



HELP WITH YOUR HELP

Annual Report 2016

Finnish Red Cross

27 April 2017

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Cover photo:

Syrian Arab Red Crescent Physical Rehabilitation Centre in Damascus, Jussi Rastas

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Finnish Red Cross in brief

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

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

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

Governance

The highest decision-making power in the Finnish Red Cross belongs to the General Assembly, which convenes every third year. The next General Assembly will be held in 2017. The General Assembly elects the Presidents as well as the Board and the Council of the Finnish Red Cross, which lead the action of the organization.

Finnish Red Cross volunteers work in local branches. There are more than 500 of them. The staff of twelve district offices support the volunteers through regular contact, training and events.

The FRC Headquarters provides nationwide coordination of volunteer activities and Red Cross assistance work. Its responsibilities include developing FRC action, collaboration with public authorities, national campaigns – such as the Hunger Day – and international cooperation. The Headquarters is also in charge of Red Cross statements and promotes respect for its values in decision-making.

Activity forms

- Emergency assistance in accidents in Finland
- First aid groups and first aid training
- Friend visitor services and support to informal carers
- Healthpoints and other health promotion
- Clubs and camps for children and young people
- Support to immigrants, reception of refugees and asylum seekers, tracing
- International disaster response and development cooperation
- Collections, campaigns and other fundraising
- Advocacy for people who need help the most
- Blood Service
- Kontti recycling department stores
- Youth shelters
- Coordination of Voluntary Rescue Service

Fundamental principles

Humanity

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

Impartiality

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

Neutrality

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

Independence

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

Voluntary service

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

Unity

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

Universality

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

Finnish Red Cross in figures

More than	30 000	active volunteers
	82 000	members
	120 000	regular donors
	126 000	blood donors

Activity Report for the year 2016

Introduction

The global and national operating environments are undergoing a change which is rapid and difficult to predict. The changes are shown in an increasing need for humanitarian assistance, new needs for voluntary action and in the interest of new volunteers in Red Cross action. The willingness of Finnish people to help and their trust in Red Cross action were demonstrated in the result of the 35th Hunger Day, which was among the best of the campaign history.

The effects of crises in the world are shown all over Europe and also in Finland. The structure of Finnish society is changing, for example as a result of the population ageing and the structural reform of public services. These topics were also among those discussed a lot in the autumn when members and volunteers of the Finnish Red Cross participated in preparing the new Strategic programme to be adopted in June.

The considerable increase in the number of asylum seekers from the autumn of 2015 onwards launched the most significant peace-time assistance operation of the Finnish Red Cross (FRC). The actual operation ended in October 2016, but reception activities and support to the integration of asylum seekers have grown into a major part of FRC's domestic action. At the end of 2016, the FRC had 55 reception centres, while their number peaked at 109 at the beginning of the year. The reception of asylum seekers affected the organization's work at all its levels, both in the tasks of volunteers and staff members. The operation has led to a decision to strengthen FRC's contingency and preparedness at all organizational levels. In the course of the year, more than 5 000 volunteers have worked with asylum seekers at reception centres. The active and visible voluntary action has especially served as advocacy in favour of a tolerant and equal society.

As described by the Joy out of helping -theme adopted by the FRC General Assembly in 2014, voluntary action is joyful, inspiring and rewarding. The number of volunteers shows a slight increase for example in friend visitor activities but the entering of new volunteers into the activities still stands out as a development issue. There is an increasing need for voluntary action and the number of people willing to join the action is high. Experience shows that when opportunities to act are actively offered, the interest level also stays high.

In the autumn the FRC organized a national preparedness exercise that mobilized both local branches and schools. The event gave branches and schools a good start in working together, which further encourages to continue the development of Red Cross youth activities.

Good action also requires good governance. During the year, a lot of effort was put to developing the support functions the Headquarters offers the districts. Ten districts are already included in centralized payroll management and a reform of the HR system was started. In spite of the reception operation straining the organization, the personnel satisfaction survey gave better results than two years earlier.

In 2016, more than 130 million people needed humanitarian aid. The Finnish Red Cross has responded to the needs as a part of the International Red Cross and Red Crescent Movement for example in the conflicts in Syria and Iraq and by alleviating the consequences of the long-term drought in Eastern Africa.

In the course of the year, the Blood Service, Kontti recycling department stores and Youth shelters have become an increasingly important link in the joint chain of helping. The Kontti stores have established their position in the current recycling trend, and the new store

opened in Helsinki during the year further strengthens the chain's strong presence in the capital region. With the network expanding, we are even better able to support the long-term unemployed people in improving their working life capacities.

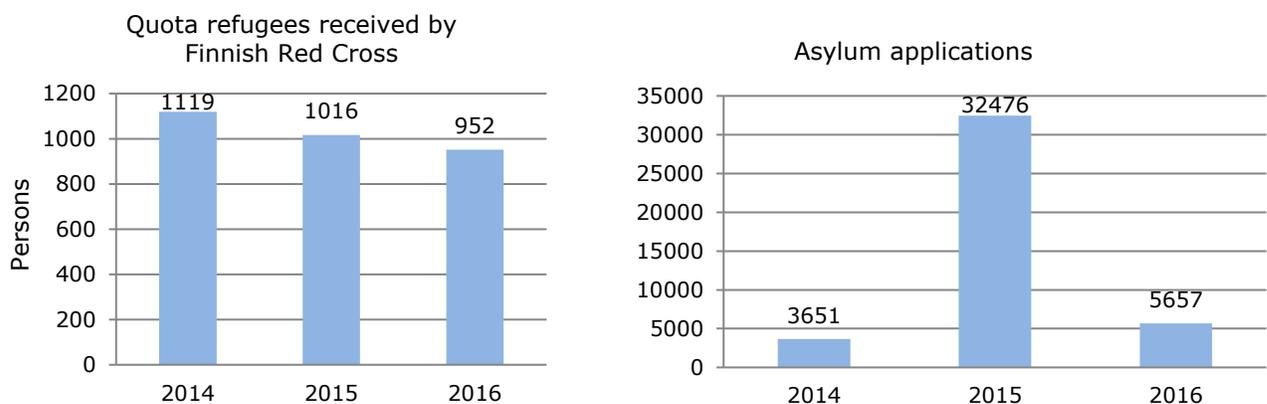
Immigration and refugee activities

- Tracing, family reunification, reception centres, multicultural work, action supporting integration
- Action against racism

The largest single assistance operation, launched already in 2015, was the nationwide reception of asylum seekers arriving in Finland. In addition, 952 quota refugees arrived in Finland, of whom 42 emergency cases. Tampere received the highest number, a total of 57 refugees. Porvoo resettled 37 and Kajaani 35 refugees. The largest nationality group among them was Syrians, 549 persons, followed by 212 Congolese and 136 Afghans.

As in previous years, the FRC coordinated the arrival arrangements of quota refugees, collaborating with the Finnish Immigration Service, the International Organization for Migration IOM, the Border Control Department at Helsinki-Vantaa Airport, interpretation agencies as well as the recipient municipalities.

The reception of refugees at the airport was mainly taken care of by 17 volunteers trained by the FRC. The volunteers met a total of 119 groups on their way to a municipality. The number of working days the volunteers had was over 80.



Reception activities continued to grow in the early part of the year

The Red Cross reception activities continued their strong growth until February 2016. In February, the number of beds at reception centres for asylum seekers was 19 500. In March, however, the Finnish Immigration Service began to adjust the scale of the services to the decreasing number of asylum seekers. The Immigration Service terminated the assignments of 22 reception units maintained by the FRC.

The run-down of reception activities continued until the end of 2016. At year end there were 55 units with less than 10 000 asylum seekers in them. The operation was closed in October 2016 and the activities became a part of regular activities. The situation report was replaced by a less frequently published current affairs bulletin. The operations centre was closed at the end of January 2017. After that, the activities continued as a part of normal preparedness.

Throughout 2016 the FRC upheld constant contingency for a sudden growth in the number of asylum seekers. An overview of national surge capacities was maintained regularly. The Finnish Immigration Service also updated its preparedness plan, in which the Red Cross played a key role.

The registration centre in Tornio operated until 17 March 2016, after which it was on standby for three months. The FRC had 60 employees and 66 volunteers at the centre. In addition, a mobile health unit worked in 35 units within nine FRC districts.

The national coordination of reception activities, including the operations centre, health care, communication and financial administration, maintained an overview and channelled information in a centralized manner, as well as developed harmonized quality and competence for the activities. The national coordination team constantly maintained an overview of the national surge capacity. The FRC operations centre as well as its health care, communication and financial administration units participated in the coordination.

In the middle of the year, 5 100 Red Cross volunteers were involved in the activities of the reception centres. Action to support early integration was taken extensively and with several project funding schemes. The project undertaken with support from Accenture to identify the competence of asylum seekers and to support their working life capacities expanded into a national one in the autumn.

Number of undocumented migrants grew

In the autumn, preparedness was built to respond to a growing number of undocumented migrants. Asylum seekers who receive a negative decision are recommended a voluntary return. However, all asylum seekers with a negative decision do not want to or cannot return. The FRC set up some twenty local networks to support undocumented migrants. They were often summoned by parishes or the Red Cross.

The FRC was concerned about the wellbeing of families with children and the most vulnerable groups, and worked to ensure that people would not be abandoned after the reception services finish. The FRC reminded that undocumented migrants must have access to services and assistance they are entitled to without the fear of being repatriated.

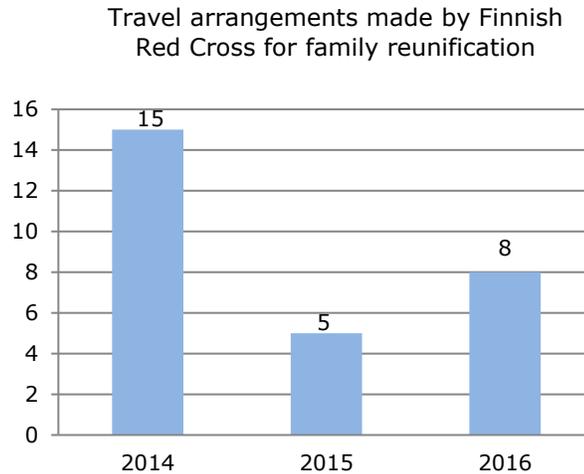
In reception activities an increasing number of situations were encountered in which acting in accordance with the principles of the Red Cross and parting from tasks of public authorities was essential, and in which the FRC had to define the limits of its action.

Tracing requests and family reunification

The number of new tracing requests reached a record high. This was due to the search for family members lost in Europe during the fleeing as well as the growth in the number of unaccompanied minors arriving in Finland. The number of photos published in the Red Cross photo search (www.tracetheface.org) was 144, which is the fifth highest among the 28 European countries participating in the search. The number of new tracing requests was 498 with 1 574 missing family members sought.

The Finnish Red Cross issued statements on reforming the European asylum system and the changes in the Aliens Act, especially on family reunification becoming more difficult.

The FRC HQ was contacted numerous times regarding family reunification by persons wishing to reunite their families, their representatives and social workers. They were given advice on questions related to the process, and embassies as well as the International Committee of the Red Cross were contacted. The number of contacts grew as a result of the increase in people seeking asylum and changes in the legislation on family reunification.



Travel arrangements for family members of quota refugees who have arrived in Finland earlier were made upon request by public authorities and as agreed after the family members had been granted residence permits in Finland. The number of family members was eight.

Number of volunteers grew as a result of immigration activities

Social welfare and health organizations began to meet already in the autumn of 2015 to enhance closer cooperation in voluntary activities related to reception and integration. The FRC serves as the convener and leader of the network. The NGO network introduced so-called integration platforms that make the action and services of the third sector more visible, increase cooperation between the network members and develop planned collaboration between public authorities and organizations. Some 50 events were organized within the framework of the network. They included local and national network meetings, planning meetings and other events.

A three-year project titled 'Starttivoimaa' was started in April. It aims at launching integration activities for asylum seekers and those who have been granted a residence permit. Organizations work together with public authorities. The project is implemented in Savo-Karelia, Häme, South-eastern and Varsinais-Suomi regions. Start-up workshops were held in 22 municipalities in the autumn.

The immigration programme expanded and activities supporting integration made progress in ten FRC districts. The growth in the number of volunteers in 2015–2016 mainly focused on multicultural activities. The models for integration support had already been established, which made it relatively easy to expand the voluntary action.

The models for integration support were also useful in the voluntary action at the reception centres. Especially homework help as well as language and other group activities were popular. The increase in the number of volunteers also challenged the training and induction provided, for which new action models were introduced. The participation of immigrants in the activities of the Red Cross increased, and opportunities for action were also increasingly offered to asylum seekers.

PART 1: Effective helping

We want that

- Our preparedness to respond to accidents, disasters and crises is fast and effective. We are prepared to help locally and regionally at home and abroad.
- Deaths, losses and damage caused by disasters, crises and sudden accidents are reduced.
- People and communities cope with and recover from disasters and crises faster and better than before.

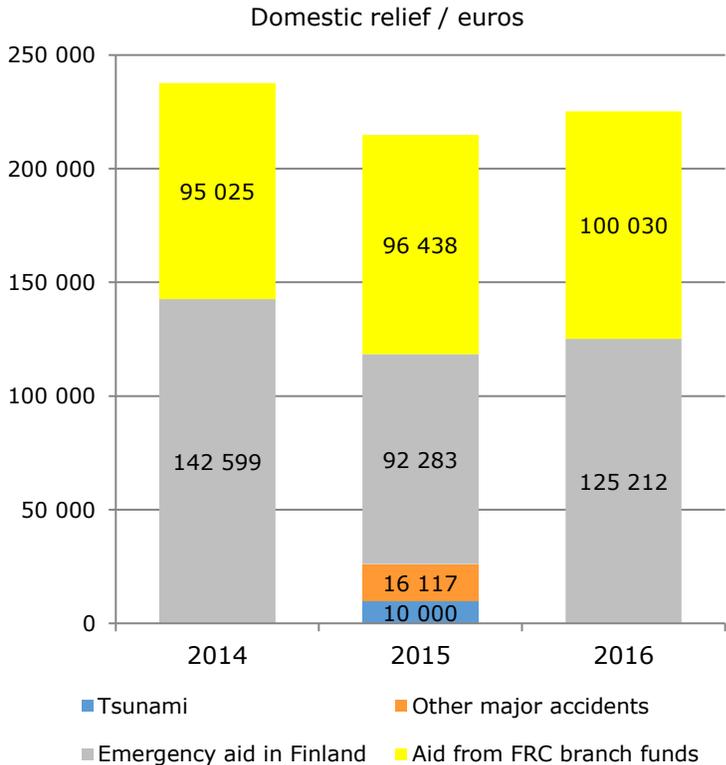
Preparedness planning and maintaining response capacities

Better preparedness to help

When the largest number of asylum seekers in the country’s history arrived in Finland in 2015, the Red Cross was assisted by some 8 500 volunteers. In addition, we trained more volunteers for various rapid response tasks. Thus our support to public authorities is more extensive than before and we have more people available on alert.

To respond to this need, an electronic alert system was developed for the Voluntary Rescue Service, which was introduced to make the alert activities more efficient and to monitor real-time information. At the end of the year, approximately a quarter of the Voluntary Rescue Service alerts could be managed through the system.

The information of all organizations involved in the alert duties of the Voluntary Rescue Service is entered into the system for alerts and operational management.



FRC local branches provided more domestic relief than in 2015. In 2016 the aid totalled 100 030 euros, compared to about 96 000 euros in 2015. Volunteers assisted public authorities in tasks related to first aid, emergency support and psychosocial support. During the year, first aid attendance was provided in 3 219 events with 15 617 people helped in them.

Regional differences were great both in terms of the number of accidents and persons assisted. The largest single incident for domestic relief was the fire of a student hostel in Joensuu where domestic relief was provided to 18 students and 32 students were evacuated.

A shooting incident in which three people lost their lives took place in Imatra at the beginning of December. Psychosocial support volunteers worked together with the parish and local authorities helping the shocked people at the crisis centre and by organizing street patrols. Members of the FRC emergency group of psychologists worked with the families of the deceased and the eyewitnesses.

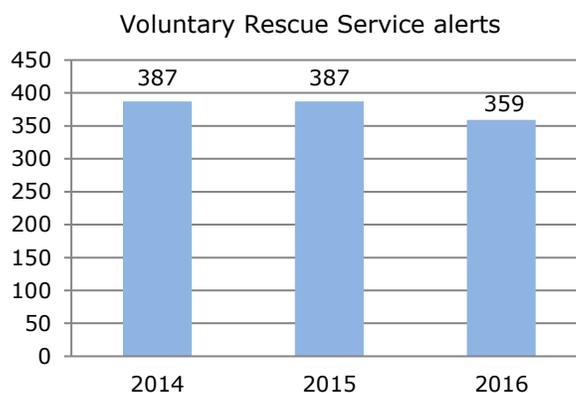


Coordination of Voluntary Rescues Service and action to assist public authorities

The role of the Red Cross in the coordination of Voluntary Rescue Service was clarified, and cooperation between member organizations intensified. At the end of the year, the Voluntary Rescue Service network had 52 member NGOs.

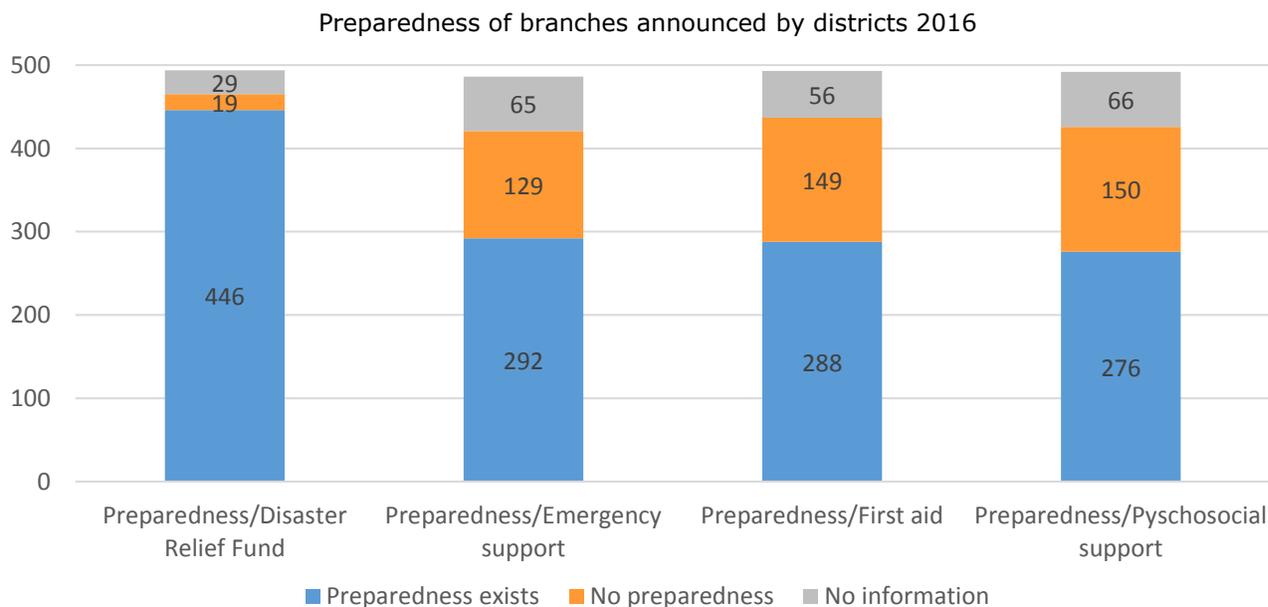
The new website was launched in the spring. The creation of an extranet for internal communication was started at the end of the year.

The FRC continued close cooperation with the Finnish National Rescue Association SPEK and the Finnish Lifeboat Institution to develop first response. A first response project was launched in the archipelago in the FRC Aboland district. The project trains voluntary first responders from many organizations for the outer archipelago.



Development of preparedness and contingency

During the year, efforts were made to harmonize views on preparedness throughout the organization. A review of comprehensive preparedness served as the basis for building a common view for domestic preparedness and international aid. Cooperation between the units



was started in several fields. Members of the international personnel reserve worked together with domestic actors in the immigrant reception operation.

The staff contingency training was also offered to international personnel reserve members. The planning for a joint exercise was started. The strong message of the year was "preparedness concerns all", which means that all FRC actors work to strengthen the organization's preparedness.

FRC's response preparedness is based on assistance needs, on identifying risks and on reducing their impact.

Risk assessment in domestic preparedness was developed to provide a basis for the work. A common vision and risk assessment strengthen preparedness planning in order to harmonize it throughout the organization and adjust it to the activities of public authorities.

Preparedness was also developed with the new Coping together -project. It provides information and concrete skills to local people, communities and organizations. The aim is to have a safer municipality. Eleven municipalities and Red Cross branches participated.

Skills to help through training and exercises

To further improve response capacities, both national and regional training and exercises were organized for volunteers and employees.

Regional exercises were organized as before and their national coordination and exchange of information was strengthened. Feedback from the exercises was compiled nationally in order to share new learning points between regions. The main risks in evacuation situations concerned the smooth management of people and division of labour between organizations and public authorities. Also the responsibility for costs incurred by rapid decisions raised discussion.

There when help is needed -seminar: The national seminar in February gathered first aid, emergency support and psychosocial support volunteers from all over the country to share successful experiences in the reception of asylum seekers and to learn new first aid guidelines.

Group leader course: FRC's group leader course serves as a basic training course for operational leadership and was organized jointly for first aid, emergency support and psychosocial support volunteers. The joint training is a part of the development of preparedness training and trainers' training, which aims at improving the quality of helping and harmonizing it.

First response exercise weekend: For the first time, dozens of volunteers and trainers from the Finnish National Rescue Association SPEK, the Voluntary Fire Brigade and the Finnish Lifeboat Institution also participated in the national exercise weekend.

National preparedness exercise: The national preparedness exercise of the General Assembly period took place in October. Its theme was sudden departure, 'Äk-kilähtö'. It tested, practised and developed the response capacities of the Headquarters, districts and branches to support public authorities in an evacuation situation. The aim was to support young people's psychosocial resilience in crises and to strengthen crisis capacities at schools. 110 local branches and about 2 500 young people participated in the exercises. The exercise also gained good visibility in the media and social media, in which more than 80 000 people were reached to think about their own capacities.

More first aid groups and actors

Twelve new first aid groups started in different parts of the country. Three of them are youth groups and one of them is targeted at asylum seekers and local youth. Groups were established especially in Oulu, Häme and Aboland districts. At the end of the year, there were 228 first aid groups with 3 231 volunteers.

The number of volunteers did not increase in line with the goals set by the General Assembly. There are several reasons for this. Recruitment efforts should be focused on early autumn and January when people get involved in new hobbies. Until now, the main recruitment emphasis has been on the Red Cross week. Local branches organized Know how to help -events and marketed first aid courses. In May people's minds focus more on summer holidays rather than on starting a new hobby.

Every Red Cross first aid course should include an introduction of group activities and invitation to join.

A video supporting recruitment was published at the end of the year.

Furthermore, students are not systematically recruited at educational institutions.

Recruiting first aid group members

A project to recruit young first aid group members began in June. It promotes youth first aid activities at reception centres. The activities were launched at six municipalities with an FRC-run reception centre. Some 80 asylum seekers and local young people were trained. The activities will continue in 2017.

The Reformers -development group started its work. The group has volunteers from different districts. It assessed training, sought recruitment ideas and developed the quality of first aid attendance. Common competence assessment forms were designed for event first aiders. The planning of the KOMIA! first aid camp began.

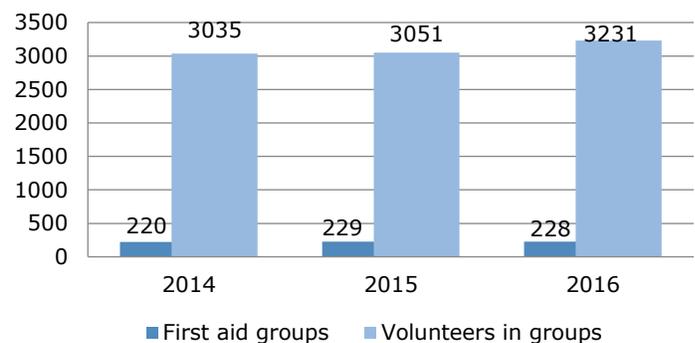
First response activities expanded to the Aboland area where islanders will be trained in first response.

Leading position in first aid training

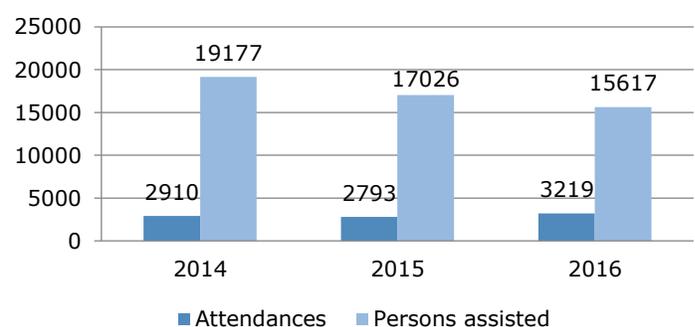
The goal of trainers' training in first aid was to obtain a leading position as a first aid training provider. The goal was reached, and numbers of participants grew. The increase was, among others, due to succeeding in getting driving instructors to take FRC's Helping in a road accident -course.

Nearly 500 people took part in the First aid and emergency medical care symposium organized by the FRC. New international resuscitation and first aid guidelines were published at the symposium. The guidelines on our website gained visibility in the media. Especially children's resuscitation was considered interesting.

First aid groups and volunteers in them



First aid attendances and persons assisted



No progress was made in the number of first aid trainings for the general public. The reason is the constantly intensifying competition among training providers.

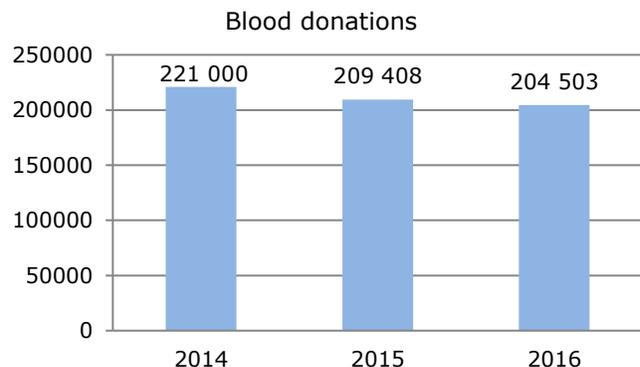
The First aid and health committee convened four times and decided on the award of honours in first aid. They were awarded to Varsinais-Suomi, Satakunta, Helsinki and Uusimaa, Savo-Karelia and Häme districts.

Blood Service

The Blood Service is an institution of the Finnish Red Cross serving Finnish healthcare. It is responsible for the nationwide supply of blood products. The activities include organizing blood donations and collecting blood as well as testing donated blood, manufacturing blood products and distributing them to hospitals.

The Blood Service also supports patient therapies by blood cross-matching and tests for organ, tissue and stem cell transplants. It also provides coagulation factor and thrombocyte assays. The Blood Service performs blood group and blood group antibody screening of all pregnant women in Finland. The Blood Service also hosts the Finnish Stem Cell Registry, which provides grafts for stem cell transplants. Our solid expertise is built on active research and development, which form the foundation for safe blood transfusions and novel cell therapies also in the future.

In 2016, more than 204 000 units of whole blood were collected at ten fixed locations and almost 1 200 blood donation events around the country. In addition, platelets were collected at more than 2 600 platelet collections. More than 132 000 persons came to donate blood (whole blood and thrombaphereses), of whom nearly 120 000 gave blood. The number of new registered donors was almost 19 000.



The use of red blood cells in hospitals decreased as anticipated by 1.5 per cent and of platelets by 8.3 per cent. The decline in the use of blood products is common also elsewhere in Western Europe. This trend is due to advances in surgical and treatment methods.

In recent years we have improved the efficiency of our production processes significantly. In European comparison, our production efficiency now ranks in the top quarter. The goal is to maintain efficiency at an excellent level even if the use of the products continues to decrease. At the same time we must be able to react fast if the demand for some products suddenly increases. As in previous years, the satisfaction of blood donors and hospital customers remained at a high level. As many as 93 per cent of the donors were very satisfied with their experience, and the average of marks given by the hospital customers was 9.3 on a school grade scale from 4 to 10.

The Stem Cell Registry maintained by the Blood Service supplied grafts for 145 patients. The registry grew to over 33 000 members. Stem cell grafts are used for example in the treatment of severe blood diseases when other treatment methods do not save the patient. The members of the registry are committed to donating blood stem cells to a patient in need.

The Blood Service was actively engaged in research. Its researchers contributed to 41 scientific publications, which was almost double compared to the previous year's figure. The most

visible current research projects are for example the FinDonor study assessing blood donors' iron values and stores, and the GeneRisk project investigating the genetic risk of cardiovascular diseases. Thousands of blood donors will participate in both studies.

Fundraising

The most important successes in FRC's fundraising

1. Hunger Day result 2.54 million euros
2. Number of monthly donors rose to 50 000
3. Christmas collection's record result 2.1 million euros

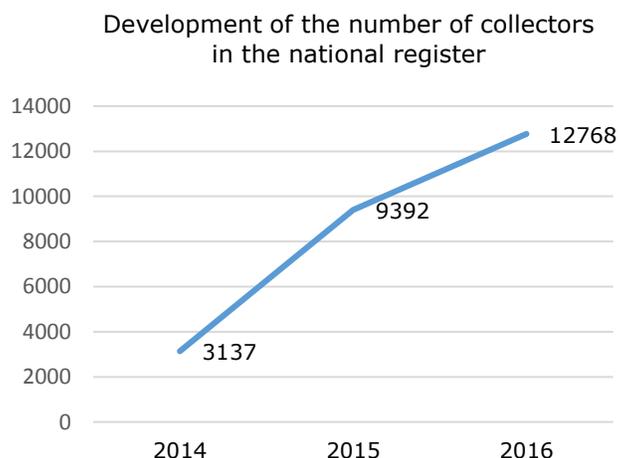
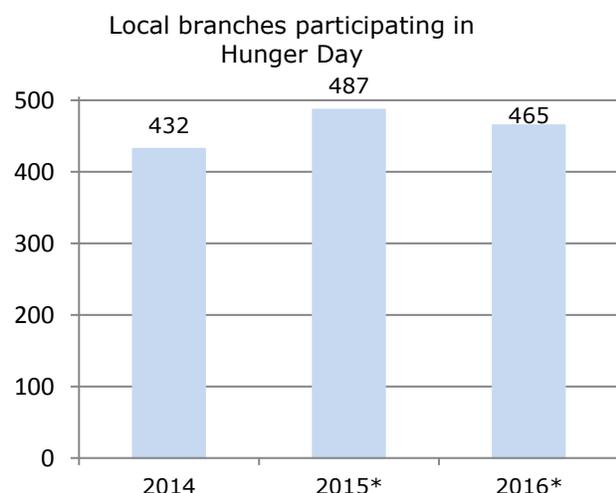
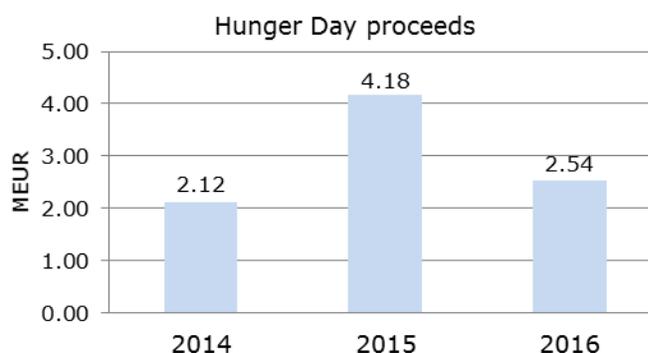
Active and increasingly professional fundraising is an essential prerequisite for helping both at home and abroad. In the autumn of 2014, the FRC Board adopted an investment plan for fundraising, which focuses on the recruitment of regular donors and development of donor services. The investment plan has met its goals, and the number of regular donors has almost doubled to 50 000.

The Hunger Day campaign is not only fundraising but also an annual exercise of FRC's collection preparedness and for many the first encounter with volunteering in the Red Cross. The yield rose to over 2.5 million euros. In comparison with the previous year, the result had an increase of over 100 000 euros.

Hunger Day raised 2.54 million euros

The Hunger Day raised 2.54 million euros, which is the 10th best result in the 36-year history of the collection. The box collection was organized on 15–17 September and the whole campaign period lasted from the beginning of September until the end of October.

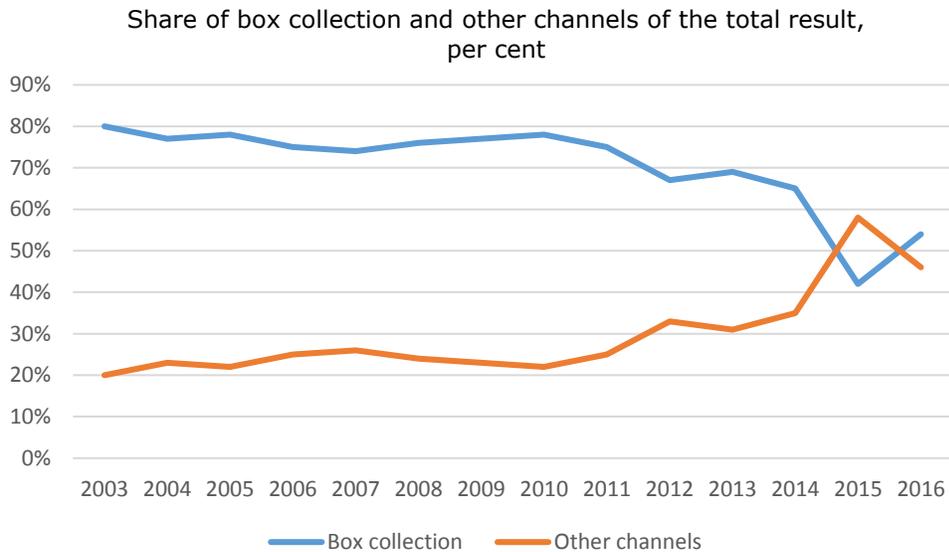
The number of local branches involved in the Hunger Day was 465, 95 per cent of all FRC branches. The number of fundraisers rose a little from the year 2015 to about 15 000. We were able to raise the number of fundraisers in the national register by 3 376 people, and the reserve now comprises 12 768 people interested to collect money.



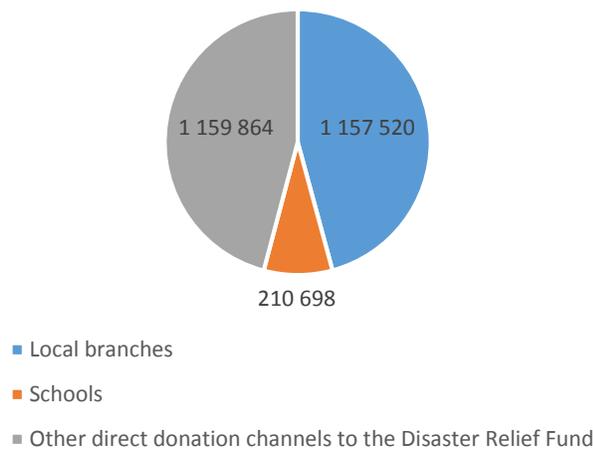
*Based on figures reported by districts.

The reducing use of cash and development of alternative donation channels led to a decreased 55 per cent share of box collection in the total yield of the campaign in 2016, in comparison with the nearly 80 per cent in the early 2000s. The change has been particularly fast from 2013 onwards.

The Bank of Finland has estimated that at current pace the use of cash will die out by the year 2030. For this reason, the FRC is constantly introducing novel donation methods alongside box collection, such as text message donations, mobile optimized payments and MobilePay.



Hunger Day 2016, sources of proceeds (EUR)



The biggest increase in other donation channels was in text message donations. Compared with the year 2014, their share grew by 90 per cent, and 23 per cent even when compared with the record-breaking year 2015.

Emergency collections to refugees and victims of the Syrian conflict

Two emergency collections were launched during the year. In May the FRC started the Fleeing families collection, which raised funds, among others, to support the clinics operating at refugee camps in Greece. In October the specific collection targets were Aleppo and Mosul. The collection to help the victims of the Syrian conflict continued for a fourth consecutive year.

Good Christmas Spirit campaign reached a record result

The Christmas campaign was organized for the 20th time. It yielded 2.1 million euros, which enabled the donation of food vouchers worth 30 euros to 30 000 disadvantaged families with children living in Finland. The campaign was organized in cooperation with the Mannerheim League for Child Welfare and the national broadcaster Yle.

The Chain Reaction cycling campaign reached a better result than in 2016. The number of corporate teams participating was 212, which was 55 more than the previous year.

Campaigns supported volunteering

The TV Nelonen music programme Vain elämää Goes Punainen Risti organized for the third time presented a wide range of FRC domestic activities. One of the aims of the programme was to encourage viewers to join Red Cross voluntary action.

Campaigning in the Red Cross week was targeted at young adults and motivating them to attend a first aid course. The core message was to learn first aid skills or update them and to have the courage to help when needed. Local branches organized events where they told about first aid courses and their activities.

Recruitment of monthly donors progressed as planned

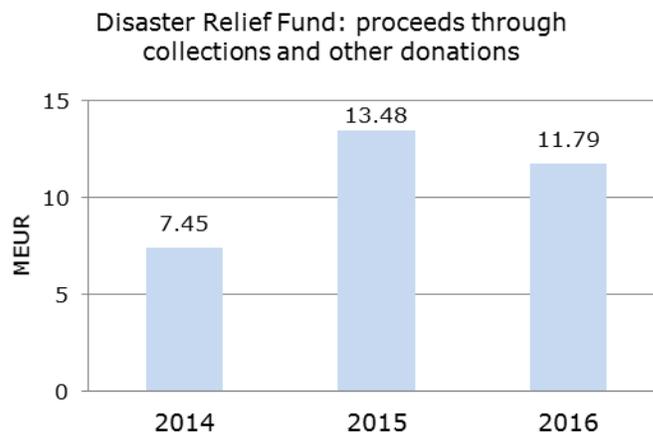
In 2016, the Finnish Red Cross recruited a total of 14 201 new monthly donors, of whom just over 50 % through FRC's own face-to-face campaigning. FRC teams worked in the five largest cities as well as Kuopio.

Just under half of the new monthly donors (48 %) wanted to share their support between domestic activities and the Disaster Relief Fund. Of the other new monthly donations, 22 % were directed at domestic activities and 30 % to the Disaster Relief Fund.

We also bought recruitment services for new monthly donors from an external service provider, which recruited new donors at shopping malls in the capital region and at Helsinki-Vantaa Airport.

Ethical gifts renewed

The ethical gifts of the Finnish Red Cross were renewed and launched with a new name. By buying an ethical gift one can support either assistance activities funded through the Disaster Relief Fund or voluntary activities in Finland. The most popular ethical gift at Christmas time was Porridge for the whole village.



Corporate cooperation also supported asylum seekers

Corporate cooperation enabled concrete support to local activities and assisted our national campaigning. The Red Cross week and Friendship Day campaigning were undertaken with support from our main partners. The S Group and LocalTapiola Insurance Group continue as FRC's main partners.

A new agreement was made with Accenture to develop a national digital service for identifying the competencies of asylum seekers and familiarizing them with working life. The aim is to promote asylum seekers' integration into Finnish society. The service offers immigrants a new channel for learning language and culture and creates easy-to-enter paths into working life.

Accenture staff also made their professional competence available for the development of the strategy of the Kontti chain.

To diversify corporate cooperation, the planning of the Red Cross Ambassador (RCA) model was started. It aims at getting Red Cross Ambassadors and contact persons into companies to raise awareness of FRC campaigns among corporate management and staff and make participation in campaigns easy.

Nordic corporate cooperation started between the Finnish, Swedish, Norwegian and Icelandic Red Cross Societies. The first partners were BR toy shops, Canon and clothes chain Carlings.

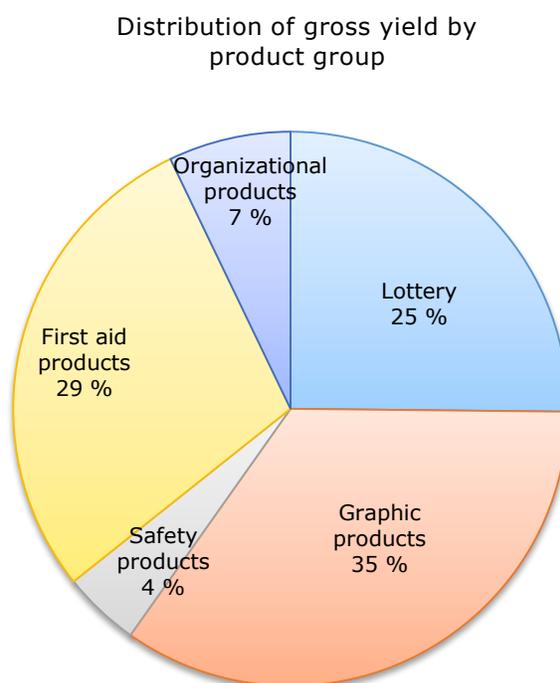
Direct mailing and online shop develop

Direct fundraising mailings succeeded well. Especially Syria and refugee camps in Europe got high visibility. The donor registry of the Disaster Relief Fund was expanded systematically in order to be able to raise funds with mailings effectively also in the future.

Nongratiuitous mailings (Friendship Day cards, lottery and Advent calendar) were also successful. Analysing the registry and continuous testing have enabled profitable targeting and realistic increasing of the mailing volumes.

Direct mailing of Christmas cards has been developed together with the districts with promising results. In 2016, ten districts were already involved.

The FRC online shop became mobile optimized in November before the Christmas period. During the year, 41 per cent of the use of the online shop was mobile use. We also introduced a web service (oma.punainenristi.fi) in which anyone can set up their own online collection and support a Red Cross target they and their network prefer. The service also enables, for example, the transfer of funds collected at schools, as the handling of cash is becoming increasingly difficult.

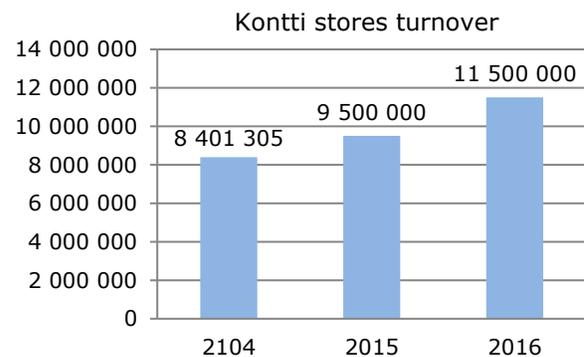
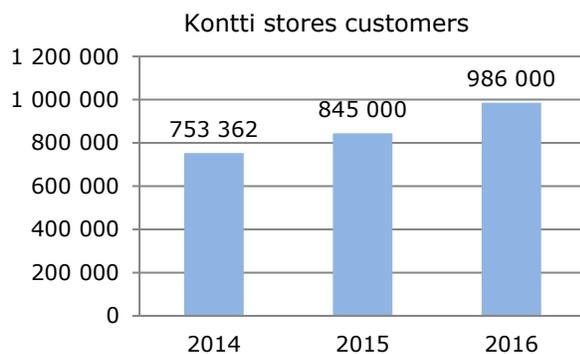


CRM

The use of the CRM system has continued its positive growth. The growth can be seen both in the increasing quantity of customer data and in improved campaign results due to more accurate data use and more sophisticated targeting. With the increasing quality of customer data and a modern email tool, email communication has become an integral component of fundraising campaigns. Furthermore, development of email communication in the entire organization has started.

More people found Kontti stores

The Kontti chain of recycling department stores offered an increasing number of people an opportunity to join the Red Cross chain of helping by donating and buying recycled products. The chain exceeded its previous sales records with a total sales volume of 11.5 million euros. The growth from the year before was 21 per cent.

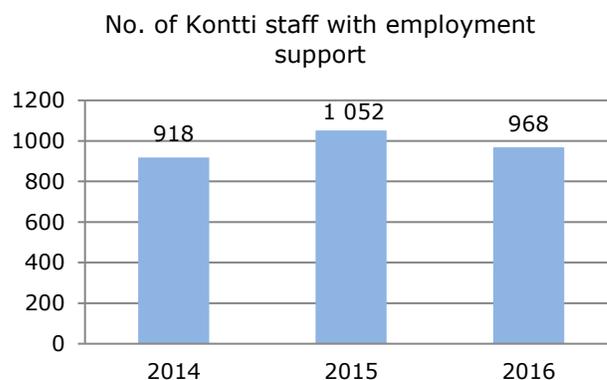


The Kontti stores serve as a significant contact surface with the Red Cross for many people who have not necessarily taken part in Red Cross action otherwise. Last year, there were almost a million client visits leading to purchases at the stores. The number grew by more than 18 per cent from the previous year.

One of the most significant events of the year was the opening of the 12th store in Helsinki in August. Its location in the eastern Itäkeskus area has proven to be excellent and the first months of the new store have passed as expected.

The proceeds of the Kontti stores are directed to Red Cross districts for assistance work in Finland and to the Disaster Relief Fund. In addition, the stores deliver clothing to the FRC Logistics Centre in Kalkku, Tampere. In 2016 the total amount was about 113 000 kilos. During 2016 the FRC delivered clothing aid collected through the Kontti stores to Chad, Mongolia and Tajikistan, among others.

The number of persons working at Kontti stores with pay subsidies was 968. Various vocational qualifications were completed by 45 persons. The decreasing allocation and tightened conditions of labour policy subsidies also affected the employment activities of the Kontti stores. The duration of employment contracts has shortened significantly, and the resulting fast staff turnover has created challenges to the store operations. In many municipalities however, collaboration with educational institutions has intensified and enabled the stores to find new employment partners.

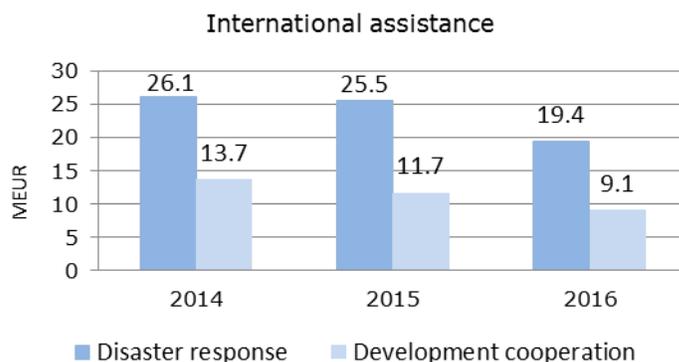


The Kontti chain publishes its own annual report, which contains more detailed information about its activities in Finnish.

International operations and programmes

In 2016, more than 130 million people were in need of humanitarian aid in different parts of the world. Complex crises caused enormous human suffering and complicated the delivery of assistance. The Finnish Red Cross aims at enabling communities to be healthier and more prepared to meet risks and disasters. We improve the capacities of volunteers and develop National Societies.

With support from Finnish donors, Finland's Ministry for Foreign Affairs and the EU, the FRC assisted suffering people in Asia, Africa, Central America and Europe. The FRC worked together with the International Federation of Red Cross and Red Crescent Societies (IFRC), the International Committee of the Red Cross (ICRC) and Sister National Societies. Long-term development work continued in Asia and Africa.



Preparedness to help at home and abroad

In international personnel assistance, the year was characterized by the unrest and humanitarian crisis in the Middle East, as well as the reception of asylum seekers in Finland and providing help to them in Northern Greece. During the year, the FRC had 211 delegate contracts. The use of the delegate reserve in Finland was a good example of FRC's flexible comprehensive preparedness.

We organized 25 training courses for international assistance workers. Training was given to 745 people, of whom 89 represented other National Societies.

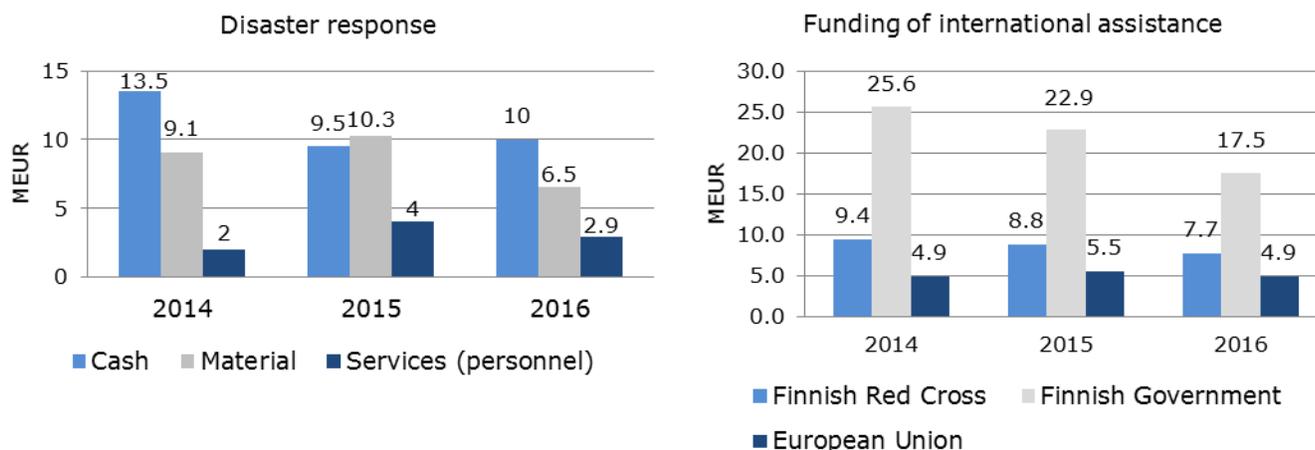
During the year, the Finnish Red Cross Field Communication Unit (FCU) made 11 trips to our partner countries. The communication materials produced covered the humanitarian crisis in Syria, the impact of the Ebola virus disease in Sierra Leone as well as empowering women in Somalia.

Clothing aid amounted to 118 000 kilos

The Finnish Red Cross Logistics Centre in Kalkku, Tampere maintains both international and domestic response preparedness. The Centre is responsible for, among others, the planning, acquisition, packing, maintenance and despatch of the Emergency Response/Rapid Response Units.

In 2016, the Centre sent three health clinics to refugee camps in Greece, and managed the logistics of a relief item consignment sent to Greece and Iraq by the Ministry of the Interior. Reception centres in Finland were provided with kitchen, dining and hygiene items.

A total of 118 023 kilos of second-hand clothing was despatched abroad to Burundi, Chad, Kyrgyzstan, Mongolia and Tajikistan.



Help to conflicts in Syria, Yemen and Iraq

The humanitarian crisis in Syria continued to deteriorate in 2016. Half of the Syrian people have been internally displaced or have fled to the neighbouring areas, and more than 13 million people need humanitarian aid. Red Cross/Red Crescent assistance work focused on basic needs: clean water, food and shelter as well as healthcare. The ICRC protected civilians, reunited families and promoted the implementation of international humanitarian law.

Working in dangerous conditions, Syrian Arab Red Crescent volunteers distributed food and relief items to some 4.5 million Syrians monthly and organized during the year about 300 relief convoys to areas difficult access. With support from Finland's Ministry for Foreign Affairs, the Finnish Red Cross assisted the work of the international Red Cross in Syria with 3.7 million euros and by sending delegates. A contribution of 100 000 euros was also made from the Disaster Relief Fund.

In Yemen, about 19 million people need humanitarian assistance but only very few aid organizations are able to operate in the country due to the security situation. Last year, the FRC supported the work of the ICRC in Yemen with 100 000 euros. The sum was spent on providing food, clean water and health services. Furthermore, the ICRC protected civilians.

In Iraq, up to 25 per cent of the population need assistance. The international Red Cross and the Iraqi Red Crescent Society helped both internally displaced people and Syrian refugees by providing healthcare, first aid and psychosocial support. In 2016, Finland's Ministry for Foreign Affairs allocated 800 000 euros to Red Cross work in Iraq. In addition, the FRC sent a delegate to develop logistics in the Iraqi Red Crescent.

Assistance to refugees in Greece and Ukraine

Hundreds of thousands of people sought refuge in Europe. In addition to the reception work done in Finland, 66 delegates and health clinics were sent to refugee camps in Northern Greece in 2016. More than 35 000 patients were treated during the year. The FRC also supported the work of the Italian Red Cross in helping refugees in the Mediterranean Sea. Donors and the EU Department for Humanitarian Aid ECHO funded the work.

In Ukraine, the Finnish and French Red Cross especially helped internally displaced people suffering from chronic diseases to get medicine. Finland's Ministry for Foreign Affairs supported the work with 500 000 euros.

Cash grants relieved food shortage in Africa

During 2016, intense drought related to the El Niño weather phenomenon caused severe food shortages in Southern and Eastern Africa. In Swaziland, 30 per cent of the population needed assistance. Together with the Baphalali Swaziland Red Cross Society, the FRC distributed cash grants to 9 800 households to buy food. Mobile cash was used for the first time. Some 58 000 people, most of whom women and children, received the aid funded by the EU. In addition, the Red Cross introduced keyhole gardens, in which households can grow vegetables also during the dry seasons.

Also in Kenya the Red Cross supported families through electronic cash transfers and encouraged households to participate in nutrition training. About a thousand families were assisted with support from the Ministry for Foreign Affairs and the Disaster Relief Fund.

In Somalia, about five million people needed help. Alongside our long-term health work we assisted people suffering from drought together with the German Red Cross and Somali Red Crescent Society. The goal was to ensure access to clean water and assist people with the help of mobile health clinics. We reached about 46 000 people. The work was funded by the EU, the Ministry for Foreign Affairs and Finnish donors.

Ethiopia was hit by the worst drought in 30 years, and approx. 10 million people needed food aid. Funds – 500 000 euros from the Ministry for Foreign Affairs and 50 000 from the Disaster Relief Fund – were allocated to the Red Cross assistance operation.

Healthier mothers and children

Programmes to improve community and personal health and wellbeing were continued in 2016. In Africa, health promotion was supported in Burundi, Côte d'Ivoire, Ethiopia, Ghana, Kenya, Malawi, Niger, Sierra Leone, Somalia, South Sudan, Swaziland and Zimbabwe. Water and sanitation was improved in Chad.

South Sudan is suffering from one of the worst humanitarian crises in the world. In 2016, local people were assisted in getting clean water, and health and hygiene were promoted at schools. The international Red Cross focused on healthcare, food security, clean water as well as protection and family reunification. Finland's Ministry for Foreign Affairs supported the work with two million euros.

The mother-and-child health project was completed in Kenya. With EU support, mothers were offered health advice, health clinics were renovated and access to clean water and sanitation were improved. About 37 000 women and children benefited from this work.

In Somalia, support was given to the Somali Red Crescent Society, which is the country's second largest provider of healthcare services.

The Red Cross started assistance work also in Eritrea. The Red Cross is one of the few organizations that have been granted access to the country.

In Asia, community health was improved in Afghanistan, Nepal, Myanmar, Cambodia, DPR Korea and Tajikistan. Most health problems were related to dirty water and communicable diseases. Diseases were prevented by giving information and encouraging people to change their habits. The international Red Cross also committed itself to more effectively addressing needs related to women's menstrual hygiene.

The Finnish Red Cross is one of the few Finnish organizations with long-term activities in DPR Korea. In 2016, we allocated 50 000 euros from the Disaster Relief Fund to help flood victims. With EU support, the FRC began to improve disaster preparedness in the Red Cross Society of DPR Korea and to mitigate the impact of disasters on health and livelihoods.

Almost all Finnish Red Cross development cooperation programmes have a volunteer training component, which generally includes first aid training. Volunteers trained in first aid play an important role both in individual accidents as well as in larger disasters. The yield of the Red Nose Day was spent on training volunteers for example in Burundi.

Cities and school children prepare for risks

The aim of the Finnish Red Cross is to strengthen the capacities of disaster-prone communities to address risks and mitigate the impact of possible disasters. Both the population and the risks increasingly concentrate in cities, which is why disaster preparedness was promoted especially in cities, such as Hinthada in Myanmar, Metro-Manila in the Philippines and Ulaanbaatar in Mongolia.

Disaster preparedness at schools is a key component in our programmes. For example in Nepal and Cambodia, new youth groups were established to improve crisis preparedness at schools. At the same time, the Red Cross is able to involve more young people in its activities in different parts of the world.

The FRC also helped in recovery and reconstruction following the devastating earthquake in Nepal in 2015. Approx. 25 000 received assistance.

New partners, funding sources and innovations

Our development cooperation was characterized by two finance-related trends. On one hand, the cuts in the development cooperation budget of Finland's Ministry for Foreign Affairs reflected strongly on FRC's work. This was one of the reasons for focusing development cooperation on fewer countries, and in some countries cooperation was closed at short notice.

During 2016, long-term development cooperation was also completed in El Salvador and Honduras in Central America.

On the other hand, we launched a record number of EU-funded development cooperation projects. With EU support, we continued to promote disaster preparedness in Cambodia, Mongolia and DPR Korea.

With some long-term partner National Societies we engaged in a deeper partnership. For example, a mass evacuation exercise was organized in the Philippines by the Philippine and Finnish Red Cross, and logistics training in Tajikistan.

In 2016, the FRC launched the development of humanitarian innovations. The project funded by Tekes, the Finnish Funding Agency for Innovation, studied the prerequisites for establishing a humanitarian innovation ecosystem, i.e. a cooperation network of expert organizations.

PART 2: Strong community sense

We want that

- People become more active in their immediate community and the sense of belonging to and influencing one's community grows.
- People's skills to take care of their own and their families' health and wellbeing improve.
- Loneliness is relieved.

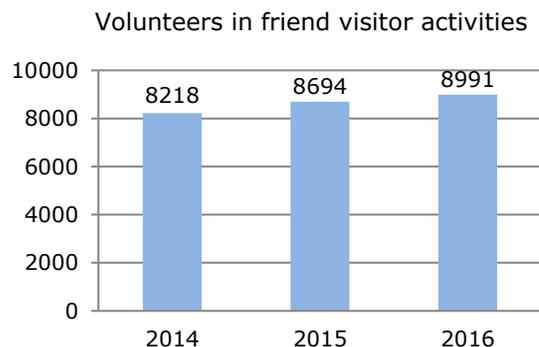
Versatile friend visitor activities made visible

Throughout the year, friend visitor services offered support in different parts of the country. The number of volunteers involved was 8 991. Their number is increasing. In 2016, 1 350 of the 5 000 volunteers joined through the Internet entered friend services. However, all willing volunteers could not become active due to the too many bottlenecks in creating the contact.

Development work for web friend services was started with support from the Ministry of Education and Culture. The purpose is to develop online friend services together with volunteers. The service reaches young people for whom meeting face-to-face is difficult.

Friend clients and the versatility of activity models were highlighted. Multicultural friend activities also attracted people to join. The relevance of friend activities from the point of view of comprehensive preparedness was also noted. Many active friend service volunteers were involved already in the setting up of reception centres in the autumn of 2015.

Loneliness raised a lot of public discussion in the autumn when a project on Finnish loneliness was completed, new research was published and Yle TV2 dedicated an A2 theme night to the subject.



Friendship Day helped to communicate about friend services

Friend visitor activities got support for example through the Friendship Day campaign inviting people to become volunteers and join friend visitor courses. Local branches organized Joy out helping –events aiming to strengthen local activities. The campaign also sought to advocate for lonely people and to influence locally and nationally. Blogs were used, among others, in the campaign to reach young people. Joint events were organized with asylum seekers.

A survey was conducted for the Friendship Day to which 417 persons involved in friend services responded. They were asked whether friend clients get adequate services. In the opinion of the friends, the service provision available for their clients' basic needs is weak. The responses also showed that friend services reach the loneliest people. The survey raised attention in the media, which boosted the publicity the campaign got.

How to develop friend services further?

The project to develop contact creation in friend services has enabled a mapping and analysis of the current situation. Digital contact point services can be launched in 2017. It will be piloted in Uusimaa and Häme regions.

The outcomes of the friend service development project in Western Finland were positively received. The number of trained volunteers and groups increased with the help of the trial. Short trainings, among others, were found to be a functioning training model. The emphasis of the trainings is on modules that the volunteer can collect. Many participants felt that training for challenging situations was especially necessary.

Promoting community health and wellbeing

Community health and wellbeing was promoted, among others, by distributing food aid, raising funds for the disadvantaged for Christmas time and by enhancing the participation of pensioners in their communities.

FRC's social wellbeing and health promotion programmes were involved in the Night of the Homeless by distributing EU food aid and surplus food donated by HOK-Elanto cooperative.

The Finnish Red Cross was selected as an implementing partner of EU food aid already in 2015. In 2016, we distributed 37 000 kilos of EU food aid. The activities started in 14 branches in Satakunta and Oulu districts in late autumn in 2015.

Disadvantaged families with children were assisted with the distribution of 30 000 food vouchers. Organized for the 20th time, the Christmas collection is a joint effort with the Mannerheim League for Child Welfare.

The FRC also started collaboration with a key project of the Ministry of Social Affairs and Health to develop home care for older people and enhance informal care in all age groups. The project was launched in South-eastern Finland and Varsinais-Suomi.

The quality of life of ageing people was improved with the help of the Full life in retirement - project. In 2016, 49 trainings were organized. They had 433 participants and about a fifth of them were interested in joining Red Cross voluntary activities. Two trainings were organized for coaches, in which 35 people became qualified coaches for the programme.

Closer cooperation between HIV and sexual health work and drug and alcohol programme

FRC's HIV and sexual health work and drug and alcohol work enhanced cooperation in festival activities. A joint festival training was organized for the first time for volunteers of drug and alcohol, HIV/sexual health and first aid group activities. It got positive feedback. Drug and alcohol volunteers were also involved in the scout camp Roihu.

The needs for drug and alcohol as well as HIV/sexual health work in reception centres were mapped. The activities will begin in 2017.

The theme week of preventive drug and alcohol work focused on how to take up problems in substance use. Local branches and Healthpoints were involved.

The number of people taking an HIV test at FRC's Pluspoints shows a clear increase. The number of tests performed in 2016 rose by 62 tests from the year 2015. The total number was 679. The fifth Pluspoint was opened in Turku in September.

The HIV telephone helpline service was cut to two evenings a week in the autumn. The helpline got 69 calls. It was difficult to activate enough volunteers, especially for the helpline. The continuation of this activity will be discussed in 2017.

Safe sex patrolling reached approx. 7 500 passengers, who were given condoms and a brochure 'A condom is a good travel insurance'.

The Summer Rubber campaign was organized together with YleX radio and three NGOs. The campaign succeeded in reaching more young people than in previous years both in social media and at festivals. This was due to better cooperation between the organizers. The young were interested in the new sexual health kiosk. The client can take a condom driving test there and complete a humorous Master's test on sexual health. FRC volunteers had a more visible involvement than before.

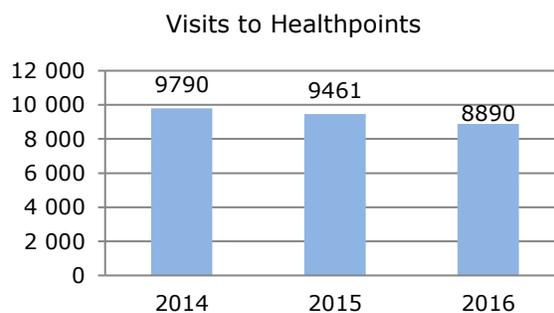
End to hurrying and accidents

The home and free time accident prevention network coordinated by the Finnish Red Cross organized two campaigns to promote everyday safety. The campaign videos and link posts got more than a million impressions and the number of times the videos were played to completion was about 42 000. The videos received an honourable mention in the International Safety Media Awards competition. In addition to the Hopulle loppu (End to hurrying) campaign, the Pysy pystyssä (Stay up) campaign was supported by buying media space. The number of earned media articles also grew.

The Traumatic Brain Injury Association of Finland, the Finnish Association for Substance Abuse and Prevention and LocalTapiola insurance company started as new partners in the Stay up campaign. The renewed website of the home accident campaign was launched in the spring of 2016.

Mobilizing Healthpoints

More Healthpoints were established. A special focus was health advice and other activities targeted at immigrants. In addition, the number of mobile Healthpoints grew. Mobile Healthpoints respond to a concrete need as people living in remote areas are left without many advisory services when services concentrate in population centres. This service must be developed also in the future.



Almost 50 volunteers took part in the national Healthpoint event in Vantaa. Also the regional Healthpoint events organized in cooperation in Lapland and Oulu regions were popular.

Terhokerho club goal achieved

The number of schools taking part in the Day's Work campaign decreased but the proceeds are good in relation to the amount of work required. The conclusion of the teachers' group analyzing the Book Month campaign combining reading and fundraising was that the campaign and the materials are good but most schools and teachers still have not heard about it.

Also the number of schools participating in Hunger Day and the amount collected by them decreased.

Preparations for the resuscitation or Hero campaign to be implemented among pupils on lower grades in 2017 were made in collaboration with LocalTapiola insurance company.

The Finland plays -project funded by the Finnish Cultural Foundation was implemented together with the Mannerheim League for Child Welfare. The goal was to establish a Terhokerho club for generations to meet in each of the 311 Finnish municipalities by the end of 2016. At the end of the year, 313 clubs had been established in 250 municipalities.

The Terhokerho clubs have offered new ways of entering voluntary activities and strengthening sense of community. The clubs have met 4 097 times. The number of attendances of children, adults and volunteers in the clubs was over 86 000. The activities will continue as part of FRC's friend activities after the completion of the project.

The activities of homework help expanded and developed further. Homework help is aimed at all children and young people who need support in doing their homework. Clubs can also be organized for adults if needed. Many instructor trainings were organized all over Finland. New clubs were established in local branches and reception centres. Children and young people with immigrant backgrounds were especially welcomed to the clubs.

Young people supported young people

Activities for children and young people were actively organized in districts and local branches. Young people took part in the Friendship Day, anti-racism week and the Hunger Day collection organized in September. In addition, Reddie Kids junior clubs, youth groups, homework help clubs, humanitarian law groups and first aid groups worked at regular pace.

Camps were organized for children, young people and families in the summer. Young volunteers were sent to international youth camps and camp in Finland also got visitors. A youth delegate training course and a further training were organized.

To recruit young first aid group members a project was launched in June to develop youth first aid activities in reception centres. The activities were started in six municipalities with a reception centre. About 80 asylum seekers and local youth were given first aid training.

Efforts were taken to make young people aware of what they can do and learn when growing up as helpers in the Red Cross. Opportunities for training and action for 13–17-year-olds were mapped in the autumn. The aim is to establish a clear picture of the available opportunities for action, new skills learning and growing to become a helper that are on offer for different age groups. The work will continue in 2017.

Young people's recruitment ideas into use

Young volunteers' own recruitment innovation gave good results. The young organized events at educational institutions and universities where they gave information about the activities and also offered a badge for the student overall as an incentive. The #Tuplataan campaign was marketed on Facebook more than before. The number of youth members who joined on the Internet was 290. The campaign aims at doubling the number of young volunteers by the end of 2017.

The young also organized 10 winter events with more than 400 new actors participating.

Instructor training for the young

The national youth spring meeting in Kangasala on 18-20 March gathered 100 young people from all over Finland. During the weekend, workshops were organized with themes such as communication, doubling the membership, training ring against racism, school cooperation and Äkkilähtö preparedness exercise.

The action of FRC's youth committees was developed more goal-oriented in several districts. The committees met together with the national youth committee in Tallinn on 11-13 November. A total of 35 volunteers from eight districts participated.

Youth trainings were developed. Upon request by the branches and districts, for example the Reddie Kids –instructor training was made lighter. Web-based learning was added to the training. The reformed training was organized six times, in five districts. They had 64 future Red Kids instructors participating.

First aid training for pupils of upper comprehensive school

The goals of the first aid programme for upper comprehensive schools (13-16-year-olds) were clarified and the first districts and schools were recruited to try out the programme. In the autumn three districts piloted the programme: Helsinki and Uusimaa, Oulu and Varsinais-Suomi. Six trainers, eight schools and almost 700 pupils participated in the pilot.

The goal of the eight-hour emergency first aid training aimed at young people is to increase the response capacities of the young. It strengthens young people's experience of one's own skills and opportunity to help.

Many of the young who participated in the pilot told that they had not had the chance to practise resuscitation before the eighth grade. They noticed that their skills had improved and that their courage to help had grown significantly as a result of the training. A considerable share of the young was interested in youth first aid activities.

Youth shelters provided help fast

The aim of the Youth shelters was to help and support young people and families even faster. Other key goals included providing early, preventive services and developing voluntary activities at the shelters.

Monitoring shows that clients could be met face-to-face quickly, within 24 hours of the first contact. In developing early and preventive work, cooperation with schools was a key feature. The Youth shelter worked, among others, with young people who were at risk from dropping out of school. The means included for example young people's sleep schools and recovery of daily rhythm.

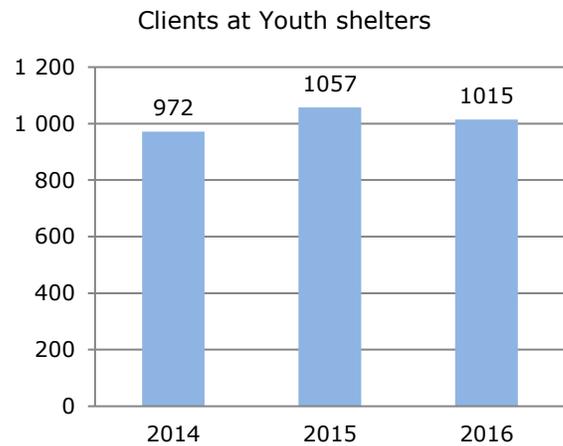
The number of volunteers grew and their tasks became more diverse. For example, volunteers no longer only worked as a partner of a staff member but also served as support persons and coaches and led different groups.

In 2016, a total of 1 015 young people got assistance from the Youth shelters. On the basis of feedback received, most of the young and their families felt that they had got excellent or good service.

The services were also taken out of the physical shelters. In Vuosaari in Helsinki, the evening kiosk supported and guided young people who were at risk of losing their home due to unpaid rents. In Dixi travel centre in Vantaa, 20–40 13 to 17-year-old young people were met weekly at a pop-up youth shelter.

In Espoo, young people's independent coping was supported with funding from RAY, Finland's Slot Machine Association. The young person's active role is supported and their social networks are strengthened. There was an obvious demand for the service and it was met with satisfaction.

The Youth shelter was also involved in the work of a group preparing an action programme for preventing homelessness. The Youth shelter manager Leena Suurpää was appointed to lead a working group planning a night home for homeless young people in the capital area.

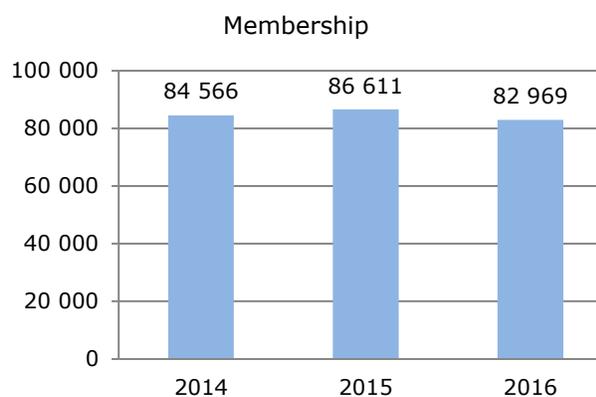


PART 3: Brave advocacy

We want that:

- Red Cross membership is an appreciated statement in favour of humanity and caring.
- The Red Cross participates actively in public debate locally and nationally.
- Attitudes in society become more humane.
- We advocate for people suffering from crises and disasters, the vulnerable, as well as people facing discrimination and racism and strengthen their voice in society.

Citizens' expectations challenge the aims set for Finnish Red Cross action. An extensive image survey with 1 000 respondents was completed in late spring. They expect the following from the FRC: more assistance to people in need in Finland, visibility in one's home municipality, new ways of inspiring people and openness in communication. These expectations were also considered in the digital service reform started at the beginning of the year.



Communication focused on Syria, asylum seekers and loneliness

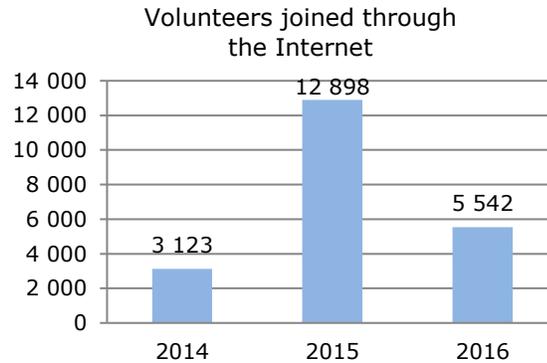
In 2016, communication supported FRC's aims: the recruitment and motivation of actors and supporters as well as helping people in need. Three topics stood out in the content of communication: Syria, asylum seekers and loneliness.

The reception and integration of asylum seekers still constituted a large entity both in FRC's own communication as well as in social media and other media content. FRC's own statements commented on, among others, changes in the Aliens Act, importance of resettlement places in municipalities, difficulty of family reunification and issues promoting integration. A survey conducted with the Martha Organization asking companies whether they would be willing to employ immigrants was published in the summer. As many as 92 per cent of companies employing more than five people could employ immigrants who have been living in the country for a longer period. In late autumn, communication was dominated by the situation of undocumented immigrants. Issuing newsletters was continued in FRC's internal communication.

The humanitarian crisis in Syria was visible in the media throughout the year. The need for assistance became concrete through a refugee camp set up in Greece in March, from where our information delegate and our other delegates provided first-hand information. The theme was continued in the autumn during the Hunger Day collection. In communication we brought up our assistance in Syria, such as health clinics and physical rehabilitation provided for the war wounded. In the autumn the ICRC participated in the evacuation operation in East Aleppo, which also got media coverage. The Hunger Day also highlighted the valuable contribution of thousands of voluntary collectors.

Friend activities and the need to relieve loneliness in Finland were visible on Friendship Day (14 February). The Finnish Red Cross commissioned a survey among volunteers, the findings of which were shared with the media before Friendship Day. According to the findings, the visits of volunteers are for many elderly people the only moment when they have a chance for recreation. The message got good coverage and Red Cross actors were interviewed in many media.

Furthermore, loneliness and friend activities got a lot of publicity in the autumn when Yle broadcast an A2 theme night focusing on loneliness. One of the guests in the studio was a Red Cross volunteer who serves as a friend for an elderly person. The programme and the planned social media presence during the broadcast got many people interested in FRC's friend activities.



Steady growth in social media channels

The number of followers of our social media channels has continued to grow. At the end of 2016, the number of Facebook followers was 85 000 and Twitter followers 11 000. The number of Instagram followers more than tripled to 3 500 at year end. The website punainenristi.fi had 700 000 visits.

In 2016, we produced approximately 1 500–1 800 web and social media publications. We started development work in digital media monitoring, which aims at further increasing our activity on social media and correct targeting.

Preparatory work was done in 2016 to respond to the challenges of digitalization. The challenges identified in FRC's Strategic programme, such as reaching new volunteers and young people in particular, will in the future require new tools and a reform of the whole organization. The action should be taken close to people and offer easy ways of entering the activities.

To facilitate future planning, a service design assessment looking especially at the needs of volunteers was conducted with FRC's main partner Accenture. In the assessment, the paths of a new volunteer entering and getting trained were modelled, among others. The development work will continue in 2017 and it particularly aims at developing digital services supporting volunteering, preparedness and fundraising.

The FRC youth blog site (Henry goes live) was more visible in social media than before. This was shown, among others, in the steady growth in the numbers of likes and followers – both in national channels aimed at young people and in district and branch channels.

Humanitarian Gesture award

The Humanitarian Gesture award was given in the Red Cross week to all voluntary helpers who contributed to the reception of asylum seekers. In 2015, a record number of asylum seekers arrived in Finland, which lit the will to help in thousands of Finnish people all over the country. The FRC Board decided on the recipient of the award. The President of the Republic awarded 41 Gold, 28 Silver and 187 Bronze Medals of Merit. The FRC Board further awarded 30 Badges of Merit.

Brave action in favour of the values

The No to racism! campaign worked effectively in influencing and promoting also outside the campaign week and made the Red Cross the leading expert in action against racism in Finland. The campaign developed methods for anti-racism work: the training ring to intervene in racism, the R-word pop up -discussions as well as advice and guidance service for those who have encountered racism.

The number of training rings organized was 81, with 1 137 participants. In addition, 15 instructor trainings were organized.

The R-word pop up -discussions for peer processing of racism were organized for 10 target groups from youth work professionals to Somali women pensioners. The largest target group were Plan Finland's multicultural youth groups. The form of the pop up -events varied from almost pure lecture-type performances to very lively discussions and action-involving gatherings.

About 40 people contacted the advice and guidance service for those who have encountered racism. The issues that the clients approached with contained clear signs of racism, and they were dealt with by directly contacting the client, taking the matter to the police or non-discrimination ombudsman and by offering peer support.

International humanitarian law for young people

In July our volunteers organized the 'In the conflict' role-playing game focusing on refugeeism and humanitarian law for 250 young people at the Roihu scouts' camp. During the game, the participants repeatedly encounter issues related to international humanitarian law. The aim is to increase understanding about refugeeism and knowledge on the rules of war.

In October, the humanitarian law volunteers of Tampere Messukylä branch organized a seminar on the power and responsibility of the media. In the seminar experts were asked how publicity in the media influences the implementation of the rules of war.

In October we organized a weekend for Nordic humanitarian law volunteers, which also had a representative from the Ukrainian Red Cross Society. The participants planned cooperation in training volunteers and in motivating to promote humanitarian law.

In April we organized the first Gunnar Rosén competition for university students. Teams from four universities tackled questions related to, among others, assistance work and war crimes. The winner was the Helsinki University team.

We reached more pupils and students

The Red Cross had an exceptionally large exhibition stand at the national Educa fair together with the Blood Service and Youth shelters. The main Red Cross topics at the fair were No to racism! campaign, fundraising events at schools and the Äkkilähtö preparedness exercise.

Many secondary and tertiary level educational institutions proposed to collaborate with our organization. In the spring, a pilot was started to create structural cooperation with Humak University of Applied Sciences (humanities, pedagogy, culture). Humak's extensive network enables collaboration with FRC districts.

Volunteers thanked

The national volunteer gala to thank volunteers was organized in Kuopio in December. The gala had 417 volunteers participating and awards were given to distinguished volunteers, such as Master Promos. Asikkala branch was given a special award for their commitment to support the growth of young volunteers.

Personnel

In human resources management, the emphasis still lay on development and on reception of asylum seekers. The significant increase in the volume of the operations, needs arising from expanded activities and reform of the financial administration system brought along development needs in processes, modes of action and competence.

In the Headquarters centralized payroll management, both the rapid growth in the number of reception units and their subsequent run-down caused a lot of work. Also in the HQ, the number of person-years rose by 12 compared with the year 2015. The growth is still partly related to reception activities, as many new employees began working in the autumn of 2015 and therefore show as full labour input only in 2016. The growth is also explained by new projects launched with external funding and the resourcing of support services to meet the needs of increased action.

Employees of Central administration

	2014	2015	2016
Headquarters	155	188	239
Blood Service	529	537	504
Kontti stores	58	64	69
Youth shelters	44	44	46
Total	786	833	858

Salaries and fees paid in Central administration, EUR

2014	2015	2016
43 716 623.33	47 267 152.72	45 140 854.55

An aim of the Strategic programme is to have a balance in the number, competence and coping of staff. With regard to an appropriate number, balance was being sought throughout the year 2016. To develop competence, four induction courses were organized instead of the regular two to familiarize new employees with the action and values of the organization. The line manager training in employment relationships started in 2015 was continued and a comprehensive line manager coaching programme was launched in December, to be continued in 2017. Training in different professional fields was organized for staff working at the reception centres.

One of the main aims of the General Assembly period has been to centralize payroll management. In 2016, the Headquarters payroll team paid the salaries of the HQ and Youth shelters, nine districts and their reception units. The centralized model includes all other districts except Western Finland, Ostrobothnia and Lapland, of which Lapland joined the centralized model on 1 January 2017.

In 2016 we organized competitive bidding for HR management solutions on the market and chose Mepco HRM. The goal is to support the HRM work of line managers by making processes electronic and streamlined. The HRM system was introduced in December and it is used both by the Headquarters and most districts.

The Common Good development project had 13 common good ambassadors. They worked to strengthen working culture based on cooperation, openness and an appreciative way of working through 12 unit visits to districts, the HQ and institutions as well as in joint FRC events.

The results of the autumn 2016 employee pulse survey showed positive outcomes from the work community and leadership development measures taken. The results had improved from 2014 when the project was launched. Good results have been achieved, among others,

in how line managers give feedback and how conflict situations are solved. In the background of the developed results lie the experiences that people share information better, communicate more diversely, trust each other and work more together appreciating each other and giving positive feedback.

There were no major changes in subsidized forms of employment in 2016. However, the changes in 2015 still affected FRC's action. The HR unit gave advice to branches and districts for example in employment projects. Kontti stores line managers were also trained in issues related to pay subsidy and the Employment Contracts Act.

Finances and development activities

The result of the central administration for the financial period shows a surplus of 4.1 million, which originates from the surplus of the Blood Service. The operations of other institutions have been realized as expected. The focus of the Headquarters fundraising is to further expand the monthly donor programme. The net income of investing activities has come down from the previous year due to the market situation and expenses incurred in connection with lessee changes in leased property.

As in the previous year, the reception activities for asylum seekers played a major role in the operations of both the Headquarters and especially the districts. Even if their volume decreased in 2016, the run-down phase of the reception centres continues to keep the level of required support services high, both in terms of termination of employment and reporting duties related to closing the centres. Also the fixed assets acquired for the centres have to be stored or sold appropriately. The information system environment set up at the establishment phase must be taken out of use. The fixed assets have mostly been moved to centres still in operation or stored as contingency for similar needs.

The workload within financial management was further increased by the introduction of a new finance and administration information system in 2016. A new system solution supporting accounting and logistics and a new reporting system were introduced for organizational action. The new tools enable the implementation of centralized finance services. In 2017, the development work as well as the preparations for the transfer of additional organizational units to the service will continue. In the future, the aim is to expand the utilization of uniform support services also to services offered for the local branches in financial and payroll management. The reception activities and changes in information systems have put strain on both the users and the support service organization during the year. The new national operating model changes both the manner of working and the competence required. Specifying and developing them further will be an increasingly inherent part of our daily work in the future.

Digitalization and other technological development also challenge FRC's operations at an accelerating pace. The digitalization project launched last year will bring operational reforms especially in volunteer activities and create development needs in the current IT infrastructure.

Risk management

Risk management is an essential component of FRC operations. The most significant risks are identified, analyzed, assessed and managed in a proactive manner. Its goal is to ensure that the organization's goals are achieved in the best possible manner and to secure the operations even in changing circumstances.

FRC's risk management is based on the policy adopted by the Board. Risk management and the related assessment, planning and direction are part of executive management. Proactive

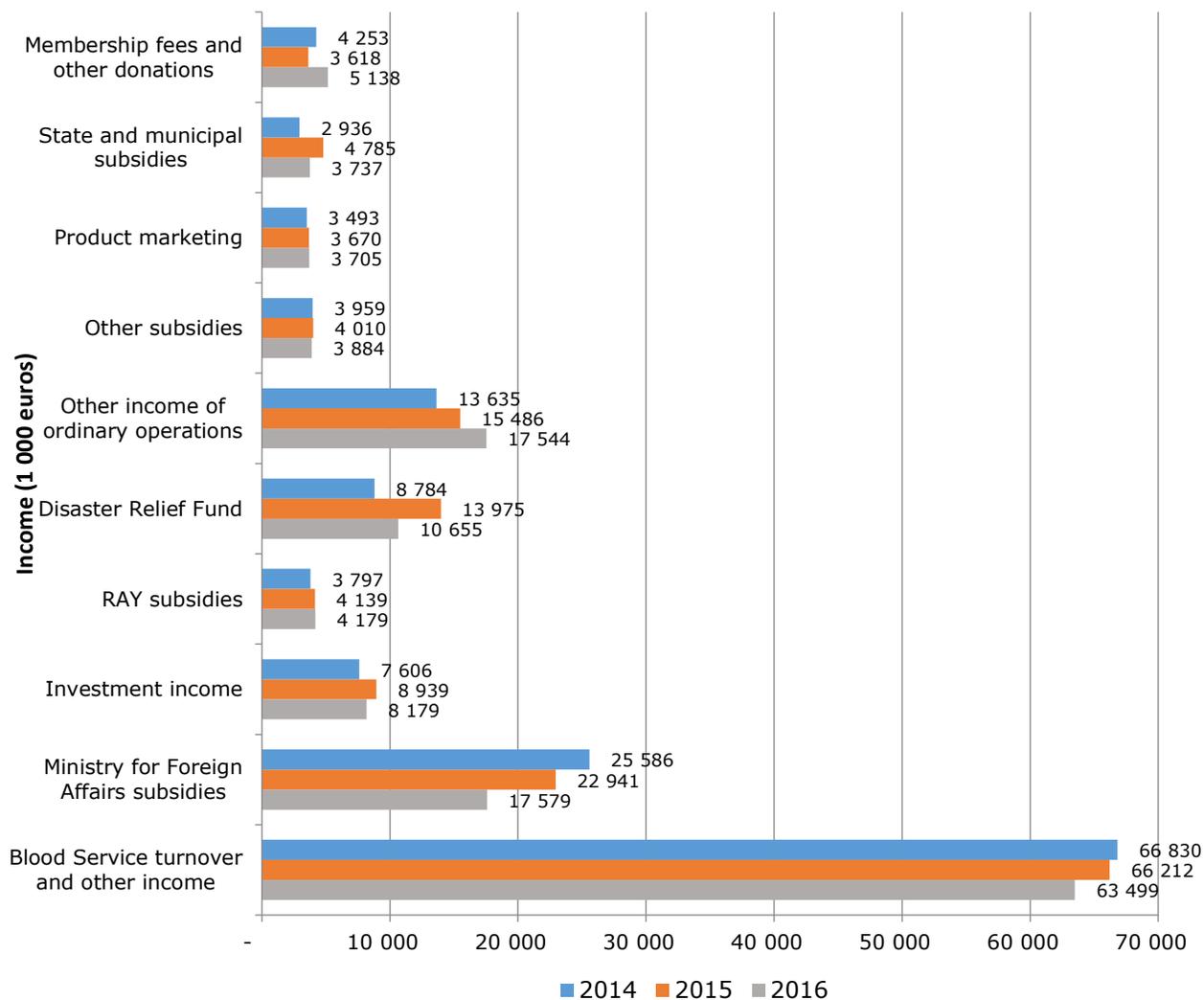
and systematic risk management strengthens the operations, reputation and the organization's course of action.

The rapid growth in the reception of asylum seekers required development in the modes of action, for example in management and service provision. The large fluctuation in the number of arrivals overstretched the ability and competence to identify all risks proactively. The unstable economic situation in Finland and in Europe still continues even if modest growth is forecast for the next few years. The uncertainty in the operating environment hampers the planning of the organization's operations and finances, especially in assessing the development of internal financing. Despite modest economic growth, necessary structural changes will have to be made and such austerity measures taken in Finland that may also lead to increased assistance needs.

In 2016, a project information management system for international operations and programmes was taken into use to support project management. It also enables an effective implementation of the risk management process. This is especially important because the FRC is responsible to the funding providers also for the action of its operating partners.

The management of the securities of the central administration has been outsourced to asset managers selected through a competitive bidding process. The risks related to investing activities are managed together with the experts of the main asset manager.

Income sources of central administration in 2016



Public funding 2016

Finland's Slot Machine Association (RAY)

- Subsidy 364 000
 - Youth shelters 945 000
 - Voluntary Rescue Service 696 000
 - Immigration programme 354 000
 - Drug and alcohol programme 80 864
 - No to racism -project 302 929
 - HIV programme 191 219
 - Domestic and free time accident prevention programme 116 411
 - Position vacant -programme* 15 682
 - Full life in retirement -coaching 196 000
 - Support activities for informal carers 495 316
 - Friend visitor activities: Western Finland district 129 260
 - Coping together -programme 185 597
 - Electronic management of friend contact service 54 368
 - Comprehensive support to young people's independent coping 52 274
- Total (RAY) 4 178 920

Five cities

- Youth shelters 1 061 000

Ministry of Employment and the Economy

- Preventing racism and ethnic discrimination 227 250

Finnish Immigration Service

- Refugee and immigration work 898 324

Ministry of Education and Culture

- Youth activities 110 000
- Developing youth first aid activities at reception centres 43 742

Asylum, Migration and Integration Fund (AMIF)

- Starttivoimaa -project 84 978

Regional State Administrative Agency

- Developing physical activities at reception centres 180 622

Ministry of Social Affairs and Health

- Summer rubber -campaign 15 000

OK Study Centre

- Training 25 292

Ministry for Foreign Affairs

- International humanitarian law 57 000
- International operations and programmes 17 522 000

European Union

- International operations and programmes 1 451 000

ECHO, European Commission Directorate General for Humanitarian Aid and Civil Protection

- International operations and programmes 3 517 000

* 'Position vacant' is a RAY programme promoting youth employment and working life capacities.

Use of self-financing funds

1. Antti Ahlström Fund

Purpose: To assist at discretion the sick and those in need of help
Use in 2016: 40 000.00 euros – development of friend activities in institutions
28 000.00 euros – activities in Healthpoints

2. Olga and Jalmari Välimaa Fund

Purpose: Elderly people and friend visitor activities
Use in 2016: 13 500.00 euros

3. General Mannerheim and Baron von Troil Fund

Purpose: Finnish Red Cross wartime and peacetime action
Use in 2016: 5 728.73 euros – development of first aid group activities

4. Jaakko Bascharoff Fund

Purpose: To strengthen the care of people with cleft lip and cleft palate as well as with speech defects, including training of doctors and speech therapists
Use in 2016: 5 271.47 euros

5. Minna Emilia Frisk Fund

Purpose: To assist the war blind
Use in 2016: 23 500.00 euros

6. Julius and Irene Frisk Fund

Purpose: To assist the war blind
Use in 2016: 29 800.00 euros

7. Brothers Markus and Henry Schatelowitz Fund

Purpose: To assist disabled war veterans from Helsinki
Use in 2016: In 2016 the fund was not used or no subsidies were given.

8. Dahlström Fund

Purpose: The annual returns are transferred to the Disaster Relief Fund or, at the discretion of the FRC Board, to another current purpose.
Use in 2016: 18 167.33 euros transferred to the Disaster Relief Fund.

Financial Statements

Balance sheet

		31.12.2016		31.12.2015
A S S E T S				
NON-CURRENT ASSETS				
Intangible assets				
Intangible rights		4 163 434.80		3 877 961.75
Tangible assets				
Land	84 093.96		84 093.96	
Buildings	2 092 776.86		2 196 410.06	
Machinery and equipment	2 890 013.06		2 564 886.47	
Advance payments and other incomplete procuring	510 647.73	5 577 531.61	999 181.32	5 844 571.81
Securities		1 386 460.14		1 386 460.14
Investments				
Land	211 254.28		231 254.28	
Buildings	720 230.71		728 795.83	
Other stocks and shares	91 678 521.43	92 610 006.42	85 487 690.63	86 447 740.74
SELF-FINANCING FUNDS				
Securities	5 238 354.85		5 268 419.88	
Bank receivables	280 785.60	5 519 140.45	5 669.25	5 274 089.13
CURRENT ASSETS				
Inventories				
Goods		7 668 557.67		7 438 494.09
Debtors				
Long-term				
Other debtors		1 238 966.17		1 441 508.17
Short-term				
Trade debtors internal	1 809 276.33		2 210 104.29	
Trade debtors	6 065 505.78		4 750 196.97	
Other debtors	5 844 967.82		4 360 273.05	
Prepayments and accrued income	<u>4 445 685.66</u>	18 165 435.59	<u>7 660 946.77</u>	18 981 521.08
Cash in hand and at bank		<u>35 785 889.03</u>		<u>24 870 723.64</u>
TOTAL ASSETS		<u>172 115 421.88</u>		<u>155 563 070.55</u>
E Q U I T Y A N D L I A B I L I T I E S				
CAPITAL AND RESERVES				
Restricted funds				
Self-financing funds	4 564 715.46		4 615 679.01	
Market value fund	739 323.09		658 410.12	
Disaster Relief Fund	19 724 835.63	25 028 874.18	16 590 302.24	21 864 391.37
Other funds				
Blood Service fund	23 546 309.70		23 546 309.70	
Joint operations fund	630 545.00		247 046.00	
Market value fund	6 506 686.19	30 683 540.89	7 057 652.89	30 851 008.59
Retained earnings	44 375 776.28		39 720 674.96	
Profit/loss for the financial period	4 149 930.44	48 525 706.72	5 038 600.32	44 759 275.28
LIABILITIES				
Long-term				
Loans from credit institutions		20 036 214.38		28 866 392.93
Short-term				
Loans from credit institutions	8 824 142.84		918 107.13	
Loan from organizational bank	1 724 002.66		1 848 493.06	
Advances received	2 223 847.65		3 602 286.21	
Trade creditors to FRC districts	1 028 536.96		493 663.64	
Trade creditors	4 394 138.15		8 176 141.09	
Other creditors	18 802 992.78		4 923 253.97	
Accruals and deferred income	10 843 424.67	47 841 085.71	9 260 057.28	29 222 002.38
TOTAL EQUITY AND RESERVES		<u>172 115 421.88</u>		<u>155 563 070.55</u>

Income statement

	1.1.-31.12.2016	1.1.-31.12.2015
Ordinary operations		
Income	110 056 589.08	117 210 355.47
Expenses		
Staff cost	-45 140 854.55	-47 267 152.72
Depreciation	-2 455 109.78	-1 800 930.29
Other expenses	-76 427 373.47	-84 242 620.30
Defrayed from Disaster Relief Fund	6 937 618.81	7 316 854.78
Deficit of ordinary operations	-7 029 129.91	-8 783 493.06
Fundraising		
Donations, Disaster Relief Fund	10 654 996.14	13 975 001.68
Membership fees	249 480.80	263 185.50
Other income	8 594 444.89	7 025 745.88
Collection expenses, Disaster Relief Fund	-1 409 392.08	-1 416 761.06
Other expenses	-2 811 565.73	-3 765 248.20
Surplus of fundraising	15 277 964.02	16 081 923.80
Investing and financing		
Income	8 179 242.61	8 938 528.02
Expenses	-2 514 457.63	-2 578 063.37
Surplus of investing	5 664 784.98	6 360 464.65
Extraordinary income		3 196 489.86
Subsidies	364 000.00	364 000.00
Result for the Financial period	14 277 619.09	17 219 385.25
Transfer Disaster Relief Fund	-10 072 152.20	-11 936 607.74
Transfer self-financing funds	-55 536.45	-244 177.19
Deficit/surplus for the Financial period	4 149 930.44	5 038 600.32

Cash flow statement

	2016	2015
Cash flow from operating activities		
Cash flow from ordinary operations		
Proceeds from income of ordinary operations	110 056 589.08	119 506 845.33
Payments from expenses of ordinary operations	-124 023 337.80	-133 310 703.31
Change in short-term interest-free receivables	874 454.49	-2 603 347.74
Change in short-term interest-free liabilities	-3 649 528.98	3 747.03
Depreciation	2 455 109.78	1 800 930.29
Change in inventories	-230 063.58	-151 847.82
Other adjustments	79 400.75	47 227.55
Net operating cash flow	-14 437 376.26	-14 707 148.67
Cash flow from fundraising		
Proceeds from income of fundraising	19 498 921.83	21 263 933.06
Payments from expenses of fundraising	-4 220 957.81	-5 182 009.26
Net fundraising cash flow	15 277 964.02	16 081 923.80
Cash flow from investing activities		
Investing in fixed assets		
Acquisition of fixed assets	-2 953 890.93	-2 347 918.88
Change in incomplete procuring	488 533.59	-371 159.14
Investing in investments		
Investment purchases	-9 544 623.42	-5 402 576.22
Investment sales	7 331 138.10	10 915 449.79
Interest, dividend and other investment income	3 000 639.36	3 812 938.66
Investment expenses	-1 774 536.48	-2 196 819.96
Net investing cash flow	-3 452 739.78	4 409 914.25
Cash flow from financing		
Loan instalments	-924 142.84	-918 107.13
Loan repayment	-124 490.40	-137 852.28
Organizational account	14 487 067.00	1 585 552.69
Net financing cash flow	13 438 433.76	529 593.28
General subsidy	364 000.00	364 000.00
Net cash flow	11 190 281.74	6 678 282.66
Cash and cash equivalents 1 January	24 876 392.89	18 198 110.23
Change in cash and cash equivalents	11 190 281.74	6 678 282.66
Cash and cash equivalents 31 December	<u>36 066 674.63</u>	<u>24 876 392.89</u>

Signatures to the Activity Report and Financial Statements

BOARD OF THE FINNISH RED CROSS

Helsinki, 28 April 2017

Pertti Torstila
President

Christel von Frenckell-Ramberg
Vice-President

Henri Backman
Vice-President

Otto Kari
Vice-President

Eija Karine
Member

Hannu Harri
Member

Irmeli Metsänen
Member

Maria Pietikäinen
Member

Alpo Tanskanen
Member

Markku Suokas
Member

Kristiina Kumpula
Secretary General

Auditor's Confirmation

A report on the audit has been issued today.

Helsinki, 2 May 2017

PricewaterhouseCoopers Oy
Authorised Public Accountants

Samuli Perälä

Authorised Public Accountant (KHT)

Jarmo Kunttonen

Authorised Public Accountant (HTM)

Pertti Hiltunen

Authorised Public Accountant (KHT)

Auditor's Report (*Translation of the Finnish Original*)

To the Council of the Finnish Red Cross

Report on the Audit of the Financial Statements

Opinion

In our opinion, the financial statements give a true and fair view of the Finnish Red Cross's financial performance and financial position in accordance with the laws and regulations governing the preparation of financial statements in Finland and comply with statutory requirements.

What we have audited

We have audited the financial statements of the Finnish Red Cross, an association pertaining to public law for the year ended 31 December 2016. The financial statements comprise the balance sheet, income statement, cash flow statement and notes.

Basis for Opinion

We conducted our audit in accordance with good auditing practice in Finland. Our responsibilities under good auditing practice are further described in the Auditor's Responsibilities for the Audit of Financial Statements section of our report.

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

Independence

We are independent of the Finnish Red Cross in accordance with the ethical requirements that are applicable in Finland and are relevant to our audit, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

Responsibilities of the Board of Directors and the Secretary General for the Financial Statements

The Board of Directors and the Secretary General are responsible for the preparation of financial statements that give a true and fair view in accordance with the laws and regulations governing the preparation of financial statements in Finland and comply with statutory requirements. The Board of Directors and the Secretary General are also responsible for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Board of Directors and the Secretary General are responsible for assessing the association's ability to continue as going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting. The financial statements are prepared using the going concern basis of accounting unless there is an intention to liquidate the association or cease operations, or there is no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance on whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with good auditing practice will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

As part of an audit in accordance with good auditing practice, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement

resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit 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 company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of the Board of Directors' and the Secretary General's use of the going concern basis of accounting and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events so that the financial statements give a true and fair view.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Other Reporting Requirements

Other Information

The Board of Directors and the Secretary General are responsible for the other information. The other information comprises information included in the report of the Board of Directors and in the Annual Report, but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information.

In connection with our audit of the financial statements, our responsibility is to read the other information identified above and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. With respect to the report of the Board of Directors, our responsibility also includes considering whether the report of the Board of Directors has been prepared in accordance with the applicable laws and regulations.

In our opinion, the information in the report of the Board of Directors is consistent with the information in the financial statements and the report of the Board of Directors has been prepared in accordance with the applicable laws and regulations.

If, based on the work we have performed, we conclude that there is a material misstatement of the other information, we are required to report that fact. We have nothing to report in this regard.

Helsinki 2 May 2017

PricewaterhouseCoopers Oy
Authorised Public Accountants

Samuli Perälä
Authorised Public Accountant (KHT)

Jarmo Kuntonen
Authorised Public Accountant (HTM)

Pertti Hiltunen
Authorised Public Accountant (KHT)

Finnish Red Cross Governance

Council

In 2016, the Council convened twice to take decisions on statutory matters such as the financial statements, discharge from liability and amount of membership fee, and also discussed, among others, the development of FRC's comprehensive preparedness and the upcoming reform in the social welfare and healthcare service structure.

Chair	Rämö Eero
Deputy Chair	Pia Yli-Pirilä
Members	Annala Lassi Basilier Linda Ek Johan Forsblom Outi Häkkinen Juha Kuokkanen Hannu Kuusela Katja Käki Esko Laine Virpi Lindholm Max Luiro Anne Murto Pasi Mustonen Juha Nordström Ralf Parkkari Juhani Peltonen Göran Päivinen Jenni Rasinkangas Jarno Salo Veli-Matti Saloniemi Pia Soininen Katariina Stenros Ville Vänni Hanna
Representatives of Ministries	Kaukoranta Päivi Nerg Päivi Palojärvi Jaana Siitonen Simo Stenman Kristina Voipio-Pulkki Liisa-Maria

Board

In 2016, the Board convened nine times with 152 agenda items. The financial status, activity plans and activity reports were regularly discussed. Additional items included, among others, the implementation of the strategic aims and other General Assembly decisions, international aid, membership, corporate governance, youth issues, development of revenue generating first aid training as well as the reception operation.

President	Torstila Pertti
Vice-Presidents	Backman Henri Kari Otto von Frenckell-Ramberg Christel
Members	Harri Hannu Karine Eija Metsänen Irmeli Pietikäinen Maria Suokas Markku Tanskanen Alpo

Personnel and Development Committee

The Committee convened four times with 70 agenda items.

Chair	Backman Henri
Deputy Chair	Laitinen Sami
Members	Carlstedt Henrik Kainulainen Harri Lumme-Tuomala Riitta Metsänen Irmeli Piispanen Elina Portin Anders

Board of the Blood Service

The Board convened eight times with 96 agenda items.

Chairperson	Komi Kirsi
Deputy Chairperson	Suokas Markku
Members	Koponen Juha Kronman Gunvor Martikainen Tarmo Siitonen Simo

Board of the Youth Shelters

The Board convened four times with 34 agenda items.

Chair Kari Otto
Deputy Chair Kumpula Kristiina

Members Heikkinen Pauli
Karine Eija
Kuronen Sirpa
Suurpää Leena
Warmma Eija

Board of the Kontti Recycling Stores

The Board convened times four times with 59 agenda items.

Chair Harri Hannu
Deputy Chair Kumpula Kristiina

Members Ekelund John
Ilén Paula syksyn 2016
Kervinen Hannele
Levänen Antero
Paloheimo Susanna
Saarela Pertti kevään 2016

Youth Committee

The Committee convened four times with 56 agenda items.

Chair Kari Otto
Deputy Chair Musta Laura

Members Juhajoki Joonatan
Magd Noora (expert member)
Malinen Tomi
Mattjus Camilla
Mettovaara Julia
Väisänen Teemu

First Aid and Health Committee

The Committee convened four times with 33 agenda items.

Chair Siitonen Simo
Deputy Chair Backman Henri

Members Castrén Maaret
Haikala Olli
Kärnä Helena
Määttä Teuvo
Putko Lasse
Silfast Tom
Vertio Harri

Investment Committee

The Committee convened five times with 39 agenda items.

Chair Kumpula Kristiina

Members Räsänen Mika
Torsti Esko
Väisänen Tapani

Audit Committee

The Committee convened five times with 48 agenda items.

Chair von Frenckell-Ramberg
Christel

Members Harri Hannu
Kuokkanen Hannu
Liikanen Erkki
Neilimo Kari
Nikula Pekka
Nokela Rauni

Arbitration Committee

The Committee did not convene in 2016.

Chair Torstila Pertti

Members Korhonen Helena
Kumpula Kristiina
Nygård-Taxell Rachel
Paatero Pekka