

2019



Rode  
Kruis

# No One Stands Alone in Times of Need

## Annual Review of the Netherlands Red Cross 2019

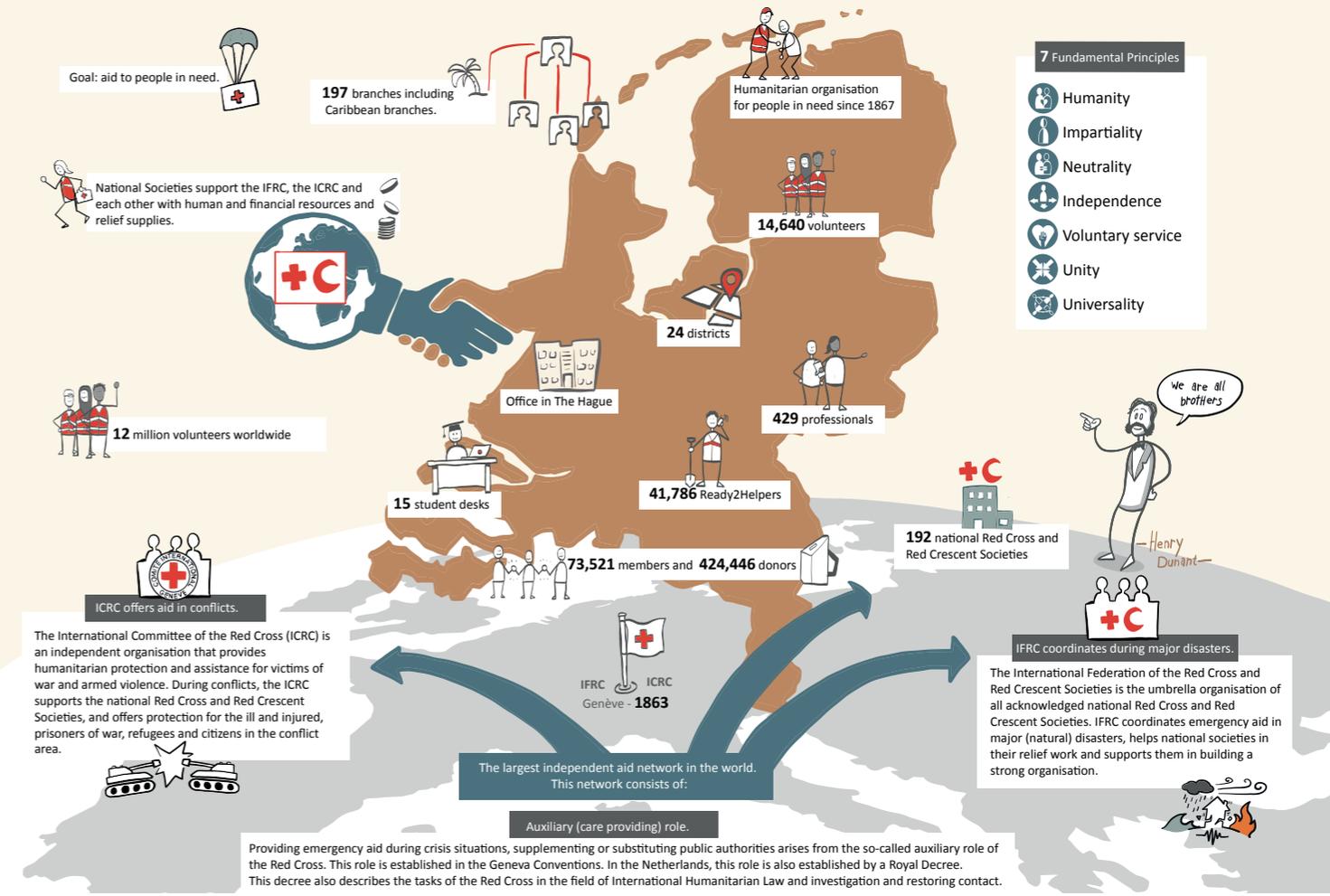
PLEASE FIND THE FULL ANNUAL REPORT ON [RODEKRUIS.NL/OVER-ONS/JAARVERSLAGEN](https://rodekruis.nl/over-ons/jaarverslagen)



Rode Kruis

Photo Pinta Mawi

## The Netherlands Red Cross and the place in the international RC movement



## Strategy

### **Mission**

To prevent and alleviate human suffering everywhere in the world, to protect lives and health, and to ensure respect for human beings. That is the mission of the Red Cross. Our attention is always focused on those who are most vulnerable during armed conflicts, disasters and other emergency situations.

### **Vision**

With our volunteers and through our local presence, we actively contribute to strengthening communities, in order to make sure no one stands alone in times of need. Through our services, we aim to strengthen the self-reliance of those communities so that the people can help themselves and others. Based on respect and humanity.

### **In the Netherlands**

In the Netherlands, our emergency teams spring into action in case of acute emergencies. Providing emergency aid during crisis situations arises from our auxiliary role, and is established by a Royal Decree. Furthermore, we are present at festivals and events to offer aid and assistance. And by disseminating knowledge about first aid and developing well-prepared projects, we aim to make sure people can and want to help themselves and others when necessary.

### **Worldwide**

We respond to acute disasters and conflicts worldwide. At the same time, we make communities more resilient to reduce the impact of emergency situations. Sometimes, we can even offer assistance that prevents disasters. We also protect people from the consequences of conflict. Thanks to our sister Red Cross and Red Crescent societies and their wide volunteer networks, we have contacts in all sorts of communities worldwide. As a result, we have a good understanding of the most fragile areas, the risks of disasters and crises these areas are exposed to and the humanitarian needs, whether caused by climate change, migration, epidemics, armed conflicts or natural disasters.

### **International Humanitarian Law**

We are guided by International Humanitarian Law, or the respect for human dignity in the most inhumane circumstances. International humanitarian law is a set of rules that seek to limit the effects of armed conflict. It protects people who are not or are no longer participating in hostilities and restricts the means and methods of warfare. As the Red Cross, we are the guardians and promoters of International Humanitarian Law. In the Netherlands, we disseminate knowledge on International Humanitarian Law and are active in humanitarian diplomacy.



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## Aid for people in need in the Netherlands

Rode Kruis  
Teamleider

Photo Peter Busscher

### Our aid in the Netherlands

**17,535** people reached with activities of the 'well-organised' programme.

**53** emergency actions.

**72** support trajectories for victims of human trafficking.

Aid and assistance at over **10,000** events.

**499,523** users of the first aid app. The most frequently visited items in the app are the Oak Processionary caterpillar, heat exhaustion, wasp sting.

**104,075** people participated in a first aid course, workshop or e-learning.

**107** people were found thanks to the Tracking and Support programme.

**262** undocumented migrants reached with aid activities.

We reached **8,971** people with information and education on International Humanitarian Law.

Respect and willingness to help: **2,528,198** views campaign Help when you can.

**333** new investigation requests for Restoring Family Links.

The work of the Red Cross is only possible through the donations from private individuals, companies, foundations, equity funds, the National Postcode Lottery and governments.

## Our aid in the Netherlands

Our over 14,000 volunteers and over 41,000 Ready2Helpers are ready day and night to evacuate victims and provide medical support. We endeavour to better prepare vulnerable people for emergency situations. We bring people together who have lost each other due to a disaster or war. We talk about International Humanitarian Law and share as much knowledge as possible on first aid and what to do in various emergency situations.

### **Emergency aid**

Our emergency teams immediately spring into action in case of a disaster, accident or attack. The well-trained volunteers take care of the victims with mild injuries, allowing ambulance personnel to care for the severely injured. We guide people to a safe place in case of an evacuation. In 2019, we took action 53 times.

### **Silent disasters**

Our emergency teams also took action in situations that were less obvious. For instance, we made sure the undocumented migrants in shelters received a camp bed and blankets. Homeless shelters could also count on our support during the winter.

### **Events, first aid and preparing for emergency situations**

Spectators, visitors and participants of over 10,000 events could count on our aid. We also helped people to prepare for potential emergency situations. From tips for making their homes safer to preparing for extreme weather. The number of people who take a first aid course with the Red Cross is growing steadily. In 2018, 97,100 people took a first aid course or workshop with us. This number grew to 104,075 in 2019.



## Aid for people in need worldwide

*Natural disasters, ongoing conflicts, migration and climate change*

Photo IFRC - Al- Karar Almoayed

### Aid for people in need worldwide

**Emergency relief programmes in 34 countries:**

Including: Afghanistan, Albania, Aruba, Bahamas, Bangladesh, Burundi, Central African Republic, Comoros.



**We supported 16 sister National Societies to prepare for and reduce the impact of disasters in the following countries:**

Burundi, Central African Republic, Ethiopia, Haiti, Lebanon, Malawi, Mali, The Philippines, Benin, Ivory Coast, South Sudan, Palestinian Territory, Sudan, Uganda, Zambia and the Democratic Republic of the Congo.



**We helped four sister National Societies as strategic partners in sustainably strengthening their own organisation in the following countries:**

Ivory Coast, Zambia, Ethiopia, Benin.



**Over €53 million**



In 2019, we spent over €53 million on international aid.

## Aid worldwide

With 12 million volunteers worldwide, we provide aid to the most vulnerable people. Food, clean drinking water, shelter and medical care save lives. Additionally, we use preventive measures to reduce people's vulnerability to natural disasters and crises. We support and strengthen our sister national societies, so appropriate and sustainable aid can be offered quickly and locally, close to the people. In 2019, we spent €53 million on international assistance.

### **Reducing the risk of a disaster**

We take action during and after disasters, but also focus on preventing disasters and reducing the negative impact of conflict, climate change, epidemics and other threats. In 2019, we helped 16 Red Cross sister societies with programs specifically aimed at preventing disasters and increasing the resilience of vulnerable groups. With relatively simple measures, such as evacuation plans and better warning systems, people's defenses were increased and we were able to save countless lives and livelihoods.

### **Restoring family links, International Humanitarian Law and innovation**

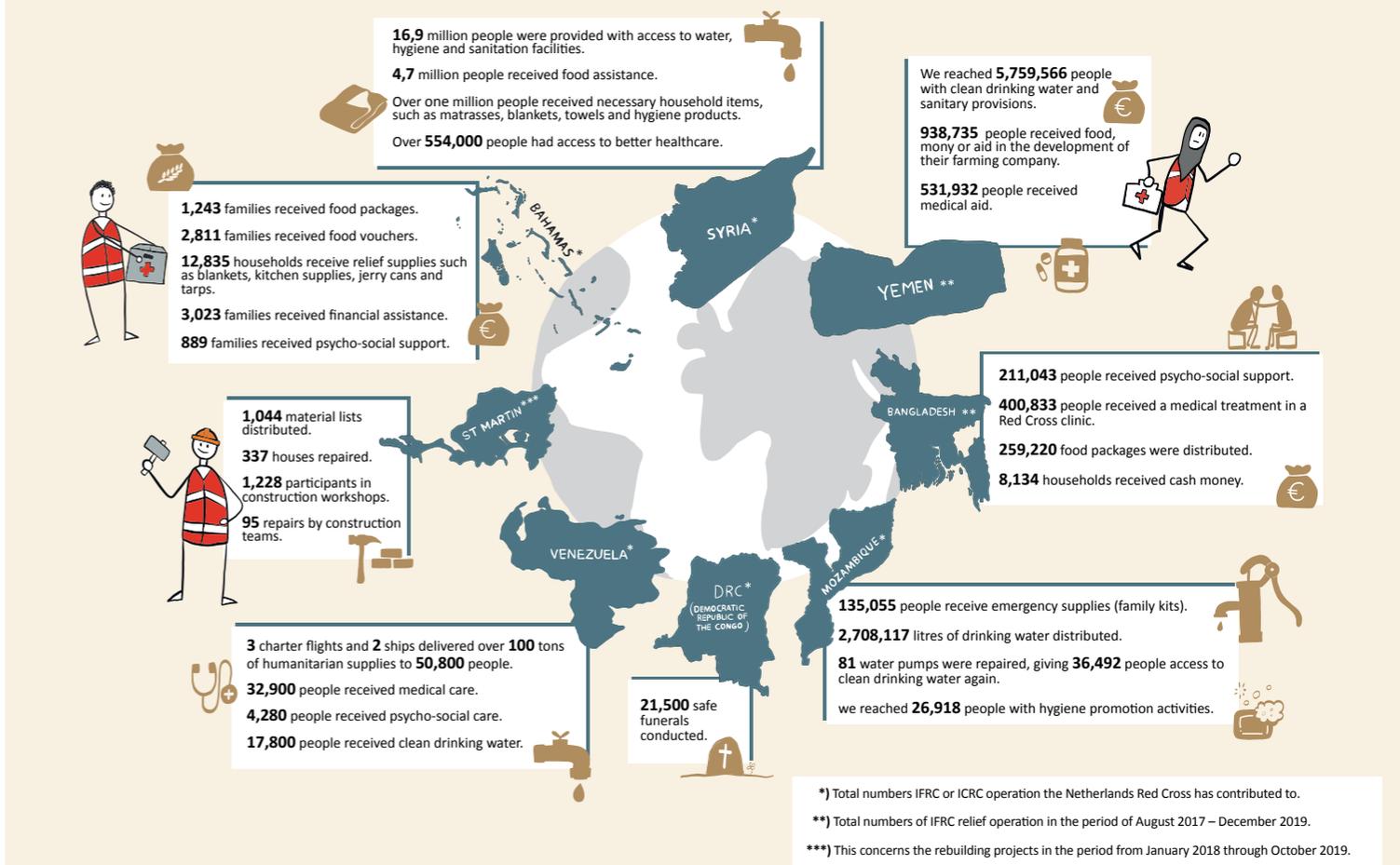
We bring together people who have lost contact with each other due to a disaster or conflict, using our worldwide network. When the rules of International Humanitarian Law are violated, we stand up. And we innovate to make the delivery of aid as effectively and efficiently as possible. For instance by making better use of data and digital methods.



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Photo IFRC

International emergency aid in 2019



\*) Total numbers IFRC or ICRC operation the Netherlands Red Cross has contributed to.  
 \*\*) Total numbers of IFRC relief operation in the period of August 2017 – December 2019.  
 \*\*\*) This concerns the rebuilding projects in the period from January 2018 through October 2019.

## International emergency aid in 2019

At the end of 2019, we sounded the alarm: 820 million people are currently starving.

It is a heartbreaking and illustrative example of the challenges we as Red Cross face:

the consequences of ongoing conflicts, climate change and migration pose a significant

humanitarian threat.

### **Acute need and ongoing disasters**

In 2019, millions of vulnerable people once again required our help as a result of a conflict, natural disaster or other emergency situation. Sometimes, the need was acute, for instance when cyclone Idai did great damage in Mozambique, Zimbabwe and Malawi in March. Sometimes, the need arose from long-term conflicts, such as in Yemen, Syria and the Central African Republic. And some disasters happened in silence. Such as the wretched situation of the migrants from Venezuela, the ongoing migration crisis in Bangladesh combined with cyclones and floods and the Ebola crisis in the Democratic Republic of Congo continued to take their toll.

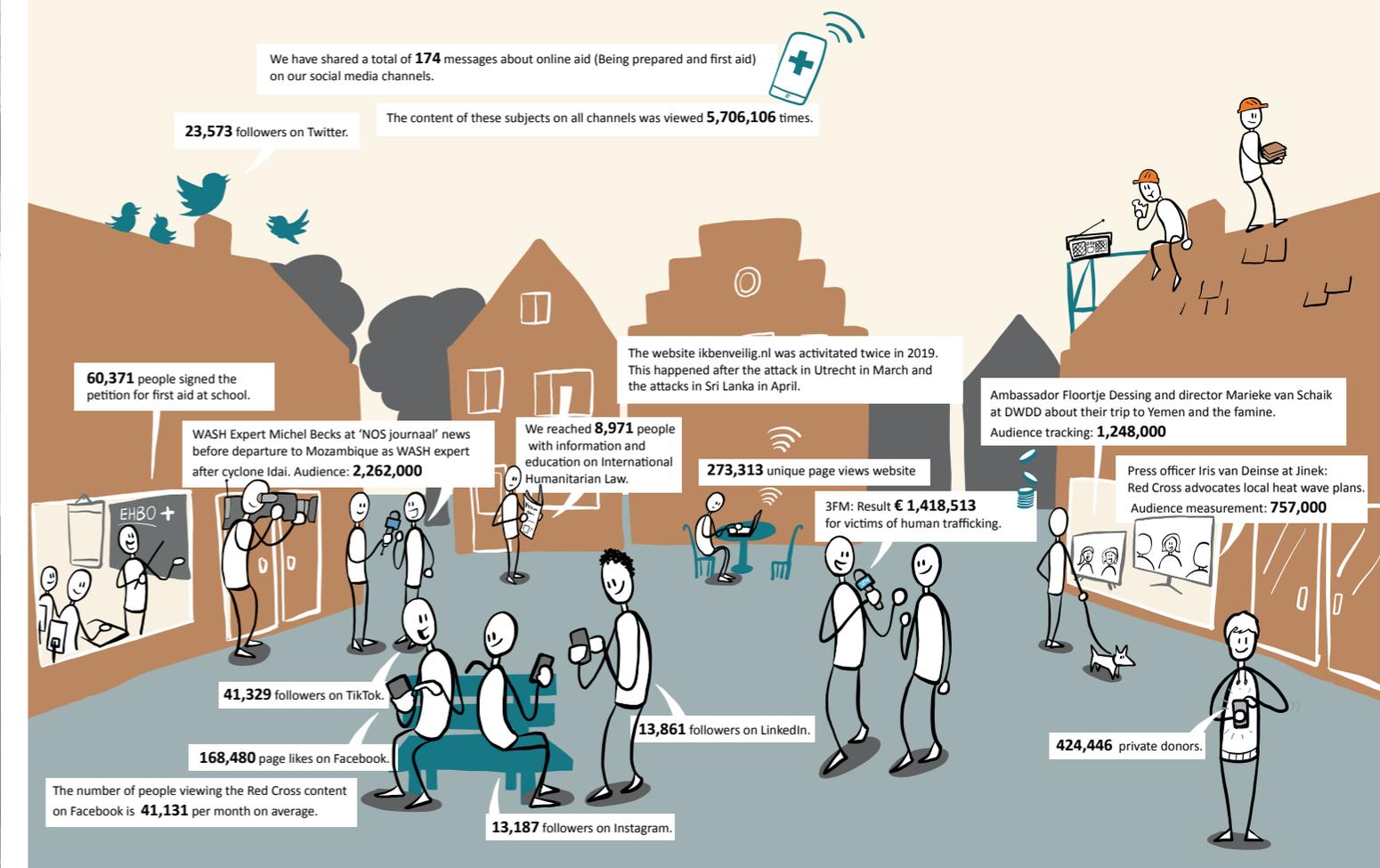
### **Our work method**

In an emergency situation, the local Red Cross Society takes immediate action to save people. In collaboration with other Red Cross and Red Crescent Societies, we make sure that funds, goods and aid workers are sent to the disaster area as soon as possible. We always do this based on *emergency appeals*: a clearly substantiated call for help. What is required? Who are the most vulnerable groups? What circumstances must be taken into account? These *appeals* are made by the International Federation of the Red Cross and Red Crescent Societies (IFRC) together with the local Red Cross or Red Crescent Societies in case of a natural disaster or the International Committee of the Red Cross (ICRC) in case of a conflict.



**Rode Kruis** Fundraising and communication  
*Inspiring, setting the agenda, providing aid*

**Fundraising and communication**



## Fundraising and communication

### **Petition first aid in schools**

Over 60,000 people signed the citizens' initiative in 2019 to include a first aid course in the curriculum of secondary schools. A great signal that this subject is very much on people's minds. The petitions have been submitted to the House of Representatives and are now being checked for compliance with all formalities. Afterwards, it should become clear when the subject will be included on the political agenda and whether a political majority supports the plan to teach first aid courses at secondary school.

### **Communication as a form of aid**

As far as we are concerned, communication and aid have everything to do with each other. On social media and in press releases, we offer vulnerable people and those around them perspectives to act in large and small calamities. What to do in case of heat, cold, a twisted knee, an attack, or a wasp plague? It is all read eagerly. Our online First aid and Well-prepared tips were viewed 5.7 million times in 2019.

### **3FM Serious Request: The Lifeline**

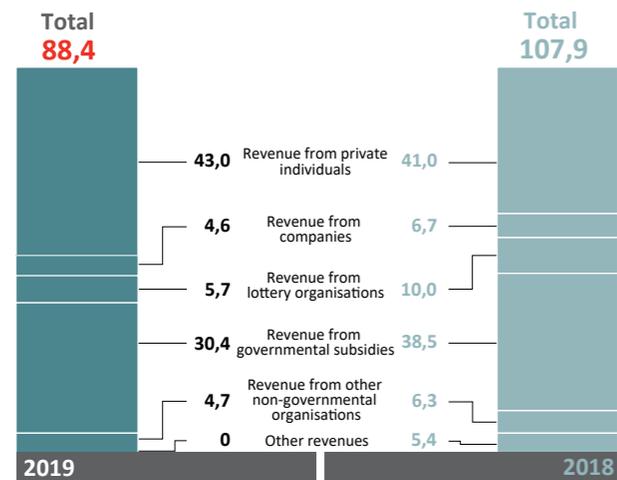
In 2019, NPO 3FM and the Red Cross joined forces to ask attention for human trafficking, a hidden drama that affects 25 million people worldwide. The most well-known form is forced exploitation in the sex industry, but also forced labour and forced crime are forms of human trafficking. In the week before Christmas, 3FM DJs literally put human trafficking on the map by trekking from Goes to Groningen on foot. They traversed the Netherlands to motivate as many people as possible to raise money for the Red Cross. The second edition of 3FM Serious Request: The Lifeline yielded a total of €1,418,513 for the victims of human trafficking.

A photograph showing a Red Cross aid worker from behind, wearing a red jacket with the Red Cross logo. The worker is carrying a child on their back. They are walking through a debris field of rubble and dust, likely after a disaster. The background is hazy and grey.

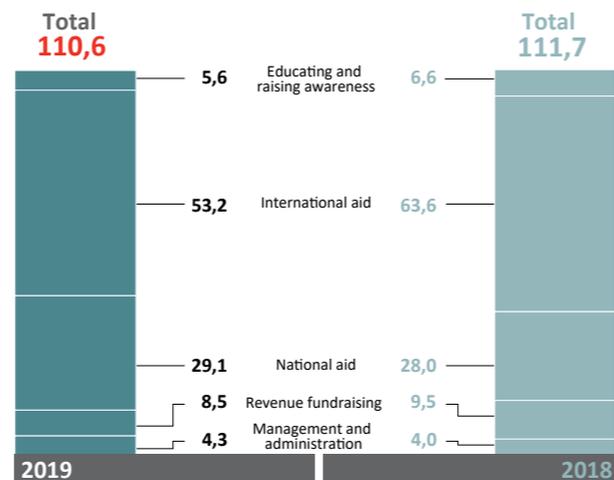
Aid workers in the Netherlands and the rest of the world - day in, day out - would not be able to operate without support from countless people, companies, foundations, equity funds, ministries, the European Commission and lotteries. We are very grateful for this help.

## Statement of Income and Expenditures

### Revenue In € M



### Expenditure In € M





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humanity  
impartiality  
neutrality  
independence  
voluntariness  
unity  
generality