

CANADA
GIVES 

HEALTH

2022/03/15

The Canadian Red Cross Society / La Société Canadienne De La Croix- rouge

OTTAWA , ON

"Giving is not just
about making a
donation. It's
about making a
difference."

CHARITY INFORMATION



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www.redcross.ca

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119219814RR0001

PROGRAMS

The Canadian Red Cross society is part of the largest humanitarian network in the world, the International Red Cross and Red Crescent Movement. This network includes the International

Committee of the Red Cross (ICRC), the International Federation of Red Cross and Red Crescent Societies (Federation) and 192 national Red Cross and Red Crescent Societies dedicated to improving the situation of the most vulnerable throughout the world.

The Canadian Red Cross has launched the Ukraine Humanitarian Crisis Appeal to respond to those affected by ongoing conflict in the country. Donations to the Ukraine Humanitarian Crisis Appeal will enable the Red Cross and Red Crescent Movement to respond to humanitarian needs resulting from almost eight years of conflict, as well as preparedness and response efforts due to heightened tensions in Ukraine. Support will address immediate and ongoing relief efforts, long-term recovery, resiliency, and other critical humanitarian activities as needs arise, both in Ukraine and surrounding countries, including those who are displaced.



VISION / MISSION

Mission: We help people and communities in Canada and around the world in times of need and support them in strengthening their resilience.

Vision: The Canadian Red Cross is the leading humanitarian organization through which people voluntarily demonstrate their caring for others in need.



INITIATIVES

Here in Canada and overseas, the Red Cross stands ready to help people before, during and after a disaster. The Canadian Red Cross is dedicated to helping people and communities in Canada and around the world in times of need, and supporting them in strengthening their resilience.

RECENT FINANCIAL INFORMATION

Revenue

Total eligible amount of all gifts for which the charity issued tax receipts	\$77,840,652.00
Total amount received from other registered charities	\$9,418,538.00
Total revenue received from federal government	\$62,910,252.00
Total revenue received from provincial/territorial governments	\$118,338,200.00
Total revenue received from municipal/regional governments	\$12,689,946.00
Total tax-receipted revenue from all sources outside of Canada (government and non-government)	\$191,005.00
Total non tax-receipted revenue from all sources outside Canada (government and non-government)	\$5,023,566.00
Total interest and investment income received or earned	\$5,335,266.00
Gross proceeds from disposition of assets	\$12,174,837.00
Net proceeds from disposition of assets	\$5,355,677.00
Gross income received from rental of land and/or buildings	\$560,531.00
Total non tax-receipted revenue from fundraising	\$21,424,104.00
Total revenue from sale of goods and services (except to any level of government in Canada)	\$19,719,148.00
Other revenue not already included in the amounts above	\$1,458,708.00
Specify type(s) of revenue	Deferred Capital Contributions, Rebates, etc.
Total revenue	\$340,074,588.00

Expenses

Advertising and promotion	\$1,638,136.00
Travel and vehicle expenses	\$20,458,976.00

Interest and bank charges	\$1,458,968.00
Licences, memberships, and dues	\$137,832.00
Office supplies and expenses	\$7,468,450.00
Occupancy costs	\$5,575,172.00
Professional and consulting fees	\$4,549,653.00
Education and training for staff and volunteers	\$953,181.00
Total expenditure on all compensation	\$115,887,381.00
Fair market value of all donated goods used in charitable activities	\$2,752,521.00
Amortization of capitalized assets	\$5,897,851.00
All other expenditures not included in the amounts above (excluding gifts to qualified donees)	\$207,390,649.00
Specify type(s) of expenditures	Program Direct Costs
Total expenditures before gifts to qualified donees	\$374,168,770.00
Total expenditures on charitable activities	\$323,615,114.00
Total expenditures on management and administration	\$13,601,394.00
Total expenditures on fundraising	\$36,952,262.00
Total amount of gifts made to all qualified donees	\$7,589,550.00
Total expenditures	\$381,758,320.00

Assets

Cash, bank accounts, and short-term investments	\$249,743,428.00
Amounts receivable from all others	\$34,392,707.00
Long-term investments	\$34,189,066.00
Inventories	\$12,484,637.00
Land and buildings in Canada	\$60,308,593.00
Other capital assets in Canada	\$60,934,089.00
Accumulated amortization of capital assets	-\$68,765,933.00
Other assets	\$16,170,235.00

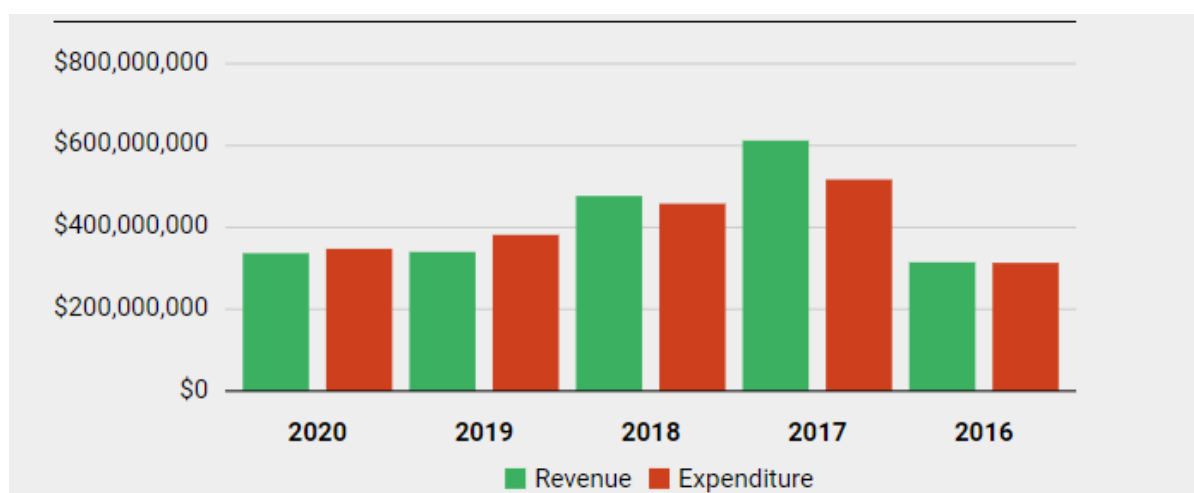
Total assets	\$399,456,822.00
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Liabilities

Accounts payable and accrued liabilities	\$41,888,031.00
Deferred revenue	\$207,297,775.00
Other liabilities	\$6,617,000.00
Total liabilities	\$255,802,806.00

**Financial information is downloaded annually by Canada Gives and is provided by the CRA.*

REVENUE AND TOTAL EXPENDITURES



COMMENTS

The Canadian Red Cross is a very large organization with over 6000 full time and part time employees worldwide. In 2021 their revenue surpassed \$560M. Nearly 70% of this revenue comes from Canadian government grants at all levels. Of this 88% is used to deliver the programs under their mission with the balance being used for administration (3%) and fundraising (9%). In response to the crisis in Ukraine, the Canada Red Cross had raised more than \$60M by March 4, 2022, (50% of which was matched by the Canadian Federal Government). The organization is a massive “fundraising machine” and although they do essential work at the time of crisis there has been some controversy surrounding their use of funds. During the time of crisis donations pour into support those in need. If the Canadian Red Cross is not able to deploy all of the funds to that one purpose, they use the funds elsewhere. They do their best to align the purpose and geographical area with the original intention but donors need to be aware that their donations may not be used in the location they are hoping to support. This came to light when million of dollars were raised to support Haiti in the aftermath of the major earthquake and very little

has been used to support that community to rebuild. A similar experience occurred in the Bahamas after the hurricane levelled Abaco.

From the Red Cross website: " In the unlikely event that we raise more money than can be reasonably and effectively spent, we will strive to use any residual funds for similar purposes and/or in a similar geography and to respond to other disasters and humanitarian needs throughout the world".

This will not be an issue if the Canadian Red Cross continue to support the Ukraine population over many years. Their extent of work there will be determined by their mission and their leadership however, so donors need to be aware that their donations may be used elsewhere in Eastern Europe if not fully deployed to support Ukraine.

MAKE A DONATION TO

The Canadian Red Cross Society / La Societe Canadienne De La Croix-rouge

Login to your account on the Canada Gives Portal to make a grant request today.

Please call us at **1 (844) 583-4483** or email **clientservices@canadagives.ca** if you require any assistance.

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ADMINISTRATION OFFICE

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CANADA GIVES CHARITABLE REGISTRATION #83306 2144 RR0001

You can find us in the Charities Directorate at www.cra-arc.gc.ca

