

**British Columbia  
REPORT BACK  
TO THE COMMUNITY**

2013-14



**CANADIAN  
RED CROSS**

# MESSAGE FROM THE PROVINCIAL DIRECTOR & COMMITTEE CHAIR

## Message from the Director



It is really very simple. We are neighbours. Across the street or around the world, the strength of the Red Cross is the humanitarian neighbourhood that our personnel, donors and partners create. Millions of people share this commitment to humanitarian service and values, and they bring the commitment to life through real action. That is what makes a real difference.


In disaster management, we call it “show up and bring a casserole.” Show up with some basic goods, a giving heart and willing hands. It’s being a good neighbour. In first aid, it’s taking training so you can step forward with skills to assist. In violence prevention, it’s a commitment to make safe environments for our children; a whole village of safety to raise a child. In our day-to-day work responding to needs, cleaning medical equipment or managing finances, it’s important to take a moment to remember this wonderful community of which you are an essential member.

Last year, we said goodbye to two decades-long programs: Family Support and Humanitarian Issues. Family Support, which supported families of children undergoing serious medical treatment in hospital, found a new home at BC Children’s Hospital, the host of the program for so many years. Humanitarian Issues has evolved into Exploring Humanitarian Law, an educational curriculum developed by the International Committee of the Red Cross (ICRC) and led in Canada at the National level. The program will continue to engage youth with humanitarian law issues at school, and spur the desire to continue learning and working in the field of humanitarian law. Thank you to the many, many volunteers and staff who have been part of these programs over the years. This report is our opportunity to look back on the past year and share stories and information about the generosity of your humanitarian spirit. Thank you for bringing the Red Cross to life.

Regards,

**Kimberley Nemrava**

Provincial Director, B.C. and Yukon



## Message from the Chair - Provincial Advisory Committee



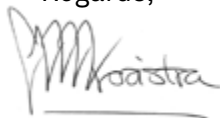
With the continued support of our many generous donors and volunteers, the Red Cross is making a difference right here in British Columbia and Yukon and around the world. It is because of this support we are able to provide health equipment to more people than ever before, reach thousands with bullying and abuse prevention training, first aid, swimming and water safety.

We are also there when disaster strikes close to home, providing assistance to families left homeless following house and apartment fires or other personal catastrophes. This year, we expanded our Health Equipment Loan Program to offer more advanced equipment to people in a much broader area. Now in eight locations across the province, you can borrow hospital beds, pressure relief mattresses and patient lifts that help move a person from a bed. This new service has a profound effect on both patients and their families, as it allows people to recuperate at home or stay at home longer when faced with a serious or life-ending diagnosis. Through our partnership with the Ministry of Health and the province’s health authorities, we are committed to their strategy of Home is Best. Without your continued support, both financially and/or with time, we wouldn’t be able to do what we do. Thank you.

Regards,

**Clare Kooistra**

Chair, Provincial Advisory Committee





## Disaster Management

When disasters strike, the Red Cross works alongside governments and other organizations to provide essential humanitarian needs such as food, water, lodging and family reunification. In B.C., we provide disaster recovery assistance after the initial 72 hours. Red Cross disaster volunteer teams in B.C. supported 918 clients in 116 communities in 2013-14, and many were also deployed to assist with the 2013 Alberta floods.

“A big thank you to all our friends, family, co-workers, the Red Cross and everyone else too numerous to mention. You have been so overwhelmingly generous with donations and support since our loss of everything in a house fire on Sept 2.”

— Cheryl Eldridge & Garth Granstrom

“I was terrified. I wasn’t sure what would happen with my life. I’m very thankful for everyone that helped me, especially the Canadian Red Cross. Because of them, I wasn’t afraid. They were like a family to me. I feel very touched for all their help.”

— Vancouver mom

## Restoring Family Links

The Restoring Family Links program expanded this year and now has a provincial volunteer team with a lead volunteer in four geographical locations including, for the first time, the Yukon.

During Typhoon Haiyan, we helped complete Disaster Welfare Inquiries and provided referrals to community members searching for loved ones in the affected zones.

**“Thank you Red Cross for helping me and my daughter after we had a fire in our home. We felt so lost and alone but your people from Courtenay made us feel so comforted. They were very nice and did all they could to help us. Words cannot express how grateful we are. Thank you, thank you again”**

— Courtenay mom

# RED CROSS BY THE NUMBERS



Canada-wide stats



B.C. stats

## OUR STRENGTH

is in our volunteers and donors



## READY TO RESPOND

when disaster strikes




**88,999**  
Canadians directly  
assisted following  
a disaster



**918 PEOPLE**  
assisted after a personal  
disaster including house fires

## READY TO SUPPORT

those in our communities



Restoring Family Links program  
reunited  
**456 FAMILIES**  
separated by conflict,  
disaster or migration




Restoring Family Links program  
in B.C. helped  
**45 FAMILIES**

How we're helping Canadians here in B.C. and coast-to-coast

## READY TO PREVENT

injuries and abuse

  
**645,503** Canadians took violence, bullying, and abuse prevention training.




  
**56,000+** children, youth and adults took the same training in B.C.

  
**609,367** Canadians took Red Cross First Aid courses



  
**87,000+** people took the same training here in B.C.

  
**1,218,317** Canadians took Red Cross swimming and water safety lessons



  
**242,000+** people across B.C. took Red Cross swimming and water safety lessons

## HEALTH EQUIPMENT LOAN PROGRAM (HELP)

**156,000+**  
pieces of equipment loaned

**86,000+**  
HELP clients served.



## FIRST CONTACT

24/7 Refugee Assistance phone line

**271** refugee claimant calls through First Contact





**“I couldn’t imagine not being able to stay together with my wife now, at the end of her life. The equipment provided by the Red Cross has made it possible to stay together at home.”**

- Husband of 54 years, speaking on behalf of his ailing wife

## Health Equipment Loan Program

More than 70 Red Cross locations across B.C. and Yukon lend a variety of health equipment ranging from canes to walkers to hospital beds and patient lifts. Additionally, specialty services lend equipment to children and people with limited income.

With support from home care and health professionals, the appropriate equipment enables clients to remain at home longer, safely leave the hospital sooner, or spend their final days in the company of family, friends and pets in familiar surroundings.

HELP *Plus*, with its more advanced equipment loans, has been operating on Vancouver Island for more than 20 years and was introduced to Fraser Health clients in 2012. This program is expanding to other health regions in 2014, in full support of the Ministry of Health’s Home is Best strategy.

## Community Outreach

### ABORIGINAL OUTREACH

Canadian Red Cross personnel worked with 66 First Nations across B.C.

- More than 40 people in three communities participated in Elders abuse prevention workshops, funded by New Horizons and delivered by the Red Cross.
- In February 2014, we partnered with First Nations Health Authority to train 90 child, youth and pre-natal health workers and Head Start staff to provide the tools and strategies to prevent violence and create healthy spaces.
- Emergency preparedness workshops took place with more than a dozen First Nations involving 250 people.
- Kitimat-area Haisla First Nation participated in Beyond the Hurt training delivered by the Red Cross.



Photos (left to right): Connor McCarthy with his parents; Students hold their RespectED certifications of completion; Walmart stores across Canada, including this one in Prince George, support the Canadian Red Cross through an annual in-store campaign held each August.

## Injury Prevention

### 11-YR-OLD RECEIVES RED CROSS AWARD FOR SAVING MOM'S LIFE

In May 2013, the Red Cross presented 11-year-old Connor McCarthy with a First Aid & Water Safety Rescuer Award to recognize his bravery in saving his mother's life.

The sixth grade student at Stratford Hall in Vancouver was having dinner at home when his mother began to choke and could not breathe. Quickly and calmly, McCarthy performed abdominal thrusts on his mother until she was able to breathe again. McCarthy learned this life-saving skill less than two weeks earlier in a Canadian Red Cross babysitting course, which is part of his school's Outdoor and Experiential Education program.

"I'm really glad I took the Red Cross first aid class," said McCarthy. "When I saw my mom choking, I knew exactly what to do."

## Violence and Abuse Prevention

The B.C. and Yukon RespectED team provided extensive bullying prevention and leadership training for more than 560 youth facilitators, empowering them to be leaders in their schools and communities. An estimated 26,830 children and youth in British Columbia are now trained in this peer-led education and are better prepared to identify unhealthy bullying behaviours, intervene and stop bullying behaviours, and empower safe and healthy learning environments. Several initiatives included:

- **Beyond the Hurt** videoconference training for six educators from Lake Babine First Nation, through sponsorship from TELUS. This ground-breaking training was made possible with the donation of videoconferencing sites hosted by Northern Health, Interior Health and BC Forestry.
- The new **Be Safe! Personal Safety Curriculum Kit** (formerly C.A.R.E. Kit) equips children aged five to nine to "say NO, and GO TELL" when their safety is at risk. B.C. and Yukon was a national leader in kit distribution and supported many early childhood educators in launching the program.

### First Aid, Swimming & Water Safety

- Red Cross swimming lessons are currently delivered at over 95% of the pools in Western Canada.
- We have revised and updated Red Cross's Workplace Emergency First Aid program to ensure continued compliance with WorkSafeBC regulations and requirements.

## OUR SUPPORTERS

Your contributions continue to have a lasting and meaningful impact on families and communities. The following companies and organizations joined all our donors in making a financial investment in the Canadian Red Cross here in British Columbia and Yukon, and across Canada. We thank each and every one of them for their support. Donors to international disasters are not included in this list. Individual donors have not been listed in order to respect their privacy.

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