



**DARE TO CARE**

## ANNUAL REPORT 2008

Finnish Red Cross  
25 May 2009

# CONTENTS

|  |    |
|--|----|
| <b>REPORT OF THE BOARD ON ACTIVITIES IN 2008</b> ..... | 3  |
| <b>PROGRAMME ACTIVITIES</b> .....                      | 5  |
| Domestic preparedness and relief .....                 | 5  |
| Refugee and immigrant activities .....                 | 8  |
| International assistance .....                         | 10 |
| <b>ORGANIZATIONAL ACTIVITIES</b> .....                 | 14 |
| General Assembly .....                                 | 14 |
| Training .....   | 15 |
| Youth activities .....                                 | 15 |
| Support to local branches .....                        | 16 |
| Harmonizing procedures .....                           | 16 |
| <b>COMMUNICATION AND CAMPAIGNS</b> .....               | 17 |
| Communication .....                                    | 17 |
| Fundraising and campaigns .....                        | 18 |
| Membership recruitment and Red Cross week .....        | 20 |
| Corporate cooperation .....                            | 20 |
| Marketing .....  | 20 |
| <b>FINANCE AND ADMINISTRATION</b> .....                | 22 |
| Financial status .....                                 | 22 |
| Result of Central administration .....                 | 22 |
| Personnel .....  | 22 |
| <b>INSTITUTIONS</b> .....                              | 23 |
| Emergency Youth Shelters .....                         | 23 |
| Kontti Recycling Department Stores .....               | 23 |
| Blood Service .....                                    | 24 |
| <b>PARTNERSHIP PROJECTS</b> .....                      | 24 |
| Response .....   | 24 |
| <b>NATIONAL PARTNERS IN 2008</b> .....                 | 25 |
| <b>FINNISH RED CROSS GOVERNANCE</b> .....              | 26 |

Cover photo by Mauri Ratilainen

Other photos: [www.punaisenristinkuvat.fi](http://www.punaisenristinkuvat.fi)

# REPORT OF THE BOARD ON ACTIVITIES IN 2008

In the latter half of the year, the Finnish Red Cross (FRC) had to face the same fact as the rest of society. The deep international economic recession had a significant impact on the Society's economic status and the resources available in the coming years.

The recession did not yet show in the activities during the year. Instead, both the diminishing resources and the growing number of people in need were already taken into consideration in the plans for future years.

In terms of esteem, relevance and reputation, the Finnish Red Cross continues as the national leader among volunteer and assistance organizations. Its role as an effective and fast helper grew stronger especially in the midst of major crises. The FRC assisted people affected by the shooting tragedy in Kauhajoki, and provided support to Finnish tourists involved in a bus accident in Malaga, Spain.

The reputation of the Red Cross also grows stronger every day through the voluntary action offered by the 500 local branches. Friend visitor activities, training courses and events related to first aid and safety, blood donation and immigrant services alike continue the long tradition of voluntary Red Cross work.

Within the international Red Cross and Red Crescent network, the FRC is among the ten largest assistance providers helping people suffering from the effects of natural disasters or armed conflicts. The value of aid delivered to places such as Kenya, Southern Africa, Myanmar, Darfur in Sudan, the Palestinian territories in the Middle East, Iraq, Afghanistan, Ethiopia and China reached a total of 31 million euros.

The FRC has also become a major implementing partner in development cooperation programmes for example in Africa and Latin America.

The assistance was rendered possible by the tens of thousands of donors of FRC's Disaster Relief Fund and by good partners. The main partners in international aid were the Ministry for Foreign Affairs of Finland and the European Union.

Governor **Erkki Liikanen** was elected President by the General Assembly in Oulu in June. The General Assembly also adopted strategic directions that aim to continue to reform and strengthen the FRC. A further aim is to renew volunteer activities to make it easier for new people to join in Red Cross activities.

## **Assessing future development**

The significance of and the need for civic and voluntary action will be highlighted in the coming years. Expectations laid on Red Cross action will grow both domestically and internationally. The Red Cross has a special role in strengthening people's wellbeing and caring for one another. In this new situation, also the Red Cross will have to find fresh ways of working and opening up. It is particularly important to be involved in ensuring safety in daily life by providing places for action and influencing within easy reach of communities.

FRC's financial status can only be expected to improve towards the end of the ongoing General Assembly period. In the effort to balance the finances, the aim is to make income and expenditure meet by the end of 2011. This requires growth in income and control of expenses. There will also be a need to develop financial planning, monitoring and the related financial management systems.

## **Development measures**

The previous inter-Assembly period was very development-intensive at all organizational levels.

From the point of view of FRC's future, there are three key development objects in the current inter-Assembly period: development of volunteer activities, development of harmonized systems, and strengthening local level activities. Recruiting, supporting and rewarding volunteers and building their capacities is the most essential prerequisite for the effectiveness of the Red Cross, and therefore also the focus of its development.

The harmonization of operating systems and introduction of uniform operating procedures ensures FRC's unity; and cost-efficiency in administration enables the transfer of resources to managing the Society's core functions.

The strengthening of local activities and development of the leading voluntary organization require that the competence of volunteers and employees is ensured in a manner that allows the Society to respond to the challenges set for it.

### **Risks**

The two most significant risk factors for the FRC are a reduction in the number of actors and losing its reputation as a reliable helper. The minimizing of both risks calls for a reform in the ways the FRC operates: removing obstacles to participation, presence and visibility among people, goal-oriented leadership, as well as internal supervision.

Keeping FRC's finances in balance will become ever more difficult. Major challenges lie ahead especially in growing personnel costs and in increasing the revenue of fundraising. Investments, new competence and changes in the organization's internal operating procedures are required to boost fundraising. Even the funding of FRC's basic activities essentially relies on external funding.

A precondition for our action is the competence of our personnel and volunteers. We have there-

fore invested in giving training to all line managers in competence management. "Coaching" and new training for the entire staff aim at facilitating better support to the local branches.

Our organization consists of many units. A lack of harmonization may reduce the impact of the activities and the efficiency of leadership. Our management objectives therefore include ensuring uniform goals for all FRC action, clarifying the division of labour and the way the activities are organized, and creating appropriate operating procedures.

Humanitarian aid is expert work, in which the security of employees must be guaranteed in all circumstances. New information systems will also be created to support volunteer work. In the future, FRC's security risks will be analyzed in more detail than at present. New guidelines will be issued for the entire organization.

Risk management will be incorporated in FRC's executive management. Investment-related risk management will be improved in cooperation with an external property manager.

# PROGRAMME ACTIVITIES

## Domestic preparedness and relief

During the inter-Assembly period 2005–2008, the Finnish Red Cross has focused on building its preparedness and assistance capacities as well as their reliability. In 2008, two major accidents had a widespread effect on Finns. In April, FRC's Emergency Group of Psychologists assisted the Finnish victims of a bus accident in Malaga, Spain and their family members. In September, volunteers from various parts of Finland provided support to those shocked by the shooting incident in Kauhajoki.

Assistance activities gained a lot of visibility in the media and at events in the course of the year. In addition, the FRC participated in the 70th Anniversary tour of the Finland's Slot Machine Association RAY, presenting its activities in joint events at 11 locations.

### Preparedness

#### Kauhajoki

On September 23, a shooting incident took place at Kauhajoki vocational college. Red Cross volunteers assisted public authorities in primary care and psychosocial support. For about a week, a total of 120 volunteers were available 24 hours a day in Kauhajoki and neighbouring municipalities. FRC's Emergency Group of Psychologists supported family members and public authorities in crisis work for two weeks.

A national telephone helpline operated for three days to give support to concerned citizens. To relieve general concern, information was made available and materials were produced e.g. for the use of educational institutions.

### Building assistance capacities

A national preparedness planning course for volunteers, and a basic course in contingency for staff members were organized at the Emergency Services College in Kuopio.

FRC districts updated their preparedness and contingency plans and continued to guide local branches in making their plans.

At the Headquarters, operational capacities and models were developed on the basis of reviews of assistance activities.

The use of the public authority radio network Virve and eBeam software was rehearsed during Operation Hunger Day. eBeam is a tool for collecting up-to-date information of a disaster situation.

### Domestic relief

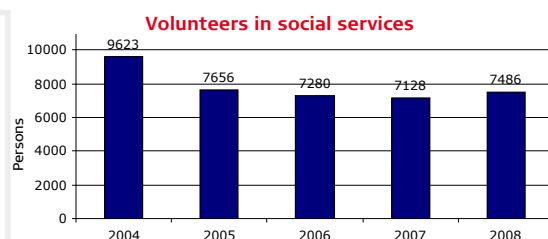
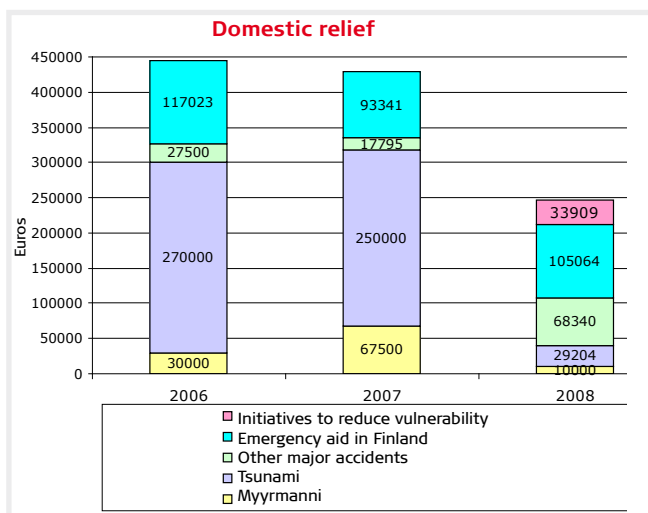
The amount of emergency assistance provided by the FRC in Finland has grown slightly as a result of training and guidance. Projects aimed at reducing vulnerability and poverty were run in 16 local branches. The initiatives prevented the social exclusion of young people, the elderly, immigrants and people outside working life.

### Psychosocial support

The website of FRC's psychosocial support registered 11 600 visitors in 2008.

Peer support gatherings for Finnish people affected by the South Asia tsunami disaster were organized on two weekends. The project was completed in the autumn.

Districts and branches continued to organize training courses in psychosocial support. For the first time, training was also given in Swedish.



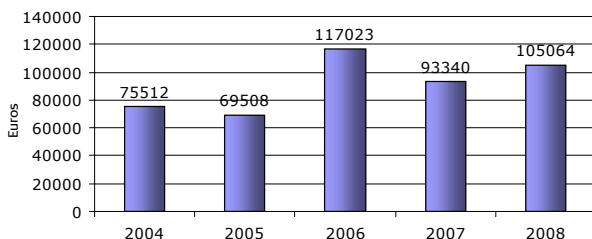
### 'Other major accidents' includes:

- 2006 Konginkangas bus accident
- 2007 Jokela shooting incident
- 2008 Malaga bus accident and Kauhajoki shooting incident

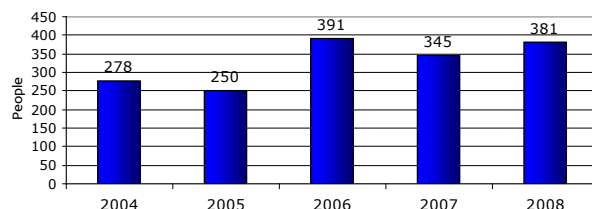


For almost a week, 120 volunteers from different parts of the country were available to help in Kauhajoki.

**Emergency aid provided by districts and branches from the Disaster Relief Fund**



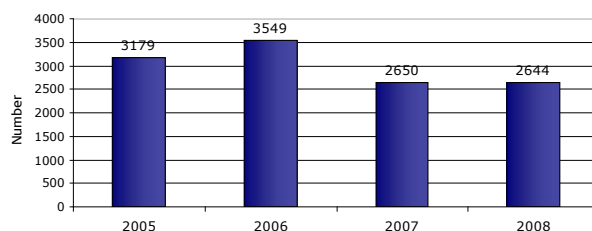
**People assisted by districts and branches in emergency situations**



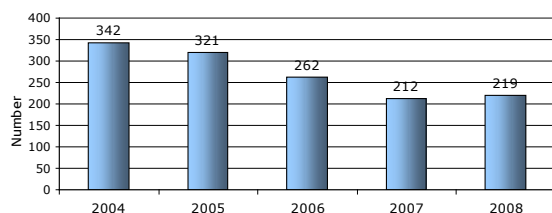
### First aid groups

The number of first aid groups and their members has decreased in recent years. The experiences of the recruitment project in Savo-Karelia district were utilized also in Varsinais-Suomi and Satakunta districts. A policy to improve the quality of services at first aid attendance was prepared, and will be used from the year 2009 on. A reform of the group leader training was started.

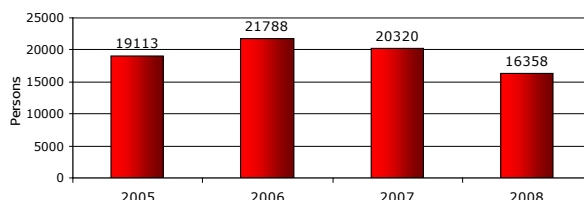
**First aid attendances**



**First aid groups**



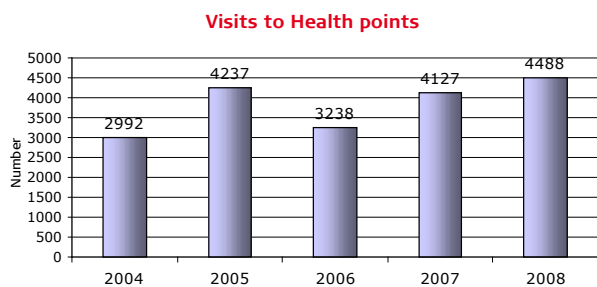
**People assisted in attendances**



## Health and welfare

The Board of the Finnish Red Cross adopted a Welfare and Health Policy for the years 2008–2014. The policy clarifies the core area of welfare and health, as well as its operational guidelines with related programmes and activities.

Health point activities continued, and 100 voluntary health care professionals served in them. Health points offer a new kind of channel for help that supports health and welfare at the local level.



Training in Care at home was organized for informal carers and other volunteers involved in support activities.

In cooperation with public authorities and NGOs, the FRC implemented a campaign to prevent domestic accidents. Accident prevention was paid attention to in first aid training and in various theme events.

Calls to FRC's HIV Helpline increased from the year before. The majority of the questions concerned HIV infection, the risk of infection and testing. Most of the callers were between 25 to 45 years of age.

Pluspoints – easily approachable advice and testing places – operate in Joensuu, Jyväskylä, Kuopio and Seinäjoki. In Rovaniemi the activities were run in cooperation with the Finnish AIDS Council. Support was offered to persons newly infected with HIV, and clients fearing the infection.

The Finnish AIDS Council and Red Cross volunteers participated in the 'Safe adventuring' campaign aimed at tourists and travellers.

The number of volunteers involved in the drug and alcohol programme increased from the previous year. The early intervention model was utilized approx. 4 000 times, of which about one fifth led to referrals to treatment.

With support from Stakes, the National Research and Development Centre for Welfare and Health, an Internet portal was created to facilitate rapid communications to volunteers about changes in substances and abuse trends.

## Friend visitor services

The number of basic training courses for friend visitors was increased to meet the growing demand. A well-being event was organized for instructors of senior clubs.



Events under the theme 'Friendship has no boundaries' were organized in different municipalities on the Friendship Day (Valentine's). A special target group was people of 60 years and above. The events were organized in cooperation with Tapiola Insurance Group.

## EHYT project to promote wellbeing and safety

The project supports long-term participatory activities in sparsely populated areas. Training courses in first aid, psychosocial support and friend visitor activities have been organized in villages, as well as safety events in cooperation with public authorities and NGOs.

## Road safety

In 2007–2008, the FRC implemented a road safety campaign with voluntary first aiders for the fourth time. A first aid training package was offered to driving schools, and a practice kit was produced for the purpose.



The campaign also produced materials on road safety and first aid for children and the young.

### Voluntary Rescue Service

Cooperation between the Red Cross, Voluntary Rescue Service and public authorities was enhanced by negotiating a model agreement between the emergency services, FRC and Voluntary Rescue Service. The outcome was a cooperation agreement between FRC Savo-Karelia district and the Regional rescue service of in Northern Karelia.

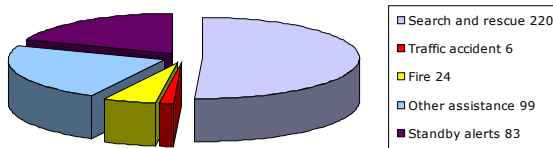
In addition, all State Provincial Offices and FRC districts have an agreement concerning cooperation between the police and Voluntary Rescue Service. The role of the Voluntary Rescue Service and its coordination duty were strengthened through a partnership agreement on contingency training between the Emergency Services College, the Finnish National Rescue Association SPEK, the National Defence Training Association of Finland MPK and the FRC.

New regulations were worked out to respond to the forthcoming changes in the organization of public authorities. They are expected to be adopted in 2009. National alerting and insurance guidelines were prepared to harmonize the operations of the on-call groups. An insurance policy was taken out for Voluntary Rescue Service actors.

The majority of the website data and the preparedness database were transferred into a new system, but the transfer of data and testing will be completed in 2009.

New materials were designed for the Voluntary Rescue Service basic course in primary care. Further training was given to the on-call groups of primary care and psychosocial support for the first time. During the year, minimum standards were prepared for on-call psychosocial support groups of the Voluntary Rescue Service.

Voluntary Rescue Service alerts 432



## Refugee and immigration activities

### Reception of refugees and asylum seekers

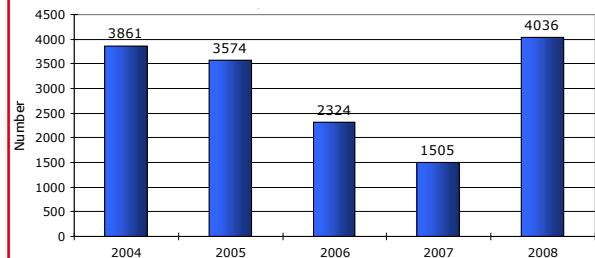
The number of asylum seekers arriving in Finland increased from the previous year. A special feature was the number of unaccompanied minors, which multiplied.

Existing reception centres were not able to accommodate all arriving people. The Ministry of the Interior requested the FRC to raise its level of preparedness. The establishment of new reception units was started at the end of the year. The aim is that the FRC will establish and maintain new units for 2 000 persons in 2009.

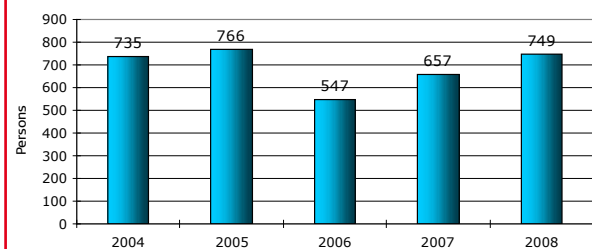
FRC districts run the centres on a professional basis, but the role of volunteers is significant.

The FRC took care of the reception of quota refugees at Helsinki-Vantaa airport. Volunteers were involved in approximately half of the receptions.

Asylum applications in Finland



Quota refugees received by the Finnish Red Cross





Immigrants get together at the international club of the Red Cross in Kouvola.

**Tracing and family reunification**

With the growing number of asylum seekers, tracing requests increased, especially those initiated by minors. The FRC was responsible for making travel arrangements for persons accepted in the family reunification programme.

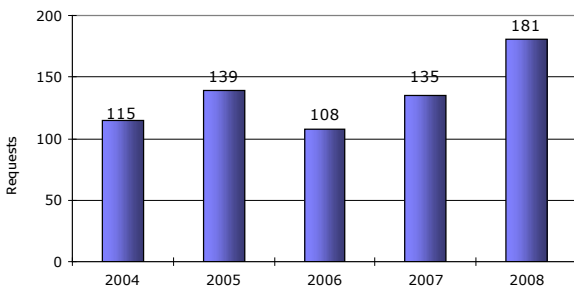
The Finnish Red Cross organized a round table discussion on the right of refugee children to family reunification for representatives of NGOs, public authorities and children. New development proposals were forwarded to decision-makers and authorities.

**Multicultural volunteer activities**

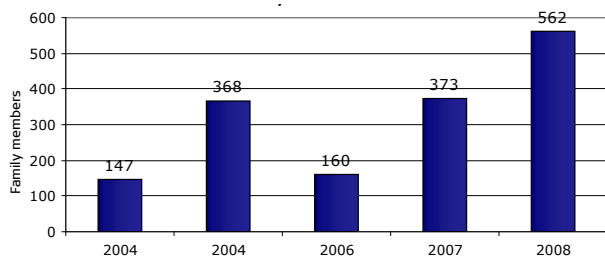
Some 60 local Red Cross branches organized multicultural voluntary activities.

The activities were supported by Finland's Slot Machine Association RAY (immigration programme) and the European Refugee Fund ('Mukana'initiative that was completed at the end of the year). The aim was to support resettlement and activate immigrants to join in Red Cross action.

**Tracing requests**



**Family reunification**



## International assistance

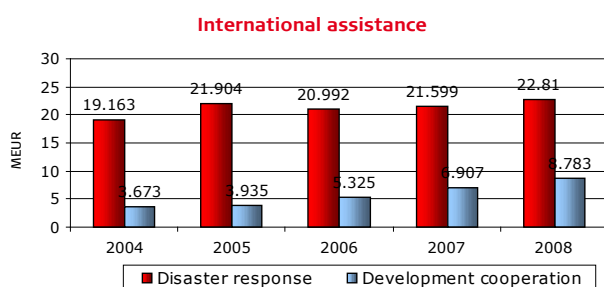
Within the international Red Cross and Red Crescent network, the Finnish Red Cross is among the ten largest assistance providers helping people suffering from the effects of natural disasters or armed conflicts. Aid was delivered, for example, to earthquake victims in China and Pakistan, cyclone victims in Myanmar and people infected with cholera in Zimbabwe.

The FRC has also become a major implementing partner in development cooperation programmes for example in Western and Eastern Africa and Latin America.

FRC's international aid amounted to 31.6 million euros. The volume of aid grew by 11 per cent in comparison with the previous year. The share of disaster response was 72 per cent, and of development cooperation 28 per cent. The majority of funding was received from FRC's Disaster Relief Fund, the Ministry for Foreign Affairs of Finland and the European Union.

The share of the European Union increased. The funding received from ECHO for the food security programme in Ethiopia can be considered a particular success, as more than two years had passed since the FRC's previous ECHO allocation.

The goal in international assistance was to ensure quality. Project management was another development focus. Bilateral activities have increased, and operational guidelines were therefore improved between partners.

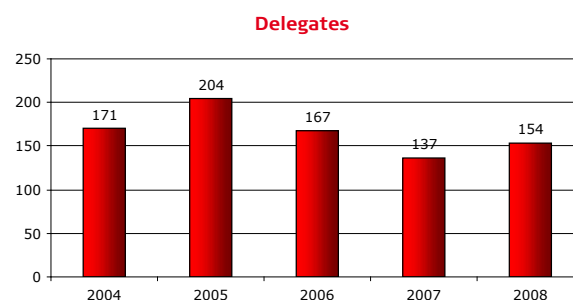


More than 700 000 euros were spent to help people affected by a cyclone in Myanmar. A health programme was also supported. The funding sources were FRC's Disaster Relief Fund and the Ministry for Foreign Affairs of Finland.

## Personnel assistance

In 2008, the Finnish Red Cross sent delegates to work in programmes of the International Federation and the ICRC, as well as on bilateral development and relief missions. The number of delegates working in ICRC programmes rose. During 2008, the FRC had 154 contracts.

FRC's regional representatives served in Latin America, Southern and Eastern Africa as well as in South-eastern Asia. Regional representation was discontinued in Tajikistan.



## Material assistance

During 2008, nine consignments to seven countries were despatched from the Logistics Centre in Kalkku, Tampere. Relief items were procured to 13 countries. The extension of the warehousing facilities was completed in January 2009.

Emergency Response Units (ERUs) were used in Zimbabwe to treat cholera patients, in Haiti to help hurricane victims and in Myanmar to assess the destruction caused by a cyclone.

For the first time, Operation Hunger Day campaign materials were despatched from the Logistics Centre to the branches and districts. In addition, water-purification units were made available for the Uusimaa exercise.

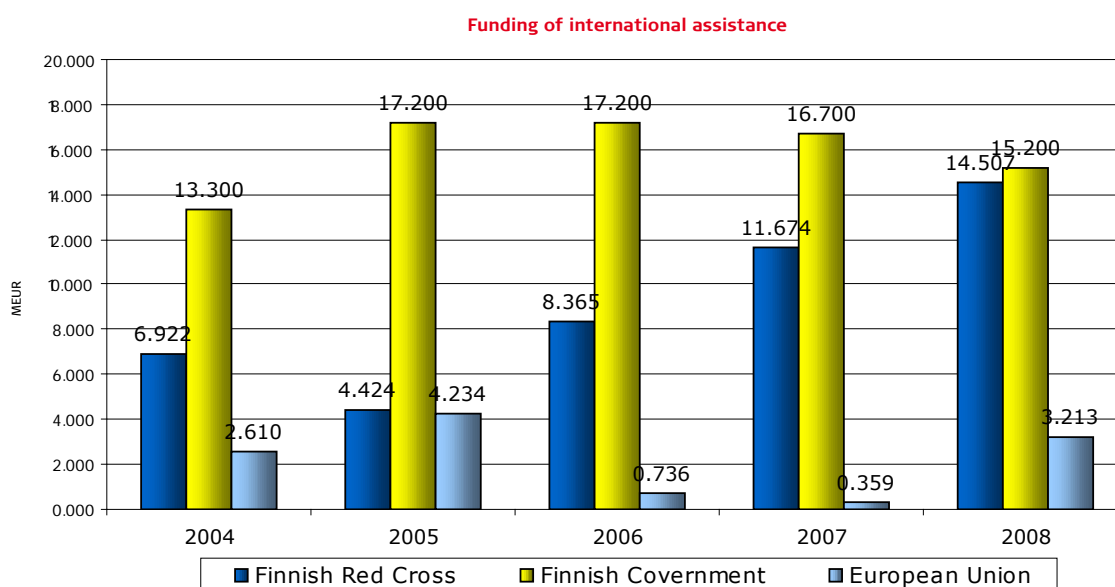
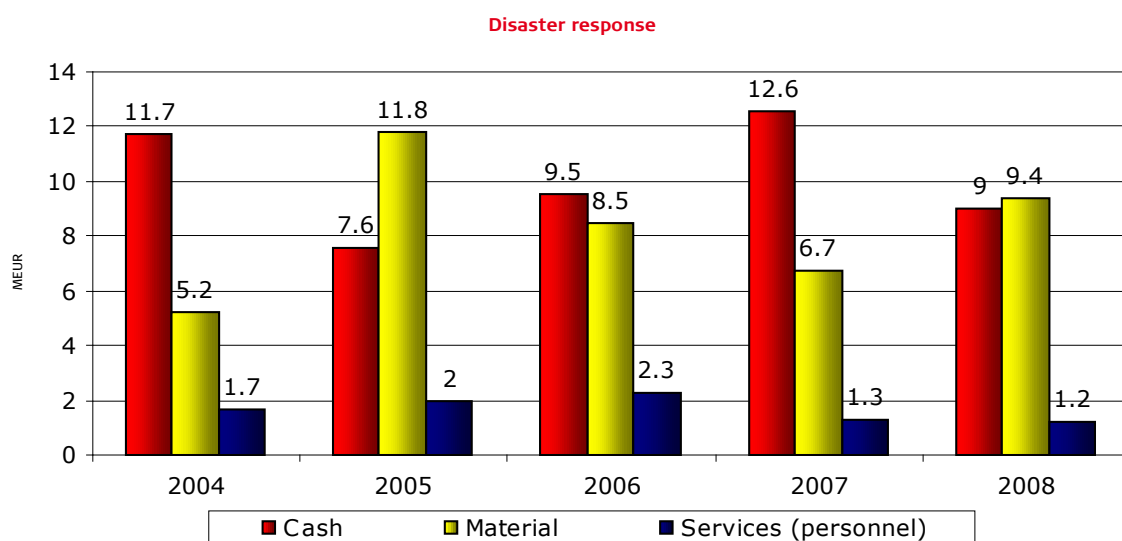
### Clothing for 102 000 people

Approx. 202 tons of donated second-hand clothing were received to the Logistics Centre, and further 194 tons to the sorting and packing centre in Joensuu.

Second-hand clothing was sent to assistance programmes for 102 000 people, with a total of 407 560 pieces. They were distributed to families suffering as a consequence of poverty and natural disasters in Central Asia and Northern Africa. Clothing was also needed for the Sudanese refugees at camps in Chad.

The total number of pairs of shoes despatched to Kazakhstan, Tajikistan and Mongolia was 13 858.

In addition, 12 660 handmade 'aid bunnies' were sent to children in Kazakhstan, Mongolia, Kyrgyzstan and Chad.



## Assistance programmes

### Tsunami assistance

The tsunami recovery programmes continued in Thailand and Sri Lanka.

The construction of a regional blood centre began, and the procurement for equipment and staff recruitment were initiated. A sea rescue programme was launched together with the Thai, Swedish and Norwegian Red Cross Societies.

The construction of the block of 240 flats in Sri Lanka was completed. The other residential building project was completed up to 85 per cent. The reconstruction of 200 homes was completed. The completion of the hospital in Ninthapur almost reached its final stage, whereas the construction of the Potthuvil hospital was delayed due to problems of the other funding partner. The health and organizational programmes ended at the end of the year.

### Asia

To assist earthquake victims, the FRC despatched tents to China and made a cash contribution to the Pakistan operation. Assistance was also provided for the victims of large-scale flooding in Nepal and Vietnam, as well as the cyclone-hit Myanmar and the Philippines.

Victims of war were helped in Afghanistan. In December, the ICRC requested a surgical hospital, which was delivered to Pakistan close to the border of Afghanistan in January 2009.

The Mongolian Red Cross Society has been assisted since 1999. In 2008, support was provided for health programmes and for the 'fodder initiative' that targets nomadic herdsman. Second-hand clothing was delivered to Mongolia, and disaster preparedness was supported in China.

Disaster preparedness training was continued in 11 provinces in Nepal. In addition, the FRC supported HIV campaigning and village development. In Afghanistan and Pakistan, the FRC supported youth activities and community-based preparedness programmes, as well as the organizational development of the two Red Crescent Societies.

Support was continued for the health programme in Myanmar. In Cambodia, the capacities of volunteers to respond to the avian influenza epidemic and dengue fever were strengthened. In East Timor, the Timor Leste Red Cross Society was supported in planning health and preparedness programmes.

In Central Asia, the FRC continued to support the regional health programme and youth activities in Kazakhstan, Kyrgyzstan, Turkmenistan and Uzbekistan.

Three programmes were supported in Tajikistan: the development of disaster preparedness and response capacities, tuberculosis programme as well as the health and welfare programme. The coldest winter in decades evoked large-scale humanitarian needs, which were responded to with despatches of clothing. Clothing was also sent to Kyrgyzstan where people suffer as a result of a weak economic situation and to Kazakhstan, which was hit by torrential rains.

### **Caucasus and the Middle East**

Assistance was provided to Georgia to the victims of the conflict between Georgia and Russia. A cash contribution was made and a delegate sent for the care of war victims in Gaza. The community-based development programme continued in the Palestinian Territories.

The Finnish Red Cross supported the implementation of the Memorandum of Understanding between the Palestinian Red Crescent and the Magen David Adom of Israel. Minister Pär Stenbäck conducted negotiations to improve the ambulance activities of the Palestinian Red Crescent.

A cash contribution was made to ICRC activities in Iraq.

## **Europe**

The long-term support provided for the Red Cross in Kosovo for capacity building and youth activities was continued.

Cooperation between the Red Cross Societies of the Nordic and Baltic countries continued, focusing on financial and personnel development as well as on improving disaster preparedness. In addition, the FRC supported the studies of young people left orphan or semi-orphan after the Estonia car ferry disaster in 1994.

The Finnish Red Cross continued the programme initiated in 2007 with the St Petersburg branch of the Russian Red Cross to enhance cooperation and competence in refugee and immigration issues. The long-term cooperation between local branches of the Finnish and Russian Red Cross also continued.

## **Africa**

### **Drought**

In December, the International Federation launched an emergency appeal due to an exceptional humanitarian crisis in the entire Horn of Africa. As a consequence of drought and the increasing price of food, approximately 20 million people need assistance. The appeal sought aid for Ethiopia, Northern Somalia, Djibouti and Kenya.

The failure of two consecutive rainy seasons and the rising food prices in Ethiopia resulted in a humanitarian crisis that affected 4.6 million people. The Finnish Red Cross delivered food aid to the most vulnerable people and sent two relief delegates to the country.

### **Floods and epidemics**

The end of the summer saw the beginning of torrential rain and flooding in West and Central Africa. The FRC procured bed nets, mattresses and kitchen utensils.

The FRC also supported a polio vaccination campaign in Nigeria, as well as the efforts of the Kenya Red Cross Society to help victims of rain, flooding and landslides.

Assistance was provided for people rendered homeless after torrential rain in Algeria and Morocco in October.

### **Conflicts**

The situation in Central and Eastern Africa was further worsened by internal conflict in the countries.

Assistance efforts were continued in Darfur, Sudan for a fourth year.

In addition, the FRC had cooperation with the Sudanese Red Crescent and the regional Ministry of Health to restore basic health care in Southern Darfur.

At the beginning of the year, a group of rebels from the Sudanese border areas attacked the capital of Chad. The Red Cross sent delegates to assist the approx. 60 000 refugees. Refugees were also assisted in the restless border region between Sudan and Chad.

Victims of war were also assisted in the Democratic Republic of Congo, Kenya, Somalia and Central African Republic.

## Development cooperation

The relief health programme strengthens the capacities of the National Societies to assist in the health care of disaster victims. The programme continued in West and Central Africa. The programme countries included Ghana, Central African Republic, Mali, Côte d'Ivoire and Sierra Leone.

Community-based health programmes were supported in Liberia, Sierra Leone, Somalia and Burundi. In Kenya, the water and sanitation programme was continued, as was the three-year EU project to improve young people's sexual and reproductive health. The health programme in south-western Ethiopia also continued.

In Ruanda, the assistance programme for children and young people suffering from the consequences of the genocide continued. In northern Uganda, efforts were taken to help children, young people and their families to resettle into communities from refugee camps. Disaster preparedness was strengthened in Nigeria and Eritrea. Organizational development was supported in the National Societies of Burundi, Ruanda, Kenya, Ethiopia and Somalia.

## Americas

In Latin America and in the Caribbean region, support was given to the Club25 activities that aim to recruit young people to donate blood. The programme involves 24 countries. Blood donation activities were supported especially in Honduras.

Disaster preparedness was developed in ten South American and seven Central American countries. The aim was to prevent disasters as well as to build capacities and have better equipment to respond to disasters.

Latin American youth networks were developed through support to volunteer activities. At the same

time, the aim was to increase tolerance and to create better preconditions for dignified human life. To assist hurricane victims in the Caribbean region, relief items were despatched to Cuba and an ERU field clinic to Haiti in cooperation with the German Red Cross. Drought victims in Paraguay were also assisted.

## Development work

The development of project management within international assistance continued. Bilateral activities have increased, and guidelines have therefore been further improved with partners. The project handbook of FRC's international assistance was completed.

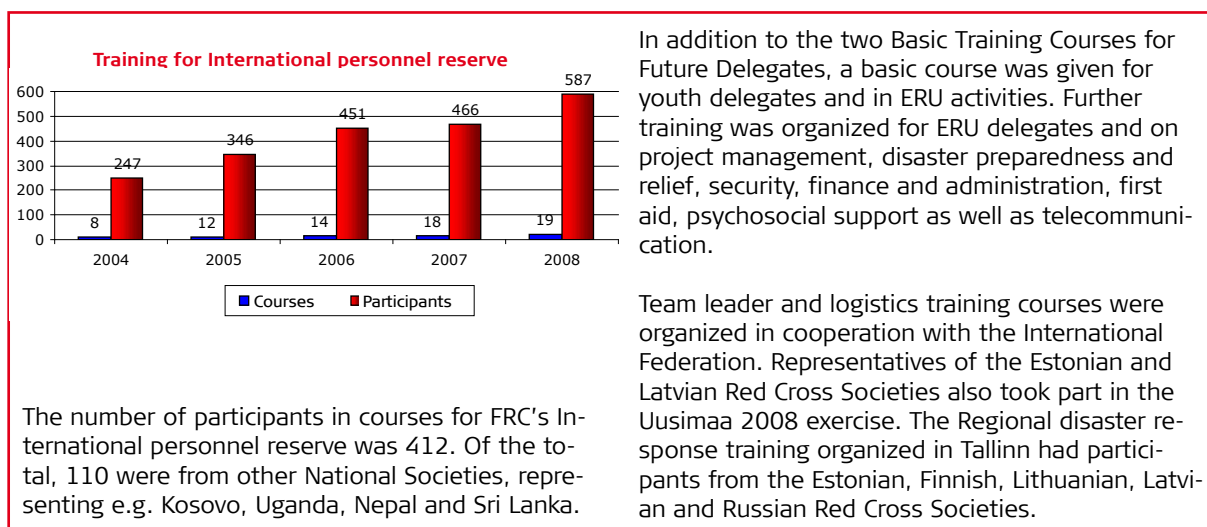
The FRC also took part in the development of an internal operational alliance model for the Movement. The recommendation is likely to be finalized in 2009.

Quality assurance was focused on in international assistance. Thus e.g. financial reporting was modified to be even faster and smoother.

Project application processes were developed with visible results: the EU approved three applications and ECHO provided financing for food aid in Ethiopia. Additional project funding was received for Paraguay and Mongolia.

FRC's health advisors for international assistance participated in international Red Cross/Red Crescent working groups on HIV/AIDS, psychosocial support and malaria. They also provided support for programme activities.

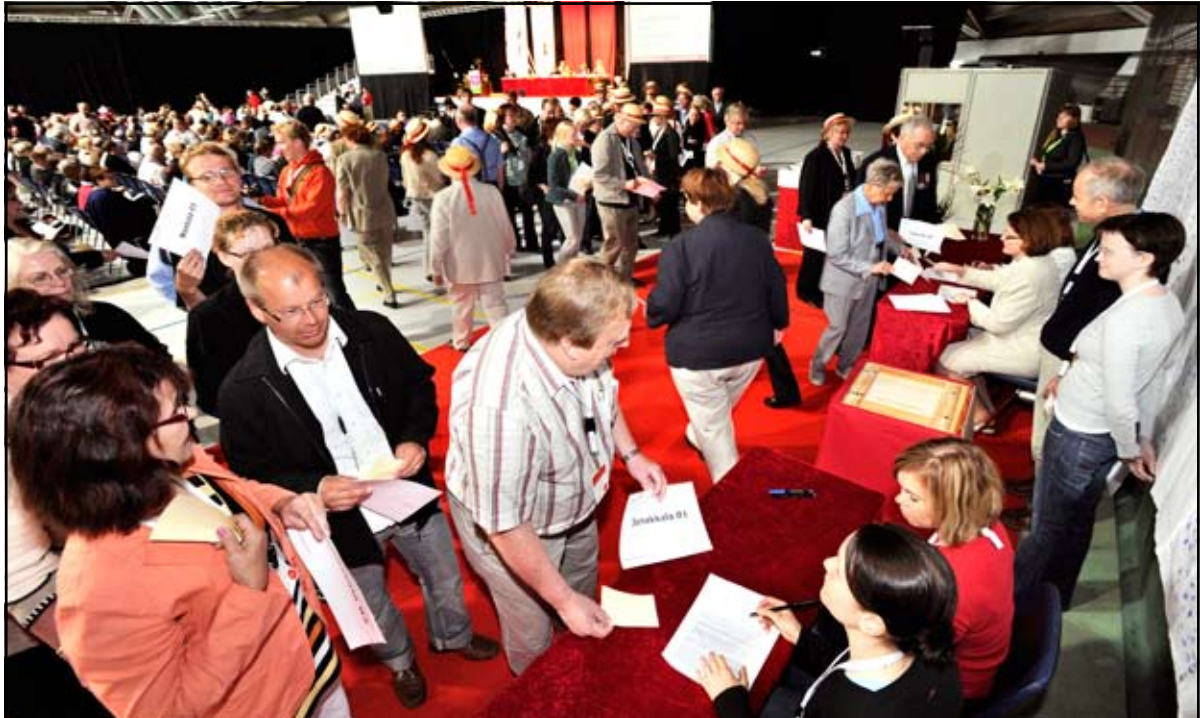
A new advisor, focusing on cooperation with the ICRC, started in FRC's international team in September.



In addition to the two Basic Training Courses for Future Delegates, a basic course was given for youth delegates and in ERU activities. Further training was organized for ERU delegates and on project management, disaster preparedness and relief, security, finance and administration, first aid, psychosocial support as well as telecommunication.

Team leader and logistics training courses were organized in cooperation with the International Federation. Representatives of the Estonian and Latvian Red Cross Societies also took part in the Uusimaa 2008 exercise. The Regional disaster response training organized in Tallinn had participants from the Estonian, Finnish, Lithuanian, Latvian and Russian Red Cross Societies.

## ORGANIZATIONAL ACTIVITIES



FRC's General Assembly was held in the Oulu Hall.

### General Assembly

FRC's General Assembly was held in Oulu on 7–8 June. The number of official representatives present reached 810. The practical organization was taken care of by 160 volunteers.

The General Assembly elected new governance and decided on FRC's goals and activities until 2011. FRC's activities were presented extensively both in the city centre as well as by the Oulu Hall.

FRC's Strategic Programme 2008–2011 seeks a common change of direction to enhance community-based, local action. This is supported by the Volunteer policy as well as the numerous motions approved and resolutions adopted at the General Assembly. The Finnish Red Cross still wants to be a courageous and reliable people's helper close to all.

The General Assembly (GA) adopted two resolutions: on first aid training and on international assistance.

The GA was of the view that the teaching of basic first aid skills should be included in the curricula of all schools and educational institutions. It should also be a prerequisite for a driving licence.

The GA appealed that Finland and the European Union should maintain disaster preparedness as an essential part of development cooperation. Major disasters, such as the ones in Myanmar and China, showed that emergency relief measures taken by local people are the fastest means to help the victims. The GA further demanded that a clear distinction be made between humanitarian aid and political decisions.

Distinctions awarded at the General Assembly included a cross of merit granted by the President of the Republic, and 42 silver medals of merit. The cross of merit was awarded to Mr Markku Niskala, former Secretary General of both the International Federation of Red Cross and Red Crescent Societies and the Finnish Red Cross.

### International Humanitarian Law

The Finnish Red Cross organized several courses on International Humanitarian Law (IHL) for its staff, the Finnish Defence Forces, employees of the National Defence Training Association of Finland MPK, volunteer actors and many other external actors. In addition, a war crimes day was organized in cooperation with the University of Helsinki, as well as expressions of opinion during the Red Cross week.

The main focus of the activities was on preparing a study material for upper comprehensive schools and 6th form colleges on the rules of war. The material was marketed to teachers and students in early 2009.

Plans for voluntary IHL action were made for each district.

The Finnish Red Cross joined the appeal of NGOs to ban cluster munitions.

### Expressing an opinion in Turku



## Training

### First aid training

Finnish Red Cross first aid courses began to follow the current criteria of the European First Aid Certificate (EFAC) system. The validity of the trainers' qualification will be monitored annually, and they have committed themselves to the course curricula, the FRC training system as well as follow-up.

Two first aid (FA) training programmes, FA1 and emergency first aid have been accepted in the EFAC system. An EFAC stamp, indicating adherence to the common European first aid training standards, is printed on the certificates given at the completion of the course.

The training of trainers in first aid and health education was reviewed to make it more flexible and to further improve its quality. The number of training sessions and participants shows a huge increase, which is due to the interval between the required refresher training being cut down from five to three years.

Separate guidelines were issued for first aid training in health care colleges and the Finnish Defence Forces. Services provided for trainers in first aid and health education were developed and information channels increased.

The FRC participated in two international network meetings, the First Aid Education European Network and Nordic meeting, as well as in the steering group for First Aid for Vulnerable Groups. In addition, the FRC is a member of the European Resuscitation Council.



### Finnish Red Cross courses and participants in 2008

(branches, districts, Headquarters)

|                              | Courses      | Participants  |
|------------------------------|--------------|---------------|
| First aid                    | 3 072        | 42 986        |
| Health promotion             | 91           | 1 300         |
| Preparedness and response    | 155          | 3 102         |
| Psychosocial support         | 53           | 776           |
| Social welfare services      | 278          | 4 755         |
| Youth                        | 55           | 2 004         |
| Organizational               | 325          | 5 196         |
| Humanitarian Law             | 20           | 370           |
| Other volunteer training     | 47           | 795           |
| Volunteer training by the HQ | 25           | 508           |
| <b>Total</b>                 | <b>4 121</b> | <b>61 792</b> |

## Youth activities

The short-term voluntary activity model 'Narikka' was taken into use in the whole country. Special events were organized e.g. in elderly people's homes on the Friendship Day (Valentine's) and in anti-racism activities. A large proportion of fundraisers of the Hunger Day campaign were young people.

The Reddie Kids concept for junior Red Cross clubs was completed. The club members learn about first aid, Red Cross values and activities as well as tolerance through play.

Campaign materials on sexual health were distributed to young people in cooperation with educational institutions. Young people took the condom driving licence test at various events and participated in the 'summer rubber' campaign.

To support anti-drug and alcohol education at schools, materials suitable for young people were produced, such as a game of choices on the Internet.

Youth delegate training was organized for the third time, and the youth project with the Kosovo Red Cross continued.

## Support to local branches

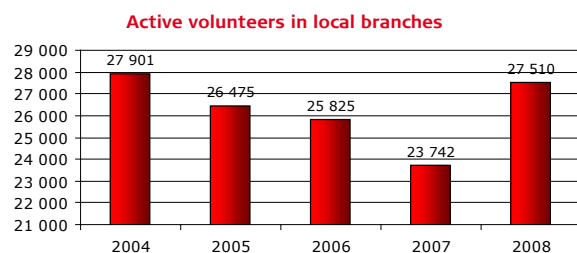
The training of Promos – instructors of volunteer activities – was ongoing throughout the year.

According to an evaluation undertaken together with the Association of Educational Activity (AEA), the participants were satisfied with the training.

The promo of the year title was given to Ms Anna Väinälä from the Keski-Helsinki branch.

To provide better support to local branches and groups, new training was designed for the coaching programme and for staff members by the Headquarters Personnel and Organizational Team. The training will be launched in the spring of 2009.

A national training and encouragement ferry cruise was organized in January for branch fundraising chiefs, membership masters, as well as for contact persons for school cooperation and information activities. National promo and trainer days were organized during the same cruise. The total number of participants was 350.



## Harmonizing procedures

The project launched in 2007 continued by developing the working methods of the staff in the entire organization, and managed to provide more support for volunteer activities.

Two concrete results were achieved during the year: joint planning and reforms in internal communication.

For the first time, FRC districts, the Kontti recycling stores, Emergency youth shelters and the Headquarters prepared their activity, financial and communication plans until the year 2011 in a uniform manner. The Strategic Programme adopted by the General Assembly was used as the basis for both the longer-term plans and for the annual activity, financial and communication plans for 2009. At the same time, guidelines were being developed on exerting influence in society.

The first outcome of the reforms within internal communication was the new joint organizational

information bulletin of the districts and the HQ. The Communication Team prepares the national material in Finnish and Swedish, and the districts add their own pages and take care of the distribution. Four bulletins will be issued in 2009.

Using comprehensive communication needs as the starting point, a reform of the materials production was initiated by making a parallel assessment of the production wishes and by cutting out overlapping ones. Furthermore, national campaigns and participation in the upcoming year's fairs were agreed on.

With a new technical platform, a renewal of the communications tool in the Internet was launched to build an up-to-date materials management service. The service will be taken into use in 2009 and will serve both as a material bank and a tool, which also the local branches can utilize to easily produce communication materials in accordance with the FRC brand.

Other electronic services aimed at the local branches were also developed. An induction passport was designed to the website to familiarize new volunteers with the FRC.

National communication and campaigns were implemented through cooperation between the Headquarters and the districts. Local branches used bulletin templates more than before, and the number of media hits e.g. in connection with the Hunger Day grew in comparison with the previous year.

All Finnish schools were sent a leaflet containing information about annual Red Cross campaigns and materials suited for schools. The leaflet was supported by campaign materials accessible through FRC's school network website. Many schools also participated in the voluntary working day collection.

Training materials on communication were updated. They have a local perspective. The Communication Team also organized training e.g. for the website administrators of the districts and branches.

Cooperation between the Headquarters and districts was enhanced by organizing the first gathering of finance and administration staff. The topics discussed included, among others, support provided for local branches.

FRC Headquarters took care of the financial and personnel administration of Helsinki Uusimaa, Oulu and Satakunta districts, but new service agreements were not entered into.

A development plan for support services was designed on the basis of the needs of financial, personnel, information and property management.

# COMMUNICATION AND CAMPAIGNS

## Communication

In communication, the year was marked by major disasters and the launch of significant reforms that aim at improving the flow of information and the common communication tools. (See Support to local branches p. 18 and Harmonizing procedures.)

Communication themes reflected the foci of FRC's events calendar.

Volunteering was promoted in connection with the Friendship Day (Valentine's), Red Cross week and the General Assembly. Articles published in provincial newspapers during the Red Cross week stressed the significance of volunteering in increasing wellbeing.

The theme for Operation Hunger Day was the importance of quick response in helping, and it was visible in communication related to disasters in Kauhajoki and Malaga as well as in Myanmar, China and Zimbabwe.

The necessity for neutral and impartial aid was highlighted in connection with news of the war in Gaza, crisis in Myanmar, Zimbabwe cholera relief, as well as with the assistance for Russian truck drivers that received public attention domestically.

### Internet and intra

A three-year plan was designed for the development of Internet services. Special websites were compiled on donating and on the chain of assistance to support fundraising. Some parts of the materials also suit training purposes.

The renewal of the d2c youth website towards a social networking service was launched. The same principle was applied to the website of the Voluntary Rescue Service. In addition, the reform process of the intranet was started, with the aim of making it an internal communication channel that is clearer and easier to use than before.

The training web was developed further to support training activities.

### Publications

FRC's membership magazine 'Avun maailma – Hjälpens värld' (World of aid) was published four times. In addition to the topics supporting activities, the magazine served as a marketing channel. The target groups included members, volunteers, staff and partners. Some stories of the magazine were also published on the website.

The information bulletin of FRC's Disaster Relief Fund was published six times. It described how the donations reach the people in need and told about new assistance needs. The bulletin is sent to the donors by mail and email.

FRC's internal information bulletin 'Tässä ja Nyt' was published four times in print and on the website. From the beginning of 2009, it was combined with the district bulletins (see Harmonizing procedures, p. 16).

### Distinctions

The President of the Republic granted the former Secretary General, Mr Markku Niskala, the cross of merit of the Finnish Red Cross, 97 persons FRC's silver medal of merit, and 214 a bronze medal of merit. The Board of the Finnish Red Cross Board awarded 45 badges of merit.

The Finnish Defence Forces received the annual Humanitarian gesture award for their ongoing and decades long support to blood donation. The award was presented on the Red Cross Day on 8 May.



Practical booklets were produced for the implementation of FRC's Strategic Programme and for the Friendship Day 'conquers'. The main campaigns and events of the year were also compiled into guidebooks to encourage practical action.

The FRC website [www.redcross.fi](http://www.redcross.fi) had 690 200 visitors in 2008. The number of visits was 1 009 500, and more than 5.7 million individual pages were loaded. The most popular web materials included the first aid pages, web shop, branch pages and the join in section. At the end of the year, 168 branches had created their own web pages.

## Fundraising and campaigns



In terms of fundraising and campaigns, the year 2008 was particularly successful. The proceeds of FRC's Disaster Relief Fund were the fourth best in the history of the Hunger Day campaign. Higher amounts were only reached in the tsunami years 2004 and 2005, as well as the year 1999 affected by the war in Kosovo.

### **YLE Christmas campaign**

Organized for the twelfth time, the Finnish Broadcasting Company YLE Christmas campaign raised a record amount. The campaign distributed 15 000 food vouchers to disadvantaged Finnish families with children. The value of the voucher was raised to 70 euros.

### **YLE Helps – Red Nose campaign**

The proceeds of the Red Nose Day are directed to development cooperation in Africa and South Asia through nine most significant assistance organizations in Finland. FRC's share is used to support Child Advocacy and Rehabilitation Centres in Sierra Leone. The CAR centres support children suffering from the effects of war.

### **Round up for the Red Cross campaign**

The 'Round up for the Red Cross' campaign was implemented for the second year in cooperation with different retail chains. As last year, the theme of the campaign was 'Clean water – a necessity for life'. The proceeds are used for development cooperation in Mozambique.

### **Valio Musical Milk campaign**

Well-known Finnish artists were presented on Valio milk cartons together with information about Emergency youth shelters. The campaign raised funds through music sales and donations.

### **Knitting campaign**

As a continuation of the 'aid bunnies', a knitting campaign was created in cooperation with Moda magazine and Tekstiiliteollisuus Oy, a handicraft product importer and wholesaler. Warm woollen socks and hats arrived in the FRC Logistics Centre in large numbers. They were further despatched to cold regions e.g. in Asia and South America.

### **Disaster Relief Fund**

The proceeds of the Disaster Relief Fund were 8.57 million euros. The proceeds grew as a result of Operation Hunger Day, several earmarked disaster collections as well as an increase in the average sum donated by the monthly donors.

Funds were raised for the victims of the cyclone in Myanmar, earthquake in China, conflict in the Caucasus and cholera epidemic in Zimbabwe. At the national level, funds were collected especially for the people in need of psychosocial support after the shooting incident in Kauhajoki.

### **Operation Hunger Day**

The campaign was organized for the 28th time. The theme focused on the relevance of fast emergency response with the slogan 'Help is needed far. And near.' The Kauhajoki shooting incident took place shortly before the collection.

Fast emergency relief is needed in different parts of the world more than before. Operation Hunger Day is one of the most popular forms of volunteering within the FRC. The number of fundraisers was the same as in the previous years.

### **Friendship Day 14 February**

On the Friendship Day, the FRC gave attention to lonely people and reminded the public about the importance of friendship. Events organized under the theme 'friendship knows no boundaries' sought to recruit new volunteers as friend visitors.

### **Red Cross week 5–11 May**

During the Red Cross week, branches presented their local volunteer activities and recruited new volunteers and members.

### **Day for the Elimination of Racial Discrimination 21 March**

On 21 March, the UN International Day for the Elimination of Racial Discrimination, events were organized in numerous locations. People had a chance to throw their prejudices in the rubbish bin.

### **World First Aid Day 13 September**

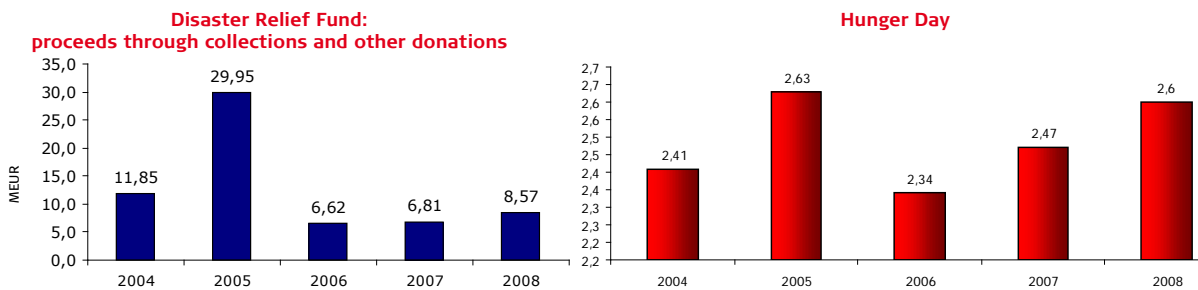
The traditional awards were presented to five people in the districts of Savo-Karelia and South-western Finland.

### **World AIDS Day 1 December**

On the World AIDS Day, there was campaigning to prevent the HIV/AIDS epidemic. The FRC organized seminars, condom driving licence test occasions and candle events in different parts of Finland.



On the anti-racism day on 21 March, prejudices were collected in rubbish bins. Well-known actors Kalle Lindroth, Misa Nirhamo and Lena Meriläinen from the TV Kotikatu series were among those who gave away their prejudices.



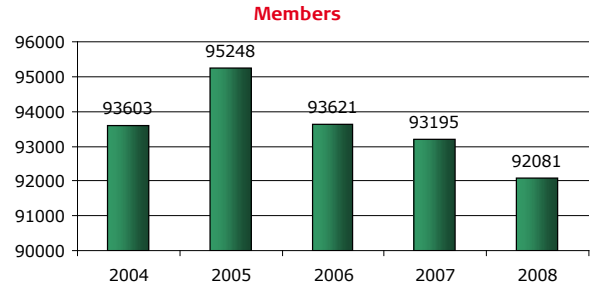
| Disaster Relief Fund: donations and other proceeds |                  | Other campaigns and fundraising      |               |
|--|------------------|--------------------------------------|---------------|
|  | <b>8.57 MEUR</b> |                                      |               |
| - Operation Hunger Day/MEUR                        | 2.60 MEUR        | - YLE Helps, Red Nose Day/euros      | 58 278 euros  |
| - Monthly donations                                | 1.50 MEUR        | - Round up for the Red Cross         | 63 287 euros  |
| - Other donations                                  | 1.99 MEUR        | - Valio Musical Milk                 | 53 700 euros  |
| - Myanmar cyclone                                  | 752 187 euros    | - YLE Christmas campaign             | 960 194 euros |
| - China earthquake                                 | 721 727 euros    | Support to domestic assistancei      |               |
| - Caucasus conflict                                | 53 705 euros     | - Donations                          | 254 432 euros |
| - Zimbabwe cholera epidemic                        | 15 977 euros     | - Wills and other property donations | 122 380 euros |
| - Kauhajoki  | 33 089 euros     |                                      |               |
| - Wills and other donated property                 | 502 892 euros    |                                      |               |
| - Kontti stores                                    | 396 577 euros    |                                      |               |

# Membership recruitment and Red Cross week

## Membership statistics

New members were attracted through the 'Touch' campaign, the message of which was the relevance of membership to domestic volunteer and assistance activities. The campaign culminated during the Red Cross week with the local branches collecting people's fingerprints on sheets as a sign of having been touched by the work and values of the Red Cross.

All communication related to the Red Cross week was implemented in cooperation with FRC's main corporate partners. The twenty most successful branches received a prize for their membership recruitment result.



The Paimio branch collected the fingerprints of passers-by in front of the S Market during the Red Cross week. At FRC's General Assembly, 27 000 fingerprints were displayed from all over the country.



New members were attracted through the 'Touch' campaign.

## Corporate cooperation

FRC's corporate cooperation with the S Group, Tapiola Group and United Magazines Ltd continued. The Tapiola Insurance Group especially supports FRC's friend visitor services, and the S Group membership recruitment.

Corporate cooperation supports FRC's local level activities and gives national-level visibility, e.g. in connection with campaigns and special events during the Red Cross week, on the Friendship Day and during Operation Hunger Day. The Safety passport training has also become an established element of the co-operation.

The first aid project 'the vital minutes', aimed at school children and implemented together with

regional co-operational enterprises HOK-Elanto of the S Group, was completed at the end of the year.

In accordance with the partnership agreement, Accenture staff took part in various voluntary duties. Accenture and Canon Europe provided support for Emergency youth shelters. Toyota continued as a partner for the Road Safety week.

Several companies showed an interest in first aid training, especially in the Safety passport training. In addition to the S Group, cooperation was established or continued with Alko Inc, Restel Oy Ltd, Empower Oy, Inspecta Oy and the FRC Blood Service. The implementation of the training was transferred to FRC districts.

The Safety passport training was also adapted to the needs of school and day-care centre staff.

Cooperation continued with Suomen Tivoli Oy, a funfair company. The company supports training in first aid and substance use given to pupils in their final year of the comprehensive school. An emergency first aid training course was organized for its staff.

Helena Hietanen explained to children how to help an unconscious person. The session was held during the Road Safety campaign in Ruovesi last spring.



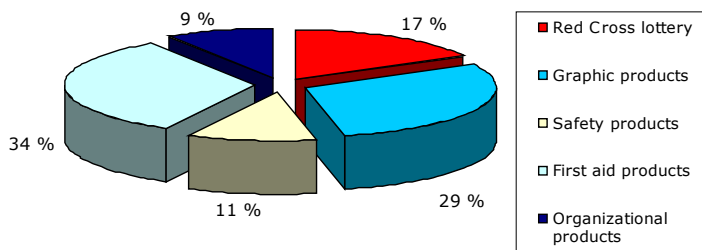
## Marketing

In 2008, product sales reached a record result of the decade. Total sales grew to 3.48 million euros, i.e. approx. 10 %. The largest of the product groups was first aid products with a gross sales volume of 34 % or 1.15 MEUR of the total sales. The second largest group was graphic products with 29 % or 1.03 MEUR. The Red Cross lottery

was the third largest sales group (approx. 600 000 euros or 17 %), the revenue of which grew slightly from the previous year.

The safety products group grew somewhat from the year before, as did the organizational products group.

Relative distribution of gross profit per product group



# FINANCE AND ADMINISTRATION

## Financial status

FRC's financial status and liquidity continue to be at a good level. The financial market crisis did, however, add to the challenges of keeping FRC's economy in balance.

The bookkeeping deficit of FRC's Central administration amounted to 5.8 million euros (MEUR +10.4 in 2007). The negative development in the investment market essentially affected the deficit, and the result is therefore burdened by decreased investment profits and entries of unrealized depreciation.

The income of actual operations was 110.3 million euros (MEUR 102.3 in 2007), and the expenditure 129.7 million euros (MEUR 121.4). The changes in the income and expenditure were mainly due to changes in the operations of the Blood Service.

The income of fundraising was 13.3 million euros (MEUR 11.2) and the expenditure 4.6 million euros (4.1 MEUR). The net income of fundraising was 8.7 million euros (MEUR 7.1).

The total income of investment assets remained at the level of the previous year. The investment expenditure of 7.5 million euros (MEUR 5.8) includes 5.4 million euros of unrealized depreciation.

## Result of the Central administration

### Headquarters

The bookkeeping deficit of FRC Headquarters was 8.2 million euros (MEUR 3.9 in 2007). The deficit was essentially affected by the decreased total profit of investment assets and unrealized depreciation.

### Blood Service

The bookkeeping surplus of the Blood Service was 2.7 million euros (MEUR 14.7). The surplus was due to profit in investment assets. The liquidity of the FRCBS still remained strong.

### Emergency youth shelters

The deficit of the Emergency youth shelters was 0.3 million euros. It was in line with the budget and consisted of FRC's self-financing share. Otherwise the funding of the Shelters relies on funding from the municipalities and Finland's Slot Machine Association RAY.

### Kontti recycling department stores

The year was financially very successful for the Kontti stores. The proceeds from the sales and the result improved from the previous year. The districts, Disaster Relief Fund and Joint Operations Fund received more funds than before.

## Personnel

At the end of the year, the FRC employed 1 162 staff (1 176 persons in 2007). The highest number of staff works in the Finnish Red Cross Blood Service. In 2008, the number of employees was 551 (587 in 2007). The Headquarters employed 153 persons (149 in 2007). The FRC further employed 1 359 long-term unemployed people entitled for salary subsidies.

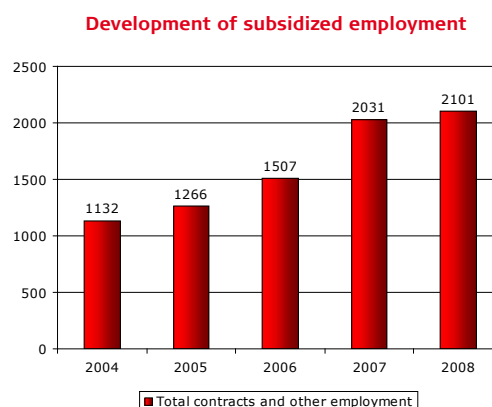
According to a staff survey, the personnel are committed and motivated, and appreciate their involvement in the FRC. Line manager training has increased satisfaction in the work of line managers. A management guidebook was worked out in connection with competence management training.

The equality plan was reviewed and the concept was extended towards a more comprehensive experience of equality.

### Työaskel ('Steps in working life')

The project provided support for those who employ people in the FRC by giving advice and training in labour and employment matters. The project enables the employment of people within the FRC whose employment otherwise is difficult. Guidance was provided for 53 different units. Employment increases the resources available for assistance activities and voluntary work.

The project took part in the planning work of the vulnerability group. New tools to increase impact were tested. Training events strengthened cooperation and partnerships. Preparations were made to start using social accounting to measure impact.



# INSTITUTIONS

## Emergency Youth Shelters

The Finnish Red Cross maintains five Emergency youth shelters in Helsinki, Vantaa, Espoo, Tampere and Turku. They offer their assistance to young people under the age of 19 and their families in various crises. The total number of emergency overnight beds was 35.

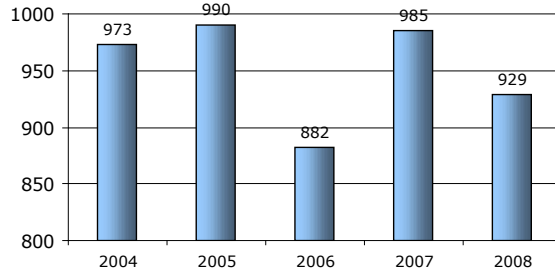
The services of the shelters were divided into three phases: crisis work and emergency accommodation, family room activities and support to independent coping. The most common reason the young give for coming to the shelter is conflict and difficulties at home.

With the good quality of the services provided, the shelters managed to cut down the number of service days. It was easy to recruit volunteers to the shelters, and their share in the activities has been significant. Group activities were also used as a service tool.

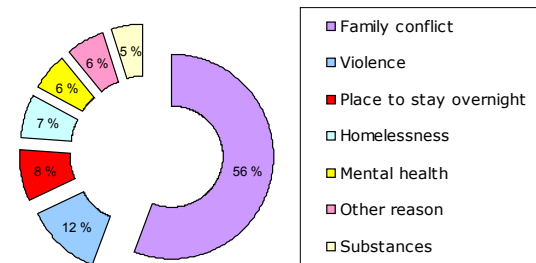
The pilferage reprimand practice was continued in Turku. The Therapy room project for immigrant and multicultural activities continued until March. In 2008, 40 per cent of the shelter clients had a multicultural family background.

Finland's Slot Machine Association RAY, the home municipalities of the shelters and various companies, organizations and private persons supported the activities financially.

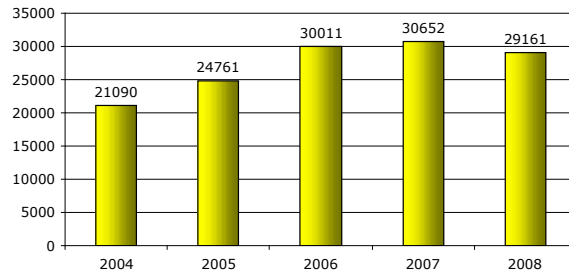
Number of young people



Reasons for coming to Emergency shelter according to the young in 2008



Number of service days

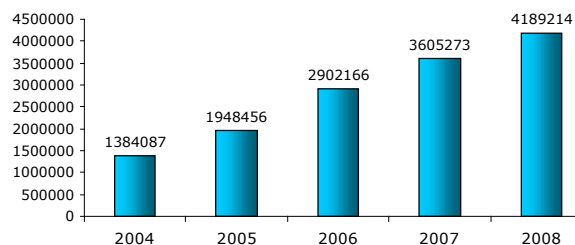


## Kontti Recycling Department Stores

The Kontti chain reached record-high results in 2008. In Oulu, Lappeenranta and Pori the budget was exceeded. A new Kontti Boutique was opened in Lahti in May. The chain sold almost 1.4 million products.

The Kontti chain employed approx. 900 people with various forms of labour market support. The activities also involved volunteers. Line managers were trained in their duties.

Kontti Stores turnover



According to a wellbeing survey, the employees enjoyed their work. Public authorities and the TE Centres (Employment and Economic Development Centres) were also satisfied with the cooperation.

## Blood Service

Firm development measures were taken in service production and internal operations in the Finnish Red Cross Blood Service (FRCBS). The organization was restructured in accordance with the strategic directions. The Advanced Therapies organizational sector was established by merging the Blood Donation Operations and Production of Blood Products units. A new strategy for 2009–2011 was completed in the autumn. Its main goals include ensuring the availability of blood donors, products and services, customer relationship management, renewing the selection of products and services as well as electronic Blood Service.

The FRCBS celebrated its 60th Anniversary. The main event was an international symposium presenting the latest results of stem cell research in Hanasaari Cultural Centre in October. The research on the carbohydrate structures of stem cell surface is scientifically groundbreaking. Festivities for the personnel were organized in September.

In 2008, blood was donated 277 997 times (274 686 in 2007). Blood was collected at 17 permanent locations and at 1 295 (1 230) sessions of the FRCBS mobile services. The donors were satisfied with the services and communication was very active.

The sales of blood components and other products increased slightly. The strong growth in the sales of drugs was especially due to an unexpected demand of a drug called Haemate. The services of drug supply and distribution were developed.

A test to screen the virus nucleic acids of individual donor samples was taken into use in 2008. The accurate ID NAT testing further enhanced the safety of blood products.

The FRCBS monitored the adverse effects of blood transfusion and reported them to the National Agency for Medicines.

Tissue services, drug wholesale and patient laboratory services were incorporated in the Advanced Therapies organizational sector.

At the same time, close cooperation was utilized in R&D. In 2008, the FRCBS entered into an agreement with the Northern Ostrobothnia hospital district and the University of Oulu concerning research cooperation to develop stem cell treatment.

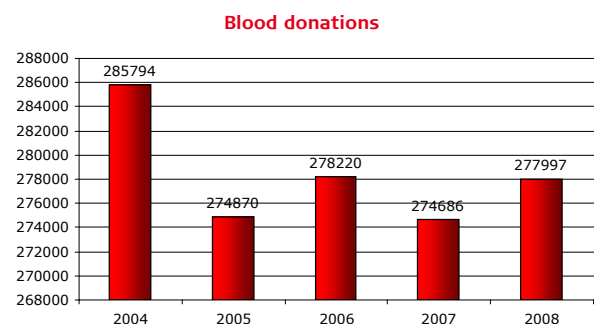
A new agreement was signed in the autumn with Octapharma on plasma deliveries and drug distribution. The National Agency for Medicines granted the Bone Marrow Donor Register and Cord Blood Service the licences required by the Act on the Medical Use of Human Organs and Tissues. The Bone Bank network expanded to nine locations.

R&D efforts were continued with the aim of producing new products and services that promote the well-being of patients.

Information Management services signed an agreement with Logica on basic IT services, and the development of electronic services continued. Furthermore, a development project for financial administration was completed.

The Blood Service employed 551 full-time or part-time staff. At the end of the year, the number of researchers, including doctorate and other thesis students, was 30. Efforts were taken to improve staff competence.

The bookkeeping surplus for the financial period was 2.7 million euros (MEUR 14.7 in 2007). The surplus is due to income from investment assets. The total turnover was 77.2 million euros. The liquidity remained strong.



## PARTNERSHIP PROJECTS

### Response

The Response Project, administered by the Finnish Red Cross Central administration and funded by the European Social Fund, was completed at the end of 2008. The products of the project included tools for self-assessment in NGOs, a system for social accounting used by the Kontti chain and employing

branches, as well as tools for guiding people towards becoming employed.

Guidebooks were published on each of the topics. The contents were presented widely for companies, public authorities and other organizations. The outcomes of the Response project are being transferred to FRC's internal development through an organizational development project.

# NATIONAL PARTNERS IN 2008

## Main partners

- **Tapiola Group:** friend visitor activities
- **Group:** membership recruitment and others, such as the Safety passport training
- **United Magazines:** support to marketing activities, also a women's magazine club

## Partners

- **Accenture:** Emergency youth shelters, volunteers

## Campaigns

- **Valio:** Musical milk, Emergency youth shelters
- Nordic: **Microsoft:** rehabilitation of child soldiers in Sierra Leone
- European: **Canon Europe:** Emergency youth shelters,
- **Toyota:** road safety

## Projects

- Regional co-operational enterprises **HOK-Elanto** and Helsinki-Uusimaa district: Vital minutes school first aid campaign, part of the main partner agreement
- **Suomen Tivoli Oy:** first aid and substance-related training

## Partner organizations:

- **YLE Helps Foundation** (Finnish Broadcasting Company and nine organizations), YLE Christmas campaign (**YLE Morning TV**, **Radio Suomi**, Finnish Red Cross, **Mannerheim League for Child Welfare** and **Kesko Retailers**)
- **Voluntary Rescue Service** (49 organizations, FRC as the coordinator)
- **National Defence Training Association of Finland** MPK, **Finnish National Rescue Association** SPEK and the **Emergency Services College:** contingency training
- **MPK:** first aid training, humanitarian law and Voluntary Rescue Service

## Domestic activities

- **Slot Machine Association of Finland RAY:** Voluntary Rescue Service, support to informal carers, HIV/AIDS activities, drug and alcohol programme, Ehyt community project, resettlement of immigrants, electronic branch office, Emergency youth shelters
- **Ministry of the Interior:** reception of quota refugees, travel arrangements for refugee family reunification, resettlement. In addition, cooperation with the police in all provinces
- **Ministry of Education:** youth activities
- **Folke Bernadotte Foundation:** youth activities
- **Ministry of Employment and the Economy, TE Centres, joint labour offices:** providing employment e.g. in Kontti Stores, reception of asylum seekers
- **Ministry of Social Welfare and Health:** first aid activities, accident preparedness
- **SAS:** volunteers of certain districts assist victims of aviation accidents
- **Ministry for Foreign Affairs:** training in and implementation of international humanitarian law
- **European Refugee Fund:** resettlement of refugees

## International assistance

- **Ministry for Foreign Affairs, EU, ECHO:** humanitarian aid, development cooperation

# INCOME STATEMENT

|   | 1.1.-31.12.2008 | 1.1.-31.12.2007 |
|---|-----------------|-----------------|
| <b>ORDINARY OPERATIONS</b>                      |                 |                 |
| <b>Income</b>                                   | 110 281 677,40  | 102 309 025,31  |
| <b>Expenses</b>                                 |                 |                 |
| - Staff expenses                                | -42 104 718,93  | -39 583 330,47  |
| - Depreciation                                  | -2 040 004,98   | -3 604 467,85   |
| - Other expenses                                | -87 558 648,62  | -81 822 605,33  |
| <b>Surplus/Deficit</b>                          | -21 421 695,13  | -22 701 378,34  |
| <b>FUND RAISING</b>                             |                 |                 |
| - Donations, Disaster Relief Fund               | 8 567 974,84    | 6 815 586,18    |
| - Membership fees                               | 410 294,53      | 430 148,79      |
| - Other income                                  | 4 311 773,65    | 3 943 079,13    |
| - Collection expenses, Disaster Relief Fund     | -863 214,30     | -856 196,10     |
| - Other expenses                                | -2 859 818,23   | -2 434 016,31   |
| <b>Surplus/Deficit</b>                          | -11 854 684,64  | -14 802 776,65  |
| <b>INVESTMENTS AND FINANCING ACTIVITIES</b>     |                 |                 |
| - Income  | 8 590 391,34    | 8 505 581,56    |
| - Expenses                                      | -7 934 287,64   | -5 784 504,99   |
| <b>Surplus/Deficit</b>                          | -11 198 580,94  | -12 081 700,08  |
| <b>EXTRAORDINARY ITEMS</b>                      |                 |                 |
| Extraordinary income                            | 72 968,75       | 16 792 989,52   |
| Extraordinary expenses                          |                 |                 |
| <b>SELF-FINANCING ITEMS</b>                     |                 |                 |
| - Income  | 173 123,33      | 151 899,59      |
| - Expenses                                      | -173 123,33     | -151 899,59     |
| <b>SUBSIDIES</b>                                | 412 000,00      | 412 000,00      |
| <b>INVESTMENTS SUBSIDIES</b>                    | 0,00            | 134 083,00      |
| <b>DEFERRED EXPENSES</b>                        | 0,00            | -134 083,00     |
| <b>RESULT FOR THE FINANCIAL YEAR</b>            | -10 713 612,19  | 5 123 289,44    |
| <b>TRANSFER TO/FROM DISASTER RELIEF FUND</b>    | 4 928 579,77    | 5 317 409,67    |
| <b>DEFICIT (SURPLUS) FOR THE FINANCIAL YEAR</b> | -5 785 032,42   | 10 440 699,11   |

# BALANCE SHEET

|   | 31.12.2008                   | 31.12.2007                   |
|---|------------------------------|------------------------------|
| <b>ASSETS</b>                                 |                              |                              |
| <b>NON-CURRENT ASSETS</b>                     |                              |                              |
| <b>Intangible assets</b>                      |                              |                              |
| Intangible rights                             | 2 524 175,89                 | 2 378 872,38                 |
| <b>Tangible assets</b>                        |                              |                              |
| Real estate (Land)                            | 84 093,96                    | 84 093,96                    |
| Real estate (Building and construction)       | 3 312 014,82                 | 3 573 267,48                 |
| Machinery and equipment                       | 2 801 076,81                 | 2 649 097,04                 |
| Advance payments and construction in progress | 144 038,11                   | 1 292 106,35                 |
| <b>Investments</b>                            |                              |                              |
| Investments in capital assets                 |                              |                              |
| Stocks and shares                             | 1 217 620,86                 | 1 217 620,87                 |
| <b>Investment holdings</b>                    |                              |                              |
| Real estate (Land)                            | 488 144,36                   | 423 144,36                   |
| Real estate (Buildings and construction)      | 2 109 713,14                 | 2 160 232,78                 |
| Investments                                   | 34 485 724,50                | 60 179 240,93                |
| Debts receivable                              | 0,17                         | 0,17                         |
| <b>SELF FINANCING FUNDS</b>                   |                              |                              |
| Investments                                   | 2 447 894,69                 | 2 517 824,22                 |
| Bank receivables                              | 55 374,62                    | 540 483,00                   |
|   | 2 503 269,31                 | 3 058 307,22                 |
| <b>CURRENT ASSETS</b>                         |                              |                              |
| <b>Stocks</b>                                 |                              |                              |
| Goods   | 11 268 294,96                | 11 144 910,31                |
| <b>Debtors</b>                                |                              |                              |
| <b>Short-term</b>                             |                              |                              |
| Trade debtors from the districts              | 662 989,81                   | 756 031,65                   |
| Trade debtors                                 | 5 611 769,51                 | 5 196 238,36                 |
| Loans receivable from the districts           | 155 000,00                   | 168 750,00                   |
| Loans receivable                              | 31 063,85                    | 31 063,85                    |
| Other debtors                                 | 4 641 662,72                 | 1 722 787,69                 |
| Prepayments and accrued income                | 4 870 813,61                 | 9 577 273,31                 |
|   | 15 973 299,50                | 17 452 144,86                |
| Investments                                   | 8 783 272,64                 | 4 980 093,82                 |
| Cash in hand and at banks                     | 53 455 666,67                | 39 266 261,12                |
| <b>TOTAL ASSETS</b>                           | <b><u>139 150 405,70</u></b> | <b><u>149 859 393,65</u></b> |
| <b>EQUITY AND RESERVES</b>                    |                              |                              |
| <b>CAPITAL AND RESERVES</b>                   |                              |                              |
| Self-financing funds                          | 2 503 269,31                 | 3 058 307,22                 |
| Blood Transfusion Service Fund                | 23 546 309,70                | 23 546 309,70                |
| Disaster Relief Fund                          | 22 392 853,82                | 27 321 433,59                |
| Retained earnings                             | 23 247 996,16                | 12 807 297,05                |
| Profit (loss) for the financial year          | - 5 785 032,42               | 10 440 699,11                |
|   | 17 462 963,74                | 23 247 996,16                |
| <b>CREDITORS</b>                              |                              |                              |
| <b>Current</b>                                |                              |                              |
| Pension loans                                 | 40 114 000,00                | 39 840 063,00                |
| Loans from credit institutions                | 6 800 000,00                 | 7 900 000,00                 |
| <b>Non-Current</b>                            |                              |                              |
| Loans from credit institutions                | 1 100 000,00                 | 1 100 000,00                 |
| Advances received                             | 6 611 715,15                 | 3 021 482,83                 |
| Trade creditors to FRC districts              | 90 235,42                    | 108 279,72                   |
| Trade creditors                               | 6 902 701,65                 | 7 451 019,26                 |
| Other creditors                               | 3 041 041,84                 | 2 687 585,44                 |
| Accruals and deferred income                  | 8 585 315,07                 | 10 576 916,73                |
|   | 26 331 009,13                | 24 945 283,98                |
| <b>TOTAL EQUITY AND RESERVES</b>              | <b><u>139 150 405,70</u></b> | <b><u>149 859 393,65</u></b> |

# FINNISH RED CROSS GOVERNANCE

## Council

### New Council elected by the General Assembly as of 8 June 2008

|              |   |
|--------------|---|
| Chair        | Kiuru Krista  |
| Deputy Chair | Sandell Birger Ch.  |
| Members      | Alho Kristiina<br>Backman Henri<br>Bradshaw Elinor<br>Helin Marko<br>Jokinen Leena<br>Jokiniemi Anna-Marja<br>Jungar Else-Brita<br>Järvinen Ilkka<br>Kettunen Markku<br>Kitkiöjoki Erkki<br>Kononow Irene<br>Kulmala Matti<br>Kähtävä Eira<br>Lydman Caj-Gustav<br>Mattila Teppo<br>Nygård-Taxell Rachel<br>Parkkari Juhani<br>Pikkupeura Risto<br>Raita Petri<br>Reinholdt Ilse<br>Seppänen Seppo<br>Tuomisto Leena<br>Tykkä Leena |

|                               |  |
|-------------------------------|--|
| Representatives of Ministries | Karjalainen Sakari<br>Kuronen Pentti<br>Laurent Marcus<br>Partanen Marja-Liisa<br>Partanen Pentti<br>Sorainen Olli |
|-------------------------------|--|

## Board

### New Board elected by the General Assembly as of 8 June 2008

|                 |   |
|-----------------|---|
| President       | Liikanen Erkki  |
| Vice-Presidents | Anttila Håkan<br>Ollila Pirkko-Liisa<br>Rämö Eero   |
| Members         | Bloigu Elisa<br>Helaakoski Hannu<br>Kainulainen Harri<br>Paatero Pekka<br>Qvist Airi<br>Rubini Aino |

### Board of Supervisors of the Blood Service New composition as of 29 September 2008

|              |   |
|--------------|---|
| Chair        | Kainulainen Harri   |
| Deputy Chair | Kaukonen Harri-Pekka  |
| Members      | Cantell Aaro<br>Kuronen Pentti<br>Nygård-Taxell Rachel<br>Pesola Helena |

### Finance and administration committee New name and composition as of 29 September 2008 Finance and personnel committee

|              |   |
|--------------|---|
| Chair        | Helaakoski Hannu  |
| Deputy Chair | Anttila Håkan   |
| Members      | Carlstedt Henrik<br>Korvenpää Timo<br>Lumme-Tuomala Riitta<br>Piispanen Elina |

### Board of the Emergency Shelters New composition as of 29 September 2008

|              |  |
|--------------|--|
| Chair        | Paatero Pekka  |
| Deputy Chair | Qvist Airi   |
| Members      | Abib Mukhtar<br>Bremer Lena<br>Kuosmanen Taru<br>Nyberg Frankenhäuser Annika<br>Reinikainen Erja |

### Board of the Kontti Recycling Stores New composition as of 29 September 2008

|              |   |
|--------------|---|
| Chair        | Bloigu Elisa  |
| Deputy Chair | Vilmi Silja   |
| Members      | Haapasalo Kirsi<br>Kohmo Pasi<br>Kumpula Kristiina<br>Löövi Kalle |

### Volunteer Activities Committee as of 29 September 2008

|              |  |
|--------------|--|
| Chair        | Ollila Pirkko-Liisa  |
| Deputy Chair | Qvist Airi   |
| Members      | Engström Sverker<br>Glader Sune<br>Grönlund Henrietta<br>Hunnakko Sari<br>Levijoki Juha<br>Savolainen Elina<br>Vänni Hanna |

### Youth Committee New composition as of 29 September 2008

|         |  |
|---------|--|
| Chair   | Rämö Eero  |
| Members | Grekula Hanna<br>Huttunen Mari<br>Laine Maija<br>Mattsson Ruut-Maria<br>Mitts Susanne<br>Rasinkangas Jarno |

### First Aid Committee New composition as of 29 September 2008

|                         |  |
|-------------------------|--|
| Chair                   | Kuronen Pentti   |
| Deputy Chair            | Söder Jouko  |
| Members                 | Katila Ari<br>Kinnunen Ari<br>Kämä Helena<br>Määttä Teuvo<br>Silfast Tom |
| External expert members | Castrén Maaret<br>Saari Salli<br>Vertio Harri                            |

**Youth policy working group**

Chair Jolma Maiju  
Members Hoikkala Tommi  
Hozjajenok Katerina  
Irisvik Satu  
Kanniainen Topi  
Mattson Ruut  
Strandwall Tommy  
Tervo Merja

**Development of Volunteer activities in the Helsinki region working group**

Chair Kainulainen Harri  
Members Colliander Tuula  
Harri Hannu  
Paatero Pekka  
Qvist Airi

**Welfare and Health policy working group**

Members Ahtiainen Veli-Matti  
Bäckman Riitta  
Kämäräinen Leena  
Rantala Jukka  
Westerholm Carin

**Swedish activities and services working group**

Chair Anttila Håkan  
Members Kämäräinen Leena  
Rämö Eero  
Simonsen Stefan

# Our principals

Humanity

Impartiality

Neutrality

Independence

Voluntary service

Universality