

FAQs on the CRC Ready Rating website

Does it cost money to be a Red Cross Ready Rating Member?

Ready Rating is a free, web-based emergency preparedness planning program designed to help organizations and businesses become better prepared to respond effectively and recover quickly from disasters and other emergencies. Ready Rating Members are only financially responsible for costs incurred to improve their level of preparedness.

What is the purpose of the Red Cross Ready Rating program?

The Red Cross Ready Rating program provides a framework designed to help small to medium-sized businesses, schools, faith-based and cultural organizations, non-profits, social enterprises and other community organizations become better prepared to respond effectively and recover quickly from disasters and other emergencies.

How is the Ready Rating program different from other emergency preparedness programs?

The Ready Rating program goes beyond providing useful emergency preparedness information. The Ready Rating program's Assessments, Next Steps Report and other templates allow members to better understand their particular risk to emergencies and develop an emergency action plan that is tailored and fit-for-purpose to their organization's circumstances and needs. Additionally, the Membership Seal makes emergency preparedness measurable and visible. Displayed at facilities and on digital platforms, this serves as a public recognition of an organization's commitment to preparedness and safety. Lastly, the Canadian Red Cross can provide additional services and resources to enhance emergency preparedness efforts undertaken by an organization.

What is the purpose of the Ready Rating Seal?

The Ready Rating Seal is a visible statement that a member organization, business or school has committed to improving their level of preparedness by participating in the Ready Rating program. In adherence with Red Cross guidelines, members can also publicly display the Ready Rating Seal to show their commitment to preparedness.

Can anyone become a member of the Ready Rating program?

Ready Rating can be used by anyone, but is geared towards small to medium-sized businesses; schools & educational institutions; and community organizations (including faith-based and cultural organizations, non-profits, social enterprises, etc.)

Why do you think this program will be effective?

The Red Cross employed a powerful combination of research and practical experience to create a program to address the important components of preparedness. The Ready Rating program not only provides members with helpful information — it also recognizes members for their efforts.

Why is the Red Cross offering the Ready Rating program?

For over 125 years, the Canadian Red Cross has responded to emergencies both large and small, helping people prepare through education and training programs. The Red Cross continuously builds on its experience to proactively respond to emergencies and disasters; this program is a continuation of our ongoing efforts.

Why is there a need for this new program now?

Recent studies show that the majority of Canadians are not prepared for emergencies, citing a lack of awareness of the risks they face and know-how of how to prepare as some of the main reasons. Because emergencies can happen at any time, there is a constant need to prepare for emergencies. The Ready Rating program is a continuation of Canadian Red Cross efforts to help organizations be better prepared for the unexpected.

I am a Ready Rating Member and I have forgotten my username or password. How can I retrieve that information?

For questions or issues related to forgotten passwords or usernames, access to assessment data or any other technical issue with the site, please submit a direct support ticket.