



When good neighbours become good friends

Tesco has partnered with its Charity of the Year 2007, The British Red Cross, in the 'Crisis Care in your Neighbourhood' campaign

Words by Maxine Clayman

Funding areas

All the money raised by Tesco will be used by the British Red Cross to fund three key areas:

- 1 Care in the home – providing short-term care and support for people in their own homes recovering from illness or injury.
- 2 Life-changing essential equipment – giving the Red Cross the resources to respond to emergencies and help people cope in the aftermath by providing practical help, advice and comfort.
- 3 Life-saving skills – providing groups and individuals with crucial first-aid skills.

Fast facts

- More than 130,000 visits are made by British Red Cross volunteers to people in their homes every year who are recuperating after a stay in hospital.
- Each year the British Red Cross trains over 150,000 people in first aid.
- Nearly 10,000 people benefit from the loan of Red Cross equipment each month.

Tesco is delighted to announce that the British Red Cross has been chosen as its Charity of the Year for 2007. Most of us are familiar with the tremendous work the charity does overseas, providing aid to those trying to cope with situations ranging from floods and famine to the fallout resulting from the conflicts of war. Less well known, however, is the amount of support the charity gives to local communities and people throughout the UK.

The theme of the year-long partnership is *Crisis Care in your Neighbourhood*, and Tesco hopes to have a major impact on this, not only by increasing awareness of the crucial work the British Red Cross does in the UK, but also by raising £2 million.

Tesco staff will co-ordinate fundraising events across the country, such as Red Cross Appeal Week in 6-12 May, in aid of the charity. Shoppers can get involved by putting loose change in collection boxes by in-store checkouts, and recycling mobile phones and inkjet recycling cartridges in special bags located in store – money raised will be donated to the British Red Cross.



Commenting on the announcement, Sir Nick Young, Chief Executive of the British Red Cross says, 'I am delighted that Tesco has chosen the British Red Cross as

its Charity of the Year for 2007. This exciting new partnership is a fantastic opportunity for us to increase the reach of our services throughout the UK. And with the aim of raising £2 million, we hope to achieve our goal of helping even more people and communities that desperately need our assistance.'

How you can help

There are two ways you can help the British Red Cross make a difference. You can make a donation to the British Red Cross. Call 0845 052 2007 and use the reference Tesco magazine or log on to www.redcross.org.uk/tescomag. The charity also relies on its volunteers and anyone can get involved. To find out more go to www.redcross.org.uk.



Rebuilding lives

In 2001 Susan and Robert Tribble, both 51, had their lives turned upside-down when their house in Exeter, Devon, was burnt to the ground and they lost all their possessions. Fortunately, the British Red Cross was on hand to help during their time of crisis.

'We were out for the day when I got a phone call telling us that our house was ablaze,' says Robert.

'An electrical fault had caused the roof, which was thatched, to catch fire. And by the time we returned home there was absolutely nothing left of our house. As you can imagine, it was devastating.

'We were shattered and at a loss to know what to do – it was just before Christmas and everywhere was closed, so it was too late for us to try to get somewhere to stay through our insurance company.

'It was the local fire brigade who put us in touch with the British Red Cross and they had a

support vehicle in the area.

'If it hadn't been for the advice the Red Cross gave us, everything could have turned out so differently. The charity put us in contact with social services, and they were able to house us in temporary accommodation. That meant we could at least all spend Christmas together as a family.

'It took two years to rebuild our house as it's a listed building. When it was finished we had an open day, with all the proceeds raised going to the British Red Cross. We're so indebted to the charity and I can't stress enough how important its work is and the impact it makes to the lives of so many families.'



Special bond

Thanks to his first aid training, Red Cross volunteer Alec McTaggart was able to save the life of his next-door neighbour's baby daughter Megan.

'I still remember that day so clearly even though it happened two years ago,' says 64-year-old Alec from Maryhill, Glasgow. I was doing a training course and for some reason I stopped off to have lunch at home, which I don't normally do. The next thing I knew Ian, Megan's dad, was banging on my door. He was hysterical. Megan, his little girl, had gone limp and had stopped breathing and he was shouting at me to save her. She was having febrile convulsions, which can happen when a baby's body thermostat doesn't cope with changes in temperature.

'Despite his panic Ian knew I was a first-aider for the Red Cross, which is why he'd brought her round to me. I calmed him down and he called for an ambulance and at the same time I administered mouth-to-mouth on Megan. When she let out a cry I knew I'd saved her life and I felt euphoric.

'Then I told Ian to strip Megan and we got her into a basin of water to help cool her body down. By the time the ambulance arrived we'd managed to get the situation under control.'

'Ian called me when he was in the ambulance with Megan,' says her mum, 43-year-old Libby, picking up the story.

'But as soon as he told me he'd taken her over to Alec's I knew she'd be OK, because he'd done first aid with the Red Cross. Alec's granddaughter is also called Megan and he told me he had tears in his eyes when he was trying to revive her.

'Alec saved my daughter's life. There's an incredibly special bond between them and I know I'll be indebted to him forever.'

Alec, who has been volunteering for the British Red Cross for more than 15 years, believes it has provided him with not only the opportunity to learn new skills but also to meet lots of new people.

'As a volunteer I'm a part of the local community,' he says. 'And the importance of the role the British Red Cross plays in the UK is immeasurable.'

Essential support

Last year the British Red Cross provided Janet East, 44, from Croesyceliog in Wales, with care in the home after she was hospitalised following a chest infection. Janet, who is housebound, developed a close bond with her carer Cherie Rosser, 30, and the pair still remain firm friends.

'When I was in hospital one of the nurses put me in contact with the British Red Cross,' says Janet. 'The charity sent Cherie round to help me with the cleaning, shopping and any other personal things I needed help with. I don't know what I would have done without her.

'The service the Red Cross provides is only on a short-term basis but Cherie and I still speak all the time on the phone and she comes to visit me regularly even



though she doesn't have to. My disability means I don't get to see many people as I also live alone, so Cherie has made the world of difference to me. She's my lifeline to the outside world and she's been so much more than just a carer. She's my confidante and a friend.'

We've smashed our target of £1.5 million for Whizz-Kidz and we're still counting...

With your help, money raised for Tesco Charity of the Year 2006, Whizz-Kidz (reg charity no 802872), looks set to top £1.7 million, so a huge thanks to everyone who took part in any of our charity events.