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Cover photo: Helper (Auttaja) course at Varsinais-Suomi district office in Turku. Photo by Jussi Vierimaa

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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 2020. 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. The number of branches is slightly under 500. The staff of twelve district offices support the volunteers through regular contact, training and events.

The FRC Headquarters coordinates voluntary activities and Red Cross assistance work nationwide. Its responsibilities include development of 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, event first aid 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
Finnish Red Cross in figures

more than 30 000 volunteers
80 000 members
118 000 blood donors
130 000 regular contributors

Fundamental principles

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

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

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

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

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

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

Universality
The International Red Cross and Red Crescent Movement, in which all Societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.
Activity Report for the year 2017

Introduction

The Finnish Red Cross (FRC) celebrated its 140th Anniversary with reforms and lively action. The slogan for our festive year was: We give a gift to 100-year-old Finland. We train thousands of helpers, all over Finland. At the same time we encourage people in Finland to help together also in the future.

The message of the festive year reached FRC’s actors. The year’s product – a short Helper course – encouraged 10 859 people to learn the first steps in first aid. The so-called Hero training courses organized in cooperation with LocalTapiola attracted as many as 40 000 primary school children. The emergency first aid training course was taken by 9 252 persons.

First aid is a civic skill. To make this slogan a reality all over Finland, we reorganized the provision of first aid training. The marketing and organization of the training was centralized nationally to the new limited company Ensiapu Oy.

Another activity form mobilizing citizens is friend visitor activities in all their diverse forms. We commissioned a market research survey from Taloustutkimus and got the following response: Finns take too little notice of the people around them. Hence the theme for the Friendship Day campaign: ‘See you’. As many as 100 ‘Joy out of friendship’ events were organized around Valentine’s Day in February.

Modes of helping and participation are changing rapidly. Current demands include fast and targeted communication as well as smooth entry in the activities. The FRC responds to the changing demands, among others, through a digital services reform covering the entire organization. In 2017, we started the development of the volunteers’ information system as well as a website reform. Digital newsletters were used more extensively than in previous years.

The FRC General Assembly adopted a joint Strategic Programme for the upcoming three years. The Assembly expressed its concern over the complexity and magnitude of international crises. In the early autumn we launched a major assistance and fundraising operation for people who had fled to Bangladesh. The catastrophic situation in Syria continued likewise.

Syria and Bangladesh are examples of how extensive and difficult crises the Red Cross works in. Finnish people’s willingness to help continues to be exemplary. On Hunger Day we raised 2.4 million euros. Nearly all of our local branches participated in the collection effort. The Christmas campaign, in turn, gave joy to 30 000 families.

Also in Finland, recent years have shown why well-trained volunteers are needed. The stabbing incident in the street in Turku caused insecurity. Volunteers responded to the situation in a rapid and skilled manner. They spread sense of security both at the incident site and, through the media, to all citizens. Another example of helping was the concrete aid needed in the province of Kainuu at the end of December when heavy snowfall and low temperatures damaged the supply of electricity.

The value of and need for volunteer activities seems to increase year by year. In addition to first aid skills, friend visitor activities are needed in their diverse forms: weekly meetings with a friend, joint events, online friendships. Our goal is to offer everyone a place for action and support that responds to needs.

The FRC General Assembly sent an important message by committing itself to opening its doors to all people committed to Red Cross values and interested in its action. Finnish well-being has been built through the efforts of civic organizations and volunteers. Many voluntary activities have grown into professional welfare services, of which 100-year-old Finland is proud. It is important to include organizations in ensuring well-being and health.

Voluntary service is a value in itself. Civic organizations strengthen inclusion, sense of community and democracy. The Finnish Red Cross appeals to actors in society to give volunteering the value it deserves. By strengthening volunteering we also strengthen well-being, democracy and inclusion.
Well-functioning local branches and cooperation between them are the foundation of our action

The active recruitment of new volunteers and good support to them still remained key to successful Red Cross assistance work. This is how the theme of FRC’s Strategic Programme 2015–2017 ‘Joy out of helping’ was put into practice.

A functioning network of local branches and volunteers was the foundation of our action. We had more than 30 000 voluntary actors and over 80 000 members. The number of volunteers has remained the same even though the membership has decreased. New actors expect fast contacting, induction and well-organized activities. The electronic information service that has been under development during the year will improve the opportunities of volunteers, members and branches to act.

The resources and activities of local branches vary considerably, which is why we focused on identifying their needs and special characteristics and on immediate support from the district’s branch coach. Cooperation between branches increased and attention was paid to supporting it especially from the perspective of preparedness. Good governance, cooperation and communication were characteristics of a well-functioning branch regardless of the extent of the activities.

Development of volunteers’ information system launched

Development work of the volunteers’ information system started during the year. The system will provide a personalized service for each FRC volunteer. It will include numerous functions, such as signing up for activities, event administration, different types of communication as well as a platform for friend visitor contacts. The IT project to set up the system was begun in September. The information system will also be used for collecting information. The Funding Centre for Social Welfare and Health Organizations (STEA) supported the development of the friend visitor segment.

Volunteers’ training developed

Trained and skilled volunteers are the foundation of Red Cross preparedness to help. Competence is the foundation of quality assistance work. The nationwide branch and activity group network ensures skilled assistance both to people in need and the public authorities. Volunteers’ competence also supports their motivation and coping.

The skill set needed by volunteers was mapped through electronic questionnaires and at trainers’ gatherings. 1 500 volunteers and members completed a questionnaire about their views on good training. In their opinion, training must be open and interactive as well as inspiring and up-to-date. The values, principles and other core information were identified as common competence for all volunteers. This was used as the basis for reforming the training structure. All volunteers will get a quick induction at the start of their activities. The common sections suit as many volunteer groups as possible. The first modules were completed at the end of the year.

Forty new trainers started to study the trainers’ training module in the autumn. A three-year cooperation project was begun with the Ukrainian Red Cross Society to set up an IHL trainers’ structure in line with the Finnish Red Cross implementation model.

General Assembly adopted new Statutes

The highest decision-making body of the Finnish Red Cross, the General Assembly, met at Finlandia Hall in Helsinki on 10–11 June to adopt a new Strategic Programme for the years 2018–2020 as well as the organization’s new Statutes. The aim of the reform of the Statutes was to increase FRC members’ equality and their opportunities for participation.
Our finances develop in a balanced manner

Finances and development activities

The result of the central administration for the financial period shows a surplus of 4.6 million euros. This is especially due to the surplus of the Blood Service. The operations of other institutions were realized as budgeted or at a better level.

The result of the Headquarters shows a deficit, mainly due to development projects of operations. However, Headquarters fundraising yielded as planned. As in previous years, monthly donors were the single most important fundraising resource. Despite emerging economic growth, development prospects in the investment market create challenges in view of investment yields. As a whole, however, we managed to reach an average annual profit of 4.7 per cent. It is only marginally lower than our long-term goal.

The volumes of the reception of asylum seekers decreased in comparison with the years 2015 and 2016. The Finnish tax authority considered in its 2015 taxation decision also the FRC-managed reception activities as business activity. The FRC has filed a claim of adjustment to the tax administration. The process is still pending.

The development of harmonized support services such as financial, HR and information services continued in 2017. The quality of support services was improved, among others, through developing internal controls. A new reporting system was introduced for financial management, the use of which will be further expanded. In financial services, operational modalities and processes were also developed.

The introduction of a new HR system in the central administration and districts created a lot of work within HR management. The new tools facilitate the administration of employment relationships. In IT management, preparations were made to renew the existing PCs and to move over to the most recent updates of software in use. In addition, support to FRC’s digital projects was strengthened.

Competitive tendering was used for financial management services and bank services. The services of the partners selected through the tendering process will commence in 2018.

In the current General Assembly period we will improve the customer focus, quality and content of the harmonized support services. The goal is to continue the development of harmonized support services in the functions in which it is appropriate for the operations of the organization.

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 aims 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 operations assessment, planning and management are part of executive management. Proactive and systematic risk management strengthens the operations, reputation and trust in the organization’s course of action.

Harmonized support services and the control system are key tools in managing risks. We have harmonized our audit practices already earlier. All organizational units that are subject to audit in accordance with the Auditing Act use the auditing company selected by the General Assembly through a competitive tendering process.
However, on the basis of the extent of their operations, almost 500 local branches are subject to operations inspection as provided in the Associations Act. Its implementation is regulated and instructed in a relatively loose manner.

In 2017 we developed our control system. We designed a regional model for operations inspection, its implementation modalities as well as the content of the inspectors’ training. Through control development, the content, quality and reporting of the inspections improves. This will provide even more effective support to managing the organization’s good reputation and to general trust in its operations.

The management of the securities of the central administration, property investment excluded, has been outsourced to asset managers selected through a competitive tendering process. The risks related to investing activities are managed together with the asset managers’ experts. In the future, asset management reports will be produced by an external party independent of the asset managers.

Support services centralized

Organizational support services related to financial, payroll and information management were harmonized during the General Assembly period. The ERP (enterprise resource planning) system for financial administration, logistics and procurement was renewed in the Headquarters, Kontti stores, Youth shelters and in the majority of the districts. In addition, a new reporting system was taken into use. In the first phase, this will facilitate uniform and dynamic financial reporting. In the future, the use of the system will also be extended to activity-related reporting.

Payroll management services developed already earlier were extended to serve districts and units of central administration. In 2017, the Headquarters payroll management unit paid the

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### Income financing of central administration

<table>
<thead>
<tr>
<th>Income (1,000 euros)</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership fees and other donations</td>
<td>4666</td>
<td>3918</td>
<td></td>
</tr>
<tr>
<td>State and municipal subsidies</td>
<td>2190</td>
<td>3737</td>
<td>4785</td>
</tr>
<tr>
<td>Product marketing</td>
<td>3175</td>
<td>3705</td>
<td>3670</td>
</tr>
<tr>
<td>Other subsidies</td>
<td>2163</td>
<td>3884</td>
<td>4010</td>
</tr>
<tr>
<td>Other income of ordinary operations</td>
<td>18589</td>
<td>15486</td>
<td></td>
</tr>
<tr>
<td>Disaster Relief Fund</td>
<td>11281</td>
<td>19655</td>
<td></td>
</tr>
<tr>
<td>RAY, later STEA, subsidies</td>
<td>4328</td>
<td>4179</td>
<td></td>
</tr>
<tr>
<td>Investment income</td>
<td>9531</td>
<td>8939</td>
<td></td>
</tr>
<tr>
<td>Ministry for Foreign Affairs subsidies</td>
<td>17407</td>
<td>17579</td>
<td></td>
</tr>
<tr>
<td>Blood Service turnover and other income</td>
<td>22941</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Income financing of central administration

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Payroll management services developed already earlier were extended to serve districts and units of central administration. In 2017, the Headquarters payroll management unit paid the
salaries of the HQ and Youth shelters as well as those of 10 districts and their reception units. The centralized model included all other districts except Western Finland and Ostrobothnia. The total number of salary and fee entries in the centralized model was 17 420, of which 8 463 for district offices and 8 957 for reception centres.

To lighten the administrative burden of local branches, centralized services were created, for example, for accounting and HR management.

**HR development focus on work capacity development**

The new HR management system (Mepco) was taken into use. It aims at supporting the line managers’ work by making processes electronic and streamlined.

The line manager coaching programme continued in cooperation with Ilmarinen Mutual Pension Insurance Company. Directors, deputy directors, managers and others with line manager duties from the HQ, districts, reception centres, Youth shelters and Kontti stores participated in the coaching. It consisted of three two-day modules. Each module had an average of 95 participants. Induction training was organized for new employees.

An evaluation was conducted of the occupational health care model, on the basis of which the service will be reformed to better support work capacity and workplace well-being. A brief pulse survey is carried out twice a year to monitor the status and development of well-being at work. In addition, a more comprehensive personnel survey is conducted every third year. The results of HQ surveys had declined slightly in comparison with the previous year. As a development focus, a three-year work capacity management project was launched together with Ilmarinen.

In the course of the year, changes took place in labour legislation and subsidized employment. The change in labour legislation was related to the reason for temporary employment. The Government’s Budget established quotas limiting the use of the NGO pay subsidy. This had some effect on FRC’s subsidized employment. The HR unit gave training to employees of the local branches, employment projects and Kontti chain in issues related to pay subsidy and labour legislation.

**Employees of central administration**

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headquarters</td>
<td>188</td>
<td>239</td>
<td>284</td>
</tr>
<tr>
<td>Blood Service</td>
<td>537</td>
<td>504</td>
<td>527</td>
</tr>
<tr>
<td>Kontti stores</td>
<td>64</td>
<td>64</td>
<td>87</td>
</tr>
<tr>
<td>Youth shelters</td>
<td>44</td>
<td>44</td>
<td>48</td>
</tr>
<tr>
<td>Central administration total</td>
<td>833</td>
<td>786</td>
<td>841</td>
</tr>
</tbody>
</table>

**Effective helping – we help in accidents and disasters**

**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.
Aim 1.1: Better preparedness to help

<table>
<thead>
<tr>
<th>How we measure reaching the aim</th>
<th>Starting value</th>
<th>Result 2015</th>
<th>Result 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of alert groups</td>
<td>280</td>
<td>297</td>
<td>341</td>
</tr>
<tr>
<td>Number of people in alert groups</td>
<td>3 800</td>
<td>4 124</td>
<td>3 190</td>
</tr>
<tr>
<td>Coverage of preparedness plans</td>
<td>82% (2013)*</td>
<td>94%</td>
<td>89%</td>
</tr>
</tbody>
</table>

We strengthened our preparedness to help
Contingency and preparedness to act and help in different accident and crisis situations is a core Red Cross duty at home and abroad. The network of local branches and helpers comprised of active volunteers forms the basis of our response capacity.

We paid special attention to FRC’s preparedness. One reason for that is the immigration that started in 2015 and presented a demanding challenge to the entire organization. It showed FRC’s strengths and weaknesses well. Also an increasing number of volunteers felt that their work was significant. The saying ‘preparedness concerns all’ became concrete when everyone’s input was needed.

An assessment on contingency and preparedness activities was conducted in the spring. It was based on the DRCS (Disaster Response and Capacity Evaluation) self-assessment tool developed by the Canadian Red Cross.

Six development targets were identified through the assessment: sharpening the role and mandate, process-like preparedness planning, situational picture and decision-making, reception of spontaneous volunteers and joint preparedness forums. They will be developed in the upcoming three years.

More exercises and training
The significance of organizations in supporting the public authorities has grown rapidly. This could be seen, among others, in the authorities’ plans, such as the Internal Security Strategy and the Security Strategy for Society. The number of joint regional exercises also increased.

Our goal was to raise discussion on how our volunteers can take part in regional exercises in a more equal and regular manner. We also want active knowledge-sharing of experiences and lessons learnt, as well as development of the evaluation of exercises.

The Finnish Red Cross participated in two sea exercises: Kvarken on 2 March and Sommarö at Vallgrund Coast Guard Station on 13–14 September. The exercises contributed to developing FRC’s Evacuation Centre operations in a major accident at sea as well as cooperation between FRC’s domestic and international preparedness.

The spearheads of FRC’s preparedness are its alert groups and their competence in emergency support services, first aid and psychosocial support. Through joint group leader training we strengthened cross-sectoral cooperation also within the FRC. Volunteer training is offered in Finnish, Swedish and English.
More efficient Voluntary Rescue Service action with the new electronic management system

The Finnish Red Cross coordinates the Voluntary Rescue Service (Vapepa) of 52 member organizations.

In 2017, the focus was on activating the member organizations and clarifying their duties. In the autumn the leadership held a meeting in which the services of the coordination and the role of the organizations were streamlined. In its last meeting of the year, the Central committee adopted a new set of Rules and Regulations that supports the networking nature of the administration.
Regional as well as inter-organizational cooperation was developed in collaboration with the public authorities. It was facilitated, among others, through the ILMJ set of exercises that gathered more than 1 000 participants from 25 organizations at 16 municipalities. Numerous public authorities also joined the events. The topics of the exercises included, among others, disruptions in energy and water supply and other services in abnormal situations.

Working groups on search and rescue, psychosocial support and training also developed the joint activities. They produced definitions and guidelines and made development proposals.

During 2017, Vapepa switched over to an SMS-based OHTO alert system almost in the entire country. At the end of the year, OHTO had more than 8 000 registered users. About 3 000 of them were members of FRC alert groups.

The first regional cooperation teams were set up in the Volunteers in oil spill response -project. The team leader trainings developed in the project were tested. Oil spill response was practised in Porvoo.

More people received domestic relief

Finnish Red Cross local branches assisted people who had been involved in sudden accidents by supporting public authorities or on their own initiative. Assistance was granted in sudden accidents and other abnormal situations with an excessive impact on the individual or family. This help was mostly needed by those who had lost their homes and belongings in fires. FRC local branches gave 55 058 euros in domestic relief. The number of people assisted was 345 and of cases 132, of which 123 were fires. The number of volunteer hours announced was 1 000. The districts that gave aid the most were Savo-Karelia, Western Finland and Satakunta.

More than 2 000 people assisted in Turku stabbing

A stabbing spree in which two people lost their lives and eight were injured took place in the centre of Turku in August. A total of 138 psychosocial service volunteers were available on site at the Turku Market Square, on the telephone helpline in the premises of the Turku social services and in the crisis centre opened at the University Hospital.

Volunteers arrived from Varsinais-Suomi, Turunmaa, Satakunta, Häme as well as Helsinki and Uusimaa districts. They met some 2 400 people. In addition, the Youth shelter opened its crisis chat. Over 3 500 copies of the brochure ‘You have experienced something shocking’ were distributed.

FRC’s Emergency group of psychologists cooperated with the Turku city crisis team assisting the family members of the deceased and injured as well as eye witnesses. They also supported Red Cross volunteers, residents of the reception centres and communication. Sixteen psychologists of the FRC group took part in the crisis response.

This was the largest event in which we provided psychosocial support in 2017.

Psychosocial support when accident strikes

Psychosocial support is an important part of all Red Cross action. Volunteers were trained in psychosocial support and, among others, telephone helping both in Finnish and in Swedish.

In addition, the FRC maintained, coordinated and trained the Emergency group of psychologists for major accidents and special situations. The group organized psychosocial support at the request of public authorities.

The Annual Forum of the Red Cross European Network for Psychosocial Support was organized in Helsinki. The theme was innovations in psychosocial support. The Finnish Red Cross also organized training, among others, in helping victims of sexual crimes.

Reception of asylum seekers developed

At the beginning of the year, the FRC maintained 52 reception units with over 9 100 residents. By the end of the year, the numbers had gone down to 26 units and 4 600 residents. Ten FRC districts operated units at the request of the Finnish Immigration Service Migri. FRC’s coordination unit for reception operations supported the centres and districts in developing the activities.
The results of the evaluation of the reception of asylum seekers operation that lasted one year from September 2015 onwards crystallized the criteria for a good operation: good leadership, clear roles and division of labour, joint rules and procedures and commitment to them, as well as situational picture based on correct information, and adequate resourcing. It was also considered important to have the operations based on a plan that takes the beneficiaries into account and to be able to make decisions fast.

In accordance with the Migri preparedness plan updated in October 2016, the Finnish Red Cross maintained preparedness for large-scale population influx and establishing registration centres. The FRC HQ was responsible for the general coordination of the preparedness, the districts of regional preparedness and launching operations.

At the request of Migri, the FRC reviewed the minimum and maximum capacity of all reception units as well as options for additional accommodation facilities and emergency shelter. We also started the planning towards making FRC’s preparedness correspond with the forthcoming regional government structure. Representatives of Migri visited the FRC Logistics Centre in Tampere on 23 January.

The number of new asylum applications remained at the level of February 2016. There was no indication of a rapid change in the situation. The FRC monitored the situation of the countries of origin and transit through its network and information provided by other actors, and maintained its preparedness. Exchange of information with the Swedish Red Cross was continued.

Volunteers met quota refugees at the airport
A total of 1,079 persons, of whom 137 emergency cases, selected in the refugee quota arrived in Finland. Tampere, Kuopio and Mäntsälä received the highest number of quota refugees. The largest nationality group was Syrians with 1,024 persons.

Volunteers met groups on their way to municipalities at Helsinki-Vantaa airport on 90 days. Five new volunteers and the FRC Domestic preparedness unit were trained in the reception procedure. This increased the preparedness to receive large numbers of refugees within a short period of time.

We reunited families
The number of new tracing requests was 184 with 513 persons sought. The processing of the requests received in 2016 was continued by seeking additional information and delivering messages to the target countries. The number of Red Cross messages delivered was 21. Sixty-one photos were published in the photo search (www.tracetheface.org).

A meeting of the Nordic National Societies was held in Stockholm. The topic was development of tracing activities. The meeting discussed, among others, the testing of a new module in the RFLanswers database, which enables secure transfer of personal tracing data between National Societies.

The number of family reunification contacts to the FRC HQ made by families, their representatives, municipal social workers and social welfare staff at reception centres was considerably high, almost 80.

At the request of public authorities and as agreed, the FRC made the travel arrangements for family members of quota refugees who had arrived in Finland earlier after the family members had been granted residence permits in Finland.

Networks helped undocumented migrants
The number of undocumented migrants grew as some asylum seekers who received a negative decision did not dare or could not return to their countries of origin. The FRC called together a meeting of almost 30 networks that got prepared to help undocumented migrants. In addition, training was organized, among others, to FRC’s actors and various networks.

Action for detained people of foreign origin developed
The FRC HQ made preparations to start monitoring among detained people of foreign origin. Together with the Swedish Red Cross and the International Committee of the Red Cross, the
Finnish Red Cross organized an event on detention and protection of people of foreign origin. The participants came from Geneva and 16 National Societies.

**Aim 1.2: More fundraisers and funds for assistance activities**

<table>
<thead>
<tr>
<th>How we measure reaching the aim</th>
<th>Starting value</th>
<th>2016</th>
<th>2017</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of fundraisers nationally</td>
<td>12 000</td>
<td>14 758</td>
<td>14 000</td>
<td>20 000</td>
</tr>
<tr>
<td>Number of regular donors</td>
<td></td>
<td>130 000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of monthly donors</td>
<td></td>
<td>53 500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Branches participating in Hunger Day</td>
<td></td>
<td></td>
<td>96%</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Over 50 000 regular monthly donors enabled effective helping**

Active and continuously developing fundraising is an essential prerequisite for helping both at home and abroad.

In accordance with the investment plan adopted by the FRC Board in 2014, we focused on the recruitment of regular monthly donors and development of donor services. The goals of the plan have been achieved. The number of regular monthly donors has now almost doubled to over 50 000.

We also found new ways to reach decision-makers and to respond to challenges presented to us by companies.

**Hunger Day raised 2.4 million euros**

The Hunger Day box collection was organized on 14–16 September. However, the whole campaign period lasted from the beginning of September until the end of October. The result was 2.4 million euros.

The number of local branches involved in Hunger Day was 462 or 96% of FRC branches. The number of fundraisers decreased a little from the previous year and was 14 000 this time.

The new online collection box yielded about 18 000 euros. The online box is a good example of a new well-functioning means of collection and donation as donors carry less and less cash. Other novel donation methods, such as SMS donations, mobile optimized payment, MobilePay, and Pivo and Siirto applications will also be introduced.

Box collection only raised 51 per cent of the total yield of the campaign, while in 2010 its share was still 78%. The biggest growth has been in SMS donations. Their number is seven times higher than in the year 2014.

Hunger Day gained good visibility both in traditional and social media. On the first day of the box collection, the campaign hashtags #nälkäpäivä and #spritakeover were among the most tweeted hashtags in Finland.

**Recruitment of monthly donors continued throughout the country**

The FRC recruited a total of 13 557 new monthly donors, of whom just over a half by FRC’s own face-to-face campaigning. The total number of monthly donors was 53 500.

Nearly half of the new monthly donors wanted to share their support between domestic activities and the Disaster Relief Fund. Domestic activities were the target chosen by 22 per cent and the Disaster Relief Fund by 37 per cent of the other half of new donors. The share of the Disaster Relief Fund rose slightly from last year.

We also procured the service to recruit new monthly donors from an external company that recruited donors in shopping centres in the capital region.
**Corporate support locally and nationally**
To diversify corporate cooperation we launched the Red Cross Ambassador (RCA) programme. It aims at getting Red Cross contact persons into companies to pass on our values in the work communities and keep up awareness of the Red Cross. In this manner they will facilitate the development of pro bono initiatives, fundraising at their workplaces as well as establishing more extensive partnerships.

In 2017, three well-received RCA events were organized. Two events were held in cooperation with our corporate partners (Aller Media and Ilmarinen). In addition, we organized a payable visit to the FRC Logistics Centre in Tampere. At the year-end we had 90 Ambassadors.

Corporate cooperation also enables concrete support to local activities and provides an opportunity for our national visibility and campaigning. The Red Cross week and Friendship Day campaigning were organized with support from our main corporate partners. The S Group and LocalTapiola Group continue as our main partners.

The national project undertaken in cooperation with Accenture to identify the competencies of asylum seekers and to support their working life capacities continued throughout the year. The service facilitates, among others, response to present and future workforce needs as well as promotes positive attitudes.

Accenture staff also made their professional competence available to many development projects. It was used for example in developing the Red Cross volunteer information system Oma.

The Chain reaction cycling campaign reached a moderate result of just below 67 000 euros. The number of corporate and friend teams participating was 183.

Nordic corporate cooperation between the Finnish, Swedish, Danish, Norwegian and Icelandic Red Crosses continued. The cooperation team met twice. Nordic projects were implemented with BR toy stores, Canon and the clothes chain Carlings.

**Fundraising and learning first aid at schools**
A new form of cooperation was launched with LocalTapiola Group. The resuscitation or Hero training was completed by 40 000 school children on grades 5 and 6 (aged from 11 to 12). The total number of courses organized was 1 899.

The number of schools participating in the Workday campaign remained at the same level as before but the collection yielded well. The Book month school campaign materials were ordered eagerly but the campaign proceeds were modest.

The number of schools participating in Hunger Day grew a little but the yield went down.

**Good Christmas Spirit collection helped 30 000 families**
The Christmas collection was organized for the 21st time. The campaign message focused on how financial difficulties in the childhood family have repercussions long into one’s adult life. Therefore the aim is to reduce poverty among families with children.

The collection raised 1.7 million euros. The sum was spent on food vouchers worth 70 euros given to 30 000 families with children living in Finland. The collection was organized in cooperation with the Mannerheim League of Child Welfare and the national broadcaster Yle. The campaign was supported by K food stores, Lidl and S Group food stores.

**Help to Syria and Eastern Africa**
A collection titled Stop hunger was launched in the spring due to the food crisis in Eastern Africa. Fundraising for Syria continued throughout the year. An earmarked collection ‘Help them back on their feet’ was also launched to support rehabilitation work at orthopaedic clinics in Syria.

**Direct mailings and online shop developed**
Direct fundraising mailings succeeded well. Syria and refugee camps in Europe were given high visibility. The donor registry of the Disaster Relief Fund was expanded systematically in order to be able to effectively raise funds to the Fund with mailings also in the future.
Non-gratuitous mailings (Friendship Day cards, lottery, Advent calendar and reflector campaign) were likewise successful.

Analysing the registry and continuous testing enabled profitable targeting and realistic increasing in the mailing volumes. Eight districts were involved in developing the direct mailing of Christmas cards.

The ethical gifts were renewed the previous year and renamed as ‘A gift that matters’. The range was broadened for the Christmas market. The customer can support voluntary activities in Finland or the Disaster Relief Fund.

Anyone can set up their own fundraising page at oma.punainenristi.fi. This channel was used to donate funds raised, for example, in connection with birthdays and anniversaries or at schools.

**CRM improved**

A Customer Relationship Management unit was established at the Headquarters. Its task is to develop systematic CRM in all FRC functions. The unit has two programme officers, three assistants and ten employees in the tele team.

The programme officers are responsible for CRM operations, training and reporting. The assistants are responsible for customer service, storing data and the switchboard. The tele team works in the fundraising unit. Data protection in the FRC will also be improved.

**Over a million customers at Kontti stores**

An increasing number of people found the Kontti recycling department stores and participated through them in the chain of helping as donors or customers. The number of customers continued to grow, exceeding one million, and the previous sales records were again broken.

For many, Kontti is a significant contact surface with the Red Cross, for some the only one. The recycling stores are visited also by people who do not take part in Red Cross activities otherwise. An extensive customer research study was conducted for the first time in 2017. It showed that Kontti had managed to positively surprise new customers especially, and all customers were on average very satisfied.

For the majority, the most important reason to come to Kontti was the wish to find things they needed at an inexpensive price. Many were also motivated by the will to act ecologically and the opportunity to buy personal things. For approximately a fifth, the main reason for shopping was to be able to support the Red Cross.

Kontti also expanded its business outside the stores. In the summer, the pop-up store built in a sea container visited, for example, the market place connected to the FRC General Assembly in Helsinki. At the end of the year, electronic product marketing of recycled products was tested in different channels.
Kontti work community considered good

Employment activities in society are undergoing changes and grants allocated to pay subsidies have decreased in recent years. Despite the changes, the Kontti chain has succeeded in providing employment for long-term unemployed people.

The majority of Kontti stores employees still work in pay-subsidized employment. In Kontti they are offered the opportunity to improve their professional skills and gain new capacities for job seeking. The Kontti work community is well-liked and the majority feel they have benefited from working there.

Proceeds directed to voluntary activities and Disaster Relief Fund

The Kontti chain sought solutions to maximize the utilization of the donations. The selling of donated textiles that do not find buyers at the stores or do not meet the criteria of Red Cross clothing assistance was started to partners in Germany. The partners sell the textiles further as such or utilize the material in other ways.

Two thirds of the Kontti proceeds are directed to supporting voluntary activities in Finland and one third to the Disaster Relief Fund. In addition, clothing aid is delivered to disaster and crisis areas. The Kontti chain publishes its own annual report, which contains more detailed information about its employment activities and store operations.

Aim 1.3: More first aid group members

<table>
<thead>
<tr>
<th>How we measure reaching the aim</th>
<th>Starting value</th>
<th>Result 2015</th>
<th>Result 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of first aid group members</td>
<td>2 973</td>
<td>3 051</td>
<td>3 000*</td>
</tr>
</tbody>
</table>

*estimate

New groups established and more skilled first aiders trained during the anniversary year

First aid groups had their 60th anniversary year. It was celebrated through activities. A total of 15 new first aid groups started in different parts of the country. Numerous Helper courses supported the recruitment of new members.

On the World First Aid Day 9 September, FRC districts organized their regional first aid championships using nationally uniform tasks. At the end of the year, each local branch with a first aid group was awarded a diploma to honour the anniversary of first aid group activities.

The KOMIA first aid camp intended to celebrate the 60 years of activities had to be cancelled.
Throughout the whole year, the skills of approx. 3,000 event first aiders were strengthened. The basic training course was renewed and 208 new event first aiders were trained on district courses. A guidebook and new practice models were published. A volunteer group also contributed to developing the quality of event first aid.

Volunteers were trained in leading first aid, emergency support and psychosocial support services on a group leader course in Taivalkoski. New first responders were trained in Oulu, Häme, Savo-Karelia and Turunmaa districts. A national exercise weekend was organized in the FRC Logistics Centre in Kalkku, Tampere.

As many as 17 local branches in Lapland and Satakunta districts joined the Coping together - project. The branches created networks with NGOs and municipal authorities. They organized safety events and training in well-being. The branches also developed their own preparedness to operate in abnormal situations and in accidents with other actors. The project will continue until April 2019. It receives funds from Veikkaus, a Finnish state-owned gaming company.

### 30 years of ski slope patrolling

Development work in ski slope patrolling began at the end of the year. The reforms will be implemented in 2018. A diploma was awarded to each ski centre that has continued the patrolling.

### Aim 1.4: Fast and effective international assistance

<table>
<thead>
<tr>
<th>How we measure reaching the aim</th>
<th>Starting value</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delegate missions abroad</td>
<td>177</td>
<td>222</td>
</tr>
</tbody>
</table>

### International aid focused on health and recovery from disasters

Violence and war drove millions of people from their homes. The Finnish Red Cross sent assistance, among others, to conflict victims in Iraq and to children, women and men who had fled from Myanmar to Bangladesh.

Development cooperation was concentrated on 12 Least Developed Countries and fragile states. The programme focus was on health and disaster preparedness.

### Help to hundreds of patients in Iraq

The humanitarian situation in Iraq aggravated towards the end of 2016 when fighting over the country’s second largest city Mosul began. Military activity in the metropolis only ended in July 2017.

As the fighting continued, the International Committee of the Red Cross (ICRC) appealed for war surgery teams. The Finnish Red Cross coordinated the despatch of assistance from approx. ten National Societies. Their teams worked in Erbil, Kurdistan where the majority of the patients injured in battle were brought.

When the fighting over west Mosul started in the spring, the FRC-coordinated teams also worked near Mosul, close to frontlines. In about three months, the teams performed surgery on hundreds of patients. The number of FRC delegates was 16. Finland’s Ministry for Foreign Affairs supported with 500,000 euros. With support from the FRC, an evaluation was conducted of the Mosul operation, on the basis of which the ICRC began to renew its rapid deployment operations.

### Hospital to Myanmar refugees in Bangladesh

Violence broke out in Rakhine state in northern Myanmar in August. As a consequence, hundreds of thousands of people sought safety in the neighbouring Bangladesh. By the end of October, only within two months, more than half a million people crossed the border. By the end of the year the figure was about 630,000, on top of the previous approximately 300,000 Myanmar refugees in the area.

FRC’s task was to deliver and run a field hospital in cooperation with the Norwegian Red Cross at the end of the year. The hospital was opened in October, and by the end of the year more
than 12 000 patients had been treated. It will probably continue under FRC’s leadership until the end of 2018. In late 2017, 39 FRC delegates worked in the hospital. The Ministry for Foreign Affairs supported with 400 000 euros.

**Cooperation in the Baltic and Arctic regions**

One of the focuses of FRC’s international assistance was the development of regional preparedness. Representatives of all Baltic countries held a meeting in the spring with the topic of developing regional preparedness and cooperation especially at sea. The meeting produced cooperation ideas as well as a regional project application to the European Commission.

Cooperation was learnt in three evacuation exercises in Finland and Estonia. At the same time, cooperation between the evacuation hospital and evacuation centre was developed, as was equipment for the evacuation units. In the spring the FRC also ensured the observer status of the International Federation of Red Cross and Red Crescent Societies (IFRC) in the Arctic Council. The FRC will represent the IFRC in the meetings. Information gathering on Red Cross capacities in the Arctic was started at the end of the year.

A total of 150 876 kg of second-hand clothing aid was despatched to Chad, Kyrgyzstan, Mongolia, Tajikistan and Ukraine.

**Development cooperation aims at safe and healthy communities**

The core of Finnish Red Cross development cooperation is the Development Cooperation Programme funded by the Ministry for Foreign Affairs (MFA). In 2017, the share of all long-term development cooperation amounted to 7.6 million euros, of which the share of the MFA-funded Programme was 5.4 million euros. The Ministry for Foreign Affairs is FRC’s key strategic partner.

We reduced the targets of development cooperation due to cuts in funding. In addition, the FRC increased its own funding share. This ensured support to the partners’ ability to respond to continuously growing needs. In 2017, the share of FRC’s own funding for development cooperation (Disaster Relief Fund) was approx. 18 per cent.

**Our work focused on 12 partner countries**

We targeted our work especially at Least Developed Countries (LDC) and fragile states. In 2017 we focused on 12 partner countries: Ethiopia, Kenya, Somalia, South Sudan, Côte d’Ivoire, Sierra Leone, Malawi, Zimbabwe, Afghanistan, Cambodia, Nepal and Myanmar.

The main aim of development cooperation is to strengthen the capacity of vulnerable people and groups to cope with disasters and other crises. Our goal is to have safer and healthier communities. This is achieved through community-based health and disaster preparedness programmes.

Through its development cooperation programmes in 2017, the FRC reached more than 200 000 people as a contributor to IFRC programmes, over 300 000 through bilateral programmes and some 140 000 people through joint projects. Over 300 Red Cross or Red Crescent employees were trained, the work of nearly 100 districts was supported and about 2 500 volunteers learnt first aid.

**Results-based management developed**

Finland’s Ministry for Foreign Affairs (MFA) evaluated the development cooperation programmes of 22 organizations receiving their programme support in three rounds. FRC’s evaluation round was completed in March. It covered the period 2010–2016. The report concluded that the work of civic organizations complements Finland’s Development Policy and Humanitarian Policy, and is therefore an integral part of Finnish development cooperation.

The evaluation contributed to quality development. We focused, among others, on measuring outputs and short-term impact better. The international networks of organizations receiving programme support were considered a special strength. The FRC and the entire International Red Cross and Red Crescent Movement cover the whole continuum of humanitarian assistance and development cooperation: prevention, preparedness, rescue, relief, recovery and reconstruction.
Funding reformed
In 2017, humanitarian and development funding were used side-by-side in, among others, Afghanistan, South Sudan and Somalia. Strong civil society involvement and the operational modality based on branch and voluntary action added to programme ownership and continuity.

Finland’s Ministry for Foreign Affairs reformed its funding. All 22 programme support organizations had to apply for funding for the four-year period 2018–2021 in June. This created uncertainty, as the preliminary decisions were only available in December. On the whole, however, the funding remained at the level of previous cuts.

Major projects with support from partners
The FRC continued to support community-level preparedness and its partners. The significance of the funding provided by the European Commission Directorate-General for Humanitarian Aid and Civil Protection (ECHO) continued to be important also in the development of partner National Societies’ preparedness, not merely in humanitarian aid. Programmes were continued with ECHO support, among others, in Nepal, Myanmar, Cambodia and PDR Korea. In addition, logistics and warehousing were improved in Bagdad and Erbil in Iraq.

Our cross-cutting themes also include promoting gender equality and diversity as well as addressing different vulnerabilities. Further emphasis was put on the inclusion of vulnerable groups in the projects. As a positive example, the MFA evaluation mentioned, for example, the empowerment of women’s groups in Myanmar.

Violence prevention and support to disability inclusion
FRC’s gender expert participated in the work of the 1325 network in Finland. At the same time, we supported regional networks abroad. This work included, among others, producing a training video aiming at preventing sexual and gender based violence in Southeast Asia.

We started cooperation with Abilis Foundation. The aim is to promote the inclusion of and addressing the vulnerabilities of people with disabilities in preparedness programmes. In Nepal, Abilis Foundation focuses on schools. At the same time, Abilis assists in adapting early warning systems to serve e.g. visually impaired people and in identifying the vulnerabilities of people with disabilities. In Nepal, cooperation also began with WWF.

Clinics and rehabilitation
A long-term EU-funded project aiming at improving the joint preparedness of local actors and public authorities was launched in the Philippines. A pilot project was also started there with the German Red Cross. It develops forecast-based early action and financial preparedness.

The FRC launched two long-term programmes in Syria. Support is provided to primary health care clinics of the Syrian Arab Red Crescent in the Wadi Barada region. Support is also given to SARC mobile health teams and to physiotherapeutic rehabilitation at clinics and homes.

Hygiene and new technologies
In health work, the focus was on community health conditions and first aid skills. Among others, training was given to our African partners in Zimbabwe. The work of mobile health teams was important especially in remote areas and in the conflict- and drought-stricken Horn of Africa. The utilization of volunteers in identifying epidemics was enhanced with community surveillance based on mobile technologies.

A new project was launched in Rumbek in South Sudan to improve water supply, latrine safety and standard of hygiene at schools.
Strong sense of community – we strengthen well-being and safe living

We want that

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

Aim 2.1: More friend visitors and versatile friend activities

<table>
<thead>
<tr>
<th>How we measure reaching the aim</th>
<th>Starting value</th>
<th>Result 2015</th>
<th>Result 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of friend visitors</td>
<td>8 218</td>
<td>8 926</td>
<td>8 202</td>
</tr>
<tr>
<td>Number of friend clients</td>
<td>20 800</td>
<td>26 359</td>
<td>30 768</td>
</tr>
<tr>
<td>Number of young volunteers in friend visitor activities</td>
<td>114</td>
<td>125</td>
<td>55</td>
</tr>
</tbody>
</table>

Source: Activity statistics

Friend contact service developed

More than half of Finnish people have experienced loneliness at some point in life. Anyone can be left alone. The Red Cross found volunteer friends for people willing to have company. Friend visitor services offered support in different parts of the country. The number of volunteers involved was 8 202. In 2017, of the 2 873 volunteers who wanted to become involved through the FRC website, 1 101 joined friend services. All those willing to join could not yet start volunteering but the friend contact system under development will help in the future.

The number of local branches involved in friend visitor services was 325 and of volunteers 8 202. They supported 30 768 persons. Personal friends were available for 9 282 persons and group activities had 3 332 participants.

The play ambassador project with the Mannerheim League of Child Welfare was ongoing. The project designed a model adaptable to our local activities, which is spread through a training round. The project developed good models for people of all ages to meet at elderly people’s service facilities and care homes. Terhokerho cross-generation clubs existed in 54 municipalities and had 1 208 participants.

‘Full life in retirement’ inspired to join voluntary activities

The Full life in retirement – project supported retiring people. They were offered coaching that helps in preparing for the new situation ahead. This was the final year of the project. It created a well-received coaching model that spread into all Finnish-speaking FRC districts. During three years, 89 coaches were trained. They organized 151 coaching events with 1 290 participants.

According to the feedback, the coaching helped the recently retired to adapt to their new situation and gave them tools to find meaningful things to do. Their quality of life thus improved. Forty per cent of the coaching participants joined voluntary activities.

In the last year the activities became well-rooted in the versatile friend activities of FRC districts, and the coaching model part of the training of volunteer trainers. The number of project partners was 27: municipalities, companies and actors of public administration.

Friendship Day campaign renewed

The new core message of friend visitor activities was crystallized for the Friendship Day campaign: See you – and each other. The new message aimed at making people realize that loneliness is a real problem that can only be prevented together. Loneliness was raised into
discussion as a problem of both individuals and communities, with Red Cross friend activities as one way of relieving it.

In addition, the FRC wanted to raise people’s awareness of the relevance of ordinary everyday actions in preventing loneliness.

An opinion poll commissioned from Taloustutkimus was also published in connection with the Friendship Day. It showed that almost all Finnish people think that loneliness can be reduced when people notice each other and that Finns pay too little attention to people around them. The majority, however, does not pay attention to others. The poll got a lot of attention in the media.

With support from LocalTapiola, FRC local branches organized almost 100 ‘Joy out of friendship’ events, which had 8 500 participants. Discussions about how each one of us can relieve loneliness were held at the events.

FRC’s friend activities and the outcomes of the 2016 friend survey were presented to researchers and other actors in the field during the meeting of the Finnish loneliness network in Kouvolä in May.

**Friend contact system and training renewed**

The friend contact system reached the testing phase. Models for linking friends and clients were developed with the branches in the pilot districts Uusimaa and Häme.

A reform in friend service training was started. The aim was to remove overlaps and to increase discussion, independent reflection and content enhancing motivation in the materials. In addition, tools to improve service quality were worked on.

Experiences from youth online friend activities were good. According to the youth who participated in the pilot, an online friend had encouraged the young and given meaning to their lives.

The project also designed Red Cross contents in the Minecraft game. The model received the Youth Award of the IFRC. Minecraft was presented, among others, at the Assembly computer festival in Helsinki.

**Support to integration**

Asylum seekers and those who had obtained a residence permit were supported in integrating into Finnish society and encouraged in inclusion.

The early phase of integration activities was supported at reception centres through voluntary work. Volunteers introduced Finnish culture and customs in many ways and promoted the inclusion of asylum seekers in our society and the immediate community.

Asylum seekers were offered meaningful things to do and opportunities, among others, for learning the language, versatile group activities, skills mapping, organizing housing help and native-language guidance. Volunteers organized group activities, such as language and children’s clubs, trips and physical exercise together with various sports clubs.

Early integration was supported with the help of grants for physical exercise and youth first aid activities from the Ministry of Education and Culture, as well as with a grant of the Sohlberg Foundation for spare time activities for underage children.

The number of young asylum seekers and local youth participating in youth first aid trainings was about 400. Certificates were awarded to 330 young people. Ten FRC districts and 15 municipalities took part in the national project. In addition to Finnish and easy Finnish, the training material exists in Somali, Kurdish, Farsi, Arabic and Swedish.

The project to identify asylum seekers’ competencies and support their working life capacities continued as a national project with support from Accenture. The number of skills mappings made was over 1 800 and of work practice periods 750. As many as 117 asylum seekers found work through the project.
FRC districts also organized friend activities, language clubs and international clubs. The focus was especially on everyday help and on municipalities that received refugees for the first time. Activities and other support aimed at unaccompanied minors were increased.

The number of reception centres participating in the physical exercise project was 28. The project partners were the Finnish Olympic Committee (formerly Valo) as well as local sports clubs and other actors (88 in total). The aim was to support asylum seekers’ psychological and physical well-being by offering easy-to-enter and accessible physical exercise and to build pathways and models to support immigrants in exercising, in goal-oriented sports and in finding their place in local sports clubs and exercise groups.

Start-up workshops and the integration platform were used as forms of promoting collaboration between organizations and public authorities. Some 80 workshops were held in 10 FRC districts. They strengthened joint preparedness to receive refugees and to organize activities supporting integration.

**Aim 2.2: Active youth to support young people**

<table>
<thead>
<tr>
<th>How we measure reaching the aim</th>
<th>Starting value</th>
<th>2016</th>
<th>2017</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of youth members</td>
<td>6 900</td>
<td>6 566</td>
<td>5 648</td>
<td>To be doubled</td>
</tr>
<tr>
<td>Number of junior and youth camps</td>
<td>33</td>
<td>18</td>
<td>14</td>
<td></td>
</tr>
</tbody>
</table>

**First aid and hate speech talked about at schools**
Children’s and young people’s activities continued in various forms all over the country. FRC youth developed the contents of school visits. Club activities were ongoing in the whole country. The popularity of homework help clubs continued to grow.

A school guide compiling our most important school materials, activities and campaigns was published at the beginning of the year. It was sent to all comprehensive schools and its topics were presented at the Educa Fair in January.

School visits were further developed in the spring. We focused on three themes: presentation of the Red Cross from the perspective of children and young people, anti-racism week and friend activities. The trainings began in the autumn. In the teacher material we focused on first aid, the Kiehumispiste ('boiling point') material on supporting discussion about hate speech and Finnish identity as well as the Risk Zones application.

**Homework help clubs increasingly popular**
Local branches organized Reddie Kids and Homework help clubs, youth groups and first aid groups as well as International Humanitarian Law activities. The number of especially Homework help clubs has been on the increase for several years. Children and youth with immigrant backgrounds were welcomed to join.

The young were active also in Friendship Day, anti-racism week and Hunger Day events. The youth activities path compiled together with the young was distributed for use in the districts.

**International youth cooperation expanded**
International cooperation intensified in March. A seminar titled Partnering for Youth was organized in Finland with 50 youth from Finland, Kenya, Zimbabwe, Côte d’Ivoire as well as Latvia and Estonia participating. Ideas for new projects on, among others, school cooperation and technological advances came out from the seminar. Funding will be sought for them.

Young people also participated in international camps and youth delegate training. Districts organized their own trips. In September the young took part in the IFRC online game What Futures. The event had 3 000 volunteers participating all over the world. The game was used
to find out about young people’s fears and hopes for the future. The outcomes will be used in shaping the International Federation’s Strategy 2030.

**Youth annual meeting prepared for the General Assembly**

Fifty youth representatives from nine districts took part in the Youth annual meeting in March. The meeting prepared for the FRC General Assembly and elected an election committee for the election of a new Youth committee.

Districts youth committees met in Tampere in November. The topic was youth and preparedness. The participants learnt to know one another by playing the interactive Seppo game included in the upper comprehensive school first aid programme. In addition, the young studied communication and learnt about the volunteer information system being developed.

**Youth shelters expanded activity and cooperation forms**

At Youth shelters, the year 2017 meant new innovations. Activity and cooperation forms were developed in order to be able to support the young as quickly as possible and in a manner meaningful for them – both as young individuals and as community members and active citizens. The number of young people and families assisted as well as of volunteers grew.

In addition to the shelters, the young were increasingly supported and met where they spend their time. At the same time, volunteers were offered new ways to take part in helping: in addition to crisis accommodation, volunteers can serve e.g. as godparents in daily life and as online volunteers.

The starting point for Youth shelter assistance was close dialogue with municipalities and organizations working with the young. Cooperation with Red Cross districts and local branches was also activated and cooperation with educational institutions intensified. Functioning cooperation makes it is easier to support the young more often already when problems are only emerging.

An important new step was the diversification of online support by joining the ‘Sekasin’ chat, which opened up the opportunity for nationwide helping. The chat showed the impact of cooperation between organizations in a concrete manner: in 2017 there were 11 898 discussions in the chat. Young people sought to contact it 97 227 times, which tells about a great need for support and discussion also online.

There was a lot of need for supporting young people’s school-going and functioning daily rhythm. In Vantaa the young have found the Youth shelter pop-up activities well. They are organized in cooperation with the municipal youth services in shopping centres and youth facilities. Young people were also successfully recruited as volunteers to plan and put into practice the pop-up activities. In Turku good results were achieved with the family group conference implemented through networking and a new model for family mediation.

Youth shelters aimed at responding to the needs of young people moving towards adulthood even better. The age group easily falls outside public services although the needs for help are great. In Espoo, the project supporting young people’s independence produced good outcomes in long-term support provided for young people coming of age.

**Survey showed: Youth shelters are unique**

The social impact of Youth shelter work was reviewed by asking about the experiences of young people, parents, volunteers, employees and partners. The results showed that the work is considered of good quality, necessary and reliable. Support can be offered quickly and in a manner that helps the young and families move forward in life. Youth shelter activities are also regarded as unique: there is no other corresponding place offering 24-hour safety for young people.

The multi-professional expertise of the employees was utilized in various ways in advocacy and expert work. For example, Youth shelters participated in the promotion of the Government’s Programme to address reform in child and family services, STEA’s (Funding Centre for Social Welfare and Health Organizations) NGO 2.0 assistance programme and regional networks preparing for the regional government reform.
### Aim 2.3: Well-functioning voluntary blood donation

**Over 100 000 people donated blood**

The Blood Service is an institution of the Finnish Red Cross serving Finnish health care. We are responsible for supplying blood products all over Finland in a centralized manner. Our tasks include organising blood donations and collecting blood, testing donated blood, manufacturing blood products and distributing them to hospitals.

We support patient therapies by providing blood cross-matching tests for organ, tissue and stem cell transplants. We also carry out coagulation factor and thrombocyte (platelet) assays. The Blood Service performs blood group and blood group antibody tests for all pregnant women. The Blood Service also hosts the Finnish Stem Cell Registry, which provides stem cell grafts for stem cell transplants.

Our strong expertise is built on active in-house research and development, which forms the foundation for safe blood transfusions and novel cell therapies also in the future.

**Donors and clients were satisfied**

During the past year, we collected 202 331 units of whole blood in ten fixed locations and in 1 112 blood donation events around Finland. We collected platelets in 2 614 automated platelet collection procedures or thrombaphereses.

More than 118 000 individuals donated blood. Their customer experience remained excellent. The share of highly satisfied and those recommending blood donation was 92 per cent.

As in previous years, blood product supply reliability remained stable and wastage was low. The use of both main products, red blood cells and platelet products (thrombocytes), decreased in hospitals as expected.

The demand for laboratory services remained relatively stable. In addition to over 100 000 patient tests, we also perform around two million donor sample tests a year, using almost 850 000 samples. They are tested for blood group factors and viruses. We also perform about 40 000 quality control tests.

We regularly measure our clients’ satisfaction by means of surveys. In 2017, the survey targeted clients who use laboratory services. The results were very good in all areas assessed. The clients rated the Blood Service’s performance at 9.3 (on a scale of 4 to 10).

**More than 9 000 new members in Stem Cell Registry**

The Stem Cell Registry registered a record number of over 9 000 new members. At the end of the year, the Registry had 41 493 members. An adequately sized registry improves our chances of finding a local donor for a patient treated in Finland, for example a patient with severe blood cancer.

In the Cell Production Centre we investigate, develop and produce new cell therapy products for use in health care. In 2017, we continued the production of mesenchymal stromal cells (LY-MSC) and delivered products to treat patients with graft-versus-host disease to the stem cell transplantation units at Helsinki and Turku University Hospitals. We also delivered Finland’s first tailored stem cell grafts for haploidentical stem cell transplantations. They are transplantations in which a full match between the donor’s and the recipient’s tissue types is not required. We also started a novel type of automated leukapheresis to meet the needs of cell therapy research.

We conduct sophisticated scientific research focusing on blood transfusion treatments and cell and tissue therapies. In 2017, we participated in 26 scientific publications, and two doctoral dissertations on cell therapies were produced in the Blood Service. One of the most prominent new launches in our field of research was the introduction of the Blood Service’s biobanking activities. The Biobank particularly focuses on collecting donor specimens. The specimens are used in medical research.

**Satisfied employees**

The Blood Service had an average of 510 employees, whose contributions total the equivalent of 431 full-time employees. The Blood Service is committed to developing the workplace in line with the Great Place to Work® model.
Our goal is to develop our workplace towards the best in Finland. Our Trust Index© increased for the fourth time in a row to 77%, which entitled us to a Great Place to Work® certificate. In a survey, the Blood Service was considered a very good workplace by 90% of the staff.

**Aim 2.4: Leading position in first aid training**

<table>
<thead>
<tr>
<th>How we measure reaching the aim</th>
<th>Starting value *2013</th>
<th>Result 2015</th>
<th>Result 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRC's share of all trained in first aid</td>
<td>26 %</td>
<td>22 %</td>
<td>Information not available</td>
</tr>
</tbody>
</table>

**Clients of FRC’s first aid trainers’ training were satisfied**

The Finnish Red Cross (FRC) training of trainers in first aid and health promotion (ETK) is professional further training aimed at nurses, public health nurses and doctors. The training provides the participants with capacities to give training in first aid and the FRC ETK trainer qualification for three years.

In 2017, 105 new first aid trainers were trained on four basic courses. Sixty persons on two courses took the emergency first aid trainers' training and 456 persons on 17 courses the refresher course. Furthermore, 20 new trainers were trained in first aid in road accidents.

Cooperation with LocalTapiola started. The Hero trainings teach first aid to school children and LocalTapiola customers. The goal is to train 50,000 people. The total number of courses organized for school children on grades 5 and 6 (aged from 11 to 12) was 1,899 with 40,000 participants. The number of participants on emergency first aid courses was 9,252 on 851 courses.

In addition, a Helper course was designed to commemorate FRC’s jubilee. The number of participants on 386 courses was 10,859.

FRC districts and the new company Ensiapu Oy organized 1,902 courses for 22,913 participants.

A new edition of the FRC First aid manual used as a course book and self-study material was published in June. Twelve first aid training videos were published on the FRC website.

The First aid and health expert committee convened four times. First aid honours were awarded in Savo-Karelia, Southeast Finland, Varsinais-Suomi and Håme districts.

**Ensiapu Oy company launched**

The FRC reorganized its first aid training and sales of first aid products. They were centralized nationally to a new limited company Punainen Risti Ensiapu Oy. A limited company was considered the most transparent way of managing the financial obligations for both the owners and society.

The goal of the new company was to raise the quality and awareness of first aid competence to a new level. A further goal was to increase cooperation between FRC units and to better respond to the training demand. As a result, for example, voluntary activities are introduced more thoroughly on the courses. First aid products are sold, among others, online and during the courses. The FRC still carries the responsibility for training trainers in first aid and health promotion although the service is purchased from Ensiapu Oy.

The Board of the company was appointed through a joint agreement between the shareholders. The shareholders comprise FRC Headquarters and 11 FRC districts. The seven-person Board was chaired by Hannu Harri and the members included experts in first aid, business and organizational issues. Anne Pellinen was appointed as CEO.
**Aim 2.5: We promote community health and well-being**
Community health and well-being was promoted, among others, by distributing food aid, raising funds for disadvantaged families for Christmas time and by encouraging pensioners to participate in activities and informal carers to take also care of themselves, as well as by spreading information about health, substances and sexual health. A test on a new activity type in prisons also got underway.

**Food aid given to 11 000 people**
The Finnish Red Cross worked as a partner of the EU food aid programme already for the third year. New local branches became involved as distributions began also in Uusimaa and Savo-Karelia. The total amount of aid distributed in 30 branches was 60 095 kg. The number of beneficiaries was 11 782.

Some branches also started to distribute surplus food from schools or other central kitchens. Development of food aid was started together with Lapland district with a grant from the Ministry of Social Affairs and Health.

In October we participated in the Night of the Homeless in Helsinki by distributing EU food aid and surplus food donated by HOK-Elanto cooperative. The Healthpoint was also open.

**Informal carers got support and learnt first aid**
Informal carer families were supported in 60 local branches in seven districts. The number of volunteers involved was 281. Friend pair activities were also developed. Eighty-four persons and sixty families participated.

The number of volunteers trained to run Helper courses was 102. Courses were organized in 32 branches and had 428 informal carers participating. In addition, volunteers gave training to thousands of elderly people and school children. Sixty trainings to promote the health and well-being of informal carer families were organized for 781 participants.

The number of peer groups was 41. They organized 350 gatherings with 498 informal carers participating. Eighty leisure events were organized for 1 180 participants. Informal carers got skills and knowledge during the well-being event.

The FRC also had cooperation with ten social welfare and health care educational institutions, from which 391 students participated in the activities. The joint activities included information sessions and well-being days for informal carer families.

Cooperation was continued with the key project of the Ministry of Social Affairs and Health titled ‘Home care for older people will be developed and informal care enhanced in all age groups’. In Varsinais-Suomi district, training in psychosocial support for informal carers was developed. In South-eastern Finland the focus was on first aid skills and safety at home.

**Training designed for prisoners**
The prison visitor days were organized in collaboration with the Criminal Sanctions Agency in Hämeenlinna in December 2017. It was agreed that a test on community-based work in prisons will be made following the example of the Irish Red Cross. In Ireland, prisoners get volunteer training for example in health matters.

**Accident prevention campaigns reached millions of people**
The home accident prevention campaign coordinated by the Finnish Red Cross, known as the ‘Cat campaign’, produced and distributed information about accident prevention to the general public. The materials could be ordered and used free of charge. The home and leisure time accident prevention campaign also trained 44 safety coaches, among others, in the Oulu and Helsinki regions. They assisted 331 people in 15 events. The participants included, for example, elderly and people with memory disorders.

The Accident day and the Stay on your feet –campaign had widespread coverage among the population. They reached over 2.5 million people online and approximately 750 000 on the radio. The number of social media hits was 2 500.
Health information at reception centres
Trainings and materials were prepared for reception centres and integration activities on drugs, alcohol and sexual health. The materials were made in Finnish, English and Russian.

Multicultural training in sexual health was tested at four reception centres. Six volunteers took the trainers’ training. About 100 asylum seekers were reached in total.

In addition, the FRC organized training in sexual health and promoting equality in multicultural activities together with the Family Federation of Finland, the Finnish League for Human Rights, Hivpoint and Pro-tukipiste. The training had 13 participants from the receptions centres as well as HIV and sexual health volunteers.

Event volunteers gave advice at dozens of festivals
Finnish Red Cross volunteers facilitated the safety of many successful events. FRC volunteers were available at festivals in different parts of Finland. FRC festival services included three activity forms: first aid, drug and alcohol work as well as HIV/sexual health work.

The Drug and alcohol programme served at 40 festivals with 63 event volunteers. The total number of volunteers was 910. The drug and alcohol quiz used at festivals and fairs was filled in by 850 people. The number of substance advisor and basic training courses in early intervention was six. Eleven refresher trainings were held for 435 participants.

Chat trainings for volunteers were started in HIV work. Four courses with 19 participants were organized. Two group chat events were organized. The telephone helpline served 40 times and received 43 calls. Three basic courses in HIV and sexual health work were organized with 74 participants. In addition, the refresher course organized in the autumn had 24 participants.

The number of tests performed at FRC Pluspoints was 1 138. The number of HIV tested grew by approximately 40 per cent in comparison with the previous year.

The summer rubber campaign and the Sex kiosk attracted young people to discuss safe sex and take the Master’s sexual health test. The kiosk was present at four events. The number of condom driving tests taken was about 800, and of the Master’s in sexual health 1 665 on site and 251 online.

Approximately 60 volunteers served at 20 events.

Healthpoints supported 8 800 clients in taking care of their health
At the end of 2017, there were 78 FRC Healthpoints around the country. Healthpoints offer free health services, such as advice on health issues, measuring blood pressure and psychosocial support. They also organize various events and group activities. No appointment is needed at Healthpoints.

Healthpoints offered a meaningful voluntary duty for health care professionals. They had 301 volunteers and 8 797 client visits. In addition to Healthpoints, many FRC local branches organize events with health themes, for example on the national accident day.

The national Healthpoint actors’ training event was organized in Vantaa. Almost 60 volunteers attended.

Health promotion programmes were compiled into one package, which also includes Healthpoints. The first joint basic course in health promotion was tested at the beginning of the year.

Brave advocacy – we advocate for humanity
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.

**Aim 3.1: We are a strong advocate of our values and principles**

<table>
<thead>
<tr>
<th>How we measure reaching the aim</th>
<th>Starting value</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate communications survey</td>
<td>3rd place</td>
<td>3rd place</td>
</tr>
</tbody>
</table>

**Talking about helping in the anniversary year**

The 140-year journey of the Finnish Red Cross was presented in many ways both in action and in communication. The communication goal was to showcase our relevance in a more concrete manner to people living in Finland as well as to increase awareness of our domestic activities.

A key theme was first aid and FRC’s relevance in the history of independent Finland. The communication focus of the anniversary year was to strengthen our local visibility with the help of one-hour Helper courses organized by the branches. FRC’s relevance to Finland was showcased with exhibition materials on our history and with stories and pictures collected on online platforms. Throughout the year, a helper’s diary (Dear Diary) on Facebook made FRC’s history livelier.

The main message was that our gift to 100-year-old Finland was thousands of new trained helpers. We have been there through the years to help Finland, and also in the future people in Finland will join to help together. Finland will be safe also in the future. During the year, our volunteers trained more than 10 000 new helpers and the campaign goal was achieved.

Online news included, for example, a story on the 88 years of event first aid celebrated in Turku and the newly established first aid groups in Keitele, Nastola and Hämeenkyrö.

The same themes were also discussed in other internal and external communication channels, among others, in our membership magazine Avun maailma, the volunteers’ bulletin Tässä ja Nyt as well as the youth blog Henry Goes Live.

**General Assembly called for first aid training to schools**

FRC’s anniversary was also presented at our General Assembly, which was held at Finlandia Hall in Helsinki in early June. Our activities were presented at the market place throughout the week.

The statement published in the General Assembly on giving first aid training at all schools was widely covered in the media. Also the elected governance members got publicity.

The relevance of first aid and other preparedness was concretely shown, for example, in the media coverage given to the assistance efforts during the power cuts in Kainuu at the end of the year.

**See you! launched on Friendship Day**

The new ‘See you!’ theme of friend activities got positive attention throughout the year, in particular around Friendship Day. The theme reminds everyone that even a small positive gesture may help.

People met each other at various events on Friendship Day. In communication we encouraged everyone to participate in preventing loneliness. The campaign also aimed at recruiting new people to friend activities.

**Asylum seekers still an interesting topic**

The reception and integration of asylum seekers still remained a visible theme in communication. We reported openly both in our own channels and in the media, for example, on the finances of reception activities and the project on work practice periods for asylum seekers. We also issued a statement on the status of undocumented migrants.
Anti-racism week was a success
Action against racism was on the agenda for the whole year. The slogan for the anti-racism week was #minäpäätän #jagbestämmer #idecide. Public figures, decision-makers, organizations, companies, religious communities, educational institutions, citizens, sports clubs and sports federations as well as the national broadcaster Yle were actively involved in the campaign. During the year, an estimated 20 000 people attended the anti-racism events.

The refugee tent advocacy campaign circulated Finland 19 times, especially in Oulu and Lapland districts. The tent offers both facts and sensory experiences of the refugee world.

Syria and Bangladesh interested the media
The war in Syria and the Rohingya refugees fleeing to Bangladesh interested both the media and donors. FRC’s communication also covered the wars in Iraq and Yemen as well as the food shortage in Eastern Africa. FRC Headquarters experts and delegates were sought after both by the media and many event organizers.

Pikku Kakkonen awarded
The Humanitarian Gesture award was given in the Red Cross week to Yle’s children’s programme Pikku Kakkonen. The FRC Board decided on the recipient of the award.

Medals awarded to 374 Red Cross actors
The President of the Republic awarded 68 Gold, 69 Silver and 175 Bronze Medals of Merit. The FRC Board further awarded 62 Badges of Merit.

Red Cross supported elimination of nuclear weapons
In promoting international humanitarian law (IHL), the focus was on supporting public authorities and on international action.

A Nordic seminar was organized together with the Danish Red Cross. It discussed how different states implement Article 36 of Protocol I Additional to the Geneva Conventions: assessment of the legality of new weapons and weapons under development. The goal is to advocate for establishing a formal mechanism for this in Finland.

A project was started with the Ukrainian Red Cross Society aiming at developing IHL training in Ukraine. A basic course was held in April for approx. 40 volunteers. Trainers were trained in the summer and in December.

The meeting of the Council of Delegates of the International Red Cross and Red Crescent Movement adopted several resolutions related to IHL. The Finnish Red Cross participated actively in drafting the Action Plan on the prohibition and elimination of nuclear weapons. In addition, attention was paid to the current weaknesses and gaps in the implementation of IHL in the world. The concern was shared by 14 National Societies, 10 of which work amid war.

Red Cross issued statements on, among others, the health and social services reform
The Finnish Red Cross issued dozens of statements on various topics related to our activities.

Amendment of the Rescue Act/draft government bill, 15 December 2017:

The Finnish Red Cross considers it important that all resources are taken into appropriate use and that agreements are made on them. Also, joint exercises improve collaboration between organizations and public authorities. Particularly topical is the role of the Ministry of the Interior in giving and receiving international aid.

Undocumented migrants/FRC Council, 17 November:

Undocumented persons must be guaranteed a safe place to live in, schooling, acute health care and essential livelihood. Services must be genuinely available. This benefits our society.

Protection of children in migration/Parliament Social Affairs and Health Committee, 13 September:

The Finnish Red Cross is concerned about the opportunities of unaccompanied minors receiving international protection to find their family members. This is directly linked to integration. In addition, underage children are especially prone to all kinds of exploitation.
The Finnish Red Cross proposes that the European Union and states promote opportunities for family reunification and remove obstacles. The legal protection of unaccompanied minors would be facilitated, among others, by monitoring the representatives. Collaboration between different administrative sectors would also promote early integration.

Civic organizations’ statement on the health and social services reform, 21 March:

In the social affairs and health bill, municipalities are given an obligation to collaborate with organizations. The obligation is not included in the section pertaining to regional government.

Social welfare and health organizations can be found in the section pertaining to producers of social welfare services but the basic work promoting well-being has been forgotten: approximately 200 national social welfare and health organizations and 10 000 associations, 500 000 volunteers. It must be ensured that this entity is taken into account in the reform when defining the responsibilities of municipalities and the regional government.

What is needed: The organizations involved in basic work also to be included in the bill, the obligation on collaboration to be added and financial grants to organizations to be increased. The signatories included 10 organizations and the umbrella organization Finnish Federation for Social Affairs and Health.

Statements in Finnish: www.punainenristi.fi/materiaali/lausuntoja

Attention values rose on social media
A communications development project was launched in May with the aim to renew Finnish Red Cross communication to respond to the demands of a rapidly changing communication environment.

The development focus was on communication on social media. It concentrated on targeting contents and on timeliness. Attention values did rise as a result. More than 3 000 publications were made. Their joint reach rose to 14 million.

Digitalization changes services and communication
With the help of its digitalization programme started in 2016, the FRC aims at utilizing the opportunities offered by digitalization. The programme focuses on developing digital services for volunteers and different forms of online communication. The programme has a coordination and expert group that monitors the progress of digitalization, utilizes it in designing new projects and seeks to support the employees in managing the change digitalization brings.

The reform of public online services was started by producing a website for the anniversary year, by developing internal e-mail communication and by assisting other employees in managing competitive bidding related to digitalization. Members of the digitalization programme also served as active experts in the definition phase of the ‘Oma Punainen Risti’ volunteer information system. The technical definition and content design of the new punainenristi.fi website also began.

Aim 3.2: As active Red Cross actors we recruit new members

<table>
<thead>
<tr>
<th>How we measure reaching the aim</th>
<th>Starting value</th>
<th>Result 2015</th>
<th>Result 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership</td>
<td>86 000</td>
<td>86 611</td>
<td>80 536</td>
</tr>
</tbody>
</table>

Red Cross membership is a statement in favour of humanity. A member of the Finnish Red Cross is part of a unique global network. The more members we have, the more effective our helping is. The membership fee enables our voluntary and assistance work, first aid courses, friend activities and a wide variety of other action. The membership fee enables us to help in crisis situations in a fast and effective manner both in Finland and abroad. The membership fees were: annual member (over 29) 20 €, youth member (under 29) 10 €/calendar year and life membership 300 €. All members received the FRC magazine Avun maailma four times a year as a membership bonus. In addition, members got discounts, among others, on training.
However, the membership has shown a continuous downward trend. The challenge has been taken note of.

Aim 3.3: We reach more school children and students

<table>
<thead>
<tr>
<th>How we measure reaching the aim</th>
<th>Starting value</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share of branches involved in school cooperation of all branches</td>
<td>61%</td>
<td>59%</td>
</tr>
</tbody>
</table>

School visits and use of social media boosted

Communication aimed at young people was boosted on social media, and the number of followers grew as a result of marketing. The youth blog site and student overall badge campaign were continued. Volunteers got monthly messages through a WhatsApp list.

Our school cooperation was showcased at the Educa Fair in January. The contents of school visits were renewed, among others, with new materials: first aid, Kiehumispiste (‘boiling point’) material to support discussion on hate speech and Finnish identity, as well as the new Risk Zones application for global education.
Public funding 2017 (euros)

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

Funding Centre for Social Welfare and Health Organizations (STEA)

- General subsidy 364 000
- Youth shelters 945 000
- Voluntary Rescue Service 696 000
- Immigration programme 354 000
- Drug and alcohol programme 101 520
- No to racism! –project 271 770
- HIV programme 179 081
- Domestic and free time accident prevention programme 76 552
- Full life in retirement –coaching 171 000
- Support activities for informal carers 522 160
- Friend visitor activities: Western Finland district 66 397
- Coping together -programme 251 882
- Electronic management of friend contact service 226 633
- Comprehensive support to young people’s independent coping 74 144
- Joining the change -programme 18 806

Total (STEA) 4 328 945

Five cities
- Youth shelters 1 062 000

Ministry of Employment and the Economy
- Preventing racism and ethnic discrimination 222 683

Finnish Immigration Service
- Refugee and immigration work 279 886

Ministry of Education and Culture
- Youth activities 110 000
- Developing youth first aid activities at reception centres 92 748

Asylum, Migration and Integration Fund (AMIF)
- Starttivoimaa -project 110 423

Regional State Administrative Agency
- Developing physical activities at reception centres 92 557

Ministry of Social Affairs and Health
- Summer Rubber -campaign 20 000

OK Study Centre
- Training 10 050

Ministry for Foreign Affairs
- International humanitarian law 50 000
- International Operations and Programmes 17 407 000

European Union
- International Operations and Programmes 140 000

ECHO, European Commission Directorate General for Humanitarian Aid and Civil Protection
- International Operations and Programmes 2 225 000
**Use of self-financing funds in 2017**

1. **Antti Ahlström Fund**

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

**Use in 2017**


**Activities**

**Development of friend visitor activities**
- Friend visitor activities were developed and designed further. Support was provided to activities organized by districts. The coordination group of versatile friend activities convened four times for monitoring, assessing and developing the services. Work time expenses.
- The materials of basic and further training courses in friend activities were renewed. An external expert assisted.
- The prison visitor days were organized in Hämeenlinna 1–2 December. The number of participants was 66 (district volunteers and staff, prison representatives, actors of other organizations). The financial support was spent on rent of the venue, meals and lectures’ fees and travel expenses.

**Justification:**
Red Cross friend visitor activities provide support to approximately 30 000 lonely people, most of whom are elderly and often in poor condition. The voluntary friends visit homes, care homes and hospitals.

Training materials of friend activities were renewed to meet current needs. The new materials pay more attention to motivating and explaining the relevance of the activities. Discussing loneliness as a phenomenon and experiences of loneliness help to understand the need for friend activities and encourage becoming involved. The materials were renewed in cooperation with FRC districts.

In their work, prison visitors meet prisoners who need help and who may not have any other visitors. The activities require constant development and training of visitors. The biannual prison visitor days deal with current topics and enable discussing the development direction together.

**Healthpoints and development of their activities**

National development of Healthpoint activities as well as support to districts and volunteers. Guidance and development workshops were held in four districts. Work time and travel expenses, of which 5 500 euros targeted at salary costs.

The further training event of voluntary Healthpoint actors was held at Original Sokos Hotel Vantaa on 7–8 October. The number of participants was 64 from eight districts. The training event had five external lecturers, with topics selected to support the activities and guidance at Healthpoints.

The costs were 16 000 euros. The sum includes support to travel and accommodation costs, event programme and theatre visit to volunteers as well as the lectures’ fees. The event was made available for two volunteers per branch (Healthpoint).

- To develop the activities, materials directed at Healthpoint clients and marketing materials were updated. In addition, bilingual signs were produced for Healthpoints.
- A multicultural Healthpoint was established in one district. Mobile Healthpoints visited many reception centres.
**Justification:**
Finnish Red Cross Healthpoint easy-to-enter activities are entirely provided by voluntary actors. They give advice and support people to take care of themselves and others. Forty-seven FRC branches had 78 Healthpoints with 340 volunteers. The number of client visits was almost 10 000. The person in charge of the Healthpoint is always a volunteer with health care education.

2. **Olga and Jalmari Välimaa Fund**

Purpose of the fund: Elderly people and friend visitor activities

**Use in 2017**
Expenses in total 13 000 euros, of which personnel costs 8 451.10 euros and training and material costs 4 548.90 euros.

**Activities**
- Training of trainers for social services: methodology module in Helsinki 3–4 November, content module in Helsinki 25–26 November, 13 participants
- Refresher training 21–22 January, 16 participants
- Training and other materials, translations

**Justification**
Training of trainers for social services is organized in Helsinki annually in November. The refresher training is also organized annually.

Volunteers in friend visitor activities meet each year with approximately 30 000 people who feel lonely. Most of them are elderly people. The training was renewed in 2017.

3. **General Mannerheim and Baron von Troil Fund**

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

**Use in 2017**
The plan was to spend 35 000.00 euros on the national KOMIA! first aid camp. Because it was cancelled, the grant, totalling 29 084.23 euros, was spent on other development of activities as follows:
- Development of first response activities and national first responders’ exercise weekend 28–29 October 2017: 10 019.48 euros
- National development of ski slope patrolling activities 6 366.15 euros
- Start-up kits for new first aid groups and other support 10 679.11 euros
- Planning costs of KOMIA camp and planning costs of Finnish First Aid Championships to be organized in 2018

4. **Jaakko Bascharoff Fund**

Purpose of the fund: To strengthen the care of people with cleft lip and cleft palate as well as with speech defects, including training of doctors and speech therapists

**Use in 2017**
A total of 15 301.72 euros was spent from the fund in 2017.

Grants for further education were awarded ten times. Six medical doctors and two speech therapists used the grants.

**Grants were awarded for**
- Travel expenses, accommodation, participation fees and other travel expenses.
5. Minna Emilia Frisk Fund

Purpose of the fund: To assist the war blind

Use in 2017
A total of 35 600.00 euros was spent from the fund in 2017.
Grants to five persons blinded by war were awarded in cooperation with the war blind association Sotasokeat ry.

6. Julius and Irene Frisk Fund

Purpose of the fund: To assist the war blind

Use in 2017
A total of 3 400.00 euros was spent from the fund in 2017.
Grants to one person blinded by war were awarded in cooperation with the war blind association Sotasokeat ry.

7. Brothers Markus and Henry Schatelowitz Fund

Purpose of the fund: To assist disabled war veterans from Helsinki

Use in 2017
A total of 17 000.00 euros was spent from the fund.
Grants to disabled war veterans were awarded in cooperation with the Helsinki district of the Disabled War Veterans Association of Finland.

8. Dahlström Fund

The returns were transferred to the Finnish Red Cross Disaster Relief Fund.
# Financial statements

## Balance sheet

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NON-CURRENT ASSETS</strong></td>
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<tr>
<td>Intangible assets</td>
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<td></td>
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<tr>
<td>Intangible rights</td>
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<td>4 163 434.80</td>
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<tr>
<td>Tangible assets</td>
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<td></td>
</tr>
<tr>
<td>Land</td>
<td>84 093.96</td>
<td>84 093.96</td>
</tr>
<tr>
<td>Buildings</td>
<td>1 989 143.66</td>
<td>2 092 776.86</td>
</tr>
<tr>
<td>Machinery and equipment</td>
<td>2 592 521.08</td>
<td>2 890 013.06</td>
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<tr>
<td>Advance payments and other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>incomplete procuring</td>
<td>1 852 727.33</td>
<td>6 518 486.03</td>
</tr>
<tr>
<td>Securities</td>
<td>1 380 930.08</td>
<td>1 386 460.14</td>
</tr>
<tr>
<td>Investments</td>
<td></td>
<td></td>
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<tr>
<td>Land</td>
<td>259 254.28</td>
<td>211 254.28</td>
</tr>
<tr>
<td>Buildings</td>
<td>712 008.19</td>
<td>720 230.71</td>
</tr>
<tr>
<td>Ownership in participating</td>
<td>2 500.00</td>
<td>0.00</td>
</tr>
<tr>
<td>undertakings</td>
<td></td>
<td></td>
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<tr>
<td>Other stocks and shares</td>
<td>96 801 550.52</td>
<td>97 775 312.99</td>
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<tr>
<td><strong>SELF-FINANCING FUNDS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Securities</td>
<td>5 506 456.54</td>
<td>5 238 354.85</td>
</tr>
<tr>
<td>Bank receivables</td>
<td>118 498.78</td>
<td>5 624 955.32</td>
</tr>
<tr>
<td><strong>CURRENT ASSETS</strong></td>
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<td></td>
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<tr>
<td>Inventories</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Goods</td>
<td>7 671 983.19</td>
<td>7 668 557.67</td>
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<tr>
<td>Debtors</td>
<td></td>
<td></td>
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<tr>
<td>Long-term</td>
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<td></td>
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<tr>
<td>Other debtors</td>
<td>1 398 816.28</td>
<td>1 238 966.17</td>
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<tr>
<td>Short-term</td>
<td></td>
<td></td>
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<tr>
<td>Trade debtors internal</td>
<td>536 267.27</td>
<td>1 809 276.33</td>
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<tr>
<td>Trade debtors</td>
<td>6 204 902.65</td>
<td>6 065 505.78</td>
</tr>
<tr>
<td>Other debtors</td>
<td>5 088 336.15</td>
<td>5 844 967.82</td>
</tr>
<tr>
<td>Prepayments and accrued income</td>
<td>2 765 534.60</td>
<td>14 595 040.67</td>
</tr>
<tr>
<td>Cash in hand and at bank</td>
<td>33 083 224.40</td>
<td>35 785 889.03</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>170 839 723.96</strong></td>
<td><strong>172 115 421.88</strong></td>
</tr>
</tbody>
</table>
**EQUITY AND RESERVES**

**CAPITAL AND RESERVES**

**Restricted funds**
- Self-financing funds: 4 852 048.62, 4 564 715.46
- Market value fund: 633 833.27, 739 323.09
- Disaster Relief Fund: 21 582 754.92, 27 068 636.81, 19 724 835.63, 25 028 874.18

**Other funds**
- Blood Service fund: 23 546 309.70, 23 546 309.70
- Joint operations fund: 630 545.00, 630 545.00
- Market value fund: 5 187 833.04, 29 364 687.74, 6 506 686.19, 30 683 540.89

- Retained earnings: 48 525 706.72, 44 375 776.28
- Profit/loss for the financial period: 4 564 481.87, 53 090 188.59, 4 149 930.44, 48 525 706.72

**LIABILITIES**

**Long-term**
- Loans from credit institutions: 18 107.25, 20 036 214.38

**Short-term**
- Loans from credit institutions: 28 824 142.84, 8 824 142.84
- Loan from organizational bank: 1 650 796.62, 1 724 002.66
- Advances received: 1 100 746.23, 2 223 847.65
- Trade creditors to FRC districts: 775 781.53, 1 028 536.96
- Trade creditors: 4 779 007.24, 4 394 138.15
- Other creditors: 13 399 362.22, 18 802 992.78
- Accruals and deferred income: 10 768 266.89, 61 298 103.57, 10 843 424.67, 47 841 085.71

**TOTAL EQUITY AND RESERVES**
170 839 723.96, 172 115 421.88
## Income statement

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ordinary operations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income</td>
<td>107 035 417.34</td>
<td>110 056 589.08</td>
</tr>
<tr>
<td>Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personnel expenses</td>
<td>-44 762 855.88</td>
<td>-45 140 854.55</td>
</tr>
<tr>
<td>Depreciation</td>
<td>-2 967 097.19</td>
<td>-2 455 109.78</td>
</tr>
<tr>
<td>Other expenses</td>
<td>-75 369 667.06</td>
<td>-76 427 373.47</td>
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<tr>
<td>Defrayed from Disaster Relief Fund</td>
<td>9 045 899.66</td>
<td>6 937 618.81</td>
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<tr>
<td>Deficit of ordinary operations</td>
<td>-7 018 303.13</td>
<td>-7 029 129.91</td>
</tr>
<tr>
<td><strong>Fundraising</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations, Disaster Relief Fund</td>
<td>11 280 620.40</td>
<td>10 654 996.14</td>
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<tr>
<td>Membership fees</td>
<td>245 211.00</td>
<td>249 480.80</td>
</tr>
<tr>
<td>Other income</td>
<td>8 246 17.28</td>
<td>8 594 444.89</td>
</tr>
<tr>
<td>Collection expenses, Disaster Relief Fund</td>
<td>-1 702 642.52</td>
<td>-1 409 392.08</td>
</tr>
<tr>
<td>Other expenses</td>
<td>-3 427 238.55</td>
<td>-2 811 565.73</td>
</tr>
<tr>
<td>Surplus of fundraising</td>
<td>14 642 121.61</td>
<td>15 277 964.02</td>
</tr>
<tr>
<td><strong>Investing and financing</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income</td>
<td>9 530 962.32</td>
<td>8 179 242.61</td>
</tr>
<tr>
<td>Expenses</td>
<td>-1 763 316.82</td>
<td>-2 514 457.63</td>
</tr>
<tr>
<td>Surplus of investing</td>
<td>7 767 645.50</td>
<td>5 664 784.98</td>
</tr>
<tr>
<td><strong>Extraordinary income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subsidies</td>
<td>364 000.00</td>
<td>364 000.00</td>
</tr>
<tr>
<td>Result for the financial period</td>
<td>15 755 463.98</td>
<td>14 277 619.09</td>
</tr>
<tr>
<td>Transfer Disaster Relief Fund</td>
<td>-10 903 648.95</td>
<td>-10 072 152.20</td>
</tr>
<tr>
<td>Transfer self-financing funds</td>
<td>-287 333.16</td>
<td>-55 536.45</td>
</tr>
<tr>
<td><strong>Deficit/surplus for the Financial Period</strong></td>
<td>4 564 481.87</td>
<td>4 149 930.44</td>
</tr>
</tbody>
</table>
### Cash flow statement

#### Cash flow from operating activities

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income of ordinary operations</td>
<td>107 035 417.34</td>
<td>110 056 589.08</td>
</tr>
<tr>
<td>Expenses of ordinary operations</td>
<td>-123 099 620.13</td>
<td>-124 023 337.80</td>
</tr>
<tr>
<td>Change in short-term interest-free receivables</td>
<td>3 795 675.36</td>
<td>2 619 856.25</td>
</tr>
<tr>
<td>Change in short-term interest-free liabilities</td>
<td>-1 015 362.33</td>
<td>-5 037 127.96</td>
</tr>
<tr>
<td>Depreciation</td>
<td>2 967 097.19</td>
<td>2 101 351.56</td>
</tr>
<tr>
<td>Change in inventories</td>
<td>-135 710.98</td>
<td>-280 898.26</td>
</tr>
<tr>
<td>Other adjustments</td>
<td>29 383.06</td>
<td>79 400.75</td>
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<tr>
<td><strong>Net operating cash flow</strong></td>
<td><strong>-10 423 120.49</strong></td>
<td><strong>-14 484 166.38</strong></td>
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</table>

#### Cash flow from fundraising

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income of fundraising</td>
<td>19 772 002.68</td>
<td>19 498 921.83</td>
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<tr>
<td>Expenses of fundraising</td>
<td>-5 129 881.07</td>
<td>-4 220 957.81</td>
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<tr>
<td>Change in short-term interest-free receivables</td>
<td>-218 746.59</td>
<td>-1 694 965.04</td>
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<tr>
<td>Change in short-term interest-free liabilities</td>
<td>-256 744.08</td>
<td>1 387 598.98</td>
</tr>
<tr>
<td>Change in inventories</td>
<td>132 285.46</td>
<td>50 834.68</td>
</tr>
<tr>
<td><strong>Net investing cash flow</strong></td>
<td><strong>14 298 916.40</strong></td>
<td><strong>15 021 432.64</strong></td>
</tr>
</tbody>
</table>

#### Cash flow from investing activities

**Investing in fixed assets**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acquisition of fixed assets</td>
<td>-1 185 657.97</td>
<td>-2 953 890.93</td>
</tr>
<tr>
<td>Change in incomplete procuring</td>
<td>-1 342 079.60</td>
<td>488 533.59</td>
</tr>
</tbody>
</table>

**Investing in investments**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest, dividend and other investment income</td>
<td>2 502 691.24</td>
<td>3 000 639.36</td>
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<tr>
<td>Investment expenses</td>
<td>-1 526 499.06</td>
<td>-1 420 778.26</td>
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<td>Capital loans granted</td>
<td>-252 000.00</td>
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<tr>
<td>Change in short-term interest-free receivables</td>
<td>22 732.15</td>
<td>-50 436.72</td>
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<tr>
<td>Investment purchases</td>
<td>-8 336 853.86</td>
<td>-9 544 623.42</td>
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<tr>
<td>Investment sales</td>
<td>8 267 050.92</td>
<td>7 331 138.10</td>
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<td><strong>Net investing cash flow</strong></td>
<td><strong>-1 850 616.18</strong></td>
<td><strong>-3 149 418.28</strong></td>
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#### Cash flow from financing

<table>
<thead>
<tr>
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<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loan instalments</td>
<td>-24 142.84</td>
<td>-924 142.84</td>
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<td>Loan repayment</td>
<td>-73 206.04</td>
<td>-124 490.40</td>
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<td><strong>Organizational account</strong></td>
<td><strong>-5 156 782.30</strong></td>
<td><strong>14 487 067.00</strong></td>
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<tr>
<td><strong>Net financing cash flow</strong></td>
<td><strong>-5 254 131.18</strong></td>
<td><strong>13 438 433.76</strong></td>
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**General subsidy**

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td></td>
<td>364 000.00</td>
<td>364 000.00</td>
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</tbody>
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**Net cash flow**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>-2 864 951.45</td>
<td>11 190 281.74</td>
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**Cash and cash equivalents 1 January**

<table>
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<tr>
<th></th>
<th>2017</th>
<th>2016</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>36 066 674.63</td>
<td>24 876 392.89</td>
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</tbody>
</table>

**Change in cash and cash equivalents**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-2 864 951.45</td>
<td>11 190 281.74</td>
</tr>
</tbody>
</table>

**Cash and cash equivalents 31 December**

<table>
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<tr>
<th></th>
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<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>33 201 723.18</td>
<td>36 066 674.63</td>
</tr>
</tbody>
</table>
Signatures to the Activity Report and Financial Statements

BOARD OF THE FINNISH RED CROSS

Helsinki 26 April 2018

Pertti Torstila
President

Ann-Mari Audas-Willman
Vice-President

Sami Laitinen
Vice-President

Otto Kari
Vice-President

Eija Karine
Member

Katja Kuusela
Member

Outi Forsblom
Member

Henri Backman
Member

Marju Pihlajamaa
Member

Markku Suokas
Member

Kristiina Kumpula
Secretary General

Auditor’s Confirmation

A report on the audit has been issued today.

Helsinki, 16 May 2018

PricewaterhouseCoopers Oy
Authorised Public Accountants

Samuli Perälä
Authorised Public Accountant (KHT)

Leena Kaura-Mäkinen
Authorised Public Accountant (HT)

Päivi Värjä
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 2017. 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 association’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 16 May 2018

PricewaterhouseCoopers Oy
Authorised Public Accountants

Samuli Perälä  
Authorised Public Accountant (KHT)

Leena Kaura-Mäkinen  
Authorised Public Accountant (HT)

Päivi Värjä  
Authorised Public Accountant (KHT)
Finnish Red Cross

Council

Convened twice in 2017 to take decisions on statutory matters such as the financial statements, discharge from liability, amount of membership fee and amendments to the Statutes to conform with the new Decree (Rules and Regulations for Branches and Districts, Rules of Procedure and Finance Rules), and to discuss, among others, the reform of public rescue services and integration.


Representatives of Ministries Kaukoranta Päivi Nerg Päivi Palojärvi Jaana Siitonen Simo Stenman Kristina Voipio-Pulkki Liisa-Maria


Representatives of Ministries Bruun Anna Iivari Annakaisa Kaukoranta Päivi Nerg Päivi Palojärvi Jaana Siitonen Simo Stenman Kristina Siitonen Simo Suurpää Johanna
Board

Convened eleven times in 2017 with 184 agenda items, such as regular reviews of finances, action plans and reports, as well as, among others, preparations for the General Assembly and implementation of its decisions, the Strategic Programme, reform of the Statutes, development of first aid training for fundraising and establishing a first aid company, development of comprehensive preparedness as well as undocumented migrants.

Until General Assembly 10 June 2017:

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

From General Assembly 11 June 2017:

President Torstila Pertti
Vice-Presidents Audas-Willman Ann-Mari
Kari Otto
Laitinen Sami
Members Backman Henri
Forsblom Outi
Karine Eija
Kuusela Katja
Pihlajamaa Marju
Suokas Markku

Personnel and Development Committee

Did not convene anymore in spring 2017.

Until General Assembly 10 June 2017:

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

Finance and Development Committee

Did not yet convene in autumn 2017.

From General Assembly 11 June 2017:

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

Programme and Volunteering Committee

Did not yet convene in autumn 2017.

From General Assembly 11 June 2017:

Chair Kuusela Katja
Deputy Chair Piri Pekka
Members Forsblom Outi
Grönlund Henrietta
Hanén Tom
Jokiranta Harri
Lehtimäki Kati
Leinonen Teemu
**Directorate of the Blood Service**

Convened six times with 88 agenda items.

Until General Assembly 10 June 2017
Board:
Chairperson  Komi Kirsi
Deputy Chairperson Suokas Markku

Members
Koponen Juha
Kronman Gunvor
Martikainen Tarmo
Siitonen Simo

From General Assembly 11 June 2017
Directorate:
Chairperson  Komi Kirsi
Deputy Chairperson Suokas Markku

Members
Kronman Gunvor
Martikainen Tarmo
Rämö Eero
Siitonen Simo

**Board of the Youth Shelters**

Convened three times with 27 agenda items.

Until General Assembly 10 June 2017:
Chair  Kari Otto
Deputy Chair  Kumpula Kristiina

Members
Heikkinen Pauli
Karine Eija
Kuronen Sirpa
Suurpää Leena,
(9.1.2017 asti)
Warma Eija

From General Assembly 11 June 2017:
Chair  Laitinen Sami
Deputy Chair  Kumpula Kristiina

Members
Ahlström Mari
Honkatukia Päivi
Karine Eija
Salmi Ronja
Savolainen Pentti
Warma Eija

**Board of the Kontti Recycling Stores**

Convened four times with 41 agenda items.

Until General Assembly 10 June 2017:
Chair  Harri Hannu
Deputy Chair  Kumpula Kristiina

Members
Ekelund John
Ilén Paula
Kervinen Hannele
Levänen Antero
Paloheimo Susanna

From General Assembly 11 June 2017:
Chair  Pihlajamaa Marju
Deputy Chair

Members
Aro Timo
Ekelund John
Freese Olli
Kaukiainen Petri
Kumpula Kristiina
Levänen Antero

**Youth Committee**

Convened three times with 37 agenda items.

Until General Assembly 10 June 2017:
Chair  Kari Otto
Deputy Chair  Musta Laura

Members
Juhajoki Joonatan,
(resigned 2/17)
Magd Noora
Malinen Tomi
Mattjus Camilla
Väisänen Teemu

From General Assembly 11 June 2017:
Chair  Laitinen Sami
Deputy Chair  Kojo Katariina

Members
Aho Noora
Niemenen Riitta
Rönnqvist Yannika
Sandström Henrika
Wallenius Tytti
First Aid and Health Committee

Convened three times with 22 agenda items.

Until General Assembly 10 June 2017:
Chair
Siitonen Simo
Deputy Chair
Backman Henri
Members
Castrén Maaret
Haikala Olli
Kärnä Helena
Määttä Teuvo
Putko Lasse
Silfast Tom
Vertio Harri

From General Assembly 11 June 2017:
Chair
Siitonen Simo
Deputy Chair
Backman Henri
Members
Haikala Olli
Harve-Rytsälä Heini
Hoppu Sanna
Kovasin Merja
Putko Lasse
Vertio Harri

Investment Committee

Convened six times with 50 agenda items.

Chair
Kumpula Kristiina
Members
Räätänen Mika
Torsti Esko
Väisänen Tapani

Audit Committee

Convened two times with 19 agenda items.

Until General Assembly 10 June 2017:
Chair
Christel von Frenckell-Ramberg
Members
Harri Hannu
Kuokkanen Hannu
Liikanen Erkki
Neilimo Kari
Nikula Pekka
Nokela Rauni

From General Assembly 11 June 2017:
Chair
Kari Otto
Members
Liikanen Erkki
Neilimo Kari
Nygård-Taxell Rachel
Pietikäinen Maria
Paul Mikael

Arbitration Committee

Did not convene in 2017.

Until General Assembly 10 June 2017:
Chair
Torstila Pertti
Members
Korhonen Helena
Kumpula Kristiina
Nygård-Taxell Rachel
Paatero Pekka

From General Assembly 11 June 2017:
Chair
Torstila Pertti
Members
Johansson Tove
Kuokkanen Hannu
Kivistö Kalevi
Kumpula Kristiina
Oinaala Sirkka-Liisa
Rämö Eero
Yli-Pirlä Pia
Humanity
Impartiality
Neutrality
Independence
Voluntary service
Unity
Universality