

Best of the Best Plc
2 Plato Place
72-74 St Dionis Road
London
SW6 4TU

05 April 2011

Dear

On behalf of the British Red Cross I would like to thank you for Best of the Best Plc's generous donation of £500 to support our immediate response to the series of disasters which have caused death and destruction throughout Japan and the region.

In Japan it has been reported that more than 10,000 people have been confirmed dead, with over 12,000 still missing. According to local news reports, about 500,000 people in the affected areas have been evacuated to safer public facilities. The disaster triggered hundreds of fires and caused severe damage to buildings, destroying over 14,000 homes, leaving 1.2 million without electricity and 1.4 million people without water.

The Japanese Red Cross has been working on the ground since the disaster began, mobilising hundreds of doctors, nurses and support staff. The Red Cross has also opened a Family Links service, which helps to reunite family members who were separated during the disaster. So far over 5,600 people have registered on the website.

The Government has opened many evacuation centres (halls, gyms etc) which are currently housing people. JRCS are supporting these centres with health, psychological support and relief items. Red Cross planners are also consulting with local authorities to map out other ways of making survivors' lives more tolerable during their stay in evacuation centers. These include the provision of hot showers and the improvement of sanitation facilities.

The Red Cross is providing health care and distributing relief items. So far, 125,530 blankets and over 25,000 emergency kits have already been distributed, with many more on the way. Best of the Best Plc's response to the disasters is greatly appreciated; we were able to offer immediate support in the first days of the disaster and importantly, we can also contribute to the long-term recovery of the affected regions.

Thank you again for helping us to be there when it matters most.

Yours sincerely,



Sarah Tighe
Corporate Partnerships Team



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

The British Red Cross Society
Incorporated by Royal Charter 1866
Registered charity numbers:
England and Wales: 220940
Scotland: SC001173

Patron: Her Majesty The Queen