

2016

ANNUAL REPORT

Cada vez más cerca de las personas

 Cruz Roja Española



Introduction

Dear friends:

Over the last year, the Spanish Red Cross has continued its commitment to stand by people, especially those who need it most. The existence of our organisation is based on assistance, without any kind of discrimination, to those who need it, both inside and outside our borders.

In Spain, our work has consisted in providing assistance to a diversity of groups in different situations, with particular attention to the most vulnerable: elderly people, families in need, unemployed, women victims of domestic violence, children and youth with social difficulties, immigrants, asylum seekers and refugees, etc. Additionally, programs have been developed in the fields of health, training, volunteer participation, etc. All these actions have been developed through an extensive local network in Spain, with a presence in more than 1,000 points of assistance.

On the international scene, programs have been developed to mitigate situations during natural disasters, endemic poverty or food crisis, such as those which affect populations in Africa and other continents. Furthermore, assistance was provided to people who are moving to Europe fleeing of war and violence and seeking for a better future. All this has been achieved in partnership with more than 43 National Societies of the Red Cross and Red Crescent.

This has been possible thanks to the work of more than two hundred thousand volunteers, who are the pillar of the Organisation ; and the financial support of more than one million two hundred thousand members, who make our work possible with their generous contributions.

I thank the public Administrations and the business sector for their support in our activities, which, in 2016, have helped more than eleven million people, in Spain and in other parts of the world.

To conclude, I would like to thank all those who collaborate with the Red Cross with their commitment and effort, and ask them once again for their support to continue reaching those who need it most.

Thank you very much.

Javier Senent García 
President of the Spanish Red Cross

Beneficiaries 2016



national level
3.757.299 



international level
5.164.518 



awareness raising
2.468.392 



Assistance to vulnerable people

People attended: **1.844.163** 

food aid plan

777.152 
beneficiaries

+50.000.000 kg./l.
distributed

people in a situation of extreme vulnerability

513.596 
users

asylum seekers and refugees

17.860 
users

immigrants

92.138 
users

www.migrar.org

 **149.576**
visits

women in social difficulties

39.385 
users

prisoners and ex-prisoners

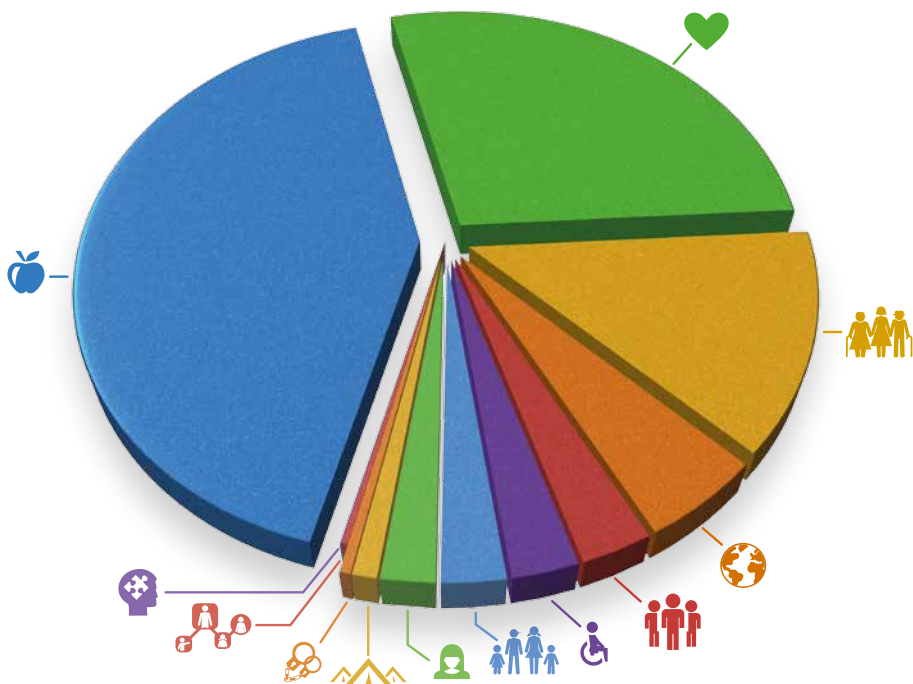
8.183 
users

childhood and youth in social difficulties

46.649 
users

restoring family links International Social Service (ISS)

4.484 
users



**elderly people,
dependents and
caregivers**

242.619 
users



**people affected
by mental
illness**

1.111 
users



**people with
disabilities**

48.453 
users



**other
groups**

52.521 
users

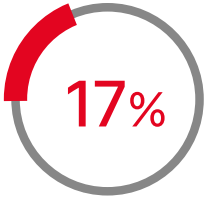
Technological innovation for social solutions

Changes and technological adaptations in **mobile telecare application**, working together with TECSOS Foundation. First application with accessibility certification.

Real-time information for **people with chronic diseases** about their bio-measures, and proximity services for guidance on disease, care, etc.

Strategic alliance with Televés and Vodafone Foundation for **smart home solutions**, by facilitating the care for individuals through comprehensive responses.

Employment for vulnerable groups

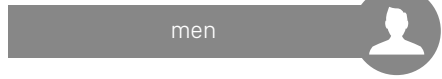


17% of the total are long-term unemployed over the age of 45. 3 points more than in 2015.

People attended: 89.013



58%
women



42%
men

Immigrants
29.392

Young people with low or no qualification
19.612

Others
18.751

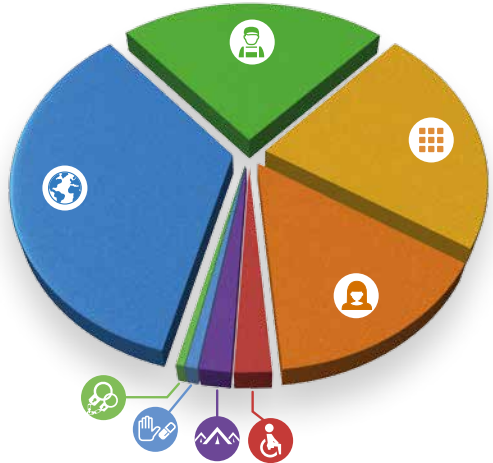
Women in social difficulty
12.324

People with disabilities
1.952

Asylum seekers
1.613

Drug addicts
633

Prisoners and ex-prisoners
454



business cooperation for employability | **11.475** collaborating companies



27% of the foreign workforce population from outside the European Community is unemployed, 10 points above the native population. Their vulnerability is defined by low employability and by the fact that they suffer employment discrimination based on racial or ethnic origin.



20% is the rate of unemployment among women, 3 points above the rate for men. Following the crisis, a lot of woman over 45 seek employment, the more often unskilled work, due to their lack of education.

17.983 **acceded to a job**

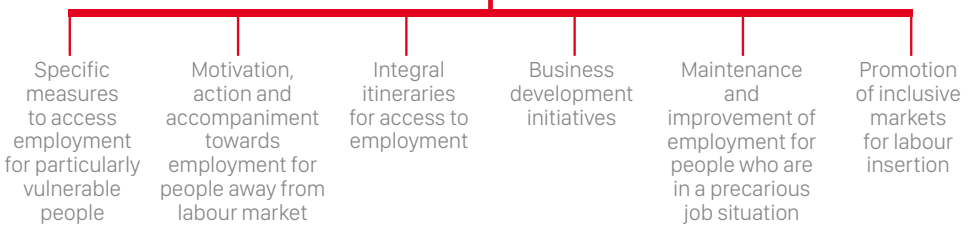


labour market insertion rate on itineraries projects

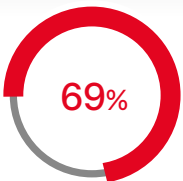


86 average hours of intervention

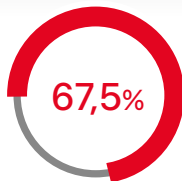
employment programmes



socio-demographic profile



people between 25 and 54 years old



with low or o qualification



unemployed or inactive people



unemployed for less than a year



unemployed between one and two years

alliances for the promotion of inclusive markets

39.069 alliances

Youth

Participants: 570.735 

Volunteers: 18.947 

promotion and health education

working with early ages for the acquisition and strengthening of healthy habits and skills in order to enhance awareness regarding health

social intervention and inclusion

prevention, reduction and elimination of risk situations that prevent full social development of children at risk of social exclusion

education for development and international cooperation

promotion of solidarity, values and cooperation through awareness raising and education

gender perspective and co-education

increase of the quality of our activity by encouraging the creation of agents of change and educating children and youth on gender equity

environmental education and sustainability

actions targeted at childhood and youth, such as workshops, awareness raising, campaigns and currents issues to work throughout the whole year

participation

by serving as a reference, affiliated persons, volunteering and collaborators facilitate the youth section to be the change itself in our entourage

Studies and social innovation

Outstanding actions



Seminar « Social vulnerability of children : what children say »



Think tank



Mainstreaming of gender perspective.





Youth activation strategy : Dialogues for activation



Design for Change



It promotes the intervention with young people as participants in the programs and as volunteers



It enables us to increase our capacity to respond to the assistance needs of children in a social vulnerability situation

Intervention and social inclusion
230.061  11.883 

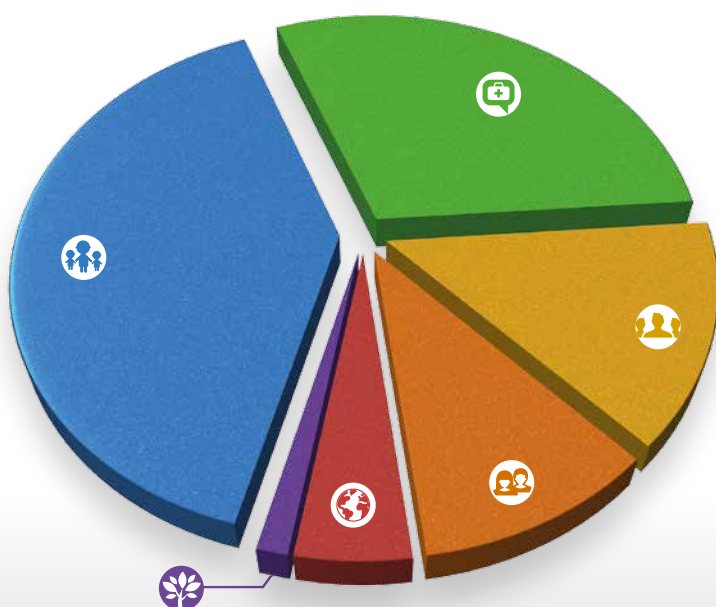
Health promotion and education
170.040  2.901 

Participation
80.272  8.418 


Gender perspective and coeducation
58.089  1.875 


Development and international cooperation education
27.576  995 

Environmental education and sustainability
7.561  1.033 




Reports, bulletins and studies

 Annual reports on social vulnerability


 Gender mainstreaming at the Spanish Red Cross

 Evaluation of reconciliation measures

 Vuelta al Cole Solidaria (Solidarity Back to School) evaluation

 Bulletin on social vulnerability

- N°13 The situation of vulnerable children

 Exploratory study: Perception and valuation of vulnerability reports and bulletins

 Good practices

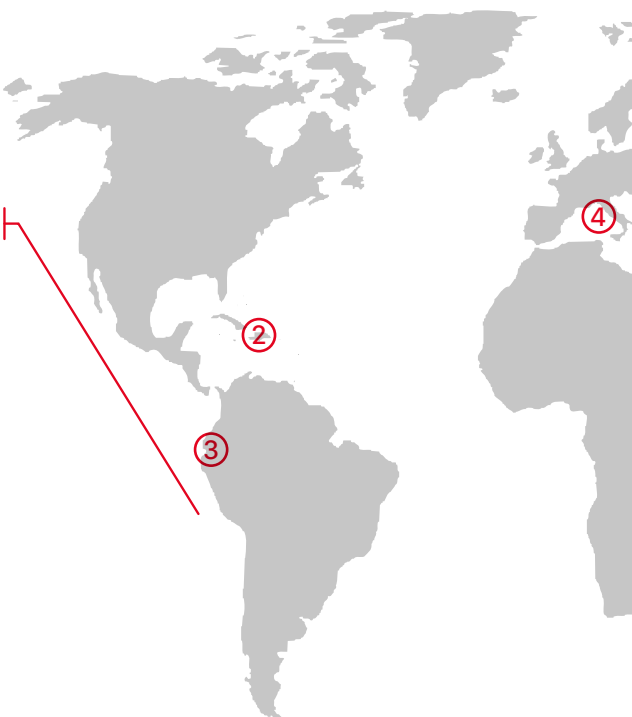
International cooperation

Budget : 88.718.689,15 €

Beneficiaries : 5.164.518 

Projects : 303 

Countries : 56 



America

12 
countries

89 
projects

23.393.208,73 € 
budget

1.250.316 
beneficiaries

Main sectors:

- Disaster preparedness
- Humanitarian aid
- Livelihoods
- Health
- Water and Sanitation
- Violence prevention

emergencies

①



GREECE
Population displacement

44.726
beneficiaries

③



ECUADOR
Earthquake

6.058
beneficiaries

②



HAITI
Hurricane

7.600
beneficiaries

④



ITALY
Earthquake

3.000
beneficiaries

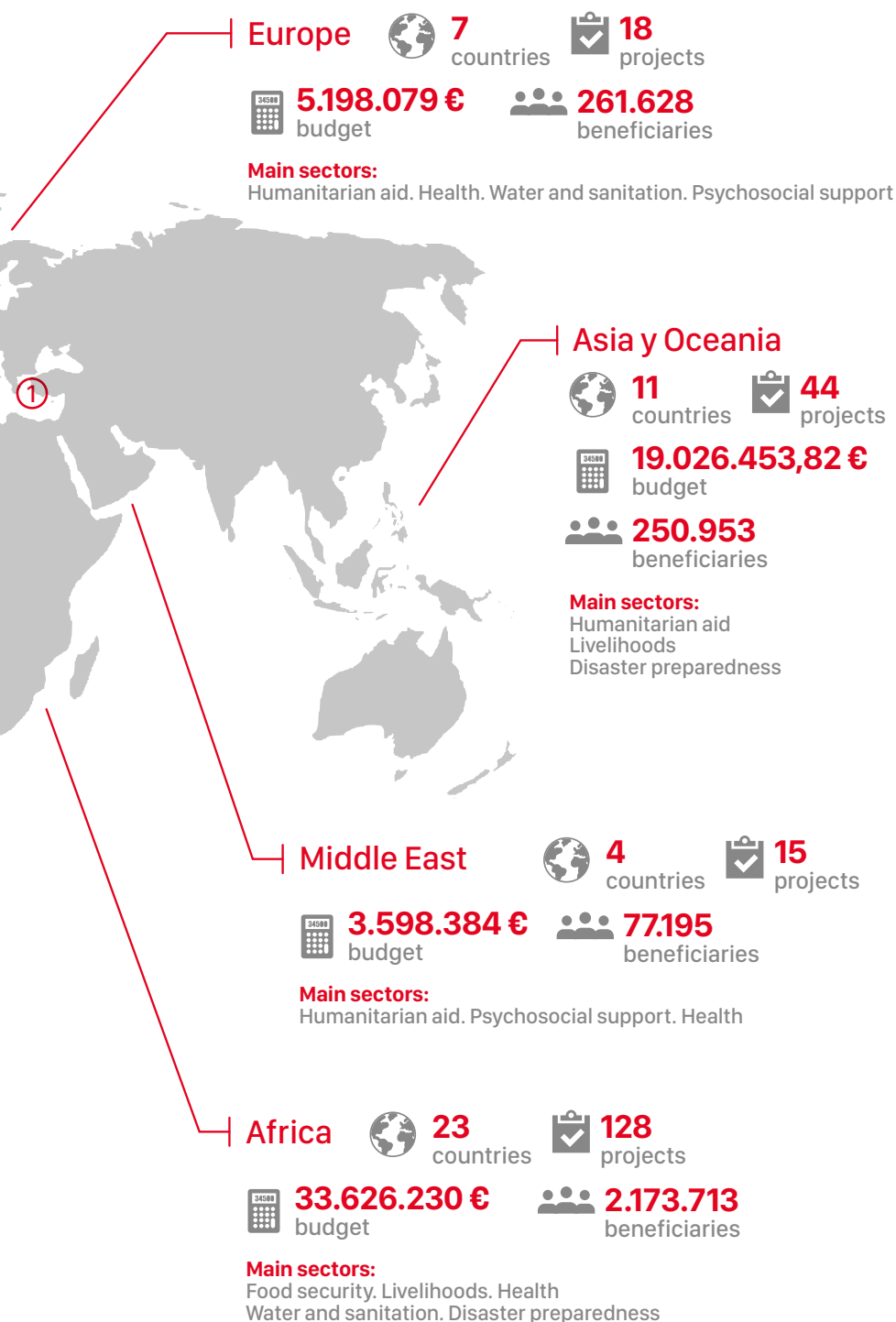
①

②

③

④

Geographical areas of intervention and emergency



Health

Interventions : 881.466 ↓

Beneficiaries : 372.569 👤

Volunteering : 4.681 👤

 Health promotion
139.611 👤 **122.695** ↓

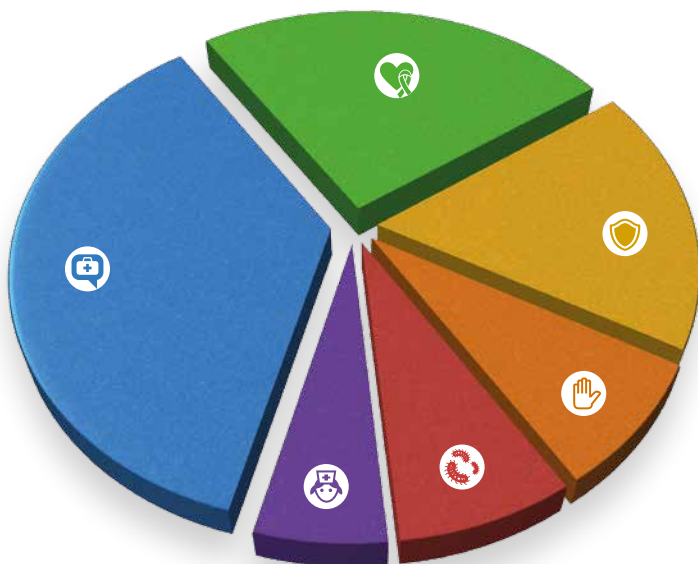
 Care and prevention of HIV - AIDS
95.208 👤 **78.618** ↓

 Accident prevention
67.074 👤 **1.429** ↓

 Care and prevention of addictions
30.558 👤 **639.021** ↓

 Transmittable diseases prevention
28.774 👤 **38.040** ↓

 Non-transmittable diseases prevention
21.479 👤 **1.662** ↓



Healthcare centres

 **23.861**
hospitalized patients

 **733**
beds

 **33.138**
surgeries

 **217.062**
population attended

Blood transfusion centres

 **114.032**
units of blood collected
by the centre of Madrid

43.439
units of blood collected
by the centre of Asturias

Nursing schools

 **129**
graduates

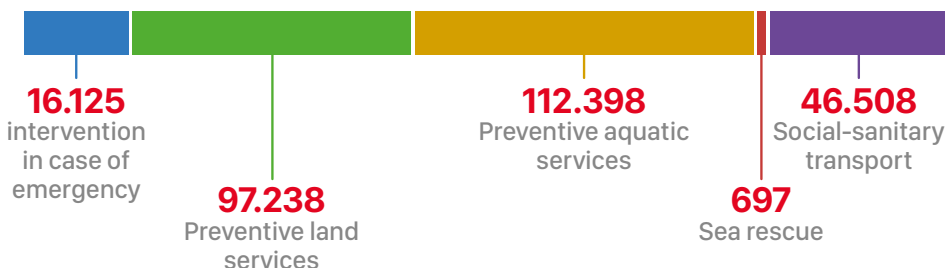
Medical control centres

 **34.798**
medical certificates

Relief and emergency

Beneficiaries : **272.966** 

Volunteering : **78.121** 



remarkable situations in 2016



Adverse climatic events (floods and frost) that affected the Spanish Levant.



Forest fires in summer season, with special intensity this year in the island of La Palma, province of Tenerife.



An increase in the arrival of **immigrants** through Spanish land and sea borders. **10389** beneficiaries.



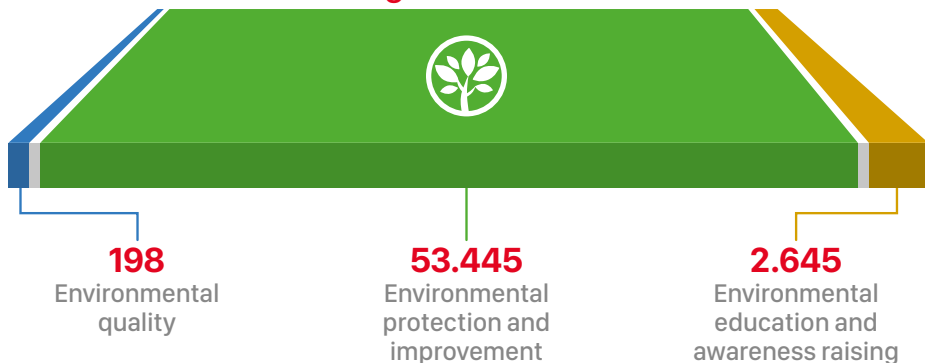
85 Emergency Immediate Response Teams (ERIE, on its Spanish acronym)

Environment

Participants : **56.288** 

Indirect participants : **74.005** 

guidelines

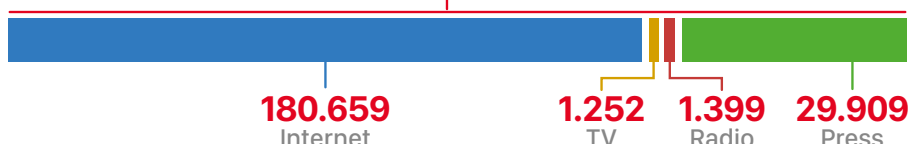


Dissemination of principles and values

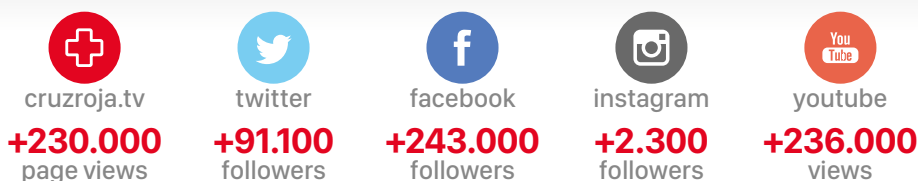
News references : 213.219 

Economic valuation : **465.199.863 €**

news through the media




social networks



institutional communication tools



Documentation centre

 **930** consultations and/or requests

training

 **24.551** courses  **299.097** students

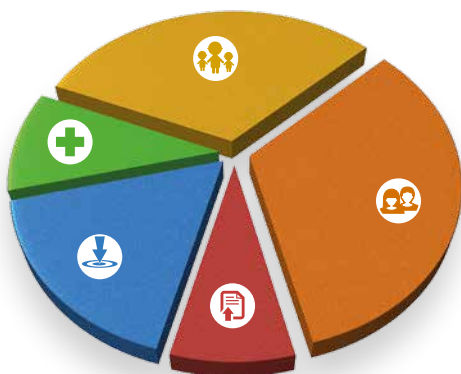
 **4.270**  **51.302** 

 **2.763**  **30.213** 

 **10.559**  **94.929** 

 **6.605**  **98.806** 

 **354**  **23.847** 



Volunteering and participation

Volunteering in Spain : 202.490

New commitments : 22.097



113.512

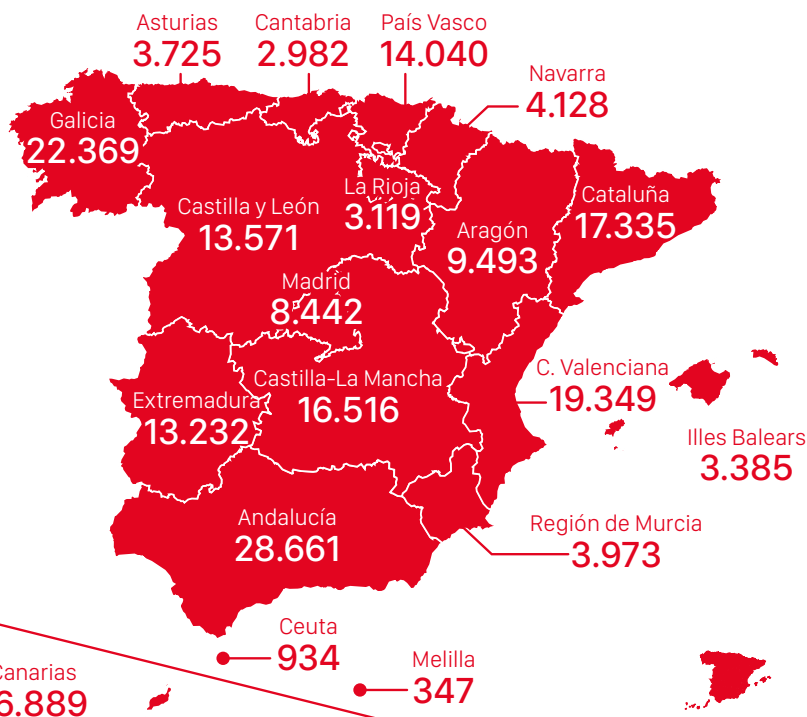
women

56,06%

88.978

men

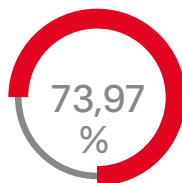
43,94%



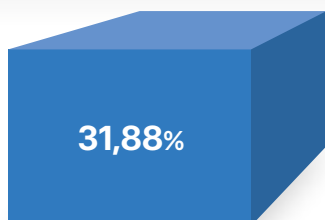
3.643.722

hours of
voluntary action

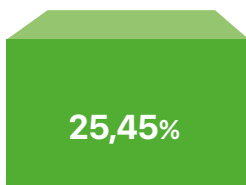
73,97% of the different territorial areas have **developed advocacy or promotion** of volunteerism



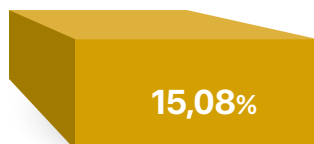
main activities carried out by volunteering



social intervention



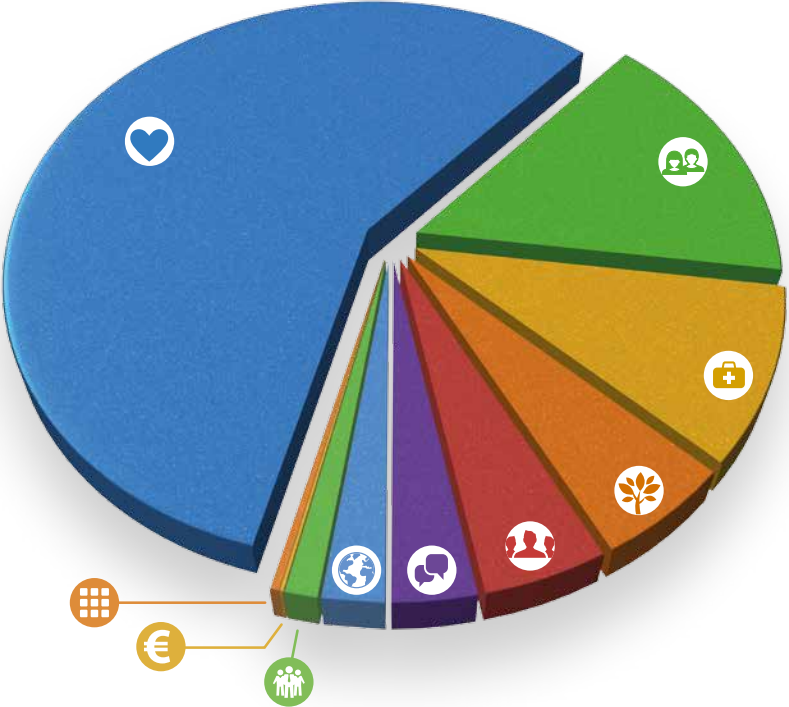
relief and emergency



Red Cross Youth

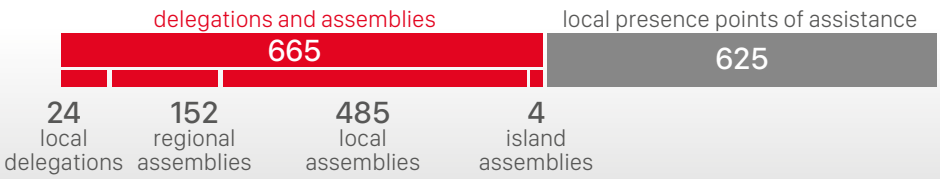
Activities with the entourage

Participants : **2.468.392**



Local development

Territorial presence : 1.290 points of assistance

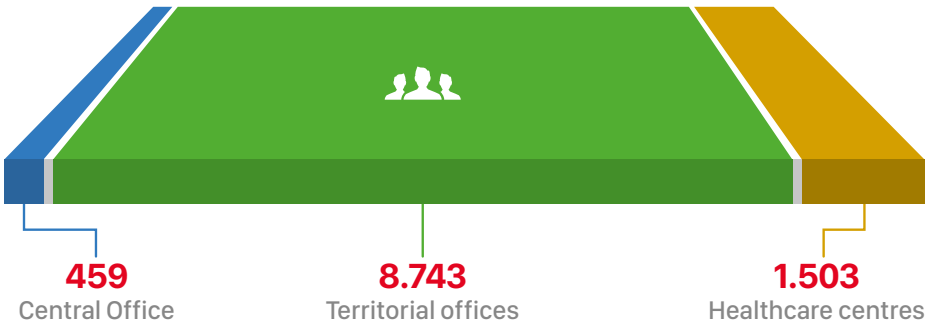


Staff

Staff : 10.705



workers according to offices and healthcare centres



training



308

training programmes



5.256

participants

**equality plan
(2016-2019)**



approved by the Advisory Committee in **December 2016**

collective negotiated agreements



12
provinces

Fundraising


Partners :
+1.305.000 

New partners : +55.400 (+4,4%) 
Contribution of the partners :
134 millions €

Donors :
+11 millions €

Companies : 68,25%
of total contributions

international projects contributions


 Ecuador earthquake
858.792 €

 Migration crisis towards Europe
650.111 €

 Emergency assistance fund
1.392.776 €

contribution projects in Spain

 general activities
1.657.083 €

 school success
376.946 €

 social difficulty
194.514 €

 help for people affected by the crisis
847.935 €

 toys
219.890 €

Draws :
+56.000.000 €

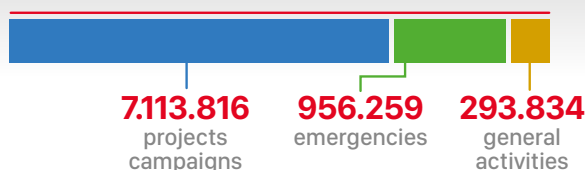
The Red Cross lottery, *Sorteo de Oro* (Gold draw) had revenues of **33.476.420€**.

59,48%

40,52%

The rest (**+22.500.000€**) by splitting the Christmas drawing of the National lottery and the special draw of the State Lotteries for the benefit of the Red Cross.

Collaboration with companies :
+8 millions €



Accounts

Annual accounts and audit report available on cruzroja.es



income (expressed in thousand of euros)

Resource raising	189.648
Sales and service delivery	176.791
Grants	155.866
Private donations	32.307
Fixed assets grants	11.225
Other management income	4.126
Financial income	1.380
Other income	4.255

total 575.598

Remaining amount available **28.946**

expenses (expressed in thousand of euros)

Staff costs	275.627
External services	101.168
Supply and consumption	72.219
Expenses of the activity	64.242
Depreciation of fixed assets	29.225
Financial expense	1.501
Other expenses	2.670

total 546.652

Carried out investments **44.486**

Coordination centres

Telecare assistance : **6.972.591** 

Human resources : **1.484** 



Mobile and home delivery telecare for elderly people

 **2.971.000**
follow-up calls

 **2.952**
emergency calls

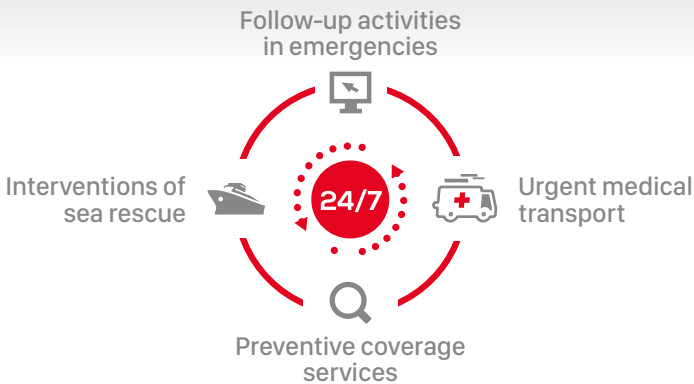
LOPE (Tele-location service of people with Alzheimer's disease)

 **83.108**
users

Assistance and Protection of Domestic Violence Victimes (ATENPRO, on its Spanish acronym)

 **548.506**
follow-up calls

 **301.028**
emergency calls




Information permanent telephone number


 **902 22 22 92**

other remarkable aspects


radio network


geolocation
670 vehicles


video-assistance
2.460 activities


immediate response



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