



Photo: Australian Red Cross / Sharon Scott

# Here for humankind

That's the power of the Red Cross 50



Early on the morning of 6 February 2023, while most people were asleep in their homes, the first of two massive earthquakes hit parts of Türkiye and Syria. The damage was widespread and catastrophic. Red Crescent teams have been on the ground since day one helping their communities to cope and recover. Thanks to generous people like you, Red Cross and Red Crescent teams in 192 countries are ready to help their communities in times of crisis.

Photo: Turkish Red Crescent

# The future you're making.

**Welcome to the Red Cross 50. You are among like-minded philanthropists determined to make a humanitarian impact.**

You are one of the newest members of this very special group.

We are seeing unprecedented changes in our lifetime – catastrophe, disruption and conflict affecting millions of people across Australia and around the world. That's why the strength of our partnerships, in our communities, our region, and internationally are so crucial.

**It's impossible to predict what the future holds, but with you on our side, we can respond more effectively to whatever comes our way.**

Your pledge to partner with Australian Red Cross is a statement of belief that when we help each other, we act for humanity. Our work simply wouldn't be possible without you.

Thank you for all that you do,



Lenny Elario

Supporter Relationship Manager, Australian Red Cross

**"I am so excited to welcome  
you to the Red Cross 50."**

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# A history of our humanity in action

Australian Red Cross was founded to provide aid in a time of unprecedented crisis and conflict. Over a century later, this dedication is stronger than ever thanks to generous humanitarians like you.



**1914**

Australian Branch of the British Red Cross Society formed with the outbreak of World War One.



**1996**

Formation of our Blood Transfusion Service.



**2004**

Tsunamis and earthquakes devastate Indonesia, Thailand, Sri Lanka and Maldives. Australian Red Cross jumps into action to help.



**2014**

Australian Red Cross turns 100.



**1927**

Australia recognised as a national society by International Committee of the Red Cross.



**1944**

Australian Red Cross membership reaches around 450,000.



**1970s**

New programs are launched to assist people dealing with poverty, homelessness and isolation.



**2020**

Our teams provide practical and emotional support to people across Australia and in the Asia-Pacific during the COVID-19 pandemic.



**2022-23**

A collective of people committed to providing sustained support for people in crisis is formed: the **Red Cross 50**.

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# Supporting communities in a disaster

Floods have dominated the headlines for more than a year, forcing thousands of people from their homes across Australia. And in February, when they reached remote communities of the Top End, we were there to help thanks to our supporters.

**“That first Friday after the evacuations began, I was exhausted. But I remember thinking, ‘There are 528 people sleeping in beds in the centre tonight. They are safe. We did that, and it’s pretty special,’” says Annette Plowman, our Emergency Services Manager for the Northern Territory.**

When floods hit the territory’s Big Rivers region, hundreds of people in three small First Nations communities – Daguragu, Kalkarindji and Pigeon Hole – had to be airlifted to safety.

Red Cross teams were waiting to welcome them at an evacuation centre, near Darwin. “That first night, people arrived at 11.30pm. On other days it was 2.30am. Some were wet, tired, and hungry but happy to be safe,” says Annette.

“Our support is all about that human connection, sitting and listening to people. We helped comfort and reassure people, working with them to figure out what they needed. It’s about self-efficacy, too. It’s a great feeling watching people regain their power in a challenging, stressful situation.”

**Thanks to our supporters, we helped 300,000+ people before, during and after disasters and emergencies in Australia, in the 2021/22 financial year.**



The Royal Australian Air Force helps residents from Kalkarindji evacuate during major flooding in the Northern Territory. Red Cross teams were waiting to welcome the community when they arrived at an evacuation centre, near Darwin, hundreds of kilometres from their homes.

Photo: Department of Defence/CPL Ashley Gillett



♥ Ukraine

♥ Türkiye & Syria

♥ East Africa

# Acting for humankind

The world is changing rapidly; from floods across Australia to massive earthquakes in Türkiye and Syria, to the ongoing conflict in Ukraine. But what it looks like to act for humanity stays the same down to its core. Each day, it's people showing up for each other to offer help to whoever needs it most.

## Protecting families in Ukraine

From the start, Red Cross teams have been on the ground in Ukraine providing food, water, shelter and hygiene items to families caught up in the conflict.

## The hunger crisis in East Africa

A growing crisis is impacting around 20 million people in Ethiopia, Somalia, and South Sudan. Local Red Cross and Red Crescent teams have collectively reached more than **704,000** people, connecting them with health care and cash assistance, as well as water, sanitation and hygiene services.



## Floods hit across Australia

Floods continued to dominate headlines this past year. Our teams were activated to help communities affected by floods in almost every state and territory. Over the last financial year, we supported **45,800+** people affected by floods and other disasters and emergencies.

## Türkiye and Syria earthquakes

When massive earthquakes struck the two countries, our colleagues rushed to help. In Türkiye, this included **over 300 million** meals and **130,000+** temporary shelters. In Syria, teams reached **365,000+** people with life-saving support.

# The path ahead

Climate change, global conflict, and catastrophic natural disasters are exacerbating an international migration crisis. Looking to the years to come – it's clear that we are about to face some of the greatest humanitarian challenges of human history.

From refugee camps to conflict zones, to our suburbs and streets, Red Cross is uniquely placed to help build the world we would all want to live in. Together, we can



Vanuatu Red Cross teams provided tarps, solar lanterns, cooking equipment and more to their communities after back-to-back cyclones hit earlier this year.

Photo: International Federation of Red Cross

rise to the challenges of tomorrow and shape the future.

Our teams rely on the ongoing support of you and your fellow Red Cross 50 members. You are helping provide psychosocial, financial and practical support to people on some of the worst days of their lives.

That's why we want to celebrate the future you are making possible, as one of the founding members of **Red Cross 50**.



## As a member of Red Cross 50 you can now:



Enjoy opportunities to speak directly with Red Cross leaders about humanitarian issues



Hear the stories behind the scenes with exclusive briefings



Expand your knowledge and toolkit to support marginalised communities and people



You'll also be connected to Lenny Elario, a Red Cross relationship manager, welcoming you to this special group of change-makers



See individual recognition of your generosity in our annual report



Help shape the future of Australian Red Cross



“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

– Margaret Mead, cultural anthropologist, researcher and speaker.



[redcross.org.au/redcross50/welcome](https://redcross.org.au/redcross50/welcome)



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