The Canadian Red Cross Society is a non-profit, humanitarian organization dedicated to improving the situation of the most vulnerable in Canada and throughout the world.

As a member of the International Red Cross and Red Crescent Movement—which includes the International Committee of the Red Cross (ICRC), 181 national Red Cross and Red Crescent societies and the International Federation of Red Cross and Red Crescent Societies (Federation)—the Canadian Red Cross helps the world’s most vulnerable populations through its international services.

With its national office, four zone offices (Atlantic, Quebec, Ontario and Western) and regional offices within each zone, the Canadian Red Cross also assists millions of Canadians each year through disaster relief and preparedness programs, abuse and injury prevention services and outreach programs tailored to meet the needs of individual communities across the country.

In keeping with the Fundamental Principles of the Movement, the Canadian Red Cross is committed to social justice and diversity and has served Canadians since 1896. Volunteer members govern the Society at all levels. We welcome all who want to join us and share our mission.

**OUR MISSION**

The Canadian Red Cross mission is to improve the lives of vulnerable people by mobilizing the power of humanity in Canada and around the world.

**Our Vision**

The Canadian Red Cross is the leading humanitarian organization through which people voluntarily demonstrate their caring for others in need.

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**THE FUNDAMENTAL PRINCIPLES OF THE INTERNATIONAL RED CROSS AND RED CRESCENT MOVEMENT**

*as proclaimed by the XXth International Conference of the Red Cross, Vienna, 1965*

**Humanity**

The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, co-operation and lasting peace amongst all people.

**Impartiality**

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

**Neutrality**

In order to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.
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Independence

The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

Voluntary Service

It is a voluntary relief movement not prompted in any manner by desire for gain.

Unity

There can only be one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

Universality

The International Red Cross and Red Crescent Movement, in which all societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.
As one of Canada’s most important humanitarian organizations, the Red Cross, through its actions and advocacy, appeals to all Canadians to foster tolerance, mutual understanding, respect and to strengthening our culture of non-violence. We have a simple message grounded in our Fundamental Principles: put fears, prejudices and anger aside by embracing compassion and respect for human dignity.

The world continues to witness suffering and brutality against vulnerable populations and all too frequently, against humanitarian workers. We are part of a changing international landscape that often is disrespectful of humanitarian values. We must continue with our essential mission of helping the most vulnerable among us and promoting humanitarian values and the law.

Over the last year, the Society has paid much attention to the goals and priorities of our Strategic Plan approved by our first-ever General Assembly in November 2003. All of our programs and services are evolving and contributing to the realization of our vision “to be the leading humanitarian organization through which people voluntarily demonstrate their caring for others in need”. We have expanded our capacity to reach those most in need both at home and abroad through the strong support of the Canadian public and an increasing number of strategic partnerships.

For the Canadian Red Cross, the year was also defined by tragic disasters in Canada and around the world. The forest fires in British Columbia during the summer of 2003 left an impression in the minds of Canadians as the awesome destructive power of nature revealed itself. Over 30,000 residents were evacuated from their homes. Many faced difficult challenges and overwhelming stresses during this time. Red Cross volunteers dedicated over 20,000 hours helping their neighbours with hands-on assistance and financial support.

The Canadian Red Cross also provided support to the victims of Hurricane Juan, another powerful force of nature, which affected the lives of thousands of people in Halifax and throughout P.E.I. The Red Cross activated its Disaster Response Teams in preparation for the hurricane and subsequently responded with food programs, community outreach assistance and direct support to reception centres for some 27,000 people.
When the flood waters rose around the Bois-Francs region, the Canadian Red Cross was there. Over 100 families benefited from the emergency food and clothing, health care, as well as home clean-up and repair. Transcontinental Media of Quebec helped launch and sustain an appeal for the flood victims, which was a major success.

We responded to the international call for help during the earthquake in the ancient city of Bam, Iran. The earthquake was Iran’s deadliest in recorded history. The quake’s impact was devastating, killing more than 25,000 people, injuring 30,000, leaving more than 75,000 people homeless. The Canadian Red Cross responded swiftly to this disaster. In partnership with the Canadian International Development Agency (CIDA), the Department of National Defense (DND) and the Iranian Red Crescent Society (IRCS), and with the help of the Canadian Embassy in Iran, a total of 16,000 kg of emergency relief supplies was flown to Bam. The speed and efficiency of the deployment demonstrate the high level of cooperation and coordination between and with our collaborators.

Last year, we continued to play a leadership role internationally within the Movement through our delegates working in overseas programs and projects as well as through Janet Davidson, Vice-Chair of the Standing Commission of the Red Cross and Red Crescent; Robert Barnes, in his capacity as Vice-President of the International Federation; and Howard Taylor as a member of the Federation’s Finance Commission. It is clear that the Canadian Red Cross is a respected member of the International Red Cross and Red Crescent Movement and makes a significant contribution to the success of our international mission.

Once again, because of the heartfelt generosity of caring communities and individuals as well as the hard work of our dedicated volunteers and staff, the Canadian Red Cross has been able to carry out its humanitarian mandate both in Canada and the world over. Whether it be with a donation of time or money, Canadians have been unwavering in their commitment to the less fortunate. People helping people, that is the true reflection of a healthy and caring society and at the core of our mandate.
Comayagua, Honduras. The Red Cross administers a polio vaccine to a local child. This project is part of the Canadian Red Cross community health care activities. photo: Marko Kokic, Federation
INTERNATIONAL PROGRAMS

The Canadian Red Cross international programs are organized under two major areas of intervention: 1) Health; and 2) Disaster Relief, Rehabilitation and Preparedness. Through these programs, the Canadian Red Cross assists vulnerable people affected by conflict and disaster, as well as communities caught up in the cycles of poverty, displacement and marginalization. Examples of international programming during 2003 include the following:

HEALTH

Community Healthcare

The Canadian Red Cross continued to consolidate its community health care activities in Nicaragua, Honduras, India, China, Colombia and El Salvador. These activities, focussing primarily on women of childbearing age and children under five, have as their foundation the active involvement of communities and Red Cross volunteers. In the case of Nicaragua and Honduras, activities have entered into their fourth year, and are part of post Hurricane Mitch rehabilitation. In India and El Salvador, activities are part of rehabilitation following the earthquakes of Gujarat and San Salvador. Programming in Colombia came to a close in September 2003, following six years of active involvement with the National Society. The Canadian International Development Agency (CIDA) has funded activities in Nicaragua, Honduras and Colombia.

Vaccination Campaigns and Social Mobilization

In Africa, where major diseases like measles and malaria have devastated entire populations, the Canadian Red Cross has an ongoing presence. It is a key participant in a consortium including the International Federation of Red Cross and Red Crescent Societies (Federation), World Health Organization, UNICEF, and Center for Disease Control. It has successfully supported the implementation of massive measles vaccination campaigns, and malaria prevention and control programs in Zambia. The twinning of the measles campaign activities with the distribution of Insecticide Treated Bed Nets (ITNs) has proven to be an extremely efficient and cost-effective method of achieving high rates of coverage for ITNs throughout communities.

In Colombia, where conflict has left many vulnerable populations without access to vaccines, the Canadian Red Cross has supported vaccination campaigns against various diseases in twelve major cities. Support for this work has come from CIDA’s Program Against Hunger, Malnutrition and Disease.
HIV/AIDS

Building on the successful activities that have been undertaken in Honduras and China over the last two years, the International Programs and Humanitarian Issues (IPHI) health team is committed to the development of an HIV/AIDS strategy. While stigma remains a significant barrier to prevention, testing, care, and other key activities, the Canadian Red Cross is determined to address this challenge. The project’s work with self-help groups and information dissemination is helping ensure persons living with HIV/AIDS find the support they need, and that people know the truth about disease.

In Honduras, the Canadian Red Cross has worked with local authorities and the Honduran Red Cross to support and counsel people living with HIV/AIDS. This past year, the project has provided peer education and sensitization workshops to inmates, prison guards and administrative staff of a correctional facility based in Comayagua, in order to affect change in the knowledge, attitudes, and practices of the approximately 700 prison inmates. The Red Cross’ reputation with government, and its neutrality, have eased access to this population that receives no other assistance in this area despite being a highly vulnerable group with infection rates ten times higher than that of the national average.

In China, work is underway to develop an HIV/AIDS project in the province of Sichuan.

Healthcare in Conflict Areas

In collaboration with the International Committee of the Red Cross (ICRC) and with financial support from CIDA, the Canadian Red Cross continued to deliver emergency health services to communities affected by conflict. Mobile health clinics and health centres in Sri Lanka and Colombia responded to the needs of communities that have become isolated and have suffered from conflict over the past few decades.

Disaster Relief, Rehabilitation and Preparedness

When populations are affected by disasters and crisis, the Canadian Red Cross responds by providing immediate relief assistance, longer-term recovery support and preparedness programming. These efforts help communities recover as quickly as possible and ensure those in disaster and crisis-prone areas are better prepared to deal with future situations.

Ethiopia

The lack of rainfall in Ethiopia during 2003 pushed many already vulnerable households to the brink of destitution. In response, the ICRC and the Ethiopian Red Cross Society, with support from the Canadian Red Cross, distributed food to some 100,000 farmers affected by drought and ethnic conflict in north-eastern Ethiopia.
Liberia

Despite a ceasefire, Liberia was plunged into a new cycle of violence in the months preceding June 2003. Around that time, the ICRC was one of the few humanitarian organizations in Liberia with the necessary human resources and material means to assist those affected by the conflict. With financial support from the Canadian public and the Canadian Government, the Canadian Red Cross supported ICRC efforts in the country, including emergency assistance to internally displaced people and residents assembled in various camps and public buildings and treatment of war wounded at the JFK Hospital in Monrovia. The living conditions of tens of thousands of displaced persons, especially those gathered outside in the pouring rain, was of deep concern.

Afghanistan and Iraq

Through support to both the ICRC and Federation operations in Afghanistan and Iraq, the Canadian Red Cross assisted with emergency relief to hundreds of communities affected by the on-going conflict in both countries, following the occupation by coalition forces. Emergency water and sanitation, medical services, visits to detainees, and family reunification are the main components of Canadian Red Cross support.

Haiti

Social unrest in Haiti, compounded by the critical economic instability of this impoverished country, resulted in a major crisis in January 2004. Supporting efforts of the ICRC and the Federation, and with financial contributions from concerned Canadians and CIDA, the Canadian Red Cross has played an important role in relief operations throughout the country thanks to the placement of delegates and support to the emergency appeals.

Other Natural Disasters

With the support of the Canadian Government and the Canadian public, the Canadian Red Cross supported Federation responses to natural disasters by providing staff, cash and relief supplies in Turkey (earthquake in the Bingol Province), Sri Lanka (floods and landslides), Algeria (earthquake), Kazakhstan (earthquake) and in Sudan (floods).

Focus on Iran

Following the devastating earthquake in Bam on December 26, 2003, the Canadian Red Cross, with support from CIDA and generous contributions from the Canadian public, assisted in the mobilization of emergency relief supplies, the deployment of a Communications Emergency Response Unit, and financial contributions to support the Federation’s appeal. Over 25,000 people lost their lives and tens of thousands were left homeless. In addition, hundreds of farming communities that depended on Bam for their livelihood were also affected. With reconstruction and rehabilitation efforts underway, the Canadian Red Cross, in collaboration with the Iranian Red Crescent Society, is in the process of developing a Bam reconstruction strategy.

Overseas Personnel

In the last year 137 Canadian delegates were deployed on overseas missions to work with the ICRC, Federation and Canadian Red Cross bilateral projects. They worked in specialized areas such as health, logistics, relief, management and protection.
Comayagua, Honduras. The Red Cross administers a polio vaccine to a local child. This project is part of the Canadian Red Cross community health care activities.

photo: Marko Kokic, Federation INTERNATIONAL

Bam, Iran. After the devastating earthquake, Fatemeh Badrabadi sits with her daughter Nazanin among the rubble, worrying about her husband’s fate. She was able to use the Restoring Family Links Program to ascertain the status of her husband.
During the past year, the Canadian Red Cross consolidated and expanded the mandate of its Humanitarian Issues Program. It now includes the Society’s detention monitoring program, which aims to bring assistance and protection to detained migrants in Canada. The Society also trained staff and volunteers during a basic training course, in order to expand its delivery of humanitarian issues education and community outreach.

INTERNATIONAL HUMANITARIAN LAW

The Canadian Red Cross, together with the Canadian Government, actively participated in the XXVIIIth International Conference of the Red Cross and Red Crescent (in Geneva, Switzerland, December 2 to 6, 2003). The main theme of the Conference was the protection of human dignity. In this context, the Canadian Red Cross led two workshops on “Biotechnology, Weapons and Humanity” and “Children and Armed Conflict: Protecting and Rebuilding Young Lives”. It also made pledges to improve child protection and resolve the issue of those missing as a result of armed conflict.

During the past year, the Canadian Red Cross, with the support of CIDA, developed a bilingual Web site on international humanitarian law and related issues for the Canadian National Committee for Humanitarian Law. This inter-ministerial body is mandated to ensure the full implementation of the rules of international humanitarian law in Canada.

In March 2004, the Canadian Red Cross and the International Law Students Association of the Faculty of Law of the University of Ottawa organized a conference on “Enforcing International Law: Practice and Challenges”. The conference was attended by students, academics, practitioners in international law, as well as government representatives from the departments of Foreign Affairs, National Defence and Justice.

In 2003-04, Canadian Red Cross programming comprised domestic, as well as international components, with an active national network of staff across the country. This program assisted national societies in Sri Lanka and Sierra Leone, two post-conflict countries, conduct assessments in order to develop and sustain Humanitarian Programs in support of their most vulnerable populations. In Sierra Leone, the program also provided assistance to document the impact of conflict on the Sierra Leone National Red Cross Society.

RESTORING FAMILY LINKS (RFL)

The Restoring Family Links program reviewed its policies and procedures manual to reflect changes in the program, and the needs of its caseworkers. The revised policy and procedures manual was introduced in the summer of 2004 and features new sections, including guidelines for the delivery of difficult news, background information on refugees and the refugee system, an enhanced section on cross-cultural awareness, and guidelines on staff self-care.
In September 2003, in conjunction with Foreign Affairs Canada and International Trade Canada, the Canadian Red Cross hosted a roundtable to raise awareness of the issue of people missing as a result of armed conflict. The roundtable was attended by representatives from the departments of Foreign Affairs, Justice, National Defence, Citizenship and Immigration and the RCMP International Peacekeeping Unit. It focused on the impact this tragic phenomenon has on families with missing loved ones throughout the world, including many now residing in Canada. Following presentations by expert speakers, the roundtable featured a discussion on how the respective government departments can work more closely with the Canadian Red Cross and the ICRC to take action on behalf of the missing and their families.

**DETENTION MONITORING PROGRAM**

The detention monitoring work of the Canadian Red Cross is now in its fifth year of operation in Canada. The program monitors the conditions of detained migrants in Canada according to international and Canadian standards. Feedback is provided to the government and detaining authorities in a confidential manner. Over the last five years, the Canadian Red Cross has conducted 55 visits to immigration facilities and other detention centres in Canada. The Canadian Red Cross operates this program in a neutral and impartial manner and is uniquely positioned to provide this service. This program demonstrates the ability and value of a national society adapting ICRC prison visit methodology to a non-conflict situation.

In May 2003, the Canadian Red Cross actively participated in the first international meeting to explore the range of detention-related activities in which the national societies are engaged. The meeting was held in Stockholm, Sweden, and organized by the ICRC and the Federation.
The work of the External Relations unit in 2003-04 was predominately influenced by International Red Cross and Red Crescent Statutory Meetings during which the Society played significant leadership roles.

In April 2003, the 17th Inter-American Regional Conference was held in Santiago de Chile. The four-day conference aimed at mapping the future direction of the International Red Cross Movement in the Americas by approving two documents on achieving equity in health and a more integrated system for the management of disasters. The Society’s Honorary Vice-President, Janet Davidson, was the keynote speaker on the topic of equity in health.

The Conference, which is held every four years, attracted representatives from the 35 National Red Cross Societies in the Americas, sister National Societies, the Federation, the ICRC and international organizations such as the Pan-American Health Organization (PAHO) and the UN’s Office for the Coordination of Humanitarian Affairs (OCHA). Our Society’s President, Robert Barnes, was elected Conference Secretary and in that capacity, oversaw the drafting of the “Santiago Commitment”.

In November and December 2003, a delegation from the Canadian Red Cross participated in a series of meetings and conferences in Geneva, Switzerland.

The 14th Session of the General Assembly of the Federation was held from November 28 to 30. During the Assembly, three new National Societies were admitted to the Federation, taking the total number of Member Societies to 181. More than 800 representatives from National Societies discussed a variety of issues and priorities with the objective of strengthening internal unity and solidarity.

The Council of Delegates met December 1 and 2 and adopted a number of resolutions and reports including a report on Biotechnology, Weapons and Humanity, the Role of National Societies as Auxiliaries to Public Authorities, Movement action in favour of refugees and internally displaced persons, as well as a report on Explosive Remnants of War. Of significance, there was a strong declaration appealing for increased efforts to promote the universal values of international humanitarian law as a means of advancing the cause of peace and greater understanding between nations and a resolution aimed at increasing respect for diversity and strengthening the fight against discrimination and intolerance.

From December 2 to 6, the Society participated in the XXVIIIth International Conference of the Red Cross and Red Crescent. The Conference’s theme was “Protecting Human Dignity”. The key results were the approval of an agenda for humanitarian action, complete with action-oriented goals and measurable targets approved by all States Party to the Geneva Conventions and National Red Cross or Red Crescent Societies in attendance. A total of 345 individual pledges from participating delegations complemented the action plan.
The key message of the conference was two-fold: that the Red Cross and Red Crescent’s mission is to protect the dignity of people who endure armed conflict, natural disasters and health crises; and that the Red Cross and Red Crescent and Governments recognize their individual and common responsibilities, as well as the need to work together to protect human dignity.

The Society once again played a prominent role by conducting several workshops and promoting respect for children in a number of fora.

During the Conference, Janet Davidson was elected to the **Standing Commission of the Red Cross and Red Crescent**, which is the highest body within the Movement. At the first meeting of the commission, Ms. Davidson was appointed Vice-Chair and will hold this position until 2007.

As a result of these developments, Ms. Davidson stepped down from her role as Vice-President (Americas) of the Federation and Robert Barnes was appointed as her successor in January 2004.

The External Relations unit provided direct support to both Ms. Davidson and Mr. Barnes in their international capacities, as well as to Mr. Howard Taylor, a member of the Society’s National Audit and Finance Committee, who also sits on the Finance Commission of the Federation.
RESPONDING TO THE CALL FOR HELP

Last year, thousands of Canadian Red Cross Disaster Services volunteers responded to over 2,000 emergencies or disasters in Canada and helped more than 51,000 people by providing assistance such as emergency lodging, food and clothing. From house fires to floods and forest fires, resulting in the displacement of residents, the Canadian Red Cross is often the first on the scene and is the last to leave—long after these tragic events fade from the headlines; the Canadian Red Cross helps residents rebuild their community.

British Columbia Fires

The spectacular wall of fire that roared down from the forests along Lake Okanagan and toward the southeast edge of Kelowna was both frightening and intriguing at the same time. It was almost impossible to look away from the 100-metre high flames as they raced down the hillside at 100 metres a minute. This was a Rank 6 blaze—the highest on the scale—and firefighters could offer little resistance while the 30,000 evacuated residents watched helplessly.

The summer of 2003 was a long and difficult one in B.C. In the end, hundreds of residents lost their homes, some lost their livelihood and tens of thousands experienced the anxiety of being evacuated—often more than once.

The Canadian Red Cross and its disaster partners have provided tools and materials to assist with the clean-up of homes and businesses and provided support to people to help meet their immediate basic needs as they get re-established. The Canadian Red Cross has been there from the very beginning and continues to be there for the vulnerable.

In all, the Canadian Red Cross has completed or committed to nearly $4 million in assistance to those affected by last summer’s fires in B.C. Our help has been delivered by more than 750 volunteers who together have donated more than 20,000 hours of their time. Their work continues today; recovery will be a long process.

Hurricane Juan

On September 28, 2004, Hurricane Juan made land fall in Halifax, Nova Scotia. It cut a path across the province and through P.E.I., leaving widespread devastation and over 450,000 residents without power. The Canadian Red Cross activated its Disaster Response Teams.

VOLUNTEER PROFILE

Newfoundland & Labrador

Leah Richards began volunteering with the Change Islands, Newfoundland Branch of the Canadian Red Cross in the fall of 1962. Since that time she has held all positions at the local branch, including president. Richards is a remarkable volunteer with a life-long commitment to volunteering at the community level, and she remains active in all aspects of the Red Cross. Her selfless contributions have helped countless people across the world and across the street.
Halifax, Nova Scotia. Hurricane Juan left a path of destruction across the region. The Canadian Red Cross responded to the needs of the most vulnerable through direct action.
in preparation for the hurricane and subsequently responded to the needs of 27,000 of the most vulnerable people affected, through direct support of reception centres, food programs and community outreach.

For the first time, the Canadian Red Cross launched a Reach Out to Your Neighbour project, asking all those in the affected areas to make a special effort to check on neighbours, family and friends who were without power. The effort was directed at getting help and support to individuals who may be isolated and vulnerable. The project was met with overwhelming enthusiasm; it encouraged people to get involved in the well-being of their neighbours.

The Canadian Red Cross responded to the aftermath of Hurricane Juan for ten days, engaging volunteers from across Nova Scotia, Prince Edward Island and New Brunswick. In all, more than 250 volunteers contributed over 4,400 hours of service to the response, helping to ensure the well-being of those left most vulnerable from this unprecedented storm.

Bois-Francs Floods

In total, 150 families benefited from Canadian Red Cross assistance in the form of emergency food and clothing, health care, replacement items for children and school supplies, as well as home clean-up and repair. In response to the appeal, donations received for the Bois-Francs flood victims Fund totaled $275,000, thus exceeding the $200,000 target.

Emergency Preparedness in Schools

With the support of Royal & SunAlliance, children and educators throughout Canada now have Web-based access to two emergency preparedness programs: Expect the Unexpected and Facing Fear. As an extension of this initiative, and with a contribution from the Canadian government’s Office of Critical Infrastructure Protection and Emergency Preparedness, the Canadian Red Cross also piloted the programs in three territories and three provinces. Through this cooperation, thousands of children have increased their capacity to respond to disasters.

Volunteer Profile

Prince Edward Island

Donald Deacon, who regrettably passed away last fall, was a long-time volunteer of the Canadian Red Cross in the P.E.I. Region, where he served as regional president. He was also a member of the Canadian Red Cross Board of Governors. He founded and chaired a very successful major gift program in P.E.I. and demonstrated great leadership within the organization. As a recipient of the Order of Red Cross and a Member of the Order of Canada, he has left a legacy of compassion and integrity that will impact the Red Cross for many years to come.
For more than 50 years, the Canadian Red Cross has been training Canadians in first aid, providing the knowledge and skills needed to deal with any emergency situation and help prevent injuries wherever possible.

**INNOVATIVE COURSES**

The Canadian Red Cross offers a wide variety of first aid courses. **PeopleSavers** is a first aid and injury prevention program for elementary school-aged children; **Standard First Aid** is designed for the workplace. **First Responder** is a more advanced course, while courses such as **Marine Advanced First Aid** are designed for those who work at sea.

The Canadian Red Cross delivers its first aid programs through more than 3,400 Authorized Providers across the country, who are reliable, community-based training partners. During the past year, over 325,000 people took Red Cross first aid courses and more than 5,000 First Aid Instructors and Instructor Trainers were trained to apply their first aid and teaching skills in a learning environment that is both productive and engaging.

All Canadian Red Cross programs meet the latest International Emergency Cardiovascular Care and Cardiopulmonary Resuscitation Guidelines (ECC/CPR) and follow strict quality control procedures for content development, update and delivery. To ensure this quality control, the Canadian Red Cross can count on the expertise of its **National Medical Advisory Committee (NMAC)**, comprised of emergency physicians from across the country. During the past year, the NMAC has made recommendations to Canadian Red Cross First Aid and Water Safety Services, helping staff and volunteers to make quality decisions relating to first aid procedures and medical-related matters.

**A Babysitting Course for Today’s Youth**

Over the last 32 years, the Canadian Red Cross has trained and prepared over one million adolescents to become responsible, skilled babysitters. In February 2004, the Canadian Red Cross launched its revised **Babysitting Course**, which offers a strong foundation of first aid and caregiving skills. Youth can use these skills as part of their regular babysitting activities or to help handle possible emergencies.

The new course has received broad support with reviewers from Health Canada, the SmartRisk Foundation, Safe Kids Canada and Fire Prevention Canada. The course is endorsed by Girl Guides of Canada and recognized by Curriculum Services Canada.
Success Through Partnership

The Canadian Red Cross and Zellers have formed a three-year partnership to promote the Canadian Red Cross revised Babysitting Course. The aim of the partnership is to develop national awareness of child safety and to ensure the well-being of families across Canada. As the official sponsor of the Canadian Red Cross Babysitting Course, more than 300 Zellers stores across Canada will serve as babysitting resource centres making program information and fact sheets available to the community.

“Red Cross is thrilled with the tremendous support Zellers has given to the Babysitting Course. We believe very strongly in preventing injuries, and with the backing of a national retailer that focuses on families, even more youth can gain the skills and experience they need to be great babysitters.”

Pierre Duplessis, Secretary General of the Canadian Red Cross.

Together with Zellers, the Canadian Red Cross launched an annual Babysitter Hero Award to recognize and reward exceptional babysitters. At the end of each year, ten babysitters will be selected to receive the Award, together with a $500 HBC Gift Card from Zellers. Babysitters can nominate themselves or be nominated through an online registration form at www.redcross.ca/babysitter.

AED Training

In 1997, the Canadian Red Cross was one of the first organizations to start offering Automated External Defibrillation (AED) training to first responders and the public. To keep up with the significant technological advances in defibrillation, the Canadian Red Cross revised its AED program in March 2004 to be in line with the latest AED technology, research, and protocols; it also produced an AED skills card that is an innovative educational tool.

Profiling the Canadian Red Cross

The Canadian Red Cross participated in the Canadian Injury Prevention and Safety Promotion Conference in November 2003 and presented PeopleSavers, an injury prevention educational program for elementary school-aged children.

“A Gesture of Humanity Which Makes the Difference” was the theme for last year’s World First Aid Day on September 13, 2003. To promote the importance of first aid training, the Canadian Red Cross joined 100 National Societies around the world in marking this event.

The Canadian Red Cross also participated in the review of the first edition of the Thesaurus of Injury Prevention Terminology, created by SmartRisk.

In partnership with Giraffe Multimedia, the Canadian Red Cross helped to develop a series of First Aid and CPR videos for First Aid Instructors and the public.
Our AquaQuest program is getting a face-lift. The program will now have 10 levels (previously there were 12) and a new name: Red Cross Swim Kids. Water safety is now a more prominent part of the program, with stroke and skill development as important aspects of the lessons. The new focus on fitness allows us to promote the personal ongoing achievements of every swimmer.

Our Instructor Development Program has been updated; 15-year-olds will be able to work or volunteer as Assistant Water Safety Instructors before moving on to become Water Safety Instructors at 16 years of age. Instructors and Instructor Trainers will be supported with new resources to produce solid, deck-ready Water Safety Instructors.

The Canadian Red Cross leads the way in the aquatic field and will continue to provide Canadians with programs and information needed to have a safe and enjoyable aquatic experience.

**VOLUNTEER PROFILE**

**New Brunswick**

Sandy Lumsden is a dedicated volunteer with the Canadian Red Cross in Moncton, New Brunswick. As an emergency response team volunteer, Lumsden assists those who require food, lodging or shelter during a small or large-scale disaster. It may sound simple, but in fact it takes a very special person to stay poised during a chaotic situation, especially when many people depend on you to help them through difficult times. When one thinks of the word volunteer, Sandy Lumsden is definitely the kind of person that comes to mind.

The Canadian Red Cross has been working with Canadians to prevent drownings and water-related injuries for over 50 years. Our Swimming and Water Safety programs, delivered through a national network of over 3,200 Authorized Providers, teach more than 1.2 million Canadians annually to swim while emphasizing ways to be safe in, on and around the water.

**UPDATING THE SWIMMING AND WATER SAFETY PROGRAMS**

2004 marks a year of program and product development based on our market research from 2003. We have revised our current programs and developed new ones to respond to the changing needs of Canadians.

Water safety education remains the foundation of the program; we have added a focus on fitness and personal achievement. Red Cross programs will promote lifelong fitness and activity in the water.

We have developed a new program for preschoolers: Red Cross Swim Preschool. This program has seven levels, with animal mascots and themes for each level. Children four to six months up to five years of age, along with their parents, will have fun learning to swim through age-appropriate water safety lessons.
PARTNERSHIP WITH SYNCHRO CANADA: A GROWING SUCCESS

The Canadian Red Cross and Synchro Canada have partnered to offer AquaSquirts—a new, fun, participatory-based program for young swimmers. Launched in 2003, this program has been building momentum across Canada, promoting fun and activity in the water.

CANADIAN TIRE ON BOARD

Canadian Tire and the Canadian Red Cross are helping boaters obtain their pleasure craft operator card. Since its launch in 2003, the Canadian Red Cross On Board study program, available on CD-ROM or as a printed manual, is sold in Canadian Tire locations across Canada. Select Canadian Tire stores have partnered with the Canadian Red Cross to offer testing sites in store or to promote testing sites at nearby community locations. Over a hundred stores are participating with as many Canadian Red Cross proctors, volunteers and Authorized Providers supporting the program at the community level.

BOATSMArt CAMPAIGN

Four males engaged in unsafe behaviour are the stars of the 2004 Canadian Red Cross boating safety television public service announcement (PSA), Reckless. The spot is the second in a three-year plan developed by the Canadian Red Cross to reach young male boaters aged 15 to 35, who, more typically, drown while boating. Boating is the number one activity leading to drowning in Canada—accounting for 200 drowning deaths each year.

Boaters do not wear lifejackets for a number of reasons; one of the most frequently cited in Canadian Red Cross research is that “having the lifejacket close-by is close enough”. Statistically, this simply is not the case; the Society wants to drive home the message to wear the gear. Supporting the campaign are a radio PSA, Web banners and print ads.

VOLUNTEER PROFILE

Quebec

Since May 21, 1999, Édouard Viau has been a permanent volunteer with the Quebec Division of the Canadian Red Cross. This extremely dedicated and reliable man does not count the hours he spends helping all the departments where help is needed. He spends a lot of time in the Montreal office, but also goes to other regions, as necessary. In addition to being responsible for the fundraising campaign in the Wal-Mart stores of the Montreal Region, Viau is also a member of the Intervention team of the South-West Branch and a member of the Emergency team of the Montreal Region.
NEW NATIONAL LIFEJACKET DAY

Developed by the Canadian Red Cross and supported by the Office of Boating Safety and Mustang Survival, the first annual National Lifejacket Day took place on June 26, 2004. Aimed at normalizing lifejacket use, the initiative was promoted on television channels across Canada. Weather reporters at the stations wore lifejackets on-air and explained the importance of using the devices while boating; some stations did live remotes with Canadian Red Cross staff. Mustang Survival, our national partner who produces the Red Cross Personal Floatation Device line, supplied a number of lifejackets as prizes for an online contest that drew about 4,500 entries.

NATIONAL WATER SAFETY WEEK

Educating Canadians to be safe in, on, and around the water is a critical priority of the Canadian Red Cross Water Safety Services. Each year, the Society hosts a Water Safety Week in connection with its Authorized Providers to get the message out.

June 6 to 12, 2004 was National Water Safety Week; the campaign focused on encouraging people to wear their lifejackets. Boaters count for about 200 drownings per year and over 90 per cent of those people were not wearing a lifejacket.

To mark the week, the Canadian Red Cross shared important messages with media and with its Authorized Providers about how people drown (drowning is the fourth most common cause of death by unintentional injury), and what can be done to reduce the number of water-related deaths.

Prevention and education can save lives: drowning statistics have been on the decline since the Canadian Red Cross began its swimming and water safety programs more than 50 years ago.

SWIMMING AND WATER SAFETY PARTNERS

The Canadian Red Cross delivers its swimming and water safety programs to more than 1.2 million Canadians annually in pools and waterfronts across the country through a national network of over 3,200 Authorized Providers.

Our volunteers, partners in the corporate and non-profit sectors, and fellow members in alliances and councils, support us in reaching millions of Canadians with water safety education and programs. In particular, these partners include: StayWell Health Co. Ltd, Canada Coast Guard Office of Boating Safety, Mustang Survival, Canadian Tire, Dual Media and Synchro Canada.
Twenty years ago, Canadian Red Cross abuse prevention services were limited to a single-focus community initiative in Vancouver. From those humble beginnings, the RespectED: Violence & Abuse Prevention program has developed into a diverse, national program. And this year, RespectED had a major impact on the international scene as well.

IN CANADA

At home in Canada, RespectED continued to grow and diversify throughout the past year.

In Quebec, workshops focused on abuse and harassment in sports, while in Newfoundland and Ontario, several youth facilitators were trained to deliver bullying prevention to their peers. In Western Canada, the tremendous appeal of c.a.r.e., the national personal safety program aimed at children aged 5 to 9, was made evident when children’s entertainer Raffi contributed 10 c.a.r.e. kits to schools or other organizations where kids didn’t have access to sexual abuse prevention programming. As well, a grant allowed 15 adults in Northern British Columbia to learn through the new Red Cross Online training environment. This has dramatically expanded that region’s capacity to deliver abuse prevention programs to young people.

In New Brunswick, a multi-faceted partnership with the Elsipogtog First Nation, a Mi’kmaq community, is training and mentoring local facilitators to deliver abuse prevention presentations to youth, while Walking the Prevention Circle workshops reach adults. Building on this partnership, RespectED is already moving into other Mi’kmaq communities.

Partnerships of all sorts continue to flourish: from a direct training program with the Junior Canadian Rangers in the north, to the development of a sexual abuse prevention course with funding from Justice Canada to help professionals and paraprofessionals who must navigate the social service, legal and justice systems to help youth.

AROUND THE WORLD

The program’s national manager, Judi Fairholm, shared RespectED’s unique perspective at the XXVIIIth International Conference of the Red Cross and Red Crescent. In one session, well attended by representatives from several countries and several international organizations, Fairholm detailed the need for strong policies and codes of conduct to govern international relief work with vulnerable people. The necessity for protecting children and youth was also a key element in the Canadian Red Cross comments throughout the high-level international meetings. By the conference’s end, several other national Red Cross Societies and non-governmental organizations had indicated their interest in developing prevention programming with the help of the Canadian Red Cross.
The Canadian Red Cross provides homecare services that enhance the well-being and dignity of those who require assistance to live independently. With an aging population and healthcare cuts resulting in shorter hospital stays for many Canadians, homecare services are occupying an increasingly significant role in Canada’s healthcare system. Many local Red Cross offices across Canada offer some form of home support, such as providing meals, equipment loans and general assistance to seniors.

Comprehensive homecare services including personal support and homemakers programs are offered in Ontario and the Maritime Provinces.

**COMMUNITY HEALTH SERVICES—ONTARIO**

The Canadian Red Cross Ontario Community Health Services program has had another successful year. 2001 and 2002 were filled with restructuring and changes, while 2003 and 2004 marked a time to solidify and strengthen the processes introduced in prior years.

During the past year, the Canadian Council on Health Services Accreditation officially recognized our program. A component of the accreditation evaluation process requires the organization to use quality indices that track its success as an organization. In January 2003, the managerial process of monitoring non-financial performance indicators on a monthly basis for all critical functions was entrenched into the program.

Over 80 nurse supervisors in the field were retrained on the expectations of their role as supervisors. The retraining fulfilled part of the objective to have a broad-based peer review of their function. Following this retraining, the performance indicators documented a marvellous team effort in supervisory visits to clients and frontline staff.

In 2003, the Ministry of Health put a temporary halt to the contract tendering process. This allowed for the introduction of a common legal framework for all contracts with Service Providers. As part of the Ministry’s work, a number of items were reviewed, the most significant one being the successful argument to end the pay equity subsidy. This ended the financial disadvantage the Canadian Red Cross had vis-à-vis most of its competitors. Considerable efforts were expended in the last quarter of 2003 to 2004 to adapt to the new tendering process.

Financially, the program made a contribution to the Red Cross but fell short of expectations. On a positive note, this represents the third year of increasing returns since the major re-engineering efforts of earlier years.

The program provided over 3.3 million hours of service to clients.
HOME SUPPORT SERVICES—NEW BRUNSWICK, NOVA SCOTIA AND PRINCE EDWARD ISLAND

The HomePartners family of programs offers seniors and others needing assistance many options to ensure their health, safety and well-being. Among the key elements of the program are Healthcare Equipment Loans Program (HELP), Home Support Services, Meals to Seniors, Friendly Visiting and Telephone Reassurance.

The HELP program loans equipment such as canes, crutches, wheelchairs and much more to those needing assistance with mobility in all four Atlantic Provinces. HELP depots and service centres are strategically located in many communities throughout the four provinces. Most recently, Nova Scotia expanded its service centre model to include five full-service locations where clients and volunteers can access Canadian Red Cross programs.

The single largest program in Atlantic Canada is Home Support Services. This program was started in New Brunswick 30 years ago as a basic housekeeping service and has expanded to provide personal care, meal preparation and assist clients with the activities of daily living. Home Support Workers provide caring support to their elderly clients who endeavour to live independently in their own homes as long as possible.

The need for Home Support Services is increasing as the population ages. The Canadian Red Cross in New Brunswick, Nova Scotia and Prince Edward Island has continued to evolve and expand to meet these needs.

Our Home Support Workers receive training that surpasses the current government standards. Working with our Nurse Supervisors, we provide continuous professional training to address the evolving needs of the clients, particularly those with conditions such as Alzheimer’s disease, diabetes, and respiratory conditions.

Our staff works diligently with all stakeholders to ensure a positive working environment. This ensures clients receive personalized care and allows the Society to meet its financial obligations as the cost of healthcare increases. Canadian Red Cross Home Support Services in Atlantic Zone continues to be the leader in providing the highest quality compassionate care to our elderly population.

Home Support Services has seen an increase in its hours of service provided to clients in two provinces, while the numbers remain the same in Nova Scotia:

<table>
<thead>
<tr>
<th>Province</th>
<th>Hours of Service</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Brunswick</td>
<td>1,300,000</td>
<td>(1% increase)</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>93,800</td>
<td></td>
</tr>
<tr>
<td>Prince Edward Island</td>
<td>12,000</td>
<td>(500% increase)</td>
</tr>
</tbody>
</table>
The Canadian Red Cross is structured into four operational zones that allow the Society to best meet the specific needs of Canadians in those areas. While all four zones offer disaster response, first aid, water safety and injury prevention services, they also provide unique services and programs targeted to meet specific needs within individual communities, helping millions of Canadians of all ages every year. The following overview of Community Services is only a small sample of how the Red Cross touches the lives of Canadians.

**ATLANTIC ZONE**

The Canadian Red Cross Atlantic Zone serves the provinces of Newfoundland and Labrador, Prince Edward Island, Nova Scotia and New Brunswick. The Atlantic Zone offers a wide range of outreach programs tailored for its communities through its regional and branch offices in each province.

**Healthcare Equipment Loan Program (HELP)—Specializing to Meet Community Needs**

In early 1999, the Canadian Red Cross entered into a partnership with the Department of Health to develop and implement a hospital bed loan program within the Halifax Regional Municipality. The program lends the following items to clients of the Continuing Care Branch of the Department of Health:

- Hospital type beds
- Mattresses
- Over-bed tables

Upon referral from the Department of Health, these items are delivered and assembled in the client’s home at no cost. These items may remain on loan for as long as the client requires them. The Canadian Red Cross continues to work with the Department of Health to purchase new fully-electric beds and mattresses to replace aging inventory and meet client demands.

**Making Connections**

This joint project of the Canadian Red Cross Newfoundland and Labrador Region and St. Anne’s Academy, Dunville was funded by the Canada Volunteerism Initiative.

The project was designed to encourage volunteer organizations within communities to “make connections” with other volunteer groups and to encourage youth to become involved in volunteer activities. Over 40 groups promoted their organizations at a
volunteer fair that was visited by over 300 students and adults. At the end of the fair, students wrote essays and speeches about a variety of volunteer issues and had the chance to win a scholarship at the end of the school year based on the volunteer work they had done as a result of “connections” they made during the event. An up-to-date local community resource contact list was developed through a link on the schools’ Web pages and at the local community libraries. Making Connections was about bringing community organizations together and celebrating volunteerism in one rural community. It involved a creative approach to recruitment and an overwhelming success story in community collaboration.

QUEBEC ZONE

The Canadian Red Cross fulfills its humanitarian role in the province of Quebec through the support of over 10,000 volunteers. During the past year, these volunteers helped to support disasters services, first aid and injury prevention services and contributed to fundraising by collecting public and corporate donations and organizing fundraising activities.

Summary of Operations

Throughout Quebec, Canadian Red Cross volunteers play a key role in emergency response operations. During the past year, they responded to nearly 700 disasters and helped more than 3,500 people. Thanks to a network of 10,000 volunteers that is well-established in a response support capacity at the regional level, the Canadian Red Cross is officially recognized as the government’s main partner in emergency response by the ministère de la Sécurité publique of the Government of Quebec and through the disaster services agreements it has signed with more than 450 municipalities.

Iran

The Iranian community and the Canadian Red Cross launched a joint public appeal for cash donations for the victims of the violent earthquake that rocked the region of Bam in Iran. The unflagging efforts helped to raise $644,852 in Quebec. This result reflects the considerable generosity of the Quebec population.

Prevention and Preparedness Project Receives Provincial Recognition

On May 9, 2003, the Are You Prepared? project conducted by the Canadian Red Cross Quebec Zone and the City of Laval was awarded the Mérite québécois de la sécurité civile in the “Prevention and Preparedness” category. Initiated last year, Are You Prepared? is a project aimed at developing a culture of emergency preparedness through prevention activities that will help train more than 17,500 Laval residents to respond effectively in emergency situations. This Red Cross-City of Laval joint project meets the criteria of the Mérite québécois de la sécurité civile by providing the population with the necessary tools to ensure a safe environment and to cope with various emergency situations.
Agreement with The Bar of Montreal

The Bar of Montreal and the Canadian Red Cross Quebec Zone have signed an agreement to provide the population of Montreal with legal support during large-scale disasters.

Thanks to this two-year arrangement, volunteer legal advisors who are members of The Bar of Montreal will offer free legal consultations and information services to those affected by a disaster requiring the Red Cross to set up a reception centre.

The volunteer legal advisors of The Bar of Montreal will thus provide legal consultations and other useful information to those affected by a disaster. They will also prepare some basic literature covering a wide variety of topics that are likely to arise in times of disaster: home-owner’s insurance, lessee-lessee relations or relations between cohabitants, parental rights, employer-employee relations and legal aid.

Agreement with Municipalities

In Quebec, the Canadian Red Cross is the government’s main partner for responding to emergencies. This mandate was officially entrusted to the Quebec Zone in an agreement signed with the ministère de la Sécurité publique of the Government of Quebec—which also places the Red Cross in charge of managing the emergency equipment—and through the disaster services agreements made with more than 450 municipalities.

In accordance with the three-year disaster services agreements, the Canadian Red Cross provides the municipalities with the support, expertise and assistance needed to implement their emergency plans. Red Cross services include:

- reception and information;
- emergency lodging, food and clothing;
- first aid; and
- several personal services (comfort kits, emotional support).

Tour Promoting “Children and War”

Students at Saint-Laurent Secondary School in Montreal and singer Corneille visited high schools in four regions of Quebec (Estrie, Outaouais, Quebec City and Mauricie) as part of the Red Cross Even Wars Have Limits: Children and War tour. The

VOLUNTEER PROFILE

Ontario

Sally St. Lewis understands that community health and well being are universal needs and she has responded by sharing her knowledge with communities in Ottawa, northern Canada and overseas. In 2000, she worked in Tanzania and assisted the International Red Cross in managing camps for 90,000 Burundian and 60,000 Congolese refugees. In 2002, St. Lewis moved to Serbia and Montenegro following war and devastating sanctions to focus on health care for isolated seniors as well as primary health care. In 2003 the Ottawa resident returned home, where she has served her local community once again as regional council president for the Canadian Red Cross in Ontario.
campaign, launched last December, aims to make youth and the general public aware of the suffering of millions of children affected by war throughout the world.

ONTARIO ZONE

With over 7,000 volunteers across the province, the Ontario Zone assisted people in their time of need during emergency and disasters ranging from house fires to the SARS outbreak and the power blackouts, as well as abuse prevention education and social service programs targeted to local needs. During the past year, the Canadian Red Cross responded to the types of disasters that appear to be on the increase in terms of frequency and potential threat.

Disaster Response—Assisting Communities across Ontario

During the SARS outbreak, Canadian Red Cross volunteers provided essential assistance to over 10,000 people who were quarantined. The response to SARS had scarcely come to an end when Ontario hit international headlines once again in August due to massive power blackouts. The disaster affected much of the province, plunging communities into darkness during the intense summer heat.

The Canadian Red Cross immediately deployed its trained volunteer disaster response teams to help those in need. Cooling centres were set up in Windsor, Sarnia, Woodstock, Hamilton, Halton, Toronto, Kingston, Ottawa and Sault Ste. Marie. Over 100 Canadian Red Cross disaster response volunteers provided water, first aid and power generators for people needing electronically powered medical equipment.

The following winter, thanks to an innovative new partnership with the Ontario Psychological Association (OPA), the Canadian Red Cross helped devastated families when a Cessna Caravan airplane crashed into Lake Erie near Pelee Island, claiming the lives of its ten passengers. Volunteer psychologists with the Red Cross were on site to comfort the victims’ families when the plane was recovered from the icy waters.

“The Flight 126 disaster involved so many Red Cross personnel, staff and volunteers. It inspired professional help. It brought to the grieving families and the courageous recovery teams the kind of physical and emotional support, which is so vital at such a tragic time and under such perilous circumstances. One of the most remarkable aspects of the contributions routinely made by Red Cross staff and volunteers is the way they work almost unheralded, not seeking and certainly not expecting, the praise they inevitably deserve.”

Mayor Eddie Francis, City of Windsor, on the Red Cross assistance provided following the crash of Flight 126 near Pelee Island.

Disasters are not always high profile; they often go unrecognized, but for those exposed to their effects, the impact can sometimes be overwhelming. Disasters can range from a single house fire to extreme weather conditions. In the case
of extreme temperatures, the homeless, seniors and children are often most at risk. During extreme weather alerts in Toronto, the municipality works with the Canadian Red Cross to deliver assistance to people suffering from exposure to harsh conditions. Responding to six heat alerts during the summer of 2003, Canadian Red Cross volunteers addressed health-related inquiries and identified people requiring emergency assistance through the Society’s Heat Information Line. In addition to coordinating the delivery of bottled water to other organizations, volunteers distributed close to 6,000 bottles of water to homeless people and provided transportation to cooler places. In other cities across the province, the Canadian Red Cross provided public information on how to avoid injury during extreme weather.

When the temperature dipped below minus 15 degrees Celsius, the Canadian Red Cross hit the streets during 27 emergency cold weather alerts. It reached out to vulnerable people, most of whom were homeless, by providing a warm drink, a blanket, clothing and advice about protection against extreme cold and information on available shelter space.

**Promoting Humanitarian Values: Red Cross and IHL**

Greater insight into global issues helps Canadians to understand and actively participate in Canada’s pivotal role as a voice of moderation and a peace builder, while also strengthening compassion and tolerance at home. The Canadian Red Cross is well positioned to educate Canadians on humanitarian values and international humanitarian law (IHL), given the International Committee of the Red Cross’ mandate as guardian of the Geneva Conventions. To further that understanding in Canada’s most populated and ethnically diverse province, the Ontario Zone provides information, education and training to volunteers, youth, media, schools as well as the general public.

**London, Ontario—Humanitarian Issues Training**

In February 2004, the Canadian Red Cross brought together 45 volunteers and staff from across the province for a four-day training session on international humanitarian law (IHL) and humanitarian values. Guest speakers included Christopher Thomas, senior anchor and producer from CBC-TV Newsworld.

**Niagara, Ontario—Educating Students**

The Canadian Red Cross piloted an educational workshop *Behind the Headlines—Even Wars Have Limits* to 1,200 high school students in May 2003.

An enthusiastic response from students and teachers prompted the expansion of the program to other schools, reaching an additional 3,200 students with a multi-media presentation focused on IHL and the Geneva Conventions. It addressed the issues of landmines, women affected by war and child soldiers.
Peterborough, Ontario—Youth in Exile

In the summer of 2003, the Peterborough Branch gave 25 youth aged 15 to 24 first-hand insight into the reality for civilians in an armed conflict during the 24-hour Exile exercise.

After being hauled off a bus and forced to walk through the woods to a refugee camp, participants endured harassment from warring factions along the way. Following the exercise, participants noted that they would never again watch or read about refugees without understanding the stress and turmoil of their conditions. The 24-hour Exile exercise is now an annual event.

Toronto, Ontario—Power of Humanity Awards Dinner

In order to honour humanitarian initiatives in the community and to support essential Red Cross services across the province, the Canadian Red Cross Ontario Zone held its inaugural Power of Humanity Awards Dinner. The black-tie affair was well-attended with guests, including the Honourable James Bartleman, Lieutenant Governor of Ontario; the Honourable Dalton McGuinty, Premier of Ontario; and David Miller, Mayor of Toronto.

Her Majesty Queen Noor of Jordan was the guest speaker.

During her address to an audience of 575, Her Majesty paid tribute to the Red Cross and noted that in her view, the International Red Cross Red Crescent Movement was one of the most powerful engines for humanitarian progress ever created by humankind. The Canadian Red Cross gave the Power of Humanity Award to three recipients for their outstanding humanitarian achievements that addressed a previously unmet need in their community and involved a significant volunteer effort.

The 2004 recipients were Brother David Lynch of the Good Shepherd Centre, Dr. Lynn Marshall of the Environmental Health Clinic at Women’s College Ambulatory Care Centre, Sunnybrook and Women’s College Health Sciences Centre; and Dr. Arnold Noyek, founder and chairman of the Canada International Scientific Exchange Program (CISEPO).

Volunteer Profile

Manitoba

Chris Kepron has been the volunteer photographer for the Red Cross, Manitoba Region, since 2000 and his work has appeared in both local and national publications. He has dedicated an enormous amount of time and energy, and provided the Region with excellent finished work—all at his own cost. Kepron has also recently become involved in the promotion of International Humanitarian Law—helping to educate students about the Geneva Conventions and the role of humanitarian law in protecting the vulnerable during armed conflicts. As one Region staffer observed, Chris Kepron is “invaluable.”
WESTERN ZONE

The Western Zone, with the help of thousands of volunteers, works to improve the lives of vulnerable people living in Manitoba, Saskatchewan, Alberta, British Columbia, the Northwest Territories, the Yukon and Nunavut. In order to provide programs and services that meet the unique needs of many different communities, the Western Zone is divided into nine regions, each containing local branch offices.

Southern Alberta—The Tipi of Courage

Escalating statistics and the disproportionate number of HIV/AIDS infections among Aboriginals have demonstrated the urgent need for a community-based awareness initiative. Although Aboriginal people make up only 2.8 per cent of Canada’s population, they comprised nearly 15 per cent of AIDS cases in 2001.

In southern Alberta, the Canadian Red Cross partnered with the Aboriginal component of Calgary’s Coalition on HIV/AIDS to develop a groundbreaking program called the Tipi of Courage. The Tipi of Courage attempts to battle ignorance, stigma, and misinformation about HIV/AIDS by using teachings gathered from different tribes across Canada. These teachings serve to educate and mobilize the Aboriginal community through volunteer-delivered workshops and community outreach. Training modules, which are a blend of traditional HIV/AIDS workshops and Aboriginal teachings, have been developed to train volunteers on this subject. This is a unique project because the information and empowerment strategies, used to fight the stigmas associated with HIV/AIDS in the Aboriginal community, come from the community itself. This past year, Tipi of Courage volunteers reached more than 650 young people with the message of HIV/AIDS prevention.

Alberta—Community Highlights

It was a year of great achievement for central and northern Alberta Region’s Short Term Equipment Loan Program (STELP). Not only did the program serve many new clients, it also ran a very successful fundraising campaign, exceeding the goal of $102,000. The final tally from individual donors

VOLUNTEER PROFILE

Alberta

Pat Matsalla is a Red Cross volunteer who embodies the values of compassion and dedication. Working with Disaster Services, he helps provide the necessities to people who need to rebuild their lives. “I have also been involved in recruiting, training and instructing other volunteers,” he explains. Last year, Matsalla volunteered to help the people of B.C. during their record fire season. He organized and supervised a dedicated team of volunteers in Vancouver who connected families and friends from across Canada with their loved ones who had been evacuated.
topped off at nearly $104,000—almost doubling the amount of donations from the previous year. STELP operates in partnership with Capital Health Authority to lend equipment to people recovering from surgery, illness or injury. Program clientele increased by 15 per cent this past year, with four full-time Red Cross staff and 17 volunteers serving more than 7,200 people.

Southern Saskatchewan—RespectED Project Recognized with Humanitarian Service Award

The RespectED for Sport, Culture and Recreation in Saskatchewan project is designed to reach all children and youth in sport, culture and recreation activities in the province. The partners of this project—Sask Sport Inc., SaskCulture Inc., and the Saskatchewan Parks and Recreation Association Inc.—have recognized the particular vulnerability of children to abuse, exploitation and bullying. These partners also recognize their prior absence of resources and knowledge to combat these problems. In October 2003, the Canadian Red Cross National Awards Committee presented the RespectED for Sport, Culture and Recreation in Saskatchewan Project with a Humanitarian Service Award in recognition of this valuable humanitarian service.

Saskatoon Children Learn About Peace

The Canadian Red Cross in the north/central Saskatchewan Region hosted the fourth annual Peace Day on September 16, 2003 in Saskatoon. More than 1,300 school children, teachers, parents and volunteers participated in various peace activities such as cooperative games, and creative expression, including pledges of peace and art projects symbolizing peace.

Northern B.C. and Yukon—Caring for Children and Youth

The Northern B.C. & Yukon RespectED: Violence and Abuse Prevention program has undertaken a project to build capacity within individuals, families, organizations and communities to create safe environments for their children and youth through comprehensive prevention planning. The Canadian Red Cross will work with Big Brothers,
Big Sisters, Family YMCA, Prince George Aquatic Centre, the Prince George Youth Soccer Association and Catholic Independent Schools to implement a plan that includes risk assessment, policy development, procedures and systems development and education. This process will result in an increase in knowledge and skills that promote safety for our children and youth and will ultimately play a significant role in reducing the number of children in care. This project is funded by the Ministry for Children, Families and Development.

B.C.—Community Initiative

The Aids to Independent Living (AIL) program is a unique medical equipment loan program operating out of the B.C. Lower Mainland Region. Through a contract with the local health authorities, the Canadian Red Cross provides low-income clients in the community with a broad range of equipment such as wheelchairs, bathroom aids, hospital beds, specialty mattresses, scooters and power wheelchairs. It is the only long-term loan program operating in western Canada for seniors and people with disabilities who cannot afford their own equipment. In 2003-2004, the program assisted over 3,500 Lower Mainland residents and loaned over 5,000 pieces of equipment.

Coastal Region—Community Initiative

On July 21, 2003 Rob Dyke dove into the water off Ogden Point and began a journey that would make him the first person to swim around Vancouver Island. His plan was to finish the 1400 km swim in two months. His other goal was to raise money for Canadian Red Cross Youth programs in the Coastal Region. He wanted kids to have the same opportunities that he had had with the Red Cross—he took his first Red Cross swimming lesson when he was six years old and continued on to become a Red Cross Water Safety Instructor.

Dyke believes that the Society’s programs offer essential swimming skills and safety education that help people make “smart choices”. The money raised was used to help support children who otherwise would not be able to participate in these programs. After two months in the water, an injury forced Dyke to end his swim. He had completed 1,000 km. He is determined to start again in the summer of 2005 and complete the job.

VOLUNTEER PROFILE

British Columbia

Alvina Berggren is the president of the northern B.C. and Yukon regional council and is also the team leader for the northeast emergency response team. Her 15 years of voluntary service have taken her to the 1995 New Orleans flood, the 1998 Puerto Rico Hurricane Georges, and to New York in the aftermath of the events of September 11. Most recently, she participated in the B.C. forest fire response. Berggren’s faithful service to those in need is a shining example of the principles of the Red Cross.
Canadian Red Cross volunteers ensure that everyone gets the attention and service they deserve during disaster responses.
Through ongoing partnerships with major corporations, the Canadian Red Cross has access to a wealth of support for its programs and for responding to disasters in Canada or overseas. Corporate partners provide support such as funding for promotional and educational materials for Red Cross programs. During disasters they provide much needed cash, blankets, building supplies, computers, teddy bears, cargo space and receipting services for donations.

The Canadian Red Cross thanks its national corporate partners who have supported the Society during 2003-2004:

Wal-Mart Canada
Canadian Bankers Association
The Home Depot
Petro-Canada
Royal & SunAlliance
RBC Financial Group
The Weather Network

The Canadian Red Cross is pleased to announce that Zellers is its exclusive partner for the promotion of the revised Babysitting Course, which focuses on injury prevention, caregiving and first aid skills and helps youth become reliable, responsible babysitters.

The Society also thanks its corporate supporters for their gifts of services in support of its national programs and initiatives during the past year:

Canadian Tire
Standard Life
The accompanying financial statements for the year ending March 31, 2004 are the responsibility of the management of The Canadian Red Cross Society.

The financial statements have been prepared in accordance with the significant accounting policies described in note 2 to the financial statements.

The preparation of financial statements for internal management and external stakeholders is an essential management control in place and in operation throughout the reporting period.

Management has established the necessary internal control systems to ensure that financial transactions, assets, liabilities and fund balances are complete and accurate. In addition, internal controls are in place to ensure that the Society’s assets are safeguarded. These systems and controls are in compliance with the Society’s Executive Obligations and Limitations Policies.

These annual audited statements communicate to the Society’s stakeholders how the Board of Governors and management have exercised their role as stewards of the resources of the Society.

The Society’s Board of Governors is responsible, through the Society’s National Audit and Finance Committee, for the annual audited financial statements. The National Audit and Finance Committee is chaired by the Vice President of the Board and another member at large of the Board. The committee also is comprised of external members who are experts in financial matters.

The National Audit and Finance Committee also plays an active role with management to provide an oversight and recommendations to the Board in the following areas:

- Material transactions and commitments made by the Society;
- Evaluation and monitoring of the external and internal audit function; and
- Review of financial reports during the year.

The Board also relies on the recommendations of the Trust Funds Advisory Committee and the Pension Committee for the oversight of trust funds and the pension plan. These committees ensure that principles of good trust fund and pension governance are in place and in operation. These committees are chaired by members of the Board at large.
The financial statements have been audited by Ernst & Young LLP. The audit report outlines the scope of their audit and its opinion on the Society’s financial statements. The National Audit and Finance Committee meets with the auditors to review the results of the annual audit.

Paul Richards
Chair
National Audit and Finance Committee
MANAGEMENT DISCUSSION AND ANALYSIS

Financial Position

The Society's net assets as at March 31, 2004 increased by $2.5 million mainly as a result of an operating surplus earned during the year.

The total assets of the Society increased from $133 million as of March 31, 2003 to $144 million as at March 31, 2004. This increase was the result of an investment in real estate and ongoing replacement of fixed assets in the Society's operations. In addition, restricted donations from bequests and disaster appeals such as B.C. fires and Iran earthquake increased by about $7 million.

The Society's liquidity and working capital did not change materially from the prior year. The Society's unrestricted cash balance decreased by $1.5 million.

The Society's obligations for post employment health benefits continue to grow at about 10% annually. This trend is expected to continue due to the continuing increase in healthcare costs. The obligation increased from $14.7 million to $16.1 million during the year. This obligation is unfunded.

Results from Activities

The Society earned an excess of revenues over expenses of $2.4 million for the year ending March 31, 2004. This was an improvement of $5.6 million from the prior year due to:

- Improvements in fundraising net revenues
- Reduction in overhead expenses
- Increase in investment income arising mainly from the sale of two properties

The Society's fee for service programs and its fundraising activities are the main funding sources of the Society's charitable programs, which do not have sufficient revenues to cover their costs.

During the year, the program revenues increased by $5.2 million due to increased disaster services revenues due to the relief activities of the B.C. fires and also to improved margins and volume in our homemaking division.
Cash Flows of the Society

During the year the Society’s cash flows decreased by $1.5 million from its operating, financing and investing activities:

Operating Activities

The cash flow from operations increased by $1 million during the year.

Financing Activities

Financing activities were a source of $7.0 million of cash in 2004. This represents a $5.2 million increase in cash flow as compared to the prior year. Net increases in mortgages and capital lease borrowings of $2.8 million in 2004 versus a slight net decrease in 2003 was the primary item effecting financing cash flow.

Investing Activities

Investing activities used $9.5 million of cash in 2004 compared to $4.1 million in 2003. The increased use of cash in investing activities was primarily due to the purchase of buildings in Burnaby, B.C and Ottawa, Ontario. This was partially offset by the sale of buildings in Ottawa, St. Catharine’s and Oakville, Ontario.

Financial Development Projects

The Society is actively investing in operating and financial systems to ensure that the Society continues to improve its cost effectiveness on an ongoing basis. The Society is currently implementing initiatives to consolidate compensation administration, banking, accounts payable, trust administration and other shared functions to reduce the cost and risks associated with these functions.

Larry Mills
Chief Financial Officer
AUDITORS’ REPORT

To The Board of Governors of
The Canadian Red Cross Society

We have audited the statement of financial position of The Canadian Red Cross Society as at March 31, 2004 and the statements of operations, changes in net assets and cash flows for the year then ended. These financial statements are the responsibility of the Society’s management. Our responsibility is to express an opinion on these financial statements based on our audit.

Except as explained in the following paragraph, we conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In common with many not-for-profit organizations, the Society receives fundraising revenue, the completeness of which is not susceptible of satisfactory audit verification. Accordingly, our verification of fundraising revenue was limited to the amounts recorded in the records of the Society and we were not able to determine whether any adjustments might be necessary to fundraising revenue, excess (deficiency) of revenues over expenses, current assets and net assets.

In our opinion, except for the effect of adjustments, if any, which might have been required had we been able to satisfy ourselves with respect to the completeness of fundraising revenue referred to in the preceding paragraph, these financial statements present fairly, in all material respects, the financial position of The Canadian Red Cross Society as at March 31, 2004 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

As required by the Canada Corporations Act, we report that these principles have been applied on a consistent basis with that of the preceding year.

Ernst & Young LLP
Chartered Accountants
Ottawa, Canada,
### Statement of Financial Position

**[Expressed in Thousands of Dollars]**

As at March 31

<table>
<thead>
<tr>
<th></th>
<th>2004</th>
<th>2003</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>18,626</td>
<td>20,168</td>
</tr>
<tr>
<td>Externally restricted [note 3]</td>
<td>62,934</td>
<td>54,561</td>
</tr>
<tr>
<td>Internally restricted [note 3]</td>
<td>8,232</td>
<td>9,896</td>
</tr>
<tr>
<td>Short-term investments [note 9]</td>
<td>1,602</td>
<td>1,877</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>16,398</td>
<td>15,620</td>
</tr>
<tr>
<td>Inventory and prepaids</td>
<td>3,489</td>
<td>3,260</td>
</tr>
<tr>
<td></td>
<td>111,281</td>
<td>105,382</td>
</tr>
<tr>
<td>Capital assets, net [notes 4 and 5]</td>
<td>32,724</td>
<td>27,851</td>
</tr>
<tr>
<td></td>
<td>144,005</td>
<td>133,233</td>
</tr>
<tr>
<td><strong>LIABILITIES AND NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>14,901</td>
<td>17,203</td>
</tr>
<tr>
<td>Deferred revenue [note 6]</td>
<td>61,832</td>
<td>54,948</td>
</tr>
<tr>
<td>Current portion of mortgages and capital lease obligation payable [note 5]</td>
<td>2,271</td>
<td>449</td>
</tr>
<tr>
<td></td>
<td>79,004</td>
<td>72,600</td>
</tr>
<tr>
<td>Deferred capital contributions [note 7]</td>
<td>9,710</td>
<td>10,109</td>
</tr>
<tr>
<td>Post retirement health benefits [note 12]</td>
<td>16,089</td>
<td>14,725</td>
</tr>
<tr>
<td>Mortgages and capital lease obligations payable [note 5]</td>
<td>5,587</td>
<td>4,653</td>
</tr>
<tr>
<td></td>
<td>110,390</td>
<td>102,087</td>
</tr>
<tr>
<td>Commitments and contingencies [notes 5, 11 and 14]</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net assets invested in capital assets</td>
<td>15,156</td>
<td>12,640</td>
</tr>
<tr>
<td>Net assets restricted for endowment purposes</td>
<td>1,102</td>
<td>1,031</td>
</tr>
<tr>
<td>Net assets internally restricted</td>
<td>8,232</td>
<td>9,896</td>
</tr>
<tr>
<td>Unrestricted net assets</td>
<td>9,125</td>
<td>7,579</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>33,615</td>
<td>31,146</td>
</tr>
<tr>
<td></td>
<td>144,005</td>
<td>133,233</td>
</tr>
</tbody>
</table>

See accompanying notes

On behalf of the Board

---

President

Chair, National Audit and Finance Committee
### Statement of Operations

*Expressed in Thousands of Dollars*

<table>
<thead>
<tr>
<th></th>
<th>2004</th>
<th>2003</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programs [note 8]</td>
<td>152,920</td>
<td>147,760</td>
</tr>
<tr>
<td>Fundraising</td>
<td>40,615</td>
<td>37,907</td>
</tr>
<tr>
<td>Investment and other income</td>
<td>2,010</td>
<td>461</td>
</tr>
<tr>
<td>Amortization of deferred capital contributions</td>
<td>2,363</td>
<td>2,474</td>
</tr>
<tr>
<td></td>
<td>197,908</td>
<td>188,602</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programs [note 8]</td>
<td>177,593</td>
<td>175,791</td>
</tr>
<tr>
<td>Fundraising support expenses</td>
<td>7,514</td>
<td>10,157</td>
</tr>
<tr>
<td>Public appeals disbursements</td>
<td>6,736</td>
<td>2,809</td>
</tr>
<tr>
<td>Amortization of capital assets</td>
<td>3,667</td>
<td>3,061</td>
</tr>
<tr>
<td></td>
<td>195,510</td>
<td>191,818</td>
</tr>
<tr>
<td><strong>Excess (deficiency) of revenues over expenses</strong></td>
<td>2,398</td>
<td>(3,216)</td>
</tr>
</tbody>
</table>

See accompanying notes
### STATEMENT OF CHANGES IN NET ASSETS

**[Expressed in Thousands of Dollars]**

<table>
<thead>
<tr>
<th>Net assets</th>
<th>Invested in capital assets</th>
<th>Restricted for endowment purposes</th>
<th>Restricted for internal purposes</th>
<th>Unrestricted</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Balance at March 31, 2002</strong></td>
<td>12,066</td>
<td>1,002</td>
<td>9,313</td>
<td>12,222</td>
</tr>
<tr>
<td>Excess (deficiency) of revenues</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>over expenses</td>
<td>(1,606)</td>
<td>–</td>
<td>–</td>
<td>(1,610)</td>
</tr>
<tr>
<td>Contributions and restatements</td>
<td>–</td>
<td>29</td>
<td>–</td>
<td>(808)</td>
</tr>
<tr>
<td>Investment in capital assets</td>
<td>1,642</td>
<td>–</td>
<td>–</td>
<td>(1,642)</td>
</tr>
<tr>
<td>Internally imposed restriction</td>
<td>–</td>
<td>–</td>
<td>583</td>
<td>(583)</td>
</tr>
<tr>
<td>Capital assets contributions</td>
<td>538</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td><strong>Balance at March 31, 2003</strong></td>
<td>12,640</td>
<td>1,031</td>
<td>9,896</td>
<td>7,579</td>
</tr>
<tr>
<td>Excess (deficiency) of revenues</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>over expenses</td>
<td>(1,667)</td>
<td>–</td>
<td>–</td>
<td>4,065</td>
</tr>
<tr>
<td>Contributions</td>
<td>–</td>
<td>71</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Investment in capital assets</td>
<td>4,183</td>
<td>–</td>
<td>–</td>
<td>(4,183)</td>
</tr>
<tr>
<td>Internally imposed restriction</td>
<td>–</td>
<td>–</td>
<td>(4,061)</td>
<td>4,061</td>
</tr>
<tr>
<td>Transfers</td>
<td>–</td>
<td>–</td>
<td>2,397</td>
<td>(2,397)</td>
</tr>
<tr>
<td>Capital assets contributions</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td><strong>Balance at March 31, 2004</strong></td>
<td><strong>15,156</strong></td>
<td><strong>1,102</strong></td>
<td><strong>8,232</strong></td>
<td><strong>9,125</strong></td>
</tr>
</tbody>
</table>

*See accompanying notes*
## STATEMENT OF CASH FLOWS

*Expressed in Thousands of Dollars*

Year ended March 31

<table>
<thead>
<tr>
<th></th>
<th>2004</th>
<th>2003</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>OPERATING ACTIVITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excess (deficiency) of revenues over expenses</td>
<td>2,398</td>
<td>(3,216)</td>
</tr>
<tr>
<td>Non-cash transactions:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provision for employee future benefits</td>
<td>1,849</td>
<td>1,759</td>
</tr>
<tr>
<td>Amortization of deferred capital contributions</td>
<td>(2,363)</td>
<td>(2,474)</td>
</tr>
<tr>
<td>Amortization of capital assets</td>
<td>3,667</td>
<td>3,061</td>
</tr>
<tr>
<td>Loss (gain) on disposal of capital assets</td>
<td>(1,220)</td>
<td>652</td>
</tr>
<tr>
<td>Net change in working capital items and restricted cash:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restricted cash and cash equivalents</td>
<td>(6,434)</td>
<td>1,525</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>(778)</td>
<td>4,806</td>
</tr>
<tr>
<td>Inventory and prepaid</td>
<td>(229)</td>
<td>581</td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>(2,302)</td>
<td>(279)</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>6,884</td>
<td>(1,373)</td>
</tr>
<tr>
<td>Post retirement benefit payments</td>
<td>(485)</td>
<td>(392)</td>
</tr>
<tr>
<td><strong>Unrestricted cash generated by operating activities</strong></td>
<td>987</td>
<td>4,650</td>
</tr>
<tr>
<td><strong>INVESTING ACTIVITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Endowments</td>
<td>71</td>
<td>29</td>
</tr>
<tr>
<td>Additions to capital assets</td>
<td>(9,600)</td>
<td>(4,110)</td>
</tr>
<tr>
<td><strong>Unrestricted cash used in investing activities</strong></td>
<td>(9,529)</td>
<td>(4,081)</td>
</tr>
<tr>
<td><strong>FINANCING ACTIVITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deferred capital contributions</td>
<td>1,964</td>
<td>3,280</td>
</tr>
<tr>
<td>Proceeds on disposition of capital assets</td>
<td>2,280</td>
<td>440</td>
</tr>
<tr>
<td>Contributions and restatements</td>
<td>–</td>
<td>(808)</td>
</tr>
<tr>
<td>Mortgage and capital lease borrowings</td>
<td>3,367</td>
<td>–</td>
</tr>
<tr>
<td>Mortgage repayments</td>
<td>(611)</td>
<td>(78)</td>
</tr>
<tr>
<td><strong>Unrestricted cash generated by financing activities</strong></td>
<td>7,000</td>
<td>2,834</td>
</tr>
<tr>
<td><strong>Net increase (decrease) in unrestricted cash</strong></td>
<td>(1,542)</td>
<td>3,403</td>
</tr>
<tr>
<td>Unrestricted cash and cash equivalents, beginning of year</td>
<td>20,168</td>
<td>16,765</td>
</tr>
<tr>
<td>Unrestricted cash and cash equivalents, end of year</td>
<td>18,626</td>
<td>20,168</td>
</tr>
</tbody>
</table>

*See accompanying notes*
NOTES TO THE FINANCIAL STATEMENTS

1. Purpose of the Organization

The Canadian Red Cross Society ["Society"] is a non-profit volunteer-based humanitarian organization dedicated to helping people in Canada and around the world with situations that threaten their survival and safety, their security and well-being, or their human dignity. The Society relies on continuing support from various levels of governments and fundraising from the United Way and other donors.

The Society, which is incorporated without share capital under the laws of Canada, is a registered Canadian charity and, as such, is exempt from income taxes under the Income Tax Act (Canada).

2. Significant Accounting Policies

Basis of presentation

The financial statements of the Society reflect the assets, liabilities, revenues and expenses of the operations of the Society including, the International Program, the Ontario Community Health Services Program and the four geographic Zones representing Canada’s regions.

Use of estimates

The preparation of these financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the amounts reported in the financial statements and the accompanying notes. In the opinion of management, these financial statements reflect, within reasonable limits of materiality, all adjustments necessary to present fairly the results for the periods presented. Actual results could differ from these estimates.

Net assets

The financial statements have been prepared in a manner, which segregates the net asset balances as follows:

i) Net assets invested in capital assets represents the organization’s net investment in real property which is comprised of the amount of its capital assets purchased with unrestricted funds plus the value of land purchased with externally restricted donations. The amount is determined as the recorded amount of capital assets less deferred capital contributions and any debt incurred for the purchase of capital assets;
ii) Net assets restricted for endowment purposes represent resources, the capital which must be maintained permanently as restricted by the donor;

iii) Net assets internally restricted are resources received without explicit restrictions as to their use which have been designated for specific purposes or exceptional circumstances by resolution of the Board of Governors; and

iv) Unrestricted net assets comprise the excess (deficiency) of revenues over expenses accumulated by the Society each year net of transfers and are available for general purposes.

**Revenue recognition**

The Society receives donations from annual fundraising campaigns for operating purposes and from special campaigns for disaster relief programs in Canada and various foreign countries.

Unrestricted donations are recognized in revenue when received. Restricted donations, other than endowments, are deferred and recognized as revenue in the year in which the related expenses are recognized.

Externally restricted donations and government funding relating to depreciable capital assets are deferred and amortized over the life of the related capital asset. Externally restricted contributions used to purchase land are recorded as a direct increase in the net assets invested in capital assets. Externally restricted contributions that have not been expended are recorded as deferred revenue on the balance sheet.

Endowment contributions are recognized as direct increases in net assets restricted for endowment purposes.

**Cash, cash equivalents and short-term investments**

Cash and cash equivalents are made up of chequing and saving accounts and investments having a maturity of less than ninety days.

Short-term investments are recorded at cost which approximates market value.
Financial instruments

The Society’s financial instruments consists of cash and cash equivalents, accounts receivable, short term investments and accounts payable and accrued liabilities. It is management’s opinion that the Society is not exposed to significant interest, currency or credit risks arising from these financial instruments. The type and amount of securities eligible for investment are restricted and the Society deals with highly rated counterparties.

Donated services

The society benefits greatly from donated services in the form of volunteer work for various activities. The value of donated services is not recognized in the financial statements because of the difficulty of measurement.

Inventory

Inventory includes current materials and supplies necessary for the conduct of the Society’s operations. Inventory is valued at the lower of cost and replacement value.

Capital assets

Purchased capital assets are recorded at cost. Contributed capital assets are recorded at estimated fair value at the date of contribution. Amortization is provided on a straight-line basis over their estimated useful lives as follows:

<table>
<thead>
<tr>
<th>Asset</th>
<th>Useful Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buildings</td>
<td>20 to 40 years</td>
</tr>
<tr>
<td>Furniture and office equipment</td>
<td>3 to 5 years</td>
</tr>
<tr>
<td>Vehicles</td>
<td>2 to 5 years</td>
</tr>
<tr>
<td>Computer hardware and software</td>
<td>2 to 3 years</td>
</tr>
</tbody>
</table>

Deferred revenue

Deferred revenue includes amounts received from government grants, campaigns and United Way, which are in respect of programs applicable to future periods.

Post-retirement health benefits

The cost of post-retirement benefits earned by employees is actuarially determined using the projected benefit method prorated on service and management’s best estimate of discount rate, retirement ages of employees and expected health care costs. Plan obligations are discounted using current market interest rates and plan assets are presented at fair market value. The
Society amortizes past service costs and cumulative unrecognized net actuarial gains and losses, in excess of 10% of the greater of the projected benefit obligation or the market-related value of plan assets, over the average remaining service period of the active employee group covered by the plans.

3. Restricted Cash and Cash Equivalents

Externally restricted cash and cash equivalents represents deferred revenue, lottery requirements, and net assets restricted for endowment purposes. The use of such funds is restricted for those specific purposes and are not available for the Society’s general operations.

Internally restricted cash represents money set aside to fund specific activities identified by the Society’s Board of Governors. Those funds are not available for the Society’s general operations.

Investment income earned on externally restricted cash is added to related deferred revenue balance.

4. Capital Assets

Capital assets consist of the following:

<table>
<thead>
<tr>
<th></th>
<th>2004</th>
<th>2003</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Accumulated Cost</td>
<td>Accumulated Amortization</td>
</tr>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Land</td>
<td>8,677</td>
<td>–</td>
</tr>
<tr>
<td>Buildings</td>
<td>37,604</td>
<td>17,269</td>
</tr>
<tr>
<td>Furniture and office equipment</td>
<td>9,535</td>
<td>8,252</td>
</tr>
<tr>
<td>Vehicles</td>
<td>4,227</td>
<td>2,524</td>
</tr>
<tr>
<td>Computer hardware and software</td>
<td>7,409</td>
<td>6,683</td>
</tr>
<tr>
<td></td>
<td>67,452</td>
<td>34,728</td>
</tr>
<tr>
<td>Accumulated amortization</td>
<td>(34,728)</td>
<td>(31,998)</td>
</tr>
<tr>
<td>Net book value</td>
<td>32,724</td>
<td>27,851</td>
</tr>
</tbody>
</table>
5. Mortgages and Capital Lease Obligation Payable

The acquisition of the National Office in Ottawa and offices in Winnipeg and Calgary were partially financed through mortgages secured by the properties. A summary of the mortgages is as follows:

<table>
<thead>
<tr>
<th></th>
<th>2004</th>
<th>2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ottawa</td>
<td>2,560</td>
<td>2,560</td>
</tr>
<tr>
<td>Calgary</td>
<td>2,077</td>
<td>2,134</td>
</tr>
<tr>
<td>Burnaby</td>
<td>2,846</td>
<td>408</td>
</tr>
<tr>
<td>Winnipeg</td>
<td>–</td>
<td>408</td>
</tr>
<tr>
<td>Capital lease obligation</td>
<td>375</td>
<td>–</td>
</tr>
<tr>
<td>Total mortgages and capital lease obligation</td>
<td>7,858</td>
<td>5,102</td>
</tr>
<tr>
<td>Less: current portion</td>
<td>(2,271)</td>
<td>(449)</td>
</tr>
<tr>
<td><strong>Mortgages and capital lease obligation payable</strong></td>
<td><strong>5,587</strong></td>
<td><strong>4,653</strong></td>
</tr>
</tbody>
</table>

The Ottawa mortgage bears interest at a rate of prime plus 2% with interest due monthly but no fixed terms of principal repayment before maturity in July 2005.

The Calgary mortgage bears interest at a rate of 7.05% and is repayable in fixed blended monthly amounts of approximately $17. The principal is being amortized over 20 years ending December 1, 2021 and terms of the mortgage are fixed until November 2004.

The Burnaby mortgage bears interest at a rate of 5.93% and is repayable in fixed blended monthly amounts of approximately $21. The principal is being amortized over 20 years ending August 1, 2023 and the terms of the mortgage are fixed until August 1, 2008.

The Winnipeg mortgage bore interest at a variable rate of prime plus 1% and was repayable in fixed blended monthly amounts of approximately $4. The original principal was being amortized over a term not to exceed 15 years ending November 1, 2016 and terms of the mortgage were fixed until November 2003. The outstanding amount of $391 was paid in full on December 19, 2003. The interest rate at the time of repayment was 4.5% [March 31, 2003 – 5.75%].

The acquisition of computer servers was financed with a capital lease. The capital lease obligation is payable in blended monthly payments of $11,210 and bears interest at a rate of 5.298%. The obligation will be fully paid in April 2007.
Principal repayments in each of the next five years ending March 31 are due as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>$2,271</td>
</tr>
<tr>
<td>2006</td>
<td>$2,767</td>
</tr>
<tr>
<td>2007</td>
<td>$220</td>
</tr>
<tr>
<td>2008</td>
<td>$108</td>
</tr>
<tr>
<td>2009</td>
<td>$2,492</td>
</tr>
<tr>
<td></td>
<td>$7,858</td>
</tr>
</tbody>
</table>

6. Deferred revenue

Deferred revenue is comprised of amounts restricted for the funding of expenses to be incurred in the future. The balance of the current deferred revenue is as follows:

<table>
<thead>
<tr>
<th></th>
<th>2004</th>
<th>2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Health Services</td>
<td>$3,405</td>
<td>$3,587</td>
</tr>
<tr>
<td>Disaster relief</td>
<td>$9,813</td>
<td>$9,555</td>
</tr>
<tr>
<td>International relief and services</td>
<td>$13,250</td>
<td>$9,481</td>
</tr>
<tr>
<td>Restricted donations and other</td>
<td>$35,364</td>
<td>$32,325</td>
</tr>
<tr>
<td></td>
<td>$61,832</td>
<td>$54,948</td>
</tr>
</tbody>
</table>

7. Deferred Capital Contributions

Deferred capital contributions are comprised of amounts restricted for the funding of capital expenditures. The changes in the deferred capital contributions balance are as follows:

<table>
<thead>
<tr>
<th></th>
<th>2004</th>
<th>2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance, beginning of the year</td>
<td>$10,109</td>
<td>$8,131</td>
</tr>
<tr>
<td>Cash contributions received during the year</td>
<td>$1,964</td>
<td>$3,280</td>
</tr>
<tr>
<td>Capital contributions received during the year</td>
<td>$–</td>
<td>$1,172</td>
</tr>
<tr>
<td>Amortization of deferred capital contributions</td>
<td>$(2,363)</td>
<td>$(2,474)</td>
</tr>
<tr>
<td>Balance, end of year</td>
<td>$9,710</td>
<td>$10,109</td>
</tr>
</tbody>
</table>
8. Programs

The Society’s gross revenues and expenses from operations consist of the following program activities:

<table>
<thead>
<tr>
<th></th>
<th>Revenues $</th>
<th>Expenses $</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2004</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>International services</td>
<td>14,401</td>
<td>23,067</td>
</tr>
<tr>
<td>Disaster services</td>
<td>8,958</td>
<td>18,055</td>
</tr>
<tr>
<td>Water safety services</td>
<td>5,900</td>
<td>7,813</td>
</tr>
<tr>
<td>First aid services</td>
<td>9,671</td>
<td>13,343</td>
</tr>
<tr>
<td>RespectEd services</td>
<td>2,549</td>
<td>4,888</td>
</tr>
<tr>
<td>Community services</td>
<td>17,680</td>
<td>20,078</td>
</tr>
<tr>
<td>Community health services</td>
<td>93,761</td>
<td>90,349</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>152,920</td>
<td>177,593</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Revenues $</th>
<th>Expenses $</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2003</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>International services</td>
<td>18,037</td>
<td>26,989</td>
</tr>
<tr>
<td>Disaster services</td>
<td>4,216</td>
<td>11,147</td>
</tr>
<tr>
<td>Water safety services</td>
<td>5,674</td>
<td>7,108</td>
</tr>
<tr>
<td>First aid services</td>
<td>9,484</td>
<td>12,960</td>
</tr>
<tr>
<td>RespectEd services</td>
<td>2,884</td>
<td>5,216</td>
</tr>
<tr>
<td>Community services</td>
<td>16,217</td>
<td>21,454</td>
</tr>
<tr>
<td>Community health services</td>
<td>91,248</td>
<td>90,917</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>147,760</td>
<td>175,791</td>
</tr>
</tbody>
</table>

9. Letters of Credit

At March 31, 2004, the Society had letters of credit totalling $1,512 [2003 – $1,511]. The short-term investments of $1,602 are pledged as security.

10. Related Entity

The Red Cross International Aid Trust Fund of Canada [“the Trust”] administered by the Society has not been consolidated in these financial statements. The Trust was created on July 6, 2000 to hold funds received from the Canadian International Development Agency until their disbursement to international relief projects. The Society received funds for ten [2003 – six] projects in the year where revenues and expenses of $3,353 [2003 – $2,685] were incurred. At year-end the Society has a due to the Trust of $170 [2003 – $98].

11. Lease Commitments

The Society has entered into various operating leases for buildings and equipment. The minimum annual lease payments for the next five years are as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Annual Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>2,259</td>
</tr>
<tr>
<td>2006</td>
<td>1,975</td>
</tr>
<tr>
<td>2007</td>
<td>1,761</td>
</tr>
<tr>
<td>2008</td>
<td>1,550</td>
</tr>
<tr>
<td>2009</td>
<td>1,421</td>
</tr>
</tbody>
</table>

12. Employee Future Benefits

The Society also sponsors life and health care benefits for its retired employees. The significant actuarial assumptions used in calculating the accrued benefit obligation for those life and health care benefits at March 31, 2004 were as follows: discount rate – 6.25% [2003—7%], retirement age—60 [2003—60]. For measurement purposes, a 9% [2003 – 8.5%] annual rate of increase in the per capita cost of covered hospital and drug benefits was assumed. The rate was assumed to decrease linearly to 4.5% over 9 years and 4.5% thereafter. The per capita cost of dental benefits was assumed to increase at 4.5% per annum.

<table>
<thead>
<tr>
<th>Description</th>
<th>2004</th>
<th>2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance, beginning of the year</td>
<td>14,725</td>
<td>13,358</td>
</tr>
<tr>
<td>Net benefit expense for the period</td>
<td>1,849</td>
<td>1,759</td>
</tr>
<tr>
<td>Actual benefits paid in the period</td>
<td>(485)</td>
<td>(392)</td>
</tr>
<tr>
<td>Balance, end of year</td>
<td>16,089</td>
<td>14,725</td>
</tr>
</tbody>
</table>

Components of employee future benefits expense

<table>
<thead>
<tr>
<th>Description</th>
<th>2004</th>
<th>2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current service costs</td>
<td>781</td>
<td>828</td>
</tr>
<tr>
<td>Interest on projected future benefit</td>
<td>1,068</td>
<td>978</td>
</tr>
<tr>
<td>Actuarial gain</td>
<td>–</td>
<td>(47)</td>
</tr>
<tr>
<td>Net benefit expense for the period</td>
<td>1,849</td>
<td>1,759</td>
</tr>
</tbody>
</table>
13. PENSION PLANS

The Society’s contribution to its employees’ defined contribution pension plan was approximately $1,557 in 2004 [2003 – $1,618].

The Society discontinued in 1998 the defined benefit option of its pension plan for those employees who remained with the Society after the September 28, 1998 transfer of the blood operations. Employees joining the Society thereafter became members of a defined contribution plan. With respect to past services for the pre-1998 employees, members were given the option to convert their entitlements to a defined contribution basis or to have an annuity purchased on their behalf. Certain members’ elections with respect to the conversion of past service benefits accrued to August 31, 1998 have not been finalized, therefore no annuities have been purchased. The Society remains responsible for the frozen benefits accrued under the defined benefit option of the Plan up to August 31, 1998.

An actuarial extrapolation indicates that the approximate present value of accrued pension benefits for these pre-1998 employees as at March 31, 2004 was $3.2 million [2003 – $3.8 million]. The assets of the pension plan as at that date had a market value of approximately $13.4 million [2003 – $5.6 million]. The last actuarial valuation was performed in 2001.

In June 2003, the Society concluded the transfer of pension plan assets and the related pension obligations to the Canadian Blood Services and Héma-Québec for those employees who transferred to the two organizations in 1998.

Since the final impact of the Society’s plan curtailments and settlements has yet to be quantified by the Actuary, no gains or losses have been recorded in the financial statements.

In June 2000, as part of a pension mediated settlement, the Society was ordered to administer a late enrolment program. An amount of $4.8 million was set aside to fund these past enrolment obligations (escrow amount) but any liabilities in excess of $4.8 million were to be the Society’s responsibility. The Society has at the balance sheet date adjudicated substantially all the claims and has confirmed claims of approximately $200. The excess of the escrow amount over enrolment contributions and administration costs must be used for employee benefits.
14. Contingencies

Various claims, lawsuits and administrative proceedings are pending or threatened against the Society, covering a wide range of matters that arise in the ordinary course of its business activities. Each of these matters is subject to various uncertainties.

An investigation was initiated in 1998 by law enforcement authorities into possible criminal wrong doings related to events of the 1980’s following the completion of the Commission of Inquiry on the Blood System in Canada. In November 2002 the RCMP laid common nuisance charges against the Society and a former Officer of the Society. In addition, further charges of criminal negligence were laid against a former officer. The case is currently in the discovery stage and the future implications, if any, to the Society are not determinable. The Society has an accrual recorded in their financial statements relating to potential legal costs and damages relating to these charges.

15. Comparative Figures

Certain 2003 figures in the accompanying financial statements have been reclassified to conform to the 2004 presentation.
PATRON

Her Majesty Queen Elizabeth II

HONORARY OFFICERS

Honorary President (Appointed):
Her Excellency the Right Honourable
Adrienne Clarkson, CC, CMM, COM, CD,
Governor General of Canada

Honorary Vice-Presidents (Appointed):
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Prime Minister of Canada

The Honourable Stephen Harper, MP,
Leader of the Official Opposition

Honorary Vice-Presidents:
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Janet Davidson
Gene Durnin
H. Robert Hemming
Darrell D. Jones
Huguette Labelle, OC, B.Sc.N.Ed., MD, PhD
Donald Tansley
Henri Tellier, CM
Jon Turpin
Myrtle Vokey
Alan G. Watson, FCA
George Weber

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Stella Campbell
Sandy Craft
Scott Ferris
Mike Smitherman
Mark Young

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Michel Bussière
Suzanne De Sève
Richard Dupuis
Jean-Denis Lavigne
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Janet Davidson (ex-officio)

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Blair Graham
André Harel
David Lough
Jane McGowan
John St. Croix (resigned January 2004)
Joan Shirlow
Ted Tanaka

CORPORATE OFFICERS

Secretary General and Chief Executive Officer
Pierre Duplessis

Deputy Secretary General, Governance and External Relations
Paul Wharram

Deputy Secretary General, Operations
John Mulvihill

Chief Financial Officer
Larry Mills

Members of the Canadian Red Cross Board of Governors, Ottawa, 2004.
ZONES AND REGIONS

Atlantic Zone
Zone Council Chair: David Lough
General Manager: John Byrne
70 Lansdowne Ave., Saint John, New Brunswick E2L 3X3

Region  
Newfoundland & Labrador  Regional President  Regional Director
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Prince Edward Island  Scott Ferris  Janice MacWilliam
Nova Scotia  Stella Campbell  Bill Campbell
New Brunswick  Sandy Craft  Louise Castonguay

Quebec Zone
Zone Council President: Roch Gilbert
General Manager: Conrad Sauvé
6, pl. du Commerce, Ile-des-Soeurs, Quebec H3E 1P4

Region  
Greater Montreal  Regional President  Regional Director
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Quebec  Hélène Beaupré  Donald Harvey
Estrie  Suzanne De Sève  Sylvie Chalifour
Saguenay/Lac-St-Jean/Chibougamau/Chapais/Côte-Nord  Michel Bussière  Donald Harvey
Outaouais/Abitibi-Témiscamingue  Mylène Turcotte  Sylvie Chalifour
Ontario Zone
Zone Council President: Joan Shirlow
General Manager: Gordon Moore
5700 Cancross Court, Mississauga, Ontario L5R 3E9

Region
Central Lakes
Toronto
West Central
Eastern
Northern
Southwest

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Linda Hoffman
Bill Ferris
Roland Ashman
Mike Shantz
Steve Beatty

Regional Director
Maria Harlick
Dennis Fair
Simon Jones
Maria Harlick
Maria Harlick
Lorraine Davies

Western Zone
Zone Council Chair: Amit Mehra
General Manager: Leslie Dunning
100-1305-11 Avenue SW, Calgary, Alberta T3C 3P6

Region
Northern B.C.—Yukon
B.C. Lower Mainland
B.C. Southern Interior
B.C. Coastal
Central & Northern Alberta
Southern Alberta
North/Central Saskatchewan
Southern Saskatchewan
Manitoba

Regional President
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Carmel Waddington
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Jane Hunt

Regional Director
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Ian Pike, PhD
John Richey
Kimberley Nemrava
Tony Hudson
Shirley Diaz
Chriss Gates
Cindy Fuchs
John McDonald
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