



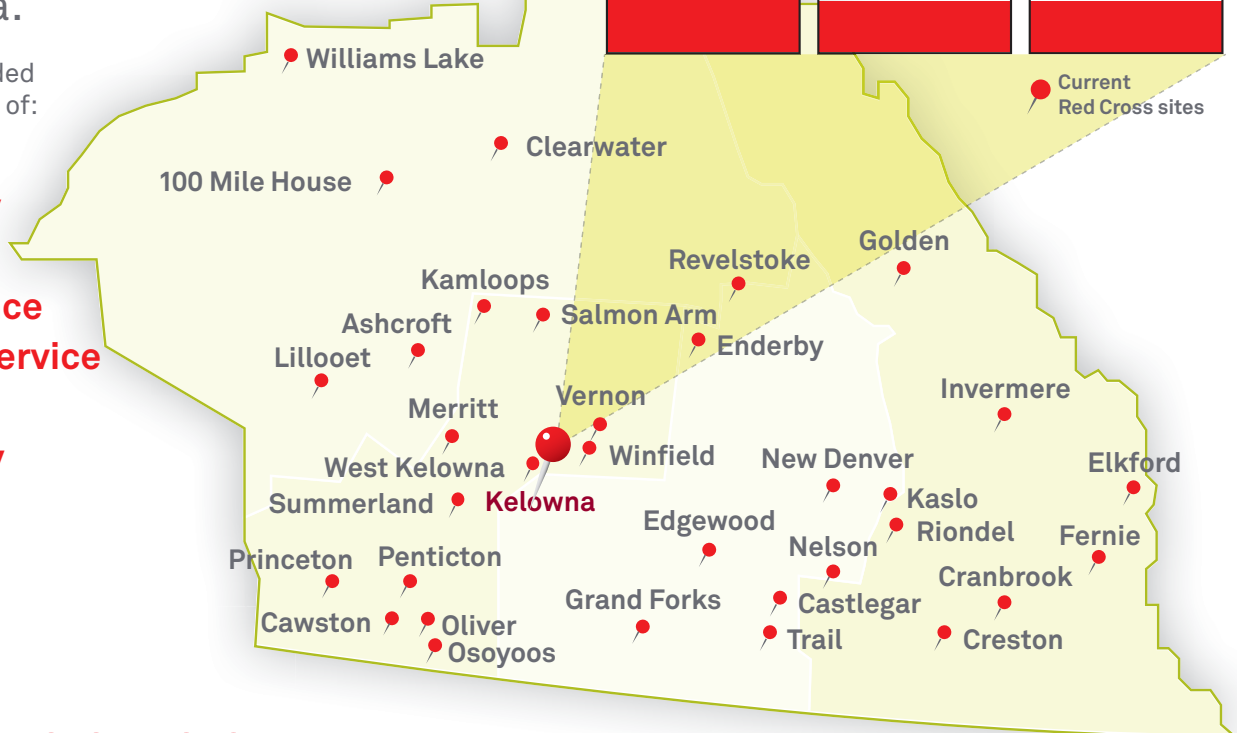
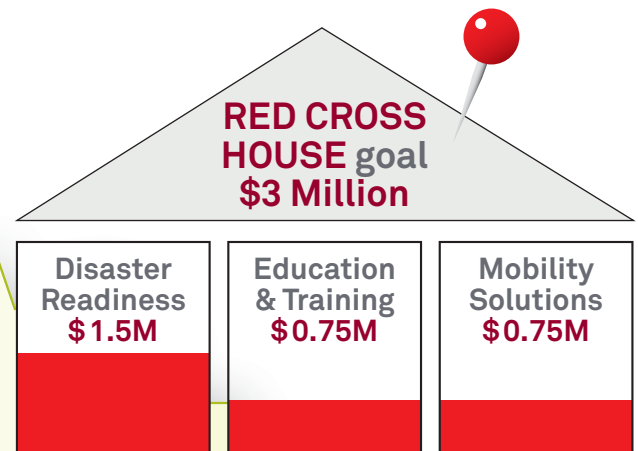
# WE NEED YOUR HELP... BECAUSE THE COMMUNITY RELIES ON OURS.

## HELP MAKE RED CROSS HOUSE READY

The B.C. Southern Interior's first full-service Red Cross Support and Disaster Operations Centre in Kelowna.

Red Cross is guided by the principles of:

- Humanity**
- Impartiality**
- Neutrality**
- Independence**
- Voluntary Service**
- Unity**
- Universality**



**CANADIAN RED CROSS** **CROIX-ROUGE CANADIENNE**



# BUILDING TO BE DISASTER READY

## B.C. Facts at a Glance 2012

- 72 disasters responded
- 10,146 clients served
- 283 people trained
- Ipsos Reid poll shows 2/3 of Canadians are not ready for a disaster.

Canadian Red Cross mission:

**to improve the lives  
of vulnerable people  
by mobilizing the  
power of humanity  
in Canada and  
around the world.**

Over the last decade, the Southern Interior has endured natural disasters ranging from wildfires to landslides, flooding and major storms. Each time, we're reminded just how vulnerable we are.

Red Cross has the flexibility to work in concert with people affected, community agencies and all levels of government to ensure vulnerable individuals and families impacted by emergencies/disasters have what they need to get back on their feet.

This past year Red Cross has responded in Williams Lake, Sicamous, Westbridge, Johnson's Landing, Vernon, and Kelowna. We paid for moving expenses, damage deposits and rent for people needing temporary housing. We have replaced dentures, prosthetic limbs and hearing aids lost in apartment fires. We have replaced ruined refrigerators for families left for weeks without electricity due to fires, severe storms or floods. In the wake of a fire, Red Cross has replaced fire-burnt tools and equipment allowing tradespeople to get back to work. In Johnson's Landing, we provided building materials and funded specialized trades to help residents build a temporary water system in the wake of a landslide.

Red Cross House in Kelowna is the strategic base for growing the Red Cross network of trained volunteers. **Our goal is to double our volunteer base from 500+ to 1,000+ over the next three years.**

**When disaster strikes, every second counts.  
Let's be ready!**



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# BUILDING TO EDUCATE

## B.C. Facts at a Glance 2012

- provided Swimming and Water Safety training to **237,408 participants**.
- trained **82,593 people** in First Aid.
- reaches more than **30,000 children and youth** with its Violence and Abuse Prevention and Anti-bullying education programs each year.

We promote swimming and water safety through Red Cross instructor certification and course materials. Our award-winning violence and abuse prevention education is comprehensive and includes programs like preventing bullying and relationship violence with a focus on youth peer-to-peer action and engagement. **Our goal is for Red Cross House to become a training centre where volunteers and the public can learn how to be safe from injury and respond during disasters.**



# BUILDING TO PROVIDE MOBILITY SOLUTIONS

## BC Facts at a Glance 2012

- 137,511 equipment articles loaned.
- 78,836 clients served in B.C. and Yukon.
- 103,367 volunteer hours.

The health equipment loan service helps disabled or injured children, youth, adults and seniors return from hospital sooner, stay at home longer or spend their final days in the comfort and security of their own home. Red Cross House will be the central cleaning, repair and distribution hub for 33 volunteer-operated community equipment locations in the Southern Interior. **Our goal is to build our program to meet the increasing need for this service by expanding our service from half days to full days where possible.**



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## Goal of \$3 million by Dec 31, 2013

**\$1.5 million**

### Disaster Ready

- Coordinated operations network
- Immediate response teams
- Fully equipped operations centre
- Disaster response vehicles and mobile generator
- Disaster preparedness
- Recruit - Train - Support volunteers

**\$0.75 million**

### Mobility Solutions

- Meet expected 30 per cent increase in client needs by 2015
- New and specialized equipment
- Mainly serving aging population, children and youth
- Expand operating hours from half days to full days, where possible
- Recruit - Train - Support volunteers

**\$0.75 million**

### Education & Training

- Violence and abuse prevention
- Anti-bullying: peer-to-peer
- Swimming/Water Safety promotion
- First Aid
- Disaster preparedness
- Recruit - Train - Support volunteers

**For more information on the Building for Humanity Campaign, please call:**

**Anna Hunt-Binkley**, Campaign Chair

250-862-6797

or

**John Richey**, Regional Manager

250-491-8443 ext. 203

[www.redcross.ca/bcsi](http://www.redcross.ca/bcsi)

# HELP MAKE RED CROSS HOUSE READY

The B.C. Southern Interior's Red Cross Support and Disaster Operations Centre.

The Canadian Red Cross is part of one of the largest humanitarian networks in the world with more than a century of experience. MoneySense Magazine recently ranked Canadian Red Cross as an "A+" in their 2012 Charity Top 100 Rankings.

Help ensure the legacy of great work continues for communities here at home and around the world.



Honorary Campaign Chair,  
**Sharon Shepherd**

"Your support and mine will help ensure Red Cross House is equipped, and that volunteers are trained to fulfill our role in meeting the growing needs for services and are ready to respond when disaster strikes or catastrophe occurs in our province."



Campaign Chair,  
**Anna Hunt-Binkley**

"The Red Cross has strong values, a proven track record and an unwavering commitment to those in need, not only locally but around the world. The needs in this community are growing and it is imperative that Red Cross be ready when disaster strikes.

The tables are turned – this time, Red Cross needs you!!!"



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