

Finnish Red Cross



WE ARE A BRAVE AND RELIABLE HELPER AT HOME AND ABROAD

Strategic programme for 2018–2020

A helper close to you

Adopted by the General Assembly 11 June 2017

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Foreword

Our operating environment is changing

Both our global and national operating environments are undergoing a change which is rapid and difficult to predict. The ongoing conflicts in the world are complex, and the rules of international humanitarian law are not observed in them. In wars, the civilian population suffers the most. In crisis zones, the security of aid workers and volunteers helping the civilians is increasingly under threat. With humanitarian assistance becoming more difficult, the role of the International Red Cross and Red Crescent Movement as a neutral helper is highlighted.

With climate change, more and more people will suffer from different natural disasters and extreme conditions. The seamless linking of humanitarian assistance and development cooperation will become increasingly important in order to improve community resilience to prevent crises and disasters and to relieve their consequences. Reaching the Sustainable Development Goals adopted by the United Nations is a joint effort of the international community which requires action from all of us.

The effects of crises in the world are shown also in Europe and in Finland. The global refugee situation challenges the response capacities of states and the Red Cross/Red Crescent. The change and fast development in communication bring the world's crises closer to each one of us. The daily presence of conflicts, disasters and various crises affects people's sense of security, even if Finland on a global and European scale still is a safe country. With increasing insecurity, different extreme movements rise. As attitudes become tougher, advocacy for the most vulnerable becomes ever more important. The will to help grows in people who are seeking a safe space and channels to act and influence for a more humane world.

In Finland, society's structure as a whole is in transition. The population is ageing and the regional distribution of age groups is uneven. Especially the young gather in large cities and remote regions become even more remote than before. It becomes more difficult to provide public services in an equal manner everywhere. The changes challenge the capacity of the welfare state to look after all people, irrespective of their background and place of residence. The relevance of local and preventive work grows when people are expected to take care of themselves on their own. Great expectations are set for voluntary and civic organizations to respond to the situation. Immigration makes society increasingly diverse.

Structural reforms in Finland's social welfare and health services, rescue services and in the boundaries of administrative regions will change customary ways of operating. The local collaboration networks established between public authorities, private service providers and organizations will be reformed. To meet the challenges, a new kind of continued collaboration across organizational and sectoral boundaries will be required. The participation of civic organizations in planning and developing the action is important in order to bring up the inhabitants' experiences and needs.

Voluntary action interests Finnish people. At the same time, the actors present many new kinds of expectations and demands for voluntary action. New actors expect to be contacted quickly, to get an induction and find well-organized activities that they themselves can develop further. Interest in short-term or one-time activities is also growing, which challenges the traditional ways of organizing volunteer action.

The speed and impact of digital change in all sectors of society offers an opportunity for more versatile, diverse and fast-responding action. Spending free time is increasingly characterized by the use of digital services and new sense of community. Organizations are also expected to have a stronger presence and involvement in the digital environment. Digital services offer opportunities to develop new services for helping, training and volunteers.

The foundation of Red Cross action will remain solid also in the new operating environment. We are there for all that need help.

Our vision: We are a brave and reliable helper at home and abroad.

Our vision will endure changes in the operating environment. Our core duty is to help when someone needs help. The Red Cross has a specific task to act as an auxiliary to public authorities in crises and disasters. According to the Geneva Conventions and other treaties of international humanitarian law, the Red Cross has a special right to provide humanitarian assistance and protect victims in times of conflict. Our assistance can be trusted all over Finland and the world. We build trust by being close and present. Trust is especially needed when we help in a sudden situation or amid a crisis. We defend the Red Cross right to provide humanitarian assistance. At the same time we defend our principles and values. This also means that we actively take part in debate in society and are brave in bringing up observations obtained through our action.

The Finnish Red Cross has three institutions. They are an integral part of the Finnish Red Cross chain of helping.

- The Finnish Red Cross Blood Service is responsible for the supply of blood products in Finland; it encourages people to voluntary blood donation and supports the health care system in the treatment of serious medical conditions with cell and tissue transplant products and services.
- The Kontti Recycling department stores offer people the opportunity to be part of the Red Cross chain of helping by donating clothing and buying recycled products.
- The Youth shelters assist the young and their families to solve bigger and smaller problematic situations in life and support young people in their immediate communities.

We are an open, transparent, service-minded, effective and cooperative organization

Our operational values guide the volunteers and employees to act in a manner that enables us to achieve the goal set in our vision.

Open and transparent

We work close to people, as a part of the community. Our visible everyday action together with people is open to all and offers opportunities for action for all that are committed to our principles. The organization's governance is open and interactive. Our reporting on the outcome of our action and the financial situation is open. We welcome every volunteer. We consider the diversity of volunteers, governance members and employees as a resource with the help of which we offer versatile and open activities.

Service-minded

In our action we give priority to those who need help and services. People taking part in Red Cross action and supporting it get the information, support, coaching and feedback they need from volunteers and employees supporting the action. We learn and develop by listening to people who need help and volunteers.

The Fundamental Principles guide all our action

We are part of a unique international Movement, which is present in communities, among people all over the world. All National Societies of the International Red Cross and Red Crescent Movement act in accordance with the same fundamental principles, which states must also respect.

Respect for our principles ensures the continuity of our action. They serve as a guideline to staff and volunteers in all situations.

Humanity

The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect human life and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all people.

Impartiality

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

Neutrality

In order to continue to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

Independence

The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

Voluntary service

It is a voluntary relief movement not prompted in any manner by desire for gain.

Unity

There can be only one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

Universality

The International Red Cross and Red Crescent Movement, in which all Societies have equal status and share equal responsibilities and duties in helping each other, is world-wide.

Purpose of the Finnish Red Cross

- Protect life and health and ensure respect for human dignity and human rights in all circumstances
- Promote cooperation and peace among all peoples
- Save human lives within the country and abroad
- Assist the most vulnerable in order to prevent and alleviate human suffering
- Support and assist national authorities in times of both peace and war and during armed conflicts in order to promote human well-being
- Promote solidarity and positive attitudes towards assistance work in society
- Increase understanding for the work of the Red Cross and its humanitarian mandate
- Strengthen the Society's preparedness and operational capacities.

Effective

We respond to assistance needs and use our resources in the right manner and effectively: we focus on implementing the organization's common goals.

Cooperative

We are active in seeking partners. We respond to the needs of those who need help best when we work together within the Red Cross internationally and in Finland. We work as an open and cooperative partner nationally and locally together with other organizations, public authorities, corporations and educational institutions.

Main aim 1: Effective helping at home and abroad

Helping in sudden accidents and crises is based on day-to-day action, continued presence and on maintaining preparedness and contingency

We want to have effective preparedness to respond to accidents, crises and disasters at home and abroad.

The basis of Red Cross response preparedness are the trained volunteers and local branches that have together prepared themselves to help in sudden accident situations. The response preparedness is built on the action of all activity forms and their volunteers in the branch.

With up-to-date preparedness plans the branches will ensure that they are able to help fast in sudden situations. The preparedness plans are based on local risks and needs.

Through cooperation and good interaction with public authorities we will ensure that Red Cross preparedness capacities are taken into account in the plans of the public authorities and that they know how to utilize them.

We will ensure that our preparedness covers the entire country. The competence of Red Cross alert groups all over Finland must include first aid, emergency support services and psychosocial support. The local branch will maintain an alert group corresponding to local needs either on its own or together with other branches. Red Cross alert groups and volunteers will also actively participate in alert duties of the Voluntary Rescue Service.

In addition to our own preparedness, we will coordinate and strengthen the national Voluntary Rescue Service and enhance the use of national alert and information systems.

For both national and international response we can also alert staff and members of international personnel reserve. The FRC Logistics Centre will ensure material preparedness and will assist in acquiring adequate equipment for the alert groups. Emergency Response Units /Rapid Deployment Units and relief supplies will be ready for despatch.

Each local branch will be prepared to launch an emergency collection. This preparedness is maintained annually with the Hunger Day collection, in which each active Finnish Red Cross branch takes part. With the help of its Disaster Relief Fund, the Finnish Red Cross and its branches and districts are able to assist people suffering from accidents immediately.

We will bring up a new generation of helpers. We will actively involve young people in our preparedness capacities through alert, first aid and emergency support services.

We will maintain at all organizational levels fast and competent preparedness to respond to various crisis situations, such as accidents, a large-scale population influx, major accidents or an extensive epidemic. Together with public authorities we will create the preparedness to receive international assistance in Finland.

The Blood Service is a part of preparedness for major accidents and emergency conditions. The production and supply chain as well as services of the Blood Service will be prepared to operate also in emergency conditions. Cooperation with the local Kontti Recycling department store is a part of the branch or district preparedness plan. Youth shelters are prepared to provide crisis support and other assistance needed by young people and families also in sudden abnormal situations in society.

We will focus on the following:

- We will improve the quality of preparedness planning.
- We will increase the number of competent on-call volunteers.
- We will improve cooperation between local branches to ensure regional coverage of preparedness.
- We will increase collaboration with public authorities based on agreements and plans.
- We will develop the helpers' equipment, Emergency Response/Rapid Deployment Units and material preparedness.
- We will increase the number of young people in first aid groups and in emergency support services.

In accidents and crises we act in a planned and fast manner with the help of the resources of the entire organization

We want that deaths, losses and damages caused by disasters, crises and sudden accidents are reduced.

We will provide humanitarian assistance to victims of disasters and conflicts.

In sudden accidents and crises in Finland we will offer first aid, emergency support services, psychosocial support and domestic relief. In assistance operations we will maintain our own situational picture to support operational action. In Finland the Voluntary Rescue Service will assist public authorities in a fast and reliable manner in searching for missing persons and other situations in which the authorities need trained volunteers.

In the event of a large-scale population influx we will act fast in support of public authorities. This requires the use and support of the capacities of both domestic and international assistance.

We will assist in the reception of refugees and asylum seekers. We will help them in finding their missing family members.

In major accidents if needed we will provide assistance also to neighbouring countries and within the European Union. If necessary, we will receive international assistance.

Our Logistics Centre will respond to logistical and material needs in sudden situations both in Finland and abroad. The field hospitals, clinics and other Emergency Response/Rapid Deployment Units constantly on standby can be despatched fast anywhere in the world. In addition, we are able to provide relief supplies fast.

Our fundraising will be launched quickly in sudden situations and will ensure adequate resources for effective helping.

The Kontti Recycling department stores are a part of the chain of helping needed in a sudden situation. With efficient logistics and a comprehensive network, the Finnish Red Cross will organize e.g. international clothing aid or material assistance to people in need of domestic relief. The sorting of clothing received through a collection organized in a sudden situation is also a form of voluntary work that can be easily entered and implemented in cooperation by a Kontti store, district and branch.

The action of the Blood Service is an integral part of our response capacities in sudden accidents and crises. The Blood Service will have a situational picture of the use of blood products also in sudden accidents and crises, and it will be able to operate in emergency conditions.

Our organization's efficient internal communication will support the action of both volunteers and employees in sudden accidents and crises.

We will focus on the following:

- We will ensure that Red Cross alert groups work effectively.
- We will improve management in accident and crisis situations by streamlining the management system and maintaining a situational picture.
- We will enhance our action as the coordinator of the Voluntary Rescue Service.

We are there after crises to support, rebuild and strengthen communities for the future

We want people and communities to cope with and recover from disasters and crises faster and better than before.

Offering psychosocial support after an accident will be the primary form of assistance provided after an accident. Well-functioning local branches will know the assistance needs in their area after crises and sudden accidents. The branches will work in cooperation with local people, public authorities and other actors.

The need for assistance often continues long after a serious crisis. The Finnish Red Cross will be involved in recovery and reconstruction and in supporting the action of the communities in a manner that will increase their resilience and ability to cope with new crises better than before. After international disasters and crises we will be involved in recovery and reconstruction and in developing the health and disaster preparedness programmes of our partners.

We will focus on the following:

- We will support volunteers to facilitate recovery from an accident or crisis.
- We will develop cooperation of organizations for post-accident and -crisis action.

Main aim 2: Building strong sense of community and enabling wellbeing and safe living

We strengthen everyday safety and communities respecting diversity

We want that people become more active in their community and that the sense of belonging and influencing grows. We want that people's preparedness and courage to help increases. We want that accident risks reduce and that the ability of people and communities to cope also with unexpected situations improves.

The Red Cross is constantly present in local communities and acts as a part of people's daily life.

Well-functioning, health-sustaining, competent and organized communities are more prepared to meet sudden accidents and crises and also recover from the better. We will encourage people to work actively to promote wellbeing among their family and friends. Active measures by the local branch will build and develop citizens' capacities to act independently in accident situations and also to help others who need assistance.

The Red Cross will encourage people to look after their functional ability and the safety of their home environment. We will encourage everyone to personally contribute to accident prevention.

Our goal is to be the leading organizer of first aid training in Finland. For many Finns, the quality first aid training provided nationwide is the first encounter with the work of the Finnish Red Cross. First aid training is also an efficient recruitment channel for voluntary activities.

First aid attendance creates safety in large and small public events and happenings.

We will train young people to learn first aid skills. Our goal is that every child or young person will get Finnish Red Cross first aid training during their basic education.

Donating blood in the Finnish Red Cross Blood Service is an important way of helping for tens of thousands of people. Committed blood donors strengthen positive attitudes to helping and are an everyday message of the importance of helping. The Finnish Red Cross Blood Service operates as an important service unit of healthcare. We will produce safe and effective blood products as well as laboratory services needed by hospitals in the treatment of patients. We will take care of collecting blood from voluntary donors according to needs in patient therapies. The Blood Service's research activities make a significant contribution to Finnish medical research. The scientific utilization of the nationally centralized blood service activities will continue to be a part of the core functions of the Blood Service.

We will focus on the following:

- We will improve our ability to identify local needs for action.
- We will increase the number of people trained in first aid by the Red Cross.
- We will train young people to learn first aid skills in cooperation with schools.

We promote wellbeing and health

We want that people's skills to take care of their own health and wellbeing as well as those of people close to them improve. We want to reduce health gaps.

The Red Cross promotes health worldwide. Our work focuses on prevention. We will support development programmes that are targeted at vulnerable people. Globally good food security as well as access to clean water and sanitation are also integral parts of Red Cross health promotion programmes in areas where shortages in them threaten people's health and wellbeing.

In Finland, Red Cross Healthpoints are easy-to-enter meeting places. At Healthpoints we will answer the questions of people concerned with their own health and support people in improving their own health and wellbeing. We will meet young people at summer events, at schools and educational institutions and discuss health and safety related issues such as safe sex, accident risks or substance use.

The Red Cross helps people irrespective of their situation or legal status. Through our action we encounter people in need of special support, whom many other services do not reach. We will distribute food vouchers in connection with the Christmas campaign. We will give food aid and add other related support forms to it.

Through the action of Youth shelters we will prevent the social exclusion of young people and accumulation of problems and strengthen their participation and belonging in their close communities. We will reach the young struggling with problematic situations as early as possible with the easily accessible services of the Youth shelters.

For people difficult to employ, the Kontti Recycling department stores and the Logistics Centre offer an opportunity to earn one's living and improve skills needed in working life. Those with difficulties to find employment can access a functioning work environment and their capacities to enter the labour market will improve.

We will focus on the following:

- We will reform the Healthpoints to be more versatile.
- We will develop the distribution of food aid and other support provided in connection with it by also facilitating the participation of the beneficiaries.

We relieve loneliness and strengthen social wellbeing

We want loneliness to be reduced and relieved in Finland.

With our versatile friend visitor activities we will support lonely people in different groups, such as the ageing, young people, immigrants and informal carers. A person in need of a friend will get a friend with the help of the friend contact service.

Volunteers meet lonely people by organizing versatile activities at institutions or by visiting at home. The activities can be organized as regular meetings, one-time support or group activities.

We will communicate and inform about our action and raise awareness about friend visitor activities both nationally and in our immediate communities. We will actively organize versatile friend training courses and develop their content. We will organize further training for the volunteers both online and through traditional means.

We will focus on the following:

- We will develop the forms of friend activities and outreach work.
- We will develop short-term and one-time forms of friend activities
- We will reform the friend contact service.
- We will develop online friend activities.
- We will expand young people's friend visitor activities.

We work to support immigrants and integration

We want to promote equality and commitment to a society against racism and discrimination. We want to develop equal opportunities for participation and multicultural communities. We want immigrants to be able to participate in Finnish society.

The Finnish Red Cross assists vulnerable refugees and immigrants and works for their rights. We will oppose discrimination and racism. Activities supporting integration will begin already at the reception centres and continue after moving to a municipality. Immigrants will be active actors in our organization.

We will focus on the following:

- We will increase voluntary activities supporting integration.
- We will increase training of volunteers for activities supporting integration
- We will enhance cooperation with other organizations and public authorities to support integration.

Main aim 3: A brave advocate – an expert defender of humanity

We listen to those who need help and strengthen their voices

We want decision-makers to make decisions that relieve the life situation of people who need assistance.

Our advocacy is based on observations made in our own activities.

Our volunteers and local branch network ensure us access to people who need help.

We will influence decision-makers and other actors locally and nationally to take action that will reduce exclusion and being disadvantaged in society. We will advocate for vulnerable people as well as for those who have been targets of discrimination and racism. As a part of the International Red Cross and Red Crescent Movement, we will advocate in Finland for carrying responsibility for the development of poor countries.

Our members, volunteers and employees will be familiar with both humanitarian issues as well as means of advocacy. They will speak and advocate for people who need help.

We will bring up shortcomings in society through national campaigning and influence decisions made in society.

We will focus on the following:

- We will develop tools for local advocacy.
- We will enhance the internal flow of information.

We defend humanity

We want humanitarian values to grow stronger in society. We want that the fundamental principles of the Red Cross are widely known and that they are accepted as prerequisites of humanitarian assistance.

The values of caring and looking after have remained in Finnish society, and we will work towards preserving them also in the future. By defending humanity we will also strengthen our own opportunities to act.

Membership in the Red Cross is a statement in favour of humanitarian values. Each volunteer strengthens our value community by being a member of the Red Cross.

With the help of jointly shared and understood principles we are able to work together. We will ensure that the fundamental principles of the Red Cross direct the action and decision-making of the volunteers and employees. The public authorities and citizens will recognize the special role of the Red Cross as a provider of humanitarian assistance.

We will encourage everyone to participate in discussing the values of society and the Red Cross. This is also our way of finding and strengthening partnerships. We will not accept the increased hate speech in Finnish society and will act against it visibly. We will increase awareness of the forms of discrimination and courage to intervene in discrimination.

Red Cross communication is effective, versatile and multi-channelled, and we will reach those interested in our activities through visible campaigning.

Respect for international humanitarian law everywhere, also in Finland, is the foundation for the Red Cross to be able to continue to help everywhere. Communication about humanitarian law is a core task for the Red Cross all over the world.

We will focus on the following:

- We will increase the appreciation of volunteering in society.
- We will strengthen diverse and effective communication and campaigning supporting it.

Main aim 4: An attractive and renewing voluntary organization

We are a good place for members, volunteers and employees

We want Finnish Red Cross voluntary action to be inspiring and adaptable to changing life situations. We want to be an excellent and sought-after workplace, in which employees feel good.

All our action is based on an individual person's will to help. Voluntary service is one of the most important Red Cross principles. Our action is open, accessible and it is easy for everyone to participate in it and also influence its content. A wide and active membership creates good operational prerequisites for volunteering.

The visible and effective assistance work of the Red Cross inspires new volunteers to join. We want more young people to be involved in our activities.

From the point of view of volunteering, it is important to identify an individual volunteer's expectations, competence and need for support. We will actively reform our voluntary activities and utilize digital solutions.

Our diverse and well-known assistance work is the strength of the Red Cross as an employer. The way we operate and the content of our work is unique and appreciated. This obliges us to develop our competence continuously and with determination. Competent line managing and leadership are the foundation of a good work community, which enables the sharing of competence for the benefit of the entire organization. We will ensure the realization of our principles and operational values for each of our employees.

Our action is genuinely bilingual.

We will focus on the following:

- We will develop new ways of joining voluntary activities.
- We will make goal-oriented membership recruitment a standard part of all our activities.
- We will develop digital services supporting voluntary action.

Well-functioning branches take care of each volunteer

We want to have an active network of local branches in the whole country.

Being present locally is the strength of the International Red Cross and Red Crescent Movement. With the help of a functioning network of local branches we will be able to offer unique opportunities for volunteering also in new forms of voluntary action. The branches will welcome all new volunteers and offer them versatile opportunities for action. Cooperation between branches will open a channel for new volunteers and forms of voluntary action.

Managing and supporting volunteers will be emphasized in branch action. The immediate support provided to the branches will be uniform and of equal quality across the country. On the basis of needs we will develop the training system of volunteers, which will help to support motivating, coping and competence.

We will focus on the following:

- We will reform the national training system for volunteers.
- We will ensure that all local branches get support from a branch coach.
- We will develop local branch communication, especially in social media.
- We will take care of the wellbeing of volunteers and employees.

Transparency in decision-making and good governance ensure reliable helping in all situations

We want people in Finland to trust the ability of the Red Cross to help.

The prerequisite for our action is that our reputation remains good and we are able to act as a reliable helper in all situations. The beneficiaries trust Red Cross helpers and that the action is managed in accordance with principles of good governance. The organization's decision-making is based on facts and common principles and values.

We will focus on the following:

- We will ensure that operations inspection is of consistent quality throughout the country.
- We will increase information about the outcome of our action across the organization.
- We will ensure adequate organizational competence.

Harmonized planning, monitoring and evaluation support action at all organizational levels

We want that our action is constantly developed and always evaluated through the perspective of assistance needs.

The Strategic programme is a strategy adopted by the entire organization, the implementation of which is everybody's joint duty. In order to be able to help people in need as well as possible, we must plan and find the resources for our action together. The monitoring, evaluation and management of the action will be consistent. Reporting systems will improve decision-making by the management and governance and will also enable reporting on the outcomes and impact of the assistance activities. We will expand support services provided for the local branches.

We will focus on the following:

- We will develop the monitoring and reporting of activities and finances throughout the organization.

Balanced finances in all units of the organization ensure effective helping in all circumstances

We want to have balanced finances at all organizational levels. This enables our assistance work.

The organization's funds will be used for assistance work specified in the organization's purpose. An active search for resources will create opportunities for versatile action. To ensure response capacities, it is important that financing is acquired continuously.

Membership fees create the financial base for many local branches. It is important that we take care of present members and recruit new ones.

Developing fundraising requires long-term efforts, investments and competence. For many, donating is the first contact with the organization, and many of our supporters also become inspired by volunteering. Local branches play a key role in the success of the Hunger Day and emergency collections.

The constantly growing and interested group of monthly donors encourages us to tell about our achievements better than before. Openness, transparency and informing about the outcomes of our action are a prerequisite for effective organizational work and fundraising.

We will focus on the following:

- We will ensure that each local branch participates in the Hunger Day campaign.
- We will develop resource mobilization throughout the organization.

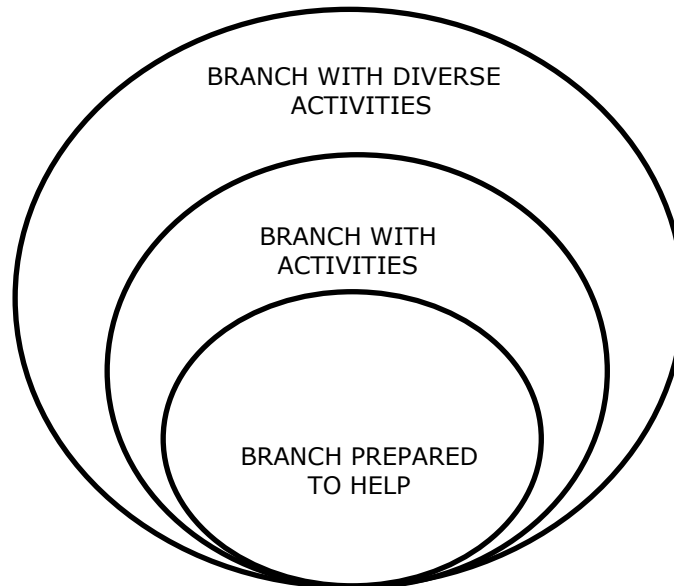
APPENDIX: Functions of a local branch

BRANCH PREPARED TO HELP:

- is prepared to provide domestic assistance
- takes part in the Hunger Day campaign
- responds to acute assistance needs in accordance with its up-to-date preparedness plan
- cooperates with nearby branches by participating in alert activities.

BRANCH WITH ACTIVITIES:

- (in addition to the previous duties)
- organizes regular volunteer activities in one of the organization's fields (first aid, friend visitor activities, promotion of health and wellbeing, supporting integration, youth activities)
 - actively recruits new volunteers to different tasks
 - maintains its own alert group or participates in a regional alert group
 - works together with neighbouring branches in assistance situations.



BRANCH WITH DIVERSE ACTIVITIES:

- (in addition to the previous duties)
- organizes regular volunteer activities in most of the organization's fields
 - finds out about and actively seeks local needs that the branch can respond to and have influence on through its activities
 - maintains an alert group that is able to support public authorities in a sudden situation in duties related to first aid, emergency support services and psychosocial support
 - participates in national Red Cross campaigns and organizes local events
 - is actively involved in fundraising
 - works together with public authorities and other organizations.

ALL BRANCHES REPRESENT THE FINNISH RED CROSS IN THEIR LOCAL AREA

BY:

- | | |
|---|---|
| <ul style="list-style-type: none"> • acting in accordance with Red Cross principles, values and mission • holding statutory meetings and electing authorized signatories • participating in District Assemblies and FRC General Assembly • ensuring equal opportunities for participation in activities and promoting diversity | <ul style="list-style-type: none"> • observing the principles of good governance • recruiting new members • maintaining records of their volunteers • directing volunteers to activities • communicating about activities to members, volunteers and local people. |
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