



ANNUAL REPORT 2018

Cada vez más cerca de las personas



Cruz Roja Española

INTRODUCTION



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.

Javier Senent |
President, Spanish Red Cross

BENEFICIARIES 2018



national level
3,971,875
beneficiaries



International level
6,474,876
beneficiaries



awareness raising
1,203,184
beneficiaries



ASSISTANCE TO VULNERABLE PEOPLE



people in a situation of extreme vulnerability

542,721

service users



elderly people,
dependents and caregivers

240,400

service users



immigrants

122,411

service users

www.migrar.org



217,095

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

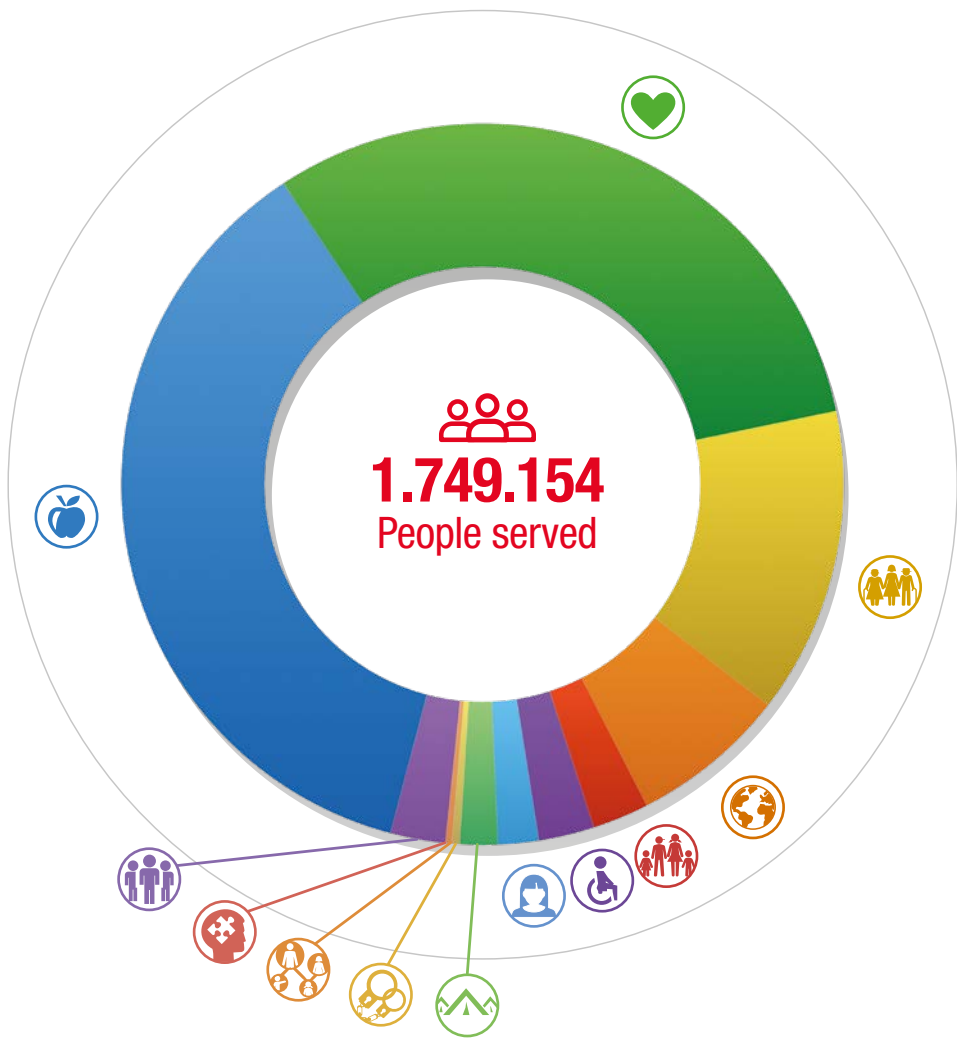
service users



other groups

43,110

service users



 food aid plan

640,251 
beneficiaries

45,835,489.78 kg./l.
distributed

Technological innovation for social solutions

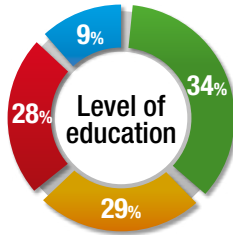
- We continued with our commitment **to guarantee that essential services such as telecare are each time more inclusive** for people with disabilities, in this case, addressing the challenge of accessibility for deafblind people, with the collaboration of the Federation of Associations of Deafblind People (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

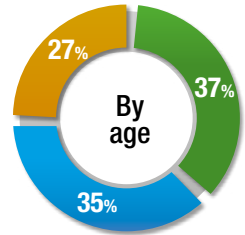
Profile of participants: 2018 Employment Plan



- Occupied
- Unemployed
- Inactive



- No studies
- Compulsory secondary education
- Other secondary school studies
- University studies



- Under 30
- Between 31 and 44
- Over 45



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 👤



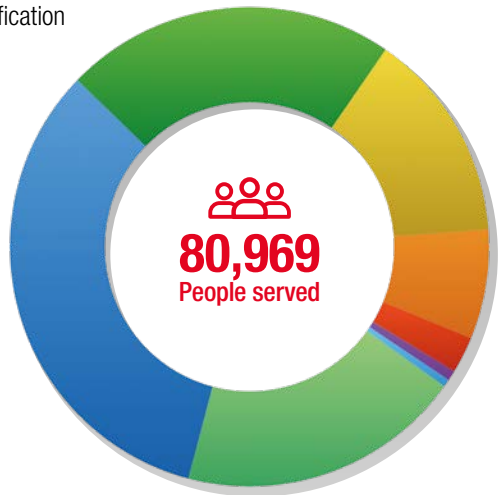
Drug addicts
536 👤



Prisoners and ex-prisoners
401 👤



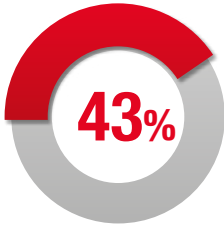
Others
15,024 👤



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



labour market insertion rate on itineraries projects



101 average hours of intervention

employment programmes



socio-demographic profile



young under-30s



over-45s



insufficient training



unemployed people



unemployed for less than a year



unemployed between one and two years

alliances for the promotion of inclusive markets

39,020 alliances

YOUTH

Participants: **706,590** 
Volunteers: **12,885** 

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.

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.

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.

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

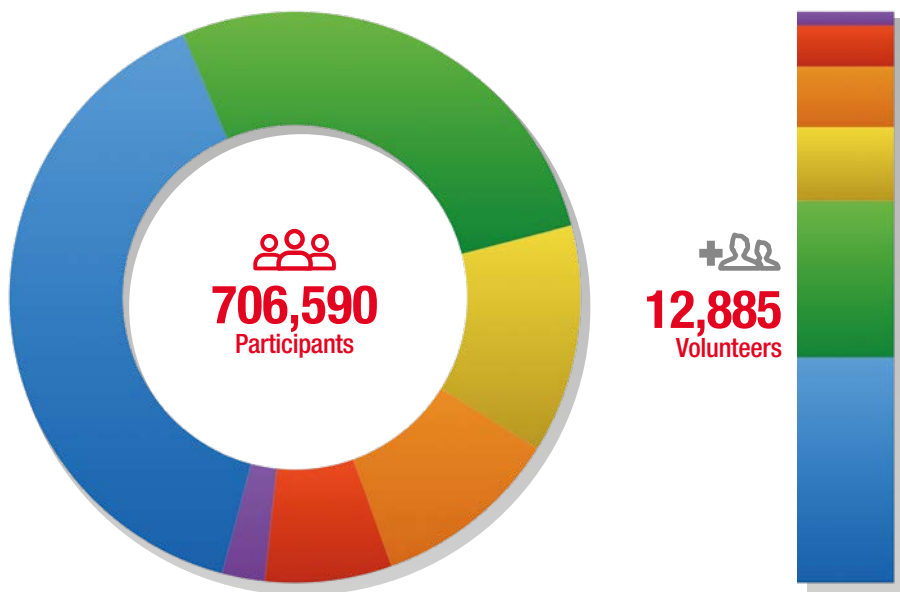


Youth Activation Strategy

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



 Social intervention and inclusion
282,233  **12,216** 

 Participation
75,953  **3,760** 

 Promotion and education for health
195,564  **2,208** 

 Development education and international cooperation
51,327  **820** 

 Gender and coeducation perspective
92,469  **1,612** 


 Environmental education And sustainability
17,262  **489** 

Reports, newsletter and studies

 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 

General area projects

2
countries

36 
projects

8,278,562 € 
budget

1,419,346 
beneficiaries



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

emergencies

AMERICA

-  Population Movement in the Americas: Colombia, Ecuador and Peru
-  Violence Protection in El Salvador
-  Fuego Volcano in Guatemala
-  Social and Political Tension in Nicaragua

ASIA

-  Eruption of the Mayon Volcano in Albay Province, Philippines
-  Typhoon Ompong in the Philippines
-  Earthquake/tsunami in Indonesia

MIDDLE EAST

-  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; 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

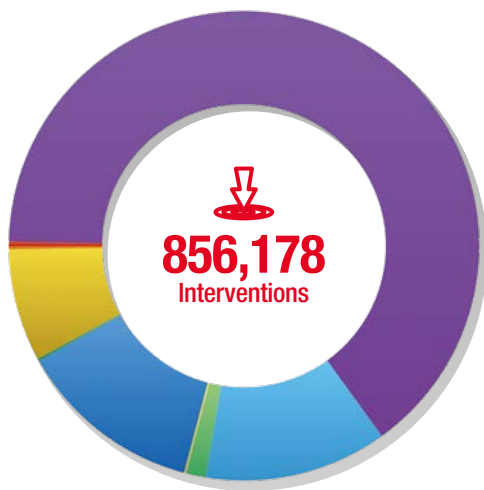
 **39,034,123 €**
budget

 **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


453,332
Beneficiaries



 Health promotion
144,083  **109,469** 

 Awareness and prevention
78,021  **902** 

 Care and prevention of HIV - AIDS
77,480  **66,532** 

 Accident prevention
64,332  **1,477** 

 Unhealthy lifestyle
57,523  **2,830** 

 Care and prevention of addictions
26,556  **554,490** 

 Disease management
17,429  **107,557** 

 Communicable diseases prevention
2,490  **11,594** 

 Non-communicable diseases prevention
858  **1,327** 

Volunteers: **3,240** 

Impact obtained from an online environment: **4,344,162** 

Healthcare centers

 **20,388**
hospitalized patients

 **767**
beds

 **33,915**
surgeries

 **232,195**
population served

Blood transfusion centers

 **112,579**
units of blood collected by the Madrid Center

40,877
units of blood collected by the Asturias Center

Nursing schools

 **138**
graduates

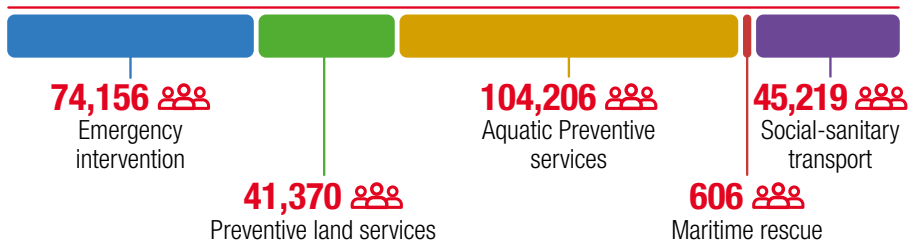
Medical control centres

 **27,382**
medical certificates

RELIEF AND EMERGENCY

Beneficiaries: **265,557** 👤

volunteers: **67,856** +👤



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



230 drills and training exercises

ENVIRONMENT

Participants: **95,515** 👤

Volunteering: **1,703** +👤



DISSEMINATION OF PRINCIPLES AND VALUES

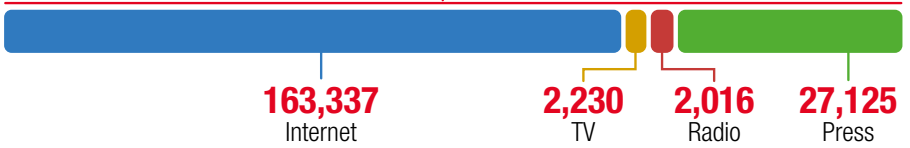
audience impact



News references: **195,000**

Economic valuation: **+1,200,000 €**

news by media



social networks



+111,900
followers

twitter



+293,400
followers

facebook



+14,400
followers

instagram



+4,800
followers

youtube

institutional communication tools

Red Cross magazine



+1,269,297
biannual copies

+18 regional reprints

Annual report



+500
copies

www.cruzroja.es/principal/web/cruz-roja/nuestra-memoria

Monthly digital newsletter



+120,000
people



Internal
Communication
channel launch



DB
email accounts



+100,000 volunteering
+19,000 staff

Documentation centre



1,159
consultations and/or requests

24,643
database visits

training



general population

145,217 **11,097**



participation and social inclusion

103,348 **11,123**



intervention

56,063 **4,529**



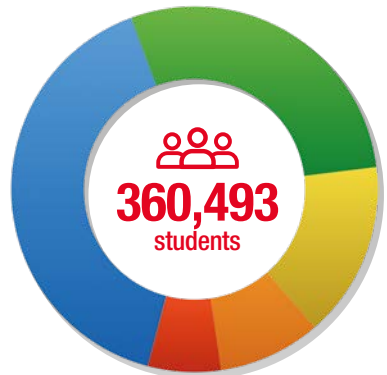
institutional development

32,662 **2,785**



distance learning

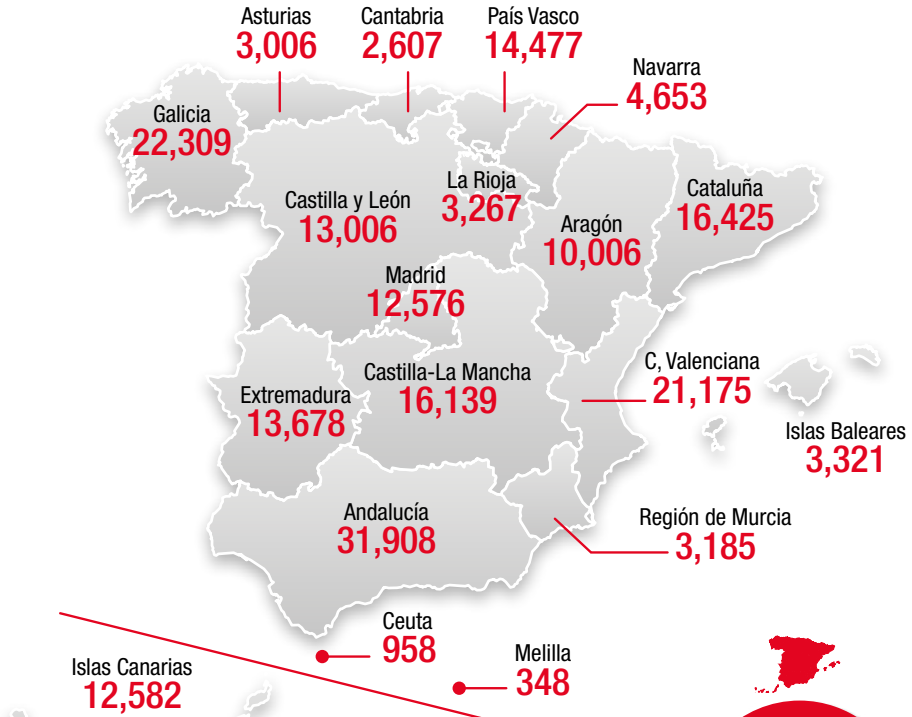
23,203 **413**



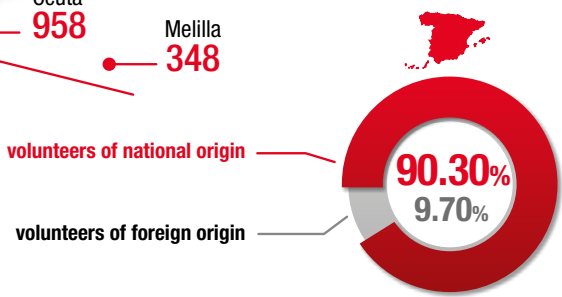
29,947 courses

VOLUNTEERING AND PARTICIPATION

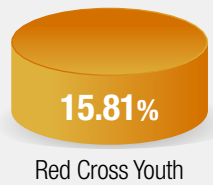
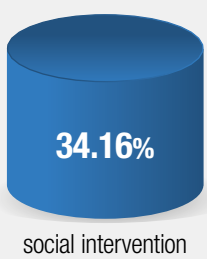
Volunteering in Spain: **205,626** +22



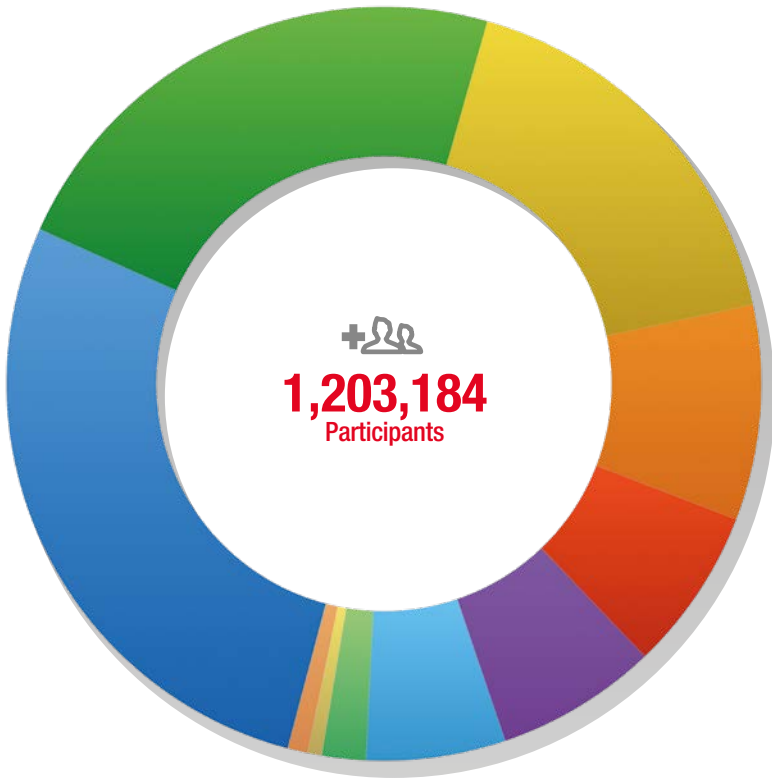
3,344,154 hours of voluntary action



main activities carried out by volunteering



ACTIVITIES WITH THE SOCIAL ENVIRONMENT



Red Cross Youth
332,275 +22



Health
273,058 +22



Social Intervention
206,999 +22



Fundraising
111,094 +22



International Cooperation
84,284 +22



Environment
83,414 +22



Employment
71,779 +22



Volunteering and Participation
22,687 +22



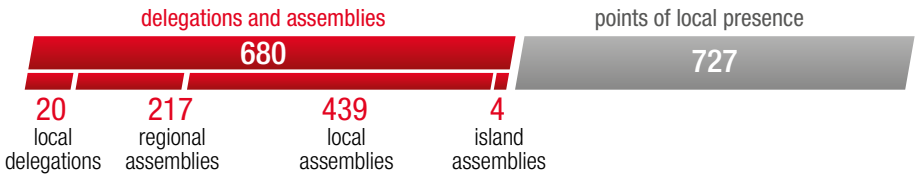
Relief and Emergencies
7,236 +22



Other Areas
10,358 +22

LOCAL DEVELOPMENT

Territorial presence: **1,407** 📍



STAFF

Staff: **12,839** 👤



workers according to offices and healthcare centers



training tripartite foundation



388
training actions



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

FUNDRAISING

Partners: **1,352,372** +  **Donors:** **+5 millions €**

Contribution of the partners: **+140 millions €**

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€**)

62%
38%



Collaboration with companies:
+11,338,477€

9,854,251
campaigns projects

1,055,602
general activities

428,624
emergencies

Accounts



Annual accounts and audit report available on cruzroja.es

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
Investments **38,569**

Operating surplus 21,954
Financial expenses 681
Financial deficit -288

Total surplus for the year 21,666

COORDINATION CENTERS

Telecare assistance: **7,917,554** 

Human resources: **1,637** 



assistance in case of risk
and emergency situations



social
assistance



information and
management

Mobile and Land-line
telecare for elderly people



+3,000,000

follow-up calls



+3,700,000

emergency calls



70,872

calls



+651,000

follow-up calls



+317,000

emergency calls



Information permanent telephone number

 **900 22 11 22**

other remarkable aspects



radio
network



geolocation
736 vehicles



video-assistance
2,354 activities



immediate
response



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900 22 11 22

Humanity Impartiality Neutrality Independence Voluntary Service Unity Universality