

# SCI Annual Report 2022

Helping Canadians in Need



Proud supporter of



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# Our Sincerest Gratitude to SCI



Dear SCI,

I am sincerely grateful for your incredible generosity that has helped so many people across Canada.

Your gift of \$131,500 enabled us to provide the support, resources and humanitarian aid that the Red Cross is known for. For this, we thank you.

Your gift has had a wide-ranging impact—from supporting Canadians after disaster strikes, to working with Indigenous communities to build on local strengths, and to helping Canadians who need medical devices to live independently.

Your compassion for Canadians facing disaster reached those in Atlantic Canada and eastern Quebec who were devastated by the wreckage caused by Hurricane Fiona. As the strongest storm to ever hit Canada, your contribution helped 96,000 households receive the support necessary to recover. Since we don't know when the next emergency will strike, your gift ensures that help will be available whenever it is needed, anywhere across the country.

Indigenous communities in Northern Ontario are disproportionately impacted by climate change, while also having to confront past and current traumas. Your gift enables us to work alongside communities to strengthen local capacities. Through our Creating Safe Environments program we can support Indigenous communities in identifying and overcoming their unique challenges and builds upon local strengths and resources for a sustainable future.

Your empathy for those recovering from illness or injury in Atlantic Canada helped so many to receive much-needed medical equipment through our Health Equipment Loan Program (HELP). Recovery not only takes time, but it also requires access to the right resources. Your generosity ensures that people recovering from illness or injury received the medical equipment they needed—such as wheelchairs, bathroom aids, and crutches—to live with independence and dignity.

Thank you for trusting us with your generous gift. You will see the amazing impact you've made over the last year in this report.

Together we can continue to be a beacon of safety and help for Canadians when they need it most.

Sincerely,

**Janet B. Johnson**  
Chief Development Officer  
Canadian Red Cross

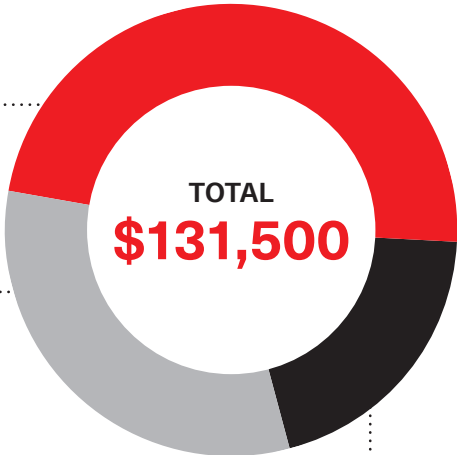
# SCI's Incredible Support of the Canadian Red Cross

**YOU'VE HELPED TO SUPPORT PEOPLE ACROSS CANADA**

**\$48,000**  
Indigenous Programs in Ontario

**\$63,500**  
Emergency Management in Canada

**\$20,000**  
Community Health and Wellness – HELP in Atlantic Canada



SCI employees have also fundraised to support Canadian Red Cross emergencies including: the British Columbia Floods & Fires Appeal, the Ukraine Humanitarian Crisis Appeal and the Hurricane Fiona Appeal.

## Emergency Management Impact



**100+** large-scale disasters or emergencies supported\*



**96,000+** eligible households assisted after Hurricane Fiona



**14,000+** active volunteers from coast to coast\*



**126** Canadians daily, on average, helped after personal disasters\*

\*2021-2022 fiscal year

# How SCI Helped New Parents Find Safety

Shortly after Akuot and his wife welcomed the birth of their child, Hurricane Fiona put them in a desperate situation. Hurricane Fiona made landfall in Atlantic Canada and eastern Quebec and was one of the most powerful storms ever to strike Canada. With high post-tropical storm winds of up to 165 km/h and downpours of rain, Hurricane Fiona left a trail of destruction that damaged homes and knocked out power to hundreds of thousands of Canadians like Akuot and his family.

“At 12:27, the power went off. It was all dark in the city. My wife delivered a baby at the hospital, and since the baby was born with no health issues, we had to be discharged. I was looking around for help because our place was not safe for them to come home to,” said Akuot.

With their newborn baby with them, they turned to a Canadian Red Cross reception centre for help. After meeting with Canadian Red Cross emergency responders, Akuot and his family received emergency lodging after the storm while they settled in with their new baby.

With thanks to supporters like SCI, the Canadian Red Cross can make sure that those affected by climate-related emergencies like Hurricane Fiona receive the help they need.

After Hurricane Fiona, more than 96,000 eligible households benefited from the help of the Canadian Red Cross. From lodging, clothing, food, clean-up kits, cots, blankets and hygiene kits to information and referrals, psychosocial and well-being support, and emergency financial assistance.

*\*Hurricane Fiona stats are part of fiscal 2022-2023*



SCI's support to Emergency Management means we can be ready across the country to respond to disasters from Hurricanes to home fires.

“It’s a very big help to me knowing the Red Cross came out here to Burgeo to help in time of need... If it wasn’t for you, I don’t think the people would know where to turn to.”

- Dallas, from Burgeo, Newfoundland and Labrador

## A Closer Look at Your \$63,500.00 Donation to Emergency Management in Canada



**\$20,000** Provides baby products for approximately 444 infants



**\$20,000** Provides approximately 91 families (4 people per family) with weekly emergency groceries



**\$23,500** Provides emergency lodging for approximately 138 families (4 people per family)

# How SCI Supports Indigenous Programs across Canada

When disasters strike, Indigenous communities are often hit the hardest and take the longest to recover. Thankfully, a safer future is possible. With a commitment to reconciliation, the Canadian Red Cross works alongside Indigenous communities on their path towards wellness and safety. Together, and with support from partners like SCI, we can stand with Indigenous Peoples in building a safer and brighter world for future generations.

## WHERE SCI HAS MADE AN IMPACT

SCI's contribution to the Creating Safe Environments program has supported nine communities across Ontario. This includes the funding of a part-time staff member who supports programming in Kashechewan First Nation.

In Attawapiskat, SCI's contribution supported the Neeganiway Attooskaywin Volunteer Committee and its programs. This committee was formed in 2015 with the full support of Chief and Council in the form of a Band Council Resolution, where the community identified that there were serious and escalating social and health issues. Through the Neeganiway Attooskaywin Volunteer Committee, the community is in a better position to tackle these challenges and create action plans.

SCI also supported three conferences through Neeganiway Attooskaywin by providing resources and virtual staff and brainstorming support for discussions including:

- Bringing our Children Home, with topics including
  - Every Child Matters
  - Our Culture Matters
- Anti-Human Trafficking
- Women's Wellness Retreat

SCI's funds were also used to sponsor sports jerseys for the Mushkegowuk Cup Youth Hockey Tournament. Mushkegowuk Cup is an annual minor hockey tournament bringing First Nations teams and fans together. The tournament is the biggest in the Mushkegowuk region and brings together 50 youth hockey teams and 750 players and attracts thousands of fans from northern Ontario and Quebec. Due to the pandemic, the tournament was cancelled for a number of years, and everyone is extremely excited to participate this year.

**Thank you, SCI, for your support of our Indigenous Programs!**

## SCI helped contribute to the following Indigenous Program Impacts in Ontario



**8 Communities Supported**  
through Creating Safe  
Environments



**132 Youth Trained**  
in Bullying Prevention



**15 jerseys purchased**  
Mushkegowuk Cup Youth  
Hockey Tournament



**1 Babysitting course**  
12 Youth, 2 Adults reached



**2 Stay Safe courses**  
15 Youth, 2 Adults reached



**1 Water Safety Training**  
15 Grade 7 & 8 Youth and 2 Adults

# SCI Supports Community Health and Wellness in Atlantic Canada

The Canadian Red Cross Health Equipment Loan Program (HELP) provides health equipment to individuals recovering from illness or injury and empowers people to live with independence and dignity. HELP is a volunteer-supported, community-based service made possible through the support of provincial governments, health authorities, donations of used equipment, donor contributions, and the efforts of thousands of volunteers and professional staff.

Through SCI's contribution, additional support was provided to the program in Atlantic provinces, including New Brunswick, Prince Edward Island, Nova Scotia and Newfoundland and Labrador. Due to the increasing demand on the program, SCI's support is crucial.

SCI funds were used to purchase medical equipment and to support operations in Central Newfoundland. Through contributions, the HELP Program will have the equipment and resources to recycle and distribute health equipment efficiently in the province. **Thank you, SCI!**



“The short-term loan of free health equipment has allowed our mum to live at home safely while recovering from her surgery. It has meant the world to us knowing we had access to this service through the Canadian Red Cross.”

- Client of HELP in Atlantic Canada

## SCI helped contribute to the following Health Equipment Loan Program impacts in Atlantic Canada



**Equipment** including walkers, canes, wheelchairs and bathroom aids



**Operational Costs** in Newfoundland to help with the distribution of health equipment

# How SCI Employees Supported the Canadian Red Cross

In the first year of partnership, SCI employees went above and beyond to showcase their support to the Canadian Red Cross. Over the last year, SCI lent a helping hand at the Mobile Food Bank in Toronto, through fundraising initiatives at SCI warehouses and through two virtual events.

SCI ran a fundraising event in the fall that contributed over **\$26,712** to support the Canadian Red Cross. Activities included a prize raffle, 50/50 raffles, a silent auction and 'jersey' days. SCI also participated in Mobile Food Bank shifts where 17 employees packed food hampers for people in need of support. The Toronto Mobile Food Bank service delivers food to people who are unable to access a traditional food bank due to a permanent or temporary disability. SCI employees even went the extra mile and donated 10 boxes of non-perishable food to the facility.

The two virtual events SCI participated in were Be Ready and Missing Maps. Be Ready equips participants with the tools to be prepared during an emergency in their household by knowing the risks, making a plan and developing a kit. With Missing Maps, digital volunteers trace satellite imagery that helps disaster responders measure damage, identify priority areas, navigate around damaged roadways and more efficiently deliver aid to people in need.

**Thank you, SCI for a job well done! We thank you for your support.**



“This was such a fun and engaging event! The opportunity to partner with the Red Cross gave our team the ability to work towards an aggressive target that was meaningful and helps out members of our community. This was truly a team effort that all SCI members can be proud of!”

- Jenelle Hutchison, Director of Operations, on the SCI fundraising event

## A Closer Look at SCI's Employee Engagement



Ran **1** Be Ready session for **37** employees.



Donated **10** boxes of food.



Donated **\$26,712** during a variety of fundraising events across the country.



**17** employees volunteered **51** hours packing **298** food hampers.



**4** employees participated in a Missing Maps event, mapping **79** buildings.



Thank you SCI for all the support  
you've made happen over the last year.  
Canadians from coast to coast have  
benefitted from your generosity.

**We thank you!**