



**HELP WITH YOUR HELP**

Annual report 2009

Finnish Red Cross

3 May 2010



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# A year of changes

As a consequence of the economic recession, the western world, including Finland, has faced major upheavals. Last year, Finland's gross national product declined by 7.8 per cent, which is more than ever in Finland's independent history since 1917. Unemployment also increased, and the unemployment rate exceeded nine per cent at the end of the year. The lack of work hit the young the hardest, with more than 20 per cent of 15 to 24-year-olds unemployed at the end of the year.

In Finland, the deteriorating economic situation has significantly increased the number of disadvantaged people and those in financial difficulties. The atmosphere in attitudes and values has become stricter. Prejudiced and even racist attitudes towards refugees and asylum seekers have increased.

The Finnish Red Cross (FRC) has sought to find, develop and offer activities that could assist people in situations that they encounter in their lives.

## Friend visitor activities and Emergency shelters attract new volunteers

FRC's volunteer activities play a major role in maintaining and promoting people's well-being. Those involved in the activities gain social capital that assists them to cope in their own daily lives. At the same time, volunteer activities help people in need, also improving their situation.

Promoting humanitarian values and principles is one of the cornerstones of Red Cross activities. In this decade, promoting humanitarian values is ever more important. In 2009, projects were launched with the aim of increasing tolerance and humanity.

Interest in Red Cross action has grown, and a large number of new volunteers have joined for example in friend visitor and Emergency youth shelter activities.

The Finnish Red Cross continues to be a leading and respected humanitarian assistance organization. Its reputation as a reliable, professional and fast aid organization has grown stronger both among public authorities and the general public.

FRC's aid within Finland has increasingly focused on providing psychosocial support, but emergency assistance in accidents has also been needed. The significance of psychosocial first aid was highlighted in connection with the shooting incident at the Sello shopping mall in Leppävaara, Espoo at the end of the year, and likewise with the house fire in Naantali in October. More traditional Red Cross shelter and emergency aid was given in connection with fires e.g. in Joroinen and Haukiputaa.

The rapid growth in the number of asylum seekers led the Ministry of the Interior to request the Finnish Red Cross to assist in establishing reception centres. The FRC has run 14 reception centres in different parts of Finland. The increasing number of immigrants and the simultaneous deterioration in the economic and employment situation have exacerbated Finnish people's attitudes. The FRC has therefore emphasized the significance of tolerance and worked to facilitate the integration of immigrants.

## Final phases in the tsunami recovery programme

In the field of international assistance, the Finnish Red Cross is among the leading National Red Cross and Red Crescent Societies. FRC's involvement as a professional actor in providing assistance to victims of natural disasters and conflicts has increased in recent years. The FRC has access to significant resources: its own Disaster Relief Fund, opportunity to seek humanitarian funding from the Ministry for Foreign Affairs and the EU, an extensive and well-trained personnel reserve, as well as special expertise in deploying Emergency Response Units (ERU).

People suffering as a consequence of natural disasters were assisted e.g. in the Philippines, Indonesia, Zimbabwe, Burkina Faso, Ethiopia and Kenya.

The large construction projects undertaken in Thailand and Sri Lanka following the tsunami five years ago are about to be completed. The Blood Service Centre in Phuket, Thailand has already started its operations. Residents have moved into the new blocks of flats in the Sri Lankan sites, and the hospitals are in operation. By the end of the year 2009, 27.5 million euros had been spent of the funds raised in the aftermath of the tsunami.

The Finnish Red Cross delivered a field hospital as a rapid deployment unit for the use of the International Committee of the Red Cross in Peshawar, Pakistan. The hospital treats people wounded in the war in Afghanistan and also in the clashes in the Tribal Areas of Pakistan. Nearly 20 Finnish doctors, nurses and technicians have worked in the field hospital.

The FRC also deployed personnel and supplies to assist the victims of the civil war in Sri Lanka and armed conflicts in Darfur in Sudan, Chad and DR Congo.

## More competence and electronic tools

The international economic recession has also been reflected in the economy of the Finnish Red Cross. With decreasing income from investments, the financing of operations showed a deficit. Despite this, we have been able to continue our programmes. The first phase of the project to harmonize operating procedures and processes was concluded. The next step will be to incorporate the models worked out into practical action.

Red Cross employees and volunteers are still regarded as competent helpers. In the future, competence will have to be further increased in order for the organization to be able to respond to, for example, changes in volunteering in the right way. A key requirement in organizing volunteer activities is that people who are present and able to identify people's needs and motives guide the activities.

The FRC has continued to develop the electronic customer relationships management system and electronic communication. However, all projects have not been implemented due to a lack of financial resources.

# Relevance of voluntary work seen in domestic activities

Social problems caused by the economic recession were reflected in FRC's action in 2009. The demand for various support activities related to health, well-being and reducing vulnerability increased all over Finland. At the same time, the need for volunteers grew, and the importance of recruitment and training rose into focus. The achievement of visible results and changes always requires sustained efforts and extensive cooperation between public authorities and NGOs. These were also the underlying themes in the development of FRC's preparedness to help.

During the year, the need to employ long-term jobless people continued to grow as a result of the recession and unemployment. With the help of various support forms, the FRC offered more than 2 000 jobs in different duties. Providing employment is part of FRC's assistance activities and action aimed at preventing vulnerability.



Reijo Hietanen

In Kuhmalahti, Red Cross friends regularly visit the elderly people's home. Arja Marttala and Liisa Rantala in the photo.

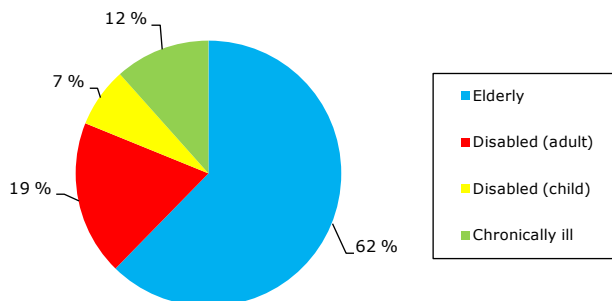
## Friend visitors needed to share lonely people's everyday life

As the demand for various support forms and aid increased due to the recession, there was a growing need for volunteers in FRC activities. More volunteers were sought for friend visitor services, but recruitment was discovered to have become more difficult. Especially elderly people are often left alone, but loneliness is increasingly common also in other age groups. The aims were to recruit more volunteer friends as well as to integrate immigrant activities with friend visitor services.

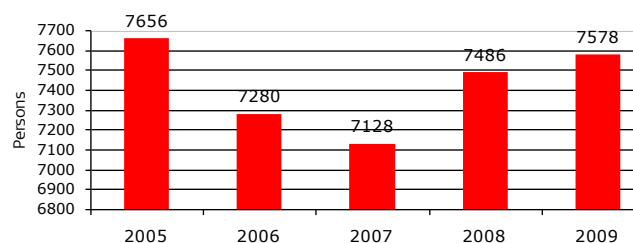
Likewise, the importance of volunteers was also highlighted in the vacation substitute services for informal carers, as the provision of professional substitutes became a municipal duty. The discontinuation of FRC's substitute services raised many concerns among informal carers. Equivalent, reasonably priced services are not adequately available everywhere, and the demand for services will increase as the baby boom generations grow older. Support activities for informal carers were initiated on a voluntary basis in five municipalities, and services were available in six FRC districts at the end of the year.

It was easy to recruit volunteers to Emergency youth shelters. All interested persons could not be taken in, but they were guided to other volunteer duties. In 2009, the aim was to motivate more volunteers with an immigrant background to join in. All youth shelters had such volunteers, but their number was successfully increased especially in Helsinki.

Client groups of vacation substitutes for informal carers



Volunteers in social welfare services



### 50 years of friend visitor activities

The Finnish Red Cross has had friend visitor activities for 50 years. The Anniversary was celebrated under the theme 'Joy from friendship'.

The 50th Anniversary celebration of friend visitor activities gathered 1 000 volunteer friends in Kuopio.



Ari Vänskä

### EHYT project filled service gaps in sparsely populated areas.

The EHYT project responded to challenges arising from changes in society in sparsely populated areas. The project continued its work to improve people's well-being in areas where public services decline and where it takes longer and longer to get help. The project was implemented in cooperation with public authorities, NGOs and village associations.

According to an FRC survey, the need for the EHYT project has but continued to grow. In many areas, for example police, health and elderly people's services were considered to have deteriorated. At the same time, many people suffered from the effects of the recession, such as social exclusion, unemployment and loneliness. These factors contributed to the need to develop volunteer activities. The local needs and resources were best worked out through cooperation. In addition, the project developed tools for assessing well-being and safety.

## Importance of psychosocial first aid shown in Naantali and Sello

### Naantali fire

A detached house burnt down in Naantali in October 2009. Five young people lost their lives and several were injured. FRC's volunteers and the Emergency Group of Psychologists supported public authorities locally in crisis work and on the national telephone helpline. In Naantali, cooperation between the public authorities, the church, various NGOs and the Red Cross was excellent.



Sirpa Lehtimäki

Volunteers assisted shocked Naantali residents after the devastating fire.

### Sello shooting incident

At the end of the year, another tragic incident affected Finland. Six persons lost their lives in a shooting incident in the Sello shopping mall in Espoo. The existence of violence in Finnish society surfaced once again. FRC's volunteers provided psychosocial support after the incident in the evacuation centre and on the telephone helpline.

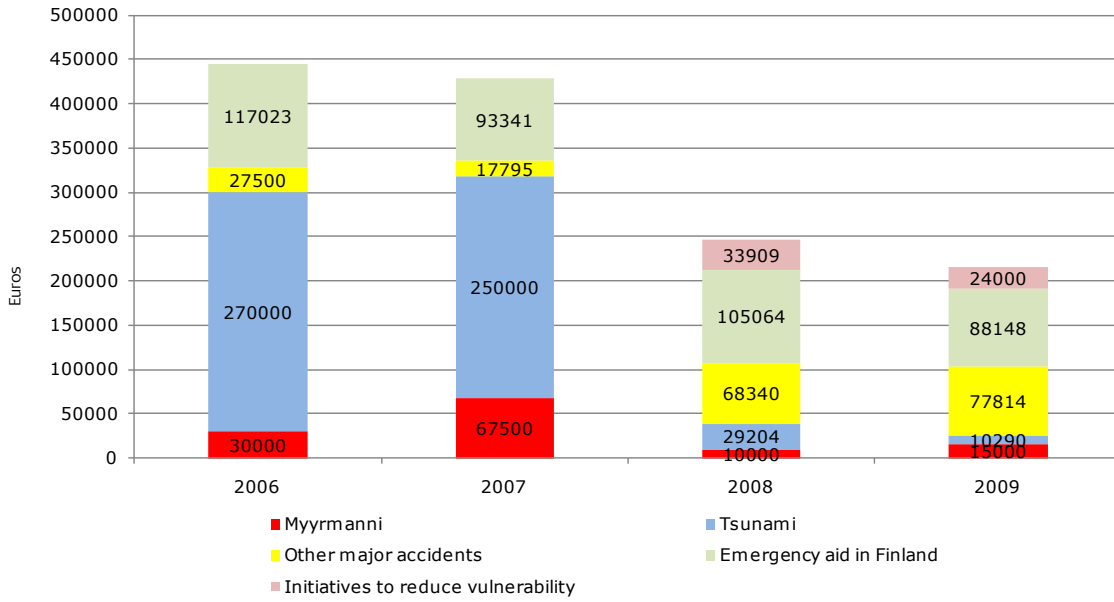
### H1N1 influenza

The H1N1 influenza with early outbreaks in Mexico spread to Finland at the beginning of May. In the early phase of the epidemic, the FRC updated the related training and health education materials. Current information was available on the FRC website.

More than 30 volunteers from the Helsinki and Uusimaa district served at the swine flu helpline of the Ministry of Social Affairs and Health from the spring of 2009 till February 2010. The helpline responded to 10 000 callers. Most calls were received in the autumn when the news in Finland reported serious cases and deaths.

In addition, volunteers from the Savo-Karelia, Häme, Oulu as well as Helsinki and Uusimaa districts assisted in the vaccination campaign.

**Domestic relief 2006 - 2009**

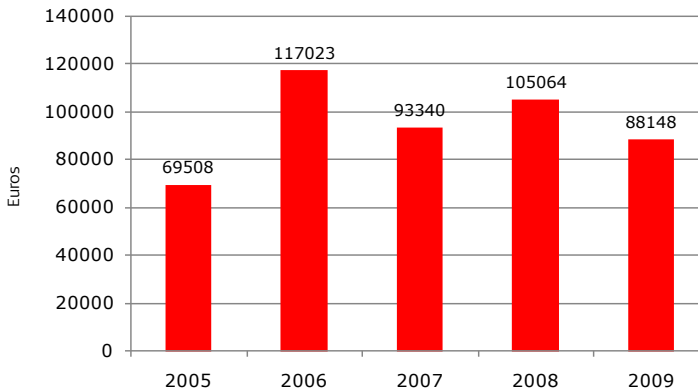


'Other major accidents' includes:

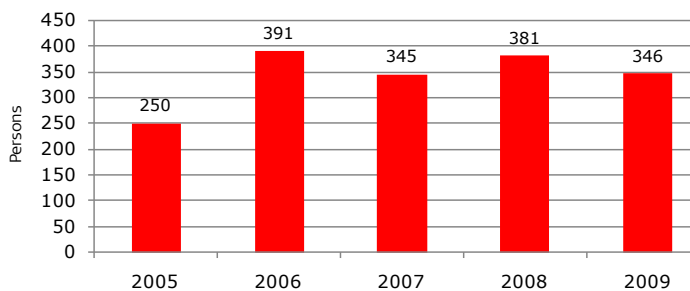
- 2006 Konginkangas bus accident
- 2007 Jokela shooting incident
- 2008 Malaga bus accident and Kauhajoki shooting incident
- 2009 Naantali fire and aid provided from the Jokela and Kauhajoki Fund

2006	2007	2008	2009	Total euros
444 523	430 643	282 434	241 261	

**Emergency aid provided by FRC branches and districts from the Disaster Relief Fund in accidents in Finland/€**



**Number of persons assisted by FRC branches and districts in sudden accidents in Finland**



## High demand for expertise in first aid

The aims of first aid training are to ensure the ability of the general public to give first aid and to continuously maintain and increase that preparedness.

The FRC registered two first aid training programmes in the curriculum of the Finnish Vehicle Administration for professional drivers. Three FRC districts applied for the status to serve as a training centre in order to be able to offer the trainings.

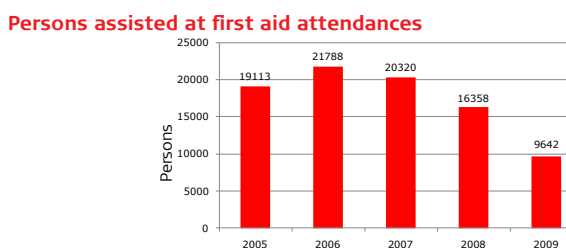
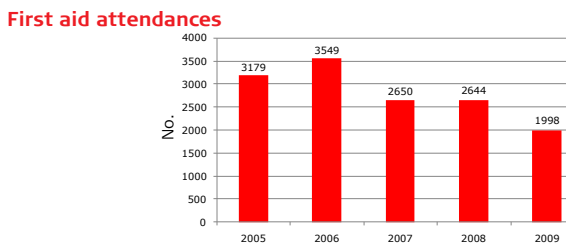
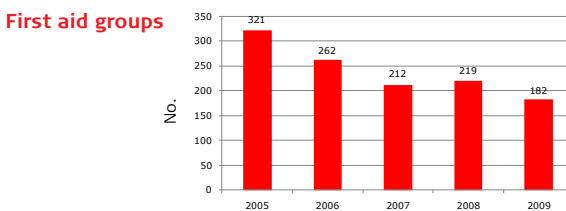
Cooperation with the Finnish Defence Forces in first aid training made progress. In the spring of 2009, one training of trainers course in first aid and health education (ETK), as well as one refresher course were organized in the Centre for Military Medicine in Hennala, Lahti. The Finnish Defence Forces adopted the aim to offer conscripts the first aid 1 course with the certificate during the compulsory military service.

The First aid training team coordinated the first aid training of national corporate clients. During the year, a total of 102 eight-hour Safety pass training sessions designed for workplaces were organized. The total number of participants in them was 3 521.

To strengthen first aid skills among youth, planning was started at the end of the year to establish first aid groups in upper comprehensive schools. First aid 1 and first aid 2 courses were adapted for young people together with the Guides and Scouts of Finland.

To support training in psychosocial support, the FRC published a manual on the subject in cooperation with Duodecim Medical Publications Ltd. In August, the FRC published the first Finnish manual on the use of the automated external defibrillator (AED).

### Preliminary statistics on first aid groups



The Finnish Championships in first aid were held in Yyteri, Pori.

Jussi Partanen



Esa Kulmala

Päivi Salovaara was appointed Voluntary Rescuer of the Year.



Eero Pykäinen

The Voluntary Rescue Service had 50 member organizations.

### Voluntary Rescue Service

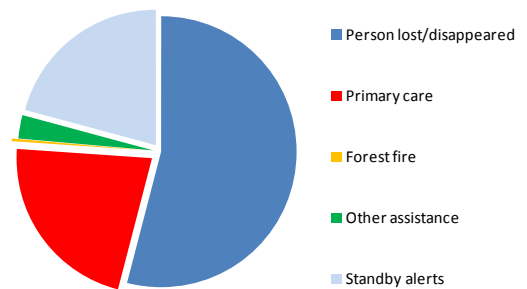
In 2009, the National coordination committee of the Voluntary Rescue Service adopted new Rules and regulations. The reform aims at activating the 50 member organizations to intensify cooperation both within the Service as well as with public authorities and experts. NGOs are increasingly needed in the prevention of crises and disasters.

The Voluntary Rescue Service Forum in December awarded volunteers for their dedicated service and appointed the National Rescuer and Provincial Rescuers of the year. **Päivi Salovaara** from Varsinais-Suomi District received the national title.

#### Training activities and field exercises, entire Finland

	No.
• Basic course in Voluntary Rescue Service	14
• Basic course in search and rescue (SAR)	41
• Basic course in telecommunications	10
• Basic course in primary care	9
• Advanced course in SAR, SAR field leader courses	5
Other training:	
• SAR coordination team training, advanced courses in psychosocial support and primary care, seminars, etc.	87
• Advanced course in telecommunications, telecom leader course	1
• Field exercise: SAR, primary care, telecommunications, joint operations	55
• Training organized by FRC Headquarters	4

#### Voluntary Rescue Service alerts in Finland



## HIV education and Drug and alcohol activities

Advice and testing locations, i.e. Pluspoints, continue to operate in Joensuu, Jyväskylä, Kuopio and Rovaniemi. The main focus of FRC's HIV/AIDS activities laid in preventive work, especially in schools and at various events.

Various campaigns served as channels for giving information about alcohol and drugs. During a special week, morning sessions were organized at schools in



Anna Vuorinen

Volunteers from FRC's Drug and alcohol programme circulate among the audience at Ruisrock Festival.

ten municipalities, and the local branches arranged competitions in public locations. Education was also given to elderly people. The drug and alcohol programme was also a visible part of FRC activities at different festivals.

Training courses in Care at home were organized in six municipalities. Both informal carers and volunteers took part in them.



Mauri Raitala

Volunteers were on duty at the Madonna concert on eight days and several nights.

### First aid and Drug and alcohol programme helping festival audiences

First aiders were in attendance at numerous public events. The largest effort was in August when Madonna gave her first concert in Finland in Jätkäsaari, Helsinki. The highest number of first aiders present at one time was 60. All in all, volunteers were in attendance on eight days and several nights during the concert.

Attendance at festivals gained a lot of visibility in the media. Among others, a national TV programme about the work of the police visited FRC attendants at Ilosaarirock Festival.

The drug and alcohol programme was also present at 68 public events, and HIV volunteers distributed 'summer rubbers' and information about sexually transmitted diseases.

## More Healthpoints

Six new Healthpoints were established during the year, and their total number in six FRC districts at the end of the year was 28. Altogether 120 health care professionals served as volunteers at Healthpoints. The number of client visits was 4 500.

Healthpoints aimed at promoting health and well-being by offering a place easy to find especially for people who otherwise have difficulties in obtaining health care services. Some Healthpoints assisted public health care authorities in giving the H1N1 vaccinations.

## Joy and new skills from working

FRC local branches, Kontti Recycling Department Stores, the Logistics Centre and regional employment projects provided easy-to-enter jobs and on-the-job training for people for whom finding employment is otherwise difficult.

The jobs taught new skills to the employees. They comforted many in their loneliness and offered them the safety of a work community and sense of togetherness.

# Growing numbers of refugees challenged the FRC to help

## Reception of refugees facing difficulties

The number of people seeking asylum in Finland showed a clear increase at the end of 2008. A little fewer than 6 000 people sought asylum in Finland in 2009. The majority of asylum seekers originated from countries at war, in which the human rights situation was poor. Common countries of origin included e.g. Iraq, Somalia and Afghanistan.

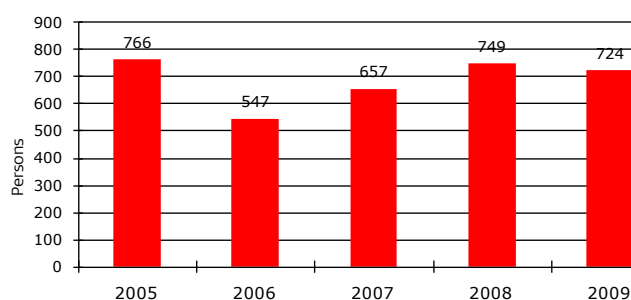
The Finnish Red Cross assisted in setting up reception centres for asylum seekers in line with the agreement signed with the Ministry of the Interior. During the year, FRC districts established 14 new reception units, some of which were temporary emergency shelters.

The FRC Headquarters, supported by an active group of volunteers, was responsible for the early reception of quota refugees arriving at the Helsinki-Vantaa airport. The number of tracing requests doubled from the previous year.

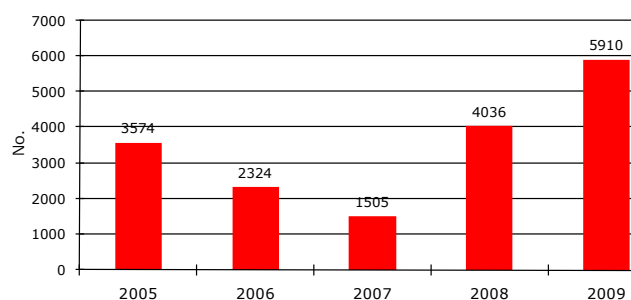
The reception of refugees in Finland drifted into difficulties, as resettlement into municipalities slowed down. At the end of the year, approx. 500 asylum seekers with a residence permit still continued to live in reception centres while waiting for their move to a municipality.

The situation also complicated the arrival of selected quota refugees to Finland even to the extent that many people accepted as emergency cases faced a several months' delay before being able to enter Finland.

Quota refugees received by the Finnish Red Cross



Asylum applications in Finland



Katja Lehto

Children's music jury voted with the help of smileys in the reception centre in Kemi.

## FRC's advocacy for asylum seekers

In May, the Council of the Finnish Red Cross appealed to both state and municipal authorities for more municipal resettlement places. The role of FRC's volunteer activities supporting integration became ever more important.

The increase in the number of asylum seekers and the stricter atmosphere in attitudes also led the Government of Finland to tighten the legislation concerning asylum seekers.

The Finnish Red Cross made a statement with NGOs working with refugees to ensure that the status and right for family reunification of vulnerable unaccompanied minors in particular would not be weakened. The difficulties within the European Union in creating a common asylum system complicated the asylum seekers' situation all over Europe, which was also reflected in Finland.



Tuulikki Holopainen

Immigrants preparing food in the cookery club of the Keski-Helsinki Branch.

## Record number of rubbish bin events

The need for influencing attitudes grew significantly as attitudes were becoming more intolerant. New tools for influencing attitudes were developed in cooperation between the FRC Headquarters, RAY-financed immigrant programme and Spirit project.

The UN Day for the Elimination of Racial Discrimination was promoted under the theme 'Do an environmental deed – give up your prejudices'. A record number of approx. 100 events were organized all over Finland. Information about immigrants and reception centres was added to the FRC website.

With an increasing number of refugees, the role of voluntary work in promoting tolerance grew. Volunteers played an important part in the reception of refugees and in supporting integration.

Volunteers from FRC local branches also organized many kinds of activities for residents of reception centres. For example in the centre operated by the Helsinki City, volunteers ran a men's cookery club, a children's group and a Finnish language discussion group. In the Turku centre, volunteers ran a women's handicraft club, organized support persons and various events, trips and camps.



Niklas Miettio

Tarja Halonen, President of the Republic, put her prejudices in the bin during the anti-racism week in March.

### Equality to the FRC with the help of 'YDIN' project

Attitudes also play a key role in supporting the integration of people moving to Finland. An important goal was to develop the FRC into an open organization that all people can easily learn to know. Recruitment models were worked out for the purpose.

One of the objects of the 'YDIN' project launched in 2009 with NGOs is to prepare an equality plan for the FRC.



FRC image archive

Children swinging at a playground built in Sri Lanka with funds raised in the tsunami campaign.

### Five years of the tsunami

The Finnish Red Cross work to support reconstruction in the tsunami-affected areas is approaching its end. In the course of five years, new buildings have been constructed and tens of thousands repaired in the areas destroyed by the tsunami. The shelter and housing programme undertaken by the International Red Cross and Red Crescent Movement in Indonesia, Sri Lanka, Thailand, India and the Maldives is the largest assistance operation in the Movement's history. More than 50 000 new homes have been built in the areas. The majority of the reconstruction funded by Finns has been done in Sri Lanka.

The aid given in Thailand has included first aid training and development of the training system, the renovation of seven hospitals, donation of hospital equipment, development of sea rescue activities and the blood service operations. The blood programme will still continue in 2010 with an exchange of experts.



John Ekelund

Construction projects in Thailand and Sri Lanka are about to be completed.

A report was published on the peer support programme organized in Finland for the relatives of tsunami victims. The last peer events were organized in the autumn of 2008.

By the end of the year, 27.5 million euros had been spent on assistance to tsunami victims. The FRC raised 26.7 million euros, the Ministry for Foreign Affairs allocated 4.5 million euros and Ministry of the Interior 200 000 euros in support of the programmes.

# Thousands in need of aid in the world every day



Ari Mäntyvaara

Finnish delegates setting up the field hospital in Pakistan.

Armed conflicts, epidemics, natural disasters and health programmes in different parts of the world kept the Finnish Red Cross busy. Among others, the FRC despatched a field hospital to Pakistan, emergency shelter materials to typhoon victims in the Philippines and a mobile health clinic to the cholera-affected areas of Zimbabwe. At the same time, the FRC supported numerous ongoing development cooperation projects.

The international assistance provided by the Red Cross is seen as a continuum involving disaster preparedness and response as well as long-term development cooperation to improve people's lives. The Red Cross aims at being involved in all phases. The Finnish Red Cross goal is to move from the humanitarian aid phase into supporting the National Red Cross/Red Crescent Society in community recovery and reconstruction as soon as possible. This can be seen in many assistance programmes, e.g. in the tsunami-affected areas.

## Assistance programmes

### Asia

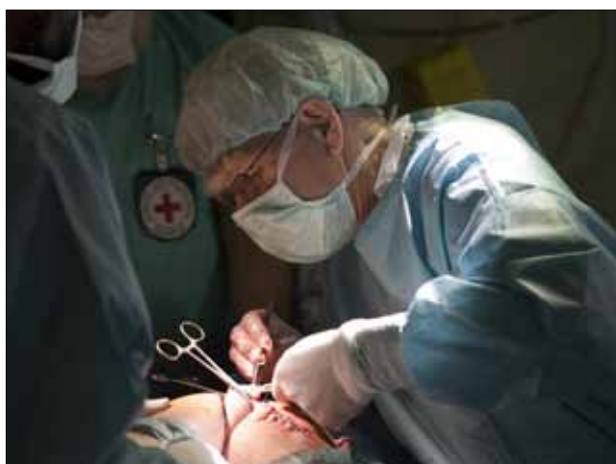
#### Field hospital to Pakistan

In Pakistan, fighting in the North-West Frontier Province and the so-called Tribal Areas led into a large-scale humanitarian crisis. The Finnish Red Cross sent technical and medical personnel to work at the surgical hospital of the International Committee of the Red Cross. In addition, the FRC provided a full surgical field hospital as a rapid deployment unit. Sixteen Finnish delegates worked in Pakistan in 2009.



Hannu-Pekka Laiho

Patients in the yard of the Red Cross hospital in Peshawar.



ICRC

Surgeon Jorma Salmela operating on a patient in the surgical hospital in Peshawar.

### Baby parcels to Sri Lanka

The fighting towards the end of the civil war created a humanitarian crisis, as hundreds of thousands of people fled the battles to the crowded refugee camps in northern Sri Lanka. The FRC despatched 6 000 baby parcels to the families of children born at the camps.

### Support to hospitals in DPRK

The FRC improved the standard of hospital and clinic equipment in the Democratic People's Republic of Korea (DPRK) and developed the health programme of the DPRK Red Cross Society. In 2009, a Finnish delegate began to work as the health coordinator for

the International Federation of Red Cross and Red Crescent Societies in the country.

### Emergency shelter to natural disasters in Asia

South-East Asia was recovering from the effects of Cyclone Nargis in Myanmar, typhoons in the Philippines and an earthquake in Indonesia. Relief materials were despatched and shelters built for earthquake victims in Indonesia. Emergency shelter materials and cook-ing sets were delivered to the Philippines. A Finnish delegate seconded to the International Federation coordinated the activities, and a Finnish logistician also worked in the country.



Reuters/www.ahmet.org

In the **Middle East**, hospitals in Gaza still needed a lot of aid, especially early in the year when the fighting created a humanitarian crisis. Minister Pär Stenbäck continued as an observer in the Middle East. He reported to the international Red Cross on the cooperation between the Palestine Red Crescent Society and Magen David Adom in Israel.

### More assistance to Tajikistan

In 2009, the FRC support to Central Asia focused especially on the Tajikistan Red Crescent. The community-based health and welfare project ended. The experience gained from the project will be utilized in Tajikistan and Kyrgyzstan.



Art Räsänen

Shooieva Zumrad has participated in disaster exercises organized by the Red Crescent in Kachmandi village in Tajikistan.

## Africa

### Emergency relief to food crisis in Ethiopia

Drought caused problems in Ethiopia throughout the year. The FRC responded to the severe food shortages by providing emergency relief for the value of 2 million euros. The aid reached 36 000 people.



FRC image archive

Marianna Csillag and Keijo Saarinen erecting a health clinic tent in Zimbabwe.



FRC image archive

A Zimbabwean family visiting the Red Cross clinic. Public Health Nurse Sirpa Miettinen with the baby.

### Care for cholera patients in Zimbabwe

The cholera epidemic that started in Zimbabwe in the autumn of 2008 spread to the whole country in 2009. More than 100 000 people caught the disease and over 4 000 lost their lives. The cholera epidemic was the largest in Africa for the past 15 years.

A mobile health clinic appropriate for use in the worst hit cholera areas was despatched from Finland. The FRC aimed at strengthening the monitoring, treatment and prevention of the disease at 34 cholera care locations in Manicaland province in Mutare region.

### Support to farming in Darfur

In Sudan, the FRC continued to support the activities of the International Committee of the Red Cross. Continuous support was provided to 11 health posts in Darfur. In addition, hundreds of thousands of people received seeds and farming tools. The ICRC also assisted the 130 000 refugees at the Gereira camp with shelter materials and cooking utensils, as well as by maintaining the water supply at the camp.

### Food to HIV/AIDS orphans in South-Eastern Africa

The FRC supported the integrated food security and HIV/AIDS initiatives in Mozambique, Swaziland, Malawi and Zimbabwe. The activities improved the nourishment and economic conditions of children who are HIV infected, have AIDS or have become orphans. Their diet was diversified by developing farming and cattle keeping. The communities were also advised on the relevance of a healthy diet and assisted in preparing for droughts. The local Red Cross Societies were supported in planning and implementing the food programmes.



FRC image archive

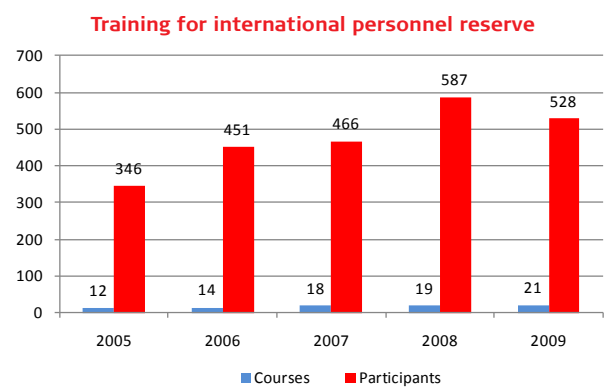
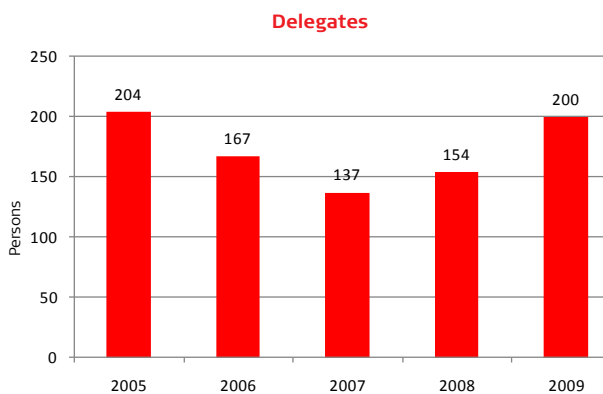
People are explained how to avoid the infection in the cholera-affected areas of Zimbabwe.

## More delegates

The number of delegates grew as planned. An increasing number of personnel was required for programmes of the International Committee of the Red Cross, to manage development cooperation projects and for the Emergency Response Units. The total number of contracts was 200. Forty-four per cent of them were related to bilateral projects, a third to International Federation programmes and 23 per cent to ICRC programmes.

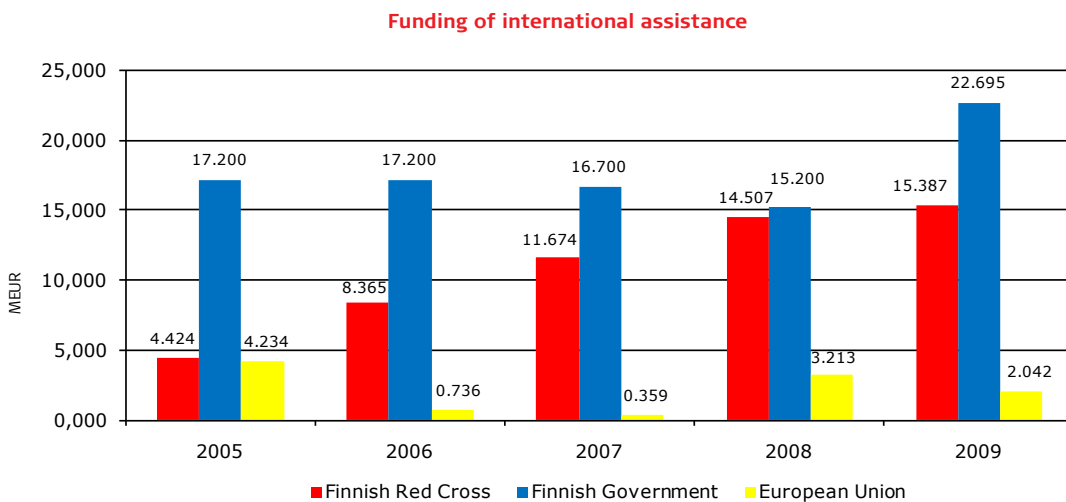
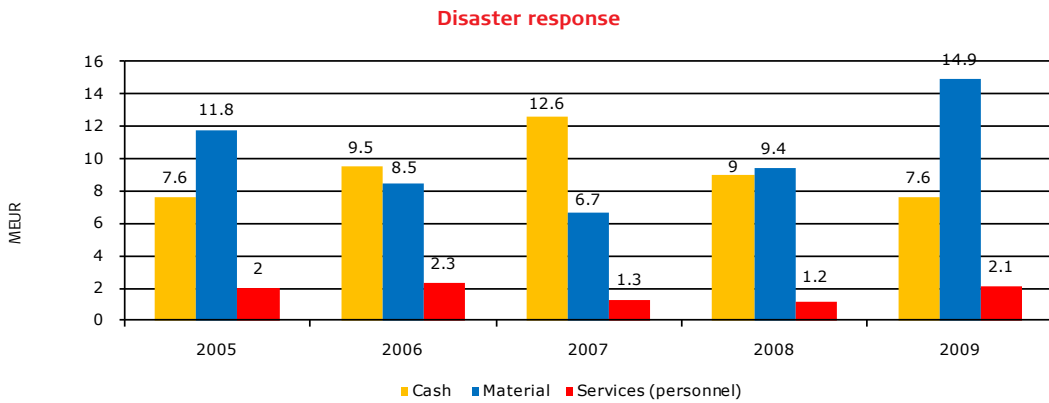
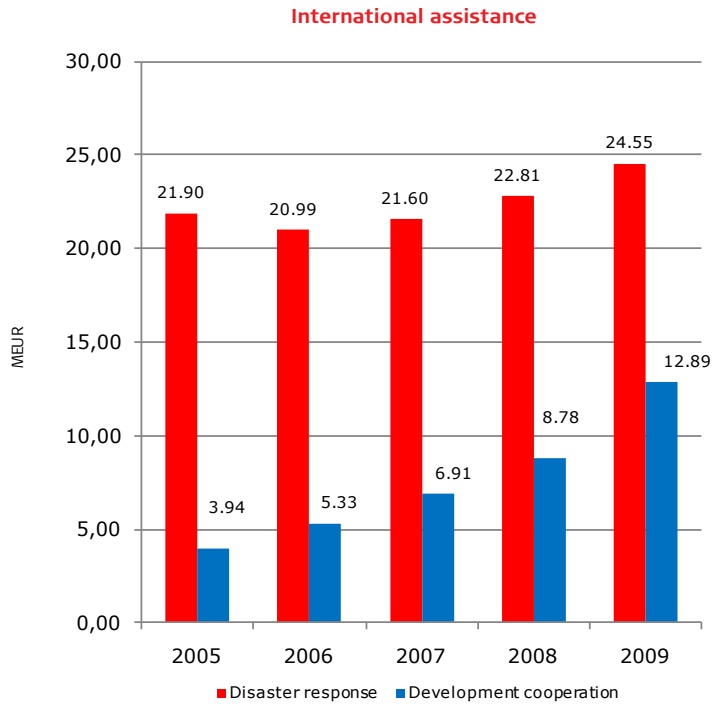
A new trainee programme was launched with the International Federation. Three logistics and procurement professionals acquainted themselves with the work of the regional logistics units. In addition, two trainees studied in Latin America.

FRC Regional representatives continued to work in Kuala Lumpur, Nairobi, Johannesburg and Panama.



Andreas von Weissenberg

The Finnish Red Cross delegate training includes basic training, specialized training in disaster response as well as training in project management and in financial and personnel administration.



## Americas

Cooperation with the Red Cross Societies of Paraguay and Argentina has started well and was continued. The National Societies built their disaster response capacities and preparedness for drought and floods.

Devastating floods left thousands homeless in the border areas of Paraguay, Argentina and Uruguay. Aid was provided for 30 000 people in Argentina.

– In Paraguay, 25 000 people were instructed on how to prepare for drought and to make minor repairs on water and sanitation structures. In addition, 3 000 people were advised in hygiene-related issues.

## Preparedness for disasters improved in the Caribbean

Also in the Caribbean region, the capacities of the island states to cope with disasters were improved. In El Salvador, a contingency plan was prepared for 15 schools, and 10 000 villagers were advised on how to protect themselves from disasters and warn about them. Similar cooperation was launched with the Red Cross Societies of Trinidad and Tobago as well as of Saint Vincent and the Grenadines.

The three-year support to 18 National Societies in Latin America and the Caribbean to develop voluntary blood donation among youth with the International Federation's Club 25 model was completed. Cooperation with Honduras was expanded.



Ari Räsänen

The construction of a new warehouse was completed at the FRC Logistics Centre in Tampere in February.

### A new warehouse to Kalkku

A new two-storey warehouse building was completed at the FRC Logistics Centre in Kalkku, Tampere in February. Clothing is sorted on the second floor of the new building, on which also the procurement offices are located. The first floor is used for storing clothes and relief items.

The extension allowed an increase in the preparedness capacity of shelter materials. In cooperation with the National Emergency Supply Agency, family tents, blankets, tarpaulins, water containers, mosquito nets as well as large warehouse tents and squatting plates were procured for the needs of 10 000 people.

Medical Emergency Response Units were compiled with the aim of maintaining four health clinics and two referral hospitals on stand-by. New logistics and relief ERUs were completed for eventual deployment.



Petri Keskinen

Cooking utensils are among the first things needed when a disaster has destroyed all property.

### Second-hand clothing to 10 countries

Clothing aid was despatched from the FRC Logistics Centre to ten countries. Most clothing was sent to poor families in the Central Asian countries of Tajikistan, Kazakhstan and Kyrgyzstan. Aid was also delivered to Ethiopia, Burundi, Liberia, Mongolia and Belarus.

Woollen hats, socks and blankets and 'aid bunnies' knitted by Finnish people were sent to Belarus, Tajikistan, Kazakhstan, Mongolia and Kyrgyzstan.

# Local branches supported in many ways

## Coaches, instructors and web services

The national coaching activities for the local branches started. They aim at a more coherent way of supporting branches and bringing out their needs.

The duties of 'promos', i.e. instructors for volunteer activities, were clarified. Fifty-five promos took part in courses organized on international humanitarian law, multicultural activities, youth activities, social welfare services and preparedness. A total of 86 promos completed their training. **Leena Närvänen** from FRC Kuopio branch was awarded the Promo of the year title.

The web-based service directed at branches, i.e. the electronic branch office, was developed further. The goal is that the branches get support through the Internet more easily. The power of the Internet was seen in the responses to the voluntary services satisfaction survey. With the exception of the oldest people, volunteers responded more often through the Internet than by mail.

## Training as entry point for volunteers

The streamlining of the training system was started. The new, partly e-learning based structure was tested in the autumn. The reformed system allows a more flexible use of time, and the participants' background can be taken into account better.

Training should also serve better as a recruitment and entry point for new volunteers. The provision of information and introduction courses was therefore increased.

The focus to strengthen volunteer activities was also shown in staff training. Special training was given to all districts and those Headquarters employees whose duties include the development of volunteer activities.

### Nearly 300 events during Red Cross week

Street writing was a new innovation used in campaigning. The story of how a volunteer helped someone was written on the exact spot on the street where the helping took place. The same stories were repeated on 54 radio frequencies. The campaign was also presented in the magazines of United Magazines Ltd.

More than half of the local branches organized events. The events calendar on the FRC website had information about 280 events, of which 80 were organized together with the S Group shops.



During the Red Cross week, stories written on the streets described FRC's action.

FRC image archive

### International humanitarian law interested school-going youth

In 2009, the Finnish Red Cross organized many training events on international humanitarian law (IHL) to the general public, volunteer actors, teachers, the Defence Forces, FRC's own staff, as well as public authorities. Especially the trainings that focused on ongoing armed conflicts attracted new people. In addition, silent demonstrations were organized during the Red Cross week.

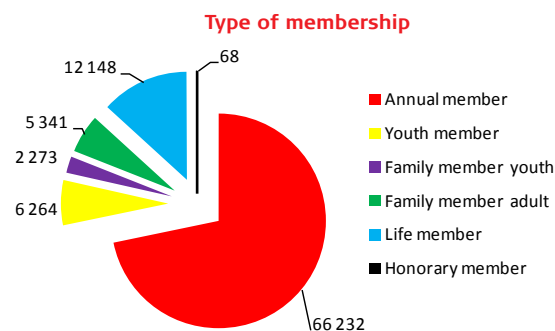
The IHL training material targeted at upper comprehensive schools and upper secondary schools was completed in January. Teachers were especially interested in inviting a visitor to tell about ongoing armed conflicts, Red Cross work in conflict zones and ethical issues related to war.

A special weekend event was organized for voluntary trainers, during which IHL actors from different countries presented their activities.

### A slight increase in membership

At the end of the year, the membership was 93 326. There were 5 432 new members. Of them, just over a third were young, under the age of 29. However, the share of youth members remained at the same level. Our challenge is therefore to find ways of retaining our young members.

Polvijärvi Branch won the membership recruitment campaign organized during the Red Cross week, with Tervo Branch second and Kakskerta Branch third. Yli-Ii Branch won the recruitment competition of the entire year, with Polvijärvi Branch on second and Kaustinen Branch on third place.



### School materials on the FRC website

At the beginning of the year, all schools were sent a booklet introducing FRC campaigns and materials suitable for schools.

The FRC website had special pages for schools containing material e.g. for the Red Cross week and Operation Hunger Day, as well as morning session texts for the anti-racism week. Many schools became motivated to organize a day labour collection.





FRC Image archive

Thirty Finnish young people participated in the camp celebrating the 150th Anniversary of the Battle of Solferino in Italy.

## Junior Red Cross clubs became popular

Instructor training for Reddie Kids clubs became part of regular activities. The training was organized in different parts of Finland, and new junior clubs were established in branches.

New volunteers were attracted to join short-term voluntary activities. These 'Narikka' events were organized in connection with national campaigns. For example, on the anti-racism day, handicapped and non-handicapped youth collected prejudices in Tampere. Cooperation was also tested with e.g. SETA ry (NGO for sexual equality), Seitti ry (NGOs for physically disabled youth) and the British Council.

Thirty-two youth members from different parts of Finland took part in the international camp organized in Italy to commemorate the 150th Anniversary of the Battle of Solferino.

The FRC supported young people's international activities, for example the camp focusing on first aid in Estonia and young volunteers' study visit to Auschwitz in Poland. Young people also participated in a first aid competition in Petrozavodsk in Russia.

Youth delegates served in cooperation projects in South America and in the International Federation's Secretariat in Geneva. Furthermore, youth delegates made short study visits to Zimbabwe, Italy, Denmark and Russia. In Finland, they participated in Operation Hunger Day. They also visited schools and educational institutions to tell about the international activities of the Red Cross and other youth action.

The annual Youth assembly had 80 participants. Young members of FRC's district governance were encouraged to influencing both within the FRC and elsewhere in society.

## Most media attention to accidents

FRC's main activities and themes were supported through communication. Immigrants and local residents were encouraged to working together.

The rapid establishment of new reception centres in the spring increased the need to distribute information and fresh views. The information package and activity models compiled on the FRC website were used e.g. in various public events. Also the FRC magazine promoted cooperation between different and different-looking people.

The FRC magazine also discussed themes related to loneliness and relieving it from several perspectives. Advocacy of volunteer work was connected to the Friendship Day (Valentine's), Red Cross week and ongoing communication all over the country. During the Red Cross week, all provincial newspapers published articles emphasizing the importance of volunteers. First aiders in attendance at summer events as well as drug and alcohol and HIV volunteers gained extensive publicity in the media.

Serious domestic and international events were also visible in the news. After the Naantali fire, for example, the media published 80 stories telling about FRC's volunteers and psychologists. The recruitment of new actors was diversified e.g. through social media.

FRC's internal communication underwent a reform in the spring. The joint organizational bulletin of FRC districts and the Headquarters was published four times both in print and on the website. The printed bulletin is distributed free of charge to active branch people. A new intranet was launched for the use of the staff of FRC districts, the HQ, Emergency youth shelters and reception centres.

To facilitate cooperation between the media and volunteers, the FRC launched cooperation e.g. with the Union of Journalists in Finland. A media guideline was prepared for the use of the Voluntary Rescue Service. The aim is to increase mutual understanding among journalists and volunteers as well as to clarify roles.

### FRC attracted thousands of Facebook fans

In 2009, the FRC website had more than 700 000 visitors, i.e. some 2 000 a day. The highest numbers of visitors were recorded during the Red Cross week in May, the week of the Hunger Day in September and the first weekend of October when a disastrous fire took place in Naantali. The shooting incident in the Sello shopping mall on the last day of the year also caused a visitor peak on the website.

An overwhelming majority of searches were related to first aid. Also the web shop, local branches in different parts of Finland and the Kontti Recycling Department Store were popular search terms through which people found their way to the pages.

The Finnish Red Cross new Facebook fan page and a Twitter account were launched on Hunger Day. Several hundreds of people quickly joined as our fans. The efficiency of Facebook as a tool for influencing was proven towards the end of the year when young people successfully campaigned in favour of the Vantaa Emergency youth shelter.



Niklas Meltilä

FRC President Erkki Liikanen and Secretary General Kristiina Kumpula gave the Humanitarian Gesture award to the Football Association of Finland at the Olympic Stadium in Helsinki in June. The recognition was received by the President of the Football Association Pekka Hämäläinen and General Secretary Kimmo J. Lipponen.

### FRC's Humanitarian Gesture to Football Association of Finland

The Football Association of Finland was awarded the Humanitarian Gesture of the Finnish Red Cross in recognition of its activities that have promoted humanitarian values especially among young people. Campaigns condemning racism and giving everyone the chance play are good examples of the Football Association's courage to tackle even difficult issues.

The President of the Republic granted 74 persons the silver medal of merit and 186 persons the bronze medal of merit of the Finnish Red Cross. In addition, the Board of the Finnish Red Cross awarded 41 badges of merit.

# Domestic programmes interested donors

The yield of FRC's Disaster Relief Fund was accumulated through contributions by regular donors and Operation Hunger Day.

The economic recession that began in 2008 affected the euro amount of incidental donations but not the year's result as such. The willingness of people to help remained at the level of previous years, even if the average sum donated decreased somewhat.

The year was calm in terms of fundraising for acute emergencies. The number of monthly donors went down, as new donors were not recruited. Instead, the average sum donated went up from 10.20 to 10.60 euros.

## Operation Hunger Day

The collection was organized for the 29th time. The result was 2.3 million euros. The campaign communication emphasized the relevance of disaster response and each fundraiser. **Eva Wahlström** and **Heikki Paasonen** allowed the use of their faces to support campaign visibility and marketing. The number of young fundraisers increased yet again. A big event was organized at Narinkkatori in Helsinki with a field kitchen, parts of the field hospital and an extensive photo exhibition. Fundraising expenses remained moderate: for Hunger Day at 14 per cent, for the whole year at 13 per cent.

## Round up for the Red Cross

The campaign organized for the third year together with retail chains yielded 23 000 euros. The theme was 'Clean water – a necessity for life'. The funds are used for development cooperation in Mozambique.



Ari Räsänen

The result of the YLE Christmas campaign rose from the previous year. Taina Keinänen in the photo.



Mikko Käkelä

Eva Wahlström appeared on Hunger Day posters to encourage everyone to participate.

## YLE Helps – Red Nose campaign

The share of the Finnish Red Cross of the proceeds was 48 000 euros. The funds are used to promote children's rights, education and health.

## YLE Christmas campaign

Organized for the 13th time, the campaign produced a record result of 990 000 euros. Both companies and individual people donated clearly more than before. Gift vouchers of the value of 70 euros were distributed to 15 000 families with children. The other actors involved were the Mannerheim League for Child Welfare, YLE Morning TV and Kesko.

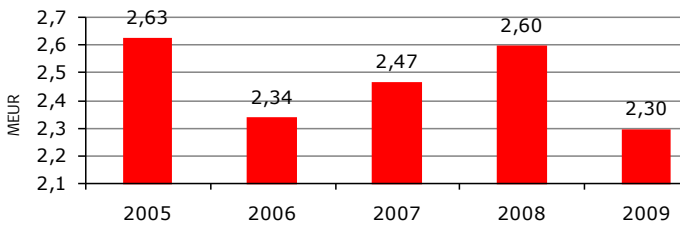
## Donations for domestic purposes

The main targets included Emergency youth shelters, friend visitor activities and first aid groups. Domestic programmes raised a growing interest among donors. The proceeds reached nearly 250 000 euros. The main donation channels were wills, the Internet and direct mail in the summer. Local branches organized hugging events.

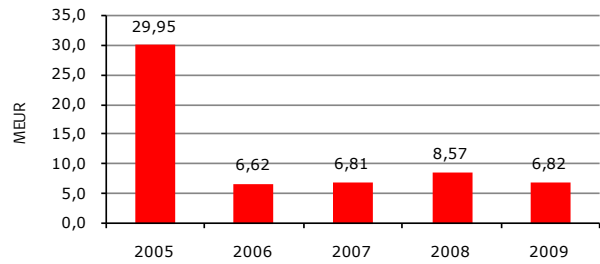
## Knitting campaign

Moda magazine and Tekstiiliteollisuus Oy, a handicraft product importer and wholesaler, continued their campaign. Warm woollen socks were received at the FRC Logistics Centre in large numbers.

### Operation Hunger Day



### Disaster Relief Fund: proceeds through collections and other donations



## Corporate partnerships more diversified

### Main partners

The S Group, Tapiola Group and United Magazines Ltd continued as FRC's main partners. The S Group supports membership recruitment and Tapiola friend visitor activities.



### Red Cross week and Friendship Day campaigning carried out with support from main partners

Friendship Day events were organized in almost a hundred municipalities, and they reached some 7 000 people. These 'Joy from Friendship' events emphasized the significance of friend visitor activities in promoting social capital and, through it, well-being and health.

### Accenture and many other corporations helped in different ways

Volunteers from Accenture contributed to FRC activities with their multi-skilled competence. They assisted in launching new projects, in developing the Internet, in youth activities and on Hunger Day.

Emergency youth shelters received support e.g. from Accenture and Canon Europe.

Numerous companies took part in the 'Chain reaction' campaign. Companies challenged their staff to exercise, to preserve nature and at the same time to raise funds for health projects in developing countries.

Cooperation with Halti began in the autumn with a recycling campaign in Intersport stores. Consumers took their used but still wearable jackets to the stores and received a discount voucher in return. The Logistics Centre received more than 2 000 jackets, which were despatched to Tajikistan and Mongolia.



Jenni Vihtanen

Immigrant children at the Homework Help club at Itäkeskus in Helsinki.

In the Helsinki and Uusimaa district, cooperation continued with the regional co-operational enterprises HOK-Elanto. A novelty was the Homework Help initiative with volunteers helping especially immigrant children and adolescents in doing their homework.



FRC Image archive

The Chain reaction fundraising campaign was carried out for the first time.

# Finance and administration

## Risks and risk management

The development of risk management was initiated in the spring of 2009 with the Board's adoption of a Risk management policy. The goal is to make risk management an integral part of FRC management. At the beginning of each year, the Board will receive a summary of FRC's primary risks and risk management actions, and monitors their effectiveness from the perspective of FRC's operations.

The primary risks affecting the FRC are related to a deterioration of its reputation on one hand, and to a reduction of the number of actors on the other. The mitigation of both risks requires sustained work in reforming operational practices: removing obstacles to participation, presence and visibility among people, goal-oriented leadership as well as development of supervision.

In the current economic conditions, risks related to economy and its balanced development are brought into focus. The control of personnel costs is a continuous challenge in an expert organization like the Red Cross. The collective labour agreement concluded at the beginning of 2010 is expected to offer new opportunities for supporting personnel management. Increasing fundraising is, likewise, extremely challenging. It requires not only success in investment actions but also new competence and better internal cooperation within the FRC. The economic challenge of FRC districts is to develop income financing to secure operational preconditions in the long term.

Leading a multidimensional organization also includes risks related to the impact of action and effectiveness of leadership. In developing leadership, efforts are made to ensure common goals for all FRC action, to clarify the division of labour and organization of operations and to create appropriate management practices.

The prerequisite of our action is the competence of our personnel and volunteers. Competence development will be made a more integral part of the line managers' leadership skills. The training of coaches will improve the support provided for the local branches in volunteer activities.

Investment-related risk management has been developed during the year in cooperation with external financial managers.

## Personnel and coping at work

Topics related to coping and well-being at work were continuously taken up in line manager meetings. In 2010, a well-being at work survey will be conducted, and a model enabling early problem-solving taken into use.

In the autumn of 2009 discussions were initiated with employee organizations (Erto/ Federation of Special Service and Clerical Employees, Tehy/ Union of Health and Social Care Professionals, Super/ Finnish Union of Practical Nurses) concerning the transition from FRC's own collective labour agreement to collective agreements concerning the Health services sector, Private social services sector and the Social welfare organizations sector.

In accordance with the collective labour agreement, wage increases were implemented on 1 May 2009 (0.9 %) and on 1 September 2009 (2.4 %). The level of the increases was generally higher than after previous labour market rounds, resulting in an unusually high increase in salary expenses. The May increases were distributed as a so-called local share, i.e. with locally agreed distribution principles. The increases were targeted at those whose salaries were lower than other staff members' with corresponding duties.

The total of salaries and fees paid was 33.1 million euros (cf. MEUR 30.9 in 2008 and MEUR 28.9 in 2007).

FRC's self-financing covered 60.5 per cent of the salaries paid to the Headquarters staff and 26.9 per cent of the Emergency youth shelters staff. The salaries of the Blood Service were covered through self-financing.

The Headquarters salary expenses increased by 4.2 per cent in comparison with the year 2008. The increase is especially due to an increase in delegate salaries (26 %).

Line managers were trained in two groups. Two line manager forums were organized for members of the FRC Management team, district managers and team leaders. The forums dealt with change communication and supervising the use of work time, work ability, interaction and initiating a topic. A line manager assessment was conducted and discussed with 22 line managers. Two training sessions were arranged for other line managers, including the above-mentioned topics as well as feedback, decision-making and change management. A total of 58 line managers participated in the trainings.

The annual induction course for FRC employees had 33 participants. In recent years, the induction course has become an important element of introducing new staff members to the FRC.

At the end of 2009, 314 persons worked in organizational duties at the FRC Headquarters and districts. The number of HQ employees decreased from the previous year, while there was a corresponding increase in the districts. For the first time, the number of persons in the districts was higher than at the HQ. On 31 December, the Headquarters had 148 employees (cf. 153 in 2008 and 149 in 2007).

The average number of staff in the Blood Service during the year was 610 (cf. 551 in 2008, 587 in 2007). In other institutions and professional services, the annual staff average was 435. In 2008, the corresponding figure was 306. The increase is explained by the significant expansion of the reception centre operations immediately from the beginning of 2009 onwards (the number of persons increased from 53 to 237).

Within the support services for informal carers, the salaried activities were driven down, and the staff number went down from 51 to 23. In addition, the FRC provided employment of varying length for a total of 1 446 persons entitled to salary support and to 743 persons entitled to other forms of support during the year.

## Balancing income and expenditure

The Board of the Finnish Red Cross has set a goal to balance FRC's income and expenditure by the end of the year 2011. There are two principal means: developing fundraising and increasing cost-efficiency through a critical analysis of the expense structure, and a development of operating procedures. This means, in particular, a harmonization of information systems and operations of financial administration in order to improve the quality of information and cost-efficiency necessary for leading the organization.

FRC's economic status and liquidity continue to be at a good level. The financial market crisis has, however, added to the challenges of balancing FRC's economy.

The book value of the surplus of the central administration was 3.4 million euros (MEUR –5.8 in 2008). The surplus increased due to the recovery in the value of investments, especially as a consequence of the positive development in the shares market.

The selling of the shares of Respecta Oy (0.5 million euros) and the larger than before donations through wills (1.7 million euros) also improved the surplus of the financial period.

The income of actual operations was 115.1 million euros (MEUR 110.3) and expenditure 136.2 million euros (MEUR 131.7).

Income through fundraising was 12.9 million euros (MEUR 13.3) and expenditure 3.4 million euros (MEUR 3.7). The net income of fundraising was 9.5 million euros (MEUR 9.6).

## Systems and procedures to support policies

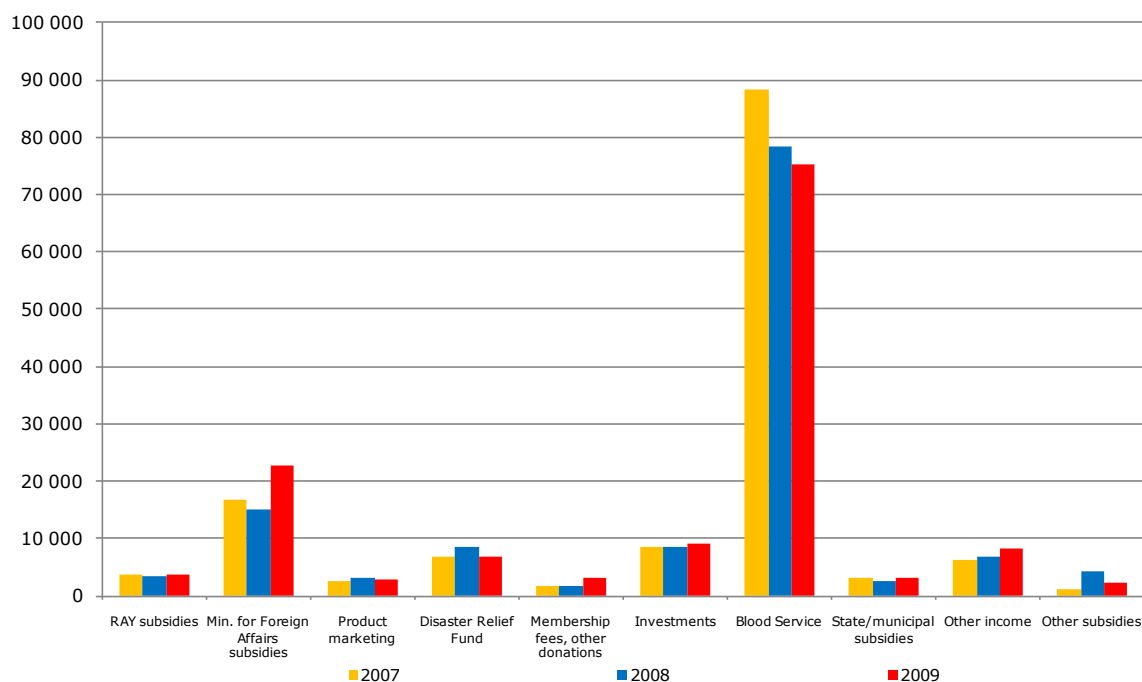
The selection of a new financial administration system was started during the accounting period. At the same time, operating procedures related to financial activities will be renewed, and emphasis will be laid on improving FRC's planning and reporting, as well as systems supporting them.

The FRC must ensure operating preconditions nationwide. A new innovation is the working group for the development of an organizational support model. The model should provide better support for reaching the goals set in FRC's Strategic Programme, for implementing harmonized support services all over Finland, as well as for developing leadership.

As the starting point for developing investment activities the Board adopted an Investment policy in the autumn of 2009. On the basis of the policy, competitive tendering was launched for financial management. In financial management, the aim is to transfer assets in securities for the value of 75 million euros to a discretionary portfolio management model in early 2010.

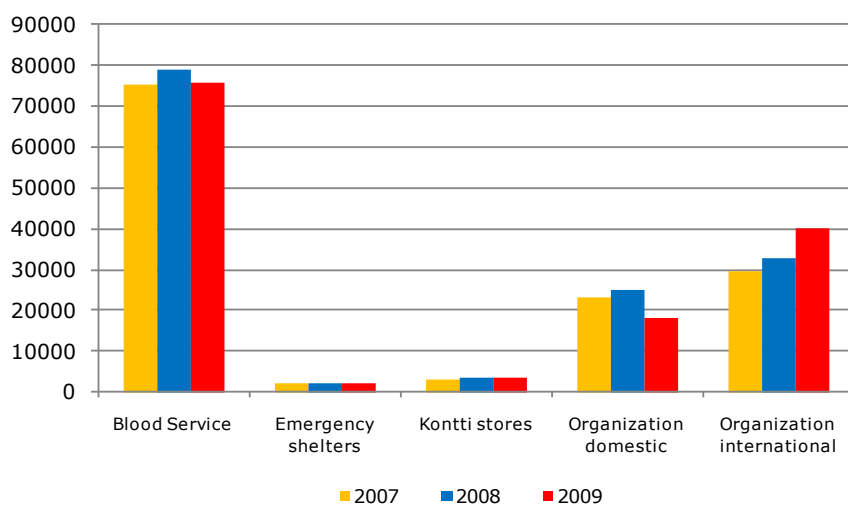
The Board also requested a report on how the supplementary pension liabilities will be taken care of in the future. The principal options are to insure the supplementary pension liabilities or to continue their management as the organization's own responsibility. The report will be completed in 2010.

### Income 2007-2009 (1 000 euros)



Income (1 000 euros)	2007	2008	2009
RAY subsidies	3 776	3 384	3 647
Min. for Foreign Affairs subsidies	16 746	15 176	22 695
Product marketing	2 670	3 083	2 904
Disaster Relief Fund	6 816	8 568	6 817
Membership fees, other donations	1 703	1 639	3 173
Investments	8 506	8 590	9 131
Blood Service	88 250	78 270	75 315
State and municipal subsidies	3 274	2 668	3 025
Other income	6 318	6 708	8 224
Other subsidies	1 149	4 165	2 217
	<b>139 208</b>	<b>132 251</b>	<b>137 148</b>

### Expenditure 2007-2009 (1 000 euros)



Expenses (1 000 euros)	2007	2008	2009
Blood Service	75 253	78 699	75 784
Emergency shelters	2 215	2 230	2 344
Kontti chain	3 047	3 329	3 711
Organization domestic	23 310	24 778	17 956
Organization international	29 364	32 735	40 184
	<b>133 189</b>	<b>141 771</b>	<b>139 979</b>

# Institutions

## Blood Service

There were several ongoing development projects in the Finnish Red Cross Blood Service (FRCBS). These included the designing of a new production model, development of electronic services and IT architecture, reforms in customer relationships management and projects aiming at new treatment forms.

The FRCBS also succeeded well in taking care of its basic duties. The production of blood products continued, and the FRCBS achieved good results in client and donor satisfaction surveys.

The total number of blood donations decreased slightly. However, blood shortage situations were avoided. The number of new donors was higher than aimed at.

A new electronic appointment booking was developed for donors, as well as regular e-bulletins and an Internet-based donor eligibility test. FRCBS communications were active and multi-dimensional.

The amount of red cells used in treating patients remained at the same level as in previous years. In contrast, the amount of platelets used grew significantly from 2008.

The whole blood donated could be made use of in blood products with a high utilization rate, and the delivery reliability remained good. The FRCBS prepared for the H1N1 influenza epidemic by monitoring the situation and by replenishing stocks of supplies. However, the influenza epidemic turned out to be mild and did not have any significant effect on the supply of blood products or blood donations.

Towards the end of 2009, cooperation with Octapharma was expanded to cover all plasma deliveries and to begin the distribution of Octapharma's medicinal products in Finland. At the same time, the contracts with Sanquin and Baxter expired. Some changes were made in the range of CSL Behring's medicinal products distributed by the FRCBS.

The sales of medicinal products supplied to clients went down. The considerable fall in the sales was due to the decrease in the price of the Haemate plasma derivative and the substantial decrease in its use.

Approximately 127 000 clinical laboratory tests were commissioned from the FRCBS. Most of them were blood group and blood group antigen tests of pregnant women.

There were more first-time donors than before.



The number of maternity clinic tests increased as a result of a higher number of childbirths. In contrast, the number of haemostasis tests decreased from last year, because detailed tests related to bleeding and clotting tendencies are no longer exclusively provided by the FRCBS.

Three new central hospitals joined the Ketju ('chain') operating model improving the management of blood product supply. The model is now in use at 12 hospitals.

Preparations were made for a new cell production centre. The cell production centre will commence its operations in 2011.

New patent applications were submitted by the FRCBS R&D activities. The FRCBS became a shareholder in the Strategic Centre for Health and Well-being (SalWe) and made research proposals within its framework.

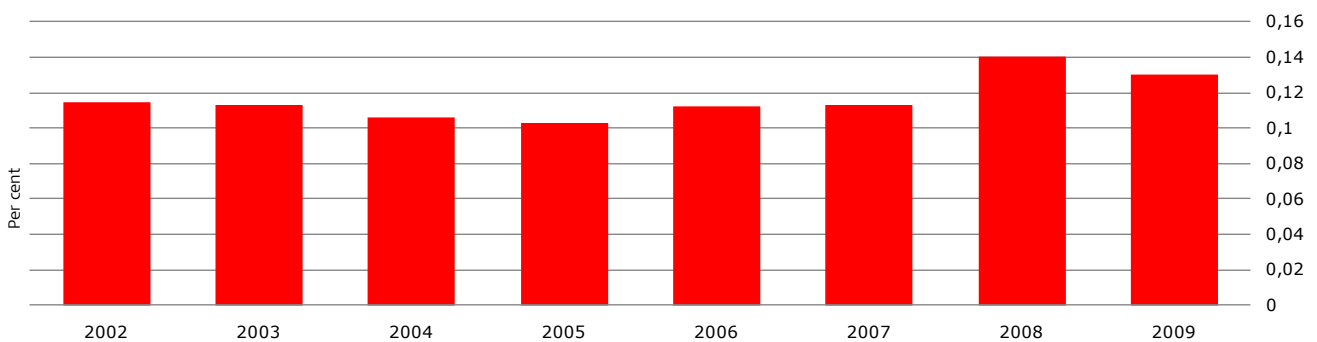
The FRCBS employed more than 600 employees, 524 of whom were permanently employed.



Jyrki Komulainen

A thousand blood donors are needed in Finland each working day.

Share of new donors from all donors



## Emergency Youth Shelters

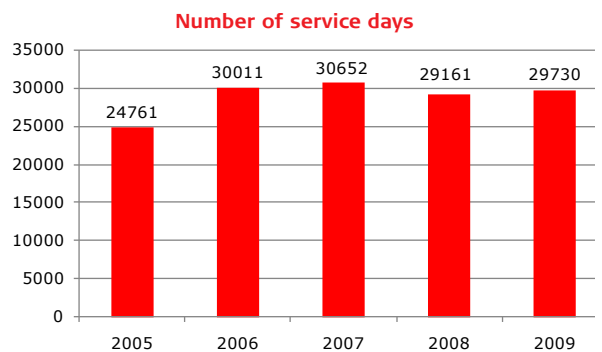
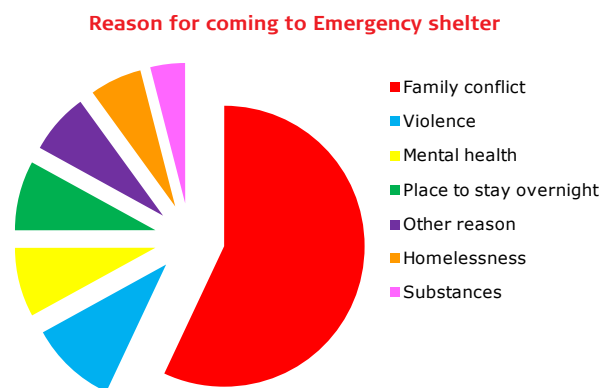
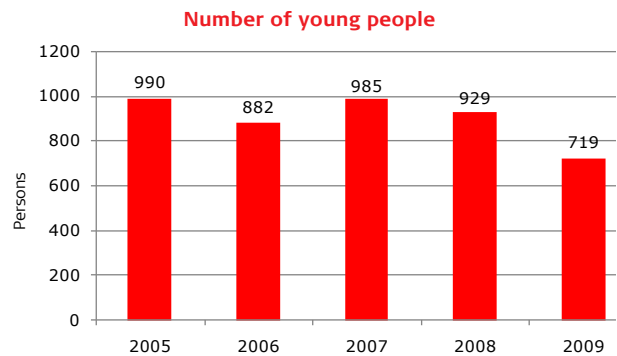
The Finnish Red Cross maintains five Emergency youth shelters in Helsinki, Vantaa, Espoo, Tampere and Turku. They offer their assistance to young people under the age of 19 and their families in various crises. The total number of emergency overnight beds was 34.

The services at the shelter were divided into three phases: crisis work and emergency accommodation, family room activities and support to independent coping. The most common reason for coming to the shelter was family-related problems and conflict at home.

The number of youth decreased somewhat from the previous year, but the total number of service days increased a little. It was easy to recruit volunteers to the Emergency shelters. Their input was significant in terms of the operations of the Emergency shelters.

The pilferage reprimand practice was continued in Turku. The Turku shelter also began to provide a family group conference service for the needs of the Turku City social services from the beginning of March onwards. The service seeks solutions to the problems of child protection clients.

Finland's Slot Machine Association RAY, various companies, associations and private persons where among those that supported the activities.



Reijo Hietanen

Mari-Anne Eerikäinen, Sarita Ikkala and Lasse Salmi in the kitchen of the Emergency youth shelter in Tampere.

## Kontti Recycling Department Stores

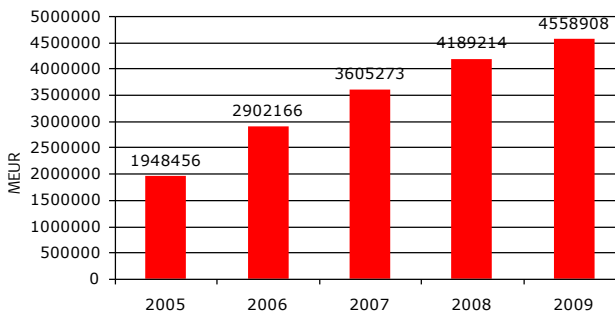
The result of the Kontti chain for 2009 was very good. The result is remarkable, since the external operating environment has set additional challenges both to providing employment and to the commercial efforts.

The Kontti chain employed approx. 1 000 people with various types of contract. Dozens of volunteers were also involved in the activities. During the year, a model was developed to fit together a salary-subsidized job and a vocational degree.

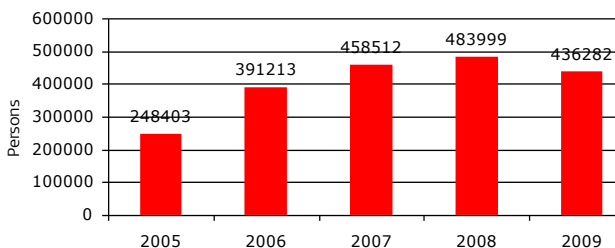
Cooperation with labour authorities and the TE Centres (Employment and Economic Development Centres) worked well. Social accounting showed that the Kontti stores as work communities were able to offer their employees individualized support and to develop their vocational competence in multiple ways.

The Kontti store of Pori sent a total of 22 000 kg of sorted and baled clothing to the FRC Logistics Centre. The Kontti stores of Oulu, Lahti, Lappeenranta, Joensuu, Tampere and Kuopio produced 80 000 kg of raw textile material to be baled in the Logistics Centre. Despite information efforts, the stores received a lot of clothes that ended up as waste. The amount of waste and the consequent waste disposal expenses grew in line with the increasing amount of clothes donated up to 113 000 euros.

**Kontti Stores turnover**



**Paying customers**



Esa Kyro

The Kontti Recycling Department Store was one of the FRC units providing employment.



Heidi Tamminen

A display table in the Kontti store in Oulu. Half of the income generated by each Kontti store is used for Red Cross activities in its home district.

# Partners in 2009

## Main partners

- **Tapiola Group**: friend visitor activities
- **S Group**: membership recruitment
- **United Magazines**: support to marketing of activities; also a **women's magazine club**

## Muut yritykset

- **Accenture**: Emergency youth shelters, developing volunteer work and corporate cooperation
- **Multiprint, Ezpa, Fillari and Accenture**: 'Chain reaction' campaign
- **River Co and Stadium**: Round up for the Red Cross
- **Halti**: Recycling campaign
- **Canon Europe**: Emergency youth shelters
- **Toyota**: Road safety

## Projects

- Regional co-operational enterprises **HOK-Elanto** with Helsinki and Uusimaa district: Homework help
- **Suomen Tivoli Oy**: first aid training, drug and alcohol training

## Partner organizations

- **Yle Helps Foundation** (Finnish Broadcasting Company and nine NGOs)
- YLE Christmas campaign (**YLE Morning TV, Radio Suomi, Finnish Red Cross, Mannerheim League for Child Welfare and Kesko Retailers**)
- **Voluntary Rescue Service** (50 organizations, FRC as the coordinator)
- **National Defence Training Association (MPK), Finnish National Rescue Association (SPEK) and Emergency Services College**: contingency training
- **MPK**: first aid training, humanitarian law and Voluntary Rescue Service
- Finnish Youth Co-operation – **Allianssi, SETA ry** (organization for sexual equality) and **Seitti ry** (youth cooperation organization of five NGOs for physically disabled people): youth activities
- **The Martha Organization, The Family Federation and Finnish Sports Federation**: planning equality
- **Guides and Scouts of Finland**: development of first aid training
- **The Finnish Association for Swimming Instruction and Life Saving (SUH)**: first aid training

## Domestic activities

- **Finland's Slot Machine Association RAY**: Voluntary Rescue Service, support to informal carers, HIV/AIDS activities, drug and alcohol programme, EHYT community project, integration of immigrants, electronic branch office, Emergency youth shelters

- **OK Association for Educational Activities**
- **Ministry of the Interior and Finnish Immigration Service**: Reception of asylum seekers and quota refugees, travel arrangements for refugee family reunification, resettlement, everyday safety/ internal safety, and cooperation with the police in all provinces
- **Ministry of Education and Culture**: youth activities
- **Folke Bernadotte Foundation, British Council**: youth activities
- **Centre for International Mobility CIMO**, European Union Youth in Action programme: 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 Affairs 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
- **Finnish Defence Forces**: first aid training of conscripts
- **Finnish Resuscitation Council, National Institute for Welfare and Health**: development of first aid and health programmes and materials
- **Finnish Medical Society Duodecim**: training materials
- **Union of Journalists in Finland**: development of cooperation between volunteers and journalists
- **Association of Finnish Local and Regional Authorities**: communication in crises and accidents
- **Advisory Board for Ethnic Relations ETNO**: ethnic relations, integration, equality
- **The Social Gateway**: consultation in immigrant issues
- **Association for Educational Activities**: integration
- **European Refugee Fund**: integration
- **European Fund for the Integration of Third-Country Nationals**: promotion of equality
- **European Social Fund**: projects in the semi-labour market (such as: Vällky, Välke, Suunto)

## International assistance

- **Ministry for Foreign Affairs, National Emergency Supply Agency, EU, ECHO**: humanitarian aid, development cooperation

# Income statement

	1.1.-31.12.2009	1.1.-31.12.2008
<b>ORDINARY OPERATIONS</b>		
<b>Income</b>	115 096 630,85	110 281 677,40
<b>Expenses</b>		
- Personnel expenses	-44 176 484,20	-42 104 718,93
- Depreciation	-2 025 640,06	-2 040 004,98
- Other expenses	-89 978 206,35	-87 558 648,62
<b>Surplus/Deficit</b>	-21 083 699,76	-21 421 695,13
<b>FUNDRAISING</b>		
- Donations, Disaster Relief Fund	6 816 507,90	8 567 974,84
- Membership fees	343 520,20	410 294,53
- Other income	5 733 425,18	4 311 773,65
- Collection expenses, Disaster Relief Fund	-691 632,87	-863 214,30
- Other expenses	-2 732 829,89	-2 859 818,23
<b>Surplus/Deficit</b>	-11 614 709,24	-11 854 684,64
<b>INVESTMENTS AND FINANCING ACTIVITIES</b>		
- Income	9 130 871,49	8 590 391,34
- Expenses	-1 916 584,35	-7 934 287,64
<b>Surplus/Deficit</b>	-4 400 422,10	-11 198 580,94
<b>EXTRAORDINARY ITEMS</b>		
Extraordinary income	0,00	72 968,75
<b>SELF-FINANCING ITEMS</b>		
- Income	386 141,62	173 123,33
- Expenses	-386 141,62	-173 123,33
<b>SUBSIDIES</b>	412 000,00	412 000,00
<b>RESULT FOR THE FINANCIAL YEAR</b>	-3 988 422,10	-10 713 612,19
<b>TRANSFER TO/FROM DISASTER RELIEF FUND</b>	7 395 700,86	4 928 579,77
<b>DEFICIT/SURPLUS FOR THE FINANCIAL YEAR</b>	3 407 278,76	-5 785 032,42

# Balance sheet

	31.12.2009		31.12.2008
<b>ASSETS</b>			
<b>NON-CURRENT ASSETS</b>			
<b>Intangible assets</b>			
Intangible rights	2 261 777,01		2 524 175,89
<b>Tangible assets</b>			
Real estate (Land)	84 093,96		84 093,96
Real estate (Building and construction)	3 192 179,82		3 312 014,82
Machinery and equipment	2 131 206,07		2 801 076,81
Advance payments and other construction in progress	422 907,83		144 038,11
<b>Investments</b>			
Investments in capital assets			
Stocks and shares	1 201 736,84		1 217 620,86
<b>Investment holdings</b>			
Real estate (Land)	916 502,36		488 144,36
Real estate (Building and construction)	2 061 214,54		2 109 713,14
Securities	34 959 660,38		34 485 724,67
<b>SELF-FINANCING FUNDS</b>			
Securities	2 795 007,92	2 447 894,69	
Bank receivables	13 692,69	55 374,62	2 503 269,31
<b>CURRENT ASSETS</b>			
Stocks			
Goods	10 215 143,80		11 268 294,96
<b>Debtors</b>			
Short-term			
Trade debtors from FRC districts	707 916,36	662 989,81	
Trade debtors	5 527 004,67	5 611 769,51	
Loans receivable from the districts	84 375,00	155 000,00	
Loans receivable	31 063,85	31 063,85	
Other debtors	4 281 640,68	4 641 662,72	
Prepayments and accrued income	<u>3 352 619,20</u>	<u>4 870 813,61</u>	15 973 299,50
Investments	38 012 603,01		8 783 272,64
Cash in hand and at banks	<u>19 756 940,53</u>		<u>53 455 666,67</u>
<b>TOTAL ASSETS</b>	<b><u>132 009 286,52</u></b>		<b><u>139 150 405,70</u></b>
<b>EQUITY AND RESERVES</b>			
<b>CAPITAL AND RESERVES</b>			
Self-financing funds	2 808 700,61		2 503 269,31
Blood Service Fund	23 546 309,70		23 546 309,70
Disaster Relief Fund	14 997 152,96		22 392 853,82
Retained earnings	17 462 963,74	23 247 996,16	
Profit/loss for the financial year	3 407 278,76	-5 785 032,42	17 462 963,74
<b>CREDITORS</b>			
<b>Current</b>			
Pension loans	40 517 000,00		40 114 000,00
Loans from credit institutions	5 700 000,00		6 800 000,00
<b>Non-current</b>			
Loans from credit institutions	1 100 000,00	1 100 000,00	
Advances received	4 471 044,30	6 611 715,15	
Trade creditors to FRC districts	65 702,29	90 235,42	
Trade creditors	6 259 547,75	6 902 701,65	
Other creditors	3 371 185,87	3 041 041,84	
Accruals and deferred income	8 302 400,54	23 569 880,75	26 331 009,13
<b>TOTAL EQUITY AND RESERVES</b>	<b><u>132 009 286,52</u></b>		<b><u>139 150 405,70</u></b>

# Finnish Red Cross Governance

## Council

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

Representatives of Ministries	Karjalainen Sakari Kaukoranta Päivi Kuronen Pentti Partanen Marja-Liisa Partanen Pentti Sorainen Olli
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## Board

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

## Finance and Personnel committee

Chair	Helaakoski Hannu
Deputy chair	Anttila Håkan
Members	Carlstedt Henrik Korvenpää Timo Lumme-Tuomala Riitta Piispanen Elina

## Board of Supervisors of the Blood Service

Chair	Kainulainen Harri
Deputy chair	Kaukonen Harri-Pekka
Members	Cantell Aaro Kuronen Pentti Nygård-Taxell Rachel Pesola Helena

## Board of the Emergency Shelters

Chair	Paatero Pekka
Deputy chair	Qvist Airi
Members	Abib Mukhtar Bremer Lena Kuosmanen Taru Nyberg Frankenhäuser Annika Reinikainen Erja

## Board of the Kontti Recycling Stores

Chair	Bloigu Elisa
Deputy chair	Vilmi Silja
Members	Haapasalo Kirsi Kohmo Pasi Kumpula Kristiina Löövi Kalle

### **Volunteer Activities Committee**

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

### **Youth Committee**

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

### **First Aid Committee**

Chair	Kuronen Pentti
Deputy chair	Söder Jouko
Members	Katila Ari Kinnunen Ari Kärnä Helena Määttä Teuvo Silfast Tom

#### External expert members

Castrén Maaret  
Saari Salli  
Vertio Harri

### **Organizational support working group**

Chair	Paatero Pekka
Members	Harri Hannu Pietikäinen Marja Piirto Mimmu Sandell Birger Ch. Vilmi Silja Väisänen Tapani

### **Development group for Emergency shelters**

Chair	Paatero Pekka
Members	Anttila Erja Kumpula Kristiina Rousu Sirkka Savolainen Pentti Ylönen Oona
External expert members	Kiuru Krista Ollila Pirkko-Liisa Pyykkö Mika Qvist Airi Suomi Monna

### **Merits working group**

Chair	Oksanen Tuula
Members	Kainulainen Harri Mattsson Ruut-Maaria Mäkinen Markku Löövi Kalle Repo Kaija Sanmark Outi Witting Örn

### **Investment committee**

Chair	Kumpula Kristiina
Members	Korvenpää Timo Rautonen Jukka Väisänen Tapani

## Our principles

Humanity

Impartiality

Neutrality

Independence

Voluntary service

Unity

Universality