



Belgian
Red Cross
Flanders

helps
people help

“2016: A BROAD OVERVIEW”



AN APPROPRIATE BASIS HELPING PEOPLE HELP

Belgian Red Cross-Flanders helps people help. That is our motto. We are the only organization getting the six million people in Flanders to help each other.

Through the Belgian Red Cross, we are part of the International Red Cross and Red Crescent Movement. We play a humanitarian role, consistently remaining impartial, independent, and neutral. Worldwide, we operate as a unit with our fellow societies based on the tenets laid down in our Fundamental Principles. These principles are a recurring theme in everything we do – and Belgian Red Cross-Flanders does a lot.

In 2016, we organized first-aid courses clocking up 58,829 participants, and 926 unforgettable vacations for vulnerable children and people with disabilities. We accommodated 7,856 asylum seekers and, through our international network, reunited 75 families with lost family members. In Flanders, 169,849 people helped others by providing 376,131 successful donations of blood, plasma, and platelets. A total of 6,203 volunteers supplied first aid and counseling in the wake of disasters and sports and cultural events. Our Water, Sanitation and Hygiene program gave thousands of people access to drinking water. In Burundi, for example, we helped 154,300 people.

S FOR OTHERS



"Our mission is to help the most vulnerable. Our work, which covers disaster preparedness, self-reliance, and blood supply, depends on the support of our volunteers, both in Belgium and abroad. While handling so many different tasks efficiently is no easy task, we are the only organization that year on year manages to help people in Flanders help each other."

Prof. dr. Philippe Vandekerckhove
CEO Belgian Red Cross-Flanders

AN APPROPRIATE BASIS FOR HELPING PEOPLE HELP OTHERS

BASED ON GOOD

People helping others – that is what Belgian Red Cross-Flanders is all about. Volunteers form the backbone of our work and give our organization a unique character. Day in, day out we can count on their help to help others. And it is all done based on good free will.

In 2016, Belgian Red Cross-Flanders was able to call on 13,296 volunteers. Most of them carried out their activities, whether alone or in a group and as a first aid responder, branch manager, first aid teacher, or youth leader, at one of our 246 local branches, on a one-off or day-to-day basis. With the support of these individuals, who form the lifeblood of our organization, we are ready at any time to help the most vulnerable.

Although providing such support is not always easy, Belgian Red Cross-Flanders can provide assistance at any time because we have thousands of people at the ready. Our volunteers are always enthusiastic in, and fully committed to, their work,



GOOD FREE WILL

which they carry out with **integrity** and as a **team**. As well as demonstrating a **sense of initiative**, they are living proof that **professionalism** and voluntary work are perfectly compatible. For this we are grateful to each and every one of them.

“That March 22, I was sitting on the metro in Brussels on my way to class when I got a text on my cellphone. Just after that, I received an alert from Dispatching saying “attack at Zaventem”. Less than 40 minutes later, even before the second attack on Maelbeek metro station, I was at Zaventem ready to lend a helping hand. When I arrived, I saw people with minor injuries and also a lot of traces of blood on the road. At such moments, you have to use the existing procedures as a guide.”

Joachim, Social Intervention Service volunteer



BASED ON GOOD FREE WILL

HELP OTHERS EVEN

HOW CAN WE HELP PEOPLE

If you take us away, the help people need will also fall away. Belgian Red Cross-Flanders forms the bridge between people who want to help and those who need help. We perform this role efficiently and professionally and drawing on scientific research.

This means that we can take pride in calling ourselves experts in healthcare and assistance. The combination of knowledge and years of experience in various activities is the secret behind our success. For our operations we always draw on newly acquired insights from research which we then share with the academic and scientific communities and the social sector. In this context, we give lectures and attend conferences. In 2016, Belgian Red Cross-Flanders published 25 scientific articles.

But research is not the goal in itself. It is a way to help people help others even better and more efficiently. We start out from an evidence-based principle in everything we do. Our activities are built on the findings of scientific research, complemented by the target group's preferences and experts' experience and opinions. Some of these experts are our volunteers or employees while others are external specialists.

EN BETTER?

This scientific research feeds our work in the field, and vice versa, giving us a special edge over other organizations. We do this, for example, by involving our volunteers more closely in collecting data and conducting the research itself. Another way we achieve this is by testing out how our guidelines work in practice.

For our blood supply activities, Belgian Red Cross-Flanders mainly investigates platelets and donors. The other areas we work on are first-aid training and promoting hygiene, and administering first aid and disaster preparedness.



“Providing first aid isn’t difficult. Our manual Help! First aid for everyone teaches you first aid for any eventuality. All our tips and techniques described in the manual are based on international guidelines, scientific studies, experts’ opinions, and practical experience. This makes us the ‘go-to’ authority on first-aid matters.”

Emmy De Buck, manager of the Centre for Evidence-Based Practice

TRANSPARENT INVESTMENT IN THE FUTURE



INCOME

€201,082,440

€

Turnover	173,829,657
Change in stocks	92,896
Structural subsidies	5,251,377
Donations, legacies, and membership fees	18,056,690
Other income	3,851,821

Where do we get our funds and what do we spend them on?
 This is no secret. In 2016, Belgian Red Cross-Flanders recorded
€201,082,440 in income and **€199,021,898** in expenditure.

We are using our positive results to finance and roll out our
 strategic policy plan 'Strategy 2020. Everyone helps'. The idea
 is that to help people help others, we need to have sufficient
 financial resources at our disposal. We have set up various funds to
 this end, for example the Disaster Management Fund Flanders.



COSTS

€199,021,898

€

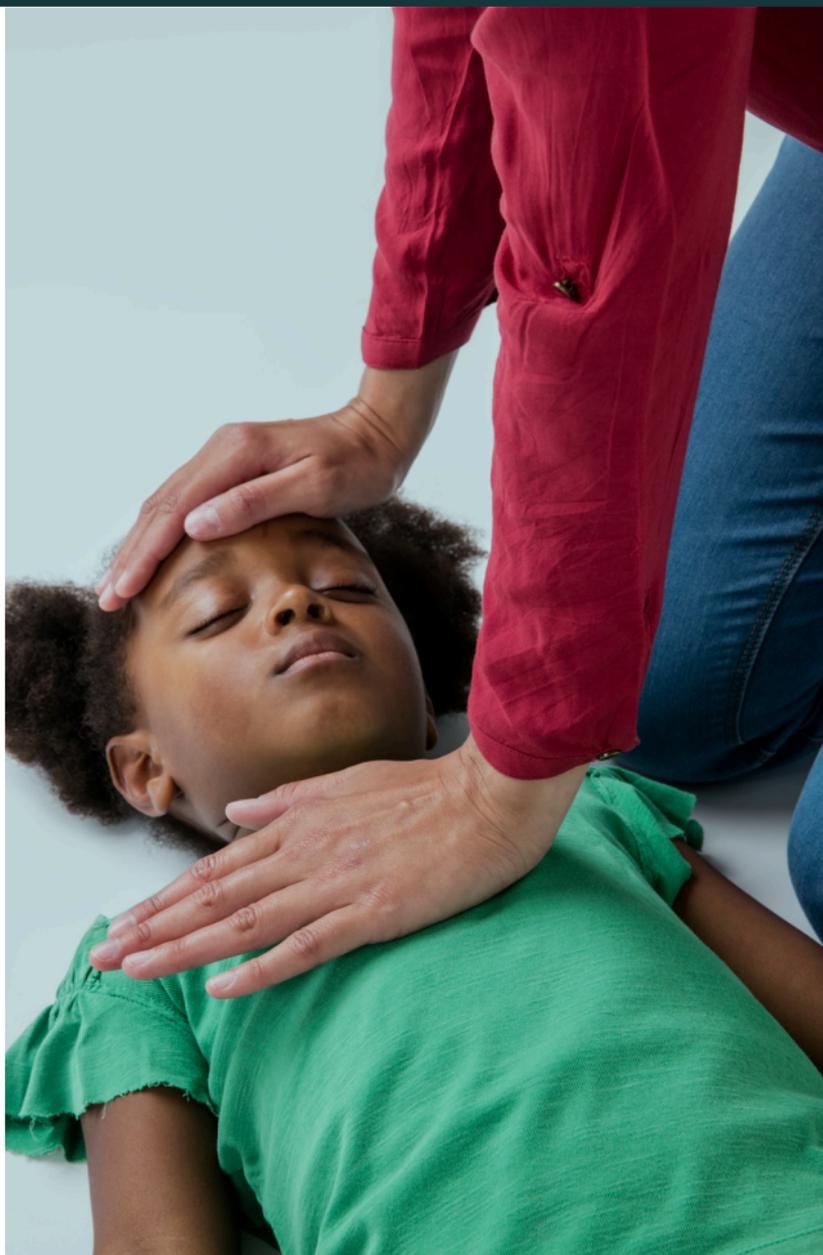
Consumables	27,596,052
Services and other goods	78,078,174
Wages, social security costs, and pensions	74,123,198
Depreciation	9,058,055
Amounts written off	56,763
Provisions for liabilities and charges (write-back)	-1,227,213
Other costs	11,336,869
Result	2,060,541
Financial result	288,417

EVERYONE HELPS

All of Belgian Red Cross-Flanders' activities have a single common denominator: the power of self-reliance – not only the self-reliance of the individual but also in particular that of society. The more people are self-reliant, the better everyone can help.

People helping others – that means for example an amateur soccer player giving on-the-spot CPR to a teammate, or a blood donor saving the life of a child with leukemia. To achieve this goal and ensure the quality of our services, we draw on our ambitious strategic plan 'Strategy 2020. Everyone helps'.

With 'Everyone helps' we are going back to our raison d'être, helping as many vulnerable people as possible with the help of anyone who wants to get involved. As a truly socially engaged organization with a real heart, we provide them with every possible means to this end, while always maintaining a sense of professionalism and efficiency and an eye on the future.



“Everyone can help. Whether at home, having a walk in the city, or partying at a festival, the idea is that you shouldn’t need to wait for the emergency services. Belgian Red Cross-Flanders works on the premise that you can help yourself and the people around you. In this we are glad to help you on your way, for example through training courses and awareness campaigns. That is what we call ‘self-reliance’.”

Philippe Lambrecht, Chairman of Belgian Red Cross-Flanders

2016 IN NUMBERS

13,296 *volunteers*

68
after
att

58,829 people trained
in first aid

778 teachers who
have learned first aid

1/5 of donors under the age of 24

376,131 *successful and tested blood,
plasma and platelet donations*

stand-by for **8,704** events

175,145

visits by Zorgbib (our library service
for hospitals and care institutions)

ISO 15189 *as a quality label for our medicine*

45,658 fans and followers
on Facebook, Twitter and Instagram

8 shifts
over the March 22
attacks

106
Red Cross
Youth sections

75 cases of missing family members
successfully resolved

9,292 pieces of medical equipment loaned out

154,300 people
provided with
access to clean
water in Burundi

132,680

first-aid manuals distributed in 9 countries

al labs
abel

Reception for
7,856
asylum seekers

“This report shows that Belgian Red Cross-Flanders also made a real difference helping people in 2016, both in Belgium and abroad.

Both now and in the future, our organization will continue believing in the power and resilience of society. Belgian Red Cross-Flanders provides a key link between the six million people in Flanders who want to help and the same six million who may need help at some point in their lives.”

JANUARY



Plasma donors wanted

Plasma donations are vital to help babies with jaundice, patients with bleeding disorders, or children like Finn. Finn is six years old and fighting lymphoma. Plasma keeps his blood levels up, meaning that he can go home more often. *"That's a good thing because a child recovers best at home",* says his mom Sofie, who has been donating plasma herself for a number of years now. Plasma is also used in medicine production. The number of plasma donors increased 15.77% in 2016. 6,941 donors gave plasma for the first time.

24,177

PLASMA DONORS

FEBRUARY

Medical labs with a feel for quality and innovation

The Central Donor Laboratory (CELA), the Histocompatibility and Immunogenetics Laboratory (HILA), the Umbilical Cord Blood Intermediary Structure (IMS), and our three blood bank labs are crucial to ensuring the availability of blood products and performed millions of tests in 2016. This means that each blood donation is tested no fewer than 10 times. Our sophisticated automated diagnostic labs are very much state-of-the-art facilities. They follow uniform quality and back-up procedures, based on the ISO 15189 quality standard for medical laboratories and the EFI accreditation relating to organ donation and allocation.



“Research and development are central. HILA specializes in genetic testing and investigates new cost-effective methods to more accurately assess potential donor-specific antibodies and the risk of rejection. The relevant equipment is then tested and installed.”

MARCH

Everyone helping each other on a dark day

The March 22 attacks hit us all hard. Belgian Red Cross-Flanders took quick, effective steps to help as many victims and stranded travelers as we could. In all, 10 rapid response teams were deployed and 81 ambulances took victims to 30 hospitals. Our volunteers performed a total of 688 shifts.



“Everyone had seen, heard or felt the explosion and it was only gradually that they realized the near miss they had had. We provided information, logged data, and offered psychological and practical support.”

Karin (volunteer)

APRIL

Stickers a big hit again in 2016

The stickers started flying out of the door again on April 23, with our volunteers selling no fewer than 570,000 of them, worth 2,850,000 euro. In this way Flanders is investing in our local Red Cross branches, which therefore can continue to help large numbers of people, with for example materials for first aid, training courses, and a book cart for the Zorgbib library. However, buying a sticker is also about investing in your future because one day you may need help yourself.

To thank all our volunteers and donors, we treated them and their families to a day out at Bobbejaanland. 21,106 people came to our Red Cross party.



MAY

Looking for lost families

By 2016 the numbers of asylum seekers arriving in Belgium had passed its peak, but in recent years many of them lost their family or loved ones along the way. As a member of the global Red Cross network, Belgian Red Cross-Flanders finds and reunites families.

Unaccompanied minors from abroad are a particularly vulnerable group in this regard. We worked hard to reunite them with their families as soon as possible. In 2016, a total of 185 missing person cases concerning minors were opened.

75 MISSING FAMILY MEMBERS FOUND

JUNE

Larger bags for more efficient blood collection and processing

Following much deliberation, the difficult decision was made to switch over to only using one type of blood bag with a minimum volume of 450 ml just before the summer. As one of Europe's pioneering blood establishments, we invested in standardized, efficient processing of all blood donations. In this way we were also following the general trend to a single type of blood collection bag in European blood establishments.



Unfortunately, the larger bag also meant that we had to increase the minimum volume of blood that could be taken. As a result, some of our existing donors could no longer give blood, although it should be mentioned that they are still eligible to donate plasma. The volume of blood that can be taken is determined by the donor's body volume.

Vacation for everyone

Recognizing that vacation is a fundamental right, Belgian Red Cross-Flanders organizes 'Adapted Holidays' for people who because of disability, illness or their advanced years would otherwise find it difficult to go on vacation. We also run vacation camps for vulnerable children. In 2016, 926 people enjoyed a wonderful carefree vacation on 35 vacation weeks. The number of people going on our 'Adapted Holidays' is growing year on year. To meet the rising demand, we are building our own hotel, called 'Polderwind', providing special support for the participants. We also organized eight fun play weeks for children at three reception centers for asylum seekers.

35 VACATION WEEKS



He rtw rming success f r Missing Type c mp ign

In August, users of the Brussels ring road were suddenly confronted with a logo of 'russels irp rt', while rail travelers arriving at Brussels North station found themselves passing the 'Pr ximus' building. Across the world, the As, Bs, and Os disappeared from corporate logos, façades, and names of newspapers. For thousands of people, these letters, used for our blood groups, are literally absolutely vital.

In Belgium, no fewer than 150 companies and organizations got involved in the successful Missing Type campaign. With its heartwarming message of solidarity, this was a good way of making people realize your blood group too can save lives!



SEPTEMBER



Back to school for *Help! First aid for everyone*

Our manual *Help! First aid for everyone* and our first-aid training courses were given a facelift and backed up with scientific research from our Centre for Evidence-based Practice.

According to Flemish Minister for Education Hilde Crevits, *"There is a huge amount of expertise in Flanders. The Red Cross gives adults the chance to ensure their first-aid skills stay up to date. Every young person must also have a basic knowledge of first aid by the time they finish high school and be able to provide CPR. More than half of schools now give their students training to get them up to speed, while others are still battling with certain constraints."*

OCTOBER

Haiti appeals for help after Hurricane Matthew

On October 4, Haiti was hit by Hurricane Matthew. This claimed 550 lives, while the devastation it left behind affected 1.4 million people. Belgian Red Cross-Flanders immediately dispatched a contingent to join an Emergency Response Unit (ERU) there providing logistical support in one of the hardest-hit areas.

The ERU managed the system recording who most needed help. In this way about 10,000 families could collect their emergency kit with goods for sanitary purposes and materials such as tools and canvases for tents.



“We are responsible for selecting and appropriately distributing relief supplies and logging everything electronically.”

Anne, volunteer and Emergency Response Unit team member

IN 2016, WE
ACCOMMODATED
7,856 ASYLUM
SEEKERS FROM
78 COUNTRIES



NOVEMBER

Reception centers efficiently closed down

At the request of the authorities, we set up various new emergency reception centers for asylum seekers in 2015. The number of new arrivals dropped in 2016 and so we had to close a lot of these centers. In all, 10 centers were shut down. The total reception capacity fell from 5,344 to 2,753 beds.

The uncertainty of prospectively being moved elsewhere (or arriving in yet another new center), the long waiting times involved in the procedures, and the high concentration of various population groups mean it is not always easy for people to live together in such facilities. In order to make the stay in these centers a more pleasant experience and to increase the residents' self-reliance, we consult with them and tried to expand our range of activities and training.

International Red Cross network rushes to help Syria

Over the last six years, the death toll in Syria has risen to more than 400,000, while nearly 15 million people still need humanitarian aid. Since the conflict began, 68 Red Cross employees or volunteers have lost their lives doing humanitarian work. This is despite the rules imposed on combatants by international humanitarian law. Under these, chemical weapons must not be used, and aid workers must not be targeted.

With the support of the Federal and Flemish governments and public funds, we worked with the German Red Cross in 2016 to step up the logistical capacity of the Syrian Arab Red Crescent (SARC) in Tartus.



FROM 120,000 TO
670,000 FIRST-AID
PACKS PER MONTH

Belgian Red Cross-Flanders receives support from:



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