



Saskatchewan REPORT BACK TO THE COMMUNITY

2014-15



**CANADIAN
RED CROSS
CROIX-ROUGE
CANADIENNE**

MESSAGE FROM THE COMMITTEE CHAIR AND PROVINCIAL DIRECTOR



By choosing the Red Cross as your charity partner you have made a difference in the lives of vulnerable people here in Canada and around the world.

Your donation of time, talent and resources support the programs that make a difference in the lives of children across the province.

Programs such as baby sitting, first aid and water safety teach young people about safe practices but also give them the tools to react in case of an emergency. Often we hear of a young person rescuing someone from drowning or choking. What a relief for young parents to know that their baby sitter has been trained to deal with emergencies.

Each year disasters such as fires or floods hit Saskatchewan families. You were there with the Red Cross to provide 72 hour assistance.

A simple donation makes a big difference.

On behalf of the members of the Provincial Advisory Committee, I thank you.

A handwritten signature in black ink that reads "Doug Reid". The signature is fluid and cursive.

Doug Reid



In 2014, your generosity was crucial to helping the Canadian Red Cross assist thousands of people affected by last year's floods and those who were evacuated from Stanley Mission due to forest fire. From swimming lessons to teaching first aid and CPR, the Red Cross relies on the support from generous donors and partners like you.

Your support helped us reach over 53,000 Saskatchewan students with the tools, skills and knowledge to build healthy relationships and prevent bullying. It also helped us reach 211 families affected by personal disaster.

Your continued support will help us achieve our two missions of reaching every student in Saskatchewan with bullying prevention education and reaching every family affected by a personal disaster like a house fire. You can donate and learn more about these at redcross.ca/imaginobullying and redcross.ca/comforteveryfamily.

On behalf of those we serve, thank you for making Saskatchewan a safer, healthier place for all of us.

A handwritten signature in black ink that reads "Cindy Fuchs". The signature is cursive and elegant.

Cindy Fuchs



MASSIVE FLOODING AFFECTS THOUSANDS

In late June of 2014, widespread flooding caused over 150 communities across central and southeast Saskatchewan to declare a state of emergency.

The Canadian Red Cross jumped into action by activating Emergency Response Teams in Prince Albert, Yorkton and Estevan/Weyburn. Highly trained volunteers and staff housed, fed and supported over 540 people who were forced to flee some of the 1,400 homes that had been damaged by flooding.

Red Cross Mobile Response Units reached out to 41 communities. In total, the Red Cross distributed 2,063 clean up kits to 24 affected communities.

In the days and weeks that followed these devastating floods, the needs of families affected by this disaster were met once again with a tremendous outpouring of generosity from the people of Saskatchewan. Donations helped the Canadian Red Cross provide humanitarian assistance to families and communities across the province.

We launched a grant program to help repair and revitalize communities in southeast Saskatchewan that were devastated by the summer floods. The grant program has supported 19 community-led projects that have strengthened or repaired local services such as recreational, sport and cultural facilities, as well as disaster mitigation projects.

None of this could have been done without the support of our generous donors and partners. It was their contributions, compassion and generosity that made the difference when it was needed most.



RED CROSS BY THE NUMBERS



Canada-wide stats

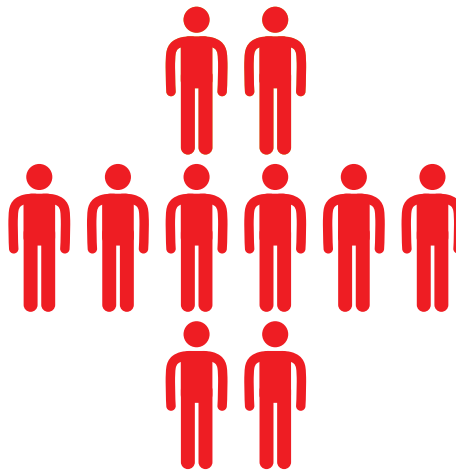


Saskatchewan stats

OUR STRENGTH

is in our volunteers and donors

 around
20,000 VOLUNTEERS
from coast to coast



 in Saskatchewan
478 VOLUNTEERS
contributed over **6,700 hours**

READY TO RESPOND

when disaster strikes

 **39,121**
Canadians directly
assisted following
a disaster



 **610 PEOPLE**
assisted after a personal
disaster including house fires

READY TO SUPPORT

those in our communities



**CANADIAN
RED CROSS
CROIX-ROUGE
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Restoring Family Links
program reunited

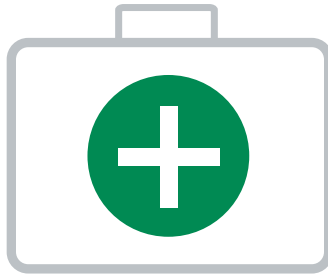
911 PEOPLE
with their families who were
separated by conflict, disaster
or migration

READY TO PREVENT

injuries and abuse

 **697,382** Canadians took violence, bullying, and abuse prevention training.

 **33,000+** took the same training in Saskatchewan



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

 **36,000+** people took the same training in Saskatchewan

42,000+  stood up to bullying on Red Cross Day of Pink



 **1,114,123** Canadians took Red Cross Swimming and Water Safety lessons

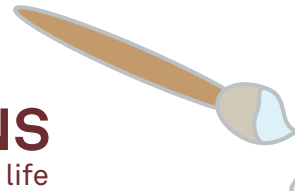
 **59,000+** people took the same training in Saskatchewan



TRULY SASKATCHEWAN

unique initiatives in your province

 art therapy helped **72 VETERANS** enhance their quality of life



INTERNATIONAL OPERATIONS

Red Cross took part in **236 missions** in **51 countries**

Emergency and Recovery Activities

141 Canadian Red Cross delegates were deployed

4 Ebola Field Hospital Deployments were supported

Mother, New Born and Child Health, Disaster Preparedness and Violence Prevention

7,035,734 beneficiaries

7,178 volunteers

1,293 communities supported



Thousands of students rallied for Red Cross Day of Pink in Regina, Saskatoon and Moose Jaw.

IMAGINE A SASKATCHEWAN WITHOUT BULLYING



“It really struck me that there was no word for bullying in the Inuit language.”

- Norm Jakubowski

While delivering a bullying prevention presentation to students in Rankin Inlet, a Red Cross presenter was surprised that the only word he recognized coming from the translator was the word “bullying.”

When asked why he was using the English term instead of the Inuit one, the translator simply said, “There’s no term for bullying in our language.”

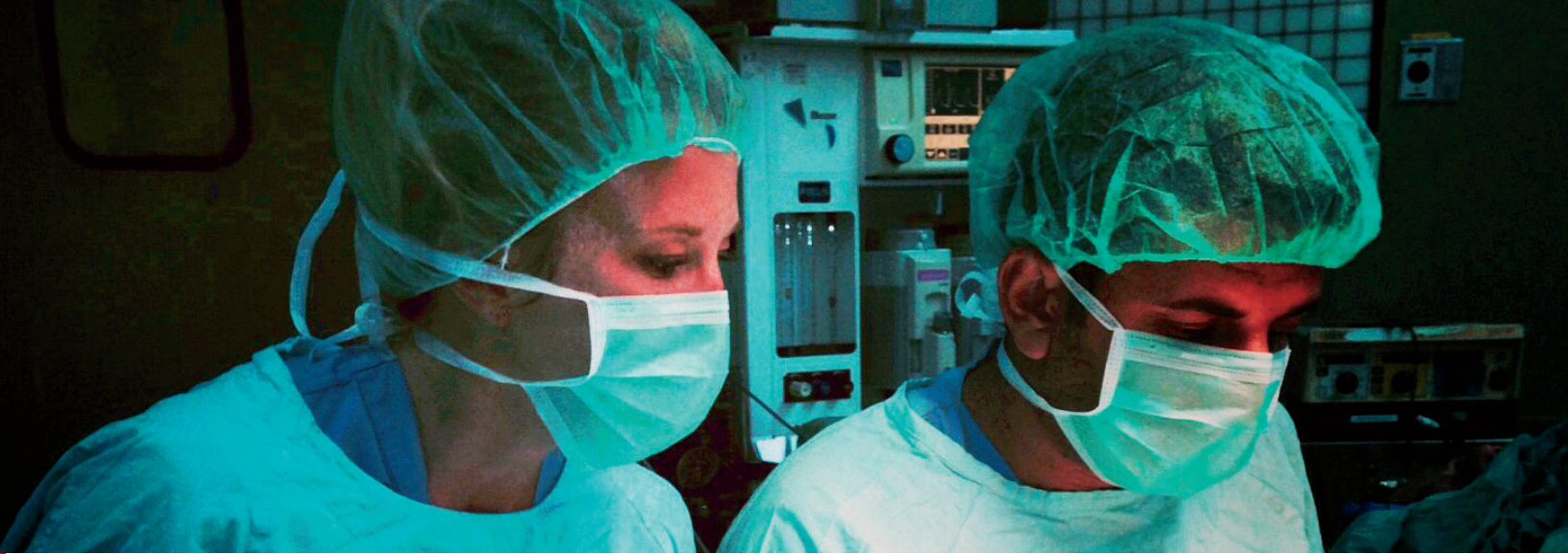
“It really struck me that there was no word for bullying in the Inuit language,” said Norm Jakubowski,

Manager of Education for the Red Cross. “It reinforced what we’ve always said about bullying – that it’s not a normal part of growing up – and here was a concrete example. Bullying simply didn’t exist in the Inuit culture, so there was no need to create a word for it.”

Raising awareness was a major goal of Red Cross Day of Pink. Last April, over 20,000 students and adults took a stand against bullying by wearing pink t-shirts, ball hats and stickers.

Three major student rallies were held in Moose Jaw, Regina and Saskatoon, with hundred of schools and communities also participating in the day.

Red Cross Day of Pink could not happen without the support of our sponsors, including presenting sponsor SaskEnergy, as well as RBC, K+S Potash, Saskatchewan Credit Unions, Extreme Hockey & Sport, STC, Cornwall Centre and Rawlco Radio.



SASKATCHEWAN NURSE RETURNS FROM FRONTLINE RELIEF

For Saskatchewan native Dawn Anderson, working for the International committee of the Red Cross (ICRC) has taken her to some of the hot spots of the world, such as Gaza in Palestine, Kandahar in Afghanistan, Bangui in Central African Republic, Ormoc in Philippines and most recently to Nepal, delivering medical emergency services to people in distress and training local health workers.

“I knew I wanted to work internationally since I moved back to Canada,” Anderson said. “The Red Cross is so well-known. I got involved with them right after the Haiti earthquake and seeing their involvement there. I think so many countries have such respect for the Red Cross in general, I wanted to be part of that.”

Anderson graduated from the University of Saskatchewan with a B.Sc. in Nursing and a B.A. in Psychology. Along the way, she completed a certificate as a Youth Care Worker from what was then known as SIAST.

She gained her first experience with international emergency medical relief in 2010 when she was deployed to Leogane, Haiti, to help treat victims of the devastating earthquake.

Anderson says she likes being a delegate for the ICRC because she has a strong interest working in conflict zones. She hopes to return to Gaza in April to offer ERTC training.

Dawn Anderson is a Registered Nurse and an Emergency Room Trauma Course Instructor for the ICRC.

“I think so many countries have such respect for the Red Cross in general, I wanted to be a part of that.”

- Dawn Anderson





[Left to right] Richard Ahenakew, Tom Newton, Tami Wall, Victor Thomas, Carol Skelton, Lance Donison, Wade Moffatt

RED CROSS SASKATCHEWAN EXECUTIVE CABINET

The Canadian Red Cross extends its sincere gratitude to the Executive Cabinet in Saskatchewan, an extraordinary cadre of professionals who helped the organization grow even stronger in 2014-15.

OUR SUPPORTERS

We'd like to thank the following organizations for making a financial investment in the Canadian Red Cross, along with all the other companies, institutions, schools, and thousands of individual donors that gave their support this past year. Thank you for making it possible for the Red Cross to provide life-saving and life-changing services to those in need in Saskatchewan.

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|-------------------------------------|--|---|---|------------------------------|---------------------------------|
| Agrium Inc. | Farm Credit Canada | Leslie & Irene Dube Foundation | RBC Royal Bank of Canada | SaskEnergy | United Way Estevan |
| Bayer CropScience Inc. | Federated Co-operatives Limited & Co-op Retailing System | Madonna Foundation | Regina Ramada Plaza | SaskPower | United Way of Saskatoon & Area |
| BHP Billiton | First Nations Employment Centre | Magna Electric Corporation | Respect Group Inc. | Sask Sport Inc. | University of Regina |
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| Concorde Group | K+S Potash Canada | Prairie Advertising Pro AV | STC (Saskatchewan Transportation Company) | Sherwood Co-op | Yorkton Co-op |
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| Cornwall Centre Mall | KPMG | Rawlco Radio | TD Bank | Sherwood Co-op | |
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| Extreme Hockey & Sport | | | | Sherwood Co-op | |

Thank You!