



Canadian Red Cross





# History

- 1859 Henry Dunant, a Swiss businessman, helped the wounded from three armies at an Italian battlefield (Solferino) with the help of volunteers
- 1864 Dunant developed the idea of a humanitarian volunteer group.
- 1896 The Canadian Red Cross founded by Dr. George Sterling Ryerson
- 1901 Henry Dunant was awarded the Nobel Peace Prize
- Today The Red Cross/Red Crescent Societies work in over 181 countries around the world.



# March Is Red Cross Month

- Launched each year to raise public awareness of the work of Red Cross staff and volunteers and inform people how they can help





# Mission Statement

- To improve the lives of vulnerable people by mobilizing the power of humanity in Canada and around the world.

# International Humanitarian Law (IHL)



- IHL serves as the internationally agreed upon standard of humane treatment...during armed conflict. Its principal legal documents are the four Geneva Conventions of 1949.
- On the care of wounded and sick members of armed forces in the field.
- On the care of the wounded, sick and shipwrecked members of armed forces at sea.
- On the treatment of prisoners of war.
- On the protection of civilian persons in time of war.



# Geneva Conventions

The Geneva Conventions name the International Committee of the Red Cross (ICRC)

- As the guardian of the Geneva Conventions.
- As the impartial humanitarian organization that must be permitted to provide assistance during armed conflict.

# The Fundamental Principles

**Humanity** - We strive to prevent and alleviate suffering, protect life and health, and ensure respect for the human being.

**Impartiality** - We do not discriminate.

**Neutrality** - We do not take sides.

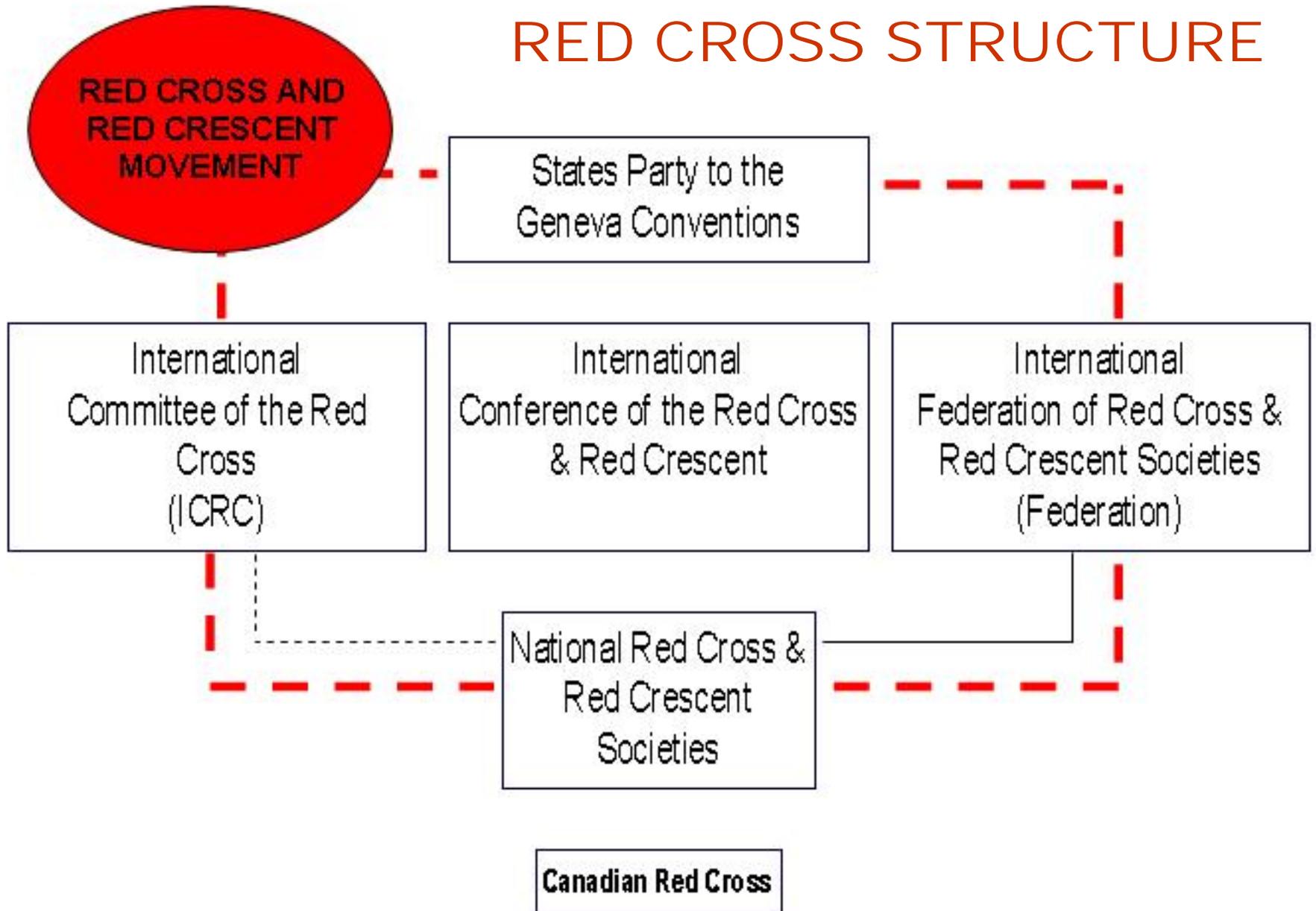
**Independence** - We maintain our autonomy.

**Voluntary Service** - Not prompted by a desire for gain.

**Unity** - Only one Red Cross or Red Crescent Society in any one country.

**Universality** - The Movement is worldwide.

# RED CROSS STRUCTURE





## Member in an International Family

- The world's largest humanitarian organization, providing assistance without discrimination as to nationality, race, religious beliefs, class or political opinions.
- The Red Crescent is used in place of the Red Cross in many Islamic countries.

# Member in an International Family

- 181 National Societies
- Programs and services address both immediate and long-term needs
- The promotion of humanitarian values is an intrinsic part of all Red Cross and Red Crescent activities.
- Promote awareness of international humanitarian law





# Canadian Red Cross Facts at a Glance

- Responded to almost 2,200 emergencies or disasters across Canada, helping over 18,000 people
- 370 community offices
- Four zones within Canada





# Services We Deliver

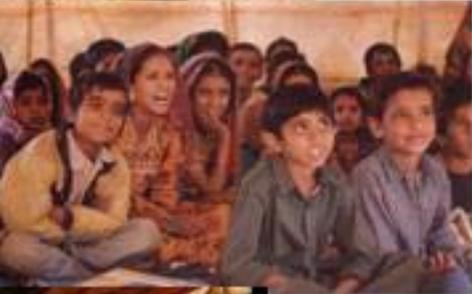


- International Services
- First Aid
- Water Safety
- RespectED
  - Violence and abuse prevention program
- Home Support Services
- Community Health Services
- Disaster Services
  - Domestic & International

# Other Community Initiatives

- Seniors' Transportation
- Housing Help:
  - Data base of available affordable apartments
  - Rent Bank/ Utility Bank
- Winter Warmth Program

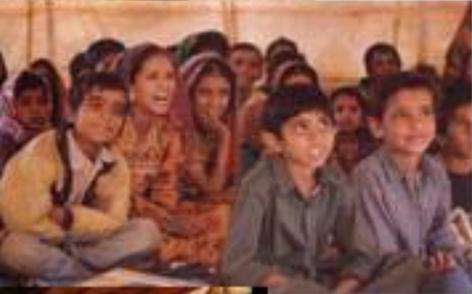
# International Services



- International Appeals
  - Relief, Recovery & Reconstruction
  - Rehabilitation, training & development
- Overseas Personnel
- Restoring family links
- Promotion of Humanitarian Values
  - Landmine Awareness Campaign
- International Humanitarian Law

# Asia Earthquake and Tsunami

- Magnitude 9.0 earthquake spawns tsunamis that pound the coastlines of a dozen Asian countries
- Countries most affected include Indonesia, Sri Lanka, India, Thailand, Maldives and Malaysia
- 250,000 people die and 2 million are displaced



# Asia Earthquake and Tsunami

How the Red Cross is helping

- Local Red Cross/Red Crescent Societies responded immediately with first aid, drinking water and shelter
- 77 Red Cross relief flights within the first month
- More than 40 Red Cross Societies mobilized 9000 volunteers and 300 international staff from donor nations



# Asia Earthquake and Tsunami

- During the emergency response phase Red Cross provided (per day)
  - 115,000 people with clean water
  - 1000 people basic medical care
  - 40,000 people with shelter, food and hot drinks
  - 11,000 people with psychological counselling



# Asia Earthquake and Tsunami

- The Canadian Red Cross
  - Procured 770,000 water purification tablets delivered to Sri Lanka
  - 60,000 baby supply kits sent to Indonesia
  - 50,000 hygiene kits sent to Sri Lanka
  - About two dozen Canadian Red Cross delegates have been deployed to the field



# Asia Earthquake and Tsunami

## Canadians Respond Generously

- As of February 21, Canadians have donated \$161 million to the Red Cross Asia Earthquake and Tsunami appeal





# Hurricane Relief 2004

- August/September 2004
- Countries affected: most of the eastern Caribbean, Haiti, Cuba, and Grenada.
- In Grenada, over 90 per cent of homes were destroyed
- In Haiti hundreds of people died in flooding that was caused by the hurricanes and tens of thousands were left homeless

# Red Cross/Red Crescent supported the relief effort by:

- providing urgently needed goods like shelter materials, food, blankets, kitchen sets, hygiene items and jerry cans.
- assessing immediate and longer-term needs of those affected
- seeking donations from the public to support the large-scale relief effort



# Red Cross/Red Crescent supported the relief effort by:

- sending delegates to assist in the affected areas
- The Red Cross /Red Crescent has launched a worldwide appeal for 10 million for both Haiti and other hurricane affected areas



# How the Canadian Red Cross has helped

- Canadians have donated over \$2 million to the relief effort
- Three planes carrying urgently needed humanitarian relief were sent with the assistance of the Canadian International Development Agency (CIDA) to Grenada, Jamaica and Haiti
- The Canadian Red Cross in partnership with the Norwegian Red Cross set up a field hospital in Haiti to meet urgent medical needs



# Disaster Services In Canada

- Personal Disaster Assistance
- Registration & Inquiry
- Emergency Lodging
- Disaster Response Teams
- Refugee Detainee Monitoring
- Emergency Response Vehicle



# Peterborough Floods 2004



- On July 14, heavy rains caused extensive flooding in the City of Peterborough
- Over 200 people were forced to leave their homes.
- Red Cross helped set up shelters and distribute over 4000 clean-up kits to residents



# Peterborough Floods 2004



- After the water had subsided Red Cross helped assess the damage caused by flooding
- With the help of generous corporate partners and individual donors, Red Cross raised over \$600,000 for the City of Peterborough



# Personal Disaster Assistance



- Provide assistance to victims who have been evacuated from their homes due to personal emergencies and disasters.
- Assistance is provided for 72 hours which includes Family Reunification, Personal Services, Lodging, Clothing, and Food.
- In 2003, Red Cross Branches across Ontario responded to more than 215 PDA calls assisting 2,000 adults and children.





## First Aid

- Courses for all skill levels
- 340,000 participants trained annually



## Water Safety

- 1 million participants a year
- Boater training and certification



# Youth...

Are provided with leadership opportunities and are integrated into programs such as:

- **Fast 40**
  - Related to student curriculum
- **RespectED**
  - The mission is to break the cycle of abuse, neglect, harassment and interpersonal violence through prevention education.



Violence & Abuse Prevention

# The Value of Volunteers

- Red Cross relies on its volunteers to continue providing vital programs and services.
- Volunteers are the heart of the Red Cross.

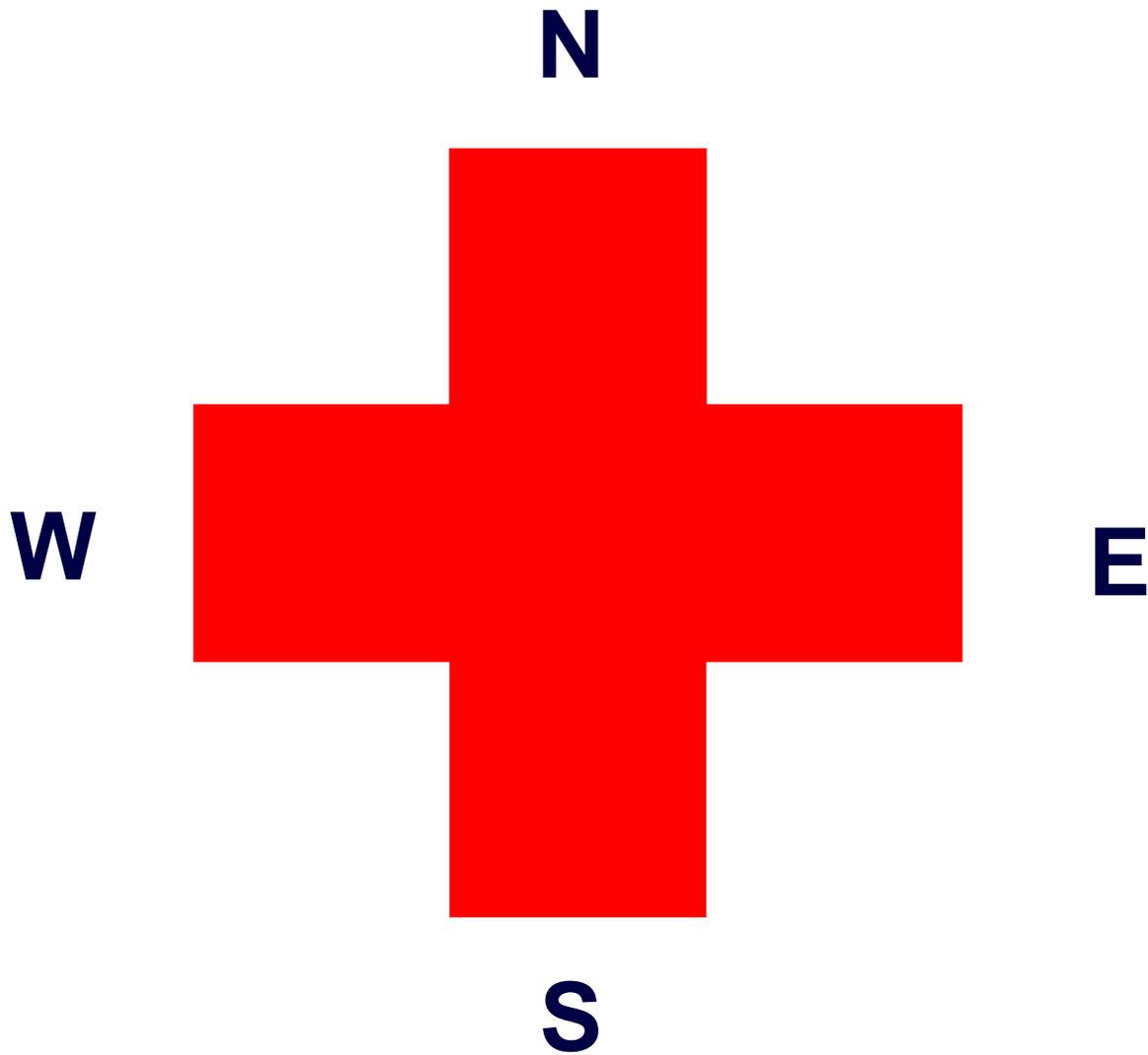


# How you can get involved



- Volunteer
  - Help deliver a range of services to improve the lives of the most vulnerable
- Donate
  - You can help Canadians and people around the world affected by disasters
- Training
  - Be prepared for disasters





**Anywhere. Anytime. Red Cross**