

# Donor Impact Report

## 2019 - 2020



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Red Cross experts prepare for returning Canadian travellers at a quarantine site in February 2020.

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*Thank you from the bottom  
of my heart for the wonderful care.  
I am so grateful to have been  
surrounded by such caring and  
dedicated people.*

– **Linda McClelland**, who was supported by Red Cross  
volunteers during quarantine for Canadian travellers in March.

 [Read her thank-you letter here](#) →

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# INSIDE YOUR DONOR REPORT:



## THANK YOU

[Read a message](#)  
of gratitude from our CEO,  
Conrad Sauvé



## FINANCIALS

[Learn how](#) funds were  
used to support the  
Red Cross mission



## YOUR REACH

[See where](#) you made  
a difference at home and  
the world



## HELPING AT HOME

[Find out how](#)  
you made Canada  
safer and stronger



## WORLDWIDE IMPACT

[Discover](#) how your  
support went around  
the world



## PHILANTHROPY

Our supporters are  
difference makers –  
[read more here](#)



# A YEAR OF TURMOIL – AT HOME AND BEYOND





## YOUR REACH

Your support had made a lasting impact in Canada and around the world. **Here are a few of the places you have made a difference:**

### 1. THE BAHAMAS –

In September, Hurricane Dorian devastated the island, but you were there to provide emergency food supplies, shelter and recovery support.

**2. MANITOBA** – When more than a dozen First Nation communities were left in the dark after heavy snow and freezing rain in October, you helped provide emergency lodging and hot meals.

### 3. ONTARIO & QUEBEC –

In spring, your generosity was on the scene of major flooding, offering emergency financial assistance, lodging and emotional support to evacuees.

**4. NOVA SCOTIA** – When post-tropical cyclone Dorian ripped through parts of Nova Scotia, you were there to give impact families a place to stay, as well as blankets, cots and hot meals.



**5. ITALY** – With your support, specialized ambulances were supplied to help transport COVID-19 patients to the hospital.

**6. SOUTH SUDAN** – In a region where conflict is rife, you helped launch a ground-breaking program to reach those cut off from health care – [read more here](#) →

**7. YEMEN** – Your generosity continued to support critical health care in a country gripped by the worst humanitarian crisis in the world.



**8. AUSTRALIA** – In January, when major wildfires devastated part of the country, your compassion gave emotional and practical support to help families overcome loss and rebuild from the ashes.



# SUPPORTING FRIENDS AND NEIGHBOURS ACROSS CANADA

For the most vulnerable in our country, those facing disaster, injury, isolation and other daily challenges, your support meant everything. For seniors on their own, it meant check-in calls and visits from caring volunteers. For families who saw their homes submerged in floods, it meant much-needed emotional and financial support. And for Indigenous communities facing increased risk of disasters, drownings and social emergencies, it meant training and resources to help protect their own.



**17** large-scale disaster responses from coast to coast



**67,180** Canadians helped after disasters including wildfires, floods, severe storms and house fires



**330** small businesses affected by disaster were provided with recovery assistance



**3,000** Canadian travellers supported during their quarantine and self-isolation period



**1,200** Indigenous youth equipped with lifesaving water safety & swimming skills



**521,000** hours of home support for seniors and recovering patients across Canada

# YOU WERE THERE FOR CANADIANS CAUGHT IN A GLOBAL PANDEMIC

In February, we all watched nervously as COVID-19 began to spread around the world. Nearly overnight, the situation became uncertain and stressful for thousands of Canadians abroad. With your support, the Red Cross was there to support the return and quarantine of Canadians from China, the epicentre of the outbreak. Volunteers and health experts were quickly mobilized to provide comfort and care to travellers, while also setting up a clinic for non-urgent needs.





# YOUR COMPASSION IS WORLDWIDE

Once again, your support went around the world – sending Canadian doctors and nurses to places where lives were at risk, bringing health care to families cut off by violence, and delivering life’s essentials to those hit by natural disaster. In January, your support helped the Red Cross respond immediately in the fight against COVID-19. Every day, people around the world thank the Red Cross for protecting their families and communities. But it’s not us they are thanking – *it’s you.*



**220**

Canadian medical specialists and operational leaders sent to 38 countries

**2.4**

million people around the world reached with humanitarian assistance

**1**

Emergency Field Hospital sent to Mozambique after Cyclone Idai

**9,500+**

families in the Bahamas provided vital humanitarian assistance after Hurricane Dorian

**13**

mobile health teams supported in Afghanistan to reach people with lifesaving care

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# YOUR SUPPORT MEANS NO BARRIERS TO CARE

In any conflict, the first to suffer are always women and children. Without access to doctors and medicines, many die from diseases and conditions that could easily be treated. But thanks to you, there is hope. In June 2019, your support helped the Canadian Red Cross launch a ground-breaking program to bring lifesaving care directly into conflict areas, starting in South Sudan and Central African Republic. On the ground, your support will harness local responders to deliver simple but effective health services, supplies and treatments at the community level.





*We're always hoping to leave  
the place of disaster in a better  
condition than we found it.*

– **Dr. Kimberly de Souza**, a Red Cross medical specialist who helps build up health systems thanks to your support.

 [See her at work in this video.](#) →





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# THE POWER OF YOUR PHILANTHROPY



With a transformational gift, the Temerty Family Foundation stepped forward to bring lifesaving medical care to people in some of the most devastated and difficult-to-reach places. The *Temerty Family Emergency Medical Response Program* expands the reach of a world-class field hospital, a dedicated team of doctors, nurses and other medical specialists, and a global network of local responders.



On October 10, Red Cross supporters and special guests gathered for our unique Behind the Red Vest event. Here, guests are brought inside the Emergency Field Hospital for an interactive experience based on the Cyclone Idai response in Mozambique in April 2019.



Co-chairs Roma Dubczak and Jane Marrone are recognized for their inspiring and passionate leadership of the Behind the Red Vest fundraising initiative. Left to right: Conrad Sauve, CEO; Roma Dubczak; Jane Marrone; and Ronan Ryan, Chief Marketing and Development Officer.





Propelled by a generous \$1 million gift from the Slight Family Foundation, the Canadian Red Cross is developing an innovative, community-based program that reduces social isolation among Canadian seniors and assists the most vulnerable in staying healthy and living independently in their own homes.



On October 4, special guests came together for the annual Gastronomic Experience fundraising event at the Château Frontenac. Left to right: Danielle Quirion, Service alimentaire Gordon; Michèle Dionne, Red Cross philanthropy advisor; Christian Fournier, Honourary Co-President (La Capitale / SSQ Assurance); Denis Dubois, Honourary Co-President (Mouvement Desjardins); Claudie Laberge, Emergency Management Director; and Pascal Mathieu, VP Red Cross in Quebec.



On November 28, at the Nova Scotia Power of Humanity Awards Dinner, Jim Spatz was recognized with the 2019 Humanitarian Award and Mark Saldanha as the Young Humanitarian recipient. The awards celebrate those whose volunteerism, community and philanthropic leadership inspires others to pursue humanitarian goals consistent with the fundamental principles of the Red Cross.



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# CELEBRATING WOMEN LEADERS IN PHILANTHROPY



In November 2019, members of the Tiffany Circle from across the country gathered in Regina to celebrate the group's 8<sup>th</sup> Anniversary. The Canadian Red Cross Tiffany Circle is a growing movement of women who are leading the way in philanthropy. Every year, these dynamic women dedicate their time, talent, and passion in support of the Red Cross. Members also participate actively in the mission, everything from hosting Disaster Preparedness Workshops to volunteering with the Friendly Calls Program.



In Washington, D.C., Tiffany Circle met at the 360 Women's Leadership Summit held in September 2019. As part of an international network, the Tiffany Circle supports the Canadian Red Cross financially and as volunteers who host and attend events locally, nationally and globally to spread the work of the Red Cross Movement.



At the 2019 Women Deliver Conference in Vancouver, 15 members of the Tiffany Circle participated with international delegates and humanitarian leaders in discussions on the health, rights, and well-being of girls and women. Members are deeply committed to changing the world for vulnerable people in Canada and internationally. Last year, the group of 64 members raised \$1.3 million in support of the Canadian Red Cross (bringing the total raised to \$8.8 million since 2011). We are deeply grateful for the leadership and philanthropic work of the Tiffany Circle. Learn how you can join this powerful network of women: [redcross.ca/tiffanycircle](https://redcross.ca/tiffanycircle) →



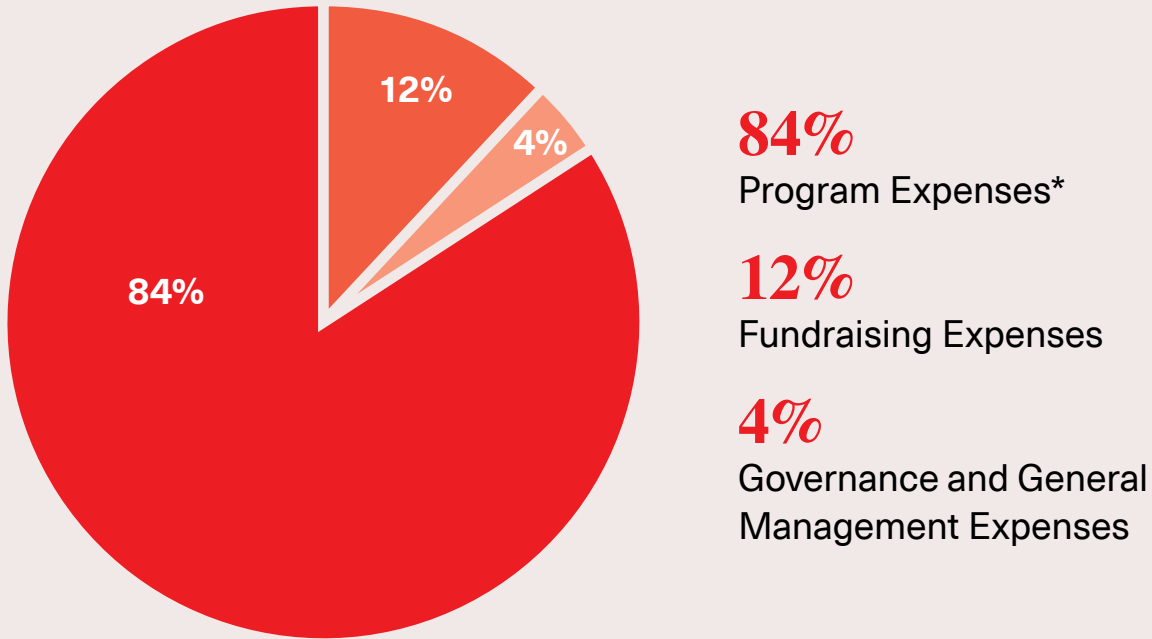
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# FINANCIALS

## BREAKDOWN OF TOTAL EXPENSES (\$345 million)

April 1, 2019 – March 31, 2020

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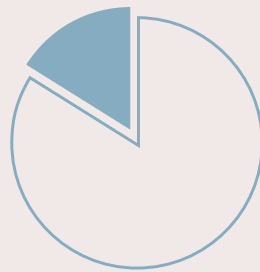
### \* BREAKDOWN OF PROGRAM EXPENSES (84%)



**43%**  
Emergency  
Management



**20%**  
Community  
Health



**15%**  
International  
Operations



**6%**  
Prevention &  
Safety

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# YOUR SUPPORT IS EVERYTHING



## DEAR SUPPORTERS,

What a challenging year it was. We can certainly look back with pride at everything we have accomplished together.

I hope you took a moment to read [Linda's message](#) at the opening of this report. Her story illustrates just how much your support means during situations no Canadian ever expects to find themselves in.

Without a doubt, this past year was a reminder that none of us are immune to worsening disaster in our country. The threats we face are becoming ever-more frequent, and the devastation ever-more familiar. The year ended as each and every one of us was coming to grips with the COVID-19 pandemic.

What's clear is that the reality for Canadians is changing. And as it does, your support has never been more critical as we respond to the urgent needs of today, while also innovating and finding new ways to overcome the challenges of tomorrow.

We do not know what the next months will bring. But together, we will continue to protect Canadians families and communities no matter the turmoil that lies ahead.

With deep gratitude,



**Conrad Sauvé**  
President & CEO



*“I was so touched that people who have never met me cared so much.”*

– Jody Anne, who received your support during her recovery from destructive flooding in Ontario in 2019.