



A HELPER CLOSE TO YOU

Annual Report 2018

Finnish Red Cross

17.5.2019

Cover photo: Volunteers in Hyrynsalmi delivered, among others, water to people during the power cuts in January 2018. Photo by Juha Hankkila.

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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 in greatest need at home and abroad. It is a part of the International Red Cross and Red Crescent Movement, which provides assistance in disasters and 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 in all circumstances life and health and to safeguard human dignity and human rights, 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 the 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 service 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
- Restoring family links
- International disaster response and development cooperation
- Collections, campaigns and other fundraising
- Advocacy for people in greatest need
- Blood Service
- Kontti recycling department stores
- Youth shelters
- Coordination of Voluntary Rescue Service

Finnish Red Cross in figures

35 000	volunteers and fundraisers
119 000	blood donors
130 000	regular contributors
77 000	members

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 2018

Introduction

Year of development

The Finnish Red Cross Strategic Programme for the years 2018–2020 is an ambitious programme, and the fulfilment of its aims requires cooperation skills, ability to transform and increasing openness from the organization.

The activity year 2018 was characterized by strengthening the prerequisites for the core activities and developing new modes of operation in the entire organization. Through developing the governance of preparedness and voluntary activities we ensure that we are ready for the needs of future voluntary action. Youth shelters, support to immigrants and friend visitor activities are examples of growing voluntary programmes. However, existing and new programmes still need more actors.

Therefore, the key aim of the Strategic Programme is to offer action to as many people interested in volunteering as possible in ways they prefer. The willingness and ability of local Red Cross branches to offer opportunities for action to all is a decisive prerequisite for success for the aims set by the General Assembly. The digital 'Oma' service for volunteers designed as a joint effort showed from the very beginning that Red Cross voluntary action interests people but harmonized governance of voluntary action is needed to be able to recruit and retain those interested in the action.

The growing interest in volunteering also reflects the ongoing value dialogue in Finnish society. Participation in voluntary action is one way of showing one's values and of sharing skills and enthusiasm for the common good. The increasing numbers of participants in the Red Cross Friendship Day, Anti-racism week and Hunger Day are for us signs of a new strengthening of common values of caring.

In the Red Cross, volunteers are the cornerstone of preparedness, and to maintain it we need as many helpers as possible. The Strategic Programme's aim of strengthening comprehensive preparedness requires that all Red Cross programmes and their volunteers are part of FRC's preparedness. At the same time, preparedness planning has brought out the need to improve FRC's ability to respond to people's needs also without a request from public authorities. Psychosocial support, relieving loneliness and support to the integration of immigrants add for their part to the Red Cross preparedness to respond to needs in a rapidly changing operational environment. The material preparedness of the FRC Logistics Centre is also an increasingly essential element of national comprehensive preparedness.

The General Assembly set the aim of keeping the organization's finances in balance to ensure future Red Cross action. To reach this aim, the FRC Board has emphasized the provision of shared support services for all FRC districts. During the year under review, the establishment of shared support services as well as the development of harmonized processes and planning and reporting systems progressed to the extent that the systems will be in use by the next General Assembly. When completed, the shared support service structure should release joint resources for the performance of core duties. Joint collection of information and its comparability ensure for their part transparency and accountable financial reporting.

Effective helping – we help in accidents and disasters

Helping in sudden accidents and crises is based on preparedness

The foundation of Red Cross response preparedness is in the trained volunteers and local branches which together are prepared to help in sudden accidents. Response preparedness is built on the action of the local branches' all activity forms and the volunteers involved in them.

Quality of preparedness planning improved

In 2018 the Finnish Red Cross launched a development process for regional preparedness. Regional preparedness plans support cooperation between branches and ensure a more equal quality in preparedness all over Finland. Minimum criteria for regional preparedness were defined, the template for a regional preparedness plan was completed and the implementation plan agreed on.

The role of the tele team of the FRC Headquarters fundraising unit grew stronger in telephone helping. Helpline trainings were organized in different parts of the country.

The role of the Kontti recycling stores was updated in the district preparedness plans, and contact persons were appointed both at the local level and in the Kontti chain.

Number of on-call volunteers increased

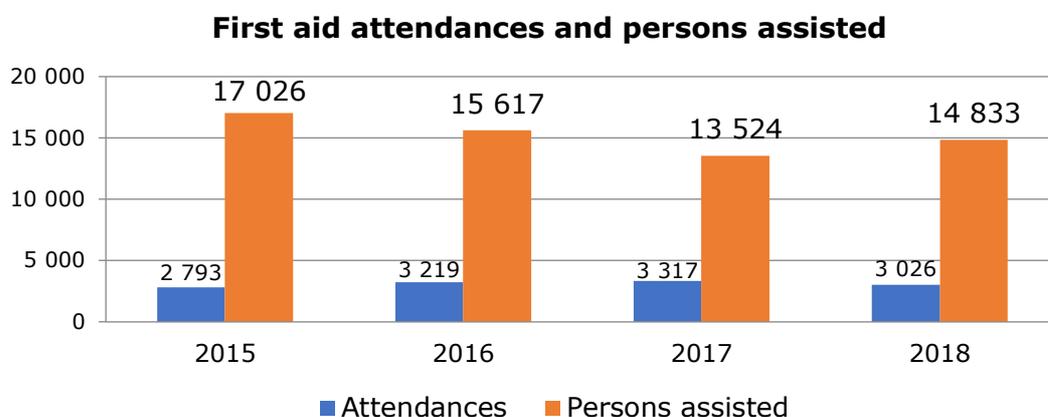
In 2018 new first aid groups were established in 11 local branches. A new training of trainers for first aid groups was launched with two courses during the year. The trainers organized exercise evenings for their own and also for other first aid groups and trained new volunteers.

A first aid group manual was completed. Its topics include operational leadership of the groups, event first aid and alert duties. A Swedish-speaking operational group leader training course was organized after a break of about 20 years.

The alert groups were given further training in emergency support related to multisectoral marine mass evacuations. The Finnish Border Guard and social services authorities participated in the training. The training enhanced collaboration with the authorities and the volunteers' ability to support them in abnormal situations.

The FRC strengthened the inclusion of young people in alert group activities by establishing clear and measurable goals for the action together with active organizations of the Voluntary Rescue Service.

In 2018, Finnish Red Cross local branches and its first aid company Ensiapu Oy gave first aid training to 62 456 people in 2018.



Material preparedness developed

The Finnish Red Cross developed its material disaster preparedness especially with regard to evacuation and medical assistance. The equipment of first aid groups was reviewed together with FRC districts. The goal is to include the basic equipment of first aid group members in the selection available through the Logistics Centre. Materials were also procured to improve preparedness for evacuations as well as for accidents taking place in cold and wintery circumstances.

In the autumn of 2018, airlifting the Emergency Response Units (ERU) was tested with the Finnish Border Guard Air Patrol Squadron and the Finnish Army Utti Helicopter Battalion.

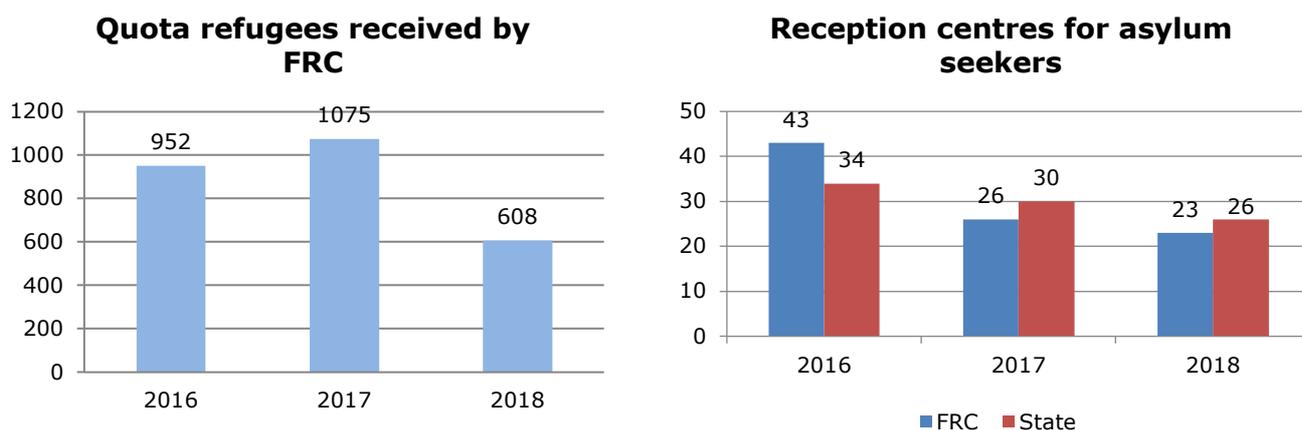
Agreement-based collaboration with public authorities strengthened

The Finnish Red Cross strengthened its agreement-based collaboration with public authorities by signing a Memorandum of Understanding (MoU) with the Ministry of the Interior in the spring of 2018. The MoU defines the roles of both parties in accidents and abnormal situations and urges the units under the parties to intensify their cooperation in their preparedness. The Memorandum of Understanding is a significant step towards consolidating the cooperation of the Finnish Red Cross with the Ministry of the Interior and especially with the Ministry's rescue service.

Preparedness for population movement

In accordance with the preparedness plan of the Finnish Immigration Service Migri, the Finnish Red Cross maintained its preparedness for a large-scale influx of migrants and for establishing registration centres. A guideline for temporary shelter was drawn up together with Migri.

The volume of the reception activities for asylum seekers continued to decrease in comparison with the years 2015–2017. By the end of the year, the number of FRC-managed reception centres had gone down to 23 reception units and 3 170 residents. Ten FRC districts operated units at the request of Migri. The units were supported in developing the activities through training, by responding to requests for support and by producing written materials that facilitate the work and promote more harmonized information and activities.



A total of 608 persons, of whom 120 emergency cases, selected in the refugee quota arrived in Finland in 2018. Jyväskylä, Kuopio and Rovaniemi cities received the highest number of quota refugees. Red Cross volunteers met groups on their way to the municipalities at Helsinki-Vantaa airport on 64 days during the year, spending an estimated 320 hours for the activity.

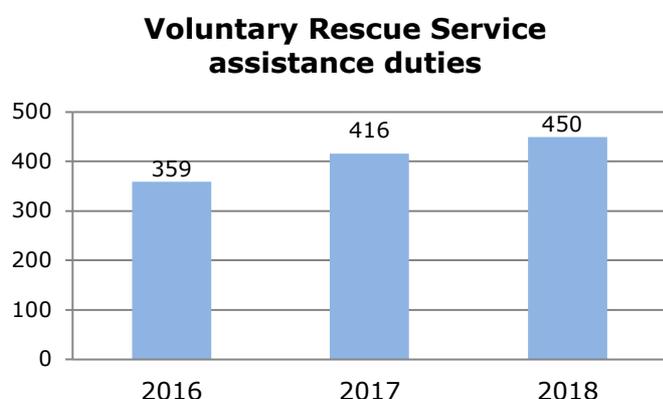
The reception processes of quota refugees were developed. Internal communication about quota refugees arriving in districts was enhanced to facilitate the inclusion of as many newcomers as possible in Red Cross support and activities in their new home municipalities.

In September 2018 the FRC participated in the first exercise for establishing a registration centre led by the Finnish Immigration Service Migri in Joutseno and at border crossing points. In addition to the Red Cross, many public authorities participated in the exercise. The authorities practised preparedness and their internal cooperation, and the Red Cross cooperation with the authorities and internally also setting up its own operational organization, management and compiling a nationwide situational picture. The observations and lessons learnt were also presented to Migri.

We respond to accidents and crises in a planned and fast manner

Efficiency of alert groups increased

The OHTO alert system was taken into use in Red Cross alert groups. Currently 415 alert groups are registered in the system. Through them, a total of 3 280 individual volunteers can be alerted. OHTO significantly reduces the response time of alerting volunteers and enables a more efficient monitoring of the participation of those alerted.



In 2018, 340 persons received domestic relief. Western Finland, Oulu and Southeastern Finland districts provided this relief the most, mainly to people who had lost their homes in fires. First aid and psychosocial support volunteers from several districts participated in the preparedness exercises organized in Vaasa and Nauvo with public authorities. The exercises developed the Red Cross evacuation concept and support to authorities in major accidents.

We restored family links

In 2018, the number of new tracing requests was 133 with 319 persons sought. During the year, 31 requests (23%) led to finding the family members. The number of Red Cross messages delivered was 42. The Trace the Face photo searching campaign run by the International Committee of the Red Cross (ICRC) was supported by producing posters to the reception centres.

The number of family reunification contacts to the FRC Headquarters made by family gatherers, representatives, municipal social workers and social welfare staff at reception centres was about 40. In two cases, the reunification of family members was conducted in close cooperation with sister National Societies. At the request of public authorities, the FRC made the travel arrangements for a family member of a quota refugee who had arrived in Finland earlier after the family member had been granted a residence permit in Finland.

Kontti stores visibility expanded

The Kontti Recycling department stores are part of the chain of helping needed in sudden situations.

In 2018, the Kontti chain was present at an increasing number of events alongside its regular store activities. At the Housing Fair in Pori, Kontti decorated one of the fair houses entirely with recycled products, and fairgoers were able to buy products in a separate Kontti store. Kontti also participated in public events in Hamina and Joensuu.

The Kontti chain increased its visibility in social media with the means of, among others, blog cooperation and an electronic newsletter. A development programme was designed in 2018 to enhance the chain’s digital customer encounters.

The Kontti sales volume was strong particularly at the end of the year, and it again broke a new record with 13.4 million euros. The number of customers rose to 1.15 million. The increase in the sales volume is attributable to an increasing number of customers visiting Kontti and the growing number of recycling products sold. The price level has remained quite stable.

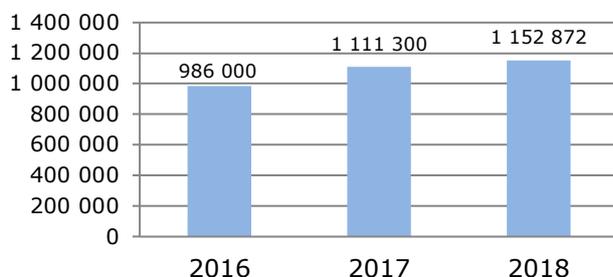
A nationwide survey was conducted towards the end of the year of people’s awareness and image of the Kontti chain. The survey studied the views of all people living within the reach of the stores who were in some ways interested in recycling and donating. On the basis of the results, the image of the Kontti chain is very strongly linked to the image of the Red Cross. The Kontti chain is considered an actor which does the right thing and which is needed in Finnish society.

The chain offers an increasing number of people an opportunity to improve their employment capacities. During the year, 1 408 persons worked in the chain through employment policy measures supporting employment (among others, pay-subsidized employment, work try-out, rehabilitative work).

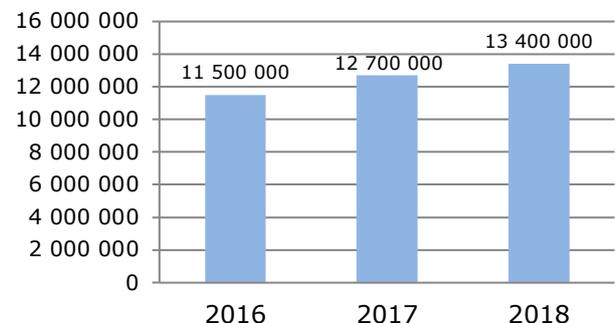
Persons working at Kontti stores in different duties give positive feedback on their wellbeing at work and their job satisfaction. The special strength of Kontti is indeed the workplace community, belonging to which is considered to enhance wellbeing.

The Kontti chain publishes its own annual report, which contains more detailed information about its employment activities and store operations.

Kontti stores customers



Kontti stores turnover, euros



We are there after crises to strengthen communities for the future

FRC’s Emergency group of psychologists has been involved in various assistance duties in all major accidents and abnormal situations affecting Finnish people, and has supported preparedness for psychosocial support with training and consultation.

In 2018, the basic course in psychosocial support was renewed on the basis of the training materials on psychological first aid produced by the International Federation of Red Cross and Red Crescent Societies.

Fast and effective international assistance

International development cooperation programmes support sister Red Cross and Red Crescent Societies and through them local populations to strengthen their resilience to disasters and crises by building safer and healthier communities.

Development cooperation

A key part of Finnish Red Cross (FRC) long-term programme work in 2018 was the Programme funded by Finland's Ministry for Foreign Affairs (MFA), totalling 6.2 million euros. The Programme was implemented in 13 partner countries: Burundi, Ethiopia, South Sudan, Kenya, Somalia, Côte d'Ivoire, Sierra Leone, Malawi, Zimbabwe, Afghanistan, Nepal, Myanmar and Cambodia. The Programme focus was on fragile states and least developed countries.

The year 2018 was the first of the new four-year funding cycle. MFA's funding share remained at 4.44 million euros but the FRC raised its self-funding share considerably from the previous 15% to 30% to meet the needs and to enlarge the Programme and its impact. The increase was largely possible through funds provided by donors.

In 2018 the Development Cooperation Programme supported projects aimed at promoting health and disaster preparedness in 13 countries. With the help of the projects, communities and local branches have the capacity to anticipate and reduce risks, and are prepared to respond to and recover from disasters and crises better. During the year, the Finnish Red Cross Development Cooperation Programme trained 11 323 people in first aid worldwide. The number of volunteers trained was 5 693.

Furthermore, the Finnish Red Cross started or implemented long-term projects funded by the EU Directorate-General for International Cooperation and Development in Burundi and Syria, as well as a preparedness project in Zimbabwe funded by the EU Directorate-General for European Civil Protection and Humanitarian Aid.

In development cooperation, the FRC especially focused on East Africa where people's food security is chronically and severely threatened by conflicts and sustained drought. In Southern Africa, the community projects promoted the use of diverse and drought-resilient varieties and methods in household gardens.

The overall share of long-term programme work of FRC's international assistance was 8.47 million euros, i.e. 28.7%.

Zimbabwe

The key goal of the project launched in Zimbabwe is to develop children's and young people's capacities to act and support each other in crises and to strengthen the safety of their learning environment. This is implemented with the help of the Red Cross safe schools framework in cooperation with schools, teachers and the authorities and by promoting first aid training for the young.

ECHO-funded preparedness projects support the capacities and preparedness of sister Societies to plan and implement more effective assistance operations. In Zimbabwe the focus is especially on planning cash distribution operations. At the end of the year, the Zimbabwe Red Cross Society undertook an assistance operation that secured access to food for 2 000 most vulnerable families through cash distributions. The Red Cross also supported contingencies for the historical elections and gave first aid. A local cholera epidemic was later responded to.

Somalia

In Somaliland the Finnish Red Cross supported a health programme in which Somali Red Crescent clinics and mobile health teams provide basic health care and mother-and-child health care services annually to 70 000 people. In 2018, the ECHO-funded project in which mobile clinics provided health care to the most vulnerable population was completed. The sustained drought drove people on the move to look for water and food. This made it more difficult to monitor children's health and to ensure immunization coverage. The mobile clinics particularly monitored children's nutritional status and provided supplementary feeding if necessary.

Syria

The Danish Red Cross acts as a lead agency in a three-year EU-funded consortium project in Syria, in which the Finnish Red Cross is responsible for physiotherapy. The responsibility includes providing equipment to rehabilitation centres, staff training and renovations needed at the homes of people with disabilities. In the project, the FRC works in close cooperation with Abilis Foundation. In 2018 Abilis experts made an assessment visit and started the training of physiotherapists together with the Syrian Arab Red Crescent.

Nepal

The Finnish Red Cross continued to cooperate with two other Finnish Programme support organizations in Nepal. With technical support from Abilis foundation, accommodation facilities were designed for visually impaired pupils, and people with physical disabilities were offered functional rehabilitation by training them to make and sell traditional stools. In addition, WWF Nepal and the Nepal Red Cross Society organized a joint first aid training for local volunteers.

The Philippines

The Finnish Red Cross supports a pilot project on Forecast-based Financing led by the German Red Cross, assisting the Philippine Red Cross in developing its disaster preparedness. The project aims at reducing the human impact of extreme weather phenomena in areas with a high disaster risk.

The risk areas have already been prioritized and the Forecast-based system is active in case of extreme weather phenomena.

Disaster response

Africa

Kenya floods

Exceptionally heavy rainfall in central Kenya in the spring of 2018 caused the Tana River to flood. In addition to damages to homes, agricultural land, household animals and other livelihoods, the flood waters broke roads, schools, health centres and waterpoints in the area. As a result of the flooding, almost 300 000 people had to leave their homes and more than 100 lost their lives.

The Finnish Red Cross deployed two mobile clinics and two delegates to assist the Kenya Red Cross Society in securing health care services. The mobile clinics were funded from the FRC Disaster Relief Fund, and 19 375 people were assisted at the clinics. Additional support was provided for the procurement of medicine.

Displaced people in Ethiopia

The humanitarian situation in Ethiopia worsened significantly in 2018. Increased violence in South Ethiopia forced 960 000 people to flee their homes between April and July. Funds from the FRC Disaster Relief Fund were used to procure relief items such as blankets, tarpaulins, mattresses, jerrycans and soap. The assistance operation for the internally displaced people was implemented by, among others, the Ethiopian Red Cross Society in cooperation with sister Red Cross Societies and other actors. At the end of the year, Finland's Ministry for Foreign Affairs granted 950 000 euros to the ICRC's Emergency appeal for Ethiopia.

Drought in Africa

The drought in East Africa that lasted some three years finally eased up in 2018. In many areas, however, people had to flee from floods, and cholera broke out in many countries. As a result of climate change, dry spells occur increasingly often, and the annual rainfall pattern is disturbed, making especially children more prone to malnutrition.

Conflicts

The International Committee of the Red Cross (ICRC) had to pull out its expatriate staff from southern Somalia due to the increasingly difficult security situation. However, local staff continued the assistance work. Also in the north of the country disputes between Puntland and Somaliland intensified, and the ICRC is planning to expand its activities into these areas.

In Afghanistan, the situation continued to be challenging also in 2018 for the Red Cross and Red Crescent Movement. In 2017, seven ICRC staff were killed, and in 2018 the ICRC had to scale down its decades-long activities when the Taliban temporarily withdrew from security cooperation. Drought worsened in Afghanistan, and practically the entire country was in a crisis at the end of the year. Meanwhile, former Afghan refugees especially from Iran and Pakistan are still returning to the country, causing further concern.

Asia

Disasters in Indonesia

Two earthquakes took place on the island of Lombok within a week in July-August 2018. Both earthquakes caused devastation in five areas.

A total of 564 people were killed, and 445 343 had to leave their homes due to the destruction. The Finnish Red Cross earmarked 75 000 euros from the Disaster Relief Fund to support the IFRC Emergency Appeal. FRC funds were spent especially on arranging temporary shelter and providing basic supplies for people in need.

Sulawesi Island was struck by a 7.4 magnitude earthquake in September. The earthquake triggered a tsunami that caused damage to the coastal areas. These natural disasters created a major human emergency. The number of people killed was 2 101 and 4 438 were injured. Homes, schools, hospitals and mosques were destroyed. The authorities registered 133 631 people who had left their homes, and 1 373 people are still missing.

The Finnish Red Cross deployed a FACT team leader and a disaster communication delegate to the operation as well as a logistics Emergency Response Unit in cooperation with the Danish Red Cross. The Logistics ERU supported the delivery of aid to the island where the transportation infrastructure had been damaged and coordinated the distribution of relief items to different parts of the disaster area. Finland's Ministry for Foreign Affairs granted 100 000 euros, which was a part of a preliminary allocation of 500 000 euros earmarked for immediate emergency response.

Typhoon in the Philippines

Typhoon Mangkhut, a Category 4 storm, hit the Philippines in September and caused a landslide on the island of Bagao. Although warning systems had been activated, the devastation affected the lives of 3.8 million people. A total of 51 811 families sought shelter in the evacuation centre, 82 people lost their lives and 320 000 houses were damaged in the storm and landslide caused by the typhoon.

The Finnish Red Cross allocated 100 000 euros from its Disaster Relief Fund to support IFRC's Mangkhut operation. Its focus was on health, water, sanitation, livelihoods and shelter. Finnish Red Cross funds were especially directed at cash transfers.

Bangladesh

The need for humanitarian assistance in Bangladesh was still enormous. By the end of 2018, the Finnish Red Cross field hospital in Cox's Bazar had treated more than 52 000 patients. The figure includes 600 deliveries, of which about a third were caesarean sections.

In addition to complicated deliveries, the hospital treated, among others, victims of traffic and other accidents as well as patients with various infections. While operational, the field hospital was the only unit providing 24-hour surgical care in the area where approx. 900 000 refugees from Myanmar are living in camps.

In addition to the Finnish Red Cross, 17 National Societies deployed delegates to the operation. They worked at the hospital together with staff and volunteers of the Bangladesh Red Crescent Society. During 2017–2018, Finland's Ministry for Foreign Affairs granted 1 800 000 euros to the operation, and ECHO provided additional 2 600 000 euros in 2018.

FRC's responsibility for managing the operation ended at the end of 2018 when the hospital was officially handed over to the Bangladesh Red Crescent Society.

Middle East/Northern Africa/Europe

Yemen

At the end of 2018, the situation in Yemen had turned into the world's worst humanitarian crisis. The assistance operation was supported with funds from Finland's Ministry for Foreign Affairs and donations. Over 15 000 blankets were delivered to Yemen, and a Finnish nurse was sent to the area to support the treatment of the war wounded. A Red Cross aid worker was killed in April, and in general, assistance work was extremely challenging and dangerous throughout 2018.

Ukraine

Armed conflict continued in Ukraine, and civilians also lost their lives in the fighting and clashes. Access to necessary social services, schools and shops is limited and weapon contamination in the fields hampers farming. Millions of people in the east of the country face the danger of losing access to safe water.

The Finnish Red Cross provided support to the ICRC mine action by promoting mine awareness, clearing of mines and rehabilitation of mine victims. Training in international humanitarian law to volunteers and training of Ukrainian Red Cross Society's (URCS) trainers were continued. The URCS received technical support to logistics procurement processes and to renewing its finance administration system. A Finnish Red Cross delegate supported the work.

Material assistance despatched abroad from the Logistics Centre

The Logistics Centre in Kalkku, Tampere is one of the units of FRC's International Operations and Programmes. In 2018, a total of 166 persons worked there and in its Joensuu sorting centre through various employment support schemes.

The number of visits to the Logistics Centre in 2018 was 84: a total of 1 233 people were introduced to the activities.

The Logistics Centre also took part in implementing the training courses for FRC's international personnel reserve organized by the HR unit at the Centre, including, among others, the IFRC logistics training.

The number of FRC's online store orders despatched from the Centre's storage was approx. 11 000.

Emergency Response units (ERU) and relief supplies

The ERU hospital in Bangladesh was supported during the year with six larger and several smaller consignments from the Logistics Centre. An ERU mobile clinic was deployed to the Kenya floods and relief supplies were despatched to Ethiopia. In 2018, clothing, shoes and fabric was sent to five different assistance programmes. The total amount was 219 215 kilos.

In Finland, generators, jerrycans, blankets and camping mattresses were despatched to assist people affected by the severe disruptions in power supply caused by crown snow load in Kainuu county.

The complementary procurement process for ERUs was ongoing throughout the year. The Finnish Medicines Agency FIMEA conducted an audit, and the guidelines for the fixed-term medicinal product wholesale licence were updated. The Finnish Red Cross made preparations for the introduction of a new system observing the European-wide Falsified Medicines Directive by entering into an agreement with a service provider and by planning practical solutions to checking and scanning drug packages.

Delegates helped abroad

The number of delegate contracts reached 300 in 2018. The number of persons working in Finnish Red Cross and partner National Society bilateral programmes was 92 (31%), in IFRC positions 192 (64%) and in ICRC positions 16 persons (5%).

In addition, the personnel needs of long-term development cooperation were responded to in line with the plans.

An exceptionally high number of personnel was deployed to the refugee camp in Bangladesh, in which as many as 143 Finnish Red Cross delegates and 275 delegates from other National Societies worked in 2018, in addition to the 120 local staff working there continuously. A total of 15 Finnish Red Cross delegates worked in the logistics operation in Indonesia. FRC's Field Communication Unit was served by 20 delegates in nine countries.

International youth activities

Six youth delegates were on missions in Malawi during the year. In addition, young volunteers participated in Red Cross youth trainings and camps. International youth activities were mainly supported with funds from the Folke Bernadotte memorial fund.

Nordic cooperation between young volunteers was strengthened in the SDGeneration Nordic project, in which a young people's steering group designed in cooperation with Danish Red Cross youth a youth academy focusing on sustainable development goals.

The career opportunities of young professionals aiming at an international career were supported through applying for funding from the EU Aid Volunteers initiative. Within the EUAV initiative, the Finnish Red Cross will send 18 future aid workers on missions in 2019.

Training

During the year, the Finnish Red Cross offered 20 training events for its international personnel reserve. A total of 594 persons were trained, of whom 70 persons from other National Red Cross or Red Crescent Societies. The trainings laid special emphasis on the Protection, social gender and inclusion theme, for which two dedicated trainings were organized and which was also included in the IMPACT basic training courses and in further training where applicable.

One of the highlights of the 2018 training programme was the pilot training in disaster communication organized in cooperation with the ICRC. The Finnish Red Cross provided an expert for planning the content as well as support services for organizing the training. In addition, the FRC provided support services for an expert level IFRC Shelter further training course.

Building strong sense of community and enabling wellbeing and safe living

We strengthen everyday safety and communities respecting diversity

The Red Cross is present in local communities as a part of people's daily life and encourages all to work actively to promote wellbeing among their family and friends. Active measures by the local branch build and develop citizens' capacities to act independently in accident situations.

Helping skills enhanced everyday safety

Everyday safety was strengthened in many ways during the year. The theme for Red Cross week was 'Everyday life in order'. The campaign was targeted especially at families with children, including, among others, a checklist for one's daily life and a video. Through social media the video reached more than 420 000 people and on TV it had approx. 1.4 million viewers. Local branches reported 43 local events with a total of over 4 200 participants.

The Finnish Championships in first aid were held in Turku with the theme Amazing First Aid Race in categories for first responders, youth and Reddie Kids. Hundreds of volunteers and dozens of employees took part in organizing the event. Youth summer days and a Swedish-speaking children's camp were organized in connection with the competition. Youth summer days gathered 50 young Red Cross volunteers together.

Event first aid and first response

Event first aid was developed actively. A new quality guideline and price recommendations, drawn up together with volunteers, were taken into use. All forms were redesigned in the spring of 2018 due to the new GDPR data protection regulation.

A quality audit form for event first aid developed by volunteers was taken into use. The goal is to check at the beginning of each attendance that the new quality guideline is followed. The event first aid database Hupsis was renewed by volunteers and its new 2.0 version was introduced all over the country at the beginning of 2019. The new event first aid reporting guideline iSBAR was completed and new competence assurance forms were published. Event first aid activities were showcased at an event safety fair to organizers of festivals and other events. Cooperation with the Finnish Safety and Chemicals Agency Tukes became stronger.

The development of first response activities continued together with the Finnish Lifeboat Institution and the Finnish National Rescue Association SPEK. The FRC was responsible for organizing the new joint training of trainers course in first response. New training videos were produced in cooperation, and training materials were updated. A survey on occupational safety was conducted among volunteers of different organizations and public authorities involved in first response, and recommendations for the development of occupational safety were made on the basis of its results. After the comments of the authorities have been received, the final version of the recommendations will be published in 2019.

Negotiations were held with the Emergency Services College on cooperation in first response activities. Agreements on first response were signed or negotiated about with several hospital districts. The archipelago first response project in Turunmaa district was completed. The project trained permanent island residents, for example on Utö, in first response.

Ski patrollers and water heroes helped

The state of ski patrolling activities was evaluated through a survey responded to by ski patrollers, trainers, representatives of ski centres and employees. The earlier evaluation by the development group was combined with the survey responses received, and a development plan was prepared based on them. The first measure was to design a new training of trainers course, implemented in January 2019. The renewing of the ski patrolling course was started. Cooperation with the Finnish Ski Area Association SHKY was strengthened.

The Finnish Red Cross took part in the Water Heroes project that organized 102 events all over Finland. Training was given to 15 592 Water heroes, of whom the majority were children of primary school age. The FRC was responsible for teaching first aid in the project.

Coping together –project and self-preparedness

The Coping together –project piloted in Satakunta and Lapland districts in 2016–2017 has promoted the work of civic organizations in developing people’s everyday safety and encouraged people to self-preparedness. In 2018 the project promoted everyday safety through events, information, training and by producing materials. For example, the project has produced first aid instructions in simple language for everyone to use freely.

Some 800 volunteers have been involved in the project, and safety meetings between local residents, authorities and NGOs have been organized in each of the 15 pilot municipalities.

The project has, among others, organized safety walks, accident preventing Safety coach trainings, various first aid courses and safety events. In addition to the network meetings, the project organized about 50 events during the year and piloted a volunteers’ street survey at Suomi Areena event in Pori as part of the development of local tools for influencing.

The project has developed citizens’ self-preparedness, among others, by organizing first aid training as well as the 72-hour preparedness kit courses with the Finnish National Rescue Association SPEK. At the same time, the work of NGOs in promoting wellbeing in the municipality has gained more visibility.

The country-wide expansion of the models developed in the project started in 2018. In 2019, the project will continue to spread the lessons learnt and to root the models in the pilot areas.

Lesson framework boards on helping were produced in simple language to support schools in teaching first aid. The emergency first aid course can in the future be taken through online and contact instruction developed by FRC’s Ensiapu Oy company.

Young people learnt first aid skills in cooperation with schools

The Finnish Red Cross supports schools in their education work by offering, among others, teaching materials in first aid for teachers and by organizing practical first aid training at schools. First aid training provided through schools reaches the entire age group.

The InAction! – Good guys act -emergency first aid training courses aimed at 8th graders at comprehensive schools was organized in seven Red Cross districts. The course consists of an online course and a practical exercise. More than 1 000 young people took part in this training utilizing a digital game platform, with first aid tasks performed in small groups in different parts of the school.

The feedback given by the pupils of the InAction! training has been very positive: of the approx. 600 pupils responding, 98% considered it important that first aid is also taught at schools, and 95% felt that their own first aid skills had improved during the course. A digital game platform was a good way to learn first aid according to 92% of the responses. In the future the goal is to offer the InAction! training to as many 8th graders in Finland as possible.

Clients rated the Blood Service as excellent

The Blood Service celebrated its 70-year-long history in 2018.

The year in blood donation was characterized by a slight increase in the use of red blood cells in hospitals, after many years of decline. The number of whole blood donations was 204 024, which was approx. 2 000 more than in the previous year. A total of 131 465 individuals arrived to donate blood during the year. The proportion of first-time donors was over 15%. Measurement of customer experience among blood donors showed that their satisfaction and commitment continues to be exceptionally high.

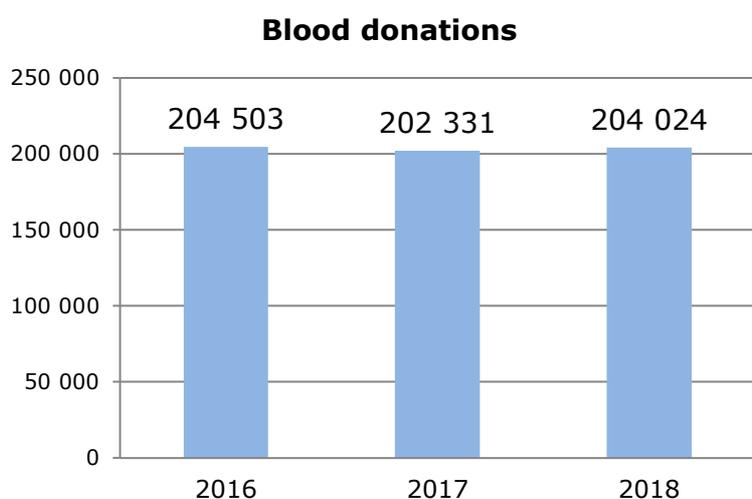
As in the past years, the reliability of blood product supply remained excellent, and the donated blood was efficiently utilized in the manufacturing. For a long time, the Blood Service

has systematically paid attention to the smoothness and effectiveness of the production process, as well as to preparedness for exceptional circumstances and to ensuring the continuity of the operations.

The demand for laboratory services continued to be relatively stable overall. In addition to the more than 100 000 patient tests, the Blood Service annually conducts approx. 2 million donor sample tests from nearly 850 000 samples.

More than 7 000 new members joined the Finnish Stem Cell Registry maintained by the Blood Service. At the end of 2018 the Registry included over 48 000 volunteers. During the year, a total of 135 grafts were supplied to centres treating patients. Of them 44 originated from Finnish donors.

The Blood Service conducts regular client satisfaction surveys. The 2018 client survey was targeted at blood product clients, i.e. both the blood centres and clinicians using the blood products. The clients' trust in Blood Service products and services continues to be excellent with an average of 9.3 on a scale from 4 to 10.



In research the focus is on producing high-level scientific information especially in the fields of blood transfusion therapies as well as cell and tissue therapies. In 2018, Blood Service researchers participated in 16 scientific publications, and the blood donor biobank founded by the Blood Service took off well. The biobank provides a unique collection of samples for the use of researchers.

The Blood Service was selected among the best workplaces in the category of medium-sized organizations in Finland following the Great Place to Work® model.

We promote wellbeing and health

Worldwide, the Red Cross promotes health. In Finland, the focus of promoting wellbeing and health is on prevention. The most vulnerable groups get support and help from Red Cross volunteers to take care of their own health.

New health promotion programme entity

Finnish Red Cross Healthpoints, drug and alcohol work, sexual health work as well as prevention of domestic and leisure accidents were combined into one health promotion programme entity. Volunteers encountered people of different ages at Healthpoints and various events, for example festivals, and discussed topics causing concern with the people and gave correct information about looking after one's health.

The number of Healthpoints increased from 78 to 102. Many Healthpoints reached out to those who need support and advice by visiting, for example, associations of the unemployed and shopping centres.

A total of 893 HIV tests were performed in the five Pluspoints, and they also gave reliable information about sexual health and dispelled fears related to the HI virus. FRC's national HIV helpline was transformed into a shared chat channel with drug and alcohol work. By the end of 2018, seven live chats had taken place.

Three Summer rubber chats took place in the summer. Volunteers of drug and alcohol work organized several pop up –type events related to, for example, snuff in accordance with the theme of the preventive substance abuse week. A game with substance topics was completed.

Campaigning to prevent domestic and leisure accidents

The Pysy pystyssä (Stay on your feet) campaign in January reached 164 180 Finns of the age group 30 to 64. The campaign’s social media competition succeeded well with nearly 1 200 people entering. The campaign was the joint effort of 23 organizations, with the Finnish Safety and Chemicals Agency Tukes as a new participant.

The accident day campaign’s message was targeted at men. Display advertising was shown 1.5 million times and was visible to a total of 525 500 people.

Articles and news were published on topical subjects related to domestic and leisure accidents on the kotitapaturma.fi website, which had over 40 000 visitors during the year. Information about ways to prevent accidents was increased by distributing materials. As in the previous year, they were actively ordered (60 000 pcs).

- A total of 1 355 volunteers participated in health promotion activities.
- In the summer of 2018, the sex kiosk of the Summer rubber campaign was present at four events: YleXPop, Provinssi Festival, Ruisrock Festival and Blockfest.
- The condom driving test was taken by 1 000 festivalgoers and the Master’s test on sexual health by 12 500 people. The number of condoms distributed at events totalled 90 000.
- During the summer, sexual health volunteers were present at 15 events and the drug and alcohol programme worked at 47 festivals.
- The safe sex patrol reached 3 600 people. They were given safe sex packages and 82 HIV rapid tests were performed. The sobering up stations had 250 visitors.
- Nearly 600 people took the substance info quiz.
- At the end of 2018, the drug and alcohol programme had 958 volunteers.
- The number of visitors on the World AIDS Day website almost quadrupled, and the info test was taken by 3 300 visitors. The campaign video reached 1.4 million people.

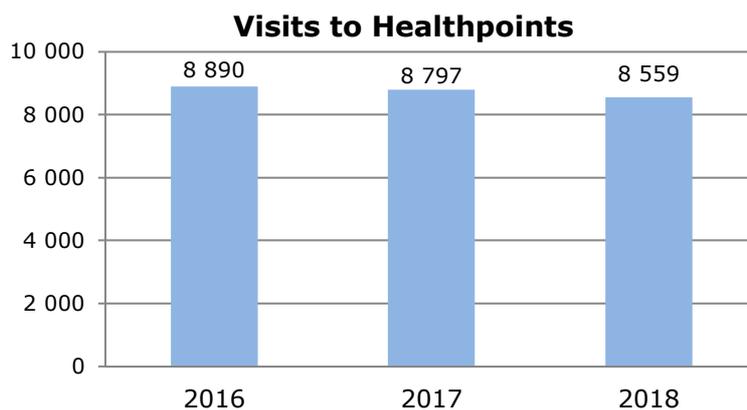
Trained volunteer coaches spread information about domestic accidents and ways to prevent them by organizing some 40 events mainly for elderly people. Approx. 700 people participated in the events.

Food aid and inclusion

The need for food aid has grown, and by expanding its activities the Finnish Red Cross was able to assist an increasing number of people in need. Closer networking reduced overlapping and increased the efficiency of food distribution.

The total amount of EU food aid distributed by 33 branches in five districts was 67 416 kilos. The number of EU food aid beneficiaries was 11 513. In addition, 10 local branches distributed surplus food received from central kitchens of schools and hospitals or from food stores.

Food aid activities were developed in cooperation with Lapland district in a project called ‘Inclusion, support and networks for food aid recipients’ funded by the Ministry of Social Affairs and Health. Training materials and guidelines were produced for voluntary activities. The beneficiaries were offered, among others, Healthpoint activities and legal advice.



A project called 'Food and encounters' funded by the Funding Centre for Social Welfare and Health Organizations (STEA) and aiming at increasing the daily life skills, inclusion and wellbeing of food aid recipients was started in 2018. The project develops more individual support alongside the food aid as well as opportunities to participate in voluntary activities. In the first year, 20 information and brainstorming workshops were organized for 313 participants. In addition, four friend visitor courses with 22 participants were held.

We relieve loneliness and strengthen social wellbeing

With the help of Finnish Red Cross friend activities, loneliness in Finland is reduced and relieved. During the year 8 143 volunteers were involved in the activities and they encountered 24 510 people who needed a friend. The number of friend visitor courses organized during the year was 266, with 2 803 new participants interested in the activities.

Friend contact service renewed

The number of local branches with friend activities was 313. In 2018, an electronic contact service was made available for the local branches and is now used by all friend contact services. The electronic system was incorporated into FRC's volunteer information system 'Oma'.

Development work to ensure a more effective inclusion of volunteer friends in preparedness was launched in the spring.

Outreach work in friend activities

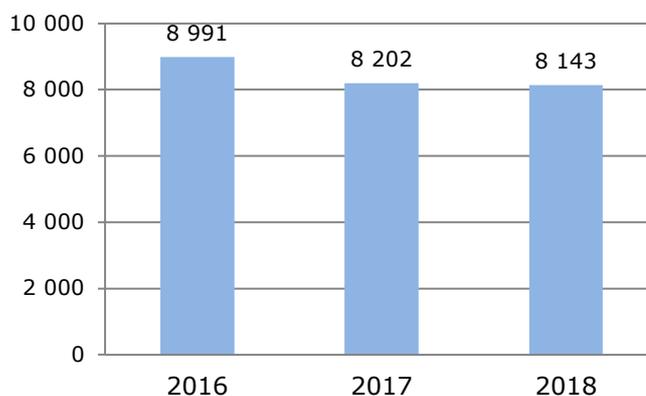
To develop outreach work in friend activities as well as short-term and one-time help, a STEA-funded project 'Encounters' was launched at the end of the year. The project will continue until the year 2021.

Friend activities online

The Regional State Administrative Agency funded the development of online friend activities, in which the pair of friends meets each other by writing online. A training framework and materials were designed for the activity. With their help, 40 new online friends were trained, who met 65 people in need of a friend.

The setting up of the Red Cross Minecraft game server initiated by young people continued as voluntary work. An active group of 12 volunteers set up the game server, in addition to which 13 moderators were trained during the year to monitor the chat in the game environment. The 'Spärrä' game server has 413 gamers.

Volunteers in friend visitor activities



Support and information to informal carer families

Activities supporting informal carer families were offered in 70 municipalities. The number of participants in first aid courses tailored for elderly people and helper courses open to all was 305. First aid skills were also taught to Russian-speaking informal carers in Helsinki and Turku.

Peer group activities have become established in many local branches. The number of groups was 51. They organized 426 gatherings with 683 informal carers participating. The number of leisure events organized was 192 with 2 822 persons attending.

Prison visitor activities expanded

Eight prisons were involved in the activities. The number of volunteers was 45, and they visited 629 prisoners during the year. Three trainings with 21 interested participants were organized for new volunteers.

Trainings and cooperation strengthened

Training in friend activities was renewed. The new basic and further training courses in friend activities were taken into use and eight new further training modules were created. To facilitate the introduction of the new training materials, a training round was organized in districts, and they were presented at trainers' training and meetings.

Cooperation with other organizations was strengthened. Together with the Alzheimer Society of Finland, a training material was created and trainers trained to encounter people with memory diseases. With the Age Institute, trainers were trained for outdoor exercise friends, and materials in simple language were developed with the Service Foundation for People with an Intellectual Disability.

To reduce the loneliness and exclusion of pupils, a new material (Jos ees joku tajuis?!) was produced for schools. Another new material (#KivaKunHuomaat) was distributed to schools and voluntary school visitors to facilitate school visits.

New perspectives on helping at Youth shelters

In 2018 the Youth shelters broadened the ways and environments of helping. Youth shelters serve with a stronger concept of encountering, support and cooperation: young people and families get help as part of the baseline work at the shelters, but also in young people's everyday environments (youth centres, educational institutions, shopping malls) and on the web. This created new opportunities for the young to seek help and join the shelter activities in a way they consider meaningful and easy.

Broadening the helping also applies to the perspective on young people. At Youth shelters, the young are met not only as individuals and community members but also as civic actors with the right to get help and act as helpers. By diversifying the activities, the number of young people encountered and assisted grew significantly. The new forms of helping brought along the need to develop the design of the activities, statistics and assessment of social impact.

Young adults' diverse needs of support have been identified at the Youth shelters. The successful activities developed in Espoo during the three-year project on supporting young people's independence were included in the regular activity forms with the help of STEA (Funding Centre for Social Welfare and Health Organizations) funding. Another STEA-funded project was launched in the capital region in the spring of 2018 with the aim of supporting young adults between the ages 18 to 24 in growing independent and in their housing. This project strengthens the resources and competence of the shelters in supporting young adults on their path to independence, promoting the inclusion of the young themselves and networking.

The role of the Youth shelters as an expert and advocate of young people and families was clarified, of which one example was inviting volunteers to communication and advocacy work. The Youth shelters' quality work in helping is based on a solid foundation of knowledge, which is supported, among others, by the newly launched cooperation with the All Youth research initiative of the Academy of Finland. The goal is to even better understand young people's life situations and paths to independence as well as to develop voluntary activities to support young adults.

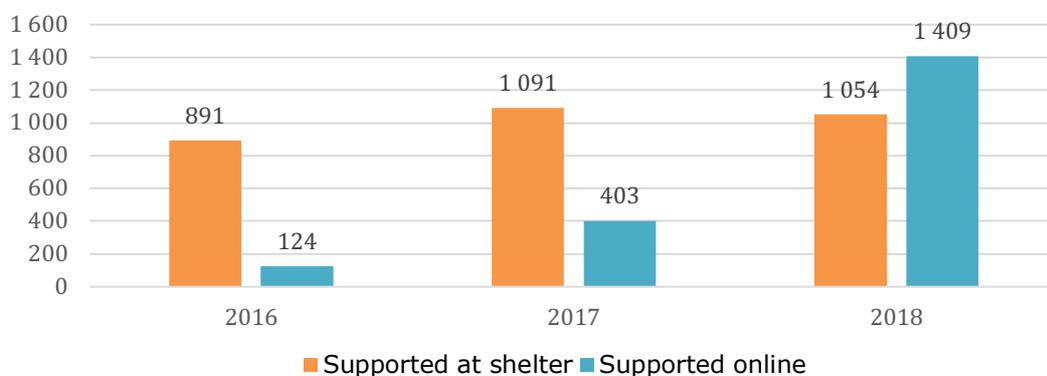
The versatile environments and ways of helping offered novel modes of volunteering. In addition to temporary accommodation at the shelter, volunteers served as godparents in the young people's daily lives, facilitators of young people's civic activity, online volunteers and in

communication and advocacy. The number of volunteers involved in the activities grew in 2018 as different ways to help and work with young people were available. A considerable share of the Youth shelter volunteers was young in the sense of the Youth Act, i.e. under 29 years of age.

Cooperation with FRC districts and branches operating in Youth shelter municipalities was deepened both strategically as well as at the level of practical cooperation. Examples of this included, among others, joint trainings, regional work among the young and negotiations to intensify preparedness cooperation especially in relation to psychosocial support.

In 2018, the Youth shelters focused on developing online helping. Youth shelters had a growing role in the 'Sekasin' chat jointly run by organizations and providing nationwide online support to young people. Funds for the development of the chat were received from the We Foundation and STEA jointly to the FRC, the Finnish Association for Mental Health and the Mannerheim League for Child Welfare. The purpose is to build online helping into a new form of joint doing also within the FRC between Youth shelters, districts and local branches, which will open up an opportunity for volunteers to participate in helping young people all over Finland.

Young clients of Youth shelters



We work to support immigrants and integration

To facilitate cooperation and operations in reception activities and integration support, workshops and meetings were organized. As an outcome, a proposal was made to launch a sector incorporating reception activities and integration support. Its aim is to consolidate the cooperation between the FRC as a whole and its reception units, provide versatile support to the demanding volunteer action with the target group and to improve the chain of helping.

Easy-to-enter activities supporting integration

To support integration, language clubs, housing help, Homework help and other activities facilitating integration and contacts were organized. Some 129 local branches organized multicultural and anti-racism activities. Local branches sent 12 applications for a grant for launching multicultural activities, for minor acquisitions and for running costs of group activities.

The volunteers and employees working with asylum seekers, refugees and undocumented migrants encounter particularly vulnerable people. Capacity building events focusing on wellbeing, coping and thanking were organized in different parts of Finland to support the volunteers.

With the help of the 'integration tray' tool, numerous workshops were organized locally for NGOs and public authorities, which enhanced and increased cooperation in integration support at the local level.

New training for volunteers

The training module on diversity in voluntary activities was completed. The module deals with equality, norms, interaction situations and accessibility and it gives capacities for a critical study of attitudes and norms as well as for understanding their impact in encounters and interaction.

Volunteers of Helsinki Uusimaa district participated in training organized by the district, the topics of which included interaction, meeting different people and cultures, encountering people who have suffered a crisis and trauma, and coping as a volunteer.

Cooperation with other organizations and public authorities

The Finnish Red Cross organized day centre activities for undocumented migrants, in which they were given assistance in administrative processes, guidance for public services as well as psychosocial support in the form of individual discussions and group activities. The multicultural day centre Mosaiikki (in cooperation with Church in Helsinki and Sininauhasäätiö) continued to serve on four days a week in Helsinki. The number of visits was approx. 400.

Day centre activities were also provided in Oulu and Pori on a weekly basis, and in Turku the Healthpoint gave undocumented migrants health advice and service counselling. At the request of the City of Turku, an emergency shelter for undocumented migrants operated from the summer of 2018 onwards. The centre provided overnight accommodation as well as support and advice. The emergency shelter in Pori was closed down in May as unnecessary.

The FRC maintained a situational picture of undocumented migrants and the services available, and also promoted the undocumented migrants' access to public services. The FRC began to coordinate the national Paperittomat ('undocumented') network and acted in many local networks.

The action of the Finnish Red Cross in relation to detention of foreigners was incorporated in the Memorandum of Understanding agreed on with the Ministry of the Interior, and the monitoring of detention as an activity of the Finnish Red Cross was agreed on at the same time. Psychosocial support was provided at the Metsälä detention centre during the year through group visits, which break the isolation of the detention and give the detainees an empowering social contact. Psychosocial support visits were started also at the Joutseno detention centre in the summer. In the autumn, a group of volunteers was trained in cooperation with the ICRC for detention monitoring.

With the help of the ELO project the Finnish Red Cross has increased the inclusion and integration of immigrants. In the autumn of 2018 four club meetings were organized for women with a migrant background in cooperation with Laurea University of Applied Sciences. Furthermore, two Multisensory Space sessions were implemented in the FRC family group home, which strengthened the immigrants' identity and wellbeing as well as their inclusion and sense of community. At the same time, the immigrants' language skills got practice.

Reception activities developed

The number of first asylum applications made in Finland decreased, which for its part affected the number of new residents arriving at Finnish Red Cross reception units.

In 2018, the turnover of residents at FRC-operated reception centres was low. Towards the end of the year, the closing down announcements of reception activities made by the police were on the increase.

Reception units were supported in developing their activities, among others, by giving training in the asylum process and in legal protection at reception units. In addition, the FRC coordination responded to requests for support from the units, among others, by direct consultation and by producing written materials to support the work and to harmonize information.

A joint two-day gathering with 22 participants was organized for the managements of the reception units. During the meeting, lessons learnt from the reception operation in 2015–2016 were collected, common practices reviewed and possible new working methods introduced. Psychosocial support was made available for the members of the management in their reference group. The lessons will be utilized in the development of FRC's preparedness for influxes of migrants.

Skills mappings were continued for asylum seekers at FRC-run reception centres. The goal is to offer the mapping to each new asylum seeker. In 2018, 487 skills mappings were made.

Collaboration between authorities and NGOs in reception activities and integration support was strengthened through the coordination of a national NGO network, which met four times during the year. In addition, the FRC worked actively in various integration support networks nationally, regionally and locally.

Asylum seekers introduced to working life and encouraged to move

The work practice periods of asylum seekers continued throughout the year. Asylum seekers found more paid employment than before. The number of asylum seekers in work practice periods was 198. The planning of impact assessment was started in the spring and its pilot was completed in December. The impact assessment reviewed changes that had occurred at individual level during the period in the reception centre. The material of the final report was completed in November. A summary of the skills mapping will be published in 2019. At the same time, FRC's first digital competence badges were produced. The first badge is directed to asylum seekers for the work practice period. The production of these badges launched the introduction of a comprehensive digital badge system for the entire organization at the end of 2018.

The development of a new model for voluntary activities reached its pilot phase. The new working life mentoring for asylum seekers was tested especially in the capital region. The mentoring was presented in districts, and a further method for FRC's voluntary activities was developed from it. A module was completed for the training of trainers, which will be piloted in 2019.

The Finnish Red Cross supported the wellbeing of asylum seekers by offering opportunities for physical activity with grants from the Ministry of Education and Culture and Sohlberg Foundation. The number of reception centres involved in the physical activity initiative was 19. The project partners included the Finnish Olympic Committee as well as local sports clubs and actors. The psychological and physical wellbeing of asylum seekers was supported by offering easy-to-enter and accessible physical activity and by setting up routes and models for supporting migrants in leisure physical activity, goal-oriented sport and in finding one's own place at local-level sports clubs and physical activity groups.

'Starttivoimaa' project

The 'Starttivoimaa' project funded by the Asylum, Migration and Integration Fund and coordinated by the FRC Headquarters was completed at the end of 2018. In the last year of the three-year project voluntary activities supporting integration continued actively in all project districts. The project has renewed, developed and tested models for first-phase integration in cooperation between Red Cross local branches, other third-sector actors in the municipality and authorities.

One outcome was a brochure with ideas for local Red Cross branches to support integration in the early phase. The brochure has been distributed actively both internally in the FRC as well as in its networks.

The network cooperation exceeded expectations. The principal method in network cooperation was the 'Starttipaja' workshop that brought together municipal authorities and third-sector actors to discuss integration issues. In addition to networks, numerous trainings and versatile group activities were organized. In 2018, more than 1 500 people participated in training, networks and other activities supporting integration.

During the entire project:

- the project reached out to a total of 45 municipalities
- the workshops created 30 network frameworks for different municipalities
- a total of more than 3 000 people participated in training, networks and group activities supporting integration

Work against racism a cross-cutting theme

Anti-racism work and activities supporting equality were strengthened nationally. In addition, anti-racism and equality was emphasized as part of all FRC action. Advocacy was a part of lectures and training events throughout the year. During anti-racism week, campaigning with the theme #OlenKanssasi got good visibility.

The refugee tent, produced by the Finnish Red Cross and demonstrating daily life at a refugee camp, was set up 13 times in different parts of Finland. In addition to the sensations offered by the Refugee tent, facts about the refugee situation in the world were provided. The campaign and tent materials were updated during the year, and marketing was boosted with a new video. The Refugee tent was also presented at the national Integration 2018 event at Kulttuuritalo in Helsinki in December.

A brave advocate – an expert defender of humanity

We listen to those who need help and strengthen their voices

Red Cross advocacy is based on observations made in the organization's action and on communicating them further. Volunteers and local branches ensure access to those who need help.

Tools for local advocacy

During the year, the Finnish Red Cross created an action model and tools for collecting local experiential knowledge. The joint pilot of the Headquarters digitalization programme, Satakunta district and volunteers developed street survey into a new tool for FRC's advocacy. Satakunta district volunteers tested the new activity form at Pori SuomiAreena event in July. Trained volunteers and staff asked nearly 300 passers-by their opinions concerning their own safety. The information and information collection will be used as a part of local advocacy and campaigning. The street survey will be developed into a model for mapping assistance needs and opinions, whether related to an attitude campaign or a major disruption in power supply.

Skills in local communication and advocacy were increased by developing the national communication training of volunteers as a part of FRC's new training system and by providing communication support. In 2018, a communication training material was produced, as well as the training framework for the basic course in communication for local branches.

Strategic communication was strengthened by developing the planning concept of communication. It was used to design strategic communication plans based on the Strategic Programme's main aims. The plans crystallize the core messages and expert communication through each selected media channel.

The 'People, simply' campaign was designed together with Finn Church Aid and Amnesty International Finland. The jointly created action and discussion model offers an opportunity to participate in making a change towards a more humane Finland in 2019 and to invite everyone to join.

Internal flow of information made more efficient

Internal communication channels were renewed to ensure that interaction between individual volunteers, local branches, districts and the Headquarters works in all situations.

The introduction of the volunteers' information system was supported both through communication and training. More than 1 000 elected officials of local branches have already registered in 'Oma Punainen Risti', a digital service for volunteers. At the end of the year, Oma had a total of 2 000 registered volunteers.

The Oma system will ensure that all those willing to join action based on Red Cross principles can do so. For local branch officials and FRC employees, Oma is a safe place to keep contact information and organize action groups.

Preparations were made in 2018 for the introduction of Microsoft O365 cloud services. By the end of the year, approx. 300 employees had been given basic training in the use of Microsoft O365 cloud services.

The current affairs bulletin of reception activities was developed into a newsletter on refugee issues and immigration work published every second month.

Making the voice heard through national campaigns

FRC's key priorities were supported through campaigns. Friendship Day, Anti-racism week, Red Cross week and Hunger Day provide local branches national and local action and visibility. In 2018, the FRC carried the lead responsibility for the Good Christmas Spirit campaign organized together with the Mannerheim League for Child Welfare.

The new Strategic Programme's emphasis on preparedness was reflected in campaign communication. The action of the entire organization in connection with campaigns was essential in terms of Red Cross key messages, response preparedness as well as of FRC's visibility. The preparedness of HQ communication was strengthened through an exercise, and the drafting of a preparedness plan for the communications division was begun.

Friendship Day 14 February 2018

The Friendship Day's 'See you' campaign brought out experiences and effects of loneliness. Voluntary Red Cross friends responded to a survey and the information gathered was utilized in communication. Local branches organized 'See you' events.

The aim of advertising was to collect as many email addresses as possible, and electronic newsletters were sent to those who had given their address. The newsletters presented the various opportunities available in friend activities, motivated to participate in friend visitor courses and to enrol as a friend. More than 1 200 people gave their email address, which was a good result. The Friendship Day campaign also motivated people to register as volunteers in FRC's 'Oma' digital system. The main media used in advertising was Facebook, and the main target group were people over 65 years of age.

The Friendship Day campaigning and the friend survey were implemented as a part of Finnish welfare discussion. Volunteer friends were interviewed extensively in various media.

Anti-racism week 19–25 March 2018

Equality was promoted during Anti-racism week. Campaigning on social media gained extensive visibility. The Anti-racism week social media posts were among the most popular in Red Cross channels during the year. They reached approx. 400 000 users and were reacted to tens of thousands of times.

More than 85 local branches were involved in the anti-racism campaign and it gained wide coverage in the media. For example, the campaign video was shown 11 times on Yle1's TV spot and dozens of papers mentioned the Anti-racism week #OlenKanssasi campaign during 15–26 March.

Red Cross week 3–9 May 2018

The goal of the Red Cross week campaign was to improve everyday safety of families with children as well as accident prevention and strengthening capacities to assist. A new visual image was produced for the campaign as well as a video showing how to place an unconscious casualty into the recovery position.

To support reaching the goals, local and national communication as well as advertising advising to order a checklist for safety at home were used. An online test was also available for assessing the safety of one's home. Even if the activity of local branches this time was lower than hoped for, the campaign interested people: of all FRC's online news published, the two published during Red Cross week were among the most successful ones in 2018 with a total of 2 468 readers. Red Cross week also gained visibility in 27 media.

Hunger Day 20–22 September 2018

The Hunger Day box collection was organized on 20–22 September, with September and October as the campaign period. The collection raised more than 2.8 million euros, which is the fourth highest in its history.

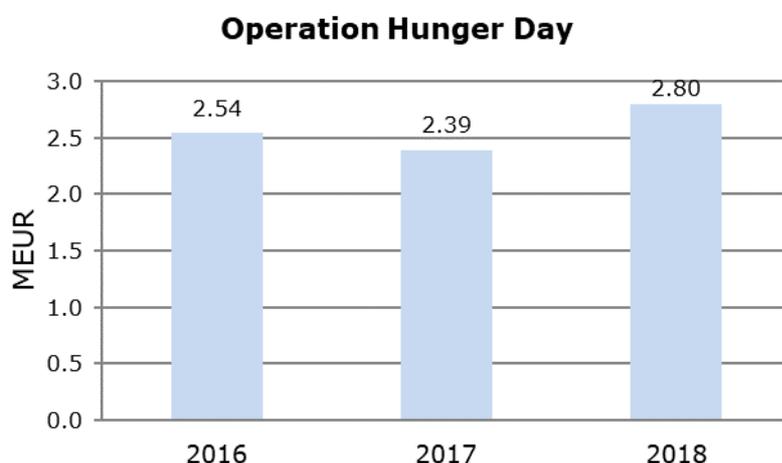
The communication concept of Hunger Day was redesigned. The campaign was clear and harmonized when communication and marketing materials followed the same communication line, focusing on the field hospital in Bangladesh. The earthquake and tsunami in Indonesia at the end of September raised people's willingness to donate, and Red Cross assistance work gained good media coverage and was also linked to Hunger Day communication-wise.

The number of local branches involved in Hunger Day was 447, or 96% of all FRC branches. Volunteers raised a little more than in the previous year although the number of box collectors

was a little lower at 13 500. An increasing number of local branches began to use novel payment methods, such as card payment, MobilePay and online box. Even if the yield through these channels was still low, the experience gained from using them was valuable.

With decreasing use of cash, the share collected by volunteers of the overall campaign yield has gone down from the nearly 80% at the beginning of the 2000s to last year's 45%. Despite this, local branches and volunteers play a key role in the success of the campaign. Without volunteers, Hunger Day will not get the visibility it needs, and according to campaign research, box collectors were the most visible advertising channel right after the TV ad.

Other particularly successful donation channels in 2018 were the direct mail to donors and non-gratuitous mailing. SMSs also resulted in significantly more contributions than in 2017. The targeting of the media plan succeeded better than before, which was facilitated by a donor survey commissioned from a media company. Furthermore, the campaign survey conducted after the box collection showed that the campaign succeeded clearly better than the average, and the observations of the survey will be utilized in future campaign planning. According to the charity survey conducted by the marketing research company Taloustutkimus, awareness of Hunger Day had risen from the fifth place in the previous survey in 2012 to second immediately after the Red Cross.



Hunger Day was the most important visibility element also in terms of media communication and social media posts. The theme was Bangladesh, in particular the operation of the Finnish Red Cross field hospital. A large reserve of delegates who had worked in the hospital was available, and they were offered to the media for interviews. Broad media attention was also gained for communication about the tsunami in Indonesia that

occurred after Hunger Day but took place while the collection was still ongoing.

Hunger Day media hits:

- printed papers: 323 hits
- TV and radio: 4 (MTV3 morning TV, Yle morning TV, Yle TV news, Yle Radio 1 morning programme)
- edited online media: 520
- social media channels: 1 534 hits

Good Christmas Spirit food vouchers brought joy to families

The Christmas collection of the Finnish Red Cross and the Mannerheim League for Child Welfare was organized for the 22nd time. It was a joint effort of the national broadcaster Yle's morning TV, Yle Radio Suomi and Yle Radio Vega.

Thousands of companies and tens of thousands of private donors contributed to the Good Christmas Spirit collection in 2018. The funds raised were spent on 28 000 gift vouchers with which families with children living in poverty or in otherwise difficult life situations could buy food items for Christmas. The vouchers were worth 70 euros and could be used in the stores of the campaign partners K food stores, Lidl and S Group.

In addition to receiving donations, the campaign raised awareness of poverty among families with children and challenged decision-makers to take action to reduce poverty.

The distribution process of the Good Christmas Spirit vouchers was changed so that all vouchers were mailed directly to either Finnish Red Cross local branches, Youth shelters or local branches of the Mannerheim League for Child Welfare, or to local partners such as the municipal social welfare authorities, mother-and-child clinics, school health care units and church social work units.

The Good Christmas Spirit collection was extensively covered in the media: 32 media hits in national media, especially on the national broadcaster Yle's channels (TV, radios), as well as in local printed and online media all over Finland, including Helsingin Sanomat, Finland's largest subscription paper.

Other campaign and theme days

In addition to the main campaigns, interested local branches were supported in action and communication for other campaign days. For example the Resuscitation Day and the World First Aid Day gained a lot of attention especially on social media.

Other campaign and theme days 2018:

- World Health Day 7 April
- National accident days on Friday the 13th, i.e. 13 April and 13 July
- World Humanitarian Day 19 August
- World First Aid Day 8 September
- World AIDS Day 1 December
- International Volunteer Day 5 December

We defend humanity

The Finnish Red Cross influenced Finland's and the EU's asylum and refugee policies through statements, comments and other measures. During the year, the FRC issued 29 statements on government bills and on other requests made by the Ministries and Committees of the Parliament. Topical statements and expert articles offered to the media were also published as guest articles and letters to the Editor.

The Board of the Finnish Red Cross gave the Humanitarian Gesture award to Susani Mahadura and Yagmur Özberkan, journalists Yle Puhe radio, for their brave and uncompromising style in dealing with hidden and difficult topics in their radio programme.

At the proposal of the Board of the Finnish Red Cross, the President of the Republic awarded 29 Gold, 74 Silver and 171 Bronze Medals of Merit. The Board further awarded 41 Badges of merit.

School cooperation and school visitor activities were developed. New Red Cross school visitors were trained and local branches were encouraged to actively cooperate with schools and educational institutions. The FRC produced new teaching materials, with the help of which teachers can discuss even challenging themes such as equality, hate speech and the importance of noticing others, as well as global challenges such as climate change and migration. The FRC was also present at many teachers' training events and the Educa Fair, which brings together 16 000 education professionals.

The Red Cross promoted awareness of the rules of war, i.e. international humanitarian law by renewing and digitalizing the 'Even wars have rules' material aimed at upper comprehensive schools and general upper secondary schools.

The manners of operating and cooperation with other units in communication were reformed through an internal service design project, new communication planning process as well as by establishing a new unit in the communication division, Communication services. The reform of the punainenristi.fi website also made progress with the help of the service design concept.

Finnish Red Cross communication was effective, versatile and multi-channelled. The Headquarters sent out 61 information bulletins to the media, and the number of Red Cross

related edited media hits was 3 514. FRC's media monitoring service was put out to tender and renewed: the FRC moved from M-Brain to cooperation with Meltwater.

In addition to the bulletins, 76 other online news releases were published. They had a total of more than 33 000 readers (combined total of individual page viewings). An online news article got an average of 257 readers.

Communication in social media reached Finnish people extensively and served as a channel for national and local communication. The total number of all posts (website, Facebook, Twitter, Instagram) was 2 925, almost the same as the year before.

Posts per channel:

- 2 300 tweets
- 386 Facebook posts
- 109 Instagram posts
- 130 online news releases

Facebook had the largest reach: its total reach was 7 149 006. Facebook posts were reacted to 306 969 times.

The number of followers grew in all most used social media channels although the total number of posts remained almost the same. On Facebook, however, the average reach fell by 33%, which was mostly due to changes in the Facebook algorithm.

Communication targeted at young people was developed and boosted especially on social media. The more active and versatile communication brought many new followers to our channels. Young volunteers also took part in content production by sharing their activities on Instagram.

Numbers of followers:

- Facebook page likes 98 700 (+5.11%)
- Twitter followers 15 400 (+12.41%)
- Instagram followers 7 673 (+ 39.19%)

An attractive and renewing voluntary organization

We are a good place for members, volunteers and employees

Red Cross action is based on individual people's willingness to help. Voluntary service is one of the most important principles of the Red Cross. Visible and effective assistance work encourages new volunteers to join. From the perspective of voluntary action, it is important to identify each volunteer's expectations, skills and need for support.

Digital services to support voluntary action

The development of digital services for volunteers is one of the key focuses of support to volunteers. The most significant step forward was the new 'Oma Punainen Risti' information system for volunteers, which was completed and taken into use during the year 2018. In the future, the system will serve as a platform for all digital services for volunteers, and its features have been used, among others, in setting up an electronic contact service for friend activities.

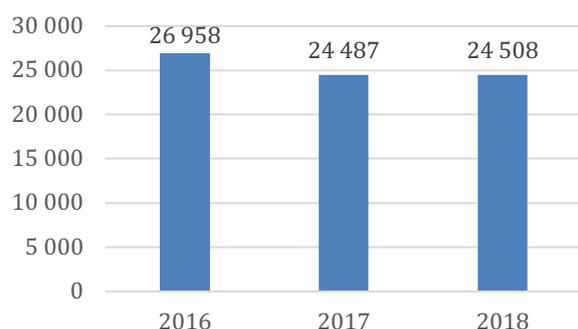
The system was piloted in some local branches in the spring and it was developed further on the basis of user experiences. 'Oma' was taken more broadly into use in all districts from August onwards. At the end of the year, the system had 2 000 volunteers, or 3 500 with friend contact service included.

New digital operation models were developed for the branches, which enable them to welcome and support new volunteers in 'Oma'. In addition, new forms of digital volunteering were created. The use of 'Oma' also enables novel ways to lead volunteers. It allows easier access to up-to-date information about voluntary activities to support the work of branches, districts and the Headquarters. New ways of working, as well as increasing the number of volunteers, were trained and worked on extensively together with districts and volunteers in meetings all over Finland.

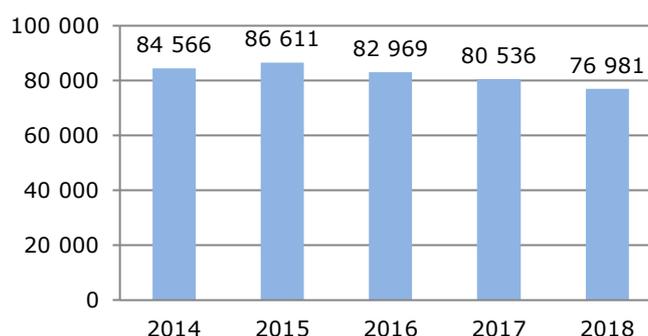
Goal-oriented membership recruitment as part of all action

A total of 2 840 new members joined the Finnish Red Cross in 2018, which is a little less than the year before. The majority of new members joined as annual members. The number of new youth members was 700. The most popular way of joining was through the website. The total membership at the end of the year was 76 981.

Volunteers in local branches



Membership



A membership recruitment project was started during the year, and it culminated in an extensive public campaign launched at the turn of the year. Communication materials were produced for the membership campaign and communication efforts were planned for the launch in early 2019.

During the year, the relevance of membership was crystallized, key member and volunteer paths were created, and support materials were produced for branches and districts. Cooperation with FRC institutions was enhanced, and membership and volunteer recruitment

were brought into one division. In addition, registering as a member was included in the 'Oma' system.

Well-functioning branches take care of each volunteer

Being present locally is a strength of the entire International Red Cross and Red Crescent Movement. Unique opportunities even for new forms of voluntary action are offered through a well-functioning network of local branches.

National training system for volunteers reformed

The number of nationally implemented training courses and their participants was at previous years' level. Finnish Red Cross districts organized a total of 3 516 training events, with a total of 54 475 participants.

Some 100 new persons were trained to run national training events, which is a little less than in previous years. For the first time in 2018, dedicated trainers were trained to coach first aid groups, which contributed to an increase of about 10% in the number of participants in the training of trainers study module. In 2018, special emphasis was also put on training Swedish-speaking trainers for various programmes.

At the trainers' event in January, 120 FRC trainers from different programmes updated their trainer qualification. The joint themes included organizing and marketing trainings, encountering and cultural sensitivity, tools for supporting one's own wellbeing and recovery, as well as the new 'Oma' volunteer information system. Further topics discussed included, among others, receiving new volunteers and the role of trainers in FRC's preparedness.

In April, an induction day in implementing training activities and their administration was organized for district staff responsible for training.

In September, a coaching event was organized at the Headquarters for resource trainers. The goal was to ensure the knowledge, skills and competence currently required for serving as a resource trainer.

Approx. 450 volunteers and staff members participated in a cruise, the earlier version of which had received positive feedback. During the event, participants discussed themes such as volunteer leadership, more people – more help and wellbeing of volunteers.

State support for training channelled through Sivis Study Centre was used for 8 340 hours, which is 29% less than the year before. The support amounted to 160 255 euros. The figure does not include support given to peer study groups and projects.

Cooperation was continued with the Ukrainian Red Cross Society in training trainers in international humanitarian law and in developing the training system. The number of new trainers trained was 16, in addition to which two new resource trainers were trained to support the trainer system.

Training activities developed – digital skill badges as a novelty

During the year the special focus of the development areas in training was clarifying the tasks and skills of volunteers. To develop training, new short-term training modules were designed in competence areas common to all volunteers. The first national training modules with specified difficulty levels and study credits were also included in the Sivis network as study unit models. To identify and acknowledge the skills of volunteers, the designing of a digital skill badge system was launched with Accenture. In the future the system will serve especially as a means to reward and motivate active volunteers. The foundation for the badges was created in a workshop organized in December.

The general features and integrations of the new virtual learning environment in other Red Cross systems were defined. The virtual learning needs of the paid staff were assessed at the same time. Preliminary studies were made regarding the applicability of the virtual learning

environments of various service providers, and partner organizations with a similar selection process were monitored (such as Sivis and FRC's Ensiapu Oy).

Transparency in decision-making and good governance ensure reliable helping

Data protection strengthened

The new EU General Data Protection Regulation provided an excellent opportunity to review the management of personal data in the Finnish Red Cross and ensure that the management is appropriately regulated and accurately implemented. The data protection project was launched by mapping the management of personal data in the FRC as a whole. The mapping covered the Headquarters, districts, institutions and a few model branches. On the basis of the observations made, a comprehensive data protection policy and management model were prepared for the FRC and a data protection group with seven members was established to support it.

After the completion of the documentation, the focus moved on preparing the guidelines and giving training. Data protection instructions and training materials were created separately for employees and volunteers. The data protection group held training sessions in all districts and institutions, and districts were supported in training local branches by providing training materials. Contracts related to the management of personal data with significant service providers were reviewed, and data protection annexes were prepared or renewed.

FRC's internal management contracts were also reviewed. The multidimensional organizational structure of the Finnish Red Cross and the spectrum of its activity forms create a certain challenge to the management of data protection but overall the data protection project progressed well and was supported by the entire organization. The continuous development and promotion of centralized systems are a prerequisite for an adequate management of data protection and data security in the future.

Prevention of inappropriate behaviour

The Finnish Red Cross hosted a three-day workshop organized by the IFRC, in which a basis for national guidelines related to the prevention of sexual harassment, exploitation and abuse and to dealing with such situations was created as a joint effort. Representatives of 15 different National Societies took part. The workshop was a means of ensuring that illegal or otherwise inappropriate behaviour does not occur in any Red Cross action, and that preparedness is in place in case of possible misconduct and competence exists for an effective and immediate intervention.

Harmonized planning and evaluation support action

The Strategic Programme is a document adopted for the entire organization by the Finnish Red General Assembly, and its implementation is a common task for all. In the Headquarters divisions the Strategic Programme 2018–2020 has been divided into four action programmes, the implementation of which is led by members of the management group. The action programmes have been divided into cross-organizational subgoals, which are further taken to the level of personal goals.

In 2018, the Strategic Programme and the action programmes were presented through branch coaches, organizational training and regional events. The planning process for the 2018 and 2019 activities was still conducted with the earlier procedure. The development of activity and financial planning was launched at the beginning of 2019.

The system development projects of earlier years were continued also in 2018. The pre-specification of the planning system was made and competitive tendering launched. The system will be taken into use during 2019, and budgeting for the year 2020 will be entered in the new system.

The reporting system taken into use in 2017 was expanded to also apply to the information in the 'Oma' volunteer information system. Combining several separate sources of information into one reporting system creates both cost savings as well as synergy benefits.

Shared support services developed

The current status of FRC's shared support services was reviewed in 2018. Based on the review, a project plan for a support services development project was designed for the years 2018–2020. The outcome of the project will be a comprehensive solution of shared support services responding to the needs of the entire organization and adaptable to emergency conditions, the price-quality ratio of which is considered good by the clients and which lightens the administrative burden of the organization, makes operations more efficient and supports the work of the districts and branches in the best possible manner.

During the year, the vision, mission and strategic goals were defined for the support services, and process and service descriptions were produced for financial, HR and IT management. Furthermore, biannual client satisfaction surveys were started.

At the end of 2018, the shared support services catered for the central administration and Ensiapu Oy company, as well as for 7 districts in financial administration, 10 districts in HR management and 12 districts in IT management.

The provision of centrally produced accounting and payroll management services was continued to lighten the administrative burden of local branches. During the year, 11 regional trainings were held for operations inspectors, and the identification of a financial management system suitable for the local branches was started.

HR development focus on systems and work capacity management

HR management was developed in accordance with the Strategic Programme for 2018–2020. In 2018, the focus was on developing joint payroll management services and the Mepco HRM system, creating a preparedness plan for HR management as well as on the practices and processes of work capacity management.

Modes of operation were developed to better serve the organization: for example, in addition to the HQ, a recruitment portal was taken into use in the districts and institutions. During the year, supplementary training on the topic was given in each district for line managers and key persons. The system's development work will continue in 2019.

Following the closing down of reception units, the volume of payroll management services continued its decline from the peak of the year 2016, even if Lapland district and the personnel of the Kontti stores chain, excluding the staff with subsidized employment, joined the shared services.

New tools for work capacity management

The goal for work capacity management development in 2018–2020 is to establish joint practices, tools and skills for the management and line managers to take care of the employees' work capacity and their wellbeing at work.

The processes of work capacity management were developed together with experts of Ilmarinen Mutual Pension Insurance Company. The experts studied FRC's management system, indicators and operational processes with FRC's extended management and heads of units. The development of the processes will be continued with an appointed support group. A separate meeting for work capacity management will be held in the extended management once a year.

Ilmarinen promoted a network-based mode of action for work capacity management, taking into account the organization's special features and needs with different kinds of coaching and supportive measures. Tailored coaching guided FRC's line managers and HR experts to improve work capacity, manage internal means at the workplace and utilize support measures

when work capacity weakens as well as to put models of work capacity management into practice.

In 2018, competitive tendering of occupational health care and development of cooperation were started. The process will go on until the spring of 2019, and the goal is to finalize a new national occupational health service agreement by June 2019.

Development work related to occupational health and safety was started in the fields of proactive safety culture, predicting stress factors as well as in induction in workplace safety and protection.

New positions in the Headquarters

In 2018, 17 persons started in permanent positions in the FRC Headquarters. Forty persons started in fixed-term jobs. The share of fixed-term recruitments of the total number was 70%, with 30% in permanent jobs. Of all the open positions in the Headquarters, 14, i.e. almost 25%, were filled internally.

The new permanent positions were established in fundraising, the CRM unit, shared support services and in the International Operations and Programmes division. The Domestic Programmes division had the highest number of new fixed-term jobs, mainly in the health and wellbeing unit. The total number of new positions in the Domestic Programmes division was nine. In addition, new employees in HQ fixed-term project duties started their work in communication, fundraising, shared support services as well as in the disaster response unit of International Programmes and Operations. Eight trainees worked in the Headquarters during the year, all of whom in the Domestic Programmes division.

Exercises and trainings

The HR unit produced an HR preparedness plan for domestic operations and developed its competence in preparedness in cooperation with the domestic preparedness unit and the international HR unit. A preparedness exercise was organized for the HR unit in the spring of 2018, which increased awareness of how emergency conditions can be prepared for in advance and how to operate in the actual situations and after them.

Three Red Cross induction courses were held for staff members during the year, one of which in Swedish. A broad range of FRC units were represented among the participants, including the Headquarters, districts, reception centres, Youth shelters, Kontti stores and the Blood Service. The HR unit also organized two induction days on employment contracts for HQ staff.

Legislation and subsidies

During the spring and summer, the HR unit monitored the drafting of the laws concerning employment and the possible future impact of the regional government reform as well as of the Act on regional development and growth services.

The amount of pay subsidy per person granted to the FRC remained at the same level. The HR unit supported, gave advice and guided the local branches, employment projects and line managers of the Kontti chain by providing information and organizing training in matters related to pay subsidy and the Employment Contracts Act.

Green Office certificate

The Finnish Red Cross Headquarters was given the right to use the Green Office certificate after the WWF audit. Green Office is an environmental management system, with the help of which the ecological footprint of the workplace can be reduced and carbon dioxide and greenhouse gas emissions cut down. With the help of the WWF online tools, the Green Office team assessed the present and desired environmental status of the office, on the basis of which an environmental management system was created. It is monitored through improvement goals related to the amount of waste as well as energy and paper consumption.

Balanced finances in all organizational units ensure effective helping

Finnish Red Cross funds are spent on assistance work in accordance with the purpose of the organization by guiding, training and producing support materials for the local branches and districts.

We developed fundraising in the entire organization

Active, constantly developing fundraising is an essential prerequisite for helping both at home and abroad. Refining old, tested practices and introducing totally new opportunities is also a way of taking donors into consideration.

Donors have increasing opportunities at their disposal to act as voluntary digital collectors. Both on Facebook (since February 2018) and in FRC's 'Oma' digital service anyone can set up an online collection and support FRC's Disaster Relief Fund with their own network for example in connection with an anniversary, sports performance or disaster collection.

The main focus of fundraising was still on recruiting regular donors and in developing the donor relationship, but corporate fundraising was also given more resources to enable long-term work.

Recruitment of monthly donors was still an important way to get donors that enable long-term assistance. In 2018, the Finnish Red Cross recruited a total of 12 800 new monthly donors, of whom more than half (60%) through FRC's own face-to-face campaigning. New methods and places to meet donors are tested continuously; for example company visits proved to be successful.

Half of the new monthly donors shared their support equally between domestic activities and the Disaster Relief Fund. Domestic activities were the target chosen by 14% and the Disaster Relief Fund by 36% of the new monthly donors.

The FRC also procured the service to recruit new monthly donors from an external company that recruited monthly donors in shopping malls in the capital region and its neighbourhood.

Corporate partners involved in helping

The Red Cross Ambassadors (RCA) programme launched to diversify corporate cooperation continued. The aim is to appoint Red Cross contact persons and ambassadors in companies to pass on our values in their workplace communities, raise funds at their workplace as well as facilitate the development of successful pro bono –initiatives and the building of larger partnerships. Through the activity the FRC also gains knowledge of the needs and hopes the companies have for civic organizations. Two RCA meetings were organized in 2018, one of which together with a corporate partner (Fujitsu). At the end of the year, the Ambassador network had approx. 130 persons.

Corporate cooperation also enables concrete support to FRC's local action and provides opportunities for nationwide visibility and campaigning for Red Cross work. Cooperation with FRC's main partner LocalTapiola Group enabled, for example, Friendship Day campaigning and support to digitalization in local branches. Cooperation with S Group ensured extensive visibility especially during Red Cross week and on Hunger Day.

The national project undertaken with support from Accenture to identify the skills of asylum seekers and support their working life capacities was continued by developing a working life mentoring model as a part of Red Cross voluntary work. The activities assist in responding to present and future labour force needs and facilitate growth in positive attitudes. Accenture also offered the professional skills of its employees to development projects and supported the development of digital skill badges.

The Chain Reaction cycling campaign achieved a record result of over 110 000 euros. The number of corporate and friend teams participating was 189.

Nordic corporate cooperation continued between the Finnish, Swedish, Danish, Norwegian and Icelandic Red Cross Societies. The cooperation group met twice. Nordic fundraising campaigns

were undertaken with BR toy stores, Zalando and Scholl. Negotiations for new partnership projects were conducted but their implementation will take place in 2019.

Active school cooperation continued

The number of schools participating in the Day's Work campaign and the yield of the collection grew slightly. Fewer schools than before took part in the Book Month campaign but the collection result still rose slightly. The number of schools participating in Hunger Day remained the same but the yield decreased a little.

Direct mailings and online store developed and yielded

Requests for donations through direct mailings were successful in 2018. The field hospital operation in Bangladesh led by the Finnish Red Cross was highly visible. In addition, donors were asked for contributions to the victims of the conflict in Yemen and the tsunami in Indonesia. The visual image of the mailings was redesigned in the autumn. In the new graphic design, photos have a more significant role both on the letter and the envelope.

Non-gratuitous mailings, i.e. Friendship Day cards, Red Cross lottery, advent calendar and reflector direct mailing were also successful.

The systematic expansion of the registry, analysis and continuous testing have enabled profitable targeting and a realistic increase in the mailing volumes. Also the Christmas card direct mailing developed together with the districts has become well established. In 2018 it took place in 11 districts.

The reform of the ethical 'Gifts that matter' was completed in 2017, and in 2018 the focus was on increasing awareness of them. This was successful and the sales doubled. Ethical gifts are mainly sold through FRC's online store, in which mobile use constitutes 51% of the use.

Our finances are stable despite poor return on investments

Result of central administration shows a deficit mainly due to poor return on investments

The result of the central administration for the financial period shows a deficit of -4.2 million euros. Low returns on investments contributed to the significant deficit, which were mainly due to the decline in the equity markets at the end of 2018. The operations of FRC institutions were realized as budgeted or as slightly better. The FRC has succeeded in strengthening its financial position with the surplus of previous financial periods, due to which FRC's financial position is stable despite the period's deficit. Structural deficits in different organizational units are monitored regularly, and measures to turn the situation are launched when required.

The result of the Headquarters shows a significant deficit, as, in addition to the low returns on investments, necessary property maintenance measures were invested in, on top of the budgeted development projects. The investments yielded a return of -1.6% of the invested capital, which was historically low. Despite the recovery of the equity markets in early 2019, decreasing development in the yield is expected in the next few years vis-a-vis the long-term goal due to the generally weak economic prospects. Headquarters fundraising yielded as planned and monthly donations continued to grow as planned. However, the Finnish Red Cross is aware of the continuing challenging competition in fundraising also in the future.

The volume of the reception of asylum seekers is normalizing back to the level of pre-2015. The Finnish tax authority has considered also the FRC-managed reception activities as business activity. The Finnish Red Cross has filed a claim for adjustment to the tax administration's Adjustment Board and a tax concession has been granted for the years 2016 and 2017. The FRC continues to claim for a reassessment of the business activity interpretation, and the reassessment process is expected to take years.

The development of harmonized support services was still ongoing in 2018, with new FRC units joining the services. In financial administration, the development of service processes was continued together with the clients. In HR management, the use of the new personnel system was expanded to new user groups and data transfer to payroll management was automatized. In IT management, changes required by technological development were implemented in the IT environment, and FRC's digitalization projects were supported. Decisions concerning asset management and competitive bidding of banking services were made during the year. The number of asset managers was reduced by one, and it was decided that asset management reporting will in the future be obtained from a party independent of the asset managers. In connection with the competitive bidding of banking and the change of the main bank, FRC's consolidated account and organizational bank solutions were renewed. Other cooperation with the selected partner, OP Financial Group, will be increased in phases. The development of harmonized support services will continue with the clients and additional harmonization sectors in support services will be looked into. The goal is to increasingly work together in modalities supporting basic action to develop the quality and cost-efficiency of the services.

Risk management

Risk management is an essential component of FRC operations, and it is based on the Risk Management Policy adopted by the Board. The most significant risks are identified, analyzed, assessed and managed proactively. The 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.

Risk management and the related operations assessment, planning and governance 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. Audit practices have been harmonized already earlier. In addition, emphasis was put on developing the content and quality of the operations inspection of local branches by defining the desired mode of action and the tools supporting it. During 2018–2019, the operations inspectors working in different districts are trained to the use of a harmonized audit model.

Finnish Red Cross action is based on a good reputation and Finnish people's trust in its operations. Risk management measures support the maintaining of the reputation and sustaining of trust when operational circumstances change. Like other voluntary organizations, the Finnish Red Cross is concerned about decreasing membership and invests in turning this development trend.

Public funding 2018

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 Organisations (STEA)

- Support to young people's independent coping 70 000 €
- Coping together – safe daily life and crisis assistance capacities 281 000 €
- Health promotion programme 319 000 €
- Voluntary Rescue Service 696 000 €
- General subsidy 364 000 €
- Support activities for informal carers 518 000 €
- Finnish Red Cross Youth shelter activities (Helsinki, Vantaa, Espoo, Tampere, Turku) 945 000 €
- Immigration programme 358 000 €
- Digital ecosystem for volunteering 160 000 €
- Becoming part of the community and society! 170 000 €
- Domestic and free time accident prevention programme 100 000 €
- Undocumented migrants and the Red Cross 308 000 €
- The road home. Support to young adults' independent residing 400 000 €
- Getting together in villages and centres 92 815 €
- Place open 2 Satakunta district 34 902 €

Total (STEA) 4 816 717 €

Five cities (Vantaa, Espoo, Helsinki, Turku, Tampere)

- Youth shelters 1 077 000 €

Regional State Administrative Agency

- Prevention of youth loneliness online (2018-2019) 26 000 €
- Physical activities at reception centres 54 000 €

Finnish Immigration Service

- Support services related to the reception of refugees, persons seeking international protection and persons receiving temporary protection 286 522 €

Ministry of Social Affairs and Health

- Food aid 135 000 €

Ministry of Education and Culture

- Youth activities 110 000 €

Asylum, Migration and Integration Fund

- Starttivoimaa -project 133 086 € (amount sought, pending)

Ministry of Social Affairs and Health

- Summer rubber -campaign 25 000 €

Sivis Study Centre

- Training 160 255 €

Ministry of Economic Affairs and Employment

- Support to integration 223 204 €

Ministry for Foreign Affairs

- International humanitarian law 62 000 €
- International operations and programmes 15 964 989 €

European Union

- International operations and programmes 197 717 €

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

- International operations and programmes 2 857 044 €

Use of self-financing funds 2018

1. Antti Ahlström Fund

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

Use in 2018

Coordination of social welfare activities Cost centre (CC) 1420 / Project code (P) 10509

- 34 000.00 €
- Coordination of social welfare programme, personnel costs 17 000.00 €
- Materials, translations and printing, evaluation of impact of friend visitor activities 17 000.00 €

Coordination of health promotion CC 1360 / P10102

- 22 000 €
- Coordination of health promotion, personnel costs

Healthpoint activities CC 1310

- 13 096 €
- Coordination of Healthpoint activities, personnel costs

Grants

Grants totalling 17 000 € were awarded from the fund to three persons blinded by war in cooperation with the war blind association Sotasokeat ry.

2. Olga and Jalmari Välimaa Fund

Purpose of the fund: elderly people and friend visitor activities

Use in 2018

Prison activities CC 1420 / P10057

- 30 378.42 €
- Development project of prison activities: expansion and development of activities and introducing the CPHFA model in Finland

Electronic management system for friend contacts, development CC 1420 / P10066

- 39 978.44 €
- Development of an electronic management system, coordination of its introduction, supporting the districts and branches in the introduction

Development of friend visitor activities CC 1420 / P10510

- 12 000.00 €
- Development of the training, quality and activity forms of friend visitor activities, salary expenses of the social welfare desk officer

3. General Mannerheim and Baron von Troil Fund

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

Use in 2018

First aid group activities CC 1140

- 28 000 €
- Planning of training of trainers for first aid groups and implementation of two courses
- Finnish Championships in first aid in Turku 15–17 June 2018 with nearly 400 participants, part of the competition budget

Coordination of preparedness and contingencies CC 1110 P10105

- 80 000 €
- Development of preparedness and contingencies in the entire organization and harmonization of the preparedness of the various sectors
- Promoting the quality of preparedness planning

Development of the Red Cross alert system, OHTO, CC 1100 P10501

- 15 000 €
- Adaptation of the OHTO system in order for it to better function as an alert system for the Finnish Red Cross. The changes in the electronic alert system were made by an external service provider (Vincit).

Total 123 000 €

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 2018

A total of 7456.00 € was spent from the fund in 2018.

Grants for further education were awarded twice for two surgeons for international meetings. One grant was awarded for the training event and symposium organized on the occasion of the 70th Anniversary of the Cleft Palate and Craniofacial Centre (Husuke) on Thursday 22 November 2018.

Grants were awarded for

- Travel expenses (including travel costs (flight/train), accommodation, participation fees, other travel expenses)
- Expenses related to the 70th Anniversary training event and symposium.

5. Minna Emilia Frisk Fund

Purpose of the fund: To assist the war blind

Use in 2018

A total of 20 000.00 € was spent from the fund in 2018.

Grants to three 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 2018

A total of 2 000.00 € was spent from the fund in 2018.

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 2018

A total of 12 150.00 € was spent from the fund in 2018.

Grants to disabled war veterans were awarded in cooperation with the Helsinki District of the Disabled War Veterans Association of Finland in the form of pharmacy vouchers. Each member was delivered 9 vouchers worth 10 € as a Christmas gift. A total of 135 members of the Helsinki District of the Disabled War Veterans Association received the grant.

8. Dahlström Fund

The returns were transferred to the Finnish Red Cross Disaster Relief fund.

Financial statements

Balance sheet

	31.12.2018		31.12.2017	
A S S E T S				
NON-CURRENT ASSETS				
Intangible assets				
Intangible rights		1 951 480.57		2 790 975.00
Tangible assets				
Land	84 093.96		84 093.96	
Buildings	1 885 510.46		1 989 143.66	
Machinery and equipment	2 449 382.53		2 592 521.08	
Advance payments and other incomplete procuring	2 818 626.56	7 237 613.51	1 852 727.33	6 518 486.03
Securities		1 380 013.45		1 380 930.08
Investments				
Land	309 954.28		259 254.28	
Buildings	704 114.59		712 008.19	
Ownership in participating interest undertakings	2 500.00		2 500.00	
Other stocks and shares	93 004 773.15	94 021 342.02	96 801 550.52	97 775 312.99
SELF-FINANCING FUNDS				
Securities	4 735 587.86		5 506 456.54	
Bank receivables	319 929.44	5 055 517.30	118 498.78	5 624 955.32
CURRENT ASSETS				
Inventories				
Goods		8 754 177.68		7 671 983.19
Debtors				
Long-term				
Other debtors		1 239 963.28		1 398 816.28
Short-term				
Trade debtors internal	500 786.83		536 267.27	
Trade debtors	5 350 254.66		6 204 902.65	
Other debtors	3 880 173.85		5 088 336.15	
Prepayments and accrued income	<u>3 657 285.28</u>	13 388 500.62	<u>2 765 534.60</u>	14 595 040.67
Cash in hand and at bank		<u>34 773 258.31</u>		<u>33 083 224.40</u>
TOTAL ASSETS		<u>167 801 866.74</u>		<u>170 839 723.96</u>

EQUITY AND RESERVES

CAPITAL AND RESERVES

Restricted funds

Self-financing funds	4 924 461.58		5 485 881.89	
Disaster Relief Fund	23 427 213.79	28 351 675.37	21 582 754.92	27 068 636.81

Other funds

Blood Service fund	23 546 309.70		23 546 309.70	
Joint operations fund	630 545.00	24 176 854.70	630 545.00	24 176 854.70

Retained earnings	58 278 021.63		53 713 539.76	
Profit/loss for the financial period	-4 164 043.67	54 113 977.96	4 564 481.87	58 278 021.63

LIABILITIES

Long-term

Loans from credit institutions		28 000 000.00		18 107.25
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Short-term

Loans from credit institutions	18 107.25		28 824 142.84	
Loan from organizational bank	1 566 582.18		1 650 796.62	
Advances received	3 134 126.96		1 100 746.23	
Trade creditors to FRC districts	1 033 136.56		775 781.53	
Trade creditors	5 862 956.84		4 779 007.24	
Other creditors	10 642 402.80		13 399 362.22	
Accruals and deferred income	10 902 046.12	33 159 358.71	10 768 266.89	61 298 103.57

TOTAL EQUITY AND RESERVES

167 801 866.74

170 839 723.96

Income statement

	1.1.-31.12.2018	1.1.-31.12.2017
Ordinary operations		
Income	107 860 822,15	106 933 015,41
Expenses		
Personnel expenses	-46 790 537,93	-44 762 855,88
Depreciation	-2 101 026,91	-2 967 097,19
Other expenses	-74 011 341,56	-75 267 265,13
Defrayed from Disaster Relief Fund	8 499 223,80	9 045 899,66
Deficit of ordinary operations	-6 542 860,45	-7 018 303,13
Fundraising		
Donations, Disaster Relief Fund	12 159 948,33	12 700 852,76
Membership fees	247 830,00	245 211,00
Other income	8 244 655,21	8 246 171,28
Collection expenses, Disaster Relief Fund	-1 550 010,63	-1 702 642,52
Other expenses	-3 958 738,02	-4 847 470,91
Surplus of fundraising	15 143 684,89	14 642 121,61
Investing and financing		
Income	7 048 811,55	9 530 962,32
Expenses	-10 401 720,97	-1 763 316,82
Deficit/Surplus of investing	-3 352 909,42	7 767 645,50
General subsidies	364 000,00	364 000,00
Result for the financial period	5 611 915,02	15 755 463,98
Transfer Disaster Relief Fund	-10 337 379,00	-10 903 648,95
Transfer self-financing funds	561 420,31	-287 333,16
Deficit/Surplus for the financial period	-4 164 043,67	4 564 481,87

Cash flow statement

	2018	2017
Cash flow from operating activities		
Cash flow from ordinary operations		
Income of ordinary operations	107 860 822,15	107 035 417,34
Expenses of ordinary operations	-122 902 906,40	-123 099 620,13
Change in short-term interest-free receivables	1 256 003,34	3 795 675,36
Change in long-term receivables	158 853,00	0,00
Change in short-term interest-free liabilities	-1 066 994,86	-1 015 362,33
Depreciation	2 101 026,91	2 967 097,19
Change in inventories	139 053,98	-135 710,98
Other adjustments	320 852,22	29 383,06
Net operating cash flow	-12 133 289,66	-10 423 120,49
Cash flow from fundraising		
Income of fundraising	20 652 433,54	19 772 002,68
Expenses of fundraising	-5 508 748,65	-5 129 881,07
Change in short-term interest-free receivables	-23 735,68	-218 746,59
Change in short-term interest-free liabilities	-216 214,25	-256 744,08
Change in inventories	-1 221 248,47	132 285,46
Net fundraising cash flow	13 682 486,49	14 298 916,40
Cash flow from investing activities		
Investing in fixed assets		
Acquisition of fixed assets	-1 013 844,10	-1 185 657,97
Change in incomplete procuring	-965 899,23	-1 342 079,60
Investing in investments		
Interest, dividend and other investment income	6 666 011,80	5 270 282,54
Investment expenses	-3 529 729,08	-1 526 499,06
Capital loans granted	0,00	-252 000,00
Change in short-term interest-free receivables	-113 576,35	22 732,15
Investment purchases	-90 675 535,36	-76 046 783,36
Investment sales	93 265 182,64	73 209 389,12
Net investing cash flow	3 632 610,32	-1 850 616,18
Cash flow from financing		
Loans received	28 000 000,00	0,00
Loan instalment	-28 908 357,28	-24 142,84
Loan repayment	0,00	-73 206,04
<i>Organizational account</i>	-2 745 985,30	-5 156 782,30
Net financing cash flow	-3 654 342,58	-5 254 131,18
General subsidy	364 000,00	364 000,00
Net cash flow	1 891 464,57	-2 864 951,45
Cash and cash equivalents 1 January	33 201 723,18	36 066 674,63
Change in cash and cash equivalents	1 891 464,57	-2 864 951,45
Cash and cash equivalents 31 December	35 093 187,75	33 201 723,18

Signatures to the Activity Report and Financial Statements

BOARD OF THE FINNISH RED CROSS

Helsinki 26 April 2019

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, 6 May 2019

PricewaterhouseCoopers Oy
Authorised Public Accountants

Samuli Perälä
Authorised Public Accountant (KHT)

Leena Kaura-Mäkinen
Authorised Public Accountant (HTM)

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 2018. 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 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 6 May 2019

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 Governance

Council

Convened twice in 2018 take decisions on statutory matters such as the financial statements, discharge from liability and amount of membership fee, and to discuss, among others, cyber threats, our data protection system, voluntary activities in general and our action in the regional government, health and social services reform.

Chairperson	Ollila Pirkko-Liisa
Deputy Chairperson	Kuntze Päivi
Members	Aho Minttu Huttunen Mari Jansson Leif Jokiranta Harri Kinnari Leila Kojo Katariina Käki Esko Lehikoinen Emmi Lemström Margita Murto Pasi Mustonen Juha Nahkiaisoja Riitta Nieminen Kari Nuora Kukka Parkkari Juhani Päivinen Jenni Raatikainen Petri Salo Veli-Matti Sjöberg Barbro Tanskanen Alpo Virta Harri Väisänen Teemu Yli-Pirilä Pia

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

Convened eight times in 2018 with 156 agenda items, such as regular reviews of finances, action plans and reports as well as, among others, the main aims of the Strategic Programme, organizational support model, development of support services, the regional government, health and social services reform, and Blood Service topics.

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

Finance and Development Committee

Convened three times in 2018 with 26 agenda items.

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

Programme and Volunteering Committee

Convened four times in 2018 with 28 agenda items.

Chairperson	Kuusela Katja
Deputy Chairperson	Piri Pekka
Members	Forsblom Outi Grönlund Henrietta Hanén Tom Jokiranta Harri Lehtimäki Kati Leinonen Teemu

Directorate of the Blood Service

Convened five times in 2018 with 87 agenda items.

Chairperson	Komi Kirsi
Deputy Chairperson	Suokas Markku
Members	Kronman Gunvor Martikainen Tarmo Rämö Eero Siitonen Simo

Board of the Youth Shelters

Convened four times in 2018 with 43 agenda items.

Chairperson	Laitinen Sami
Deputy Chairperson	Kumpula Kristiina
Members	Ahlström Mari Honkatukia Päivi Karine Eija Salmi Ronja Savolainen Pentti Warma Eija

Board of the Kontti Recycling Stores

Convened three times in 2018 with 27 agenda items.

Chairperson	Pihlajamaa Marju
Deputy Chairperson	Kumpula Kristiina
Members	Aro Timo Ekelund John Freese Olli Kaukiainen Petri Levänen Antero

Youth Committee

Convened six times in 2018 with 86 agenda items.

Chairperson	Laitinen Sami
Deputy Chairperson	Kojo Katariina
Members	Aho Noora Nieminen Riitta Rönnqvist Yannika Sandström Henrika Wallenius Tytti

First Aid and Health Expert Group

Convened three times in 2018 with 31 agenda items.

Chairperson	Siitonen Simo
Deputy Chairperson	Backman Henri
Members	Haikala Olli Harve-Rytsälä Heini Hoppu Sanna Kovasin Merja Putko Lasse Vertio Harri

Investment Committee

Convened six times in 2018 with 48 agenda items.

Chairperson	Kumpula Kristiina
Members	Räsänen Mika Torsti Esko Väisänen Tapani

Audit Committee

Convened four times in 2018 with 41 agenda items.

Chairperson	Kari Otto
Members	Liikanen Erkki Neilimo Kari Nygård-Taxell Rachel Pietikäinen Maria Paul Mikael

Arbitration Committee

Did not convene in 2018.

Chairperson	Torstila Pertti
Members	Johansson Tove Kuokkanen Hannu Kivistö Kalevi Kumpula Kristiina Oinaala Sirkka-Liisa Rämö Eero Yli-Pirilä Pia

