



**BritishRedCross**

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13 May 2009

Dear Ms Ikedife,

On behalf of the British Red Cross I would like to thank Best of the best plc for the donation of £1000. Your support is greatly appreciated and really will help make a huge difference to the lives of those facing crisis both in the UK and overseas.

As part of the world's largest humanitarian network – the International Red Cross and the Red Crescent Movement – the British Red Cross provides assistance during times of crisis. We are currently providing vital assistance to people in L'Aquila, central Italy, where an earthquake registering 6.3 on the Richter scale has killed at least 260 people, with 1,000 injured and 30 missing. The earthquake left around 28,000 people homeless, in a city with a population of 70,000.

The Italian Red Cross were on the scene an hour after the earthquake, with the British Red Cross supporting the emergency response with donations from its disaster fund. The Italian Red Cross has responded with health, first aid, logistics and humanitarian relief. It also established a field hospital to relieve the burden on local health facilities and set up mobile kitchens able to provide 10,000 meals a day.

The British Red Cross also helps vulnerable people across the UK. It only took four hours of their time – but the parent and baby first aid course that Susan and Neale Blomley attended enabled them to save their baby daughter's life. When 4-week old baby Emma stopped breathing Neale and Susan acted quickly using the training obtained in the course to get Emma to start breathing again. Later at the hospital, the nurse commented that the couple had done "exactly the right thing".

Looking back on the frightening experience, Susan commented that "At first we felt panicky, then the training just kicked in. Having been shown how to deal with such a situation at the first aid course – and having had plenty of practice on the plastic dummy – we felt we had the experience to know what to do. Our story is proof that just a few simple first aid skills can make the difference. Having the proper skills – and the confidence to use them – saved our baby's life"

Without the generosity of supporters such as Best of the best plc our vital work in the UK and internationally would not be possible. Thanks to donations such as yours, we are able to respond immediately to help vulnerable people in crisis, wherever and wherever they are.

Yours sincerely,

Nick Vassallo  
Corporate Partnerships Manager



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

The British Red Cross Society  
Incorporated by Royal Charter 1909  
Registered charity numbers:  
England and Wales: 270644  
Scotland: SC037738

Patron: Her Majesty The Queen