



Canadian
Red Cross

Tiffany
Circle



2023 Year in Review

WOMEN LEADING THROUGH PHILANTHROPY



Nezha from Amizmiz, Morocco cradles her newborn son, Anas, in her arms in a makeshift tented maternity ward following the September 2023 earthquake.

Credit: Benoit Carpentier/IFRC



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Message from Janet Johnson

CHIEF DEVELOPMENT OFFICER



Together, the Tiffany Circle has had a remarkable 2023, and I am so proud to see us walk into 2024 ready for what comes.

In the 2023 Year in Review, I hope you will be touched by the messages of gratitude, the stories of resilience and powerful examples of impact. You will see that we have done so much together and should be proud of our shared philanthropic accomplishments.

Everything achieved by the Tiffany Circle this year is thanks to your ongoing support and commitment to the Canadian Red Cross (CRC). Your humanitarian spirit was felt not only throughout the organization but within the country and the globe.

In 2023, you helped thousands of families find shelter as they escaped the wildfires that swept across Canada. You provided relief items after the earthquake devastated Türkiye and Syria. You supported families with field hospital supplies when their neighbourhoods in Libya were swept away after Hurricane Daniel. Your kindness has helped a child sleep safely, tucked away in a Red Cross Red Crescent family tent. Everything we do, and our ability to do it, is made possible by the power of humanity.

As 2024 begins, I am so proud to stand with our Canadian Tiffany Circle members as we continue to raise the bar for women leaders in philanthropy.

Here's to another year with the most inspiring and influential group of women I know. I am excited to achieve new milestones together and inspire future generations to help. Our legacy of generosity will be felt in the level of readiness of the CRC emergency response and the thousands who will benefit. Thank you.

Warmly,

JANET JOHNSON

Chief Development Officer, Philanthropy
Canadian Red Cross

Welcome Message

FROM THE CO-CHAIRS



The Tiffany Circle is an extraordinary group of women philanthropists passionate about the Red Cross' humanitarian mission. We are part of a global sisterhood that passionately supports the Canadian Red Cross and the International Red Cross Red Crescent Movement, binding us together in purpose and compassion.

2023 has been a year of remarkable action and engagement. We find ourselves fortunate to participate in local and international in-person events, rekindling connections within our communities and the broader Red Cross family.

The Canadian Red Cross Tiffany Circle commenced its journey 12 years ago, and we are steadfast in our resolve to become a leading women-led philanthropic force in the nation. With 76 as of December 31, 2023 dedicated members spanning nearly every province, our influence and donations serve as beacons, inspiring others to contribute. Since our inception, our giving has surpassed \$13.7 million, with an additional \$6.86 million in influenced contributions (Source: Global Statistics, June 30, 2023).

The Canadian Red Cross has constantly addressed numerous natural and man-made disasters, both in Canada and

abroad. From wildfires and floods to hurricanes and conflicts in the Middle East and Ukraine, the need for our reflection on the core values of the Red Cross has never been greater. Humanity, impartiality, neutrality, independence, voluntary service, unity, and universality are the fundamental principles that guide our actions, mirroring the steadfast dedication of women worldwide who understand the imperative of forming Tiffany Circles to uphold these essential rights.

We are delighted to report that the Tiffany Circle has made an immense impact through our generous donations, our capacity to inspire giving in others, and our tireless volunteer endeavours. Together, we have achieved remarkable feats.

Our hearts swell with pride as we realize we are part of an organization like the Red Cross that continues to be a beacon of hope for individuals and communities in need. Your dedication and actions embody our gratitude and the promise of a brighter future. Thank you for all that you do, and we are looking forward to the future.

A handwritten signature in black ink that reads "Susan".

SUSAN CHANT
Tiffany Circle
Co-Chair

A handwritten signature in black ink that reads "Betty Lou Craig".

BETTY LOU CRAIG
Tiffany Circle
Co-Chair

National Steering Committee

OF THE CANADIAN RED CROSS TIFFANY CIRCLE

● Tiffany Circle Co-Chairs:



Susan Chant
King City, ON



Betty Lou Craig
Hartland, NB

● Committee Chairs:



Jocelyn Souliere
Nominations Committee
Regina, SK



Laura Isidean
Commitment &
Engagement Committee
Toronto, ON



Jean Lam
Awareness Committee
Toronto, ON



Jane Marrone
Recruitment Committee
Toronto, ON

● Members at Large



Annette Revet
Regina, SK



Bernadette Geronazzo
Recruitment Committee
and Awareness Committee
Calgary, AB



Linda Phillips
Recruitment Committee
Whitbourne, NL



Josephine Lennon
Awareness Committee
Toronto, ON

● Representatives to Tiffany Circle International Council



Anna Hunt-Binkley
Tiffany Circle Intl. Council
Chair- Geneva Advisory
Committee- *Kelowna, B.C.*



Siobhan Furst
Tiffany Circle Intl. Council
Co-Chair - *Waterloo, ON*



Susan Chant: Tiffany
Circle International Council
Member - *King City, ON*



Mari McAndrews
Raleigh, NC



Stacey Good
Kitchener, ON



Sue Prior
Ottawa, ON

Thank You

TO SUSAN CHANT

On behalf of the Canadian Red Cross and the Tiffany Circle we express our deepest gratitude to Susan Chant for her remarkable contributions as Co-Chair from 2020 to 2023.

Since becoming involved in 2012 as one of the founding members, Susan has consistently exemplified grace and leadership that truly embodies the values of the Tiffany Circle. Susan's dedication over the past 11 years has been tireless, and we are sincerely thankful for the time and resources that she has generously given.

We are grateful for Susan's leadership during the challenges of the COVID-19 pandemic, seamlessly transitioning into a virtual environment, and gracious co-hosting of the 10th and 12th anniversary in-person events, showcasing her unwavering commitment. Susan's positivity, kindness, and strategic direction have been instrumental in growing our membership and expanding our reach.

Susan's wonderful guidance and dedication have left an indelible mark on the Tiffany Circle, and we are truly grateful for that.





2023's fire season was devastating for British Columbia – as residents of the Central Okanagan know firsthand. More than 10,000 Central Okanagan residents were evacuated and the wildfires destroyed or damaged about 190 homes.

Your generosity made it possible for us to help hundreds of people affected by the wildfires. We are now working with impacted communities and our partners on how best to continue to support recovery and mitigation efforts. In partnership with the First Nations Emergency Services Society, we distributed emergency supplies in several Indigenous communities impacted by the wildfires, which assisted close to 2,000 people.

Tiffany Circle

IN NUMBERS

Total Members

76

73

existing members of the Tiffany Circle

3

new members in the last year

Membership Breakdown

42 Annual Membership

23 Humanity Level

9 Unity Level

2 Independence Level

Membership Description

Annual Membership:

A pledge of \$10,000 to be fulfilled within one year

Humanity Level:

A pledge of \$100,000 to be fulfilled within ten years

Unity Level:

A pledge of \$250,000 to be fulfilled within 15 years

Independence Level:

A pledge of \$500,000 to be fulfilled within 15 years

Our Impact (2023)



Total Gift Revenue including Influenced Gifts:

\$2,945,804

Total number of gifts:

88

Total raised since 2011:



\$22,675,275

has been raised by members supporting the Canadian Red Cross since the Tiffany Circle launched in Canada in 2011.

The Canadian Red Cross is proud that an average of 90 cents of every dollar we spend is invested on our programs and services.



The Canadian Red Cross, in partnership with the Ukrainian Red Cross Society and the local health authorities, will be supporting nine Mobile Health Units in Cherkasy Oblast, Ukraine. These units will be travelling to remote areas in Ukraine to provide primary health services and vital medical supplies to those in need, including those who have been displaced from their homes. These Units are critical in supporting the primary health needs of the community and ensuring that no one is left behind.

Credit: Canadian Red Cross

The Ongoing Conflict

IN UKRAINE



Credit: Egor Tetiushev/Moldova Red Cross

Ukrainians have endured 700-plus days of suffering, fear, uncertainty, and loss since the conflict began. Millions of people have a desperate need for humanitarian assistance. The International Red Cross Red Crescent movement, including the Canadian Red Cross, continues to respond to their evolving needs. This lifesaving and life-changing humanitarian aid would not be possible without your generous support and that of donors like you, our Tiffany Circle.

Since 2022, 56 humanitarian specialists from the Canadian Red Cross were sent to Ukraine and surrounding countries. We have provided over 43,300 emergency relief items such as blankets, tarps and cooking supplies. The 9 Mobile Health Units saw over 25,600 primary healthcare consultations during 1,459 community visits in the Cherkasy and Poltava Oblasts, Ukraine. We also provided funding for the salaries of up to 15 psychotherapists at the Lviv Clinical Hospital of Emergency and Intensive Care. The team has provided more than 6,900 therapy sessions to more

than 1,200 individuals. Integrating mental health into a regular hospital setting is the first of its kind in Ukraine.

MESSAGES FROM LOVED ONES

For over 150 years, the Red Cross has delivered messages. It is a simple yet profound act. The Red Cross has delivered more than 2,700 personal messages between prisoners of war and their families, and 6,100 Ukrainian families have received news on the whereabouts of their relatives.

Zhanna, a Red Cross worker, speaks with a young Ukrainian woman on the phone whose husband was taken prisoner in Mariupol. The woman asks, “If the Red Cross goes and sees my husband, could you please tell him that today I gave birth to our child at 12:45; 3 kilos, 6 grams?”

Your support means the Red Cross can continue the vital work of delivering messages between loved ones – providing comfort where they might not otherwise have closure.



2023 Canada Wildfire Fund

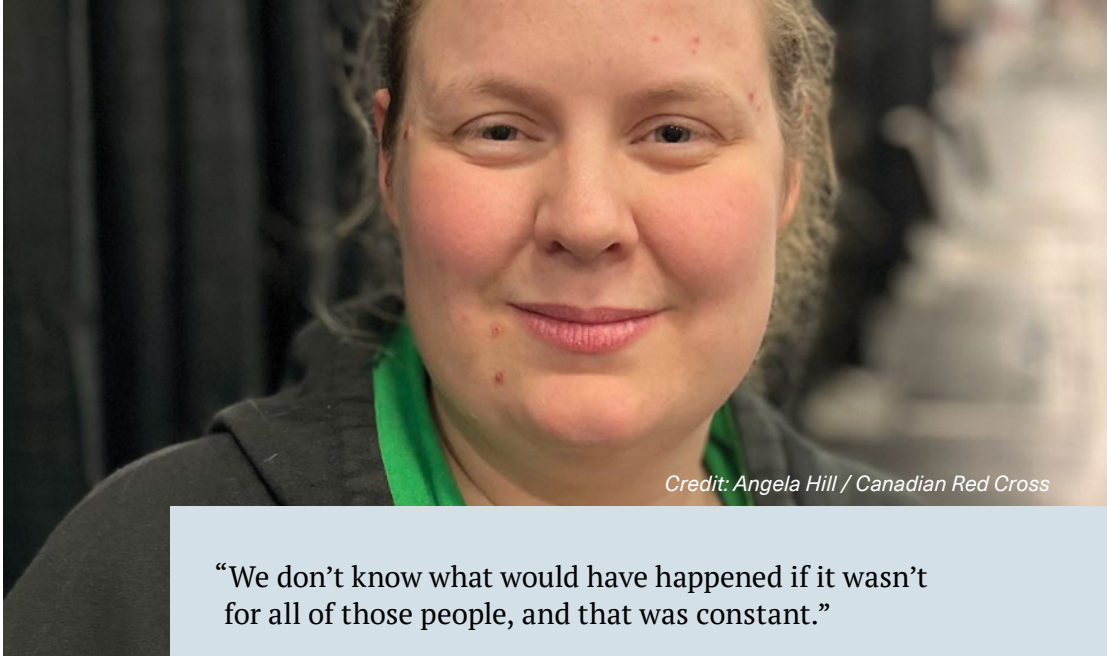
The record-breaking 2023 Wildfire Season swept devastatingly through eight provinces and the Northwest Territories. Thousands escaped the wildfires with only their lives and many lost their homes. In the Northwest Territories, 68% of the total population were forced to evacuate. Across Canada, we saw the effects as heavy smoke impacted multiple communities and increased the risks to those most vulnerable.

The 2023 Canada Wildfire Fund was created to ensure that no one falls through the cracks, and that even the smallest and most remote communities are supported. Through this initiative, we deliver urgent aid to people impacted, reduce risk throughout the fire season and increase resilience for future events.

Credit: Provided by the Government of Northwest Territories

Fleeing the Wildfires

IN THE NORTHWEST TERRITORIES



Credit: Angela Hill / Canadian Red Cross

“We don’t know what would have happened if it wasn’t for all of those people, and that was constant.”

– **MICHELE** of Yellowknife, Northwest Territories

A 20+ hour journey ends in safety

Michele has been looking out for the people in her life since the evacuation alert in mid-August.

“I immediately started running around my house, waking up all of my family members, notifying them, telling them we’ve got to prepare,” she said. Michele was especially concerned about locals who might need extra assistance. “It’s happening; we are being evacuated, [do] you have some kind of plan?”

During her evacuation from Yellowknife, Michele remembers seeing flames, but it’s the people that stick out the most in her memories.

“First of all, it was amazing with how much help we got. We would not have been able

to make it here without all of the help along the way,” she said, sitting in the Edmonton Expo Centre, a place set up by the City of Edmonton with services for people evacuated due to wildfire. Red Cross volunteers from across Canada were working alongside the City of Edmonton to ensure evacuees were being welcomed and had their needs for food, shelter, clothing, and health support met.

“They went above and beyond,” she said about the Red Cross team. She was particularly happy that the people she travelled with, family members and close friends, were able to stay close to each other.

Michele continues to look out for others, and so does the Red Cross.



Indigenous Communities

The Canadian Red Cross has been – and will continue to be – actively working with over 200 indigenous communities nationwide. These initiatives will help build stronger, healthier, safer communities now and in the long term.

Credit: Candace Lamb / Canadian Red Cross

Our Work

IN CANADA



Friendly Calls Program

Our Friendly Calls program is part of the Canadian Red Cross' bigger commitment to care for the overall well-being of people who live in Canada. In 2023, 54,000 calls were made to connect isolated adults across the country. The Friendly Calls program matches adults with trained Red Cross personnel who connect with them regularly over the phone to check in, provide emotional support, encourage healthy coping strategies, and suggest well-being resources and community connections to other existing services. Regina was one who formed a connection with her Friendly Caller, Jan. At a challenging time in Regina's life, she found Jan to be an unwavering sources support and understanding. She looks forward to hearing Jan's voice knowing she'll meet her interests, fears and joys with genuine care, reminding Regina of her inner resilience during difficult times.

“My Friendly Caller and I hit it off right away. She’s full of compassion and I feel so at ease talking to her. It’s like she’s always known me.”

– **REGINA**, Friendly Calls participant



Indigenous Communities

The Nipivut Youth Leadership Conference is held annually in Nunavut. The conference engages and supports student leadership and fosters tools and teachings to promote student wellness. This year's conference, hosted throughout several dates throughout the school year, offered a variety of teachings about the different principles of Inuit Qaujimajatuqangit (IQ) – or Inuit “Traditional Knowledge.” Many facilitators hail from the northern territories themselves and have a unique insight into how these teachings and tools can be used, whether in school or out on the land.

Our Work

AROUND THE WORLD

Afghanistan Appeal

The country has faced overlapping conflicts, including armed conflict, an earthquake, and drought. Internal displacement, civilian casualties, economic crisis, and lack of medical care mean that many Afghans continue to need humanitarian aid. Over 28 million people in Afghanistan require humanitarian assistance, largely due to the three years of drought. Through multiple collaboration efforts, the Canadian Red Cross and its partners in the Red Cross Red Crescent Movement have made a vital contribution to help improve the lives of millions of Afghan people, providing essential aid and support in their most challenging times.

Credit: Meer Abdullah / IFRC



Libya Floods

On September 10, 2023, Storm Daniel hit the northeastern part of Libya. The harsh weather conditions, including strong winds and sudden heavy rainfall, led to massive flooding, severely impacting infrastructure. Floods have carried away entire neighbourhoods. Thousands remain missing, and more than 40,000 people are displaced from their homes. The Canadian Red Cross sent modules and experts from our Emergency Response Unit. The equipment will remain in Libya for the Libyan Red Crescent's future use. Tonnes of supplies, including hygiene kits, blankets, kitchen sets, family tents, and respirator masks, were also flown in.

Credit: Fatih İşçi / Turkish Red Crescent



Morocco Earthquake

The earthquake that hit Morocco on September 8, 2023, caused widespread devastation. Thousands of people lost their lives with many more injured. About 50,000 families lost their homes. The Canadian Red Cross contributed \$1,000,000 to the International Federation of Red Cross and Red Crescent Societies (IFRC) to help respond to the immediate needs of the people affected by the earthquake and mobilized three humanitarian experts to support the Morocco Earthquake response.

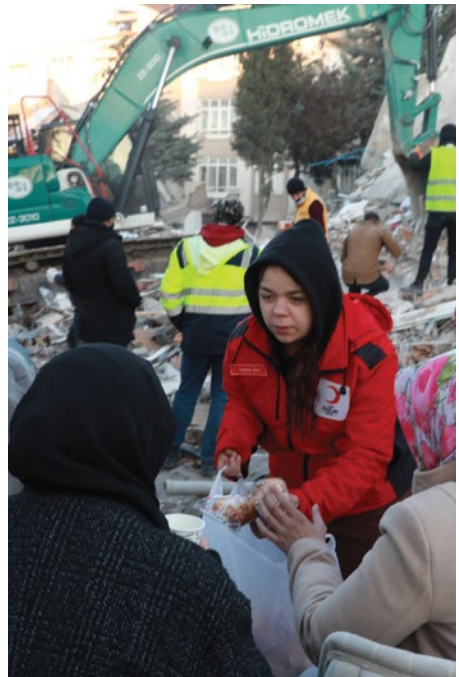
Credit: Moroccan Red Crescent



Türkiye and Syria Earthquake

People in Türkiye and Syria awoke to chaos in February 2023 after earthquakes and aftershocks collapsed buildings and endangered countless lives. The devastating earthquakes caused severe damage to homes and critical infrastructure in multiple regions in Türkiye and northern Syria. Over 15 million people were impacted. The Canadian Red Cross shipped 22,200 relief items, including family tents, tarps, kitchen sets, and hygiene kits. We contributed funding for winterized tents, medications, cholera kits, cash assistance, and many other initiatives. 13 humanitarian experts were deployed, specializing in areas such as operations management, healthcare, public health, psychosocial support, shelter and Protection, Gender and Inclusion.

Credit: Turkish Red Crescent



International Council

TCIC GENEVA 2024

Anna Hunt-Binkley Tiffany Circle Intl. Council Chair
Geneva Advisory Committee—*Kelowna, B.C.*



The Tiffany Circle International Council (TCIC) is comprised of Tiffany Circle members and National Society staff representatives from the seven countries with a Tiffany Circle, namely the United States, Canada, the UK, Australia, Netherlands, Switzerland, and Germany.

The goal of the TCIC is to support Tiffany Circles, provide engagement opportunities for members, and, most importantly, promote the formation of Tiffany Circles in countries that have yet to form one.

The planning for the 2024 International Geneva Summit (which occurs every 4 years) is well underway. Anna Hunt-Binkley, past National Co-Chair of the Tiffany Circle Canada with Row McGilvray, Chair of the Australian Tiffany Circle and Dania Samawi, founding member of the Swiss Tiffany Circle, have worked with the staff and other TC members to plan this amazing event.

The event titled “Journey of Humanity” in Geneva Switzerland from October 2nd to 5th, 2024 will be sure to engage and to inspire all attendees with fascinating programming that will feature highlights of the Red Cross and Red Crescent Movement, including the formation of the Movement and its contribution to the Geneva Conventions. It will also review the challenges and opportunities faced by the International Committee of the Red Cross (ICRC) and the International Federation of Red Cross and Red Crescent Societies (IFRC).

Additionally, there will be several optional unforgettable excursions available to attendees. One will be a side trip to Solferino, Italy - the birthplace of the Red Cross and Red Crescent Movement. Plus, a Henri Dunant Walking Tour will allow guests to immerse themselves in a journey through historic Geneva and visit the significant buildings and monuments depicting the life of Henry Dunant, the visionary and founder of the Movement.

Further details including cost and registration links will be available early in 2024.

Journey of Humanity will be an incredible opportunity to meet Tiffany Circle members from various countries, to see and hear about their steadfast commitment to the Movement, to see the bonds among them and to learn more about how they support their National Society financially and otherwise.

We look forward to seeing you there!

Tiffany Circle Members

ACROSS THE WORLD



Women Leading Through Philanthropy Making a Global Impact

- **USA:** founded in 2007, 1,215 members, over \$197.94 million USD raised to date
- **Canada:** founded in 2011, 72 members, over \$10.36 million USD raised to date
- **UK:** founded in 2012, 28 members, over \$6.68 million USD raised to date
- **Australia:** founded in 2014, 53 members, over \$3.82 million USD raised to date
- **Netherlands:** founded in 2016, 13 members, over \$1.51 million USD raised to date
- **Switzerland:** founded in 2021, 11 members, over \$0.42 million USD raised to date.



1,392

Tiffany Circle members globally to date*

**Global Statistics of Tiffany Circle
as of June 30th, 2023*



\$220.73 million USD

total direct financial contribution from all the Tiffany Circles which includes member donations but does not include indirect or influence contributions.

A Perfect Match

TIFFANY CIRCLE X DIRECT MARKETING



The Canadian Red Cross can respond to emergencies and disasters – from individual house fires, power outages and floods to wildfires and hurricanes - quickly wherever and whenever they strike. With your help, we are there to provide hope and recovery long after the headlines fade. We could not do this vital work without help from its tireless supporters, including our Tiffany Circle members.

Through the Annual Tiffany Circle Match program, you've ensured that we provide support to those who need it most while ensuring we can continue preparing for the next emergency.

In 2022, Tiffany Circle members contributed \$277,000 in unrestricted giving towards a matching fund. This program ran a direct mail and digital campaign in June and July 2023 that inspired fellow Canadians to act.

Here are the numbers:

- The direct mail campaign reached over 631,000 Canadian households from coast to coast, providing widespread exposure across the country and raising over \$3.5 million from more than 40,000 donors.
- The email and digital advertising portion of the Tiffany Circle campaign raised \$1.2 million through 9,292 donations.
- This campaign raised over \$4.5 million from more than 57,000 Canadian donors.

This enthusiastic demonstration of generosity makes a tremendous difference in the lives of those impacted by emergencies and disasters. Know that you are giving more than a gift; you are giving hope.

Thank you to everyone who has contributed to our match fund. If you are interested in being a part of this Campaign in 2024, please contact Alison Thornton, Associate Director, Women in Philanthropy, at alison.thornton@redcross.ca

Reflections of Generosity

A LOOK BACK AT THE SUCCESSFUL 2022 HUMANITY IN ACTION EVENT



On June 2, 2022, the O'Rourke Family Estate Winery in the Okanagan hosted its inaugural event that welcomed the Canadian Red Cross and showcased the Time to Act Campaign. A campaign where \$2.5 million was raised, as was people's awareness of the increasing challenges the CRC faces.

The success of this event was made possible by the dedicated efforts of our Tiffany Circle members based in British Columbia—Anna Hunt-Binkley, Shaída Langley, Dorothy Mills, and Tara Henderson. Their leadership and commitment played a pivotal role in making this event a reality.

This exciting event was a fantastic launchpad for continued Time to Act Campaign initiatives. It also helped to create and strengthen local community connections that can be called upon during emergencies and disasters.

Nowhere was this better demonstrated than the tremendous response to the 2023 British Columbia Fires Appeal.

This past summer, British Columbia experienced one of the worst fire seasons on record, with more land impacted than the previous record-breaking years. Areas like Okanagan, Kelowna, Prince George, and Aq'am First Nation required assistance with an immediate response to the disaster and their continued recovery.

Building on the relationships that had been forged with the mission of the CRC at the core, individuals and corporations who attended and supported the Okanagan event financially contributed to this new appeal.

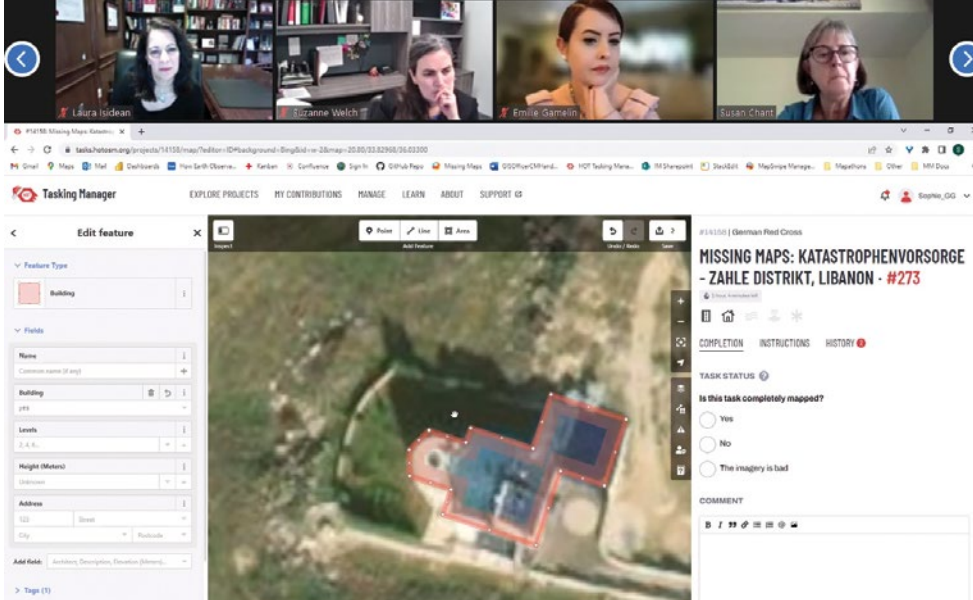
Many publicly promoted the urgent appeal and called upon their personal and professional connections to make a difference.

This response is a ringing endorsement for the CRC and the Time to Act Campaign and demonstrates how coming together for a cause can be a galvanizing experience.

2023 Events

HIGHLIGHTS

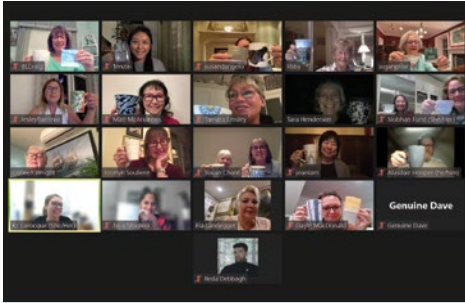
In 2023, we experienced a year filled with celebrations, in-person gatherings and virtual sessions. We were thrilled to witness the enthusiasm and dedication of Tiffany Circle members. We extend our heartfelt thanks for your support and commitment.



January

MISSING MAPS

The Active Philanthropy committee hosted a Missing Maps Workshop on January 26. The Missing Maps initiative is a humanitarian project aimed at mapping regions of the world susceptible to natural disasters, conflicts, and disease epidemics. Tiffany Circle members seized the opportunity to employ this technology in mapping vulnerable areas globally, enhancing disaster response capabilities and empowering local humanitarian agencies to address crises more effectively.



February

TEA TASTING VIRTUAL EVENT

On February 16, Tiffany Circle members enjoyed a delightful virtual tea-tasting experience that combined an educational experience with a social activity. The session

begun with a presentation by Betty Lou Craig, who shed light on Tiffany Circle's active philanthropic engagements that included contributions to Missing Maps and the International Women's Day Initiatives.

We were then joined by Reda Debbagh, Provincial Manager, Canadian Red Cross Emergency Management, who shared insights into the commendable efforts of over 522 staff and volunteers in the aftermath of Hurricane Fiona.

Turning the virtual floor to David O'Connor, Co-founder, Genuine Tea Co., who spoke to the thoughtfully curated tea package that each participant received. He provided an engaging exploration of tea varieties as Tiffany Circle members indulged in sips of their choice of tea.

March

WOMEN SUPPORTING WOMEN- INTERNATIONAL WOMEN'S DAY

On March 8, Tiffany Circle members came together to celebrate International Women's Day by giving back. Our individual members supported their local women's shelters with comfort packages that included items of need based on the requirements of the individual shelter. Popular items included: personal care products, gift cards, soap, laundry detergent and Canadian Red Cross personal first aid kits and emergency preparedness items, such as mylar blankets.





June

SOCIAL PRESCRIBING PRESENTATION

On June 8, Tiffany Circle members enjoyed learning about the new Canadian Institute for Social Prescribing (CISP) anchored by the Canadian Red Cross.

We were joined virtually by Sonia Hsiung, Director of Community Health and CISP, and the session provided insights on Social Prescribing as the intersection of traditional clinical care (“Prescribing”) with social and community supports essential for wellbeing (“Social”). This approach aligns with the global movement, and practitioners in Canada are referring to as Community Connectors.

The overarching goal is to consider all facets of an individual's wellbeing—physical, psychological, welfare, social, and spiritual—in the context of determinants of health.

Numerous Canadian Red Cross programs, such as Friendly Calls and Emergency Management, fall within the Social Prescribing Framework. Ongoing efforts aim to enhance impact by incorporating social prescribing approaches and principles into new and existing programs.



October

CRC IN ACTION- MISSISSAUGA

On October 5, as part of Canadian Red Cross (CRC) In Action, Tiffany Circle members had the opportunity to tour the Emergency Response Module (ERM) in the parking lot of the Mississauga office. Our members and their guests were

treated to a firsthand look at a mobile medical unit and basecamp.

Tiffany Circle members engaged with CRC delegates: Meagan McConnell, Mental Health Specialist for Ontario, Lynn Henderson, Registered Nurse and CRC International Delegate, Joycelyn Akuoko, Public Health Specialist, and Barry Laverick, ERU Technician. The delegates provided personal stories and insights into the functionalities of the two tents and discussed how these structures could be deployed in Canada.

Considering the escalating frequency, intensity, and duration of natural disasters and emergencies, the event emphasized the critical importance of being prepared and ready to respond at an elevated level. This elevated level requires the CRC to adopt a proactive approach to disaster management rather than merely reacting.

October

AMERICAN RED CROSS TIFFANY CIRCLE SUMMIT – WASHINGTON, D.C.

Canadian Tiffany Circle members travelled to participate in the 2023 US Tiffany Circle Summit themed “A Blueprint for Action” held in Washington, D.C. on October 6-7. The Canadian Tiffany Circle representatives comprised of Susan Chant, Anna Hunt-Binkley, Linda Phillips, Jocelyn Souliere and Rosalie Tennison.



During the summit, Tiffany Circle members had the opportunity to network and connect with fellow members from various national societies. The two-day event featured informative and engaging discussions that revolved around issues such as: adapting the American Red Cross’s mission in the face of ongoing disasters, the current state of the organization, and a focus on the US Tiffany Circle Project of choice, which aims to find a cure for individuals affected by Sickle Cell Anemia.



October

12th ANNIVERSARY EVENT

We were excited to host our 12th Anniversary Celebration in Québec City on October 26-28. It was a fantastic opportunity for Tiffany Circle to reconnect with each other and engage with the organization.

On Thursday, October 26, the event began with the National Steering Committee meeting that was a hybrid format and open to the full membership. This informative session was followed by the incredible and delicious, 27th Expérience Gastronomique Gala at the Fairmont Le Chateau Frontenac.

Starting early on Friday, October 27, members participated in a full day of programming led by Canadian Red Cross (CRC) leadership and program staff.

Joining Janet Johnson, Chief Development Officer, was Conrad Sauvé, Chief Executive Officer, to discuss the complexities of humanitarian crises in the Middle East and Ukraine and the importance of neutrality. Closer to home, Pascal Mathieu, Vice President, Québec, shared insights into the province's challenging year, marked by record forest fires, floods, and evacuations.

We marked the ten year anniversary of the tragedy in Lac- Mégantic, Québec with Sebastian Labranche, Director Emergency Management, who recounted what that day and the following months were like. In an emotional conversation, Sebastian was joined by the Mayor of Lac- Mégantic, Julie Morin, and Councillor Yves Gilbert, to discuss the disaster and what hope means for their community.

The afternoon featured sessions on the current state of fundraising and a look towards new opportunities. We also heard from Tim Stringer, Indigenous Coordinator, who highlighted CRC's commitment to improving Indigenous community relations and emphasizing cultural safety.



Finishing the day was Laurence Lépine, Acting Director, Mental Health and Psychosocial Support (MHPSS), who outlined priorities for establishing normalcy for disaster-affected individuals. The simple act of cooking a meal with your community members, family and friends can have a tremendous impact.

The event concluded with our Annual Charm Dinner that celebrated and recognized the years of ongoing support and dedication to the Tiffany Circle.

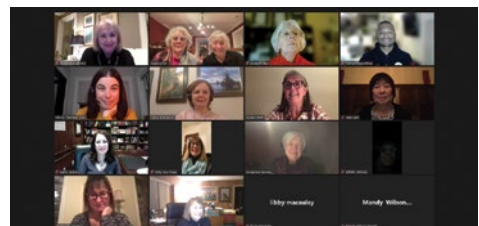
Special thanks to our Tiffany Circle Co-Chairs, Susan Chant and Betty Lou Craig, for their guidance and effort. We are grateful for our Tiffany Circle members' dedication and support and commitment to the Canadian Red Cross.



November

BE READY WORKSHOP

On November 28, Tiffany Circle members engaged in an enlightening virtual session on disaster preparedness led by Vishva Rangunathan, Emergency Management Coordinator.



The workshop taught members to develop a comprehensive emergency plan for various scenarios, including floods, wildfires, earthquakes, or power outages. This included the importance of having a well-prepared emergency kit, and essential tips to enhance their preparedness and facilitate recovery in emergencies.

Volunteering

WITH THE CANADIAN RED CROSS



LAURA ISIDEAN, Social Prescribing- Advisory Committee

My journey with the CRC started as a volunteer in 2015 when I joined Toronto Region Council as an advisor. I had the pleasure of being interviewed by Jean Lam, a Canadian Red Cross (CRC) volunteer and Tiffany Circle (TC) member. Jean introduced me to the TC, and when I experienced the 2017 anniversary weekend at her invitation, I was so inspired that I became a TC member on the spot!

Today, I also wear two hats as a CRC volunteer and a TC member. My volunteer roles outside of philanthropy are advisory in nature. I've had the opportunity to serve on Ontario's Provincial Advisory Committee, supporting the VP Ontario on volunteer engagement. As part of this, I've been involved in organizing and emceeding conferences for Ontario volunteers. More recently, I have also joined an advisory committee in preparation for the first in-person international social prescribing conference in Canada in September 2024.

Of course, TC members also contribute in so many ways. Proud to be part of the TC National Steering Committee, where I look for opportunities to bridge the work happening in philanthropy and beyond.

As a volunteer, I have observed the CRC constantly adapting to meet the evolving needs of Canadians. I firmly believe that there is a role at CRC for everyone who wants to be involved. Inspired by the voluntary service principle, I am most excited about two areas: 1) connecting the dots and helping prospective volunteers find their place in this incredible humanitarian organization, and 2) bringing the disaster preparedness or health work of the CRC to our communities, as a means of raising awareness and helping people connect with the organization in ways that are meaningful for them.



LINDA PHILLIPS, Volunteering at Schools

My constant thread of support over the years can be traced to the outstanding work of the Red Cross staff, volunteers, and donors. Upon retirement, I joined the Canadian Red Cross (CRC), Tiffany Circle, to offer my talent, and treasure. My volunteer work includes children and promoting the CRC.

When I go to schools, I am sure to wear my Red Dress with the Zebras. I read A Teddy Bear's Birthday Wish and The Alphabet Stage at least. I bring my teddies, including Rudy, the Red Cross Comfort Bear. He becomes the segue to discuss the importance of the CRC and to show the contents of my emergency kit. The children ask impressive questions, make informative comments, and are inspired to help. I hope I am encouraging today's children to care and be kind to others and become benefactors tomorrow.

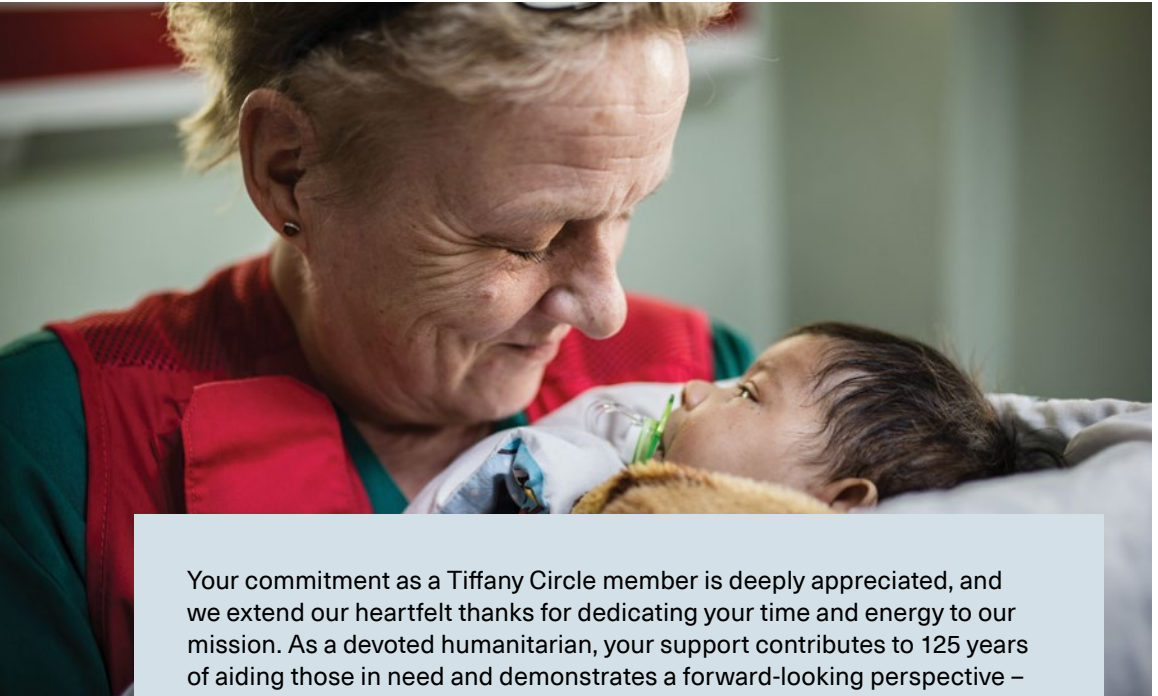
Most recently, I was invited to a library to read Halloween books. Three grade 3 children were eager to tell me, “It was a good thing that you told us about the Red Cross last time because it is the only one that people in the war believe”. I was delighted with their commentary.

I am inspired to promote, support, and serve the Red Cross. I proudly wear my red cross, and in today’s portrayals of world events, I feel constantly challenged and dedicated to being innovative and doing more for the Tiffany Circle. Together, we are stronger, and our fundamental principles guide our work for the betterment of those in need.



Credit: Turkish Red Crescent

Your Lasting Legacy



Your commitment as a Tiffany Circle member is deeply appreciated, and we extend our heartfelt thanks for dedicating your time and energy to our mission. As a devoted humanitarian, your support contributes to 125 years of aiding those in need and demonstrates a forward-looking perspective – ensuring the preservation of values for generations to follow.

Regardless of its size, a bequest ensures the Canadian Red Cross remains a steadfast presence today, tomorrow, and well into the future. By including the Red Cross in your will, you provide for your loved ones and leave behind a significant legacy – one marked by saved lives, protected families, and fortified communities. Your philanthropic spirit and compassion can be immortalized through this enduring gift in your will.

LEGACY CHARM



The lily, embodying peace, serenity, and devotion, symbolizes honour for Tiffany Circle members who have chosen to advance the humanitarian mission by securing its future through planned gifts. Through their generous contributions, these visionary individuals realize their devotion by leaving an indelible legacy.

To discover the enduring impact a gift in your will can make, please contact Shari Lovelock, Senior Director, Campaigns, Major Gifts and Planned Giving, at shari.lovelock@redcross.ca



“After the illness, I lost a lot of weight. Due to a spinal fracture, I stayed home for a long time and couldn’t even buy food for myself. Thanks to the Red Cross, I have such a wonderful helper”

– **MRS. LYUDMYLA** 69-year-old from Drohobych.

According to data from the Ukrainian Red Cross, currently, around a thousand social caregivers across Ukraine provide assistance and support to more than 4,500 elderly individuals who are either alone or conditionally alone and in need of external help.

Thank You

FOR YOUR GENEROSITY



Dear Tiffany Circle,

I continue to be inspired by the sincere and generous commitment to the Canadian Red Cross that I see, year after year, from the Tiffany Circle. Truly, the members of the Tiffany Circle embody our mission: to help people and communities in Canada and around the world in times of need and support them in strengthening their resilience.

Your generous support is not just measured in tangible supplies, such as after fire kits, teddy bears for children, or even emergency shelters against the elements. There is the human element as well. Even seeing a friendly face or hearing a sympathetic voice can mean everything to someone in the worst time of their life. As mentioned earlier, when Michele finally made it to Edmonton after escaping the Wildfires in the Northwest Territories, there were Red Cross volunteers ready to welcome her and lift her spirits. The Tiffany Circle does not just touch the concrete relief supplies – you touch the humanitarian spirit of thousands.

The strength of the Red Cross is our combination of community-based and global support. You are part of that worldwide network.

I leave you with Nezha's story. Nezha lives in Morocco and you would have seen a picture of her earlier. During the September earthquake, her local hospital was heavily damaged, and the Moroccan Red Crescent set up several makeshift medical tents in the streets. Nezha managed to reach one of those tents, and her baby son Anas was born there. Nezha gratefully named him after one of the Red Cross Red Crescent nurses who helped her.

Nezha's smile and the smiles on the faces of the local nurses who cared for her, are a ray of sunshine in the difficult times Nezha and her family are going through. It is moments like this—a mother cradling her healthy newborn son—that keep the volunteers and staff going amid the heartbreak and devastation. I hope you are smiling as well, knowing that your generous support led to this precious moment and countless others.

You give hope amidst the chaos and destruction to mothers and newborns like Nezha and Anas and so many here at home and around the world.

Thank you on behalf of our staff, volunteers, and the communities we serve. **Your support has been truly life-changing** for thousands of people around the world. For your generosity, kindness, and time, the Red Cross sincerely thanks the Tiffany Circle.

Sincerely,

A handwritten signature in black ink, appearing to read 'Conrad Sauvé', written in a cursive style.

Conrad Sauvé
President and CEO,
Canadian Red Cross

With Appreciation

TIFFANY CIRCLE MEMBERS

Beverley Angus
Katie Armitage
Ingrid Balinski
Louise Anne Barsotti
Susan Chant
Chiachen Cheng
Fran Clark
Betty Lou Craig
JoAnn Daxner
Roma Dubczak
Helen Eastaugh
Tamara Emsley
Lesley Flaminio
Siobhan Furst
Bernadette Geronazzo
Dennine Giles
Stacey Good
Elizabeth Hamilton-Keen
Nancy Hamm
Laurie Hay
Maggie Hayes
Tara Henderson
Diana Hogarth
Miranda Hubbs
Anna Hunt-Binkley
Laura Isidean
Martha Jodrey
Susan Jones
Karin Kuntz
Jean Lam
Ela Landegger
Shaida Langley
Anita Lawrence
Josephine Lennon
Nancy Love
Madeline Lunney
Libby MacAulay
Gayle MacDonald
Jane Marrone
Judy Matthews
Mari McAndrews
Celia Meade
Ann Medina
Carole-Ann Miller
Dorothy Mills
Tanja Mirazic
Celia Overend
Beverly Owens
Karyn Mullen
Linda Phillips
Susan Prior
Annette Revet
Julie Shaw
Peggi Shepherd
Jocelyn Souliere
Juliana Sprott
Larisa Sprott
Vizma Sprott
Rosalie Tennison
Carolyn Vnoucek
Cathy Warner
Brenda Welch
Erica Welch
Suzanne Welch
Caroline Zayid
5 anonymous members

CRC in Action

EVENT







**Canadian
Red Cross**

**Tiffany
Circle**

WOMEN LEADING THROUGH PHILANTHROPY

[REDCROSS.CA/TIFFANYCIRCLE](https://redcross.ca/tiffanycircle)

Charitable #119219814RR0001