



INTRODUCING THE BRITISH RED CROSS

Refusing to ignore people in crisis

Who we are

The British Red Cross helps people in crisis, whoever and wherever they are. We are part of a global network of volunteers and staff, responding to natural disasters, conflicts and individual emergencies.

We help vulnerable people in the UK and abroad prepare for, withstand and recover from emergencies in their own communities.

Key facts

- > We are the UK's leading emergency response charity.
- > We have around 3,500 staff and 32,500 volunteers.
- > We help more than a million people in the UK every year, and many more around the world.
- > We are part of the International Red Cross and Red Crescent Movement, which works in 188 countries and has around 13.1 million volunteers worldwide.



I feel I'm not only helping individual people, but helping the Red Cross and society in general

Ed Owen,
care in the home volunteer, Plymouth



“The fire could have killed me, so it was really nice to have the Red Cross there. I want to say thank you for their help and support”

Peter Tibbitts, Edgbaston

Emergency response

Every year we respond to thousands of emergencies in the UK, playing a key role supporting the emergency services. From floods and heavy snow to house fires and transport accidents, we are ready to respond.

Key facts

- In 2011, our volunteers and staff responded to 4,200 emergency call-outs in the UK.
- We have many emergency response partnerships around the UK, including with fire and rescue services, ambulance services and local authorities.
- We helped 27,000 people in an emergency in 2011.



As parts of the UK were hit by serious flooding in summer 2012, Red Cross volunteers and staff helped the emergency services evacuate homes across the country.

From West Sussex to North Wales, our teams helped get people out of homes that were flooded or at risk, and transport them to rest centres.

We also provided support at a hospital in Aberystwyth for people who had fled their homes, including a lady in her 80s who had lost everything when her bungalow flooded.

And as heavy rain turned the Isle of Wight Festival into a mudbath, Red Cross teams helped the emergency services care for hundreds of revellers affected by the bad weather.

➤ redcross.org.uk/emergencyresponseuk



When Sayma's three-year-old daughter started choking and couldn't breathe, the young mother was terrified – but her Red Cross first aid training kicked in.

She started to slap her daughter on the back until she was breathing again.

She said: "Thank goodness I had completed the Red Cross first aid course, as the knowledge was still fresh in my mind. I just stopped panicking and in less than a minute she was okay again."

Sayma is just one of many people each year who use first aid training provided by the Red Cross to save lives – often helping friends or family.

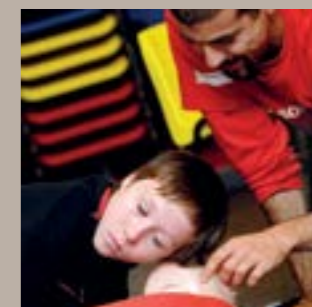
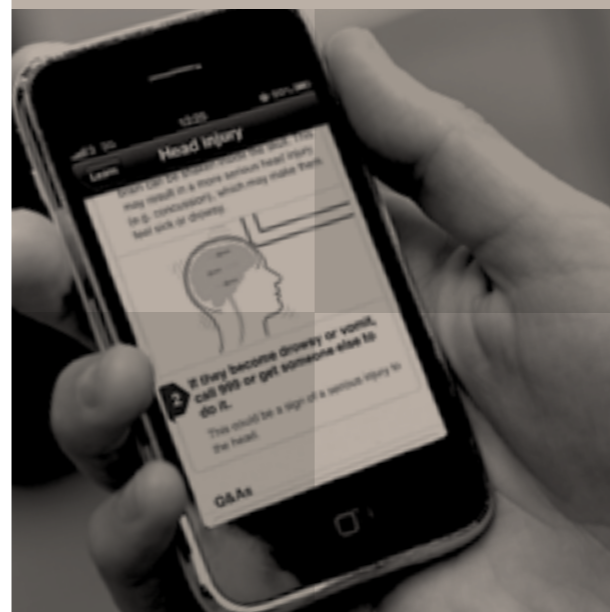
redcross.org.uk/firstaid

First aid education

We train around 370,000 people in first aid in the UK every year, preparing them to cope with accidents and emergencies in the home, at work or out and about. Our volunteers also provide first aid cover at thousands of public events across the country.

Key facts

- > 90 per cent of people who take our first aid courses feel more confident in using first aid skills.
- > 76 per cent are more willing to use those skills in an emergency.
- > Around 61,000 of the people we train each year are from, or work with, vulnerable groups.
- > 30,000 people are given first aid at public events by our volunteers each year.
- > More than 300,000 people have downloaded our first aid app for smartphones.





“I was so impressed by the service, I called to volunteer to give something back”

Bill, 69, who was helped by care in the home volunteers after his heart attack.

Health and social care

We help thousands of people across the UK keep their independence by providing short-term support after a hospital stay – or by preventing admission in the first place. Our services include care in the home, medical equipment, transport and therapeutic care.

Key facts

- > Our volunteers and staff helped 397,000 people in the UK in 2011 through our health and social care services.
- > 34,000 vulnerable people used our transport service in 2011 to reach medical appointments or run errands.
- > We loaned 75,000 wheelchairs to people to help them stay independent in 2011.



Beryl, 87, spent a month in hospital after a fall while walking home from the shops. Settling back into her normal routine was a challenge, as her husband also had limited mobility and she had no relatives nearby who could provide support.

Red Cross volunteer Angela visited Beryl at least twice a week for the next month, to help her regain her confidence and mobility. She helped Beryl start walking again and helped around the house by running errands.

Beryl said: “Without the Red Cross, I don’t know what I would have done. I had a lot of confidence at the end of the four weeks. When Angela finished her visits, I continued going out and about by myself.”

➤ redcross.org.uk/uksocialcare

International emergency response

The British Red Cross responds to natural disasters and conflicts around the world, working with the rest of the International Red Cross and Red Crescent Movement.

Key facts

- > Recent emergency appeals have raised vital funds to help people suffering from drought and famine in east and west Africa, and people affected by conflict in Syria.
- > As of 2012, we are still working in Haiti, helping the country recover from the devastating 2010 earthquake by building housing, providing water and sanitation, and helping people restore their livelihoods.
- > We maintain a Disaster Fund so that money can be released immediately when a disaster strikes – in 2012, the fund was used in South Sudan, Afghanistan, Mozambique and Burkina Faso, among other countries.



“ Many women in the village now want to join the group as they see how much it profits us ”

Oroukia, who works in a community garden in Burkina Faso



Ouilimatou is 21 months old. He lives in the Sahel region of Burkina Faso, where lack of rain, drought and insect infestation led to poor harvests in 2012. His mother got sick and gave him to his grandmother Fatima to look after.

Fatima brought Ouilimatou to the Red Cross health post in her remote village, where volunteers gave him a vitamin and mineral-enhanced porridge to help improve his health and referred him to the nearest health centre for more intensive treatment.

Hers is one of 23 villages in the region with a Red Cross health post to treat malnourished children.

Our West Africa Food Crisis Appeal funded food supplies and healthcare across the region, as well as helping improve immigration and farming techniques to minimise the impact of future droughts.

> redcross.org.uk/currentemergencies



For many women in Lesotho, the joy of finding out they are pregnant is tempered by the fear that they will pass HIV on to their baby.

Matumelo and her husband both tested positive for HIV, and were visited by Red Cross volunteer Mamofela. She helped Matumelo to accept her status and cope with the disease, as well as giving her the support she needed to tell her friends and family.

She then guided Matumelo through her pregnancy, attending her local clinic and getting the treatment and care she needed to avoid passing the disease on to her unborn child.

redcross.org.uk/overseas

Other international programmes

As well as preparing for and responding to emergencies, we also support longer term Red Cross and Red Crescent programmes around the world, helping communities tackle health and social crises.

Key facts

- > We worked on programmes across 16 countries in 2011, including South Africa, Sierra Leone and Kyrgyzstan.
- > Our main areas of work include HIV, tuberculosis, water and sanitation, post-conflict care and community healthcare.

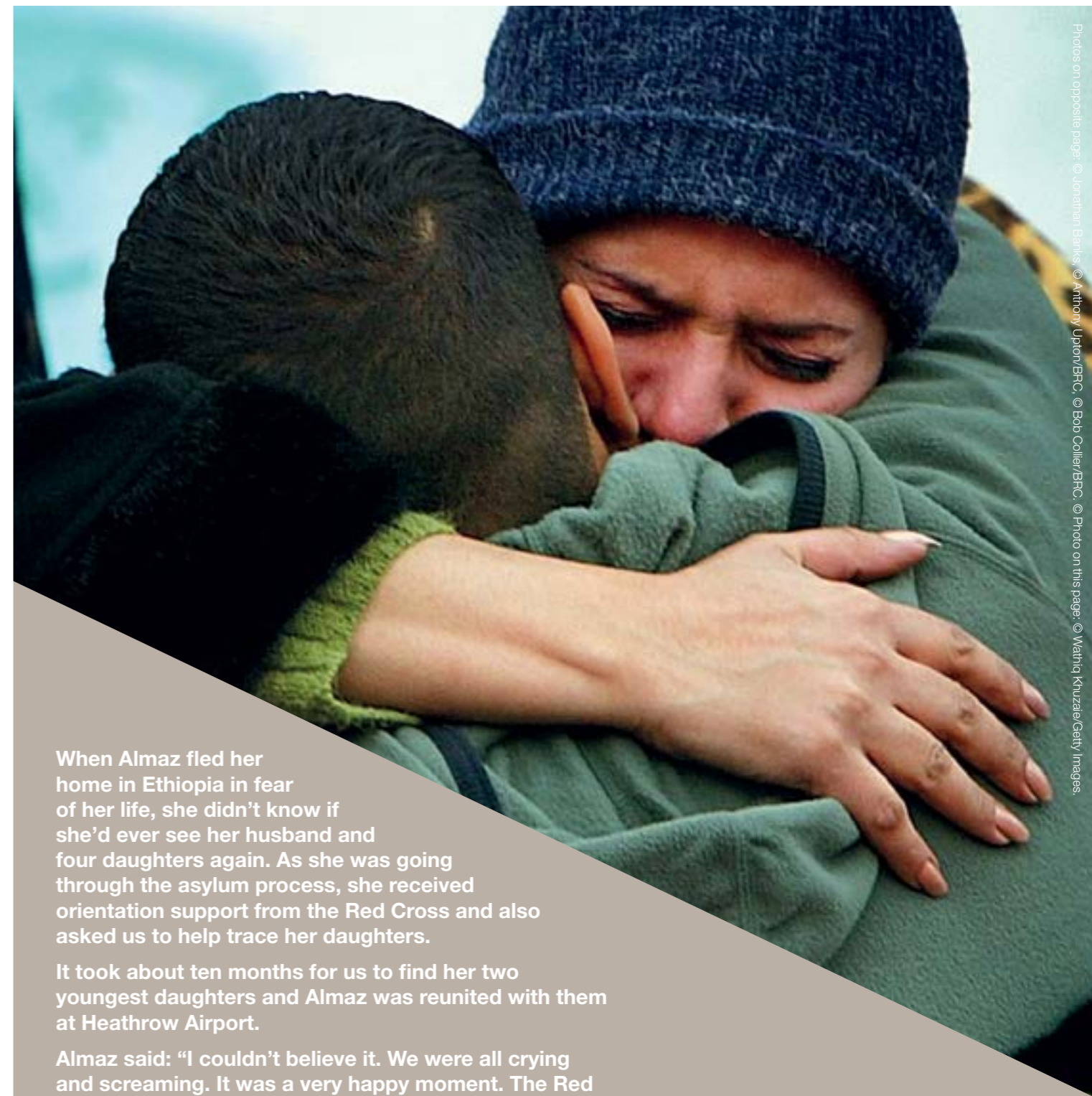


Refugee services

We provide vital support to vulnerable refugees and asylum seekers in the UK, helping them access services and adjust to life in a new country. We also reunite families separated by conflict or disaster.

Key facts

- > Our volunteers and staff helped 35,000 refugees and asylum seekers in 2011.
- > 22,300 of those we helped (64 per cent) were destitute.
- > Many of our volunteers are refugees themselves and speak a wide range of languages.
- > We opened 610 new tracing cases in 2011 to help separated families get back in touch.



When Almaz fled her home in Ethiopia in fear of her life, she didn't know if she'd ever see her husband and four daughters again. As she was going through the asylum process, she received orientation support from the Red Cross and also asked us to help trace her daughters.

It took about ten months for us to find her two youngest daughters and Almaz was reunited with them at Heathrow Airport.

Almaz said: "I couldn't believe it. We were all crying and screaming. It was a very happy moment. The Red Cross' support is really good and I was comforted and encouraged a lot through this time."

We were later able to reunite Almaz with her two other daughters, who were living in Kenya, and have now joined her in the UK.

 redcross.org.uk/refugee

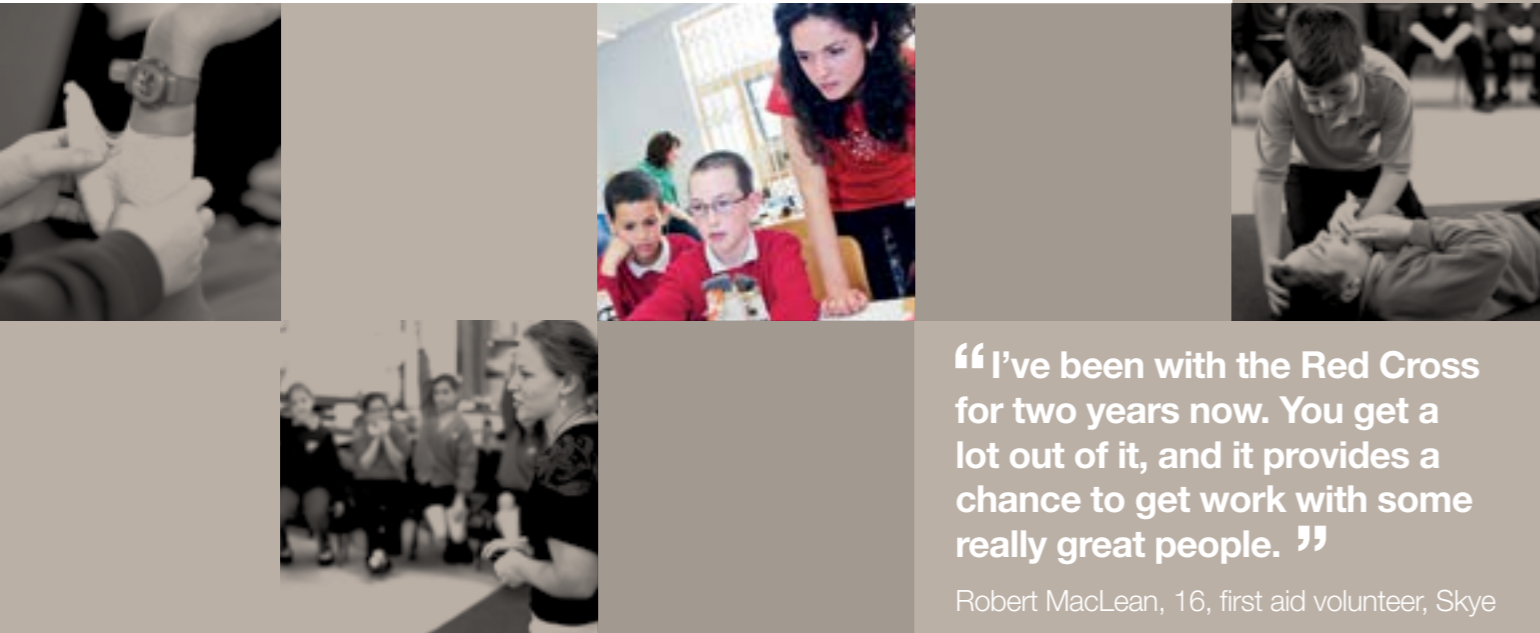
Humanitarian education

In an increasingly complex world, we recognise how important it is for children and young people to have a greater understanding of humanitarian issues. That's why we work closely with schools across the UK, helping them provide valuable education on a range of local and global issues.

Key facts

- > 183,300 children and young people learned about humanitarian issues and international humanitarian law through our education programmes in 2011.
- > 20 percent of our volunteers in the UK are aged 18-26.
- > We can provide trained school speakers on a range of topics, including child soldiers and humanitarian law.

redcross.org.uk/education



“I've been with the Red Cross for two years now. You get a lot out of it, and it provides a chance to get work with some really great people.”

Robert MacLean, 16, first aid volunteer, Skye



Get involved

All the work we do is only made possible by our supporters, who generously give their time or money to ensure we keep on making a difference for people in crisis. There are lots of ways you can help.

Volunteer

The Red Cross is a voluntary organisation and our 32,500 UK volunteers are key to our ability to deliver our services. We have a huge variety of volunteering opportunities available, so you should find something that suits your skills, your interests and the time you have to give.

➔ redcross.org.uk/volunteer

Leave us a gift in your will

Help safeguard our vital work for the future by remembering us in your will. You can do this either by making a simple addition to your existing will or by including a gift in a future will.

➔ redcross.org.uk/legacy

Take part in an event

Fancy abseiling from a tall building, running a marathon or organising a fancy dress party? There are tons of fun ways you can raise money for us.

➔ redcross.org.uk/events

Give goods to our shops

Convert unwanted clothes, books, CDs and household items into vital funds by donating them to one of our Red Cross shops. There are more than 300 across the UK.

➔ redcross.org.uk/charityshops



Photo: © Nick Strugnell/UNP

“There’s never been a time when the Red Cross is not needed, locally or globally”

Margery, fundraising volunteer

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