

— 2018 —

**ANNUAL REPORT**

*Bringing Communities Hope*



**American  
Red Cross**

## A MESSAGE FROM THE CHAIRMAN



Once again, this year was a powerful reminder that the American Red Cross fills a critical need in our communities, our country and around the world. Because of our extraordinary volunteers, donors, partners and employees, the Red Cross was able to deliver services to hundreds of thousands facing unprecedented hurricanes, devastating wildfires in the West and other tragedies like the shootings in Las Vegas and Parkland (Florida). Whether responding to a home fire affecting one family or a natural disaster affecting millions, Red Crossers were there to provide care and comfort and, most importantly, hope for tomorrow. Thank you to everyone who made it possible for our humanitarian organization to be there for people in their time of need. You are the heart and soul of the Red Cross.

Although disaster response is often at the forefront, preparedness is also a crucial part of our mission. This past year we continued to grow our lifesaving Home Fire Campaign with volunteers and community partners going door-to-door to ensure households are prepared for the most common disaster—a home fire. Since the launch of the Campaign, we have installed well over a million new smoke alarms in thousands of cities across the country, and we know that those alarms are saving lives.

Internationally, the American Red Cross helped respond to a number of disasters and crises last year, including two devastating earthquakes in Mexico, a volcanic eruption in Guatemala, floods in Nepal and the food crisis in Africa. And we remain active internationally with disaster preparedness and disease prevention initiatives, including successful measles and rubella vaccination campaigns in Indonesia, Senegal, Nigeria and Mozambique. The Measles & Rubella Initiative has provided more than 2 billion vaccinations to children around the world since its inception in 2001.

Beyond our disaster work at home and abroad, this past year the Red Cross continued its work with members of the military and veterans, while also strengthening our critical efforts to support military veteran caregivers. On the training services front, our humanitarian organization also taught millions of people first aid, CPR and AED skills, and once again provided about 40 percent of our nation's blood supply.

It is a great honor to serve as Chairman of this noble and necessary humanitarian organization. Working together, I am certain we will continue our mission to prevent and alleviate human suffering for decades to come. On behalf of everyone at the American Red Cross, thank you for your unwavering support.

A handwritten signature in black ink that reads "Bonnie McElveen-Hunter". The signature is written in a cursive, flowing style.

Bonnie McElveen-Hunter  
Chairman

## A MESSAGE FROM THE PRESIDENT AND CEO



As I reflect on Fiscal Year 2018 (July 1, 2017 – June 30, 2018), I am filled with admiration and sincere gratitude for the compassionate volunteers, donors and community partners who enable the American Red Cross to carry out our vital mission in communities down the street, across the country and around the world.

Throughout the past year, dedicated Red Crossers responded to nearly 64,000 disasters, delivered lifesaving blood products to hospital patients in need, trained millions of Americans in critical health and safety skills, supported military families and our veterans with emergency services and assisted the international community with disease prevention and disaster response efforts.

Here at home, the Red Cross responded to a number of historic disaster events in FY2018, including: Hurricanes Harvey, Irma and Maria; deadly wildfires in California and horrific mass shootings in Las Vegas, Sutherland Springs (Texas) and Parkland (Florida). As I was reminded during my visits to Texas, Florida and Puerto Rico in the aftermath of last year's unprecedented hurricane season, the Red Cross is always there during times of emergency—working to deliver comfort, relief and compassion to individuals and families facing great need.

In addition to our response work, in FY2018 the Red Cross continued to focus on home fire preparedness through our *Sound the Alarm* Campaign—a two-week period in the spring in which nearly 31,000 volunteers installed more than 103,000 smoke alarms in homes across 120 major cities. In addition to our home fire prevention efforts, we worked to ensure individuals are prepared for other everyday emergencies they may encounter by teaching 5 million people lifesaving skills, such as first aid and CPR, during the past year.

FY2018 also saw the Red Cross carry forward our efforts to provide vital blood products to hospital patients in need, as well as continued growth in our Service to the Armed Forces mission that provided more than 460,000 critical community services and emergency communications to service members and their families. And, working with our global partners, last year alone we also helped vaccinate more than 195 million children around the world against measles.

None of this lifesaving work would be possible without the dedication of caring supporters, like you. From the bottom of my heart, thank you for your unwavering commitment to the American Red Cross and those we serve.

A handwritten signature in black ink that reads "Gail McGovern". The signature is fluid and cursive, written in a professional style.

Gail McGovern  
President and CEO

*Every day, the American Red Cross delivers vital services to help families and communities prevent, prepare for and recover from emergencies—ranging from hurricanes to home fires.*



## Providing Relief, Saving Lives

### PREPARING AND CARING FOR SURVIVORS

Hurricane Harvey made landfall on August 25, 2017, bringing torrential rain and catastrophic flooding along the Gulf Coast. The disaster response that followed became one of the most complex and extensive relief operations mounted by the American Red Cross.

Having studied operational data and learning from similar events in recent years, the Red Cross prepared for this Category 4 storm by pre-positioning supplies and equipment, including tractor-trailers filled with materials. More than two-thirds of our national emergency response vehicle fleet was poised to deliver food, water and emergency supplies in hard-hit neighborhoods, and over 9,500 Red Cross disaster workers from across the country were deployed. Under extreme conditions, Red Crossers staffed shelters; provided blankets, comfort and hygiene kits; served meals and offered emotional support to survivors.

Just days after Harvey, Hurricane Irma hit the U.S. Virgin Islands and Florida. Hurricane Maria followed two weeks later—again severely affecting the Virgin Islands and devastating Puerto Rico. Alongside these Category 4 hurricanes, fall 2017 saw Hurricane Nate, wildfires in California and one of the deadliest civilian mass shootings in U.S. history in Las Vegas.

The frequency and duration of these major relief operations highlight the selflessness and commitment of the Red Cross workforce. Thousands of Red Crossers, more than 90 percent of them volunteers, put their lives on hold to serve for weeks, even months, with little downtime. Hundreds of these volunteers supported multiple operations, with more than 100 trained team members serving five or more assignments.

More than a year after this historic hurricane season, the Red Cross—with state and local governments and other partners—is still responding in many of the impacted communities with a focus-shift from emergency relief to long-term recovery.

Through the generosity of our donors, the Red Cross has provided support, care and assistance to the hundreds of thousands of disaster survivors this year.

**Above:** Fall 2017 saw a spate of major disasters strike the U.S., from wildfires in the West to hurricanes in the East. American Red Cross President and CEO Gail McGovern visited many emergency shelters and went out into communities, joining with other Red Crossers to offer help and hope to disaster survivors, like Myriam Medina and her daughter Gleysa Pérez in Canóvanas, Puerto Rico.

**Facing page:** “Everything we do, they just say thank you to us,” says Red Cross volunteer Chian-lan who delivered hundreds of hot meals to people impacted by Hurricane Irma, including Kathy, a year-round Cudjoe Key (Florida) resident who had just begun the hard and dirty work of cleaning up her home after Hurricane Irma blasted through.



American  
Red Cross

All American Red Cross  
Disaster Assistance Is

DISASTER RESPONSE HIGHLIGHTS



Provided more than  
**1 million**  
overnight shelter stays  
with our partners



Served over  
**20 million**  
meals and snacks  
with our partners



Delivered more than  
**9 million**  
relief items



Made nearly  
**300,000**  
health and mental  
health contacts



### HOME FIRE CAMPAIGN HIGHLIGHTS



At least  
**193**  
lives saved!  
(474 total\*)



Installed over  
**467,000**  
smoke alarms  
(over 1.5 million total\*)



Helped make nearly  
**195,000**  
households safer  
(nearly 624,000 total\*)



Reached more than  
**274,000**  
children through home fire  
preparedness programs  
(1.24 million total\*)

\*October 2014 to October 2018



*“I owe everything to Red Cross.”*

**Brett Avenarius, home fire survivor**

## **SOUNDING THE ALARM**

What do a teacher, a plumber, a homemaker, a grandfather and a fairy princess have in common? They are among the 474 lives that would have been lost in home fires if not for the American Red Cross.

Seven people die in home fires each day, most in homes that lack working smoke alarms. The frequency of these tragedies often surprises the public. To provide access to smoke alarms and increase public awareness, the Red Cross launched *Sound the Alarm*—an expansion of our Home Fire Campaign.

Each year as part of our Home Fire Campaign, community members, government officials, firefighters and members of our partner organizations knock on doors in neighborhoods across America. These Red Cross volunteers offer to install free smoke alarms and provide fire safety information. In spring 2018, a series of *Sound the Alarm* canvassing events focused on at-risk communities in 100 cities, aiming to install 100,000 smoke alarms. The Avenarius family of Dubuque, Iowa, welcomed volunteers into their home—and *that visit saved their lives!*

Around 2 a.m. on May 17, new smoke alarms woke the Avenarius family.

“There was smoke everywhere; you could barely see,” said Brett Avenarius. He, with fiancée Stephanie Elliot and brother Steve, gathered their four children and escaped the fire that started when a build-up of lint behind the clothes dryer ignited.

Just 19 days earlier, volunteers with a *Sound the Alarm* event—held in collaboration with the Key West Fire Department and Mormon Helping Hands, part of the Church of Jesus Christ of Latter-day Saints—stopped at the Avenarius home. They helped the family create an escape plan and installed new smoke alarms. Previously, the home had only one ill-equipped alarm.

“Every time we would cook, any little bit of smoke would set it off—we just figured it was a nuisance,” said Steve, who is grateful to the Red Cross for the education and new smoke alarms. “They saved our lives—they saved my family’s lives. Without them, none of us would be here.”

Following the fire, the Red Cross helped the family again by providing emergency assistance for temporary lodging, food and clothing along with emotional support.

“I owe everything to Red Cross,” said Brett.

Exceeding expectations, nearly 31,000 volunteers installed 103,400 smoke alarms in homes across 120 major cities in April and May 2018 through the *Sound the Alarm* canvassing events—making 43,000 families safer.

**Above:** The mobile home Brett Avenarius shared with his fiancée and four children had only one smoke alarm, and it did not work well. When volunteers came knocking on their door offering free smoke alarms and fire safety education, he invited them inside—and it saved their lives!

**Facing page:** Shanley Arizona is one of the Red Cross volunteers who visited the Smith family, helping install free smoke alarms and providing fire safety information as part of a *Sound the Alarm* event in New York. Two-year-old Amira may not be able to read the Home Fire Safety Checklist, but the volunteers made sure her mom knows exactly what to do.

*The American Red Cross, as part of the global Red Cross and Red Crescent network, strives to meet the needs of the world's most at-risk communities.*



## Serving the Global Good

### PREPARING MIGRANT FAMILIES FOR NATURAL DISASTERS

Since August 2017, more than 700,000 people have made their way to sprawling camps in Cox's Bazar, Bangladesh. Most are from Myanmar's Rakhine State, having fled across the Bangladesh border seeking safety from violence.

Arriving with the barest essentials, families crowd into structures made of cardboard, plastic, bamboo and corrugated metal sheeting on unstable hillsides. The American Red Cross has stepped up to provide aid: contributing \$760,000 towards the crisis in FY2018 and deploying disaster responders to address families' needs.

Inhabitants of the camps in Cox's Bazar are at risk from flooding, landslides, water-borne illnesses and cyclones during each monsoon season. To address these issues, the American Red Cross ramped up support of the country's Cyclone Preparedness Program (CPP).

Alongside the Bangladesh Red Crescent and the Government of Bangladesh, the American Red Cross trained camp residents and local volunteers on ways to keep their communities safe during cyclone season. Participants learned first aid, disaster preparedness, early warning systems and other

lifesaving skills. Mohamed Saidik, who walked 20 days with his family from Rakhine State to Cox's Bazar, is one such volunteer.

"I joined because I want to help my people—we want to help ourselves," Mohamed said. "My kids see what I'm doing to help families in the camp, and they are proud that I'm their father."

### GIVING AND RECEIVING DISASTER AID

Including relief for migrants in Cox's Bazar, the American Red Cross supported 24 international response operations in FY2018—helping other countries' Red Cross and Red Crescent societies respond to disasters such as the food crisis in Africa, floods in Nepal, an Ebola outbreak in the Democratic Republic of Congo, a volcanic eruption in Guatemala and two earthquakes in Mexico. Overall, the American Red Cross contributed more than

**Facing page:** Eva Rudra, Bangladesh Red Crescent, and Jenelle Eli, American Red Cross, walk down stairs made of sandbags in Kutupalong—a camp for displaced families in Cox's Bazar, Bangladesh. The American Red Cross contributed funds, deployed staff and ramped up disaster preparedness training in Cox's Bazar.

**Above:** "I felt that the Red Cross was with me," said Elia Reynoso Quiros, whose home was damaged by the 7.1 magnitude Puebla earthquake. The American Red Cross contributed millions of dollars to support Mexican Red Cross relief and recovery efforts following this quake and the 8.1 magnitude Chiapas earthquake that struck 12 days earlier. While grateful, Elia remains concerned for her family and 2-year-old son, Roberto.







## INTERNATIONAL SERVICES HIGHLIGHTS



Worked in  
**22**

countries to help families prepare for disasters and build community resilience



Ensured  
**3.9 million**

people around the world received disaster assistance



Reached more than  
**480,000**

people with disaster preparedness activities



Helped vaccinate  
**195 million**

children against measles through the Measles & Rubella Initiative last year (more than 2 billion since the Initiative began in 2001)



Enabled more than  
**20,000**

families in the U.S. to search for loved ones separated by international conflict, disaster or migration



*“Without the Red Cross, we would not have been able to get in touch with our son.”*

Manasse, Restoring Family Links client

\$12 million to international relief efforts and deployed 28 experts to disaster zones abroad.

Just as the American Red Cross was giving assistance globally in the fall of 2017, the organization was simultaneously receiving help after three Category 4 hurricanes hit the U.S. in close succession. More than 100 aid workers from our sister national societies—including Colombia, Costa Rica, Denmark, Finland, Honduras, Israel, Mexico and Spain—contributed their time, expertise and equipment to support operations in Texas, Louisiana, Florida, the U.S. Virgin Islands and Puerto Rico.

## RECONNECTING LOVED ONES

Through our Restoring Family Links (RFL) program, the American Red Cross and global Red Cross and Red Crescent network helped reconnect family members, like Manasse and his son who became separated while fleeing their home in the Democratic Republic of Congo due to conflict in that country.

As time passed without word, Manasse began to think his son may have died. Manasse and other members of his family began rebuilding their lives after resettling in Phoenix, Arizona. Then, he received a message through the American Red Cross: *his son was alive!*

“Without the Red Cross, we would not have been able to get in touch with our son,” he said. Manasse and his family have since opened new RFL searches and reconnected with six other family members who are living in a camp in Rwanda.

## WIPING MEASLES OFF THE MAP

Every day, approximately 264 children still die of measles-related complications. The American Red Cross is helping save children from this disease through a global elimination campaign.

The American Red Cross, which co-founded the Measles & Rubella Initiative, supported Supplemental Immunization Activities last year in Indonesia, Senegal, Nigeria and Mozambique. Nearly 4,600 local Red Cross volunteers were trained and mobilized to support these activities. During the focused campaign periods, the volunteers reached more than 2 million households, with nearly 3.68 million children receiving vaccinations.

In addition, the American Red Cross purchased more than 1 million vaccine doses, provided \$250,000 for the emergency response to a measles outbreak in Venezuela, launched a pilot program in Kenya to strengthen routine immunization systems and conducted a pilot program in Thailand to identify and provide mechanisms to address bottlenecks that impact the elimination of measles.

**Facing page:** When Hurricane Maria devastated the Commonwealth of Puerto Rico not long after Hurricanes Harvey and Irma struck the Continental U.S., members of the Spanish and Mexican Red Cross societies joined American Red Cross workers in responding to the immense needs of the families affected on this island. Volunteers distributed water, food and other basic necessities to people in need.

**Above:** American Red Crosser Leylah Hadrovic helps Manasse call a cousin who they have learned—through our Restoring Family Links program—now lives in a camp in Rwanda.

*Through the generosity of voluntary blood donors, the American Red Cross helps patients receive the blood and platelets needed to battle illness and injury.*



## Delivering Lifesaving Blood

### **BATTLING SICKLE CELL DISEASE**

A spirited 12-year-old from Georgetown, S.C., Tymia McCullough won Miss South Carolina (Junior Pre-teen) at age 9, lobbied Congress at 11 and aspires to be a pediatrician and model when she grows up. She is also one of the nearly 100,000 Americans battling Sickle Cell Disease—an inherited blood disorder that can cause red blood cells to change from a normal round, soft blood cell to a sticky, hard, sickle-shaped blood cell under certain stressors. With no widely used cure, blood transfusions are the most common treatment.

As a blood transfusion recipient, Tymia often depends on the generosity of volunteer blood donors. She has already received more than 50 lifesaving blood transfusions in her life. Last year, when Tymia arrived at the hospital in need of a transfusion, her blood type was not available.

“In that moment—in that experience—I was very afraid,” said Tymia’s mother Susie Pitts. “I was scared for my daughter’s life. What was going to happen if she didn’t get the blood she needed?”

After several hours, the nurse ran through the door with the needed blood product.

Tymia’s inspirational young life and “missing blood type” story was one of several that helped kick off the American Red Cross Missing Types campaign this past summer.

### **MOTIVATING NEW BLOOD DONORS TO FILL THE GAPS**

In June 2018, the American Red Cross launched the Missing Types campaign, to encourage new and former blood donors to roll up their sleeves to help ensure lifesaving blood products are available when they’re needed.

The campaign harnessed the power of digital and social media influencers, paired with tried-and-true traditional media tactics, to highlight how different the world would be without three critical letters: A, B and O—the letters used to identify blood types.

**Facing page:** Thanks to generous donors, like Jenna Soblowski who chatted with phlebotomist Jade Pierre while giving whole blood at a March 2018 blood drive in New York City, patients like Tymia get the blood they need when they need it most.

**Above:** Bob Otwell demonstrates that torrential rain is no match for the indelible spirit of the American Red Cross. Despite the destructive force of Hurricane Harvey, the Red Cross continued to process and distribute blood products to nearby Houston hospitals thanks to selfless volunteer blood donors and dedicated Red Cross workers.



### BIOMEDICAL SERVICES HIGHLIGHTS



Nearly

**2.7 million**

blood and platelet donors



Approximately

**4.7 million**

blood donations and 950,000+  
platelet donations collected



Processed donations  
into about

**6.5 million**

blood products



Donations met the needs of  
patients at approximately

**2,500**

hospitals and transfusion centers



**WITHOUT A, B AND O,  
WE CAN'T SAVE ANYBODY.**

You are the #MissingType. Give blood.  
[RedCrossBlood.org/MissingTypes](http://RedCrossBlood.org/MissingTypes)

A black and white photograph of a young child wearing a white hospital cap, looking towards the camera with a slight smile. The child is lying in a hospital bed, with only their head and shoulders visible.

 **Cruz Roja  
Americana**

**SIN A, B U O,  
NO PODEMOS  
SALVAR VIDAS.**

Tú eres el tipo de sangre que se necesita.  
Done sangre. #MissingType



*“I was scared for my daughter’s life. What was going to happen if she didn’t get the blood she needed?”*

**Susie Pitts, parent of a child with Sickle Cell Disease**

With the help of 37 corporate and 16 media partners, these three letters disappeared from iconic brand logos, social media pages and websites in June and July. Approximately 2,000 additional local and national organizations joined the effort.

During the first three weeks of the campaign, the Red Cross saw online blood appointments grow by an impressive 34 percent over the same time the previous year. Even more critical, in light of a shrinking donor base, online appointments from new donors grew by 70 percent for the same period.

## **ANSWERING THE CALL**

Despite the challenges of Hurricanes Harvey, Irma and Maria in fall 2017, the Red Cross continued providing much needed blood and platelets to patients in need—at times coordinating with federal and local authorities to airlift products when roads were impassible. Thanks to our compassionate blood and platelet donors, the Red Cross also supported other blood collection organizations from our national inventory when disasters hurt the nationwide blood supply.

In the aftermath of the tragic mass shooting in Las Vegas in October 2017, the Red Cross provided more than 450 additional blood products to local hospitals to help those injured. An outpouring of support from individuals across the country, many who waited for hours for an opportunity to donate, helped replenish the blood supply.

The need for blood is constant, and blood can take up to three days to be tested, processed and made available for patients. That means it’s the blood *already on the shelves* that helps save lives in an emergency. That’s why the Red Cross asks donors to give blood and platelets *regularly*—to help ensure blood is available whenever and wherever a need arises.

**Facing page:** “Without A, we can’t save Tymia.” To engage a new generation of blood donors, corporate and media partners joined Tymia and the Red Cross in driving home the importance of the letters A, B and O through a combination of outreach tactics, including social media posts and digital ads.

**Above:** Just 12 years old, Tymia has already received more than 50 lifesaving blood transfusions in her young life, including one which required a long hospital wait while her “Missing Type” was secured.

*From nurses to CEOs, fathers to first responders, American Red Cross training prepares people to save lives.*



## Training Caregivers & Lifesavers

### HONORING EVERYDAY HEROES

The American Red Cross Lifesaving Awards program ([LifesavingAwards.org](https://www.lifesavingawards.org)) dates back more than 100 years, initially prompted by an anonymous donation made in 1911 that was intended to recognize railway men who “exemplified the best first aid skills.” Soon, the Red Cross expanded the awards to include the general public. In September 1928, the Red Cross Certificate of Merit was established. From then until now, it has borne the signature of the sitting President of the United States. Over the years, the program has continued to evolve.

Today, the Red Cross Certificate of Merit, the Lifesaving Award for Professional Responders and the Certificate of Extraordinary Personal Action recognize individuals or groups—the everyday heroes—who have saved or sustained lives using skills acquired through Red Cross training.

Luke Benrud of Appleton, Wisconsin, is one such hero. The life he saved was his wife's. It was August 27, 2016, just five weeks after Andrea gave birth to their son Aiden. Luke left the room to change Aiden's diaper. When he returned, Luke discovered she had collapsed.

After putting his son back in his chair, Luke—who had taken a Red Cross CPR class—acted quickly. He pulled out his phone and called 9-1-1, putting it on speaker and setting it on the floor next to him while he checked his wife for signs of life.

“I checked that she didn't have a pulse and that she wasn't breathing, so then I just started doing what I could remember from CPR,” Luke said. “I knew where to find the spot...I remembered that you need to push harder than what you think you should push.”

Through a rush of adrenaline, Luke continued performing CPR for a full seven minutes until the first responders arrived to take over her care. The Benruds would learn that Andrea had a rare, undetected heart defect that now has been treated with an implantable cardioverter defibrillator.

Having made a full recovery, Andrea along with the rest of her family are all CPR trained now, and her husband has joined a long line of everyday heroes who have been awarded the Red Cross Certificate of Merit—the highest honor bestowed by the Red Cross.

### ENGAGING A NEW GENERATION OF NURSING PROFESSIONALS

Training and engaging America's nurses has been part of the Red Cross mission for more than 130 years. That tradition continues today through our Nurse Assistant Training (NAT) program, a valuable community resource

**Above/Facing Page:** Just five weeks after their son Aiden was born, Luke Benrud used his Red Cross CPR training to save the life of his wife Andrea. If you know an everyday hero like Luke, you can nominate them for the Red Cross Certificate of Merit at [LifesavingAwards.org](https://www.lifesavingawards.org).







## RED CROSS TRAINING SERVICES HIGHLIGHTS



More than  
**330,000**  
lifeguards and  
15,000 Water Safety  
and Basic Swim  
instructors were  
certified through  
Red Cross training



More than  
**2 million**  
sets of Red Cross swim  
lessons and Water Safety  
classes were taught at  
3,173 aquatic facilities  
across the U.S. and on  
installations overseas



Approximately  
**5 million**  
people were taught  
lifesaving skills



Red Cross app  
downloads neared  
**2.3 million**  
in FY2018, with  
more than 175 million  
digital page views



More than  
**200 million**  
potentially lifesaving  
weather alerts  
were issued by  
Red Cross apps



*“Once we did clinicals, I realized I had truly found my vocation and passion.”*

**Caroline Jensen, Certified Nursing Assistant/Red Cross Nurse Assistant Training program graduate**

that enables adults—many who are unemployed or under-employed—to become Certified Nursing Assistants (CNAs).

With a curriculum emphasizing the “art of caregiving,” the program adheres to the highest standards for instruction—meeting and often exceeding state and federal standards. Program graduates who achieve state-level certification can obtain sustainable and competitive employment and become independent and productive community members—all while helping save lives.

Caroline Jensen is a recent graduate. Although nervous about the workload and test-taking when she applied to the program, Jensen found the Red Cross teachers to be patient and supportive.

“Once we did clinicals, I realized I had truly found my vocation and passion,” Caroline said. “Everything changed for me...it gave me new confidence.”

Having passed her state certification examination, Caroline is now a CNA and has a full-time position on staff at the Sarasota Memorial Nursing and Rehabilitation Center. Recently, she even had a group of students from the new Red Cross NAT class shadow her.

Offered at 43 locations across 11 states, the Red Cross NAT program enrolled more than 5,500 students in FY2018, with 25 percent receiving need-based scholarships, and is on track to train more than 5,800 in FY2019.

## **COMMITTING TO A SAFER WORKPLACE**

The Red Cross is known for offering lifesaving first aid and CPR/AED classes to the public, but many may not realize the Red Cross also provides on-site training for businesses.

One company taking advantage of the flexible training solutions offered by the Red Cross is Novelis, headquartered in Atlanta, Georgia. In fact, Novelis has committed to training 100 percent of their employees in lifesaving first aid, health and safety skills, and they’ve started at the top.

Company President and CEO Steve Fisher was one of the first employees trained and certified in first aid and CPR/AED. In March 2017, he brought Red Cross instructors in to teach senior staff so they, too, could lead by example.

Novelis even arranged to have Red Cross train some of their employees as certified instructors, so that their staff members could teach future employees these important skills. The new instructors receive “Novelis Prepared” shirts to be worn when they teach.

**Facing Page:** American Red Cross President and CEO Gail McGovern visits with Nurse Assistant Training students in Minnesota.

**Above:** The American Red Cross has a long and proud history of engaging and training America’s nurses, as illustrated by this historic photo of American Red Cross founder Clara Barton with a graduating class of nurses at Blockley Hospital in Philadelphia, Pennsylvania, in 1902.

*From the Civil War to the present day, the American Red Cross proudly serves military members, veterans and their families.*



## Serving the Armed Forces

### TURNING TRAGEDY INTO COMPASSION

Diane and Jerry Frappier have been dedicated American Red Cross disaster volunteers since 2005.

Through two family tragedies—the death of their oldest son David, a member of the Air Force, and the wounding of their youngest son Matthew, who was shot while saving a comrade's life during the 2009 Fort Hood shooting—the Frappiers became intimately familiar with the Red Cross Service to the Armed Forces (SAF). Their experience inspired Diane to make a change.

"I've been through a lot so, for me, what I do is volunteer doing emergency communications," said Diane. "I want to help other family members. I want to try to help them through that emergency."

She dedicates 40 to 60 hours a week to helping deliver emergency messages and training volunteers. From Diane, volunteers learn how to verify family emergencies and compassionately notify service members of an illness, injury, death or even the birth of a child. Diane does all of this while she and Jerry serve as primary caregivers to Matthew, who sustained a traumatic brain injury and struggles with physical challenges as well as PTSD.

"The Red Cross has been with us. If we needed help, they were there," said Diane. "And we're here *to help them.*"

### CONTINUING THE LEGACY

The Red Cross Service to the Armed Forces helps U.S. military on bases and stateside military installations, in veteran's hospitals and in communities throughout the world. Many Red Crossers live and work beside troops in places like Poland, Kuwait, Iraq and Djibouti—facilitating emergency communications and bolstering morale.

SAF Regional Manager Katrina Gonzalez has so taken to heart Clara Barton's example of serving alongside military personnel that this wife and mother of three has embarked on a six-month deployment to staff the Red Cross office at Camp Buehring, Kuwait.

"As the wife of an active duty sailor, I know firsthand the challenges that military families face moving from base to base and enduring long deployments," said Katrina. "This is my way to support and honor all the men and women who serve in our military, especially those who are serving in locations far away from home." Katrina's family is proud of the work she is doing, and their friends are standing by to support Katrina's husband and children should they need help while she's away.

**Above:** Since the Spanish-American War, American Red Crossers have deployed alongside our military. Now, Katrina Gonzalez continues the legacy of brave women like these who put their own lives on hold to travel to Italy to serve with the Red Cross during World War II.

**Facing page:** Whether at home or abroad, Service to the Armed Forces programs are a cornerstone of the Red Cross mission.



### SERVICE TO THE ARMED FORCES HIGHLIGHTS



Provided more than  
**325,000**  
emergency communication  
services to more than  
88,000 service members  
and their families



Delivered over  
**136,000**  
critical community  
services to more than  
107,000 service members  
and their families



Helped more than  
**22,000**  
service members,  
veterans and their  
families improve coping  
skills and resiliency



Educated more than  
**847,000**  
military family  
members on what  
to do when faced with  
a family crisis



Provided therapeutic  
activities to approximately  
**154,000**  
participating patients





*“If you keep looking, you will find resources and wonderful, generous people who will walk with you on your journey. I did.”*

**Jeannine Szumigala, Wife, Mother and Military Veteran Caregiver**

## **SUPPORTING MILITARY CAREGIVERS**

Nearly 6 million Americans care for ill or injured service members and veterans. These parents, spouses, children, extended family members, friends and battle buddies are often overwhelmed and face significant challenges.

Jeannine Szumigala, a wife and mother of five, is the primary caregiver to her husband, a disabled Persian Gulf War veteran who suffers from PTSD and the aftereffects of exposure to toxins while serving.

Caring for her husband presents Jeannine with many challenges. To cope, she has learned to be more observant, a diligent recordkeeper and a precise communicator. A notebook helps her document changes in her husband's condition, note new behaviors and track appointments as well as medications and any reactions to them. She must then communicate facts and information precisely to his doctors—while keeping her own emotions in check—to ensure that his appointments are productive and beneficial.

The Red Cross Military Veteran Caregiver Network (MVCN) “has been the most important online group” she’s discovered. MVCN provides critical support to caregivers struggling with isolation, scattered resources, poor physical health and stress.

“It’s important to take care of yourself as a caregiver, and that is still a work in progress for me,” Jeannine says. “I have found that utilizing small increments of time as well as creating a circle of support has helped me the most.”

Linking caregivers with peer support, resources and services increases their connectedness and knowledge which can improve their emotional well-being.

“I think most people don’t understand the mental load that caregivers juggle. It’s more than just appointments or helping with daily tasks,” said Jeannine. “The emotional component cannot only take its toll, but destroy a caregiver if self-care supports and tools are not in place—that is the most valuable lesson I’ve learned from MVCN.”

**Facing page:** The American Red Cross supports our U.S. Military with services to active and retired members; many of those members also sometimes work alongside the Red Cross or even as volunteers during large scale disasters, such as during this response to Hurricane Harvey, or to support community programs like *Sound the Alarm*.

**Above:** “The MVCN has been the most important online group I’ve discovered. The website is helpful with articles, information and camaraderie,” said Jeannine Szumigala (center), who is raising five children while acting as the primary caregiver for her husband, a disabled Gulf War veteran. “If you keep looking, you will find resources and wonderful, generous people who will walk with you on your journey. I did.”

## THANKING OUR GENEROUS SUPPORTERS

### Chairman's Council Members

Each member of the Chairman's Council has made an outstanding investment in the American Red Cross. Contributions from these individuals and families help the Red Cross provide lifesaving services—down the street, across the country and around the world.

### Chairman's Council Members—\$1,000,000+ Cumulative Giving\*

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## President's Council Members—\$100,000+ Annual Giving\*

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Annual gifts from national corporations, foundations and organizations enable the Red Cross to make a positive difference every day for those who rely on our services. Their generosity ensures the Red Cross is always there in times of need.

### Annual Disaster Giving Program Members—\$1,000,000+ Annual Giving\*\*

Adelson Family Foundation	Delta Air Lines	Nationwide Foundation
American Airlines	Enterprise Rent-A-Car Foundation	New Balance Foundation and New Balance Athletics
Anheuser-Busch Foundation	FedEx	PepsiCo Foundation
Anthem Foundation	Grainger	State Farm
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Brown & Brown Insurance	LDS Charities	VSP Global
Caterpillar Foundation	Lilly Endowment, Inc.	Walmart and the Walmart Foundation
The Clorox Company	Lowe's Companies, Inc.	The Walt Disney Company
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Costco Wholesale	Microsoft Corp.	

### Annual Disaster Giving Program Members—\$500,000+ Annual Giving\*\*

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Aon	Humble Bundle	Ryder
Capital One	IBM Corporation	Southwest Airlines
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Energy Transfer/Sunoco Foundation	Mondelēz International Foundation	

**Disaster Responder Members—\$250,000+ Annual Giving\*\***

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**Service to the Armed Forces Giving Program Members—\$250,000+ Annual Giving\*\***

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**Additional Supporters—\$250,000+ Annual Giving\*\***

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The Ahmanson Foundation	Lenovo	United Way of Central Indiana
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**National Sound the Alarm Partners**

Almost Family	Delta Air Lines	International Paper
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\*As of June 30, 2018

\*\*Giving levels reflect annual, non-episodic financial and in-kind budget-relieving donations to the organization as of June 30, 2018.

\*\*\*Updated February 4, 2018; differs from print version.

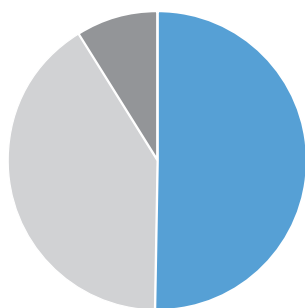


## SOURCES OF FINANCIAL SUPPORT

American Red Cross operating funds come from three main funding sources: revenues from products and services, contributions, and investment income and other revenue. Total American Red Cross operating revenues and gains for fiscal year 2018 were \$3,665.9 million. American Red Cross total operating expenses were \$3,200.8 million. Net assets were \$1,582.1 million.

### Fiscal Year 2018 (7/1/2017 – 6/30/18)

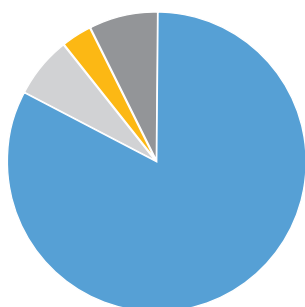
**Net Assets** (in millions): **\$1,582.1**



### Operating Revenues & Gains (in millions)\*

■ Products & Services	<b>\$ 1,849.4</b>	50.5%
■ Contributions	<b>1,496.3</b>	40.8%
■ Investment Income & Other	<b>320.2</b>	8.7%

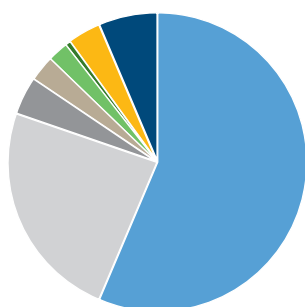
**Total \$3,665.9**



### Contributions (in millions)

■ Corporate, Foundation & Individual Giving	<b>\$ 1,237.2</b>	82.7%
■ Legacies & Bequests	<b>97.0</b>	6.5%
■ United Way & Combined Federated Campaign	<b>50.4</b>	3.3%
■ Donated Materials & Services	<b>111.7</b>	7.5%

**Total \$1,496.3**



### Operating Expenses (in millions)

■ Biomedical Services	<b>\$ 1,806.7</b>	56.4%
■ Domestic Disaster Services	<b>766.8</b>	24.0%
■ Health & Safety Services	<b>136.0</b>	4.2%
■ International Relief & Development Services	<b>87.5</b>	2.7%
■ Service to the Armed Forces	<b>69.3</b>	2.2%
■ Community Services	<b>22.4</b>	0.7%
■ Management & General	<b>113.6</b>	3.6%
■ Fundraising	<b>198.5</b>	6.2%

**Total \$ 3,200.8**

Note: The complete audited, consolidated financial statements of the American Red Cross for fiscal year 2018 may be obtained online at [redcross.org/pubs](http://redcross.org/pubs) or by contacting the American Red Cross Inquiry Center at 431 18th Street, N.W., Washington, DC 20006, (202) 303-4498.

\*Differs from original print version; updated January 30, 2019, to correct chart color code.

**Facing Page:** In January 2018, five years after Typhoon Haiyan struck the Philippines, Willynda Ebero and Rosalinda Misagal embrace, celebrating the relief and recovery work that the American Red Cross has supported thanks to the generosity of American donors.

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## ABOUT THE AMERICAN RED CROSS

### Mission Statement

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

### Principles of the International Red Cross and Red Crescent Network

Humanity ▪ Impartiality ▪ Neutrality ▪ Independence ▪ Voluntary Service ▪ Unity ▪ Universality

### Connect with the American Red Cross

To learn more or to find out how you can donate your time, money or blood, visit [redcross.org](http://redcross.org) or [cruzrojaamericana.org](http://cruzrojaamericana.org), follow us on Twitter at [@RedCross](https://twitter.com/RedCross) and [facebook.com/redcross](https://facebook.com/redcross).

### This report was produced by the national headquarters of the American Red Cross.

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**Front Cover:** Julie—a Red Cross volunteer on her first deployment—found herself working with Distribution of Emergency Supplies Group in Houston, helping families recover from Hurricane Harvey. Children in the Red Cross shelter had fun signing Julie's vest with messages of gratitude. "It just put a smile on their faces," she said, and the same is true for anyone who sees it!

**Back cover:** Thank you notes like this one from an emergency shelter resident in Corpus Christi, Texas, mean the world to the Red Cross workers and volunteers who put their own lives on hold and work tirelessly for weeks or even months to help strangers in need.

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