



Canadian
Red Cross

Tiffany
Circle



TIFFANY CIRCLE

Year in Review 2024

WOMEN LEADING THROUGH PHILANTHROPY



For many Indigenous people in Canada, being in, around or on the water is a part of everyday life. The Red Cross' Indigenous Swim program is helping teach kids water safety skills, and training youth like Tia to be aquatic leaders in their communities.

Photo: Smith & Co. Photography

COVER: The VandenBroek family is extremely grateful for the support they received from the Canadian Red Cross after the destructive 2024 Alberta Wildfires. The teddy bears provided to their two children made them extremely happy, and Trisha, their mother, was relieved about the joy it brought her children in such a difficult time. Her daughter, Mackenzie, aged five, jumped around and nicknamed the teddy bear "Teddy," excited about making a new friend.

Table of Contents

04
MESSAGE FROM JANET JOHNSON

05
MESSAGE FROM CO-CHAIRS

07
TIFFANY CIRCLE IN NUMBERS

15
OUR WORK IN CANADA

21
A PERFECT MATCH

22
2024 EVENTS

31
VOLUNTEERING WITH CRC

34
MEET OUR NEW MEMBERS

Message from Janet Johnson

CHIEF DEVELOPMENT OFFICER



As I reflect on the tremendous impact of the Canadian Red Cross over the past 12 months, I am deeply grateful to count this passionate group of Canadian women among our greatest supporters.

Your continued commitment to the Tiffany Circle, as well as the Red Cross and Red Crescent Movement, is a testament to your unwavering dedication to the largest humanitarian network in the world. With your support, we ensure that no one is ever truly alone, even in the darkest moments of their lives.

In this Year in Review, you will see the powerful stories of how the Tiffany Circle strengthens and uplifts our response, recovery, resilience and the hope of the human spirit.

Your kindness was instrumental during the wildfires that impacted Labrador and Newfoundland. You helped us welcome residents of Labrador City who had to evacuate their homes, providing warmth and relief. On the other side of the country, we responded to the Alberta wildfires, offering critical support to the residents of Jasper as they returned to their community after the devastation.

Thanks to you, babies like Nous, born safely amidst the destruction in Rafah, Gaza, have brought moments of joy to their families. Your kindness resonates in the Central African Republic, where new mothers, after so much heartbreak, are able to cradle their first babies in their arms.

As we begin 2025, I am proud to stand with the Canadian Red Cross Tiffany Circle as you continue to raise the bar for leadership in philanthropy. Your generosity has already made a lasting impact, and I am excited for all that we will accomplish.

With deep gratitude and anticipation for what lies ahead,

JANET JOHNSON
Chief Development Officer
Canadian Red Cross

Welcome Message

FROM THE CO-CHAIRS



Your passion, dedication and generosity have made 2024 an incredible year for the Canadian Red Cross Tiffany Circle.

In 2024, we connected with you, our valued members, through a mix of virtual and in-person events that inspired and united us. Highlights included the Opioid Harm Reduction session as well as the Virtual Book Club, where members tied their love of reading together with the work of the Red Cross. These were complemented by TC-driven events like International Women's Day and Summer Social, which brought us together to celebrate and connect.

Our in-person events brought even more opportunities to forge and strengthen our friendships and celebrate our shared humanitarian mission. The **Annual Tiffany Circle Anniversary in Halifax** brought together members from across the country to hear from local leadership, on-the-ground experts and dedicated Atlantic Canada volunteers.

The **Tiffany Circle International Council (TCIC) Geneva Forum** was the highlight of the year, offering a unique opportunity to engage with the global Movement, connect with members worldwide and further our understanding of its work.

In Toronto, we participated in the first **International Social Prescribing Conference**, exploring community-based health approaches. Additionally, we were moved by our unique opportunity to visit and participate in the meaningful work done by the Red Cross Greater Toronto Area **Mobile Food Bank**.

We've also continued to make a financial impact at the Red Cross through our personal contributions and pairing with the tremendously successful **Tiffany Circle Matching Funds Program**. It is an opportunity to double the impact of our gift, amplify our message, connect with fellow supporters and strengthen the heart of our Circle.

However, this year also brought us sadness. We are deeply grieved by the loss of our beloved sister Brenda Welch, a founding Tiffany Circle member. Brenda's unwavering dedication and generous spirit have left a legacy within our sisterhood. She will always be remembered with love and gratitude.

Thank you to each one of you for being part of this journey with us.

Here's to another amazing year filled with connection, inspiration and impact.

SUSAN CHANT
Tiffany Circle
Co-Chair

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 & Strategic Planning
Regina, SK



Laura Isidean
Commitment & Engagement Committee
Toronto, ON



Jean Lam
Awareness Committee
Toronto, ON



Jane Marrone
Recruitment Committee Co-Chair
Toronto, ON



Linda Phillips
Recruitment Committee Co-Chair
Whitbourne, NL

● National Steering Committee Members at large



Anna Hunt-Binkley
Geneva Forum Advisory Committee Co-Chair, Tiffany Circle International Council
Kelowna, B.C.



Siobhan Furst
Tiffany Circle International Council Co-Chair
Waterloo, ON



Bernadette Geronazzo
Recruitment Committee
Calgary, AB



Caroline Zayid
Recruitment Committee
Toronto, ON



Celia Johnson
Awareness Committee
Regina, SK



Annette Revet
Strategic Planning Committee
Regina, SK



Susan Prior
Ottawa, ON



Mari McAndrews
Raleigh, NC



Stacey Good
Kitchener, ON

Tiffany Circle

2024 IN NUMBERS



*Note: Final Fundraising numbers from Philanthropy Support in January 2025.

Membership Breakdown



Membership Description

Family Link: A gift of \$1,000 for a prospective family member to be fulfilled within one year	Annual Membership: A pledge of \$10,000 to be fulfilled within one year	Humanity Level: A pledge of \$100,000 to be fulfilled within 10 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	Universality level: A pledge of \$750,000 to be fulfilled within 15 years	Neutrality level: A pledge of \$1,000,000 to be fulfilled within 15 years	

Our Impact

Total Gift Revenue including Influenced Gifts:
\$3,121,512.75

Total number of gifts:
76



Total raised since 2011:
\$25,796,419

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 in our programs and services.

JASPER, ALBERTA—As families returned to devastated homes in Jasper, the Canadian Red Cross was there for them in this difficult time. At the request of the Municipality of Jasper, and in collaboration with Parks Canada and the Alberta Emergency Management Agency, the Red Cross supported a Re-entry Support Centre in Jasper. The Re-entry Support Centre was a one-stop location to provide residents with information and supplies as they returned to their communities and began to recover from the wildfires.

Photo: Angela Hill / Canadian Red Cross



Item Name: Canadian Red Cross Bear
PO#: 17129/2
Made in China
Ctn No: 50 of 108
Qty/ctn: 50 pcs
G.W.: 6.74 KG
N.W.: 0.71 KG
Meas: 40X40X52CM

Hope Amongst the Rubble

AT A RED CROSS FIELD HOSPITAL

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 International Committee of the Red Cross (ICRC) and several other National Red Cross Red Crescent Societies.

This facility is equipped, as much as it can be, with essential surgical equipment, medicines, diagnostic tools and disinfecting products, all vital in a setting where essential supplies have been destroyed and resources which are being allowed into Gaza are limited and scarce.

While there are many difficult times for the Red Cross Red Crescent teams working in the ICRC Field Hospital, there are also moments of hope and joy. Like the birth of Nous.

Little Nous is one of 168 babies born at the field hospital. For her mother, Eman, and father, Daif, Nous' birth is a milestone to be cherished, when moments like these can be hard to come by.

Your support continues to sustain these essential services, bringing much-needed care and hope to Eman, Daif, Nous and so many families like theirs.



“ In the maternity ward, maybe we see more happiness than sadness because the little ones give us a bit of hope and we become more optimistic about the future.”

— Holmfrí insur Gar krarsdóttir, ICRC Midwife



Tiffany and Craig faced uncertainty around having a home for their new puppy, and they constantly watched the latest wildfire information during their evacuation.

“ But we could, because we were very fortunate. We were able to bring the puppy home.”

Coming Home

TO JASPER

Tiffany, Craig and their puppy Zissou were overjoyed to be returning home to Jasper, after being forced to evacuate ahead of the devastating 2024 Alberta Wildfires. They were supported by the Canadian Red Cross throughout their evacuation period. “They were one step ahead of us to welcome us where we needed to be on our next step of our journey. And it was just very respectful,” said Tiffany.

At the request of the Municipality of Jasper, and in collaboration with Parks Canada and the Alberta Emergency Management Agency, the Red Cross supported a Re-entry Support Centre in Jasper to provide residents with information and supplies as they begin to return and recover from the wildfires. The financial assistance received by Jasper evacuees helped Tiffany and Craig with fuel, toiletries and other necessities.

“When you do donate to the Red Cross, it does get to where it needs to be and it’s helping everybody that needs it.” – Tiffany



Photo: Quinn Dunphy

Quinn Dunphy is a Canadian Red Cross emergency management volunteer in Alberta and Manitoba. She provides in-person and virtual assistance to people following an emergency.



Our Work

IN CANADA



Recovering and Ready

Hurricane Fiona made landfall as a post-tropical storm on September 24, 2022. This past year, Canadian Red Cross experts visited Rose-Blanche and Burnt Islands as part of a new emergency preparedness program. The program aims to help remote communities be ready to respond on their own in the initial hours and days after an emergency. With collaborative emergency preparedness efforts like this, we can improve emergency preparedness and readiness.



Indigenous Swimming and Water Safety Program

This life-saving program began in Alberta in 2013, and has since expanded to other provinces and territories, including British Columbia, Saskatchewan, Manitoba and Nunavut. The program is delivered by the Canadian Red Cross thanks to grants, corporate sponsors, and donations. In 2024, more than 2,000 people participated in the program. Over 15 new communities were reached, bringing the Indigenous Swim Program to 52 communities across Canada.

Photo: Smith & Co. Photography



Wildfire recovery - Nova Scotia Fires

On July 12, 2024, the Government of Newfoundland and Labrador issued an evacuation order for Labrador City due to a wildfire west of the city. Residents were directed to evacuate to Happy Valley-Goose Bay, which is a six-hour drive east. Five sites were set up initially to provide registration including call centres, reception and information, congregate shelter supports and personal services for up to for 2,500 people. The number of sites was later increased to eight, as over 7,700 individuals registered with the Red Cross for assistance.



“ I knew the difference I could make would be minute in terms of the enormity of need, but showing compassion, kindness, love and care in every way that I could—that justified going on my deployment.”

- Ruth Jebb, 2017 Florence Nightingale Medal recipient and Australian Red Cross International Health Delegate and Disaster Response Team member.

Our Work

AROUND THE WORLD

Hurricane Beryl

In July 2024, Hurricane Beryl hit countries across the south-eastern Caribbean. It affected over one million people in Grenada, St. Vincent and the Grenadines, Barbados and Jamaica, causing severe damage to infrastructure, services and livelihoods. The Canadian Red Cross sent initial emergency relief items from the Government of Canada's stocks to support the Jamaican Red Cross. These items included blankets, kitchen sets, shelter toolkits, buckets, jerrycans and tarps.



Photo: St. Vincent and The Grenadines Red Cross

African Humanitarian Crisis

In times of conflict and disaster, women and girls are often the most greatly affected. In Somalia – Somaliland, the impact of climate change, decades of conflict, deeply rooted inequalities, poverty, a fragile health system and widespread diseases have compounded.

As part of a long-term partnership with Somali – Somaliland Red Crescent Society, the Canadian Red Cross supports menstrual hygiene management, including the distribution of kits to schoolgirls and women who have been displaced due to drought or conflict. 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.



Lebanon Humanitarian Needs

Since mid-September 2024, the situation in Lebanon has deteriorated significantly. The ongoing conflict is impacting people across the country, resulting in damage to homes, hospitals, schools and infrastructure. The conflict exacerbates an already dire socio-economic crisis in Lebanon, where nearly three-quarters of the population live below the poverty line.

The Canadian Red Cross is collaborating with the Lebanese Red Cross to expand support to four primary health care centres, two mobile medical units (one specialized in sexual and reproductive health) and five mobile community outreach teams.



Ukraine Humanitarian Crisis

On July 8, 2024, a wave of explosions struck Kyiv, Dnipro, Kryvyi Rih and Sloviansk in Ukraine. Okhmatdyt Children's Hospital, the largest pediatric facility in Ukraine, was partially destroyed. The Centre for Pediatric Cardiology and Cardiac Surgery, located inside Okhmatdyt Children's Hospital, was also impacted. Ukrainian Red Cross teams helped evacuate injured children and adults, clear rubble and provided first aid and psychosocial support.

According to the World Health Organization (WHO), there have been over 1,920 attacks since February 2022 on Ukraine's health sector. The Canadian Red Cross sent financial aid to specifically support the repair, refurbishment and replenishment of health centres.

International Council

TIFFANY CIRCLE

Siobhan Furst

Tiffany Circle International Council Co-Chair—*Waterloo, ON*



Over the last year, the Tiffany Circle International Council (TCIC) has been busy presenting and meeting with Red Cross staff from around the globe to further expand Tiffany Circle (TC). We hosted many guests from interested national societies at the Geneva Forum as we demonstrated the impact of our network and the value of gathering with a focus on the Red Cross and Red Crescent mission.

The TCIC has developed relationships with Red Cross and Red Crescent staff through GLOW Red and Skillshare. GLOW Red is a global women's leadership network within the Red Cross and Red Crescent that aims to address gender equality and equal opportunities across the Movement. Additionally, the IFRC leads the Skillshare program in collaboration with the ICRC, creating a platform for global philanthropy colleagues to connect, exchange insights, and share best practices. Through GLOW Red and Skillshare, we can share our collective global Tiffany Circle experiences and expand to new countries.

Josie Tong, an American TC member, has been engaged in outreach to the **Asia-Pacific** region. In a truly global effort, Josie has connected with Canadian members to reach out to Singapore (Laura Isidean/Chia-yi Chua) and Japan (Mari McAndrews) to explore both countries' interest in TC.

In the **Caribbean**, Bermuda and the Cayman Islands appear poised to start their respective Tiffany Circle groups in 2025.

In **Europe**, outreach to additional countries meant that there has been interest expressed by Poland, Georgia and Romania. There are also further discussions with Türkiye following the Geneva Forum and with Ukraine following an event held with the Canadian Red Cross in Toronto.

Earlier this year, we saw the start of a TC collaboration between four **West African** nations to start their own group. Now, the West Africa TC celebrates its first five members with two in Senegal, two in Ghana and one in Nigeria. Elsewhere on the continent, Kenya and South Africa are also voicing an interest in TC.

Please contact Siobhan Furst at furstmom@gmail.com to learn more about the global network of the Tiffany Circle International Council.

Tiffany Circle Members

ACROSS THE WORLD



Women Leading Through Philanthropy Making a Global Impact

- **USA:** founded in 2007, 1,215 members, over \$234.89 million USD raised to date
- **Canada:** founded in 2011, 72 members, over \$10.85 million USD raised to date
- **UK:** founded in 2012, 28 members, over \$6.83 million USD raised to date
- **Australia:** founded in 2014, 53 members, over \$4.33 million USD raised to date
- **Netherlands:** founded in 2016, 13 members, over \$1.68 million USD raised to date
- **Switzerland:** founded in 2021, 11 members, over \$0.56 million USD raised to date.



1,459

Tiffany Circle members globally to date*

Global Statistics of Tiffany Circle as of June 30, 2024.



\$259.14 million USD

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



In late June 2024, evacuation alerts were issued by The Yukon Emergency Measures Organization due to the Roaring Fork and Wrong Lake fires. The Government of Yukon and the Canadian Red Cross have a longstanding partnership during wildfires, flooding and other emergencies. When people in Yukon are affected by disasters or emergencies, the Red Cross provides emergency support services on behalf of the Government of Yukon.

A Perfect Match

TIFFANY CIRCLE X DIRECT MARKETING

The Canadian Red Cross responds to emergencies and disasters—from individual house fires, power outages and floods to wildfires and hurricanes—promptly, wherever and whenever they strike. This vital work is only possible because of the unwavering generosity of dedicated supporters like our Tiffany Circle members. Through the **Annual Tiffany Circle Matching Funds** program, you’ve not only brought relief to those in need but also helped ensure we can prepare for whatever comes next.

In 2024, Tiffany Circle members came together to raise an astounding \$313,000 for the Annual Tiffany Circle Matching Funds program. This extraordinary generosity powered a record-breaking campaign throughout spring and summer 2024 that inspired Canadians to act.

The Results:

- Over **\$6.1 million** from **67,958 donors**
- Average gift of **\$91.18**
- A **55%** increase in email revenue
- **50** inquiries about the Tiffany Circle program

Thanks to this support, the Red Cross can act swiftly in times of crisis, providing immediate relief and long-term recovery for those impacted. You’ve empowered us to deliver hope and resilience to communities in need while ensuring we’re ready to face future challenges head-on.

Thank you for making a difference.

Thank You

Thank you to everyone who has contributed to our Annual Tiffany Circle Matching Funds campaign. If you are interested in being a part of this campaign in 2025, please contact Alison Thornton, Associate Director, Women in Philanthropy, at alison.thornton@redcross.ca.

2024 Events

HIGHLIGHTS

This year, Tiffany Circle members had the opportunity to take part in a variety of events, from informative virtual sessions to engaging in-person gatherings and even a long-awaited international conference.



February

OPIOID HARM REDUCTION VIRTUAL SESSION

On February 13, Tiffany Circle members joined a virtual session on Opioid Harm Reduction led by Canadian Red Cross colleagues Kevin Paes and Jeannene Crosby. As the opioid crisis impacts communities across Canada, this session increased awareness and knowledge among participants, highlighting the significant role of the Red Cross in prevention and education.

Paes and Crosby introduced members to core aspects of harm reduction, including stigma reduction through person-first language, understanding opioid poisoning and the life-saving potential of naloxone.

This session provided an action path for Tiffany Circle members, encouraging them to spread awareness and support local access to naloxone.



March

INTERNATIONAL WOMEN'S DAY

This year to mark International Women's Day on March 8, several Tiffany Circle members partnered with their communities to show their support for local women's initiatives across the country.

In Ontario, Jean Lam and her two book clubs gathered supplies and donations for two women's shelters. Fran Clark, Sue Chant, Jane Marrone and Laura Isidean worked with North York Women's Shelter to prepare 40 comfort packages. Each package included Red Cross bandages and tissues, as well as gift cards to No Frills and Shoppers Drug Mart.

In New Brunswick, Betty Lou Craig organized donations to support mothers and children at Sanctuary House with the help of her exercise and ukulele groups. Together, they prepared 15 bags filled with essential items, with a special heartwarming touch - one of the ladies hand-knitted soft, cuddly toys for the children.

These packages provided practical items and a reminder to the recipients that they have a network of people who care about their well-being.



April

ANNUAL ANNIVERSARY EVENT

We celebrated the 13th Annual Tiffany Circle Anniversary in the historic port city of Halifax, Nova Scotia. This gathering brought together Tiffany Circle members from across the country to hear from regional leadership and covered programming unique to Atlantic Canada. Members also participated in sessions that underscored the critical work of the Red Cross.

The event featured the powerful “Truth Before Reconciliation” exercise that fostered a deeper understanding of Indigenous histories and reinforced the organization’s commitment to reconciliation. It was a favourite session of our members.

Next, Community Health took center stage to share about programs like Friendly Calls and the Health Equipment Loan Program. Members also heard from the Senior Legal Advisor of International Humanitarian Law (IHL) on how the Canadian Red Cross plays a role in affirming and upholding these vital rules.

It is truly a family affair with the Tiffany Circle as many of our members have Red Cross stories that span generations. Long-time member, Sue Prior, shared her deeply personal story. In 1946, she and her mother were welcomed and supported by the Red Cross upon their arrival in Canada at Halifax’s Pier 21. Stories like this illustrate the enduring legacy of the Red Cross and its profound impact on individual lives.



This event also provided a special opportunity to meet Mila Zidan of Peace by Chocolate, a renowned chocolate company based in Antigonish, Nova Scotia. Founded in 2016 by the Hadhad family after they moved to Canada, the company has become a symbol of resilience and giving back.

Mila shared how Peace by Chocolate has collaborated with the Red Cross on over ten fundraising campaigns. This encounter reminded attendees of the power of community partnerships in making a lasting difference.

Through interactive experiences, personal stories and inspiring partnerships, Tiffany Circle members left Halifax with a renewed commitment to humanitarian action and strong sense of the power of women in philanthropy.





August

TIFFANY CIRCLE SUMMER GATHERING

On August 1, members gathered at the beautiful Lambton Golf and Country Club in Toronto. The event began with members sharing their Tiffany Circle origin stories that each highlighted a unique personal journey to the Red Cross.

The group was joined by Jane Donville, Senior Director of Strategy Implementation at the Canadian Red Cross, who gave the group insights into the diverse Red Cross programs in Ontario. Topics included migration services, health support in emergencies, Indigenous community assistance and broader community health initiatives. Members expressed a newfound enthusiasm to get involved in these initiatives.

This was made possible by the generous efforts of Laurie Hay and Jane Marrone, whose planning and organization ensured that members felt welcomed and inspired to act.



September

INTERNATIONAL SOCIAL PRESCRIBING CONFERENCE

On September 26-27, the Tiffany Circle took part in the groundbreaking International Social Prescribing Conference hosted by the Canadian Institute for Social Prescribing (CISP) in Toronto. As a first-of-its-kind in-person event, it drew 440 attendees dedicated to bridging clinical and community well-being through social prescribing.

The conference opened with insights from Dr. Dominik Nowak, MD, who discussed the positive impact of social prescribing on patient care. Elder Dr. Albert Marshall's keynote on "Two-Eyed Seeing" captivated attendees, advocating the integration of Indigenous and western approaches to holistic health.

Throughout the conference, Tiffany Circle members engaged with global experts from the U.K., U.S., Australia, Brazil, and Singapore. Sessions explored how social prescriptions like arts, green spaces and community activities benefit overall health. A standout session moderated by a Tiffany Circle member, Laura Isidean, examined how nature and the arts contribute to community health and equity.

The conference underscored the economic and social benefits of social prescribing. Members left with a renewed understanding of the potential of combining healthcare with community engagement.

October

JOURNEY OF HUMANITY, GENEVA FORUM

From October 2—5, the Tiffany Circle International Council (TCIC) Geneva Forum brought together global leaders, visionaries and supporters of the Red Cross and Red Crescent Movement.

From humanitarian law to disaster response, the sessions highlighted global challenges as well as the Movement's innovative solutions, with a special focus on integrating technology in service delivery. Highlights included: insights into the roles of the ICRC and IFRC, the evolution of International Humanitarian Law (IHL) and innovative disaster response strategies using cash assistance and technology.

We also took time to honour the vibrant GLOW Red network. Relevant sessions on digital transformation and global health adaptations underscored the Movement's commitment to innovation and resilience.





Forum attendees explored the power of women's philanthropy and volunteerism through two impactful panels. *Voices of Tiffany Circle* and *Bringing Our Learnings Home: Empowering Women's Philanthropy* featured Janet Johnson, Chief Development Officer, Canadian Red Cross and Anne McKeough, Chief Development Officer, American Red Cross.

Forum Co-Chair, Anna Hunt-Binkley also organized a memorable traditional Swiss cuisine dinner at Auberge de Saviese for the 39 Canadian participants. This special gathering provided an opportunity to come together in a warm and vibrant setting.

The Geneva Forum Gala featured powerful remarks from Ruth Jebb, a live art demonstration and a performance by a youth ensemble of the Afghanistan National Institute of Music. Beyond it being a tremendous inspiration, the evening raised an incredible 19,000 Swiss Francs to support the work of the Movement.

Read more about this event from TCIC Geneva Forum Advisory Committee Co-Chair, Anna Hunt-Binkley, in the following pages.

November

VIRTUAL BOOK CLUB

On November 20, members and guests gathered virtually for a book club event led by Tiffany Circle members Laura Isidean and Mari McAndrews. The featured book, "Fire Weather: A True Story from a Hotter World" by John Vaillant, explored climate change and its connection to devastating wildfires.

The event opened with personal accounts from Canadian Red Cross colleagues, Lynn Henderson and Kyla Ulmer, who shared their recent experiences with wildfire response efforts in Alberta. Their stories shed light on the critical role the Red Cross plays in disaster response.

The discussion continued with members reflecting on the book and sharing their personal experiences with climate-related events, such as wildfires and hurricanes in their communities. Members discussed ways to improve preparedness for such events.

This virtual book club was sparked from our anniversary event in Halifax through a simple book exchange between members – who are voracious readers! It was the perfect combination of a love of books, current events and Red Cross work.



December

MOBILE FOOD BANK

On December 3, Tiffany Circle members volunteered with the Mobile Food Bank in Etobicoke, Ontario. This crucial program provides bi-weekly food deliveries to clients who cannot access traditional food banks. Members received a tour of the facility before sorting food and assembling hampers filled with fresh fruit, vegetables, dairy products and non-perishable items.

This unique volunteer opportunity emphasized the Mobile Food Bank's role in addressing growing food insecurity in the Toronto area. This act of kindness by members ensured over 80 hampers would be ready for the next day.

2025

EVENTS CALENDAR

Get ready, Tiffany Circle members! 2025 is shaping up to be a fantastic year with events that will inspire, connect and celebrate our community. Mark your calendars for these upcoming experiences to support the mission of the Red Cross while bringing us together as a local, national and global network.



PEACE BY CHOCOLATE X CANADIAN RED CROSS

Start the year on a sweet note! On February 19, join fellow members and guests for an exclusive virtual chocolate tasting event. Led by Mila Zidan, Peace by Chocolate, we'll be guided through a tasting journey from the comfort of our own homes. Learn the story behind the company, uncover the flavours behind each delightful piece and share in the company of fellow Tiffany Circle members.



14TH ANNUAL ANNIVERSARY CELEBRATION – MAY 1—3, 2025

We're excited to welcome you to our 14th Annual Anniversary celebration in Toronto, ON, which will be held over three days. This cherished event will bring together members to mark the achievements of the Tiffany Circle and learn about the priorities of the Canadian Red Cross. We will have the opportunity to engage with experts, participate in interactive opportunities and learn more about one another.



U.S. SUMMIT – SEPTEMBER 11—13, 2025

In the fall, join us for the highly anticipated U.S. Summit. This summit will gather Tiffany Circle members, Red Cross leaders and influential figures for two days of inspiration, learning and connection. There will be thought-provoking discussions on key issues, hands-on workshops and a vibrant energy that comes from bringing the American Tiffany Circle community together.

Volunteering

WITH THE CANADIAN RED CROSS



JEAN LAM, Community Connectors Committee

My volunteer journey with the Canadian Red Cross started over 35 years ago when Ingrid Balinski (formerly Klein) invited me to join the Volunteer Resources Committee that she chaired at the Toronto Branch. Throughout my time, I have chaired the Volunteer Resources Committee and served on various board committees.

An early responsibility was to conduct orientation sessions for prospective volunteers. When I asked them about their interest in the Red Cross, many said that they were familiar with the work of the Red Cross or Red Crescent from their home countries. Learning about the history of the Movement and the Fundamental Principles motivated me then and continues to inspire me today!

I represent the Red Cross on the Community Impact Committee of the United Way of Greater Toronto, a role tied to the Red Cross' history as a founding member of the United Way in Toronto.

I recently joined the Ontario Community Connections & Partnerships Working Group co-chaired by Laura Isidean and Liane Fernandes, Vice-President, Ontario. The goal of the Working Group is to build diverse and inclusive community stakeholder engagement and relationships to further enhance our Canadian Red Cross mission. I hope I can help advance awareness of the work of the Red Cross amongst diverse communities.

As a founding member of the Canadian Tiffany Circle, I've had the privilege of serving on the National Steering Committee, which has allowed me to collaborate with passionate women from across the country. Attending the Geneva Conference further deepened my appreciation for the Red Cross' mission and the importance of its fundamental principles. It is a privilege and a joy to be part of this global sisterhood!



LAURA ISIDEAN, 2024 Outstanding National Society Volunteer

On December 5, the International Federation of Red Cross and Red Crescent Societies Region of the Americas celebrated the exceptional contributions of volunteers across the region. We are thrilled that Tiffany Circle member, Laura Isidean, received the prestigious individual award.

Since 2015, Laura has supported numerous projects in a variety of

volunteer roles with the Canadian Red Cross. In each, she has consistently brought dedication, expertise and a willingness to cooperate and get the job done.

Laura served as the inaugural Co-Chair of the Ontario Provincial Advisory Committee, was a Change Champion for the HumanIT Volunteer Experience Transformation Project and serves on the National Volunteer Experience and Engagement Committee. In 2024, Laura applied and was appointed to the National Members Group of the Board.

Recently, Laura made significant contributions as a member of the advisory committee for Canada’s first International Social Prescribing Conference, which the Red Cross has been championing. Her involvement was instrumental in enriching the conference experience and contributing to its overall success.

As a valued member of the Canadian Red Cross Tiffany Circle, Laura sits on the National Steering Committee and is Chair of the Engagement and Commitment sub-committee. Laura moderated a panel at the Canadian International Social Prescribing Conference, executed activities for International Women’s Day and moderated the virtual Book Club event.

Laura’s positive outlook, overriding desire to provide tangible support to those in need and unassuming demeanour are an incredible asset to the Red Cross team. She is tireless in her efforts to ensure her fellow volunteers feel supported and valued.

Reflections on TCIC Geneva Forum by Anna Hunt-Binkley

The TCIC Geneva 2024 Forum “The Journey of Humanity” was an overwhelming success. Tiffany Circle members from six countries experienced a dynamic program featuring speakers from the ICRC and IFRC. Attendees deepened their understanding of the Global Red Cross Red Crescent Movement, formed new connections within and beyond their Tiffany Circles, and strengthened their commitment to their National Societies and the Movement.

Notable outcomes included two attendees joining the Canadian Tiffany Circle. National Society representatives from Bermuda and the Cayman Islands expressed plans to establish Tiffany Circles by 2025. Membership in West Africa grew from two to five. The partnership with GLOW Red was strengthened, and encouragement was provided to the Japanese Red Cross to form a Circle. Additionally, the President of the Georgia Red Cross and an IFRC Europe Vice-President showed interest in forming a Tiffany Circle.

The gala provided several moving experiences. Guests were welcomed into a beautifully illuminated ballroom by a live band. Australian Florence Nightingale Award recipient, Ruth Jebb, shared about her experiences in Gaza. Students from the Afghanistan National Music Institute performed traditional Afghan music.

Guests witnessed the transformation of a large bare canvas to a complete masterpiece depicting the artist’s rendition of the Red Cross with the final inclusion of “HOPE.” This was later auctioned for 19,000 Swiss Francs. The evening ended with dancing, and the atmosphere was filled with camaraderie, inspiration and hope.

The event welcomed attendees from 20 countries, with 170 participants at the Forum and 190 at the Gala.

The organizing Executive Committee, which included the three co-chairs, Row, from the Australian Red Cross, Dania, Founder of the Swiss Red Cross Tiffany Circle, me, National Society staff from the Canadian Red Cross, the U.S. and Swiss Red Cross, along with a representative from both the ICRC and the IFRC, worked tirelessly to ensure the success of this event.

I am honoured and privileged to have co-chaired this major and fantastic event. May we continue to be inspired and continue with our commitment to this worthy cause.



ANNA HUNT-BINKLEY, Geneva Forum Advisory Committee Co-Chair, TCIC

Anna Hunt-Binkley’s leadership and dedication to the Red Cross mission were exemplified through her role as Co-Chair of the Geneva Forum, alongside Dania Samawi from Switzerland and Row McGilvray from Australia. Her vision and innovative ideas were key to the event’s success. Her thoughtful contributions continue to inspire all who work with her.

Meet our

NEW MEMBERS



HEATHER LOHR, Nova Scotia

1. Tell us in one or two sentences about your 'history.'

I was born and raised in Newfoundland. I studied at NL College of Arts, Culture and Design (now College of the North Atlantic), and Acadia University in Wolfville, NS. I married a Nova Scotian farmer 38 years ago and raised our four sons in the Annapolis Valley. My

working career has included working as a dietitian, a retail business owner, restoring and reselling old homes, a vacation rental owner/operator, always a bookkeeper and more recently an artist (working in oils).

2. How long have you been a member of Tiffany Circle? And why did you join?

I joined the Tiffany Circle in August 2024. In April 2024, my husband and I were guests at a Tiffany Circle event in Halifax. I was instantly impressed with the group of friendly ladies I met and inspired by the work of the Red Cross across Canada and internationally. I really look forward to building those relationships.

3. What inspires you?

Nothing gets me more excited than painting large canvases (floral, landscape and abstract oil paintings). I am equally motivated to work with numbers (accounting, math and card games like crib).



DEBORAH SHAFFNER, Nova Scotia

1. Tell us in one or two sentences about your 'history.'

I was a professional accountant with a passion for operations and had a wonderful career in financial and general management for a fast-growing telecommunications company. I retired a few years ago but have not lost my desire to keep learning. I am always seeking ways to

learn, grow and bring value to my community and beyond.

2. How long have you been a member of Tiffany Circle? And why did you join?

I joined in September 2024. I was very impressed by the work of the Red Cross locally with wildfires, floods and the Health Equipment Loan Program. I had been looking for a place to focus my philanthropic efforts. When I heard about the Tiffany Circle and had a conversation with a passionate member, it seemed a natural choice for me.

3. What inspires you?

The dedication and commitment of the incredible number of Red Cross volunteers who give up so much to help others—truly inspirational!



CAROLINE ZAYID, Ontario

1. Tell us in one or two sentences about your 'history.'

I was born in London, England and immigrated to Halifax, Nova Scotia with my family. After studying at Dalhousie University, I moved to Toronto to practice law.

2. How long have you been a member of Tiffany Circle? And why did you join?

I joined the Tiffany Circle in November 2023. I wanted to support the Red Cross' humanitarian work. It seemed like a great opportunity to be a part of a group of impressive women.

3. What inspires you?

The courage and generosity of Red Cross delegates and volunteers who swoop in to support people faced with tragedy and hardship.



A JOURNEY TO MOTHERHOOD: Nina's Story of Hope and Resilience

My name is Nina. I live in Ouandago, Central African Republic. Before the Canadian Red Cross came along, I couldn't have a child. Every pregnancy I had failed, and I didn't know what to do. I was accused of being a bad woman. When the Red Cross arrived, I was told that I had to go to the hospital and follow the advice of the midwives. At first, I didn't want to, and I shied away from the Red Cross workers. But they encouraged me. This is how I am a mother today. I had my little boy. I named him Didier, in honour of the Canadian Red Cross Health delegate at the hospital who helped me so much.

Marguerite, volunteer for the Central African Red Cross Society.

Photo: IFRC

Your Lasting

LEGACY



We are deeply grateful for your support as a Tiffany Circle member. For over 125 years, thanks to the generosity of donors like you, we've been able to provide food, shelter and comfort to people in need across Canada and around the world.

We invite you to consider leaving a lasting legacy of humanitarian support. A gift in your Will, of any amount, means the Canadian Red Cross can continue to be there today, tomorrow and well into the future. You can provide for your loved ones while leaving a meaningful legacy.

To help you plan, we offer free resources: our Will Planning Guide can help you start planning; our Leave a Legacy Brochure features stories from other donors who have left a gift in their Will and our Will Wording page provides you with all the information that you and/or your lawyer will need to write the appropriate clauses. For more details, please visit our Will Power page.

LEGACY CHARM



The lily symbolizes peace, serenity and devotion. With this charm, the Red Cross honours the Tiffany Circle members who have chosen to advance the humanitarian mission by securing its future through a planned gift.

To discover the enduring impact a gift in your will can make, please contact Alison Thornton, Associate Director, Women in Philanthropy alison.thornton@redcross.ca



DESPITE OVERWHELMING CHALLENGES your support is reaching people in need

Kelsey Lemon, Canadian Red Cross Vice-President of International Cooperation, packs a food parcel with Egyptian Red Crescent volunteers at their headquarters in Cairo. Food parcels will be sent to Gaza and distributed to people impacted by the ongoing conflict.

Thank You

FOR YOUR GENEROSITY



Dear Tiffany Circle,

I want to express my heartfelt gratitude for your unwavering support and commitment to the Canadian Red Cross and our shared humanitarian spirit.

Each year, I am more inspired by the incredible impact of the Tiffany Circle. As the Circle continues to grow, its energy is truly uplifting. In a world where crises are becoming more frequent, it is heartening to witness the growing number of people ready to step up and make a difference. Whether responding to climate-related disasters, conflicts or other urgent emergencies, you have been there every step of the way—and for that, we are deeply grateful.

Your generous support resonates not just here in Canada, but around the world. Your support has made a tangible difference in many ways—helping a Red Cross nurse in Rafah deliver little Nous, supporting Health delegate Didier as he helped Nina hold her son for the first time, and ensuring the safety and well-being of children through Tia's Indigenous Water Safety program.

The Tiffany Circle is the very embodiment of the humanitarian spirit. On behalf of the countless communities we serve and the dedicated staff and volunteers who are always ready to respond, I thank you. Our work means everything to those experiencing their darkest moments, and it can only continue because of the generosity of philanthropists like you. While you may not always be there in person, know that your kindness is making the world a better place for so many, both today and in the future.

Thank you for believing in us and in the power of humanity.

Sincerely,

Conrad Sauvé
President and CEO
Canadian Red Cross

With Appreciation

TIFFANY CIRCLE MEMBERS

- | | | |
|-------------------------|---------------------|---------------------|
| Beverley Angus | Miranda Hubbs | Peigi Noble |
| Katie Armitage | Anna Hunt-Binkley | Meghan Pearce |
| Ingrid Balinski | Laura Isidean | Diane Peters |
| Mary Ball | Martha Jodrey | Linda Phillips |
| Louise Barsotti | Celia Johnson | Susan Prior |
| Lucy Boguski | Bonnie Keefer Prior | Annette Revet |
| Rosanne Cerello-Lin | Karin Kuntz | Maureen Rogers |
| Susan Chant | Jean Lam | Deborah Shaffner |
| Chiachen Cheng | Ela Landegger | Julie Shaw |
| Fran Clark | Shaيدا Langley | Keeley Shaw-Antonio |
| Betty Lou Craig | Anita Lawrence | Peggi Shepherd |
| JoAnn Daxner | Nina Leemhuis | Jocelyn Souliere |
| Roma Dubczak | Heather Lohr | Juliana Sprott |
| Helen Eastaugh | Nancy Love | Larisa Sprott |
| Tamara Emsley | Madeline Lunney | Vizma Sprott |
| Lesley Flaminio | Libby Macaulay | Rosalie Tennison |
| Siobhan Furst | Gayle MacDonald | Carolyn Vnoucek |
| Bernadette Geronazzo | Jane Marrone | Cathy Warner |
| Dennine Giles | Judy Matthews | Brenda Welch |
| Stacey Good | Mari McAndrews | Erica Welch |
| Katie Greene | Celia Meade | Suzanne Welch |
| Elizabeth Hamilton-Keen | Carole-Ann Miller | Christine Wilson |
| Nancy Hamm | Samantha Miller | Mila Zidan |
| Laurie Hay | Alyssa Miller | Caroline Zayid |
| Maggie Hayes | Dorothy Mills | 3 anonymous members |
| Tara Henderson | Tanja Mirazic | |
| Diana Hogarth | Karyn Mullen | |

List as of December 31, 2024



**Canadian
Red Cross**

**Tiffany
Circle**

WOMEN LEADING THROUGH PHILANTHROPY

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

Charitable #119219814RR0001