

7th April 2020

Dear Clerk and Councillors of Kent Parish Councils

My name is Cathy Curtis and I work for British Red Cross to raise funds to support people in crisis. I'm writing to you to kindly ask your Councils to consider making a donation to support the essential services we provide across Kent, including your local area.

These services include: **A&E Discharge, Emergency Response, Wheelchair Hire, Refugee Support, and First Aid Training.**

Our vital services are currently being impacted by COVID-19, but we are doing our utmost to ensure that we not only supporting people facing the challenges resulting from this virus, but supporting the most vulnerable people within our communities that need our support day to day.

Our response to COVID-19

Alongside our core services, we are working hard to support vulnerable people impacted by COVID-19.

In the UK, our response to the coronavirus outbreak is focused on four key areas:

- **Support for the NHS** – Our services ensure people are supported on their return from hospital and once they are home. Crucially, our support helps to ease the strain on the NHS by freeing up hospital beds. We are currently working with 100 hospitals around the UK but many more have requested our support.
- **Vulnerable and Elderly** - We know that the elderly and those who are already lonely will be hardest hit by this crisis. Our initial focus will be supporting the 1.5 million individuals over the age of 70 and those who have underlying medical conditions, as well as the 8 million over 70s who will also be stranded at home.
- **Groups that are 'Off-Grid'** - Across the world, people and families are migrating or being forced out of their homes at a greater rate than ever to search for new opportunities or safety. We are rapidly planning a national distribution of cards, pre-loaded with cash to our most vulnerable clients to make sure they can support themselves and their families through this difficult period. Sourcing emergency accommodation for destitute, homeless refugees and asylum seekers who are unable to self-isolate is another key challenge.
- **Economic Insecurity** - We know that many individuals and families will experience economic hardship as a result of the coronavirus outbreak. The complex challenges that the most vulnerable people in the UK face are emotional and psychological, but also financial. Across the UK, people are adjusting to the new realities of the crisis: those self-isolating will struggle to meet their basic needs; those self-employed will



Protective emblems used by
the International Red Cross
and Red Crescent Movement

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Wales (220949), Scotland
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Patron: Her Majesty The Queen

face a huge financial hit; many people are facing the stark reality that they may lose their jobs; caring responsibilities will increase; and with schools closed, children at home will need to be fed.

For more information, please see: www.redcross.org.uk/about-us/what-we-do/uk-emergency-response/coronavirus

Emergency Response

Our Emergency Response teams operate in partnership with the local Fire and Rescue Services, as well as supporting ambulance services, health authorities, the police, and utilities companies in the area. Our volunteers are trained to respond to all kinds of emergencies from floods and terror attacks, to less high-profile crises such as power cuts and water supply disruption. They are ready and prepared to respond to these emergencies 24 hours a day, 365 days a year.

Every time we respond to an emergency, we use vital stock and supplies that must be replenished before we are called out to the next incident. As we develop our expertise in responding to different kinds of emergencies, such as terrorist attacks and anti-trafficking operations, we are called upon to assist more often. In turn this means we need more funding to expand, equip our vehicles and train our teams in Kent.

Mobility Aids

The British Red Cross provide mobility aids to support people who live independently after coming home from hospital, or following an accident that has left them immobile, on a short or long-term basis. For a child with mobility problems, having a wheelchair can mean the difference between going to school and leading a comfortable life or being isolated and housebound. This is the only service of its kind operating in the UK. Its continuing success enables any child or adult across the UK - irrespective of their location or circumstances - to have equal opportunity to a wheelchair.

Supporting Refugees and Asylum Seekers

The British Red Cross is the single biggest provider of support to refugees and asylum seekers in the UK. Our Refugee Service supports vulnerable refugee and asylum-seeking individuals and families as they settle into their new lives here in Kent.

Our Refugee Support service provides assistance with documents, applying for grants and finding an activity for an individual/family to enjoy and integrate them into society. We also provide emergency items such as clothing, shoes and toys/books for children that make such a difference to their lives, after having lost everything that is familiar and witnessing the devastation that war leaves behind.

First Aid Training

The British Red Cross provides first aid training in Kent for all ages and groups including young people, organisations supporting vulnerable groups and office teams. Just one in twenty people are prepared for a first aid emergency according to Red Cross research; we are actively working to help people gain confidence in existing skills and learn new ones so they are prepared for any first aid emergency they are faced with.

Thank you for taking the time to read my letter. We would be delighted if your Parish Council are able to support the British Red Cross in Kent and help us deliver our services in your local area by making a donation.

Warmest wishes,



CATHY CURTIS
Senior Community Fundraiser

For BACS donations:

Sort Code: 60-00-01
Account No: 90352556
Account Name: The British Red Cross Society

Please notify Liz Craig lizcraig@redcross.org.uk

Date payment was made
The amount
Name of payee
Name of Parish Council

Please don't forget to get in touch if you ever want to change the way we communicate with you. You can do this by emailing mailenquiries@redcross.org.uk or calling Freephone 0800 2800 491.

Your Privacy

The British Red Cross (including BritCross Ltd) will collect data from you to process your donation, personalise your supporter experience or provide you with the goods or services you have requested. Personal details collected this way will only be used to provide you with information you would reasonably expect or have agreed to. This may include using your data, in combination with public data sources, to analyse, research and profile our donor base, so that our marketing communications with you and others are appropriate and cost effective. You can withdraw your consent to us using your data in this way at any time by contacting our Supporter Care team on 0300 456 1155 or by e-mailing Supportercare@redcross.org.uk. We promise to make all reasonable efforts to keep your details consent and privacy statements secure and will only share them with suppliers working on our behalf. Except as required by law we will never share your details with other organisations to use for their own purposes. For full details see our Privacy Policy online or contact our Supporter Care team.