



HELP WITH YOUR HELP

Annual Report for the year 2015

Finnish Red Cross
20 May 2016

Adopted by the Council on 20 May 2016

Cover photo: Aavaranta Reception Centre, Antti Mannermaa/Taloussanomat
Translation: Tarja Ristanen

Finnish Red Cross, Tehtaankatu 1 a, 00140 Helsinki, Finland, +358 20 701 2000

Contents

Finnish Red Cross in brief.....	4
Governance	4
Activities	4
Fundamental principles	5
Annual Report for the year 2015	
Introduction.....	6
Asylum seekers – a major joint effort	8
Other domestic activities	11
International operations and programmes	16
Communication	19
Fundraising	21
Blood Service, Kontti stores and Youth shelters	24
Blood Service – reliable and safe	24
Kontti stores – volume of donations surprised	25
Youth shelters – effective support	26
Action of central administration	27
Personnel	27
Finance and development activities	27
Risk management	27
Use of self-financing funds	29
Financial statements	30
Income statement	30
Balance sheet	31
Finnish Red Cross Governance	34

Finnish Red Cross in brief

The Finnish Red Cross (FRC) is a humanitarian assistance organisation the purpose of which is to help those who need help most at home and abroad. It is 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 organisations in Finland. Its purpose is to protect life and health and to safeguard human dignity and human rights in all circumstances, to help the most vulnerable, to prevent and alleviate human suffering, as well as to support and assist public authorities in times of peace and 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 organisation 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 2017. The General Assembly elects the Presidents as well as the Board and Council of the Finnish Red Cross, which lead the action of the organisation.

Finnish Red Cross volunteers work in the more than 500 local branches. The staff of twelve district offices support the volunteers through regular contact, training and events.

The FRC Headquarters provides nationwide coordination of volunteer activities and Red Cross assistance work. Its responsibilities include developing FRC action, cooperation 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 and first aid training
- Friend visitor services and support to informal carers
- Healthpoints and other health promotion
- Clubs and camps for children and young people
- Support to immigrants, reception of refugees and reception centres, tracing
- International disaster response and development cooperation
- Collections, campaigns and other fundraising
- Advocacy for people who need help most
- Blood Service
- Kontti recycling department stores
- Youth shelters
- Coordination of Voluntary Rescue Service

The fundamental principles of the International Red Cross and Red Crescent Movement

HUMANITY

The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded in the battlefield, 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

It makes no discrimination as to nationality, race, religious beliefs, classes 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.

Finnish Red Cross in figures

More than	30 000 active volunteers
	86 000 members
	102 000 regular donors
	121 000 blood donors

Annual Report for the Year 2015

Introduction

The escalation in the number of asylum seekers in the autumn of 2015 launched the largest peacetime domestic assistance operation in the Finnish Red Cross. The operation offered a huge number of people the opportunity to help and be part of a transition that affected the entire Finnish society. The seamless cooperation of thousands of volunteers and diverse professionals was an experience that we can learn from and be inspired by for a long time.

Although the operation started unexpectedly, the preparedness to respond existed and practical-level preparations had already been made for years. The mechanisms and systems were in place but only the autumn reality showed how they worked in practice. In the course of the operation we learnt how to work together better both internally as well as with other organisations and the public authorities.

As in all our work, the foundation for the reception activities has been to help those who need help and are the most vulnerable. We are still prepared to open new reception centres. At the same time we must be ready to support those who have already entered the country. Providing support in the integration process to those who have been granted asylum, the new members of our communities, is our next joint effort.

Helping another human being is at the core of Red Cross action. Help from one person to another is important, and new kind of responsibility is, in fact, emerging. People want to influence and do things that have relevance not only for them personally but also for society. The Red Cross must be able to offer everyone their own way of being involved in helping.

Supporting the integration of new Finns in different parts of the country provides an excellent opportunity to support the start of a new life and to offer fresh volunteers things to do. Finnish Red Cross activities are open to all age and other groups: for example, the Full life in retirement -coaching funded by Finland's Slot Machine Association RAY provides support to retiring people in preparing for and adapting to the change, as well as to strengthening independent wellbeing. The Finland plays -programme implemented together with the Mannerheim League for Child Welfare is a unique example of agile, crossgenerational activities that are guided by people's own competence and inspiration.

Caring is a strong value, the power of which was been seen in the course of 2015. The autumn was a period of sharing the common good, in which numerous NGOs, associations and companies took part. Finnish people voted with their feet in response to the polarising attitudes and social media discussions: some 10 000 new volunteers joined FRC activities. The wave of helping inspires and creates opportunities for new kinds of action. For some time already it has been noticeable that volunteering is enjoying a renaissance, and our goal is to double the number of volunteers in the current General Assembly period. Last year showed that the goal can be achieved, and it is up to us how we succeed in it.

Our programmes must strengthen people's wellbeing. Safeguarding humanitarian values and a culture of caring is ever more important.

Growing uncertainty and sense of insecurity increase assistance needs in Finland and call for strengthening domestic activities in all fields. An increasingly multicultural society brings about challenges that are still new in Finland. Support is needed in growing amounts to, for example, lonely people, immigrants, people living in remote areas and young people in need of special support. However, we must at the same time remember the international situation and help needed elsewhere. Distress has not disappeared from the world around us.

Two major earthquakes took place in Nepal in April, following which the Finnish Red Cross directed more than one million euros from donors and the Ministry for Foreign Affairs to help the victims. Finnish people thus showed their will to help also beyond the country's borders. The Finnish Red Cross has supported disaster preparedness and development programmes in Nepal for years, and the work will go on for years to come.

In Syria, humanitarian aid is needed every day. However, access to those in need has become increasingly difficult. The war is waged where people dwell for the sixth year, and hindering assistance efforts has become a part of warfare. Volunteers in assistance duties have become victims of warfare ever more often. The Red Cross aims to protect relief activities and aid workers in all circumstances, while ensuring that assistance can be delivered even in difficult crises.

Thoughts about the future

A prerequisite for Red Cross response capacity is a society demonstrating fundamental humanitarian values, human rights and democracy. The ability to help victims of disasters, crises, war and conflict requires functioning mechanisms, competent professionals and trained volunteers. The people in need and the authorities must be able to trust in the functioning of Red Cross mechanisms nationally and internationally.

The growing assistance needs at home and abroad require that the organisation's response capacities are developed further. Recent development in Europe has reiterated discussion about strengthening crossborder activities. The importance of volunteering and community-level response capacities has grown. Supporting, coaching and rewarding volunteers are the key to success even in the future.

People are prepared to share their competence and skills if it helps in transforming people's lives for the better. Everyone must have the opportunity to give their own contribution to strengthening common wellbeing. Short-term volunteers attached to individual programmes and funding with a short span demand that we develop better functioning mechanisms to maintain response capacity.

At their best, interactive communication, alternatives provided by social media and digital technologies facilitate the participation of volunteers. Place must be available for doing good.

Trust and a good reputation are prerequisites for us to reach the people in need and to attract new volunteers. Trust requires openness, living the principles into reality and ability to inspire people to join in. Every volunteer must feel welcome in Red Cross activities. Good governance, functioning structures and participatory opportunities increase the volunteers' interest to remain involved. Enthusiastic volunteer activities require competent and encouraging professionals, whose success in the work needs to be backed up by skills development and wellbeing at work.

Growing needs also require more resources. Balanced finances in the entire organisation call for strengthening our own fundraising and increasing professionalism, as well as longterm investments for the future.

In the coming years, the UN sustainable development strategy and how we can implement it through our action will need to be discussed jointly between our domestic and international actors. The new sustainable development goals do not only concern developing countries but us all.

Long-term support to Sister Societies requires long-term funding and commitment. Strong Sister Societies are a prerequisite for well-functioning development cooperation and disaster response. Especially in situations of conflict and war, delivering aid has become increasingly difficult, and the politisation of aid makes humanitarian assistance more costly and dangerous than before.

The world is living through a period of transition, and we must continuously be able to respond to new needs arising from the changes. The Red Cross is needed to provide opportunities for action and helping also in the future.

Reception of asylum seekers – a major joint effort

For the Finnish Red Cross, the year 2015 was exceptional in many ways. As the number of asylum seekers to Finland began to increase considerably in August, the Red Cross launched a nationwide operation for their reception: emergency shelters and reception centres were established at the request of the Finnish Immigration Service at an escalating pace from September onwards.

During 2015, a total of 32 478 asylum seekers were registered in Finland, ten times the number in the previous year. The Finnish Red Cross was prepared to assist the public authorities in the event of increased immigration, and the operation showed the role of the Red Cross as an auxiliary to public authorities in a concrete manner.

In the autumn, 10 000 people joined as volunteers through the website. The majority of them wanted to support asylum seekers.

During the year, 104 reception units were set up with 15 000 residents at the peak of the operation. A record number of 10 000 new volunteers joined the action, and numerous

communities and organisations offered their help. The reception unit network with its volunteers gathered so many people in the joint project that it became FRC's largest assistance effort in Finland since World War II.

The first registration centre in Finland was opened in Tornio, Northern Finland in September. In the centre, the authorities registered arriving asylum seekers and started their asylum process. The Red Cross was responsible for the asylum seekers' accommodation, meals and first-aid type of health care.

Important volunteers

Volunteers played a key role in the setting-up phase of the reception units and later in the daily life of the residents. Staff and already active volunteers were mobilised for the work all over the country. Delegates from FRC's International Personnel Reserve and the resources of the FRC Logistics Centre were also extensively used.

The volunteers, among others, collected and sorted clothing, dishes and other items donated by the general public. They organised the centres ready to receive people, transported them and created activities in the centres. The rapid opening of some

Volunteers gave a major contribution both to setting up reception centres and to their daily activities. For example, the Harjavalta centre relied solely on volunteers for the first two weeks of its operation.

A registration centre was set up in Tornio in September to speed up the registration of asylum seekers. The Finnish Migration Service and the police were in charge of its operations. The Red Cross took care of the accommodation and wellbeing of the new arrivals. Eeva Matsuke was one of our delegates working in the centre, which was closed in March 2016.

The clothing and other items donated by Finnish people were very welcome. Photo from the Ruukki reception centre.



At the beginning of August, the Red Cross had six reception centres, at the end of the year 104 with 15 000 residents.

centres was only made possible with the swift and professional action of volunteers.

FRC's long-established immigration and multicultural activities attracted many times more new people than earlier. In the autumn, for example, 90 new trainers were trained to give the immigrant support induction course and other training.

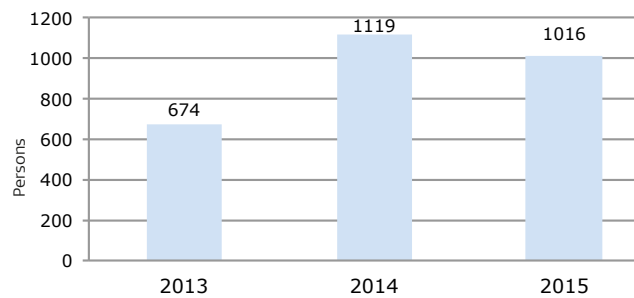
Numerous companies, NGOs and communities also took part in the joint project. For example, Martha Organization volunteers knitted socks, guides and scouts packed hygiene parcels, and sports organisations organised various events in the centres and their neighbourhood. In addition to supplies, companies also provided consultancy services.

Advocacy and training

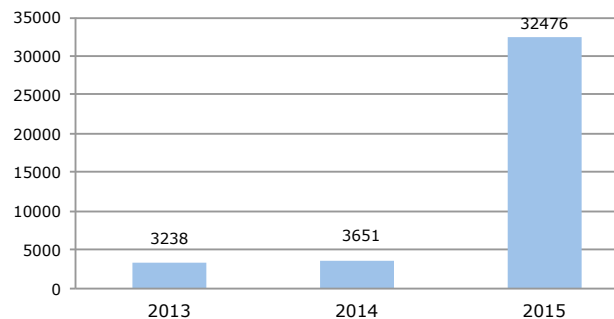
As reception centres were being set up in new municipalities, attitudes started to become stricter. Our volunteers and staff took part in discussions in their home towns and set others an example with

The popularity of the Training ring workshop against racism reached a record high in the autumn. Volunteers as well as school, NGO and municipality staff wanted to participate.

Quota refugees received by Finnish Red Cross



Asylum applications, Persons



The #asennematka tour aroused feelings for and against. The tour travelled from Rovaniemi via Kemi southwards. Celebrities such as Kasimir, Musta Barbaari, Mercedes Bentso and Markojuhani Rautavaara joined the tour. Photo from Vaasa.



ANNE KYTÖLÄ

In the Training ring workshops against racism volunteers seek means to respond to racism they encounter. The photo is from the housing project Kylämaja in Espoo in March. Mauri Laine, Marianna Kuusitalo, Seija-Elina Aakka and Kerttu Tiipponen tested the method.



LEENA KOSKELA

their behaviour. The situation raised a need to increase communication and training.

Dialogue between various groups and actors improved. It was shown in direct contacts and social media conversations. The Report racism service was started in the autumn of 2015.

More demand for tracing

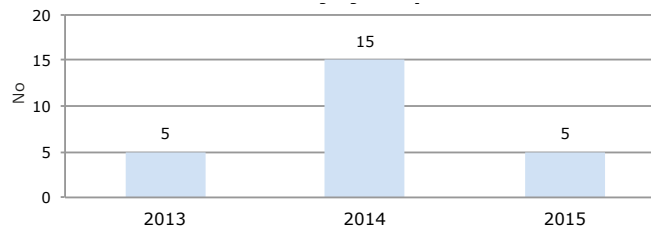
The number of tracing requests grew towards the end of the year. Many asylum seekers lost family members while fleeing to Europe. We started photo search (tracetheface.org) together with the International Committee of the Red Cross and European Red Cross Societies already in the spring. In the service, people who have lost their family members can publish their photo on the web and in a poster.

Family reunification became more difficult

By the end of the year, we had assisted in the reception of 1 016 refugees. We collaborated with the Finnish Immigration Service, the International Organization for Migration, the Finnish Border Guard, interpreting services and with the 51 municipalities and cities that received refugees.

Plans to tighten the criteria for family reunification became topical in the autumn. We got many questions about the impact of the changes from municipalities as well as from those trying to reunite their families. We worked together with other organisations to raise discussion about the increasingly tightening legislation.

Travel arrangements for family reunification made by the Finnish Red Cross



TATU BLOMQUIST

Why do we help asylum seekers?

- The principle and task of the Red Cross is to assist people who need help.
- We are prepared to assist public authorities in situations of escalating immigration.
- The right to seek asylum is based on the UN Human Rights Treaties, to which Finland is committed.

A reception centre was opened in Johannesburg, Porvoo in October. In the photo the centre employees Marianne Chanth and Kristina Kajaani together with volunteer Kim Gustafsson.

Finnish language studies in the Kauhava reception centre, Rema Hussein Ali Noureddein teaching.



STEFAN BRÖNER



KATRI INAUKKARINEN

Other domestic activities

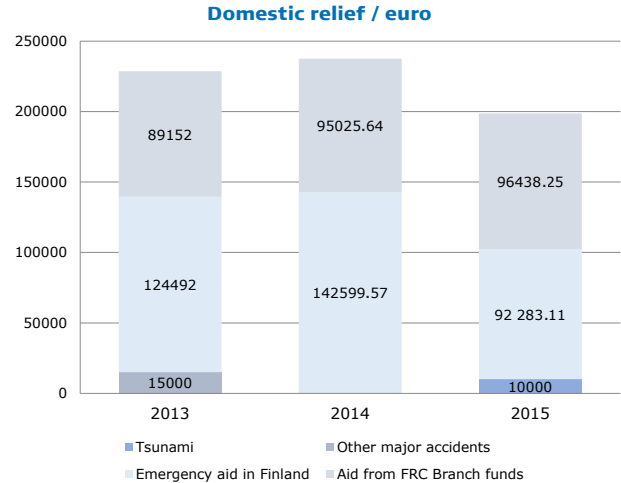
Development work and new forms of cooperation

Preparedness capacities were developed in the Finnish Red Cross during the year locally, regionally, nationally and internationally. The rapid change in the immigration situation improved the preparedness level and practices throughout our organisation. The biggest challenge was to expand the response at the same pace with the growth in the number of asylum seekers. The situation also differed from previous experiences in terms of duration: the greatly increased need for additional resources lasted for months, and will most likely continue in 2016.

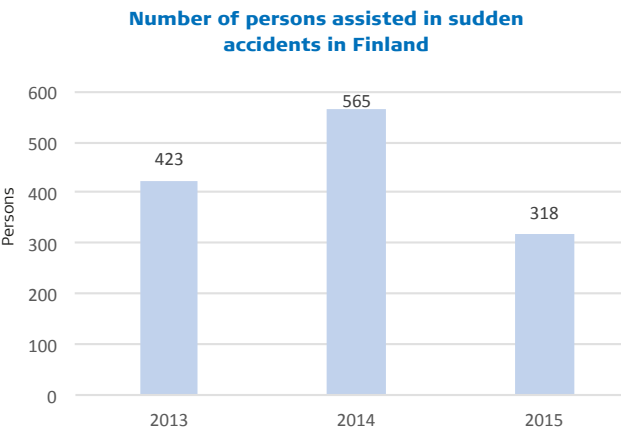
Cooperation between our international and domestic preparedness became closer as a result of structural changes in international operations and programmes. Joint operational practices were tested in the Barents Rescue 2015 exercise, which aimed at developing the reception of external assistance in a major emergency.

Among others, the FRC practised the use of its evacuation hospital in collaboration with authorities from different countries as well as participation in

Cooperation between domestic and international preparedness intensified. 100 delegates worked in the reception centres, and the FRC Logistics Centre delivered supplies to 80 centres.



In 2015 the Christmas collection enabled the Finnish Red Cross to distribute 22 000 gift vouchers worth 70€ each.



First aid training celebrated its 130th Anniversary: the first ever first aid training in Finland was held in Helsinki on 9 March 1885. Events were organised to mark the anniversary, for example to demonstrate the use of an AED.

The only English-speaking first aid group in the metropolitan region met in Helsinki, welcoming both beginners and those with experience.



PETTERI KIVIMÄKI

LEENA KOSKELA

the work of the management team. In the reception of asylum seekers, the capacities of domestic and international preparedness have become closely intertwined. During autumn 2015, 100 members of FRC's international personnel reserve were involved in establishing reception centres, working in the mobile health care unit and in assessing the activities.

To make operational practices compatible in maritime disasters, exercises and joint planning were continued with public authorities. A training session about receiving international aid was organised as staff preparedness training. The preparedness event for the entire organisation emphasised joint response capacity, shared operational practices and volunteer recruitment.

New Voluntary Rescue Service leaders

Training was given to 61 new Voluntary Rescue Service leaders on national courses organised in Seinäjoki, Nynäs and Venejoki. In addition, the first national refresher training course for Voluntary Rescue Service leaders was organised in Nynäs for 43 participants. Voluntary Rescue Service actors

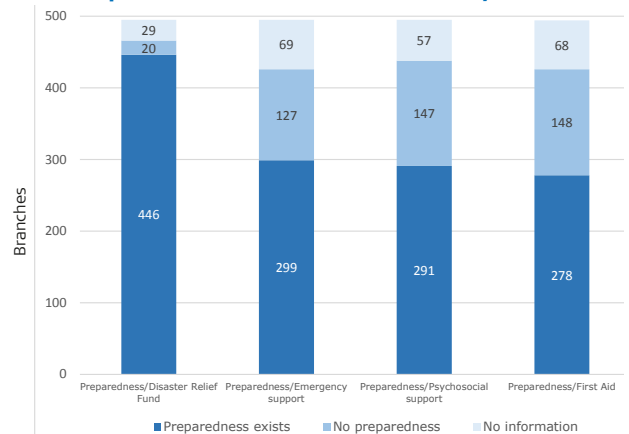
also took part in numerous training sessions organised by local and regional committees all over Finland.

Eleven new first aid groups started.

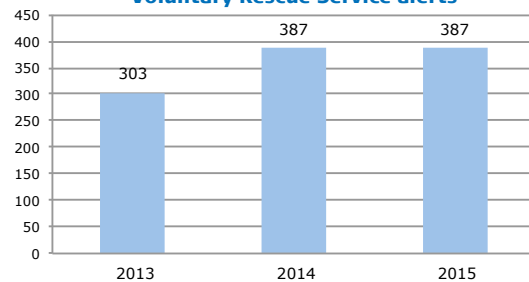
New first aid groups

First aid groups were active in attendance at thousands of events all over Finland. First aid services were provided for example at the gymnastics mass event Gymnaestrada in Helsinki

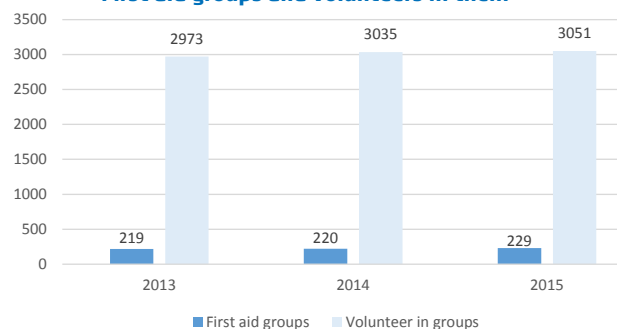
Preparedness of branches announced by district



Voluntary Rescue Service alerts



First aid groups and volunteers in them

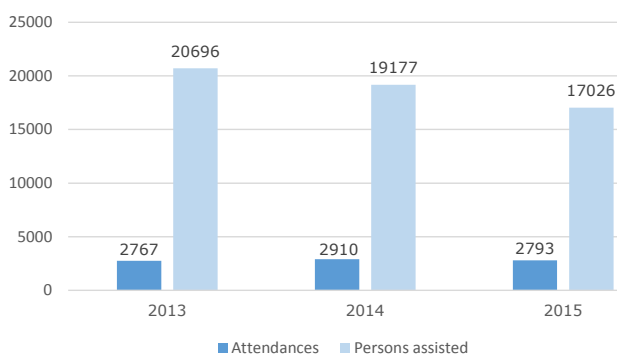


The Barents Rescue exercise organised in Kittilä in the autumn had approx. 900 rescue and medical professionals and volunteers participating from Finland, Sweden, Norway and Russia.

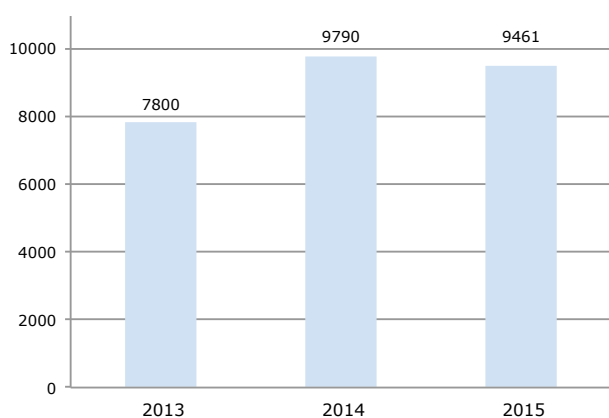
The Finnish Championships in first aid were organised in Rovaniemi in early June. The Tampere branch group won the adult category and Lemu branch the youth category. The winning junior team came from Rovaniemi.



First aid attendances and persons assisted



Visits to Healthpoints



and the Biathlon World Championships in Kontiolahti. Like other volunteers, first aid group members were also actively involved in the reception of asylum seekers and the alert duties of the Voluntary Rescue Service. Eleven new first aid groups were established in different parts of the country.

Generations meet also in friend visitor activities. Anna-Maria Hollo and Sirkka Halttunen from Kuopio get together regularly.



PETTERI KIVIMÄKI

The FRC Board adopted a Guideline for the use of over-the-counter drugs for first aid attendants. The training material Medicinal products in first aid attendance was completed and trainings started in different parts of the country.

Psychosocial support needed

After the killing of a teenage girl in Joutseno in the autumn, volunteers from the Red Cross and Voluntary Rescue Service provided support to the local residents and public authorities. The number of volunteers in the assistance duties was 23. In the course of several days, the volunteers worked for nearly 200 hours.

On the day following the terrorist attack in Paris, FRC's Youth shelters started a crisis chat in the Tukinet portal open to all. Dozens of people participated. The terrorist attack caused feelings of insecurity among people, and the opportunity to discuss was considered a good thing.

During the year, a training of trainers in psychosocial support was organized, as well as further training for trainers. Material on psychosocial support related to asylum seekers was produced for volunteers. The psychosocial support brochure 'You have experienced a shocking event' was translated into Arabic, Dari and Farsi.

First aid guidelines updated

The guidelines used in first aid training were updated in the late autumn to correspond with recommendations of the European Resuscitation Council and International Liaison Committee on Resuscitation.

At the end of the year, there were as many as 263 Terhokerho clubs. The goal is to establish such a club for generations to meet in every municipality in Finland by the end of 2016.



MIIISA KAARTINEN

An agreement on giving training to driving instructors was concluded in the autumn with the Finnish Driving Schools Association. The training will build the capacities of driving instructors to teach the Helping in a road accident –topic.

The training of trainers in first response was developed to include both local and distance learning (face-to-face and web periods).

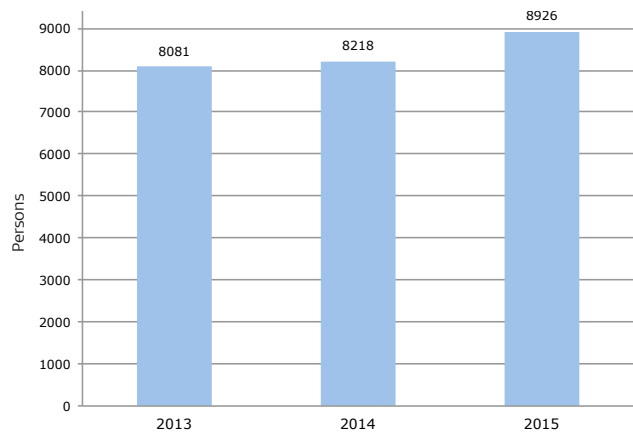
Healthpoints to remote areas

The number of Healthpoints grew. Healthpoints offer a wide range of support to health and wellbeing in many municipalities. Specific operating principles and tools have been developed for them. The need for mobile clinics will increase as the healthcare and social services become more centralised. Health advice is no longer offered to the ageing population in sparsely populated areas.

FRC's Drug and Alcohol work reached some 25 000 people at summer festivals, shopping centres and educational institutions. Volunteers also trained public authorities.

The coordination of the Home accident prevention campaign, jointly run by several NGOs and public authorities, was transferred to the Red Cross. The campaign includes the Accident Day 13 May and the Keep on your feet campaign, as well as communication through the kotitapaturma.fi website.

Volunteers in friend visitor activities



Versatile friend visitor activities

Diversifying the friend visitor activities continued: support and activities were offered to people of different ages and in different life phases, for example to the young and those from other cultures. The young-to-young activities expanded to 11 municipalities. Our volunteers encountered a growing number of people who needed not only a friend but also a professional helper.

Friend visitor activities interest Finnish people. The good visibility gained in the TV Nelonen Vain elämää music programme resulted in a large number of new friend visitor trainings in different parts of

Drug and alcohol programme volunteers met 25 000 people at festivals, schools and shopping centres.

After the TV Nelonen programme, 30 friend visitor courses were organized on Super Wednesday 13 November.

The Full life in retirement –coaching had 170 participants. Some of them wanted to become Red Cross volunteers immediately.

Support activities for informal carers offered recreation, peer support and training to thousands of informal carers in 64 municipalities. Ilpo Koivisto, Timo Korhonen and Asko Hildén at the wellbeing event for informal carer men in Nynäs.



the country. Thirty courses were organised on Super Wednesday 13 November.

Prison visitors served in nine prisons. The theme for the national prison visitor days was how to support prisoners' families.

Finland plays –project

'Finland plays' is a three-year project funded by the Finnish Cultural Foundation. It builds bridges between generations and pays attention to the relevance of play. The Finnish Red Cross and Mannerheim League for Child Welfare are responsible for its implementation.

The aim is to start a Terhokerho club, a place for generations to meet, in every Finnish municipality by the end of 2016. At the end of 2015 there were already 263 clubs.

At the end of 2015, there were 263 Terhokerho clubs.

Of the adult club participants, 92 per cent said that participation had had a positive effect on their mood, and 74 per cent said that they had found new friends.

Support to retiring people

The 'Full life in retirement' coaching offers those planning to retire and recently retired support in a changing life situation and in strengthening wellbeing.

During the year, 19 coaching events were organised for 170 participants. A fifth of them wanted to join Red Cross volunteer activities immediately. Collaboration with employers was started with the City of Oulu.

Thousands of informal carers were supported in 64 municipalities.

Respite for informal carers

Support activities for informal carers reached thousands of people in 64 municipalities. The most important activities were training sessions aimed at increasing the wellbeing, health and safety of informal carers. They had 815 participants. Trainings, expert lectures and group meetings played a significant role in the daily coping of informal carers. Recreational and group activities had 548 participants.

A telephone service for informal carers, Juttuluuri, was launched in 2015. An informal carer can have a confidential conversation about anything on one's mind with a trained volunteer over the phone.

Food aid in two districts

The distribution of food aid was started in 14 local branches in Satakunta and Oulu districts in late autumn. More than 14 000 kg of food items were distributed. Branch activities were presented at the same time.

The youth started the #tuplataan campaign in early autumn to double the number of young volunteers by the end of 2017.

Young-to-young activities were organised in 11 municipalities.

Young people from 29 countries gathered to Evo, Hämeenlinna in early August. The Fire Camp programme included practising disaster preparedness, playing the IHL role play and discussing the relevance of Red Cross principles – to mark their 50th Anniversary.

The FRC Youth annual meeting held in Jyväskylä generated ideas for example for recruiting new actors, in the spirit of the #tuplataan campaign. The October meeting had 60 young participants.



MIIISA KAARTINEN



PETTERI KIVIMÄKI

International Operations and Programmes

Help to conflicts and people fleeing from crisis zones

The conflict in Syria has already lasted longer than four years. More than 12 million Syrians are in need of immediate humanitarian aid. In 2015, violent conflicts also affected Yemen and South Sudan, among others. Millions of people fled within their countries of origin, to neighbouring countries and Europe.

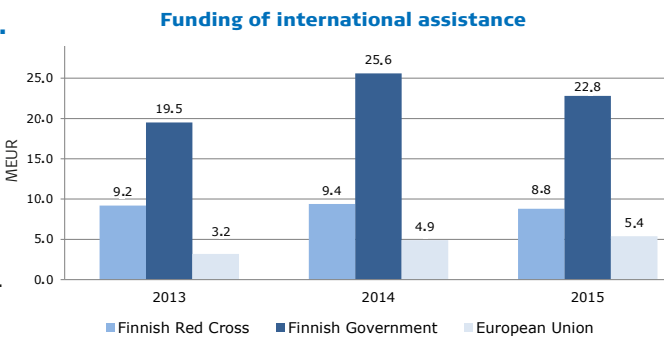
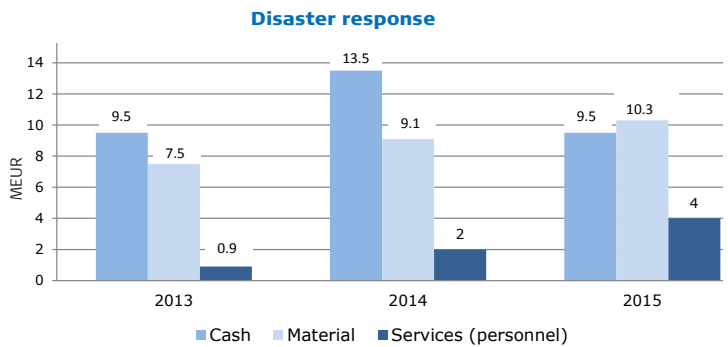
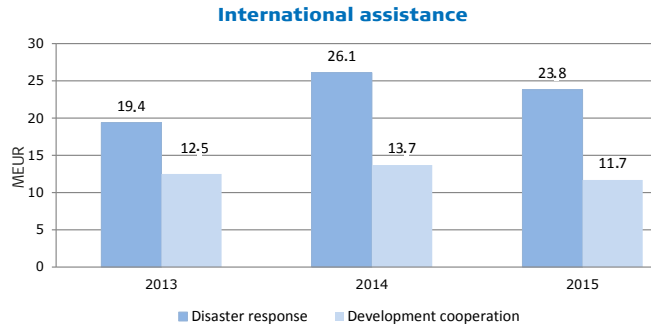
The Syrian Arab Red Crescent and the International Committee of the Red Cross (ICRC) provided food aid to more than seven million and facilitated access to clean water for about 15 million Syrians. Aid was also distributed to areas under siege. The Finnish Red Cross participated in the efforts with support from donors and the Ministry for Foreign Affairs. The FRC sent 72 000 blankets.

More than 100 local aid workers in the Middle East, Africa and Asia were given training in International Humanitarian Law.

South Sudan, Yemen and people arriving in Europe

With support from the Ministry for Foreign Affairs, the Finnish Red Cross sent to South Sudan relief supplies, funds and delegates, including health personnel. In addition, 700 MT of millet was donated. Mine victims were rehabilitated and trained.

In Yemen, some 16 million people are in need of humanitarian aid. The Finnish Red Cross assisted with



The ongoing war in Syria has created an enormous humanitarian problem. The Syrian Arab Red Crescent distributed food and clean water to millions of people. The FRC sent blankets, among others.

Greta Andersén worked in the intensive care unit in a hospital in South Sudan. A lot of children with malaria and fever were admitted to the hospital.



ABDUL KADER FAYAD



YAMILA CASTRO

500 000 euros provided by the Ministry for Foreign Affairs. The sum provided more than 2.2 million Yemenis with food, water and health care.

More than a million asylum seekers arrived in Europe in 2015. The FRC allocated 120 000 euros from the Disaster Relief Fund for refugee and immigrant assistance in Greece, Italy and Serbia, and also despatched blankets.

Afghanistan and silent crises

The humanitarian crisis in Afghanistan is ongoing and partly expanding due to the deteriorating security situation. Especially health services are poor. As many as 36 per cent of the population do not have access to primary health care. The Finnish Red Cross directed humanitarian aid worth 1 million euros granted by the Ministry for Foreign Affairs through the ICRC as a cash contribution and in relief supplies.

We sent funds and delegates to Ukraine. We also continued our support to victims of 'silent disasters' for example in the Central African Republic, Democratic Republic of the Congo, Libya, Somalia and Chad.

Thousands of people assisted in Nepal

In April 2015, an earthquake of 7.8 magnitude struck Nepal. Almost 9 000 people lost their lives and 17 000 were injured in the earthquakes. 850 000 homes were destroyed. The Red Cross was there to help from the very beginning.

The Finnish Red Cross despatched a Logistics ERU and a basic health clinic to the site. The number of patients treated at the clinic was 5 729 until its

More than 5 000 patients were treated at the clinic sent to Nepal. Mobile units also treated people in mountain villages.

handover to local staff. In addition to the health clinic, Finnish delegates travelled in the mountain villages offering outpatient services and treating various health problems. The number of Finnish delegates was 49: logisticians, technical staff, nurses, midwives, doctors as well as IT and telecom professionals.

The Finnish Red Cross directed a total of 1.17 million euros from donors and the Ministry for Foreign Affairs to assist the earthquake victims. The funds were spent on the distribution of relief items such as tarpaulins, kitchen sets, blankets and tools. The FRC has supported disaster preparedness and development programmes in Nepal for years. The work will continue.

Persistent work to eradicate Ebola

The Red Cross has been involved in action against the Ebola virus disease ever since the outbreak of the epidemic in December 2013. The epidemic is the worst in history, with approx. 28 000 thousand people infected. The number of deceased is more than 11 000. There are few new infections at this stage but officially the epidemic is not yet over.

In 2015, a total of 2 881 trained volunteers took part in the work. They conducted 54 504 safe burials and offered psychosocial support to almost 400 000 people. The Ebola information campaign reached millions of people. The Red Cross Ebola treatment centres in Kenema and Kono in Sierra Leone treated a total of about 1 474 patients. Both centres were closed in 2015.

The earthquake in Nepal destroyed more than 800 000 homes and killed 9 000 people in April. The FRC basic health clinic treated more than 5 000 patients. Cooperation with the Nepal Red Cross Society continues. Petra Aljärvi in the photo.

The Red Cross Ebola treatment centres in Kenema and Kono in Sierra Leone were closed. Support was continued with the help of nearly 3 000 volunteers. They conducted 54 000 safe burials and offered psychosocial support to almost 400 000 people.



The Finnish Red Cross gave a significant contribution to fighting the Ebola epidemic in West Africa: we had 25 delegates working in Sierra Leone, Liberia and Guinea.

The Finnish Red Cross gave a significant contribution to fighting the Ebola epidemic in West Africa: we had 25 delegates working in Sierra Leone, Liberia and Guinea in 2015.

Support to flood regions

The worst flooding in decades affected the lives of more than 1.3 million people in Myanmar: 15 000 homes were destroyed and nearly 300 000 families had to leave their homes temporarily. We sent 400 000 euros worth of humanitarian aid granted by the Ministry for Foreign Affairs to Myanmar to assist people in the worst affected areas. The Red Cross distributed relief supplies such as temporary shelters, bednets, water and water purification tablets to more than 50 000 people.

The five-year disaster preparedness programme produced a positive outcome in the Philippines. The Red Cross has learned to plan disaster preparedness, practise evacuation and train response teams. Families have improved their knowledge and school buildings have been protected from flood damage.

Over 300 000 families had to flee their homes when devastating floods hit villages in Myanmar. The Red Cross assisted more than 50 000 people, partly with support from Finland's Ministry for Foreign Affairs.

Malawi also suffered from severe flooding at the beginning of the year. The Red Cross distributed relief supplies such as water, kitchen and hygiene materials and bednets to 2 000 families.

Health with the help of volunteers

The Finnish Red Cross and Land Rover launched a partnership in the spring to provide water and better health to 24 000 people in Tajikistan. Only half of the rural population and schools in Tajikistan have access to clean water.

The Finnish Red Cross also supported health programmes, among others, in Ghana, Sierra Leone, Côte d'Ivoire, Kenya, South Sudan, Somalia, Myanmar, DPR Korea, Cambodia and Burundi.

Donations for asylum seeker operation

The FRC Logistics Centre maintains preparedness for both international and domestic response. The preparedness capacities were put to the test in the autumn in organising the reception of asylum seekers. In the September–December period, 192 consignments were despatched to 80 reception centres. A lot of donations were received.

A total of 161 870 kilos of clothing and shoes were sent to five countries: Ukraine, Kazakhstan, Kyrgyzstan, Tajikistan and Mongolia. An ERU Logistics Unit was despatched in cooperation with the Danish Red Cross to assist in the earthquake operation in Nepal, a health clinic together with the German Red Cross and an X ray unit to support the Norwegian Red Cross hospital.

Evacuations were practised, schools protected and volunteer disaster response teams trained in the Philippines. Everyone needs knowledge and skills, as was last noticed during the 2014 disaster.



EMIL HELOTIE



TATU BLOMQUIST

Communication

The year 2015 was a year of major news. The media was interested in asylum seekers, relieving loneliness and first aid instructions as well as news. In late spring our visibility increased due to our assistance efforts after the Nepal earthquake.

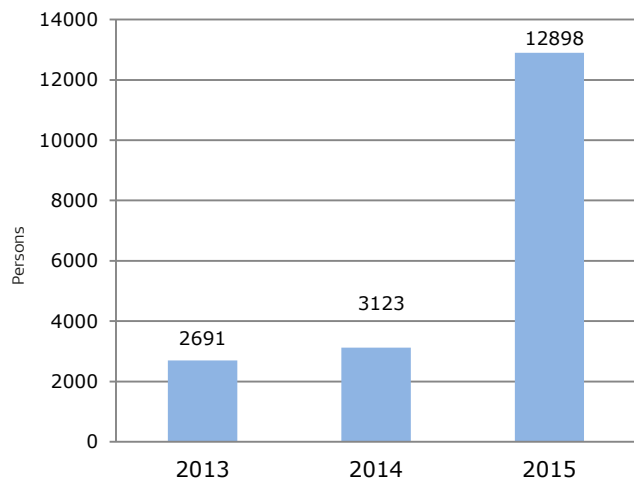
The media followed the life of asylum seekers in the reception units, our work in them as well as the reactions of local inhabitants and their willingness to help. The feedback we received was both for and against: on one hand, we saw and heard hate speech, on the other, 10 000 new volunteers joined through our website.

The Three ways to help -guideline we launched helped in directing our communication. Our experts were visible for example in the reporting on the humanitarian situation in Syria and other countries of origin.

In the autumn our reception centres were visited by both the Secretary General of the International Federation of Red Cross and Red Crescent Societies Elhadj As Sy and the UN Secretary General Ban Ki-Moon.

We worked together with the media also in campaigns: the Christmas collection, Red Nose Day, Janopause (YLE) as well as Vain elämää music programme (Nelonen TV). The individual FRC projects gaining most visibility were No to racism, Full life in retirement as well as Terhokerho cross-generation clubs.

Volunteers joined through the Internet



The website punainenristi.fi had 900 000 visitors. The FRC had 69 000 Facebook and 8 500 Twitter followers.

The Humanitarian Gesture Award was given to the Yle TV series Hoivakoti kuntoon on improving conditions in a care home. It was received by journalists Annukka Roininen and Tiina Merikanto in the Red Cross Day event in Helsinki in May. FRC Council Chairperson Eero Rämö and Secretary General Kristiina Kumpula presenting the award.

Olga Mertaniemi, an upper secondary school student from Oulu, resuscitated a 17-year-old school boy using skills she had learnt at school. The Red Cross awarded her the Bronze award in first aid and a plaque.



The communication of the Kontti chain of recycling department stores was strengthened in social media. A new Facebook account was created on Friendship Day (14 February). It has 2 500 followers. An Instagram account was created at the end of the year to enable the stores to promote their activities better. The Kontti chain also gained more visibility in edited media than before.

The Facebook, Twitter and Instagram accounts of the Youth shelters gathered several hundreds of new followers. Visibility also grew in edited media. An electronic school brochure was made to support school cooperation, as well as a brochure targeted at upper comprehensive schools.

The FRC youth blog (www.henrygoeslive.com) had an average of 4 000 visitors per month.

More social media followers

The Finnish Red Cross had a record year in social media channels and on the web. We also broke our Facebook status update record when a single message reached almost half a million people on Hunger Day.

The number of our Twitter followers almost doubled from the previous year and was 8 500 at year end. In the spring we also created an Instagram account that at the end of the year had 900 followers.

The increase in social media visibility was noticeable throughout and was partly also reflected

in our website visits. The punainenristi.fi website had 900 000 visitors during the year, which is 50 % more than in the year before. The most active period on the web and in social media was in September when the asylum seeker situation peaked and general interest in our organisation grew. The relevance of social media was also obvious in the No to racism campaign. According to Facebook statistics, the news posts of the programme reached more than three million people. Half a million people were reached with the #asennematka campaign during the anti-racism week.

Humanitarian Gesture to Yle

The Board of the Finnish Red Cross gave the Humanitarian Gesture award to Yle, the Finnish Broadcasting Company, for a TV series on improving conditions in a care home. During autumn 2015, the A studio programme followed how the staff of care home Tervakanto in Somero reformed the home with the help of coaches. At the same time, the programmes encouraged people to do small good deeds to brighten the daily lives of elderly people in care facilities.

The President of the Republic awarded 39 Gold, 52 Silver and 145 Bronze Medals of Merit. The FRC Board further awarded 37 Badges of Merit.

The UN Secretary General Ban Ki-Moon visited the Auramo reception centre in Vantaa in December. He met asylum seekers and thanked Finnish people for their great compassion and concrete help to the new arrivals. Helsinki-Uusimaa District Manager Petri Kaukiainen presented the centre activities.



MIKKKA PIIRINEN

In December, Secretary General of Amnesty Finland Frank Johansson presented the Candle Award to the thousands of Red Cross volunteers who helped asylum seekers. Those present were Helvi Loijas Noormarkku, Noora Aho Helsinki, Joonas Niemi Turku and William Rivera Helsinki.



TOMI ASIKAINEN

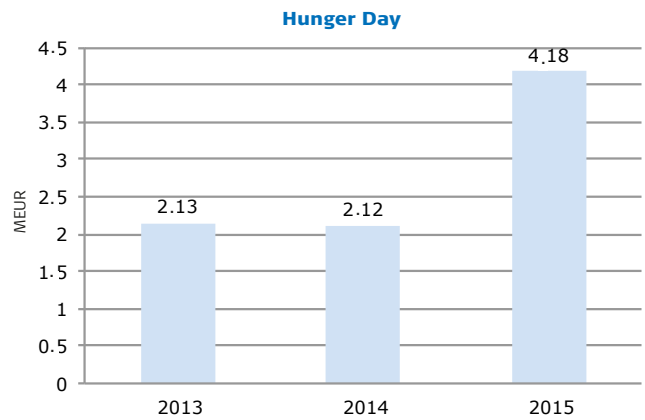
Fundraising

The entire fundraising year 2015 was versatile and successful. The direct mailings in the spring succeeded very well, and the earthquake in Nepal launched a major operation. The intense growth in the number of asylum seekers, the active role of the Red Cross as well as the Finnish Government's cuts in development cooperation funds resulted in a marked increase in the number of donors. People showed their opinion not only by donating but also by becoming FRC members.

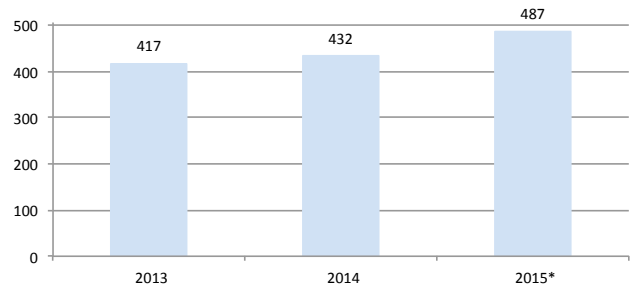
Hunger Day result 4.2 million euros

FRC's largest annual fundraising effort, the Hunger Day, raised the best result of its 35-year-old history. Special attention was paid to recruiting volunteers to carry collection boxes, and members and donors were invited to join in through targeted messages. The fundraiser reserve grew considerably. Companies also participated actively in the collection, and the direct mailing to donors produced an excellent yield. The Hunger Day's record result was the outcome of the work of all parties involved.

The 35-year old Hunger Day raised its best ever result with 4.2 million.



Local branches participation in Hunger Day campaign



*Based on figures reported by districts.

The Hunger Day got people on the move in Jyväskylä. The number of fundraisers was multiplied. Marianne Tiitinen dropped money into Tanja Nieminen's box.

Teuvo Tuppurainen distributed pea soup for the 20th time in a Hunger Day event in Jyväskylä. Juhani Liimatainen thought the the soup was delicious.

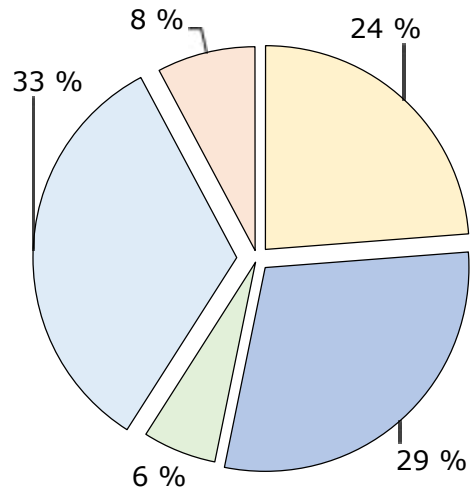


Great increase in monthly donors

A record number of 16 064 new monthly donors were registered in 2015. An exceptional wave of spontaneous donors was seen in the autumn when dozens of new monthly donors registered online per day. The most popular target option was half of the donation to the Disaster Relief Fund, half to domestic activities.

Donor communication was developed and automated to ensure that all donors receive up-to-date information about the donation reaching its target and its impact on the lives of the assisted people. The teleteam that started at the beginning of the year also enabled a totally new way of communicating with our donors and people interested in our activities.

Distribution of gross yield by product group



The number of monthly donors rose to 16 000.

Corporations, communities and friends involved in helping

The S Group of cooperative retailers and LocalTapiola mutual insurance group continued as our main corporate partners. The partners' support was visible for example in the Red Cross Week and Friendship Day campaign as well as in numerous events.

- Lottery
- Safety products
- Graphic products
- First aid products
- Organizational products

Young people eagerly joined the Hunger Day. Daniel Westerholm raised a good sum in Tammisaari.

The need for help for the earthquake victims in Nepal motivated people to collect. Sagar Thapa ja Krishna K.C., Nepalese living in Finland, joined others in Helsinki.



LEENA KOSKELA

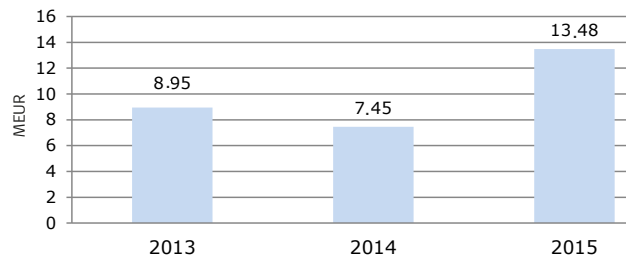
TATU BLOMQUIST

Cooperation with Accenture also continued. Accenture staff offer their professional competence to Red Cross development work, and the employees can also take part in FRC's volunteer duties. FRC Youth shelters and other domestic activities, refugee activities as well as the Disaster Relief Fund also mobilised many other companies to contribute money, time as well as materials. We cooperated, among others, with the Association of Finnish Pharmacies, Ilovirta electricity company and Land Rover.

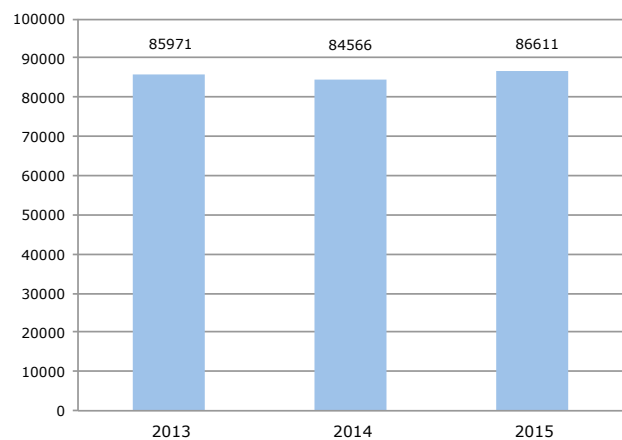
The Chain Reaction campaign encouraged to cycle and help. The number of corporate, municipal and friend teams participating was 216 and the yield 91 000 euros. Schools were encouraged to fundraising with information on opportunities and by further development of models launched in the previous years.

At least 1 500 companies participated in the Christmas campaign.

Disaster Relief Fund: proceeds through collections and other donations



Membership, total



Musician Anssi Kela learnt about friend visitor activities and collected clothing for asylum seekers. – Good fun, rewarding and important, he crystallised his experiences in the Vain elämää special episode.

The Christmas collection reached a record result of 1.7 million euros. The sum was spent on vouchers for 22 000 needy families with children, 4 000 more than the year before.



Blood Service, Kontti stores and Youth shelters

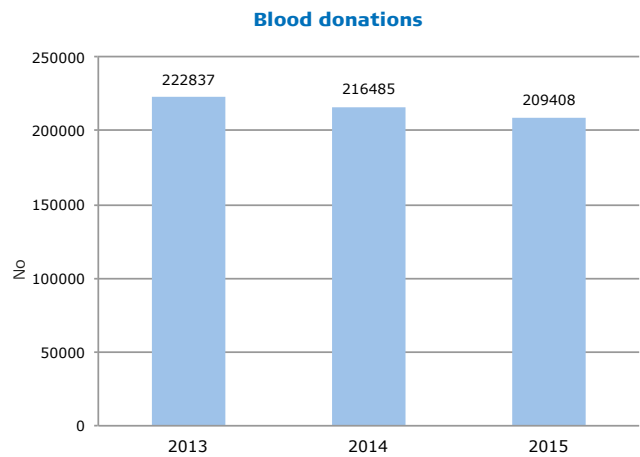
Institutions of the Finnish Red Cross – **the Blood Service, Kontti recycling department stores** and **Youth shelters** – are legally part of central administration and their action is included in the financial statements of the central administration.

Blood Service – reliable and safe

The core operations of the Blood Service remained stable and its operational prerequisites excellent. Blood donors are active and the blood donation network works efficiently, as do the manufacturing of blood products and the laboratories supporting the activities. The Stem Cell Registry maintained by the Blood Service and the services supporting organ and stem cell transplants also have an established position in Finnish healthcare.

The Blood Service separates the donated blood into red blood cells, platelets and plasma, and it is responsible for supplying blood products to Finnish hospitals. The collection of blood and the manufacturing of products is performed according to healthcare needs.

In 2015, we collected whole blood at ten fixed locations and at 1 237 mobile blood collection events: a total of 209 407 bags. We reduced the collection of whole blood by 3% as planned, corresponding to the decline in the usage of red blood cells.



The share of new donors of those who donated blood was 14%. At the end of the year, there were 2 229 registered BloodGroup blood donation groups. The goal of 2 000 community and company groups set at the beginning of the campaign was met and exceeded about a year before the target date.

A record number of 4 615 new donors joined the Stem Cell Registry. The Registry has grown significantly in recent years and now has more than 30 000 members.

The Blood Service manufactures annually approx. 200 000 red blood cell products that are used in blood transfusion therapies in Finnish hospitals.

The share of new donors of those who donated blood was 14 per cent.



UZIVARON



JARI HÄRKÖNEN

In May we signed a lease agreement with United Medix Laboratories Ltd (YML), following which YML will relocate to the Kivihaka premises as a subtenant in 2016. In 2015, the Blood Service had an average of 536 employees, whose contributions total the equivalent of 443 full-time employees.

A total of 4 615 new donors joined the Stem Cell Registry. The Registry has more than 30 000 members.

Kontti – volume of donations surprised

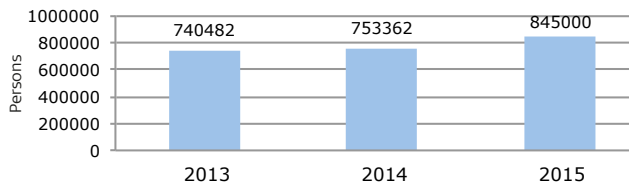
Kontti stores delivered clothing to more than 10 000 asylum seekers.

The role of the Kontti chain of recycling department stores as part of the Red Cross chain of helping grew even stronger. The stores received large amounts

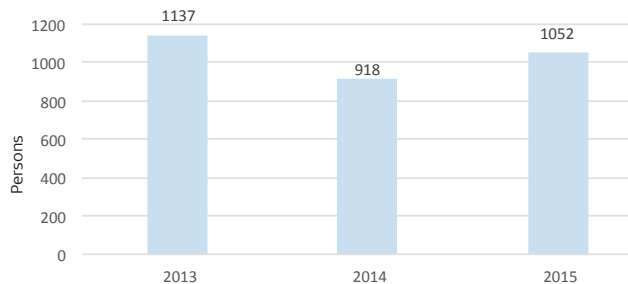
of donations earmarked for asylum seekers and delivered them on to the reception centres. Many volunteers, and in some places also staff assigned by the municipality, joined the Kontti teams to sort the sometimes huge amounts of donated goods. In total, the Kontti stores delivered clothing to 10 000–15 000 asylum seekers.

In 2015, the total sales volume of the Kontti stores climbed above 9.5 million euros, which is 13 per cent more than in the previous year. Many stores broke sales records especially at the end of the year. The Kontti opened in Espoo in March soon found its

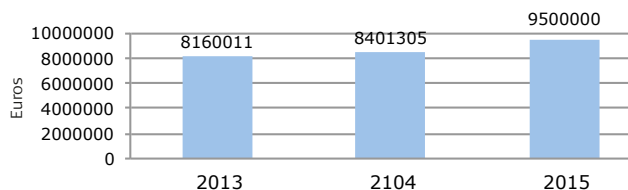
Kontti stores customers



Number of staff with employment support, Persons



Kontti stores turnover, Euros



clientele and donorship, and the year continued in a positive tone.

The number of employees with pay subsidies was 1 052. In 2015, 27 persons completed a vocational qualification in sales.

The role of the Kontti stores as part of the chain of helping grew even stronger: clothing to asylum seekers, new volunteers, donors and customers.

The Friendship Day was celebrated in the Kontti in Vantaa, Roosa Tuomainen in the photo.



JUSSI VIERIMAA

LEENA KOSKELA

The Kontti stores provided 159 000 kg of clothing to international assistance operations. In 2015, the Finnish Red Cross despatched clothing aid collected by the stores to Ukraine, Kyrgyzstan, Tajikistan, Kazakhstan and Mongolia.

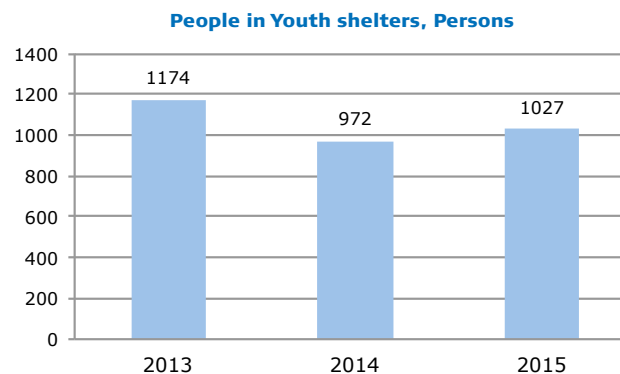
Positive feedback was given for the ability to listen to the young person and the parents, respecting their dignity, flexible attitude to work and professional way of working. The client families considered it important that the services were available outside office hours and that help was available quickly.

Youth shelters – effective support

The Youth shelters reached a larger group of young people in need of help than before through their core services. The efficiency of the preventive shelter services is shown by the fact that 80 per cent of crisis accommodation clients returned to their own homes, supported housing or to their immediate community as planned.

The core services, such as crisis accommodation, family group conferences and support to independent coping, were used by 742 young people. A total of 1 057 young people were worked with in the shelters, which is clearly more than in the past years. The most common reason for coming to the shelter was conflict at home, and the second the young person's mental health problems.

The goal was to reach younger clients than before at an earlier stage than before. Therefore special emphasis was put on school visits and 6th grade pupils of the lower comprehensive school. The number of very young clients, under the age of 14, was slightly higher than in the previous year.



About 80 per cent of the Youth shelters' crisis accommodation clients returned to their own homes, supported housing or their immediate community as planned.

Youth shelters were appreciated for their skill to listen to the young and the parents, and their flexible approach to work.

The goal was to reach younger clients than before at an earlier phase than before.



HANNA LINNÄKKÖ



PIETARI HAYANPÄÄ

Action of central administration

Personnel

The growth in the activities related to the reception of asylum seekers was also shown in an increased need to recruit personnel and provide support to them. In early August, the reception centres had approx. 100 employees, and approx. 1 500 at the end of the year. The centres needed staff with good professional skills and other competencies.

The largest single personnel development project is the ongoing Common Good project that strengthens working culture based on coherence, cooperation and joy out of helping among all staff members.

Employees of Central administration, Persons

	2015	2014	2013
Headquarters	189	155	158
Blood Service	536	529	585
Kontti Store	64	58	55
Youth shelters	44	44	43
Total	833	786	841

Salaries and fees paid in Central administration, Thousand euros

2015	2014	2013
41 045 269	32 692 553	33 602 613

Finances and development activities

The Finnish Red Cross was able to respond well to the needs arising from the reception of asylum seekers. FRC's districts carried the main responsibility for the reception centres but Headquarters staff also increased support to response and other capacities.

We succeeded in acquiring income financing better than anticipated, whereas investment yields remained somewhat below the long-term goal. The result of the central administration for the financial period showed a surplus of five million euros. The surplus was mainly related to the Blood Service operations.

The surplus of the central administration contains an incidental gain of 3.2 million for transfer of the right of use to real estate. The refurbishment expenses of 2.9 million euros related to the leased premises of the Blood Service have been entered as Blood Service expenses.

The reform of the finance administration and reporting system had its actual start in the autumn. The new system will be introduced into use in phases during 2016 and 2017.

The role of IT management in enabling action is increasingly important. In the past year, our modern customer relations management system especially facilitated the success in fundraising. We are also making preparations for developing and supporting volunteer guidance. This will make it easier for, for example, new volunteers to find their own place in our organisation.

Risk management

Risk management is an essential element of FRC operations. The most significant strategic, operational, financial and damage risks are identified, analysed, assessed and managed in a proactive manner. The goal of risk management is to ensure that the organisation's goals are achieved in the best possible manner and to secure the operations even in changing circumstances.

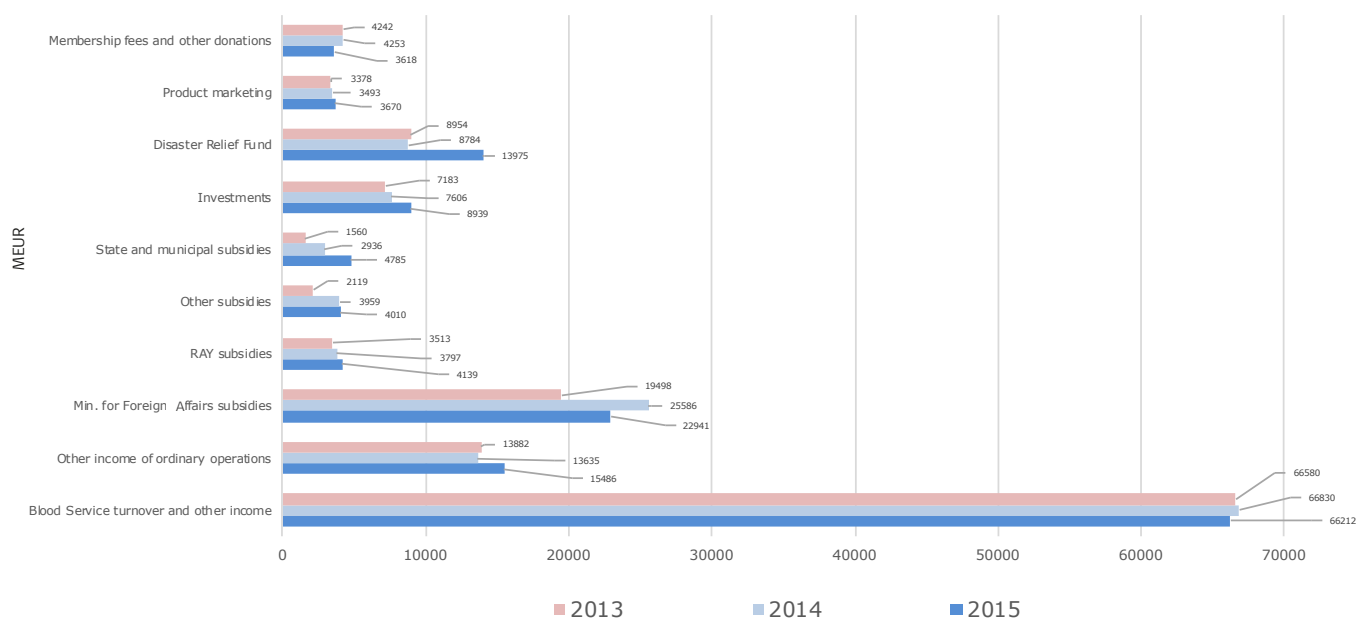
FRC's risk management is based on the Risk management policy adopted by the Board. Risk management and the related assessment, planning and direction are part of executive management. It also includes good internal control, the training in which was continued in 2015.

Proactive and systematic risk management strengthens the operations, reputation and trust in the organisation's course of action. The rapid growth in the reception of asylum seekers required development in the modes of action, for example in management and service provision.

The unstable economic situation in Finland and Europe still continues. It hampers the planning of the organisation's finances, especially in assessing the development in income financing. It is clear that necessary structural changes will have to be made and such austerity measures taken in Finland that may also impede FRC operations.

The management of the securities of the central administration has been outsourced to asset managers selected through a competitive bidding process. The risks related to investment activities are managed together with the experts of the main asset manager.

Income financing of central administration in 2015



Public funding 2015

<p>RAY</p> <p>4 138 735</p> <p>Subsidy 364 000</p> <p>Youth shelters 945 000</p> <p>Voluntary Rescue Service 696 000</p> <p>Immigration programme 282 368</p> <p>Drug and alcohol programme 102 305</p> <p>No to racism -project 344 235</p> <p>HIV programme 212 220</p> <p>Domestic and free time accident prevention project 87 764</p> <p>Position vacant -programme (* 18 318</p> <p>Full life in retirement -coaching 227 555</p> <p>Support activities for informal carers 486 986</p> <p>Enterprise Resource Planning system:</p> <p>OHTO, Voluntary Rescue Service 114 318</p> <p>Friend visitor activities: Helsinki and Uusimaa district and Western Finland district 257 666</p> <p><small>*'Position vacant' is a RAY programme promoting youth employment and working life capacities.</small></p>	<p>Five cities</p> <p>Youth shelters 1 038 000</p>	<p>Ministry of Employment and the Economy</p> <p>Refugee work, MAVA project 150 000</p>	<p>Finnish Immigration Service</p> <p>Refugee work 1 985 000</p>
	<p>European Refugee Fund</p> <p>VAPAA project and MAVA project 42 000</p>	<p>OK Study Centre</p> <p>Training 32 000</p>	<p>Ministry of Social Affairs and Health</p> <p>Summer rubber campaign 15 000</p>
	<p>ECHO</p> <p>International activities 4 676 000</p> <p>Directorate General for Humanitarian Aid and Civil Protection</p>	<p>Ministry for Foreign Affairs</p> <p>International Humanitarian Law 147 000</p> <p>International activities 22 941 000</p>	<p>Ministry of Education and Culture</p> <p>Youth activities 100 000</p>
		<p>European Union</p> <p>International activities 776 000</p>	

RAY (Finland's Slot Machine Association)

Use of self-financing funds

1. Antti Ahlström Fund

Purpose: To assist at discretion the sick and those in need of help
Use in 2015: 38 000.00 euros – development of volunteer work in institutions
30 000.00 euros – activities in Healthpoints

2. Olga and Jalmari Välimaa Fund

Purpose: Elderly people and friend visitor activities
Use in 2015: 13 500.00 euros

3. General Mannerheim and Baron von Troil Fund

Purpose: Finnish Red Cross wartime and peacetime action
Use in 2015: 25 000.00 euros – first aid group activities

4. Jaakko Bascharoff Fund

Purpose: 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 2015: 23 167.87 euros

5. Minna Emilia Frisk Fund

Purpose: To assist the war blind
Use in 2015: 13 600.00 euros

6. Julius and Irene Frisk Fund

Purpose: To assist the war blind
Use in 2015: 18 100.00 euros

7. Brothers Markus and Henry Schatelowitz Fund

Purpose: To assist disabled war veterans from Helsinki
Use in 2015: In 2015 the fund was not used and no subsidies were given.

8. Inez ja Arthur Dahlström Fund

Purpose: The annual returns are transferred to the Disaster Relief Fund or at the discretion of the FRC Board, to another current purpose.
Use in 2015: In 2015 the fund was not used and no subsidies were given.