



SAVING
LIVES
CHANGING
LIVES

Our strategy **2010-2015**

Food shortages: the Red Cross runs feeding centres in four provinces in Niger





Our vision:

a world where everyone gets the help they need in a crisis.

Our mission:

mobilise the power of humanity so that individuals and communities have the capacity to prepare for, deal with and recover from crisis.

Introduction

***Saving Lives, Changing Lives* is the British Red Cross strategy for 2010 – 2015. It sets out our ambitions, our priorities, and the difference we aspire to make.**

Over the next five years, we will focus on four areas of work to make sure more people get the help they need in a crisis.

We will help those left in need by major emergencies of all types, we will build more resilient communities, we will provide essential health and social care to those most vulnerable to every day crisis and we will support the International Red Cross and Red Crescent Movement to meet growing humanitarian needs around the world.

To do this, we need to prepare our organisation for the challenges of the future. We will make volunteering and working for us the best experience possible, ensure key people and groups know about our work, make sure our organisation operates as effectively as it can and continue to raise the essential funds we need for our work.

Snow chaos: volunteers in Scotland using a 4x4 emergency response vehicle to reach vulnerable and elderly people left without any power



A changing world...

By 2015, the world we live and work in will be very different. More people will be vulnerable to crisis and need our support, as a result of trends like:

- > climate change and extreme weather
- > conflict over resources such as water, food and oil
- > ongoing health crises like HIV and AIDS and pandemic flu
- > global recession, unemployment and government spending cuts
- > world population growth and urbanisation.

We need to make sure we are responding to these changes and prepared for the challenges they present, so we are ready to be there for people in need.

Displaced by disaster: tsunami survivors rush for clothes and food

EMERGENCY RESPONSE AND RECOVERY

When an emergency strikes, we will respond

In the UK, we will work alongside other agencies to provide people caught up in national and local emergencies with practical help and emotional support.

In natural disasters and conflicts overseas, we will use our expertise in logistics, mass sanitation, shelter and household economic security to help the International Red Cross and Red Crescent Movement reach the most vulnerable people. We will also concentrate on forgotten or neglected crises such as TB in central Asia.

We will also support and speak up for refugees and asylum-seekers in the UK, many of whom live in inhumane conditions, who may have left their homes due to conflicts or emergencies.



Emergency response: trained volunteers provide vital assistance following major incidents and more personal emergencies



Trained and prepared: a Red Cross volunteer in south Asia rehearses how to evacuate people from the sea in the event of an emergency

RESILIENCE

We will make people and communities more resilient by helping them prepare for and withstand disasters

We believe the most resilient communities are the ones where everyone knows how to save a life.

Life-saving first aid skills are easy to learn and relevant to everyone – we will get this message to as many people as possible and increase the number of people in the UK willing and able to use first aid in a crisis.

We will also spread understanding of humanitarian principles, especially among young people, so they are more likely to take action to help others, now and throughout their lives.

Working with other Red Cross and Red Crescent National Societies, we will help communities around the world prepare for, and therefore reduce the terrible impact of, natural disasters. We will also work to build healthier communities that are better able to withstand crises.

HEALTH AND SOCIAL CARE

We will help vulnerable people recover from health or social crises, and live with dignity and independence in their homes

Our care in the home service gives short-term help to vulnerable people who cannot cope at home alone, possibly following a stay in hospital or to avoid them being admitted.

We will grow and develop this service, putting the needs of those most vulnerable to crisis at the centre of everything we do. We will also explore other ways to support people, whether through other Red Cross services, advocating on their behalf or helping them get support from other people or agencies.

Hour of need: a Red Cross service volunteer visits a beneficiary





LIVES WE'VE SAVED AND CHANGED

“I’m so pleased I took part in the course. What if I’d not known what to do, and that man had died?”

After receiving Red Cross first aid training, Sara Hughes, 44, resuscitated a man when he collapsed in her local pub and so saved his life.

“When the flooding happened, we had to leave our house and all our pots, pans and other things as we could not carry them. The Red Cross helped us with tents, jerry cans, toilets and soap”

Justin Swaniso, 36, lost his home in severe flooding in Namibia

“I think it’s marvellous that Red Cross volunteers take the time to come out and help people like me. It has been like having a friend at the end of the phone”

When Fred Perks, 87, came down with swine flu, our volunteers stepped in to bring him anti-viral medicine

“If the Red Cross hadn’t helped me, I wouldn’t have amounted to much. Thank goodness things have improved. I think my future is going to change”

Salamatu, 18, lost her family and was abducted by rebels during Sierra Leone’s ten-year civil war

SUPPORTING THE MOVEMENT

Support line: volunteers help distribute emergency household items to displaced persons at an ICRC camp, Pakistan

We will increase the International Red Cross and Red Crescent Movement's impact on the lives of the most vulnerable

With our recognised expertise in areas like disaster management, fundraising and leadership development, we can help further strengthen the world's leading volunteer emergency response network.

We are also the UK face of that network, and will continue to promote international humanitarian law, our fundamental principles and the protective nature of our emblem in the UK.



VOLUNTEERS AND STAFF

We want to make volunteering for us
the best experience money can't buy

Our volunteers are remarkable, compassionate people who give up their time to help those vulnerable to crisis. We want to make it easier for people to join us, and ensure their experience with us is as good as it can be.

We also want to make the British Red Cross an even better place to volunteer and work by improving the training, support and development available to our volunteers and staff.

Helping hand: our volunteers make
a big difference to the lives of people
they help



POSITIONING

We will make sure key people and groups know what we do and why – and how they can help

By investing more in promoting our work, we will encourage beneficiaries, volunteers, the government, service commissioners, potential supporters, educators and the media to understand us, work with us or join us.

We will also speak out more and advocate for change that will improve the lives of vulnerable people and promote our mission.

Making a difference: young people at Cheshunt YMCA showing support on World AIDS Day

ORGANISATIONAL DEVELOPMENT

We will ensure those who use our services, and who support us in other ways, trust us and have confidence in how we work

We need to clearly demonstrate the difference we make to the lives of people vulnerable to crisis. It is important to us to be accountable to our beneficiaries, supporters and partners. Through doing this we will listen and learn from our beneficiaries, supporters and each other, and continually improve what we do.

First aid heroes: young people are using their Red Cross first aid training to make a life-saving difference

Donations and collections: volunteer collectors during Red Cross Appeal Week, held around the anniversary of the birth of Henry Dunant, founder of the International Red Cross and Red Crescent Movement

FUNDING THE STRATEGY

We will maximise our net income as cost-effectively as possible

Every donation we receive strengthens our ability to respond to emergencies and help people prepare for and recover from crises. We will inspire more people to support our work by giving what they can, especially through regular donations, bequests, and the relationships we build with trusts and companies. Our charity shops will continue to provide a place for people to donate and shop on the high street and support our work at the same time.





SAVING LIVES CHANGING LIVES

Fire survivors: the Headly family were forced to flee for their lives from their burning home. They thanked the Red Cross volunteers who turned out in the early hours to help them

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HUMANITY
IMPARTIALITY
NEUTRALITY
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VOLUNTARY SERVICE
UNITY
UNIVERSALITY

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