

of the Red Cross programme.

Sand abstraction techniques – drawing water from dry river beds in semi-arid regions during the dry season – provide communities with water to irrigate their crops as well as safe water for drinking and domestic use.

Part of this work has been funded by players of People's Postcode Lottery, a charity lottery whose players have contributed over £79.2 million for good causes across the world and in the UK.

Players have awarded £200,000 to the food security and livelihoods work in Zimbabwe. In July, Ian Dommett, Clara Govier and Sanjay Singh from People's Postcode Lottery visited Zimbabwe to see how the project is helping the local community.

Trust manager Sanjay said: "It was so inspiring to meet the women in rural communities – they were farmers, entrepreneurs, mothers, engineers all rolled into one. They are full of ideas on how to improve what they are doing and it's so easy to see how our funding impacts their lives in a huge way."



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Chenesai's story

Chenesai Tera has seen her life change for the better thanks to the Red Cross project in Zimbabwe.

The 35-year-old had previously struggled to feed her family. Her crop yield was low and she had to work on other people's plots in exchange for cereal.

It meant she was unable to devote enough time to her own crops.

However, after she received support and training from the Red Cross, Chenesai is projecting a maize yield of one-and-a-half tonnes this year. She can sell the excess produce to generate an income for her family.

"I've been spending the extra income to buy things like soap, cooking oil, sugar and beans, as well as new clothes for my family," said Chenesai.

"I can now feed my family three meals a day. My goal is to send my children to university and my new hope is to buy two cows and some roofing materials for the house."

"I am very grateful to the Red Cross for their help. They have taught me a lot. Life will never be the same again."



Get ready for winter

Reports suggest that thousands of pensioners could be at risk of illness and even death this winter as a result of the cold weather – but a simple visit from you could make all the difference in your area.

Research shows that, more than five million pensioners now say television is their main form of company. Living like this isn't only miserable: when the temperature drops, it's downright dangerous.

Heartbreaking as it sounds, according to research by the British Red Cross, half of people in the UK don't feel they have anyone they could turn to in an emergency. No family, friends, or casual acquaintance neighbours.

That's why, when the Arctic weather blasts in, making the odd call on elderly and vulnerable neighbours can make a big difference.

Just look in to make sure they're feeling okay, check they've got

enough non-perishable food, stay for a cup of tea, or maybe clear their path a bit if it's snowing.

The importance of helping some older people overcome what one doctor called 'this terrible burden of loneliness' can't be overstated.

Pensioner Peter Thresh – who now benefits from a Red Cross project to connect older people – summed up the hopelessness of a solitary existence: "You do get fed up, and at times I've felt terribly lonely. Speaking to other people gives you something to hang on to."

TIPS AND ADVICE

Severe weather can strike quickly and cause major disruption to our homes, families and communities.

The good news is that with a few simple steps, it's easy to prepare for sudden snow, storms, flooding, and other winter emergencies.

- > Put together an emergency kit, with all the right clothing, food and equipment.

- > Learn first aid – take a course or download our free first aid mobile app.
- > Read through our online emergency plan for families, so your household knows what to do in a crisis.
- > Stay informed about bad weather: check severe weather and flood warnings.
- > Plan for alternative ways to keep warm if your home heating is disrupted.

For more advice and tips, visit redcross.org.uk and search 'get ready for winter'.

Make a difference

Your support makes our vital work possible. If you would like to continue making a difference by donating now, please contact: Katie Randall, British Red Cross, 44 Moorfields, London EC2Y 9AL on 020 7877 7460 or by email at krandall@redcross.org.uk

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Silent emergencies – BEYOND THE HEADLINES

Every year, the Red Cross helps hundreds of thousands of people caught up in emergencies around the world.

These people might have lost everything to a flood or earthquake, or fled from lethal violence. They might need help to earn a living again – or something as simple as clean water and a place to sleep.

Most of these devastating crises barely make it into the news. That's why we call them silent emergencies.

But our staff and volunteers in 189 countries around the world are always ready to help. In the crucial

hours after emergencies they get straight to work, often helping in their own communities.

"When an emergency hits, local Red Cross or Red Crescent volunteers are usually the first on the scene," explains Ben Webster, head of emergencies at the British Red Cross.

"That was the case when people needed help after fleeing violence

in Burundi this year and also with the recent flooding in Bangladesh and Myanmar. Our volunteers are an invaluable resource when it comes to getting help out into communities."

And when international support is needed, the Red Cross Movement is ready to step in and help, irrespective of whether the emergency is making headlines or not.

In order to launch emergency responses without delay, the Movement calls upon its Disaster Relief Emergency Fund to get the necessary funding. It means the Movement can send aid or staff to the disaster area immediately.

The British Red Cross supports the fund when the public choose to make generous donations to it. We also send aid workers with the relevant expertise to help in an emergency response.

"Very few of the emergencies we respond to will make headlines or will capture the public's attention," said Webster. "But these silent emergencies are a core part of our work."

Between 2009 and 2014, the Movement helped **68 million** people affected by silent emergencies.

Welcome to Outlook and thank you for your support. We hope you enjoy reading about the difference your charitable trust can make.

In this issue:

- > How we're tackling hunger in Zimbabwe
- > Human trafficking in the UK
- > Who pays for your wheelchair?

FIGHTING HUNGER IN ZIMBABWE



Photo © Hanna Butler / JFRC

The facts around global hunger do not make for pretty reading. Around 805 million people in the world do not have enough to eat.

Hunger kills more people each year than AIDS, malaria and tuberculosis combined. In Sub-Saharan Africa, more than one in four people remain chronically undernourished.

In Zimbabwe, communities are faced with recurrent droughts, poor harvests, and one of the highest HIV rates in the world, all of which has a negative impact upon food production.

To help improve living conditions, the Zimbabwe Red Cross, with support from the British Red Cross, is helping 9,000 families in the provinces of Midlands and Mashonaland West to generate their own food and income with agricultural training.

Vulnerable households have established community gardens and are being trained to grow a variety of nutritious crops such as sweet potatoes, cassava and cow peas.

Increased crop production means households are able to sell surplus vegetables to generate a cash income.

But vulnerable families face further challenges during a food crisis. They are often forced to sell assets such as livestock to provide for their immediate needs.

However, this leaves families in a weakened state in the long term. The Red Cross is working with communities on restocking livestock.

The Red Cross provides households with goats of breeding age, and when they produce kids, the original household keeps the kids and passes the breeding goats to another community member.

With farming constantly at the mercy of recurrent drought, access to water and irrigation techniques are crucial if communities are to have food all year round. With this in mind, irrigation and water harvesting techniques are all part

Outlook UK

Human trafficking: behind closed doors

If you thought slavery was a thing of the past, think again. It's as rife as ever in Europe, but more hidden – and you can learn to spot the signs.

It's a terrible thought. You were taken to this house, where the owner beats you. You're too scared to escape, since you're being threatened. You have to work for nothing. In fact, they took away everything, including your passport. And nobody outside knows how trapped you are.

Unbelievably, circumstances like these were the reality for thousands of trafficking victims last year. That's just in the UK – and the numbers are rising.

Human trafficking is a serious crime that can cross international borders, but also stay within a country or even a community.

Traffickers tend to target the world's most vulnerable – for example, the poor or discriminated, migrants or

those with a limited education.

They abuse their situations for horrific reasons: sexual services, forced labour, criminal activities, domestic servitude and even the removal of organs.

In the UK last year, 19 per cent of trafficking survivors were from Albania. Dagmar, a British Red Cross refugee support caseworker, recently met some colleagues from the Albanian Red Cross.

They explained that cases there tend to be women, trafficked for sexual exploitation. Men there will promise marriage and the 'good life'. In a highly patriarchal society, this can be enough to lure potential targets.

In tally with this picture across Europe, the British Red Cross has



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Who pays for your wheelchair?

Photo © iStock



If you need a wheelchair in the UK, your best bet is to either get injured just a little or quite a lot. Confused? It's understandable. Here are three facts you probably don't know:

1. If you get a small mobility injury, hospitals in the UK have to provide you with a 'minor aid' – such as crutches or a walking frame.
2. If you have a serious injury that will mean long-term use of a wheelchair, hospitals are similarly obliged to provide the equipment. But...
3. If you need a wheelchair for a 'short-term' ailment (officially, anything lasting less than six months), you fall into a grey area. No official body has any responsibility to help.

The Red Cross mobility aids service loans out 75,000 wheelchairs each year. Our teams are often based directly in hospitals and medical centres.

The benefits are clear. Patients are discharged earlier, freeing up much needed bed space. Our wheelchairs also help people become more independent at home.

We've recently published a report – *Putting the wheels in motion* – which offers some common sense advice to the government. Here are our main calls:

1. We're calling on the government to change the NHS Mandate (which enshrines the health service's core goals) so it includes short-term wheelchair loans.
2. We want to raise awareness about our wheelchair service, so more health care professionals will know about how it can help patients.
3. No-one has an idea how many people might need a wheelchair at any one time in England – the research simply hasn't been done. So we're asking the government to investigate this.

Outlook Donor focus

THE FREEMASONS' GRAND CHARITY

This year we are celebrating a huge landmark in our long-standing partnership with The Freemasons' Grand Charity.

Over the past 30 years, more than £2 million in grants has been awarded to the British Red Cross, supporting our work in the UK and around the world.

The Freemasons' Grand Charity has been donating to the British Red Cross since 1984, contributing funds to help us respond to a huge range of emergencies, including: the Nepal earthquake; UK flooding; the Asian tsunami and earthquakes in New Zealand, Haiti and Chile.

After a grant to help the people of Vanuatu – whose communities were devastated by Hurricane Pam – The Freemasons' Grand Charity surpassed the £2 million landmark.

It is not only in responding to disasters that The Freemasons' Grand Charity supports our work. They also support our work at home by funding emergency response vehicles that help us to deliver our services across the UK.

They also gave a transformative grant of £300,000 in 2000, which helped us establish our fire emergency support service nationally.

Mike Adamson, chief executive of the British Red Cross, said: "The partnership between The Freemasons' Grand Charity and the Red Cross highlights the impact two organisations with a shared focus and a drive for change can have on the lives of people in need.

"We are lucky to have such dedicated support, and I look forward to continuing our partnership."