



Manitoba
**REPORT BACK
TO THE COMMUNITY**

2013-14



**CANADIAN
RED CROSS**

MESSAGE FROM THE COMMITTEE CHAIR & PROVINCIAL DIRECTOR



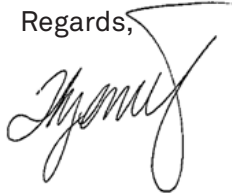
This past year was an exciting year for the Canadian Red Cross as we took on new challenges and stepped up to help people in times of need. As always, I am inspired by the ability of the Red Cross to bring people together to make a difference. While there are so many ongoing and important local programs, upon reflection of the last year, a couple of significant events stand out in my mind.

I was proud to witness the response of all Manitobans to the call for donations after the devastating Typhoon Haiyan hit the Philippines. The enormous support of our growing Filipino community was incredible, and I am heartened by the fact the Red Cross could turn those donations into needed assistance on the ground in the Philippines.

The Red Cross also stepped up to blaze a new path with the ground-breaking agreements with the federal governments to coordinate recovery activities for the hundreds of evacuees from the 2011 flood who are still out of their communities. I am proud to be a part of an organization whose lifeblood is people – hard-working, dedicated volunteers and staff members serving their local communities on a daily basis and who are also ready to lend an extra hand when emergency or disaster strikes.

On behalf of the Manitoba Advisory Committee, I thank you for your support of an organization dedicated to making this province and this world an even better place.

Regards,



Tami Kjerulf

Chair, Manitoba Advisory Committee



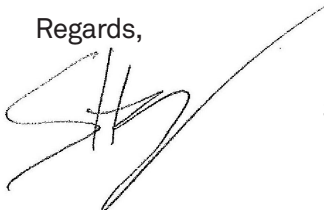
As a leader in disaster assistance, violence and injury prevention education, first aid and water safety we have seen our various programs grow by 10 per cent in 2013-14, as more Manitobans look to the Canadian Red Cross for training and assistance. I am proud of our ability to aid more people and with your help we will be able to reach even further in the coming years. One new responsibility we took on in 2013-14 was the delivery of services to families displaced by the 2011 floods, as hundreds of people remain out of their homes. This has been a challenge the Red Cross has been able to meet with care and thoughtfulness, thanks to the dedication of our staff and volunteers, who have helped the people affected by that terrible disaster.

We are not only responsible for providing services in Manitoba but also in Nunavut, where our activity is growing, especially when it comes to violence prevention education and training. I was very proud when we were recognized by the Canadian Red Cross with a national Program Excellence Award for our Nunavut initiative.

The Canadian Red Cross is able to assist individuals and families thanks to the thoughtful generosity of donors and supporters like you. We take the responsibility of utilizing your donations very seriously to ensure they are used wisely in supporting our broad range of services. We also greatly appreciate the support of businesses, organizations and individuals in Manitoba who gave generously to help those affected by severe disasters in Alberta and the Philippines.

I am proud of our family of dedicated and skilled volunteers and staff, who prepare for emergencies and disasters, while also working to ensure we have a healthy community through a variety of education programs. I look forward to seeing how we can work together to do even more in the coming years.

Regards,



Shawn Feely

Provincial Director, Manitoba



Ready to Respond in Manitoba

When disaster strikes in Manitoba, the Canadian Red Cross is prepared to step forward and provide assistance wherever it is needed. Whether it is a massive natural disaster that forces thousands out of their homes or a house fire that displaces one family, the Red Cross has the trained volunteers and resources to step up and help them recover with dignity.

The Red Cross was there for Manitobans affected by a number of major disasters in 2013-14, including the destructive ice shelving of Ochre River, the Otterburne pipeline fire, spring flooding and summer forest fires.

To be ready for these and other major disasters, like the 2013 Alberta floods, to which a number of Manitoba volunteers were sent to assist, the Red Cross has a well-trained disaster response team that is constantly in a state of readiness. The team conducted a series of training sessions and mock exercises during the year. In total, nearly 300 disaster management volunteers were trained in 2013-14.

The Red Cross was also there to assist the Winnipeg residents who had to deal with frozen water pipes this past winter. Red Cross volunteers provided more than 415 water-less clean-up and hygiene kits.

For small disasters, when individual families are displaced by something such as a house fire, the Red Cross has well-trained personal disaster assistance teams ready to provide necessary amenities such as clothing and shelter. As we look to the next few years, the Red Cross will be recruiting and training individuals to create more of these volunteer teams because we know the help is needed across Manitoba. We plan to be there for people in many communities in the future.

No matter what the disaster, the Red Cross, thanks to generous donors and supporters like you, is ready to provide neighbourly care to help Manitobans in need.

In 2013-14, Red Cross volunteers in Manitoba assisted 140 people affected by small disasters, such as house fires, through the Personal Disaster Assistance (PDA) team. In 2014-15, more PDA teams are being established, in communities such as Brandon and The Pas, to ensure we can reach out to more people impacted by small disasters.

RED CROSS BY THE NUMBERS



Canada-wide stats



Manitoba stats

OUR STRENGTH

is in our volunteers and donors

 around
20,000 VOLUNTEERS
from coast to coast



 in Manitoba
492 VOLUNTEERS
contributed over 15,000 HOURS

READY TO RESPOND

when disaster strikes


88,999
Canadians directly
assisted following
a disaster




5,887 PEOPLE
assisted after
a disaster

READY TO SUPPORT

those in our communities


Restoring Family Links
program reunited
456 FAMILIES
separated by conflict,
disaster or migration





here in Manitoba
23 BENEFICIARIES
found their families with help
from the same program

How we're helping Canadians here in Manitoba and coast to coast


READY TO PREVENT

injuries and abuse

 **645,503** Canadians took violence, bullying, and abuse prevention training

 **48,755** individuals received the same training in Manitoba (up 26,571 from last year)



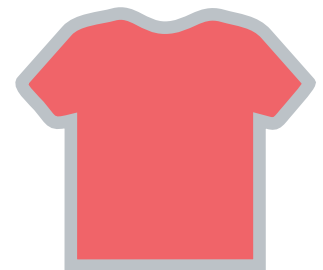
19,000+  pink shirts distributed in a stand against bullying on 2014 Red Cross Day of Pink (up from 17,000 last year)

374 SCHOOLS and businesses involved in 2014 Red Cross Day of Pink (up from 350 in 2013)




 **609,367** Canadians took Red Cross First Aid courses

33,857  people received the same training here in Manitoba



 **1,218,317** Canadians took Red Cross swimming and water safety lessons

 **76,111** people across Manitoba took Red Cross swimming and water safety lessons (up 18,880 from last year)



 **556 NEW CANADIANS** taught safety via SmartStart injury prevention workshops in Manitoba



“We do bullying awareness throughout the year, but the Day of Pink always brings our school together and gives another opportunity to promote friendship and bullying awareness.”

- Heather Sanche, counsellor
Ecole R.W. Bobby Bend School
Stonewall

Wearing Pink to Change Lives

Every day people have to deal with the reality and pain of bullying but on April 9, 2014, students and adults across Manitoba stood together for respect, strongly demonstrating that it does not have to be that way. In total, in excess of 19,000 individuals at 374 schools and businesses across the province made a stand against bullying by wearing the Canadian Red Cross Day of Pink T-shirts as part of the celebration.

From Melita to Bissett to Lac Brochet to Churchill, the third annual Red Cross Day of Pink gave students and adults from across the province a chance to hear about the devastating impact bullying has on those that are targeted and how each one of us can be part of the solution. Communities demonstrated that no student is alone and that each individual has the power to stand for respect and create healthy relationships, not just on this one day, but year-round.

Schools marked the occasion with a variety of events, including guest speakers, video contests, pink bake sales, community marches and pledges to respect one another all intended to pull students and adults together. A number of Manitoba businesses also got in the act, wearing Red Cross Day of Pink T-shirts and showing they too stand against bullying.

While April 9 was a special day, it was not the beginning. Long before April rolled around, and before even one pink T-shirt had been donned, thousands of students had already learned about respect and healthy relationships thanks to the Red Cross Beyond the Hurt bullying prevention program, which is made possible through generous supporters like you.

To learn more about this program, visit www.redcross.ca/RespectED.

Day of Pink was successful thanks to the generous support of our presenting sponsor, RBC and our other sponsors, Impact Security Group, MTS, Special T Shirt Company and CJOB/Fresh FM.

The Canadian Red Cross also appreciates the financial support of the Government of Nunavut to help us provide RespectED training in the territory.

RED CROSS DAY OF PINK
SPONSORED BY





Celebrating Humanitarians in Manitoba

In 2013, the Canadian Red Cross honoured two outstanding Manitoba philanthropists at the Power of Humanity Luncheon presented by Manitoba Liquor & Lotteries.

The Humanitarian of the Year award was presented to a nationally-renowned philanthropic leader in Manitoba. Gail Asper is the chair of The Asper Foundation, a charitable organization in Winnipeg that has worked on a number of projects and been the driving force behind the creation of the Canadian Museum of Human Rights in Winnipeg. Asper has based her charitable efforts on a family philosophy that says a person should not just take up space but try to leave the world a better place than they found it. Asper was recognized with the award because she has dedicated her life to fulfilling that philosophy by supporting a variety of charitable programs.

The Red Cross presented the Young Humanitarian of the Year award to someone who has worked to make the world a better place since she was just a child. Hannah Taylor was only seven when she started raising money for the homeless. A year later, she started her first organization, the Ladybug Foundation, which has gone on to raise millions for shelters, food banks and homeless missions across Canada. Now in her teens, Taylor has been behind a number of fundraisers for the homeless over the years, including National Red Scarf Day and Walk a Mile in Their Shoes. For Asper and Taylor, sharing the stage was very special, since they have been friends for many years. Taylor indicated Asper has been a mentor to her since she was a little girl, giving her valuable advice on her various charitable endeavours.

The day also included a presentation on international humanitarian law and the promotion of human security throughout the world. The speakers included Red Cross international humanitarian law facilitator Sophie Rondeau and former federal foreign affairs minister, now president of the University of Winnipeg, Lloyd Axworthy.

The entire luncheon could not have been possible without the generosity of a number of supporters including:

- Manitoba Liquor & Lotteries
- MTS
- Thompson Dorfman Sweatman LLP
- CTV
- Winnipeg Free Press
- Build Films
- Lindsay Bonk Photography
- AVW – Telav
- Frontier North Adventures

RED CROSS
POWER OF HUMANITY
AWARDS LUNCHEON
SPONSORED BY





**RED CROSS SMARTSTART
PRESENTED BY**



SAFETY SPONSOR



Sharing Safety with New Canadians

There are a number of safety issues that are commonplace for long-time Manitoba residents but are unfamiliar to new Canadians. That is where the Red Cross SmartStart program can help.

SmartStart, presented by Manitoba Liquor & Lotteries, offers people who are new to Canada a course on a variety of safety concerns they need to think about now that they are living in a new country. They are taught about weather safety, including instruction on how to properly bundle up during the winter and how to stay safe on ice. The program also talks about the importance of being ready by keeping emergency preparedness kits on hand at home and in their cars. The participants are also taught about the need for lifejackets on the water and about how they can trust the police to help them. Essential road safety information is provided by our safety sponsor, Manitoba Public Insurance.

In 2013-14, 556 new Canadians learned how to keep themselves safe in the Manitoba environment in one of 22 workshops. One newcomer from India explained the importance of the program, stating the “session made me aware of all the possible life-threatening hazards, and to be prepared to handle these situations.”

OUR SUPPORTERS

We greatly appreciate all of the donors and supporters of the Canadian Red Cross in Manitoba. The supporters listed here have contributed to local programs and services, as well as emergency fundraising appeals, during the fiscal year. Individual donors have not been listed in respect of their privacy.

\$300,000+

United Way of Winnipeg



\$100,000-\$299,999

Manitoba Liquor & Lotteries
Walmart Canada

\$25,000-\$99,999

Qualico Developments (Winnipeg) Ltd.
The Wawanesa Mutual Insurance Company
Government of Canada - First Nations Inuit Health Branch
MTS Allstream Inc.
Cargill Limited
Dr. William D. Leslie Medical Corporation
Manitoba Public Insurance
Princess Auto
Manitoba Council of Canadian-Filipino Associations
Peak of the Market
RBC Foundation
The Pollard Family Foundation

\$10,000 - \$24,999

The Winnipeg Foundation
Parrish & Heimbecker Limited
MacDon Industries Ltd.
Manitoba Coalition for Safer Waters

Niche Technology Inc.
Vickar Community Chevrolet
Operation Christmas Blessing
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Steinbach Credit Union
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Raymond Chang Foundation
The Thomas Sill Foundation
Fresh Hemp Foods
Selkirk & District Community Foundation
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Impact Security Group
Manitoba Pork Council
Tower Engineering Group
United Way of Brandon & District
WGI Westman Group Inc.

\$5,000-\$9,999

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Masonic Foundation of Manitoba Inc.
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Brandon Neighbourhood Renewal Corporation
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Winnipeg Filipino Zumba
McDonald's Restaurants Ltd.
Access Credit Union - Altona
UMAC Express Cargo
Canada Summer Jobs
Council of South Sudanese Communities of Manitoba
Beaver Truck Centre
Government of Manitoba - Children and Youth Opportunities Recreation
Parker Hannifin Canada
APEGM
Barkman Concrete Foundation Inc.
Chinese Buddhist Association of Manitoba
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EG Penner Building Centres Ltd.
Erin Dean Medical Corporation
The FWS Group of Companies
Login Canada
Lucky Supermarket
Mathen Mathen Medical Corporation
Quarry Seed
The Church at Winnipeg
United Way of Winnipeg Organizational Development Fund Grant

Thank You!