Annual Report 2011
Finnish Red Cross
11 May 2012
Annual report of the Board for the financial period 2011

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Introduction

In the Finnish Red Cross (FRC), the year 2011 had a strong focus on the future. The FRC gave a lot of thought to where we are going, what we do and how we work. This was due to the preparation process of the Strategic Programme 2011-2014 discussed in the Lahti General Assembly, but also due to the general social and economic situation in Finland and in the world.

The continued existence of Nordic welfare based on economic growth cannot be considered to be a similar matter of course as before.

In preparing for the Lahti General Assembly, members of Finnish Red Cross governance, its volunteers, supporters and the over 5,000 people who responded to a public survey considered the direction into which the organization should be developed in order for the Red Cross to be a brave and reliable helper both at home and abroad also in the future.

The public survey brought out that Finnish people would like to live in a community-oriented world. Helping and volunteer work interest people but organizations must be able to renew themselves to make it easy for people to join in the activities and doing. The new sense of community does good in its environment but also brings well-being, strength and relevance into the lives of the people who make it happen.

The Red Cross helps people in distress and need. In the future, the organization is expected to promote social well-being, enhance participation and strengthen people’s resilience.

Volunteer work and various leisure activities will be an important source of well-being for e.g. active pensioners retiring from working life. While taking care of their own well-being, active people will also provide services that society cannot afford to maintain in the future.

These were challenges that the Strategic Programme adopted by the Lahti General Assembly sought solutions to. According to the Strategic Programme, the Finnish Red Cross will also in the coming decades be a strong voluntary organization that helps victims of accidents and disasters, promotes health, safety and well-being and advocates for humanity and humanitarian values.

The Finnish Red Cross mission as adopted by the General Assembly is expressed as follows: We help together people in need of help.
Domestic activities

The Finnish Red Cross (FRC) will have existed for 135 years in May 2012 and has for decades succeeded in maintaining a significant status as a people’s helper in Finland. This has required great flexibility, ability to transform and future-orientated strategic thinking from the Society.

Amid natural disasters and emergencies, the Red Cross continues to have an important role as a fast actor helping people and providing support to public authorities. Moving from medical first aid more towards providing primary care and psychosocial support has responded to people’s changing needs. First aid groups still serve as entry points and channels of action for people of different ages while at the same time providing an opportunity to learn new skills.

The development of Red Cross preparedness activities continued effectively last year, and the goal of each local branch having its preparedness plan in the current inter-Assembly period is about to be achieved.

Interest in friend visitor activities continued as in previous years. In many places, the friend visitor courses organized by the branches and districts were full. An increasing number of young actors joined in the activities, some of them focusing on service directed at young people.

Volunteer activities under the title friend visitor activities will in the coming decades have an increasingly important role in terms of the well-being and satisfaction people experience in their lives. Well-being does not only refer to health and financial status but also to close human relations, sense of community, friends, personal freedom and values.

It its Annual Report 2010, the Board of the Finnish Red Cross raised its concern over increasing intolerance in Finland. This was shown in negative attitudes towards people with immigrant backgrounds, and pointed discussion especially in social media and on the web. Many other parties also shared the concern about a stricter atmosphere in attitudes.

In 2011, there was a lively debate on values and attitudes in Finland. The debate was undoubtedly one reason that encouraged people to show through their action that they were against intolerance, and new volunteer actors joined Red Cross multicultural work. Young people in particular were active in the anti-racism campaign, but also other Red Cross activities in schools and educational institutions interested them.

The Hunger Day campaign has established itself as a new participation channel for young people and has even become a part of the study programme in some Universities of Applied Sciences.

The Red Cross has also voiced its deep concern over young people’s social exclusion. Young people’s increased ill-being has been visible especially at FRC’s Emergency youth shelters where the number of young people seeking help has increased.

International activities

In international assistance, the year 2011 was characterized by many major natural disasters: earthquake and tsunami in Japan, monsoon rains in PDR Korea, earthquake in Turkey as well as floods in Pakistan, Cambodia, Thailand and the Philippines. In addition, the drought in Eastern Africa developed into a major humanitarian crisis in the summer.

The most significant financial contribution was given to the Japanese Red Cross to help earthquake and tsunami victims. The FRC received a total of more than one million euros donated by both companies and private persons.

In operational terms, a focal region was Eastern Africa where aid was channelled to assisting victims of hunger and drought in the Horn of Africa. The Eastern Africa fundraising effort raised over 800 000 euros.

Extensive health programmes were also continued in South Sudan, Ethiopia, Somalia and Kenya.

Last year, the Finnish Red Cross also completed the Asia tsunami assistance programme.

The main targets of the over 30-million-euro assistance programme were Sri Lanka and Thailand. In Sri Lanka, several hospitals and hundreds of homes were constructed to tsunami victims. In Thailand, the most significant target was a blood service centre of a new type built in Phuket that serves the vast province and is used as a model in the renewal of the regional blood services of the Thai Red Cross.

In addition to disaster response, the Finnish Red Cross continued extensive development cooperation programmes in Africa, Asia and South America. They account for a third of the international aid given. In development cooperation, the focus was especially on improving the capacity of communities to respond to disasters and mitigate their consequences, as well as on preventing the most common health problems.
Blood Service

Donating blood is an easy and popular way of helping another person in a concrete manner. In 2011, 154,000 persons donated blood in Finland, and the number of donations was 269,000. The share of first-time donors was 13 percent, which is a good level in terms of continuation among donors.

Blood donations were adequate to meet the needs of patients, and no serious blood shortages occurred during the year. The Finnish Red Cross Blood Service (FRCBS) distributed over 240,000 units of red blood cell products and almost 42,000 units of platelet products to hospitals. Every year, blood products help more than 50,000 patients.

The supply of stem cell grafts grew markedly in 2011. The FRCBS delivered a total of 134 grafts through its Bone Marrow Donor Registry. The activities were boosted by an international data system taken into use by the FRCBS, and the online connections it opened to registers in 14 countries. The FRCBS Bone Marrow Registry includes over 20,000 donor candidates. The FRCBS initiated a project to recruit new Registry members, especially young men, and to facilitate joining in.

The Blood Service publishes a separate Annual Report on its activities.

Kontti stores

Kontti chain expanded to Turku

The Kontti chain of recycling department stores opened its newest, ninth store in Turku in August. The aim of the Kontti chain is to generate income to Red Cross domestic and international assistance. The Kontti stores sell items donated to the Red Cross. Half of the yield was forwarded to host FRC districts and 25 percent to the Disaster Relief Fund. The remaining 25 percent is reserved for the development of the chain.

The Kontti chain also participated in international clothing aid by delivering textiles to the FRC Logistics Centre, but help was also provided for Finnish people. For example, the Kontti store in Pori and FRC Satakunta district cooperated to help families that had lost their belongings and to receive replacing items from Kontti.

The Kontti chain is a significant actor in combining work and education. For example, an employment project funded by the European Social Fund was launched in the Kontti store of Oulu. The project aims at strengthening the vocational competence of unemployed young people in the Oulu region by offering them an opportunity to complete a full or partial professional education in commerce while working.

The Kontti chain of recycling department stores publishes a separate annual social accounting report on its activities.
Emergency youth shelters

The Finnish Red Cross maintained five Emergency youth shelters in Finland. They are located in Helsinki, Vantaa, Espoo, Tampere and Turku.

The family room service was out-client work offered at the shelters. The family room discussion services are aimed at the young person, the parents and other family members.

Support to young people’s independent coping was offered in Helsinki, Tampere and Vantaa. The Turku shelter organized pilferage reprimands in which under 15-year-olds caught shoplifting were met together with their families. The Turku shelter also provided family group conferences (FCGs). The FCG is a community-based method seeking solutions to the problems of child protection clients.

Friend visitor activities were provided in the shelters mainly as a group activity. The aim of the activities was to offer the young social contacts, increase their well-being and prevent loneliness and social exclusion. The young person may also get a personal friend, support person or godparent from the shelters.

Emergency youth shelter volunteers are available online twice a week in the crisis centre maintained by the Vammala-Huittinen Association for Mental Health on the Internet (tukinet.fi).

Development activities

The Society’s action was developed extensively. In connection with the reform of the Internet website, a completely new extranet solution, RedNet, was created for volunteer activities. The service contributes to the development of volunteer activities and improves the support given, and will create new tools for the use of volunteers in the future.

During 2011, needs and options for a new financial management system were analyzed, and the work to harmonize and centralize payroll administration and services commenced. Travel administration processes were also improved by reforming the electronic service.

FRC’s Board appointed a working group to develop the Society’s managerial system. The requirements for the target status of the managerial system were outlined. The role and job descriptions of the operational management and managers at various levels were reviewed to support the development of line manager action. The entire managerial system will be developed in phases until the next General Assembly.

The development of the organizational support model was discussed with a more comprehensive approach. In the future, there will be a stronger link between how the goals of the Strategic Programme are reached and how organizational support is directed at various units. The goal in action planning is to plan the activities and finances as a whole. The goals and key performance indicators will be defined in a manner that makes planning, implementation and monitoring firmer.

In the summer of 2011, a project was launched to make payroll management processes and operating practices as automated, standardized and efficient as possible. Efficient operating practices will create room to enlarge the volume of payroll administration. Thus the second aim of the project is to centralize FRC’s entire payroll management into one team. The development work had a good start and has made swift progress. The districts have been very interested in centralized payroll services.

A new M2 travelling expense software was taken into use in the spring of 2011. Travelling expense accounts can now be filled in electronically.

More efforts were made to recruit monthly donors. Monthly donors play a significant role in FRC’s fundraising and the method will be developed further.
**Risk management**

The uncertainty in international economy also affects the planning of Red Cross activities. The transfer of the focus of economic development from developed countries to developing markets brings about significant changes, all of which cannot even be assessed properly for the time being.

The Strategic Programme adopted by the General Assembly contained an economic balancing programme for the Headquarters. In 2012-2014, the structural imbalance in HQ finances will be adjusted by improving the operational result by 1.5 million euros. The imbalance has developed in the course of several years, during which non-recurring capital gain has been used to finance regularly ongoing HQ activities. In an uncertain environment, the Society has resolved to use means that it can have an effect on. Since we cannot expect any significant increase in income in the next few years, the economy will be balanced by cutting expenses.

The search for the means to balance the economy was started in 2011 and led to cooperation negotiations conducted in accordance with the Act on Cooperation within Undertakings in the HQ in January-February 2012. Their aim was to obtain annual savings amounting to 1.1 million euros. The full effect of the savings will only be achieved from the beginning of 2014 on. To achieve a balance in HQ economy, a monitoring group, consisting of the HQ Cooperation Committee, was established in the negotiations. The economic balancing programme requires further savings in 2013 and 2014 in case new income financing cannot be secured.

The reputation and trustworthiness of our Society has been put to test in connection with irregularities in the purchase of consultancy services in the Blood Service and a fraud in the Western Finland district. The FRC Board and the Audit Committee it appointed have been closely involved in reviewing the Blood Service case. At present (March 2012) the matter is subject to the prosecutor’s consideration of charges. The Western Finland case in Seinäjoki was submitted to the police for investigation, and the prosecutor’s decision also in this matter is expected in the spring of 2012.

In February 2012, the Board decided to launch an audit of the controls of internal audit. The Audit Committee will report on the findings and make proposals for further action to the Board in the spring of 2012. In the development project of the managerial system, attention will also be given to the roles and responsibilities of decision-making bodies and executive management in various FRC units. This will allow issuing specifications and guidelines concerning finances, administration and internal controlling if necessary.

The Investment policy adopted by the Board defines the strategic allocation of each property type, tactical ranges and risk management principles concerning FRC’s investment holdings. The four external asset managers that manage the securities of the central administration on the basis of discretionary portfolio management contracts were selected through a competitive bidding process.

The real estate property, which constituted 46 % of all investment property at the time of closing the accounts, is under RFC’s own management. The Investment Committee appointed by the Board and led by the Secretary General supervises the implementation of investment activities. In international assistance, foreign exchange rate protection is not used because assistance decisions are made in bookkeeping currency. The long-term financing loans taken out by the Society do not include exceptional financing terms, and to manage interest risks a share of the borrowed capital is protected through interest rate swaps to have a fixed interest.

From the risk management point of view, it is essential that the Finnish Red Cross maintains its reputation and that general trust in our action prevails. Other key issues in risk management still include membership development, forms of voluntary work and the number of volunteers involved in the activities.

**Financial status**

The bookkeeping surplus of the central administration was 2.6 million euros. The surplus of the financial period was markedly affected by the capital gain of 11.2 million euros received through the sale of a property in connection with the supplementary pension arrangement. The financial statement also includes 2.1 million euros of non-recurring expenses related to the supplementary pension arrangement. Without non-recurring items, the operational result of the central administration would have shown a significant deficit.

In terms of investments, the year 2011 was gloomy. The yield of investment activities excluding the non-recurring capital gain of property sold mainly relied on rents from properties.

Without the non-recurring supplementary pension expenses, the development in the Society’s expenses has been moderate. Without non-recurring items, the deficit of ordinary operations would have been less than in the previous year. The Headquarters bought more external services than planned but the procurement has either been necessary or well founded in terms of the operations. Furthermore, there were also corresponding non-recurring surpluses in the financial period that enabled their funding.

**Supplementary pension liability insured**

The Supplementary pension regulation of the Finnish Red Cross has defined how the Society supplements the pension benefits of persons covered by the scheme. The aim has been to provide employees with pension security corresponding to pension benefits provided by the state. The pension scheme was closed from new persons on 1 January 1993.

The work to find the most practical way of implementing the supplementary pension scheme was started by the Society already in 2009. The details were analysed and resolved by a working group that consisted of beneficiary, employer and expert representatives.
On the motion of the Board, the Council decided in its meeting on 12 May 2011 to insure the pension liability at the end of 2011 in a life insurance company selected through a competitive bidding process.

The pension liability accumulated by 1 January 2012 amounting to 42.7 million euros (Blood Service MEUR 31.9, HQ MEUR 5.6, districts MEUR 5.2) was transferred to the insurance company. In accordance with an agreement concluded between the Headquarters and FRC districts, the final expense entered in the district books was only half of the pension liability. The HQ funded that to the districts with an interest-free loan as agreed on in the financing agreement.

In previous years, the supplementary pension liability was exceptionally entered solely in the books of the central administration, also as far as the liability of the districts was concerned. The remaining supplementary pension liability payable by the districts was now entered in the central administration accounts as a financial receivable, and entered as a correction to previous financial periods in the district books as a financial liability separated from equity.

In 2011, the pension liability grew by 2 million euros, including the accumulation of pensions during 2011, raises due to index linkage and discounts given by the insurance company. In the future, the insured benefits will increase both as a result of raises given by the insurance company and investment decisions made by the insured persons themselves.

In addition to the payment to clear the accumulated pensions, the insurance decision also included separate raises to the supplementary pensions in 2013 and 2014 for a total of 2.1 million euros, which were entered as expenses in the financial statement of 2011.

The tax treatment of FRC’s product sales has changed partially in the financial period 2011. In accordance with the guidelines received from the tax administration, the FRC has on its own initiative corrected a part of its product sales VAT liable from the beginning of the financial period 2011, and in income taxation the corresponding products sales have been reported on FRC’s own initiative as taxable trade already for the tax year 2010. The changed tax treatment of product sales does not have a major financial effect on FRC’s activities.

The financial position of the central administration as a whole is stable. The most relevant changes in the balance sheet are related to insuring the supplementary pension liability. The Society took a credit institution loan of 32 million euros to finance the supplementary pension arrangement, with the intention to pay it off by selling real estate in the future. Other main changes in the balance sheet are due to value changes in investment property.

In 2012, the economy has had a positive start especially from the point of view of investments. At least a temporary solution has been found to the Greek debt restructuring, and rate development in various assets categories has in the first two months been positive. However, in terms of economic growth and development in investments, the year 2012 is still expected to be weak, with many uncertainties in the development.

Reaching the operational and economic goals adopted by the General Assembly requires, especially after the negotiations held in the Headquarters in accordance with the Act on Cooperation within Undertakings, that cooperation is intensified, operating practices are reformed and operational priorities continuously reviewed.

Districts and branches issue their own financial statements

The Finnish Red Cross is an association under public law, the activities of which are based on the Act and Presidential Decree on the Finnish Red Cross. The Decree specifically identifies the districts and branches as units with legal capacity. Therefore they prepare separate financial statements. However, FRC’s institutions – the Blood Service, Kontti stores and Emergency youth shelters – are legally part of central administration. Their action is included in the financial statements of the central administration.
Personnel

A staff survey was conducted in March 2011. The response rate in the Headquarters was 75%. The job satisfaction of the staff had gone down from the previous survey. The management discussed the findings and action to be taken to improve satisfaction in several meetings. The findings were also discussed in HQ teams. The Secretary General reviewed the findings and the planned action together with staff members.

The areas considered to need development most were wages, cooperation at all levels, hearing staff views, readiness to change, clarification of the goals and direction of the work, as well as induction. The points the staff are most satisfied with are belonging to the organization, meaningful and motivating work, their opportunities to influence their work and the implementation of equality.

One of the actions taken as a result of the findings was to reform the planning process to be based on cooperation. Efforts were taken to clarify the employees’ goals jointly and in the teams. The performance review system was also reformed for this purpose. New guidelines were issued for bullying and harassment, and the web pages on personnel issues were reformed both in structure and content.

To clarify the roles of the management and line managers, the role descriptions of sector directors and team heads were reviewed and discussed in a joint workshop of line managers and the management.

The Headquarters percentage of sickness absences has fallen significantly in the past years. It was only 2.5% in 2011. The number of employees at the HQ has decreased slightly from 2009 on. The turnover among permanent staff is also very low, less than 4%. On one hand, extra cost incurred by staff changes are avoided but on the other, renewal does not take place through changes either.

Salaries and fees paid in Central administration

<table>
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<th>2011 (thousand euros)</th>
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<th>2009 (thousand euros)</th>
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<tr>
<td>Salaries and fees</td>
<td>34 621</td>
<td>35 001</td>
<td>33 053</td>
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<tr>
<td>Additional costs</td>
<td>16 582</td>
<td>11 496</td>
<td>11 122</td>
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</tbody>
</table>

* In 2011 social security costs increased due to additional pension payments.

Employees of Central administration 2009-2011

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
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<td>Headquarters</td>
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<td>172</td>
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<tr>
<td>Blood Service</td>
<td>590</td>
<td>603</td>
<td>610</td>
</tr>
<tr>
<td>Kontti stores</td>
<td>42</td>
<td>31</td>
<td>31</td>
</tr>
<tr>
<td>Emergency youth shelter</td>
<td>42</td>
<td>44</td>
<td>48</td>
</tr>
<tr>
<td>Headquarters total</td>
<td>830</td>
<td>850</td>
<td>863</td>
</tr>
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Future views

The implementation of the Strategic Programme adopted in Lahti in June 2011 has only just begun. The strategic aims and development areas adopted by the General Assembly give support to prioritizing activities, focusing on common duties and defining the development areas in jointly specified fields.

The relevance of and need for voluntary activities are growing in Finnish society. People’s well-being and safety in daily life lean on welfare and health services but voluntary support and caring play an increasingly important role. Voluntary activities and the tradition of getting together to help one’s neighbours represent such community values that people want to identify themselves with.

The Red Cross offers an excellent opportunity for everyone interested in humanitarian activities to participate in strengthening the sense of community. The organization offers opportunities for influencing for different kinds of people who share the same values. Its volunteers and supporters expect stronger stands and advocacy from the Red Cross for the benefit of vulnerable and needy people. Volunteers hope that their knowledge and experience of everyday needs would be more clearly visible in Red Cross statements.

Expectations towards support and help provided by NGOs in all fields of society grow faster than the needs can be responded to. The demand for short-term, attractive and professionally supported voluntary activities grows, which challenges the structures and operating practices of traditional NGOs. Voluntary organizations that are open, agile and offer multi-professional support will also in the future succeed in responding to the needs of both the actors and the people in need.

Technology creates new forms and networks of voluntary work, the novel opportunities of which are hardly utilized by NGOs at all. The Red Cross has good chances of developing into a leading voluntary organization because it continues to have an extensive network of local branches and activities for all age groups. The harmonization of finance and support functions in the entire organization will increase efficiency while it also ensures that competence and resources can be directed more at supporting volunteers and branches.

Traditional NGO activities are undergoing changes like the rest of society is. They no longer attract people as they used to but people want to participate in well-organized volunteer activities. From the point of view of the integrity and credibility of the Red Cross, it is important to attach the principles of good governance to the Society’s administration at all its levels. Both the upcoming reform of FRC’s Statutes and development of the managerial system will take a stand on this issue.

The ability of the Red Cross to help in accidents and disasters at home and abroad is based on its strong local network and international cooperation. These characteristics make the Finnish Red Cross a leading humanitarian organization. Experience shows that we are able to respond quickly to local and regional needs and to requests from public authorities. Our aim is to increase people’s ability to help on their own initiative and to practice collaboration in case of disasters and accidents.

The annual Operation Hunger Day still continues to be FRC’s most significant national collection and also an exercise that strengthens the ability of the Red Cross to organize people for joint action. The Hunger Day offers experiences of helping and participation and strengthens the Society’s own assistance resources. The special characteristic of the organization as an auxiliary to public authorities will also in the future require strengthening Red Cross preparedness. Furthermore, the new administrative borders of rescue, social welfare and health authorities also challenge Red Cross structures and its internal cooperation.

A major question in international activities is how to respond to all needs with limited resources. The Finnish Red Cross has an effective and swiftly operating system for international aid. With the help of our Disaster Relief Fund, Logistics Centre and trained aid workers we are able to help in disasters in different parts of the world. Good partnerships especially with the Ministry for Foreign Affairs and the European Community Humanitarian Office ECHO further improve our ability to respond.

Assisting victims of long-term ‘silent’ disasters requires active fundraising and communication. In long-term development cooperation the Finnish Red Cross focuses on establishing partnerships with National Societies that are interested in building capacities in disaster preparedness, local competence and health. Growing needs and limited resources require ever stronger participation in the coordination of international aid as well as strengthening partnerships within the International Red Cross and Red Crescent Movement.

Stable economy and fundraising are essential in terms of Red Cross activities. Supporters, members and donors expect information about how the property has been looked after and what impact the activities have had on people’s lives. The ability to respond to needs requires that fundraising is strengthened and the economy of the entire organization developed. From the point of view of the finances of the Finnish Red Cross, the trust of private persons in the Red Cross as well as the partnerships with Finland’s Slot Machine Association RAY, Ministry for Foreign Affairs, other Ministries, the EU and corporations are vital. Finding new funding sources especially for domestic activities requires internal cooperation and clarification of programmes.
Red Cross and environment

Finnish Red Cross action does not cause any more environmental burden than typical office work organizations, nor do its voluntary activities contain significant environmental hazards. However, the coordination and direction of a civic organization with a Headquarters, 12 districts and over 500 local branches do require many joint meetings and travelling, and hence the burden caused by driving must be taken into consideration.

The FRC does not have a separate environmental programme but the Blood Service and Kontti chain observe their own guidelines. The FRCBS follows the practices of the pharmaceutical industry e.g. in handling disposable materials. The Kontti chain is a significant recycler of household items such as furniture, dishes and sports equipment, and also recycles second-hand clothes.

The FRC is developing an extranet service for internal communication, which is expected to reduce the mailing and printing of materials in the coming years. Furthermore, increasing video and Internet conferences will reduce the need for conference travelling.
Red Cross helped vulnerable people in Finland

Friend visitor activities diversified
It is estimated that every fifth Finn suffers from loneliness, which was seen in the demand for friend visitor activities. The versatile friend activities of the Red Cross reached people of different ages and from various origins who felt lonely. In particular, friend services for young people developed in many municipalities.

Friend visitor activities were visible especially on Friendship Day in February through 160 events that focused attention on loneliness and promoted the activities. Despite very low temperatures, the joyful events reached many people throughout the country. The visibility of Friendship Day woke people’s interest in the activities, which was shown in the increasing numbers of friend visitor training courses.

Increased interest in primary care and psychosocial support
The need for primary care and psychosocial support has grown in society, and volunteers are needed in duties related to them. In the course of the year, FRC’s primary care and psychosocial support volunteers assisted in many fires and search and rescue situations.

The interest of volunteers in primary care duties and competence was also seen in the basic courses in Voluntary Rescue Service. More courses and also more exercises were organized than before.

Young people were offered psychosocial support in connection with accidents and other special situations on the web through young people’s crisis chat (www.tukinet.net). The crisis chat was opened twice in 2011: at the time of the earthquake and tsunami in Japan, and in connection with the Utøya shootings in Norway. The online crisis chat served on three nights on both occasions.

The website offered a confidential and safe way of interaction. Support persons from FRC’s Emergency youth shelters helped the young online.

Vulnerability initiatives gave joy and support
Various initiatives to reduce vulnerability were undertaken in different parts of Finland. The initiatives were designed to meet local needs, and local Red Cross branches put them into practice. The initiatives included e.g. recreational activities for immigrants or elderly people, or support to young people. Funds donated to the Disaster Relief Fund enabled the initiatives.

Red Cross reached thousands of informal carers
During the year, thousands of informal carers were reached through targeted support activities. New volunteers also joined in to provide support.

Group activities and recreation organized by volunteers as well as training were offered to informal carers. The activities were open to all caring for their family members and loved ones. More effective communication efforts were taken in order to also reach informal carers outside municipal support systems.

A new training package on everyday well-being was launched for informal carers in 2011.

Students of social welfare and health were also offered a training package on informal caring and NGO activities in 2011. Cooperation with educational institutions gave opportunities to increase young people’s knowledge and skills in informal caring and interaction between generations.
Dozens became interested in Voluntary Rescue Service searches

The Voluntary Rescue Service gained extensive national media attention. At the end of the summer, a young girl went missing in Pirkanmaa region and the police alerted the Voluntary Rescue Service early on to search her. The missing person was eventually found drowned in a pond. The case got a lot of publicity and many laypersons wanting to help the missing girl’s family joined the search. Dozens of them wanted to be trained in searching and join the activities of the Voluntary Rescue Service.

On Boxing Day, a violent storm swept across Southern Finland and caused e.g. power cuts in Varsinais-Suomi, Satakunta and Southern Savo regions. In the archipelago, Voluntary Rescue Service alert groups checked the situation of senior people without electricity. In Southern Savo, alert groups located power line damages together with rescue authorities.

This kind of collaboration with a power distribution company was the first of its kind and got a lot of positive feedback.

Public authorities gave the Voluntary Rescue Service more attention than before. Its activities and preparedness were actively presented to authorities to ensure that they would request for assistance from the Service when needed.

The Red Cross helped when a fire broke out in the Turku University Hospital in September. The FRC Logistics Centre despatched 220 beds, 200 sleeping mats and 400 hundred blankets to the evacuees.
Almost 50 Healthpoints
Ageing people were especially active in using the free advice and health services of FRC’s Healthpoints. In municipalities, Healthpoints complemented the health services by offering easily approachable health advice and group activities. Collaboration with public authorities was smooth, and in many locations FRC’s Healthpoint was a welcome partner. There were 48 Healthpoints in 2011.

Need for drug and alcohol volunteers grew
The fast rhythm of life and the pressures of especially young people’s working and student life were seen in drug and alcohol work. Many different kinds of duties were available for volunteers when some young people sought to intoxicants for relief. Many users that met the volunteers were in desperate need of someone to talk to.

At the end of the year, FRC’s drug and alcohol work had 534 volunteers. Volunteers were in attendance at summer festivals and visited e.g. schools talking about the dangers of drugs and alcohol and offering discussion help. Seven basic training courses and three national further training events were held. In addition, drug and alcohol training was given to first aid groups, friend visitors and informal carers.

Condom driving licence popular
HIV/AIDS work reached hundreds of thousands of young people through radio campaigns, and the web version of the Red Cross condom driving licence test was taken by over 30 000 young people. Some 100 volunteers served in sexual health campaigns. The Red Cross was involved in the summer rubber campaign and volunteers took part in safe sex patrols at the airport and harbours.

In addition, volunteers served in FRC’s Pluspoints and on the national telephone helpline. Pluspoints and the helpline gave support and advice in HIV/AIDS related questions. The number of new HIV infections in Finland was lower than before.

Finnish Red Cross in a major preparedness exercise
The Red Cross participated in the Barents Rescue 2011 exercise in Luleå, Sweden in September. The exercise tested e.g. the progress of alerts through the network of public authorities and across borders, as well as response capacities where a disaster had hit. Public authorities and rescue and health care workers from Finland, Sweden, Norway and Russia took part in the exercise.

The Finnish Red Cross participated in the exercise with about 50 people and an evacuation hospital. An evacuation hospital with a capacity for 20 people was set up at Luleå Kallax airport.

The Hospital District of Helsinki Uusimaa was responsible for treating casualties during the evacuation flight in the exercise, and the Finnish Air Force for the flight.

The topics of the exercise were of interest also to the Ministry of Social Affairs and Health, Ministry for Foreign Affairs, Ministry of Defence, Ministry of the Interior and regional rescue services.

Clothing aid in Finland
The Red Cross delivered clothing aid to people in need in Finland through the Kontti chain. Clothing and other items were given e.g. to persons who had lost their homes in a fire or due to a mould problem.

Volunteers guided young people in taking the condom driving licence test at Ilosaari rock festival.
**Blood donors helped over 50 000 patients**

Donating blood is an easy and popular way of helping another person in a concrete manner. In 2011, 154 000 persons donated blood in Finland, and the number of donations was 269 000. The share of first-time donors was 13 per cent, which is a good level from the point of view of continuation among donors.

Blood donations were adequate to meet the needs of patients and no serious blood shortages occurred during the year. Blood components helped more than 50 000 patients.

The Finnish Red Cross Blood Service (FRCBS) continued to reform the production model for blood products. Nighttime and weekend services available to hospitals were strengthened, and earlier viral testing of donated blood introduced. The reforms responded to the clients’ expectations and thus contributed to smoother treatment of patients.

The supply of stem cell grafts grew markedly in 2011. The FRCBS delivered a total of 134 grafts through its Bone Marrow Donor Registry. The activities were boosted by the international data system taken into use by the FRCBS, and the online connections it opened to registers in 14 countries. The FRCBS Bone Marrow Registry includes over 20 000 donor candidates. The FRCBS initiated a project to recruit new Registry members, especially young men, and to facilitate joining in.

The new Cell Production Centre of the FRCBS was completed in the Kivihaka premises in Helsinki, and its testing began at the end of the year. The FRCBS also participated in a biobank project collecting and processing tissue samples from the Helsinki University Hospital Haematology Clinic for future research purposes.

**More employees in supported labour**

The Red Cross is one of the most significant providers of supported labour in Finland. The FRC offered jobs in the Kontti stores or local branches. In 2011, they employed 1 610 people all over Finland.

The Kontti store in Oulu tested a new employment project in which the employed person could complete a professional qualification in commerce while working. The project was funded by the European Social Fund.

The Steps in working life – project supported the employing units with various trainings. The employed workers and volunteer line managers were given training in mental health, project management and industrial relations.
Multicultural work attracted new volunteers

Multicultural voluntary activities continued to grow. More volunteers joined in to develop multicultural communities. Volunteers served as friends of immigrants to Finland, organized housing assistance, clubs and courses and ran international clubs.

Cooperation with educational institutions in various parts of Finland increased. Good experiences were obtained by organizing basic courses in friend visitor activities in Plain Language for students with immigrant backgrounds and then guiding them to local branch activities.

Campaigning against racism
An increase in hate speech and racist phenomena was shown in Finnish society and the daily lives of people with different backgrounds. The Red Cross campaigned actively against racism and discrimination in March. Both local branches and districts organized anti-racism events, and some of them were organized in cooperation with other actors. The number of events was about 100. FRC districts awarded diplomas to parties that had promoted equality.

Influencing attitudes was also a part of multicultural voluntary activities. The special aim of the SPIRIT initiative funded by the European Social Fund for the past three years was to influence attitudes and increase the willingness of municipalities to receive refugees. The project also supported the development of local branch activities to facilitate integration. The project was completed at the end of 2011.

Reception of refugees and asylum seekers continued
The number of asylum seekers continued to decrease. The FRC maintained 11 reception centres for adults and a few units for under-aged unaccompanied minors. As a consequence of cuts made by the authorities, the number of beds in the centres was reduced and the Paimio unit closed down at the end of the year.

The Headquarters coordinated the meeting of arriving quota refugees at Helsinki-Vantaa Airport supported by a group of active volunteers. The Red Cross met 584 quota refugees arriving to Finland.

The Red Cross also arranged the travels of family members reunited with refugees living in Finland on the basis of an agreement with the Finnish Immigration Service. The number of family members entitled to state compensation was 130.

Due to changes in legislation and administration, the Red Cross was active in informing and advising local actors on the new guidelines. A significant change from the beginning of 2011 onwards was that the state paid for the inbound travel of family members of quota refugees only.

The number of tracing requests has tripled in the past four years. A total of 385 tracing requests searching 1 016 family members were processed. The number of Red Cross messages delivered was 42.

Advocacy for family reunification
In advocacy, the main goal was to secure the family reunification of refugees. The FRC prepared a statement on the issue to the Cabinet negotiations and organized a discussion forum for key actors in the field. In the autumn the Red Cross prepared a memorandum together with other NGOs working with refugees and organized a press briefing. In addition, a joint seminar was held with refugee organizations on the EU division of responsibilities in the European asylum system.

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First aid volunteers helped in hundreds of events

New first aid groups were established in different parts of Finland in 2011, which told about an increasing interest in first aid activities.

The number of new volunteers trained in first aid attendance was 281. They were needed because of the high number of attendances especially in larger cities. In the summer, first aid groups provided first aid services in events and festivals all over Finland. The European Capital of Culture event in Turku generated 40 new attendances.

First aid groups were involved in 148 alert duties through the Voluntary Rescue Service.

The Finnish Championships in first aid were organized in connection with FRC’s General Assembly in Lahti. The Championships had categories for adults, youth, juniors and emergency responders.

First aid training in demand in companies and educational institutions

Red Cross expertise in first aid was in high demand as shown in various forms of cooperation during the year. The Red Cross worked together with NGOs, corporations and educational institutions.

A project to register defibrillators in Finland was launched in cooperation with the Finnish Heart Association and Finnish Resuscitation Council. The initiative aims at increasing knowledge of basic life support and availability of AEDs among citizens, health care professionals and public authorities. Inspired by the cooperation, the Heart Association asked for training from the Red Cross. The FRC trained 60 Heart Association members.

The new first aid programme designed for upper comprehensive schools was tested in a few schools. The aim is to get the programme into all upper comprehensive schools by 2014.

In cooperation with Nokia, the Red Cross made illustrated first aid instructions written and spoken in three languages for a free application that can be downloaded to a smart phone. Together with Helsinki Metropolia University of Applied Sciences, a campaign on the importance of washing hands was implemented. The outcome was an Internet application aimed at school-going children.

Ski slope volunteers helped over 2 000 people

Voluntary ski patrollers assisted a total of 2 274 downhill skiers in 19 ski centres. In ski slopes, most of the injured are between 10 and 15 years of age. The Emergency Response Centre was contacted in about 300 cases, and most of the casualties were sent to medical care by ambulance.
Getting accustomed to new resuscitation guidelines in training

In first aid training, the focus was on introducing the resuscitation guidelines updated at the end of 2010. Basic life support and its teaching was included in the training of trainers in first aid and health education.

From the beginning of 2011 on, the trainers are qualified to give training in basic life support (cardio-pulmonary resuscitation and early defibrillation) both in basic and further training.

The training materials for trainers were updated to include the new instructions. A new first aid course material was produced for boaters.

The Red Cross was involved in updating the first aid section of the safety plan of many educational institutions. Due to the updated resuscitation guidelines, a lot of work was done to check and edit articles and guidebooks.

The 16th First aid and emergency care symposium was organized in Helsinki in the spring. The programme focused on ensuring quality in resuscitation and on teaching skills in first aid training. Trainers in first aid and health education were offered opportunities for further training in connection with the symposium.

The number of participants in the Safety pass training aimed at companies was higher than before. Until the end of the year, the management of the Safety Pass clients was a Headquarters responsibility.

FRC’s first aid trainers know how to teach people to use a prompting defibrillator.
In international assistance, the year 2011 was characterized by many major natural disasters: earthquake and tsunami in Japan, monsoon rains in PDR Korea, earthquake in Turkey as well as floods in Pakistan, Cambodia, Thailand and the Philippines. In addition, the drought in Eastern Africa developed into a major humanitarian crisis in the summer.

The year 2011 also showed how political turmoil can quickly lead to a humanitarian emergency. The so-called Arab Spring in Northern Africa created unrest and violence, forced people to flee from their homes and increased the need for help. The Finnish Red Cross assisted people in Tunisia and Libya.

In addition to disaster response, the Finnish Red Cross continued development cooperation, which accounted for approximately a third of the international aid given. The focus was especially on improving the capacity of communities to respond to disasters and mitigate their consequences, as well as on preventing the most common health problems.

ASSISTANCE PROGRAMMES

Asia

Finnish people donated over a million euros to Japan
In March 2011, an earthquake shook the east coast of Japan and raised a tsunami. One of the consequences was a nuclear power plant accident, which was the most serious in the world since Chernobyl. About 15,840 people lost their lives in the disaster and 3,642 were still missing at the end of the year.

The Finnish Red Cross received considerable contributions from private persons and companies. The assistance work of the Japanese Red Cross was supported by more than one million euros.

Humanitarian aid to monsoon rains in PDR Korea
Prolonged monsoon rains caused floods that seriously affected PDR Korea in August 2011. The Finnish Red Cross supported the assistance and reconstruction efforts. The 18-month health care project in PDR Korea was successfully completed.

Floods troubled Pakistan
Torrential rain and floods hit Pakistan’s Sindh province. Relief items supplied by the Finnish Red Cross to local warehouses earlier in the spring enabled fast distributions to people in need. The FRC continued support to building the logistics capacity of the Pakistan Red Crescent Society.

Typhoons hit the Philippines
In October, devastating typhoons hit the Philippines. The Finnish Red Cross supported assistance programmes with funds from the Disaster Relief Fund.

Disaster preparedness in Asian countries
In Asia, preparedness was built for reoccurring natural hazards: in Nepal, the focus of the disaster preparedness programme was on schools and local communities, in Cambodia and the Philippines on provinces prone to floods and typhoons, and in Mongolia on the coping of the nomads during the harsh winter. The Finnish Red Cross also supported disaster preparedness in China.

Tents to earthquake victims in Turkey
An earthquake of the magnitude 7.2 on the Richter scale hit Eastern Turkey in October. The Finnish Red Cross supported the assistance efforts by despatching 500 winter family tents and 5,000 blankets to the site.

Health and safety to Kyrgyzstan and Tajikistan
In Central Asia, the disaster response capacities of the Red Crescent Societies of Tajikistan and Kyrgyzstan were strengthened. The preparedness stocks of the National Societies were supplemented and people’s assistance capacities and coping strengthened with the help of information and training. In Kyrgyzstan and Tajikistan, measures were also taken to prevent tuberculosis and HIV infections.

Tsunami recovery programme completed
The seven-year tsunami assistance programme was completed at the end of the year. Since the tsunami in 2004, the Finnish Red Cross has spent a total of 31.6 million euros on assistance activities. The Ministry for Foreign Affairs of Finland funded the programme with 4.5 million euros and the Ministry of the Interior with 0.2 million.

The main target of FRC’s tsunami assistance was Sri Lanka. Hospitals, residential buildings, water systems and over a thousand compost latrines were constructed in different parts of eastern Sri Lanka to replace the destroyed ones. The last hospital constructed was completed at the end of the year.

In Thailand, the Finnish Red Cross together with its Blood Service developed the blood service system. In addition, the FRC developed sea rescue activities in cooperation with the Swedish and Norwegian Red Cross Societies.

Smaller financial contributions were given to assistance programmes in Myanmar, the Maldives, Indonesia and Singapore.

Immediately after the disaster, the Finnish Red Cross was also involved in the searching and evacuation of Finnish people and in supporting the family members of the victims. The FRC funded a peer support programme organized for the families in 2005–2007. The amount spent on tsunami relief in Finland was 1.6 million euros.
Africa

Help to people fleeing unrest in Tunisia
Unrest in Northern Africa in the spring caused humanitarian needs to which the FRC responded by sending shelter materials and delegates, who worked in a temporary camp set up on the border between Libya and Tunisia. In cooperation with the International Red Cross and Red Crescent Movement and the Tunisian Red Crescent, the FRC helped people fleeing from Libya to get shelter and food and to contact their families.

Dozens of Finnish delegates specialized in emergency shelter and health care were involved in international Red Cross operations during the spring and summer.

Houses to children in Rwanda
The Finnish Red Cross helped children left orphan after the genocide in Rwanda to cope in their daily lives without their parents. The FRC has funded the construction of 75 houses to vulnerable families. The last houses were completed.

Emergency assistance to Côte d’Ivoire
Thousands of people fled their homes due to unrest in Côte d’Ivoire at the end of 2010. The Finnish Red Cross responded fast and sent supplementary food ration packages to the region.

Adjusting to climate change in Malawi and Mozambique
The capacities to respond to natural phenomena caused by climate change were improved in Malawi and Mozambique. The expert bodies involved were the Finnish Meteorological Institute and Red Cross/Red Crescent Climate Centre. In Mozambique and Swaziland, work was also done to improve the food security and health of HIV infected people.

New National Society to South Sudan
South Sudan became independent in July, and a new National Red Cross Society was established there. Emergency relief supplies were sent to the country and channelled to the areas suffering most, such as the Jonglei province affected by violence.

Drought in Eastern Africa
The Horn of Africa suffered from one of the worst dry spells in decades. There were serious food shortages especially in Somalia. The Finnish Red Cross procured blankets, tarpaulins, kitchen sets, soap and water containers to 11 400 internally displaced people.

People in Somalia were also affected by conflict, and many fled to Kenya and Ethiopia. The FRC supported Kenya Red Cross action at a new refugee camp in Kenya. In addition, the FRC sent health clinic supplies and medicine as well as an experienced team of professionals to train local workers.

In the summer, the Finnish Red Cross launched an appeal for Eastern Africa, which raised about 800 000 euros.

Programmes to improve health, sanitation and access to clean water were continued in Burundi, South Sudan, Ethiopia, Somalia and Kenya. Health programmes in Eastern Africa were also supported through the Chain reaction cycling campaign in the summer.

Help to Kenyan patients with burns
Finnish special expertise was utilized in September when six experts in the treatment of burns from the Helsinki University Hospital travelled to the Kenyatta National Hospital in Nairobi to help victims of a gas pipe explosion in a slum.

A health clinic was sent to Kenya. Water was also distributed to drought victims.
Americas

**Help to fighting cholera**
To assist in fighting a cholera epidemic in Haiti and the Dominican Republic, the Finnish Red Cross provided supplies to cholera treatment centres and sent hygiene products, medicine and delegates to the area.

More than 70,000 patients were treated and almost 80,000 adults and children were vaccinated in the field hospital in Carrefour in 2010–2011 in cooperation with the German and Haiti Red Cross Societies. A transfer to implementing a community-based health programme in Saut D’Eau was made in the autumn.

**Disaster preparedness in the Caribbean**
Community level disaster preparedness was improved in Trinidad and Tobago and El Salvador. In addition, the Finnish Red Cross supported the coordination of assistance efforts when a hurricane hit El Salvador in October.

**Well-being to mothers and children and HIV work for young people**
In Honduras, some 15,000 people were assisted to ensure the health of mothers and children in rural communities. Traditional birth attendants were also trained. Red Cross youth volunteers supported risk groups and participated in health activities.

**Forest fire preparedness in Bolivia**
About 1,500 people and representatives of public authorities were reached in regions with forest fire hazards. They were assisted in preparing for disasters. Support was also provided to repair damages caused by flooding at the beginning of the year.

**Support and protection in floods and unrest in Colombia**
Mobile health clinics provided health care in Colombia. Support was also given to protect victims of internal conflicts.

**Making young people’s voice heard in Latin America**
The Finnish Red Cross supported a regional youth programme aimed at involving young people in action planning. The Red Cross Societies in the region encouraged young people to join in activities reducing violence and improving road safety.

**Relief supplies and clothing aid**
The Red Cross received a lot of clothing donations directly to the Logistics Centre in Tampere. Clothing was also supplied through the Kontti chain. The total amount of second-hand clothing received was 160,000 kilos.

The largest consignments of clothing were despatched to Mongolia. Clothing, shoes and blankets were also despatched to Tajikistan, Sierra Leone and Burundi. Five clothing consignments containing 711,514 items were despatched to four countries. The consignments also included shoes, knitted hats, mittens and quilts.

FRC’s ERU unit preparedness included a referral hospital, surgical hospital, evacuation hospital, three health clinics, as well as a logistics, relief and IT & Telecom unit. A health clinic was sent to refugee camps in Kenya.

**Personnel**
Delegates were sent to work both in development cooperation and disaster response. The number of contracts was 190. Delegates worked in bilateral programmes, and in duties of both the International Federation of Red Cross and Red Crescent Societies and International Committee of the Red Cross. Twenty training events were organized for FRC’s personnel reserve members.

### Ministry for Foreign affairs and EU most significant funding partners of FRC’s international aid

The Finnish Red Cross is a major international humanitarian actor. It is among the ten largest actors within the International Federation of Red Cross and Red Crescent Societies, and an important partner of the International Committee of the Red Cross (ICRC).

The extent of FRC’s disaster response and development cooperation is based on partnership contracts with the Ministry for Foreign Affairs of Finland and the EU’s European Community Humanitarian Office ECHO. The Ministry has been FRC’s key partner since the 1960s, and cooperation with ECHO started in 1995.

In 2011, the Ministry for Foreign Affairs channelled 16.2 million euros to Red Cross humanitarian assistance and 7.1 million euros to development cooperation through the FRC. EU and ECHO funding for humanitarian assistance totalled 1.1 million euros and for development programmes 0.9 million euros.
Helping in focus during the Year of Volunteering

The year 2011 was the European Year of Volunteering. Volunteering was brought into focus also in the Red Cross. At the same time, efforts were made to attract more volunteers to the activities.

Materials were produced to support local branches, and they were encouraged to organize open-door events to enable people interested in Red Cross activities to find their own way of helping. The ‘Good Day’ campaign was implemented in the branches in the spring.

New volunteers through the Internet

A form to register as a volunteer was introduced on the web at the beginning of the year. During 2011, 1 300 new volunteers joined in through this channel. The Red Cross was also involved in a joint portal of NGOs (tuntitili.fi), through which 120 people approached the Red Cross to become volunteers.

The development of the RedNet intranet continued. The key idea of RedNet is to create a channel dedicated to volunteers for finding information they need. In the volunteer web, volunteers, branches and districts can publish news and inform about courses and volunteer duties. Although still in its testing phase, about ten people a day created an account in RedNet at the end of the year.

General Assembly gathered 1 400 people in Lahti

The General Assembly brought almost 1 400 active Red Cross people from different parts of Finland to Lahti in June. Mr Erkki Liikanen was elected President for a second term. The Assembly adopted a Strategic Programme for the Finnish Red Cross for the years 2011–2014. The Programme emphasizes the development of youth activities. The General Assembly also adopted changes in FRC’s distinctions.

The General Assembly decided to dedicate the year 2012 to young people in the whole Society. The aim is to recruit more young volunteers in the activities.

More than 200 volunteers participated in a special event in Lahti to update one’s CPR skills.

Harjavalta branch awarded

A Volunteer Gala was organized for Finnish Red Cross volunteers at the Congress and Exhibition Centre Jyväskylän Paviljonki at the end of the year. The number of participants was 766.

In addition, the Board of the Finnish Red Cross gave a special award to Harjavalta branch for its long-term commitment to support the growth of young volunteers. Commendations were also given to Järvenpää and Nokia branches for similar work.

Promos of the Year awarded in the Volunteer Gala

- Promo of the Year Sanna Tuorila, Oulu branch
- Promo of the Year in first aid Jessi Vuorinen, Aurajoki branch
- Promo of the Year in multicultural activities Maria Pikkarainen, Ruissalo branch
- Youth Promo of the Year Inka Poikela, Kiiminki branch
- Promo of the Year in social services Marjo Oksman-Isoaho, Keski-Espoo branch
- Promo of the Year in health and well-being Terttu Miettinen, Juankoski branch
- Promo of the Year in preparedness Taina Heiskanen, Porvoo branch

Appeals in favour of volunteering and first aid skills

On the initiative of the Finnish Red Cross, an appeal to include volunteering into school curricula was given to Minister of Education Henna Virkkunen together with 15 other NGOs.

At the turn of the year 2010–2011 the Finnish Red Cross together with a group of NGOs prepared an appeal to the Minister of Education and National Board of Education to include volunteering into the curricula of comprehensive schools, upper 6th form colleges and vocational education.

The Finnish Red Cross participated in the work of a group coordinated by Alliance, a cooperation body of NGOs working in the European Union countries. The group discussed goals for volunteering and published a volunteering policy that aims at improving the preconditions for volunteering in EU countries and at harmonizing practices.

Changes in the Distinctions guideline

The General Assembly took a decision to amend FRC’s Distinctions guideline. Individual members may now propose persons to be awarded, and badges and medals can only be granted to FRC members. The former Participation badge is now an Activity badge and a new Gold medal of merit was introduced.
Red Cross concerned about young people’s loneliness

Young people’s loneliness has become one of the most common problems in our time – and according to research, loneliness is in fact the most common reason for exclusion from society. Young people's loneliness was seen especially at Emergency youth shelters. Many young persons also suffered from bullying, which raised the threshold to become involved in hobbies.

To respond to the problem, Emergency youth shelters established different kinds of groups, such as art, gym and girl groups. The groups facilitated a natural creation of social contacts between the young.

Friend visitor activities for the young also developed in many municipalities. FRC’s Emergency youth shelters and NGOs involved in the Common Responsibility Campaign of the Finnish Lutheran Church cooperated to launch friend service initiatives for the young in Helsinki, Oulu and Kuopio. The new initiatives reached lonely young people who were offered friends from among trained young people to share time and do things together with.

Support to the young from Emergency youth shelters

Finnish Red Cross Emergency youth shelters helped young people and their families in Espoo, Helsinki, Tampere, Turku and Vantaa. The shelters aim at giving support in problem situations as early as possible and to prevent young people’s social exclusion.

At the shelters, discussion help was provided for the young and if necessary, for their families. In addition, the young could stay overnight in a crisis or problem situation. Approximately half of the young came to the shelter because they had family-related conflicts at home. Many young people had difficulties in managing their lives and suffered from mental health problems and loneliness.

In addition to the shelter personnel, a total of 236 volunteers helped the young at the shelters. The number of volunteers grew and their duties became more diverse. Volunteers served at the shelters in the evenings and at night. They were also actively involved in group or friend activities, as support persons or online helpers in Tukinet on the web.

Positive feedback to Reddie Kids clubs

The Reddie Kids clubs aimed at juniors (7–12-year-olds) offered an opportunity to learn e.g. first aid skills, tolerance and multicultural values through play.

The number of Reddie Kids clubs grew and the club model received an enormous amount of positive feedback both from FRC’s volunteers and the children’s parents.

Local branches and districts organized camps for juniors under different themes and for different target groups. The young learned first aid skills and got to know Red Cross international activities while having fun. The volunteer organizers and camp instructors were trained in running camp activities.

Educational aims for the Red Cross

In addition to offering young people activities, the FRC considered that it has an important role in young people’s growing up. Educational aims were therefore prepared for the activities.

First aid to upper comprehensive schools

First aid activities were offered to the young more actively, and first aid learning materials were offered to schools.

The FRC has designed a first aid programme aimed especially at 7th graders in upper comprehensive schools. The programme was piloted in many schools in different parts of Finland with the intention to create a national model in 2012.
Voluntary activities in international humanitarian law (IHL) grew and became more diverse.

Messukylä branch IHL volunteers implemented a 12-hour IHL role-play in Tampere in April. The role-play was very successful and got a lot of positive feedback.

In September, IHL volunteers from Suomenlinna branch organized a seminar titled Rules of War – media, power and responsibility in cooperation with the Union of Journalists in Finland and the Helsinki University Erik Castrén Institute of International Law and Human Rights.

The seminar discussed the role of the media and politics in implementing global justice. The seminar had about 180 participants.

A board game Even wars have rules was developed for IHL volunteers and educational institutions. The game was distributed to local branches and institutions.

Collections organized at schools
Schools were actively involved in many FRC campaigns. As in previous years, schools and educational institutions were an integral part of Operation Hunger Day. Schools organized collections both on their own initiative and together with local branches. In addition to actively contributing to the fundraising effort, Hunger Day is also a channel for giving global education to the students.

A lot of materials for different grades are available on the FRC website for schools. Another significant form of fundraising at schools is the Operation Day’s Work campaign. The schools selected either the Emergency youth shelters or Disaster Relief Fund as their target. More than 40 schools participated in the campaign of the Operation Day’s Work Finland.

Four youth delegates to international assignments
International youth activities aim at increasing young people’s international interaction. The activities were funded by a contribution from the Folke Bernadotte Memorial Fund.

The sixth youth delegate training course was organized in 2011. The number of young volunteer participants was 30. Youth delegates work in international assignments and also give a valuable contribution to volunteer activities in Finland e.g. as Red Cross ambassadors and in collections. Four youth delegates worked abroad in 2011. In addition, a Nepalese youth delegate worked in Helsinki Uusimaa district.

Humanitarian law interested young people

Volunteers from Messukylä branch organized a successful role play in international humanitarian law.
The recruitment of volunteers was encouraged in connection with the main campaigns, the Friendship Day, anti-racism week, Red Cross week and Hunger Day. The relevance of the web and social media grew in recruitment, and e.g., more young people joined in through them as new friend visitors and fundraisers than before.

Recruitment was supported by other media visibility. The media were interested in new activity forms such as youth friend services, new first aid groups and face-to-face fundraisers. National publicity increased for example on Hunger Day, and the number of stories grew especially in Oulu and Hame districts. First aid, both instructions and attendance at events, raised a lot of interest. Also Emergency youth shelters, Kontti stores and the Blood Service gained constant visibility.

In international issues, the greatest attention was given to major disasters, such as the nuclear accident in Japan, hunger in Eastern Africa, the Arab Spring and floods in Pakistan. The Eastern Africa hunger was covered extensively from the beginning of August until the Hunger Day campaign in September. On Hunger Day, global hunger was discussed both from the point of view of emergency response and food production. Mr Abbas Gullet, Secretary General of Kenya Red Cross Society, visited Finland then.

Many other means were used to advocate for volunteering. A series of stories about volunteers was published on the website. The FRC magazine and internal information bulletin encouraged FRC actives to act and influence. Volunteering was presented, among others, at the World Village Festival in Helsinki, the Safety and Security Fair and the European Commission’s Volunteering event.

The FRC participated in a seminar at the SuomiAreena public debate forum in Pori in July dealing with Finland splitting into two and how volunteers can help in the crisis of the welfare state. The same topic was discussed in many events during the year.

During Red Cross week, an appeal was given to the Minister of Education and articles published in provincial newspapers to include volunteering in school curricula. In an opinion poll of the FRC magazine at the time of an election in Finland, all parties were in principle in favour of the initiative of the 15 NGOs.

The reform of FRC’s web pages made progress. The new national website was presented in the General Assembly in June. The setting up of the new volunteer website RedNet was started in the autumn. The reform of the English pages was moved to 2012. The reform aims at a clear, up-to-date and technologically user-friendly website.

The Finnish Red Cross spread information about its work on the Internet and through various publications and brochures.
The Finnish Red Cross raised funds both to its Disaster Relief Fund and for domestic activities. The Disaster Relief Fund accumulated funds through regular monthly donations, emergency collections, Operation Hunger Day, wills, and other donations. In addition, 25% of the Kontti stores’ yield was transferred to the Disaster Relief Fund.

The most significant emergency fundraising effort was launched in the summer to assist drought victims in Eastern Africa. While no collection was organized after the Japan earthquake, nearly a million euros was donated to help Japan.

The cornerstones of domestic fundraising are monthly donors, other donors and donations received through wills and legacies. Fundraising for domestic purposes supported activities in Finland, such as first aid, Healthpoint, friend visitor activities and Emergency youth shelters.

The Good Day campaign provided an opportunity to support domestic activities. The Good Day campaign encourages local branches to raise funds also on occasions other than domestic events and campaigns. In 2011, the targets were friend activities and Healthpoints.

### Number of monthly donors grew
The Red Cross actively recruited new monthly donors with the help of face-to-face fundraisers. They strolled in the streets and from door to door telling about the Red Cross and opportunities to donate. As a result of active campaigning, the number of monthly donors grew. About half of the new monthly donations were directed at supporting domestic activities and the other half to the Disaster Relief Fund.

### Corporations involved in campaigns and disaster collections
The main corporate partnerships between the Finnish Red Cross and S Group, Tapiola Group and Otava Media continued. Tapiola Group’s special target is friend visitor activities and S Group’s support focuses on membership recruitment.

Red Cross week and Friendship Day campaigning was undertaken with support from the Main Partners. Joint events and happenings were organized in many municipalities with support from S Group and Tapiola Group. S Group was involved in membership recruitment during Red Cross week and in Operation Hunger Day events. Tapiola Group supported the organization of 160 local Joy from friendship -events in different parts of Finland.

In addition to the Main Partners, the Finnish Red Cross had Corporate Supporter partnerships, as well as Project Partners supporting a specific campaign or project. The forms of corporate cooperation were diverse. They included direct donations, product sales, employee involvement and various joint campaigns.

The role of corporations was significant especially in disaster collections. For example, corporations donated considerable sums through the Finnish Red Cross to help tsunami victims in Japan. Corporations with business activities or partners in a disaster area donated to disaster collections particularly often.

Corporate partners show an increasing interest in involving their employees in voluntary Red Cross activities. Corporations were offered pre-designed models for action supporting the Red Cross and opportunities for corporate employees to participate directly in local branch activity groups. Some corporations considered the pro bono work particularly meaningful also for themselves.

### Christmas collection
The Christmas collection for disadvantaged families with children in Finland was organized already for the 15th time. The yield broke a new record again with approx. 1,172,000 euros. There was a rise especially the number of companies participating.

The number of gift vouchers of the value of 70 euros distributed to disadvantaged families in Finland was 15,000. The campaign was organized by the Mannerheim League for Child Welfare and Finnish Red Cross in collaboration with Yle Morning TV, Yle Radio Finland, Yle Radio Vega and Kesko.
Operation Hunger Day
The largest annual fundraising effort, Operation Hunger Day, was organized for the 31st time 15–17 September 2011. Its proceeds reached 2.4 million euros. To mark the Year of Volunteering, the role of volunteering was raised into focus with the theme ‘Licence to help’. The theme emphasized that everyone is permitted to help and join in the chain of helping. Some 20,000 people willing to help carried the collection box on Hunger Day. Young people were especially eager. Operation Hunger Day also serves as a preparedness exercise for the FRC.

Furthermore, Accenture provides support to Emergency youth shelters. They were also supported by Canon Europe through a European partnership and by Canon Finland in Finland. Many companies supported the Red Cross by donations or royalty shares of their products sold.

In 2011, the Red Cross got many new Project Partners. For example Finnair began to offer the opportunity to donate flight bonus points to the Disaster Relief Fund.

A clear continuing trend in corporate cooperation was the willingness of corporations to involve their employees and customers in projects. The concreteness of the target and communicating to stakeholders were increasingly important.

Corporate good deeds
From December 2011 on, corporations were offered good deeds. They were donations to three alternative targets: a health educator’s bicycle, a place in the Emergency shelter and a piece of a field hospital. In practice, the good deeds are immaterial gifts in which the donor earmarks the donation for a specific purpose.

The selling of good deeds started slowly, but it will be continued throughout 2012. At Christmastime, there seemed to be more interest among corporations in making more traditional Christmas donations and participating in the Christmas campaign.

Good deeds were also offered to private persons.

Product sales to support domestic activities
Funds were raised for domestic activities through the means of remunerative fundraising, i.e. through product sales, direct mailing of lottery tickets and Christmas calendars as well as Bumerang key services. For many, Christmas cards and lottery have turned into a regular way of supporting our action. Volunteer activities in Finland – training of volunteers, their coping and continuation of the activities – are dear to many of our supporters’ heart.

New corporate partners
The Corporate Supporter agreement with Accenture also continued. The collaboration develops new forms of corporate cooperation for the Red Cross, enabling Accenture employees to be involved in various FRC volunteer duties and at the same time also to make their professional skills available. Volunteers from Accenture shared their competence with the Red Cross in many ways, e.g. by supporting the strategy development of the Kontti chain and the development of Emergency youth shelter activities as well as participating in Operation Hunger Day.
### Income statement

#### ORDINARY OPERATIONS

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td>111 452 485,22</td>
<td>108 438 405,45</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personnel expenses</td>
<td>-51 204 385,23</td>
<td>-46 497 906,26</td>
</tr>
<tr>
<td>Depreciation</td>
<td>-1 648 479,33</td>
<td>-1 910 519,55</td>
</tr>
<tr>
<td>Other expenses</td>
<td>-81 414 432,87</td>
<td>-81 036 392,58</td>
</tr>
<tr>
<td><strong>Deficit of ordinary operations</strong></td>
<td>-22 814 812,21</td>
<td>-21 006 412,94</td>
</tr>
</tbody>
</table>

#### FUNDRAISING

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Donations, Disaster Relief Fund</strong></td>
<td>10 177 087,85</td>
<td>11 833 087,09</td>
</tr>
<tr>
<td><strong>Membership fees</strong></td>
<td>432 711,50</td>
<td>429 871,00</td>
</tr>
<tr>
<td><strong>Other income</strong></td>
<td>5 217 752,36</td>
<td>5 153 805,93</td>
</tr>
<tr>
<td><strong>Collection expenses, Disaster Relief Fund</strong></td>
<td>-1 153 496,71</td>
<td>-998 916,76</td>
</tr>
<tr>
<td><strong>Other expenses</strong></td>
<td>-3 029 626,08</td>
<td>-3 066 555,76</td>
</tr>
<tr>
<td><strong>Deficit</strong></td>
<td>-11 170 383,29</td>
<td>-7 655 121,44</td>
</tr>
</tbody>
</table>

#### INVESTMENTS AND FINANCING ACTIVITIES

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td>16 664 761,10</td>
<td>16 624 968,32</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td>-3 760 051,48</td>
<td>-2 959 585,83</td>
</tr>
<tr>
<td><strong>Surplus</strong></td>
<td>1 734 326,33</td>
<td>6 010 261,05</td>
</tr>
</tbody>
</table>

#### SELF-FINANCING ITEMS

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td>134 851,77</td>
<td>1 645 338,52</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td>-134 851,77</td>
<td>-1 645 338,52</td>
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</tbody>
</table>

#### SUBSIDIES

<table>
<thead>
<tr>
<th></th>
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</tr>
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<tbody>
<tr>
<td><strong>Subsidies</strong></td>
<td>371 000,00</td>
<td>412 000,00</td>
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#### RESULT FOR THE FINANCIAL PERIOD

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Result</strong></td>
<td>2 105 326,33</td>
<td>6 422 261,05</td>
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</tbody>
</table>

#### TRANSFER TO/FROM DISASTER RELIEF FUND

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Transfer</strong></td>
<td>465 137,99</td>
<td>1 429 153,92</td>
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</table>

#### DEFICIT/SURPLUS FOR THE FINANCIAL PERIOD

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Deficit/Surplus</strong></td>
<td>2 570 464,32</td>
<td>7 851 414,97</td>
</tr>
</tbody>
</table>
## Balance Sheet

### ASSETS

#### NON-CURRENT ASSETS

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Intangible rights</td>
<td>1 777 987.72</td>
<td>2 150 873.03</td>
</tr>
</tbody>
</table>

#### Tangible assets

<table>
<thead>
<tr>
<th>Real estate (land)</th>
<th>84 093.96</th>
<th>84 093.96</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real estate (buildings)</td>
<td>2 952 510.42</td>
<td>3 072 344.94</td>
</tr>
<tr>
<td>Machinery and equipment</td>
<td>1 783 181.60</td>
<td>1 563 724.29</td>
</tr>
<tr>
<td>Advance payments and other incomplete procuring</td>
<td>1 952 326.97</td>
<td>671 943.51</td>
</tr>
</tbody>
</table>

#### Investments

<table>
<thead>
<tr>
<th>Real estate (land)</th>
<th>954 112.28</th>
<th>914 820.48</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real estate (buildings)</td>
<td>871 782.07</td>
<td>2 014 655.74</td>
</tr>
<tr>
<td>Other stocks and shares</td>
<td>77 576 868.91</td>
<td>85 903 058.81</td>
</tr>
</tbody>
</table>

#### SELF-FINANCING FUNDS

<table>
<thead>
<tr>
<th>Securities</th>
<th>3 822 325.66</th>
<th>4 011 255.65</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank receivables</td>
<td>5 773.32</td>
<td>84 261.97</td>
</tr>
</tbody>
</table>

#### CURRENT ASSETS

<table>
<thead>
<tr>
<th>Stocks</th>
<th>9 610 121.55</th>
<th>9 471 962.96</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goods</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Debtors

| Long-term                                              | 2 326 604.33    | 2 523 874.00   |

| Other debtors                                          | 7 004 091.82    | 17 917 600.48  |

| Current                                                |                |                |

<table>
<thead>
<tr>
<th>Trade debtors from FRC districts</th>
<th>1 071 793.84</th>
<th>777 046.21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade debtors</td>
<td>6 764 452.71</td>
<td>5 911 400.17</td>
</tr>
<tr>
<td>Loans receivable from FRC districts</td>
<td>20 625.00</td>
<td>20 625.00</td>
</tr>
<tr>
<td>Loans receivable</td>
<td>31 071.03</td>
<td>31 063.85</td>
</tr>
<tr>
<td>Other debtors</td>
<td>3 749 705.16</td>
<td>2 675 349.59</td>
</tr>
<tr>
<td>Prepayments and accrued income</td>
<td>3 646 212.60</td>
<td>15 283 860.14</td>
</tr>
<tr>
<td></td>
<td>3 797 341.67</td>
<td>13 212 826.49</td>
</tr>
<tr>
<td>Financial instruments</td>
<td>7 552 787.73</td>
<td>25 884.02</td>
</tr>
<tr>
<td>Cash in hand and at banks</td>
<td>7 004 091.82</td>
<td>17 917 600.48</td>
</tr>
</tbody>
</table>

| TOTAL ASSETS                                           | 133 558 428.28  | 143 623 180.33 |

### EQUITY AND LIABILITIES

#### CAPITAL AND RESERVES

| Self-financing funds                                   | 3 828 098.78    | 4 095 517.62   |

<table>
<thead>
<tr>
<th>Blood Service Fund</th>
<th>23 566 309.70</th>
<th>23 566 309.70</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disaster Relief Fund</td>
<td>13 102 861.05</td>
<td>13 567 999.04</td>
</tr>
<tr>
<td>Market Value Fund</td>
<td>1 714 027.70</td>
<td>2 853 965.15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Retained earnings</th>
<th>31 245 531.47</th>
<th>23 394 116.50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profit/loss for the financial period</td>
<td>2 570 464.32</td>
<td>33 815 995.79</td>
</tr>
<tr>
<td></td>
<td>7 851 414.97</td>
<td>31 245 531.47</td>
</tr>
</tbody>
</table>

#### LIABILITIES

| Long-term creditors                                    |                |                |

<table>
<thead>
<tr>
<th>Additional pension liability</th>
<th>0.00</th>
<th>40 688 000.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other loans</td>
<td>1 068 375.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Loans from credit institutions</td>
<td>35 600 000.00</td>
<td>4 600 000.00</td>
</tr>
</tbody>
</table>

| Current creditors                                      |                |                |

<table>
<thead>
<tr>
<th>Loans from credit institutions</th>
<th>1 000 000.00</th>
<th>1 100 000.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advances received</td>
<td>3 643 358.03</td>
<td>3 566 709.54</td>
</tr>
<tr>
<td>Trade creditors to FRC districts</td>
<td>293 463.13</td>
<td>126 229.48</td>
</tr>
<tr>
<td>Trade creditors</td>
<td>5 922 059.73</td>
<td>5 787 421.57</td>
</tr>
<tr>
<td>Other creditors</td>
<td>3 198 483.37</td>
<td>3 316 394.84</td>
</tr>
<tr>
<td>Accruals and deferred income</td>
<td>10 253 451.60</td>
<td>24 310 815.66</td>
</tr>
<tr>
<td></td>
<td>9 129 101.92</td>
<td>23 025 857.35</td>
</tr>
</tbody>
</table>

| TOTAL EQUITY AND LIABILITIES                           | 133 558 428.28  | 143 623 180.33 |

---

FINNISH RED CROSS
Central administration
Auditor’s Report

To the Council of the Finnish Red Cross

We have audited the accounting records, the financial statements, the report of the Board, and the administration of the public corporation Finnish Red Cross for the financial period 1.1. – 31.12.2011. The financial statements comprise the balance sheet, the income statement and notes to the financial statements.

Responsibility of the Board and the Secretary General
The Board and the Secretary General are responsible for the preparation of the financial statements and the Report of the Board that give a true and fair view in accordance with the laws and regulations governing the preparation of the financial statements and the report of the Board in Finland. The Board and the Secretary General are responsible for the appropriate arrangement of the control of the accounts and finances of the Finnish Red Cross.

Auditor’s Responsibility
Our responsibility is to express an opinion on the financial statements and on the report of the Board based on our audit. The Auditing Act requires that we comply with the requirements of professional ethics. We conducted our audit in accordance with good auditing practice in Finland. Good auditing practice requires that we plan and perform the audit to obtain reasonable assurance about whether the financial statements or the report of the Board are free from material misstatement, and whether the members of the Board and the Secretary General are guilty of an act or negligence which may result in liability in damages towards the association or have violated the rules of the Associations Act and or the statutes of the Finnish Red Cross.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements and the report of the Board. The procedures selected depend on the auditor’s judgement, including the assessment of the risks of material misstatement, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the association’s preparation of financial statements and report of the Board that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the internal control of the Finnish Red Cross. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements and the report of the Board.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion
In our opinion, the financial statements and the report of the Board give a true and fair view of the financial performance and financial position of the Headquarters and its institutions in accordance with the laws and regulations governing the preparation of the financial statements and the report of the Board in Finland. The information in the report of the Board is consistent with the information in the financial statement.

The interim audit of the Headquarters and its institutions has been performed by the auditing firm KPMG Oy Ab. We have acquainted ourselves with the interim audit reports. On the basis of those reports we have found that the accounting and the administration of property have been duly organized.

Helsinki 30 April 2012

Kai Salli
Authorized Public Accountant

Vilho Riitutainen
Registered Public Accountant

Heidi Vierros
Authorized Public Accountant
Finnish Red Cross Governance

Council until 11 June 2011

Chair
Kiuru Krista
Deputy Chair
Sandell Birger Ch.

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

Representatives of Ministries
Karjalainen Sakari
Kaukoranta Päivi
Kuronen Pentti
Partanen Pentti
Sorainen Olli
Voipio-Pulkki Liisa-Maria

Council from 12 June 2011

Chair
Kiuru Krista
Deputy Chair
Nordström Ralf

Members
Basilier Linda
Helin Marko
Häkkinen Juha
Jokiniemi Anna-Marja
Koivisto Leena
Kokko Eeva
Kuokkanen Hannu
Kuusela Katja
Levijoki Juha
Lindbäck Peter
Lindholm Max
Luo Anne
Merikallio Juhani
Niinimäki Kari
Nygård-Taxell Rachel
Paajanen Heikki
Rasinkangas Jarno
Saloniemi Pia
Seppänen Seppo
Silvonen Juha
Suokas Markku
Valtasaari Saia
Vänni Hanna

Representatives of Ministries
Kaukoranta Päivi
Kerminen Päivi
Niemelä Marja-Liisa
Partanen Pentti
Sitten Simo
Voipio-Pulkki Liisa-Maria

Board until 11 June 2011

President
Liikanen Erkki
Vice-Presidents
Anttila Håkan
Ollila Pirko-Liisa
Rämö Eero

Members
Bloigu Elisa
Helaakoski Hannu
Kainulainen Harri
Paatero Pekka
Qvist Airi
Rubini Aino

Board from 12 June 2011

President
Liikanen Erkki
Vice-Presidents
Ollila Pirko-Liisa
Rämö Eero
von Frenckell-Ramberg Christel

Members
Bloigu Elisa
Harri Hannu
Metsänen Irmeli
Pietikäinen Maria
Rubini Aino
Tanskanen Alpo
### Board Of Supervisors of the Blood Service

**Chair**
Korvenpää Timo

**Deputy Chair**
Rämö Eero

**Members**
- Komi Kirsi
- Kronman Gunvor
- Parkkola Kai
- Saini Timo

---

### Board Of Supervisors of the Blood Service from 30 September 2011

**Chair**
Korvenpää Timo until 2 October 2011
Komi Kirsi from 18 November 2011

**Deputy Chair**
Rämö Eero

**Members**
- Kronman Gunvor
- Oksanen Tuula from 18 November 2011
- Parkkola Kai
- Saini Timo

---

### Board of the Emergency Shelters

**Chair**
Paatero Pekka

**Deputy Chair**
Qvist Airi

**Members**
- Abib Mukhtar
- Bremer Lena
- Kuosmanen Taru
- Nyberg Frankenhäuser Annika
- Reinikainen Erja

---

### Board of the Emergency Shelters from 30 September 2011

**Chair**
Ollila Pirkko-Liisa

**Deputy Chair**
Rubini Aino

**Members**
- Bremer Lena
- Kumpula Kristiina
- Louantruori Sisko
- Muhamed Saiso
- Näsi Altti

---

### Board of the Kontti Recycling Stores

**Chair**
Bloigu Elisa

**Deputy Chair**
Vilmi Silja

**Members**
- Ekelund John
- Huhtala Johanna
- Kohmo Pasi
- Kumpula Kristiina
- Löövi Kalle

---

### Board of the Kontti Recycling Stores from 30 September 2011

**Chair**
Pietikäinen Maria

**Deputy Chair**
Kumpula Kristiina

**Members**
- Kervinen Hannele
- Kohmo Pasi
- Levänen Antero
- Löövi Kalle
- Saarela Pertti

---

### Audit Committee

**Chair**
Anttila Håkan

**Members**
- Bloigu Elisa
- Heikinheimo Antti
- Kivistö Kalevi
- Korvenpää Timo until 14 March 2011
- Nikula Pekka from 14 March 2011
- Paatero Pekka
- Rämö Eero

---

### Audit Committee from 30 September 2011

**Chair**
von Frenckell-Ramberg Christel

**Members**
- Bloigu Elisa
- Harri Hannu
- Kivistö Kalevi
- Neilimo Kari
- Nikula Pekka

---

### Youth Committee

**Chair**
Rämö Eero

**Members**
- Grekula Hanna
- Huttunen Mari
- Laine Maija
- Mattsson Ruut-Maria
- Mitts Susanne
- Rasinkangas Jarno

---

### Youth Committee from 30 September 2011

**Chair**
Rämö Eero

**Deputy Chair**
Lindholm Danielle

**Members**
- Aho Minttu
- Juhajoki Joonatan
- Laitinen Sami
- Musta Laura
- Pesonen Jenna
### First Aid Committee

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair</td>
<td>Kuronen Pentti</td>
</tr>
<tr>
<td>Deputy Chair</td>
<td>Söder Jouko</td>
</tr>
<tr>
<td>Members</td>
<td>Katila Ari</td>
</tr>
<tr>
<td></td>
<td>Kärnä Helena</td>
</tr>
<tr>
<td></td>
<td>Määttä Teuvo</td>
</tr>
<tr>
<td></td>
<td>Silfast Tom</td>
</tr>
<tr>
<td>External expert members</td>
<td>Castrén Maaret</td>
</tr>
<tr>
<td></td>
<td>Saari Salli</td>
</tr>
<tr>
<td></td>
<td>Vertio Harri</td>
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### First Aid and Health Committee from 30 September 2011

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair</td>
<td>Siitonen Simo</td>
</tr>
<tr>
<td>Deputy Chair</td>
<td>Haikala Olli</td>
</tr>
<tr>
<td>Members</td>
<td>Castrén Maaret</td>
</tr>
<tr>
<td></td>
<td>Katila Ari</td>
</tr>
<tr>
<td></td>
<td>Kärnä Helena</td>
</tr>
<tr>
<td></td>
<td>Määttä Teuvo</td>
</tr>
<tr>
<td></td>
<td>Saarinen Markku</td>
</tr>
<tr>
<td></td>
<td>Silfast Tom</td>
</tr>
<tr>
<td></td>
<td>Sundman Tove</td>
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<tr>
<td></td>
<td>Vertio Harri</td>
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### Volunteer Activities Committee

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
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</thead>
<tbody>
<tr>
<td>Chair</td>
<td>Ollila Pirkko-Liisa</td>
</tr>
<tr>
<td>Deputy Chair</td>
<td>Qvist Airi</td>
</tr>
<tr>
<td>Members</td>
<td>Engström Sverker</td>
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<tr>
<td></td>
<td>Glader Sune</td>
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<tr>
<td></td>
<td>Grönlund Henrietta</td>
</tr>
<tr>
<td></td>
<td>Hunnakkio Sari</td>
</tr>
<tr>
<td></td>
<td>Leijan Juhani</td>
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<td></td>
<td>Savolainen Elina</td>
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<tr>
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<td>Vänni Hanna</td>
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### Member and Volunteer Activities Committee from 30 September 2011

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
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</thead>
<tbody>
<tr>
<td>Chair</td>
<td>Rubini Aino</td>
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<tr>
<td>Deputy Chair</td>
<td>Metsänen Irmeli</td>
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<tr>
<td>Members</td>
<td>Backman Henri</td>
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<tr>
<td></td>
<td>Reinholdt Ilse</td>
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<tr>
<td></td>
<td>Sandell Birger Ch.</td>
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<td></td>
<td>Tuorila Sanna</td>
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<td>Valtasaari Saija</td>
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<td>Åhman Jessica</td>
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### Finance and Personnel Committee

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
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<tbody>
<tr>
<td>Chair</td>
<td>Helaakoski Hannu</td>
</tr>
<tr>
<td>Deputy Chair</td>
<td>Anttila Håkan</td>
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<tr>
<td>Members</td>
<td>Carlstedt Henrik</td>
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<tr>
<td></td>
<td>Korvenpää Timo</td>
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<td>Lumme-Tuomala Riitta</td>
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<td>Piispanen Elina</td>
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### Development and Personnel Committee from 30 September 2011

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<tbody>
<tr>
<td>Chair</td>
<td>Harri Hannu</td>
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<tr>
<td>Deputy Chair</td>
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<td>Members</td>
<td>Carlstedt Henrik</td>
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<td></td>
<td>Kainulainen Harri</td>
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<td>Käntävä Eira</td>
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<td>Lumme-Tuomala Riitta</td>
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### Arbitration Committee from 18 November 2011

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<tr>
<th>Role</th>
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<tbody>
<tr>
<td>Chair</td>
<td>Liikanen Erkki</td>
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<tr>
<td>Members</td>
<td>Helaakoski Hannu</td>
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<tr>
<td></td>
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<td></td>
<td>Rihelä Kirsti</td>
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<td>Sandell Birger Ch.</td>
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### Managerial Systems Development Group until 30 May 2011

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
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<tbody>
<tr>
<td>Chair</td>
<td>Paatero Pekka</td>
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<tr>
<td>Members</td>
<td>Kainulainen Harri</td>
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<tr>
<td></td>
<td>Korvenpää Timo</td>
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<tr>
<td></td>
<td>Kumpula Kristiina</td>
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<tr>
<td></td>
<td>Pietikäinen Maria</td>
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<td></td>
<td>Piirto Mimmu</td>
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<td></td>
<td>Tanskanen Alpo</td>
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<td></td>
<td>Vainio Arja</td>
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<tr>
<td></td>
<td>Wilén Yrsa</td>
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<td>Åberg Leena-Kaisa</td>
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### Investment Committee

<table>
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<th>Name</th>
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<tbody>
<tr>
<td>Chair</td>
<td>Kumpula Kristiina</td>
</tr>
<tr>
<td>Members</td>
<td>Aranko Kari until 30 October 2011</td>
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<tr>
<td></td>
<td>Korvenpää Timo until 2 October 2011</td>
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<tr>
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<td>Manninen Mikko</td>
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<td>Syrjälä Martti from 31 October 2011</td>
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<tr>
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<td>Väisänen Tapani</td>
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</table>

### Youth Brand Working Group (February-April 2011)

Andersson Johanna
Berghem Viivi
Laiho Hannu-Pekka
Mattsson Ruut-Maaria
Rämö Eero
Humanity
Impartiality
Neutrality
Independence
Voluntary service
Unity
Universality