

The difference we made in 2017

A journey of transformation



Welcome

Mike Adamson
Chief Executive

Welcome to our first report dedicated to reviewing the difference the British Red Cross makes for people in crisis.

It has been inspiring to capture in one place the scale and scope of our work and the difference we make all over the world thanks to our volunteers, staff and supporters.

2017 was an unprecedented year for the British Red Cross in the UK. It was with great pride that in the space of just a few months I watched our staff and volunteers support those affected by the terror attacks in Manchester and London, and the Grenfell Tower fire.

We launched new forms of support in response to emerging needs in the UK as pressure on public services has increased, supporting those facing loneliness and social isolation as part of our health and social care work, and providing bespoke services for young refugees and asylum seekers and those affected by trafficking and modern-day slavery.

Overseas, I have seen first-hand how our work with our sister national society in Syria has meant that people cut off from other humanitarian assistance have been reached with vital aid, and how some communities devastated by years of conflict have been able to rebuild livelihoods.

I have also seen the real value of the long-standing partnerships we have with other Red Cross and Red Crescent National Societies. These partnerships have enabled us to act quickly in the face of natural disasters overseas through tailored support based on existing connections with the communities in which we work.

Despite all that we do, these remain challenging times for charities. We can no longer hold on to old ways of working. We must rise to the challenge of being fully accountable and transparent in how we use our resources.

We must put the people we serve at the heart of what we do, working alongside communities and individuals so that they are part of deciding what support they need and how they get it. We must harness the opportunities arising from innovation and technology and the benefits of working with others, to reach more people in new ways. And we must inspire people to mobilise their kindness to support people in crisis.

We know we can do more for people in crisis. We have therefore embarked on a journey of transformation to ensure that what we do is relevant, focused on those in greatest need and impactful. This transformation will ensure we are able to respond to the scale of humanitarian need arising from the crises of our time in the UK and overseas, and ensure we are here to serve generations to come.

However, this is still not enough – we must commit to learning and improvement. This report enables us to assess the difference we made in 2017. It is also a promise to continue to learn and improve what we do for people in crisis.

So, thank you to all of you who have contributed to our work. This report demonstrates how your kindness and support makes a difference. We could not do this without you!

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2017: The year in numbers

In the UK

Over half a million people reached in the UK across our services and through education.

1,500

UK emergency responses

32,000

refugees and asylum seekers and their family members supported to rebuild their lives in the UK

9,300

people affected by emergencies provided with practical and emotional support

2,900

family members reunited

65,200

vulnerable people supported to live independently in their own home

16,000

people treated with first aid at 3,000 events across the country, with 4 million people provided with peace of mind

61,500

journeys to enable people to get to hospital and make medical appointments

308,500

adults and young people trained in first aid and challenging stigma

75,000

people provided with mobility aids in a health crisis to help them retain their independence

5.8 million

people equipped with digital first aid tools

90,800

people supported with equipment in the home to aid safe and independent daily living



Overseas

37

countries supported through emergency responses

25

countries supported through resilience, recovery and organisational development programmes

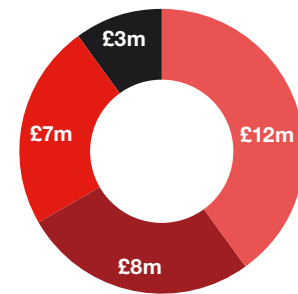
74

experts supported the Movement to respond to emergencies

119

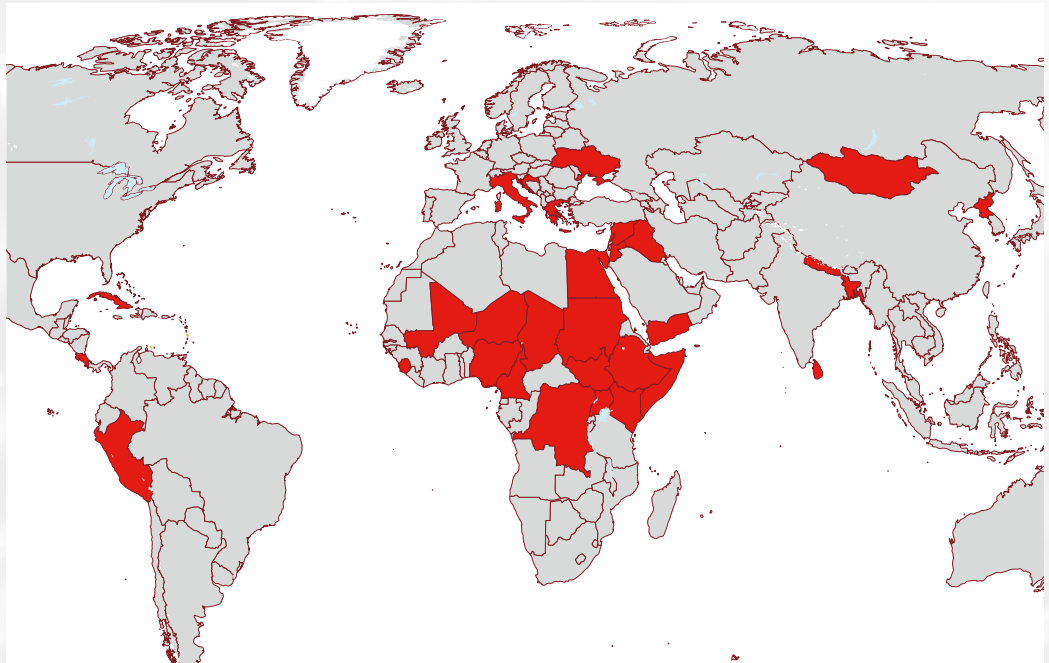
experts supported the Movement in 36 countries to respond to humanitarian need in non-emergency contexts

Sources of income for international emergency response



Public donations UK Government
Disaster Emergency Committee Other

Supporting emergency response and recovery overseas



Introduction

About this report

This is the first British Red Cross report dedicated to the difference we make for people in crisis. It talks about our relevance to the humanitarian crises of our time, describes how we respond to the needs of individuals and communities affected and how we help people to achieve better life outcomes.

This report forms part of our commitment to be fully transparent about our work and evidence-based in how we understand the difference we make. We want our supporters, donors and the people we help to have confidence that the British Red Cross uses the funds entrusted to it to the best possible effect, and in relevant and meaningful ways.

The changes we realise as we work with people in crisis are only possible through the dedication of our volunteers and staff, the generosity of our supporters and donors, and in partnership with sister national societies and other organisations responding to the needs of those affected by crises.

In the chapters that follow we offer an honest and open account of the difference we make where we are able to reliably evidence this, setting out the work we are doing to improve how we measure the outcomes we realise for people in crisis. The report draws on data from across our work in the UK and overseas, internal and independent evaluations of our programmes, and feedback and accounts from the people we help. It shows how our work in policy and advocacy draws on this insight to call for policy changes to achieve impact for people in crisis beyond our services and programmes.

In demonstrating the difference we make we recognise the challenges in measuring our contribution where the people we help draw on the support of multiple agencies to get back on their feet following a crisis. We are conscious of the limits on our ability to have lasting impact where we support people for short periods of time, and where we are supporting people with complex needs that leave them vulnerable to repeat crises.



About us

The British Red Cross has been responding to the needs of people in crisis in the UK and overseas since 1870, through wartime and peace. We mobilise the power of humanity to build a world where everyone gets the help they need in a crisis, helping vulnerable people and communities prepare for and recover from emergencies and build resilience to withstand future crises.

We are one of the largest charities in the UK. Our 3,900 staff and 19,600 volunteers provide help to vulnerable people across the country and overseas when crises strike. We work as an auxiliary to government, a unique status enshrined in UK law through our Royal Charter, which mandates us to provide humanitarian assistance alongside public sector responders.

Overseas, we work as part of the wider Red Cross and Red Crescent Movement ('the Movement'), the largest independent humanitarian network in the world. We are one of 191 Red Cross and Red Crescent societies that work to a common purpose in every country, bringing together 17 million volunteers, all guided by the same fundamental principles to alleviate human suffering.

“ Spontaneous devotion ...is more easily found than one is inclined to think. ... In this age, which is often called selfish and cold, what an attraction it would be for noble and compassionate hearts and for chivalrous spirits to confront the same dangers as the warrior, of their own free will, in a spirit of peace, for the purpose of comfort, from a motive of self-sacrifice! ”

– Henry Dunant, Founder of the Red Cross Movement
A Memory of Solferino, 1862



Our vision

is a world where everyone gets the help they need in a crisis.

Our mission

is to mobilise the power of humanity so that individuals and communities have the capacity to prepare for, deal with, and recover from crisis.

Our Fundamental Principles

As part of the Red Cross and Red Crescent Movement, everything we do is guided by seven Fundamental Principles:

1 HUMANITY

2 IMPARTIALITY

3 INDEPENDENCE

4 NEUTRALITY

5 UNITY

6 UNIVERSALITY

7 VOLUNTARY SERVICE

What we do



Responding to need in emergencies

We are at our core an emergency response organisation, taking action in the UK and overseas to save lives in the event of conflict and disasters, providing for the immediate needs of those affected and enabling them to recover.



Supporting people who have been displaced

For those displaced by conflict and disasters overseas and for vulnerable people on the move, we work with the wider Movement to offer protection and assistance to people along migration trails and provide for their basic needs. For people who seek refuge in the UK, we help them navigate the immigration system, step in when they face destitution, and enable them to build new lives and integrate into their communities. Where people have been separated from their families, we use our Movement-wide networks to reunite them. For people affected by trafficking, we are working with Movement partners and across our UK teams so that people can access the bespoke support they need, ensuring that they are protected and enabled to make positive choices about their lives.



Supporting people to live independently at home

In the UK, health and social care pressures, an ageing population and widespread loneliness and social isolation have contributed to people being left without adequate access to the care they need to live safely and with dignity at home. We provide support in between hospital and home so people are not in hospital unnecessarily and are able to return home safely and get back on their feet. For those facing loneliness and isolation, we reconnect them to their local communities so they are more resilient in the face of a crisis and empowered to live well.



Teaching life saving skills

We seek to build generations of life-savers through our first aid training and digital tools, focusing our charitable resources on equipping people with first aid skills in environments where there is greater risk of a health crisis. We work with young people through our crisis education, empowering them with first aid and life skills so that they can help their peers, and challenge stigma in the face of discrimination and intolerance.



Supporting the Movement to respond to need

Overseas, we provide funds and expertise to the Movement to enable it to respond to emergencies all over the world. The Movement provides support in the immediate aftermath of emergencies and helps communities recover quickly in ways that build resilience to future shocks. Where there is vulnerability to crises, we support other national societies in the Movement over the long-term so that they are better equipped to enable their communities to withstand shocks and know what to do to stay safe when crisis strikes.



Focusing our work overseas where we can have impact

As humanitarian crises overseas are lasting longer and impacting on a larger scale, we are adopting a new approach to our international work that commits us to making humanitarian responses faster, more efficient and dignified. Alongside our core business of disaster management and the promotion of international humanitarian law, we will focus our resources overseas on three major crises of our time: chronic hunger, displacement and migration, and protracted conflict. We will work with the wider Movement to ensure that together, we are impactful at scale for those affected.



Raising our voice for people in crisis

Across all we do, the British Red Cross has become a prominent voice calling for improved responses to humanitarian suffering and crisis. Using our unique position with government and our worldwide network, we call for others to commit to coordinated and effective action in the face of unmet need, recognising that services and interventions in the moment of crisis are often insufficient to finding enduring solutions to the causes of vulnerability.

The British Red Cross has six core aims:

- Reduced distress and enhanced recovery following an emergency in the UK
- Protection and improved recovery for people in an emergency overseas
- Reduced destitution and distress for people who are displaced
- Enhanced independence and wellbeing for those facing health crises, reducing hospital stays
- Ensure people know what to do in a crisis
- Enhanced Movement capacity to reach people in critical contexts across the world

Measuring the difference we make

Over the last few years we have transformed how we measure the difference we make for people in crisis. The drive to capture the difference we make and the experiences of those we help is not without its challenges. Most of our services in the UK support people over short periods of time and often in distressing circumstances. Overseas we work with Movement partners who deliver services and support in complex situations.

Despite these challenges, we have a rich evidence base to draw on and we are committed to improving how we do this. We want to demonstrate to our donors and supporters that we are using our resources well and we want to ensure that people and communities are at the heart of what we do.

Our evidence base

Our data: We collect data on all our activity in the UK, including the emergencies we respond to, how many people we reach and the types of support they receive. Over the last two years we have invested in improving how we collect data so that we have a more consistent and reliable understanding of who we help and how.

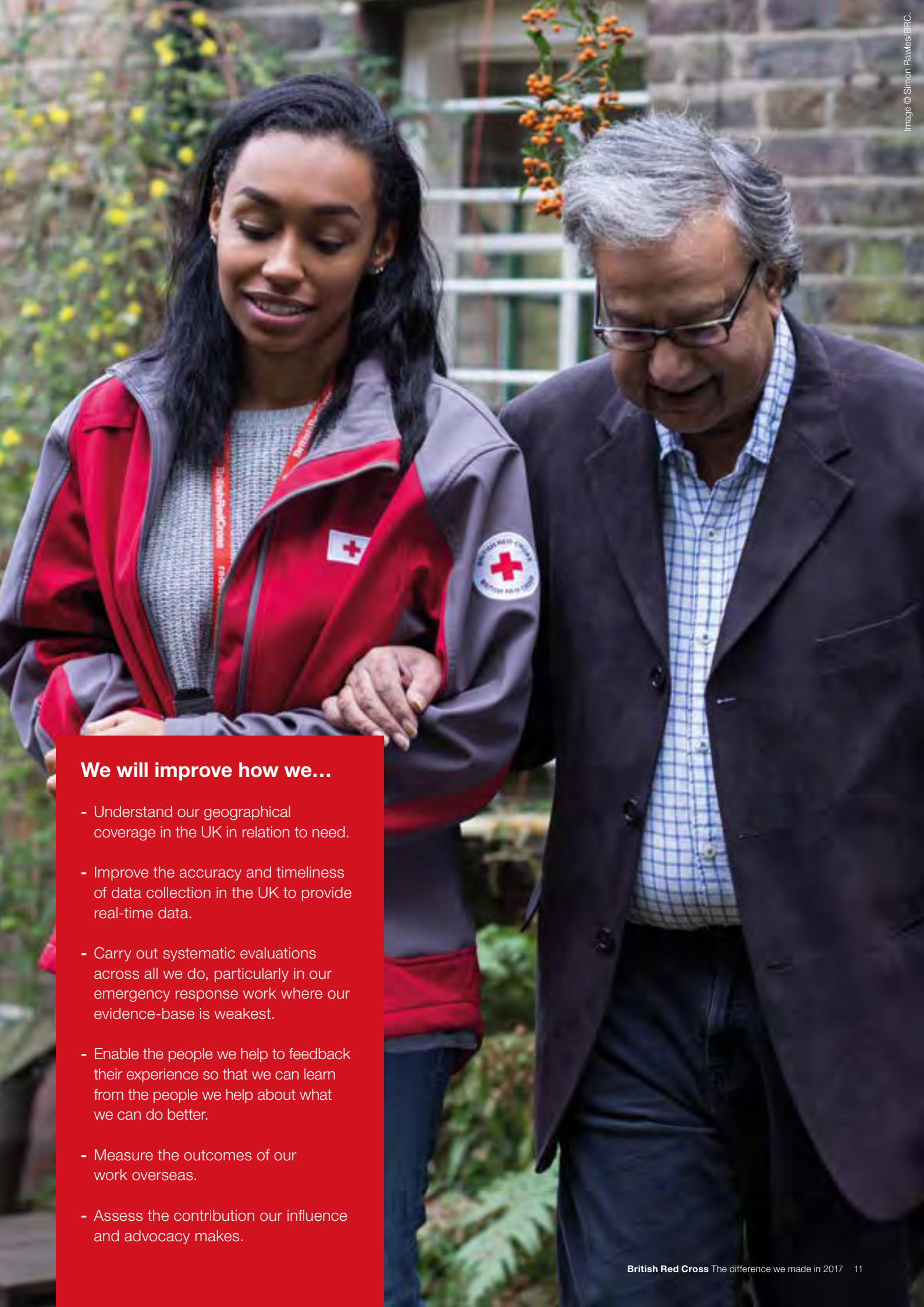
Evaluations: Our overseas programmes and funded UK services are evaluated internally and independently to ensure that what we deliver is in line with donor expectations and technical specifications, and increasingly to assess the changes in people's lives as a result.

We work with our national society partners, the International Federation of Red Cross and Red Crescent Societies (IFRC) and the International Committee of the Red Cross (ICRC) to monitor what we deliver. This is to ensure we are meeting our commitments and continue to learn and adapt, and are working to improve the quality and consistency of data collection and how we use it. In our emergency response work, we monitor our contribution to the Movement and where possible the number of households and people reached.

'What matters to me': Where we support people in the UK over a number of weeks or months – through our independent living and refugee support services – we work with service users to set goals that help us to ensure our support meets their individual needs. This approach has helped transform how we engage with the people we help so they get the support that reflects their preferences and priorities. Goals are reviewed at regular intervals so that we understand how we are making a difference and can adapt our support.

Service user experience: Feedback from people we help in the UK is collected to assess whether the support was relevant and made a difference and whether they were treated with dignity and were able to make choices about the support they received. We use the Office for National Statistics wellbeing measurement tool in some of our independent living and refugee support services to monitor changes in levels of wellbeing as a result of the support we give. In the UK and overseas, we collect testimonials and stories from the people we help about how they were affected by crisis and what it meant to be supported by the Red Cross.

Education effectiveness: Our education service uses sector-recognised approaches to measure the impact of learning. We track the change in the confidence and willingness of our learners to take action either through their first aid skills or challenging stigma through learner self-assessments before and after our courses, capturing the change and assessing the effectiveness of our teaching.



We will improve how we...

- Understand our geographical coverage in the UK in relation to need.
- Improve the accuracy and timeliness of data collection in the UK to provide real-time data.
- Carry out systematic evaluations across all we do, particularly in our emergency response work where our evidence-base is weakest.
- Enable the people we help to feedback their experience so that we can learn from the people we help about what we can do better.
- Measure the outcomes of our work overseas.
- Assess the contribution our influence and advocacy makes.

Emergency response and recovery

UK emergency response and recovery

Aim: Reduced distress and enhanced recovery following an emergency

The British Red Cross is committed to reducing the distress of people affected by emergencies in the UK and enabling them to recover quickly from events such as floods and severe weather, fires and power cuts.

Our unique role to work with government to respond in the event of an emergency means that our trained first aiders and emergency response teams work alongside the emergency services, treating people at the scene so they get the help they need quickly and do not go to hospital unnecessarily. We run rest centres, provide safe spaces, offer emotional and practical support to people affected, and connect them to other organisations and local community networks so they can get back on their feet.

We support the NHS all year round so that people facing personal health crises can access medical care. In emergencies and when there is high demand on the NHS, such as during the winter months, our ambulance teams provide surge ambulance support so that people get the timely and critical treatment they need.

Through trained first aid teams, we keep people safe at events across the country, providing them with peace of mind that treatment is on hand should they need it. Our teams are there, from providing a plaster on a finger to giving life-saving cardiopulmonary resuscitation (CPR).



emergencies responded to in the UK



people affected by emergencies supported



journeys to take people facing personal health crises to hospital to access A&E care and appointments



people provided with first aid interventions at 3,000 events across the UK

What people said about our support



Emergency response



agreed or strongly agreed that they were involved in making decisions about their support



agreed or strongly agreed that the support they received reduced their distress



Ambulance support



agreed or strongly agreed that they were treated with dignity and respect



agreed or strongly agreed that the support they received reduced their distress



Event first aid



agreed or strongly agreed that they were treated with dignity and respect



agreed or strongly agreed that the support they received reduced their distress



Image © Nigel Stafford/BBC.

“ We felt reassured and totally cared for from the moment they arrived. They were thoughtful but not patronising in any way and offered support to my husband as well as myself and my son at a scary time. They stayed with us until hospital staff took over. Just brilliant really. ”

– Ambulance support service user



Grenfell Tower fire

Over the summer of 2017, the UK experienced a series of emergencies unparalleled in this country in recent years. Within the space of a few months, the terror attacks in Manchester and London and the Grenfell Tower fire caused significant loss of life and injury and left affected communities devastated.

Over 1,000 volunteers worked alongside staff teams, emergency services and other responders to support people affected across these emergencies.

The Grenfell Tower fire on 14 June became one of the largest humanitarian responses by the British Red Cross in the UK since World War Two. More than 360 volunteers were on hand providing practical and emotional support to over 1,700 people over the weeks following the fire. Staff and volunteers worked alongside emergency services to provide first aid in the immediate aftermath of the fire and to free up hospital spaces so those injured could be treated.



Image © Matthew Perovai/BRC.

Over the few weeks following the fire, we helped run the community assistance centre alongside other responders, reaching out to people in need of support, running a 24 hour help line for those affected, acting as a primary source of information for the public, and reuniting families and loved ones. Our refugee support teams offered people from overseas space away from the main response as it became clear that some residents were too afraid to come forward for help. We secured a 12 month amnesty for those without legal status in the UK to give them time to recover from the fire.

Our teams also supported the assistance centre for bereaved families and friends, which was set up away from the main response in a safe and secure location. The centre assessed the needs of over 40 bereaved families and linked them to multiple agencies to meet their practical and emotional needs. We worked alongside the Met Police, Cruse Bereavement Service, Kensington and Chelsea local authority and others to set up and run the centre. A key part of our role was to provide independent support to families, recording conversations as they met with the different agencies and ensuring that families did not have to keep retelling their story, with our specially trained teams providing emotional support along the way.

For families overseas who had lost loved ones, we enabled them to come to the UK and used our links with the wider Movement to guarantee continuity of care for families on their return home.

“ Debi [British Red Cross volunteer] basically turned my life around... if there weren't people like her around to understand what I was going through, I would be in a much worse place.”

– Byron Hewitt, Grenfell Tower Fire Survivor

Adapting in a crisis – responding to need in the moment

As the public responded to the terror attacks in Manchester and London, and the Grenfell Tower fire, the British Red Cross stepped in to respond to the public's desire to help those in need. £28 million was raised in total across these emergencies. For Manchester and London appeals, we acted on behalf of local authorities as a central hub for raising and distributing emergency funds, making it easy for people to donate, ensuring that funds reached those most in need, and avoiding duplication across the different responders. We worked in partnership with local organisations – the London Emergencies Trust, Rugby Portobello Trust and the We Love Manchester Emergency Fund – to distribute funds to those bereaved or injured. The £28 million raised has been distributed through grants to families affected by these emergencies. Since these tragic events, the British Red Cross has been playing a key role with the Charity Commission and other key organisations across the voluntary sector to help create a more joined up, sector-wide, fundraising and distribution response.

We learned from our own review of the responses to the terrorist attacks that it takes too much time to raise funds to support those affected in the immediate aftermath. So we have set up a new Solidarity Fund that will enable people affected by terror attacks to get the help they need more quickly in the future.

We will improve how we...

Respond to the needs of people affected by emergencies. We will engage with government and communities in 2018 to explore how the nation prepares for and responds to emergencies in a way that is centred around the needs of those affected. We will aim to:

- Empower the communities affected to be part of the emergency response and recovery.
- Ensure people can access support quickly and feel confident and safe to seek the help they need, including emotional support.
- Enable people to donate easily and with confidence that their support will go directly to the people affected – quickly, simply and fairly.
- Support those affected over the longer-term so that communities can recover better and are more resilient to crises in the future.
- Enable people to feedback on the help we provide so that we can respond to shifting needs and ensure we are providing the right support.



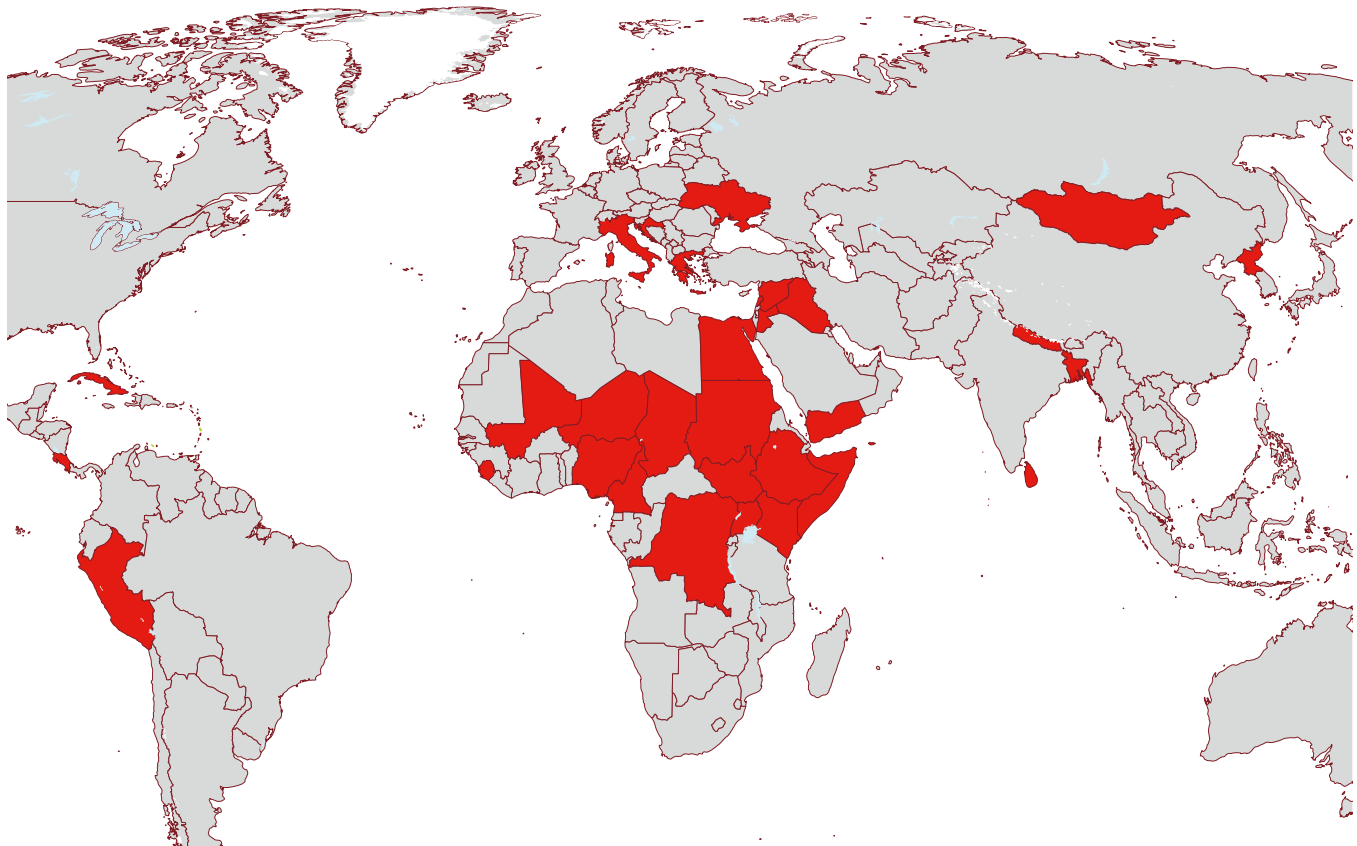
Overseas emergency response and recovery

Aim: Protection and improved recovery for people in an emergency overseas

In 2017, we supported the Movement to respond to emergencies in 37 countries. We contributed to the provision of relief in the immediate aftermath of disasters and in situations of conflict. We also worked with national societies over the longer-term to support communities affected to recover and build their resilience to future crises.

The Red Cross and Red Crescent is a global humanitarian Movement which is uniquely placed to respond to local community needs in an emergency. With a national society in 191 countries, the Movement is ready to respond in times of crisis through national teams on the ground that are trusted, understand local needs and are hooked into local networks and resources.

Type of emergency	Country <small>(where we have provided at least financial support to the response)</small>
Protracted conflict	Iraq Syria Yemen Lebanon (Syria) Jordan (Syria)
Population movement	Croatia Greece Bangladesh Italy Egypt Uganda Sudan



Type of emergency	Country (where we have provided at least financial support to the response)
Hurricane/ cyclone	Dominica Cuba Costa Rica Antigua and Barbuda St Kitts and Nevis Turks and Caicos Islands British Virgin Islands Anguilla Bangladesh
Floods and/or landslides	Bangladesh Democratic Republic of Korea Peru Sri Lanka Sierra Leone Nepal
Food insecurity (drought/severe weather)	Somalia Niger Mali Ethiopia Chad Nigeria Kenya Mongolia South Sudan
Complex emergency	Democratic Republic of Congo
Civil unrest	Ukraine
Train crash	Cameroon

Supporting the Movement

Our support to the wider Movement is targeted at enabling national societies to respond quickly to the needs of people affected by an emergency. Working with IFRC and ICRC we provide leadership, expertise and supplies to boost local capacity in Africa, the Middle East and South East Asia as well as the British Overseas Territories. The British Red Cross contribution sits alongside that from other national societies, providing expertise in leadership, logistics, water and sanitation, and livelihoods, as well as supporting appeals to raise funds in the UK for emergency response overseas.

Emergency appeals raised £12.1m from public donations in 2017

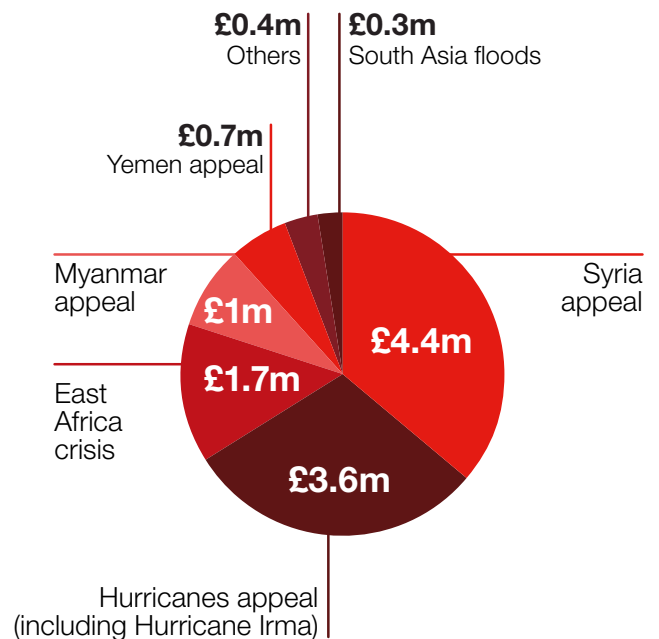
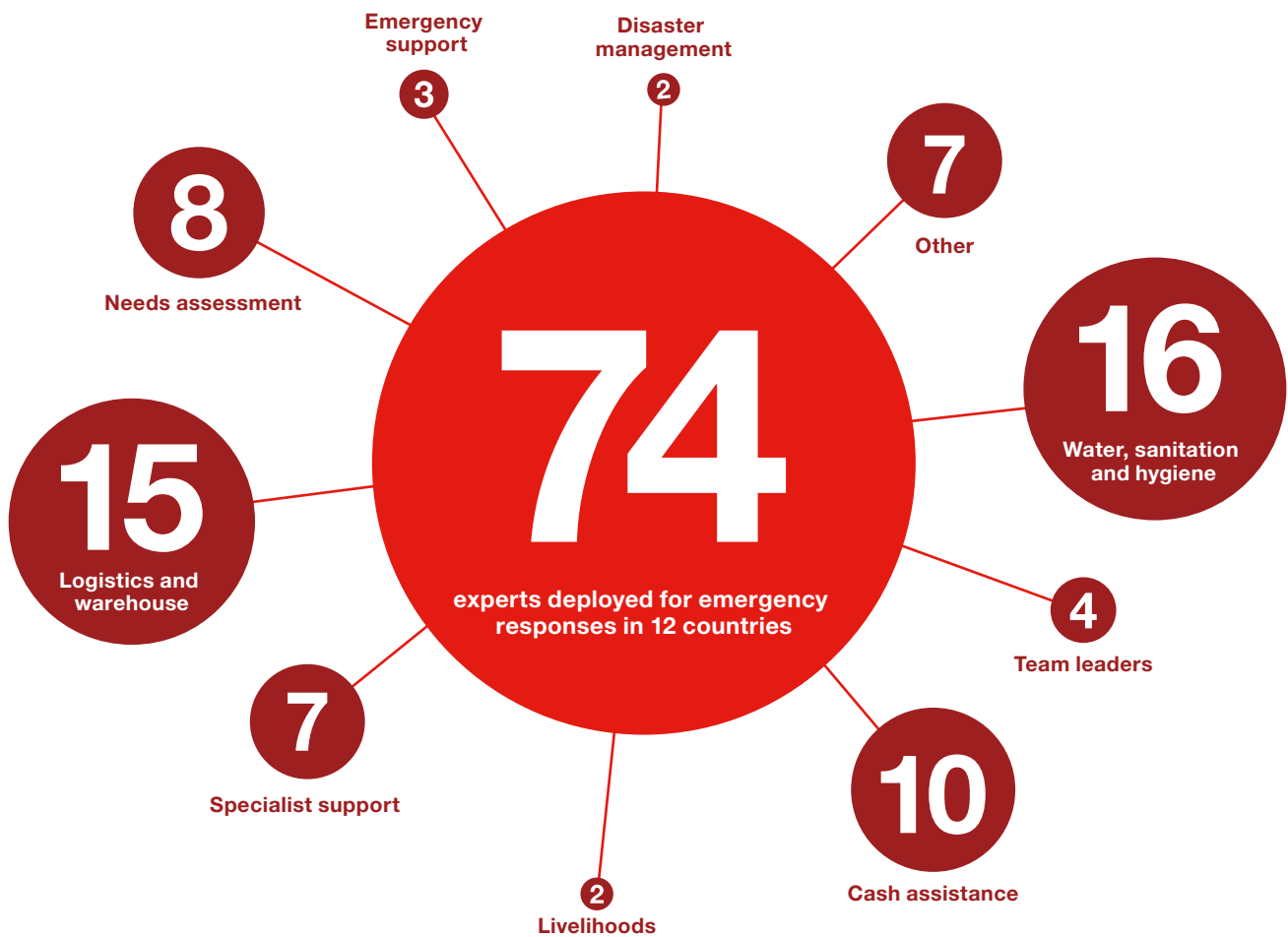




Image © Talia Frenkel/American Red Cross.



In the aftermath of an emergency, we support the local national society to work with the communities affected to enable them to get back on their feet in a way that leaves them more resilient to future crises. We design our recovery programmes with the affected communities to build more resilient livelihoods, re-establish health care and water and sanitation systems, and educate communities on how to stay safe and respond in an emergency.

The Movement is increasingly delivering humanitarian aid in emergencies through cash given directly to people affected. While cash assistance in emergencies is not new, the British Red Cross is at the heart of transforming how the Movement is using cash as part of emergency response, enabling it to reach more people at less cost and with increased dignity and choice for those being helped. Instead of being flooded with goods from overseas, local economies are boosted through increased local purchasing power, which contributes to wider community recovery.



Responding to hurricanes in the Caribbean

In early September 2017, the British Virgin Islands, Turks and Caicos Islands and Anguilla were hit by Hurricane Irma, a category five storm reaching wind speeds of over 290km per hour. Hurricane Maria followed just 12 days later. These hurricanes affected the entire population of the islands, damaging 80% of buildings, cutting off electricity and water services and leaving people without access to health care.

British Red Cross overseas branches in these British Overseas Territories were left with limited capacity to respond, with structural damage, flooding and landslides and subsequent hurricanes hampering rescue efforts and access to affected communities. Despite this, branches responded immediately to provide shelter to people left homeless, carry out search and rescue, administer first aid, distribute relief, reunite separated families, and offer psychosocial support.

Seventeen British Red Cross experts worked alongside local staff and volunteers to help coordinate the wider humanitarian response across the islands, as well as carrying out rapid needs assessments, developing response plans, supporting engagement with the communities affected, and delivering cash assistance to affected households.



British Red Cross experts deployed to support the response



households supported with relief items



households supported with cash



people who fed back (396) said the support given had a positive impact on their lives



Claire, British Virgin Islands

“My mum is 83 and has Alzheimer’s. And she’s not mobile. When the hurricane hit ...[her] apartment was totally destroyed, everything was smashed – all the windows, all the doors – so I took her to live with me. My apartment got a lot of water in it – all the furnishings are damaged but it’s intact.

“Your assistance was very, very appreciated and well acceptedIt went a long way to pay my bills and provide food for Mum. I’ve also used it to buy clothes for her.”

“ Right now, I think [the Red Cross is] one of the best things in the world ”

We will improve how we...

- Support British Red Cross Overseas Branches to strengthen their agreements with government so that the role of the Movement and collaborative ways of working in emergency response is clearly defined.



Supporting response and recovery in Nepal

In 2015, two major earthquakes struck Nepal, killing 9,000 people, destroying and damaging nearly 1 million homes and leaving 1.6 million people in need of humanitarian assistance. Twenty-nine national societies supported the Nepal Red Cross Society and its 8,000 volunteers to respond to the scale of need, which far outstripped their own capacity.

The British Red Cross has worked closely with its sister national society in Nepal for 20 years to reduce vulnerability to earthquakes and floods in one of the world’s most disaster-prone countries. Our long-term partnership has trained Nepal Red Cross staff and volunteers in disaster management, dam building, search and rescue, evacuations and first aid. It has enabled us to work over time with vulnerable communities to protect livelihoods, strengthen health systems and ensure people know what to do when disasters strike. Our long-standing partnership meant we were on hand to contribute to the response in the immediate aftermath of the earthquakes, and provide tailored support to the communities affected.

Our recovery programme will run until April 2019 and is aimed at boosting the Nepal Red Cross Society’s capacity to provide shelter, health services, water, sanitation and hygiene, and support livelihoods in communities affected by earthquakes. British Red Cross staff work alongside Nepal Red Cross staff and volunteers to develop their skills and capacity to deliver integrated recovery programmes. Our involvement has been pivotal in improving community engagement and ensuring that the most vulnerable people are better reached.

Our support to community recovery in Nepal

£6.8m funds raised from the British public.



SKILLS AND KNOWLEDGE

- 2,900** people trained on rebuilding safer homes
- 900** people trained in masonry and carpentry
- 1,300** Nepal Red Cross staff and volunteers trained in psychosocial support



HEALTH

- 6,800** people reached with community based health care and first aid
- 2,400** people reached with psychosocial support
- 9,000** mother and baby winter kits distributed
- 4,600** people reached with immunisation campaign



WATER, SANITATION AND HYGIENE

- 6,000** people reached with drinking water scheme
- 440** community events on hygiene and sanitation awareness
- 8,300** people reached with hygiene promotion messages
- 60** events in schools on hygiene and sanitation awareness



CASH GRANTS AND LIVELIHOODS

- 4,200** households given cash grants to support agriculture
- 2,800** households given cash grants for livestock
- 670** households given cash grants to support small businesses
- 749** households provided with seeds and tools

Nepal recovery programme: the difference we made

An independent evaluation found that without the existing relationship between the British and Nepal Red Cross national societies, and the quality of the British Red Cross support the recovery of the communities affected would have been much slower.

The difference we made:

1. Improved relevance of assistance and increased reach to those in need of assistance.
2. Harnessed the strong relationship between the British Red Cross and the Nepal Red Cross Society to increase the effectiveness of the programme.
3. Enabled the Nepal Red Cross Society to use vulnerability criteria to ensure the programme reached those most in need.
4. Mentored Nepal Red Cross Society staff to encourage community engagement and accountability and deliver cash transfer programmes.
5. Improved coordination across the humanitarian organisations responding in the Kathmandu Valley, avoiding duplication of effort and facilitating information sharing and learning.

We will improve how we...

- Embed the skills of Nepal Red Cross Society staff into everyday working practices so that improved preparedness to respond to disasters is sustained into the future.



Masali Tamang, Kathmandu Valley, Nepal

Masali Tamang, the sole breadwinner for her family, lost almost everything in the earthquake, including part of her home, livestock, food supplies and her job. She was left with no means to feed her family. Masali was given £35 to invest in seeds and tools to rebuild the crops she had lost. A small Red Cross grant also meant she could replace the goats and chickens that had been killed.

“The Red Cross are the only charity that has been helping here, they have made life easier for us. We used to get sick from the old water source but now our health has improved.”

“If there is another earthquake now I think we would be able to cope better. People know how to build better, we feel prepared and survival is now in our minds.”



Red Cross mobile medical team together with Bangladesh Red Crescent Society and IFRC teams continue to assist new arrivals from Myanmar at the transit camp in Bangladesh, where people are arriving by the thousands.

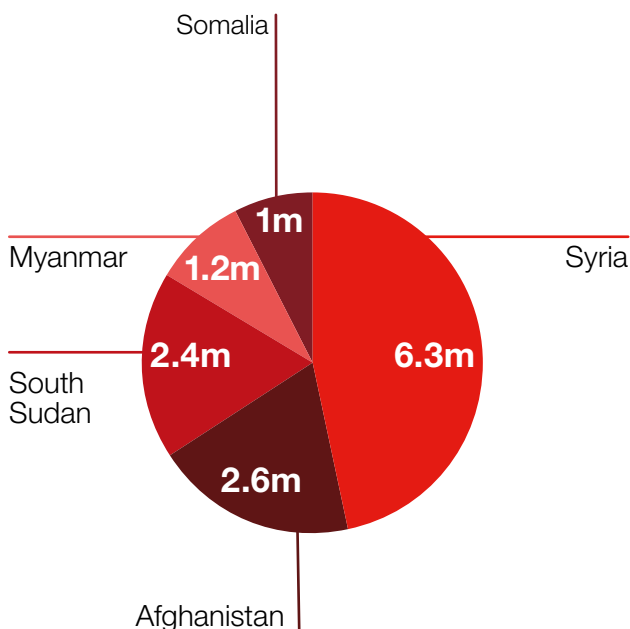
People on the move

Aim: Reducing destitution and distress for people in the UK who are displaced

Aim: Enhanced Movement capacity to reach people in critical contexts across the world

In 2017, there were 25.4 million registered refugees and 3.1 million asylum seekers worldwide, the highest number ever recorded. About half are 18 years of age or under, with the majority fleeing from conflict. While most people find refuge in neighbouring countries, increasingly they are risking their lives to make dangerous journeys by land and sea to find safety and rebuild their lives. Women and girls are most at risk of trafficking and sexual exploitation once displaced from their homes.

68% of all refugees worldwide in 2017 came from just five countries



Source: UNHCR, Global Trends on Forced Displacement, 2017

The Movement supports refugees, asylum seekers and vulnerable migrants at all stages along migration trails from their country of origin to their final destination, including the UK. The British Red Cross works alongside sister national societies and the wider Movement, with funding from DFID, to protect people on the move irrespective of their legal status.

A new approach to our work overseas seeks to put in place more consistent Red Cross and Red Crescent support for all vulnerable people along their journey. This will mean that they are safe, their basic needs are met and their fundamental rights are upheld, and they are treated with dignity and respect.

Here in the UK, we provide assistance to people at all stages of the asylum process to ensure they are safe and empowered to make informed decisions that enable them to regain control of their lives. We provide cash, food and clothing to those facing destitution, support people to navigate the asylum system and connect those who have been granted the right to live in the UK with the services they are entitled to. Bespoke projects support young people, families, women and men, providing them with life skills and connecting them with their wider communities. As with all national societies around the world, we reconnect and reunite families who have been torn apart by conflict and disasters.

Over the last few years we have increased our support of refugees in the UK with funding from the Big Lottery and the People's Postcode Lottery. Although 2017 saw a reduction in the number of asylum applications lodged in the UK compared with previous years, a range of factors, including delays in decision making on asylum applications and provision of asylum support, have meant that the need for our services has continued to rise.

Our Refugee Support service in 2017



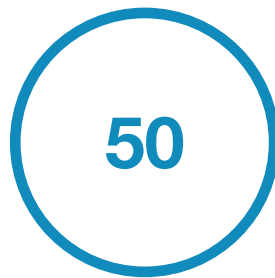
people supported (19,000 adults and 13,000 dependents).
Of these...



...faced destitution (8,900 adults and 6,000 dependents)



people affected by trafficking and exploitation supported



psychosocial support groups set up

Our Restoring Family Links service in 2017



people supported (new and existing service users)



new people looking to find their family



cases opened for unaccompanied and separated children



family members reunited, including 1,047 children



Image © John Eccles/BBC.

Young refugees and asylum seekers – Surviving to Thriving

In 2017, we worked with the Refugee Council and Uprising to support 267 11-25 year old refugees and asylum seekers across Leeds, Birmingham and Luton through the Surviving to Thriving project, funded by the People’s Postcode Lottery. Through group work, creative art and one-to-one sessions, participants were equipped with practical life skills and confidence to enable them to live independently, stay safe, access services, build social networks and set aspirations for their future. Bespoke advice sessions have provided mental health and trauma support and community events have raised awareness of the experiences of refugees and asylum seekers.

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

– participant in the Surviving to Thriving project

Helping people who have been trafficked

Since 2014, we have worked increasingly with people who have experienced trafficking and modern-day slavery, initially supported by funding from the European Union. Our ‘Your Space’ programme provides trafficked people with a safe space and time to make informed choices in the initial moments after leaving exploitation. Working with national societies across Europe, our STEP project is improving how the Movement identifies people who have been trafficked and provides the long-term support they need, through tools and training.

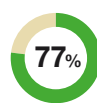
The difference we made: top five outcomes achieved



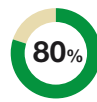
service users set outcome goals in 2017 (17% of all service users)



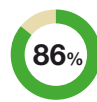
service users reviewed their goals



of goals on coping better with the effects of destitution were achieved or significantly progressed



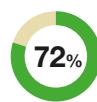
of goals set to improve understanding of rights, processes and available services were achieved or significantly progressed



of goals on increased confidence to access available services were achieved or significantly progressed



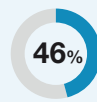
of goals on coping independently with transition were achieved or significant progressed



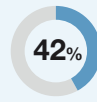
of goals on being able to make more informed decisions were achieved or significantly progress

Improving wellbeing in 12 weeks: the difference our services made in Plymouth, Essex and Luton (based on 107 people)

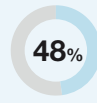
Over just 12 weeks of support:



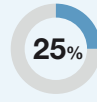
experienced less anxiety



were more happy



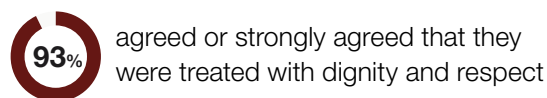
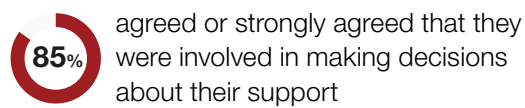
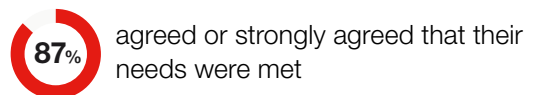
were more satisfied with life



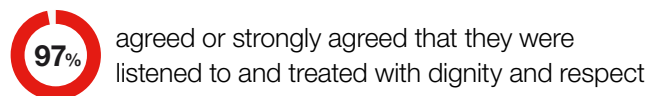
thought that life was more worthwhile

What people said about our support

Of the 1,200 Refugee Support service users who fed back:



Of the 115 Restoring Family Links service users who fed back:



“Red Cross has been my family since 2010 and they have helped me since then. So I don't think there is anything better you could do because already you provide us with the best and dignified service.”

– refugee support service user



Image © Stephen Fyfe/BRC.



Photo: Jari Mikkonen/IFRC



Migration to Europe

The Movement has long supported people on the move across Europe. Migration over the Mediterranean Sea reached unprecedented levels in 2015 when over 1.2 million people made treacherous journeys by land and sea to reach Europe, leaving thousands drowned or missing (source: Eurostat 2017). Over half of those making the journey were fleeing conflict in Syria and deteriorating conditions in refugee camps in neighbouring countries. As authorities struggled to cope with the sudden increase in arrivals, they called on the Movement, and other organisations, to respond to the severe humanitarian need.

European national societies were at the forefront of the response to the crisis. In the initial stages, we provided financial and technical support to European national societies responding to those arriving on their shores, including to the Italian Red Cross search and rescue missions in the Mediterranean Sea. As the numbers of people arriving in Europe since 2015 have fallen (172,000 in 2017), the Movement response has shifted to supporting people over the longer term.

We now support the Hellenic Red Cross to meet the needs of 42,000 asylum seekers now hosted in Greece. Cash transfers enabled people to meet their basic needs last year. Our experts also trained the Hellenic Red Cross in child protection measures, recognising that migrant children are particularly vulnerable to harm and exploitation. With the majority of migrants now living in urban areas, we are supporting a multifunctional centre opened in Thessaloniki in 2017 to provide asylum seekers with easy access to the multiple sources of support they need in one place.

Our support in Thessaloniki is connected to our work supporting asylum seekers here in the UK, through the Twin City Partnership in Birmingham. This programme enables integrated working across the two national societies so the Movement can provide people on the move with more consistent support along their journey. Here in the UK, people who have experienced migration have been involved in the recruitment of staff and improving services. In Greece, the Thessaloniki centre is better equipped to provide more structured support and improved recording of case work and advocacy.

Supporting the response in Greece:



20 experts supporting the response in Greece.



Between its opening on 27 November 2017 and 18 July 2018, over 9,300 cases were supported by the multifunctional centre in Thessaloniki.



Provided technical support to the Cash Transfer Programme, which reaches 7,000 people on a monthly basis.



Delivered sanitation and hygiene promotion activities in three camps in Northern Greece, in partnership with the Austrian Red Cross.



Our advocacy for refugees and asylum seekers is focused on four areas:

Destitution

In 2017, a quarter of the 14,900 people we helped with destitution support had refugee status and were entitled to work and access mainstream welfare support. However, with only 28 days to “move-on” from Home Office support to mainstream benefits and new accommodation, many refugees face destitution. Our insight into why this happens enabled us to engage with the government in 2017, calling for the move on period to be extended to at least 42 days. As a result of our advocacy, a new process to help refugees access the Job Centre was rolled out nationally in Autumn 2017. We will continue to monitor the impact of this process in 2018, as well as the emerging negative impacts the introduction of Universal Credit is beginning to have on our service users.

In limbo

Many of the people we support find themselves trapped in limbo. They have not met the definition of refugee, and have exhausted their appeal rights, resulting in them having insecure immigration status and being unable to work or access social security. However, they also face barriers that prevent them from returning to their country of origin.

In 2017 we published *Can't Stay, Can't Go*, a report highlighting the exceptional and protracted difficulties people in this situation face. We recommended to the government that people who are unable to return home should be able to work so they do not face destitution. We held a successful launch of the report in parliament, and will continue to advocate for these changes with the Home Office in 2018.

Family reunion

Since legal aid was withdrawn for refugee family reunion in April 2013, we have expanded the support we provide to refugees in the UK seeking to be reunited safely with their family members. We have identified a number of barriers to families being able to reunite, including a narrow definition of family in the Home Office's rules.

Working with organisations such as the Refugee Council and UNHCR, we have supported the introduction of a Private Members' Bill in the House of Commons which would expand the definition of family, allow unaccompanied refugee children to sponsor their closest relatives to join them in the UK, and reintroduce legal aid for family reunion applications.

Global protection

We have been at the heart of developing new global frameworks that prioritise the protection of human life, safety and dignity in the context of migration. Two agreements for Safe, Orderly and Regular Migration, and on Refugees will be agreed by UN Member States in 2018. We will call for the UK government to ensure effective access to basic essential services for all migrants irrespective of status, and protection and assistance to victims of trafficking.

We will improve how we...

- Enable service users to feed back so we know what works well and where we need to get better.
- Follow up with the people we help over the long-term to understand our lasting impact.
- Make our services more accessible and signpost people to education, skills development, and volunteering opportunities that enable people to build their new lives.
- Learn from people who have been trafficked as we scale up our response so that we can develop the support we provide to fully meet their needs.

Independent living

Aim: Enhancing independence and wellbeing for those facing health crises, reducing hospital stays

The British Red Cross enables people to live independently and with dignity at home in the face of health crises. In partnership with health and social care commissioners, Land Rover, the Nesta Foundation and the Co-op, we help people facing health crises to retain or regain their independence. Our volunteers and staff work with those we support to improve their home environment to prevent slips, trips and falls, escort people so that they can access health care, support people safely back home after a stay in hospital so they are not in hospital for longer than they need to be, and connect people at risk to the services they need. We offer companionship as well as practical support to people who are isolated or unable to leave their home.

Promoting health and wellbeing is at the heart of the work of the Movement. An ageing population in the UK and strain on health and social care provision has seen a rising demand for our services as vulnerable people struggle to access the support they need.

We work in over 100 hospitals across the UK, including 20 accident and emergency departments (A&E), supporting people to return home safely and alleviating pressures on the health and social care system.

Mobility aids and community equipment services

To enable people to live independently, our mobility aids service ensures that people have quick and easy access to wheelchairs and other aids when they experience short-term loss of mobility. In 2017, we provided 57,800 wheelchairs, preventing people from becoming isolated.

Our community equipment services helped 90,800 people with equipment in the home in 2017, to aid and improve daily living for those with disabilities or facing health crises.

72,500

people provided with mobility aids, including 57,800 wheelchairs, to help them retain their independence in the face of short term health crises

65,200

people supported to live independently in their own homes

90,800

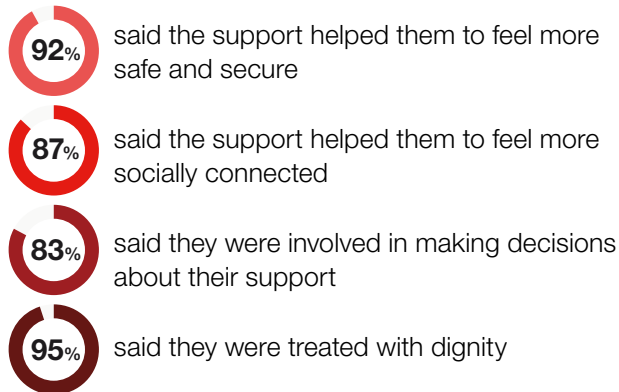
people reached through our community equipment services

The difference we made through independent living services: top five outcomes achieved

- 86%** of goals on managing day-to-day activities better were achieved or significantly progressed
- 91%** of goals on wanting to feel more safe and secure were achieved or significantly progressed
- 91%** of goals on better awareness of, and access to, further services were achieved or significantly progressed
- 88%** of goals on improving satisfaction with their home environment were achieved or significantly progressed
- 84%** of goals on improving social networks and friendships were achieved or significantly progressed

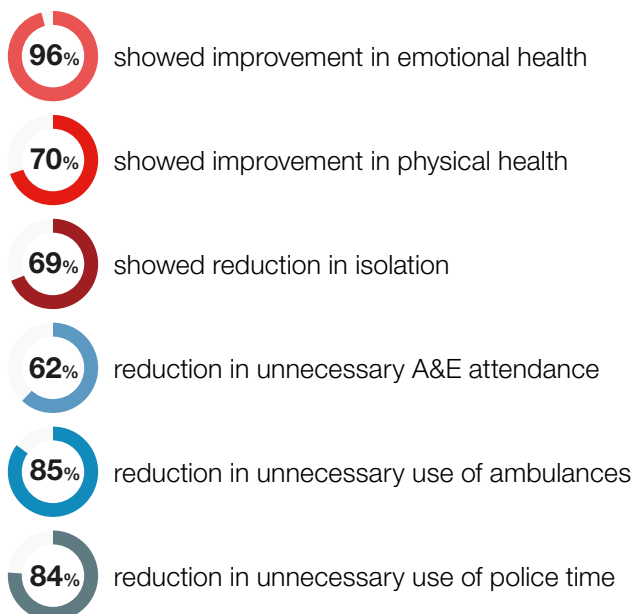
What people said about our support

Of the 7,135 independent living services users who fed back:



Understanding our social value

In 2017, we undertook two local studies of our services to understand our impact on people's health and on reducing the number of people ending up in A&E. A four-month pilot in Wales showed that our help made the following difference for those supported through the care evaluated:



Raising our voice

Our advocacy on health and social care focuses on preventing personal health crises and tackling loneliness, influencing how the government responds to health needs through preventative measures and integrated care. 2017 was an exciting year:

- Our recommendations on health and social care integration in our 2017 report *Prevention in Action* helped shape how local and national government will now realise the ambition set out in the 2014 Care Act to provide low level preventative care, and integrate health and social care provision.
- Insight on hospital patient flows in our *In and out of hospital* report placed the British Red Cross firmly at the centre of national public debates about patient flow. The practical, simple solutions we set out in the report informed high-level roundtable discussions with health and social care leaders from across the sector, including the NHS and government officials.
- We played a lead role with the Co-op to hold the government accountable for delivering on the ambitious agenda set out in the final Jo Cox Commission's report on loneliness, focusing on refugees and asylum seekers, older people and people with disabilities. Following our recommendations, a minister for loneliness has been appointed, a national strategy for tackling loneliness is expected in Autumn 2018, and loneliness measures are being incorporated into national surveys such as the Community Life Survey.

We will improve how we...

- Make our service more easily available, focusing our help where there is greatest need.
- Demonstrate the economic impact of our services by looking at how our support improves the flow of patients through the health care system.



Tackling loneliness and social isolation with the Co-op

Loneliness and social isolation have a significant impact on people's wellbeing and capacity to live independently and safely at home. Our research in 2017 revealed that over 9 million people in the UK across all ages feel that they are always or often lonely. So, in partnership with the Co-op, we launched new 'community connector' services to link vulnerable people facing loneliness due to bereavement, ill-health or a change in life circumstances to their wider communities. Forty services have now been put in place to support vulnerable isolated people to access the support and care they need when they face a health crisis and connect to their communities so that they are less isolated and more resilient.

We were disappointed that we could not reach more people in the first few months of our services being in place – we reached 285 people in 2017. We learned that those facing loneliness and isolation have more complex needs than we anticipated or were able to provide support for directly. This reduced the number of people we were able to reach and highlighted the importance of ensuring our workforce is trained to support people who are isolated across the full spectrum of their needs.



Daniel's story

Nineteen-year-old Daniel was bullied at school. Because of anxiety and depression he was isolating himself at home and became suicidal.

"I was down. I was staying in the house all the time, not going out. I was bottled up, I was bottling everything up. I thought I was by myself and was going to do nothing in my life."

Then Daniel was referred to the community connector service and was contacted by British Red Cross volunteer Michael who arranged for him to volunteer at a local falconry centre. At first Daniel felt nervous and didn't expect to enjoy it, but with support and encouragement he gave it a try. Daniel has now been a regular volunteer at the centre for over a year.

"The first bird I held was Jessica. Once I held Jessica I was like, I'm in love with this place.

"I'm less depressed now, I don't want to kill myself, I've got meaning in life."

“I've come out of my shell, I can talk to people now, I can literally do whatever I desire. I feel genuinely confident in myself.”

Education

Aim: Ensure people know what to do in a crisis

Research shows that only one in 20 adults feel confident and willing to help someone who is bleeding heavily, unresponsive or not breathing. If people knew what to do in a crisis and had the confidence to use first aid, more than half of deaths from injury could potentially be prevented.

The British Red Cross seeks to build a generation of life savers, teaching first aid to equip people with the knowledge, skills and confidence to help someone in an emergency. We do this through face-to-face training as well as web-based and digital education tools, including our first aid apps that put life-saving skills in people's pockets.

We teach first aid to the general public and people in the workplace. We offer targeted baby and child first aid to new parents and carers of young children, and we teach young people how they can intervene in crisis situations, either with first aid skills or to challenge stigma.

We target groups vulnerable to emergencies, including carers of older people to prevent trips, slips and falls, those who support people with drug and alcohol addictions, and those who work with people who are injured, ill or homeless.

Our social value

An internal evaluation of the social value of our adult education work showed that every £1 invested in our crisis education for vulnerable groups generated £3.70 of social value.



“The session was very informative and I am now more confident I would know what to do in one of these situations.”

– first aid learner

The difference we made



adults trained in crisis education



members of the public and workplace learners trained in first aid



young learners educated in first aid and about refugees and asylum seekers

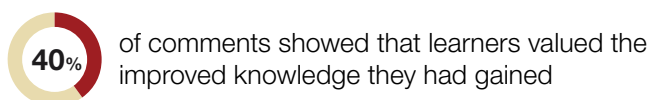
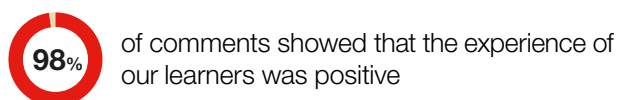


people reached through digital first aid apps and tools



views of our first aid videos on YouTube

What learners said about our education (based on sampled comments):





Stephen's story

"I'm really proud of what I did."

Because eight-year-old Stephen had learned first aid at school, he knew what to do when a stranger collapsed on his street. Teaching assistant Emma was inspired to bring first aid lessons into her after-school club when her husband was taken ill after a diabetic emergency.

Emma set up a first aid programme at their school and found the British Red Cross first aid resource for children 'Life. Live It.'

"I just couldn't believe that there was something already available and ready to use. It's really rewarding as the children really respond to it and they are genuinely excited for their lesson."

Two weeks after Stephen learned first aid, he was able to help a woman who had collapsed. When he saw the woman was unresponsive, he quickly went over and tried talking to her. When she wasn't talking, he checked for breathing by putting his ear to her mouth. Once he knew she was breathing, he rolled her on to her side with her head tilted back. He then asked his mum to call for an ambulance and they stayed with her until one arrived.

“I was a little nervous but I remembered what to do because I had learned about it at first aid club. I think it is important to know what to do because we should all help each other. I am really proud of what I did.”



Vikki's story

"I never want to hear that sound again."

Vikki Stow's baby daughter Tamzin got burned when she grabbed a hot cup of tea.

"I must have had my eyes off her for less than 10 seconds when I heard an awful cry. I never want to hear that sound again.

"It was clear she was in a lot of pain. Her arm was steaming. She had poured the whole freshly boiled cup of tea over herself."

Luckily Vikki's husband had recently done a Red Cross first aid course and knew what to do. He used cold water to cool the burn on her arm and chest. Vikki called 999 and was told to carry on using cold water until the ambulance arrived.

“They [the ambulance crew] told us we had done the right thing for Tamzin and most likely saved her from even worse burns.”

Raising our voice

In 2017, as part of our efforts to build a generation of lifesavers, we advocated for first aid education opportunities to be made more readily available to the public, working alongside St John Ambulance and the British Heart Foundation, as part of the Every Child a Lifesaver Campaign. Our long campaign has raised awareness of the importance of teaching children first aid, and in July 2018 health education, including first aid and cardiopulmonary resuscitation (CPR) was added to the school curriculum in England. The decision came after the inquiry into the Manchester Arena attack in 2017 – this raised concerns that the lack of familiarity with first aid skills had prevented members of the public at the scene from treating people injured in the blast.

We will improve how we...

- Target our crisis education for young people where there is greatest risk of a first aid crisis and stigma.
- Enable those who feel physically unable to perform first aid to access simple training so that they feel able to use what they have learned effectively.

Supporting the Movement

Aim: Enhanced capacity to reach people in critical contexts across the world

The Movement takes collective action in response to humanitarian need arising from natural disasters and conflict around the world. The British Red Cross works in partnership with the Movement, either with the IFRC, ICRC or with sister national societies to build the Movement's capacity to reach people affected by crisis and have the greatest collective impact.

In 2017, we developed a new approach to our international work. This recognises the role the British Red Cross can play in enabling the Movement to harness its full potential and unique strengths to take humanitarian action and find durable solutions to long-lasting crises that cause most suffering.

To do this, we will focus our resources on:

1. Disaster management (see chapter 3 – Emergency response and recovery).
2. Migration and displacement (see chapter 4 – People on the Move).
3. Chronic hunger (see below).
4. Protracted conflict (see below).
5. Scaling up cash-based assistance (see below).
6. Putting community engagement and accountability at the heart of what we do.

While many of our programmes across the 25 countries we work in already address chronic hunger, protracted conflict and migration and displacement, this new focused approach will enable us to make strategic choices about where we can have the greatest impact for people in crisis.



Chronic hunger

Hunger has dropped by almost half across the globe over the past 20 years. Despite these gains, 20 million people faced starvation in 2017 and over 100 million people face severe food insecurity. The British Red Cross works in Africa to maximise the potential of the Movement to develop livelihood and resilience strategies, enabling communities to prepare for and deal with repeating food insecurity crises. This involves working with partner national societies to:

- improve how they reach those most at risk of experiencing food insecurity, building the capacity of national societies to deliver through cash-based assistance where possible and establish social safety nets and social protection schemes to protect people affected.
- develop livelihood and resilience strategies that enable communities to reduce their dependency on humanitarian aid through early warning systems, so people can plan in the face of droughts and other causes of food insecurity.
- build strong partnerships and regional networks within the Movement and with governments and external partners so that responses to food insecurity are better coordinated and not confined within country borders.



Food insecurity in the Sahel

Since 2015 the British Red Cross has worked with the IFRC and Sahelian national societies to strengthen the response to chronic hunger in the region, which is caused by conflict, drought and climate change, population growth and political instability. Our approach is aimed at equipping Sahelian national societies with the capability to support communities at risk of food insecurity to build livelihoods that are resilient to disasters. We are also supporting the Sahelian national societies to play a stronger role in the regional mechanisms that bring governments and the humanitarian sector together to address chronic hunger collectively and at scale.

The difference we made

A mid-term review of our work in the Sahel region showed that:

- National societies and IFRC are better coordinated, with the new Resilience Platform enabling the ten Sahelian national societies to start working together using shared approaches and responding in a unified way across the region.
- There are signs of greater collaboration, mapping of responses, evaluation of effectiveness, and sharing of information and learning. This means people affected can be reached with more coordinated support which in turn will lead to improved humanitarian response and more resilient communities.

Three pillars of our work to improve food security in the Sahel:

1 Strong national societies

In 2017, we supported the Burkina Faso Red Cross Society to develop a national long-term food security and livelihoods strategy that will help them coordinate and strengthen work to reduce food insecurity.

We also trained staff and volunteers from the 10 Sahelian National Societies in livelihoods approaches so they can be effective auxiliaries to governments and influence policies and practice, resulting in stronger national responses to food insecurity.

2 Resilience in communities at risk

In 2017, we worked in partnership with National Societies in Chad, France, Burkina Faso and Spain to evaluate and document two community based livelihoods approaches to enabling resilience to food insecurity. These evaluations will now facilitate replication of these approaches elsewhere in the region, and provide an evidence base to engage with potential donors so that this work can be scaled up.

3 Co-ordinated regional response

In 2017, we supported the establishment of a resilience platform which brings together the Sahelian national societies and IFRC to improve regional coordination and the effective use of resources in building resilience to food crises across the region.

A more joined up and coordinated approach will enable the Movement to respond through more timely and sustainable initiatives across the region, increasing the food security of communities supported.

Principled humanitarian action in protracted conflict

Protracted conflicts are the cause of many of the major humanitarian crises of our time, destroying lives and livelihoods and resulting in massive displacement and high rates of mortality and suffering. The Movement has a unique role in protecting people in situations of conflict under the emblem of the Red Cross and Red Crescent and written into international humanitarian law. In many situations of conflict, the Movement is one of the few humanitarian responders able to access those in critical need on the ground when other organisations are prevented from doing so.

The British Red Cross works with the Movement to provide assistance to people affected by conflict, with a particular focus on delivering cash-based assistance and mitigating the risks of and responding to sexual and gender based violence. We invest in national society development in order to enhance and maintain local and national capacity to deliver humanitarian assistance in complex emergencies and fragile states.

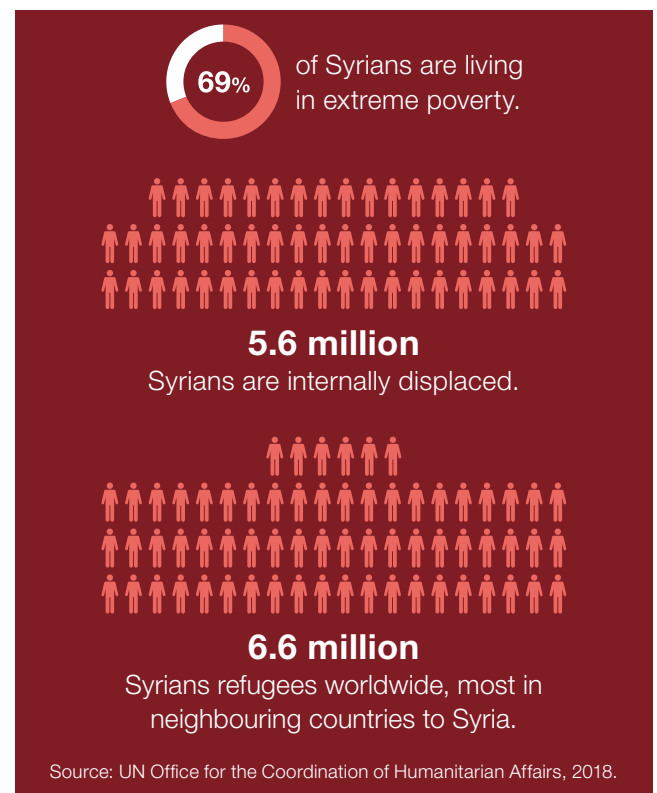
At home, we develop humanitarian policy and undertake diplomacy work with our government to promote increased, better quality and sustained UK contributions to reach vulnerable people affected by protracted conflict, and encourage understanding and respect for International Humanitarian Law.

Supporting the Syrian Arab Red Crescent to help people caught in protracted conflict

The British Red Cross has been working with the Syrian Arab Red Crescent (SARC) since 2004, initially focusing on strengthening their ability to prepare for, respond to and recover from disasters. When conflict broke out in 2011, we were able to support SARC to scale up its response quickly and effectively as it worked to meet the rapidly increasing humanitarian needs of those affected by the conflict.

SARC is the main organisation through which humanitarian assistance from Movement partners, United Nations agencies and other organisations involved in the response is channelled. This has been a huge role for SARC to step into and the British Red Cross has been present from the outset, helping to boost capacity and ensure that the response effort evolves to meet the shifting needs of those affected.

The British Red Cross has increased its support to SARC over the eight years of the crisis, covering SARC running costs, training volunteers and staff, and supporting the wider Movement response.



Since 2011:



The difference we made

An independent evaluation found that the programme made a difference in the following three areas:

1. Sub-branches in besieged and hard-to-reach areas were better able to provide humanitarian assistance to populations cut off from aid as a result of training provided.
2. SARC staff were able to pro-actively support communities to rebuild livelihoods, which will enable them to recover more quickly in the aftermath of conflict.
3. SARC was able to provide sustained assistance by drawing on resources from donors and partners for livelihoods programmes, meaning that interventions have a longer-term impact and new interventions can be developed that respond to emerging needs.

To ensure the longer-term capabilities of SARC, the British Red Cross is launching a programme of capacity development, focusing on resilience at both institutional and community levels.

This programme will support SARC to develop its capabilities in finance, evaluation and learning, human resources and volunteer management as well as capacity building in livelihoods and cash-transfer programming. These will be essential for sustaining the current response and for supporting communities to recover once the conflict is over.

Scaling up cash assistance in the Movement

In recent years the humanitarian sector has turned increasingly to the use of cash assistance as evidence shows that it brings greater choice and dignity for people vulnerable to and affected by crisis. Use of cash has the potential to transform humanitarian aid by allowing organisations to respond to need in more efficient and effective ways. Cash increases resilience by allowing people to obtain goods and services of their own choice, directly from local markets and thereby also stimulating the local economy.

In 2017 we set an ambition to at least double the Movement's use of cash assistance by 2021 and improve the quality of cash transfer programmes, transforming the Movement into a global leader in cash-based assistance. With support from DFID, we will be working with 20 national societies so that they are able to provide cash assistance when a crisis hits. We will build Movement-wide systems and resources that will support effective cash distribution.

The difference we made



developed to provide online resources, gather data and evidence on the use of cash assistance as well as programme learning, technical advice and hosting a community of practice



trained in cash transfer programming
(35 British Red Cross and 15 Movement participants)



completed IFRC cash eLearning courses
(60% increase on 2016)



deployed, making British Red Cross the largest contributor of cash expertise in the Movement



preparedness programmes underway in the Sahel (Niger, Mali and Burkina Faso) and Asia Pacific (Pakistan, Philippines and Nepal) to enable the Movement to scale up



Supporting the Kenya National Society to become a leader in cash assistance

Alongside the Finnish Red Cross, Department for International Development and European Civil Protection and Humanitarian Aid Operations, the British Red Cross has been supporting the Kenyan Red Cross (KRCS) to strengthen its disaster management systems and become a national leader in providing cash-based assistance to people in need of support. The programme has focused on improving KRCS's finance, human resources, logistics and disaster management systems as an essential foundation for delivering effective cash programmes. Since 2011, the programme has supported KRCS to:

- Implement 14 cash programmes addressing basic relief needs, food insecurity, nutrition needs, shelter needs and livelihoods recovery.
- Reach 254,000 households (of which 160,000 were reached in partnership with World Food Programme).
- Use mobile phone technology for 10 programmes to transfer money quickly and securely.
- Skill up over 200 staff in delivering cash-assistance programmes.

As a result, KRCS now delivers cash programmes nationally on behalf of the government and major humanitarian donors such as DFID and the European Union. KRCS is now establishing country-wide coordination of cash programming, enabling more efficient delivery of cash and reaching more people faster.

We will improve how we...

- Design programmes so that they take account of the time it takes to strengthen the national society capacity required to deliver effective cash assistance.
- Ensure our institutional development programmes invest in the cash preparedness of other local partners on the ground where they are a critical part of putting in place robust networks for cash distribution.

Our volunteers

Our people are the lifeblood of the British Red Cross. We would not be able to help the hundreds of thousands of people in the UK each year without our skilled, dedicated and compassionate volunteers and staff. Mobilising the power of humanity is central to our mission, enabling people to take humanitarian action and connecting human kindness with human crisis.

Our volunteers come from all walks of life, but they all have one thing in common – a commitment to help others. Volunteering is at the core of vibrant civil societies. It provides people with a sense of achievement and purpose that can have a powerful personal impact for the volunteer. Many of our volunteers have joined after receiving support from the British Red Cross themselves, which has inspired them to take action to help others, with many going on to work for us or to find employment elsewhere with the skills they have developed.

Over 64,000 people gave their time to us in some way in 2017, with 19,600 in formal volunteering roles.

How our volunteers felt about being part of the British Red Cross in 2017:



of our volunteers said they were proud to say they work for the British Red Cross



said that what they do for the British Red Cross gives them a sense of achievement

(Source: British Red Cross People Survey, 2017)

The changing face of volunteering

With the exception of 2012 (when the London Olympics boosted volunteering) the number of people volunteering across the charity sector has remained steady over the last decade. But there is a trend away from formal roles and towards light-touch, informal volunteering. In response, we are creating new and exciting ways for people to get involved.

In 2017, we launched our first 'light-touch' community reserve volunteer role. This enables people wanting to help in their communities in the event of an emergency to take action without having to commit to volunteering on a regular basis. We now have over 3,000 people ready to help our fully trained volunteers to respond to emergencies on their doorstep.

In 2018 and beyond we will be developing more ways in which people can easily get involved and be part of the world's biggest humanitarian movement.

Our young volunteers: Inspired Action

2017 saw the completion of the three-year 'Inspired Action' youth project to inspire and engage young people to take humanitarian action in their local communities. In partnership with Whizz-Kids and funded by the Spirit of 2012 Trust, almost 4,000 young people attended inspiration workshops, 700 engaged in regular volunteering and 155 participated in social action projects.

“I liked the idea of helping people and this is something that’s very relevant to what I want to do eventually. I think there’s a real satisfaction that comes from helping others, too.”

– Michael Asante, a student and community reserve volunteer in Winchester.



Natalie – youth volunteer

Natalie applied for a role as an inspired action support volunteer. She was at first shy and lacked confidence but soon took to her new role.

“I’m used to being rejected because people saw my walker or wheelchair instead of me and imagine all the barriers these may bring. So when I got a phone call for me to come for an interview I was really surprised. I actually screamed and thought I’d won the lottery. It’s put a massive smile on my face.”

Because of her disability, Natalie’s family drove her to work each day. She soon gained the confidence to travel independently and even travelled by train to an event where she stayed overnight on her own. In addition to gaining work experience, volunteering gave Natalie the confidence to be more independent.

“ I began to feel like a normal person and accepted within the Inspired Action team of staff and volunteers. And by normal I guess I mean nondisabled, someone who isn’t different, someone who doesn’t need taking care of, someone who isn’t treated like a baby. ”



Vicky – community connector

Vicky was supported by the British Red Cross when she was left housebound after a car accident at the age of 19. She had damaged her spinal cord and the nerves in her leg, leaving her unable to walk. The Red Cross helped her access a wheelchair and prepared everything at home when she was discharged from hospital. Vicky’s mobility issues meant she felt alone and socially isolated. The team provided both practical and emotional support to help her recover.

“I didn’t realise how much [the accident] affected me – I had friends but I didn’t want to see them because I couldn’t do the things they were doing. I cut myself off. I had people around me but I didn’t want to go anywhere or leave the house.

“When I saw the role of community connector I knew straight away that I had to apply. It was something that I’ve experienced first-hand – the loneliness and social isolation after my accident.”

Vicky is now one of the national team of community connectors who will offer practical help and emotional support to people who are lonely and isolated.

“ I can’t wait to start my new role as a community connector as I can help other people who have been in situations like myself. ”



Carol – home from hospital volunteer

Carol received help from the British Red Cross support at home service after breaking her hip.

“I couldn’t believe how someone could break a hip and be home so quickly. But it was because of the Red Cross services. If I hadn’t had someone like the Red Cross to get me home and settled, I’d have had to stay in hospital. And those hospital beds are expensive. Getting people like me home with a bit of support is saving so much money in the long run.

When Carol had recovered she decided to become a volunteer herself.

“ I volunteer weekly for the home from hospital service I used, and twice a week for the Red Cross mobility aids service, lending out wheelchairs. ”

“When I first retired I used to spend my time watching the TV and reading books – I enjoyed it. But as soon as I started volunteering, I realised that actually I had lots of spare time and that being busier meant I could actually achieve more.

“I find volunteering very rewarding because I have first-hand experience of what it’s like to be in that situation of needing support after being discharged from hospital.”



Image © John Eccles/BRC.

The road ahead

Charities are facing significant challenges in resourcing the vital work that they do while need is increasing amongst vulnerable communities. Fundraising has been heavily impacted on by regulations governing consent to contact people. Traditional models of volunteering and supporting charitable work need rethinking. More diverse ways are needed to enable people to give their time and donate money, with a clearer sense of how their contribution makes a difference.

The British Red Cross is reshaping itself to meet these challenges so that we can be fit for the future. We are introducing leaner organisational structures and new models of delivery to ensure our resources are targeted on helping the people who need it most, so that we can be here for generations to come.

We are sharpening our strategic focus so that our resources are channelled into supporting people who are most vulnerable to the crises of our time. Using insight and evidence, we will focus on how we can make the greatest difference to those in need; work in partnership with others to have collective impact and amplify our impact by enabling others to respond where they are better placed to do so.

We will respond to those in need of humanitarian assistance in ways that are relevant and tailored to individual needs, putting people in crisis at the heart of what we do. We are already adopting more personalised and community-based approaches, engaging with people so that they can be part of developing and improving the support we deliver.

We are investing more in gathering evidence and insight about what we do so that we know what works, can improve what we do, and going forward can better evidence the difference we make to the people we help and our supporters.

The power of kindness

In 2018, we launched our new brand 'The Power of Kindness'. We want to provide a platform that can harness human kindness in a crisis through easy ways to donate or offers of time, and connect it to the people who need it the most.

Our next strategy

In 2019, we will be developing a new strategy for the British Red Cross. This will be clear on the outcomes we aim to realise for people in crisis and how we will measure the difference we make.

We expect to be more ambitious for people in crisis, focused on where there is unmet need, more innovative in how we work, influential in how we use our voice, and offering more ways in which people can support us and join the world's largest humanitarian movement.

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