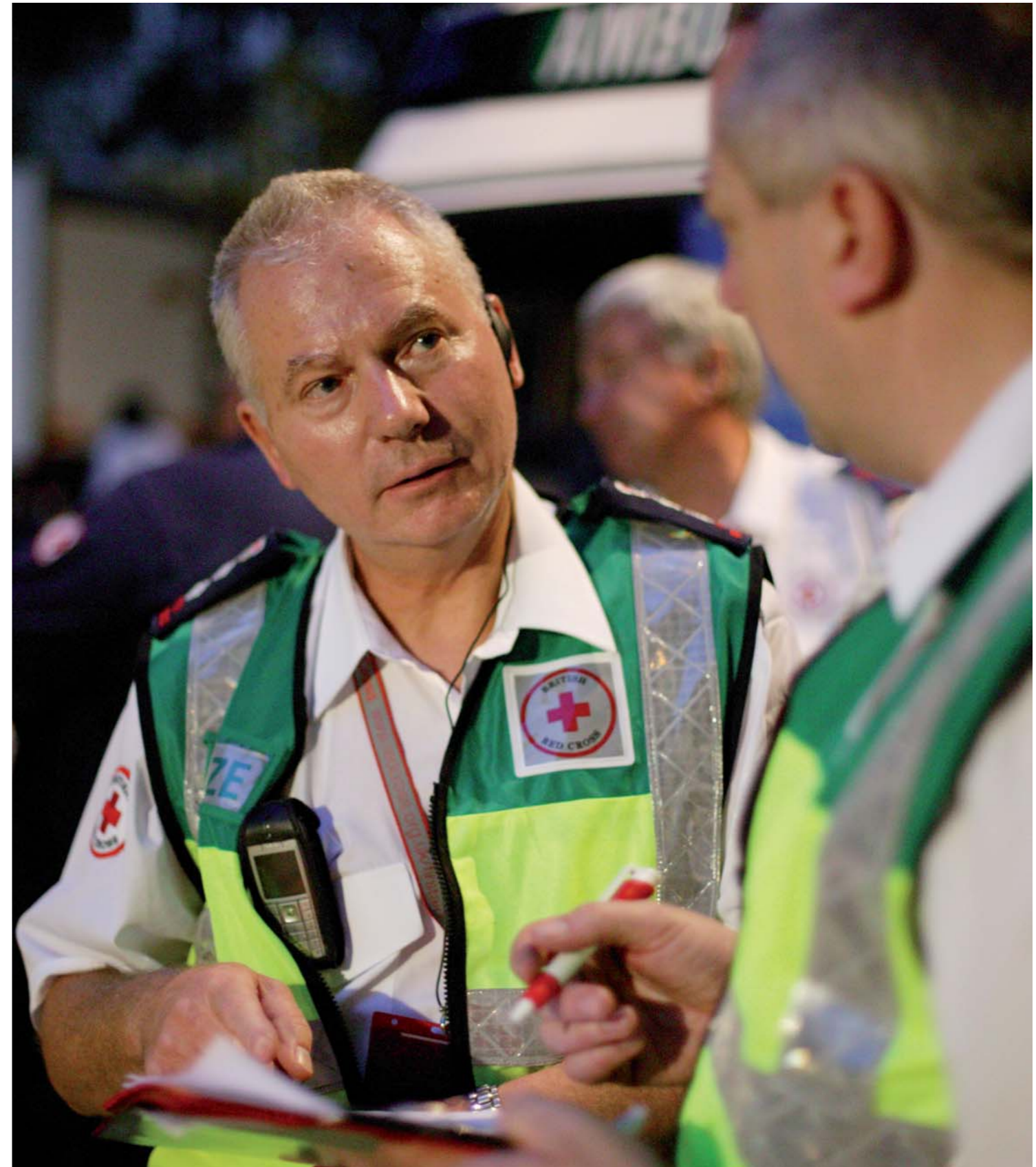
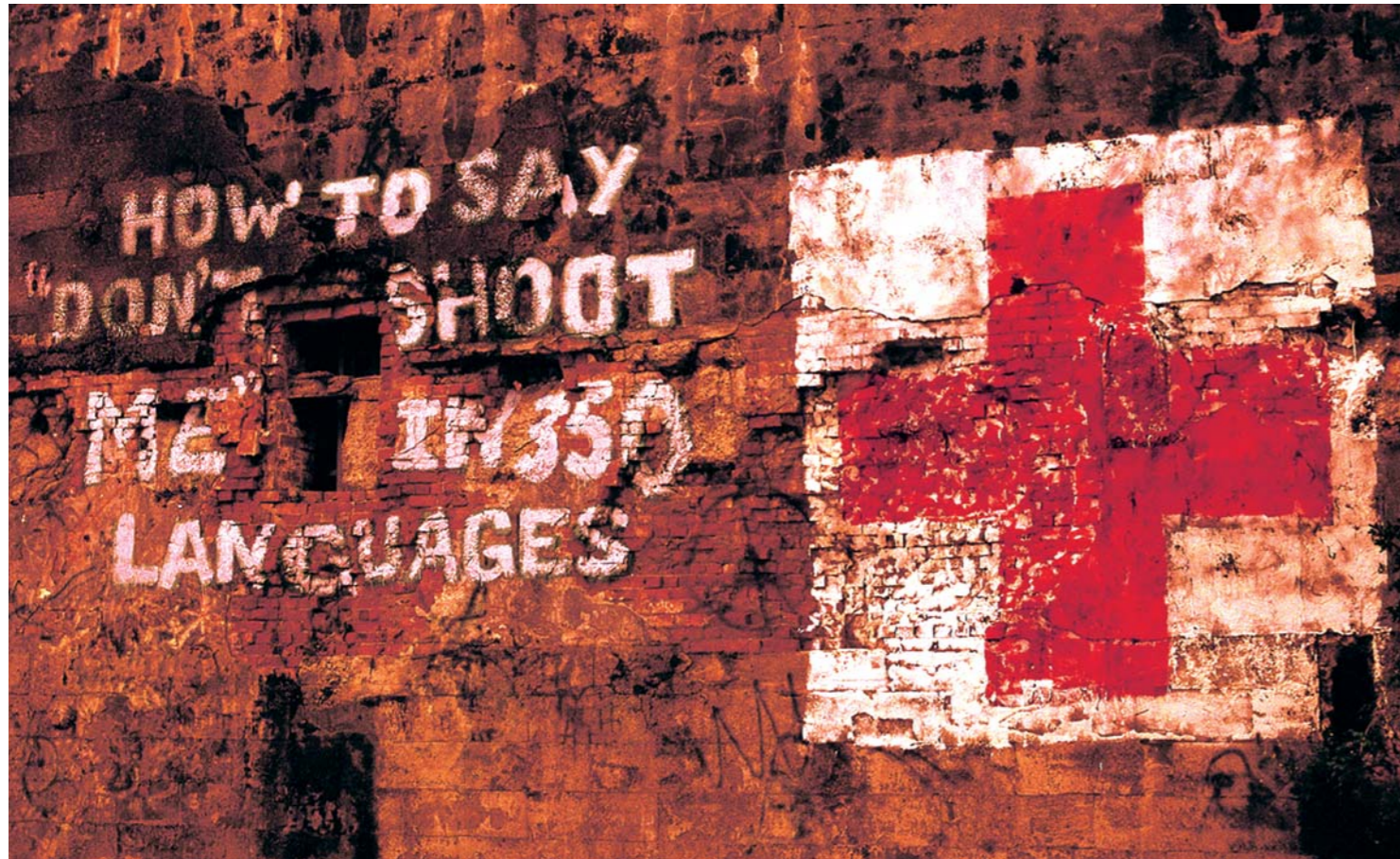


Why we need your support



British Red Cross

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A world at risk

The need for the Red Cross is perhaps greater now than it has ever been. At present, more than one billion people live in extreme poverty with no access to clean water or adequate nutrition. In recent years, extreme weather linked to climate change and an increasing number of natural disasters - including tsunamis, earthquakes and floods – have devastated communities across the world.

As the world's largest humanitarian organisation, we can respond within hours to global crises and our rapid

intervention often prevents major disasters from turning into full-scale humanitarian catastrophes. Just as importantly, we also stay behind once the media spotlight moves on to help communities recover and rebuild their livelihoods. Many serious crises do not receive any media coverage at all. Yet the Red Cross is always there.

Not all emergencies are sudden. Three diseases alone (HIV, tuberculosis and malaria) kill millions of people every year. Our overseas health programmes bring vital support to those living with these diseases.

In the UK, we help thousands of people caught up in emergencies every year, from fires and floods to transport accidents.

We support thousands more facing personal crises due to vulnerability or ill health.

How the Red Cross helps people in crisis

As part of the world's largest humanitarian organisation, the British Red Cross helps people in crisis, wherever and wherever they are. Our volunteers work with vulnerable people in their own communities, helping them prepare for and respond to the daily challenges they face. We continue to help people long after the crisis is over.

What we do overseas

Emergency response

Since our volunteers and staff are recruited locally, we are often the first organisation at the scene of disasters. Whatever the emergency, people can count on us to provide shelter, clean water and food.

Preparing for disasters

Being prepared can make a vital difference in saving lives and safeguarding the livelihoods of vulnerable people. In disaster prone areas, we train people in emergency response skills and ensure vital relief supplies and resources are in place.

Health and care in the community

Across the world, the British Red Cross supports the basic health needs of vulnerable communities. Our programmes include mother and child clinics, water and sanitation, HIV and tuberculosis.

Protecting people in armed conflict

We aim to minimise the negative effects of conflict on civilians, by visiting prisoners and teaching both the general public and the armed forces about international humanitarian law.

What we do in the UK

Emergency response

We respond to all kinds of emergencies, from major incidents to transport accidents, evacuations, floods and fires.

First aid

We train more than 150,000 first aiders every year to cope with emergencies both at work and in the home and provide first aid cover at hundreds of public events.

Independent living

We offer a range of services, including care in the home and transport assistance, to help those with health issues lead a dignified and independent life.

Refugee services

We provide assistance to vulnerable refugees in the UK and enable victims of conflict and disaster to get in touch with their families.

International tracing

The Red Cross works worldwide to restore and maintain contact between those separated by conflict or disaster.

> In the UK, the Red Cross trains 150,000 people in life-saving first aid skills every year.



Always ready to respond

By donating £50,000, one supporter paid for a frontline ambulance to help people in the North West of England. This vehicle has since been in constant use supporting local emergency services as they respond to fires, floods, transport accidents and evacuations, making a crucial difference for hundreds of people in crisis. Red Cross ambulances have a life span of five years, with thousands ultimately benefiting from their assistance.



Why we need your support now

- > The world has witnessed an alarming increase in the frequency and severity of natural disasters. Two billion people have been affected over the past decade. Of those killed in natural disasters, the majority lived in countries with the greatest levels of poverty.
- > The Red Cross focuses on preventing and preparing for emergencies. Our expertise in disaster management, combined with our unique global presence, puts us at the forefront of worldwide preparedness strategies. However, it is not enough just to know what preparation is necessary. We need funds to ensure we can always make an immediate, life-saving difference when disaster strikes.
- > The fleeting media coverage that disasters generate does not reflect the scale of funding needed for long-term preparedness and recovery programmes.
- > The massive scale and chronic nature of some crises that the Red Cross tackles, such as the HIV pandemic, means that funds are always in urgent demand.
- > The British Red Cross is committed to supporting sister Red Cross and Red Crescent National Societies in the developing world, who depend on our support. In order to ensure the sustainability of these projects, we need to be able to secure funding over multiple years.

> Since the foundation of the Red Cross in 1863, there have been just six days of world peace.

What makes the Red Cross unique?

Voluntary service

The Red Cross is the largest volunteer organisation in the world, with 97 million Red Cross and Red Crescent members and volunteers worldwide. In the UK, the British Red Cross depends upon its 30,000 committed volunteers. Having such a large volunteer base ensures that the majority of income directly reaches those in need of help.

Worldwide reach, local knowledge

Our Movement has a permanent presence in communities all across the world. In disaster-prone regions, the Red Cross trains local volunteers who are familiar with local needs, culture and resources, in disaster management and health promotion. This means that we are able to react immediately and guarantees the long-term sustainability of projects.

Our protective emblems

Red Cross and Red Crescent staff do not use armed protection, but travel instead under protection of the universally recognised emblems. The emblem of the red cross on a white background is the visible sign of protection under the Geneva Conventions. In many countries with a predominantly Muslim population, a red crescent is used instead. Neither emblem has any religious significance. The emblems must be trusted absolutely to signify neutrality and impartiality.

Neutrality and access

As a non-political and non-religious organisation, the Red Cross is able to communicate with all parties during conflicts. We can deliver humanitarian relief in countries where other organisations cannot or will not work. Our neutrality also means we offer

unconditional help to all people in need, crossing frontlines to help conflict victims and visiting prisoners of war on both sides. We can only carry out this life-saving work if we are understood to be a completely neutral and independent organisation.

> More than one billion people do not have access to clean water.

When a natural or man-made disaster occurs anywhere in world, the Red Cross is always there. We cannot do this without the generosity of supporters giving flexible donations.



Helicopter brings hope

In October 2005, the devastating Pakistan earthquake caused 73,000 deaths and left 3.5 million people homeless. One generous donor gave £500,000 to fund a helicopter and crew of 11 people for a month, which brought hope and life-saving help to thousands of desperate people in inaccessible and remote areas. The helicopter made more than 200 invaluable trips, delivering food and medical aid and returning with casualties needing hospital treatment.

Why flexible donations are important

As an emergency response organisation, we must always be ready to meet changing demands both overseas and in the UK. We need support that covers the breadth of Red Cross work rather than a single project. This gives us the flexibility to respond immediately, wherever and whenever we are needed.

As with all organisations, we have essential running costs that must be met. These are scrupulously kept to a minimum so the vast majority of our support goes directly to helping people in crisis.

We endeavour to create long-lasting relationships with our supporters. These are important, as multi-year donations allow us to plan ahead and make long-term commitments to respond to health emergencies and forgotten humanitarian crises.

Many people choose to make flexible donations once they understand the breadth of our work. We ask supporters to trust in our expertise to most effectively use your donation to help those most in need at any particular time. With your help we could do so much more.

Welcome support

We invite supporters to become as involved in our work as they wish to. We report back regularly to donors on the progress of projects and, where appropriate, offer the opportunity to see our work in person. Supporters are also invited to attend events and briefings from our field staff. Equally, we respect the anonymity of those donors who prefer not to be known. We want our supporters to feel as much of a sense of ownership and pride in the Red Cross as we do.

What your donation could achieve

Your support can make a real difference to the lives of vulnerable people both internationally and in the UK:

£5,000 could train 500 members of the public in life-saving first aid skills.

£25,000 could train and equip 35 home visitors, providing practical and emotional support to over 450 people affected by HIV in Sub-Saharan Africa.

£50,000 could fund a new, specialised frontline ambulance with driver and crew.

£100,000 could supply 1,000 tents to provide shelter for displaced families fleeing conflict.

£250,000 could cover the cost of flying our emergency sanitation unit to the scene of a disaster anywhere in the world to supply clean, life-saving drinking water and help control the spread of waterborne diseases.

£500,000 could support our Sudan Darfur operation, which provides medical supervision through health clinics, as well as food and clean water.

> One in 60 of the world's population is a member of the Red Cross.