



**2024/2025**  
**ANNUAL REPORT**

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## On the cover:

Jasper, Alberta—Craig McCarthy, Tiffany Toussaint, and puppy Zissou, in a moment of joy after returning home in Jasper. They were supported by Red Cross throughout their evacuation period.



## ABOUT THIS REPORT

This report recognizes the impacts, achievements, and remarkable resilience and strength of our humanitarian efforts which occurred **between April 1, 2024 and March 31, 2025**—both 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 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 OF THE CANADIAN RED CROSS

## 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**



**LEADERSHIP**  
**MESSAGES**

# MESSAGE FROM THE CHAIR OF THE BOARD

## MIRANDA HUBBS

The past fiscal year marks the end of our five-year strategic plan, *Vision 2025*. At the outset, the Canadian Red Cross committed to advancing key strategic priorities related to the rising humanitarian needs in Canada and around the world. As we bring this cycle to a close, there is much of which to be proud of as the impact of the Canadian Red Cross has been tremendous.

From readiness, response and recovery efforts driven by disasters and emergencies, through to working with communities in preparedness, risk reduction, community health and wellness, we have achieved a great deal while putting the people we serve at the centre of our efforts.

Through the lens of our Indigenous Peoples Framework, we have also endeavoured to advance Reconciliation as we partnered with Indigenous communities from coast to coast to coast. Beyond our contributions, this engagement has enriched the Canadian Red Cross in our approach and understanding, serving as a strong testament to the power of truly working together.

This year has been a pivotal time. In our governance role, the board of directors has aspired to learn from our experiences over the

past year as we define the scope of the strategic vision that will guide the next five years.

Core to our reflection has been understanding the identity of the Canadian Red Cross in our current and future contexts. Domestically, we serve a vital role in our communities in areas like first aid, emergency preparedness, and health equipment loans. Canadians know that we are *their* Red Cross when we are present during their times of greatest need, as was true this past year following the devastating fires in Jasper.

But what does it mean to be one out of 191 national Red Cross Societies around the globe? Increasingly, there is a polarization in the public discourse between what is national and what is global. At a time when patriotism is surging, is national identity truly at odds with international responsibility? The answer is clear when we look to our Mission: We help people and communities in Canada and around the world in times of need and support them in strengthening their resilience.

It may be tempting to react to the sentiment of the day and retreat within, however this would not be in keeping with our Fundamental Principle of



MIRANDA HUBBS

**Universality** that states: *The International Red Cross and Red Crescent Movement, in which all Societies have equal status and share equal responsibilities and duties in helping each other, is world-wide.*

*The universality of suffering requires a universal response.*

Our work in Canada remains the bedrock of our capacity. Our personnel are an amazingly diverse group of individuals with expertise across an array of disciplines. They are supported through a network of donors and partners across the country. It is this capacity—a uniquely Canadian capacity—that we bring to the collective effort of the Red Cross and Red Crescent Movement in response to crises around the world. In turn, what skills and lessons we learn outside of Canada strengthen our domestic capacity. We create a reinforcement loop that amplifies our ability to help, wherever required, in support of our Mission.

This past year we surged our efforts in Ukraine and the Middle East, where the ongoing conflicts continue to have devastating humanitarian impacts. We further mobilized our resources in response to the earthquake that struck Myanmar.

As local teams lead responses, our support is vital. However, it is not only in the immediate responses that this Canadian impact is felt—we also support resilience.

In 2013, Typhoon Haiyan struck the Philippines causing widespread destruction. The Canadian Red Cross responded immediately and deployed our field hospital. For months, our teams integrated with the local medical staff to support the needs in the area. When our teams returned home to Canada, the field hospital remained as a donation to be supported with ongoing training.

I had the opportunity to travel to the Philippines this year to see the long-term results of this approach. In the years that followed the immediate response, the Philippine Red Cross has adapted the field hospital assets, meaningfully increasing its capacity to serve ongoing responses in the country.

More than 12 years after that initial surge of support from Canada, the national society extends the impact of our support even further. *This is Universality in action.* We all become stronger when we work together to build our

capacity and *share equal responsibilities and duties in helping each other*—within our borders and beyond, for the benefit of all.

**Miranda Hubbs**  
Chair, Board of Directors

# MESSAGE FROM THE PRESIDENT & CEO

## CONRAD SAUVÉ

The past year has been a remarkable time for the Canadian Red Cross as we have been engaged in increasingly complex responses and environments. Historically, when we considered the most challenging humanitarian contexts, examples have been from abroad. While today, extremely complex emergencies involving environments of armed conflict and fragile states of government systems persist internationally, there are also more humanitarian needs being identified domestically.

We enjoy a level of security and stability in Canada that continues to distinguish us from many other places around the world. However, we must appreciate that we are indeed managing disruptive events of an increasingly complex nature in this country, and at an increasing frequency. The impacts have moved beyond the traditional systems of support built to manage smaller, less frequent events and this new reality has required new approaches to delivering the services of the Canadian Red Cross.

This past year has been marked by successes in applying new modalities to challenges in our domestic and international operations. Fittingly,

it is also the final year of our five-year strategic vision which has spanned a period of significant transformation. To understand where we are now, we can chart the changes that have been driving us for many years.

From a global pandemic five years ago, through rising domestic disasters including the fires in Jasper last summer, to the protracted armed conflicts in Europe and the Middle East that continue today, we find ourselves at a much different place from where we began.

Last July when fire swept through the town of Jasper, deep in the Rocky Mountains, thousands of residents fled east into Alberta and west into British Columbia. Many travelled to nearby cities and towns on either side of the provincial border, while others carried on much further into other provinces to be with family and friends. In a flash, the community was scattered by the flames.

Teams from the Canadian Red Cross mobilized quickly, helping to register evacuees, provide emergency accommodations, and the basic necessities of life. Digital cash assistance transfers were quick to follow as people remained



CONRAD SAUVÉ

unable to return home. Through a combination of our compassionate face-to-face presence and our innovative virtual systems, our supports were able to reach people wherever they were.

When the day came to safely re-enter the area, many residents did not have a home to return to as the fire had consumed close to a third of the structures in town. The nature of a community that resides entirely within the borders of a national park brought a special set of complexities. Working with the community, temporary housing units have been set-up and are being managed by the Canadian Red Cross. Before this past year, managing a housing complex was not part of our services, but we evolved to help close that gap in Jasper.

Away from the rapid disruption of disasters, our work has continued to play a vital role in community health and prevention and safety. Throughout the year, thousands of pieces of home use medical equipment supported Canadians recovering from injury or surgery at home. Canadian Red Cross first aid training was delivered across the country, ensuring people are prepared for the unexpected. Through our

vast network of experts—training partners, and skilled personnel—our impact at the local level was substantial.

We continued to support needs in Ukraine this past year with our mobile health units reaching communities as the conflict raged on. Support with housing was also provided here in Canada as Ukrainians fleeing the violence took refuge amongst one of the largest Ukrainians diasporas in the world. As the number of forcibly displaced people continues to rise globally, providing related support has become one of our largest areas of work.

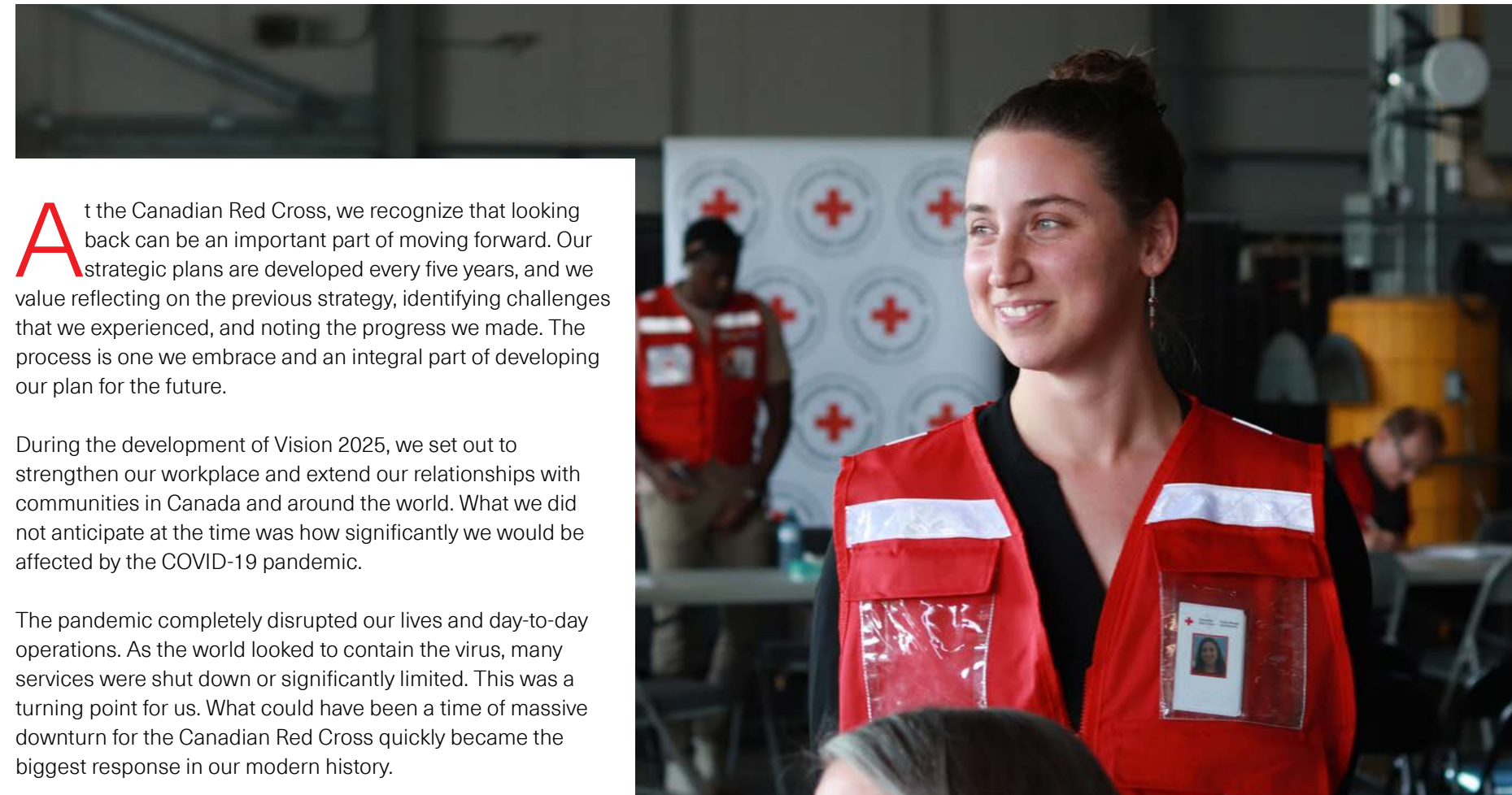
This past year has seen us carry out our humanitarian mission through an evolution of our own services and structures. We have worked quickly at scale, adapted and surged our resources to fit the needs, and leveraged our expertise. It has been the culmination of an evolution driven by complexities and strengthened through experience.

As you read through this annual report of our activities, I ask you to consider the contexts where our teams have been active.

**To fully appreciate our humanitarian impact, we must move beyond the numbers and see the emerging gaps where our services provide support. Often it is where too little is otherwise there for people in their times of need.**

Conrad Sauvé  
President & CEO

## SUMMARY OF VISION 2025: REFLECTIONS ON THE PAST FIVE YEARS



At the Canadian Red Cross, we recognize that looking back can be an important part of moving forward. Our strategic plans are developed every five years, and we value reflecting on the previous strategy, identifying challenges that we experienced, and noting the progress we made. The process is one we embrace and an integral part of developing our plan for the future.

During the development of Vision 2025, we set out to strengthen our workplace and extend our relationships with communities in Canada and around the world. What we did not anticipate at the time was how significantly we would be affected by the COVID-19 pandemic.

The pandemic completely disrupted our lives and day-to-day operations. As the world looked to contain the virus, many services were shut down or significantly limited. This was a turning point for us. What could have been a time of massive downturn for the Canadian Red Cross quickly became the biggest response in our modern history.

The scaling up of our teams to respond to the pandemic was not part of Vision 2025, but that didn't matter. What mattered was being there for Canadians in their time of need. At the heart of Vision 2025 was our ability to remain relevant to those who need us in times of crises and in daily life.

To do that during the pandemic, we rapidly integrated our teams, utilized our international expertise alongside our domestic operations, quickly built and adapted programs and services, recruited personnel by the thousands, and ultimately, helped to save lives.

But even during a pandemic, disasters and crises did not stop. While the scale-up of support for the following international events began within the last five years, needs still abound for each response as of today.

The conflict in Ukraine saw us launch operations into the complex environment in Eastern Europe, as well as supporting people who fled Ukraine and arrived in Canada. More people were on the move around the world than at any other time since the Second World War.

The earthquake in Türkiye and Syria may not have received as much attention as Ukraine, but the resulting needs were tremendous, and our teams actively responded, which included the mobilization of our field hospital resources.

In the Horn of Africa, the situation represents one of the gravest protracted humanitarian crises in the world, as years of violent conflict and drought have resulted in food insecurity for millions of people. We continue to seek resources to address these needs within the Red Cross Movement.

Canadian Red Cross also provided support for our Red Cross Red Crescent Movement partners who worked around the clock to help respond to the devastating humanitarian needs arising from the ongoing conflict in Israel and the occupied Palestinian territory, including Gaza.

Domestically, the past five years also brought with it the response to the impacts of Hurricane Fiona. We ramped up support across Atlantic Canada and registered more people for assistance than ever before.

We also responded throughout Canada to help people impacted by numerous large-, medium-, and small-scale disasters or emergencies that occurred in nearly every province and territory.

It was the hard work and dedication of our Canadian Red Cross employees, delegates and volunteers that helped to shape the success of the past five years. From our frontline personnel to our teams providing critical support to our operations, we truly delivered on our humanitarian promise to be there in the darkest hours.

As we look ahead to the next five years—for Vision 2030—we will continue to set our sights on evolving the Canadian Red Cross to keep meeting the rising humanitarian needs in communities across Canada and around the world.

**No matter what the future holds along the journey to 2030, the Canadian Red Cross will be there to help.**



**YEAR AT A GLANCE**  
**DOMESTIC**

# YOUR CONTRIBUTION HAS MADE AN IMPACT ACROSS THE COUNTRY



## YUKON

Through an ongoing partnership with the Government of Yukon, **the Canadian Red Cross offers Emergency Support Services to people and communities who have been impacted by an emergency or disaster.** The agreement also helps enhance disaster response and emergency preparedness across the territory for events such as wildfires, flooding and personal disasters such as house fires, and further promotes the health, safety and well-being of all Yukoners.



## ALBERTA

Ferocious fires converged on Jasper in late July and forced thousands of people to flee their homes. Approximately one-third of the town was destroyed by the flames. **Thanks to our donors and government partners, the Canadian Red Cross has supported Jasperites** throughout the disaster—from evacuation to recovery—and continues to do so today.



## SASKATCHEWAN

**Wildfires and heavy smoke resulted in evacuation orders for multiple communities in Peter Ballantyne Cree Nation.** At the request of community leadership and through agreements with Indigenous Services Canada and the Prince Albert Grand Council, the Canadian Red Cross supported over 2,500 community members with services including hotel accommodation, meals, safety and well-being support and assistance to return home.



## QUEBEC

**The Canadian Red Cross responds to many types of emergencies in Canada.** Most of these emergencies are personal disasters, like house fires and power outages. In the City of Montreal, the Red Cross responded to 270 such events last year, supporting over 1,420 individuals. Nationally, on average, the Canadian Red Cross assisted 40 individuals daily who were impacted by a personal disaster.



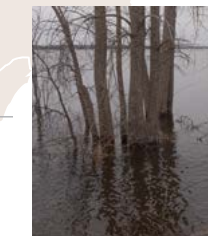
## ATLANTIC CANADA

**A rapidly expanding wildfire near Labrador City forced the largest evacuation in the province's history in the summer of 2024.** The Canadian Red Cross supported six emergency accommodation sites and dispatched over 270 volunteers and staff to help. On behalf of the Government of Newfoundland and Labrador, the Red Cross also provided one-time financial assistance to 3,291 households.



## MANITOBA

**Several First Nation communities faced evacuation orders due to encroaching wildfires and heavy smoke.** At the request of community leadership and through a standing agreement with Indigenous Services Canada, the Canadian Red Cross provided aid to over 5,000 community members. This included supporting reception sites in Winnipeg, Brandon and Thompson and distributing more than 11,500 emergency supplies like cots, blankets, hygiene kits and air purifiers.



## ONTARIO

**In mid-July, heavy rainfall in the Halton Region caused severe flooding.** Up to 118 millimetres of rain was recorded over a two-day period, which is more than what the area normally receives in an entire month. In collaboration with the Regional Municipality of Halton and the City of Burlington, the Canadian Red Cross conducted door-to-door visits to check-in on the well-being of over 1,600 households, providing further assistance when required.

# JASPER: HOPE AMONGST THE ASHES



“You always hear about other natural disasters, but you never think that you’re going to be a part of it,” says Tiffany Toussaint, who was displaced with her partner from her home, along with thousands of other residents and visitors of Jasper, Alberta.

Last summer, ashes fell from the sky like snow as wildfires grew closer to Jasper. In endless lines of bumper-to-bumper traffic, people left their homes with the hope that they would be spared from the destruction of the flames. Unsure of their fate, exhausted and emotional, Tiffany and her partner, along with hundreds of other people, arrived at the doors of reception centres across the region where Canadian Red Cross was present to provide support.

*“When you donate to the Red Cross, it gets to where it needs to be and it’s helping everybody that needs it.”*

– Tiffany Toussaint, who was evacuated from Jasper due to wildfires

# FROM EVACUATION TO RE-ENTRY AND BEYOND

After evacuating, Tiffany’s first contact with the Canadian Red Cross was at a reception centre in Edmonton, where she could receive information and be registered for assistance. She then received financial assistance to help with necessities like gas, toiletries and items they had left behind. **Support for Tiffany and the thousands like her continued as she returned to Jasper and visited the Re-Entry Support Centre.**

“It was surprising how quick you guys moved. We felt that you followed us where we were going. So, you were one step ahead of us to welcome us where we needed to be on our next step of our journey,” says Tiffany.

While each person’s journey was different, mixed with uncertainty and fear—it was marked by resilience and hope. **Donors to the 2024 Alberta Wildfires Appeal stood with Jasperites every step of the way**, from their first touch point with the Red Cross at a reception centre, to financial assistance while they were evacuated and re-entry support when it was safe to return, to long-term recovery for people, small businesses and not-for-profits.



## TIMELINE: WILDFIRES FORCE EVACUATION OF JASPER



### IMMEDIATE EVACUATION SUPPORT: RECEPTION CENTRES

Six Red Cross-supported reception centres across the region welcomed people who were evacuated, meeting their needs with supplies and services from accommodation, financial assistance and psychosocial support.



### CONTINUED SUPPORT: THE HUMANITARIAN SERVICE CENTRE

The Humanitarian Service Centre in Hinton provided essential services to those displaced from Jasper. Leveraging our expertise and equipment, Red Cross personnel and local non-governmental organizations came together to offer services, information, food and psychosocial support.



### RE-ENTRY SUPPORT: JASPER RE-ENTRY SUPPORT CENTRE

As it became safe for Jasperites to return to their community, the Red Cross opened the Jasper Re-Entry Support Centre, at the request of the Municipality of Jasper, and in collaboration with Parks Canada and the Alberta Emergency Management Agency. There, residents could receive supplies like clean-up kits, N-95 masks, blankets and teddy bears, further financial assistance and psychosocial support, and information services from government agencies, utilities, insurance, Alberta Health Services and more.



**ONGOING RECOVERY SUPPORT:** In September 2024, the Red Cross began offering its recovery programming for Jasper and the surrounding area. The recovery initiatives include Personalized Recovery Support to help impacted individuals and families, as well as support to small businesses, not-for-profit organizations, and communities affected by the wildfires in Jasper National Park and along Highway 16.



# JASPER: RECOVERY FOR PEOPLE AND FOR THE COMMUNITY






Personalized Recovery Support for individuals and families	Support to Community
<p>The Red Cross is providing Personalized Recovery Support to people impacted by the wildfires. This type of support helps impacted people to navigate their recovery journey and access available services. Support included planning their return home, understanding insurance and community resources, accessing financial assistance and providing referrals and information to help make decisions and inform next steps.</p> <p><b>The Red Cross has:</b></p> <ul style="list-style-type: none"> <li>✓ Supported more than <b>1,300</b> households</li> <li>✓ Provided more than <b>2,200</b> referrals to external services.</li> <li>✓ Distributed more than <b>\$4.2 million</b> in financial assistance for early recovery support</li> </ul>	<p>Jasper is loved by locals and tourists from across the world. The wildfires and evacuation led many businesses and not-for-profits to feel the impacts. The Support to Small Businesses and Not-for-Profits Program provides funding to support the recovery of small businesses and not-for-profits, including storage, clean-up costs and other costs not covered by insurance to help their recovery.</p> <p>Additionally, grant programs have provided an opportunity to community organizations at the forefront of providing critical services to impacted people, including ensuring a sense of community remains.</p> <p><b>The Red Cross has:</b></p> <ul style="list-style-type: none"> <li>✓ Distributed over <b>\$2 million</b> in financial assistance to more than <b>300</b> businesses and not-for-profits.</li> <li>✓ Grants have been awarded to several community organizations, including <b>four</b> emergency grants, <b>eight</b> recovery grants and <b>eight</b> Holiday Season grants to support community strengthening.</li> </ul>



**Darryl Huculak** of Olive Bistro & Lounge received assistance from the Support to Small Businesses and Not-for-Profits Program. He says, “Every little bit helps—anything we can get that will help us through this.” He faces steep challenges, from replacing damaged equipment and ceiling tiles to hiring employees after his staff accommodations were destroyed. Although the restaurant was forced to temporarily close, the Canadian Red Cross assistance has helped with ongoing expenses like rent. **It is thanks to our donors and government partners that we could be there for people like Daryl and many others as they continue their recovery journey.**



## HOW OUR DONORS WERE THERE FOR JASPER\*

- 
  - Distributed more than **\$3 million in emergency financial assistance** to more than **4,000 eligible households** to support with basic and ongoing needs during their evacuation and for those who returned to Jasper.
- 
  - Mobilized more than **460 personnel** to support the response.
- 
  - Provided support at **six reception centres**, and operated the Humanitarian Service Centre in Hinton and the Re-Entry Welcome Centre in Jasper.
- 
  - Connected with people through more than **4,200 conversations** for mental health support.
- 
  - Provided **over 8,800 emergency supplies** for people returning home to Jasper, including clean-up kits, teddy bears, N95 masks, blankets and pillows.

\* Figures as of October 31, 2024

## PARTNERS IN RECOVERY: HELPING TO REBUILD AFTER WILDFIRES



In 2023, Canada experienced its most destructive wildfire season ever. **Over 6,000 fires burned an astounding 15 million hectares of land—that's bigger than the area of England and more than twice the previous record.** It impacted families from coast to coast to coast.

One such family was Sue and Phil from Hammond Plains, Nova Scotia. A wildfire forced the couple to evacuate with just their laptop, a few papers and their cat. Sadly, their home was not spared from the flames. The place they had lived for 11 years: gone. The Canadian Red Cross provided support and teamed up with Habitat for Humanity Nova Scotia and the United Way to help Sue and Phil rebuild their home in 2024.

"This is the first time in Nova Scotia that Habitat for Humanity and Red Cross have worked together, but certainly times of disaster bring together community organizations to help meet the needs of impacted individuals and households," says Ancel Langille, the Canadian Red Cross Atlantic Senior Manager of Emergency Management.

*"It's getting our life back. We never thought it was going to happen. Every time we showed up at the property it was hard. All we saw was a broken foundation. To get a home, a roof over our head again that's ours, it's amazing."*

– Sue and Phil from Hammonds Plains (top left), Nova Scotia, whose home was destroyed by a wildfire in 2023 and are having a new house built with support from the Canadian Red Cross, Habitat for Humanity Nova Scotia, and United Way Halifax.

After a disaster, the Canadian Red Cross provides personalized recovery support through case management to help people navigate their recovery process. These supports include navigating insurance as well as providing psychosocial support, information, referrals and financial assistance. **After the devastating 2023 wildfire season, the Canadian Red Cross provided this service to hundreds of households across Canada who were severely impacted by the wildfires.**



## THE BUILDING BLOCKS OF CHILDHOOD: USING LEGO TO HELP KIDS THROUGH HARD TIMES



Facing an emergency is tough for anyone but it can be especially hard on children. Being uprooted from their home, school, routine, friends and family can be stressful and scary. That's why the Canadian Red Cross' Indigenous Programs Team has partnered with LEGO to bring some fun back into the lives of Indigenous children who might be facing challenges.

LEGO has now donated seven pallets of the famous building blocks through their LEGO Replay program, which provides donated bricks to charities. That's approximately **1.32 million pieces!**

These LEGO Replay Kits have been used to support Indigenous youth programming in multiple provinces, in play areas during community events and integrated into disaster risk reduction and climate change adaptation initiatives.

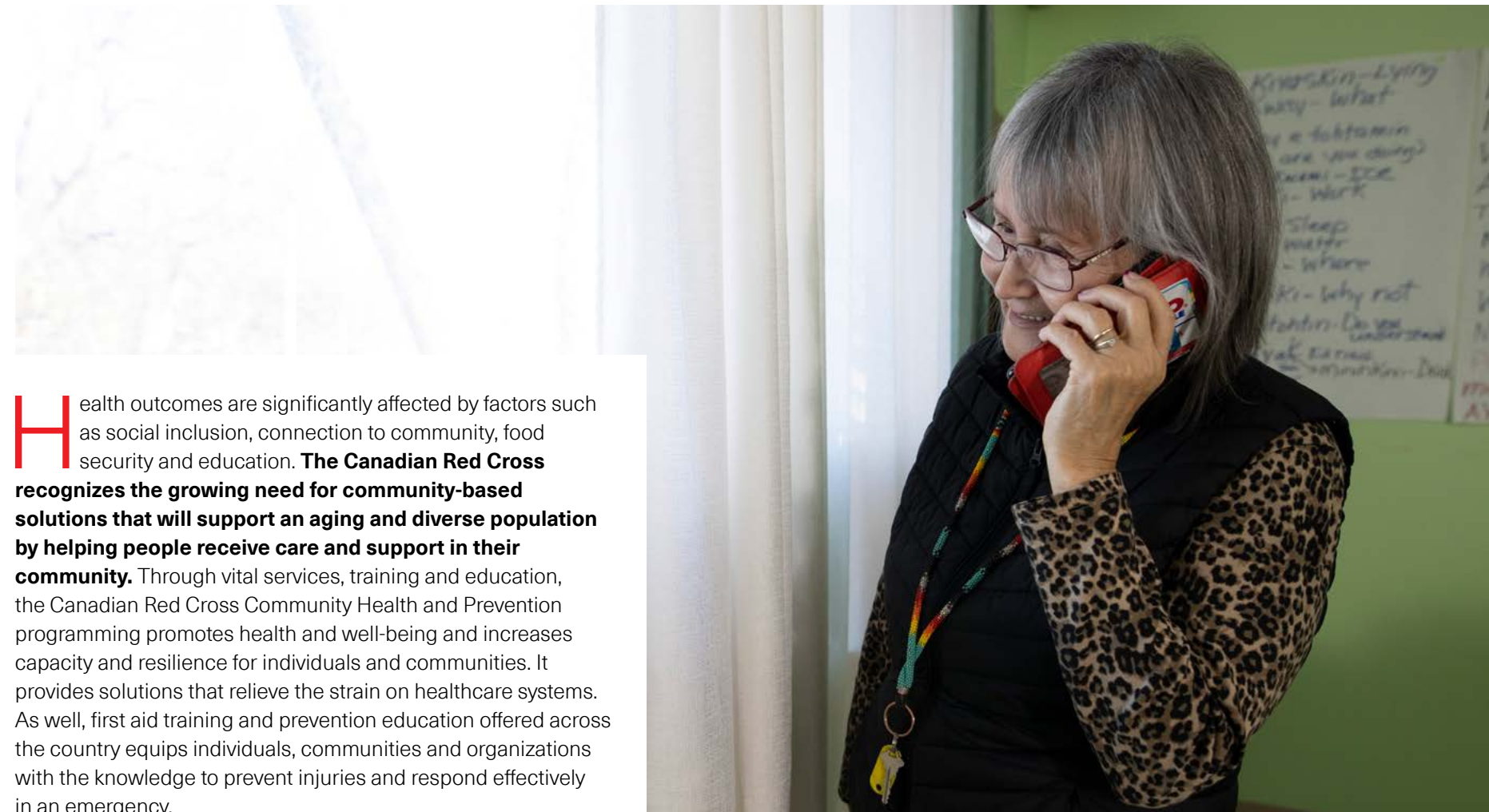


Alongside these efforts, the Canadian Red Cross is delivering programs like **the Pillowcase Project**—a fun, hands-on emergency preparedness initiative that teaches youth about hazards, coping skills, and how to build their own emergency kits in creative, engaging ways.

The program was promoted at the Treaty 4 Gathering in Saskatchewan in Fall 2024, where over **7,000 youth and educators participated** in interactive preparedness activities and received culturally relevant resources and emergency kit supplies.

# COMMUNITY HEALTH AND PREVENTION

Supporting Health and Well-Being for People and Communities



Health outcomes are significantly affected by factors such as social inclusion, connection to community, food security and education. **The Canadian Red Cross recognizes the growing need for community-based solutions that will support an aging and diverse population by helping people receive care and support in their community.** Through vital services, training and education, the Canadian Red Cross Community Health and Prevention programming promotes health and well-being and increases capacity and resilience for individuals and communities. It provides solutions that relieve the strain on healthcare systems. As well, first aid training and prevention education offered across the country equips individuals, communities and organizations with the knowledge to prevent injuries and respond effectively in an emergency.

## SUPPORTING INDIGENOUS SELF-DETERMINATION THROUGH A MOBILE HOSPITAL



The Canadian Red Cross and the Cree Board of Health and Social Services of James Bay have been collaborating on a Mobile Hospital Development Project for the Eeyou Istchee region since May 2018, with completion of the project expected in March 2026. Beside the technical support from the Red Cross Health in Emergencies team on ensuring the readiness of people, assets and systems for the mobile hospital, the Red Cross Indigenous Programs Health Promotion team continues to provide technical expertise to the project while supporting self-determination in Indigenous health. In September, the Red Cross was invited to Chisasibi, Quebec to collaborate in person with staff and leadership in the areas of operations, logistics and clinical and workforce readiness.

**The Mobile Hospital development project will empower the local communities—located approximately one thousand kilometers north of Ottawa—to enhance their healthcare services and support emergency healthcare responses more effectively.**

## HEALTH EQUIPMENT LOAN PROGRAM

The Health Equipment Loan Program (HELP) assists people recovering from illness or injury who may need support with mobility.

During the 2024-2025 fiscal year, HELP assisted more than **168,000 individuals**, including people in palliative care, offering items such as walkers, wheelchairs, specialized beds and bathroom aids. In total, **314,000+ pieces** of equipment were loaned.



With an aging population, demand is rising, and the Canadian Red Cross is taking steps to meet this growing need. HELP also supports communities during emergencies by providing congregate shelters with beds and equipment—thereby fostering resilience during times of crisis. Once the free-of-charge equipment is returned to the Red Cross, it is disinfected, repaired and customized for reuse; which is both cost effective and eco-friendly.

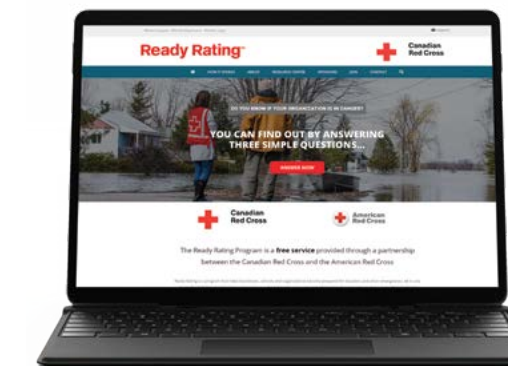
## ENHANCING COMMUNITY PREPAREDNESS AND RESPONSE

From May to September 2024, the Risk Reduction and Resilience team, in collaboration with the Mental Health and Psychosocial Support team,

successfully hosted **over 40 preparedness webinars**, engaging 1,500 participants. Offered in both English and French, the sessions focused on key topics such as emergency preparedness, extreme heat, wildfires, mental health and Psychological First Aid. Special presentations were given by partners like The Resilience Institute, Kids Help Phone, and FireSmart.

## READY RATING PLATFORM LAUNCHED IN CANADA

Ready Rating is a free online platform that helps businesses, schools, and organizations assess their preparedness, build emergency plans, and access downloadable guides and resources. It offers editable tools to strengthen their ability to withstand disasters, maintain operations, and protect lives and property — all in one place. Delivered through a partnership between the Canadian Red Cross and the American Red Cross, Ready Rating launched in Canada on July 2, 2024, and is available nationwide in both official languages. Visit [www.readyrating.ca](http://www.readyrating.ca).



**THE POWER OF FIRST AID TRAINING**



Every year, thousands of people across Canada participate in a Canadian Red Cross First Aid course. **This year, 904,000+ people were trained in first aid.**

These numbers represent more than just participation—they represent lives saved, families protected, and communities made stronger. In August 2024, Christian Clavelle was enjoying a day at the beach when a child, unresponsive and in need of immediate help, was pulled from the water. Trained in CPR, Christian stepped in without hesitation—performing compressions, clearing water from the child’s airway and restoring breathing before paramedics arrived. Thanks to this quick action, the young child made a full recovery. Stories like this are a powerful reminder: when Canadians are equipped with lifesaving skills, they can step forward with confidence to help others in moments of crisis.

The Canadian Red Cross offers a suite of specialized first aid courses such as Wilderness & Remote First Aid, Biker Down Motorcyclist First Aid and Marine First Aid. Courses have been

adapted to be flexible and customized, offering training options for diverse audiences that emphasize accessibility and inclusion.

**INJURY PREVENTION FOR INDIGENOUS COMMUNITIES**

Building on the success of the Indigenous Swimming and Water Safety Program, which delivered swimming and water safety courses straight to Indigenous communities across Canada, **the Indigenous Injury Prevention Program expands to offer a suite of prevention and safety courses; including drowning prevention, home fire prevention, fall prevention, first aid and more.** Red Cross facilitators travel to Indigenous communities, including fly-in communities, to deliver this potentially life-saving program.



The Indigenous Injury Prevention Program is delivered in close partnership with Indigenous communities to strengthen life-saving skills, enhance safety and build local capacity. Successes have included a community’s youth department growing from participants in

Standard First Aid training to becoming an official training partner of the Canadian Red Cross, with several members now certified as First Aid and Psychological First Aid Instructors. This is just one example of how the Indigenous Injury Prevention Program is creating culturally meaningful, locally delivered, and sustainable safety programming in partnership with Indigenous communities.

**MOBILE FOOD BANK**



In communities where access to healthy food remains a daily struggle, the Canadian Red Cross Mobile Food Bank delivers more than just groceries—it delivers dignity and care. In 2024, the program supported **1,100+ clients** in Toronto with more than **21,000 food hampers**, thanks to the dedication of over **1,200 volunteers** and the delivery of over **671,000 pounds** of food. Each hamper is thoughtfully packed to reflect dietary needs and preferences.

The human connection is just as important. Volunteers build trust through friendly, compassionate service that eases isolation and hardship.

This community-rooted program was honoured with the **Profound Community Impact Award** by the Daily Bread Food Bank in 2024, recognizing its role in meeting urgent needs while maintaining the dignity of those served.

With growing demand and expanded operations now reaching Orillia, the Mobile Food Bank is a vital link for individuals and families navigating food insecurity. **Donor support ensures this essential service continues to nourish bodies and spirits—one delivery at a time.**

**FRIENDLY CALLS**

The *Friendly Calls* program reflects the Red Cross’ enduring commitment to humanity—transforming isolation into meaningful connection. Through the Friendly Calls program, the Canadian Red Cross offers a simple yet powerful solution: a compassionate phone call.

In 2024–2025, trained volunteers and staff provided close to **3 million minutes of emotional support**, helping over **36,000 people** feel seen, heard and connected.

Participants in Friendly Calls are often older adults, people living with health challenges or in remote areas, or without a strong support system. Many participants live alone or are experiencing mental health struggles. For them, these calls are more than a check-in—they’re a lifeline. Evaluations show that **nine in 10 participants** reported feeling better equipped to manage their well-being and less alone after joining the program. Volunteers also experience meaningful change,

describing a deeper sense of empathy, purpose and community. During times of crisis—such as the B.C. earthquake or Atlantic hurricanes—the program seamlessly adapted to offer emergency outreach to those affected, reinforcing its role as a critical support during and beyond disasters.



*Friendly Calls* continues to demonstrate that small gestures of kindness can lead to big shifts in a person’s health and overall wellness. With donor support, we’re building a stronger foundation of social connection for those who need it most.

**SOCIAL PRESCRIBING**

Health begins in community. It is estimated that more than 80 per cent of a person’s health depends on non-medical factors that are rooted in community-based services and connections. That’s the vision behind social prescribing, a growing movement in Canada led by the Canadian Institute for Social Prescribing (CISP) and the Canadian Red Cross. In 2024, CISP helped bolster social prescribing across the country by convening **30+ national and regional events** and releasing key tools to guide

implementation in healthcare and community settings.

Social prescribing connects people to non-clinical supports—like food programs, art classes or nature walks that improve well-being and can help reduce their reliance on healthcare. It’s an innovative way to tackle the root causes of why an individual may be experiencing health challenges, from addressing social isolation to factors contributing to financial stress.

Research released by CISP found that **every \$1 invested in social prescribing can return up to \$4.43 in societal benefit**, including reduced healthcare costs and improved mental health.

CISP also launched the **Social Prescribing in Canada** report and expanded its national map to highlight **87 programs** currently operating across the country. A new multi-province initiative—**Caregiver Rx**—is now underway to support caregivers facing burnout and isolation.

By helping communities reimagine how care is delivered and accessed, social prescribing is creating a healthier, more connected Canada. **Donor support allows us to keep building the evidence, partnerships and tools that bring this vision to life.**



Susana Arroyo / Grenada Red Cross / IFRG

**YEAR AT A GLANCE**  
**INTERNATIONAL**

# YOUR SUPPORT AROUND THE WORLD



IFRC / Anette Selmer-Andersen



## CARIBBEAN

Hurricane Beryl laid a path of destruction across the south-eastern Caribbean in early July. On some islands, **over 90 per cent of homes and infrastructure were destroyed**. Supporting local Red Cross partners on the ground, the Canadian Red Cross provided funds, supplies, and expertise to the most severely affected areas with the support of our donors and the Government of Canada.

Esther Nsapu / IFRC



## DEMOCRATIC REPUBLIC OF CONGO

Mpox, formerly known as monkeypox, saw a resurgence in Africa in 2024, with **over 38,000 confirmed cases** since January 2024, according to the World Health Organization. The Democratic Republic of the Congo (DRC) is the epicentre of this epidemic, with 90 per cent of the total cases in the region. The Canadian Red Cross supported the Red Cross Red Crescent Movement response to limit the spread of the disease in the DRC, while strengthening the capacity of communities in the prevention, early detection, and rapid control of Mpox cases.

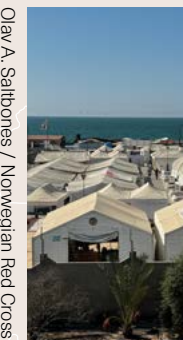
Ukrainian Red Cross Society



## UKRAINE

Three years after the escalation of the conflict, people in Ukraine and those forced to flee **continue to face unimaginable hardship**. The Canadian Red Cross supports the work of the Ukrainian Red Cross Society, and other Red Cross Red Crescent Movement partners in Ukraine and neighbouring countries where people have been displaced, to provide essential assistance to address the health and well-being of millions of people impacted.

Olav A. Saltnones / Norwegian Red Cross



## MIDDLE EAST

Escalating hostilities on multiple fronts in the Middle East, including in Israel, Lebanon and the occupied Palestinian territory, have impacted the lives of millions. Over the past year and a half in Gaza, approximately 90 per cent of the population—or 1.9 million people—have been displaced. The Canadian Red Cross is supporting our Red Cross Red Crescent Movement partners in the region to conduct their life-saving work. **This includes supporting the Red Cross Field Hospital in Rafah, Gaza with equipment and personnel, thanks to donors and the Government of Canada.** The field hospital complements and supports the work of Palestine Red Crescent Society teams as they continue providing vital support to people impacted.

Shreyasi Chhetri, Danish Red Cross



## NEPAL

Nepal faces frequent health crises and natural disasters such as earthquakes and floods. **The Canadian Red Cross has a long-standing partnership with the Nepal Red Cross, leading in health initiatives such as ambulance support and building and maintaining emergency response capacity.** Last year, we worked together to strengthen the efficiency of healthcare providers and improve mental health and psychosocial support in rural communities through targeted prevention initiatives and community awareness campaigns.

Olav Saltnones / Norwegian Red Cross



## SOMALIA

**The Canadian Red Cross partnered with the Somali Red Crescent Society to strengthen health response during emergencies in Somaliland.** The project focused on educating older boys and girls on health and sexual and gender-based violence, and training volunteers on community health, first aid, and epidemic preparedness and response, among other initiatives. These simple yet effective health interventions can be life-saving in times of crisis and lay the foundation for longer-term community resilience.

# PROVIDING VITAL HEALTHCARE THE RED CROSS FIELD HOSPITAL

Olav A. Saltonnes / Norwegian Red Cross



Since May 2024, the Red Cross Field Hospital in Rafah, Gaza, has been operating around the clock to care for people in need—treating wounds, providing mental health care, and delivering babies into the world.

The Canadian Red Cross is supporting the operation of the field hospital, in collaboration with the ICRC and several other National Red Cross Societies. **Thanks to the support of donors to the Middle East Humanitarian Crisis Appeal and the Government of Canada, the Canadian Red Cross has provided humanitarian experts, as well as essential surgical equipment, medicines, diagnostic tools, and disinfection materials;** all vital in a setting where access to critical supplies is scarce and the flow of additional resources into Gaza is limited.



Olav A. Saltonnes / Norwegian Red Cross

## MEET BABY NOUS

While there are many difficult moments for the patients and medical teams working in the ICRC Field Hospital, there are also moments of hope and joy—like the birth of a baby.

Baby Nous—weighing in at 6.2 pounds—is one of 406 babies born at the field hospital. Each baby is a testament to the resilience of life, even in the most challenging circumstances. Eman and Daif, Nous' parents, were able to introduce their families to their new baby for the first time in the field hospital—a moment to be cherished when moments like these are hard to come by.

**The generosity of our supporters continues to sustain these essential services, bringing much-needed care and hope to families like Nous'.**

Field Hospital Impact*	
 Patient visits:	<b>77,012</b>
 Babies born:	<b>406</b>
 Surgeries performed:	<b>3,208</b>



\* May 9, 2024 to March 31, 2025

Olav A. Saltonnes / Norwegian Red Cross

# DELIVERING HEALTH AND HOPE TO REMOTE AFGHAN COMMUNITIES

Meer Abdullahi Raskh / IFRC



The Afghan people have faced decades of turmoil. Today, they continue to deal with the severe effects of the ongoing humanitarian crisis and more than 40 years of conflict, worsened by the impact of recent natural disasters, including floods and earthquakes. **More than half of Afghanistan's population are in need of humanitarian assistance right now.**

In the face of these compounding and grave challenges, the dedicated teams of the Afghan Red Crescent Society bring care and—perhaps most importantly—hope to those who need it most.

The Canadian Red Cross, along with support from the International Federation of the Red Cross and Red Crescent Societies, has helped establish six mobile health teams across six provinces to meet the staggering medical needs in the country.

Through this collaboration, the Afghan Red Crescent sends teams of male and female health professionals into communities to provide life-saving primary health services, including maternal and childcare, vaccinations and health education.

In 2024, the Canadian Red Cross helped the Afghan Red Crescent reach more than 59,000 people in some of the most remote parts of the country, including:

- **28,700+** people received health information
- **23,000+** out-patient services provided
- **900+** women received family-planning services
- **600+** women received prenatal and/or postnatal care
- **200+** children received routine immunizations

**Thanks to donors to the Afghanistan Humanitarian Crisis Appeal, people in Afghanistan are receiving vital healthcare during this time of great need.**



Meer Abdullahi Raskh / IFRC

# SUPPORTING COMMUNITY-BASED HEALTH INITIATIVES IN SOMALIA

IFRC



In Somali communities, where strength and resilience are woven into daily life, it is often women and girls who carry the heaviest weight when crisis strikes. Today, the harsh rhythms of a changing climate, decades of conflict, inherited inequalities, and a fragile health system have converged—not as isolated challenges, but as a lived reality. Together, they form a humanitarian crisis that is felt deeply in the struggles of households, and in the unwavering endurance of women who continue to nurture life amid so much uncertainty.

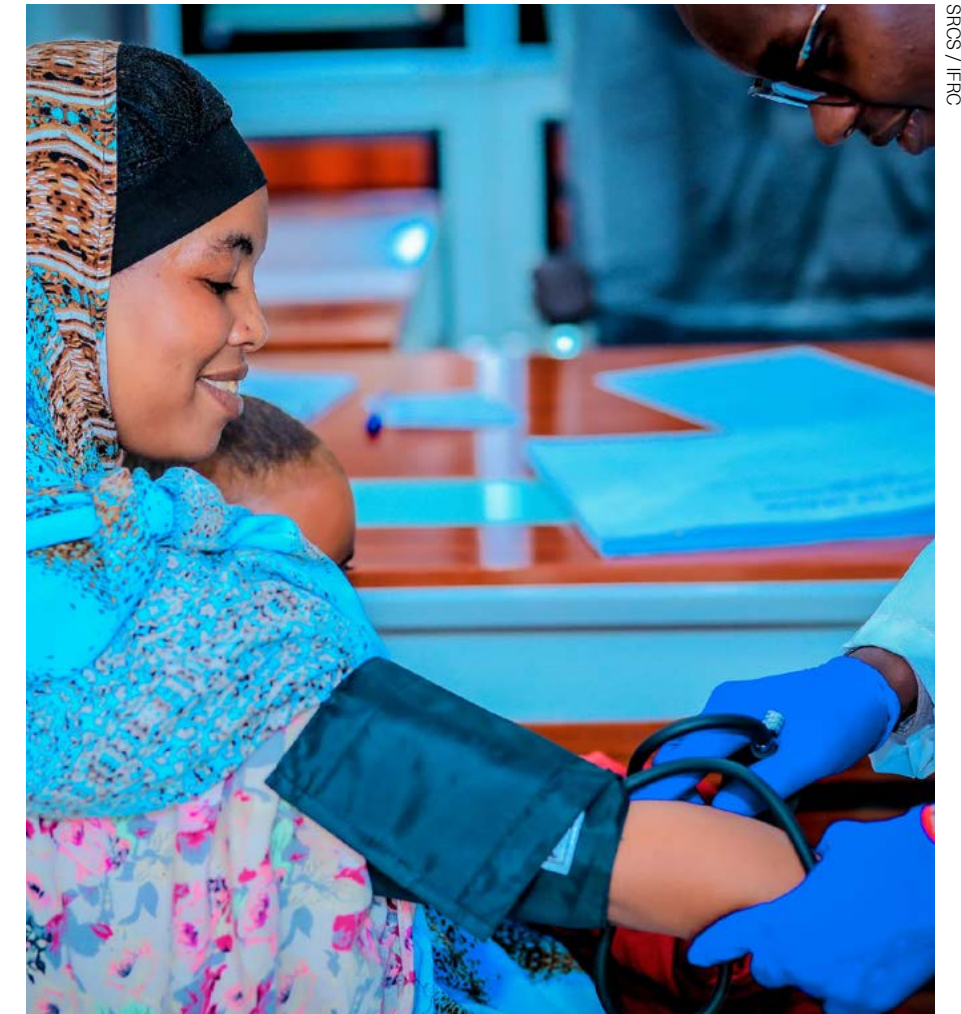
As part of a long-term partnership with Somali Red Crescent Society (SRCS), the Canadian Red Cross supports menstrual-hygiene management, including distributing kits to schoolgirls and women who have been displaced due to the humanitarian crisis. For many displaced girls and women, menstrual hygiene items are difficult to find and too expensive. The kits contain laundry soap, underwear, and sanitary pads.

In addition, the Canadian Red Cross supported the SRCS in enhancing epidemic response capacity in key regions, driving community-based disease surveillance, and promoting sustainable, locally led health initiatives.

*“I am happy to say that SRCS volunteers are doing a great service for our community. Our community had many health and hygiene issues and sexual-based violence in the past. But now volunteers do many awareness and information sharing sessions for our people and now the community is changing their behaviour. In the past we did not pay much attention to menstrual health management, female genital mutilation, and sexual and gender-based violence, but now we know what they are and how to avoid them.”*

- Mrs. Koos Mohamed, Head of Community Committee of the Haiyayabe Internally Displaced Peoples community in Borama, Somaliland.

**This work has been made possible by generous donors to the Africa Humanitarian Crisis Appeal and the International Programs Fund.**



SRCS / IFRC



**YEAR AT A GLANCE**  
**PHILANTHROPY**

# THE POWER OF HUMANITY

Our donors are at the heart of everything we do. They drive our mission to help people and communities in Canada and abroad in times of need, and to support them in strengthening their resilience. Donors of the Canadian Red Cross are humanitarians at heart, and we are thankful for each and every one of them.

Here are just some of the ways our donors let their generosity shine through.

## 28<sup>TH</sup> EXPÉRIENCE GASTRONOMIQUE IN QUEBEC CITY

The 28<sup>th</sup> edition of the Expérience gastronomique took place on November 8<sup>th</sup> at the Fairmont Le Château Frontenac. This event brought together community leaders, philanthropists and volunteers for a memorable evening of solidarity and culinary excellence. **Over 350 guests enjoyed an exceptionally refined banquet prepared by five renowned chefs, raising a record-breaking \$426,285.** The amount was announced by the event's honorary co-chairs—Mr. Christian Fournier, Executive Vice President and Leader, Property and Casualty Insurance at Beneva, and Mr. Louis Gagnon, Chief Executive Officer, Canada, Intact Financial Corporation—and will be entirely dedicated to the emergency relief provided by our volunteers to people and families affected by emergencies in Quebec.



(From left to right) Mr. Christian Fournier, Executive Vice-President and Leader, Casualty Insurance, Beneva, Mr. Louis Gagnon, CEO, Canada, Intact Financial Corporation, Mr. Conrad Sauvé, President and CEO Canadian Red Cross, Mr. Pascal Mathieu, Vice-President, Quebec, Canadian Red Cross

Frédéric Lapointe

## 20<sup>TH</sup> ANNUAL FUNDRAISING EVENT IN MONTREAL

On March 20<sup>th</sup>, 2025, we hosted our 20<sup>th</sup> Annual Fundraising Event in Montreal's Griffintown neighborhood at New City Gas, co-chaired by Mrs. Marie-Claude Boisvert, Partner and Head of Sagard Private Equity Canada, Mr. Olivier Lemire, President of Keurig Dr Pepper Canada, and Mr. Jean-François Séguin, Managing Director and Head of Technology Investment Banking, Québec, of BMO Capital Markets. A gathering of business leaders from Montreal and across Canada united with a shared purpose—to make a difference. The theme, "A Journey of Unity and Resilience," honoured the journey the Red Cross began with its partners 20 years ago—a journey of cooperation, overcoming challenges, and transformation, where every moment was defined by unity. **Through our collective generosity, we raised \$746,075 to provide essential services to those who need it most in Canada or elsewhere.**



Thibault Carron

## WOMEN IN PHILANTHROPY

Not only has **Jean Lam** been a proud Canadian Red Cross volunteer for over 35 years, but she is also a Member and Officer of the Order of the Red Cross and a recipient of Queen Elizabeth II's Golden Jubilee Medal (2002). One of her first volunteer duties was to conduct orientation sessions for prospective volunteers. Learning about the history of the Movement and the Fundamental Principles inspired her then and continues to do so today. As a founding member of the Canadian Tiffany Circle, Jean has served on the National Steering Committee and collaborated with compassionate women from across Canada and around the world. Attending the Geneva Conference in 2024 further deepened her appreciation for the Red Cross' mission and the importance of our fundamental principles. Jean recently joined the Ontario Community Connections and Partnerships Working Group, co-chaired by Laura Isidean and Liane Fernandes, Vice-President, Ontario. Their goal is to build diverse and inclusive community stakeholder engagement and relationships to further enhance our Red Cross mission. Jean looks forward to raising awareness of the Red Cross's work among diverse communities.



Jean Lam, a volunteer for over 35 years and Tiffany Circle member.

**We are grateful for Jean's continuing support and enthusiasm. Jean considers herself privileged to be part of our global movement!**

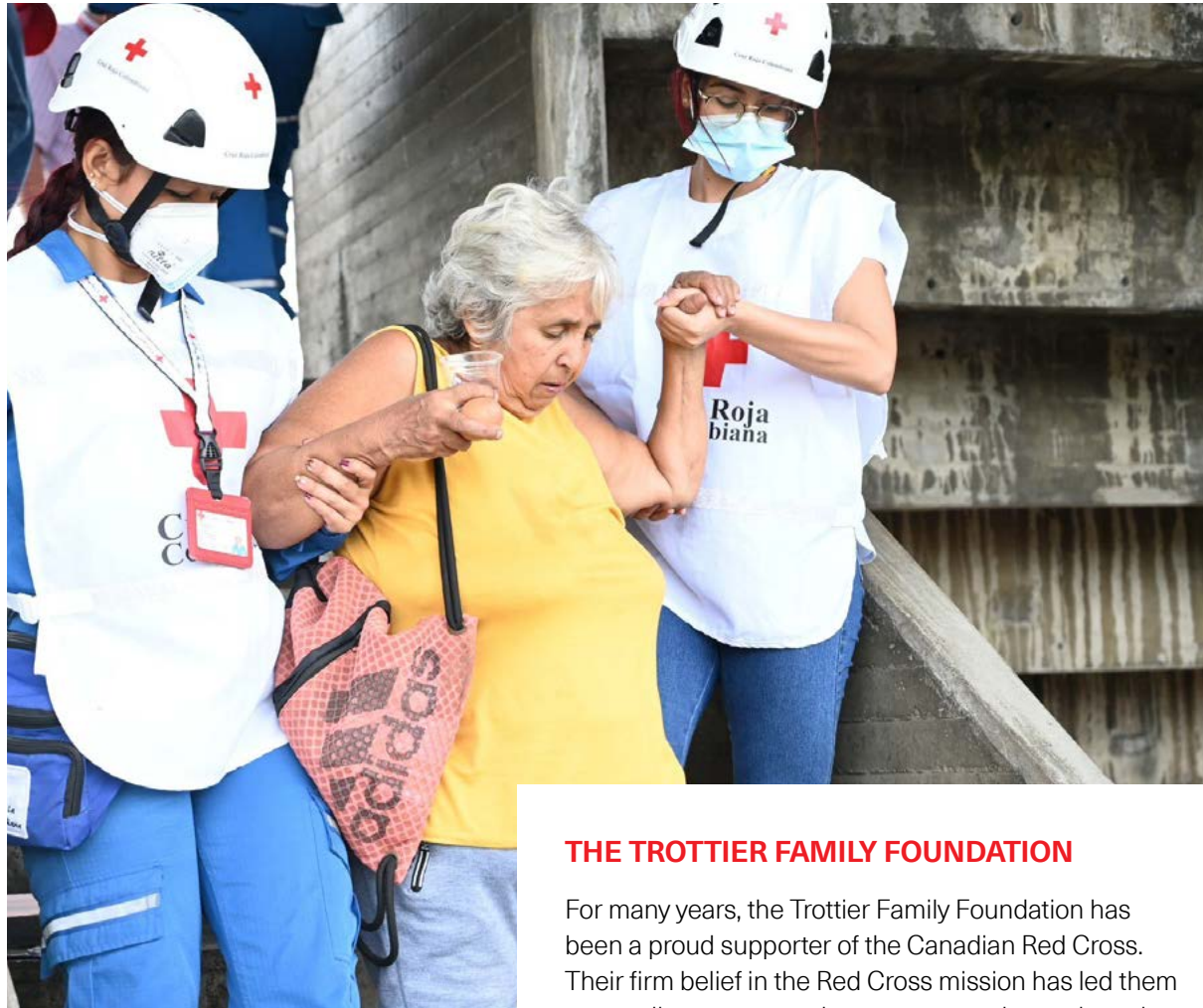
## LEGACY CIRCLE

**Gail Kelley**, a member of the Red Cross Legacy Circle, vividly remembers driving through the devastation of Hurricane Hazel as a young child, where she saw the Red Cross helping people affected by the disaster. That moment of witnessing compassion in action stuck with her, inspiring a spirit of caring that eventually led her to volunteer for numerous causes and pursue a career in nursing. When it came time to update her Will after the death of her husband, she knew she wanted to include the Canadian Red Cross. As a monthly donor, she did not want her contributions to stop. For Gail, a legacy gift means that her lifetime of caring will extend far into the future.



Gail Kelley, Red Cross Legacy Circle member.

*"I will touch the lives of people I'll never meet. I hope my legacy gift will inspire others to think beyond themselves. I often say, 'Just think if you were down and out. Who do you think would come to your aid? That's the Red Cross.'"*



**THE TROTTIER FAMILY FOUNDATION**

For many years, the Trottier Family Foundation has been a proud supporter of the Canadian Red Cross. Their firm belief in the Red Cross mission has led them to contribute generously to numerous domestic and international appeals.

During the unprecedented challenges of the COVID-19 pandemic, the Trottier Family Foundation provided significant support that enabled us to reach countless individuals and communities.

In response to violence and displacement in Catatumbo, Columbia, the Colombian Red Cross has intensified humanitarian efforts and activated its crisis room. Actions include health services, access to drinking water, emergency aid delivery, and reconnecting separated families, supporting those affected by the violence. This is just one example of how the International Disaster Relief Fund provides vital aid around the world.

In 2024-2025, their belief in our work and their dedication to making a difference was further solidified with a five-year pledge of \$625,000 to the Canadian Red Cross International Disaster Relief Fund. With this gift, the Red Cross can continue to provide life-saving support during emergencies that rarely make headline news but impact thousands, if not millions, of people worldwide.

**We thank the Trottier Family Foundation for believing in us and the power of humanity.**

**THE ALAN AND ROULA ROSSY FAMILY FOUNDATION**

Since 2017, the Canadian Red Cross has counted the Alan and Roula Rossy Family Foundation as one of our most generous supporters. **The Foundation has contributed \$150,000 to the Red Cross Lebanon Humanitarian Needs Appeal, supporting our response to the ongoing and evolving needs in Lebanon.**

Their continued dedication to our mission reflects their commitment to humanitarian aid and their profound connection to their home country of Lebanon.

We are deeply grateful to the Alan and Roula Rossy Family Foundation, as their ongoing commitment to the Red Cross supports our work for the people in Lebanon as they continue on the road to recovery.



**TEMERTY FOUNDATION**

**Thank you to the Temerty Foundation for powering health and hope.**

In a world increasingly shaped by the dual forces of climate change and social inequality, the support of the Temerty Foundation could not be timelier—or more vital. Since 2019, their unwavering commitment to our Health in Emergencies services has been more than just financial support—it has been a true partnership in responding to humanitarian crises during critical moments.

As climate-related disasters grow, and as vulnerable communities continue to face systemic barriers to health and safety, their investment enables us to act swiftly,

equitably, and innovatively by:

- Funding **specialized health services** during emergencies through mobile clinics and epidemic response units.
- Building resilience to handle more **large-scale emergencies** annually with improved readiness and tools.
- Driving **innovation for a healthier future** through cutting-edge technologies and community-led solutions, particularly in partnership with Indigenous communities.

**Together, we are not only tackling the pressing challenges of climate change and social inequality—we are building a healthier, more equitable tomorrow.**

**DONOR ADVISED FUNDS**

The Canadian Red Cross is grateful to the donors who gave through Donor Advised Funds (DAFs) and to the Foundations who facilitated this method of giving—**over \$5M was raised through DAFs this fiscal year.**

A special thank you to **Benefaction Foundation, Nicola Wealth PGF** and **Vancouver Foundation** for their efforts sharing urgent appeal information with their interested clients.

DAF donations supported 13 unique appeals and five local programs. Donations will go towards supporting continued response, recovery and resilience work in the affected regions.

**WALMART CANADA**



Walmart Canada has been an invaluable partner of the Canadian Red Cross, helping us further our philanthropic goals by **raising over \$74 million over the past 22 years**—an inspiring feat! Their exceptional support extends to our all-too critical national community preparedness and emergency relief programs, which have been bolstered thanks to the **\$3.81 million raised through their 2024 in-store campaign**. “The Walmart Canada Campaign reminds us that the Canadian Red Cross is here to help,” said Jenna, a Walmart Associate in Nova Scotia. Walmart Canada’s annual assistance helps, on average, a significant one in four Canadians served by the Red Cross Emergency Management program. Over the years, Walmart Canada has also made substantial contributions to various emergency appeals, an inspiring act of philanthropy which reflects their dedication to supporting

communities during times of crisis—whether in their own backyard or miles away. Through this partnership, the Canadian Red Cross stands ready to swiftly respond to emergencies that ripple across our nation. We extend our deepest gratitude to Walmart Canada for walking this path with us. Together, we weave a safety net of compassion, ensuring that no community faces adversity alone.

**CANADIAN TIRE CORPORATION**



The Canadian Tire Corporation has been a committed supporter of the humanitarian mission of the Canadian Red Cross, having donated

**more than \$7 million** since 2010. Since becoming a member of the Disaster Response Alliance in 2021, they have provided crucial financial support to address the increasing baseline capacity requirements of our Emergency Management and Disaster Risk Reduction programs. Additionally, they have contributed to the enhancement of our Readiness and Recovery capacity through investments in the Time to Act initiative. Their annual support for Indigenous programs is helping grow and develop the resilience and wellness of hundreds of partner communities across the country. **Through an emergency preparedness kit pilot program, they have donated and are storing 500 kits that are ready to be deployed anywhere in Canada to support needs at the community level.** Above and beyond their generous support for Red Cross programming, the Canadian Tire Corporation is always ready to support emergency response operations through in-store fundraising

campaigns and corporate giving to help meet the immediate and long-term recovery needs of a growing segment of Canadians impacted by climate-driven emergencies.

**KEURIG DR PEPPER CANADA**



Keurig Dr Pepper Canada is working hard to help the Canadian Red Cross

meet the health and wellness needs of Canadians from coast to coast. Regular access to nutritious food is a key indicator of health. **Keurig Dr Pepper Canada funds Red Cross programs like the Mobile Food Bank and Meals on Wheels, delivering healthy meals to participants’ homes.** Keurig Dr Pepper Canada is also deeply engaged in the safety and resilience of Canadian communities as they face growing climate-related threats. Through their leadership support of the Montreal Gala and the Canadian Red Cross Holiday Campaign that raised millions, they aid vital emergency assistance and recovery programs.

In 2024, our partnership reached new heights with the first ever Keurig Dr Pepper Canada cause marketing campaign taking place in Walmart Canada stores across the country, **raising an additional \$100,000 for the Canadian Red Cross.**

Keurig Dr Pepper Canada supports a safe and healthy future for Canadians through volunteer work, employee-led fundraising campaigns, and their annual “Red Cross Month,” celebrating their impact at the Canadian Red Cross.



**INDIVIDUAL GIVING: STRENGTH IN NUMBERS**

This year, the Canadian Red Cross had the immense privilege of connecting with millions of people across the country. Our expanded year-end campaign made it into many people’s homes during one of the most memorable times of the year: the holiday season.

The results were especially inspiring:

- Almost **100,000 new donors** joined our community over the past year, bringing our total number of donors to **720,000**.
- Our valuable monthly donors continually help provide stability and predictability to the Canadian Red Cross for years to come.
- Just under **one in five donors chose to make monthly gifts** this past year.

Each of these individuals and families who donated played a key role in supporting crucial humanitarian efforts. It is a testament to Canadians’ commitment to helping those in need and helping the Red Cross remain a powerful force for good. **We sincerely thank all the donors who supported our mission to help people and communities in Canada and around the world in times of need, and to support them in strengthening their resilience this year.**



**THOUSANDS ARE COUNTING ON THE RED CROSS**



**YEAR AT A GLANCE**  
**THE ORGANIZATION**



# DIGITAL TRANSFORMATION

This past year marked a major milestone in our digital transformation, notably with the introduction of artificial intelligence capabilities.

On our journey to meet the growing and complex demands of humanitarian responses in Canada and abroad, we adopted systems, while enhancing data governance and management, and investing in the digital literacy of our personnel.

## DIGITAL SOLUTIONS

We expanded the operational capabilities of our emergency management information system (EMIS) by integrating accommodation management or streamlining provision of financial assistance electronically. HumaniT, our volunteer management system, was deployed from coast to coast to coast. Designed to strengthen our relationships with volunteers, it will contribute to our responsiveness. The redesign of our learning management system progressed forward to provide additional functionalities for our training partners.

## ENTERPRISE DATA GOVERNANCE

Through our enterprise data governance framework, we established accountability for senior leadership and their designees by defining roles to identify, standardize, and ensure data quality, while protecting it. As we strive to become a more data-driven organization, we also enhanced the critical reporting that informs our operations.

## POLICIES AND PROCESSES

We enabled policies and processes to align our digital initiatives with technology best practices. By implementing information classification and retention processes, architectural reviews, and guidelines for data access, usage, and sharing, we are in compliance with federal and provincial regulatory requirements. In doing so, we safeguard sensitive information.

## DIGITAL LITERACY

Personnel were trained to widen their digital capabilities and increase their usage through workshops and hands-on sessions on emerging technologies, data analytics, and digital tools. We also introduced an artificial intelligence-powered companion for personnel on their learning journey. Our commitment to digital upskilling has fostered a culture of continuous learning and innovation, resulting in improved service delivery by our teams.

## LOOKING AHEAD

**We are committed to expanding the capabilities of systems already in place and further incorporating artificial intelligence, as well as steadily investing in the digital literacy of our personnel with a view to further improving the quality and security of our data. We trust our proactive approach will be instrumental with remaining at the forefront of humanitarian service delivery.**



# REFLECTIONS ON RISK MANAGEMENT

At Canadian Red Cross, we strive to always be ready to respond to emergencies and crises, despite their evolving and increasing complexity.

Our comprehensive approach to risk management ensures we can deliver safe and effective humanitarian services within acceptable levels of risk.

## RISK READINESS

To maintain our readiness, we rigorously monitor internal and external risk factors and actively seek to mitigate them. We work closely with communities and partners to manage risks pertaining to service delivery. In accordance with our governance principles and standards, we report regularly on our organizational risks. Likewise, we thoroughly track and analyze incidents as they occur, adjusting as necessary to further bolster risk management.

## ADAPTABILITY AND RESPONSIVENESS

With risks from the effects of conflict and climate change escalating, our proactivity to adapt allows us to offer a comprehensive range of services in and for all environments.

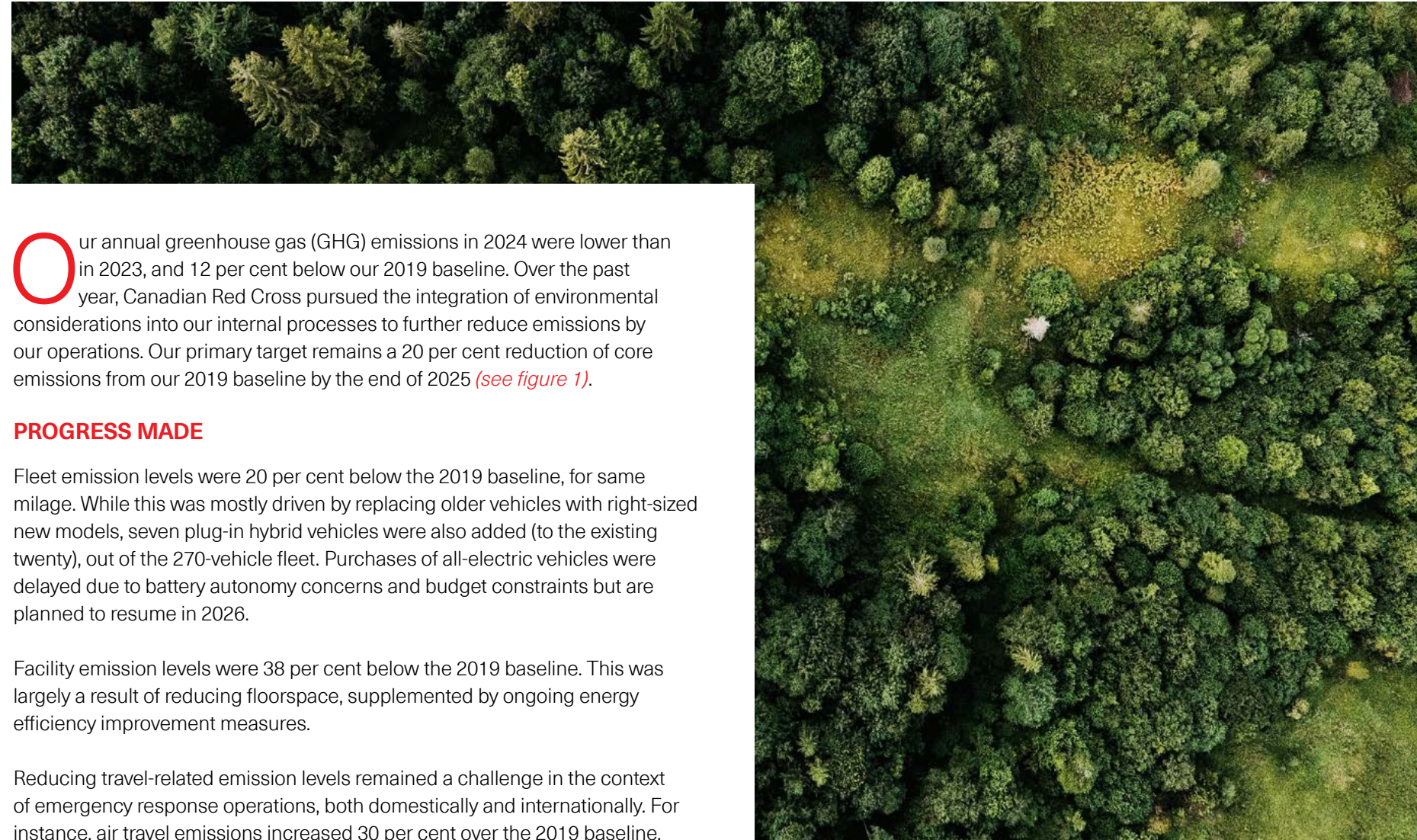
Domestically, this past year we responded to several climate-related emergencies, including wildfires in Jasper, where we continue to provide recovery services. We pursued our work with Indigenous communities to better integrate cultural responsiveness as communities face growing impacts. In addition, together with communities, we deepened our exploration of innovations to address their health priorities.

Internationally, we maintained our commitment to the efforts of the International Red Cross Red Crescent Movement to deliver humanitarian assistance to people in Israel and the occupied Palestinian territory, Syria, Ukraine, South Sudan, and other conflict-affected regions. At the same time, we sustained our assistance to migrants and asylum seekers in Canada.

## LOOKING AHEAD

**Enhancing risk management remains a priority for Canadian Red Cross. In doing so, we strengthen our ability to fulfill our humanitarian mission to help people and communities in Canada and around the world in times of need.**

# ENVIRONMENTAL PERFORMANCE



Unsplash.com – Olena Bohovik

Our annual greenhouse gas (GHG) emissions in 2024 were lower than in 2023, and 12 per cent below our 2019 baseline. Over the past year, Canadian Red Cross pursued the integration of environmental considerations into our internal processes to further reduce emissions by our operations. Our primary target remains a 20 per cent reduction of core emissions from our 2019 baseline by the end of 2025 (see figure 1).

## PROGRESS MADE

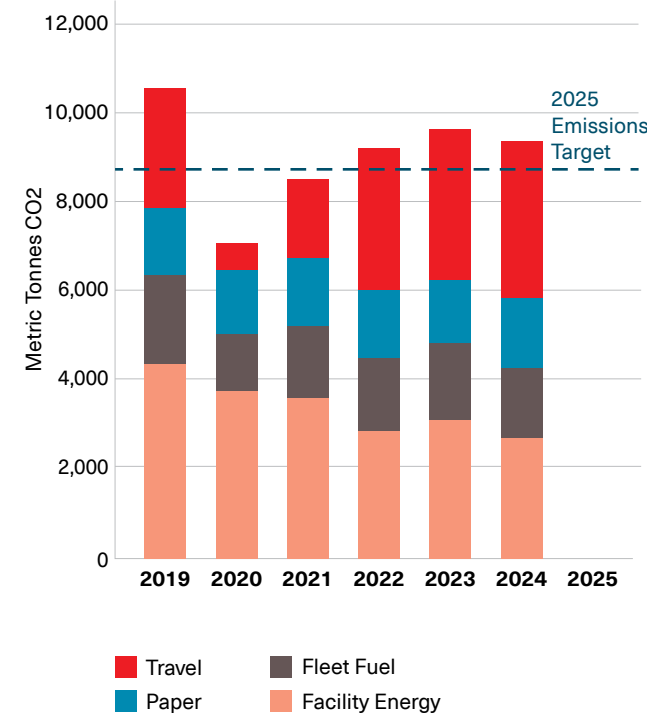
Fleet emission levels were 20 per cent below the 2019 baseline, for same milage. While this was mostly driven by replacing older vehicles with right-sized new models, seven plug-in hybrid vehicles were also added (to the existing twenty), out of the 270-vehicle fleet. Purchases of all-electric vehicles were delayed due to battery autonomy concerns and budget constraints but are planned to resume in 2026.

Facility emission levels were 38 per cent below the 2019 baseline. This was largely a result of reducing floorspace, supplemented by ongoing energy efficiency improvement measures.

Reducing travel-related emission levels remained a challenge in the context of emergency response operations, both domestically and internationally. For instance, air travel emissions increased 30 per cent over the 2019 baseline.

FIGURE 1

Annual Canadian Red Cross Greenhouse Gas Emissions by Source



As defined by the GHG Protocol, Scope 1 (direct emissions from operations), Scope 2 (indirect emissions from purchased energy) and Scope 3 (indirect emissions in the value chain) are categories to classify organisational GHG emissions. To align with the protocol, our reporting on core emissions includes Scope 1 and 2, as well as business travel, fleet fuel, and paper usage (facilities and marketing) for Scope 3.

Future carbon credits will be applied for some flights incurred at the behest of Global Affairs Canada, as per its Directive on the Eligibility of Carbon Credits for International Development Assistance.

We pursued our efforts to green our procurement processes, notably with the inclusion of point-rated environmental requirements into requests for proposals. We also integrated sustainability criteria into the design and execution of our humanitarian programs.

## WORKING WITH MOVEMENT PARTNERS

As a member of the IFRC-led Green Response Working Group, we shared best practices with Movement partners on meeting public environmental targets. We also supported initiatives to include tools and standards into National Societies operations, such as purchasing carbon credits, adopting alternative energy systems, or greening procurement processes. The Movement recognizes the increasing need to mainstream climate resilience into its humanitarian responses.

## PUBLIC ENGAGEMENT AND ADVOCACY

A major highlight over the past year was hosting the Ready 2025 Conference. We brought together over 130 representatives

from more than 40 emergency management partners, major stakeholders, and all levels of government in Canada. Discussions focused on strengthening preparedness in response to rising climate-driven disasters and emergencies.

We also coordinated and co-facilitated policy workshops on disaster resilience and Indigenous resilience for Climate Proof Canada. Workshop outcomes will help guide the implementation of Canada's National Adaptation Strategy. Our experts also briefed parliamentarians on additional context and considerations on this topic.

## LOOKING AHEAD

We are committed to mitigating the impacts of our internal operations and our delivery of humanitarian aid by helping our personnel understand the necessity of adapting to the realities of climate change.

Our Environmental Advisory Committee, composed of representatives from across the organization, will continue to recommend improvements to our environmental stance and raise organizational awareness of the need to adapt business behaviors.

**Organizationally, we will increasingly invest in the greening of our operations while ensuring we continue to meet humanitarian needs.**

# ORGANIZATIONAL GOVERNANCE & ACCOUNTABILITY

## CANADIAN RED CROSS SOCIETY BOARD OF DIRECTORS

The Governance of the Canadian Red Cross is composed of 32 Members divided into two components that ensures a broad range of perspectives:

**16** Directors of the Board being Members by virtue of being on the Board; and, **16** National Members.

The governance structure is designed to have a broad representation reflective of the diversity of Canada, this includes:

- Geographically Pan-Canadian;
- Representative of the Official Languages of Canada;
- Inclusive of Indigenous Peoples in Canada; and,
- Reflective of gender equality and social inclusion, and the economic, cultural and demographic diversity of Canada.

### TERM 2023-2026

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li><b>1. Miranda Hubbs</b><br/><i>Chair</i></li> <li><b>2. Richard (Dick) Fadden</b><br/><i>Vice-Chair and Chair of the Governance Committee</i></li> <li><b>3. Amit Mehra</b><br/><i>Past-Chair and Chair of the Nomination Committee</i></li> <li><b>4. Lori Anne Companion</b><br/><i>(as of March 2025)</i></li> <li><b>5. Karine Dion</b></li> <li><b>6. Roma Dubczak</b></li> <li><b>7. Brenda Eaton</b><br/><i>Chair of the Audit &amp; Finance Committee</i></li> </ol> | <ol style="list-style-type: none"> <li><b>8. Marco Gagnon</b></li> <li><b>9. Christine Hanson</b><br/><i>Chair of the Human Resource Committee</i></li> <li><b>10. Aun Ali Khokhawala</b></li> <li><b>11. Drew Lafond</b><br/><i>(as of December 2024)</i></li> <li><b>12. Rima Naim</b><br/><i>Chair of the Quality Committee</i></li> <li><b>13. Maureen Rogers</b></li> <li><b>14. Theresa Roessel</b></li> <li><b>15. Virginia West</b></li> <li><b>16. Steven Wheeler</b></li> </ol> |
|---|---|



**The Board of Directors have fiduciary responsibilities and overall responsibility for overseeing the organization and ensuring that it fulfills its mission and legal responsibilities.**



## NATIONAL MEMBERS

### 2024-2027 Term

1. Mélanie Chartier
2. Denis Cormier
3. Éric Dion
4. Laura Isidean
5. Lyle Karasiuk
6. Michelle Landsiedel
7. Dana Linfield
8. Heidi Marcon
9. Joy Martin
10. Victoria Mitchell
11. Geoff Moon
12. Scott Osmachenko
13. Ross David Pratt
14. Clara Reinhardt
15. Rita Saliba
16. Caberry Yu

## HONORARY GOVERNORS

Honorary Governors include past Board Chairs and leadership who continue to be passionate supporters and provide support, advice and counsel.

1. Robert Barnes
2. Janet Davidson
3. Alan Dean
4. Mario Dionne
5. Eugene Durnin
6. Gavin Giles
7. Sara John Fowler
8. Huguette Labelle
9. Jane McGowan
10. Edward (Ted) Tanaka
11. Jon Turpin
12. George Weber
13. Kate Wood

## Board Committees

The Board is supported by advisory committees that work in depth with management on files relating to their areas of expertise, and make recommendations to the Board. Generally, the following Board Committees meet four times per year:

- Audit & Finance Committee
- Quality Committee
- Governance Committee
- Human Resources Committee
- Nomination Committee (and National Membership Committee sub-committee)

### AUDIT AND FINANCE COMMITTEE (AFC)

The AFC is composed of Board Directors and volunteer financial experts with expertise in finance, accounting, auditing, investment, and risk management. The AFC assists the Board in the oversight of the Society's finances, in accordance with applicable arrangements and policies. This committee quarterly reviews the risks, opportunities, and financial performance of the organization. This includes receiving reports from the external auditors, reviewing financial performance and monitoring the internal control environment of the organization. Further, the Society has an independent, internal audit function that reports into the AFC which has further enhanced the corporate governance structure of the Red Cross.

### QUALITY COMMITTEE

The Quality Committee is composed of Board Directors with diverse experience ranging from government leadership and health care to direct service delivery. The Committee supports the organization to deliver quality services consistent with its strategic priorities and operational plan, in furtherance of its humanitarian mission. A key component of this is the Quality Management Framework and Service Catalogue, and the Quality Committee receiving the assessment and quality reports to support continuous service delivery, with a view to supporting a culture of commitment to quality and continuous quality improvement throughout the organization.

### GOVERNANCE COMMITTEE

The Governance Committee is composed of Board Directors with experience in governance and executive leadership. The Committee supports the effectiveness of the Board and assesses and provides recommendations to continuously improve the governance of the Society. The Committee also provides guidance to the Board on matters related to effectiveness, development, and renewal as a governing body. It ensures that on-going engagement and communication with all Members is maintained. The Committee also carries out an annual Board assessment and plans Board retreats.

### HUMAN RESOURCES COMMITTEE

The Human Resources Committee is composed of Board Directors with experience in executive leadership and volunteer engagement. The Committee reviews, monitors and recommends to the Board of Directors the performance evaluation and compensation for the President and CEO, monitors CEO and executive succession plans, provides guidance on matters related to Volunteer and Staff experience and engagement, and monitors strategic risks and opportunities related to personnel which includes but is not limited to capacity, health and safety, diversity and inclusion, integrity and complaints, policies, and compliance with legislation.

### NOMINATION COMMITTEE

The Nominations Committee is composed of the Board's Officers as well as the Past Past Chair, all with deep experience in the Society's Governance. The Nomination Committee meets quarterly with management to coordinate the recruitment of Directors and is responsible for proposing to the Membership the slate for election. The National Membership Committee is a sub-committee of the Nominations Committee and coordinates the recruitment and election process for National Members.

# 2024-25 FINANCIAL AND OPERATIONAL REVIEW

Over the past year, the Canadian Red Cross continued to assist people and communities in times of need in Canada and around the world by delivering Humanitarian and Health services. Donations and fee-for-service contracts supported these critical services.

**O**n the domestic front, we supported communities impacted by wildfires following yet another destructive fire season in Western Canada, assisted asylum seekers arriving to the country, continued to provide services to communities impacted by destructive floods and fires from previous years, and completed the grant program aiding charities and non-profits in their recovery from the COVID-19 pandemic initially contracted in fiscal 2023. We also continued to provide Canadians with first aid courses and supported isolated seniors through health and wellness services.

Internationally, the Canadian Red Cross contributed to humanitarian efforts in various regions grappling with crises such as conflicts and natural disasters, including in Ukraine and the Middle East. We also continued to deliver long-term programming focused on health and recovery services in several countries.

**Thanks to the generous contributions from donors and our government partners, the Canadian Red Cross continued to enact meaningful change in communities across Canada and worldwide.**

## Financial Performance:

### OVERALL FINANCIAL RESULTS

Canadian Red Cross incurred a total deficit of \$2.2 million (2024: \$1.1 million) which is composed of an operating surplus of \$6.2 million (2024: \$4.5 million) and offset by non-operating income, expenses, and other charges of (\$8.4) million and (2024: (\$5.6) million).

Despite reporting a consolidated deficit, we achieved a strong operating surplus of \$6.2 million (2024: \$4.5 million). This positive result reflects the solid performance of our fundraising, core programs and services.

The overall deficit is primarily due to \$8.4 million (2024: \$5.6 million) in non-operating expenses, including amortization and strategic investments in our service infrastructure. These non-operating items, while essential for long-term capacity and sustainability, do not reflect the organization's day-to-day financial performance, which remains healthy and on track.

### OPERATING SURPLUS

The 2025 operating surplus was \$6.2 million (2024: \$4.5 million), a slight increase of \$1.7 million. The increase can be attributed to more favorable terms on our fee-for-service contracts, and the materialization of efficiencies resulting from the restructuring efforts that began in 2024. This is partially offset by a decrease in fundraising net contribution, due to an unusually large bequest received in 2024 and to higher fundraising costs in 2025 resulting from

inflationary pressures and additional investments to maintain and grow our donor base.

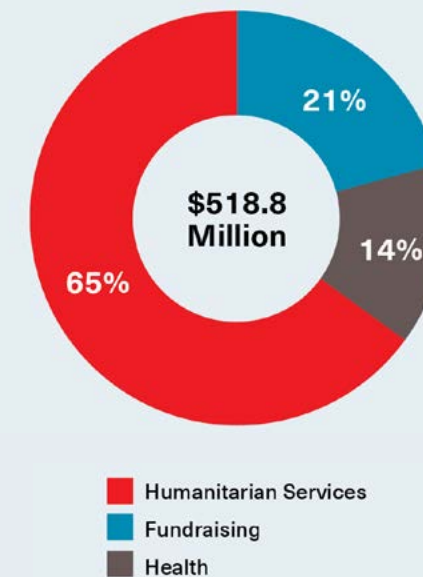
### OPERATING REVENUES

Our operating revenues were **\$518.8 million** (2024: \$572.4 million), and were composed of [figure 1]:

- Core programs revenues:
  - Humanitarian Services revenues of **\$336.0 million** (2024: \$379.6 million)
  - Health revenues of **\$74.4 million** (2024: \$76.7 million), and
- Fundraising revenue of **\$108.4 million** (2024: \$116.1 million)

**FIGURE 1**

**Operating Revenues Proportion:**



There is a notable decrease in Core Programs revenues compared to 2024, primarily associated with the lower volume of new international responses, and a decrease in programming relating to previous years events such as the Türkiye/Syria and Morocco earthquakes, and the conflict in Ukraine. Revenues in 2025 remained strong despite this, as we continued our humanitarian services in response to disasters and other crises, provided continuous community and health related support to seniors, delivered first aid courses and trainings, and engaged in fundraising activities.

In 2025, close to 60% of our funding came from government sources and almost 20% came from donations restricted to specific projects or events. However, the Canadian Red Cross depends on unrestricted donations earned through an annual fundraising campaign for a significant portion of its infrastructure costs. Such unrestricted funds are used to support the organization's development and growth and to maintain a baseline capacity so we can surge to respond to emergencies as required.

**OPERATING EXPENSES**

Our operating expenses totaled \$512.6 million (2024: \$567.9 million). The decrease of \$55.3 million is closely tied to the reduction in core program revenue, combined with the positive financial impacts of our restructuring efforts that began in 2024. This is partially offset by a slight increase in fundraising costs, because of inflationary pressures and investments to maintain and grow our donor base.

The distribution of operating expenses is reflected in the chart below. Support services costs, an integral part of our service delivery, are included as part of the programming costs.

<b>Program Expenses</b> <i>(Humanitarian Services + Health)</i>	<b>87%</b> (2024: 88%)
<b>Fundraising Expenses</b>	<b>10%</b> (2024: 9%)
<b>Governance and General Management Expenses</b>	<b>3%</b> (2024: 3%)

The graph to the right [figure 2] highlights the operating expenses in millions.



**Humanitarian Services:**

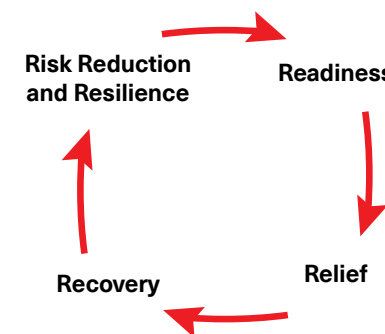
**Humanitarian Services is composed of Domestic Emergency Management and International Cooperation.**

**EMERGENCY MANAGEMENT IN CANADA**

Domestically, Emergency Management had total revenues of \$285.4 million (2024: \$280.9 million). The revenues increased \$4.5 million from the previous year.

The Emergency Management programs in Canada consist of four areas, each described in more detail:

- Readiness
- Relief
- Recovery
- Risk Reduction and Resilience



**Readiness**

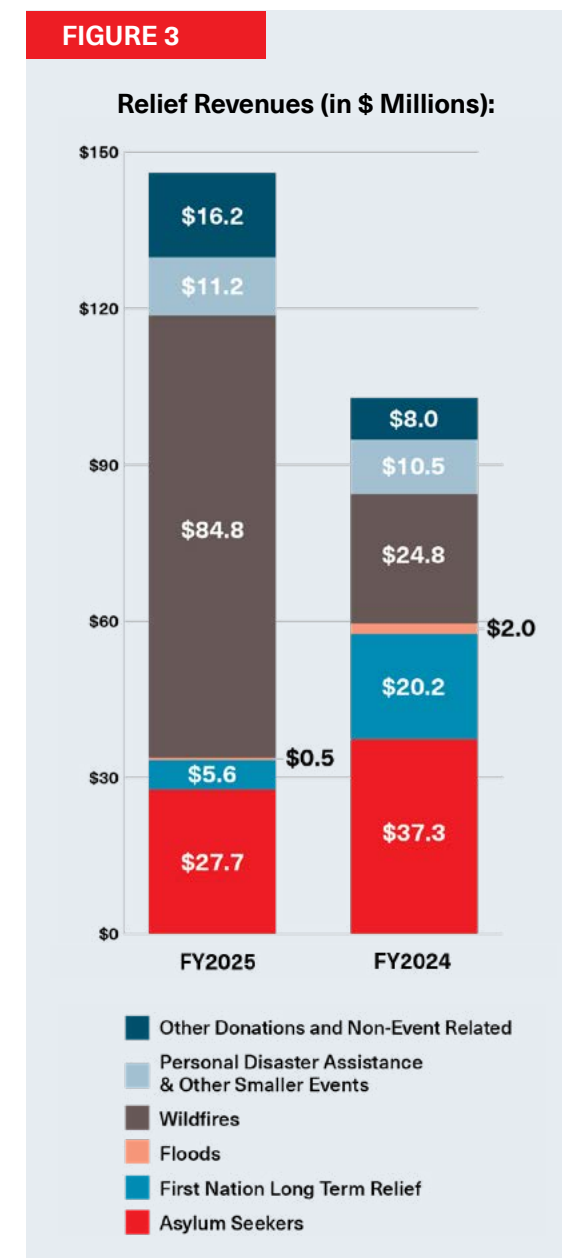
Public Safety Canada continues to fund the Canadian Red Cross to develop and maintain a humanitarian workforce that is leveraged to respond to domestic emergencies. Funding revenues for this workforce were \$17.7 million (2024: \$17.1 million). The most significant costs include workforce compensation, training, and travel.

**Relief**

This year, the Canadian Red Cross responded to major wildfires in Western Canada and continued to aid those impacted by crises, including asylum seekers from abroad. Revenues related to providing emergency relief services were \$146.0 million (2024: \$102.8 million). Of these revenues, \$129.8 million (2024: \$94.8 million) were related to personal disaster assistance and all-hazard relief events, and \$16.2 million (2024: \$8.0 million) come from donations and other non-event related contracts.

The increase in revenues of \$43.2 million compared to last year is mostly attributed to a busier response season, which saw multiple wildfire responses in Alberta, Saskatchewan and Manitoba, as well as continuing to support asylum seekers.

The graph to the right [figure 3] depicts the relief revenues.



**Recovery**

Revenues to support domestic longer-term recovery was \$110.2 million (2024: \$153.7 million). Of these revenues, \$67.4 million (2024: \$36.5 million) related to all-hazard events, and \$42.8 million (2024: \$117.2 million) related mainly to COVID-19 recovery.

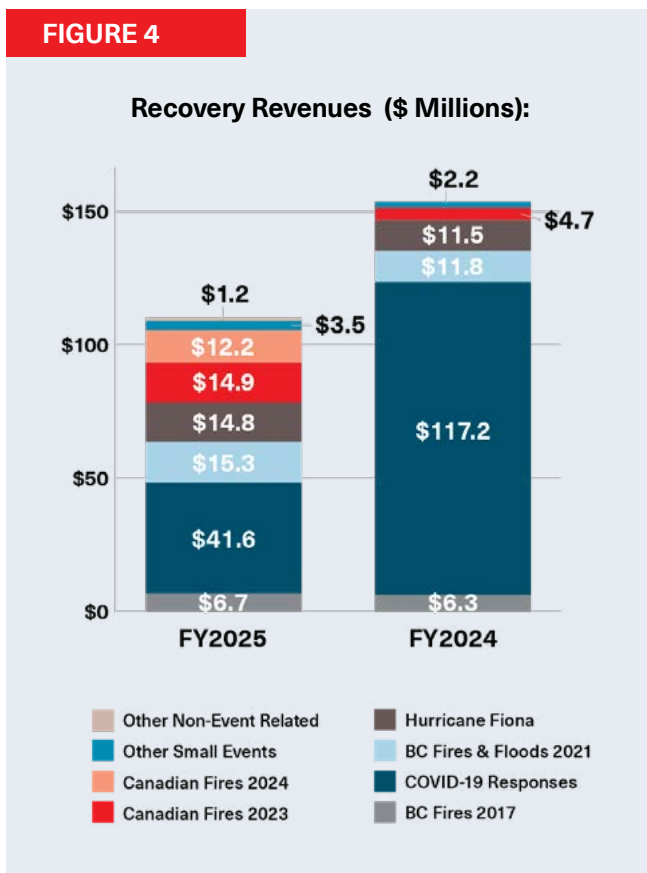
All-hazard recovery primarily relates to continued programming to aid those impacted by Alberta fires that happened in 2023 and 2024, B.C. flooding and fires that occurred in 2017 and 2021, as well as those impacted in Atlantic Canada by Hurricane Fiona in 2023. The decrease related to COVID-19 recovery is primarily attributable to a 2023 granting program funded by ESDC—the Community Services Recovery Fund—that ended during the first half of 2025.

The graph to the right [figure 4] highlights the recovery revenues.

**Risk Reduction and Resilience**

The Risk Reduction and Resilience service line, which mainly provides risk reduction programming in Indigenous communities, brought in revenues of \$11.5 million (2024: \$7.4 million). The increase of \$4.1 million in 2025 was mainly due to continued programming to aid those impacted by Alberta fires that happened in 2023 and B.C. flooding that occurred in 2021.

The Risk Reduction and Resilience team continued to support communities across Canada through a wide range of education, preparedness, and wellness initiatives designed



**FIGURE 4**

**INTERNATIONAL COOPERATION**

International Cooperation consists of international Readiness, Response, and Recovery programming. It had revenues of \$50.6 million (2024: \$98.8 million), related to readiness as well as international response, and global long-term programming in Europe, Africa, Asia, the Americas, and the Middle East. The decrease in revenues was due to the Türkiye/Syria and Morocco Earthquakes responses as well as higher levels of programming for Ukraine in 2024.

In 2025, the Canadian Red Cross responded to and supported major responses and projects in Ukraine, Mali, Somaliland, Lebanon, Israel and the occupied Palestinian territory, Haiti, and other countries. Additionally, we delivered programming with continued focus on delivery of health and recovery services in areas of Haiti, Afghanistan, Ethiopia, Yemen, and Lebanon.

International Readiness, Response and Recovery programming spend was in the following:

<b>Africa</b>	<b>\$5.8 million</b> (2024: \$9.5 million)
<b>Middle East and North Africa</b>	<b>\$8.3 million</b> (2024: \$49.8 million)
<b>Americas</b>	<b>\$2.2 million</b> (2024: \$3.3 million)
<b>Asia Pacific</b>	<b>\$3.8 million</b> (2024: \$3.8 million)
<b>Europe</b>	<b>\$9.7 million</b> (2024: \$18.6 million)
<b>Strategic Partnerships and Other</b>	<b>\$20.8 million</b> (2024: \$13.8 million)

**Health:**

Health is composed of Prevention and Safety and Community Health and Wellness.

**PREVENTION AND SAFETY**

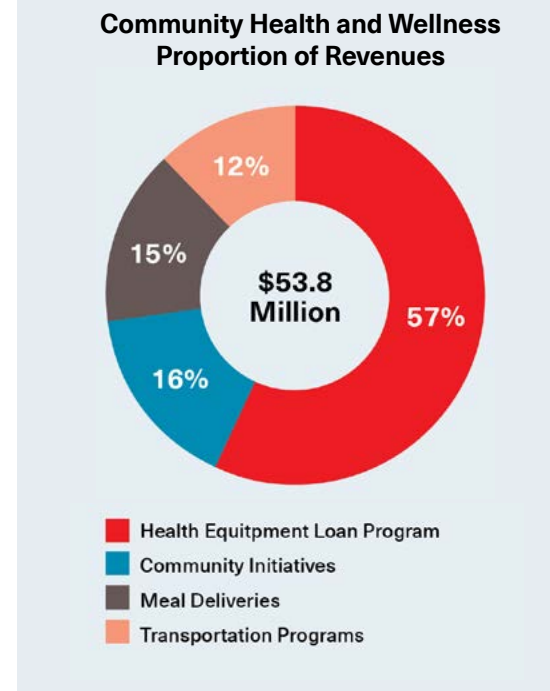
Prevention and Safety programs had revenues of \$20.6 million (2024: \$23.4 million), solely made up of First Aid training sales (2024: \$18.4 million related to First Aid training sales and \$5.0 million relating to opioid prevention). The decrease in revenue versus 2024 is primarily because of the phasing out of our opioid prevention project at the end of last year but is partially offset by an increase in First Aid training sales as we saw increased demand for our courses and training.

**The Canadian Red Cross trained via its training partners over 904,422 people in First Aid and CPR courses (2024: 869,000)**

**COMMUNITY HEALTH AND WELLNESS**

Community Health and Wellness programs, which mostly operate in the Atlantic region, Ontario, Alberta, and British Columbia had revenues of \$53.8 million (2024: \$53.4 million). This came primarily from the health equipment loan program (HELP) at \$30.8 million (2024: \$28.0 million), transportation related to health at \$6.5 million (2024: \$6.3 million), meal deliveries at \$7.8 million (2024: \$6.9 million), and community initiatives at \$8.7 million (2024: \$12.2 million). Community initiatives included the pan-Canadian Friendly Calls program, which had revenues of \$1.8 million (2024: \$4.6 million) [figure 5].

**FIGURE 5**



Our community health programs provided support primarily to seniors through the following services:

<b>HELP</b>	<b>314,449 pieces of equipment</b> (2024: 303,958 pieces) <b>168,464 clients served</b> (2024: 160,317 clients served)
<b>Friendly Calls</b>	<b>67,052 calls</b> (2024: 59,807 calls)
<b>Meals</b>	<b>235,857 meals</b> (2024: 234,202 meals)
<b>Transportation</b>	<b>105,750 rides</b> (2024: 95,669 rides)

The key metrics noted to the left demonstrate the powerful impact of the Community Health services primarily supporting isolated seniors in Canada.

**FUNDRAISING**

Fundraising had revenues of \$108.4 million (2024: \$116.1 million). We also raised additional restricted donations of \$55.8 million (2024: \$78.9 million), which are partly deferred and partly recognized as part of Humanitarian Services and Health revenues, for a total of \$164.2 million (2024: \$195.0 million) raised during the year.

The decrease in fundraising revenues and restricted donations is primarily due to unusually large bequests received in 2024 that did not recur in 2025, combined with fewer larger appeals launched during the year. Our fundraising efforts continue nonetheless to bring strong results, thanks to the generosity of our donors and partners.

Fundraising expenses amounted to \$51.2 million (2024: \$47.8 million), with the increase being due to inflationary pressures and additional investments to maintain and grow our donor base. The five-year cost of fundraising rolling average was 22.4% (2024: 21.6%).

## Overall Financial Position:

### OVERVIEW

As of March 31, 2025, the Canadian Red Cross had net assets of \$235.2 million (2024: \$238.1 million), a decrease of \$2.9 million from last year, mainly due to the current year's excess of expenses over revenues.

Unrestricted cash and cash equivalents at March 31, 2025 increased to \$26.2 million (2024: \$8.9 million) from increased accounts receivable collections. Working capital ratios also improved over the prior year, however the Canadian Red Cross' accounts receivable continues to include significant balances due to the need to respond to emergencies in a timely manner prior to receiving government funding.

Externally restricted cash and cash equivalents of \$185.0 million (2024: \$269.0 million) represents restricted donations related to appeals as well as restricted grants and bequests. The decrease in externally restricted cash can mainly be attributed to funds spent on the Community Services Recovery Fund, a program funded by Employment and Social Development Canada and partly managed by the Canadian Red Cross to support charities and non-profits as they focus on how to adapt their organizations for pandemic recovery. Most of these funds were received during 2023, with the majority of funding spent during 2024 and 2025. Also contributing

to the decrease are funds spent in relation to our domestic emergency response readiness program funded by Public Safety Canada.

### CAPITAL INVESTMENT

The net assets in capital and intangible assets slightly decreased to \$58.0 million (2024: \$59.3 million). This decrease is related to amortization expenses, non-recurring asset write-offs and disposals of property, offset by new technology investments and leasehold improvements.

The Canadian Red Cross continues to invest in technology assets to ensure to remain relevant—our main investments relate to our internally developed emergency management information system, used across the country during emergencies, our volunteer resource management system, which improves the way we interact with our volunteer base, and an upcoming new platform to be used in relation to our first aid training courses. This year, we also successfully completed the implementation of a new enterprise resource planning solution.

Our facilities footprint continued to decrease as part of our transition to a hybrid office model and in alignment with our environmental sustainability objectives. During the year, the Canadian Red Cross sold one property (2024: two). There is one property held for sale at the end of this fiscal year.

### RESERVES STRATEGY

The Canadian Red Cross has earmarked \$35.0 million (2024: \$35.0 million) as contingency funds to ensure the continuity of our operations, should a disruptive event impact fundraising or program revenues. These funds form part of, and are invested with, the Canadian Red Cross' Legacy Fund. The March 2025 balance of this fund was \$87.1 million (2024: \$80.3 million).

*The 2024 comparative figures in this report have been restated to align with the 2025 financial statements.*

### Audited Financial Statements and Other Financial Disclosures

The audited financial statements of the Canadian Red Cross and the Ukraine Humanitarian Crisis Appeal Fund, in addition to the Canada Revenue Agency annual T3010 filings, are available on the Canadian Red Cross website at [redcross.ca](https://www.redcross.ca).





## **NATIONAL OFFICE**

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[feedback@redcross.ca](mailto:feedback@redcross.ca)

For a list of all Canadian Red Cross offices, please go to [redcross.ca](http://redcross.ca).