

[Leaflet about the international work of the British Red Cross Society].

Publication/Creation

[1992?]

Persistent URL

<https://wellcomecollection.org/works/qnev6mtc>

License and attribution

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).

**wellcome
collection**

Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>

One year of the British Red Cross

The way ahead

All the work of the British Red Cross relies on two things: volunteers and adequate funding. Without both, the Society simply would not be able to function.

With this in mind, the British Red Cross is concentrating on raising its profile, generating funds and recruiting members. A planned campaign for all three will ensure that the Society grows in effectiveness, in strength and in ability.


The effect of the Gulf War and its aftermath was to catapult the British Red Cross into the limelight. The Simple Truth Concert for Kurdish Refugees, spearheaded by Jeffrey Archer, was one of the most high-profile and successful fundraising initiatives ever.

The British Red Cross is working to ensure that other fundraising events both nationally and locally will benefit from the experience gained from the Simple Truth. A highly professional approach is also being taken to corporate fundraising, Red Cross Shops and Red Cross Week.

A nationwide membership campaign is set to run through 1993 with the aim of encouraging more people to join the Society and ensure that their skills and experience are put to best use. The 1990s are likely to see a steady increase in demand for the services of the British Red Cross. The Society will be ready to respond.

THE BRITISH RED CROSS SOCIETY
HAMMERSMITH AND THE HORN CENTRE
100 BRICK GREEN
W6 7BD
01-602 1967



 British Red Cross

Introduction



From the Chairman of Council

British Red Cross volunteer members give invaluable service to people in need and crisis every day and in every local community.

In 1991, with British troops on active service in the Gulf in January, this fact proved to be more vital than ever.

As required by the Charter, welfare and nursing support was provided for the Medical Services of the Armed Forces; and the families of British POWs as well as those of Iraqis detained in Britain were given all possible support. Money and relief goods were sent to the Gulf area itself.

It was a massive undertaking, but one which the British Red Cross was well able to meet.

The Society's role is not confined to responding at times of conflict. Volunteer members give invaluable service to people in need and crisis every day and in every local community. Nor is voluntary service amateur - British Red Cross members are trained for their vital role. The range of services illustrated in this Review is a testament to their enthusiasm and energy.

The Countess of Limerick

From the Director General

1991 was a busy year for the British Red Cross. Overseas, the unprecedented number of disasters, including the Bangladesh cyclone and the Gulf War and its aftermath, ensured that over £29.6 million was spent on international aid, a dramatic increase on the £12.5 million figure for 1990. There was also a marked increase in the expenditure on work in the United Kingdom.

At home, major progress was made developing our services, many of which are provided by volunteers, to ensure that the standard of care provided is always both relevant and of the highest quality.

As a volunteer organisation, the British Red Cross relies on the commitment and energy of its 100,000 members working throughout the country. Without them, the Society simply would not exist.

The British Red Cross will continue to serve the community and to respond to the ever-increasing needs of the 1990s, making full use of its voluntary strength and maintaining the professionalism and efficiency for which the Society is renowned.

Mike Whitlam

Honorary officers

Patron and President

Her Majesty The Queen

Deputy President

Her Majesty Queen Elizabeth
The Queen Mother

Vice Presidents

Her Royal Highness
Princess Alexandra,
the Hon Lady Ogilvy, GCVO;
The Countess Mountbatten of
Burma, CBE CD JP DL

Patron, Red Cross Youth

Her Royal Highness
The Princess of Wales

Chairman of Council

The Countess of Limerick
CBE MA

Vice Chairmen of Council

The Lord Barnard TD MSc;
Sir Derek Day KCMG;
Mrs M E Thomas,
BSc (Econ) DipEd

Chairman of the Finance Committee

Alexander Gordon MA FCA

Executive staff

Director General

Mike R Whitlam MPhil

Director of Finance

Donna M Chicklo BA CPA

Director of International

Geoffrey A Dennis MA

Director of Public Affairs

John F Gray DipCam FICFM MIPR

Director of Personnel

Diana M Whittingham
BA FIPM FBIM

Director of UK Operations

Nicholas C Young LLB

Information

Incorporated by

Royal Charter 1908

Registered as a Charity

No. 220949

Bankers:

Barclays Bank plc

The British Red Cross

9 Grosvenor Crescent

London SW1X 7EJ

Tel: 071 235 5454

Fax: 071 245 6315

Local Branch addresses and
telephone numbers can be found
in local telephone books under
British Red Cross.

This broadsheet reflects the work
of the British Red Cross during the
year 1991.

Much more than first aid



The Red Cross works to reunite close relatives who have been separated through war or natural disaster.

A recent survey revealed that public perception of the work of the British Red Cross in this country is mainly confined to its activities in first aid. It's probably the most high profile of the services. It's also one of the most important; it saves lives. Yet first aid training and cover at public events is just one aspect of the work carried out by some 100,000 volunteer members every day.

Few people realise, for example, that the British Red Cross provides day centres, clubs and residential care; that the Society loans medical equipment such as wheelchairs; that members help the housebound and elderly on journeys they could not otherwise make; that trained welfare members help to reunite close relatives separated by war or natural disaster.

Even less well known is that each of the 91 British Red Cross Branches throughout the country has a team of highly trained members ready to be called out any time, day or night, to the scene of a disaster. Regular training ensures that the support given by the British Red Cross to statutory authorities following a tragedy is effective and relevant.

In the first few months of 1991, these trained members prepared to meet a crisis on a massive scale as the threatened conflict in the Gulf became a reality. In the largest such exercise since World War II, they mobilised quickly and effectively to provide nursing and welfare support to the Medical Services of the Armed Forces in handling the predicted thousands of casualties.

All of these services are provided throughout the country. Yet even they do not make up the whole picture of what the British Red Cross does. Each Branch develops services which meet the specific needs of their local communities. Such services include running lip reading classes for the hard of hearing; providing support to patients just discharged from hospital; organising holidays for young people with disabilities.

The list is almost endless. However, every service provided locally or nationally has the same founding objective: providing care to people in need or crisis.

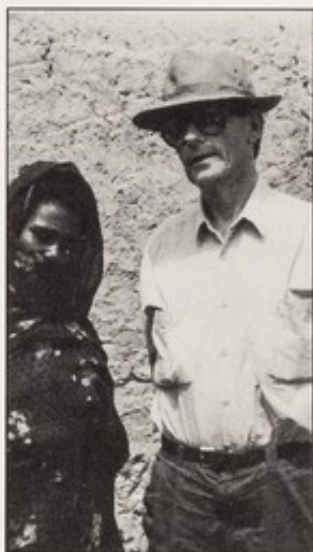
People like the pregnant woman stranded by drifting snow in February. Her local Branch used one of its four-wheel drive ambulances to get her to hospital for an urgent caesarian. Or the pensioner whose wheelchair was stolen just before Christmas. By loaning him a wheelchair, his Branch ensured that he was not confined to his home during the festivities.

During 1991, the British Red Cross continued the research and development of new services to meet the increasing needs of the 1990s. It is currently looking at the problems of homelessness, support for carers, and the effects of HIV and AIDS.

First aid is a core service of the British Red Cross but it is only one of many, all geared to providing care to people in need and crisis.



Making international aid work



The international work of the British Red Cross pays particular tribute to David Wyatt (pictured above in Sudan) who was International Director for 7 years until April 1992. He encouraged development in the wider affairs of the Red Cross Movement and retired as Director to take on a new role as an adviser to the Director General.

1991 was an unprecedented year for international disasters. From Africa and Bangladesh to the Middle East and Eastern Europe, the lives of millions of innocent people were devastated.

An indication of the scale of worldwide suffering is the fact that the British Red Cross alone spent £29.6 million in aid in 1991.

Yet, the continued suffering in some areas left the public wondering just how effective the established aid agencies and government aid actually are. Thousands of Kurdish refugees, for example, who had fled Iraq in the spring still faced hardship as winter approached. Their plight was shown in harrowing detail on television screens night after night.

Pictures of hundreds of malnourished children lying in run-down hospitals in Albania also touched the hearts of the British public. Why was seemingly so little being done to clothe, feed and care for them?

Some believe that the accepted providers of international aid are either caught up in bureaucracy or unable to cope with the scale of such disasters. As a result, rather than give money to appeals, they want to give more tangible support - blankets, food, medicines, even toys - which can be sent directly to those in need.

It's an understandable reaction, but it can be a dangerous one. Starving children have specific needs which tins of British baby food may not be able to meet. And a lorry full of disposable nappies might make them more comfortable for a few weeks, but what happens when that supply runs out?

The Red Cross system for providing relief aid, based on many years of

experience, is certainly one of the most comprehensive and successful in the world. As soon as suffering is seen to exist, a thorough assessment of priority needs is undertaken by the local national Red Cross or Red Crescent Society and experts from within the movement. There are 150 Societies, based in almost every country in the world.

The strength of these assessments, and the speed with which they can be carried out, has proved invaluable. They evaluate who are most in need, what the priority needs are, what can be provided quickly from the near vicinity and what needs to be brought in from elsewhere.

Throughout 1991, assessments were made following every disaster. In every case the local Society had an in-depth knowledge of local needs, local deficiencies and local means. As a result, all the aid sent by the Red Cross, or channelled through it, met priority needs in the most deprived areas. Immediately after the cyclone in Bangladesh, for example, this meant sending three million water purification tablets, half a million high energy biscuits, 500 plastic water containers and 65,000 sachets of oral rehydration tablets for the millions left hungry, homeless and stranded.

The Red Cross does not claim to be able to work miracles. What it can do is ensure that the needs of those affected by disaster can be met immediately and as effectively as humanly possible.



British Red Cross



Some facts and figures

Membership

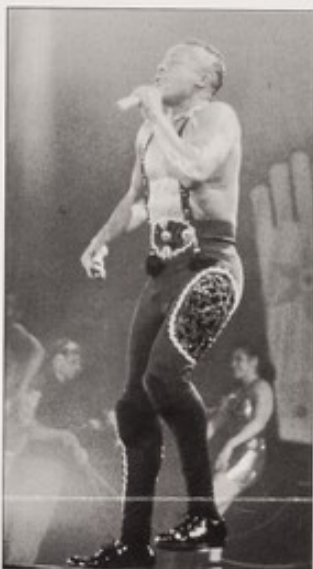
77,218 adult members and volunteers; 10,896 youth members; 8,206 junior members.
Total members and volunteers: 96,320.

Organisation

91 Branches; 1,099 Centres; 4,459 Groups; 1,005 medical loan depots; 70 day centres; 13 play groups; 439 ambulances; 149 minibuses; 202 caravans and mobile first aid units; 77 cars.

Members' skills

18,843 adult members trained in first aid, welfare and ambulance aid; 15,708 youth and junior members trained in first aid, nursing and other subjects; 3,358 adult members hold an instructor's certificate or have an exemption; 1,049 adult members hold a demonstrator's voucher; 750 doctors and 2,602 qualified nurses give service.



The Simple Truth

The Simple Truth Campaign for Kurdish refugees catapulted the British Red Cross into the limelight. One of the highest profile fundraising initiatives ever, it was also one of the most successful. The carefully planned and professionally marketed campaign culminated in a star-studded concert at Wembley Arena, attended by The Princess of Wales, and featured top rapper Hammer (above).

The campaign firmly established the British Red Cross in the forefront of the public mind, with some £13 million being raised in Britain alone.



Disaster Appeal Scheme

When a major disaster occurs in this country, the public is quick to give money for the victims and their dependants. Using its extensive experience of post-disaster relief worldwide and its fundraising expertise, the British Red Cross developed the Disaster Appeal Scheme, launched in 1991 by Viscount Tony Pandy (above). The DAS manual, supplied to all local authorities, provides a complete plan of action for creating an appeal fund and includes draft legal documents and press releases, details of temporary Red Cross appointed trustees and a full range of facilities enabling donations to be made quickly.

Training

4,478 first aid courses run; 89,654 first aid certificates issued (54,701 to company first aiders); 23,036 trained in basic first aid; 621 nursing courses run; 5,660 nursing certificates issued; 202 welfare courses run; 2,044 welfare certificates issued; 237 beauty care certificates issued; 19 cosmetic camouflage certificates issued; 1,474 hand care vouchers issued.

Branch activities

38,555 public events provided with first aid cover; 2,539 nursing duties performed; 43,922 escort duties carried out; 829 clubs operated for elderly people and people with disabilities (including 36 stroke clubs); 4,454 elderly people and people with disabilities attended Red Cross holidays.



Red Cross Week

As a result of the increased profile of the British Red Cross following the extensive Gulf War preparations and the Simple Truth Campaign for Kurdish Refugees, Red Cross Week 1991 proved to be a great success. The total amount raised by Branches to support their services in local communities was up substantially on 1990 figures (at the time of going to press, final audited figures were not available). Celebrities, such as Keith Chegwin (above), lent their support to what is the most important fundraising week in the British Red Cross calendar.



Care in Crisis Fund

The British Red Cross was delighted when The Princess of Wales stated that she was intending to become more involved with the Society's activities both in this country and overseas. The announcement came at the second corporate lunch held to establish mutually beneficial relationships with top representatives of the corporate world. At the same lunch, The Princess of Wales launched the Care in Crisis Fund, which aims to raise £10 million from the business world through donations or other support such as secondment of personnel. The Princess of Wales is pictured meeting Ruth Stewart, Chairperson of the National Youth Forum.

Annual expenditure

£61.2 million to: overseas services (50.3%); UK services (35.8%); central administration (3.1%); membership support (3.9%); fundraising and publicity (6.9%).

International expenditure

£29.5 million (compared to £12.5 in 1990): £6,538,681 in Africa; £3,150,434 in Europe; £16,130,360 in the Middle East; £2,352,975 in Asia and Pacific; £490,934 in the Caribbean and Americas; £913,424 on global programmes.

Total spent on relief: £23,957,214 (81%); total spent on development: £5,619,594 (19%).



Eastern Europe

With millions of people facing desperate shortages in Eastern Europe over the winter months, the British Red Cross launched an urgent appeal for funds. On a cold and windy morning at the end of October, actress Rula Lenska faced a hoard of photographers and television cameras to help the appeal get off to a flying start. The money raised enabled the British Red Cross to send vital goods and personnel to Albania, Hungary, Yugoslavia and the Former Soviet Union.



International Aid

In a year which began with world attention focused on the Middle East and ended with graphic reports of the civil conflict in Yugoslavia, British Red Cross activities in the relief of suffering throughout the world meant a record annual expenditure of £29.6 million - up from £12.5 million in 1990. The number of British medical and field delegates working overseas reached a new high in 1991. A total of 105 delegates worked in 28 countries around the world, from Eastern Africa to Hong Kong.

Other services

45 Branches offered a book library; 8 offered a toy library; 18 organised housebound libraries; 16 ran meals-on-wheels; 51 operated trolley and other shops; 48 handled international tracing and welfare enquiries; 49 were involved in blood donor sessions; 30 had members who gave assistance at clinics; 50 organised shopping for the housebound; 51 ran outings.

International welfare

2,929 total tracing requests, including on-going cases; 1,362 new cases; 194 cases resulting from the Gulf; 426 cases successfully concluded; 2,979 Red Cross messages handled.

Annual income

£64.3 million from: investments (4.7%); community services, including international, youth and emergency work (20.8%); voluntary (62.8%); legacies (9.5%); other (2.2%).



Bangladesh cyclone

The cyclone shelters funded by the Red Cross in Bangladesh saved the lives of some 350,000 people when the country was hit by 140mph winds and a 25 foot tidal surge in April. 139,000 people lost their lives. The British Red Cross responded immediately, sending funds and essential aid for the millions left homeless and hungry. The Society is planning to fund the construction of further shelters for this vulnerable area and establish a community development programme for the landless population.



Ian Richter Released

For five years, Ian Richter was held in an Iraqi prison. For the first few months he was kept in solitary confinement. Ian's wife, Shirley, visited as often as possible, doing everything she could to secure his release. In September 1991, British Red Cross Director General, Mike Whitlam, accompanied her to Abu Ghraib prison in Baghdad to lend his support to her efforts. Ian Richter was released in November. A keen runner, Ian decided to run the London Marathon 1992 in aid of the Society. "The Red Cross did so much to get me released, I wanted to do something to repay them", he said.