



HELPING NEAR YOU

Annual Report 2020

Finnish Red Cross
Adopted by the Council on 21 May 2021

Cover photo: The Finnish Red Cross organised the distribution of medicines to persons in risk groups in Helsinki in the summer of 2020. In the photo volunteer Linda Obsilova hands the bag of medicines to Reijo Saarelainen from a safe distance. Photo: Joonas Brandt

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Finnish Red Cross in brief

The Finnish Red Cross (FRC) is a humanitarian assistance organisation the purpose of which is to help those in greatest need at home and abroad. It is a part of the International Red Cross and Red Crescent Movement, which provides assistance in disasters and crises 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 in all circumstances life and health and to safeguard human dignity and human rights, to help the most vulnerable to prevent and alleviate human suffering, as well as to support and assist the country's public authorities in times of peace as well as of war and armed conflict.

The Finnish Red Cross helps people when disasters and accidents strike and trains them to be prepared for them. The 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 2023. The General Assembly elects the Presidents as well as the Board and the Council of the Finnish Red Cross, which lead the action of the organisation.

The Finnish Red Cross is an association governed by public law, which carries out its activities throughout the country. The organisational units comprising the Finnish Red Cross are its central administration, districts and local branches. The organisational units with their institutions constitute the Finnish Red Cross. The FRC-owned institutions, the Blood Service, Youth shelters and Kontti recycling stores, are part of Finnish Red Cross central administration. Finnish Red Cross first aid related activities have been centralised in Punainen Risti Ensiapu Oy, a limited company jointly owned by the Headquarters and the districts.

The Finnish Red Cross has approximately 450 local branches, whose activities are supported by 12 regional districts. The districts, the branches and Punainen Risti Ensiapu Oy prepare separate financial statements, which are not included in those of Finnish Red Cross central administration.

Finnish Red Cross volunteers work in local branches. The paid employees of the 12 district offices support the volunteers through regular contact, training and events. The reception centres run by the Finnish Red Cross operate under each district.

Finnish Red Cross voluntary activities and assistance work both in Finland and abroad are coordinated by the Headquarters. Its responsibilities include the development of FRC action, national collaboration with public authorities, national campaigns and international cooperation. The Headquarters is also in charge of Finnish Red Cross national advocacy work and promotes respect for its values in societal decision-making.

Activity forms

- Assistance activities in accidents in Finland
- First aid groups, event first aid and first aid training
- Friend visitor services, support to informal carers and strengthening inclusion
- Healthpoints and other health promotion
- Clubs and camps for children and young people
- Support to immigrants, reception of refugees and asylum seekers
- Restoring family links
- International disaster response and development cooperation
- Collections, campaigns and other fundraising
- Advocacy for people in greatest need
- Blood Service
- Kontti recycling department stores
- Youth shelters
- Coordination of Voluntary Rescue Service

Finnish Red Cross in figures

30,000	volunteers and fundraisers
128,000	blood donors
73,000	members
120,000	regular contributors

Fundamental Principles

Humanity

The International Red Cross and Red Crescent Movement was born of a desire to bring assistance without discrimination to the wounded on the battlefield. The Movement endeavours in its international and national capacity to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

Impartiality

The Movement makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

Neutrality

In order to continue to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

Independence

The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

Voluntary service

It is a voluntary relief movement not prompted in any manner by desire for gain.

Unity

There can be only one Red Cross or one Red Crescent Society in any one country. It must be open to all. It must carry out its humanitarian work throughout its territory.

Universality

The International Red Cross and Red Crescent Movement, in which all Societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.

Activity Report for the year 2020

Introduction

In the spring of 2020, the Finnish Red Cross Activity Report was written amid uncertainty. It was naturally not known that the exceptional circumstances would last for a long time. Now, in 2021, the situation is even worse than a year ago. Uncertainty continues and the long-term impact of the COVID-19 pandemic begins to be seen. Vaccinations, however, give hope that we will be able to return to the times of meeting face to face in the near future.

The coronavirus pandemic affected the action and finances of the Finnish Red Cross almost throughout the year 2020. The growing need for help was seen in the need for material support, especially food aid, and in challenges in social wellbeing. Many Red Cross activities made a swift and successful move to the web. Meeting face to face became more difficult but encounters with people were continued with attention to safety. Transforming the action and strengthening assistance activities succeeded as the FRC received significant financial support from the public and the private sector.

While help was given in response to acute needs, preparations were made to support the public authorities in controlling the pandemic. Preparedness to support health care services was practised together with the hospital districts. Support was provided in many ways already in the early phases of the pandemic. Through the year, volunteers offered advice and instructions at harbours, airports and other key locations. Towards the end of the year, volunteers also assisted in coronavirus contact tracing and supported the public sector when the vaccinations were launched at Christmas 2020.

The coaching and support of new volunteers moved online. New volunteers will be needed to respond to the constantly growing needs.

Red Cross action all over the world focused markedly on domestic efforts, but international assistance also changed. The need for assistance grew everywhere, and the majority of National Red Cross and Red Crescent Societies concentrated their action on controlling the coronavirus pandemic and assisting the victims. Long-term Red Cross development programmes were transformed to respond to new kinds of challenges, and many of the largest humanitarian operations were also consequences of the pandemic.

The lessons learnt from the year 2020 are now being analysed, and the best practices will also be utilised in the post-pandemic times. The digital capacities of the Finnish Red Cross as a whole took a giant leap during the year. Even the FRC General Assembly was organised virtually from the city of Vaasa. Action will increasingly be designed in a digital form also in the future, and online helping will become a part of almost all helping. The changes will assist in finding ways to operate in a more environmentally friendly manner.

Exceptional circumstances still continue in 2021. Many people face increasingly dire situations, and Red Cross assistance will continue. A stronger than ever Red Cross is needed, able to give hope and joy as well as to strengthen trust.

The Finnish Red Cross General Assembly was organised in September for the first time mainly through remote connections. The Assembly was chaired from the city of Vaasa.



Effective helping at home and abroad

Helping in sudden accidents and crises was based on preparedness

Comprehensive preparedness strengthened in 2020, and during the pandemic the relevance of, for example, social helping was highlighted. The general part of FRC's preparedness plan was completed. Regional preparedness planning was also promoted.

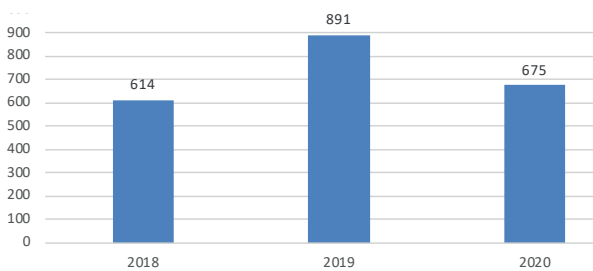
As part of the coronavirus operation, a new way of gathering the national situational picture was introduced. The model was also practised during the Hunger Day, and it is developing into an effective tool that increases the visibility of FRC's work.

At the end of 2019, the Board of the Finnish Red Cross provided an activity grant for preparedness work in local branches. In 2020 the grant was spent on procuring

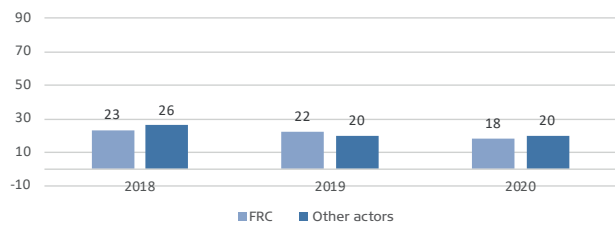
equipment, support to preparedness and telecommunications training as well as branch innovation initiatives. The majority of the planned trainings had to be postponed to 2021 due to coronavirus restrictions. Equipment was procured as planned, which had a significant impact on increasing the first aid capacities of the branches.

The Finnish Red Cross maintained and developed its preparedness and capacities for a large-scale influx of asylum seekers. The national situational picture of reception capacity was updated, as were the preparedness plans of operational units. A guidebook for setting up temporary shelter was introduced at the beginning of the year.

Quota refugees received by Finnish Red Cross



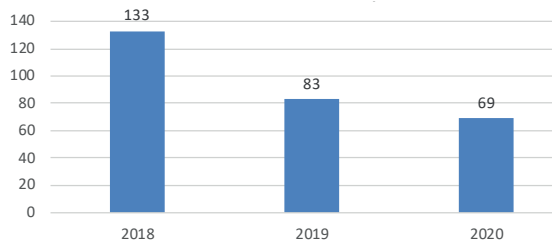
Reception centres for asylum seekers



Mobile emergency evacuation units considerably improve the preparedness of the Red Cross to respond to accidents. The units packed in trailers hold equipment for setting up an evacuation centre.



New tracing requests to Finnish Red Cross



A programme policy reaching up to 2030 was adopted for the NGO network comprising the Voluntary Rescue Service Vapepa. A training reform is also ongoing in Vapepa. At the end of 2020, the OHTO alert system had 3,922 trained Red Cross volunteers registered. Together they formed 379 alert groups,

covering 50% of FRC local branches. During the year, the total number of volunteers in the Voluntary Rescue Service alert system was 10,723 and of alert groups 1,200.

Throughout the year, district preparedness managers continued to visit public authorities and municipalities to raise awareness of the action of the Red Cross and the Voluntary Rescue Service and to intensify collaboration. In the district areas, the member organisations were encouraged to participate more actively in the Voluntary Rescue Service committees.

The OILSPILL project supported the ability of the Red Cross and the Voluntary Rescue Service network to respond to environmental accidents. The project strengthened volunteers' leadership skills through training and exercises.

Responding to accidents and crises was planned and fast

All preparedness activities were characterised by responding to the coronavirus crisis. Volunteers supported quarantined people in need, distributed information about correct behaviour and measures, organised psychosocial support and were engaged in delivering and expanding food aid.

Various forms of helping from a distance increased. The traditional face-to-face helping had to be restricted and adapted to the new situation, and

forms of remote helping and support had to be developed fast. Red Cross volunteers also supported other actors in assistance activities regionally.

Finnish Red Cross psychosocial support focused on telephone helping. The helpline operation was launched three times during the year: in the spring due to the coronavirus pandemic, in the autumn due to the Vastaamo psychotherapy centre data breach and at Christmas to help lonely people. FRC's Emer-

Fears and practical challenges were discussed on the telephone helpline during the coronavirus epidemic. Esko Palovaara, a long-term Red Cross volunteer, answered the calls in Rovaniemi.



agency group of psychologists supported volunteers in telephone helping and produced videos for dealing with emotions caused by the coronavirus situation.

Nearly 300 volunteers were trained for the helpline. Almost 200 people participated in the seminar on psychosocial support organised in the autumn. Training in psychosocial support was reformed by updating its further training course into an online version and by producing a guide on psychosocial first aid.

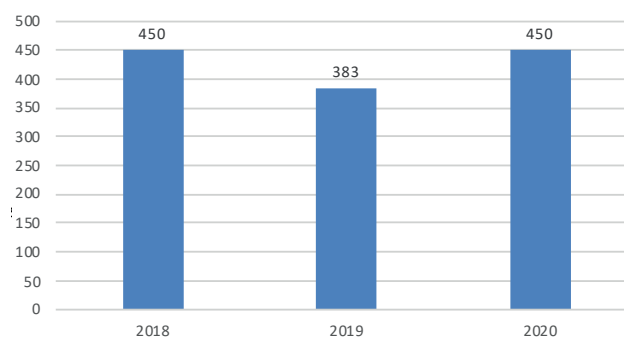
FRC districts and branches helped in 158 sudden accidents and crises in Finland. The number of people assisted was 1,238. The assistance situations involved 58 FRC branches in almost all districts. In 2020, domestic relief was provided to a higher number of people than in 2019 but the total sum of aid was lower.

The majority of the assistance incidents were fires. In the fire of a block of flats for seniors in Palokka, Jyväskylä in July, 46 Red Cross and Voluntary Rescue Service volunteers participated in the assistance duties, supporting the public authorities in the evacuation centre. The volunteers worked for a total of 2,370 hours. The aid totalling 10,000 euros provided from the Finnish Red Cross Disaster Relief Fund consisted of food and clothing as well as hygiene items to 172 persons. The volunteers were supported by FRC's Emergency group of psychologists.

In addition to fires, Red Cross and Voluntary Rescue Service volunteers supported the public authorities in the autumn when two Viking Line passenger ferries ran aground near Mariehamn, the Åland Islands. In both accidents, an evacuation centre was established in a nearby school, and the passengers were offered, among others, psychosocial support and food. The number of passengers assisted was almost 600.

The year was busy in Voluntary Rescue Service alerts. The number of alerts was 552, of which Red Cross groups took part in 254 of a total of 450 operations. The assistance activities of the Voluntary Rescue Service were also successfully expanded to other than SAR duties.

Voluntary Rescue Service assistance duties



Sari Kivelä ja Birgitta Alakoski took part in helping in the fire of a block of flats for seniors in Palokka, Jyväskylä in the summer.
– After the incident I understand how important my work as a volunteer is, said Sari Kivelä.



Kontti stores as links in the chain of helping and as providers of employment

The coronavirus pandemic also marked the year in the Kontti chain of recycling stores. The stores were closed for customers in March and reopened only at the beginning of June. On the basis of feedback received during the closure, the relevance of the Kontti stores both as providers of employment and inexpensive shopping places became evident. The reopening was really expected.

After reopening, the operations were continued fairly normally for the remainder of the year. Commercially the result of the year was good considering the circumstances even if the sales volume dropped by nearly 20% in comparison with the previous year. No extensive customer events were organised in Kontti in 2020 to ensure safe visiting and appropriate social distancing. Donations were still received even more than usually.

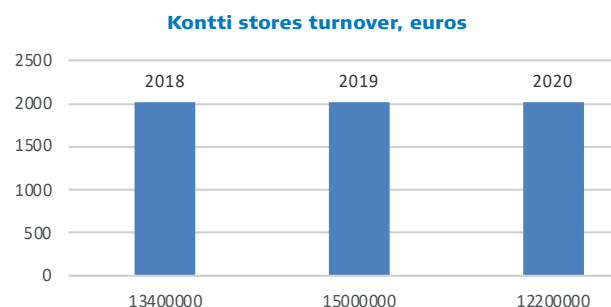
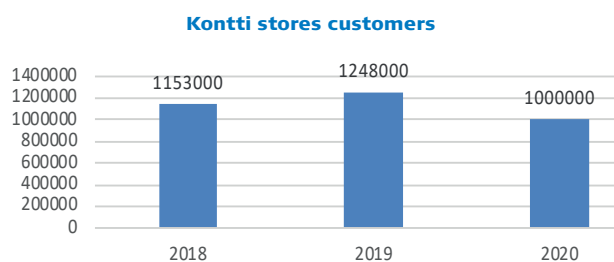
Strong progress was made during the year in building Kontti's online store. Its launch was decided to be moved to early 2021 although technical readiness was

achieved already in December 2020. The project was implemented together with the Red Cross store.

In 2020, approximately 1,300 persons worked in Kontti through various employment policy measures, of whom 650 completed their work period during the year. A total of 65 persons found a new job or an education leading to a diploma after their Kontti period although finding employment in the open labour market and starting education became more difficult due to the coronavirus pandemic.

Two thirds of the Kontti result is directed to assistance work in Finland and one third to FRC's Disaster Relief Fund. In addition, textiles are forwarded to the FRC Logistics Centre for international clothing aid.

The Kontti chain has operated for almost 20 years. The anniversary will be celebrated in 2021, with preparations begun in the autumn of 2020. Memories throughout the years have been collected for the Kontti anniversary report, which will be published in the spring of 2021



According to Sari Vahtera, online store manager of the Kontti chain, creating the new online store was very interesting, and it offered the staff a wider range of duties.



Fast and effective international assistance

Safer communities through development cooperation

The Finnish Red Cross carried out development cooperation with a total of 12.4 million euros in Africa, Asia and the Middle East in altogether 14 countries (Afghanistan, Burundi, Ethiopia, Kenya, Lebanon, Malawi, Myanmar, Nepal, Niger, Sierra Leone, Somalia, South Sudan, Syria and Zimbabwe). The implementation of the development cooperation programme was supported through funds raised to FRC's Disaster Relief Fund, the civil society support from Finland's Ministry for Foreign Affairs and EU development funding.

The goal of the Red Cross development cooperation programme is to strengthen the resilience of vulnerable people and communities to disasters and crises by building healthier and safer communities through volunteer action. Development cooperation is based on the localisation of aid. Sister Societies of the Finnish Red Cross, their local branches and vol-

unteers play a key role in the implementation of the development cooperation projects. Development cooperation supports the achievement of UN Sustainable Development Goals.

In 2020, the development cooperation projects promoted the health of individuals and communities by increasing knowledge about important health-related topics and by improving access to primary health care services in areas hard to reach. Sexual and reproductive health was focused on especially in mother-and-child health programmes. As an outcome of development cooperation, access to clean water and sanitation improved in the most vulnerable communities. The capacities of people and communities to identify various risks and to be prepared for them strengthened. In disaster preparedness, the emphasis was on new ways of preventing climate change related risks and being prepared for them.

Securing food and livelihoods remained a key goal especially in the development projects in South-

Theresa Waya, a volunteer of the Malawi Red Cross Society supported by the Finnish Red Cross, played with children in day care. Red Cross development cooperation aims at building safer communities.



ern Africa, which has been suffering from long-term drought. The aim of the EU-funded project in Burundi was to prevent malnutrition. The Finnish Red Cross also commissioned a study on food security.

The global coronavirus pandemic showed concretely how development cooperation and humanitarian aid are linked in Red Cross action in areas affected by conflicts, disasters or long-term crises. The Finnish Red Cross and its Sister Societies were able to utilise existing development projects in responding to the COVID-19 crisis. In the projects in Asia and Africa, efforts and funds were quickly directed at supporting the action of the public authorities to prevent the spread of the virus. Trained Red Cross volunteers informed people about preventing the coronavirus disease, assisted people in home care or in quarantine and offered psychosocial support to infected or exposed people.

COVID-19 increased the need for disaster response

In 2020, a record number of people were in need of humanitarian aid. In addition to the coronavirus pandemic, the number of people in need grew due to conflicts and climate change induced natural disasters.

The Finnish Red Cross (FRC) provided humanitarian aid with funds from its Disaster Relief Fund, in addition to support from Finland's Ministry for Foreign Affairs and the European Commission's Directorate-General for European Civil Protection and Humanitarian Aid Operations (ECHO) as well as from corporations. The Finnish Red Cross ensured the continuation of the ECHO partnership for the following seven years.

The coronavirus crisis was clearly seen in disaster response, and the pandemic showed the ability of the entire Red Cross and Red Crescent Movement to respond fast to global emergencies. The International Federation of Red Cross and Red Crescent Societies (IFRC) and the International Committee of the Red Cross (ICRC) launched global emergency appeals of unprecedented scale.

Finnish Red Cross support was targeted at operations of 14 Red Cross and Red Crescent National Societies, the IFRC and the ICRC, and the FRC was a major provider of personnel aid to IFRC's coronavirus operation. The Finnish Red Cross also took part in establishing a COVID-19 care centre opened in Aden, Yemen in September together with the ICRC and the Norwegian Red Cross.

The food security crisis in Southern Africa has its origin in the 2016 El Niño event. An estimated 45 mil-

The Finnish Red Cross contributed to setting up a COVID-19 care centre opened in Aden, Yemen in September together with the International Committee of the Red Cross and the Norwegian Red Cross.



lion people in 13 countries have been suffering from food shortages, further aggravated by the coronavirus crisis. In the spring and summer of 2020 the Finnish Red Cross, together with the Zimbabwe Red Cross, distributed food to 15,600 families with EU funding. In addition, the food security programme was successfully continued in Swaziland.

The Finnish Red Cross despatched aid to the refugee operations in Turkey and Greece and assisted in Lebanon in the aftermath of the Beirut explosion. Aid was also provided to support the assistance efforts related to the typhoons that hit the Philippines in October–November, and to the hurricanes in Central America that affected the lives of more than four million people. Supported by Finland's Ministry for Foreign Affairs humanitarian aid, disaster response operations of the IFRC and the ICRC were assisted in South Sudan, Ukraine, Syria, Yemen, Niger, Ethiopia and Somalia, as was ICRC's work in preventing landmine accidents, assisting their victims and raising mine risk awareness in Syria and Ukraine. The Finnish Red Cross communicated about assistance operations in different parts of the world to Finnish audiences.

The Baltprep project improving preparedness and response capacities in the Baltic Sea region continued in 2020 despite challenges caused by the coronavirus

pandemic. A regional preparedness training session and another one in psychosocial support were organised remotely. A joint exercise of the region's National Red Cross Societies simulated the management of a marine accident in the Baltic Sea.

Material and personnel assistance

Aid despatched from the Logistics Centre in 2020:

- Triage units to hospitals in Finland and to Italy:
 - Hyvinkää
 - Hämeenlinna
 - Raasepori
 - Mariehamn
 - Italy: 3 units
- Coronavirus testing unit to Turku
- Water treatment units to Kenya
- COVID-19 care centre to Yemen
- Tents and kitchen sets to Lebanon
- Water tanks, water buckets, tents, blankets, tarpaulins and sleeping mats to Greece
- Medical materials to Lebanon
- Shower tents, soap, sleeping mats and blankets to Greece
- Tents, kitchen sets and clothing to Niger
- Clothing consignments to Tajikistan and Kyrgyzstan

Thabile Matse from Eswatini (Swaziland) takes care of her two brothers and her baby alone amid the Southern Africa food crisis. The Finnish Red Cross continued its food security programme in the country in 2020.



As part of the coronavirus operation, batches of food and hygiene items were packed and despatched from the Logistics Centre in Kalkku, Tampere. The online store delivered, among others, 387,850 face masks. In addition, a triage unit for domestic purposes and a reserve hospital for Helsinki University Hospital HUS were designed. A COVID-19 care centre was sent to Yemen.

Red Cross Emergency Response Units (ERU) are deployed to assist when aid is needed fast and the crisis exceeds the response capacities of the operating National Red Cross or Red Crescent Society. In 2020, ERU preparedness was maintained, and 15 Emergency Evacuation Centres (EEC) were assembled, of which ten were pre-located to Finnish Red Cross districts. Supplies were procured for operations in Ethiopia, South Sudan, Congo, Ukraine, Syria and Yemen.

The process for developing FRC's procurement guidelines further was started, and the sales unit participated in the development of a new online store in collaboration with FRC's fundraising unit.

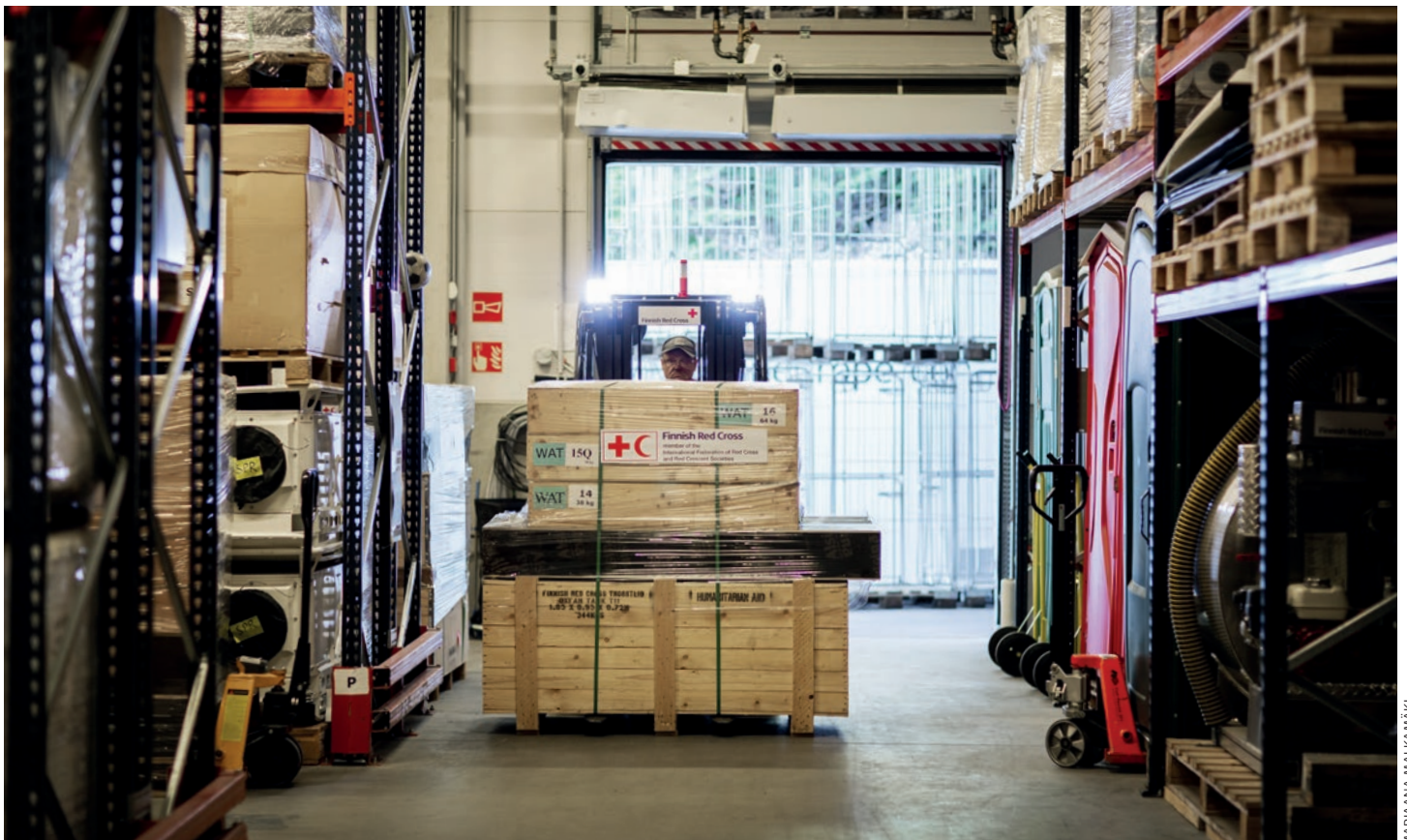
In 2020 the number of Finnish Red Cross delegate contracts totalled 169. FRC's international personnel reserve enabled delegate support to partner National Societies both in disaster response operations and

in long-term development cooperation projects in Africa, Asia and the Middle East. In addition to Finnish Red Cross long-term missions, delegates were also seconded to missions of the IFRC and the ICRC. The number of delegates in COVID-19 related operations was 34 and in communications duties 13. The FRC also had three youth delegates.

Due to the coronavirus pandemic, trainings were organised virtually as well as through courses combining on-site and distance learning. The majority of the on-site training events were either cancelled or postponed. IMPACT training was conducted as a course combining on-site and distance learning.

Virtually organised trainings included, among others, an ERU Induction training, a BaltPrep virtual exercise, a regional disaster response training as well as the 50th anniversary seminar of Finnish Red Cross delegate training.

The Finnish Red Cross Logistics Centre in Kalkku, Tampere again despatched large amounts of relief items both to Finland and abroad. The photo shows the loading of a truck with water and sanitation supplies on their way to Kenya.



Building strong sense of community and enabling wellbeing and safe living

Everyday safety and communities respecting diversity were strengthened

Everyday safety and preparedness to respond to sudden accidents was strengthened during the year through novel, remotely organised ways. At the beginning of the year, the FRC managed to organise the first bilingual training of trainers for first aid groups face to face. Due to the coronavirus crisis first aid activities were moved online. First aid groups organised gatherings remotely.

A series of first response webinars, each with about 500 participants, was conducted instead of the traditional exercise weekend for volunteers involved in first response activities in local branches. The cooperation forum for first aid activities met twice remotely. A plan to develop first aid activities and event first aid was prepared for FRC's upcoming Strategic Programme period.

Red Cross week was celebrated in special conditions due to the coronavirus situation. With peo-

ple staying at home, the week's campaign themes, safety at home and everyday first aid skills, were ever more important. Different models to organise Red Cross week remotely, for example through social media, were created for local branches.

During the year, safety coaches organised more than 20 information events all over Finland and as webinars. The sessions reached over 500 people altogether. The Pysy pystyssä (Stay on your feet) campaign reached almost three million people through radio, TV and social media. The campaign's target group was 30 to 60 year-old Finnish people of working age.

The national Accident Day took place on 13 March and 13 November. In March the campaign focus was on safe moving on ice. In November the emphasis was on the growing importance of identifying hazardous places, preventing accidents and looking after the safety of those close to you in the coronavirus situation. The

In early 2020 before the coronavirus restrictions, the training of trainers for first aid groups was organised face to face in Tampere. First aid groups are ready to help when emergencies strike.



Accident Day campaign reached people of working age extensively, more than two million people. The campaign's 25th anniversary was celebrated with a seminar under the theme Safety at all ages. At the same time, the Ministry of Social Affairs and Health published their Target Programme for the Prevention of Home and Leisure Injuries 2021–2030, in the drafting of which the FRC has been strongly involved.

The contents of FRC's helper courses were available as self-learning materials. The Water Heroes project also focused on producing online materials.

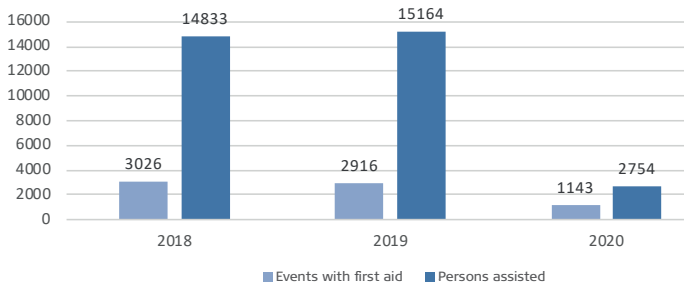
The redesigning of FRC's first aid training programmes started at the beginning of 2020. Despite the coronavirus pandemic, the network of more than 500 partner organisations organised nearly 60,000 training days during the year. Online trainings and webinars were introduced as new training forms. FRC's

Punainen Risti Ensiapu company was awarded the Finnish Social Enterprise Mark.

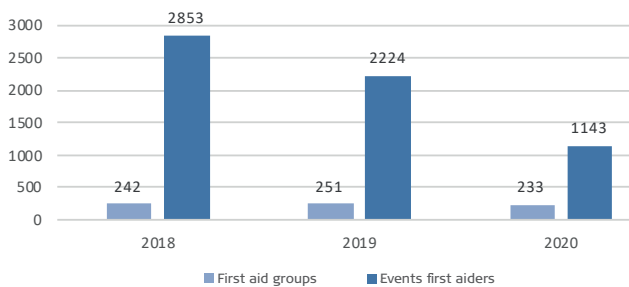
InAction is FRC's game-based emergency first aid training for schools. Game instructor trainings were offered in nine districts. Due to the coronavirus situation, a three-hour online course was produced for the independent use of schools. InAction will be developed in collaboration with MIELI Mental Health Finland, and a component on psychosocial first aid will be added to the training.

Blood donors were active also during the coronavirus crisis. The number of new donors recruited almost reached the target, 19,000 new persons. Due to the coronavirus, blood donations began to use an advance online booking system, and the donation sites had strict precautions in place to ensure safety.

Events with first aid and persons assisted



First aid groups and event first aiders



With the support of active blood donors, the Blood Service was able to manage the supply of blood products in Finland as needed by the hospitals also during the pandemic. More than 118,000 persons donated blood.



Blood Service operations and R&D

The Blood Service manages the supply of blood products all over Finland in a centralised manner. The operations include organising blood donations and collecting blood as well as testing donated blood, manufacturing blood products and distributing them to hospitals. The Blood Service supports patient care also through laboratory tests and cell services and conducts scientific research. The Stem Cell Registry supplies grafts for the treatment of severe blood disorders.

The use of blood products in hospitals has declined steadily in the 2000s. Correspondingly, blood has been collected slightly less than in previous years. The use of red blood cell products in hospitals decreased by approximately six per cent from the previous year, and of thrombocyte products by less than one per cent. The year was exceptional due to the coronavirus pandemic, both in terms of rapid variations in the demand for blood products in hospitals and operational changes necessitated by the epidemic.

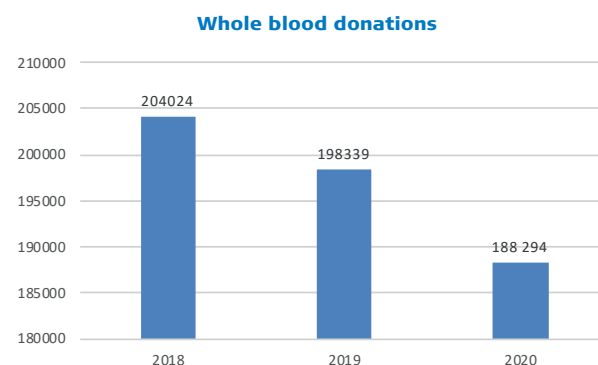
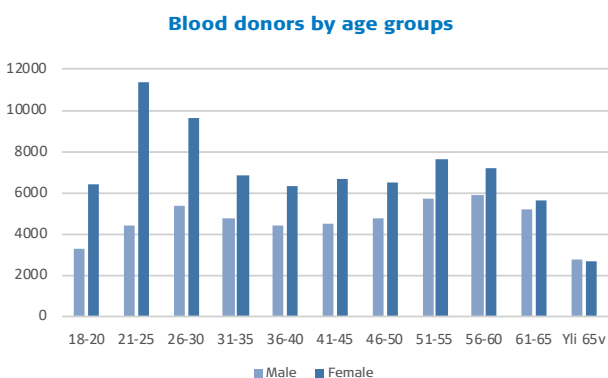
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ucts in Finland as needed by the hospitals. More than 118,000 persons donated blood. Whole blood was donated nearly 190,000 times.

Regardless of the exceptional circumstances, the Blood Service moved forward with important development projects. A new data system for the management of blood donation, blood product manufacture and the supply chain was introduced in May. The construction of the new premises for the Blood Service began in Vekkala, Vantaa in the spring.

Scientific research was actively continued and targeted at the focus areas specified in the research strategy, i.e. blood supply chain efficiency, and effectiveness of cell therapies and transplantations. New cell therapy products were developed in the Blood Service's Cell Production Centre. The Blood Service's Biobank promotes research and has received samples and consent from over 50,000 blood donors.

In 2020, the Blood Service had an average of 502 employees, whose contributions total the equivalent of 423 full-time employees.



Wellbeing and health promoted face to face and online

Health promotion was adjusted in accordance with coronavirus restrictions. New online activities were created, and activity groups met remotely. Webinars were popular.

Interested volunteers were reached through the new online health promotion induction course. Basic training courses and webinars on health promotion topics were organised regionally and nationally. The early intervention courses of the drug and alcohol programme were designed to be used as modules, and the first ones were run on the web.

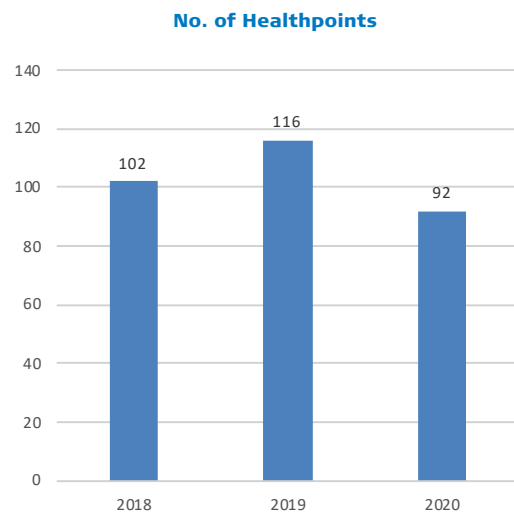
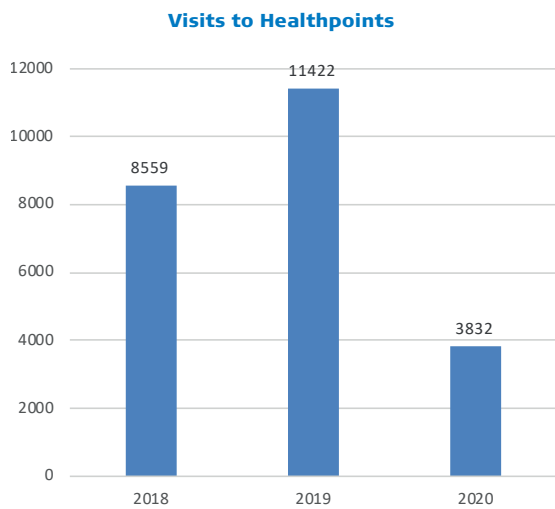
Remote trainings were organised for volunteers in drug and alcohol work, sexual health, accident prevention as well as other health promotion and safety topics. A new refresher training was offered to safety coaches online. A total of about 40 events were organised, with approximately 1,300 volunteers participating. Some 40 seminars were organised focusing on safety and hygiene topics of particular importance during the coronavirus epidemic, each with 20–200 participants.

Webinars on health security threats were organised for the staff of Finnish Red Cross reception centres. The reception centres were supported to make preparedness plans for potential coronavirus situations, and joint information sessions were offered to the staff weekly.

Inclusion was strengthened especially in food aid. The projects funded by the Funding Centre for Social Welfare and Health Organisations (STEA) emphasised inclusion-enhancing activities, developed food aid training and expanded the activities to new municipalities. Food aid was increased, and new local

branches became involved in responding to the growing assistance needs caused by the coronavirus epidemic. The Finnish Red Cross established a food aid network to plan and coordinate the operation. Large donations of food and non-food items were received from companies.

Health promotion materials were published on FRC's learning materials website, through which they were utilised more than 2,100 times. The World AIDS Day committee prepared a new teaching material on HIV for education professionals and volunteers working with young people.



Volunteer Sanna Tuorila distributed food aid in Oulu. Food aid was increased during the year, and new local branches joined to respond to the growing needs caused by the coronavirus situation.



Around ten new Healthpoints were established. In the early part of the year, Healthpoints were present in libraries and other everyday meeting places, and they also offered support and advice in connection with Red Cross food aid distributions. A few Healthpoints tested remote activities. Digital collection of Healthpoint statistics was started in Varsinais-Suomi, Western Finland and Savo-Karelia districts.

FRC volunteers of alcohol, drug and sexual health work met people locally, regionally and online. Volunteers of the activity groups visited youth centres, schools and educational institutions as well as some garrisons to talk about substances and sexual health. Instagram live broadcasts were used to tell about sexual health and action of the sobering-up stations.

The set-up and activity instructions of sobering-up stations were adopted as a guideline for FRC's event first aid, and it was tested in some summer events. The number of trained and committed volunteers in drug and alcohol work reached one thousand. The activity groups organised national group gatherings remotely. The 20th anniversary seminar of drug and alcohol work was conducted as a webinar.

In the Summer rubber campaign, sexual health volunteers produced content to social media channels and answered young people's questions about sex on the Jodel app. Pluspoints served with opening times allowed by the coronavirus situation. Pluspoints took HIV tests, provided reliable information about sexual health and dispelled HIV-related fears.

Loneliness was relieved and social wellbeing strengthened

Finnish Red Cross preparedness for social helping was highlighted during the coronavirus pandemic as loneliness and the need for food aid grew. In friend visitor activities, a model for the safe running of errands was created, and volunteers were trained to put it into practice. As friend activities in local branches were shifted to telephone and online contacts, new guidelines were prepared to support volunteers.

Remote friend activities increased considerably during the year. The number of volunteers participating in online friend activities and those requesting a friend more than tripled. Group activities were provided on the web, and national online groups were set up on several platforms.

Support activities for informal carer families were provided in 70 local branches in seven FRC districts.

Friend activities mostly moved online. Many friend pairs, for example Heli Vähäkangas in Rovaniemi and her Red Cross friend Leila Uutela talked over the phone more frequently in the new situation.



The challenging situation of informal carers at home and in institutions was raised in communications. Volunteers developed new, coronavirus-safe activity forms for informal carers, such as online groups and trainings as well as telephone circles.

For the postcard campaign in the spring, the Finnish Red Cross received more than 6,000 postcards donated by the companies Paletti, Karto and Turva mutual insurance, which gave joy to residents of care homes and informal carers. Before Christmas, approximately 750 informal carer families got a Christmas greeting with the help of a donation from Tokmanni stores.

In response to the emergency conditions, the role of psychosocial support was strengthened in different volunteer duties. A training module on psychosocial support for volunteer friends and coronavirus-related self-learning materials were created during the year.

Friend activities were developed by descriptions of the various activity forms, by reforming training, updating guidelines, materials and contracts as well as by providing regular support to friend contact services in local branches. Some 200 branches use an electronic friend contact system. The information of friend contact services was collected into one spot on the national website in RedNet.

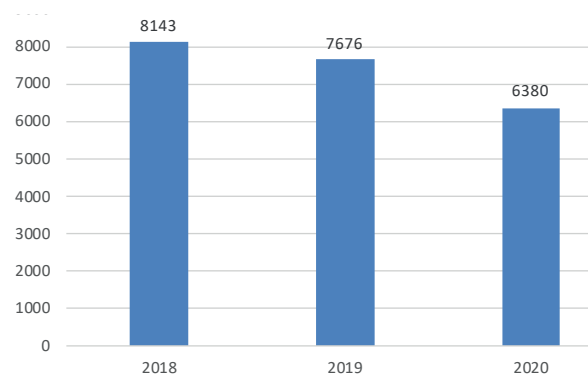
Trainings were moved online and conducted nationally together with FRC districts. This ensured access to the activities for new volunteers willing to help. Volunteers were also trained in outreach work and one-time friend activities in the STEA-funded pro-

ject Kohdataan kylillä ja keskuksissa (Getting together in villages and centres). Concept design was used for meeting point activities and a mentoring model was developed for friend activities to strengthen support to volunteers.

In youth friend visitor activities, the Kaveritaitoja nuorille project (Friendship skills for young people) was launched in six districts. In addition to friend activities between two people and in groups, the project develops an online Friendship skills training to prevent young people's loneliness and to support interaction skills.

The inclusive community-based prison visitor (CB-HFA) model was tailored to suit the action of the Red Cross and the Criminal Sanctions Agency. Trainings were organised for volunteers, and starting activities in Vaasa prison was agreed on.

Volunteers in friend visitor activities



The dire situation of informal carers was responded to by developing new, coronavirus-safe activity forms such as online groups and trainings as well as telephone circles.



Youth shelters supported young people and families also amid the pandemic

The year 2020 marked the 30th anniversary of Finnish Red Cross Youth shelters: the first one was established in Helsinki in 1990. The core of the assistance work in the Youth shelters has always been in the will to make the world a better place and the skill to support young people and families in solving problems and crises.

Assistance work and voluntary activities by the Youth shelters continued uninterrupted also through the exceptional year. Encountering the young, families and close communities as well as psychosocial support were flexibly moved to digital environments. The opening hours of temporary accommodation at the shelters were extended in order to be able to offer help in the extraordinarily difficult situation for example to young people moved to distance learning.

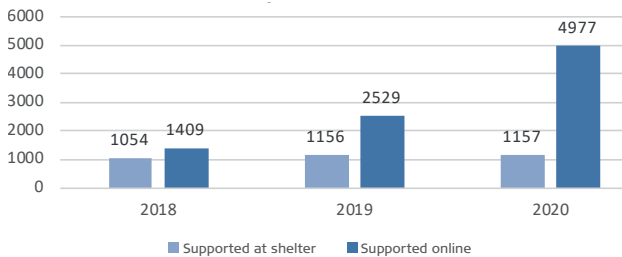
The coronavirus pandemic strengthened the understanding that diverse means, partners and en-

vironments are needed to ensure equal support for young people. Alongside the young, their families and other close communities have benefited from the flexible support that has been offered both face to face and online. New digital means of encountering and helping were created during the coronavirus crisis, such as supporting families through digital means and remote home visits to homes of young people on the way to independence.

The assistance work of the Youth shelters has shown its effectiveness also during the exceptional times. The number of meetings with the young and their families at the shelters grew at the same time when some of the discussions were held online. Growth was particularly visible in the number of young people seeking help online. Red Cross volunteers met and supported young people in the Sekasin chat twice as many times as in the previous year. During 2020, young people sought support through the Sekasin chat 170,171 times. The number of volunteers participating in Youth shelter activities also increased by over a third in comparison with the year before.

The anniversary was a versatile year of communication and influencing. The topics especially raised included the right of young people on their way to independence to sustainable life paths as well as the impact of Kotipolku and other activities in providing comprehensive support to young adults. Young peo-

Young clients of Youth shelters



The assistance work of the Youth shelters continued without interruption also through the exceptional year. Young people and their families were assisted both online and face to face.



ple themselves played a key role as message-bearers and influencers. They took part in social media campaigning, podcasts, creating videos and in the online

panel, which is an easily accessible platform for voluntary activities and influencing taken into use in collaboration with the ALL-YOUTH research project.

Immigrants and integration supported

Voluntary activities supporting integration, such as language clubs, Homework Help and friend meetings were mainly organised online. Trainings and seminars for volunteers were held remotely, and new models were designed to implement them. Success was achieved when online events expanded to become national and cooperation crossed district borders.

The networks coordinated by the Finnish Red Cross, the civil society organisation network for reception and integration support as well as the Paperittomat (The undocumented) network met regularly. During coronavirus restrictions, outreach work was utilised to help undocumented people. Vulnerable foreigners were provided with coronavirus information, advice and hygiene parcels. Visits to the detention unit were discontinued due to coronavirus restrictions.

The national coordination group for reception activities supported reception centres and FRC's district offices. Profession-based peer learning and experience sharing meetings were organised for instructors, benefit administrators, language teachers, volunteer activity coordinators and legal advisors working at reception centres. Two training sessions about Red Cross

principles in reception activities were organised for the staff.

During the year, 675 persons selected in the refugee quota arrived in Finland, of whom 74 emergency cases. The coronavirus pandemic made it more difficult for quota refugees to arrive in the country. New volunteers were trained to meet refugees at the airport in the coronavirus situation.

The number of new tracing requests decreased due to coronavirus restrictions. The number of new tracings started was 69, with 173 persons sought. Ten requests resulted in finding the family members. All the persons who had started the tracing process in 2016–2018 and whose cases were still pending at the Red Cross were contacted.

During the year, the Headquarters was contacted 30 times in relation to family reunification.

At the request of the public authorities, the FRC made the travel arrangements for 19 family members of quota refugees who had arrived in Finland earlier, after the family members had been granted residence permits in Finland. The coronavirus situation slowed down and even prevented the arrival of family members to Finland.

During coronavirus restrictions undocumented people were helped through outreach work. Roaa Al-Qassab and Mustafe Hassan met undocumented persons in shopping centres, libraries and emergency shelters in the capital region.



A brave advocate – an expert defender of humanity

People who need help were listened to and their voices were strengthened

The coronavirus situation increased remote work and transformed meeting practices and methods of internal communication. The Teams collaboration platform was taken into use in the Common tools project in almost all FRC units during the year. Joint electronic document management and records management were planned, tested and partially taken into use. The utilisation of videos and electronic forms became more common.

The Finnish Red Cross General Assembly was organised through remote connections from 11 municipalities. When the Coronavirus 2020 operation was launched, the Finnish Red Cross designed a systematic model for internal communication for the staff and volunteers. The new situational picture system was also utilised in communications. The operation sent 12 newsletters to key local branch volunteers. On the basis of the survey and analytics conducted of the operation's volunteer communications, the novel national newsletter was followed actively and utilised in local voluntary activities. National coronavirus-related volunteer guidelines and activity tips were collected on the new Korona 2020 website.

Activity focuses were boosted by campaigns, which were adjusted to the coronavirus situation.

Week of Friendship Day 10–16 February 2020

During the week of the Friendship Day, experiences and effects of loneliness were discussed, new volunteers were invited to join, and friend activities were introduced to people hoping to get a friend. The campaign consisted of events organised by the local branches, national and local communications as well as national marketing communications.

The visual image and materials of friend activities were redesigned in connection with the Friendship Day campaign. Communications utilised the interviews conducted by the ALL-YOUTH research project and the Youth shelters about the significance of friendship for young people who have been left without the support of their own family. The campaign got major visibility in the friendship week of the tabloid *Iltalehti*. During the campaign, the contact information of 5,000 people interested in the activities was collected.

Anti-racism week 16–22 March 2020

The Anti-racism week campaign coincided with the beginning of the emergency conditions declared due to the coronavirus pandemic. The campaign was mainly run on social media. "Be brave. Don't hate" and "Only laundry is sorted by colour" sharable images again reached the highest number of users of Finnish Red

During the week of the Friendship Day, experiences of loneliness were discussed, new volunteers were invited to join, and friend activities were introduced to people hoping to get a friend. Local branches organised many kinds of events in their areas.



Cross social media content. The “Be brave” sharable image also worked during the Black lives matter debate.

Red Cross week 4–10 May 2020

Red Cross week took place online. Children’s parents were encouraged to conduct a safety round in the home. They were given tips on home safety checklists, on a safety test for families with children as well as on the helper course for families with children to be organised later.

Hunger Day 24–26 September 2020

The Hunger Day box collection was organised in exceptional circumstances. The key campaign themes selected were food security and Southern Africa, where more than 45 million people suffer from lack of food. Other important campaign topics included the COVID-19 care centre set up in Yemen, the role of the Red Cross in controlling the coronavirus pandemic, and assistance in fires in Finland. New campaign measures included influencer collaboration on Instagram and collaboration

with Inez TV channel. During September and October, the Hunger Day raised over 2.07 million euros.

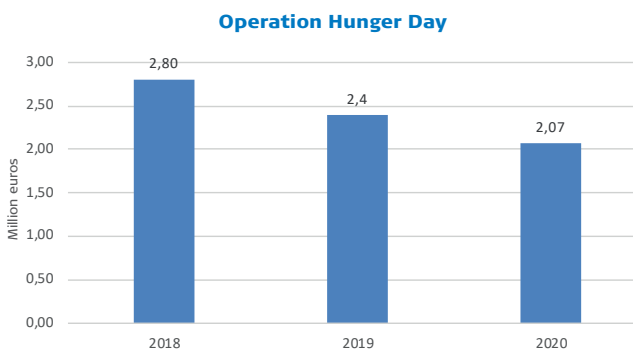
Good Christmas Spirit collection 19 November – 24 December 2020

The Christmas collection of the Finnish Red Cross and the Mannerheim League for Child Welfare, organised together with the national broadcaster Yle, raised funds for gift vouchers for families with children with limited means and raised discussion about poverty in families with children. The campaign reached a record result of 2.33 million euros. Gift vouchers with a value of 50 euros were distributed to families with limited means in December. The total number of gift vouchers distributed was 25,000, which was 4,000 more than planned. The campaign was visible, among others, in Yle’s *Puoli seitsemän* TV programme.

Other campaign and theme days

In addition to the main campaigns, interested local branches were supported operationally and through communication in numerous other campaigns:

- *Pysy pystyssä* campaign (Stay on your feet) 13–26 January 2020
- World Health Day 7 April 2020
- National accident days on Friday the 13th: 13 March and 13 November 2020
- World Humanitarian Day 19 August 2020
- World First Aid Day 14 September 2020
- Week for Preventive Substance Abuse Work 2–8 November 2020
- Informal carers’ week 22–29 November 2020
- World AIDS Day 1 December 2020
- International Volunteer Day 5 December 2020



The Hunger Day box collection was organised in exceptional circumstances. One of the box collectors was Kimmo Juvas from Helsinki, who had participated in the collection for as many as 22 times. The Hunger Day raised more than 2.07 million euros to the Disaster Relief Fund.



Humanity defended and discussed

The Finnish Red Cross issued 15 statements on government bills and on other requests made by the Ministries and Committees of Parliament, attended consultations of Ministries, and prepared statements on topical issues.

A festive seminar on the future of humanitarian aid was organised to mark the retirement of Kalle Löövi, FRC's Director of International Operations and Programmes, and the 40th anniversary of the Hunger Day campaign. During the coronavirus pandemic, the FRC was also involved in the Finland Forward project of the Finnish Government.

Finnish Red Cross learning materials were digitalised into a new service, which was utilised when schools moved to distance learning. Materials were updated, and new materials on, for example, the Hunger Day and World AIDS Day were produced to the service. Apart from the Educa Fair, events and trainings were conducted remotely: among others, visits to schools and educational institutions, training of Homework Help instructors and the seminar for teacher training students were held online.

Young people's advocacy communication was continued with the theme of supporting young people's growth together with a social media influencer, among others, and by supporting young people in producing their own videos.

National communications training for volunteers made progress when about 50 Finnish-speaking volunteer communication trainers were trained in two communications training modules. In addition, contact persons responsible for coordinating the trainings in districts were appointed. As a consequence of the coronavirus pandemic, communications trainings moved online and became national. The fundamentals of local branch communications webinar was held twice, and the use of social media in local branches training three times for altogether 63 participants. The moderators were mainly volunteer trainers supported by the Headquarters communications staff.

Collaboration with Kaiku Helsinki communications agency was tested with the branch activity grant. The agency conducted two practical Facebook trainings. The 'Inspiration for Instagram communications' training will be implemented in 2021.

Finnish Red Cross learning materials were digitalised into a new service, which was actively utilised when schools moved to distance learning. The new learning material service was showcased at the Educa Fair in January.



On the proposal of the Board of the Finnish Red Cross, the President of the Republic awarded 79 Gold, 141 Silver and 259 Bronze Medals of Merit. The Board further awarded 37 Badges of Merit. The Humanitarian Gesture recognition awarded by the Board of the Finnish Red Cross was given to teachers of Finland's comprehensive schools, who created new ways to engage with their pupils to protect their right to learn even in emergency conditions.

The coronavirus pandemic was in a key role in all implementation and development of external and internal communications. The communications preparedness plan was drawn, tested and taken into use.

Finnish Red Cross communications were effective and multi-channelled. The Headquarters sent out 44 information bulletins to the media, and the number of media hits in the new media monitoring service was 10,156.

The Finnish Red Cross received the best overall grade of the 18 organisations reviewed in the corporate communication 2020 survey targeted at journalists and conducted by Taloustutkimus market research company. Of the organisations reviewed, the journalists followed Red Cross external communications the most.

The Finnish Red Cross reached Finnish people extensively on social media. Social media served as a tool for both national and local communications. In Red Cross channels, coronavirus-related communications reached people the most. During the year, the combined total reach of the Facebook page and Instagram and Twitter accounts was almost 11 million users. On Facebook, FRC's largest social media channel, the total combined reach was over eight million, and the number of reactions to posts was 304,722.

The number of news published on the punainenristi.fi website was 96, with more than 52,200 readers. In addition, website content was produced to the new punainenristi.fi website both in Finnish and in Swedish. Furthermore, a website koronavirus.punainenristi.fi focusing on the coronavirus was launched.

Numbers of followers:

Facebook page likes 107,458 (+1.66 %)

Twitter followers 17,800 (+6.59 %)

Instagram followers 13,600 (+32.04 %)

A festive seminar on the future of humanitarian aid was organised to mark the retirement of Kalle Löövi, FRC's Director of International Operations and Programmes (in the photo), and the 40th anniversary of the Hunger Day campaign.



An attractive and renewing voluntary organisation

A good place for members, volunteers and employees

New volunteers signed up and became involved especially in coronavirus-related helping. More than 5,400 persons interested in voluntary duties registered in the Oma Punainen Risti service. In March the number of new helpers signing up was even higher than one thousand, and they were offered coronavirus-related assistance duties and provided with information.

A self-assessment tool was designed for local branches, with which they can independently or with the help of their district assess their activities and draw a development plan. To enhance support, the national model for local branch coaches was reformed.

With support from Digia, good reception practices for new volunteers were developed to ensure that they could be offered appropriate activities.

The development of the Oma Punainen Risti service was continued, and local branch volunteers were

introduced to using the service as a part of the Digital ecosystem for volunteering project. A tool was designed for FRC districts for seeking volunteers to different duties.

The number new members that joined the Finnish Red Cross in 2020 was 2,703. New members are retained very well: 80.4% of the members who joined in 2019 also continued their membership in 2020. At the end of 2020, the membership was 73,449. However, due to the low number of new members, membership went down by three per cent on the previous year. The proportion of members under 29 years of age decreased by 11.5%. The most successful membership recruiters were Western Finland district with its branches. The district's membership only went down by 1.2%.

The Red Cross has helped people by running errands since the beginning of the exceptional circumstances caused by the coronavirus pandemic. Volunteer Niko Lavikainen of FRC's Pohjois-Helsinki branch got Seija Siren's groceries in Siltamäki in April 2020.



Well-functioning branches take care of each volunteer

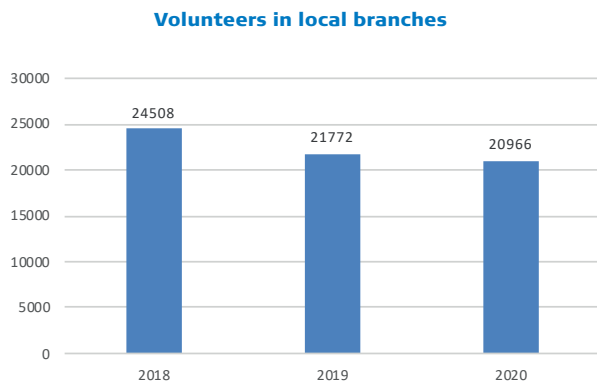
The trainings of volunteers were mostly moved online due to the coronavirus pandemic. The extent of online training was expanded fast, which enabled the participation of volunteers independent of time and operating region. The online training Welcome to our shared story was reformed, and the induction of new volunteers was changed to be conducted remotely.

Collaboration with schools and educational institutions continued. Special emphasis was put on the development of a new teacher portal for schools, onto which materials on Red Cross action were produced. The portal allows the spreading of information about the Red Cross and international humanitarian

law as well as telling young people about opportunities for volunteering.

The targeted offering of voluntary duties to people interested in different kinds of action was developed together. Cooperation with Youth shelters was deepened by, among others, offering young people online voluntary duties.

Cooperation between local branches was intensified. Virtual activity groups crossing branch borders also emerged. The climate influencers group gathered active young people across the country to act and develop new forms of advocacy.



The climate influencers group gathers active young people all over the country to develop new forms of advocacy. Milja von Lerber (left), Ida Herranen and Pyry Jumppanen believe that action and community sense are the best medicine against climate anxiety.



JOONAS BRANDT

Transparency in decision-making and good governance ensure reliable helping

Research and development projects

In 2020, Finnish Red Cross development projects mostly focused on improving the smooth running of the digital operating environment. The FRC prepared common principles for digitalisation, a digital services development manager started working, a working group for digital services began with its tasks and the work to prepare a development plan for FRC's digital services was started. The reform of the external website was concluded, allowing the launch of the new website immediately at the beginning of the year 2020.

Working transitioned to remote work and moved into the Microsoft Office 365 online environment almost completely within a few weeks. The Common tools project continued by developing, among others, the management and archiving of the Board's records of decision. The reform of the CRM system was started and the improvement of the friend contact service system was further continued. The use of the Power-BI software to increase the effectiveness of monitoring membership development and recruitment of new volunteers was taken forward.

In support services, the accounting system to be offered to the local branches was tested and selected. The aim is to engage at least 80% of the branches under a common accounting system by the end of the current General Assembly period.

Internal collaboration between various organisational units was promoted by introducing a new cooperation model for the Headquarters and the districts.

The units of the HQ Domestic Programmes were engaged to support the change.

The Blood Service conducted extensive scientific research. During the year, Blood Service scientists were involved in 18 peer-reviewed scientific publications and received 1.1 million euros of external competitive research funding.

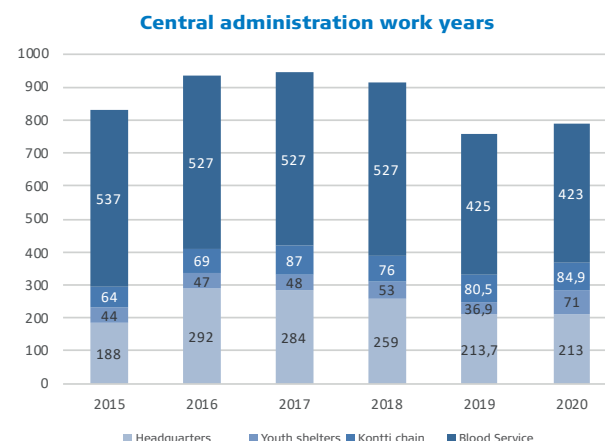
The Data protection guideline was updated to better meet the needs of the broad organisation. The guideline is supported by a tripartite agreement between the Headquarters, districts and branches that specifies the roles and responsibilities of each party. The guideline and the tripartite agreement are to be dealt with by the board meetings of the districts and branches. By the end of the year, 10 districts and 143 local branches had informed about the matter being dealt with. In addition to updating the guideline, documentation related to personal data management was improved and emphasis was put on training the staff in data protection matters.

Increased attention was paid to developing data security in the Finnish Red Cross due to the data leaks and recurring phishing attempts of user identifiers in different parts of the world. Several projects improving data security were launched. The most important of them is the Data protection guideline covering the entire organisation, prepared together with CGI. The multi-factor user authentication nearly reached the introduction phase, and changes created through these projects will be seen in 2021.

HR development focused on work ability management

The coronavirus pandemic affected HR work in many ways. Beginning in March, the staff mostly worked remotely. The coronavirus situation was monitored closely, and staff guidelines were regularly updated. As a consequence of the pandemic, almost all F2F fundraisers, employees of the Kontti stores and the HQ cafeteria personnel had to be temporarily laid off.

The preparedness plan of the HR unit was useful at the beginning of the epidemic but comprehensive transition to remote work had not been anticipated. Finnish Red Cross personnel showed flexibility and excellent adaptability.



In work ability management, a new digital work ability tool Sirius HR was taken into use, training in work ability management for line managers was started, and steering group activities as well as collaboration with occupational health services and Ilmarinen pension insurance company were developed. The competencies of line managers and health and safety representatives were increased through online trainings in occupational safety.

New methods to support the personnel well were offered, such as the Break Pro work break exercise application, a weekly mindfulness moment and accident insurance for working at home.

Competence was developed through online training events. Self-learning online trainings related to e.g. data security and protection, remote management and acting in change were increasingly utilised. The HR unit supported the Domestic Programmes division in the changes affecting the organisation and courses of action.

A major effort in the autumn was preparing for the transfer of the Western Finland district to become a client of the centralised support services. At the beginning of 2021, all 12 districts of the Finnish Red Cross were clients of the payroll administration.

In payroll management, procedural changes took place due to remote work and also the requirements of the Incomes Register of the Finnish Tax Administration. With lacking instructions from the authorities, the cornerstones of on-the-job learning were a persistent will to learn and solving the matters together.

The Mepco HRM system was developed to meet the needs of the organisation in relation to annual holiday records, among others.

In subsidised employment, support, guidance and advice was given in employment relations issues as well as in adapting the activities to the exceptional circumstances caused by the pandemic.

Effective fundraising ensured helping

In terms of fundraising, the year 2020 was successful although it was also affected by the coronavirus pandemic. The willingness of companies and individuals to donate increased but, at the same time, the traditional forms of collection and donation became more difficult. In the future, attention must increasingly be paid to versatile fundraising channels and donation opportunities.

Due to the coronavirus situation the number of Hunger Day box collectors was considerably lower than usually. However, online donations yielded significantly more than in previous years. Volunteer trainings were conducted as national online courses.

The recruitment of monthly donors continued despite the challenges caused by the pandemic. They donated a total of 6.9 million euros. The number of

Face-to-face fundraising was continued as the coronavirus situation permitted and with safety in mind. F2F is also a good way to tell people about the Red Cross and its values.



new monthly donors recruited was 4,411. Supporting domestic activities became more popular: it was chosen by 15% of the donors, whereas 34% chose the Disaster Relief Fund as their target. More than half chose the 50/50 donating option.

MobilePay's recurring payment was taken into use as a new alternative to donating monthly. Increased attention was paid to welcoming new monthly donors and to telling them about the assistance activities enabled by donors' support. For example, thanking calls were made to monthly donors.

Donating through wills continued to be an important donation form. One legacy information event was held at the beginning of the year before coronavirus restrictions. The marketing of wills was strongly focused on print advertising.

Corporate partners provided support to Red Cross activities in many ways, both by donating funds and, like Ikea, materials. FRC's long-term corporate partner LocalTapiola enabled the development of friend visitor activities and donated a million euros to coronavirus work. Like LocalTapiola, many other corporations

such as Huhtamäki, Coca-Cola Foundation and Wärtsilä supported Finnish Red Cross coronavirus work. Partnership with Tokmanni stores was continued in work to reduce loneliness and on Hunger Day. Accenture's support targeted Youth shelters. In the Chain Reaction cycling campaign, a record number of 311 corporate teams cycled against climate change.

The Bumerang key safety service was developed by redesigning the key ring and streamlining the returning process. The redesigning of FRC's online store was continued. The non-gratuitous Advent calendar, Friendship Day card and lottery direct mailings yielded a total of 1.1 million euros to domestic activities. Christmas card direct mailing by the districts to the membership was a joint and successful effort, with the districts receiving the considerable proceeds.

The new Money Collection Act entered into force in March 2020. Instructions were updated to correspond with the new Money Collection Act and the updated rules of FRC's Disaster Relief Fund, and districts and local branches were informed about them.

Balanced finances and risk management

Despite the year shaped by the coronavirus, the Finnish Red Cross is economically stable. The result of the central administration for 2020 shows a deficit of 0.3 million euros. The reasons for this deficit included the

deficit in the Headquarters operational economy, the lower than budgeted returns on investments as well as the economic effects of the pandemic.

Companies supported Red Cross coronavirus work actively during the year. Funds donated by Coca-Cola were spent on hygiene parcels containing, among others, shower gel, shampoo and toothpaste.



The impact of the coronavirus pandemic on the finances was seen during the year in the decline in the use of Blood Service products by hospitals as well as in the decreased turnover and result of the Kontti chain due to the closure of the stores. On the other hand, the pandemic also increased the yield of fundraising in the form of growing donations to Red Cross coronavirus work. As a consequence of the pandemic, travelling was reduced, which created cost savings

together with a temporary reduction in the earnings-related pension contributions (TyEL). FRC's ICT environment enabled extensive remote work without significant investments.

The Finnish Red Cross operated in line with the budget approved by the Board. Coronavirus work directed the operations and use of resources as required by the needs.

The pandemic highlighted the significance of risk management and preparedness

The year 2020 showed how high impact but low probability risks are easily given less attention in risk management. As a result of the assessment conducted in the early part of the year, Finnish Red Cross Risk management policy was updated.

The risk management system was developed in line with the policy. To support risk management, a harmonised tool was created and the implementation of the risk management process was adjusted to support the schedules of the activity and economic planning process of the FRC. The new modalities will be taken into use in 2021.

A good reputation and Finnish people's trust continue to be essential prerequisites for Finnish Red Cross action. According to research results, reputation and trust have remained at a good level. Despite various measures, no solution has been found for the

downward development trend in the number of members and volunteers.

The development of information systems for voluntary activities has provided more accurate data for targeting the measures but changes are needed in the ways of operating to create permanent results. The Finnish Red Cross must continue to increase collaboration both internally and with external stakeholders.

In the commencing General Assembly period, the financial situation of the Finnish Red Cross will require balancing measures at the same time when its action will be increasingly challenged in terms of fundraising and external funding. A significant part of FRC's domestic activities are funded by grants. Risks related to investments are managed together with external asset managers.

Assessment of future development

In the near future, the Finnish Red Cross will play a key role as a preparedness organisation auxiliary to the public authorities in enhancing health security, in everyday coping and when municipalities arrange vaccination campaigns. At the same time, preparations will be made to recover from the hardships caused by the coronavirus crisis. The need for food and other material aid will grow, loneliness and inequality will increase and difficulties will strain the already vulnerable people.

Help will be needed for a long time. The Red Cross must be able to respond to these needs all over the world. The goals set in FRC's Strategic Programme have proven to be topical and correct.

Internal cooperation within the Finnish Red Cross and collaboration with other organisations and public authorities will be highlighted as assistance needs grow in many sectors of society. Citizens' increased activity calls for strengthening organisational culture in the Red Cross. Openness and ability to operate in networks must be increased, and platforms for voluntary action must be offered to those interested in the action.

The way we operate will change. Red Cross work and voluntary activities will be organised online and through remote connections to an increasing degree. This requires new kinds of skills and ability to adapt to various forms of cooperation.

Public funding to the Finnish Red Cross will also undergo changes. Funding will not grow to match the growth in needs, and more administrative functions will be required to fulfil the responsibility requirement. Demonstrating the impact of funding will become even more important than before. It is not yet clear how the additional needs in domestic and international aid caused by the epidemic will be addressed. Regardless of the future changes, ensuring a solid funding base for the Finnish Red Cross will be aimed at through a financial balancing programme.

However, a new operating environment will also bring along opportunities. The digitalisation of the action makes swift progress and opens the doors for new actors for whom the web is a natural place to show their will to help.

Public funding in 2020

Finnish Red Cross domestic and international operations are co-funded by public funds. Significant strategic partners include, among others, the Ministry for Foreign Affairs of Finland and STEA.

	2020	2019
Funding Centre for Social Welfare and Health Organisations (STEA)		
Coping together – safe daily life and crisis assistance capacities		78 000 €
Voluntary Rescue Service	707 000 €	708 000 €
Health promotion programme	324 742 €	324 742 €
Support activities for informal carers	527 324 €	527 324 €
Finnish Red Cross Youth shelter activities (Helsinki, Vantaa, Espoo, Tampere, Turku)	1 034 000 €	1 034 000 €
Immigration programme	364 444 €	364 444 €
Undocumented migrants and the Red Cross	298 274 €	298 274 €
Digital ecosystem for volunteering	160 000 €	160 000 €
Becoming part of the community and society!	190 000 €	190 000 €
Domestic and leisure time accident prevention programme	100 000 €	20 000 €
The road home. Support to young adults' independent residing	388 000 €	388 000 €
Getting together in villages and centres	298 568 €	330 000 €
Friendship skills	275 741 €	
General subsidy	364 000 €	364 000 €
Total STEA	5 032 093 €	4 786 784 €
Five cities (Vantaa, Espoo, Helsinki, Turku, Tampere)		
Youth shelters	1 141 800 €	1 181 000 €
Regional State Administrative Agency		
Prevention of youth loneliness online (2018-2019)		26 000 €
Physical activities at reception centres		42 000 €
Total Regional State Administrative Agency		68 000 €
Finnish Immigration Service		
Support services related to the reception of refugees, persons seeking international protection and persons receiving temporary protection	225 965 €	275 222 €
Ministry of Social Affairs and Health		
Food aid (1 October 2019 – 31 December 2020)	97 000 €	78 000 €

	2020	2019
Ministry of Education and Culture		
Youth activities	110 000 €	110 000 €
Ministry of Social Affairs and Health		
Summer rubber campaign		25 000 €
Sivis Study Centre		
Training	88 993 €	179 890 €
Ministry of Economic Affairs and Employment		
Support to integration	149 599 €	223 000 €
Ministry for Foreign Affairs		
International humanitarian law	65 000 €	65 000 €
International operations and programmes	21 620 000 €	19 289 765 €
Total Ministry for Foreign Affairs	21 685 000 €	19 354 765 €
European Union		
Volunteers in oil spill response (2019–2021)	179 750 €	159 750 €
MIELI Mental Health Finland		
Support to young people's mental wellbeing (STEA)	103 050 €	103 140 €
Support to young people's mental wellbeing (WE foundation)	60 915 €	61 815 €
Total MIELI Mental Health Finland	163 965 €	164 955 €
DG ECHO, European Commission Directorate-General for European Civil Protection and Humanitarian Aid Operations		
International operations and programmes	1 800 000 €	5 042 357 €
Total public funding	30 674 165 €	31 808 473 €

Use of self-financing funds in 2020

1. Antti Ahlström Fund

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

Use in 2020

Coordination of social welfare activities

- Self-financing share of the STEA-funded Kohdataan kylillä ja keskuksissa (Getting together in villages and centres) project. Supporting lonely elderly people with weak functional ability living in remote areas and strengthening their capacities through meeting points. 6 822 €
- Coordination of social wellbeing programme. Planning, development and coordination of friend visitor services. Personnel costs, materials and printing, communication and training. 75 000 €

Coordination of health promotion

- Self-financing share of the STEA-funded health promotion programme. Implementing the health promotion programme. 13 841 €

Healthpoint activities

- Development of Healthpoint monitoring information, concept design and quality. Materials, training of volunteers and supplies for collection of digital monitoring information, personnel costs. 34 714 €

Support activities for informal carers

- Self-financing share of the STEA-funded programme to support informal carer families. Supporting informal carer families through voluntary activities in seven districts. 9 198 €

Fund total 139 575 €

2. Olga and Jalmari Välimaa Fund

Purpose of the fund: elderly people and friend visitor activities

Use in 2020

Prison activities

- Development project of prison activities, expansion and development of activities and development of community-based activities in Finland. Personnel costs. 23 176,00 €
- Development of friend activities. Development of friend contact service. System costs. 10 536,00 €

Fund total 33 712,00 €

3. General Mannerheim and Baron von Troil Fund

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

Use in 2020

Finnish Red Cross first aid group activities

- First aid group activities. 120 000 €

4. Minna Emilia Frisk Fund

Purpose of the fund: To assist the war blind

Use in 2020

- Grants to five persons blinded by war were awarded in cooperation with the war blind association Sotasokeat ry. 24 000 €

7. Brothers Markus and Henry Schatelowitz Fund

Purpose of the fund: To assist disabled war veterans from Helsinki

Use in 2020

The fund was not used in 2020.

8. Dahlström Fund

Purpose of the fund: Transfer to the Disaster Relief Fund or use for other current appropriate purpose at the discretion of the FRC Board.

Use in 2020

Digital services of volunteering, ecosystem project

- The grant was used to cover the self-financing share of the Digital services of volunteering project. The project develops digital services that facilitate becoming a volunteer as well as the guidance of volunteers in branches. The services are built on the Oma Punainen Risti system. The project also develops online volunteering and information gathering. 6 051 €
- Transfer of initial and working capital to the Disaster Relief Fund. 487 944 €

Fund total 493 995 €

Total all Funds: 811 282 €

Financial Statements

Finnish Red Cross Central administration

BALANCE SHEET A S S E T S

31.12.2020

31.12.2019

NON-CURRENT ASSETS

Intangible assets

Intangible rights

4 214 784,23

2 317 065,30

Tangible assets

Land

84 093,96

84 093,96

Buildings

1 843 950,20

1 990 811,09

Machinery and equipment

2 392 680,38

2 138 075,86

Advance payments and

other incomplete procuring

1 595 259,44

5 915 983,98

2 915 610,10

7 128 591,01

Securities

4 346,87

1 370 013,45

Investments

Land

56 140,96

130 797,90

Participating interests

2 500,00

2 500,00

Other shares and similar rights of ownership

109 491 097,95

109 549 738,91

104 625 503,98

104 758 801,88

SELF-FINANCING FUNDS

Securities

1 912 757,79

5 489 419,99

Bank receivables

894,64

1 913 652,43

28 975,98

5 518 395,97

CURRENT ASSETS

Inventories

Goods

9 941 053,41

9 461 715,65

Debtors

Long-term

Other debtors

1 423 777,22

1 045 764,15

Short-term

Trade debtors internal

278 601,77

434 738,84

Trade debtors

6 422 493,16

5 040 238,67

Other debtors

5 869 192,13

5 366 590,86

Prepayments and accrued income

4 118 931,16

16 689 218,22

3 871 884,99

14 713 453,36

Cash in hand and at bank

32 648 044,83

36 478 366,06

TOTAL ASSETS

182 300 600,10

182 792 166,83

EQUITY AND RESERVES

CAPITAL AND RESERVES

Restricted funds				
Self-financing funds	4 788 423,23		5 394 699,50	
Disaster Relief Fund	26 740 255,98	31 528 679,21	25 015 625,06	30 410 324,56
Other funds				
Blood Service research fund	23 546 309,70		23 546 309,70	
Joint operations fund	5 017 896,75	28 564 206,45	5 017 896,75	28 564 206,45
Retained earnings	84 774 211,50		49 726 626,21	
Deficit/Surplus for the financial period	-320 755,27	84 453 456,23	35 047 585,29	84 774 211,50

LIABILITIES

Long-term				
Loans from credit institutions		3 000 000,00		3 500 000,00
Short-term				
Loans from credit institutions	500 000,00		500 000,00	
Loan from organisational bank	1 810 577,99		1 672 113,91	
Advances received	3 889 460,14		6 827 159,21	
Trade creditors to FRC districts	653 837,85		121 993,83	
Trade creditors	5 645 558,28		7 168 730,89	
Other creditors	9 925 334,72		8 290 724,66	
Accruals and deferred income	12 329 489,23	34 754 258,21	10 962 701,82	35 543 424,32

TOTAL EQUITY AND RESERVES

182 300 600,10

182 792 166,83

**Finnish Red Cross
Central administration**

INCOME STATEMENT

	1.1.-31.12.2020	1.1.-31.12.2019
Ordinary operations		
Income	110 361 100,58	109 150 796,30
Expenses		
Personnel expenses	-45 575 465,97	-45 875 355,35
Depreciation and amortisation	-2 559 925,00	-2 069 468,54
Other expenses	-83 847 025,20	-77 869 995,72
Defrayed from Disaster Relief Fund	10 619 475,11	8 884 763,96
Deficit of ordinary operations	-11 001 840,48	-7 779 259,35
Fundraising		
Donations, Disaster Relief Fund	13 698 872,21	12 879 638,55
Membership fees	297 771,00	243 870,37
Other income	8 474 640,11	9 171 721,11
Collection expenses, Disaster Relief Fund	-1 062 990,73	-1 462 375,05
Other expenses	-3 148 688,49	-4 298 953,36
Surplus of fundraising	18 259 604,10	16 533 901,62
Investments and financial activities		
Income	9 941 769,94	38 398 622,90
Expenses	-6 146 372,26	-1 526 266,73
Surplus of investments and financial activities	3 795 397,68	36 872 356,17
Subsidies		
	364 000,00	364 000,00
Result for the financial period	11 417 161,30	45 990 998,44
Transfer Disaster Relief Fund	-11 856 162,39	-10 473 175,23
Transfer self-financing funds	118 245,83	-470 237,92
Deficit/Surplus for the financial period	-320 755,26	35 047 585,29

CASH FLOW STATEMENT

	2020	2019
Cash flow from operating activities		
Cash flow from ordinary activities		
Income of ordinary operations	110 361 100,58	109 150 796,30
Expenses of ordinary operations	-131 973 306,98	-125 814 819,61
Change in short-term interest-free receivables	-2 270 727,19	-1 216 867,87
Change in long-term interest-free receivables	-378 013,07	194 199,13
Change in short-term interest-free liabilities	2 078 856,46	-1 374 041,38
Depreciation and amortisation	2 559 925,00	2 069 468,54
Change in inventories	-511 411,72	-758 743,11
Other adjustments	-4 186 256,89	6 193 257,70
Net operating cash flow	-24 319 833,81	-11 556 750,30
Cash flow from fundraising		
Income of fundraising	22 471 283,32	22 295 230,03
Expenses of fundraising	-4 220 788,41	-5 761 328,41
Change in short-term interest-free receivables	241 067,38	-83 864,33
Change in short-term interest-free liabilities	-69 095,68	-522 867,20
Change in inventories	32 073,96	51 205,14
Net fundraising cash flow	18 454 540,57	15 978 375,23
Cash flow from investing		
Investing in fixed assets		
Acquisition of fixed assets	-3 199 720,98	-2 219 047,23
Sales of fixed assets	96 000,00	
Change in incomplete procuring	1 320 350,66	-96 983,54
Investing in investments		
Interest, dividend and other investment income	3 232 509,52	4 164 706,50
Investment expenses	-5 593 574,00	-1 526 266,73
Capital loans issued	0,00	0,00
Change in short-term interest-free receivables	54 203,05	-23 703,08
Investment purchases	-85 104 725,87	-82 174 860,26
Investment sales	89 950 913,20	104 917 484,67
Net investing cash flow	755 955,58	23 041 330,33
Cash flow from financing		
Loans received	0,00	4 000 000,00
Loan instalment	-861 535,92	-28 000 000,00
Loan repayment	0,00	0,00
<i>Organisational account</i>	1 748 471,02	-2 412 800,97
Net financing cash flow	886 935,10	-26 412 800,97
General subsidy	364 000,00	364 000,00
Net cash flow	-3 858 402,56	1 414 154,29
Cash and cash equivalents 1 January	36 507 342,04	35 093 187,75
Change in cash and cash equivalents	-3 858 402,57	1 414 154,29
Cash and cash equivalents 31 December	32 648 939,47	36 507 342,04

Action of Finnish Red Cross governing bodies in 2020

Council

Convened twice virtually to take decisions on statutory matters such as the Financial Statements, discharge from liability, amount of membership fee and rule changes (in Financial Rules of Procedure and other Rules of Procedure). The topics discussed, among others, included the COVID-19 situation, climate questions and the new faces of help.

Until the General Assembly 5 September 2020:

Chairperson Ollila Pirkko-Liisa
Deputy Chairperson Kuntze Päivi

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

Representatives of Ministries Bruun Anna
Iivari Annakaisa
Palojärvi Jaana
Saarela Anu
Siitonen Simo
Suurpää Johanna

Until the General Assembly 5 September 2020:

Chairperson Kari Otto
Deputy Chairperson Kuntze Päivi

Members Blomberg Anders
Bäck Anne
Hämäläinen Taina
Ihalainen Harri
Karine Eija
Kinnari Leila
Kojo Katariina
Kuokkanen Hannu
Lehikoinen Emmi
Leiwo Kaisa
Lindholm Max
Lindman Gun
Nahkiaisaja Riitta
Piri Pekka
Pulkkinen Olli
Raatikainen Petri
Raita Petri
Rantala Karoliina
Saloniemi Pia
Sjöberg Barbro
Särkimäki Lasse
Turkulainen Juha
Wallenius Satu

Representatives of Ministries Kohvakka Kimmo
Palojärvi Jaana
Saarela Anu
Siitonen Simo
Suurpää Johanna
Taarna Varpu
Tervo Sini

Board

Convened 12 times with 186 agenda items such as the finances, action plans and reports, reporting on the progress of the main aims of the Strategic Programme, acceptance of new members as well as reports of the directors of institutions regularly. Other topics discussed included, among others, the preparations of the General Assembly and execution of its decisions, updates of various guidelines, development of joint support services and the COVID-19 situation.

Until the General Assembly 5 September 2020:

President	Torstila Pertti
Vice-Presidents	Audas-Willman Ann-Mari Kari Otto Laitinen Sami
Members	Backman Henri Forsblom Outi Karine Eija Kuusela Katja Pihlajamaa Marju Suokas Markku

Until the General Assembly 5 September 2020:

President	Aaltonen Elli
Vice-Presidents	Audas-Willman Ann-Mari Musta Laura Virta Harri
Members	Forsblom Outi Jokiranta Harri Kuusela Katja Pihlajamaa Marju Rasinkangas Jarno Rissanen Ruut

Finance and Development Committee

Convened once virtually with 10 agenda items.

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

Programme and Volunteering Committee

Convened once in a seminar in the spring of 2020.

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

Directorate of the Blood Service

Convened five times with 84 agenda items.

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

Board of the Youth Shelters

Convened three times with 28 agenda items.

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

Board of the Kontti Recycling Department Stores

Convened three times with 31 agenda items.

Chairperson	Pihlajamaa Marju
Deputy Chairperson	Kumpula Kristiina
Members	Aro Timo Freese Olli Kaukiainen Petri Kiiskinen Ilpo Levänen Antero

Youth Committee

Convened five times with 66 agenda items.

Until the General Assembly 5 September 2020:

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

After the General Assembly 5 September 2020:

Chairperson	Musta Laura
Deputy Chairperson	Mäntysaari Sanna
Members	Abdi Mohamed Caydaruus Backman Richard Henriksson Sofia Järvinen Enni Penttilä Roosa

First Aid and Health Committee

Convened four times with 31 agenda items.

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

Investment Committee

Convened six times with 50 agenda items.

Chairperson	Kumpula Kristiina
Members	Räsänen Mika Torsti Esko Väisänen Tapani

Audit Committee

Convened four times with 36 agenda items.

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

Arbitration Committee

Did not convene in 2020.

Until the General Assembly 5 September 2020:

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

After the General Assembly 5 September 2020:

Chairperson	Aaltonen Elli
Members	Annala Pekka Kumpula Kristiina Löövi Kalle Pietikäinen Maria

Humanity
Impartiality
Neutrality
Independence
Voluntary service
Unity
Universality