

A year in review. 2021-2022



**Australian
Red Cross**

**SOCIETY OF WOMEN
LEADERS**



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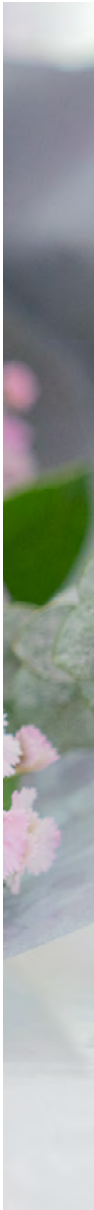
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The power of
Red Cross

A vertical strip on the right side of the page featuring a close-up of pink flowers, possibly carnations, with green leaves and a pink ribbon.

The Red Cross emblem is an internationally recognised symbol of protection and neutrality. SWL members wear it with pride.

Thank you from the Chair.

SUSAN WYNNE | NATIONAL CHAIR AND MEMBER NSW

As I write this, I find myself reflecting on the year and wondering how we are almost at the end of 2022. Last year our lives were consumed by COVID-19 and we yearned for the life we once had. At present, COVID-19 seems like a distant memory and with borders now open, we have been able to reunite with loved ones, our friends and family near and far, and are reminded of what is truly important in life. For many of us, our community connections are stronger and I know that our wonderful SWL members have built special bonds with one another throughout the last couple of challenging years. Our members have supported one another, remained optimistic and above all, continued their commitment to raising funds and awareness for those in need.

This year has seen many firsts for SWL. We celebrated our first collective International Women's Day in Sydney raising over \$200,000. An enormous effort that had an incredible outcome, and it was wonderful to see members from all Chapters attend. It was an extraordinary event with thanks to many who helped make it sincerely special. We now are in planning mode for 2023 with ambitious targets and hopes to raise

further awareness of our giving circle.

Another first (well for me at least) was meeting many members face to face. Having sat in countless virtual meetings with SWL Executives and members, it was wonderful to see people as a whole and not just through a screen, and to finally give everyone a big hug.

For the first time we implemented alignment of memberships, such that all renewals occur at the same time in June. This was only made possible as a result of the hard work and dedication of the Member Engagement team. I can't thank them enough for enabling SWL to operate in a far more sustainable way now, knowing how much we can provide to Red Cross and importantly knowing, we will never fall short of our fund commitments to our supported humanitarian pledges.

With this change to renewals, we were able to vote mid-year with a guaranteed amount available to the successful program beneficiary. For the first time, we selected two programs focused on Australian youth, acknowledging how heavily impacted this demographic has been with the increased cost of living, rental shortages and the impacts of COVID-19 to name a few challenges.

I have been reflecting upon my love and pride for the Society of Women Leaders. I'm often asked why I am so passionate about SWL and apart from the fact that I am surrounded by kind and intelligent women, there are three main reasons.

1. Breadth and Depth of Impact

We have supported over 20 programs both nationally and internationally, which is quite extraordinary. As a result, we have learnt deeply about the incredible work of Red Cross across diverse thematic areas, reinforcing why Red Cross is the leading humanitarian organisation in the world.

2. Connection to Cause

Having been involved in many charitable organisations, a key point of difference of SWL is the commitment from the program managers of Red Cross who provide impact reports of our philanthropic investment and share with us personal stories. We have laughed and cried, and our hearts have ached and swelled when we meet with people we have empowered by providing funding. This connection is incredibly important, and no doubt inspires our members as much as it inspires me to continue to be actively involved and make a difference.

3. Accountability

The focus on accountability within Red Cross starts at the top and is the core deliverable of the organisation. Despite what some media would have you believe, Red Cross works tirelessly to ensure every dollar donated is used as effectively as possible. It is well known but sadly not well accepted that it does



cost money to raise money and deliver humanitarian relief. It is essential that Red Cross staff are given the very best training and support to ensure people and communities in need receive the very best response. Members are kept abreast of how our funds are being used and the impact we are having within communities and across the humanitarian landscape.

Finally, I want to thank the incredible Executive Leadership Team made up of Rowena McGilvray, Diana Cregan, Kate Martin, Selena Spring, Barbara Fletcher and of course, our wonderful Red Cross representative, Rylan Turner. As National Chair, I would also like to extend warm thanks to our committee members for their passion sustaining SWL and you, our members and supporters, for believing in SWL with your compassion, generosity and desire to make a genuine difference.

May the next year be filled with love, happiness, wonderful memories, and of course, celebrations of great SWL friends and philanthropy.

With love, Susan xxx

A message from the CEO.

KIM PFITZNER | CEO, AUSTRALIAN RED CROSS



Act For Humanity. These words lie at the heart of what Australian Red Cross – and indeed, the Movement – stands for. And this year, more than ever before, our people have been called upon to respond to those in need.

On the home front, Australians have borne witness to some of the worst flooding on record. Further afield, the devastation of the armed conflict in Ukraine has displaced millions. Tongan communities were impacted by a tsunami triggered by an underwater volcanic blast. Events such as these have taken place amidst the unremitting backdrop of the COVID-19 pandemic, and the uncertainty of a planet increasingly punished by climate change.

What sets Red Cross apart is our commitment to working in communities for as long as we are needed. The efforts of our 20,000+ strong network of staff, members and volunteers throughout these crises has been nothing short of astonishing. And even after the flood waters receded and the ash stopped falling, our people have remained on the ground, helping people rebuild their lives.

Responding to emergencies is at the

core of what we do – and we do it well. However, alongside this critical work, Red Cross offers ongoing community services that help to alleviate suffering, give hope and save lives each day.

Crucially, much of this would not have been possible without the tremendous generosity and dynamism of the Society of Women Leaders (SWL). Our programs have benefitted not just from your unwavering financial support, but also your values which cannot be easily measured – those of time, passion and care.

In particular, I would like to acknowledge the incredible work of SWL Executive Leadership and Committee members, who have generously donated their time to ensure the smooth running of this collective.

Your efforts have reached immense lengths in 2022. During this time members have continued to advocate for Red Cross, leveraging personal and professional networks, sponsorships and exposure, helping to grow SWL support and ultimately deliver impact to people who fall through the cracks. And for this, I am truly grateful to each of our members and admire the strengths and passion you bring individually.

I have also been impressed by the agility of SWL in reconnecting members across Australia with in-person events as restrictions and lockdowns eased, thus further cementing vital networks and extraordinary philanthropical opportunities.

A significant highlight this year was the International Women's Day event in March. I acknowledge and commend the efforts of SWL, who raised over \$200,000 for Australian Red Cross programs.

Your generosity has enabled us to:

- train and deploy delegates to provide lifesaving medical care to those attempting to migrate to Europe in the Mediterranean Sea
- distribute aid relief items and clean drinking water to those impacted by natural disasters
- invest in technical specialists to support the localised response after devastating crises
- facilitate vital education programs for staff and volunteers on key concepts of protection, gender and inclusion to ensure that women, children and vulnerable groups are safeguarded, and communities



work to eliminate violence and importantly, build and grow female humanitarian leadership here in Australia and around the world.

Beyond SWL's commitment to voted programs, I am grateful that members generously supported during times of disaster by providing immediate relief to Afghanistan, Tonga and Ukraine throughout the year.

Behind every statistic and fact are the people that have been helped along the way. Whether it be providing migrants and refugees with a sense of home and belonging, supporting people experiencing homelessness, or being there at the intersection of disasters and humanity, your generous support has helped us deliver time and time again.

To each and every one of our SWL members – thank you for acting for humanity.

Our history, our vision, our community.

More than 100 years ago, Lady Helen Munro Ferguson established Australian Red Cross by engaging talented, committed and compassionate women dedicated to a lifesaving mission. In 2014, her tradition continued when the Society of Women Leaders was formed to unite and engage a group of generous and purpose-driven women.

Today, the Society of Women Leaders is one of the most successful giving circles in Australia and our vision is clear – to bring together a collective of Australian women who raise funds for the Australian Red Cross, reducing humanitarian suffering and building a world where vulnerable women and children feel safe, protected and empowered to thrive.



The three images symbolize truth, hope, mercy, faith and humanitarianism—even in the middle of battle—and heroic womanhood. Their century-old history joins the women of the United States' North and South in giving aid to all peoples. This \$10,000 gift level of the Tiffany Circle represents the sum of the two \$5,000 contributions that the Women's Relief Corps of the North and the United Daughters of the Confederacy of the South gave to commission the windows.



As members, we are guided by the seven fundamental principles of Red Cross, humanity, impartiality, neutrality, independence, voluntary service, unity, universality and we wear the Red Cross emblem with pride and honour.

We are leaders in Australian philanthropy and we are part of a growing global movement of female philanthropists known as the Tiffany Circle. Now in its 15th year, this International Giving Circle has raised more than US\$195 million collectively for Red Cross National Societies worldwide, growing from eight pilot chapters with 100 members in the US to over 1,300 members worldwide, including the US, Canada, UK, Switzerland, Netherlands and Australia.

As a community of leaders and philanthropists here in Australia, we:

- advance the humanitarian mission of Australian Red Cross
- bring together like-minded women who are making a difference
- make a measurable impact on important issues facing our communities
- improve the lives of vulnerable women, children, families and communities
- build strategic alliances for change
- lend our voice to the issues we believe in most
- lead through philanthropy

Transforming lives: the impact of our philanthropy.



Photo: British Red Cross

Queen Elizabeth as the Patron of Red Cross

As a collective of committed women philanthropists we work together to advance the mission of Australian Red Cross by embracing and engaging women in our communities, across the country and around the world.

Our circle of giving is a group of strong, dedicated women who share a social conscience and want to effect change. We act as advocates for the work of Australian Red Cross through our support of the key programs we select, as well as by raising awareness of the work of the largest humanitarian

organisation in the world.

Recognising the power of the collective, we each pledge to donate an annual gift of at least \$10,000 which is pooled to provide a significant donation to Australian Red Cross. Importantly we become connected to our chosen causes when we vote on where our pooled funds will be directed and which areas we choose to support. We continue to engage and learn through access to information about humanitarian issues here in Australia and around the world.

Funding.

This year, the Society of Women Leaders raised a total of \$786,321 through membership donations, crisis giving and additional fundraising. Since inception in 2014, SWL has raised \$5,016,855.

The following programs have been supported this financial year.

Women in International Aid	\$38,000
Disaster Management with Vanuatu Red Cross	\$234,000
International Disaster Response	\$314,000
The SHAK, NT	\$48,172
Night Cafe, QLD	\$48,172
Member Crisis Giving: Australian Red Cross Appeals Afghanistan, Tonga and Ukraine	\$89,100
Total FY22 funds allocated	\$771,444

Notes:

- All annual membership donations were realigned to 1 June to enable upfront funding.
- To this end, International Disaster Response and Disaster Management with Vanuatu Red Cross received two years of funding FY22 and FY23 upfront at the end of June 2022.
- The two new programs, The SHAK and The Night Cafe voted for in June received their FY23 funding upfront at the end of June 2022.

FY21-22

Collaboration pool c/f	\$122
Total funds raised	\$786,321
Total funds allocated	\$771,444
Collaboration pool c/f	\$14,999

Program updates.

Women in International Aid

Funding provided in FY22 \$38,000 (funding pledge is complete)

Total funding provided by SWL to date \$497,000

The Women in International Aid program facilitates openings for female aid workers to attend specialised training and to learn from leading advisors of humanitarian operations which strengthens pathways to leadership positions in the humanitarian sector across the world. The objective is not to only deploy resources and provide immediate relief in crisis situations, but to also build the next generation of female leaders and improve professional outcomes for our aid workers.

SWL investment since 2016 has enabled a full scope of female leadership channels, whereby aid workers contribute their technical skills and experience to save lives, alleviate suffering and enhance human dignity in situations of conflict, natural disasters and other humanitarian crises.

With focus on training and preparedness, SWL funding supported three deployments:

- Libby Bowell – Public Health Coordinator, COVID-19 Fiji (Remote Deployment)
- Janet Hall – Medical Doctor, Ocean Viking vessel in Mediterranean Sea
- Jessica Letch – Deputy HEOPs, IFRC Ukraine Regional Crisis, Hungary, Slovakia, Ukraine

These deployments demonstrate that Australian Red Cross continues to prioritise opportunities for its female humanitarian leaders to a broad range of crises, while ensuring that they possess the relevant skills and deep knowledge, and can adopt new and innovative approaches to maximise the impact of their work. SWL support has fostered resilient, capable women that are deployable to the field in emergencies and are able to reach higher levels of humanitarian leadership, with a developed localised approach.

Case Study: Jessica Letch.

DEPUTY HEAD OF OPERATIONS IFRC,
UKRAINE REGIONAL CRISIS

Photo: IFRC



Jessica Letch preparing for the distribution of relief items to displaced people in Ukraine

The purpose of Jessica's deployment in February 2022 was to develop the immediate IFRC operational strategy and budget during the fast-moving and challenging first month of the Ukraine conflict. Jessica described the situation in Ukraine as a crisis of women and children who have been disconnected from their homes, families, and livelihoods. During her position as Deputy Head of Operations (HEOPs), Jessica strongly advocated for Protection, Gender and Inclusion (PGI) considerations to be implemented across all aspects of the crisis response, a need that is becoming increasingly urgent as stories of sexual violence, trafficking and child safety issues arise.

Jessica estimates that 800,000 people benefitted from her work supporting Ukraine, with over 400,000 of these being women and over 300,000 being children.

Out in the field, Jessica witnessed displaced people receiving psychosocial aid and immediate relief items. Jessica's leadership enabled Red Cross National Societies from around the world to be front and centre during the response operations. When recounting her deployment, Jessica confirmed she "experienced Red Cross people helping with first aid at border crossings, pushing trollies of family's belongings, and assisting with food and accommodation support".

Case Study: Dr Janet Hall.

MEDICAL DOCTOR, ON BOARD
THE OCEAN VIKING VESSEL ON
MEDITERRANEAN SEA



Photo: SOS Mediterranee

247 people were rescued from distress across five locations in less than a 36 hour period. Crew boats distributed life-saving items to overpopulated small boats before migrants were able to board the rescue ship

In December 2021, Dr Janet Hall was deployed to a SOS Medical Vessel, the Ocean Viking, located in the Mediterranean Sea. Janet's role as the Medical Team Leader provided life-saving medical assistance and comprehensive psychological treatment to those rescued attempting to migrate to Europe from Africa. Janet's work as a medical doctor improved the medical care, applied practices and protocols utilised on the vessel. The Central Mediterranean has become one of the world's deadliest migratory sea routes with over 35,000 lives lost over the past seven years.

In recent years, there has been a sharp increase in the number of migrants attempting this route. The SOS Medical Vessel provides a Humanitarian Service Point where trained professionals can rescue those at sea. During her deployment, Janet helped and treated 114 people who were rescued by crews on the Ocean Viking.

On completion of her deployment, Janet said "working with survivors was inspiring and a special glimpse into the magnitude of hope and love within the human spirit".

Disaster Management with Vanuatu Red Cross

Funding provided in FY22 \$234,000 (Year 3 and 4 of a 5 year pledge)

Total funds provided by SWL to date \$468,000

SWL supported the Red Cross Movement within the Asia Pacific region. Australian Red Cross has been in partnership with Vanuatu Red Cross Society (VRCS) for many years to provide remote service and deployments for technical advice, logistic support and funding. Vanuatu, a country that experiences cyclones, earthquakes, flooding and volcanic eruptions, is impacted by devastating disasters.

The COVID-19 pandemic presented challenges that interfered with VRCS operations, while the local community continued to respond to natural disasters.

In March 2022, Vanuatu experienced its first wave of COVID-19 community transmission. The months following consisted of lockdowns and restrictions on inter-island travel which impacted planned program activities and implementation.

VRCS remained committed to performing its auxiliary role to the Vanuatu Government to build community resilience and reduce vulnerabilities of communities in Vanuatu when natural disaster and health crises strike.

Photo: Vanuatu Red Cross Society



Red Cross staff visit villages to plan and prepare for emergency shelter when natural disasters strike

Disaster Management with Vanuatu Red Cross (continued)

Strategic Goals

Aim 1: Save lives and strengthen resilience to disasters and crises

The ongoing funding support from the Australian Red Cross, has improved the Emergency Response Team staff and volunteer's capacity to respond and provide appropriate and timely assistance to communities and individuals affected by disaster and crises.

Aim 2: Enable healthy and safe living

VRCS operates in partnership with the Ministry of Health through the Provincial Health Offices and Department of Water Resources to implement strategic activities aligning to the national health, WaSH standards and frameworks.

Public Health in Emergency and Epidemic Control for Volunteers actions have been paramount to train and equip staff and volunteers with relevant knowledge and skills. This has improved the approach to better respond to disease outbreaks and advocate health key messages and practices in the communities.

Aim 3: Promote social inclusion and a culture of non-violence and peace

VRCS established an informal partnership with Vanuatu Women Center to support the National Society in facilitating three days training for protection, gender and inclusion which incorporates human rights and gender-based violence. The training provided education to challenge cultural normalisation of gender role disparities and forms of abuse that is commonly reported in homes within local communities.

Aim 4: Build a stronger, self-sustainable and accountable and diverse national society

VRCS Finance Department conducted a series of capacity building training for staff to develop financial management procedures and programming requirements, which included thorough inductions, fraud reporting, accounting and computer literacy.

Photo: IFRC



Vanuatu Red Cross provides hygiene workshops to children to enable healthy living practices

VRCS outcomes

Total reached with community awareness:

- 210 communities
- 38,300 people

Total number of staff and volunteers trained:

- 337 volunteers trained
- 16 staff trained

SWL investment enables Australian Red Cross to be instrumental in supporting VRCS to strengthen its capacities and

achieve its organisational objectives. VRCS expressed gratitude to Australian Red Cross for the ongoing support, technical guidance and supervision, as well as sharing necessary information and capacity building training support to local staff, volunteers and board members at the national and provincial level and further to key external partners.

Information sharing and capacity building training to guide and support local volunteers and board members at the national and provincial level has been well received.

International Disaster Response

Funding provided in FY22 \$314,000 (Years 3 and 4 of a 5 year pledge)

Total funding provided by SWL to date \$628,000

The Australian Red Cross International Response Team, comprising four female staff members, coordinates support to Red Cross Red National Societies across the globe to deliver assistance and operational logistics as disasters and crises occur. Our response team is constantly monitoring emerging and ongoing disasters and crises, particularly in the Asia Pacific region.

Australian Red Cross sustains response operations, where requested by local Red Cross National Societies, by mobilising financial, materials and human resources. These resources complement local capacity and contribute to strategic planning, evaluation and learning on disaster and crisis response operations.

Still amid the COVID-19 pandemic, the world witnessed a significant increase in disasters and conflicts. The team worked to coordinate support to a wide range of new and ongoing operations, including:

- the response to the Ukraine conflict in Europe
- the Tonga volcanic eruption response operation
- COVID-19 response operations across the Asia Pacific region
- the response to the complex crisis in Afghanistan
- the growing global food insecurity crisis
- the unfolding economic and civil unrest crisis in Sri Lanka

SWL funding supported Australian Red Cross' prompt response to the underwater volcanic eruption and tsunami that impacted Tonga in January 2022. The eruption was hailed as a one in a thousand year event. As a result of the eruption, a tsunami wave which reached 90 metres tall hit the coastline of Tonga's capital, Nuku'alofa, causing damage to buildings and infrastructure.

Photo: Tonga Red Cross



Red Cross staff and volunteers preparing to distribute clean drinking water

The Australian Red Cross International Response Team supported Tonga Red Cross's response to the volcanic eruption and tsunami by:

- sending additional relief stocks to bolster Tonga Red Cross' response on the ground
- launched a public appeal to raise funds for the response from the Australian public
- mobilised funds from the Australian Government
- sending technical specialists to support the local response

Photo: IFRC



The unprecedented food crisis has impacted remote villages with devastating affects on children

International Disaster Response (continued)

In February a new phase of the armed conflict in Ukraine started killing thousands and displacing millions of people. The Australian Red Cross International Response Team coordinated support to the Red Cross Red Crescent Movement operation which supported the millions of people who have been affected by the conflict in Ukraine and bordering countries.

Australian Red Cross response has included launching the Ukraine Crisis Appeal, which has raised over \$14 million, and managing the programming of this funding to support activities in Ukraine and neighbouring countries.

Australian Red Cross deployed 16 delegates; 14 to International Federation Red Cross and two through International Committee of the Red Cross, to assist with operations on the ground in roles ranging from operations management to Protection, Gender and Inclusion (PGI) and health.

With SWL support, Ukraine Red Cross has reached over 4 million people with emergency relief, including food, water, hygiene and medicine items, voluntary evacuations from besieged areas,

and first aid services and training. In Poland, Slovakia, Hungary, Moldova and Romania, Red Cross National Societies have also been supporting people who have fled the crisis, predominantly women and children. This has included the provision of emergency relief items, accommodation, protection services and multi-purpose cash assistance.

The five-year commitment from SWL will not only support the response of Australian Red Cross to disaster and crisis operations across the globe but will also contribute to strengthening the quality and effectiveness of emergency operations by supporting Australian Red Cross in influencing and advocating for better humanitarian action.

Member Crisis Giving

Photo: IFRC



Red Cross staff and volunteers worked on the ground in communities to support those drastically affected by drought, conflict, COVID-19 and poverty

Afghanistan

The political upheaval in Afghanistan during 2021 had compounding effects on the ongoing severe drought with worsening food and water shortages, as well as the COVID-19 pandemic. The Head of International Humanitarian Programs at Australian Red Cross, Adrian Prouse said “Afghanistan is one of the world’s most fragile states. We know that humanitarian needs will remain high and are likely to increase”.

SWL members provided philanthropic support to the Australian Red Cross Afghanistan Appeal, which enabled:

- vital healthcare and other humanitarian assistance delivered by Red Cross and Red Crescent partners in Afghanistan
- supporting communities in Australia to locate and reconnect with missing family in Afghanistan caught up in the crisis

Member Crisis Giving (continued)



Photo: Tonga Red Cross

Red Cross teams deliver essential relief items to families in Sopu, Nuku'alofa following the volcanic eruption and subsequent tsunami

Tonga Red Cross

Tonga Red Cross began distributing relief items the day after the devastating volcano eruption and tsunami in January 2022.

SWL members funding supported:

- distribution of immediate relief items such as blankets, solar lanterns, kitchen sets, hygiene kits and tarpaulins
- recovery work within the community including emergency accommodation, cash assistance and water sanitisation

As we look to the future, capacity building for Tonga Red Cross is vital for preparedness and upskilling as natural disasters occur more frequently. Red Cross staff and volunteers will continue training workshops and focus on relationship building with NGOs and government authorities within the Asia-Pacific region.



Ukraine

As the armed conflict in Ukraine escalated in February 2022, Australian Red Cross launched an appeal to provide immediate relief and aid to those forced to flee their homes.

SWL member funding enabled Red Cross and Red Crescent partners to address immediate and longer term needs in Ukraine and neighbouring countries. The immediate response by staff and volunteers was to provide vital support for people who were displaced which included crisis relief assistance, emergency shelter, health care, clean water and sanitation.

Further funding allowed specialist aid workers to assist local teams to respond to the crisis. It helped people restore contact with family members separated by the crisis by offering services to maintain family links and locate missing persons.

Operational figure in June 2022:

- 327,000 people received food parcels
- 63,000 people received cash support; more than half (67%) were internally displaced people
- relief items and other support to 50,000 Ukrainians living in displacement centers
- medicines and supplies delivered to about 100 health care facilities
- more than 170 wounded and sick evacuated from frontline areas
- more than 600 adults and children received psychological and psychosocial support
- the ICRC's EcoSec programme has reached 564,100 people - over half a million - since the new conflict outbreak

Volunteering opportunities

Australia Unites Telethon Appeal, March 2022



Janice Liley, member NSW taking calls at the Red Cross office for the Australia Unites Telethon Appeal

SWL members volunteered to help on the phones for the Australia Unites Telethon Appeal which raised \$27.2 million.

Between February and April, Australian Red Cross launched two separate appeals to raise funds for flood-affected households in NSW and QLD.

100% of proceeds went to people impacted by the floods as immediate

relief cash grants. Red Cross, with some pro-bono support from corporate partners, covered the costs of administering the Telethon Appeal.

Thanks to the generosity of people, businesses, governments and Channels 7, 9 and 10, Red Cross received funds to support people impacted by the floods.



National Chair, Susan Wynne and founding member, Anne Pike

Anne Pike | Founding Member NSW

On Saturday 12 March 2022, I volunteered at the ARC Sydney offices for the Australia Unites Telethon Appeal. This was a live broadcast held at the same time across Nine, Seven Network and Network 10 to raise funds for those affected by recent floods across QLD and NSW. Together with Susan Wynne and Janice Liley, we joined about 50 other volunteers in Sydney as well as celebrities from such programmes as Dancing with the Stars, The Block and MAFS to man the phones. After a brief training exercise, we donned our headsets and started fielding calls. The first call was daunting (would we remember everything that we'd been taught and manage to navigate the technology) but we soon got the hang of it and began to understand how important it was to members of the public to respond to this crisis that was taking place in their backyards. There was a huge buzz when a corporate phoned in with a pledge of \$1m but most of the calls were of substantially smaller denominations, including a grandfather calling on behalf of his young granddaughter to pledge her \$2 of savings.

I was particularly touched to take a call from someone who said that she was donating \$10 which would leave her with just \$10 in her bank account. We were witnessing individuals sacrificing what they had to help those in need and it was an incredibly moving experience. I was so thrilled to do what I could to be a part of the effort. As the calls from the east coast started to wind down, callers in WA started to come on board and the action picked up again. I was exhausted after several hours on the phone and took my leave a little after midnight and headed home. The incredibly dedicated and devoted staff of the Red Cross did not stop until the early hours of the morning and were rewarded with the news that they had helped to raise over \$25m for flood victims in just one night.

Janice Liley | Member NSW

What a night! I left just after 1am but calls were still pouring in. The Red Cross angels were dealing with them, so goodness knows when they finally put the lights out.... The evening wasn't without its glitches! Three times the system crashed because of high volume of calls, but the tech team had it up and running again in minutes.

People just kept calling, pledging various amounts and by midnight we had \$25 million and still more was coming in. I was touched by the love and generosity that was shown by all the volunteers, our Red Cross angels and the general public! It's true when they say that, mankind is at its best in times of adversity.

Volunteering opportunities (continued)



Nelli Zinder, member giving blood at Australian Red Cross Lifeblood

Nelli Zinder | Member NSW

I volunteered at the ANZAC Day Ceremony to support our veterans. What it meant for me: a simple task like serving ANZAC biscuits, tea and coffee to our ANZAC's and their families makes me so proud to be Australian

and celebrate our country. We started preparing our tables very early in the morning to be ready for when the marches finished at Hyde park.

I am a regular blood donor, and have been for many years.



Al Fresco Lunch VIC

Strategy, planning and leadership.

The Society of Women Leaders recognise the trust placed in us when a member makes a donation to join our circle of giving. As a collective, we are committed to good governance practices, transparency and accountability. We are committed to working closely with Australian Red Cross to ensure our strategies and messages align.

This year, Australian Red Cross has worked on a three year strategy, recognising the need for transformation to be sustainable as the new norm is going from one disaster to the next emergency, consecutively.

SWL Executive Leadership has worked alongside Red Cross leaders to further align with the new strategic approach. This has put focus on building resilience, preparedness and early intervention while ensuring that funds are used to reflect Red Cross' core competencies for greater impact.

We have seen a strong emphasis on streamlining our operations to ensure future growth and success, as well as allowing SWL to be more agile and responsive to the ever changing humanitarian landscape.

This work is in progress as we continue to adapt however, incredible outcomes have been achieved this year. It is the result of hours, weeks and months invested from our dedicated Executive and Committee members. This level of commitment (especially as all time is voluntary) is a testament to the women involved and the strong belief that SWL is truly something special.

SWL works within a governance framework called the Australian Red Cross Society of Women Leaders Terms of Reference (ToR). The ToR determines that SWL is governed through a structure of volunteer sub-committees. Our structure sees State Chairs from NSW, QLD and VIC working together and being responsible for member engagement and new member growth in their states and nationally, ensuring the core values of SWL are continually embraced. We thank them for their outstanding service.

We also thank the Red Cross staff who have attended our meetings and events during the year and their partnership approach to ensure our circle of giving delivers the greatest impact.



SWL Governance structure in 2021/2022 is as follows:

Executive Leadership Team

Diana Cregan
Barbara Fletcher (Secretary)
Kate Martin
Rowena McGilvray
Selena Spring
Rylan Turner, Australian Red Cross
Susan Wynne (Chair)

National Advisory Committee

Diana Cregan
Belinda Dimovski, Australian Red Cross
Kate Martin
Rowena McGilvray
Barbara Fletcher (Secretary)
Selena Spring

Rylan Turner, Australian Red Cross
Susan Wynne (Chair)

National Governance Sub-committee

Kerry Blake
Maryjane Crabtree
Diana Cregan
Belinda Dimovski, Australian Red Cross
Kate Martin (Chair from Jan 22)
Rowena McGilvray
Kate O'Callaghan
Anita Pahor
Pamela Robertson-Gregg
(Chair until Nov 21)
Rylan Turner, Australian Red Cross
(from Nov 21)
Susan Wynne
(Interim Chair Nov 21 - Jan 22)



National Programs Sub-committee

Irina Al Muderis (until Nov 21)
Kerry Blake
Diana Cregan
Kate Martin
David McDermott (Chair until Apr 22)
Australian Red Cross
Rowena McGilvray
Anita Pahor
Anne Spencer (from Nov 21)
Selena Spring (Administrator)
Rylan Turner (Chair from Apr 22)
Australian Red Cross
Cate White (until Oct 21)
Susan Wynne
Nelli Zinder (from Nov 21)

National Sponsorships and Events Sub-committee

Diana Cregan
Kate Ericson
Kate Martin
Rowena McGilvray (Chair)
Rylan Turner (from Oct 21)
Susan Wynne



Members Kate Ericson, Linda Volker, Diana Cregan, Kate Martin and Rowena McGilvray with Dr Janet Hall at our International Women's Day event

NSW Leadership Team

Hayley Baillie
Kerry-Anne Johnston
Rowena McGilvray (Chair)
Selena Spring
Susan Wynne

NSW Events Sub-committee

Rowena McGilvray
Belinda Singh
Linda Volker

NSW Membership Engagement Sub-committee

Rowena McGilvray
Anne Pike
Selena Spring (Chair)

QLD Leadership Team

Cheryl De Luca
Kate Martin (Chair)
Justine McIlree

VIC Leadership Team

Diana Cregan (Chair)
Kate Ericson
Cate White (until Oct 21)

Gratitude in a year of challenge.

We are eternally grateful for the hard work and dedication of everyone involved in SWL and those who believe in what we are trying to achieve. To those who have supported us and stood by us throughout the year, we thank you for helping us to deliver greater impact while advocating the work of Australian Red Cross.

Thank you to our sponsors, volunteers and supporters

We thank the individuals and businesses who supported the Society of Women Leaders and our humanitarian initiatives with a wonderful spirit of generosity and partnership over the last year.



Caroline Furlong, founding member NSW

Event sponsors and hosts

We thank the following gracious hosts who held beautiful events for our members and guests.

- Pallas Capital - End of Year Dinner Drinks NSW
- Caroline Furlong - Al Fresco NSW
- Diana Cregan - Al Fresco VIC
- House of K'Dor
 - Mid-Year Cocktails NSW
- Dior - Mid-Year Cocktails VIC

Volunteer content team

We thank our volunteer professional photography and image library team for beautifully capturing moments of philanthropy, friendship and fun.

- Anna Ryan
- Liesel Edis
- Trudi Hurt



Hayley Baillie, founding member and Vanessa Fennell, member

Supporters

Again this year, a number of SWL members, their families and businesses went above and beyond to raise additional funds for Australian Red Cross through our circle of giving. We thank them for their leadership and generosity.

- Tom and Diana Cregan
- Rowena McGilvray
- Hayley Baillie
- Baillie Lodges
- Linda Volker
- Merivale
- Justin Hemmes
- House of K'Dor
- Bayard Foundation
- Blackmore Foundation
- Justin Dance from JDdesign for the design work provided pro bono.
- Shareable Apps
- Kerry Blake
- Pamela Robertson-Gregg

Unique philanthropy events.

Fireside Chat

Via MS Teams - 4th August

This year, Fireside Chat events were once again cancelled due to COVID-19, so we decided to use this opportunity to update members on new changes.

SWL Executive together with Australian Red Cross, agreed upon an exciting improvement to our renewal process, which will significantly increase the efficiency of our volunteer run model.

It became evident that unforeseen events, such as the pandemic, have the potential to severely impact our ability to fulfil our pledges to our programs that we have committed to support. This became evident in June this year, as we struggled to fund programs prior to the end of the financial year. The amount of volunteer hours spent on making sure our programs are funded and on the membership renewal process, which is the core of our cash flow, cannot be sustained.

To improve our efficiency, SWL Exec decided to implement a single membership renewal date of 1st June each year for all members, existing and new.

The total amount of our core funds will now be known in June each year. This timetable aligns more closely with Australian Red Cross' program cycle and will better allow for suitable programs to be voted on by SWL. Members will continue to have the opportunity to vote for the programs that we wish to support at the new time of June each year.





Morgan Murray, son of Danni Murray, founding member



Jules Spring, daughter of Selena Spring, founding member

Trauma Teddy Event

Via MS Teams - 28th September

Liz Cater, the coordinator for the Trauma Teddy work in Western Sydney, offered her time to share with us what is involved in making the teddys and who the recipients are. In her role, Liz has been closely involved in the redesign of the Trauma Teddy section of the Red Cross website and in promoting the 30th birthday events. SWL members and their families were invited via MS Teams to help make 90 teddys and were each posted:

- 3 Trauma Teddy skins
- stuffing
- yarning needle
- instructions
- white satchel to put the Trauma Teddys back into and send back to Blacktown for distribution

These teddys will be given to

- children (and others) affected by major emergencies in evacuation centres and recovery
- refugees after mass evacuation flights
- hospitals and other medical facilities
- ambulance and other emergency services
- community programs, such as domestic violence refugees
- schools after major incidents
- Christmas parcels for children in COVID-19 quarantine
- elderly people, e.g. in dementia units
- festivals e.g. NAIDOC celebrations



Lotte Champion, daughter of Kate Champion, member



Sophie McGilvray, daughter of Rowena McGilvray, founding member

Thank you Liz for sharing with us your insight into the Trauma Teddies and your time as a volunteer for Australian Red Cross. Liz has been an incredible support over many years, including activations such as;

- Queensland during the floods in January 2011
- The nursing home fire in Quakers Hill in November 2011
- Blue Mountains during the bushfires in 2013
- 2014 the memorial flowers in Martin Place
- 2019/20 Black summer fires
- 2021 NSW floods

In other volunteering roles:

Liz has been a facilitator and trainer in Psychological First Aid for new volunteers and staff at Red Cross since 2011.

A RediPlan presenter playing a role in designing and facilitating workshops e.g. for childrens' services and deaf communities as well as delivering the Pillowcase Project to primary schools and sessions on preparedness for community groups.

Liz makes a weekly visit to a nursing home with her therapy dog, Delta and works for the Tax Help program, educating and assisting people on low incomes with their tax returns.

Liz has also volunteered in the Tele-Cross program.

Annual Members Meeting

Via MS Teams - 11th November

This year our Annual Members Meeting saw all three chapters come together on MS Teams. National Chair, Susan Wynne welcomed all members.

We would like to thank the incredible Australian Red Cross speakers that gave updates on programs and activities.

- CEO, Australian Red Cross - Kym Pfitzner
- Director, Engagement and Support - Belinda Dimovski
- International Response Advisor, ARC: Overlapping Crises - Amy McLachlan
- International Disaster Response - Amy McLachlan
- Women in International Aid - Amy McLachlan
- Community Based Health and First Aid Prison Program - Annie Rutherford
- Young Parents Program - Judy Harper
- Place-based community development, Galiwin'ku NT - Bridget Woods
- Disaster Management, Vanuatu Red Cross - Claire Hallas
- Mum's and Kid's School Ready Program - Karina Hocke



Kate Martin, founding member QLD received the 2021 Recognition Award

We also received updates from SWL committee members.

- National Member Engagement - Selena Spring
- Tiffany Circle - Rowena McGilvray
- SWL Liaison, ARC - Rylan Turner

This year we acknowledged founding member QLD Kate Martin at the Annual Members Meeting receiving the Recognition Award 2021.

End of Year Dinner NSW

After meeting online for our Annual Members Meeting, those of us that were able to arrived at Margaret Restaurant, Double Bay to celebrate the end of another wonderful year together. We were then invited by our generous sponsor Pallas Capital to enjoy after dinner drinks in their offices upstairs.



NSW members at Al Fresco Lunch



*Anne Pike, founding member and
Susie Burke, member*

Al Fresco Lunch NSW

Friday 11th February

For the second year in a row our beautiful founding member Caroline Furlong welcomed NSW members into her gorgeous home. There was a great deal of excitement in the room as we all knew that this event could have been called off, postponed or cancelled due to the very present turbulent COVID-19 factors.

Before sitting down for lunch, National Chair, Susan Wynne shared her vision of the year ahead and once again reminded us of how important our collective giving circle is to the support

of people in communities both here in Australia and overseas.

During lunch we shared stories of travel and gatherings with family and friends that for so long have been delayed, it was lovely to see everyone keenly chatting and listening to each other. We did manage to make some time to hear from State Chair NSW, Rowena McGilvray about what opportunities will be coming up to hear from program speakers on different occasions.

Always a loved gathering by members and one not to be missed, thank you Caroline.



NSW members at Caroline's home



VIC members at Diana's home

Al Fresco Lunch VIC

Tuesday 15th February

It was nothing short of joyous to see everyone again for Al Fresco in Diana's home after having missed 2021 due to COVID-19 restrictions. The sun was shining and it perfectly reflected the happiness in the room.

After the acknowledgement, our agenda began with the very real feelings of hope, optimism and gratitude which have taken on immense depth since the beginning of the pandemic. It has been very challenging for many, both battling the virus itself as well as the circumstances it has created.

We then discussed the Australian Red Cross strategy of transformation and what this means to SWL.

Susan was able to join us via Zoom to discuss our own strategy of consolidation and connectedness as we move through to the other side of this pandemic.

We then concluded the lunch with a fun game of getting to know each other through a guessing game of 'who is this?' which provided some laughs and some big surprises!



Pip Smith with members, Caroline Furlong and Danni Murray



International Women's Day

Monday 8th March

Didn't we do well! What a day of giving, what an incredible celebration of women. A huge thank you to all who created, organised and brought together such a phenomenal experience. We are too familiar with the trials of recent years, and being in the room together after forever was immediately healing—a great gift to be united on such a poignant day, rejoicing and celebrating sisterhood. A massive thank you to National Chair, Susan Wynne, whose warm, humorous narration wove the whole day together seamlessly and a shout out to State Chair QLD, Kate Martin who made sure she stayed on track :)

A double act in the making for sure. We raised over \$200,000 - an incredible total in these trying times. The generosity from all members was relentless. A special shout out to State Chair VIC, Diana Cregan, whose family donated the lead auction prize raising \$45,000.

For the guests, the potential members and the gentlemen invited to the day, an incredible lunch full of fun was delivered, but in true SWL style, we talked about the hard facts, the projects we support and our purpose, none as eloquently as our guest speaker, Dr Janet Hall. Her captivating story of the Ocean Viking rescue ship and the refugees saved, and those sadly lost, brought a balance of intent to the day. Her heartfelt memories remind us all of the significance of SWL and a first-hand account of the love behind our dollars and what great good it brings.



Anne Spencer, member and Colin Spencer



Kerry-Anne Johnston, founding member and Pip Smith



Kate Martin, State Chair QLD

I'm unsure if it was the images of Ukrainian women pregnant or in labour trying to escape bomb sites or children innocently singing in underground shelters. Perhaps it was closer to home watching women waist-high in water carrying their children to safety in the horrific floods. But travelling to our IWD lunch this year, I was so profoundly grateful for our sisterhood. I was thankful, too, for the collective focus on humanitarian action. Never have I been so glad to be a member of and support Australian Red Cross.

Feeling the vulnerability of our world at the whim of mankind is only bearable knowing that Red Cross is constantly out there being resourceful, committed and determined for humanity, and not greed or power. Our giving circle and our relationship with Australian Red Cross allows us to reconcile the often overwhelming emotions we experience.

Single-handedly none of us could save the world, although there are a few members that wouldn't surprise me at all if they did. However, being part of this giving circle of women supporting the broader movement empowers all of us to stand in our communities with pride. Walking into the warm embrace of IWD 2022, the love, the hope and the commitment to make a difference filled my heart. My pin sparkled, and the emblem jangled from my wrist as I repeatedly applauded at the extraordinary generosity of our International Women's Day fundraiser. It is with sheer pride I call myself a member of the Society of Women Leaders, and it is with humility and honour I stand side by side with such a powerful force of womanhood.

"When we are called, we can do anything; we are strong, we are invincible - we are woman", paraphrasing Helen Reddy



*Our host, Zena K'Dor and
National Chair, Susan Wynne*



Di Boland, Hayley Baillie, founding member and Jade Coppleson

Mid-Year Cocktails NSW

Wednesday 4th May - House of K'Dor

On Wednesday 4th May, NSW members and guests were hosted by the owner of House of K'Dor - Zena in her boutique store in Double Bay.

What an event, surrounded by beautifully crafted jewellery, the ladies were treated to a sumptuous spread of delectable treats and pink Moët while taking the opportunity to look around and chat with friends. To our surprise the floor disappeared and turned into a sea of clouds as we were entertained with a special performance by an outstanding saxophonist and dancer.

After we regained our focus on why we were gathered National Chair, Susan

Wynne invited Zena to share with us her connection to philanthropy. We could all feel the giving heart that Zena has for women, children and their families and the passion she has to help the vulnerable. We then heard from Poppy Brown Australian Red Cross Director – State and Territory Operations, who reminded us of the important role the Red Cross continues to play in communities affected by disasters.

This wonderful evening concluded with members and guests feeling connected and gracious to our host Zena and Australian Red Cross. Well done to everyone involved. We look forward to seeing members in June where will be voting on new programs for the coming year.



Members Kate O'Callaghan, Alaine Ding and Maryjane Crabtree



Members Kate Ericson, Diana Cregan with Australian Red Cross staff Nicole Batch and Rylan Turner

Mid-Year Cocktails VIC

Tuesday 3rd May - Dior

Despite the fact it was a grey, rainy evening, it was a warm and inspiring evening at Dior in the heart of Melbourne's CBD. Not only was it wonderful to be back in the city, it was also wonderful to reconnect with both our members as well as those from Australian Red Cross.

Thanks to the generosity of Dior, we had beautiful champagne and delicious canapes as we looked at the new season range of jewellery, clothes, shoes and bags.

After Diana updated the members on the funding status, we were introduced to Nicole Batch from Australian Red

Cross, Restoring Family Links (RFL). As the program manager, Nicole was able to explain, using clear examples, how RFL works and what it seeks to achieve. Some of the stories were truly extraordinary and had taken almost 50 years to come full circle. Given Australia is so multicultural, the breadth of countries represented in RFL is expansive. Fascinatingly, RFL exists globally and they all work together to achieve their outcomes.

It was a beautiful, intimate event and we are very grateful to Dior for their kindness, generosity and hospitality.



Susan Wynne, National Chair hosting our Program Pitching Event at the Red Cross office in Sydney

Program Pitching Event

Monday 6th June – ARC Sydney

As we implemented the alignment of membership renewals to a uniformed date prior to the end of the financial year, we knew our funding capacity to pledge to Australian Red Cross programs. Our members were invited to the Australian Red Cross offices in both Sydney and Melbourne to hear directly from program speakers and learn about the four programs for SWL consideration before casting vote on which programs would be supported in the new financial year.

The meeting was hosted in-person and across MS Teams for those unable to attend the offices, which meant we were able to see lots of familiar faces across the screen and hug those around us. As always, Susan gave a detailed update on our funding outcomes and a recap on the programs we've supported since 2014. It was remarkable to be reminded that our collective has supported over 20 national and international programs since our circle of giving started and raised over \$5 million for Australian Red Cross programs.

We heard from:

- **Nicole Batch** - Manager for Restoring Family Links, Migration Support VIC
- **Sheila Gonzalez** - Team Leader at Night Café, Community Programs QLD
- **Boab Murray-Atfield** - Venue Coordinator at The SHAK, NT
- **Bridget Woods** - Team Leader at Baby Hub, Galiwin'ku NT

It was both inspiring and tear jerking to hear first-hand of the work required on the ground to support communities in Australia, with each program having different needs and priorities to make a difference for our youth facing homelessness and those confronted with missing family members. In the Sydney office we could hear big sighs as each program speaker spoke about their work, which made it difficult to decide which program was most deserving of our vote.

It was a humbling experience to be a part of and very informative to know how our funds are spent. Thank you to Red Cross for hosting us and giving insight into the programs that empower our country and communities.

The power of Red Cross.

The International Red Cross and Red Crescent Movement is a global humanitarian network of 80 million people that helps those facing disaster, conflict, health and social problems.



Source: IFRC

The International Red Cross is an impartial, neutral and independent organisation whose exclusive humanitarian mission is to protect the lives and dignity of victims of war, disasters and other situations of emergency and to provide people with assistance.

Made up of three components including the International Committee of the Red Cross (ICRC), 190 Red Cross Red Crescent National Societies, and the International Federation of Red Cross Red Crescent Societies (IFRC).

National Societies embody the work and principles of the International Red Cross and Red Crescent Movement in 192 countries and 14 million volunteers give their time and expertise to make their communities safer, more resilient, and more inclusive. This is the power of humanity, and it is #unstoppable.

The Red Cross and Red Crescent emblems are protective symbols and are central to the laws of war. They mean 'Don't shoot - we are not part of the fight' in every language.





During FY21/22, Australian Red Cross enabled:

- 20,000+ members and volunteers acting for humanity
- 131,000 Australians supported during 42 emergency activations
- \$27.2 million raised through the Australia Unites Telethon for NSW Floods
- 60,000+ free transport trips provided to vulnerable health patients
- 180,000+ meals delivered
- 131,000 direct cash assistance payments
- 2,800+ people provided with family and domestic violence support
- 7,800+ volunteers engaged in Australian programs and services
- 2,000+ First Nations people supported in placed based work
- 225,000+ social work/support hours delivered
- 19,000+ aged care/community visits
- 134,000+ hours tele-programs
- 37,500+ people supported through emergency relief payments
- 85,000+ people supported through our emergency recovery program
- 620 people supported in pathways to employment
- 34,000+ trained in first aid
- \$3.2 million in donated items sold through retail stores
- 13,000+ people provided with psychosocial support through emergency services
- 2,000 received restoring family links support
- 66 aid workers across 17 different areas of expertise deployed to support response initiatives in 25 countries, regionally and remotely
- 2,000+ refugees provided with settlement service
- 2,200 clients supported through our Humanitarian Settlement Program
- 175 people supported who experienced human trafficking and slavery
- 2,000+ reached through IHL training and dissemination

Source: Australian Red Cross



Dr Janet Hall onboard the Ocean Viking in the Mediterranean Sea Source: IFRC



Women leading through philanthropy.

For further information regarding the Society of Women Leaders,
please contact swl@redcross.org.au