



Invest in a Safer Canada

Now is the time to join
the Red Cross and build
a safer Canada together.

Everything has changed



COVID-19 hit this country and hit it hard.

From the moment COVID-19 came on our radar, we all watched nervously as it spread rapidly around the world.

The virus would soon arrive here at home, upending everyday life and taking a massive toll on our families, businesses, communities and health systems. There has not been an aspect of life unchallenged by this pandemic with impacts on virtually everything we do and once took for granted.

The COVID-19 pandemic will not be a mere moment in time or a fleeting issue that quickly recedes in our memories.

This pandemic in the Canadian and global context will change us. It will change how we interact, how we prepare and how we respond.

We are far from the end. Many needs will persist and new ones will emerge during subsequent waves, outbreaks, and other disasters that do not stop.

Three main threats on our horizon



Pandemics

Current and future pandemics are a clear and present danger to Canada.

COVID-19 has stretched our country's resources, and in so doing revealed clear gaps. Future waves and evolutions of the pandemic, including new outbreaks and the spread within vulnerable populations, will continue to challenge our ability to respond.

But even more concerning, COVID-19 has raised the alarm of future threats in our closely interconnected world. Borders and oceans will not protect us from the next pandemic. We must prepare for emerging or looming risks that will challenge our resolve and our ability to react.



Disproportionate Impact

Canadians experiencing vulnerabilities always fare worse during emergencies.

Individuals who are isolated, elderly or without a support network suffer most during an emergency, often struggling to meet their basic needs for shelter, food and medicines. Families living paycheck to paycheck are simply unable to withstand the immediate and long-term impact without assistance. Small businesses, often the backbone of local economies, struggle to manage financial losses. Indigenous communities, many in remote locations with limited resources, are particularly vulnerable.



Large-Scale Events

Natural disasters in this country are growing both in frequency and intensity.

Across Western and Northern Canada, severe wildfires have destroyed entire neighbourhoods and communities, while blanketing entire regions in hazardous smoke.

Meanwhile, one-hundred-year floods now happen in consecutive years. In some regions, more extreme rainfall combined with unpredictable thaw patterns have resulted the year-round threat of flooding. Homeowners are finding themselves increasingly under water, both physically and financially.

Together, we must build the Humanitarian Workforce that Canada needs

The Red Cross has a long history of becoming what our country needs at that moment in time.

Just over 100 years ago, this meant taking on a disaster response role following the Halifax Explosion in 1917. After WW2, this meant intervening with water safety to prevent a rise in drownings. In more recent years, it has meant exporting Canadian expertise and experience in field medicine in response to disasters around the world.

Now, Canada needs us to harness decades of experience to meet the volatile reality in which we find ourselves. We must move swiftly to respond virtually, at a moment's notice and with the tools that Canada needs. It means re-thinking how we respond and building a new Humanitarian Workforce that addresses critical gaps in our society.

With your leadership and generosity, we can take the next steps with key investments in:



People



Technology



Supplies



We must bolster our response force

Recent disasters have both solidified our reputation as Canada's emergency management organization and put an enormous strain on our team. COVID-19 has pushed our people into new territory, while also responding simultaneously to ongoing disasters like fires and floods. The current situation has revealed a growing gap between our workforce capacities and the increasing needs of Canada.



With your investment, we will build a new workforce needed to address the challenges that lie directly ahead.

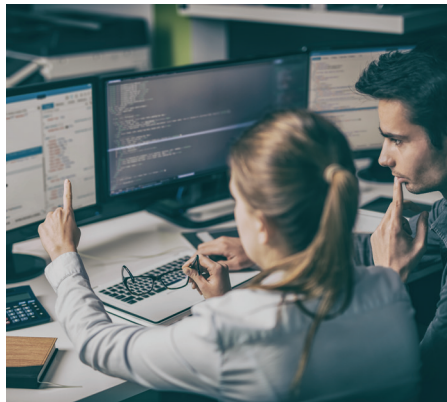
Our Emergency Management team comprises 6,000 trained volunteers at the base and an elite group of operational experts at the apex. We must now add specialized staff and new cadre of Rapid Responders. These dynamic, agile teams will enable us to handle multiple and evolving needs, shifting resources seamlessly within and between operations. Your philanthropic support will be at the very centre of this workforce transformation.

THE WAY FORWARD



Rapid Responders

There is an urgent need for a new team of specialized and adaptable responders – on standby and ready to deploy within 24-72 hours' notice for 2-4 week periods. Rapid Responders will support emergency and recovery operations across the country, including in remote, isolated communities. On the ground, they will take leading roles to assess disaster impacts, provide recommendations on epidemic prevention and control, set up field hospital equipment, oversee virtual operations, and address mental health needs of those effected.



Specialized staff

As disaster operations become more complex and our tools more sophisticated, we need to invest in additional skill sets for our workforce. This includes a range of specialist teams, including cybersecurity experts to safeguard our digital operations; risk advisors to assess and mitigate operational risks; information management experts to analyze, visualize, and disseminate data for decision-makers; call centre specialists to oversee virtual assistance to beneficiaries; and Indigenous experts to support the delivery of all emergency services within Indigenous communities.



Recruitment and training

With your investment, we will bolster our talent attraction efforts and conduct targeted recruitment with industry partners to reach people with the right skills and experiences. We will also recruit from the general public, with a focus on members of diverse and Indigenous communities. Once on board, Rapid Responders and specialized staff will require expert training and ongoing support to fill critical roles within our emergency operations.

We must strengthen our reach to Canadians in need

While no one is immune to disaster, the impact is most severe on the vulnerable: people who are elderly or isolated, those without a support network, families on a fixed income, or people dealing with physical or mental illness. Far too often, the most vulnerable struggle to know what to do next or how to request assistance.



Technology

With your support, we will leverage enhanced systems, data and communications to strengthen our reach to Canadians at risk.

Canadians depend on immediate and high-quality assistance when facing an emergency. That's why the Red Cross continually evaluates our performance, identifies gaps, and explores ways to innovate and improve. We know that the better we understand and connect with households and communities, the more effective our response can be. Our philanthropic partners will enable this transformation through investments in new, cutting-edge systems.

THE WAY FORWARD



Information systems

We must build and leverage enhanced systems to register and communicate with Canadians the moment disaster strikes. Investments in a robust digital platform will facilitate mass registration and provide a seamless experience for individuals and households. This next-generation platform will enable Canadians to communicate with the Red Cross in real-time, book appointments with case workers, and receive targeted information, assistance and referrals.



Workforce management

Our new workforce will require a robust technology solution to recruit, train and deploy people across multiple, simultaneous emergencies. With your investment, this solution will improve workforce planning and enable us to shift human resources rapidly and effectively between emergency and recovery operations, from one region to another, and across in-person to virtual activities. This includes a more seamless integration of periodic volunteers, such as those in our *Ready When the Time Comes* program.



Learning platform

Training is one of our most critical offerings to Canadians and an essential dimension of our workforce. Whether the material is standard CPR for average Canadians or advanced training for our specialized personnel, we need a best-in-class tool that reflects how modern society learns. With your investment, this system will enable us to deliver an enriched learning experience and effective virtual training, while adhering to industry best standards for security.

We must enhance the supplies at Canada's disposal

Right now, one of the major needs in communities is emergency health support. COVID-19, as well as the potential for a catastrophic disaster – such as a major earthquake on Canada's west coast – has the ability to overwhelm local health care systems. The risk of facing multiple large-scale events at once, impacting a large portion of the population, is very real.





Supplies

With your investment, we will harness cutting-edge equipment and supplies in increasingly difficult contexts.

Even the world's most robust health systems are vulnerable to large-scale emergency. With philanthropic support, the Red Cross can help Canada's health system become better prepared, drawing on years of experience deploying Emergency Field Hospitals around the world.

THE WAY FORWARD



Field Hospital Equipment

We must leverage our world-class Emergency Field Hospital to prepare Canadian communities for the subsequent impacts of COVID-19 and other emergencies on the horizon. With your investment, we will increase our capacity to deploy Field Hospital equipment to meet various and evolving health needs, such as emergency medical care, alternate care sites, and mobile health clinics. Equipment includes tents, patient beds, generators, medical supplies and drugs.



Warehousing and logistics

Field Hospital equipment must be ready to deploy at a moment's notice. Our ability to respond to immediate and evolving needs depends on continuous and rigorous supply chain management, warehousing and inventory control. Your investment will expand our facilities footprint to accommodate additional equipment and support all the critical activities that happen inside our warehouses.



Support and Training

Looking ahead to the next emergency, we must also invest in the training that equips our people with the knowledge and skills needed to operate the Field Hospital and deliver quality care in disaster zones. This includes setting up the physical infrastructure and integrating services into the local health system and broader emergency response. With your investment, we will be able to ramp up our training to ensure seamless and successful deployments within Canada.

Together, we can build a
better prepared Canada.

You can lead the change that Canada needs



Looking ahead, the ground underneath Canadians is already less secure.

COVID-19 has exposed gaps in Canada's ability to respond to a large-scale event like this pandemic.

Leveraging decades of experience here in Canada and around the world, we believe that a new Humanitarian Workforce is the key to meeting the evolving and volatile needs of this country.

As we face down a pandemic together, we are reminded that climate change continues to be a destructive force, along with other large-scale events that are beyond our control.

With that at our backs, now is the time to invest in a safer Canada.

The Red Cross has been there. We have been what Canada needs us to be. We are Canada's emergency response agency.

But only if you stand next to us.



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