



JOY, HOPE AND TRUST.

Annual Report 2021

Finnish Red Cross

Adopted by the Council on 20 May 2022

Cover photo: The new mobile Emergency Evacuation Centre was tested in Tampere in early 2021. The trailer holds, among others, two tents, camping beds, sleeping mats, tables and chairs, a generator, lighting systems, and a diesel heater. There are 14 EEC units in the region of 11 districts. Photo: Joonas Brandt

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Finnish Red Cross in brief

The Finnish Red Cross (FRC) is a humanitarian assistance organisation the purpose of which is to help those in greatest need at home and abroad. It is a part of the International Red Cross and Red Crescent Movement, which provides assistance in disasters and crises in accordance with its seven Fundamental Principles. The global ability of the Red Cross and Red Crescent Movement to act is based on its neutrality and independence.

The Finnish Red Cross is one of the largest voluntary organisations in Finland. Its purpose is to protect in all circumstances life and health and to safeguard human dignity and human rights, to help the most vulnerable in order to prevent and alleviate human suffering, as well as to support and assist the country's public authorities in times of peace as well as of war and armed conflict.

The Finnish Red Cross helps people when disasters and accidents strike and trains them to be prepared for them. The organisation encourages people to look after their health and to take care of one another.

Governance

The highest decision-making power in the Finnish Red Cross belongs to the General Assembly, which convenes every third year. The next General Assembly will be held in 2023. The General Assembly elects the President as well as the Board and the Council of the Finnish Red Cross, which lead the action of the organisation.

The Finnish Red Cross is an association governed by public law, which carries out its activities throughout the country. The organisational units comprising the Finnish Red Cross are its central administration, districts and local branches. The organisational units with their institutions constitute the Finnish Red Cross. The FRC-owned institutions, the Blood Service, Youth shelters and Kontti recycling stores, are part of Finnish Red Cross central administration. Finnish Red Cross first aid related activities have been centralised in Punainen Risti Ensiapu Oy, a limited company jointly owned by the Headquarters and the districts.

The Finnish Red Cross has 436 local branches, whose activities are supported by 12 regional districts. The districts, the branches and Punainen Risti Ensiapu Oy prepare separate financial statements, which are not included in those of Finnish Red Cross central administration.

Finnish Red Cross volunteers work in local branches. The paid employees of the 12 district offices support the volunteers through regular contact, training and events. The reception centres run by the Finnish Red Cross operate under each district.

Finnish Red Cross voluntary activities and assistance work both in Finland and abroad are coordinated by the Headquarters. Its responsibilities include the development of FRC action, national collaboration with public authorities, national campaigns and international cooperation. The Headquarters is also in charge of Finnish Red Cross national advocacy work and promotes respect for its values in societal decision-making.

Activity forms

- Assistance activities in accidents in Finland
- First aid groups, event first aid and first aid training
- Friend services, support to informal carers, food aid and enhancing inclusion
- Healthpoints and other health promotion
- Clubs and camps for children and young people
- Support to immigrants, reception of refugees and asylum seekers
- Restoring family links
- International disaster response and development cooperation
- Collections, campaigns and other fundraising
- Advocacy for people in greatest need
- Training in and dissemination of international humanitarian law
- Blood Service
- Kontti recycling department stores
- Youth shelters
- Coordination of Voluntary Rescue Service

Finnish Red Cross in figures

25 000	volunteers and fundraisers
113 000	blood donors
71 500	members
121 500	regular contributors

Fundamental Principles

Humanity

The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

Impartiality

The Movement makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

Neutrality

In order to continue to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

Independence

The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

Voluntary service

It is a voluntary relief movement not prompted in any manner by desire for gain.

Unity

There can be only one Red Cross or one Red Crescent Society in any one country. It must be open to all. It must carry out its humanitarian work throughout its territory.

Universality

The International Red Cross and Red Crescent Movement, in which all Societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.

Activity report for the year 2021

Introduction

The Finnish Red Cross (FRC) Strategic Programme adopted in Vaasa in 2020 set the main goals for the organisation's core areas. They are: enhancing preparedness, community wellbeing and strengthening humanitarian values on the basis of the Fundamental Principles of the Red Cross. To enable the main goals, the General Assembly set change goals, the achievement of which will make the dynamic Red Cross stronger.

The transformation of the operational environment at home and abroad has accelerated the implementation of the changes. The coronavirus pandemic has increased assistance needs and forced us to find new ways of operating faster than assessed when drafting the Strategic Programme. In 2021, the question was no longer about studying digital systems but about using them more effectively and adapting them to new purposes.

The Oma information system for volunteers and their agile ability to react to digital ways and needs of operating enabled the swift recruitment of volunteers to support public authorities in the vaccination campaign. Hundreds of new helpers from all over Finland have signed up especially for online support services targeted at young people. Also the Blood Service is seeking new digital opportunities to reach new donor generations. The entire Red Cross offers a platform for action and helping regardless of the place of residence.

The structural changes in society and growing assistance needs now highlight two issues. Firstly, we must have the courage to focus on the core functions and values of the Red Cross, and secondly, be able to collaborate both within our organisation as well as with other actors. Above all, preparedness to act in crises and accidents requires collaboration in municipalities, wellbeing services counties and nationally. A visible, well-known and trust-building Red Cross all over Finland and the world enables swift assistance when it is needed. The International aid policy adopted by the Board strengthens the commitment of the Finnish Red Cross to raising the amount and quality of international aid.

Preparedness is built through cooperation between volunteers and professionals, in which the key lies in learning and doing together. The most important goal for the whole General Assembly period is to open up the Red Cross to all people interested in it and to ensure that they can act and also get joy out of it for themselves. Volunteers and professionals know how to act and get the support they need. This is the underlying message in the Red Cross principle of unity.

Gathering information and using it as the basis for decision-making becomes increasingly important. The report on growing loneliness published in February 2021 provides volunteers and professionals an excellent basis for developing and expanding friend and psychosocial support services.

The changing operational environment also challenges the organisation's structures and economy. The Board's message in balancing the finances has been to ensure that the entire organisation is strengthened through programmes responding to needs and by placing emphasis on action. It is important to change structures to meet operational needs, not vice versa. A process to reform the funding model of civil society organisations in Finland was started at the beginning of 2022, and the funding of international activities is also in motion. These will impact Red Cross action in the future but effective action responding to needs will still continue to be the precondition for good resource development.

The rapidly changing, unpredictable world raises an exceptional amount of feelings of insecurity and fear. More than ever, the crisis in Ukraine highlights the mission and principles of the Red Cross. The Red Cross helps amid conflict, in neighbouring countries and in Finland.

Amid crisis, expressions of humanity and willingness to help also increase. Hope is a significant resource. Therefore the pledge made at the General Assembly to be an organisation of joy, hope and trust is now particularly important.

The Finnish Red Cross despatched a field hospital to the Haiti earthquake operation, in which more than 5,000 patients were treated within three months. Doctor Aleth Innocenti cleaned the open wound on Jameslee Thermitus's foot and carried him home.



TINA LEINONEN

Help is available locally

Effective aid in changing Finland

The year 2021 was characterised by coronavirus-related assistance duties. The Red Cross assisted municipalities, among others, in support tasks in the coronavirus vaccination campaign and in contact tracing. More than 2,000 volunteers were involved in the duties. Coronavirus information was also continued to support people's psychosocial resilience and to encourage people to get vaccinated.

Other domestic assistance duties were related to, among others, structural fires and wildfires, accidents, storms, water distribution as well as threatening and violent situations. The Red Cross also had a strong involvement in the Afghanistan evacuations.

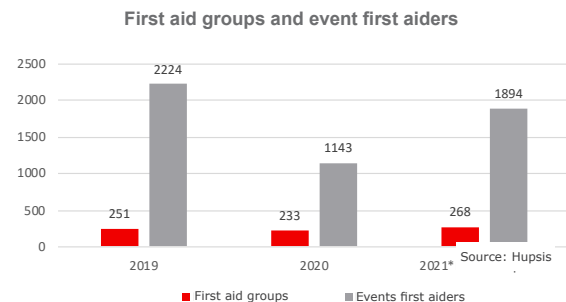
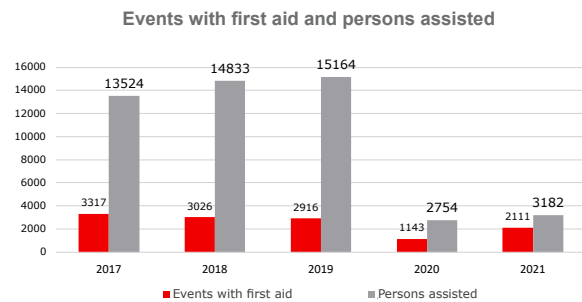
The number of alerts through the Voluntary Rescue Service was 364, with 2,571 persons assisted. FRC districts and branches provided relief in 185 sudden accidents in Finland, most of which were fires. These assistance situations involved 91 FRC branches in almost all districts. The number of people assisted was 470. The

number of people assisted was lower than the year before but the number of duties was higher.

First aid groups and event first aid were actively developed. The guidelines prepared by the event first aid quality guideline group were adopted in the Expert group for first aid and health activities. The ordering system for event first aid progressed towards the pilot phase.

New Emergency Evacuation Centre (EEC) units were taken into use to improve the preparedness of local branches and alert groups. There are 14 EEC units in the region of 11 districts.

Preparedness planning and gathering of the national situational picture were developed, among others, by digitalising preparedness plans of FRC local branches and by promoting regional planning. The general part of the preparedness plan was updated and planning was harmonised together with the districts, Kontti chain and Blood Service.



Volunteer Niusha Hemadi guided a client at the coronavirus vaccination point at Messukeskus in Helsinki. The Red Cross assisted municipalities, among others, in support duties in the vaccination campaign and in contact tracing.



Preparedness for a large-scale influx of asylum seekers was maintained and developed. The national situational picture of reception capacity was updated. The

materials for the basic training in setting up temporary shelter were completed and the related training was piloted.

Skilled and reliable preparedness is built through collaboration

Preparedness and contingency competencies were strengthened through training and exercises. The new basic training course for response preparedness was extensively taken into use. Leadership training focused on operational management capacities.

Training courses in first aid, emergency support services and psychosocial support were renewed. Language diversity was increased in domestic assistance work. Protection, gender and inclusion (PGI) were enhanced by increasing information about them in various events. FRC's Climate Committee actively drafted the Environmental sustainability policy.

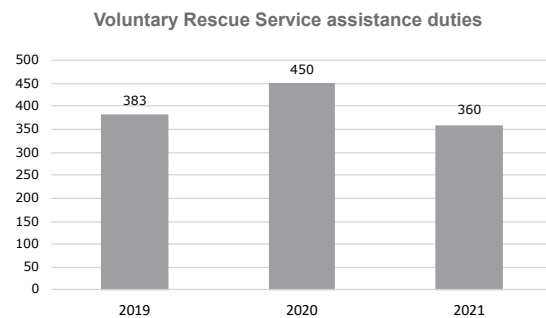
Preparations were made for the national preparedness exercise of the Strategic Programme period, Suoja 2022. The exercise will take place during Red Cross week 6–7 May 2022 under the theme response capacities in an evacuation situation.

Throughout the year, preparations were also made for the reform of public healthcare, social welfare and rescue services with new wellbeing services counties. The Headquarters and districts shared regional preparedness-related plans and best practices. The memorandum of understanding between the Finnish Red Cross and the Ministry of Social Affairs and Health regarding preparedness for abnormal situations and organising first aid training was updated. The agreement with the National Emergency Supply Agency was also updated. Four-

year agreements on the reception of quota refugees as well as on the support services related to the reception of persons seeking international protection and receiving temporary protection were made with the Finnish Immigration Service.

The Voluntary Rescue Service (Vapepa) network created a practice for NGOs to draft their service pledges. Coordination was boosted by increasing collaboration between the organisations and by preparing a development plan. Cooperation between the organisations was utilised in Red Cross training and in preparedness activities.

The two-year Oil spill project was concluded. The project designed operational models for leading long-term and extensive operations and for managing volunteers.



In 2021 the number of alert duties through the Voluntary Rescue Service was 364. Volunteers assisted, among others, in duties at the Kalajoki wildfire in July.



Kontti stores as links in the chain of helping and as providers of employment

The Kontti stores chain was able to ensure health-secure conditions for its customers and employees even amid the COVID-19 pandemic. The key to achieving this was the joint commitment to the public authorities' instructions and recommendations to prevent the spread of the coronavirus.

The stores operated practically normally throughout the year, and the commercial success was good. The sales volume of the Kontti chain was nearly 15.8 million euros with 3.7 million pieces of various products sold, which was markedly higher than the pre-pandemic level.

The Kontti online store was opened in early 2021, with many lessons learned during the first year. The sales target for the online store was not reached but customer feedback was highly positive.

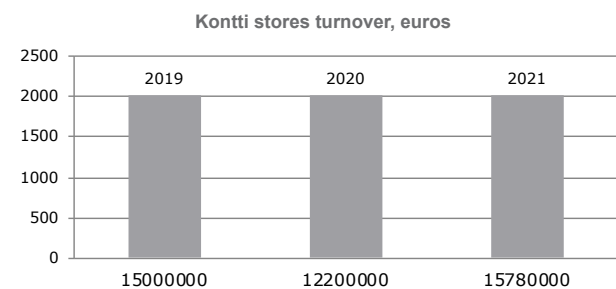
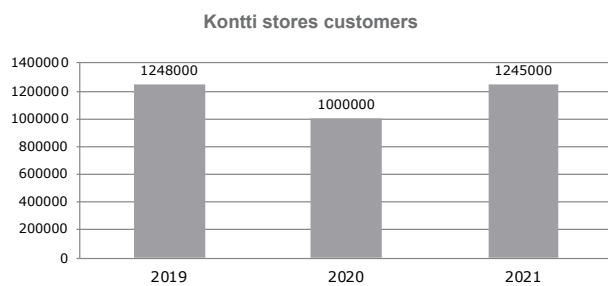
In the summer, Kontti supported the establishment of the Estonian Red Cross recycling store Punane Ristik. The 20th anniversary of the Kontti chain was celebrated both among staff and with customers. The chain's opera-

tional reliability was solidified with additional resources and by developing the production process.

Kontti stores forwarded 144,000 kg of textiles to FRC's Logistics Centre for international clothing aid. In 2022, the operational production of clothing aid will be transferred to the Kontti chain, which will set up its own logistics centre for the purpose.

In 2021, more than 1,400 persons worked in Kontti through various employment policy measures, half of whom completed their work period during the year. A total of 213 persons completed either a full or partial diploma during their work period and 77 found a new job or an education leading to a diploma directly after their Kontti period. Based on the end-of-period questionnaire, almost half of the respondents expected to find employment within six months after the Kontti period (response rate approx. 50%).

Two thirds of the Kontti result is directed to assistance work in Finland and one third to FRC's Disaster Relief Fund.



The Kontti chain has 12 second-hand stores and an online store. Despite the pandemic, the chain's commercial success was good: the sales reached almost 15.8 million euros. The photo is from the Espoo store.



FRIDA STEINER

Fast and effective international assistance

Help to fragile regions through development cooperation

Development cooperation was carried out in Africa, Asia and the Middle East with a total of 9.9 million euros. It was funded by money raised to FRC's Disaster Relief Fund, programme support from Finland's Ministry for Foreign Affairs and EU funding. Development cooperation focused on promoting health and disaster preparedness, with emphases on community-based health, sexual and reproductive health as well as response capacities to the growing number of climate change-related disasters.

Finnish Red Cross development cooperation is targeted at disaster-prone and fragile states. Conflicts in Afghanistan, Ethiopia and Myanmar created a significant increase in humanitarian needs during the year. In all countries, the Red Cross succeeded both in carrying on with long-term work and responding to the rapidly changing humanitarian situation with its own funding and by redirecting development cooperation funds.

Cooperation with the International Committee of the Red Cross (ICRC) was enhanced and a pilot project was launched in four African countries (Burundi, Ethiopia, Malawi and South Sudan) focusing on crisis communication as well as volunteers' safety and operational access. In addition, the FRC participated in designing the Finnish Meteorological Institute's project through which National Societies and communities in three Eastern African countries will access better weather services and early warning systems with support from Finland's Ministry for Foreign Affairs.

The development cooperation programme funded by the Ministry for Foreign Affairs with approx. 8.1 million euros was implemented in nine African and three Asian countries. It reached more than 1.3 million people. The programme, among others, spread information about the coronavirus, promoted good hygiene practices

During the year, disaster response was targeted, among others, at the dire humanitarian crisis in Afghanistan. A midwife of the Afghan Red Crescent checked people's health in Bagram town.



MEER ABDULLAH

and trained volunteers in the prevention of communicable diseases and preparing for them. In addition, National Society vaccination campaigns were supported in a number of countries in Africa, Asia and the Middle East.

A major effort in 2021 was preparing the Programme Plan seeking funds for the years 2022–2025. The pro-

gramme focus areas were updated in the process. The Programme Plan received good feedback for its quality and relevance. The amount of funding granted for development cooperation was slightly higher than in previous years.

Growing need for disaster response

The need for humanitarian aid in the world is record high. Disaster response needs grow due to climate change, instability and conflicts as well as the coronavirus pandemic.

In 2021, Finnish Red Cross disaster response was especially directed to the humanitarian crises in Myanmar, Ethiopia and Afghanistan, food security crisis in Eastern Africa, Mediterranean rescue operation of the International Federation of the Red Cross and Red Crescent Societies (IFRC) and SOS Méditerranée as well as Haiti earthquake operation.

Support to Red Cross coronavirus work was continued. It was channelled through the IFRC Global Appeal to Afghanistan, Lebanon, Niger, India, Nepal and Myan-

mar. Support was also given to Red Cross and Red Crescent Movement operations in, among others, Burkina Faso, Yemen, South Sudan, Croatia, Belarus, Ukraine, Syria, Niger and Somalia. In addition to using funds from FRC's Disaster Relief Fund, aid was provided with support from Finland's Ministry for Foreign Affairs and the European Commission's Directorate-General for European Civil Protection and Humanitarian Aid Operations (ECHO).

A new policy for Finnish Red Cross international aid was adopted in 2021, which further enhances FRC's role as a strong humanitarian actor within the International Red Cross and Red Crescent Movement.

Nyibol Mayom (at the front) serves in hygiene and clean water distribution duties in Abinajok village in South Sudan. The Finnish Red Cross supports partner National Societies in disaster response operations and long-term development cooperation projects.



Material and personnel assistance

Aid despatched from the Logistics Centre in 2021:

- Blankets, sleeping mats and kitchen sets to Ethiopia
- Diesel heaters and warehouse tent to Croatia
- Hospital beds and coronavirus protective equipment to Afghanistan
- Clothing, shelter equipment and aids to Tajikistan
- Clothing, shelter equipment and fabrics to Mongolia
- Blankets and warehouse tents to Lithuania

The Emergency Response Unit (ERU) surge capacity was used when despatching an IT and Telecom unit to the Haiti earthquake operation together with a field hospital, which treated more than 5,000 patients within three months. The authorities in India were supported with an oxygen cylinder delivery to the coronavirus operation. Relief supplies and food were sent to Afghanistan, Burkina Faso, South Sudan, Ethiopia, Yemen, Niger, Syria and Ukraine. Domestic operations were supported, among others, by delivering relief supplies to persons evacuated to Finland from Afghanistan.

The Headquarters procurement guideline and procurement policy of international aid were updated. The

renewed Red Cross online store was opened after a nearly year-long development project.

In 2021, the number of Finnish Red Cross delegate contracts totalled 191. Partner National Societies were supported in disaster response operations and in long-term development cooperation projects in Africa, Asia and the Middle East. In addition, Finnish Red Cross delegates worked, among others, in the ICRC hospital in Yemen, the IFRC operation in the Mediterranean as well as the ERU hospital and IT/Telecom unit in Haiti.

The number of new members joining the personnel reserve was 52. The FRC organised two IMPACT courses and one security training. The Emergency Response Units were supported by organising an ERU induction course as well as specialised trainings and further courses in health, logistics and technical skills. New training forms such as webinars became established alongside on-site courses. A new learning programme was launched for disaster response professionals.

Members of the international personnel reserve got together in the Annual Debrief and Refresher Day events. Three participants were sent to IFRC training courses building capacities for serving in health expert duties and as team leaders in disaster response operations.

– I have been following the disastrous humanitarian crisis at sea. I want to use my skills to help people in distress, says midwife Arja Savolainen, who worked in the rescue operation of SOS Méditerranée and the International Red Cross in the Mediterranean Sea.



THORIR GUDMUNDSSON

A thriving society includes all

Support and caring online and face to face

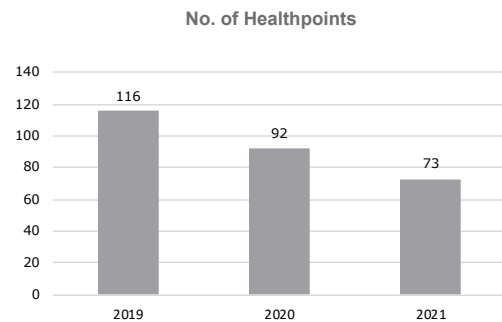
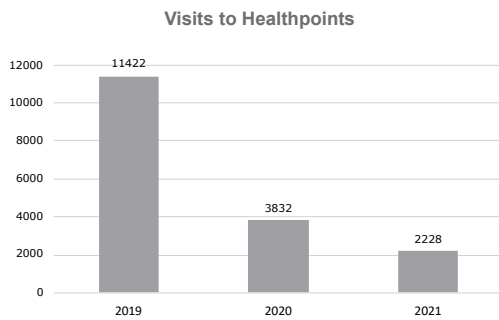
Online helping gained in popularity and attracted new volunteers to join the Red Cross. People of different ages seeking help found the activities well. In addition to online friend activities between two people, online groups for various target groups became established as a regular activity.

Food aid was expanded and collaboration was intensified. A total of 1,595 volunteers in 110 local branches took part in distributing food aid. In the course of the year, over 70,000 beneficiaries were met in food aid. In the cafés of the STEA (Funding Centre for Social Welfare and Health Organisations) funded Food and encounters project, beneficiaries participated in voluntary

duties, among others, by packing and distributing food bags. The Night of the Homeless campaign was joined in 15 municipalities.

A national project funded by the Ministry of Social Affairs and Health to develop the coordination of food aid activities between organisations was launched. The project strengthens collaboration between organisations offering food aid and creates a coordination model.

Health promotion activities included, among others, online trainings on drug and alcohol work, sexual health, accident prevention and other health promotion and safety themes. The number of trainings conducted was 40 with 1,000 participants.



Health promotion online trainings were held in accident prevention, drug and alcohol work, sexual health and other health promotion and safety themes.



Health promotion groups and Healthpoints met online. The new health promotion materials and e-learning courses published on the FRC Learning Material Service website had 10,000 users. In accident prevention, drug and alcohol work as well as sexual health campaigns the focus was on communication through social media, with Twitter Chat and TikTok successfully taken into use. Pop-up events were also organised.

The FRC ran seven sobering-up stations at festivals and youth gatherings. Pluspoint activities for HIV/AIDS

work were discontinued due to changes in the funding focuses of STEA.

The reform of public healthcare, social welfare and rescue services was prepared for by participating in working groups of the reform. The Headquarters supported districts and branches in social welfare and health topics with materials and information. In addition, three national webinars were organised on the current situation of the healthcare and social welfare services reform, the reform of the rescue services as well as the future of digital helping.

Stable supply of blood products also amid the pandemic

The Blood Service manages the supply of blood products all over Finland in a centralised manner. The operations include organising blood donations and collecting blood as well as testing donated blood, manufacturing blood products and distributing them to hospitals. The Blood Service supports patient care also through laboratory tests and cell services and conducts scientific research. The Stem Cell Registry supplies grafts for the treatment of severe blood disorders.

The coronavirus pandemic was feared to pose major challenges to the operations of both hospitals and the Blood Service. A stable supply of blood products was, however, maintained by precise monitoring and management as in the previous year. Also during the second year of the pandemic, the Blood Service was able to ensure the

safe organisation of the required blood donations and the delivery of blood products to hospitals even with rapidly changing needs. Laboratory services were also provided without significant disruptions. The Blood Service had appropriate precautions in place and blood donation was coordinated through advance booking.

During the year, 113,006 separate persons registered for blood donation and whole blood was collected 185,326 times. In addition, a total of 2,310 machine-aided platelet collections were carried out. Of the whole blood donations, 55% took place at Blood Service units and 45% at the 1,115 mobile blood donation events organised. Donor satisfaction was excellent: 96% of those who gave feedback were highly satisfied.

The Blood Service's Biobank promotes public health by conducting research aimed at preventing illnesses and identifying the pathological processes involved. The Biobank has received consent for research from over 50,000 blood donors.



Over the year, 6,381 new members joined the Stem Cell Registry, twice as many as in 2020. At the end of the year, the membership was already over 62,000. The Blood Service supplied 138 grafts to stem cell transplant centres treating patients.

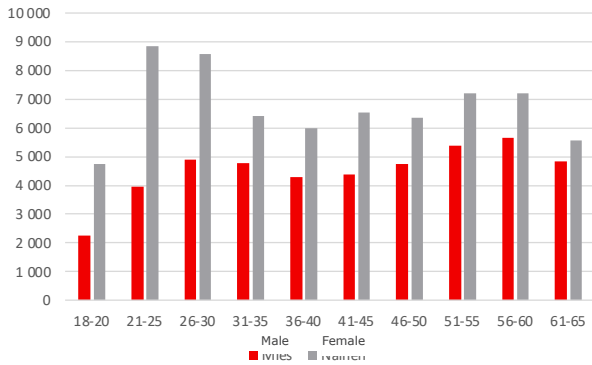
The Cell Production Centre researches, develops and manufactures new cell therapy products for use in healthcare. Several projects are currently being conduct-

ed to develop cell therapy products for example for the treatment of patients with refractory cancers.

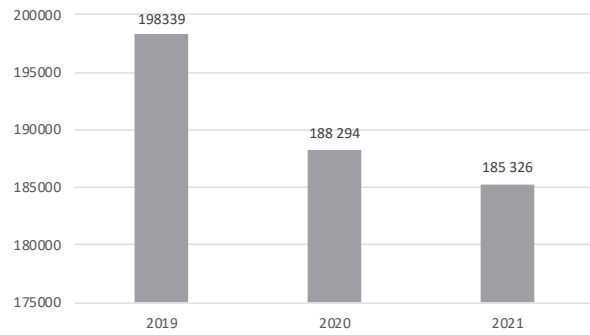
The Biobank has received consent from over 50,000 blood donors, whose blood samples have been made available to both Blood Service's own and other research projects.

In 2021 the Blood Service had an average of 510 employees, whose contributions total the equivalent of 423 full-time employees.

Blood donors by age groups



Whole blood donations



Strong role as an expert in loneliness and its prevention

Persons experiencing loneliness were met face to face, over the phone and online. During the year, 24,467 persons who had requested a friend were met, with 7,033 volunteers involved in the activities. Training was organised

for new volunteers in different languages. The Kaveritai-toja programme (Friendship skills) encouraging young people in interaction skills was completed and piloted as part of friend pair and group activities, as learning ma-

New forms of voluntary activities and places for helping were developed for young people during the year. For example, a programme on friendship skills encouraging young people in interaction was completed.



VILMA SAPPINEN

terial at schools and as a self-help programme. The language versions of the programme had 8,623 users during the year.

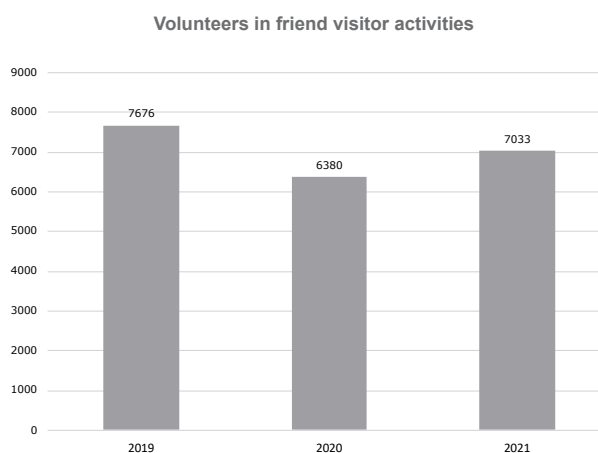
The Kohdataan kylillä ja keskuksissa (Getting together in villages and centres) project enabled encounters face to face and online, and trained elderly people and volunteers. One-time friend activities, the mentoring model and various meeting point concepts were rooted into national friend activities. The prison visitor days celebrating the 50th anniversary of the service were organised online in the spring.

A total of 509 volunteers supported informal carers through peer support, training and recreation events in 70 municipalities in seven districts. Contact was also kept with informal carers by phone and through online groups. During the year, 7,632 informal carers were reached and 6,468 phone calls were made. The wellbeing days provided a break from the daily routine and peer support, and supported informal carers in taking care of their own wellbeing. During the year, the trainings targeted at informal carers had 741 participants. The number of coaches trained in Nature as part of wellbeing was 145.

Friend contact services were supported by organising a contact person gathering, by training mentors and by spreading the team model for friend contact services. Funds donated for coronavirus action were used to procure equipment for the service points and to organise recreation for the volunteers.

The role of the Finnish Red Cross as an expert in loneliness-related work grew stronger during the year especially through the successful Friendship Day campaign and the research commissioned from Taloustutkimus market research company. Collaboration with other actors involved in loneliness work, such as the Lähde initiative and the Finnish Federation of Settlement Houses, was intensified.

Volunteers, persons experiencing loneliness and experts took part in brainstorming a new loneliness-reducing project portfolio through concept design. The portfolio will enhance the accessibility and quality of loneliness work and create new initiatives to reduce loneliness.



The trainings targeted at informal carers had 741 participants in the course of the year. Red Cross volunteers supported informal carers with peer support, trainings and recreation events.



EVA ANUNDI

Support to immigrants in integration

In 2021, Red Cross volunteers met 900 quota refugees at Helsinki-Vantaa airport, of whom 146 emergency cases. The coronavirus situation complicated the quota refugees' travel arrangements and arrival in the country.

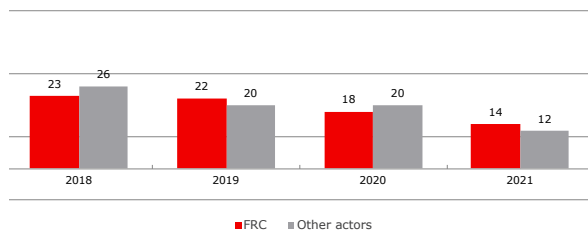
The Red Cross opened a national advice service for undocumented migrants and launched a national support group of volunteers. The support points in Helsinki and Oulu offered local support as allowed by corona-

virus restrictions. Hygiene materials distribution and outreach work were continued. The Paperittomat (The undocumented) network of associations coordinated by the Red Cross met regularly.

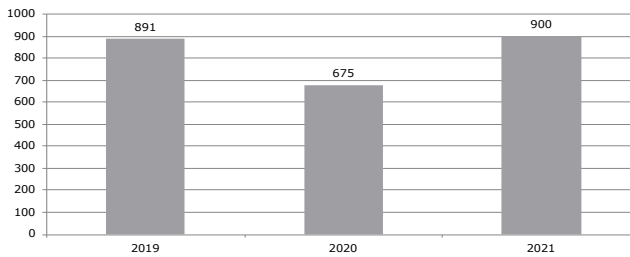
The national coordination group for reception activities supported reception centres and district offices. Peer learning and experience sharing meetings were organised for all profession groups. Visits to the detention unit were discontinued due to coronavirus restrictions.

The number of new tracing requests was 84, with 231 persons sought. Fifteen requests resulted in finding the family members. During the year, the Red Cross Trace the Face photo search had 1,613 identities published. A third of the currently ongoing tracing requests have been transferred into an electronic CRM software and the digitalisation continues.

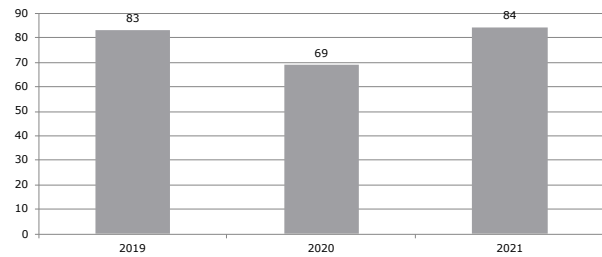
Reception centres for asylum seekers



Quota refugees received by Finnish Red Cross



New tracing requests to Finnish Red Cross



Activities supporting integration were mainly organised online during the year but some clubs could also meet face to face. The photo is from a circus school for immigrant children in Varkaus.



HEIDI MAKKONEN

During the year, the Headquarters was contacted more than 180 times in relation to family reunification. From August onwards assistance requests were received especially from persons with an Afghan background. At the request of public authorities, the FRC made the travel arrangements for 18 family members of quota refugees who had arrived in Finland earlier, after the family members had been granted residence permits in Finland. Furthermore, seven persons were supported in travel arrangements for family reunification together with the Turkish Red Crescent Society and French Red Cross.

Voluntary activities supporting integration, such as language clubs, Homework Help and friend meetings

were mainly organised online. FRC's districts organised resource gatherings and joint planning events for volunteers as permitted by the coronavirus restrictions and kept in contact with the active groups.

The peer instructor project worked in eight branches in five districts in the autumn, supporting the Red Cross and immigrant communities in getting to know each other. The electronic platform for best practices was completed and taken into use. It serves nationally in gathering and sharing models of voluntary action supporting integration.

Supporting young people also in digital environments

The coronavirus pandemic has hit the young particularly hard. The uniquely important social relations, study and hobby communities and opportunities as well as daily routines and support of youth have been replaced by pressures of coping alone and feeling lonely.

The Youth shelters responded to needs of the young and their families in the coronavirus times by keeping the shelters open every day of the year. At the same time, long-term development of new forms of helping and volunteering was conducted by flexibly combining in-person and digital activities.

The Youth shelters supported young people through digital means both as individuals and also in close communities and civic action. During the year, the conceptualisation of a digital youth shelter model began, through which the assistance work and voluntary action of Youth Shelters will expand to have national reach as an integral part of Red Cross domestic action and partnership networks.

To develop a national model for supporting young adults and voluntary action, a project titled 'Forward – Support to becoming independent by using digital methods in growth centres'

The research conducted by the ALL-YOUTH project and Red Cross Youth shelters studied how young people who have sought help from the shelters experience growing independent.



PETER KORKMAN

was launched in collaboration with Deaconess Institute Vamos services and FRC's Western Finland and Lapland districts with funding from the European Social Fund. Alongside digital family work, a new method, the digital panel, supporting young people's equal inclusion and influence was piloted in collaboration with the ALL-YOUTH researchers, ministries and the Centre of Expertise for Participation and Influencing.

Digital environments of voluntary work have proved their necessity and power. Amid the pandemic, 369 new volunteers have signed up, mostly to digital environments. During 2021, Red Cross volunteers supported young people in the Sekasin chat 8,105 times, which is about a third of the total number of chat encounters.

In the course of the year, 13,128 young people were encountered in Youth shelter accommodation, face-to-face and digital psychosocial support, chats, online communities and various young people's daily environments. Nearly 300 young people on their way to independence received long-term professional and voluntary support

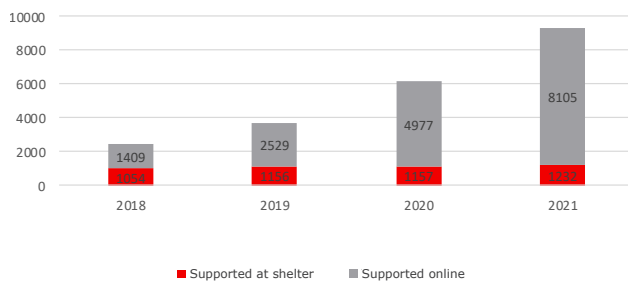
from the shelters. The coronavirus pandemic has resulted in an increasing number of young people seeking help for problems in mental wellbeing. The number of meetings held to support young people, parents and families through discussion was 6,147.

With the coronavirus pandemic going on, it was particularly important to raise young people's own messages as part of Youth shelter advocacy work. The young participated in societal discussion, among others, during the Anti-racism week, before the municipal elections, during Pride week as well as in the Growing independent day organised together with partners. The new young people's influencer group enriched Youth shelter communications and advocacy by raising messages about growing independent on various social media channels and at events.

Recruiting new young volunteers to join the action was a key goal for the entire organisation. The focus was on large city branches, whose voluntary activities attracted new young people the most. A project titled 'A new generation of helpers' supported branches in creating places for voluntary action appealing to young people, in developing the reception of new volunteers and in improving local cooperation between various Red Cross actors.

National cafés open to all young people were run in cooperation with FRC districts and Youth shelters on Discord. The online activities on Homework Help were strengthened and new training and instructor materials were published. To support the work of teachers, new learning materials were produced and a joint online meeting was organised for contact persons of schools and educational institutions.

Young clients of Youth shelters



The Finnish Red Cross awarded its Humanitarian Gesture recognition to the ALL-YOUTH project, which conducts research on young people's abilities and obstacles in societal participation and creates new opportunities for influencing for young people.



LEENA KOSKELA

A society building trust and responsibility

Values made visible through advocacy

During the year, the Finnish Red Cross issued 33 statements on government bills and on other requests made by the Ministries and Committees of Parliament, prepared statements on topical issues and attended a total of seven Parliament hearings. Statements were issued particularly on matters concerning preparedness, the reform of healthcare, social welfare and rescue services, migration, internal security as well as the funding of civil society organisations and development of the Associations Act.

Political parties of Parliament were met in connection with the rights of asylum seekers together with other organisations. The MPs were also told about challenges related to family reunification. Long-term advocacy was conducted especially in connection with the reform of social welfare and health services both nationally and regionally. In opinion articles published in the media, attention was drawn to the critical position of young people and the role of civil society organisations in the social welfare and healthcare services reform.

Finnish people's opinions about Red Cross international aid were studied as part of FRC's brand renewal. The research was conducted by Taloustutkimus, with 937 responses to the telephone interviews. The same questionnaire was sent to FRC's own target audience, of whom 265 persons responded through social media (Facebook, Twitter, LinkedIn) and the newsletter. As many as 88% of

the Taloustutkimus respondents and 99% of FRC's target audience considered Red Cross international aid highly or rather reliable. Furthermore, 79% of the Taloustutkimus respondents and 90% of FRC's target audience regarded development cooperation as highly or rather reliable. The best-known forms of humanitarian aid were food aid, clean water and health work. The words 'fast', 'reliable' and 'effective' were repeated in the responses.

The coronavirus pandemic has brought out that some immigrant communities have not had adequate access to coronavirus-related information. In a STEA-funded multi-language and multi-channelled coronavirus communications project, versatile coronavirus information was produced together with NGO partners in languages understood by the target groups. In just over half a year, the project partners reached more than 300,000 people through their coronavirus messaging. At the end of the year, the circulation of the project newsletter was 560 individual email addresses.

On the proposal of the Board of the Finnish Red Cross, the President of the Republic awarded 68 Gold, 124 Silver and 170 Bronze Medals of Merit. The Board further awarded 51 Badges of Merit. The Humanitarian Gesture recognition awarded by the Board of the Finnish Red Cross was given to the ALL-YOUTH research project.

Providing information plays an important role in preventing the spread of the coronavirus. In a multi-language and multi-channelled communications project, coronavirus information was produced in languages understood by the target groups.



SUSANNA MEUSEL

Campaigns in 2021

Red Cross activity focuses were boosted by campaigns, which were adjusted to the coronavirus situation.

Friendship Day campaign 3 – 21 February 2021

The Friendship Day campaign challenged Finnish people to see loneliness and to act to reduce it. The aim was to recruit new volunteers to friend activities. The campaign consisted of events organised by the local branches, national and local communications as well as national marketing communications.

The campaign succeeded in attracting new volunteers to friend training courses in the spring, and more than 1,500 interested people ordered further information about friend activities. During the campaign, 46,500 euros were raised to support activities in Finland. The research on loneliness and friend activities gained a lot of visibility in the media.

No to racism week 15 – 21 March 2021

The visibility of the Anti-racism week especially on social media was record high: #rasisminvastainenviikko was the most used hashtag in Twitter Finland on the first day of the campaign 15 March, and the fourth most used during the entire week. The total reach of the hashtag was 1.8 million.

The Red Cross published its anti-racism guidelines to individuals and communities and encouraged all to share them. Altogether 11 districts awarded Trailblazer awards

for unprejudiced action. New school materials were also published for the Anti-racism week.

A campaign page with web articles was designed on the Punainenristi.fi website. During the week, 44 publications were made on national social media channels, of which the items with the highest reach were the sharable images (e.g. 'Be brave. Don't hate.'). The total social media reach (Facebook, Twitter, Instagram, LinkedIn) was 482,000.

Some 123 Red Cross local branches participated in the campaign week. In addition to the social media channels of the branches, districts and institutions, the campaign gained significant visibility through the channels of many organisations and private accounts that shared Red Cross materials and created their own posts on the topic.

In traditional media (web, print, radio, TV) the number of media hits during the Anti-racism week was 52. Some stories gained huge visibility, for example the racism stir concerning football player Glen Kamara (Yle, reach 5.6 million), and the anti-racism statement made by football player Tim Sparv (Yle).

Hunger Day 1 September – 31 October 2021

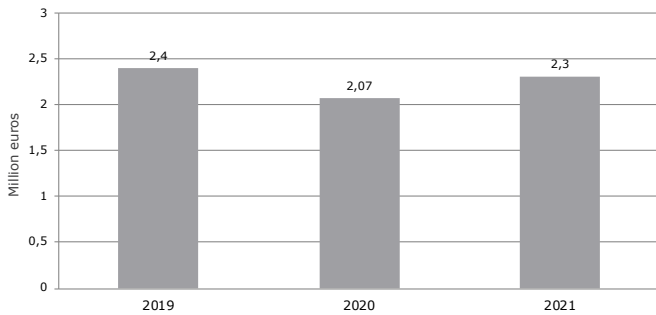
The Hunger Day box collection was organised for the second time in exceptional circumstances on 23–25 September. The crisis in Afghanistan and the Haiti earthquake response operation became the key campaign themes. Other campaign topics included the human suffering caused by natural disasters in the Philippines and Red Cross work in building preparedness both in Finland and abroad. A new campaign measure was the launch of the Chain of help -reflector sold nationwide at checkouts for

In the Anti-racism week, we were all were challenged to act against racism. Ali Saber of the Red Cross youth influencers team considers that his father's lesson works in eradicating racism: when you seek information about things, it is easier to understand them.



example in food stores. During September and October, the Hunger Day raised over 2.3 million euros to FRC's Disaster Relief Fund.

Operation Hunger Day



Good Christmas Spirit collection 19 November – 24 December 2021

The Christmas collection of the Finnish Red Cross and the Mannerheim League for Child Welfare, organised together with the national broadcaster Yle, distributed 36,000 food gift vouchers with a value of 70 euros to

families with children and limited means in Finland. The number of gift vouchers distributed was the highest in the 25-year history of the campaign. K food stores, Lidl and S Group food stores were involved in organising the collection.

Other campaign and theme days

In addition to the main campaigns, interested local branches were supported operationally and through communications in numerous other campaigns:

- Pysy pystyssä campaign (Stay on your feet) 13–24 January 2021
- World Health Day 7 April 2021
- National accident day on Friday the 13th: 13 August 2021
- World Humanitarian Day 19 August 2021
- World First Aid Day 14 September 2021
- Week for Preventive Substance Abuse Work 8–14 November 2021
- Informal carers' week 21–28 November 2021
- World AIDS Day 1 December 2021
- International Volunteer Day 5 December 2021

Transparent and reliable Red Cross

The brand renewal project launched at the beginning of the year was aimed at crystallising the brand image, i.e. to create a common view about how we want the Red Cross

to be seen by beneficiaries, volunteers, employees and supporters enabling the work. In addition, the aim was to find common tools for obtaining the desired brand image.

The proceeds of the new chain of help reflector sold as part of the Hunger Day campaign were directed to the Disaster Relief Fund.
– We have the duty to help one another when we have the chance, says the campaign face, actress Krista Kosonen.



SAKARI PIIPPO

Information was collected from FRC units, institutions, districts and reception centres as well as staff members and volunteers. The project will produce a brand book and new graphic guidelines, which were worked on during the year. To facilitate the introduction of the brand book and graphic guidelines, practical tools responding to various needs and as user-friendly as possible will be made in 2022 for different FRC actors.

The transparency and reliability of the Red Cross was enhanced by renewing the technical solution of the system for confidentially and, if necessary, anonymous-

ly reporting alleged misconduct in the activities through FRC's website. Communication about the new system was started as part of developing FRC's ethical and responsible action and communications.

The technical solution for collecting data for the statistical yearbook was renewed. Responding to the questionnaire became easier and the number of responses grew, which in itself increased the amount of data and its reliability.

Promoting diversity and equality

The training module on diversity in volunteering aimed at volunteers, governance members and employees promoted the recruitment and reception of volunteers with diverse backgrounds. The training gives information about equality and accessible voluntary activities.

The topic was also discussed in the national staff meeting, in planning the content of immigration activities and in the joint workshop of the FRC Board and national youth committee. Multi- and easy language communications were promoted by training volunteers and staff members in easy language as well as with new communication materials. The new Finnish Red Cross development cooperation programme, in turn, puts in-

creased focus on inclusion and equality as part of international programmes and operations.

At the beginning of the year, FRC districts asked information about the number and placement of foreign-language people in their area. Many districts have an increasing number of foreign-language people. Integration support reaches especially people with refugee backgrounds but the number of people speaking a foreign language who participate in Finnish Red Cross ordinary action is low. Constructive discussions about increasing the number of foreign-language people in ordinary activities took place in meetings of districts and different programmes.

The training module Diversity in voluntary activities promoted the recruitment and reception of volunteers with diverse backgrounds. Volunteer Victor Cabrera assists in food distribution once a week.



Change goals

A place of joy, hope and action for volunteers

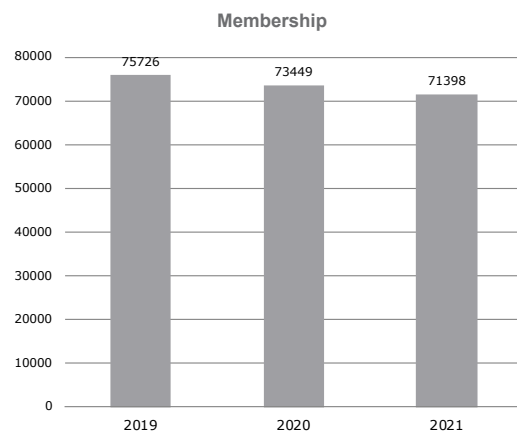
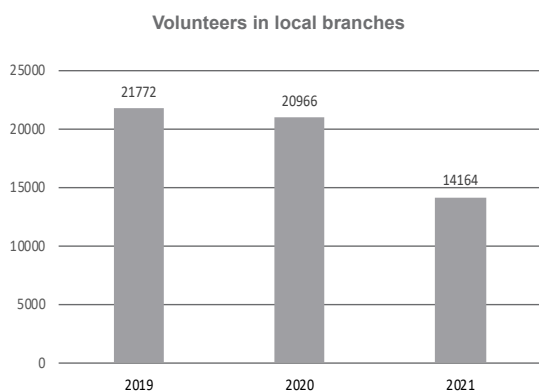
A self-assessment tool for local branches, modified from the International Federation's materials, was taken into use. It focuses on examining the branch activities through preparedness planning, administrative base, preparedness for collections, communications and networking. Branch coaches selected from district staff members were trained to use the tool in supporting the branches and planning the activities. By the end of the year, 65 local branches in six districts had conducted their self-assessment and made a development plan based on it.

The reception of new volunteers was developed especially in the Oma Punainen Risti system. The aim is that in the future all new volunteers will enter the activities through the electronic system and that local branches will actively contact all of them.

Oma Punainen Risti has proved its importance during the coronavirus pandemic when an increasingly larger share of interaction happens online. During the year, 4,572 volunteers created a new profile there. The system was also used to start collecting information about those interested in online volunteering.

In the software development for volunteers' information systems, the focus was on friend contact services and the governance members register OSSI, which reached its pilot phase. The wishes of users and user-friendliness have been guiding the software development.

The planning of the 2022 volunteer event Auttajat Aulangolla was begun. Three parts observing the wish-



Volunteers Laura Laine and Inkeri Metsäpelto met clients arriving at the coronavirus vaccination point in Sanomala, Vantaa.



LEENA KOSKELA

es of volunteers are being planned for the event: 1) Being prepared for the changing world, 2) Renewing and diverse Red Cross, and 3) A thriving volunteer. The inclusive event weekend aims at taking care of the coping and wellbeing of volunteers.

The framework of volunteer task evaluation was taken to programme sectors for further development, and the sectoral evaluations will be added in early 2022. Cooperation with FRC's institutions was continued with regular meetings with the Blood Service, and coopera-

tion will be expanded to Ensiapu Oy first aid company and the Kontti stores chain especially in relation to Red Cross campaigns.

The drafting of the new Volunteering policy progressed. In addition to the meetings of the Volunteering committee, the draft was worked on in several staff meetings. The discussion was lively, and work on the policy will continue intensively during the spring of 2022 with hearing the volunteers' views.

Identifying and developing competencies

The Red Cross develops the competencies of its actors, enhances learning in the transformation of work and supports in identifying and utilising one's own capacities and competencies. In terms of competencies, the focus in 2021 was on two strategic fields: 1) Red Cross identity and values, and 2) ability to learn and change.

The leadership coaching pilot had 25 participants representing FRC's various sections. The coaching enhanced preparedness leadership as a common task for all and emphasised the culture of cooperation and trust, listening leadership and the identity of the Red Cross.

Staff members' dialogue skills were developed through training with the Timeout method. Three teams comprising FRC employees and volunteers participated in the IFRC's Learn to Change team learning journey, which is one of the experiments organised to support the transformations of Strategy 2030.

Employees of the Headquarters and districts participated in the pilot of the mentoring programme. The participants had the opportunity to network, identify their own competencies, receive and give peer support and develop their interaction skills.

The training of volunteer trainers was conducted as online and hybrid training, with 42 future volunteer trainers participating. The national trainers' meeting was organised online and had over 170 participants.

The Itslearning platform was taken into use for FRC's online trainings. The number of online courses and users grew, and they have become established options of the FRC training programme.

Collaboration with Sivis Study Centre was intensified. The online tool Sivisverkko is used for training statistics and participation notes, and the participants get their certificate through it. Approx. 30 Red Cross national volunteer trainings have received quality certification and study credits with the help of Sivis. They are available for all training organisers on Sivisverkko.

Support for remote work and work wellbeing

The coronavirus pandemic was also reflected in HR work. In the New normal project led by the HR unit, working groups designed modalities and opportunities of remote work from the perspectives of administration, occupational health, safety and wellbeing as well as activity forms and meeting practices.

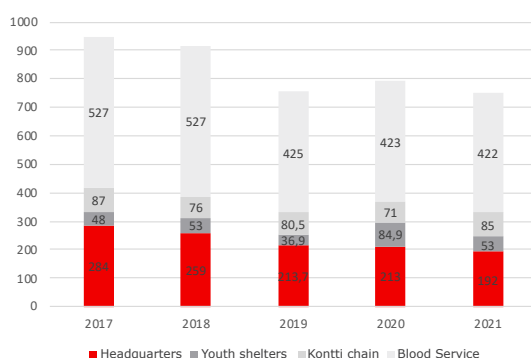
Remote work was used in all duties in which it was possible. To clarify online working, guidelines were prepared for remote work, and job contract practice for remote work was defined for hybrid working. The staff coronavirus instructions were updated in line with the recommendations of the public authorities and by emphasising the health security prerequisites of office-based work.

Supporting work ability and workplace wellbeing and its goal-oriented management was one of the focuses of HR work. The training in work ability management for line managers was completed, and a guidebook was made for FRC's work ability management to support it. At the same time, the models for early intervention, taking up matters as well as the drug and alcohol programme were updated, and the Ilmarinen insurance company's Ohjaamo information service for employers was taken into use.

Collaboration with occupational health services was intensified and the service provision was modified to better meet the requirements of remote work. Coaching was organised for personnel in coping with online working and ergonomics, and remote workplaces were checked. Workplace wellbeing was reviewed through personnel surveys in the spring and autumn as well as through remote work questionnaires.

The number of employees remained almost at the same level as in the previous year. Turnover within the organisation was higher than before due to response operations and work rotation, which was also seen in recruitments. The new system taken into use at the end of

Central administration work years



the year makes recruitment smoother and enhances the image of a good employer.

In subsidised employment, support and advice were given in employment relationships and in adjusting the activities during the pandemic.

The Incomes Register of the Finnish Tax Administration caused changes in payroll management. The taking over of the payroll of FRC's Western Finland district required efforts especially in pay subsidies and employment support. The closures of reception centres also created challenges to payroll administration.

Opportunities provided by digitalisation into effective use

FRC's digital capabilities in supporting the strategic goals were considerably improved. A road map was designed to monitoring digital development, and competencies were shared in a working group between those engaged in digital development. The development of strategically important systems was enhanced by recruiting product owners.

At the beginning of the year, the Oma Punainen Risti information system moved to a model of agile development to streamline and boost the monitoring of planning. The needs of volunteers were emphasised in the development work. The role of volunteers in the development of digital services was increased by establishing a biannual digital forum. The new steering group for volunteers'

digital services monitors and supports the attainment of the goals.

The new website of the Finnish Red Cross was published. The consolidated content management publication system enables, among others, the smooth creation of campaign pages. Furthermore, a new intranet and document managing system Arkittaja were introduced. They make internal communication and the archiving of digital material more effective and clearer.

During the year, an internal data security and data protection audit was conducted in the Headquarters and districts in line with the audit plan. The compulsory data protection trainings of all staff members and monitoring of trainings completed were taken into use.

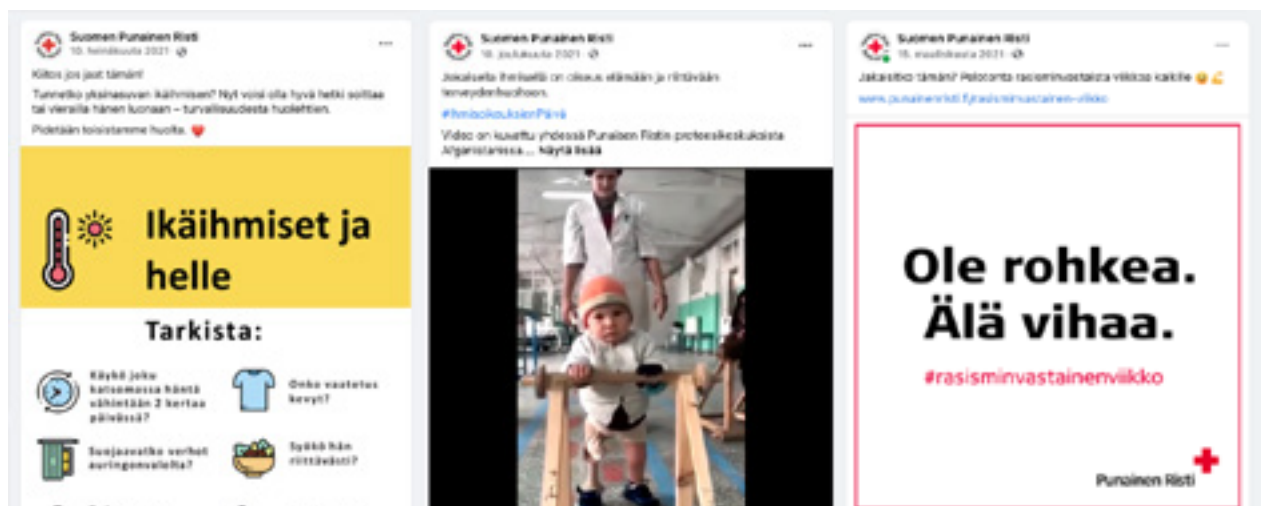
Open and versatile communication at all levels of the organisation

The number of volunteers participating in communications training almost doubled from the previous year. The number of trainings organised was 12, with a total of 170 participants. Communications as a helping skill -training was piloted in cooperation between the Headquarters and Hyrynsalmi and Jyväskylä branches. At present, the number of volunteer communications trainers is 13

in seven Finnish-speaking and one Swedish-speaking district.

Communications and influencing are integral parts of modern expert work. The Headquarters Communications unit launched media trainings for the staff, and the two Expert in media -trainings were attended by 119 staff members from the districts and Headquarters. The

The total combined reach of FRC's largest social media channel, Facebook, was more than 7.5 million, and the number of reactions to posts was 282,000. The image shows particularly popular Facebook posts from 2021.



Twitter refresher course had 10 participants and the recording was shared for the 54 members of the Red Cross Twitter influencer peer group. Due to the coronavirus situation, all trainings were held online in Teams.

The Facing Disaster exhibition of Heureka, the Finnish Science Centre, designed as a collaborative effort and focusing on natural disasters and preparing for them, was opened in November. The exhibition portfolio included FRC's Risk Zones publication in Finnish, Swedish and English. Despite the coronavirus restrictions, the exhibition had had 29,930 visitors by the end of the year. The exhibition will be open until September 2023.

Finnish Red Cross communication was effective and multi-channelled. It received the best overall grade in the Yritysviestintä 2021 corporate communications research conducted by Taloustutkimus and targeted at journalists. In addition, of the 18 organisations reviewed, the journalists followed Red Cross external communication the most and it was assessed as the best in speed, reliability and clarity. The Headquarters sent out 44 in-

formation bulletins to the media, and the number of media hits was 8,194.

During the year, the renewed punainenristi.fi website had an average of 38,000 individual visitors per month. The individual page view rate was about 140,000 per month.

The Finnish Red Cross reached Finnish people extensively on social media. Social media served as a tool for both national and local communications. During the year, the combined total reach of the national Facebook page and Instagram, Twitter and LinkedIn accounts was almost 12 million. On FRC's largest social media channel, Facebook, the total combined reach was more than 7.5 million, with 282,000 reactions to posts.

Numbers of followers:

Facebook page likes 108,322 (+0.88%)

Twitter followers 18,400 (+3.37%)

Instagram followers 15,400 (+12.05%)

LinkedIn followers 15,750 (+23.77%)

New and committed contributors through fundraising

Finnish Red Cross fundraising was developed by offering ways to support the activities that are cost-effective and attractive to different target groups. The retainment of supporters was focused on by communicating about the versatile assistance work of the Red Cross in a way that is open and inspires confidence. Workshops were held together with the districts on fundraising opportunities. The mapping of local branches' fundraising was started.

The main focus of fundraising was in recruiting regular contributors and in engagement communication, and analytics and monitoring systems were enhanced to support these goals. To find new customers, efforts were taken, among others, by boosting the acquisition of donations for domestic work through a direct mail and by launching a general newsletter. In communications and fundraising the focus was increasingly on electron-

The recruitment of monthly contributors continued despite challenges created by the coronavirus pandemic. Tablets were taken into use in F2F campaigning, allowing direct entry of donor information into Red Cross systems.



ic channels. The content of the Apua bulletin targeted at contributors was moved online.

The increasing of the amount of non-gratuitous mailings (Friendship day cards, lottery tickets and Advent calendars) was a successful investment. The recruitment of monthly contributors was continued despite the challenges created by the pandemic. Tablets were introduced for F2F fundraising, which enable the entering of donor information directly into Red Cross systems. Donating through wills remained an important donation form and will receive continued attention. The marketing of wills was focused on print advertising.

Of the corporate partners, LocalTapiola enabled the development of friend visitor activities and Tokmanni stores supported work to reduce loneliness and social exclusion as well as the Hunger Day. Accenture supported Red Cross Youth shelters and offered the competencies of its staff to development projects. A collaboration with Moomin Characters extending over many years was publicised, the planning of which was started with Moomin licence holders.

A preliminary analysis of the Red Cross Customer Relationship Management needs was conducted, a plan of its more comprehensive and centralised administration was made, and a new CRM system was selected.

Balanced finances and risk management

Despite the protracted pandemic, the year was financially better than expected for the Finnish Red Cross. The result of the central administration for 2021 shows a surplus of 10.9 million euros. The result of the central administration was improved by a very good result in investment activities. The investment assets of the central administration generated a return of 12.3%, which reflects the impact of the pandemic and expansionary economic policy on investment activities and also on economic development more generally. The FRC was also able to rectify the deficit in operational economy on the basis of its programme of economic balancing for the General Assembly period.

For the Headquarters, the result of the financial period shows a surplus of 2.2 million euros. Finnish Red Cross institutions operated within the adopted budgets. The Blood Service's operating result showed a deficit but investment income raised the net profit to 5.9 million euros. The 3.4 million euro profit of the Kontti chain accumulated the Disaster Relief Fund and funded FRC's regional activities as planned. The -0.7 million euro deficit of the Youth shelters consisted of FRC's self-financing share.

Rapid change underlines the significance of risk management

Red Cross action is based on trust. It is regulated in many ways and requires ethicality and accountability as well as adherence to the law and rules. Ethical guidelines as well as policies and principles on abuse aim at ensuring a safe operating environment. We aim at reducing burden on the environment and pay attention to sustainable development goals.

The Finnish Red Cross implements good governance, internal controls and risk management. Research shows that its action is considered reliable and its reputation good. Accountability requires continuous measures in order to also in the future enjoy trust, maintain the organisation's reputation at a good level and thus ensure key operating prerequisites.

The aim of the Finnish Red Cross is to bring a systematic approach to managing risks in all operations. The Risk management policy, drafted on the basis of international standards, defines the main principles as well as roles and responsibilities in risk management. Risk management is uniformly executed in the different units in line with the policy. The risk management model is constantly being developed on the basis of the ISO 31000:2018 standard.

The Finnish Red Cross has identified the following as its main strategic risks: 1) identification of core operations, 2) effective utilisation of resources, 3) interest and engagement of volunteers, 4) information-driven management and utilisation of digitalisation, and 5) changing operational environment and adaptation to it, as well as the continuity of funding.

Risks are prepared for and responded to, among others, by sharpening core operations, streamlining management processes as well as closely monitoring changes in the operational environment and ensuring fast ability to react. The opportunities of digital volunteering will be utilised while at the same time creating versatile activities that interest people of different ages and backgrounds. Methods of data collection will be harmonised and personnel and volunteers will be trained in data security and data protection issues. Risks related to investments are managed together with external asset managers.

Achieving more through collaboration

During the year, efforts were made to intensify collaboration both within the Red Cross and with external partners.

The Headquarters domestic action cooperation teams set up in 2020 continued their cooperation with the districts. The feedback received on the operating model and the work of the cooperation teams has been positive especially in those districts that have rolled out the new operating model swiftly. The new forms of cooperation are still being shaped in a few districts. The work done in 2021 lays a good foundation for developing and expanding the cooperation.

The national training for District Boards was piloted in the spring and a second training was organised in the autumn. The extended management group conducted scenario workshops in the spring, and the future scenarios envisaged will be utilised, among others, in the work for the Strategic Programme. An analysis of strate-

gic partnerships was started with the preparedness unit in the lead.

The models of new FRC policies were harmonised and the retrieval of existing policies was made easier. The partnership agreement with the International Committee of the Red Cross was renewed, and the FRC regularly participates in Red Cross Red Crescent Movement coordination and collaboration.

The centralised support services provide finance, HR and ICT services to the HQ as well as the districts and branches. An assessment of expanding the services to further fields is ongoing. All districts are clients of the support services. The number of branches is still low but it is expected to increase significantly especially when the use of the common accounting software grows.

New software was taken into use in support services and training was offered more extensively. The development objectives of the services were streamlined.

Research and development projects

In 2021, the new punainenristi.fi website was launched and the new staff intranet was introduced. Document management and the development of electronic document archiving were continued.

The Oma Punainen Risti information system was further developed to better meet the needs of volunteers. A supplier for the CRM reform was selected and the use of the accounting system offered to local branches was expanded. The project aiming at crystallising the brand drafted a new brand book and graphic guidelines for the FRC.

FRC's new Procurement policy was adopted and a risk management model was designed on the basis of international standards. The organisational structure of the International Operations and Programmes Division was assessed and reorganised.

First aid group activities and event first aid were developed together with volunteers. Research was con-

ducted on the reasons for loneliness and the effects of the pandemic on loneliness. Measures were taken to enhance FRC's accountability and ethical operating culture by updating the code of conduct for employees and by creating reporting tools for suspected misconduct.

In accordance with its research strategy, the Blood Service's scientific research focuses on the effectiveness of the blood supply chain, cell therapies and transplants. During the year, the Blood Service spent nearly four million euros on research, of which 2.4 million (62%) was covered by external funding. Blood Service scientists were involved in 22 peer-reviewed scientific publications. The first grants were awarded from the Blood Service research fund, a total of 495,000 euros to nine projects conducted by external researchers.

Youth shelters participated in several research projects together with other civil society organisations, public authorities and universities.

Assessment of future development

At the end of the year, the pandemic entered into a new phase with the extensive spread of the coronavirus. The Red Cross continues to help the public authorities where needed. Despite the well-progressing vaccinations, the continued pandemic is reflected in loneliness becoming chronic, in social exclusion and in increased insecuri-

ty. The impact is shown in research conducted on loneliness and especially in reports measuring the wellbeing of young people.

The Red Cross is prepared to increase its support to make it easier for people to cope with the social and health effects of the pandemic. The ability of the Red

Cross to bring together many different kinds and sizes of actors is trusted, which is shown, among others, in the role of the FRC as the coordinator of food aid from the beginning of 2022 onwards.

The external security situation is also deteriorating in Europe and in the neighbouring areas. The feeling of insecurity grows. The Red Cross focuses on local community action to increase the feeling of security and enhances its preparedness to respond to different types of crises.

The Ukraine crisis that escalated into armed conflict in February weakens global security and increases the need for humanitarian aid in Ukraine and its neighbouring areas. The Finnish Red Cross supports the International Red Cross, which aims to strengthen the preparedness of the Red Cross Societies in Ukraine and its neighbouring areas to provide humanitarian aid on site. The Red Cross has also launched major emergency fundraising to help the people suffering from the crisis in Ukraine. The feeling of insecurity increases and the ongoing conflict in the neighbouring areas creates tension in the atmosphere also in Finland. The Red Cross focuses on local community action to increase the feeling of security, gets prepared to support the authorities in the reception of people fleeing the conflict if necessary, and enhances preparedness to respond to different types of crises while maintaining its principles of humanity and neutrality. Visible action in Finland and in the world mobilises new helpers, and in early 2022 both the membership and the number of volunteers signing up have risen strongly.

Various means of hybrid influencing, the use of migration as a tool of warfare and cyber-attacks create uncertainty in people. The data breach that impacted the

International Committee of the Red Cross in early 2022 shows that measures against similar attacks must be put in place. With the digital environment expanding, high-level data protection and data security practices are increasingly important.

In the conflicting pressures of crises and climate change the need for humanitarian aid grows faster than its amount. The protracting coronavirus pandemic is likely to lead into a growing share of funding moving to responding to national needs. The crisis in Afghanistan is an example of a long-term deep crisis in which humanitarian aid is a prerequisite for the survival of the population. Protracted and complex crises mean that assistance work is needed on site and in the neighbouring areas for a long time to come.

In Finland the funding base of civil society organisations and the distribution model of government subsidies are still unclear. The current year has been secured with exceptional arrangements but there is no certainty about the level of funding in the future. The Finnish Red Cross anticipates the change by prioritising its activities itself. Economic stability will be secured by paying attention to the changes before they take place.

The ways of working have permanently changed. Red Cross work and voluntary activities increasingly take place online, and digital skills are required from employees and volunteers alike. The new operating models created during the pandemic enable increasing help and engaging new volunteers. At the same time, growing investments are required in competence development, in measuring impact as well as in information-driven management.

Tents, sleeping mats and blankets were loaded on trucks heading to Ukraine in the FRC Logistics Centre in March 2022.



LAURA VESA

Public funding in 2021

Finnish Red Cross domestic and international operations are co-funded by public funds. Significant strategic partners include, among others, the Ministry for Foreign Affairs of Finland and STEA.

	2021	2020
Funding Centre for Social Welfare and Health Organisations (STEA)		
Voluntary Rescue Service	707 000 €	707 000 €
Health promotion programme	270 000 €	324 742 €
Support activities for informal carers	525 969 €	527 324 €
Finnish Red Cross Youth shelter activities (Helsinki, Vantaa, Espoo, Tampere, Turku)	1 034 000 €	1 034 000 €
Immigration programme	364 444 €	364 444 €
Undocumented migrants and the Red Cross	220 000 €	298 274 €
Digital ecosystem for volunteering	0 €	160 000 €
Becoming part of the community and society!	0 €	190 000 €
Domestic and leisure time accident prevention programme	100 000 €	100 000 €
The road home. Support to young adults' independent residing	0 €	388 000 €
Getting together in villages and centres	303 000 €	298 568 €
Friendship skills	266 034 €	275 741 €
General subsidy	364 000 €	364 000 €
Multi-language COVID (2021–2022)	337 390 €	
Total STEA	4 491 837 €	5 032 093 €
Five cities (Vantaa, Espoo, Helsinki, Turku, Tampere)		
Youth shelters	1 141 000 €	1 141 800 €
Five cities (Helsinki, Pori, Raisio, Naantali, Lappeenranta)		
Employment activities / Kontti chain	150 951 €	159 222 €
Finnish Immigration Service		
Support services related to refugees, persons seeking international protection and persons receiving temporary protection	287 210 €	225 965 €
Ministry of Social Affairs and Health		
Food aid (6/2020–12/2021)	97 000 €	97 000 €
National CSO coordination of food aid (9/2021–11/2022)	200 000 €	0 €
Food and aid to all (9/2021–12/2022)	700 000 €	0 €
Total Ministry of Social Affairs and Health	997 000 €	97 000 €

Ministry of Education and Culture		
Youth activities	110 000 €	110 000 €
Sivis study Centre		
Training	111 362 €	88 993 €
Ministry of Economic Affairs and Employment		
Support to integration	156 889 €	149 599 €
Labour policy subsidies	463 550 €	638 877 €
Total Ministry of Economic Affairs and Employment	620 439 €	788 476 €
Ministry for Foreign Affairs		
International humanitarian law	70 000 €	65 000 €
International operations and programmes	21 600 000 €	21 620 000 €
The role of IBA volunteers in supporting authorities in preparedness and rescue cooperation in the Barents region 10/2021–8/2023	180 000 €	0 €
Total Ministry for Foreign Affairs	21 850 000 €	21 685 000 €
European Union		
Volunteers in oil spill response (2019–2021)	179 750 €	179 750 €
ESF Forward. Support to becoming independent by using digital methods in growth centres (3/2021–5/2023 share FRC)	618 332 €	
Total European Union	798 082 €	179 750 €
MIELI Mental Health Finland		
Online helping of the young / <i>Sekasin</i> chat (STEA)	103 050 €	103 050 €
Online helping of the young / <i>Sekasin</i> chat (WE foundation)	0 €	60 915 €
Total MIELI Mental Health Finland	103 050 €	163 965 €
ECHO, European Commission Directorate-General for European Civil Protection and Humanitarian Aid		
International operations and programmes	2 795 648 €	1 800 000 €
Total public funding	33 456 579 €	31 472 264 €

Use of restricted and self-financing funds in 2021

1. Antti Ahlström Fund

Purpose of the fund: To assist at discretion the sick and those who need help

Use in 2021

Coordination of social welfare activities

- Self-financing share of the STEA-funded Kohdataan kylillä ja keskuksissa (Getting together in villages and centres) project. Supporting lonely elderly people with weak functional ability living in remote areas and strengthening their capacities through meeting points. **5 264,03 €**
- Coordination of social wellbeing programme. Planning, development and coordination of friend visitor services. Personnel costs, materials and printing, communication and trainings. **50 000,00 €**

Coordination of health promotion

- Self-financing share of the STEA-funded health promotion programme. Implementing the health promotion programme. **9 917,98 €**

Healthpoint activities

- Development of Healthpoint monitoring information, concept design and quality. Materials, trainings of volunteers and supplies for collection of digital monitoring information, personnel costs. **1 200,56 €**

Support activities for informal carers

- Self-financing share of the STEA-funded programme to support informal carer families. Supporting informal carer families through voluntary activities in seven districts. **12 030,95 €**

Domestic preparedness activities

- Volunteers in oil spill prevention and response. **25 331,16 €**

FRC First aid group activities

- First aid group activities. **42 100,29 €**

Fund total

145 844,97 €

2. Olga and Jalmari Välimaa Fund

Purpose of the fund: elderly people and friend visitor activities

Use in 2021

Prison activities

- Development project of prison activities, expansion and development of activities and development of community-based activities in Finland. Personnel costs. **14 818,52 €**
- Development of friend activities. Development of friend contact service. System costs. **14 010,66 €**

Fund total **28 829,18 €**

3. General Mannerheim and Baron von Troil Fund

Purpose of the fund: Finnish Red Cross wartime and peacetime action

Use in 2021

FRC First aid group activities

- First aid group activities. **24 000,00 €**

4. Minna Emilia Frisk Fund

Purpose of the fund: To assist the war blind

Use in 2021

Grants to three persons blinded by war were awarded in cooperation with the war blind association Sotasokeat ry. **24 000,00 €**

5. Jaakko Bascharoff Fund

Purpose of the fund: To strengthen the care of people with cleft lip and cleft palate as well as with speech defects

Use in 2021

Grant for completing a PhD and travel grant to a speech therapist's training. **2 856,00 €**

Total all funds **225 530,15 €**

Financial Statements for the year 2021

Finnish Red Cross Central administration

BALANCE SHEET	31.12.2021		31.12.2020	
A S S E T S				
NON-CURRENT ASSETS				
Intangible assets				
Intangible rights		4 039 008.70		4 214 784.23
Tangible assets				
Land	84 093.96		84 093.96	
Buildings	2 119 150.90		1 843 950.20	
Machinery and equipment	2 766 969.02		2 392 680.38	
Advance payments and other incomplete procuring	3 411 364.76	8 381 578.64	1 595 259.44	5 915 983.98
Securities		2 063.16		4 346.87
Investments				
Land	56 140.96		56 140.96	
Participating interests	2 500.00		2 500.00	
Other shares and similar rights of ownership	124 686 983.87	124 745 624.83	109 491 097.95	109 549 738.91
SELF-FINANCING FUNDS				
Securities	2 271 712.20		1 912 757.79	
Bank receivables	7 900.06	2 279 612.26	894.64	1 913 652.43
CURRENT ASSETS				
Inventories				
Goods		9 659 445.37		9 941 053.41
Debtors				
Long-term				
Other debtors		1 804 329.54		2 255 794.45
Short-term				
Trade debtors internal	247 901.63		278 601.77	
Trade debtors	4 701 669.48		6 422 493.16	
Other debtors	5 865 967.87		5 869 192.13	
Prepayments and accrued income	3 045 717.04	13 861 256.02	4 118 931.16	16 689 218.22
Cash in hand and at bank		26 428 176.18		31 816 027.60
TOTAL ASSETS		<u>191 201 094.70</u>		<u>182 300 600.10</u>

EQUITY AND RESERVES

CAPITAL AND RESERVES

Restricted funds

Restricted and self-financing funds	5 472 739.06		4 788 423.23	
Disaster Relief Fund	25 670 022.91	31 142 761.97	26 740 255.98	31 528 679.21
Other funds				
Blood Service research fund	23 051 309.70		23 546 309.70	
Joint operations fund	7 615 201.68	30 666 511.38	5 017 896.75	28 564 206.45
Retained earnings	82 351 151.30		84 774 211.50	
Deficit/Surplus for the financial period	10 865 329.16	93 216 480.46	-320 755.27	84 453 456.23

LIABILITIES

Provisions

Other provisions		50 000.00		
Long-term				
Loans from credit institutions		2 500 000.00		3 000 000.00
Short-term				
Loans from credit institutions	500 000.00		500 000.00	
Loan from organisational bank	1 800 553.02		1 810 577.99	
Advances received	4 450 314.76		3 889 460.14	
Trade creditors to FRC districts	826 083.97		653 837.85	
Trade creditors	6 627 857.69		5 645 558.28	
Other creditors	7 999 920.23		9 925 334.72	
Accruals and deferred income	11 420 611.22	33 625 340.89	12 329 489.23	34 754 258.21

TOTAL EQUITY AND RESERVES

191 201 094.70

182 300 600.10

INCOME STATEMENT

	1.1.–31.12.2021	1.1.–31.12.2020
Ordinary operations		
Income	110 018 547.65	110 361 100.58
Expenses		
Personnel expenses	-48 159 703.72	-45 575 465.97
Depreciation and amortisation	-2 846 025.45	-2 559 925.00
Other expenses	-82 388 796.92	-83 847 025.20
Defrayed from Disaster Relief Fund	11 872 027.34	10 619 475.11
Deficit of ordinary operations	-11 503 951.10	-11 001 840.48
Fundraising		
Donations, Disaster Relief Fund	12 458 204.59	13 698 872.21
Membership fees	289 581.50	297 771.00
Other income	9 137 133.05	8 474 640.11
Collection expenses, Disaster Relief Fund	-930 251.95	-1 062 990.73
Other expenses	-3 811 671.75	-3 148 688.49
Surplus of fundraising	17 142 995.44	18 259 604.10
Investments and financial activities		
Income	17 648 662.14	9 941 769.94
Expenses	-1 300 267.22	-6 146 372.26
Surplus of investments and financial activities	16 348 394.92	3 795 397.68
Subsidies	364 000.00	364 000.00
Result for the financial period	22 351 439.26	11 417 161.30
Transfer Disaster Relief Fund	-10 801 794.27	-11 856 162.39
Transfer self-financing and restricted funds	-684 315.83	118 245.83
Deficit/Surplus for the financial period	10 865 329.16	-320 755.26

CASH FLOW STATEMENT

	2021	2020
Cash flow from operating activities		
Cash flow from ordinary operations		
Income of ordinary operations	110 018 547.65	110 361 100.58
Expenses of ordinary operations	-133 394 526.09	-131 973 306.98
Change in short-term interest-free receivables	2 737 559.35	-2 270 727.19
Change in long-term receivables	451 464.91	-1 210 030.30
Change in short-term interest-free liabilities	-916 276.13	2 078 856.46
Depreciation and amortisation	2 846 025.45	2 559 925.00
Change in inventories	248 983.25	-511 411.72
Other adjustments	2 592 633.07	-4 186 256.89
Net operating cash flow	-15 415 588.54	-25 151 851.04
Cash flow from fundraising		
Income of fundraising	21 884 919.14	22 471 283.32
Expenses of fundraising	-4 741 923.70	-4 220 788.41
Change in short-term interest-free receivables	83 956.45	241 067.38
Change in short-term interest-free liabilities	-1 032 777.39	-69 095.68
Change in inventories	32 624.79	32 073.96
Net fundraising cash flow	16 226 799.29	18 454 540.57
Cash flow from investing		
Investing in fixed assets		
Acquisition of fixed assets	-4 864 973.62	-1 879 370.32
Sales of fixed assets	434 400.00	96 000.00
Investing in investmens		
Interest, dividend and other investment income	6 702 385.18	3 232 509.52
Investment expenses	-1 608 694.71	-5 593 574.00
Change in short-term interest-free receivables	7 165.70	54 203.05
Investment purchases	-82 024 621.72	-85 104 725.87
Invesment sales	77 290 085.84	89 950 913.20
Net investing cash flow	-4 064 253.33	755 955.58
Cash flow from financing		
Loan instalment	-510 024.97	-861 535.92
<i>Organisational account</i>	-1 981 778.45	1 748 471.02
Net financing cash flow	-2 491 803.42	886 935.10
General subsidy	364 000.00	364 000.00
Net cash flow	-5 380 846.00	-4 690 419.79
Cash and cash equivalents 1 January	31 816 922.24	36 507 342.04
Change in cash and cash equivalents	-5 380 846.00	-4 690 419.80
Cash and cash equivalents 31 December	26 436 076.24	31 816 922.24

Action of Finnish Red Cross governing bodies in 2021

Council

Convened twice to take decisions on statutory matters (Financial Statements, discharge from liability, amount of membership fee) and also discussed, among others, local response preparedness and developing the work of the Council.

Chairperson	Kari Otto
Deputy Chairperson	Kuntze Päivi
Members	Blomberg Anders Bäck Anne Hämäläinen Taina Ihalainen Harri Karine Eija Kinnari Leila Kojo Katariina Kuokkanen Hannu Lehikoinen Emmi Leiwo Kaisa Lindholm Max Lindman Gun Nahkiaisoja Riitta Piri Pekka Pulkkinen Olli Raatikainen Petri Raita Petri Rantala Karoliina Saloniemi Pia Sjöberg Barbro Särkimäki Lasse Turkulainen Juha Wallenius Satu

Representatives of Ministries

Kohvakka Kimmo
Palojärvi Jaana
Saarela Anu
Siitonen Simo
Suurpää Johanna
Taarna Varpu
Tervo Sini

Board

Convened eight times with 146 agenda items such as the finances, action plans and reports, progress reporting on the implementation of the main goals of the Strategic Programme, acceptance of new members, reports of the directors of institutions, brand renewal, and the role of the Red Cross in reception activities. In addition, the Board adopted or updated policies on risk management, procurement, ownership, digitalisation and international aid.

President	Aaltonen Elli
Vice-Presidents	Audas-Willman Ann-Mari Musta Laura Virta Harri
Members	Forsblom Outi Jokiranta Harri Kuusela Katja Pihlajamaa Marju Rasinkangas Jarno Rissanen Ruut

Finance and Development Committee

Convened four times with 40 agenda items.

Chairperson	Audas-Willman Ann-Mari
Deputy Chairperson	Lumme-Tuomala Riitta
Members	Hokkanen Matti Kainulainen Harri Kuokkanen Hannu Mäkinen Hannu Piispanen Elina Rasinkangas Jarno

Directorate of the Blood Service

Convened nine times with 101 agenda items.

Chairperson	Aarnisalo Piia
Deputy Chairperson	Jokiranta Harri
Members	Laaksonen Maija Martikainen Tarmo Rämö Eero Siitonen Simo

Board of the Youth Shelters

Convened four times with 37 agenda items.

Chairperson	Rissanen Ruut
Deputy Chairperson	Kuusela Katja
Members	Hagert Leif Hintsu Tero Honkatukia Päivi Kumpula Kristiina Luhtasela Leena Salonen Aino

Board of the Kontti Recycling Department Stores

Convened four times with 41 agenda items.

Chairperson	Pihlajamaa Marju
Deputy Chairperson	Kumpula Kristiina
Members	Aulin Liina Freese Olli Sjöblom Annalena Solehmainen Sirpa Stranius Leo

Youth Committee

Convened four times with 60 agenda items.

Chairperson	Musta Laura
Deputy Chairperson	Mäntysaari Sanna
Members	Abdi Mohamed Caydaruus Backman Richard Henriksson Sofia Järvinen Enni Penttilä Roosa

First Aid and Health Expert Group

Convened four times with 41 agenda items.

Chairperson	Hoppu Sanna
Deputy Chairperson	Musta Laura
Members	Blek-Vehkaluoto Mari Garoff Ferdinand Harve-Rytsälä Heini Kuosmanen Juha, from 28 August 2021- Lounamaa Anne Pikkujämsä Sirkku Saarinen Markku Vertio Harri

Committee on Volunteering Policy

Convened four times with 34 agenda items.

Chairperson	Forsblom Outi
Deputy Chairperson	Kuusela Katja
Members	Asikainen Mika Johansson Tove Jousilahti Julia Kinnari Annukka Porthén Anne Salovaara Reija Sipilä Mikko Väänänen Pekka

Climate Change Committee

Convened four times with 21 agenda items.

Chairperson	Rissanen Ruut
Deputy Chairperson	Wallenius Tytti
Members	Heino Johan Herranen Ida Pietarila Harri Pilli-Sihvola Karoliina Tanskanen Ella Uski Paula

Investment Committee

Convened five times with 43 agenda items.

Chairperson	Kumpula Kristiina
Members	Räsänen Mika Torsti Esko Väisänen Tapani

Audit Committee

Convened four times with 41 agenda items.

Chairperson	Audas-Willman Ann-Mari
Deputy Chairperson	Suokas Markku
Members	Ilén Paula Kallasvuo Leena Lumme-Tuomala Riitta Neilimo Kari Paul Mikael

Arbitration Committee

Did not convene in 2021.

Chairperson	Torstila Pertti
Members	Aaltonen Elli Annala Pekka Kumpula Kristiina Löövi Kalle Pietikäinen Maria

Humanity
Impartiality
Neutrality
Independence
Voluntary service
Unity
Universality