canada.

As we extend our heartfelt gratitude to RBC and the RBC Foundation, we are reminded of the incredible difference that can be made when organizations and communities come together. RBC's investment in the Canadian Red Cross strengthens emergency response services and empowers Canadians to be part of the solution. Together, we can build a more resilient nation where compassion and support thrive in the face of adversity.

Peace By Chocolate

For so many of us, chocolate stands as one of the ultimate comfort foods. For popular Nova Scotia-based confectioners Peace by Chocolate, however, chocolate is much more than just a sweet treat. In 2020, Peace by Chocolate founder Tareq Hadhad – a Syrian refugee who, along with his chocolatier family, fled the humanitarian crisis in Damascus in 2012 and relocated to Atlantic Canada where he resumed his craft – began making regular mail-in donations to Canadian Red Cross appeals.

When the Ukrainian crisis began unfolding in 2021, Hadhad reached out with an idea: what if Peace by Chocolate created a unique candy bar packaged in a custom wrapper – adorned with the word мир, which means 'peace' in Ukrainian – with all profits going to the Canadian Red Cross? It has now raised \$70,000.

Further support included utilizing our donation portals for appeals related to Hurricane Fiona, the Pakistan Floods, and the Türkiye and Syria Earthquakes.

"Our community supports the Red Cross," says Tareq, "because in places all around the world where peace is lost, the Canadian Red Cross is always there offering moments of peace. With their selfless dedication, they become beacons of hope to those in need."

Walmart

Walmart Canada has been supporting the Canadian Red Cross since 2003, and have raised over \$64 million to date. They have been an exemplary example in raising funds to help ensure the safety and recovery of our communities in the face of disaster. The 2022 in-store campaign and corporate contribution raised an outstanding \$4.27 million to support vital community preparedness and emergency relief and recovery programming across Canada.

On average, Walmart Canada's annual support equates to funding assistance for one in four Canadians helped by the Canadian Red Cross' Emergency Management program. Over the years, Walmart continues to support communities like those impacted by Hurricane Fiona in Atlantic Canada and eastern Quebec, with purchasing and logistic support for pre-positioning emergency relief items destined for vulnerable communities. Walmart Canada and their associates remain leaders in answering the call for help. In addition to the annual campaign and corporate contribution, over \$10 million has been raised for specific Canadian Red Cross emergency appeals across Canada since 2003.



United Way Greater Toronto

We want to extend our heartfelt appreciation to United Way Greater Toronto for their invaluable partnership over the last 50 years. Their unwavering commitment to supporting our local communities has impacted countless people.

Over the past year, 7,833 individuals were helped in the Greater Toronto Area through local Mobile Food Bank, Meals on Wheels, Transportation, Personal Disaster Assistance and First Contact programs. Together, United Way Greater Toronto and the Canadian Red Cross have exemplified the power of collaboration and compassion, working tirelessly to address pressing social challenges and provide vital assistance in times of crisis. We thank United Way Greater Toronto for their remarkable dedication to building a stronger, more inclusive Greater Toronto Area.

18th Annual Fundraising Event in Montréal

In September, the Canadian Red Cross held its 18th fundraising event under the theme Empowering our Communities. This annual activity in Quebec – a major fundraising event for Canadian Red Cross – has raised a total of \$1,015,400. Funds collected were attributed to the needs of the communities in Canada and also on an international scale.

“We are very proud to gather hundreds of people who all trust and support the most humanitarian organization in the world,” said both honorary

co-chairs of the event, Mrs. Hélène V. Gagnon and Mr. Paul C. Genest.

26th *Expérience gastronomique* in Québec city

In November, more than 360 guests had the pleasure to attend the 26th edition of the *Expérience gastronomique*, and taste an exquisite dinner prepared by 10 renowned chefs. The fundraising event occurred at Fairmont Le Château Frontenac in Québec City and raised \$375,000. These funds have been allocated to help individuals and families impacted by personal disasters.

Year after year, this outstanding dinner is a joyful and generous get-together where all guests share their support for the humanitarian mission of the Red Cross.



Both honorary co-chairs, **Hélène V. Gagnon**, Chief Sustainability Officer and Senior Vice-president, Stakeholder Engagement at CAE, and **Paul C. Genest**, Senior Vice-President at *Power Corporation of Canada* are surrounded by Conrad Sauvé (on the right), Canadian Red Cross President and CEO and by Pascal Mathieu (on the left), Vice-President, Canadian Red Cross, Québec.



Honorary co-chairs, **Valérie Lavoie**, President and Chief Operating Officer at *Desjardins General Insurance Group*, and **Geneviève Fortier**, Chief Executive Officer at *Promutuel Insurance* with Pascal Mathieu, Vice-President, Canadian Red Cross, Québec, and Ève-Marie Lortie, master of ceremonies.

TIFFANY CIRCLE: A YEAR OF CELEBRATIONS FOR WOMEN PHILANTHROPISTS

The Tiffany Circle (TC) is a society of women leaders and philanthropists who support the Canadian Red Cross. By investing a minimum of \$10,000 annually, Tiffany Circle Members follow in the footsteps of a long line of women leaders who have helped the Red Cross serve the most vulnerable people during times of disaster and conflict, and support healthy and safe communities, locally and worldwide.

Total Numbers

72 members of the Tiffany Circle, with **5** new members joining in the last year.



From left to right: Tiffany Circle Member and Vice Chair of the Canadian Red Cross Board, Miranda Hubbs, and TC members Jocelyn Souliere, and event hosts Dorothy Mills, Tara Henderson, Anna Hunt-Binkley, and Shaída Langley

Noteworthy Events

Tiffany Circle in Action:

In September 2022, the Tiffany Circle members experienced an up-close look at how our state-of-the-art equipment is ready to deploy on short notice to respond and save lives. This was accompanied alongside a National Steering Committee meeting and dinner with a delegate, Lynn Henderson. Lynn has been a registered nurse for 25 years and a Canadian Red Cross international delegate for 10 years. She spoke about her deployment in Nepal during the 2015 earthquake and her recent deployment throughout Canada during the COVID-19 pandemic.

Red Cross in Action:

In June 2022, TC members in Kelowna lead by Anna Hunt-Binkley raised over \$2M to support our domestic emergency responses units including an adapted field hospital. In September 2022, the Tiffany Circle members experienced an up-close look at how our state-of-the-art equipment is ready to deploy on short notice to respond and save lives.

Fundraising Highlights

Tiffany Circle Campaign:

The 2022 Tiffany Circle Match program ran a direct mail and digital campaign from June 27 to August 6. Tiffany Circle members contributed an impressive **\$210,000 to the matching fund**, which helped the Canadian Red Cross to reach more than **43,000 donors and raise over \$3.4 million** to support the delivery of critical, mission-driven activities and ensure we can answer calls for help.



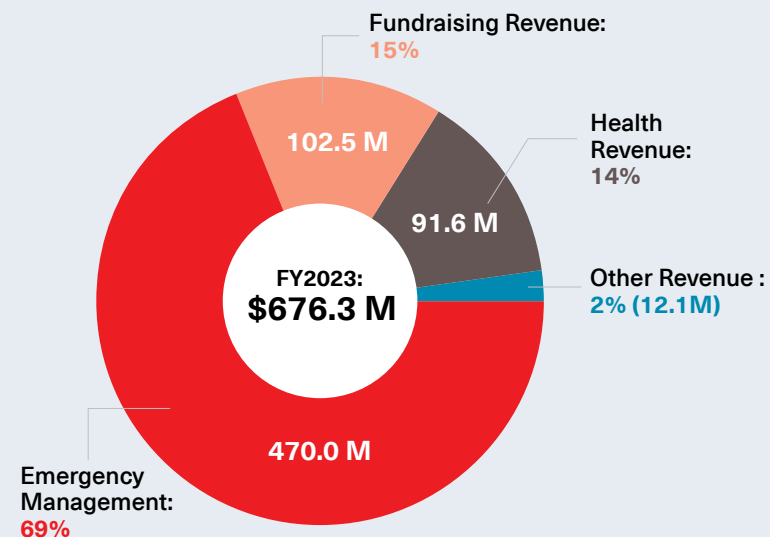
2022-23 FINANCIALS

This year 637,421 donors answered our call during a time of unprecedented natural disasters in Canada, armed conflict in Europe, and the ongoing strains of the pandemic.

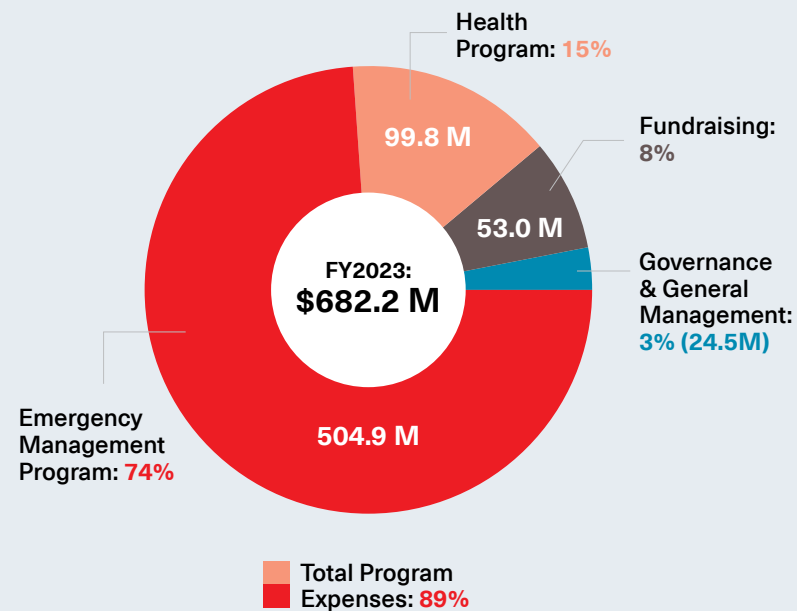
With your help, we responded to over 2,550 emergencies in Canada and provided assistance in 78 countries. With your generous support, the Canadian Red Cross raised more than \$252 million in a record year for philanthropy.*

* Please visit [redcross.ca](https://www.redcross.ca) to see the full Annual Report and audited financial statements.

Total revenues and other income: \$676.3 Million



Total Operating Expenses: \$682.2 Million





THANK YOU for your generous support.

Together, we are bringing hope
to those who need it most.

NATIONAL OFFICE

400 Cooper Street, Suite 8000, Ottawa, ON K2P 2H8
613.740.1900

feedback@redcross.ca

For a list of all Canadian Red Cross offices, please go to redcross.ca.