

2020 Annual review The Netherlands Red Cross

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The Netherlands
Red Cross

**COVID-19 CRISIS:
WE ARE EVERYWHERE,
BUT WITHOUT YOU
WE ARE NOWHERE**





Photo: Laura Aguilera



The International Committee of the Red Cross (ICRC) is an independent organisation that provides aid and relief in case of armed conflicts. In times of conflict, the ICRC acts in support of the national Red Cross or Red Crescent societies, providing protection to the sick and the wounded, prisoners of war, the displaced and the civilian population in conflict regions.

The International Federation of Red Cross and Red Crescent societies (IFRC) is the umbrella organisation of all recognised Red Cross and Red Crescent societies. The IFRC co-ordinates relief efforts in the event of major (natural) disasters, assists national societies in delivering emergency relief and provides support in helping them build a well-organised local association.

Auxiliary (auxiliary) role

The delivery of emergency relief in crisis situations is part of the Red Cross's so-called auxiliary role. This role was laid down in the Geneva Conventions. In the Netherlands, this role was moreover enshrined in a Royal Decree. This Royal Decree also separately details the Red Cross's duties in the areas of International Humanitarian Law and the tracing and restoration of family links with relatives at home and abroad.

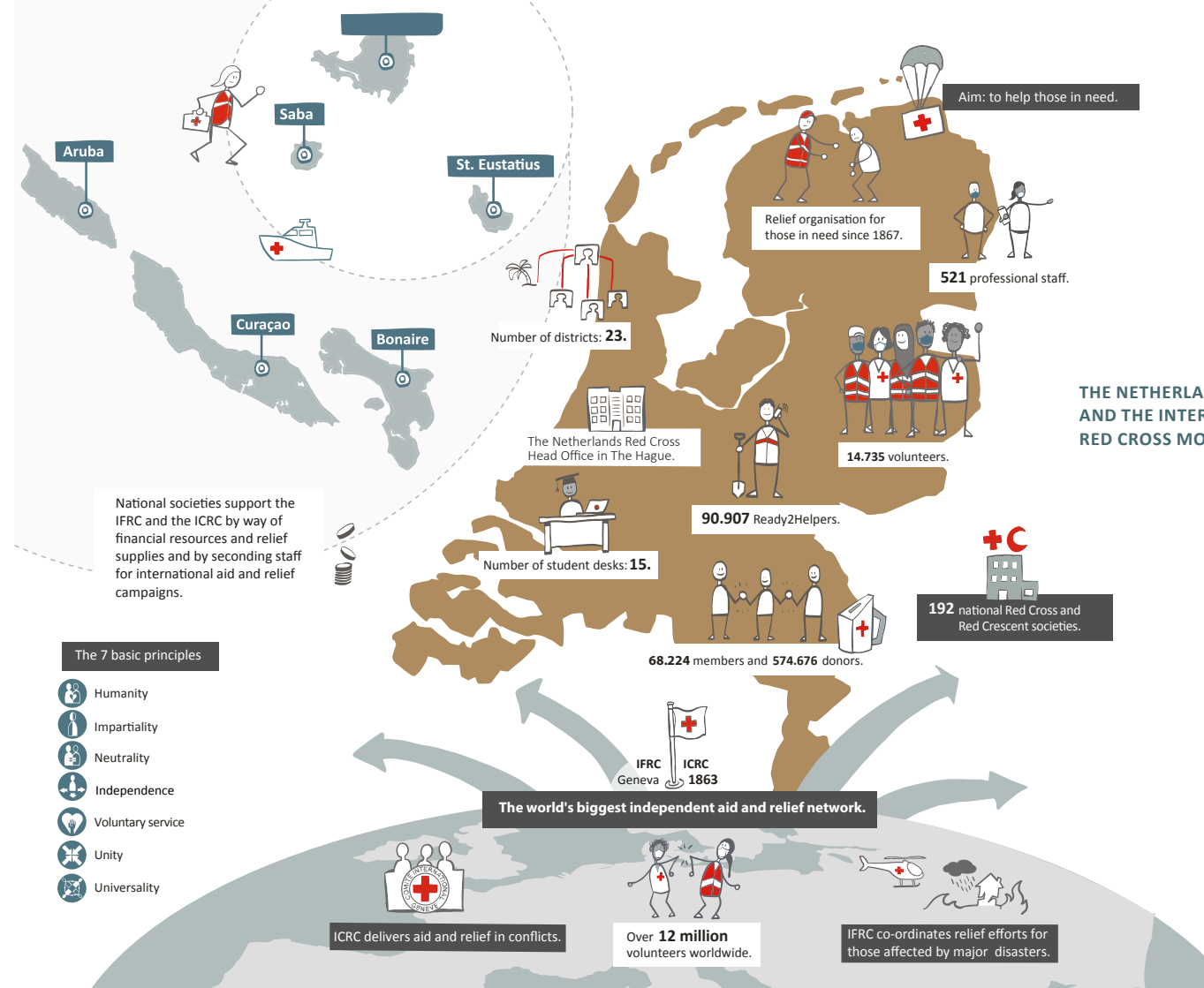




Photo: Arie Klevit

Mission

The mission of the Red Cross is to prevent and alleviate human suffering anywhere in the world, to protect lives and health, and to ensure respect for the human being. In doing so, our specific focus goes out to those who are most vulnerable in armed conflicts, disasters and other emergency situations.

Vision

Through our volunteers and our local organisations, we actively contribute to strengthening communities, so no one is left out and on their own in times of crisis. Through the aid and support services we deliver, we are looking to boost the community resilience to such a degree that the people who live as part of these communities are able to fend for themselves and help others, based on respect and human compassion.

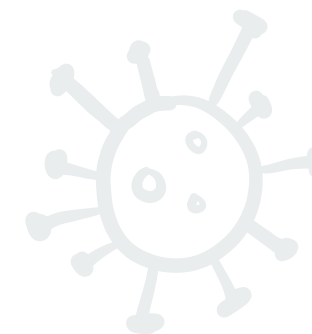
Strategy

On 24 June 1859, amid the gun smoke of the battlefield of Solferino, the foundations were laid for what is our driving force: no one stands alone in times of need. Delivering aid to those in need, without distinction, continues to remain the unique tenet at the heart of the Red Cross. We stand up for those who are vulnerable, in every corner of the globe, without exception. We side with the victims, regardless of which party they belong to. To make sure no one stands alone in times of need, we provide aid and assistance, make sure people are prepared for emergency situations and we make people aware that they (too) can do their bit for their fellow human beings. A strategy that is more pertinent than ever at a pivotal time in history when the virus responsible for COVID-19 changed the world forever.

COVID-19 RELIEF EFFORTS
IN THE NETHERLANDS

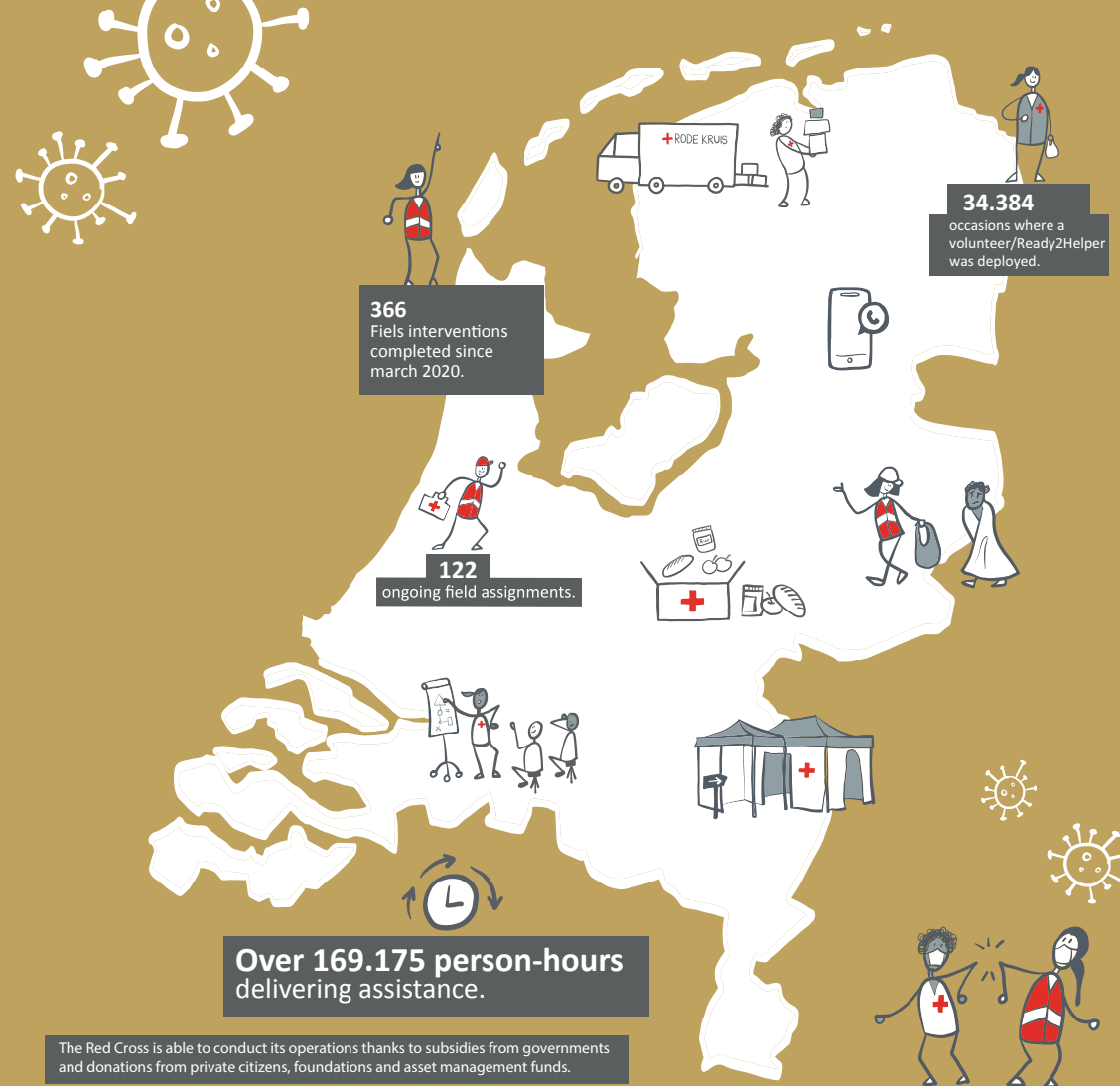


Concern for your own health and that of your loved ones. No longer being able to visit your elderly parents. Losing your job. Not being able to leave your house. The virus affects all of us, in ways no one could have envisaged. In 2020, all of our 14,735 volunteers, 90,907 Ready2Helpers and many professionals made every effort to prevent the further spread of the virus, whilst offering assistance to the most vulnerable. The scope, duration and impact of the COVID-19 pandemic has hit us hard and is certain to reverberate for a long time to come. Yet we managed to make sure that no one stands alone in times of need.



6 PROGRAMMES - 17 INTERVENTIONS

Programme	Intervention	Number of people who received help
Medical support	Support care institutions and confinement of groups	124 institutions and confinement of 4 groups
	Call centre support	5 institutions
	Transport	3,709 people
	Large-scale testing	616,150 people
	Source and contact tracing	28,335 successful phone calls
Psychosocial support	Support with flu vaccinations	49,346 people
	Red Cross Helpline	25.551 phone calls
	WhatsApp Helpline	113 messages
	Look out for one another	2,580 requests for assistance
Food	Food banks	17,319 people
	Grocery cards	86,042 cards
	Food parcels	29,415 parcels
	Support with groceries	437 people
Shelter	Homeless shelters	1,917 people
Hygiene	Guest lectures	9 lectures
	Flyers containing COVID-19 information	60,918 downloads
Restoring Family Links	Meeting tents enabling nursing home residents to see loved ones	321 people



Our COVID-19 relief efforts in the Netherlands

2020 entirely revolved around our biggest relief operation since the North Sea flood of 1953: the COVID-19 National Action Plan. We provided support to the care sector and were at the beck and call of the most vulnerable. Our focus in 2020 went out to six programmes:



Medical support

We supported care institutions and Municipal Health Services (GGDs) where necessary. Volunteers took temperature readings of visitors to care institutions or acted as hosts/hostesses. We drove people who were (potentially) infected with COVID-19 to test and vaccination centres. We supported the Municipal Health Services (GGDs) in administering COVID-19 tests at various test sites or at home. Volunteers helped out with source and contact tracing efforts by conducting calls from home.



Mental health and psychosocial support

In the spring, we launched a telephone Helpline and several WhatsApp Helines open to all members of the public, where they are able to ask COVID-19-related questions (in their own language), request practical assistance or just open up and share their feelings.



Food aid

The COVID-19 crisis has unexpectedly made a lot of people particularly vulnerable. These include migrant workers, undocumented migrants and people who lost their livelihoods. Doing the grocery shopping suddenly stopped being self-evident. We supported these people with food aid in a variety of different ways.



Shelter

We supported organisations and municipalities with day and night shelter. For example, by setting up a location, providing support with facility and logistical matters, and supplying materials, such as camp beds.



Contact with loved ones

When the visiting ban was introduced at (care) institutions, we enabled residents to see their loved ones in a way that was safe and secure in special 'Meeting tents'.



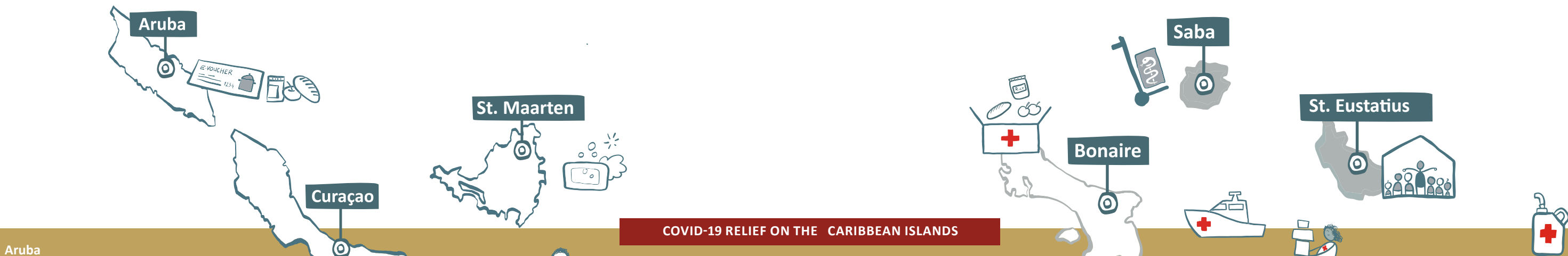
Hygiene and public education

The onset of the COVID-19 crisis came with a surfeit of accurate as well as inaccurate information, which made the dissemination of impartial and accurate information hugely important. We made downloadable educational flyers available through our website, containing information on the COVID-19 measures, and shared tips and pointers via our social media channels on why and how to use face masks and the necessity for people to thoroughly wash their hands.

COVID-19 RELIEF EFFORTS ON THE CARIBBEAN ISLANDS



Given the region's dire economic situation, poverty in the Caribbean part of the Kingdom was already considerable. When the first COVID-19 infections occurred, the Caribbean region went into lockdown. The islands' residents largely depend on tourism. An increasing number of households ended up below the poverty line and were literally left without food. Working in tandem with other relief organisations, we started handing out e-vouchers enabling people to buy groceries, get food, meals and personal hygiene packs and toiletries. We also supported the local healthcare providers, provided education and helped people who were no longer able to afford the rent.



Aruba

- 10,724 Aid and assistance conversations
- 4,449 Flyers and posters disseminated
- 750 Disbursements towards school expenses
- 480 Fees for surgical procedures
- 385 Children's hairdresser visits
- 346 Disbursements towards the rent or amenity bills
- 153 Hygiene packs
- 150 Care/grooming packs for the elderly

10,515,048 Total cash (e-voucher)

7,325 Food parcels

71,628 Ready meals

28,603 People to whom food aid was delivered

Curaçao



Curaçao

- 17,782 Flyers and posters disseminated
- 2,600 Aid and assistance conversations
- 141 Fees for surgical procedures
- 700 Hygiene packs
- 41 Disbursements towards rent or amenities

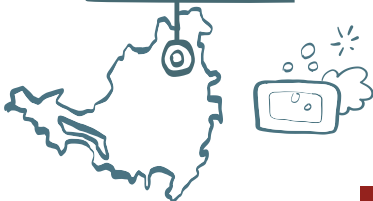
7,487,610 Total cash (e-voucher)

11,700 Food parcels

101,952 Ready meals

33,918 People to whom food aid was delivered

St. Maarten



St. Maarten

- 34,635 Bars of soap
- 2,600 Government aid deliveries
- 1,300 Flyers and posters
- 182 Roofs repaired

3,374,890 Total cash (e-voucher)

5,634 Food parcels

134,900 Ready meals

17,812 People to whom food aid was delivered

COVID-19 RELIEF ON THE CARIBBEAN ISLANDS

Bonaire



Bonaire

- 500 Flyers and posters
- 465 Food parcels
- 250 People to whom food parcels were delivered
- 611 Hygiene packs or toiletry items

Saba



Saba

- 4,950 School meals prepared
- 1,825 Deliveries for local (care) institutions
- 686 Flyers and posters
- 20 Hygiene games handed out


St. Eustatius



St. Eustatius

- 38 Flyers and posters
- 7 Rental fees disbursed to day nurseries



A man with dark hair and a beard, wearing a grey t-shirt and blue jeans, stands in profile looking towards the right. He is in an outdoor setting with a weathered, light-colored wall behind him. A Red Crescent Society flag, featuring a red crescent and star on a white background with red borders, is hanging from a wire in front of him. The ground is cluttered with various items, including large metal drums, plastic jerrycans, and other supplies. The overall scene suggests a distribution point for aid in a resource-poor area.

WORLDWIDE AID AND RELIEF EFFORTS COVID-19 PANDEMIC

Natural disasters, conflicts and the outbreak of the COVID-19 pandemic: in 2020, millions of people across the globe suffered as a result of emergency situations. Never before in modern history were our worldwide aid and relief efforts needed this badly. And never before has delivering aid and relief proved to be such a challenge. With well over 12 million Red Cross volunteers around the world, in 2020 we left no stone unturned to continue to deliver aid to those most vulnerable. We saved lives by providing clean drinking water and medical care. Our preventive measures made people less vulnerable and the support we delivered to our sister societies enabled them to continue to offer local aid and assistance. The Netherlands Red Cross spent € 51 million on international (emergency) relief and € 31 million on (COVID-19) aid and relief in the overseas branches of the Netherlands Red Cross in the Caribbean.



OUR EMERGENCY RELIEF EFFORTS WORLDWIDE

272,683 people were reached with basic life necessities; in rural areas with farming products and in urban areas with 'business start-up kits' amongst other things.

556,021 people received healthcare services, including medical check-ups, medicines, treatments and emergency medical care and assistance.



7,883 vulnerable households were given financial support (thanks to the efforts of **50** trained volunteers).

32,467 people received emergency medical care and assistance.

16,310 people received psychosocial support.



313,477 people were supported with 'individual contingency plans' to help prevent fire damage in light of the vast bush fires.

49,718 people received support during the fires at shelters and over the phone.

5,914 people were given financial support in the wake of the fires to attend to urgent matters, such as paying hospital bills and funeral expenses or renting a safe place to live.

21,563 people received support to repair the fire damage.



SYRIA

YEMEN

LEBANON

AUSTRALIA

PHILIPPINES

Approx. **1,686,000** people living in conflict areas were given access to clean water, thereby reducing the risk of contracting diseases (including COVID-19).



In **3** healthcare centres and **8** hospitals, the Red Cross built and repaired water and sanitation systems, which enabled them to continue to deliver assistance.

251,776 people (**35,968** households) received food aid and soap.

102,732 people (**14,676** households) received help to better protect themselves against floods and extreme weather conditions.

91 children were reunited with their families after they had lost track of each other in the conflict.



11,940 people who had been affected by the typhoon were issued given 'shelter tool kits' which enhanced their safety and welfare.

11,635 people received psychosocial support.

14,038 people received hygiene training to help stop the spread of disease.

5 water tanks and **1** filtering machine produced **649,500** litres of clean water.



Three key priority areas in 2020



COVID-19

172 Red Cross and Red Crescent societies provided COVID-19 relief.

We reached over **650** million people with Red Cross risk communications and activities aimed at promoting good health and hygiene practices.

903,900 COVID-19 patients were transported by Red Cross ambulances.

Over **79.5** million people received food and other aid in kind from the Red Cross.

COVID-19 IMPACT ON REFUGEES

"COVID-19 has been cruel for all of us. It has been catastrophic for migrants."

IFRC President Francesco Rocca on the impact of COVID-19 on refugees.

These people were disproportionately affected by border closures and often had no access to basic life necessities.

FAST EMERGENCY RELIEF

The Disaster Relief Emergency Fund (DREF) delivers a fast and efficient response to disasters and crises by providing immediate financial support to the national Red Cross and Red Crescent societies. This enables the latter to accomplish their unique 'first responder' role and provide immediate aid and relief.

Well over **80,000** people were reached through the activation of six 'Early Action Protocols'.

Sadly, we have no way of preventing the upheaval caused by the forces of nature, but timely measures do allow us to mitigate the consequences.

250 'Rapid Response Teams' were deployed. The DREF also focuses on reducing the detrimental consequences of disasters. The Red Cross Red Crescent Movement mutually support one another before, during and in the wake of disasters.

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COVID-19 has been cruel for all of us. It has been catastrophic for migrants. They face even more restrictions in terms of accessing basic services in ways that contribute nothing to public health. They are disproportionately impacted by border closures. They face heightened risk of detention and deportation. They are increasingly scapegoated for the pandemic.

- IFRC President Francesco Rocca

Our COVID-19 relief efforts worldwide

For the first time, the Red Cross Movement had to deal with a crisis that saw us all working together with one aim in mind: to drive back the virus and its devastating consequences and to deliver aid and relief to those most vulnerable. As a movement, we assisted in 172 countries throughout the COVID-19 pandemic, making this our biggest global relief operation ever. For those already affected by natural disasters or conflicts, the virus made their livelihoods even worse. From the first moment the COVID-19 pandemic started, we made sure that healthcare remained accessible to all as widely as possible. We also continued our efforts to deliver essential hygiene education. We helped people who lost their jobs as a result of the crisis with food parcels and hygiene packs. In addition, we provided medical assistance and supported hospitals in countries with fragile healthcare systems.

Resilient communities: now more important than ever

The climate crisis didn't pause during the COVID-19 pandemic. Millions of people continue to suffer as a result of the combined impact of the two crises. This is why it is important that we combat both crises to make communities resilient. We assisted fifteen Red Cross sister societies with concrete projects aimed at boosting the resilience of vulnerable groups. People are being made more resilient to natural disasters by relatively simple measures such as evacuation plans and improved early warning systems. Drinking water and sanitary facilities that are more resilient to floods for example are conducive to improving people's health, thereby building their resistance to diseases, even during severe hurricanes. These measures also offer immediate basic protection against the virus.



COMMUNICATIONS AND
FUNDRAISINGSERIOUS
REQUESTTHE
LIFELINE

In the year that will forever be marked by the COVID-19 pandemic our communication and fundraising played a bigger role than ever before. Communication from the Red Cross became incrementally one with humanitarian aid. Because we reach large groups of people with our communication on tips to be more self-reliant and helpful. And with advice on how to protect yourself and your loved ones against the virus responsible for COVID-19. At the same time, we want to inspire the largest possible audience with our assistance, so that they support us with their time or money. With this, the year 2020 turned out not only to be a to be a disaster year, but also a heartwarming one, in which many people, companies, and organisations supported our work and joined our association.

COMMUNICATIONS IN TIMES OF COVID-19

The Red Cross reaches everybody in the Netherlands.

COVID-19-related public education

COVID-19 information flyers downloaded **60,918** times.



Incoming calls to Helpline **25,551**.
Messages via the Whatsapp Helplines **113**.



The www.rodekruis.nl website fetched **273,313** unique page views.

Internal newsletters and online magazine Henry: **14,275** subscribers.



The Red Cross was referenced **28,951** times in online and print media.

Online assistance on social media

Education provided on how to prepare for extreme weather and how to prevent the spread of the COVID-19 virus.



In total, we shared **163** messages on online care and assistance on the timeline of our social media channels. The content on these topics across all channels attracted a total of **5,807,486** views.



24.581 followers.



170.935 likes.



18.881 followers.



20.139 followers.



62.054 followers.



4.167 followers.

7 ambassadors and 32 influencers

Shared the tips, advisories, campaigns and information from the Red Cross on their social media.

Official ambassadors:

Helga van Leur
Humberto Tan
Shelly Sterk
Floortje Dessing
Thomas van der Vlugt
Yfke Sturm
Irene Moors



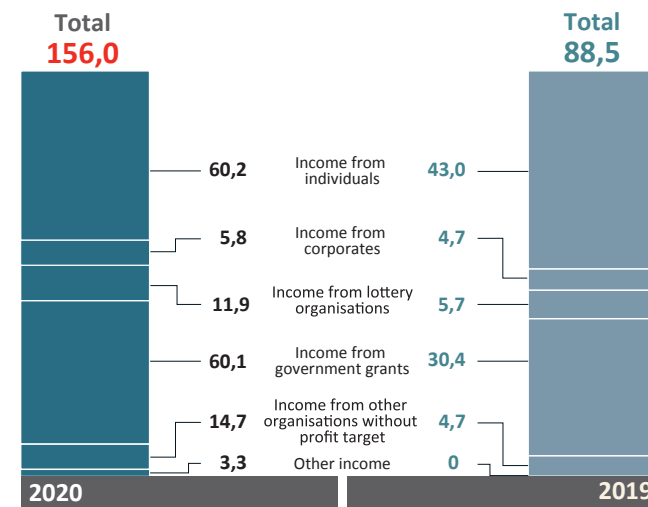
Impactmoments

The most successful content we put out in 2020 included the Facebook video which saw us invite people to observe the 1.5-metre social distance with the help of professional football referee Kevin Blom (which reached **839,982** people on Facebook), the YouTube video in which his fellow referee Jeroen Manschot raised awareness for the same 1.5-metre rule (which fetched **29,810** views) and the TikTok video with hygiene tips to help stop the spread of the virus (which reached **781,186** users).

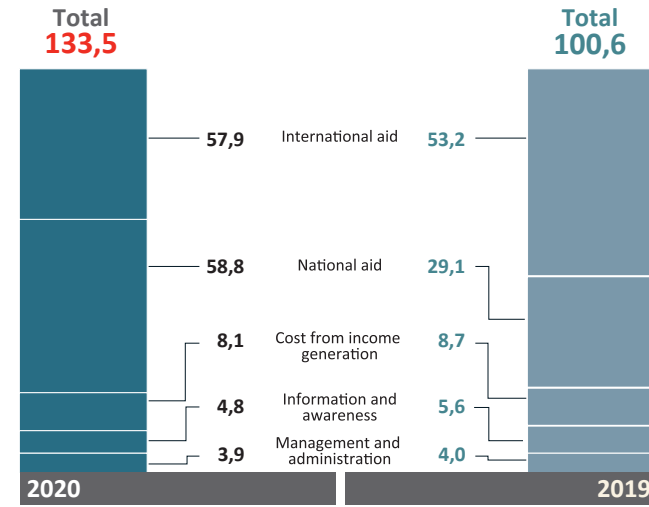


Statement of income and expenditure

Revenue In € M



Expenditure In € M





The Netherlands
Red Cross

humanity
impartiality
neutrality
independence
voluntary service
unity
universality