



Compassion. Collaboration. Generosity.



Greetings from the co-chairs of Tiffany Circle.



It is our great pleasure to introduce to you the Tiffany Circle, an international giving network, comprising of like-minded, influential women from across the world.

The aim of the Tiffany Circle is to support people in crisis through the International Red Cross and Red Crescent Movement, giving our members the chance to choose the projects which will benefit from their generosity.

In the UK we are looking for new members to join us and follow in the footsteps of a long line of women who have helped the Red Cross at home and overseas.

We'd like to take this opportunity to explain how the Tiffany Circle works, what we aim to achieve, and how you can help.

Yours sincerely,

Patricia Cobian

Margaret Johnson



What is the Tiffany Circle?

The Tiffany Circle is a group of accomplished women with the common goal of helping vulnerable people in crisis by supporting the Red Cross.

A donation of £5,000 each year gives you the opportunity to become a member and change lives, while our innovative funding allows you to have a say in where your money goes. Tiffany Circle is an empowering and collaborative way to give.



Photo by Matthew Percival/BRC

Our values are compassion, collaboration and generosity.



What's in a name?



Photo by American Red Cross

You may ask - why the Tiffany Circle? The name comes from the historic stained glass windows installed at the American Red Cross Headquarters in Washington in 1917. They were commissioned from the Louis Comfort Tiffany Studios. The cost of installing these magnificent windows was paid for by two women's groups; one from the North and one from the South, as an act of reconciliation following the end of the American Civil War. They each made a grant of \$5,000 to honour the work of women in the Red Cross Mission. To this day, the sum remains a symbolic amount for members of the Tiffany Circle.



How the Tiffany Circle works.

The Tiffany Circle offers a new approach to giving. Each member donates a minimum of £5,000 per year, which goes directly to the British Red Cross. You can even move to a higher membership tier should you wish to make a larger donation.

One of the great benefits of the Tiffany Circle is that it is led by its members, so you have a say in how your money is used. You can choose from various British Red Cross projects, and decide which one you'd like your money to go to. You will also advocate for the work of the Red Cross, and inspire other women to become involved.

*Involvement is
at the heart of the
Tiffany Circle.*

As a member you can be actively engaged with the British Red Cross, and see first-hand the incredible work that they do. You can also offer your talent and time to help people in crisis across the globe.

Since 2007, the Tiffany Circle has grown significantly. There are now over 900 members in America, Canada, the

UK, France, the Netherlands and Australia. And we are looking to grow in many more countries. Together the Tiffany Circle has raised over \$77 million.



Photo by Myanmar Red Cross Society/IFRC



Photo by Carlos Spottorno/Panos

The role of the British Red Cross.

As part of the world's largest humanitarian movement, the British Red Cross plays a vital role in helping people in crisis in the UK and around the world.

The Red Cross is global, local, neutral.

The Red Cross is global, with 13.1 million volunteers worldwide. But wherever they are in the world, they understand local needs and cultures, supporting people before, during and after a crisis.

The Red Cross is local, with 21,500 volunteers in the UK, helping the most vulnerable people in society to create lasting change.

The Red Cross is neutral. In any conflict the Red Cross has internationally recognised protection under the Geneva Conventions, giving them access to people in need on both sides of a conflict when other organisations may not.



Who we help.

We support the most vulnerable people in the most vulnerable places.

People living in countries at risk of natural disaster or conflict

The poorest and most vulnerable communities suffer the most from disasters and climate change. We can save lives by helping people to be more prepared. A study from the US suggests that when you spend \$1 helping people in disaster-prone areas, it is four times more cost-effective than helping the same people recover in the wake of an emergency.¹

Women and girls around the world

Women and children are the most likely to die during disasters. We also know that when women and girls earn money, they reinvest 90 per cent of it into their families (versus 30-40% for men²). We believe in the power of women. *Women are the gateway to improving the health and prosperity of communities, starting with their own children and families.*



Photo by Palani Mohan/IFRC



Refugees and victims of trafficking in the UK

In 2015, the number of people forced to leave their homes through conflict and persecution passed 60 million for the first time since the Second World War.³ The British Red Cross is now the largest provider of support to refugees in the UK.

We want to support all refugees and victims of trafficking to rebuild their lives with dignity.

We also want to ensure that their voices are heard.

Not only are these some of the most vulnerable groups in society, they also represent one of the biggest opportunities for change and lasting impact.

¹ National Institute of Building Sciences, "National Hazard Mitigation Saves: An independent study to assess the future savings of mitigation activities," summary version 2005

² Nike Foundation. (2009) The Girl Effect: Not Just about Girls: Engaging Men and Boys is Key to Girls' Ability to Achieve their Full Potential [Internet]. www.nikefoundation.com/media_room.html [Accessed 19 May 2009].

³ Home Office, Immigration Statistics, Oct to Dec 2015; UNHCR mid-year report 2015; Office for National Statistics (mid 2013).



Photo by Stephen Ryan/IFRC



Photo by Tomas Bertelsen/Danish Red Cross

Our impact.

Some examples of the projects Tiffany Circle has funded.

In Nepal, following the earthquake in 2015, we have been helping 54,000 people living in vulnerable, rural communities. The project is helping poor families develop new ways to earn a living, teaching life-saving hygiene techniques and improving the health services available to mothers and their families.

In Myanmar, a country where pregnant women, mothers and young children often face huge health risks, our support has helped the British Red Cross work

with local midwives to make life safer for mothers and their families.

Shockingly, human trafficking and modern slavery exists within the UK. Tiffany Circle members are helping the Red Cross expand its services to support victims of trafficking, in particular women, children and refugees and asylum seekers who are especially vulnerable and often targeted.



Money raised really can make a huge difference.

£5,000 could pay for 136 volunteers to be given first aid training as part of a Community Disaster Response Team, so they are ready to act quickly and save lives in times of an emergency.

£5,000 could pay for flights which could reunite three refugee families separated by conflict and help them begin a new life together.

£5,000 could pay for 81 mothers to be trained in income generating activities, such as farming, food production, and tie dyeing, enabling them to support their families.

You can help us to reach even more people in crisis. And you will be kept up to date with the work that is being carried out, so you can see the difference you are making.



Photo by Jude Moore/British Red Cross



What can the Tiffany Circle give you?

The Tiffany Circle will give you an empowering opportunity to meet other like-minded, successful women across the world as we help the Red Cross achieve its aims. It will also enable you to choose the focus of your giving.

You will be invited to events at home and abroad, giving you the chance to meet other Tiffany Circle members and share your ideas. These events range from prestigious celebration evenings to informative project visits and engaging lunches

with Red Cross experts and leaders.

To come along to an event and find out what an amazing experience it is to be a part of the Circle, visit redcross.org.uk/tiffanyevents to register your interest.

A collaborative group of highly motivated women united by a common goal

You will also learn essential life-saving skills, and hear first-hand the impact of how your support is improving the lives of vulnerable people. As a member of our global network, you will belong to a collaborative group of highly motivated women united by a common goal. It is this unique approach that makes the Tiffany Circle so distinct in the world of giving, and one we hope you would like to take part in.



Who are our Members?

Our members come from a range of backgrounds and professions. You can read more about them at: redcross.org.uk/tiffanymembers



Young Tiffany Circle.

Tiffany Circle members are passionate about inspiring young women at earlier stages of their careers to get involved in philanthropy. The Young Tiffany Circle was created in July 2014 and the women involved come from a variety of fields including; law, fashion, media and marketing. They include award winners of, for example, Forbes 30 Under 30. Members contribute a personal commitment of £1,000 annually, part of which can be fundraised, helping to support women in the UK and across the world. For more information about the Young Tiffany Circle please check redcross.org.uk/youngtiffanycircle or call **020 7877 7604**.





How to become a member.

For more information about becoming a member, please contact our dedicated Tiffany Circle team at the British Red Cross on:

020 7877 5068 | tiffany@redcross.org.uk

If you would like to attend an event, meet a Tiffany member in your area for coffee or hear from Red Cross staff who are delivering work on the ground, the team would be delighted to arrange this for you.

We hope you will join us.

Your support will transform lives.



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Tiffany Circle is a fundraising initiative of the British Red Cross. The British Red Cross Society incorporated by Royal Charter 1908, is a charity registered in England and Wales (220949), Scotland (SC037738) and Isle of Man (0752).