ANNUAL REPORT
2018
Cada vez más cerca de las personas
Cruz Roja Española
Dear friends,

As every year, you have in your hands the Annual Report of the Spanish Red Cross for 2018 and I am pleased to share with you some reflections about our work with all of those who most need us.

When assessing the results of our activity and try to summarize in few lines the work done during this year, the feeling of satisfaction with the work done and the pride for the humanitarian commitment are really mixed, both with people we serve and with people who collaborate with the Red Cross. This is our biggest challenge: helping people in need through the solidarity of the whole society. This gives meaning to all the effort we make every day.

In our country, during this year we have continue working to strengthen our intervention with different groups of vulnerable people among which are especially, women, unemployed people, children and families in social difficulties or elderly people with family responsibilities.

Spanish Red Cross has made an enormous effort to respond to these social emergencies situations. However, we did not only make punctual support, as handing over economic aid or food that would allow to overcome the critical moment, we also work from a more global approach, trying to support people at different levels, with training, guidance and constant support to restore confidence and find a job in new sectors that allow them to improve their situation.

One of the fundamental commitments at the international level has been to respond to emergencies caused by crises and catastrophes, in coordination with the International Movement of Red Cross and Red Crescent, with an early assistance and rehabilitation, supporting and ensuring the livelihoods of the affected people and promoting access to their fundamental rights.

We highlight, among others, our work in the operations of Volcano de Fuego in Guatemala, population movement in Colombia, Ecuador and Peru; the Eruption of Volcano Mayon and typhoon Ompong in Philippines; the Earthquake/ Tsunami in Indonesia; the Urgent Health Care in the Palestinian Territories, and the Operation of ‘Great Return March’ in the Middle East.

I invite you to see in detail, in the interior pages, the analysis of all our activity. And I would like to thank all those who has provided day a day support and collaboration to make all this work possible.
BENEFICIARIES 2018

national level
3,971,875 beneficiaries

International level
6,474,876 beneficiaries

awareness raising
1,203,184 beneficiaries
people in a situation of extreme vulnerability
542,721
service users

elderly people, dependents and caregivers
240,400
service users

immigrants
122,411
www.migrar.org
visits

children and youth in social difficulties
44,246
service users

people with disabilities
43,519
service users

women in social difficulties
31,797
service users

asylum seekers and refugees
29,567
service users

prisoners and ex-prisoners
6,223
service users

restoring family links
International Social Service (ISS)
4,589
service users

people affected by mental illness
320
service users

other groups
43,110
service users
We continued with our commitment to guarantee that essential services such as telecare are each time more inclusive for people with disabilities, in this case, addressing the challenge of accessibility for deafblind people, with the collaboration of the Federation of Associations of Deafblind People (FASOCIDE) and the Foundation of Social Technologies (TECSOS).

We lunched the Entamar project of the Red Cross Youth in collaboration with the TECSOS Foundation. Contributing to make hospital stay more bearable, enriching the activities carried out by volunteers with children in the process of medical diagnosis, and/or treatment of a long-term illness.

Another important event was the launch of the second edition of the Red Cross Awards for Technological Innovation. The delivery ceremony was held in Barcelona in the framework of the Mobile World Congress.
EMPLOYMENT FOR VULNERABLE GROUPS

Profile of participants: 2018 Employment Plan

- **Employment situation**
  - Occupied: 24%
  - Unemployed: 4%
  - Inactive: 72%

- **Level of education**
  - No studies: 28%
  - Compulsory secondary education: 29%
  - Other secondary school studies: 34%
  - University studies: 9%

- **By age**
  - Under 30: 27%
  - Between 31 and 44: 35%
  - Over 45: 37%

- **People served**
  - Immigrants: 25,918
  - Young people with low or no qualification: 17,497
  - Women in social difficulty: 11,121
  - Asylum seekers: 5,775
  - People with disabilities: 1,938
  - Drug addicts: 536
  - Prisoners and ex-prisoners: 401
  - Others: 15,024
  - Total: 80,969

- **Employment situation by age**
  - Under 30: 60%
  - Between 31 and 44: 40%

- **Level of education by age**
  - No studies: 24%
  - Compulsory secondary education: 72%
  - Other secondary school studies: 9%
  - University studies: 5%

- **Business cooperation for employability**
  - 11,480 collaborating companies
26% of the foreign workforce population from outside the European Community is unemployed, 10 points above the Spanish population.

43% The unemployment rate among people without any type of studies is almost triple the average (43%) while the rate for university people has dropped to 9%. Women maintain a highest rate of unemployment at almost all training levels.

21,977 secured a job

43% labour market insertion rate on itineraries projects

101 average hours of intervention

Specific measures to access employment for particularly vulnerable people
Integral paths for access to employment
Business development initiatives
Maintenance and improvement of employment for people in precarious job situations
Promotion of inclusive markets for labour insertion

socio-demographic profile

37% young under-30s
27% over-45s
63% insufficient training
72% unemployed people
41% unemployed for less than a year
19% unemployed between one and two years

alliances for the promotion of inclusive markets

39,020 alliances
Institutional development

Include all the projects that share the objective of making a Youth Red Cross, a Spanish Red Cross and, ultimately, an International Movement even stronger. In this edition with a special focus on the international arena, we hosted the second meeting of the Youth Network of the National Societies of the Red Cross and Red Crescent of Southern Europe.

Social Intervention and inclusion

The projects of the Social Intervention and Inclusion program have as objective to improve the quality of life of children and youth. The actions are addressed to children and young people, as well as to their social agents, favoring and enhancing their integral development and autonomy.

Participation

This program includes all those projects that promote the active participation of children and youth in society, improving the participatory processes and generating a critical awareness that favors individual and social change.

Awareness and prevention

This program includes all those projects that set out to change attitudes around the issues of Environmental Education, Education for Development, Gender Perspective, Health Education, Interculturality and Non-violence.

STUDIES AND SOCIAL INNOVATION

Featured actions

Guidance and support of innovation processes

Assistance on open and creative working methodologies and design of group dynamics. New work tools.

Ideas Laboratories and Innovation Workshops

- Gender issue
- Deliveries of goods to the families and people they accompany

Youth Activation Strategy

Promotes social participation and civic commitment of young people, as well as the acquisition of skills and competences from training and experience.

Social + Labor = Active Inclusion
Reports, newsletter and studies

Social intervention and inclusion
- Participants: 282,233
- Volunteers: 12,216

Promotion and education for health
- Participation: 195,564
- Volunteers: 2,208

Gender and coeducation perspective
- Volunteers: 92,469
- Volunteers: 1,612

Participation
- Participants: 75,953
- Volunteers: 3,760

Development education and international cooperation
- Volunteers: 51,327
- Volunteers: 820

Environmental education and sustainability
- Volunteers: 17,262
- Volunteers: 489

2018 Annual Report on Social Vulnerability

Information bulletins in on social vulnerability
- No 16. Assessment of the impact of the Fund for European Aid to the Most Deprived (FEAD) in Spain.
- No 17. Vulnerability associated with housing and energy poverty in the population served by the Red Cross.
- No 18. The social vulnerability of people seeking international protection and refugees served by the Spanish Red Cross.

Research started in 2018
- Study on the Volunteer Status of the Spanish Red Cross.
- Study on Gender Violence in Women that have more than 65 years old.
- Evaluation of the Project « An early link during the initial childhood »
- Study on the access and participation of female volunteers in the Governing Bodies of the Spanish Red Cross.

Gender mainstreaming at the Spanish Red Cross

Good practices
**INTERNATIONAL COOPERATION**

**Budget:** 79,822,080 €  
**Beneficiaries:** 6,474,876

**Countries:** 54  
**Projects:** 294  
**Delegates:** 145

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**General area projects**

- **2 countries**  
- **36 projects**  
- **8,278,562 € budget**  
- **1,419,346 beneficiaries**

**Main sectors:**  
- Livelihoods; Water Sanitation and Promotion of Hygiene; Disaster Preparedness; Humanitarian Aid and Strengthening the Capacities of our Partners

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**America**

- **16 countries**  
- **85 projects**  
- **14,895,300 € budget**  
- **1,931,294 beneficiaries**

**Main sectors:**  
- Livelihoods; Water Sanitation and Promotion of Hygiene; Disaster Preparedness; Humanitarian Aid and Strengthening the Capacities of our Partners

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**Emergencies**

**AMERICA**

1. Population Movement in the Americas: Colombia, Ecuador and Peru
2. Violence Protection in El Salvador
3. Fuego Volcano in Guatemala
4. Social and Political Tension in Nicaragua

**ASIA**

5. Eruption of the Mayon Volcano in Albay Province, Philippines
6. Typhoon Ompong in the Philippines
7. Earthquake/tsunami in Indonesia

**MIDDLE EAST**

8. Urgent healthcare in Palestine: the ‘Great March of Return’
GEOGRAPHICAL AREAS OF INTERVENTION AND EMERGENCIES

Europe
- 9 countries
- 18 projects
- 7,838,142 € budget
- 48,869 beneficiaries
Main sectors:
Livelihoods; Disaster Preparedness; Health; Humanitarian Aid and Strengthening the Capacities of our Partners

Asia and Oceania
- 7 countries
- 27 projects
- 6,319,689 € budget
- 247,590 beneficiaries
Main sectors:
Livelihoods; Disaster Preparedness; Health; Humanitarian Aid and Strengthening the Capacities of our Partners

Middle East
- 2 countries
- 16 projects
- 3,456,263 € budget
- 213,130 beneficiaries
Main sectors:
Health; Humanitarian Aid and Strengthening of Counterpart Capacities

Africa
- 18 countries
- 112 projects
- 39,034,123 € budget
- 2,614,647 beneficiaries
Main sectors:
Food security; Livelihoods; Health; Water; Sanitation and Promotion of Hygiene; Disaster Preparedness; Humanitarian Aid and Strengthening the Capacities of our Partners
### Health Impact Obtained from an Online Environment

- **Volunteers:** 3,240
- **Impact obtained from an online environment:** 4,344,162

#### Healthcare Centers

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blood transfusion centers</td>
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<tr>
<td>- units of blood collected by the Madrid Center</td>
<td>112,579</td>
</tr>
<tr>
<td>- units of blood collected by the Asturias Center</td>
<td>40,877</td>
</tr>
<tr>
<td>Nursing schools</td>
<td></td>
</tr>
<tr>
<td>- graduates</td>
<td>138</td>
</tr>
<tr>
<td>Medical control centers</td>
<td></td>
</tr>
<tr>
<td>- medical certificates</td>
<td>27,382</td>
</tr>
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</table>

#### Interventions

- **Beneficiaries:** 453,332
- **Interventions:** 856,178

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
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</thead>
<tbody>
<tr>
<td>Health promotion</td>
<td>144,083</td>
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<tr>
<td>- Care and prevention of addictions</td>
<td>26,556</td>
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<tr>
<td>- Disease management</td>
<td>17,429</td>
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<tr>
<td>- Communicable diseases prevention</td>
<td>2,490</td>
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<tr>
<td>- Non-communicable diseases prevention</td>
<td>858</td>
</tr>
<tr>
<td>Awareness and prevention</td>
<td>78,021</td>
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<tr>
<td>- Accident prevention</td>
<td>64,332</td>
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<tr>
<td>- Unhealthy lifestyle</td>
<td>57,523</td>
</tr>
<tr>
<td>Care and prevention of HIV - AIDS</td>
<td>77,480</td>
</tr>
<tr>
<td>- Accident prevention</td>
<td>64,332</td>
</tr>
<tr>
<td>- Unhealthy lifestyle</td>
<td>57,523</td>
</tr>
</tbody>
</table>
**RELIEF AND EMERGENCY**

**Beneficiaries:** 265,557  
**Volunteers:** 67,856

- **Emergency intervention:** 74,156
- **Preventive land services:** 41,370
- **Aquatic Preventive services:** 104,206
- **Social-sanitary transport:** 45,219
- **Maritime rescue:** 606

**noteworthy situations in 2018**
- Severe snowfall in Castilla y León, with direct assistance to 210 people, and to 56 people in the Basque Country and Navarra.
- Forest fire in Alicante, with direct assistance to 347 people.
- Floods in Palma de Mallorca, with direct assistance to 855 people, and floods in Málaga, with direct assistance to 150 people.

- Participation of the staff assigned to the projects: 55%
- Drills and training exercises: 230

**ENVIRONMENT**

**Participants:** 95,515  
**Volunteering:** 1,703

- **Environmental quality:**
  - Volunteering: 39
  - Participants: 7,376

- **Socio-environmental improvement:**
  - Volunteering: 1,664
  - Participants: 88,139
# Dissemination of Principles and Values

**News references:** 195,000

**Economic valuation:** +1,200,000 €

### News by Media

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Audience Impact</th>
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</thead>
<tbody>
<tr>
<td>Internet</td>
<td>163,337</td>
<td>+111,900</td>
</tr>
<tr>
<td>TV</td>
<td>2,230</td>
<td>+293,400</td>
</tr>
<tr>
<td>Radio</td>
<td>2,016</td>
<td>+14,400</td>
</tr>
<tr>
<td>Press</td>
<td>27,125</td>
<td>+4,800</td>
</tr>
</tbody>
</table>

### Social Networks

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Audience Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>+111,900</td>
<td>+111 million</td>
</tr>
<tr>
<td>Facebook</td>
<td>+293,400</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>+14,400</td>
<td></td>
</tr>
<tr>
<td>YouTube</td>
<td>+4,800</td>
<td></td>
</tr>
</tbody>
</table>

### Institutional Communication Tools

- **Red Cross Magazine**
  - Biannual copies: +1,269,297
  - Regional reprints: +18
- **Annual Report**
  - Copies: +500
- **Monthly Digital Newsletter**
  - People: +120,000

### Internal Communication Channel Launch

- **DB Email Accounts**
  - +100,000 Volunteering
  - +19,000 Staff

### Documentation Centre

- **Consultations and/or Requests**
  - 1,159
- **Database Visits**
  - 24,643

### Training

- **General Population**
  - 145,217
  - 11,097
- **Participation and Social Inclusion**
  - 103,348
  - 11,123
- **Intervention**
  - 56,063
  - 4,529
- **Institutional Development**
  - 32,662
  - 2,785
- **Distance Learning**
  - 23,203
  - 413

**Economic Valuation:** +1,200,000 €

**News References:** 195,000

**People:** +111 million
Volunteering in Spain: 205,626

- **Women**: 119,515 (58.2%)
- **Men**: 86,111 (41.8%)

**Main regions**
- **Andalucía**: 31,908
- **Galicia**: 22,309
- **Cataluña**: 16,425
- **Madrid**: 12,576
- **Castilla y León**: 13,006
- **Extremadura**: 13,678
- **La Rioja**: 3,267
- **Navarra**: 4,653
- **Aragón**: 14,477
- **Ceuta**: 958
- **Ibiza**: 12,582

**Main activities**
- **Social intervention**: 34.16%
- **Relief and emergency**: 23.38%
- **Red Cross Youth**: 15.81%

**Hours of voluntary action**: 3,344,154
Activities with the Social Environment

1,203,184 Participants

- Red Cross Youth: 332,275
- Environment: 83,414
- Health: 273,058
- Employment: 71,779
- Social Intervention: 206,999
- Volunteering and Participation: 22,687
- Fundraising: 111,094
- Relief and Emergencies: 7,236
- International Cooperation: 84,284
- Other Areas: 10,358
Local development

Territorial presence: 1,407

- Delegations and assemblies: 680
  - 20 local delegations
  - 217 regional assemblies
  - 439 local assemblies
  - 4 island assemblies
- Points of local presence: 727

Staff: 12,839

- 9,382 women (73.07%)
- 3,457 men (26.93%)

Workers according to offices and healthcare centers

- 512 Central Office
- 10,764 Territorial offices
- 1,563 Healthcare centers

Training tripartite foundation

- 388 training actions

Staff selection

- 6,388 participants
- 5,018 Available places
- 146,483 candidates

Equality plan (2016-2019)

- 96% actions completed or underway (in term until 2019)

Collective bargaining

- The basic guidelines for acting in collective bargaining processes were still conveyed in 2018
Contribution of the partners: +140 millions €

**Accounts**

**Income (expressed in thousand of euros)**

- Resource raising: 202,156
- Sales and provision of service: 185,728
- Public grants: 246,939
- Private donations: 31,419
- Allocation of grants: 9,307
- Additional income: 3,516
- Over-provisions: 50
- Other results: 906
- **Total income for ordinary activity**: 680,021

**Expenses (expressed in thousand of euros)**

- Staff costs: 331,853
- External services: 105,459
- Other activity expenses: 107,544
- Supplies and external works: 81,439
- Depreciation of fixed assets: 31,047
- Taxes: 659
- Impairment losses: 66
- **Total expenses for ordinary activity**: 658,067

**Financial income**: 393

**Financial income from investments**: 38,569

**Total surplus for the year**: 21,666

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**FUNDRAISING**

**Partners**: 1,352,372 +140

**Donors**: +5 millions €

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**international projects contributions**

- Emergency relief fund: 1,153,528€
- Aid for victims in Indonesia: 422,679€
- Refugee crises: 146,446€
- Global food crisis: 551,241€

**Contribution to Projects in Spain**

- Crisis Aid in Spain: 457,539€
- General activities: 260,346€
- Toys Youth Red Cross: 360,215€
- Children in social difficulty: 122,631€

**Lottery Distributions**: +55,000,000 €

The Red Cross lottery, Sorteo de Oro (Gold draw) had revenues of 34,437,680€. The rest, either by lottery subdivisions (6,108,972€) or by the draw that the State gives to the Red Cross (15,070,840€).

**Collaboration with companies**: +11,338,477€

- 9,854,251 campaigns projects
- 1,055,602 general activities
- 428,624 emergencies

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Annual accounts and audit report available on cruzroja.es
COORDINATION CENTERS

Telecare assistance: 7,917,554
Human resources: 1,637

Mobile and Land-line telecare for elderly people
- +3,000,000 follow-up calls
- +3,700,000 emergency calls

LOPE (Tele-location service of people with Alzheimer’s disease)
- 70,872 calls
- +651,000 follow-up calls
- +317,000 emergency calls

Assistance and Protection of Domestic Violence Victims (ATENPRO, on its Spanish acronym)
- +651,000 follow-up calls
- +317,000 emergency calls

Follow-up activities in emergencies
Interventions of sea rescue
Urgent medical transport
Preventive coverage services

Information permanent telephone number
900 22 11 22

other remarkable aspects
radio network
geolocation 736 vehicles
video-assistance 2,354 activities
immediate response