



HELP WITH YOUR HELP

Annual Report 2012

Finnish Red Cross
20 May 2013

Cover image: Finnish Red Cross youth assembly 2012
Photographer: Alejandro Lorenzo

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Annual Report of the Board for the Financial Period 2012

Introduction

The year 2012 was a year of problematic and complex crises. From the perspective of the International Red Cross and Red Crescent Movement, delivering assistance to victims of conflicts and war was particularly difficult. Defending the principles of neutrality and independence became ever more important in humanitarian aid. The year also showed how selectively crises reach news headlines. The politically complex civil war in Syria continued, and the need for assistance for the civilian population and refugees grew. Major challenges were confronted in access to deliver aid. The news reported about the conflict daily but the suffering of the Syrian people did not generate interest in raising funds to help the victims.

It was difficult for the International Committee of the Red Cross and the Syrian Arab Red Crescent to carry out assistance activities amid the crisis. Outsiders did not always understand the actual difficulties confronted by aid organizations in the civil war context.

In 2012, there were no so-called mega-disasters and the number of disasters classified as natural disasters was almost 20 per cent lower than the decade's average. The number of people in need of assistance due to disasters was less than half of the decade's average. The year's most devastating disaster was Typhoon Bopha in the Philippines. Hurricane Sandy caused widespread destruction in the Caribbean region, for example in earthquake-stricken Haiti, but the world media mainly focused on the damages caused by Sandy on the west coast of the USA.

The uncertainty of global economy was also felt in Finland. The effects of the economic situation and the image of uncertainty and lack of future prospects conveyed through the media were reflected in people's thinking. In the course of the year, the Red Cross often got indications that people hope for support to coping. However, the majority of Finnish people could carry on living as usual, even if rising unemployment and weaker means of livelihood characterized the lives of a growing number of people.

Throughout the year, the Board of the Finnish Red Cross (FRC) continued to implement the strategic guidelines adopted by the General Assembly in Lahti, aiming to respond to emerging needs both at home and abroad. In addition to strengthening FRC's operational capacity and ability to assist, the aims include clarifying the roles and responsibilities of various actors.

The Board conducted a mid-term review of the Strategic programme among FRC's governance and employees. They considered improving Red Cross preparedness and action in emergencies and crises as the Society's strengths. Stronger advocacy is expected from all levels of the organization to enhance humanity.

To further strengthen the Society, the respondents suggested cutting down bureaucracy, streamlining the structure and ensuring creativity and joy for volunteers. The respondents considered that an organization that is open and sensitive to new practices will ensure Red Cross action in the future.

The year 2012 was dedicated to youth in the FRC. However, the theme year neither gave a fresh boost to Red Cross youth action nor attracted new young volunteers. The Board considers it important that the experiences of the youth year will be taken seriously and will continue the goal-oriented development of youth activities.

There was rising concern especially in FRC's Emergency youth shelters for the sense of togetherness crumbling in families and for a kind of crisis in parenthood. This development especially affected young people at the brink of adulthood, who would need more support. FRC's emergency support services and psychosocial support were also needed in the aftercare of violent incidents during the year.

Storms at Christmas 2011 exposed Finnish society's vulnerability. They also brought up the relevance of developing and strengthening the preparedness of the Red Cross itself. The Board decided to undertake a national preparedness exercise in 2013 with main themes such as local preparedness planning in branches, cooperation with public authorities and partners as well as leadership and flow of information. The objective set was an improved capacity of the Red Cross to respond quickly to the needs of the affected in sudden emergencies and disasters.

FRC's Board spent a considerable amount of time during the year to promote harmonized operating practices and an effective management framework. In addition to the clarification of the management system, the principle of 'the common good' was adopted by a decision of the Board. It means that the central administration, districts and local branches each must bring such added value to Red Cross action that enhances the assistance activities and aims of the Society. The goal is to clarify the division of labour between various actors to ensure support to volunteers and to cut overlapping.

In order to harmonize the operating systems, the central administration, most districts and larger branches selected the same auditing company.

In programme activities, an important achievement was the adoption of a national policy for first aid training.

A fresh kind of enthusiasm for and interest in voluntary activities has emerged. However, the new volunteer action requires growing professional support as well as a coaching and feedback system. To ensure this, an electronic RedNet service for local branches and the volunteer path have been worked on, and FRC's internal flow of information and operating practices have been made more effective.

The key theme for the year was to implement the General Assembly decisions to balance the economy and to develop the financial resources. During the year, cooperation negotiations were undertaken in the Headquarters and Blood Service to balance the economy and activities.

FRC's own income generation developed favourably during the year but the need to balance the economy and to increase self-financing will continue also in the coming years.

The Red Cross held its position as the leading and reliable Finnish aid organization, even if the regrettable financial irregularities at district and branch level during the year produced negative publicity. Throughout the year, the FRC continued its extensive development and training programme in internal control and operating practices to respond to shortcomings discovered.

Red Cross action is only possible with the help of volunteers, members, supporters and partners. The Finnish Red Cross wishes to thank all those whose contribution has enabled the Red Cross to help at home and abroad.

Domestic activities

The Red Cross has for several years taken determinate steps to develop the Society's response capacity. Regional and local preparedness plans already cover two-thirds of the country and cooperation with public authorities has proceeded as planned in all districts.

Traditionally, FRC's local preparedness has primarily been based on the activities of first aid groups. The operating model of comprehensive branch preparedness adopted in the General Assembly in Lahti utilizing all available volunteer resources within a local branch and between them is a great opportunity for improving FRC's response capacity.

In addition to strengthening preparedness within the Red Cross, the role of the FRC in coordinating the Voluntary Rescue Service network of 50 NGOs has been clarified.

The FRC is more actively involved in preparing and implementing especially the regional welfare programmes of the authorities' internal safety plans. This programme is not new but aims at incorporating existing preparedness, health and wellbeing programmes into local internal safety measures, which will increase the impact of the programmes.

The FRC has for many years assisted the public authorities in the reception of asylum seekers and refugees. FRC's districts run nine reception centres for asylum seekers and some units for minors together with immigration authorities. We are actively involved in supporting the integration of immigrants and in strengthening a permissive society respecting human rights. However, this activeness is still not adequately reflected in the diversity of FRC's volunteers and members.

Further to traditional disaster preparedness, providing psychosocial support and support to people's coping have been in the focus of FRC's domestic activities. Loneliness and need for community support exist in all age groups. Therefore it is positive that Red Cross friend visitor courses have filled up in different parts of the country.

The Red Cross continues to play a very important role in strengthening the safety of communities and individuals, especially by providing first aid training and maintaining the skills. Red Cross first aid attendants are a familiar sight in almost all Finnish public events and concerts. A future challenge will be to attract volunteers to the constantly growing attendance activity.

The ageing of the population is also reflected in the increasing number of people serving as informal carers for their family members. In the future, FRC's support activities for informal carers will become even more relevant although activities are already provided in eight districts and thousands of people benefit from them.

As decided by the General Assembly in Lahti, the year 2012 was a theme year for young people. The aim was to raise the visibility of youth activities, help young people

to join in local activities and also grant them opportunities for action within the organization. It is expected that interest in Red Cross action and values will grow especially among young people, and the theme year was made visible in electronic media, through public statements and discussion initiatives.

However, the objectives set for the year were not met even if new actors did join in. During the theme year the Red Cross faced the same challenges as other youth organizations: how to adapt Red Cross action in a manner that makes it appealing and inspiring for the young generations surfing in the abundant supply of electronic communication channels.

International activities

A silent year in natural disasters gave space to the visibility of conflicts in the world. With funds from especially the Ministry for Foreign Affairs, the Finnish Red Cross was able to provide support to long-lasting crisis operations with otherwise limited visibility in Finland through the International Committee of the Red Cross. The situation in Syria got most attention.

The security situation in Syria was exceptionally difficult and several aid workers lost their lives in different parts of the country during the year. Neither the delivery of assistance within Syria nor organizing transportation of aid across the border from neighbouring countries has been solely within the powers of aid organizations. The Red Cross and other aid organizations need permission from the states in the region for the transportation. Despite the difficulties, the International Red Cross was able to maintain its neutral role amid the crisis and to deliver aid to Syria together with the Syria Arab Red Crescent.

The worst cholera epidemic in Sierra Leone's history broke out in July after the rainy season began. The Finnish Red Cross responded to the appeal and sent 13 delegates and two Emergency Response Units modified for cholera treatment to Sierra Leone with funding from Finland's Ministry for Foreign Affairs, the UK's Department for International Development and FRC's Disaster Relief Fund.

The Finnish teams worked in five locations in Sierra Leone, mainly providing support to cholera wards at regional hospitals and primary health care units in collaboration with Sierra Leone's Ministry of Health and Sanitation and volunteers of the Sierra Leone Red Cross Society. The volunteers played a key role because they had a long experience of working in health programmes.

In recent years, the FRC has grown into one of the largest development cooperation organizations in Finland. The goal of long-term development work is to strengthen the Sister Societies' operational and organizational capacities and health programmes.

Communication and fundraising

The FRC has for several years dedicated effort into developing its communication and fundraising. The website reform was finalized in 2012 and the RedNet site established for voluntary activities was nearly complete.

FRC's internal communication is increasingly moving into electronic channels, and in addition to RedNet, most districts and local branches have adopted Facebook as their means of communication.

The fast expansion of social media and emergence of new forums demand growing competence and management of fragmented target groups from FRC's communication.

In the main media, the visibility of the Red Cross and its image as a competent provider of humanitarian aid remained at previous level, even if the year 2012 did not include other headline-making events than the civil war in Syria and the crises in Northern Africa.

The Society's own fundraising and its development were prioritized by FRC's Board. Considering the prevailing economic instability, the fundraising result must be regarded as good. The Fundraising unit was able to target its efforts more effectively and, for example, the yield of the national lottery grew significantly. The customer relationship management system launched during the year and the Siebel ondemand system related to it are expected to further assist in enhancing fundraising.

The closer cooperation between the communication and marketing communication units was shown in more effective campaigning. At the same time, a materials production team was established from employees of communication and fundraising units.

INSTITUTIONS

Blood Service

The Finnish Red Cross Blood Service (FRCBS) is responsible for maintaining the supply of blood components in Finland. It organizes blood donations and processes the blood products needed in patient care from the collected blood. The FRCBS also offers hospitals tissue and laboratory services and supplies pharmaceuticals. In addition, its operations include research and development.

In 2012, the number of whole blood donations was 246 434. The amount went down by about 17 000 from the previous year. This was due to a decreased demand for blood products, to which the Blood Service responded by collecting less blood.

Blood donors were adequately available throughout the year to meet patients' needs. The blood donation network was developed by improving donation opportunities in areas with a large population of donation age and in which the young population is expected to grow. A new local donor centre was opened in Espoo and the number of blood donation events was increased in Ostrobothnia.

A brand new form of corporate cooperation began with the development of the so-called BloodGroup model. The activities were launched in October, and blood donor groups from as many as 209 companies and corporations had already joined by the end of the year.

There was a clear decrease in the use of blood products in Finnish hospitals. The number of red blood cell units delivered to hospitals was 228 411 (240 558 in 2011) and platelet products 40 342 (41 929). The value of blood product sales was 44.6 million euros (-2.0 %)

To develop the manufacturing processes of blood products, new technology was adopted. New automatic blood separators replaced those used for 10 years, further improving the reliability and speed of the processes and facilitating better data collection and tracking. Customer services were improved, including the introduction of a new telephone system.

The demand for laboratory services varied by field of analysis. The total turnover of invoiced laboratory services in 2012 reached 6.2 million euros (-4.3 %). In 2012, there was particular growth in demanding red blood cell antibody identification assays. The FRCBS serves as a national reference laboratory for blood group assays.

Laboratory activities were developed, among others, by enhancing 24/7 operations, adopting new, more sensitive methods for donor virus screening as well as by introducing genotyping in donor blood group assays.

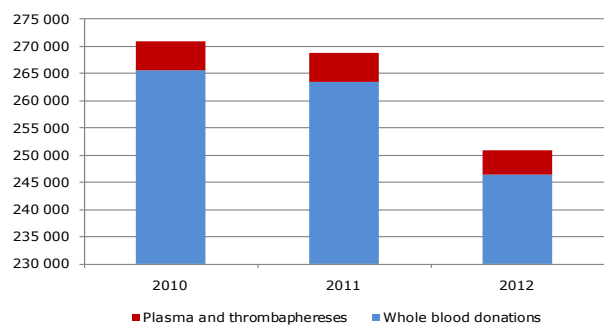
The FRCBS continued its pharmaceutical retail and distribution operations through new plasma supply agreements. The turnover of the pharmaceutical sales in 2012 was 4.4 million euros (-8.1 %). The sales of unprocessed plasma used in plasma products yielded 6.6 million euros (-18.7 %).

In 2012, the Blood Service prepared for the distribution of ChondroCelet in Finland. The product is intended for repairing knee cartilage damage and is the first cell therapy product to be granted marketing authorisation in Europe. Supply to Finnish clinics will begin in 2013.

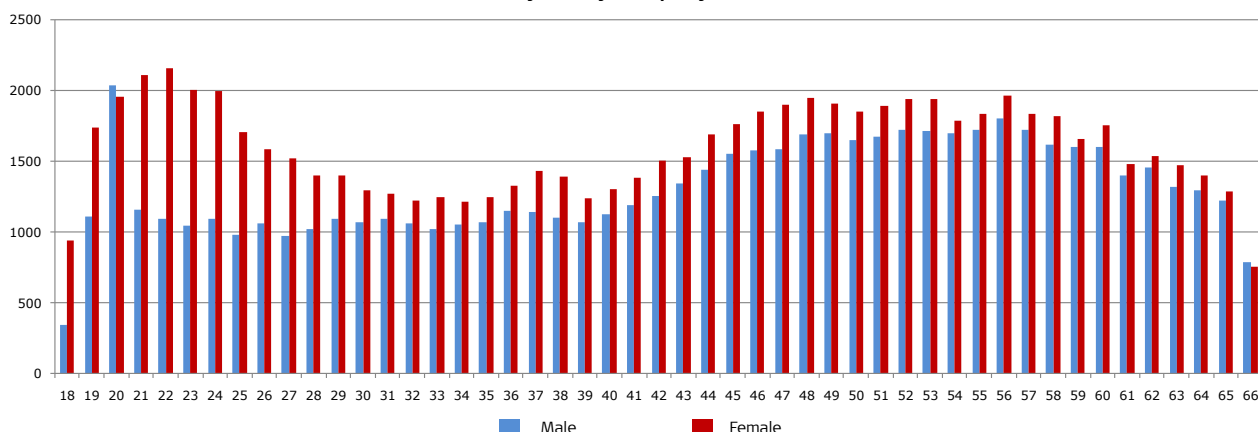
Cell production as a new option in tissue services

New members were actively recruited to the Bone Marrow Donor Registry to replace those leaving it due to age or other factors. With the help of successful campaigning, we were able to attract more than 1 333 new members to the 20 000-strong registry (775 in 2011). The FRCBS distributed a total of 128 stem cell grafts in Finland and abroad. Our own couriers delivered 54 stem cell grafts to Finnish patients at the transplantation centre.

Blood donations



Blood donors by age and gender 2012



Kontti stores

The aim of the Kontti chain of recycling department stores is to generate income to the Finnish Red Cross and provide good-quality supported employment. In the past year, Kontti stores met the goals very well.

The Kontti chain expanded to Vantaa in September 2012, and the Turku store had its first full year of operation. The sales volume of the Kontti chain thus grew by 22 % from the previous year.

The turnover of the chain reached 7 071 348 euros and the result 2 078 773 euros. The amount transferred to FRC districts was 1 039 387 euros, to FRC Disaster Relief Fund 519 693 euros and to the Headquarters for the development of Kontti activities 519 693 euros.

In 2012, Kontti stores collected 153 000 kilos of second-hand clothing for disaster relief. The number of Kontti employees (including the stores and the administrative office) was 1 099. The employees included persons with salary support, in traineeship, work trial, and in preparatory training for working life. Of them, 64 persons completed a full or partial vocational qualification. The self-financed share spent by the Kontti chain on employment was 442 091 euros. At the end of the year, 51 persons worked in supervisory duties and in the chain management.

During the year, the Kontti chain undertook social accounting, the results of which will be published separately in the spring of 2013. Cooperation with the employment authorities and regional government Centres for Economic Development, Transport and the Environment (ELY) worked well. At the end of the year, there were nine ongoing projects with ELY Centres, one project funded by the European Social Fund, and municipal cooperation in several locations.

The establishment of new stores and especially the introduction in the capital region was a major effort for the chain. The successful launch in Vantaa strengthened trust in the Kontti concept and the professional competence of the chain.



Kaisa Rautainen

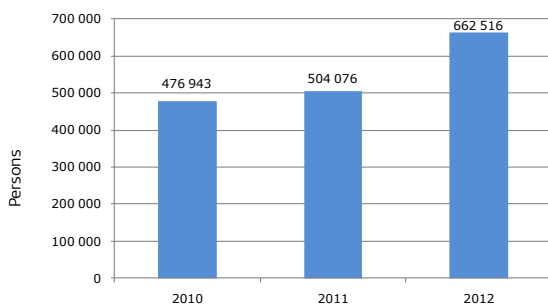
A new Kontti recycling department store was opened in Vantaa in August.

The strategy process started with Accenture in 2011 was continued in 2012. The outcome was a clarified strategy and more specific principles for management and line managing. In addition, a redefinition of the organization and roles as well as mapping of operational performance indicators commenced. The Director of the Kontti chain changed at the end of the year, with Ms Sari Nikkola appointed as the new Director. She began in her duties on 4 February 2013.

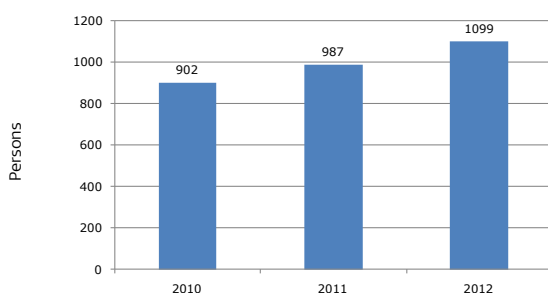
The Kontti chain of recycling department stores publishes a separate annual social accounting report on its activities.



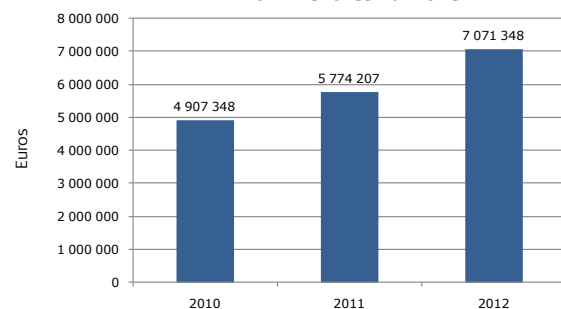
Kontti stores customers



Number of staff with employment support



Kontti stores turnover



Emergency youth shelters

Finnish Red Cross Emergency youth shelters offer easily approachable assistance and support to young people and families in various problem situations. The purpose is to respond quickly and flexibly to the needs of the young and their families. The work aims at giving support to young people and their families as early as possible and thus preventing young people's social exclusion. The work at the shelters is based on cooperation between professional staff and volunteer helpers.

The year 2012 was characterized by putting the shelter strategy into action. Activities and voluntary work became more diverse. With the help of the Common Responsibility project, cooperation was successfully expanded outside shelter municipalities. However, expanding the activities in Satakunta region did not succeed according to plan.

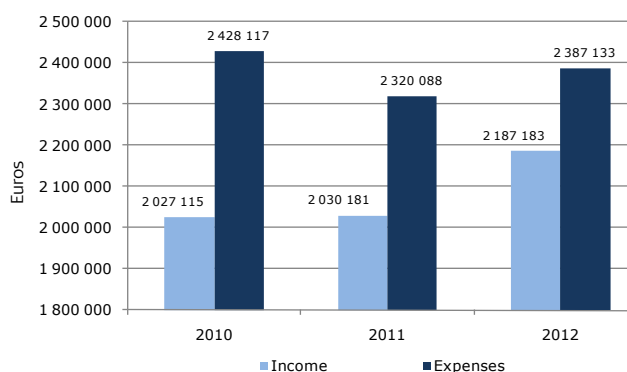
Current challenges in society include reaching lonely young people, preventing loneliness and the drifting of the young outside education and employment after comprehensive school. The youth shelters have responded to this by developing voluntary work and by cooperating even more closely with other actors. A service that relies

on the principle of approachability and can be offered to a young person in need of help even when other services are not available enables effective helping. From the end of 2012, all Emergency youth shelters were again able to offer on-call crisis services as well as appointments and accommodation seven days a week.

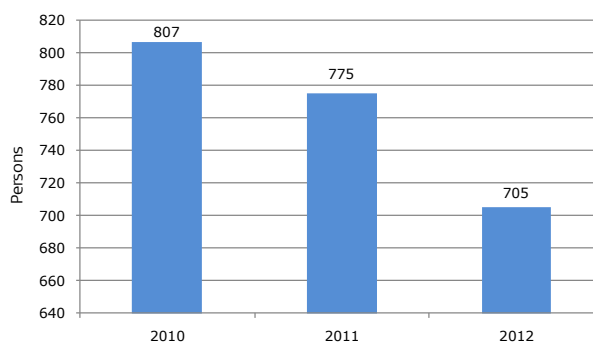
The feedback from the shelter clients was positive. They were satisfied with the organization, quality and speed of the services. The young and the families regarded the service as necessary and felt they had been heard. They also assessed that their wellbeing had improved with the client relationship. Many considered it important that the Red Cross principle of neutrality worked in practice and that the activities are not run by public authorities.

In 2012, the Emergency youth shelters began an impact assessment process with the social accounting framework. The first social accounting will be published in the spring of 2014 for the period 1 August 2012 – 31 December 2013.

Total income and expenses 2010 - 2012



Young people in Emergency shelters



Development activities

The work to develop FRC's Internet website and the RedNet application for volunteers was continued. A new system development project was started in the autumn of 2012 to update FRC's organizational application and related software and implement the package through cloud computing. At the same time, the system for collecting membership fees and regular monthly donations will be reformed. The overall system solution will become operational in the spring of 2013.

The system reform will enable us to launch other key development projects in 2013. The most important of them include the renewal of computer operating systems and office applications as well as the development of finance functions, including the introduction of a new finance and accounting system.

During 2012, preparations were made to develop the finance functions by expanding Headquarters accounting and payroll services to new districts. In addition, the payroll management of employees under supported employment forms was centralized to the Kontti chain management. Further, the use of travel administration systems reformed in the previous year was expanded in districts.

The working group appointed by FRC's Board completed the development work of the managerial framework. The entire managerial framework will be developed in phases until the next General Assembly.

Risk management

The Society's risk management is based on the Risk management policy adopted by the Board. FRC's risk assessments are kept up-to-date and the development needs of the risk management process reviewed. In this manner, risk management is increasingly part of the management process and the related assessment, planning and direction.

The Society's risk management focused on measures pertaining to previously identified irregularities. On the Board's initiative and under the leadership of the Audit Committee, a systematic assessment of internal controls was launched in the central administration and districts. The development of internal control requires that the development measures identified in the control reviews and operating practices especially within management and internal control will be worked on.

Change measures are determined by different organizational units, and their implementation is supported through training in internal control. Members of the governance and executive management as well as heads of unit and a wide range of staff from the central administration and districts have participated in it. In the longer-term, internal control and especially the operating

practices of support services will be developed on the basis of the support service strategy governing the entire organization, and operating practices will be harmonized on the basis of a service centre approach. Harmonized support services can both eliminate risks within internal control and develop the content of support services quality-wise to support the needs of actual operations and their management.

The Investment policy adopted by the Board defines the strategic allocation of each property type, tactical ranges and risk management principles. The securities of the central administration are managed on the basis of discretionary portfolio management by three external asset managers selected through a competitive bidding process. The real estate property, which constituted over 40 % of all investment property at the time of closing the accounts, is under FRC's own management.

The Investment Committee appointed by the Board, led by the Secretary General and consisting of FRC employees and external experts, supervises the implementation of investment activities. The risks related to investment activities are managed together with the experts of the main asset manager, whose special investment risk simulation and control applications can also be used.

In international assistance activities, foreign exchange protection is not used as assistance decisions are made in bookkeeping currency. To manage interest rate risks, a long-term financing loan taken out by the Society is protected through an interest rate swap agreement, in which the amount of 10 million euros of the loan capital has been changed from a variable interest rate to a fixed one. At the time of closing the accounts, the market value of the interest rate swap was -485 000 euros due to exceptionally low market rates of interest. Liquidity planning combined with consolidated accountancy has been enhanced in central administration to boost the management of the working capital especially after outsourcing the securities management to asset managers.

The economic balancing programme adopted by the General Assembly has progressed according to plan. The aim is to obtain an improvement of 1.5 million euros in the Headquarters profit in the years 2012-2014. Cooperation negotiations conducted in accordance with the Act on Cooperation within Undertakings were held in the HQ in January-February, in which annual savings worth 1.1 million euros were agreed on. Savings in the production of materials will be implemented in 2013. Balancing the HQ financial situation will require additional savings in 2013 and 2014 and success in acquiring new internal financing.

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

Financial status

The bookkeeping deficit of the central administration was 0.5 million euros. The result was essentially affected by entering as revenue the 0.9 million euros of the expenses of supplementary pension rises agreed on in connection with the supplementary pension arrangement in the previous financial period to be made in 2012 and 2013. The amount was based on the pension company's more accurate estimate of the expenses of the actual rise.

The Society's income generation reached the planned level. In terms of investments, the year 2012 was more positive than previously expected. The average annual yield of the Society's investment property of 124 million euros was 9.36 per cent. The average yield was reduced by the relatively large share of real estate property.

The financial status of the central administration as a whole is stable. A factor affecting the assessment of the result of the central administration is the organizational support the HQ provides annually to districts in cash and as gratuitous services. If the financial situation in the districts requires support from the central administration, it reduces the surplus of the HQ in the year in question.

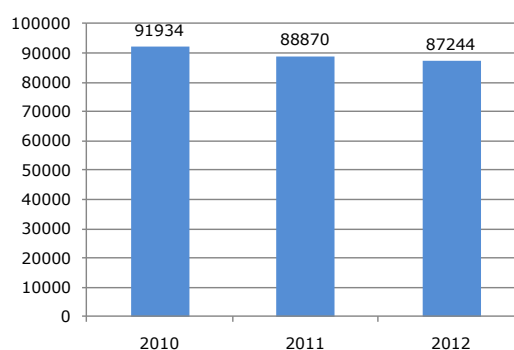
Districts and branches issue their own financial statements

The Finnish Red Cross is an association under public law, the activities of which are based on the Act and Decree

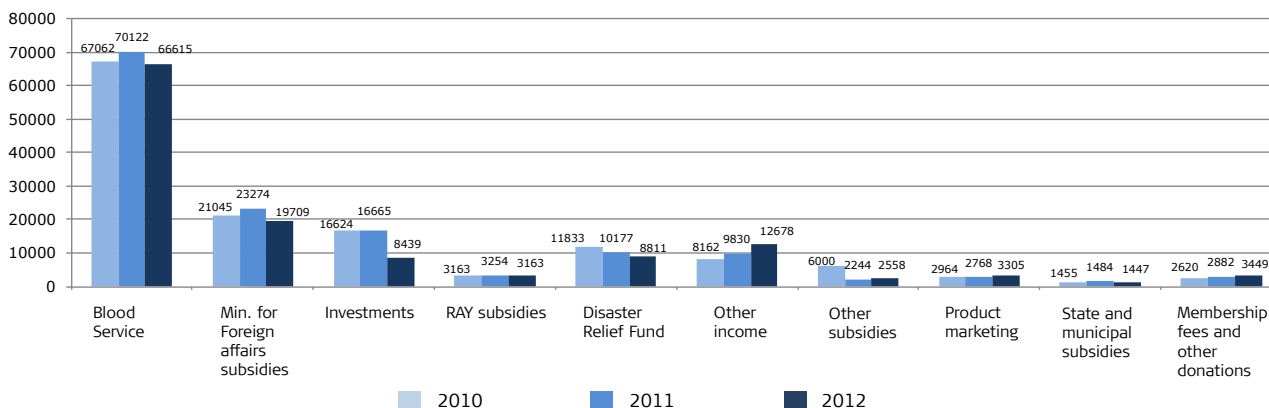
on the Finnish Red Cross. The Decree specifically identifies the districts and branches as units with legal capacity. They therefore prepare separate financial statements, and district financial statements are not consolidated in the financial statement of the central administration.

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 statement of the central administration.

FRC membership, total



Income (1 000 euros)



Personnel

The implementation of the HR development plan made on the basis of the staff survey conducted in 2011 was continued in 2012. The main effort was the line manager training based on coaching leadership implemented in the HQ with 14 sessions during the year. The coaching was organized with in-house resources in a cost-saving and coaching manner. The outcome was a shared view on managing, a peer network as well as new skills and tools, which serve as a good basis for continued development of managing.

Generic job descriptions for managers were also reformed, as was the enterprise resource planning and monitoring system and related tools that will be taken into use in 2013. The workplace welfare programme is also about to be completed.

To implement the savings decided by the General Assembly, cooperation negotiations were conducted in the HQ in the spring. The human resource was cut by 16 man-years. Major lay-offs were avoided because the savings were made by leaving vacancies unfilled and by transferring existing staff to previously outsourced services in finance administration and the switchboard. At the same time, the Helsinki Merikatu warehouse activities were moved to the Logistics Centre in Tampere.

Significant progress was made in centralizing and developing FRC's payroll management. The payroll management processes of the HQ Personnel unit were made more efficient and harmonized, which enabled the transfer of district payroll management to the HQ. The districts of Oulu, Satakunta, South-eastern Finland, Häme and Varsinais-Suomi joined the centralized model in 2012, and the process will continue in 2013.

The Red Cross 'Steps in working life' project was discontinued in 2012 because the Ministry of Employment and the Economy cut the funding of national projects. Over the years, the project successfully developed Red Cross employment measures, coached and supported

	2012	2011	2010
Headquarters	154	156	172
Blood Service	631	590	603
Kontti stores	51	42	31
Emergency youth shelter	41	42	44
Headquarters total	877	830	850

	2012	2011	2010
Salaries and fees	34 955 054	34 621 627	35 001 534
Indirect costs	10 305 414	16 582 758	11 496 371

line managers involved in supported employment at Kontti stores, districts and local branches, developed working methods and tools, social accounting, as well as collaboration with various public authorities.

The years' work was recognized in January 2013 in the Kontti store in Vantaa when Minister of Labour Lauri Ihalainen received the report of the working group led by Tarja Filatov on the development of employment measures. The place was selected because both the extent and quality of Finnish Red Cross employment activities are exemplary. Support to employment activities will continue as part of the HR unit activities, but without a separate project the development opportunities will not be similar.

Future views

Red Cross action is trusted in Finland – as shown in the experiences of the Midwinter exercise in February 2013. The FRC inspired more than 10 000 volunteers to participate, and at the same time, cooperation with various public authorities worked very well.

The Red Cross is considered a reliable organization with the ability to respond to domestic or international disasters and crises whenever needed. FRC's preparedness as part of the International Red Cross and Red Crescent Movement is an important element in Finnish people's safety. The volunteers in more than 500 local branches play an important role in civil society and in strengthening sense of community. FRC's clearer focus on preparedness as well as on health and wellbeing programmes increases its impact and relevance.

FRC's significance as a Finnish aid organization is shown, among others, in the fact that thousands of new members join the Society every year. People have a strong impression of the Red Cross being an effective channel for helping. The number of new members, however, does not mean that membership is growing. The average age of members will soon exceed 60 years. The ageing of the members and volunteers affects the organization's resources in many ways and also causes considerable annual member loss.

The growth in membership is also hindered by the fact that the FRC for the time being has not found effective means to ensure that new members and volunteers willing to join would actually be able to get locally involved in the activities that specifically interest them. The Society must therefore pay special attention to welcoming new actors in the ranks of the old ones at all levels. It must be ensured that the Society opens up to all interested people.

In connection with the preparations for the General Assembly in Turku in 2014 it will be necessary to discuss how the traditional organizational bureaucracy can be cut down to enable the volunteers to feel that they more often perform duties that raise the quality of people's lives.

The Red Cross has increased cooperation with NGOs, and it will be increasingly important to expand cooperation in the future. Through cooperation, the resources available can be utilized effectively in practical assistance activities and in the background advocacy influencing the resources available for civic organizations.

The Red Cross is concerned about deteriorating operational prerequisites for the entire third sector. This primarily means that in the past years the financial foundation of NGO activities has become weaker rather than stronger due to the international economic situation.

The change in the bank payment systems and transfer to e-invoicing to be launched at the beginning of 2014 will have a significant effect on NGO activities – primarily to getting regular donors and donations. Finland is among the first countries in Europe to move to the new system, and the needs of the third sector have either been almost totally ignored or been looked into at a very late stage in the development.

A similar project affecting NGO action has been the ongoing reform of the Money Collection Act. The reliability of money collection activities may be compromised.

Ensuring adequate resources for example to Red Cross domestic activities is important because there is a growing number of people in Finland who need external support and help to manage their lives. Problems caused by loneliness, poverty and social exclusion seem to be growing.

Red Cross and environment

The operations of the Finnish Red Cross are comparable to other national organizations mainly involved in office work. Hence the Society's' action does not cause significant environmental burden, nor does voluntary work contain environmental risks. However, the activities of the HQ, 12 districts and more than 500 local branches require many joint meetings and travelling, and therefore the burden caused by driving, unnecessary use of office paper and amount of waste produced must be taken into consideration.

With technical solutions and practical measures the Red Cross increasingly aims at moving over to electronic office solutions and communication. This applies both to documents and video and Skype meetings. The FRC uses electronic invoicing and authorization of payments, and nearly all meeting documents are already delivered electronically to the participants.

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

The RedNet extranet, FRC's internal communication service that has been constructed over the past few years, has expanded and local branches have also taken the service into use to coordinate their own activities.

Red Cross helped vulnerable people in Finland

Vulnerability initiatives gave joy and support

Various initiatives to prevent 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 activities included e.g. information and social support to immigrants, elderly people in remote areas, mental health rehabilitees or young people. Funds donated to the Disaster Relief Fund enabled the initiatives.

Friend visitor activities in all age groups

The demand for friend visitor activities grew. Loneliness and need for community support exists in all age groups, which was shown in friend visitor courses filling up in different parts of the country. The strength of friend visitor activities was the wide range of activities that give the person the option to choose.

Friend visitor activities were presented especially on Friendship Day when 156 Joy from friendship events were organized in various part of the country. The events brought visibility to friend visitor activities both nationally and locally. Young people's loneliness and friend visitor activities among the young were a special focus due to the youth theme year.



Paula Myöhänen

A group of friend visitors meets in Pieksämäki. Kaarina Riipinen, Teuvo Rouvinen and Marja Liisa Jäppinen in the picture.

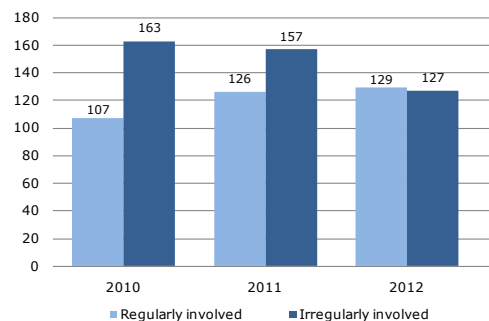
Support to coping for informal carers

Support activities for informal carers gave help, joy and training to family members of an elderly, handicapped or chronically ill person. The activities were open to all caring for their family members. In 2012, the goal was to increase interaction between generations. The activities also aimed at reminding informal carers about looking after their own health and wellbeing.

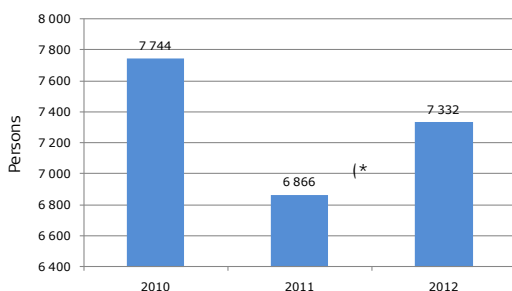
The activities reached thousands of informal carers. They were offered activity and peer support groups and recreational events organized by volunteers, as well as training in wellbeing, maintaining physical functional capacity and health. Peer support had great significance as shown in the growth of the number of groups. The number of groups rose by ten and the number of members doubled in comparison with the previous year.

Support to informal carers is a professionally coordinated activity mainly organized by volunteers. In 2012, eight districts offered the activities in their area, and seven of them had a regional employee for the purpose. A total of 42 local branches and nearly 300 volunteers were involved in the activities.

Volunteers involved in support to informal carers

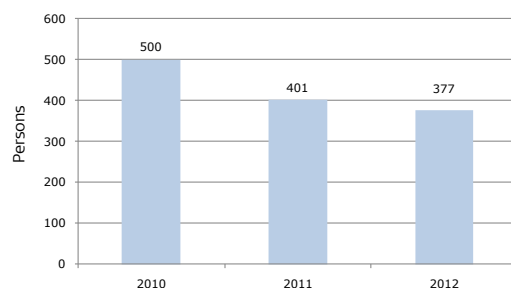


Volunteers in friend visitor activities

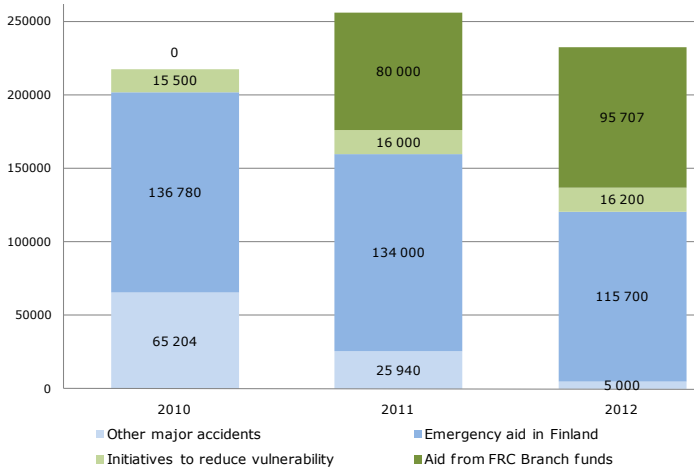


(* There was an error in previous statistics. This is the corrected figure.)

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



Domestic relief/euros



“Other major accidents” includes:

- 2010 Sello shooting incident and aid from Jokela and Kauhajoki funds
- 2011 Sello shooting incident and aid from Jokela and Myyrmanni funds
- 2012 Aid from Myyrmanni fund 5 000 €
Finnish Red Cross distributed in 2012 9 000 gift cards for the value of 70€/each as aid from the Christmas campaign

Increased interest in emergency support services and psychosocial support

Emergency support service and psychosocial support volunteers were needed. During the year, volunteers assisted in many fires and search and rescue situations.

Following the shooting incident in Hyvinkää in May, Red Cross volunteers served in catering, answered calls to the crisis helpline and patrolled the streets together with local actors. FRC’s Emergency group of psychologists participated in providing support to schools. The online Tukinet crisis chat was available for three nights.

Following the stabbing of a young woman in Varkaus in April, volunteers patrolled in the streets and were on duty also at the youth centre in the evening, supported by an FRC Emergency group psychologist. The leader of the volunteer psychosocial support group was awarded the Voluntary Rescue Service’s Rescuer of the Year title for coordinating the collaboration with the local authorities and the church.

Voluntary Rescue Service got attention

The Voluntary Rescue Service got wide attention in Finnish media. A little boy went missing in Ylöjärvi in December on his way from school. The police alerted the Voluntary Rescue Service early on to search the boy. He was finally found deceased in a collapsed roadside snow cave. The case got a lot of publicity, and many ordinary citizens willing to help the family joined the teams of the Voluntary Rescue Service.

The police, the main partner of the Voluntary Rescue Service, have on many occasions recognized the support provided by the Service. To enhance this work, a national police agreement and guideline were completed in 2012.

Clothing assistance in Finland

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

New Rubber school completed

The name of FRC’s HIV work was changed to HIV/sexual health work. It aims at promoting people’s health and wellbeing by preventing HIV infections and other sexually transmitted diseases. Providing support to the HIV infected and reducing the discrimination related to the infection were important elements of the activities.

HIV/sexual health work volunteers organized targeted campaigning among young people and travellers to promote safe and responsible sexual behaviour. Safe sex promotion teams of the FRC and Finnish AIDS Council worked in the ports of Helsinki and Turku as well as at the border crossing points at Niirala, Nuijamaa and Vaalimaa.

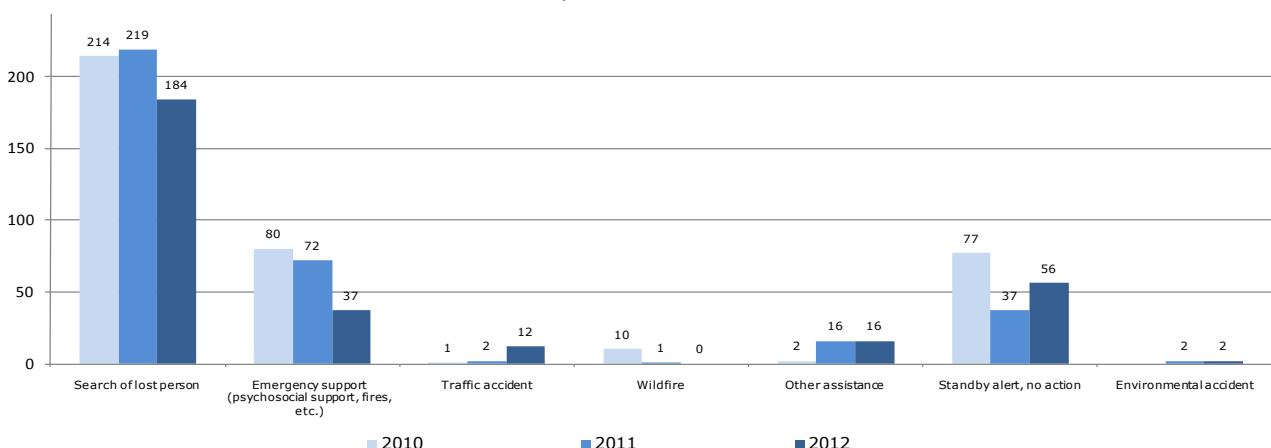
The Rubber school, a training material targeted at ninth-graders in comprehensive schools, was completed. The Rubber school is taken to schools by young Red Cross volunteers.

Volunteers served in FRC’s Pluspoints and on the national telephone helpline. At Pluspoints, rapid antibody tests were taken into use.

Drug and alcohol work as part of branch activities

A record number of 10 basic training courses were organized by the drug and alcohol programme. Local branches were active in sending their volunteers to the training and also in organizing substance information sessions. To support branches, the information materials were updated and new training materials produced.

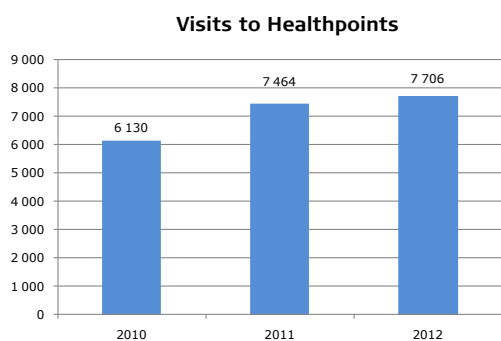
Voluntary Rescue Service alerts



The Red Cross coordinated the national preventive drug and alcohol theme week together with the NGO Ehyt ry. The posters of the week were distributed through FRC's district offices and local branches organized so-called Happiness events. School cooperation and theme events of Red Cross activity groups were continued.

More than 50 Healthpoints

Ageing people were especially active in using the free advice and health services of Healthpoints. At the end of 2012, there were 51 Red Cross Healthpoints. The Healthpoints complemented municipal health services by offering easily approachable health advice and group activities.



Blood donors helped 50 000 patients

Donating blood is an easy and popular way of helping another person in a concrete manner. In 2012, 143 563 people donated blood in Finland, and the number of whole blood donations was 246 434. The amount went down by about 17 000 from the previous year. This was due to a decreased demand for blood products, to which the Blood Service responded by collecting less blood.

Blood donors were adequately available throughout the year to meet patients' needs. The blood donation network was developed by improving donation opportunities in areas with a large population of donation age and in which the young population is expected to grow.

We opened a new local donor centre in Espoo and increased the number of blood donation events in Ostrobothnia.

A brand new image and impulse for corporate cooperation was given with the development of the so-called BloodGroup model. Launched only in October, blood donor groups from as many as 209 companies and corporations had joined by the end of the year.

The Finnish Red Cross Blood Service (FRCBS) delivered almost 230 000 red blood cell products and over 40 000 platelet products to Finnish hospitals. Annually approximately 50 000 patients need blood products in Finland. New technology was adopted in the manufacturing of blood products, which further improved the speed and reliability of the processes.

New members were actively recruited to the Bone Marrow Donor Registry to replace those leaving it due to age or other factors. With the help of successful campaigning, more than 1 333 new members were recruited to the 20 000-strong registry (775 in 2011). The FRCBS distributed a total of 128 stem cell grafts in Finland and abroad.

The demand for laboratory services varied by field of analysis. In 2012, there was particular growth in demanding red blood cell antibody identification assays. The FRCBS serves as a national reference laboratory for blood group assays.

The Blood Service's new cell production centre was prepared for launch, and the authorities gave permission for the manufacture of mesenchymal stroma cells to treat individual patients with refractory graft-versus-host reaction.

In 2012, the Blood Service had an average of 631 employees.



Jari Härkönen

A blood donor is a lifesaver.

More than 1 000 persons in supported employment

The Red Cross is one of the most significant providers of supported employment in Finland. The FRC offered jobs in the Kontti stores or local branches. Most jobs were in the Kontti stores, which employed a total of 1 011 people with various forms of employment support. Of them, 64 persons completed a full or partial vocational qualification.

The Red Cross 'Steps in working life' project was discontinued in 2012 because the Ministry of Employment and the Economy cut the funding of national projects. Over the years, the project successfully developed Red Cross employment measures, coached and supported line managers involved in supported employment at Kontti stores, districts and local branches, developed working methods and tools, social accounting, as well as collaboration with various public authorities.

The years' work was recognized in January 2013 in the Kontti store in Vantaa when Minister of Labour Lauri Ihalainen received the report of the working group led by Tarja Filatov on the development of employment measures. The place was selected because both the extent and quality of Finnish Red Cross employment activities are exemplary.

10th Kontti store opened in Vantaa

The Kontti chain opened its tenth recycling department store in Tikkurila, Vantaa in August. The Kontti in Vantaa is until now the largest store of the chain, employing approximately 50 people at a time.

The Kontti chain developed its processes in the Vantaa store by opening a reception point for the donated goods, in which the customers can sort the donated items themselves. The aim of the pilot is to fasten the rotation of goods in the stores and to inform the customers about the quality criteria for donated items. Similar sorting points will also be established in other Kontti stores.

Multicultural work attracted new volunteers

Multicultural voluntary activities continued to grow. More volunteers joined in to develop multicultural neighbourhoods. 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 everyday 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.



Niklas Meltio

Actor Eppu Salminen challenged everyone to give up their prejudices in the anti-racism week.

Reception of refugees and asylum seekers continued

The number of asylum seekers remained at the same level as in 2011. The FRC maintained nine reception centres for adults and some 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 Kontioniemi unit closed down during 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 730 quota refugees arriving in 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 10.

The Red Cross was active in informing and advising local actors on the changes in legislation and administration that entered into force in 2011. A significant change from the beginning of 2011 onwards was that the state paid the inbound travel of family members of quota refugees only.

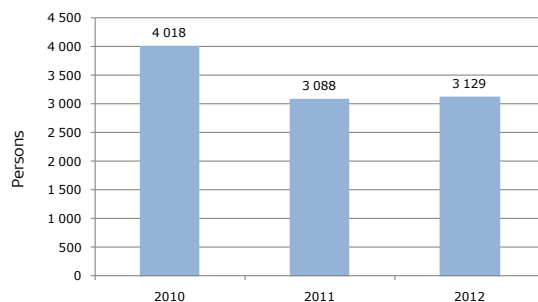
The number of tracing requests continued to grow. The increase in the requests was mainly due to searches of family members lost in Europe during the flight. A total of 433 tracing requests searching 1 174 family members were processed. The number of Red Cross messages delivered was 51.

Advocacy for family reunification

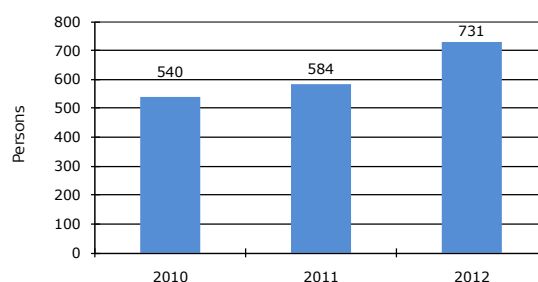
In advocacy, the main goal was to secure the family reunification of refugees. Many changes affecting the status and rights of refugees' family members have been made in family reunification policies and administration in recent years. Due to this, the FRC organized a meeting of the public authorities and NGOs on family reunification in November 2012. There was an exchange of information about the phases of family reunification in the meeting, and development discussions were held to ensure the implementation of the right to family reunification and to simplify the administrative processes.

Representatives of the Ministries of the Interior, for Foreign Affairs, of Employment and the Economy and the Finnish Immigration Service (Migri) as well as municipalities and NGOs were invited to the meeting. The main points were compiled and delivered to the Ministry of the Interior with the aim of influencing policies and strategies concerning the family reunification procedure.

Asylum applications



Quota refugees received by Finnish Red Cross



New members recruited to first aid groups

The number of first aid groups and group members has gone down alarmingly in recent years. In 2012 Red Cross alert groups, most of which are first aid groups, took part in alert duties 90 times, whereas the corresponding figure in 2011 was 154.

In 2012, young people were encouraged to join first aid groups. During Red Cross week, first aid skills tracks offering experiences of succeeding were organized for the general public. The campaign goal was to recruit new members to first aid groups. Some 700 new people interested in first aid group activities registered in the spring.

To develop recruitment models for first aid groups, a two-year project was launched in Oulu and Lapland districts in order to recruit new actors and establish groups. The number of local branches taking part in the initiative was 13. Three theme seminars were organized and new methods developed to support recruitment. A new first aid group was established in Sodankylä as a result of the project. The input of the participating branches during Red Cross week and in the Hunger Day campaign was significantly better than in the previous years. All project materials were published online on the RedNet first aid group pages.

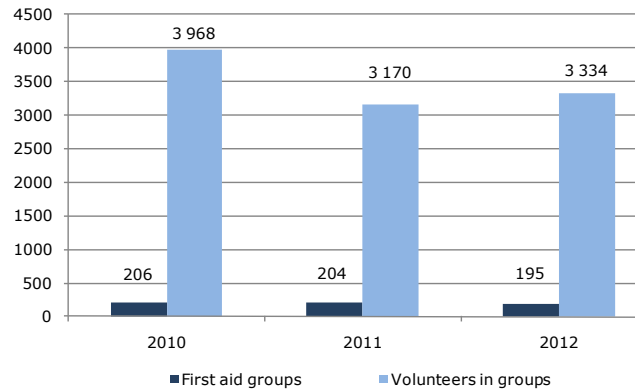
A new national first aid attendance database was launched in the autumn. It was created by a group of voluntary Red Cross IT professionals on pro bono basis. With the help of the database, the branches can easily recruit first aid attendants from their own branch or, if they want, from their own district or the whole country. The attendants are able to get basic information on different first aid attendances from the database. The database was tested and developed in Helsinki Uusimaa district before the national introduction. The database was published in a seminar for first aid groups, in which nearly 180 people from nine districts participated.



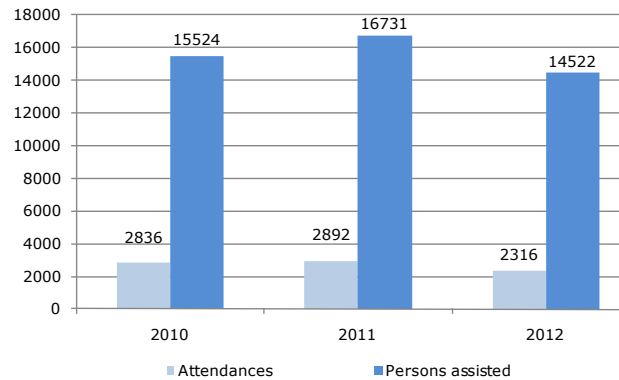
Niklas Mettö

First aid was the theme for Red Cross week. First aiders Tom Granqvist and Otto Kari show in Prisma hypermarket in Viikki how to place an unconscious casualty in recovery position.

First aid groups and volunteers in them



First aid attendances and persons assisted



Ski slope volunteers helped in ski centres

Voluntary ski patrollers helped in 28 ski centres. Many of the persons helped are between 10 to 15 years of age. Injuries most commonly affect the knee, wrist and head. Ski slope attendance was presented at the Skiexpo fair and about 100 people informed about their interest to join in.

Defibrillator registry launched

The project to register defibrillators in Finland undertaken in cooperation with the Finnish Heart Association and Finnish Resuscitation Council was completed. The register was launched in the spring of 2012. It was further developed on the basis of feedback received during the year. The goal is to increase the knowledge of citizens, health care professionals and public authorities on basic life support and the AED coverage in Finland.

Internal Red Cross cooperation was developed by transferring all national accounts from the HQ to Helsinki Uusimaa district. The HQ is responsible for the quality and content of the training and production of materials.

New materials to support training

The new First Aid manual was published in Finnish and Swedish. The manual is intended to support learning on first aid courses, for self-study and for maintaining first aid skills independently.

A textbook on the basics of emergency medical care jointly published by the Emergency Services College and Finnish Red Cross was completed at the end of the year. This book was also fully revised.

To support first aid instruction, a DVD titled Resuscitation – ability to help was made in cooperation with the WinNova vocational institute. The DVD with a dramatized story and four educational sessions was a student diploma work.

A children's storybook with instructions for emergency situations was published. This book, revised and extended in cooperation with the Finnish National Rescue Association, was also the outcome of a student diploma work.

Nine training courses for first aid trainers organized

In 2012, nine training courses were organized for trainers in first aid and health education and one in emergency first aid. The number of trainers' refresher courses was 20, one of which in Swedish. The refresher course also gave all participants the trainer qualification in basic life support.



Help to victims of natural disasters, food crisis and war

In 2012, complex crises caused suffering in different parts of the world. Factors influencing in the background of the Sahel food crisis included both drought and structural problems such as poverty and the global rise in food prices. Hurricane Sandy caused worst devastation in areas already hit by poverty and health problems, for example in Haiti.

The civil war in Syria served as a reminder of the importance of a neutral helper. The situation escalated from unrest to war that caused immeasurable humanitarian despair in Syria and a flow of refugees to the neighbouring countries. At the same time, Finnish Red Cross health care expertise was needed in Sierra Leone where cholera turned into an epidemic.

In addition to disaster response, the Red Cross continued development cooperation, which constituted approximately a third of FRC's international assistance. The development programmes focused especially on improving the capacities of communities to respond to disasters and to mitigate their impact as well as on preventing the most common health problems.

ASSISTANCE PROGRAMMES

Asia

Tropical storms ravaged the Philippines

At the beginning of December, Typhoon Bopha caused devastation in the Philippines and killed 1 000 people. About 900 000 people had to seek shelter in evacuation centres. The Finnish Red Cross supported the assistance operation by sending a medical doctor and a nurse to the Philippines.



Anthony Eboi

Red Cross helped typhoon victims in the Philippines.

The situation was made worse by the fact that the Philippines had not yet properly recovered from previous natural disasters. Earlier in the summer Southeast Asia was hit by three typhoons – Saola, Damrey and Haikui – that caused the worst torrential rain in the Philippines in three years. Heavy rain and mudslides destroyed and damaged thousands of houses. Nearly 300 000 people had to leave their homes and seek shelter in evacuation centres and temporary accommodation.

Following Typhoon Bopha, the Philippine Red Cross took part in assistance work by distributing food and water, hygiene kits, blankets and sleeping mats. More than 800 Philippine Red Cross staff and volunteers participated in the disaster response efforts after the typhoons. They assisted the public authorities in evacuating the victims, giving first aid, distributing food to people in the evacuation centres and providing psychosocial support to the flash flood victims.

Health and social welfare services

Health programmes were continued in Afghanistan, East Timor, Myanmar, Cambodia and PDR Korea. A planning meeting of Red Cross Societies supporting PDR Korea was organized in Helsinki. In Mongolia, the social care programme for the socially excluded continued. With cattle raising becoming increasingly difficult, many nomads have moved to cities. Tented residential areas have risen to the outskirts of the capital Ulaanbaatar, in which rural settlers and former herdsmen live in yurts. In Ulaanbaatar and Mongolian rural areas, the Red Cross supported social centres run by trained volunteers. In the centres they gave information about health and first aid and provided psychosocial support to those in need.

Disaster preparedness in Asian countries

Preparedness for recurring natural hazards was built in Asia: the disaster preparedness programme in Nepal focused on schools and local communities, in Cambodia and in the Philippines on provinces prone to floods and tropical storms. Disaster preparedness activities were also supported in China.

Health and safety in Kyrgyzstan and Tajikistan

In Central Asia, the FRC supported the capacity of the Red Crescent Societies in Kyrgyzstan and Tajikistan to respond to disasters. The relief stocks of the National Societies were reinforced and people's assistance capacities and their ability to cope with disasters was strengthened through information and training. In Kyrgyzstan and Tajikistan, work was also done to prevent tuberculosis and HIV infections.

Safe heating in Mongolia

The winter 2011–2012 was colder than average in Mongolia. The winter hit the people living in the yurt slums in Ulaanbaatar hardest, with a dramatic increase in the number of deaths due to cold weather at the beginning of the year. In addition, accidents caused by careless handling of fire left some 180 families homeless.

The Directorate General for Humanitarian Aid and Civil Protection of the European Commission (ECHO) granted the Finnish Red Cross funding in early spring to help people suffering from the effects of the harsh winter. The programme focused on material assistance and training and was undertaken in five provinces and in the poorest yurt slums in Ulaanbaatar. A Finnish delegate worked on site to coordinate the assistance programme.

Improving fire safety was one of the main objectives, for the traditional Mongolian dwellings, yurts, catch fire easily. The yurts are heated with wood, coal and litter, which further increases the risk of fires. In Mongolia, 90 per cent of emergency calls concern fires.

During the programme in 2012:

- 1 357 people were given fire safety training in Ulaanbaatar and rural areas
- 1 012 families received food and hygiene kits
- 49 families that had lost their home in a fire received yurts
- Mongolian Red Cross volunteers gave psychosocial support to families that had lost their homes
- school children were given training in fire safety and disaster preparedness
- training was given in first aid skills and in providing psychosocial support.

Middle East

Help amid war in Syria

The unrest that started as a popular uprising in Syria in the spring of 2011 soon escalated into a civil war that aggravated in 2012. The humanitarian situation was grim, and access and delivery trouble-some or virtually impossible due to the poor security situation and destroyed infrastructure.

Relief items such as blankets, sleeping mats, tarpaulins, food packages, medical and hygiene kits as well as kitchen sets were distributed to victims of the Syrian conflict. In addition, ambulances, forklifts and generators were despatched to the country. The Red Cross supported public authorities by offering primary health care, running ambulance services, distributing medicine and by supporting clinics treating the wounded.

The Finnish Red Cross contributed 500 000 euros to the International Federation of Red Cross and Red Crescent Societies for the Syrian assistance operation. The funds were spent on relief items such as jerrycans (8 250) and kitchen sets (6 512) despatched at the beginning of September.

The number of refugees grew. People fled to neighbouring countries and other areas near Syria to Jordan, Lebanon, Turkey, Iraq, Egypt and other North African countries. The FRC supported Lebanon in the reception of refugees.

The FRC also supported the relief operation in Yemen where violence crumbled the country's health care and water and sanitation infrastructure. Thousands of Yemenites had to leave their homes and lost their livelihoods.



Syrian Arab Red Crescent helped conflict victims suffering from fighting in Homs in the spring of 2012.

Ibrahim Malla

Africa

Delegates to Sierra Leone to combat cholera epidemic

The worst cholera epidemic in Sierra Leone's history broke out after the rainy season began in July. Cholera spreads in poor hygiene conditions and is transmitted through human faeces and from one person to another. The rainy season, floods and busy cross-border traffic on the Guinean border fastened the spread of the epidemic.

The Finnish Red Cross sent to Sierra Leone an Emergency Response Unit clinic modified into two cholera treatment units and a group of 13 delegates consisting of nurses, doctors and technicians. The FRC also despatched about 20 000 kilos of relief items to Sierra Leone.

The Finns worked in five locations: Port Loko, Kambia, Bombal, Tonkolil and Moyamba, mainly supporting the cholera wards of regional hospitals and primary health care units, working in cooperation with the Sierra Leone Ministry of Health and Sanitation and local Red Cross volunteers. The operation was financed with funds from Finland's Ministry for Foreign Affairs, the UK Department for International Development and FRC's Disaster Relief Fund.

Red Nose funds supported health in Sierra Leone

The civil war in Sierra Leone lasted for more than ten years. After the conflict, the country has been plagued with health crises, with malaria as the worst health problem. Red Cross volunteers worked in the health programme with support from funds raised through the Finnish Red Cross and the Red Nose campaign.

Food aid to Sahel

The Sahel region in West Africa suffered from a drought-induced disaster. At its worst, the humanitarian crisis affected more than 20 million people. In addition to drought, the crisis was aggravated by chronic poverty, rise in food world price, insect damage, a conflict-prone and insecure environment and a high number of refugees as their side effect.

With funds from the Ministry for Foreign Affairs and FRC's Disaster Relief Fund, the Finnish Red Cross supported the Sahel assistance programme with a total of 3.15 million euros. Of the sum 1.8 million were directed to Niger and Mali, a million to Senegal and Burkina Faso and 350 000 euros to Chad. The assistance operation supported the recovery of livelihoods and provided food aid.

Support to return migration in South Sudan

Since the independence in the summer of 2011, the security situation in South Sudan has been unstable. The country faces many humanitarian challenges, including recurrent disasters such as floods, drought and ethnic conflicts. The region is among the least developed in the world, and for example child mortality is one of the highest in the world. The FRC supported the care of those wounded in armed violence and other incidents and assisted Red Cross community health work.

The FRC was one of the most significant supporters of the young National Society. Finland's Ministry for Foreign Affairs contributed 1.4 million euros through the Red Cross for work in South Sudan. The sum was mainly spent on relief items. Further 900 000 euros were donated to the emergency response operation of the International Committee of the Red Cross.

Community-based health care in Eastern Africa

Health promotion and ensuring access to clean water and sanitation was continued in Burundi, Ethiopia, Kenya and Somalia.

In Southern Africa, the focus is on adapting to climate change, health, and food security.

In Malawi, the capacity of urban communities to respond to challenges brought about by climate change, such as recurring floods and storms, was improved. The negative effects accumulate in densely populated urban environments. The experts involved were the Finnish Meteorological Institute and Red Cross/Red Crescent Climate Centre. In Malawi and Swaziland, work was also done to improve the food and health situation of HIV infected people. A five-year water programme ended in Mozambique. Nearly 21 000 people now have access to clean water at 178 water points. The hygiene and sanitation awareness of 100 000 Mozambicans has improved, and about 31 000 school children have properly built latrines.

Help to Dadaab refugee camp

In Somalia, the chronic conflict and drought-induced problems keep forcing people to flee both within the country and across borders, especially to Kenya. The FRC continued its support to the Dadaab refugee camp in 2012. The FRC also supported the health activities of the Somali Red Crescent that ran 71 health clinics and 12 mobile clinics. The emphasis was on mother-and-child health care.

Clean water with Bonaqua cooperation

Thanks to FRC's long-term programme assistance and Bonaqua's 3 litres of clean water campaign, the everyday life of the citizens of Ikutha town in Eastern Kenya was relieved by expanding the water distribution system and building water points.



Joint Red Cross and Bonaqua campaign raised funds to improve water systems in Kenya.

Minna Passi

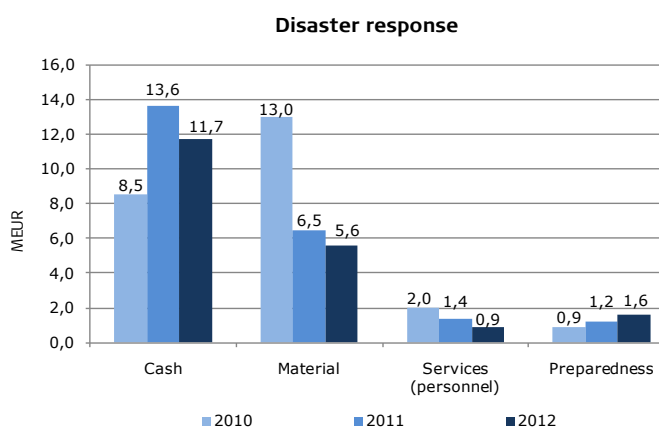
Refugee assistance to Ethiopia

The fighting that began in Sudan's Blue Nile province in the autumn of 2011 has driven an increasing number of people to seek refuge across the border. About 30 000 people are estimated to have entered Ethiopia, and the situation especially in the border town of Beninshangul Gumuz has deteriorated due to the large refugee influx. The FRC supported the humanitarian aid efforts made in the refugee camps. Red Cross support particularly focused on health care and on improving water and sanitation.

Support to children in Rwanda and Uganda

Thousands of children were orphaned in the Rwandan genocide in 1994 and masses of people were forced to flee to neighbouring countries. The FRC helped orphan children to cope in their daily lives without their parents. To livelihood of the children's guardian families was supported with assistance to farming.

The conflict in Northern Uganda has been described as the world's most forgotten crisis. The long camp life has reduced the parents' capacities to provide their children with material and psychological support. The Red Cross helped the families by organizing training both to the children and their families.



Americas

Help to victims of Sandy in Haiti

Hurricane Sandy that hit the east coast of the USA and the Caribbean at the end of October and the heavy rains following it caused extensive flooding in Haiti. The Finnish Red Cross supported the assistance efforts with 200 000 euros from its Disaster Relief Fund. Health work was also continued in 2012. In Haiti, nearly 50 000 people learnt to prevent and identify the most common communicable diseases.

Assistance to floods in Paraguay

The Finnish Red Cross supported disaster preparedness and adaptation to climate change in Paraguay. The latest flood relief and recovery programme commenced in August 2012.

Disaster preparedness in the Caribbean and South America

In Trinidad and Tobago as well as Saint Vincent and the Grenadines, disaster preparedness was improved in communities and schools. The number of villagers, school children and teachers taking part in the activities was 10 000. Support was also given to improve disaster preparedness among school children and to assist flood victims in Bolivia. In Argentina, the inhabitants of Salta and Jujuy villages learnt to be better prepared for floods and drought. In El Salvador the disaster pre-paredness of 25 000 and in Honduras of 20 000 people was improved in villages, schools, health centres and prisons..

Mother-and-child wellbeing and HIV work with the young

In Honduras, some 13 000 villagers were supported to take care of their own health and that of their children better. The safety of pregnant mothers was seen to for example by training traditional birth attendants. Young Red Cross volunteers gave HIV education to risk groups. Over a thousand school children took part in implementing the project.

Clothing and material assistance from the Logistics Centre

Many clothing donations were made directly to the Red Cross Logistics Centre in Tampere. Clothing was also supplied through the Kontti chain. The total amount of second-hand clothing received was approximately 290 000 kilos.

The largest amount of clothing was despatched to Mongolia. In addition, clothing, shoes and blankets were sent to Kazakhstan, Burundi, Sierra Leone and Uganda. Seven clothing consignments were despatched to five countries, one of which was S Group's donation to Mongolia. A total of 638 397 pieces of clothing as well as 58 171 shoes, knitted hats, mittens and blankets were sent out in 2012.

Material assistance was despatched to Ethiopia, Nigeria, Sierra Leone, South Sudan, Sudan and Syria. FRC's ERU preparedness included a referral hospital, surgical hospital, evacuation hospital, three health clinics as well as a logistics, relief and IT & telecom unit. An ERU clinic was sent to Sierra Leone and modified into two cholera clinics to meet the special needs of the operation.

Personnel in international assistance programmes

Delegates were sent to work both in development cooperation and disaster response. The number of contracts was 150. Delegates worked in bilateral programmes, and in duties of both the International Federation of Red Cross and Red Crescent Societies (IFRC) and International Committee of the Red Cross (ICRC). Nineteen training events were organized for FRC's personnel reserve members.

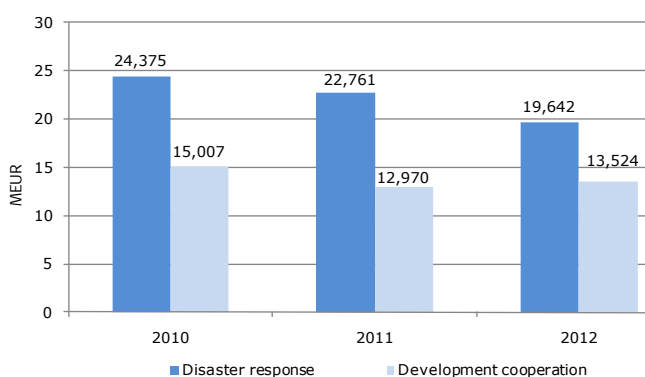
Ministry for Foreign Affairs and EU the most significant funding partners of FRC's international aid

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.

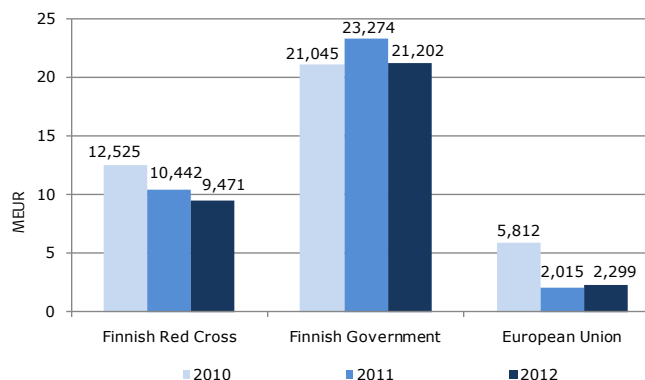
The extent of FRC's disaster response and development cooperation is based on partnership contracts with the Ministry for Foreign Affairs of Finland and the European Commission's Directorate-General for Humanitarian Aid and Civil Protection (ECHO) as well as DG for Development and Cooperation - EuropeAid. The Ministry has been FRC's key partner since the 1960s, and cooperation with the European Commission started in 1995.

In 2012, the Ministry for Foreign Affairs channelled 14.1 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 1.2 million euros and for development programmes 1.1 million euros. In FRC's programmes, the value of donations to FRC's Disaster Relief Fund and as material assistance reached 9.5 million euros.

International assistance



Funding of international assistance



Youth theme year did not give a fresh boost

In accordance with the decision of the General Assembly, the Finnish Red Cross dedicated the year to youth. The objective of the theme year was that the FRC at all its levels commits itself to working to recruit young people and to strengthen the profile of youth activities. Efforts were made during the year to especially open up the local branches for the young, to recruit them in the activities and to influence in youth matters.

A brochure and other materials were produced for the local branches to start youth activities and to recruit young volunteers. The opportunities available for young people to act were presented extensively on the national branch cruise, first aid group cruise and in district assemblies and regional meetings. Special attention was given to youth and their recruitment in the annual campaigns.

The annual youth assembly in Oulu gathered a record number of young people (140) from different parts of Finland. In the autumn a national discussion forum was arranged for FRC's leadership, staff, and young members of the governance. The topic of the forum was ensuring long-term youth activities in the FRC.

New volunteers through the net

FRC's volunteer network RedNet was developed further. The key purpose of RedNet is to create a channel dedicated to volunteers, through which they are able to find the information they need. In the volunteer network, volunteers, branches and districts can publish news and inform about courses and volunteer tasks. By the end of the year, while still in its testing phase, the number of registered users in RedNet was almost 4 000.



Jani Ruttanen

Youth assembly in Oulu.

Appeals for volunteerism

The Finnish Red Cross continued its advocacy for including voluntary work in school curricula. At the end of March, the FRC issued a statement to the Ministry of Education and Culture's working group reviewing the general national objectives and distribution of lesson hours of basic education.

In its statement, the Red Cross brought up pupils' safety, development of coping in everyday life, strengthening life management skills and supporting interaction. The educational goals of the Red Cross support the objectives of the statement, and the FRC aims to be actively involved in supporting the growth of children and young people to active citizens.

In June President Erkki Liikanen and Secretary General Kristiina Kumpula met with the Minister of Culture and Education Jukka Gustafsson. The topic of the meeting



Alexandro Lorenzo

Joining in as a volunteer through RedNet.

was including voluntary activities in school curricula. The second key theme was including first aid skills in school teaching.

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 for becoming involved in hobbies.

At Emergency youth shelters, young people were assisted in creating social contacts in various groups. The shelters had for example art, gym and girl groups with a total of 108 participants.

Youth friend visitor activities were also continued and developed in different locations. Special projects were ongoing in Oulu and Kuopio. Swedish-speaking friend visitor activities were organized in Turku by Aboland district. The activities succeeded in reaching lonely young people, who were offered friends for hobbies and being together from among youth who had taken FRC's friend visitor course.

Support to young people from Emergency shelters

Finnish Red Cross Emergency youth shelters helped young people and their families in Espoo, Helsinki, Tampere, Turku and Vantaa. The purpose of the shelters was to give support to young people and their families in problem situations as early as possible and thus prevent young people's social exclusion.

At the shelters the young person, and if necessary the whole family, was helped through discussion. In addition, the young people could stay overnight in crisis and problem situations if needed. Approximately half of the young came to the shelter due to family-related problems at home. Many young people had difficulties in managing their lives and suffered from mental health problems and loneliness.

At the shelters, the young were assisted by a total of 210 volunteers together with shelter staff. The number of volunteers went down a little but on the other hand, many volunteers served in a variety of duties. Volunteers worked at the shelters in the evenings and at night. In addition, they were actively involved in group or friend activities, as support persons or as online helpers in Tukinet on the web.

Reddie Kids clubs got positive feedback

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

The number of Reddie Kids clubs remained at the same level, and the club model received an enormous amount of positive feedback both from FRC's volunteers and the children's parents.

The S Group organized a collection in cooperation with the Red Cross to raise funds for Reddie Kids activities. The yield was low, and Reddie Kids clubs and camps in the local branches were supported through donations given to domestic assistance.

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 assistance activities while having fun. The volunteer organizers and camp instructors were trained in running camp activities.

Book month campaign finalized

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 were 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. Thirty schools participated in the campaign of the Operation Day's Work Finland.

The Book month campaign for schools was developed as a new form of collecting funds. It combines reading, international education and help from one child to another. The more the pupils read, the more they help the weakest in disaster and crisis zones. The class donates the monies collected to FRC's Disaster Relief Fund. The feedback from the Book month campaign was very positive.



Laura Kotila

Red Cross participated in the S Group tour to present Reddie Kids activities for juniors. In the photo Tiia and Jere Järvinen learn about Reddie Kids together with their mother in Heinola. Saana Kurkela and Eliisa Hokkanen as presenters.

International humanitarian law

In 2012, humanitarian law volunteers organized and further developed a role play related to conflicts. The role play was run at the Huima 2012 camp of the Guide and Scout District of Uusimaa in August. As the event was successful, the intention is to continue the cooperation to develop the game in the coming years.

Funded by the European Commission, the Finnish Red Cross started a training programme in humanitarian law, in which IHL professionals are trained in four training events in different parts of the world.

First aid to upper comprehensive schools

First aid activities were more actively offered to the young, 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 strengthened in schools in five districts. School cooperation contact persons in local branches were trained in different parts of Finland, and this programme was selected as the main topic to be presented at the national Educa fair for teaching and education in 2013. The objective is to launch the first aid programme in all upper comprehensive schools by the year 2014.



Laura Kotila

Youth year communication focused on psychosocial support and racism

In the youth year, the focus was on presenting young people in FRC's own media: the website, Avun maailma magazine and organizational bulletin. Young people were visible in the media, among others, during the anti-racism week, on Hunger Day, in summer events as well as in the serious need for psychosocial support following the Hyvinkää shooting incident.

The media were interested in issues related to first aid and psychosocial support throughout the year. The interest grew as a result of many acts of violence and due to the brave way our actors helped in the young people's crisis chat, street teams and on the phone. The message was enhanced by concrete guidelines and appeals to both the young and their parents during Red Cross week and at the end of the school year.

In international issues, the greatest attention was given to major disasters such as the conflict in Syria, and the ability of aid workers to help in the circumstances. Syria was brought to the focus, among others, in Hunger Day communication as well as on the Humanitarian Aid Day on 19 August. The topics of the Health in Danger campaign launched by the International Committee of the Red Cross were taken up in several interviews.

The media were also offered topics on assistance needs in the exacerbated hunger in the Sahel region and the cholera epidemic in Sierra Leone. The materials of FRC's field communication teams from Western Sahel and Kenya spread in the media. Support to Sahel's small-scale farmers was called for on the eve of the Rio+20 conference in June.

In the media, the Red Cross was mainly treated in a neutral or positive way. The most critical content was seen in the forums of social media, especially in relation to financial issues.

The main topic of the public debate forum Suomi-Areena in July was how the Pori region would manage in case of major flooding in the province. The hands, feet and competence of volunteers were considered vital. The discussion had a connection to the Midwinter preparedness exercise in February 2013, the promotion of which was started already in early autumn.

The FRC issued a statement, among others, against racism. The youth assembly encouraged to 'oppose racism loudly'. The message of the anti-racism week was brought up by, among others, the rapper Puhuva Kone and author Jari Tervo. The rap competition of the Savo-Karelia district gathered participants even from other regions. The Helsinki Uusimaa district awarded the Unprejudiced pioneer title to young Rebecka Holm who wrote to the media about discrimination she and her friends had experienced.

On Red Cross Day on 8 May, the Humanitarian Gesture award was given to Global Clinic that treats foreigners without papers in Helsinki. On the Day of Children's Rights on 22 November, the FRC and six other organizations voiced their concern for some health care services being too expensive for foreigners without papers.

The reform of FRC's national web pages was completed when Kontti stores got their own pages and the English version was launched.



Means of fundraising diversified

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, Operation Hunger Day, wills and other donations. In addition, 25 per cent of the Kontti stores' proceeds was directed to the Disaster Relief Fund.

The interest of private persons in Good Deeds, immaterial Red Cross gifts, grew during the year. Good Deeds were purchased especially at Christmas and at graduation time in the spring.



As in the previous year, domestic activities remained a popular monthly donation target. In addition to monthly donors, the cornerstones of domestic fundraising were 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 donate for domestic activities. Local branches organized Good Day collections in their events in the spring. During Red Cross week, the Good Day campaign was also conducted in the streets. In 2012–2014, the targets are first aid group activities, friend activities and Healthpoints. The proceeds of the collection grew somewhat from the year before.

Donations through wills and legacies to both the Disaster Relief Fund and domestic activities grew significantly. The Fundraising unit gave information about donating through wills at the Tax fair, and the topic raised a lot of interest among the visitors.

New monthly donors joined in

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 for donating. 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.

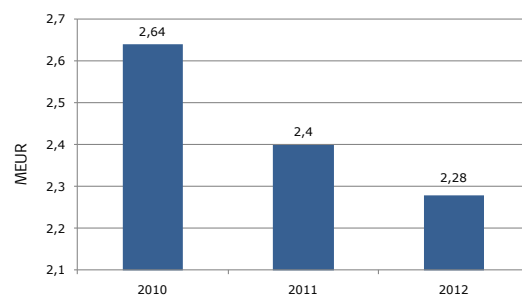


Hunger Day inspired young collectors all over Finland.

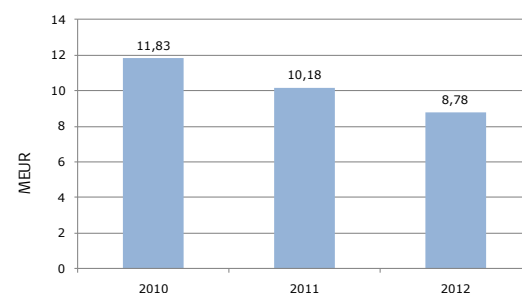
Operation Hunger Day

The largest annual fundraising effort, Operation Hunger Day, was organized between 13–15 September 2011. It raised 2.2 million euros to the Disaster Relief Fund. The Hunger Day was visible in the streets and market places all over Finland, and extensively also on the Internet and in social media. New collection forms introduced were the virtual collection box and donating at cash machines. Thousands of people volunteered to collect on Hunger Day, and young people were especially eager to carry the collection box. Operation Hunger Day also served as a preparedness exercise for the FRC.

Operation Hunger Day, proceeds



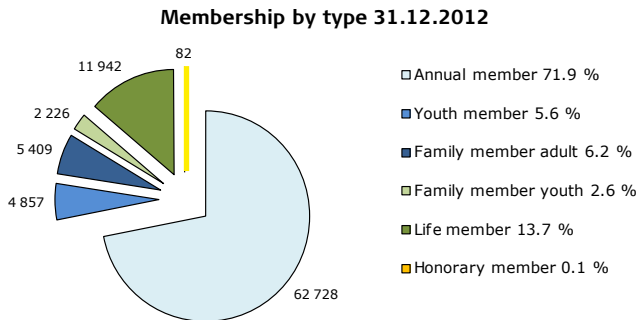
Disaster Relief Fund: proceeds through collections and other donations



Membership

The Finnish Red Cross membership is 88 240. New members were attracted through active recruitment in local branches. A growing number also joined through the website. Membership can also be given as a gift, and this opportunity was used particularly for newborns and graduates.

Red Cross membership decreased slightly from the previous year. With the membership ageing and leaving the activities, a future challenge will be to develop membership recruitment and encourage more young people to join.



Main partners active in campaigns

The main corporate partners of the Finnish Red Cross in 2012 were S Group and LocalTapiola Group. LocalTapiola Group's special target is friend visitor activities and S Group's support focuses on Red Cross activities with the theme Everyday safety.

Corporate partnerships enabled concrete support to FRC's local level activities and gave opportunities for national visibility and campaigning for Red Cross work. Red Cross week and Friendship Day campaigning was undertaken with support from the main partners. Events and gatherings were organized in many locations with support from S Group and LocalTapiola Group.

S Group was involved especially in Red Cross week events. First aid skills testing, performances, first aid kit presentations and membership and volunteer recruitment were organized all over the country in Prisma hypermarkets, ABC service stations and S markets. LocalTapiola Group supported the organization of more than 100 local Joy from friendship -events in different parts of Finland.

Employees join helping

The Corporate Supporter agreement with Accenture 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 also to make their professional skills available at the same time. Volunteers from Accenture shared their expertise with the Red Cross in many ways, e.g. helping to launch new projects, developing the website, in various youth activities as well as participating in Operation Hunger Day.

Furthermore, Accenture provided 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 with donations or royalty shares of their products sold and increasingly also by offering the voluntary input of their employees. Berner, among others, donated blood pressure gauges to informal carers, Specsavers supported elderly people's glass purchases and friend visitor activities, and Wulff supported first aid activities by donating first aid materials no longer used for training purposes.

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 were marketed to corporate employees to participate directly in local branch activity groups.

Some corporations considered pro bono work particularly meaningful also for themselves. For example OK Perintä Oy donated the input of their staff to the Hunger Day by making calls to 2 000 companies.

Collaboration between corporations and civic organizations has developed and become more intense in recent years. Corporations are motivated e.g. by building their positive reputation and increasing their credibility among their employees, clients as well as other stakeholders. Charity still continues to be the main form of corporate cooperation but companies have also expressed their interest in forms of collaboration that offer mutual benefit for both parties.

Nearly 50 000 euros pedalled in Chain Reaction

The Chain Reaction campaign again encouraged people to exercise and help. The campaign raised about 48 000 euros. The funds were used to fight cholera in Sierra Leone and in other health programmes in Africa.

In the Chain Reaction campaign, the company commits itself to paying one euro for each 25 kilometres pedalled and doubles the sum if the goal set by the team is reached. All that is needed in Chain Reaction is a company interested in helping and incidental exercise, and a group of employees keen on cycling.



Chain Reaction corporate campaign encouraged to exercise. Jukkapekka Sutela and Asko Pulkkinen from Kuusakoski Recycling participated in Chain Reaction.

Christmas collection

The Christmas collection for disadvantaged families with children in Finland was organized for the 16th time. The number of gift vouchers bringing joy to the Christmas meal was increased to 18 000. The result broke yet a new record with 1 369 785 euros. The Red Cross coordinated the effort.

Companies have traditionally participated eagerly in the collection. In 2012, the number of private citizens donating also increased. A new partner was the Yle programme Puoli seitsemän (Half Seven), which was able to reach more private people in the evenings.

The campaign's Facebook pages also activated people to discuss the topic. The collection was organized in collaboration with Yle Morning TV, Yle Puoli Seitsemän, Yle Radio Finland, Yle Radio Vega and Kesko.

Product sales to support domestic activities

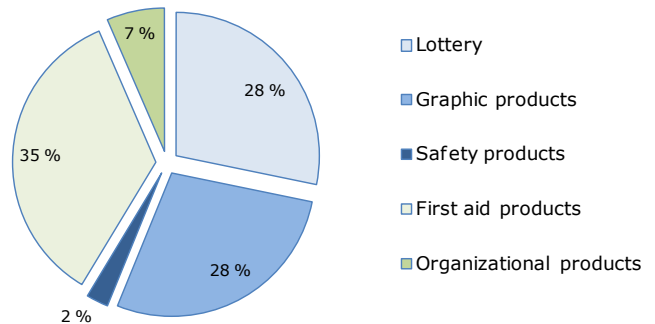
Funds were raised for domestic activities through the means of remunerative fundraising, i.e. through product sales, direct mailing of lottery tickets and Christmas calendars as well as Bumerang key services.

To support local sales, a restricted internal view was opened in the online shop through which branches

and districts can make orders at reduced prices. This feature also offers a practical way of ordering campaign materials, brochures, etc.

For many, Christmas cards and the 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, and we were in fact able to reach record results in 2012.

Distribution of gross yield by product group 2012



Lämpöä ja pitoa talven tuiskuihin!

Liukuesteet



Jäänaskalit



Lapaset



Nya produkter! Juuri nyt! Uutuuksia!

Ajankohtaiset tuotteet

Ajankohtaisia tuotteita itselle tai lahjaksi, arkeen tai juhlaan.

Kortit, adressit ja kirjat

Kortit ja adressit iloon ja suruun.

Tee Merkkiteko

Lahjoitus, jolla osoitat inhimillisyyttä.

Enslöpu

Ensiapulaakut, -kirjat ja muut tarvikkeet.

Tekstiilit

T-paitoja ja muita tekstiilejä kaikenikäisille.

Turvatuotteet

Tuotteita arjen turvaamiseen ja helpottamiseen.

Lapsille ja nuorille

Reddie-tuotteita ja muuta mukavaa.

Lahjat ja vapaa-aika

Lahjajideoita päivänsankareille ja mukavia tuotteita arjen iloksi.

VAPEPA

Tuotteita kaikille vappelaisille.

KOULUMATERIAALIT

Tilaa tästä koulullesi maksuttomat kampanjamateriaalit

TILAA NYT!

LIITY JÄSENEKSI!

Liity Suomen Punaisen Ristin jäseneksi, saat lahjaksi Ensiapu-avaimenperän tai Bumerang-avainturvan.

LIITY NYT!

Income Statement

	1.1.-31.12.2012	1.1.-31.12.2011
ORDINARY OPERATIONS		
Income	105 817 762,48	109 838 207,66
Expenses		
Personnel expenses	-44 774 384,70	-51 204 385,23
Depreciation	-2 134 627,09	-1 648 479,33
Other expenses	-77 279 576,79	-79 825 284,52
Defrayed from Disaster Relief Fund	8 595 721,63	9 348 768,30
Deficit of ordinary operations	-9 775 104,47	-13 491 173,12
FUNDRAISING		
Donations, Disaster Relief Fund	8 810 546,05	10 177 087,85
Membership fees	426 463,50	432 711,50
Other expenses	6 327 863,12	5 217 752,36
Collection expenses, Disaster Relief Fund	-811 604,16	-1 153 496,71
Other expenses	-2 950 331,98	-3 029 626,08
Deficit	2 027 832,06	-1 846 744,20
INVESTMENTS AND FINANCING ACTIVITIES		
Income	8 439 625,00	16 720 747,97
Expenses	-3 251 803,55	-3 869 774,08
Surplus	7 215 653,12	11 004 299,69
SUBSIDIES	352 000,00	371 000,00
RESULT FOR THE FINANCIAL PERIOD	7 567 653,51	11 375 229,69
TRANSFER DISASTER RELIEF FUND	-7 947 705,08	-8 883 630,31
TRANSFER SELF-FINANCING FUNDS	-77 305,70	78 864,94
DEFICIT/SURPLUS FOR THE FINANCIAL PERIOD	-457 357,27	2 570 464,32

Balance Sheet

	31.12.2012		31.12.2011	
A S S E T S				
NON-CURRENT ASSETS				
Intangible assets				
Intangible rights		3 754 646,36		1 777 987,72
Tangible assets				
Real estate (land)		84 093,96		84 093,96
Real estate (buildings)		2 508 178,12		2 952 510,42
Machinery and equipment		1 413 634,60		1 783 181,60
Advance payments and other incomplete procuring		1 154 899,87		1 952 326,97
Investments				
Real estate (land)		889 112,28		954 112,28
Real estate (buildings)		796 696,31		871 782,07
Other stocks and shares		81 668 981,96		77 737 758,68
Other long-term expenses		685 852,13		0,00
SELF-FINANCING FUNDS				
Securities	4 321 286,45		3 822 325,46	
Bank receivables	4 740,85	4 326 027,30	5 773,32	3 828 098,78
CURRENT ASSETS				
Stocks				
Goods		9 693 546,94		9 610 121,55
Debtors				
Long-term				
Other debtors		2 060 776,17		2 326 604,33
Current				
Trade debtors from FRC districts	819 002,54		1 071 793,84	
Trade debtors	5 770 086,07		6 764 452,71	
Loans receivable from FRC branches	0,00		20 625,00	
Loans receivable	0,00		31 071,03	
Other debtors	4 567 273,09		3 749 705,16	
Prepayments and accrued income	3 591 170,72	14 747 532,42	3 646 212,40	15 283 860,14
Financial instruments		0,00		7 391 897,96
Cash in hand and in banks		14 299 324,52		7 004 091,82
TOTAL ASSETS		138 083 302,94		133 558 428,28
E Q U I T Y A N D L I A B I L I T I E S				
CAPITAL AND RESERVES				
Self-financing funds				
Market value fund		4 020 642,90		3 828 098,78
		305 384,40		0,00
Other funds				
Blood Service Fund		23 546 309,70		23 546 309,70
Disaster Relief Fund		12 454 844,50		13 102 861,05
Market value fund		2 290 809,21		-1 714 027,70
Retained earnings	33 815 995,79		31 245 531,47	
Profit/loss for the financial period	-457 357,27	33 358 638,52	2 570 464,32	33 815 995,79
LIABILITIES				
Provision reserve		800 000,00		2 136 750,00
Long-term creditors				
Loans from credit institutions		33 238 821,45		35 600 000,00
Current creditors				
Loans from credit institutions	2 524 142,84		1 000 000,00	
Advances received	3 093 899,22		3 643 358,03	
Trade creditors to FRC districts	191 036,82		293 463,13	
Trade creditors	6 184 315,88		5 922 059,73	
Other creditors	5 739 620,71		3 198 483,37	
Accruals and deferred income	10 334 836,79	28 067 852,26	9 185 076,40	23 242 440,66
TOTAL EQUITY AND LIABILITIES		138 083 302,94		133 558 428,28

Auditor's Report (Translation from the Finnish Original)

To the Council of the Finnish Red Cross

We have audited the accounting records, the financial statements, the report of the Board of Directors and the administration of the Finnish Red Cross, an association pertaining to public law, for the year ended 31 December, 2012. The financial statements comprise the balance sheet, the income statement and notes to the financial statements.

Responsibility of the Board of Directors and Secretary General

The Board of Directors and Secretary General are responsible for the preparation of financial statements and report of the Board of Directors 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 of Directors in Finland. The Board of Directors and Secretary General shall see to it that the accounts and the financial affairs of the association have been arranged appropriately and the Secretary General shall see to it that the accounts of the association are in compliance with the law and that its financial affairs have been arranged in a reliable manner.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial statements and on the report of the Board of Directors 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 and the report of the Board of Directors are free from material misstatement, and whether the members of the Board of Directors or the Secretary General are guilty of an act or negligence which may result in liability in damages towards the association or whether they have violated the Associations Act or the rules that concern 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 of Directors. The procedures selected depend on the auditor's judgment, 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 of Directors 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 of Directors.

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 of Directors give a true and fair view of the financial performance and financial position of the Headquarters and district offices in accordance with the laws and regulations governing the preparation of the financial statements and the report of the Board of Directors in Finland. The information in the report of the Board of Directors is consistent with the information in the financial statements.

Helsinki, 29 April, 2013

Jan Holmberg
APA
PricewaterhouseCoopers Oy

Kirsi Kontro
AA

Pertti Hiltunen
APA

Finnish Red Cross Governance

Council

The Council convened twice and dealt with, in addition to the statutory matters – such as financial statements, discharge from liability and amount of membership fee – changing the borders of Häme and Western Finland districts, and discussed, among others, corporate membership, seniors and the Midwinter exercise.

Chair Kiuru Krista
Deputy chair Nordström Ralf

Members Basilier Linda
 Helin Marko
 Häkkinen Juha
 Jokiniemi Anna-Marja
 Koivistoinen Leena
 Kuokkanen Hannu
 Kuusela Katja
 Levijoki Juha
 Lindbäck Peter
 Lindholm Max
 Luiro Anne
 Merikallio Juhani
 Neilimo Kari
 Nygård-Taxell Rachel
 Paajanen Heikki
 Rasinkangas Jarno
 Saloniemi Pia
 Seppänen Seppo
 Silvonen Juha
 Suokas Markku
 Valtasaari Saija
 Viitanen Maria
 Vänni Hanna

Representatives
of Ministries

Kaukoranta Päivi
Kerminen Päivi
Niemi Marja-Liisa
Partanen Pentti
Siitonen Simo
Voipio-Pulkki Liisa-Maria

Board

The Board convened nine times with 151 agenda items. The financial status, activity plans and annual reports were regularly discussed. Additional items included, among others, the Kontti stores strategy, youth theme year, development of management system, financing of additional pension liability, internal control and first aid training.

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

Members Bloigu Elisa
 Harri Hannu
 Metsänen Irmeli
 Pietikäinen Maria
 Rubini Aino
 Tanskanen Alpo

Development and Personnel Committee

The Committee convened four times with 41 agenda items.

Chair Harri Hannu
Deputy Chair Bloigu Elisa

Members Carlstedt Henrik
 Kainulainen Harri
 Kähtävä Eira
 Lumme-Tuomala Riitta
 Piispanen Elina

Board of the Blood Service

The Board convened nine times with 95 agenda items.

Chair Komi Kirsi
Deputy Chair Rämö Eero

Members Kronman Gunvor
 Oksanen Tuula
 Parkkola Kai
 Saini Timo

Board of the Emergency Shelters

The Board convened four times with 30 agenda items.

Chair	Ollila Pirkko-Liisa
Deputy chair	Rubini Aino
Members	Bremer Lena Kumpula Kristiina Lounatvuori Sisko Mohamed Saido Näsi Altti

Board of the Kontti Recycling Stores

The Board convened six times with 44 agenda items.

Chair	Pietikäinen Maria
Deputy Chair	Kumpula Kristiina
Members	Kervinen Hannele Kohmo Pasi Levänen Antero Löövi Kalle Saarela Pertti

Membership and Volunteer Activities Committee

The Committee convened four times with 48 agenda items.

Chair	Rubini Aino
Deputy Chair	Metsänen Irmeli
Members	Backman Henri Reinholdt Ilse Sandell Birger Ch. Tuorila Sanna Valtasaari Saija Åhman Jessica

Youth Committee

The Committee convened five times with 70 agenda items.

Chair	Rämö Eero
Deputy Chair	Lindholm Danielle
Members	Aho Minttu Juhajoki Joonatan Laitinen Sami Musta Laura Pesonen Jenna

First Aid and Health Committee

The Committee convened three times with 20 agenda items.

Chair	Siitonen Simo
Deputy Chair	Haikala Olli
Members	Castrén Maaret Katila Ari Kärnä Helena Määttä Teuvo Pietikäinen Maria Saarinen Markku Silfast Tom Sundman Tove Vertio Harri

Investment Committee

The Committee convened four times with 34 agenda items.

Chair	Kumpula Kristiina
Members	Syrjälä Martti Manninen Mikko until 17 February 2012 Huuskonen Susanna from 1 June 2012 Väisänen Tapani Torsti Esko from 23 November 2012

Audit Committee

The Committee convened five times with 48 agenda items.

Chair	von Frenckell-Ramberg Christel
Members	Bloigu Elisa Harri Hannu Kivistö Kalevi Neilimo Kari Nikula Pekka

Arbitration Committee

The Committee did not convene in 2012.

Chair	Liikanen Erkki
Members	Helaakoski Hannu Kumpula Kristiina Riihelä Kirsti Sandell Birger Ch.

Humanity
Impartiality
Neutrality
Independence
Voluntary service
Unity
Universality