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# Supporting communities in crisis across the globe

Disasters, conflicts, and crises are unfolding on an unforeseen scale – and often, the world's most vulnerable communities are hit the hardest. In 2023 we saw heartbreak on an unimaginable scale putting immense pressure on individuals across the globe.

In the UK we are facing more heatwaves, storms and flooding, and more wildfires than ever before. Just in November we witnessed unprecedented rainfall with storms Babet and Cieran. Elsewhere in the world it's been difficult to comprehend the levels of destruction caused by earthquakes, flooding, and conflict.

Yet, in the face of it all, British Airways has stepped up to support people in crisis. Your trust, commitment and flexible funding helps to ensure that the British Red Cross is ready to support people in the immediate aftermath and long-term response of devastating crises in the UK and around the world.

# Responding to crisis in the UK at a moment's notice

British Red Cross UK crisis response teams are there to support people in the UK at every stage of crisis. Whether it's a fire in a family home or a national emergency, our frontline staff and volunteers work tirelessly to ensure no one is left behind.

Thanks to British Airways' support of **£50,000 per year**, we can ensure that our expert teams are prepared to respond at any time of day or night, helping people in crisis to cope and recover.

With the support of British Airways and other funders, the British Red Cross has helped **24,668 people** in the UK during **1,575 emergencies** in 2023, including:



**859**

**domestic fire incidents**



**118**

**domestic flooding incidents**



**1,128**

**displacement incidents**



**58**

**search and rescue incidents**

## Did you know, we responded to over 800 domestic house fires?

One of our core service offers that maintains a regular demand on our teams is domestic house fires. These incidents made up 56% of all recorded incidents that emergency response (ER) teams responded to in 2023.

An example of such an incident this year occurred in the North of England. The team responded to a large-scale fire in mid-august when a take-away shop caught fire. ER volunteers provided psychosocial support and essential items to 26 people who were evacuated and placed in rest centres, one of whom was a baby.

## Responding to storms across the UK

The end of October and beginning of November saw two storms hit the UK in quick succession with amber and yellow weather warnings covering the map of the UK for upwards of two weeks.

Thanks to support from incredible funders such as British Airways, our emergency response teams were able to provide assistance through rest centres, distributing information and essential items, and conducting welfare checks in affected areas. For over a week, teams were responding constantly to requests for support. **By the time that teams were stood down, they had supported over 650 people**, over 50 Emergency Response Vehicles were deployed, and over 80 hours of staff time were logged.

After the storms had passed, crisis response teams also carried out our recovery offer to those still in need of support. They provided emotional and practical support, by performing welfare check-ins as well as the distribution of essential items such as cash based assistance and flood clean up kits.



British Red Cross (BRC) volunteers were deployed to a rest centre in Catcliffe (Rotherham) on Saturday 21st October 2023 to work with the local authority and other agencies. As people had been evacuated from their homes due to flooding of their properties BRC volunteers were present to provide practical and emotional support to about 70 people in the rest centre.

# Supporting communities affected by earthquakes in Morocco

In October 2023 Morocco was hit by a series of devastating earthquakes. Nearly 3,000 people lost their lives and thousands more were injured in the disaster. For those who survived, almost 60,000 homes were destroyed or damaged. The impact has been felt across the country. From Marrakesh, the economic centre of the country, to remote mountain villages, many have lost their loved ones and their livelihoods.

Yet, in the face of the destruction, your kindness has saved lives. Thanks to your generous contribution of **£25,000** as well as **£4,346** in employee donations through our Crowdfunder page, the Moroccan Red Crescent has been able to lead an incredible response, working tirelessly to provide first aid, water, food and shelter to those in need.

How you have helped\*:



**303**

**volunteers and staff  
deployed**



**1,243**

**people provided with  
toiletries to stay  
healthy**



**1,405**

**families reached with  
essential items like  
blankets**



**50,000**

**people treated with  
first aid**

In remote villages in Morocco, Red Crescent volunteers in medical caravans have been providing medical and emotional support. Mohamad (on the right of the photograph below) lost two of his grandchildren when his son's home collapsed during the earthquake. He said: "I was told that my son's house [where the grandchildren were at] had collapsed, so I came rushing to save my grandchildren but found them under the rubble, unresponsive. The roof came down while they were inside." Red Crescent teams have provided Mohamad's family with a tent, some warm blankets and several mattresses and clothes. Red Crescent volunteers will also provide support to the family to cope with the trauma of the earthquake.



© Benoit Carpentier / IFRC

Despite our extensive response to date, the scale of the damage caused by the earthquake is still presenting many challenges. With the winter months upon us, snow is expected in many of the more remote areas of the country. This will make it harder for Red Crescent teams to reach mountainous communities to provide support. Families are also having to live in short-term shelters for longer than originally planned, so ensuring people can stay warm and safe is vital. In the coming months, our priority will be to maintain critical support to hard-to-reach communities, as well as providing more permanent shelters for those who lost their homes.

Though there is much still to do, your generous support has allowed our Movement to provide the immediate assistance people need.

# Helping those affected by the floods in Libya

Over three months ago, Storm Daniel caused devastation across Libya. Over 4,000 people lost their lives and more than 8,000 are still reported missing. Thousands who survived the storm have been displaced, worsening the impacts of a decade of conflict in Libya. With transport infrastructure damaged and roadblocks making physical access difficult, it has been unimaginably challenging to try and ensure people had access to the support they needed.

Yet in the face of that destruction, we once again saw the power of kindness. When just days before, you had already given to help those affected by the earthquake in Morocco, British Airways demonstrated that no matter how many crises hit at once, there will always be incredible supporters to answer our call.

Thanks to British Airways' generous contribution of **£25,000** in addition to **£1,477** in employee donations, you have helped us reach thousands of people across the affected region with emergency support.

How you have helped\*:



**25,000**

food parcels given to affected families



**5,000**

people reunited with their families



**738**

Red Crescent volunteers delivering response



**47,800**

essential items like toiletries distributed



**7,200**

people given emotional support

## Safe drinking water in the face of devastating storms

With many water points destroyed by Storm Daniel, and thousands of people displaced from their homes, the International Committee of the Red Cross (ICRC) and Libyan Red Crescent Society teams have been working round the clock together to provide support. In Al Bayda, in north east Libya, one of the areas heavily impacted by Storm Daniel, teams have been installing water bladders to ensure that communities have access to safe drinking water, after the local infrastructure had been destroyed by the storm.



Tunisian Red Crescent have a team of doctors, nurses and a psychologist working in a 24/7 field clinic to provide medical and psychosocial first aid to Libya floods survivors. © Libyan Red Crescent.

The fallout from the floods is still presenting an unbelievably challenging situation. Informal shelters like schools are hosting thousands of people, many of whom are in desperate need of clean water, functioning toilets, heating - and the chance to rebuild their lives. The focus for the months ahead will be on providing essential winter relief such as warm clothing and heating generators; providing safe drinking water; offering mental health support to those impacted by the floods; and continuing to provide specialised support for those at risk of gender-based violence.

# Supporting people in Israel and Occupied Palestinian Territory

It can be difficult to comprehend how it has been over three months since violence escalated across Israel and Occupied Palestinian Territory. For many civilians, this has been a time of unimaginable pain – losing their loved ones, fleeing their homes, and struggling to access the support they need.

Over 17,000 people have tragically lost their lives, tens of thousands more are injured, and over 1.8 million people are displaced from their homes. The conflict continues to cause devastation to communities, breaking apart families and loved ones.

In the face of this devastating crisis, the Red Cross and Red Crescent Movement has been there – and will continue to be, thanks to your support.

We are so grateful to British Airways, here are some of the ways your donation of **£25,000** on top of an incredible **£14,539** in employee donations has helped so far\*:

## Magen David Adom's response\*\*



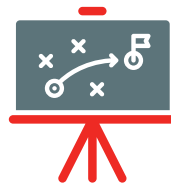
**57,000**

Units of blood collected to support medical facilities.



**600**

Litres of human milk given to babies who've lost their mothers.



Magen David Adom are implementing emergency exercises to evacuate casualties.



A pile of rubble remains where a building once stood. 18.10.23 © ICRC



Crucial aid is sorted by a member of the ICRC. 13.10.23 © MDA & IFRC

## Palestine Red Crescent Society's response

In Occupied Palestinian Territory, the Palestine Red Crescent Society continues to provide health services to thousands of people across two of their own hospitals, as well as public hospitals, and through their 27 ambulances. They are also distributing critical supplies such as medicine, safe drinking water, and baby milk.



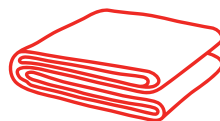
**83,000**

Food parcels distributed.



**1,131**

Hygiene kits to Al Quds hospital.



**79,000**

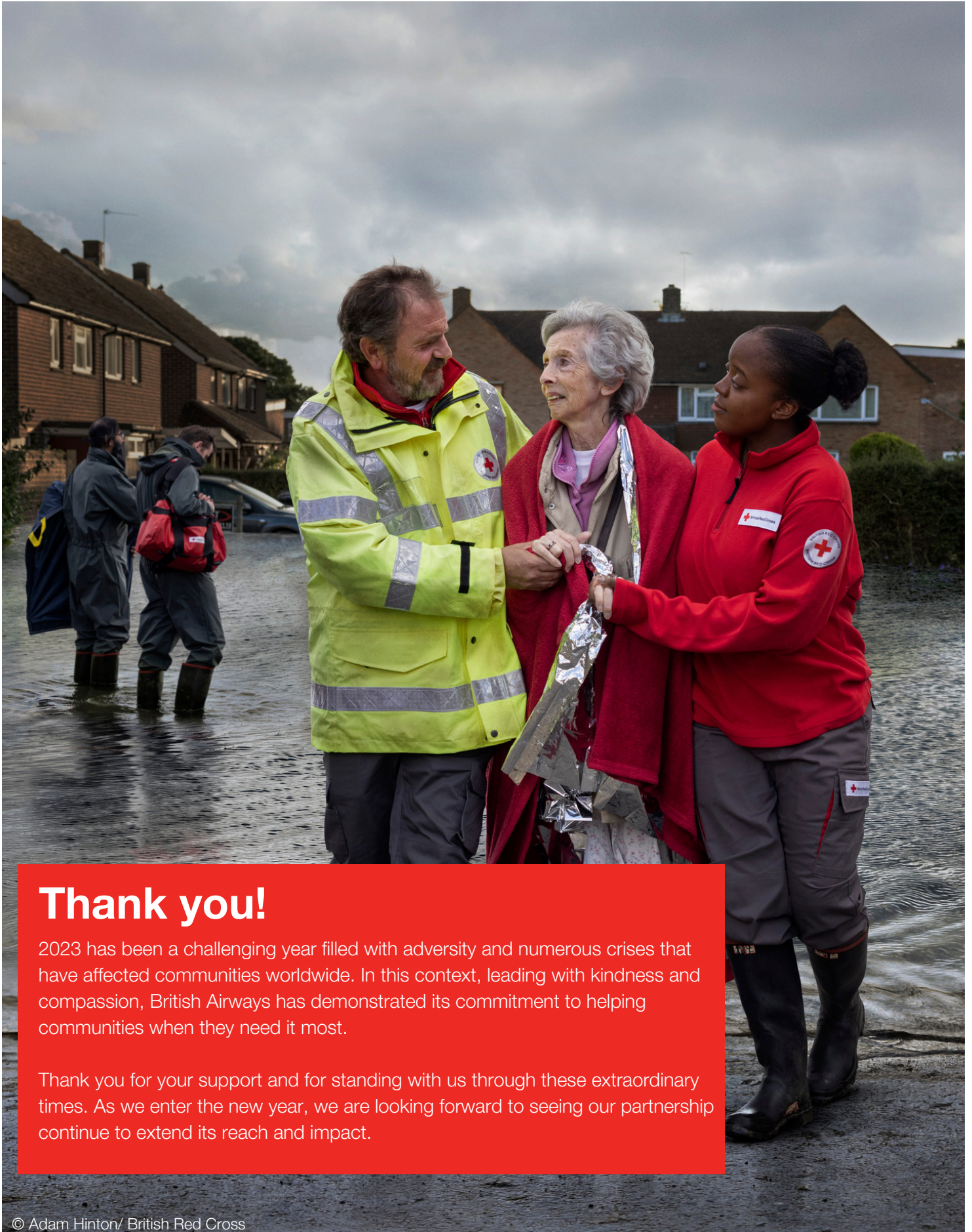
Warm blankets distributed.



The PRCS receive a truck of aid items. 21.10.23 © PRCS

\*figures from Israel and Occupied Palestinian territory appeal one month report October - November 2023

\*\*Magen David Adom is the recognised National Society of the State of Israel.



## Thank you!

2023 has been a challenging year filled with adversity and numerous crises that have affected communities worldwide. In this context, leading with kindness and compassion, British Airways has demonstrated its commitment to helping communities when they need it most.

Thank you for your support and for standing with us through these extraordinary times. As we enter the new year, we are looking forward to seeing our partnership continue to extend its reach and impact.

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