



**The power
of kindness**



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Our vision, our impact

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

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

We are a unique network of humanity that gives individuals and communities the help they need to prepare for, respond to and recover from emergencies, both at home and abroad.

We believe that every crisis is personal, which is why we provide impartial support to people based on their humanitarian need and nothing else.

We help millions of people cope with all kinds of crises. In the UK this includes responding to emergencies such as fires and floods, supporting refugees and asylum seekers, helping people to live independently after coming home from hospital, and training people in first aid.

Internationally, we partner with other Red Cross and Red Crescent societies to help people who are facing hunger, are caught up in conflict, have been affected by disasters like storms and earthquakes, and have been forced to flee their homes.

We're an organisation made possible by everyday acts of human kindness. We're powered by more than 18,000 volunteers and nearly 4,000 staff. It's their determination to help others, along with the generosity of our supporters, that allows us to do what we do.

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



Welcome

Mike Adamson

The British Red Cross achieved so much in 2018 thanks to the incredible support of our partners and donors. I am immensely proud of the skill and dedication of our staff and volunteers who have touched so many lives with care and kindness. Thank you for making it all possible.

Last year, as I visited our projects in the UK and across the world, I was struck again by just how many people see the British Red Cross not just as a vital source of practical help but just as importantly, as a sign of hope in times of crisis.

In Syria, I met staff and volunteers working against the odds to help others while they themselves still live in towns that have been almost completely destroyed. In the UK, I've heard stories of the power of kindness, like that of Andy from Bristol, who said the Red Cross and the volunteer who supported him "saved his soul" when he was facing a health crisis alone.

Digital technology means the world has never been so connected, and equally human compassion has never been more relevant or needed. As the politics, demographics and climate of the world changes, the humanitarian challenges we face get bigger every day. We're working hard to prepare our organisation for the future, so we can continue to be there in times of crisis for the people who need us most.

Over the winter of 2018/2019, we worked with 39 hospitals to provide support and care to allow those who, with a bit of extra help, would be well enough to recuperate at home, freeing up beds and relieving the pressure on health staff. It was exactly where we were needed most and we will continue to collaborate with health services to provide vital support in times of increased demand, as we have done since before the establishment of the NHS.

In Cox's Bazar, Bangladesh, now host to the biggest refugee camp in the world, over one million people are living in miserable conditions. Our collaboration there with the International Red Cross and Red Crescent Movement is demonstrating how we want to tackle big, long-term crises around the world together.

As we near our 150th anniversary in 2020, our aim as the British Red Cross is to be guided by the people we aspire to help, so they can influence the support we provide. For example, over the past year we played a lead role in the UK government's work to help those experiencing loneliness, drawing



on the lived experience of people affected by social isolation. We also highlighted the dangers faced by vulnerable families torn apart by conflict overseas, or travelling some of the world's most dangerous routes in search of safety.

We're exploring how we respond to crisis here at home, finding ways we can work together better with others to make our communities more resilient. In particular, we're exploring increasing our use of emergency cash grants – an efficient and empowering way to enable people in crisis both in the UK and around the world to make choices about the support they get.

Of course, nothing we do would be possible without our volunteers and supporters. As we evolve, we hope we'll inspire more people to join us and to stay with us. To that end, in 2018 we launched our new engagement campaign – the Power of Kindness – which celebrates the big difference that even seemingly small acts of compassion can make to someone in their time of crisis.

We're recruiting a UK network of Community Reserve volunteers who have signed up to be ready to provide help whenever crisis hits. And our programme of work to build an ever more inclusive, diverse culture within our organisation will also strengthen our connections with the people who need our help, right across the UK and beyond.

As the Red Cross, we exist to connect people who want to help with people in crisis. I'd like to say thank you to every single person who works with us or supports us in any way. Your kindness powers everything we do.

“I'd like to say thank you to every single person who works with us or supports us in any way. Your kindness powers everything we do.”

Mike Adamson, CEO

Who we are

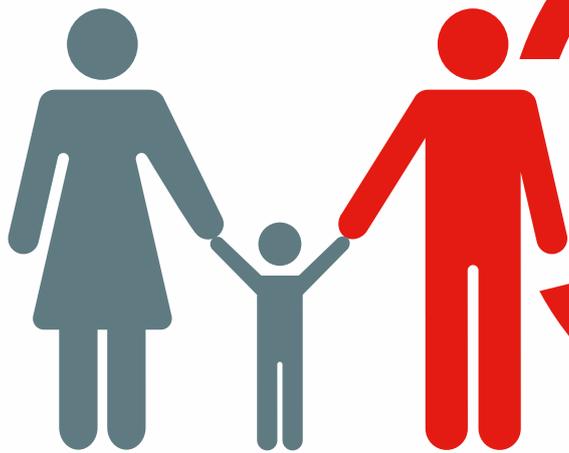




We are guided by the seven fundamental principles of the Movement: humanity, impartiality, neutrality, independence, voluntary service, unity and universality. These commit us to putting people first in everything we do.

2018: the year in numbers

Reduced destitution and distress for people who are displaced



989
families reunited

36,500

people supported through our refugee services

8,900

refugees, migrants and other vulnerable people helped to trace missing relatives

Enhanced independence and wellbeing for those facing health crises

84,900

mobility aid loans

50,800

patient journeys



95,200
people supported to live in their own home

People know what to do in a crisis

143,800

young people reached with crisis education

47,200

at-risk adults crisis trained



328,200

people trained in first aid and crisis education

Reduced distress and enhanced recovery following an emergency



1,400

UK emergencies responded to

9,000

people helped in a UK emergency

26

international emergencies responded to

(including 11 new emergencies)

Strengthened national humanitarian action overseas

146

delegates deployed to support the movement

38

countries supported through either resilience or capacity-building programmes

Ready to respond – UK crises

Matthew Cooper is Deputy regional director for the Scottish Ambulance service, west region. He called in our help in February when Storm Emma brought such extreme cold and snow to the UK it became known as ‘the Beast from the East’.

“We had real trouble getting our staff into work,” he explains. “The snow was the worst we’d seen since 2010. If someone calls 999 we have to have an ambulance to go to them – but without the staff we won’t be able to provide that service – and that can be the difference between life and death.

“On the evening of 28 February, when we realised we really couldn’t cope, we called the British Red Cross. This was 10pm and they were able to offer assurance that they’d be able to help get our staff in the next morning. By 6am they provided those resources.



“One member of staff who’d been helped in by the Red Cross told me, not only did they come to them with a 4x4, they dug a path to their front door to allow them to get out and safely get to the vehicle without slipping. Without the Red Cross that staff member wouldn’t have been able to crew an emergency ambulance.”

“The British Red Cross made a real difference to us. Without their support, we wouldn’t have been able to crew our ambulances to respond to 999 calls.”

Matthew, Scotland

Thanks to you

We **responded to over 1,400 emergencies in the UK** in 2018, supporting more than 9,000 people in need. From first aid and practical help at the scene to psychological support for everyone involved, your support means we can help people prepare for, cope with and recover from crises.

1,400



When Storm Emma hit the UK in February and March, our emergency response volunteers were ready to help. Our 4x4 teams helped people stranded in the snow, and got patients and staff to hospital.

Over 6,000 new Community Reserve Volunteers signed up in 2018 to our new volunteering scheme for people who want to help if there’s a major emergency in their community.

We’re working closely with partners who deal with UK crises to reimagine the role of the voluntary and community sector in response, recovery, fundraising and distribution. Together we’re developing proposals on how we can take a more human approach, making sure people get the support they need, including emergency cash grants.



“There were hundreds of people arriving with flowers. Older people, people on their own, large groups, couples with young children... [we were there] as a focal point for the crowds gathering at the football ground in need of a chat or a hot drink.”

Tim, Leicester

Traumatic events can affect whole communities and there’s no right or wrong way to feel. Simply offering space to talk and acknowledging that someone’s emotions are normal can be really helpful.

Tim Herbert supported mourners at the King Power stadium after the helicopter crash which sadly killed the much-loved Leicester City owner Vichai Srivaddhanaprabha and four others. “One of my abiding memories,” Tim remembers, “is a conversation with a guy in his 60s. He’d been talking to me about watching the club over the years and how devastated he was by the tragedy. Then he just said ‘this is daft isn’t it’. I assured him that it wasn’t.

The power to save lives

Katie was working on the front desk of a bingo club in Stevenage when she heard a loud speaker announcement for a first aider. She'd been on one of our workplace courses the year before and was a named first aider so she ran to the main hall.



Her colleague Leanne also heard the announcement and rushed to help. "Arriving in the hall, we discovered one of our regular customers, Maureen, collapsed on the floor," Katie said.

"She had collapsed underneath a table and chairs. Leanne and I assessed the situation. She wasn't responding and had irregular breathing. We quickly realised how serious the situation really was."

Katie did her best to remain calm and call for an ambulance. "I handed the phone to Leanne, who stayed on the phone to the emergency call handler. As Maureen was unresponsive and not breathing, I remembered from my first aid course that I needed to give her chest compressions. Even though I do weightlifting, I struggled to move her, but I had to because of where she'd collapsed.

"I continued to give Maureen cycles of 30 chest compressions and two breaths with the support of Leanne and the emergency services operator.

"The emergency services arrived and took over. Leanne and I told the ambulance crew all they needed to know. I then tried to contact Maureen's family so they could be at the hospital."

Maureen had surgery and has since made a full recovery. "It's strange when you speak to someone regularly at the bingo club and you never think you will be in that kind of situation with them," reflects Katie. "You think you might have to put a plaster on someone's finger, but don't imagine anything like this. But in that moment the first aid knowledge came straight back to me."

"We knew we had to start CPR – I didn't know if she was going to survive."

Katie, Hertfordshire

"The paramedics and doctors told Maureen and her family that if it wasn't for our quick actions, she wouldn't have survived," Katie said.

Thanks to you

In 2018 we provided **crisis education - including risk assessment and management skills as well as first aid - to nearly 144,000 young people** and more than 47,000 vulnerable adults.

Our Save a Life campaign in September used online videos covering life-saving basics and reached 27 million viewers.

We were delighted in July when the **government provided guidelines to finally put first aid on the school curriculum in England**. This followed years of advocacy from the British Red Cross, St John Ambulance and the British Heart Foundation – who together form the Every Child A Lifesaver Coalition.

We also **helped 11,500 people over the year through event first aid**, shared first aid information with more than 4,000 people at baby shows and got over 450,000 views of our first aid films through a Mumsnet Live event.

137,000 people learned the first aid skills they need to help save a life in our training sessions over the year, and we launched new mental health and wellbeing courses designed for people coping with stress at work.



Photo: © Mike Poloway/UNP



“She was breathing, so I tilted her onto her side and freed her airways by tilting her head back.”

Stephen, Yorkshire

When Stephen was eight, he saw a woman lying on the street near his home. He rushed to help her, using first aid he learned at school. She was unresponsive, but Stephen knew what to do until an ambulance could arrive. The woman was taken to hospital and has made a full recovery.

Support between home and hospital



Andy is living with bowel cancer. He found himself isolated and alone after being discharged from hospital following surgery.

“When I got home from hospital I honestly felt like I was on a completely different planet. I didn’t recognise anything anymore and I thought, ‘well I’m just coming here to die and that’s going to be pretty lonely’.

“All I kept thinking was ‘it’s not the cancer that’s going to kill me, it’s the loneliness’. Loneliness to me was quite an angry place – and once that subsided, the hurt that I felt – emotionally – was no different to the excruciating pain I felt in my physical journey with all these operations.”

Andy then got support from Ian, one of our volunteers.

“Ian simply walking through the door brought normality to my life,” says Andy. “When you’re lonely you lose all your emotions. You don’t feel anything, you

don’t think, you’re just empty. Ian’s interaction started filling up all those empty spaces with basic human kindness. It was an enormous amount of relief for me to think that even if I die, someone’s going to know.

“Once we had our first cup of tea he sat down there and he said to me ‘whatever you need me to be, I will be’. And that’s all I needed. I can remember smiling at something he said and thinking ‘I can’t remember the last time I did that’. By smiling I recognised that I still worked as a human being – I can still feel laughter and humour; I can still feel love.”

“The NHS saved my physical life. The Red Cross, and Ian, saved my soul. And my heart. And the parts of me that make me who I am.”

Andy, Bristol

Thanks to you

Our **ambulance support helps hospitals across the country**, getting patients to and from hospital, and helps older and more vulnerable people in their homes.



We provided 50,800 patient journeys, **supported 95,200 people to live independently at home**, and loaned 84,900 mobility aids.

In winter especially, the NHS is under pressure and our support is vital. Our 2018/2019 winter pressures work **supported people through 39 hospitals** in the UK.

Over the year we **helped write new national plans to tackle loneliness**. And our project with Co-op is connecting people with their communities through local services, groups and activities – each scheme we run helps an average of 266 people.

Thirteen-year-old Hollie, from Sheffield, was caught up in the Manchester Arena attack on 22 May 2017. Her aunt Kelly was tragically killed. Hollie was left with numerous broken bones and internal injuries.

But Hollie was determined to recover and return to her passion of dancing. Our mobility aids teams in Greater Manchester and Yorkshire not only loaned Hollie a wheelchair, but were also able to loan chairs to her dance troupe so they could perform in a TV talent show.

“We performed a wheelchair dance for our Christmas show,” says Hollie. “Our choreographer had the idea to perform the same routine for Britain’s Got Talent. The extra wheelchairs meant my friends could perform with me.” Hollie’s group, RISE, made it through to the semi-finals.

“We would have been lost without the Red Cross and their help” says Hollie’s mum, Claire. As well as the wheelchair, they provided bath boards and a toilet frame.

“It would have been easy for Hollie to become depressed, I’m so proud of her and all that she and RISE have achieved.”

Photo: © Percy Dean/UNP



“The Red Cross has made a massive difference to me and my life over the last year – I really wouldn’t have been able to manage without them.”

Hollie, Sheffield

In search of safe refuge

Nella works in our refugee service in Stockton-on-Tees. Originally from Burundi, Nella claimed asylum in the UK in 2001. It was six years later, in 2007, that her husband was finally able to join her.

Her personal experience of how tough it can be going through the long process of restoring your family helps her understand the people she now helps. She says her co-workers are sometimes surprised at the heartfelt thanks they get.

“I say ‘yes, you might have just done your job, but for them you made this possible. For them it’s not a job that you did. You moved the earth for them.’ So I know where they’re coming from when that happens.

“The visa takes ages and you have to prove that you are actually married to that person – they don’t believe you,”

Nella explains. She loves her life and community now, but says she feels her children are younger than they would have been if the asylum process hadn’t kept her apart from her husband for so long.

“I have three boys – well I’ve got four including my husband. Although I’m 41 our eldest is only ten, but I’ve been with my husband for 20 years.”



“I sometimes get tears... I look at the stories and I remember how that feels.”

Nella,
Stockton-on-Tees

Thanks to you

We’re the **biggest independent provider of refugee support in the UK**, working in 58 towns and cities.

In 2018 we **supported over 36,500 people in the UK, including more than 13,000 people** who were facing destitution and needed food, clothing and small amounts of emergency cash. We helped reunite 989 families separated by war, conflict or persecution. We helped hundreds of unaccompanied children gain skills in English language, independent living and cultural awareness. By the end of 2018 we had supported over 1,500 people through the Syrian Vulnerable Persons Resettlement programme.

We **took a lead role in the UK’s anti-trafficking work**, making important recommendations for stronger support in the UK for people who’ve been trafficked.

We **launched our Never Truly Free report**, which made recommendations designed to reduce the risk of harm to those in detention (including by helping people to stay in touch with loved ones by video calling).

We **helped secure a government commitment** to trial ways of ensuring people are only detained as a last resort.

Last year we also helped **ensure that the UK was among 164 countries to adopt the Global Compact for Safe, Orderly and Regular Migration**; an agreement that aims to make people fleeing crisis safer.



Yaqoob is from Sudan. He came to the UK in 2015 because of the political situation there. “I didn’t speak any English when I arrived in Rotherham,” he says. “The Red Cross staff and volunteers gave me information and helped me find a place to learn English and to get to know the local community.”

Yaqoob now volunteers at the Natural Neighbours project, funded by the Big Lottery Fund and run by Sheffield and Rotherham Wildlife Trust and Rotherham council, which brings communities together in local nature spots. He got involved through the Red Cross’ informal partnership with the project.

“The project is very important for the community. Some people we support don’t have friends or family here, and it gives them the opportunity to meet and mix with others. For those dealing with lots of problems in their life, it means they can get out and talk to others – and forget about any issues they have. Everyone needs support from time to time and it’s good to be able to help other refugees and asylum seekers with things like translation and form-filling where they need it.”

“The staff and volunteers at the Red Cross were very helpful... I now volunteer myself as I want to help others in the same way I was helped.”

Yaqoob, Rotherham

Ready to respond

– international crises

We provide emergency support to people affected by ongoing emergencies around the world, sharing our expertise across our Movement and National Societies – working together to help protect and rebuild lives.

In 2018 we responded to 11 new international emergencies and continued work on 15 responses.

Syria

We contributed nearly £3.2m in 2018 to support people affected by ongoing violence. Over eight years of this crisis, we've reached 5.9 million people, distributed over 1.5 million essential items and trained 4,000 volunteers and staff to help respond.

Yemen

We gave just over £780,000 to help distribute food, provide emergency healthcare and continue our work to strengthen the capacity of the Yemen Red Crescent Society to cope with this crisis, which has left more than 14 million people facing starvation.

Myanmar/Bangladesh

More than 706,000 people fled their homes across the border to Cox's Bazar amid the violence in Rakhine state last year. We gave over £7 million to help the Bangladesh Red Crescent Society provide food, clean water and medical care. During the year our water, sanitation and hygiene programme in Cox's Bazar reached over 20,000 people.

'Silent' emergencies

We gave £714,000 to help the Movement's responses to emergencies that didn't make the headlines in 2018, including in Mongolia and the Sahel.

Indonesia

The series of earthquakes and tsunamis from July to December affected over half a million people. Our appeal raised over £1.9m and Movement volunteers and staff helped families with emergency relief and clean water, as well as helping people recover their livelihoods with cash assistance.

Cash aid has been a big focus in our work this year. We see it as a fast, efficient, environmentally sound and dignified way of helping people through their toughest moments. We're continually growing and improving the way we deliver cash assistance throughout our global network.

Crisis is affecting more people than ever, and the complex, ongoing nature of these crises means the demand for our help is growing. In 2018 we launched our new International Strategy, setting out how we can offer the best support for those who need us most.



Photo: © Alicia Melville-Smith/BRC



Ready to respond – international crises (continued)

Photo: © A.J. Ghani/BFC



Rahima is one of thousands of people that the Red Cross and Red Crescent Movement has trained in hygiene promotion. Ahead of the monsoon season here in Bangladesh, where people who've fled violence in Myanmar are living in crowded conditions, hygiene is more vital than ever.

“There is so much impure water here; it has a lot of micro-germs, we can't see them but we are drinking this water. Water is so important for our health, for our safety. That's why I have come here.”

Rahima says she knows she looks older than her 30 years. She says it's because she has been through so much. She lost her husband and two of her children fleeing Myanmar. Her parents also tragically died on the journey to Bangladesh.

“I faced so many difficulties when I came here. It took us 11 days to get here. I had three children with me, now I have only one child, she's five, her name is Mariambibi. One of my children was killed crossing the border. She was only 11. My other child was only seven... it was very cold and raining,

we didn't have enough food so my child got sick and was taken by disease.

“When I lost my two children, I wanted to climb into the hole with them and lay there. We faced so much pain just to reach here.

“Though I'm so sad, it's very important to tell our terrible story to the whole world. I want to advise the fathers and mothers of the children so they can protect them, so that their children can live and get a better future. I have one child now and I will try my best to protect her and the community's children.”

“I have come here to get training; I am very excited that I can teach other people in my block. Since I lost my children, I want to protect other people's children so they don't fall to disease.”

Rahima, Bangladesh

“First, I hope to fix our house... I hope that the Red Cross and Red Crescent Movement can continue to help their fellow humans.”

Mohamad, Syria

Mohamad, his wife and eight children live in a one-room house in a village outside Aleppo, Syria. In 2014 the area where they lived came under control of armed groups and in 2017 the family was forced to flee their home.

“I cannot describe my fear to you,” says Mohamad. “The shelling and bombing were non-stop through the night. We used to leave our houses and sleep outside so the family wasn’t bombed. It was very dangerous. Imagine sleeping outside on a cold day like this one. The ground would be our bed and the sky our blanket.” After they fled, the family lived in a tent before they moved to this house, but the

surrounding area turns into thick mud in the rain. “It’s not possible to reach the toilet sometimes because of the mud.”

There are 30 families here living in these one-room clay houses who all rely on the Syrian Arab Red Crescent (SARC) for food, winter clothing and other support. The British Red Cross, through SARC, has started providing families like Mohamad’s with livelihoods support. As part of the home gardening project, each household is given an irrigation kit, tools, fertiliser and seeds, to help improve their diets and their economic security, while giving others a reason to return and tend to the land.



Stronger communities around the world

Gyan's home was destroyed in a devastating earthquake in Nepal. Like thousands of other small farmers, Gyan lost her livelihood as well, making getting back to normal after the earthquake even harder.

Thanks to the generosity of the UK public, the Disasters Emergency Committee's (DEC) earthquake appeal reached £87 million. The DEC then shared the funds among organisations working in the country, including the British Red Cross. Together with money raised from our own appeal, this enabled us to give over 8,000 people cash grants of around £140 each.

Families used the money to buy seeds, tools and other things they needed to start farming again. Gyan was one of them. The Red Cross also trained Gyan and over 6,000 others in gardening skills to help them grow better crops. Gyan's husband doesn't earn much from his job as a mechanic and his wages just about cover their grandchildren's school fees. So the money she earns from farming helps a lot with the family's day-to-day expenses.

"I used the money I was given to buy seeds and fertilizer, which is expensive but stops insects from eating the vegetables," says Gyan.

"I have grown cauliflower, coriander, garlic and different types of spinach."



Gyan has since had such bumper crops that she even brought one of her huge cauliflowers to Bungamati town for a giant vegetable competition. At 3.5 kilos, it was around four times bigger than the average UK supermarket cauliflower!

"I'm surprised at how big my cauliflower has grown," she told us at the time.

"I brought my cauliflower here today [to the competition] because I wanted to show other people that it's possible to grow something extraordinary."

"Before I received the grant I didn't have enough food to feed my children."

Gyan, Nepal

Thanks to you

We're **working with communities around the world, not just after emergencies hit, but building people's resilience** so they're ready to cope if crisis hits.

As disasters like protracted conflict, chronic hunger, and displacement grow around the world, we're always working to target our help where it's needed most, and where it can have a lasting effect on families and communities even once our work has finished.



Photo © Jordi Matas/BRC

“This garden makes us happy. I’ll be able to breastfeed because I’m healthy. We’re grateful, it has made such a difference.”

Nation, Zimbabwe

Nation, 30, is in the Red Cross nutrition garden at Neshuro District Hospital, Zimbabwe, where she’s waiting to give birth to her third child.

“The year I gave birth to my [older] son, there was a drought, and we hardly had enough to eat,” she remembers. “He’s always been small, he isn’t growing very well.”

Around 90 per cent of people here grow crops to feed their families. Climate change makes it difficult for pregnant women to get the nutrition they need. Thanks to this garden, funded by players

of the People’s Postcode Lottery, Nation is feeling strong and hopeful. When women come to give birth they get fruit and vegetables, learn about nutrition and help grow spinach, butternut squash, carrots and more. We also installed a borehole providing water for the garden and entire hospital.

“I know [the fresh vegetables] are good for my body,” says Nation. We’re taught to eat spinach because it adds iron to our blood. I’m optimistic this baby will have normal birth weight. I feel positive because I’m having the right food.”

Our priorities for 2019

We have a busy year ahead, connecting human kindness with those in crisis while readying ourselves for challenges to come, so we can keep on supporting those who need us most.

UK emergency response

We will keep on developing a 'National Critical Incident Framework' – a plan on how voluntary and community groups can collaborate with national and statutory services to strengthen our communities, and understand and deliver the support that people really need when crisis hits at home.

Supporting people with health crises

We will help 80,000 people with support at home and make 85,000 mobility aid loans – targeting our services to those in greatest need. With pressure on health and social care systems increasing, we'll keep working with the NHS and regional commissioners to help patients in and out of hospitals as quickly as possible. We're participating in NHS planning for Winter Pressures, and pilots to support 'stranded' patients, who've been in hospital for seven days or more when they could potentially get care at home.

Refugee support and restoring family links

We will support 32,000 refugees and asylum seekers, including 16,000 people facing destitution because of their legal status, and reunite 2,100 family members in the UK. We'll continue our work to extend the government 'move-on period' for newly recognised refugees in the UK, so people have reasonable time to move from one support system to the other once they're allowed to get bank accounts and jobs. We'll also bring together our UK and international resources to protect vulnerable people along global migration trails and those affected by human trafficking.



Photo: © Simon Fawkes/BBC



Enhancing the Movement's capacity to reach people in complex crises

In 2019 our new international strategy will target our resources where people's need is greatest in the face of disaster, protracted conflict, chronic hunger, and displacement. We'll continue to build the Movement's ability to deliver emergency cash, empowering people in crisis to get what they need quickly, based on their own choices.

We will continue to be a lead contributor to disaster management operations across the Movement – enabling us to surge in response to emergencies.

People know what to do in a crisis

In the UK we will reach 45,200 adults in at-risk groups and 122,300 young people with first-aid and crisis education, as well as teaching 142,700 members of the public life-saving skills. Having successfully lobbied to get first-aid education on England's school curriculum, we'll continue to shape requirements for schools, and use success in England to advocate for first aid in schools across the rest of the UK.

Culture and values

We will continue our three-year programme to build an inclusive, diverse culture, working towards full Leadership in Diversity accreditation in 2019. We're on track to reach our goal to see 12 per cent of our staff coming from a black, Asian or minority ethnic background, and 10 per cent of staff declaring a disability.

150 years of the British Red Cross

2020 will be our 150th anniversary. We know we must keep changing to stay relevant and make sure we can be here for generations to come. 2019 will be year two of our three-year programme to focus our resources, ensuring support for our work continues. We'll introduce new ways of working and test new approaches to helping those in greatest need. We'll invest in transforming our relationship with our supporters and the experience of our volunteers. We'll also strengthen our ability to innovate and harness the opportunities that technology brings, making sure we're as fit we can be for the future.

Strategy 2020 development

In 2019 we will develop a new strategy for 2020 and beyond. It will focus on where we can have greatest impact for those in most need, and where the British Red Cross is best placed to make a difference, directly and in partnership with others.

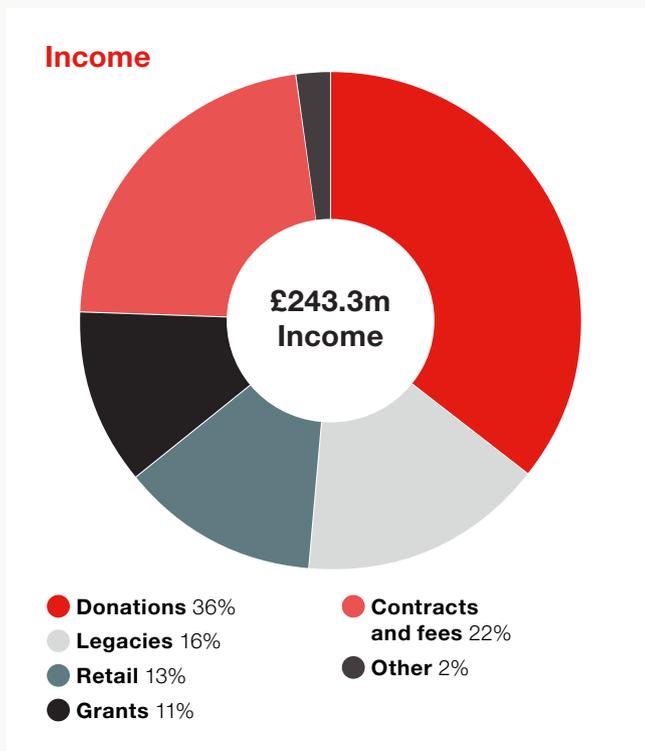


Overview

Thank you to everyone who generously supported the Red Cross in 2018.

Our work is mainly funded by donations, income from our shops, legacies, grants and income from services we charge for.

In 2018, we generated £243.3m total income (2017: £284.5m), the reduction being due mainly to a decrease in appeals income.



We spent £190.6m on our charitable activities this year (2017: £220.9m – a reflection of our work following crises in London and Manchester).

We're in a stable position despite a challenging financial environment across the sector and beyond, and our BRC150+ improvement programme aims to deliver ever more effective and efficient services so we can keep on connecting human kindness to human crisis.

More detail on our income and expenditure can be found in our annual Trustees' Report and Accounts.

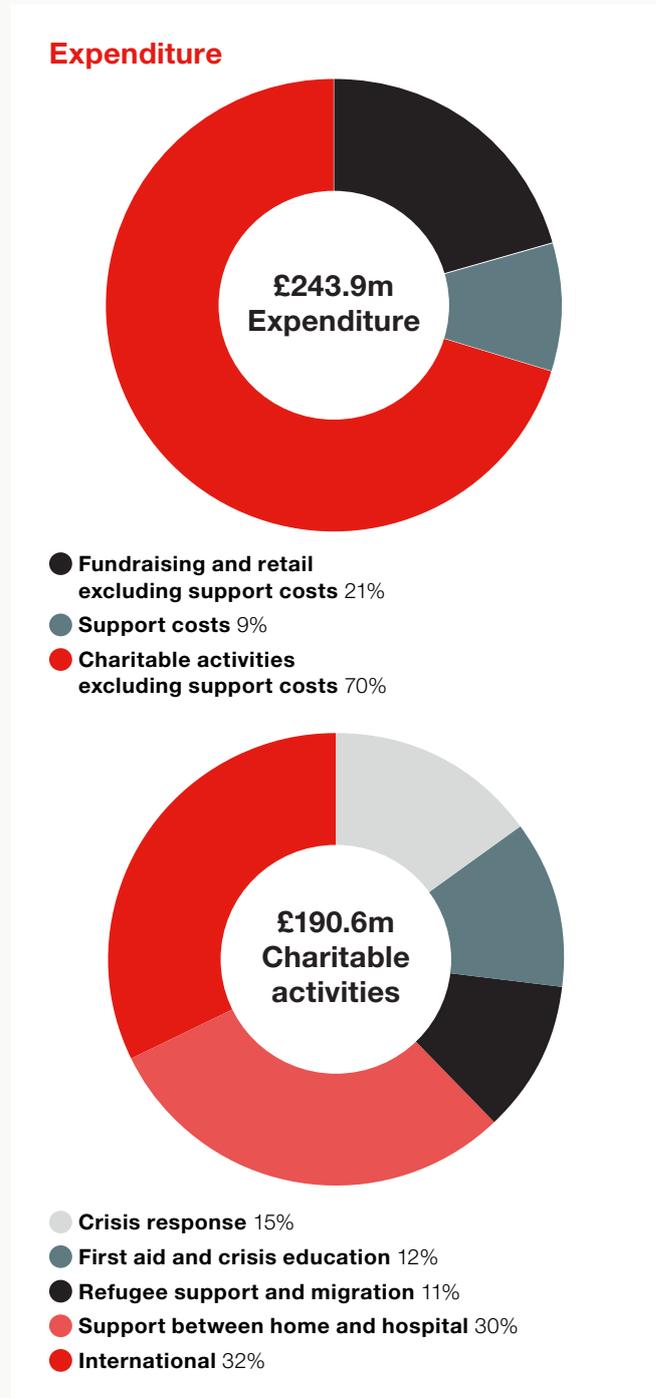




Photo: © Holly Butcher/BRC

Thank you

We'd like to thank each individual and organisation who supported our work in 2018.

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

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

We would like to give special thanks to:

AstraZeneca
Aviva PLC
Delta Air Lines Inc.
Department for International Development
European Commission
Isle of Man Government
Jaguar Land Rover
Jersey Overseas Aid
John Lewis Partnership
Kingfisher
Marsh & McLennan Companies
Mrs Aline Foriel-Destezet
Nesta
Paula Hawkins
Players of the People's Postcode Lottery
Scottish Government
Tesco PLC
The Barbara Cairns Charitable Trust
The Hugh Symons Charitable Trust
The International & Medical Fundraising Board
The National Lottery Community Fund
Tiffany Circle Steering Committee and Membership
TK Maxx and Homesense Foundation
Welsh Government

Thanks also to members of the following committees:

Arundel Committee
British Red Cross Presidents' Advisory Panel
Cambridgeshire Open Garden Committee
Essex office Committee
Hertfordshire Fundraising Committee
London Christmas Market Committee

The 'Call My Bluff' Wine Tasting Committee
The Hexham Fundraising Committee
Uttlesford Committee
Young Tiffany Circle

Thanks also to:

A B Charitable Trust
All of our challenge event participants
Barrow Cadbury Trust
BBC Children In Need
Brendan Ainscough and ATSL
British Red Cross Presidents' Network (local Presidents, Vice Presidents and Patrons)
Bromhead Medical Charity
City of London Corporation
Comic Relief
Constance Travis Charitable Trust
Department for Digital, Culture, Media & Sport
Dowager Countess Eleanor Peel Trust
Eddie Dinshaw Foundation
Esmee Fairbairn Foundation
Gale Family Trust
Garfield Weston Foundation
Green Hall Foundation
Guernsey Overseas Aid and Development Commission
Hatfield Davis Family Trust
Herd Lawson and Muriel Lawson Charitable Trust
IEC Devon
Jordan Foundation
Joron Charitable Trust
Khoo Teck Puat UK Foundation
Livery Companies and Ward Clubs of the City of London
London Luton Airport

Lord Portsmouth
Masonic Charitable Foundation
Megan Van't Hoff Charitable Trust
Moondance Foundation
Mr Michael J Worth, Waynflete Charitable Trust
Mrs Elspeth Straker
Nanette Hyde Bryce Charitable Trust
Next PLC
Paul Hamlyn Foundation
Pentland Brands Limited
Peter Dixon Charitable Trust
PH Media Group
Shears Foundation
Sheila Coulton Charitable Trust
Sir James Reckitt Charity
Smith Charitable Trust
Spirit of 2012 Trust
Swarovski Foundation
The Bhim Ruia Foundation
The Cohen Charitable Trust
The Lucky Stone Trust
The National Lottery Heritage Fund
The Reed Foundation
Three Oaks Trust
Trevor Hemmings and the TJH Foundation
Unbound Philanthropy
Underwood Trust
Unitarians Clara Barton Fund
Vitol Foundation
Western Union Foundation
Zochonis Charitable Trust



Photo: © Antonio Zazueta Ojmos/BRC

Get involved

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

Volunteering

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

Meet new people, learn new skills and help people get the support they need in a crisis – become an emergency response volunteer, deliver mobility aids, join our event first aid service or support our shops. You could also become a community connector, helping people in your local area by having a chat over a cup of tea, going for a stroll or going with them to a community group.

Community reserve volunteer

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

During an emergency, you can help with practical tasks such as preparing kit and equipment, filling sandbags, sorting supplies and making refreshments. Being a community reserve volunteer is perfect if you naturally feel the urge to help in an emergency, but don't have the time to commit to volunteering all year round.

Find out more at redcross.org.uk/reserves

Fundraising

Get active. Go fundraising. Have fun. There are many ways you can help raise money for people in crisis. As part of Team Red Cross you'll be supported – our national events team will be on hand to encourage you, answer any questions and let you know your hard work is appreciated. Simply tell us which event you're taking part in, and we'll help you raise as much as you can. Every step you take and every pound you raise will help someone in need.



As part of Team Red Cross you will receive:

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

Collaborate for change

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

We have a wide range of ways you can get involved: support a specific project or partner with us to tailor an opportunity that suits your interests and skills. You can become a real catalyst for change.

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

Companies:

corporatepartnerships@redcross.org.uk
020 7877 7597

Philanthropists:

philanthropy@redcross.org.uk
020 7877 7093

Trust and Statutory:

trust&statutory@redcross.org.uk
020 7448 4434



Donate

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

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

Your donation brings comfort to someone when they need it most.

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

Phone: 0344 871 11 11

From overseas: +44 20 7138 7900

Textphone: 020 7562 2050

Email: contactus@redcross.org.uk

Visit: 44 Moorfields, London, EC2Y 9AL



Photo: © A J Ghani/BRC



Where we are:

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

Published 2019

Cover photo: © Simon Rawles/BRC

BRC19-040 The British Red Cross Society, incorporated by Royal Charter 1908, is a charity registered in England and Wales (220949), Scotland (SC037738) and Isle of Man (0752).