



Image © Simon Rawles/British Red Cross

The power
of kindness

Annual review **2017**





Contents

Our vision, our impact	4
Welcome	6
2017: The year in numbers	8
Crisis response	10
Community reserve volunteers	12
First aid and crisis education	14
Independent living services	16
Refugee support and migration	18
International response and recovery	20
Giving a voice to people in crisis	26
Our priorities for 2018	28
Financial overview	30
Thank you	32
Get involved	34

Our vision, our impact

At the British Red Cross we strive towards a world where everyone gets the help they need in a crisis.

In everything we do, from supporting local communities in the UK to building resilience internationally, we harness the incredible power of people's kindness and share it with the people who need it the most.

We are a sign of hope for people in crisis – a network of humanity that gives individuals and communities the help they need to prepare for, respond to and recover from crises, both at home and abroad.

We believe that every crisis is personal, which is why we provide impartial support to people based on their need and nothing else. We help millions of people cope with all kinds of crises. In the UK this includes emergency response, refugee support, independent living services and first aid education. Internationally, we partner with other Red Cross and Red Crescent societies to help people who are facing hunger, who are caught up in conflict, who have been affected by natural disaster, and who have had to flee their homes.

We are an organisation made possible by everyday acts of human kindness. We are powered by over 19,600 volunteers in the UK and nearly 3,900 staff. It is their determination to support others, along with the generosity of our supporters, that allows us to help people.

We are part of the world's largest humanitarian network, the International Red Cross and Red Crescent Movement, which has 17 million volunteers across 191 countries. This gives us a unique ability to respond to humanitarian crises around the world – with a local presence responding in almost every country, combined with a global network able to mobilise and coordinate exceptional responses to emergencies.







Welcome

Mike Adamson
Chief Executive

2017 was a year of intense human crisis, with a series of UK emergencies unparalleled in recent years and the ever-increasing number and scale of global emergencies. But it will also be remembered as a year of incredible kindness and of communities pulling together. Our volunteers, donors and staff are a wonderful example of that, and we're extremely proud of how you have risen to the challenges of a tough year.

We take exceptional pride in our position as a lead voluntary sector emergency response organisation. The impact we made over just three weeks, in May and June, in response to terror attacks in Manchester and London, and the Grenfell Tower fire, illustrates just how much need there is for our unique mix of support.

Our volunteers and staff were there, on the ground, making a difference from the earliest stages of each incident. From helping hospitals in Manchester support patients in real distress, to freeing up beds so victims could be treated faster, to providing a rest centre in the aftermath of the London Bridge attack, and helping people from abroad connect with their loved ones who were affected by the Grenfell Tower fire.

Thanks to our donors, we raised over £27 million to support those who lost a loved one or had been hospitalised by these events. We have a truly collaborative approach, enabled by donors, and carried out by trained volunteers and staff – showing how the power of kindness can make a direct difference to people in crisis.

Every act of kindness, big or small, makes the world of difference.

Day and night, the British Red Cross is responding to some of the defining issues of our time – preventable re-admissions into hospital, loneliness, terror attacks, chronic hunger, natural disasters and ongoing conflicts around the world. The role of the British Red Cross is more critical now than ever before.

This year I have seen first-hand the resilience of people in the British Virgin Islands in the face of the devastation left by hurricanes Irma and Maria. I have also witnessed the scale of the destruction caused by the ongoing conflict in Syria. The loss of life, opportunity and livelihoods was shocking. The scale of the need is still immense.

By working together and standing by our fundamental principles, I am confident that we'll be able to meet the challenges awaiting us. Thank you to our donors, volunteers and staff who give so much time, energy and support to ensure we can continue our life-saving work. We are proud to be part of one Movement.

**We are guided by the seven
fundamental principles
of the Movement:**

Humanity

Impartiality

Neutrality

Independence

Voluntary service

Unity

Universality

**These commit us to putting people first
in everything we do.**

2017 The year in numbers

Reduced destitution and distress for people who are displaced

32,000
people supported through our
refugee services

2,800
people supported to reunite
with their families

33%
of family reunion requests came
from children separated from family
due to conflict, migration, dispersal
and natural disasters

Enhanced independence and wellbeing for those facing health crises

187,000
helped through our
independent living
services, including

65,200
people supported to
live in their own home

57,800
mobility aid loans

People know what to do in a crisis

275,000
people taught first aid

120,500
young people reached
with crisis education

41,200
at-risk adults first
aid trained

Reduced distress and enhanced recovery following an emergency

9,300
people helped in
a UK emergency

1,500
UK emergencies
responded to

34,700
ambulance responses*

26,900
non-emergency patient
transport journeys*

22
international emergencies
responded to
(including 11 new
emergencies)

Strengthened national humanitarian action overseas

157
people sent to
support the Movement

23
countries supported
through either
resilience or capacity-
building programmes

*UK **On average

Crisis response

Aim: Reduced distress and enhanced recovery following an emergency in the UK

We help communities in the UK to prepare for, respond to and recover from emergencies. On average, we respond to six incidents every day.

A disaster can send shockwaves through families and communities. We're on hand to help, whatever the need is. From a friendly face and a cup of tea, to providing food, shelter and warmth after a major emergency, we'll be there.

We provide practical support, counselling and ambulance support when people need it most. Our first aid training means that communities can be ready to act.

We're committed to ensuring our emergency response gives people the personal care and attention they need, focusing on the individuals and communities at the heart of an emergency.

A year of crisis and incredible kindness

In the space of a few weeks last year, the unthinkable happened. Terror attacks in Manchester and London and the Grenfell Tower fire saw our staff and volunteers mobilised in the UK on an unprecedented scale.

We were there, helping those in need from the earliest stages of each incident. From providing ambulances, support crews and psychosocial support in Manchester, to providing a rest centre in the aftermath of the London Bridge attack, to helping people from abroad connect with their loved ones who were affected by the Grenfell Tower fire. Our supporters dug deep, giving what they could to ensure we were able to help people when they needed it the most.



In 2017:

- We responded to 1,500 emergency incidents in the UK.
- We helped 9,300 people during major emergencies in the UK.
- We dispatched 34,700 ambulances to help people in crisis.
- We launched the UK Solidarity Fund, to provide help to victims of terror anywhere in the UK as soon as it's needed.
- Our supporters donated £27 million to those who lost a loved one or had been hospitalised during the UK emergencies.
- We launched the community reserve volunteering scheme. See redcross.org.uk/reserves for details.



Laszlo's story

“Being able to help has made me feel like a true Londoner, I'm part of this city because I've experienced its very worst but also its best.”

33-year-old Laszlo has been a Red Cross volunteer for over half his life. He started volunteering in his home country of Romania at the age of 15, before joining the German Red Cross and then the British Red Cross when he moved to London two years ago. He says the Red Cross is part of his identity.

“It's part of who I am. I live for it.”

Like many other people who live in London, and across the UK, he couldn't believe the horrific series of incidents that unfolded across the capital in the summer of 2017. But unlike most others, he was in the unique position of being able to help through his role as a British Red Cross emergency response volunteer.

Laszlo first supported the local community following the London Bridge terror attack.

“I remember when I first heard about the attack at London Bridge, it was completely surreal. It's like something you watch on TV.”

When he arrived he was shocked when he saw the scene of the attack, but struck by the outpouring of support in flowers and messages from fellow Londoners.

“We were there to provide emotional support to people as they dropped in to the rest centre. We spoke to many people from the local area. You could feel how personal the attack had been to everyone. They were very fearful. This type of attack is something you can't protect yourself from.”

Less than a week later, following the horrific blaze that tore through the Grenfell Tower block

in west London, he was called upon again. He went to the blackened shell of the tower and continued to provide advice and compassion to those who had lost everything.

Just two hours after he left to return home, he received another call for volunteers and felt compelled to attend. This time he was thrown into the immediate aftermath of another devastating incident and there was a lot of confusion about what was going on.

A man had driven his vehicle into a crowd of people who had been attending prayers outside a mosque in Finsbury Park. A family had lost a father, grandfather and husband and many others had been injured.

“It was a very sombre atmosphere. As the incident had just happened there was a lot of confusion, but I knew it was serious because I could hear helicopters above us.

“I was in the rest centre with the families affected. It was so quiet in the room you could just hear the helicopters and blue flashing police lights.

“We made the space quiet for distressed people, and made sure it was comfortable.”

Despite extreme challenges, Laszlo felt honoured to be able to support people affected by these tragedies, and to work in a team with London's emergency services.

“When devastation happened communities across London united. That's the real feeling of London and being part of that was the proudest moment of my life.”



Community reserve volunteers

We have launched a flexible volunteering scheme for people who want to help during a major emergency within their local community, such as flooding or a fire.

Community reserve volunteers will receive a text when an emergency happens in their local area, and help with practical tasks such as preparing kit and equipment, filling sandbags, sorting supplies and making refreshments. This role is perfect for people who would naturally feel the urge to help during a major emergency, but don't have the time to commit to volunteering all year round.

Our community reserve volunteers also help free up our emergency response volunteers and staff to concentrate on specialist assistance and emotional support.





Thomas's story

“I feel good to be able to help and give back. I'll be proud to help the Red Cross.”

Thomas was 21 when he was badly burned during a plane crash at an air show in 2015.

“I thought, ‘I'm not sure I'm going to make it out of this alive.’”

He was watching the display in Shoreham when the plane crashed into the road just ahead of him, killing 11 people and injuring many more.

“I looked up into the sky, and this plane was probably only a few hundred metres away and coming straight towards me. In the next split second I was engulfed in a ball of flames.”

Thomas suffered burns to 10% of his body. And it could have been worse if not for British Red Cross volunteers on the scene.

“I was very grateful that they were there. If it wasn't for their help I would have been in a lot more pain.”

Thomas has now signed up as a community reserve volunteer.

First aid and crisis education

Aim: Making sure people know what to do in a crisis

First aid skills are essential. Knowing what to do and having the confidence to act in an emergency can help to save a life.

A study commissioned by the British Red Cross and conducted by the University of Manchester found that:

- **up to 59 per cent** of deaths from injury may have been **prevented if first aid was given before** the emergency medical services arrived
- **96 per cent** of the time, somebody was on the scene of an accident before emergency medical services arrived, but **first aid was only attempted in around half of all cases.**

Everyone has the potential to save a life.

We teach adults and young people first aid skills with a focus on those who we know are at significantly higher risk of experiencing a first aid emergency – older people, homeless people and those living with drug or alcohol addiction. We also provide baby and child first aid training and resources for parents, family members and childcare professionals.

In 2017:

- We trained 275,000 people in life saving first aid skills through first aid classes.
- We reached over 161,000 people at risk of experiencing a first aid emergency.
- We helped 16,000 people with first aid at events.
- Our online teaching resources were viewed 1.2 million times, helping people to learn simple first aid skills in their own way in their own time.



Rebecca's story

Rebecca* was travelling on the bus on the way home from visiting her mum. Half way through the journey a man came running down the stairs on the bus shouting that there was someone upstairs who needed help.

Rebecca attended a first aid course in Salford. She was nervous, but knew she could help.

As she went upstairs there was a man collapsed on the floor. She discovered that his name was Andrew and he was 50. A passenger was already on the phone to the emergency services and another passenger was trying to help Andrew. 'I told the other passengers, "I'm Rebecca. I know first aid. I can help."

Andrew wasn't breathing. "I moved behind him, so I that I could reach his head. I tilted it back so I could check if he was breathing and he wasn't."

Rebecca started to give chest compressions. "I felt the adrenaline take over and remembered what I had learned." Once the paramedics arrived they thanked Rebecca for her help and took over.

Rebecca says, "As I made my way to the bottom of the bus, people started clapping. It hit me what just happened. I began to shake. I began to feel very emotional and immediately phoned my mum. It was amazing that I was able to help.

"I never thought I would find myself in that kind of situation – you just don't know when you will be required to use your first aid skills. When I needed my skills everything came back and I realised that I had learned a lot more on the first aid course than I thought."

*Name has been changed.

Independent living services

Aim: Greater independence and wellbeing for those facing health crises

The British Red Cross has been providing health and social care services in homes and hospitals since the NHS was established. Our services have a simple idea at their heart: preventing health problems from escalating into personal crises.

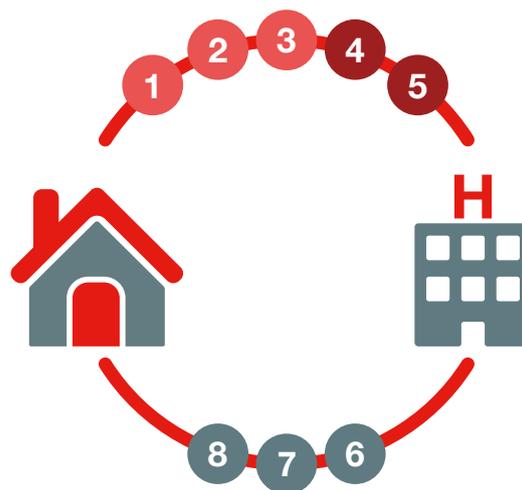
We give people somewhere to turn before they reach the point of crisis – helping to meet their practical, physical and emotional needs in their own home. That might be through giving someone the confidence and skills to provide first aid, or through helping them to reconnect with their community if they're lonely and isolated.

When crisis does hit, we're there to help people cope – including during their time in hospital.

Our staff and volunteers provide reassurance and compassion during an often stressful time. We support patients and their families at accident and emergency departments across the country, provide ambulance support and door-to-door transport so that people can access important health services and everyday essentials without the need for emergency care.

We also support thousands of vulnerable people to return home safely after their time in hospital, providing the extra support they need to regain independence without needing to go back to hospital. Simple support such as collecting prescriptions, offering companionship and conversation and helping out with shopping can help people to get back on their feet.

How we help



- 1 **Preparing for first aid crises**
- 2 **Reconnecting with your community**
- 3 **Transport support for essential journeys**
- 4 **Supporting you in A&E**
- 5 **Supporting the ambulance services**
- 6 **Support at home – getting you home from hospital**
- 7 **Support at home – 6 to 12 weeks of help as you recover**
- 8 **Loaning you mobility aids**

Tackling loneliness and social isolation

Our joint research with our Co-op partners has shown that almost one person in five in the UK (over 9 million people) reports that they're always or often lonely. We're helping to prevent loneliness escalating from a temporary situation to a chronic issue by providing the right support to vulnerable people when they need it.

Cheryl's story

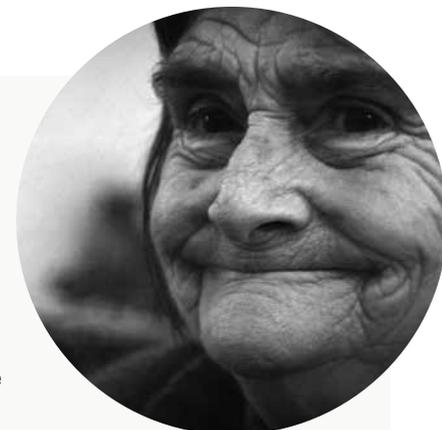
Cheryl suffers from a progressive lung disease called emphysema, which means she finds it hard to look after her home and dog, Buster. It also means she is in and out of hospital regularly.

"You feel frightened, and you don't really want to call on the emergency services."

The ever-present dust and dog hair aggravated her emphysema, further limiting her breathing and health. She was sleeping on the ground floor of her home, unable to tackle the stairs.

In 2017:

- We helped over 187,000 people through our independent living services.
- We helped over 65,000 people regain and maintain their independence and stay in their own homes.
- We worked with 61 hospitals across England, including 15 A&E departments, to provide practical and emotional support to patients and their families.
- We helped 125,000 people move swiftly and safely through the system and alleviate pressures both at the point of arrival in A&E and when patients were ready to return home.
- We launched a Community Connectors service, in partnership with the Co-op, to provide support to those experiencing loneliness, and help connect them to their community through local services, interest groups and activities, tailored to each individual.
- We provided 57,800 mobility aids.



Toni works for the British Red Cross and met Cheryl after she came home from hospital.

"When I first came to see Cheryl, she was just sitting there. You could see that she was embarrassed to let me into her home. I could tell how difficult that was. It was very good of her to let me in."

Toni organised a home makeover for Cheryl, knowing that could make all the difference.

"It will never stop Cheryl from being admitted because of her condition. But as time goes on, having a healthy, safe environment will hopefully allow her to have less re-admissions."

Cheryl says she's "over the moon" to have met Toni.

"You do get very anxious. Having somebody come in, you feel safer."



Before



After

Refugee support and migration

Aim: Reduced destitution and distress for people who are displaced

Around the world, the everyday lives of people living peacefully and independently are being impacted by conflict and threats to their personal safety and wellbeing. Nearly 1 in 100 people worldwide are now displaced from their homes. As long as instability, food insecurity, poverty, loss of livelihood or lack of opportunity, conflict and persecution continue, those in the most desperate situations will continue to risk everything for the chance to build a better future.

The destitution, distress and risk of exploitation faced by those who are displaced causes immense suffering and we are uniquely placed to respond.

We have a long tradition of supporting individuals after they flee trauma and persecution. With more than 17 million volunteers across 191 countries, the Red Cross and Red Crescent is there to help people when they're particularly vulnerable – regardless of status – at every point that they need support.

We help to reduce destitution and exploitation, provide protection, reunite families who have been separated, challenge stigma and support the integration necessary for people to rebuild their lives themselves. The British Red Cross is now the biggest single independent provider of refugee support in the UK – supporting more than 30,000 people every year, in 58 towns and cities.



In 2017:

- We directly supported 18,900 migrants and refugees in the UK, as well as a further 13,000 dependants.
- We reunited 2,800 family members.
- We launched 'Surviving to Thriving' in partnership with the Refugee Council and UpRising. The project supports young refugees by providing practical life skills and mental health support as well as help to develop leadership and employability skills.
- We provided assistance to more than 300 victims of human trafficking.

Hama's story

“In the UK there is humanity.”

17-year-old Hama* prefers not to talk about being forced to flee his home country of Iraq.

Instead, his focus is on his new life in the UK.

“Arriving in the UK, I was born again,” he said. “I couldn't be happier. There is a lot of badness in my country but in the UK there is humanity.”

Hama came to the UK from Calais last year. He was one of the unaccompanied children transferred here when the “Jungle” camp closed.

From surviving to thriving: supporting young refugees

Hama now lives in Birmingham with a fellow asylum-seeker he first met in Calais. Both boys are supported by the Surviving to Thriving project: a new partnership between the British Red Cross, Refugee Council and UpRising.

Funded by the players of People's Postcode Lottery, Surviving to Thriving provides practical life skills, mental health support and leadership skills to young refugees and asylum seekers.

For Hama, the programme has been vital in helping him adjust to his new life. Although it hasn't been easy, he can already see the progress he's made.

“Sometimes I can't get to sleep or I will wake up in the night,” he explained. “The British Red Cross had a session about how to sleep better and we got some advice and recommendations. I have been really benefitting from the session and I think I'm a lot better than I used to be. The things I learn at the sessions help me with my daily life.”



After all he has been through, the support has also helped him to open up and learn to trust people again.

These experiences have got Hama thinking about his own future. His experiences haven't stopped him having big aspirations: “I would like to finish college first, then university, and after that become a mechanical engineer. And get married of course!”

“The programme inspired me to study harder, to work more, to not give up and say ‘that's too difficult, that's just for somebody who was born here’”.

Above all though, Hama hopes for a future where he will be able to help others who have been through a similar experience to his own.

“I never want to forget my past — how I was living in my country and how people are living in my country right now,” he said. “I ask myself, ‘how can I help another person who might be like I used to be?’ My situation is a lot better now.”

*Name has been changed.

International response and recovery

Aim: Reduced distress and enhanced recovery following an emergency overseas

Strengthened national humanitarian action overseas

The British Red Cross provides emergency support to people affected by a crisis overseas, and helps to rebuild their lives.

We share our expertise with the Movement and other Red Cross and Red Crescent Societies to build resilience within communities, helping them to prepare for, withstand and recover from disasters.

During 2017, 157 of our staff and volunteers provided their expertise, enabling the Movement to help people affected by conflict and natural disasters. This included 24 people supporting the Movement to deliver more assistance through direct cash payments as part of our cash assistance programme.

Support in protracted conflict

Around the world, 2 billion people live in communities devastated by conflict and violence.

Conflict has forced millions to flee their homes in East Africa. Now drought is crippling the region. Families are facing cholera, and critical food shortages are causing extreme hunger and malnutrition.

The escalating violence in Myanmar saw thousands of families flee their homes with almost no possessions, only to enter a country in the grip of terrible floods. Many more remain stranded in border areas without food, water or shelter.

The ongoing conflict in Syria has seen millions of people flee their homes. As well as the almost 5.5 million refugees who have fled the country, the United Nations High Commissioner for Refugees (UNHCR) estimates that more than 7 million people are 'internally displaced', attempting to raise their families while the fighting continues.

We are able to work in conflict zones because we're neutral, impartial and independent and because the Red Cross/Red Crescent emblem takes no notice of political, ethnic or religious affiliations.

Silent emergencies

Some crises don't make the headlines, despite our very best efforts. These crises are underfunded and effectively ignored. They are silent emergencies.

The crises in the countries surrounding Lake Chad and in Yemen have been exacerbated by the inaccessibility and insecurity of these regions. Conflict, displacement, food shortages and disease have left millions of people without the basics they need to survive.

The International Committee of the Red Cross (ICRC) is one of the few humanitarian organisations able to access these areas and give people the vital support they need.

Devastated by nature

When the forces of nature tear communities apart, the Movement helps support people to put their lives back together.

The worst monsoon rains in decades claimed thousands of lives and devastated communities across India, Nepal and Bangladesh last year. People lost everything. Their homes and their livelihoods were submerged in the floodwater.

Following the floods in South Asia, we gave more than £500,000 to the Movement to help distribute food parcels, supplies and medical equipment and help hundreds of thousands of people as they attempt to rebuild their lives.

In the Caribbean, hurricanes Irma and Maria destroyed an estimated 1.2 million people's homes. The high winds and driving rain devastated the islands and 80 per cent of houses were damaged. The tourist industry has been badly affected and many people no longer have jobs.

We sent a team to help people prepare before hurricanes Irma and Maria hit the Caribbean, and contributed £6.8 million to support people in the aftermath, as they attempt to put their lives back together and restore the infrastructure of their communities.



Building resilient communities

We believe the best people to respond and help communities in crisis are people connected to and living within those communities. That's why we partner with our sister Red Crosses and Red Crescents around the world to share skills and tools that help people prepare for, withstand and recover from crisis.

We are working with National Societies around the world, with ongoing programmes in Nepal, Bangladesh, Kenya and Syria.

In 2017 we designed water management schemes and constructed deep tube wells to provide safe, reliable water supplies.

We trained vulnerable communities in basic first aid, disaster preparedness and water supply and management. We also gave cash grants to people to help them start up their own businesses, and provided training to local entrepreneurs.



Gyan's story

As a single woman estranged from her husband, Gyan was denied the right to rebuild her home after it was destroyed in the two 2015 earthquakes that devastated communities in Nepal, and killed almost 9,000 people. However, after the Red Cross stepped in with an offer of training she joined other women to start building the way to gender equality.

Hundreds of thousands of people lost their homes during the quake, including Gyan. In a country where many of its workers had sought jobs abroad, there was an urgent need for builders to help rebuild the country.

Before the earthquake struck, Gyan had been helping to build houses as a labourer, a job she'd be confined to for ten years.

"I just used to carry the bricks," she says. "It's a difficult job this type of work. It's physically very exhausting to carry heavy loads and the work is fast paced."

There are very few female builders in Nepal so when Gyan found out that the British Red Cross were funding training sessions for masons, covering earthquake-safe building techniques, she was initially reluctant to sign up.

Leading the way

"I knew about how to build a house before the training, but no one would recruit me as a mason as I was only semi-skilled," says Gyan.

"After the training from the Red Cross I knew everything I needed. The buildings that I am building use earthquake-safe techniques, and are safer than before. And I am able to encourage others to build in this safer way."

Gyan has now established herself as a head mason, and is leading a team of five on this current house.



A better way of life

Not only is Gyan now helping to build safer homes for families in Nepal, she's also benefitting financially too.

"Before training, I received 500 Nepalese rupees a day but now I earn 1,000 (about £7 a day)," she says.

"I spend money on a range of things like my children's education and daily expenses like food, rent and the electricity bill.

"I'm so happy that I was able to get this training with the Red Cross. It's hard work but I enjoy it."

Yet there is something bittersweet about Gyan's craft. Despite her training, her house was destroyed and she is not able to rebuild on the plot of land that she used to call home. Three years later she still lives in a temporary home.

The property and land on which it stood remains in her husband's name despite the fact he left the family many years ago. This means she can't access a government grant towards reconstruction, nor does she have legal permission to rebuild.

This is a recurring issue for many women whose houses were destroyed in the earthquake. Together the British Red Cross and Nepal Red Cross are helping to address this by supporting women to generate their own income, which puts them in a better position to overcome such challenges.

"It's very hard to be a woman on your own in Nepal. It's very challenging; what I earn now is still just enough to cover my expenses for my children, so I'm not able to save any money for the future.

"At the moment I'm still in temporary accommodation but when my children have grown up I hope I can save to buy the building materials and use some of these techniques to build my own home."

Raem's story

Raem, 36, from Homs, left Syria with her children about four years ago. She'd lost her husband at the beginning of the crisis and found herself alone with her four children.

Raem and her children are among over one million Syrian refugees living in neighbouring Lebanon.

"We didn't decide to leave, we were forced out because of the bombing; it made us leave. My in-laws helped me find this home and this is where we live now."

Raem didn't have a chance to take anything with her when she left her family home.

"I managed to bring my keys and my house lease – these were the only things in my purse. I didn't manage to bring anything else. I was hoping that we would be able to go back one day. But there is no door, no house, anymore, for the key."

Raem and her family had a humble life in Syria but it was a good life. Her husband was a carpenter.

Raem's family now faces a long road of uncertainty. Raem has no friends, only her neighbours, who sometimes check on her. She doesn't make any plans for the future. Her greatest fears are for her children.

"The biggest difficulty is that there's no money and I cannot provide for my children. They were all born in Syria. They are not happy children. They don't know anything here. They miss home. But they are in school, that is the first thing I did, I found them somewhere they could learn and be normal children."

A one-off Red Cross cash grant in the winter helped Raem buy fuel to heat the house and keep her family warm. She also receives a monthly sum from the Red Cross that helps her with her basic needs.



"It has helped so much. It removes some of the burden that we have as a family."

Receiving the grant from the Red Cross is one of the only things Raem has to look forward to.

"I wait for it every month. I am so glad that the Red Cross supports me and supports the Syrian people. You are all we have. If we didn't have this help, I don't know what would happen to us."

"I am living very humbly, I don't think about what I want to do. I don't have ideas of things I like. I just think I have this money and I can get what is necessary. There are no other privileges."

Improving recovery through cash grants

Financial aid, or cash-based assistance, allows us to deliver aid as efficiently and effectively as possible. Natural disasters and conflict can limit people's freedom and their ability to make their own choices. This can have an effect on their independence and sense of dignity.

We all know best what we need to survive, and the needs of no two individuals or households are the same. Giving people the power of choice through cash allows them to rebuild their lives in the way that's best for them.

After a natural disaster like an earthquake or hurricane, it might be days before roads are made passable, or planes can safely land. Getting cash to people can be the quickest and best way to help them.

In 2017:

- We contributed £4.6 million towards food, community water sources, fishing kits, and seeds and tools for farming in East Africa, through a joint appeal with the Disasters Emergency Committee (DEC).
- We gave £1.6 million to help provide water, water containers, food parcels and hygiene kits to those who fled their homes in Myanmar.
- We contributed £8.8 million to help supply food, water, blankets, soap and other essentials to people in Syria.
- We gave £600,000 to help provide food rations, clean water and rehydration sachets in Yemen to treat and prevent cholera.
- The ICRC drastically scaled up its work this year in the countries surrounding Lake Chad. Its operation there is now its second largest in the world, behind only Syria.
- We gave more than £500,000 to the Movement to help them distribute food parcels, supplies and medical equipment in South Asia, following the floods.
- We contributed £6.8 million to support people in the Caribbean as they attempt to put their lives back together after hurricanes Irma and Maria.
- We supported 297 families in Lebanon and 1,388 in Jordan with grants to help them to cover their basic needs for the winter months, including food, clothing and heating.



Image © Cosmos for ICRC

Image © Riccardo Gangale



Giving a voice to people in crisis

We advocate with and on behalf of people in crisis. Based on our experience of helping people across the UK and overseas, we speak out to try to address the root causes of crises. We speak up for:

Better first aid training

A few simple first aid skills can give people the power to save a life. But first they must be taught.

More health and social care funding

Because everyone in the UK should get the health and social care they deserve.

More support when leaving hospital

There is a cycle of avoidable hospital admissions among vulnerable patients, which needs to stop.

Improving the asylum system

Refugees and asylum seekers deserve an asylum system that treats people with respect and dignity.

You can find out more about our calls for change at redcross.org.uk.





In 2017:

- We ensured that survivors of the Grenfell Tower fire, who felt unable to access support due to their immigration status, were able to stay in the country for one year (called 'compassionate leave to remain'). People should always feel safe and confident to access emergency support.
- We lent our voice to the wider debate on crisis in the care system, including raising awareness through the media in January after we reiterated our call for the government to invest more to support vulnerable adults in need of social care.

In the spring budget an additional £2 billion for social care was announced, as well as recognition of the need for sector reform.

- We worked in partnership to form a new loneliness All-Party Parliamentary Group, building on the work of the Jo Cox Commission. This is a long overdue development and one that will hopefully lead to a better understanding of the issues surrounding loneliness and social isolation.

- We continued to call on governments to ensure that vulnerable migrants, irrespective of legal status, are provided with better assistance and protection during their journeys. This includes a commitment to funding search and rescue operations in the Mediterranean Sea. We're also calling for governments to allow people to escape countries or situations where their lives or safety are at risk.
- We worked on the development of two new international frameworks led by the United Nations (UN), which will be finalised this year: a global compact on refugees and a global compact for safe, orderly and regular migration. We're calling for an approach that emphasises the protection of human life and dignity.
- We brought together UK policy makers to discuss the humanitarian response to the ongoing silent emergency in Lake Chad by hosting a joint event with the All-Party Parliamentary Group on Human Rights.

Our priorities for 2018

UK emergency response

Based on a review of our UK emergency responses in 2017, we will work with our partners to deliver more collaborative emergency response, with a real focus on the people we're helping, that engages with and draws on the capacity of local communities and builds their resilience.



Supporting people with health crises

We will work with the NHS to help improve people's experience in a crisis, providing alternative pathways to care when people are becoming stuck in hospital so they can return home safely. In 2018, we will support 79,000 people to live independently at home. This includes our new Co-op partnership community services to tackle loneliness and isolation, and providing 93,700 mobility aid loans. We will reach 45,000 adults in at risk groups and 122,000 young people with first aid and crisis education.

Refugee support and restoring family links

The number of people entering the UK is expected to fall, but the complexity of people's needs continues to increase. We'll aim to directly support 16,000 refugees, asylum seekers, and people separated from their families in the UK. We will develop a model for supporting those affected by trafficking and modern-day slavery that brings together our UK and international resources to protect vulnerable people along global migration trails.



International emergency response and silent emergencies

We'll continue to increase our response to silent emergencies, either through our own funds or through raising awareness of humanitarian suffering so that others are compelled to take action. We will improve our capacity to respond to slow-onset, protracted crises that don't fit traditional emergency response models.



Helping the International Red Cross and Red Crescent to reach more people in crisis

We will focus our work overseas to reach a larger number of people when they're affected by chronic hunger or protracted conflict. We'll continue to work with our partners in Africa and Asia to build disaster management capabilities, and deliver our ongoing resilience-building programmes. Our cash assistance programme will see six of our partner societies in West Africa and Asia ready to deliver cash assistance to people in crisis by the end of the year.



People know what to do in a crisis

In the UK we will reach more people with first aid and crisis education, and teach more members of the public to save a life through our Red Cross training. We'll also look at how we can provide innovative solutions to current and developing health and social care crises.

Inclusion and diversity

We will ensure that inclusion and diversity is considered in all that we do. We are developing a more robust recruitment and selection process, incorporating mandatory diversity and unconscious bias training, name-blind applications and collecting key diversity metrics.

Through acknowledging that different people experience crises differently, we are designing all our international programmes to reflect this, including mainstreaming gender and diversity considerations.

A more inclusive and diverse workforce will ensure we're able to make smarter decisions, bring about positive change in society and, crucially, be better equipped to support people in crisis.

Financial overview

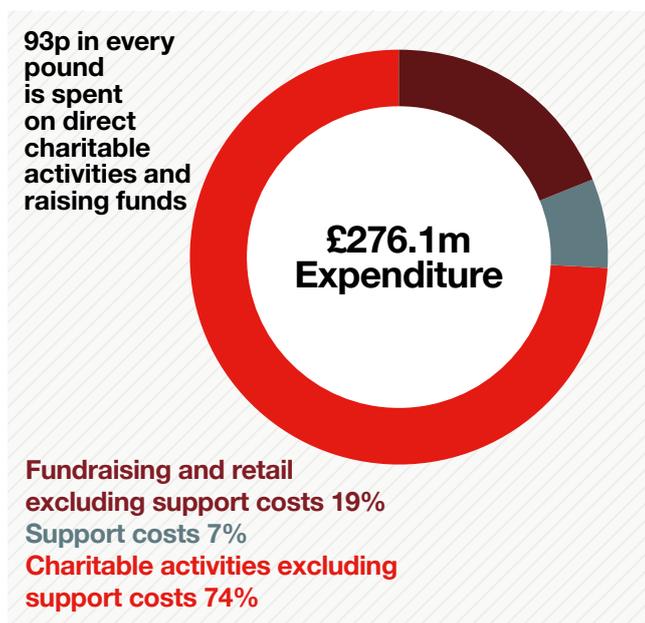
Our work is mainly funded by a mixture of donations, income from our shops, legacies, grants and earned income from service delivery.

Thank you to everyone who generously supported the British Red Cross in 2017.

Income



Expenditure

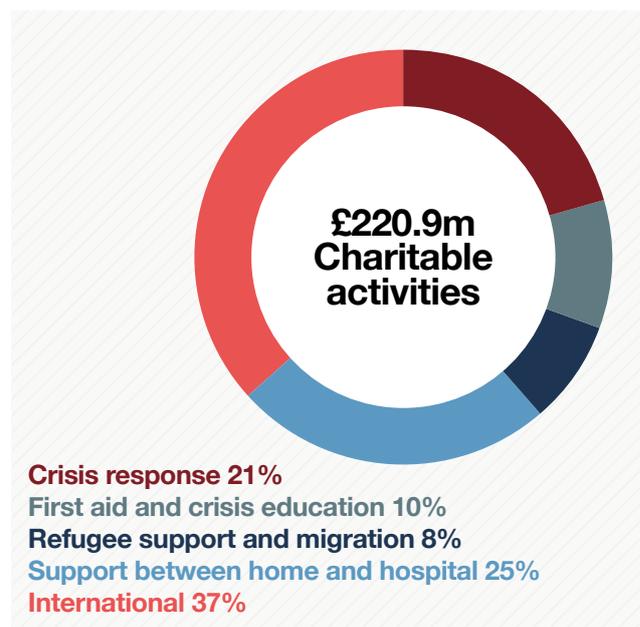


We spent £220.9m on our charitable activities in the year (2016: £181.7m). Our spend on UK crisis response was £46.5m, an increase of 82% on the previous year, reflecting our work during the events in Manchester and Grenfell. Our expenditure on charitable activities in the UK was £140.1m (2016: £122.5m) and £80.8m was spent on international activities (2016: £59.2m).

93p in every pound is spent on direct charitable activities and raising funds.

Our charitable activities

Of the £220.9m we spent on our charitable activities in 2017, £140.1m was spent on supporting people in the UK.



This was split into areas such as crisis response, first aid, refugee support, and supporting people between home and hospital.

The remaining £80.8m was spent on providing help overseas.

We publish data on all our international grants on the International Aid Transparency Initiative (IATI) website. You can also read more about using IATI data.



Thank you

Everyone at the British Red Cross would like to thank each individual and organisation who supported our work in 2016.

Our supporters were compassionate and swift in their response during emergencies, and their generosity enabled our vital ongoing work in the UK and overseas to continue. We particularly want to thank everyone who supports us regularly, giving us the confidence to plan ahead.

We gratefully remember each and every one of our supporters who thoughtfully left us a gift in their will. We would also like to say thank you to all our local fundraising committees and volunteers for their hard work and commitment, which we could not do without.

We would like to give special thanks to:

ALDI Stores Limited
Ariana Grande
Ascot Racecourse Limited
AstraZeneca
Aviva PLC
Barbara Bovender and her husband Jack,
Tiffany Circle Unity Member
Ben Fogle
Big Lottery Fund
boohoo.com plc
Canon Europe
City of London Corporation
The Co-op
Costco Wholesale United Kingdom Ltd
Creature of London
Delta Air Lines Inc.
Department for Culture Media and Sport
Department for International Development
EasyJet
Elm Trust
European Commission
Garfield Weston Foundation
Harrods Limited
HSBC Holdings plc
In the Style Fashion Limited
Jaguar Land Rover
Jason Isaacs
Jersey Overseas Aid
John Lewis Partnership

Khoo Teck Puat UK Foundation
LandAid
Lloyds Banking Group
Manchester Airports Group plc
Manchester United Football Club
Marsh & McLennan Companies
The Morrisons Foundation
NatWest
Nesta
Next plc
Players of the People's Postcode Lottery
The Premier League
RBS
Reuben Foundation
Spotify
Tesco PLC
Thomas Cook Group plc
TJX Europe Foundation
Unite the Union
The Universal Music Group
Victoria Pendleton
The Walt Disney Company Ltd
Wm Morrison Supermarkets plc
WWE International Ltd
Zochonis Charitable Trust

Thanks also to members of the following committees:

Bedfordshire Fundraising Committee
The 'Call My Bluff' Wine Tasting Committee
Cambridge Lecture Committee
East Herts Fundraising Committee
East Suffolk Fundraising Group
Huntingdon Fundraising Committee
London Christmas Fair Committee
London Christmas Market Committee
London Fundraising Committee
Mrs Jane Walker and the Lothian Ball Committee
Presidents' Advisory Panel
President Rosie Jackson, Vice President Sue Ferguson and the Cornwall Art Ball Committee, raising more than £40,000 from their Art Ball
Vice President Chris Cox and the Langport Fundraising Group, raising £23,000 from their activities throughout the year
Young Tiffany Circle

Thanks also to:

A B Charitable Trust
Abdalla Foundation
Adint Charitable Trust
Alice Ellen Cooper Dean Charitable Foundation
Annesley (CLW) Trust
Anthony Du Boulay Charitable Trust
Arriva Rail North Limited
Arsenal Football Club
Barcapel Foundation
Barrow Cadbury Trust
Bloomberg UK Limited
British Airways plc
Chelsea Football Club
Christina Goodall Charitable Trust
City Livery Club
Comic Relief
Constance Travis Charitable Trust
The Cotton Trust
David and Claudia Harding Foundation
David Family Foundation
Dowager Countess Eleanor Peel Trust
Dr E Boyd and Miss J A Boyd
Dr Terry Cross OBE
Eddie Dinshaw Foundation
Elastoplast
Esmée Fairbairn Foundation
The Football Association
Green Hall Foundation
Greggs plc
GSK
Guernsey Overseas Aid & Development Commission
Guild of Freeman
Hatfield Davis Family Trust
Herd Lawson and Muriel Lawson Charitable Trust
The Hugh Symons Charitable Trust
InterContinental Hotels Group plc
intu Trafford Centre
Isle of Man Government
J Van Mars Foundation
JD Sports Foundation
Jordan Foundation
Kavli Trust
Kingfisher Plc
KMF Maxwell Stuart's Charitable Trust
Kristina Martin Charitable Trust
Livery Companies of the City of London
The London Community Foundation and Cockayne –
Grants for the Arts
Manchester Arndale
Megan Van't Hoff Charitable Trust
Moondance Foundation
Northern Ireland Executive
Paul Hamlyn Foundation
Pentland Brands Limited
Peter Dixon Charitable Trust
The Presidents' Network (local Presidents,
Vice-Presidents and Patrons)
Primark Stores Limited
Rank Foundation
Ray of Light Foundation
Rogers Radio
Scottish Government
Sir James Reckitt Charity
Smith Charitable Trust
Sony Music Entertainment
Spirit of 2012 Trust
Square Enix Holdings Co., Ltd
St James's Place Foundation
Stelios Philanthropic Foundation
Swire Charitable Trust
Thomas Tunnock Ltd
Tides Foundation
Tiffany Circle Humanity member, Mrs Freddie Linnett
Tiffany Circle Steering Committee and Membership
TP ICAP
TUI UK
Ulster Garden Villages Limited
Unbound Philanthropy
Underwood Trust
Unitarians Clara Barton Fund
United Wards Club
Virgin Atlantic Airways Ltd
The W A Cargill Charitable Trust
Waterloo Foundation
Wells Fargo
Welsh Government
Westminster Foundation

Get involved

We can connect you with people who need your help. Your kindness is what powers our movement. There are many ways to be a part of what we do. Join us.

Volunteering

However much time you have and whatever your experience, there are lots of UK volunteering opportunities at the British Red Cross.

Volunteering gives you the chance to meet new people, learn new skills and help people get the support they need in a crisis.

You could become an emergency response volunteer, deliver mobility aids, join our event first aid service or support our shops. Or you could become one of our community connectors, helping people in your local area by having a chat over a cup of tea, going for a stroll or accompanying them to a community group.

Community reserve volunteer

Sign up to help your community in case there is ever a big local crisis – such as widespread flooding or a large fire. It takes just a few minutes to sign up and you don't need to do any training in advance.

During an emergency, you will help with practical tasks such as preparing kit and equipment, filling sandbags, sorting supplies and making refreshments.

Being a community reserve volunteer is perfect if you are someone who would naturally feel the urge to help during a major emergency, but don't have the time to commit to volunteering all year round.

Find out more at redcross.org.uk/reserves

Fundraising

Get active. Go fundraising. Have fun. There are many ways you can help raise money for people in crisis.

As part of Team Red Cross you will be supported throughout your preparation. Our national events

team will be on hand to encourage you with your fundraising, answer any questions and to thank you for all of your hard work.

Simply tell us which event you're taking part in. Then we can support you to raise as much as you can to help people in crisis, whoever and wherever they are. Every step you take and every pound you raise will help someone in need.

As part of Team Red Cross you will receive:

- a fundraising pack full of tips and advice to help you reach your sponsorship target
- dedicated support, including training advice
- a British Red Cross running vest or t-shirt if you raise over £100
- updates on the work of the British Red Cross in the UK and overseas.

Make a change

Support from philanthropists, trusts, statutory funders, and corporate partners make a lasting impact on the lives of people in crisis in the UK and around the world.

We have a wide range of ways you can get involved, though supporting specific projects to partnering with us to create unique opportunities that suit your interests and skills. You can join us to become a real catalyst for change.

Our dedicated teams work closely with you to develop ideas that make best use of your time and donations. To find out more about joining with us to make a difference to the lives of people in crisis, contact us today.

Companies: corporatepartnerships@redcross.org.uk
020 7877 7597

Philanthropists: philanthropy@redcross.org.uk
020 7877 7093

Trust and Statutory: trust&statutory@redcross.org.uk
020 7448 4434

Donate

We rely on the generosity of people like you to help people cope with a crisis in the UK and overseas. Your donation, large or small, can change lives.

You can help someone who is struggling to cope at home after a hospital stay, a family that has been torn apart by conflict or a community that has been struck by a natural disaster.

Make a donation and you will bring comfort to someone when they need it most.

[redcross.org.uk](https://www.redcross.org.uk)

Phone: **0344 871 11 11**
From overseas: **+44 207 138 7900**

Textphone: **0207 562 2050**

Email: **contactus@redcross.org.uk**

Visit: **44 Moorfields
London, EC2Y 9AL**



Where we are:

44 Moorfields
London
EC2Y 9AL

[redcross.org.uk/annualreport](https://www.redcross.org.uk/annualreport)

Published 2018