



American Red Cross

2012 Annual Report



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

Cover. *Left:* Thomas Myers unloads comfort kits and other items to distribute to residents of Rodanthe, N.C., which was affected by Hurricane Irene. *Top right:* After giving blood at Utah State University, Sydney Greenfields shows off her Red Cross button. *Bottom right:* Nepal Red Cross volunteer Nabina Chitrakar helps vaccinate a young child against measles at a school in Kathmandu.

A Message From the Chairman

As I reflect on the past year at the American Red Cross, my mind fills with images.

Sometimes these are images of the devastation in the aftermath of disaster—a hurricane, a wildfire, a tornado. But more often I see images of people getting the help and comfort they need after such an event turns their lives upside down.

Images of families who found safe shelter, food and comfort with the Red Cross after wildfires raced through communities in the West; or after Hurricane Irene brought record floods to upstate New York and New England; and, more recently, after Superstorm Sandy caused unprecedented damage to the East Coast.

Images of a child in Africa receiving a vaccination; a cancer patient receiving a lifesaving blood transfusion; a military spouse connecting with her deployed husband in an emergency; or a teenager learning pediatric first aid and CPR to be certified as a babysitter.

But, of course, it's not about the images; it's about the millions of people each year who receive help from the Red Cross. We strive to never lose sight of the individuals we serve.

In fiscal year 2012, the American Red Cross, in collaboration with our global network of Red Cross and Red Crescent partners, helped 4.4 million people with disaster assistance and people in 33 countries through preparedness activities. We also helped vaccinate 146 million children against measles and worked with 4,709 people searching for missing loved ones after armed conflicts and disasters.

This year, we entered the third year of our Haiti Assistance Program, where the American Red Cross is working with its partners to support the construction and repair of homes and medical facilities, reduce the risk of cholera, provide access to clean water and sanitation systems, and teach communities how to be prepared for disasters.

Closer to home, we responded to more than 61,000 disasters across the country. And we proudly served members of the Armed Forces and their families by providing almost 425,000 emergency assistance services; helped more than 4 million people learn lifesaving skills; and continued to provide more than 40 percent of our nation's blood supply.

We know that the Red Cross can only be there because of the generosity of the American public . . . our volunteers, our donors, our partners and our supporters who make possible everything we do. Without you, there would be no Red Cross, and one image I hope we never see is our great nation without a strong and vibrant Red Cross.

So whether it's through a donation of time, money or blood, we are grateful to each one of you for allowing us to fulfill our great humanitarian mission. On behalf of the entire Red Cross and those we serve, thank you for your support, and for helping the Red Cross continue to honor its mission to serve those in a time of crisis, just as it has done for more than a century.



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 write this letter, a large part of the East Coast is still reeling from the devastation wrought by Superstorm Sandy. This storm affected an area the size of Europe and is the largest U.S. disaster the American Red Cross has responded to in the last five years.

The needs we've seen in the aftermath of Superstorm Sandy have reminded me, once again, that the nation relies on a healthy and strong American Red Cross to be there whenever and wherever emergencies strike, whether or not they make headlines. This means we have to work hard each and every day to be financially strong and fiscally responsible and to be innovative and responsive to current trends and changing needs.

In fiscal year 2012, we maintained the same focus we have had for many decades—responding to disasters large and small, collecting and distributing nearly 40 percent of our nation's blood supply, teaching lifesaving skills and supporting service members and their families. We have also embraced change to ensure that we will be there for the people we serve—today, tomorrow and as long as there are needs.

This year, we took our work beyond shelters, classrooms and hospitals and into the digital world. In March, thanks to a generous gift from Dell Inc., we launched our Digital Operations Center. The center constantly monitors the social media space so that when an emergency arises, we can immediately evaluate the situation and anticipate needs on the ground. This is the first social media monitoring center in the world dedicated to humanitarian purposes, and we're fortunate that it's located at our national headquarters.

We released our first mobile app—the American Red Cross first aid app—for iPhone and Android users. The app gives people fast and free first aid information right when they need it. Since the end of fiscal year 2012, we have also launched a shelter finder app, a hurricane app and an earthquake app. To date, our mobile apps have been downloaded more than 1.9 million times.

Our focus on technology allows the Red Cross to be more efficient and to increase our outreach to more people. To that end, we're implementing a new, national system for tracking and managing volunteer information in order to better engage volunteers, including youth. We're introducing e-learning health and safety courses and certifications to reach more people on their own terms. As trends and technology change, we'll continue to innovate to improve service delivery and reduce costs.

As a part of our brand revitalization efforts, we also gave ourselves a makeover this year. You'll notice we've redesigned our classic Red Cross logo to give it a fresh look, while still recalling the days when pinning a Red Cross button on your lapel was part of our American culture. We're also working to communicate the mission of the Red Cross in a new way, by letting people across the country tell their own powerful stories—such as receiving donated blood, saving a life with CPR or getting help after a natural disaster.

I came to the Red Cross in 2008 because I was attracted to its rich history and very important mission. Even as our 131-year-old organization grows and adapts to changing times, we maintain a singular focus on fulfilling that mission. Everything we are able to do is because of the wonderful support of donors, volunteers and partners, just like you. On behalf of all those we serve, thank you for your commitment to serving those in need.



A handwritten signature in black ink that reads "Gail McGovern". The signature is fluid and cursive.

Gail McGovern
President and CEO

Wherever There Is a Need

When the Waldo Canyon Fire erupted near Colorado Springs, Colo., thousands of residents were forced to flee their homes, and a Red Cross volunteer named Michelle Dane was working in one of the shelters for evacuated residents, doing her best to make sure everyone felt at home during a stressful time.

Michelle was not there just as a volunteer; she and her husband had left their own home because of the June 2012 wildfire and took refuge in the Red Cross shelter alongside their neighbors. After working in the shelter during the day and settling into her cot each night, Michelle explained why she continued to volunteer.

“This community is my home; these people aren’t strangers, they are my neighbors,” she said. “There is a need, so here I am.”

Her sentiments encapsulate what the Red Cross is all about: wherever there is a need, we are there.

The Red Cross is there for those facing natural disasters; for patients in need of a critical blood donation; for someone who wants to learn CPR so they can be prepared to help others; for a military spouse who needs assistance when their loved one is deployed; and for millions of children overseas who need a lifesaving measles vaccine.

We are your neighbors—in small towns and large, in the U.S. and around the world. We’re proud that our ranks include thousands of volunteers who carry out the Red Cross mission and generous donors who come from every walk of life.



Mike and Sherry Witte did not lose their house to the wildfires around Bastrop, Texas, but have been without power for a week and are happy to find Red Cross volunteers delivering meals to their neighborhood.

Although our mission remains much the same as it was generations ago, the Red Cross is continually adapting to meet the changing needs of communities, our country and our world.

Through the continuing development of online and mobile technology, we’ve made it possible for you to take courses from the comfort of your home, find a shelter, connect with the Red Cross during disasters and in everyday life, and get emergency first aid information when you need it most.

Whether it’s helping you prepare for the unexpected, or providing a way to give back, the Red Cross is there when you need us.



An American Red Cross Story

When you give even
a little from the



it means the World to
someone who has lost so
much



*Denise Todd
Columbus, Ms*

Minutes after a tragic fire struck Denise Todd's family home, the American Red Cross arrived. In a chaotic situation, she found help and hope. A volunteer provided a warm blanket and a hot cup of coffee, then clothing, food and assistance finding a new place to live. "I am forever grateful . . . The attitude of the Red Cross volunteer has made my life about service to others," she says. Denise is now a disaster volunteer and has helped many other families after home fires, as well as tornadoes, floods and hurricanes. "The more I help others, the more it helps me."

A Steady Presence in the Storm

Every year, the Red Cross comes to the aid of tens of thousands of people affected by disasters—big or small—in the U.S. In addition to helping the survivors of thousands of home fires each year, the Red Cross is also there for people affected by floods, tornadoes, hurricanes, wildfires and other events. Red Cross workers provide critical food and shelter, but they are also there to give emotional support when people need it most—letting them know that there is hope even during their most stressful and uncertain moments.

Thanks to the generous support of the American public, the Red Cross is able to respond to nearly 70,000 disasters every year across the country.

Because this report covers Red Cross fiscal year 2012, which ran from July 1, 2011, through June 30, 2012, it does not include information about the Red Cross work on Superstorm Sandy. This devastating storm, which struck in late October, affected millions along the East Coast and prompted the largest Red Cross response in five years. Information about our ongoing efforts is available on redcross.org.

A hurricane hits the East

The 2011 hurricane season started slowly—but that all changed with the arrival of Hurricane Irene and Tropical Storm Lee.



Volunteer Jane Bowler traveled from New Orleans to help deliver meals to North Carolina residents affected by Hurricane Irene. This stop is in Creswell, hit by flooding and power outages.

FY 2012 Highlights*

- The American Red Cross responded to **61,058 disasters** across the country.
- **1,431 shelters** provided refuge to people forced from their homes.
- The Red Cross served more than **3.6 million meals and snacks**.

* July 1, 2011 – June 30, 2012

The Red Cross monitored Hurricane Irene as it moved toward the U.S. in late August. The organization prepared shelters, pre-positioned emergency response vehicles and supplies and mobilized disaster workers. The enormous response spread across more than a dozen states along the East Coast and into New England.

As Irene made landfall in North Carolina and continued up the coast, thousands of people took shelter with the Red Cross. The Red Cross mobilized nearly every emergency response vehicle east of the Rocky Mountains, moved tens of thousands of prepackaged meals into affected areas, and worked with volunteers from partner organizations such as AmeriCorps and the Southern Baptist Convention to provide food and shelter.

While the Red Cross continued its response to Irene, Tropical Storm Lee gathered strength in the Gulf of Mexico. Lee made landfall in Louisiana on September 4, then took a sharp turn toward the Northeast—a double whammy for states still reeling from Irene. New York and Pennsylvania were hit particularly hard by Lee, where remnants of the storm flooded roads, damaged and destroyed homes, caused power outages and prompted the evacuation of nearly 100,000 residents. The combined relief operation for both Irene and Lee continued through September as

the Red Cross first provided food and shelter, and later distributed supplies to help residents clean up homes damaged by wind, rain and floods.

Multiple tornado outbreaks

In September 2011, remnants of Tropical Storm Lee spawned tornadoes that damaged homes and caused evacuations in Alabama, Georgia and Tennessee. The Red Cross opened shelters in all three states, giving people a safe place to stay and emotional support during this difficult time.

The South was hit again in November, and in January 2012 a rare series of winter tornadoes tore through Alabama, North Carolina and Texas. In Alabama, hundreds of homes were damaged and thousands were left without power, and the Red Cross responded by providing food, shelter and basic necessities, while also conducting damage assessments in affected neighborhoods.

Tornado outbreaks occurred again in the spring, across both the South and Midwest. Destructive storms hit Oklahoma and Iowa in April, destroying

homes in both states. Red Cross disaster teams operated shelters, provided meals and distributed relief supplies throughout the affected communities.

Wildfires burn in the West

Multiple states were ravaged by wildfires in fiscal year 2012, and the Red Cross was there to open shelters for evacuated residents and provide emotional support as they waited for word on the fate of their homes.

Wildfires scorched thousands of acres in Texas and destroyed hundreds of homes in September 2011. Red Cross workers were on the ground, operating shelters and providing food and drinks for first responders and evacuees.

March 2012 brought fast-moving wildfires to Colorado and New Mexico. Fires burned in the mountains west of Denver, and close to 1,000 homes were evacuated in the area. Red Cross workers opened a shelter for those forced to leave their homes, and helped keep both shelter residents and first responders fighting the fire well fed and hydrated.

Warmer spring and summer weather worsened wildfire conditions in the West, as fires erupted in May and June in Colorado, Montana, New Mexico and Utah. The High Park Fire near Fort Collins, Colo., and a wildfire near Ruidoso, N.M., each burned hundreds of homes. Red Cross shelters were open in each state, where workers provided shelter, meals and emotional support to evacuated residents. The Red Cross also worked closely with partner organizations to support sheltering and feeding efforts in the West, including AmeriCorps, Medical Reserve Corps, Southern Baptist Disaster Relief and the Salvation Army.



Smoke from Texas wildfires caused respiratory problems for many. At a community-run shelter in Bastrop, Red Cross volunteer and respiratory therapist Albert Hernandez checks on Samantha Pollitt, who is having breathing problems.

Covered in mud, Dakota is helping his family clean out their Preston Hollow, N.Y., store, which was flooded by Hurricane Irene. He and his parents make good use of cleaning kits provided by the American Red Cross.

Building volunteer capacity

“Through an unwavering mission to deliver humanitarian services and a steadfast commitment to preparedness, the American Red Cross has transformed community resiliency. Forging strong relationships through public-private partnerships has strengthened the ability of communities across the country to prepare, respond and recover in times of disaster. Grainger is proud to partner with the American Red Cross to help increase volunteer capacity across the country and build a stronger network of support within the business community.”

– Jim Ryan, Chairman,
President and CEO, W.W. Grainger, Inc.

Debby drenches Florida; a derecho barrels through the Midwest and East

In late June 2012, one storm brought massive floods to Florida, while another unleashed hurricane-force winds on the Ohio Valley and Mid-Atlantic.

As Tropical Storm Debby moved slowly over Florida, rivers and lakes rose, causing extensive flooding. More than 800 Red Cross disaster workers were in the state—opening shelters and providing hot meals, and once it was safe, driving into affected neighborhoods to distribute cleanup supplies such as flashlights, work gloves, rakes, shovels and tarps.

Just days after Debby deluged the South, a fast-moving large cluster of thunderstorms with furious winds up to 90 miles per hour—called a derecho—barreled across multiple states, taking lives and knocking out power for millions of people amid a crippling heat wave. The Red Cross opened shelters in Indiana, Maryland, New Jersey, Ohio, Pennsylvania, Virginia and West Virginia, offering people a safe place to stay, meals and snacks, health and mental health assistance and relief items during this trying time.

Our partners in relief

Since 2005, the Red Cross has made a concerted effort to strengthen its partnerships and improve its capacity to respond to disasters. These efforts are paying off in communities across the country. Last year, the Red Cross worked with its partners to shelter families affected by disasters such as Hurricane Irene and wildfires in the West.

As part of this continuing effort, in March 2012 the Red Cross hosted representatives from 16 partner organizations at its inaugural “From Readiness to Response” Disaster Conference. Disaster employees and volunteers came from around the country to collaborate with Red Cross staff and conduct training exercises.

The Red Cross also continued to work with partners such as the NAACP, the National Baptist Convention USA and Islamic Relief USA (IRUSA) to train disaster volunteers. Since August 2011, the Red Cross has trained more than 500 IRUSA volunteers in disaster response courses as well as CPR/AED and first aid skills. This training strengthens coordination during disaster response and has helped extend the reach of the Red Cross within diverse communities.

One of the strongest ongoing partnerships at the Red Cross is with W.W. Grainger Inc., which helped develop the Ready When the Time Comes program. Now in its tenth year, the program has trained more than 13,000 employees from 460 businesses and organizations in 52 cities to be Red Cross disaster volunteers. Over the past two years, the number of trained volunteers has doubled and the program has been established in all critical disaster zones across the country. This partnership was recognized with the U.S. Chamber of Commerce Business Civic Leadership Center 2011 Partnership Award.

Global Reach, Global Impact

Each year, disasters affect hundreds of millions of people worldwide; conflict and health emergencies touch the lives of millions more. This year, your support allowed us to help millions of people affected by flooding, tropical storms, droughts, earthquakes and other disasters in 27 countries. In addition to responding to disasters, the American Red Cross worked with Red Cross and Red Crescent partners around the world to build safer, more resilient communities that are better prepared for future disasters. We also engaged the next generation of humanitarian leaders in the U.S. by increasing their understanding of international humanitarian law as part of their educational curriculum.

Responding to disasters

Widespread drought in the Horn of Africa caused crop failure, water scarcity, low food supplies, death of livestock and migration of people throughout the region. The American Red Cross contributed \$4.2 million to the global Red Cross network's multi-country response, which provided water, food,



Drought in the Horn of Africa that began in 2009 affected millions of people across Ethiopia, Somalia and Kenya in East Africa.

health services and other relief supplies in addition to distributing drought-resistant seeds to help sustain future food supplies.

Tropical storms and flooding also caused extensive damage around the world this year. We responded to humanitarian needs caused by floods in 14 countries this year, providing relief supplies, disaster specialists and financial support. We also responded to Typhoon Washi in the Philippines by supporting the global Red Cross network's response, which assisted 25,000 people with food, clean drinking water and shelter supplies.

When a magnitude 7.2 earthquake hit Turkey in October 2011, leaving hundreds dead and thousands homeless, the American Red Cross helped provide relief supplies and temporary shelter. The Turkish Red Crescent's national disaster operations center and crisis communications system, built with support from the American Red Cross more than 10 years ago, served as the command center in coordinating response efforts. We also supported the global Red Cross network's response to civil unrest in Syria this year by providing funds to purchase food and relief items for those affected by the conflict.



FY 2012 Highlights

- **4.4 million people** received disaster assistance from the American Red Cross in coordination with its global Red Cross network partners.
- Red Cross partners and communities in **33 countries** were better prepared for future disasters.
- More than **146 million children** were protected against measles.
- **4,709 families** turned to the Red Cross to find missing loved ones following armed conflicts and disasters.

In Haiti, the American Red Cross continues to help people rebuild their lives more than two years after the 2010 earthquake affected an estimated 3.5 million people. We continue to support the construction and repair of homes and medical facilities, reduce the risk of cholera, and better prepare communities for the next disaster.

Helping build safer, more resilient communities

This year, the American Red Cross helped communities in 33 countries in Asia, Africa, Latin America and the Caribbean better understand the disaster risks they face, develop action plans and identify cost-effective early warning systems to better predict and react to threats. Where possible, we helped communities identify ways to reduce their risks, such as planting trees to protect against landslides, improving drainage systems and river embankments to protect against floods, or improving homes so they can better withstand disaster damage.

Because good health also increases the safety and resilience of communities, we also brought measles vaccinations and health education messages to communities around the world. As a founding partner of the Measles Initiative, the American Red Cross has supported the vaccination of more than 1 billion children against measles over the last decade, including more than 146 million this year. Red Cross volunteers played a critical role in measles vaccination campaigns by going door-to-door, reaching even remote communities to encourage mothers to bring their children to be vaccinated. With this level of progress, the possibility of eradicating measles is in sight.



Red Cross volunteer Christopher Odeke helps build safer communities in Uganda by installing fuel-efficient cook stoves in homes.

Educating future humanitarians

Just as our Red Cross and Red Crescent partners do in their countries all around the world, the American Red Cross helps educate adults about the limits of war and the Geneva Conventions, which protect civilians, prisoners of war and wounded soldiers, and provides teachers with easily integrated activities and lesson plans to facilitate discussions about these complex issues.

This year, we helped educate 53,000 people across the United States about International Humanitarian Law and developed an online course for educators to help them use the American Red Cross Exploring Humanitarian Law curriculum in their classrooms.

The American Red Cross helped support a country-wide measles vaccination campaign in Myanmar in March 2012.



Caring for Military Families and Veterans

For more than 130 years, the Red Cross has provided critical services to service members, veterans and their families. In the beginning, this meant caring for the wounded on battlefields during the Spanish-American War or helping a soldier write a letter home. As times have changed, the Red Cross has adapted to meet evolving needs—providing training and workshops, handling emergency communications, and working at military installations and hospitals around the world. Red Cross staff also support service members by working in forward deployed areas such as Afghanistan and Kuwait, and as of August 2011, in a new office in the country of Djibouti.

From deployment to the return home

Military life has its own unique challenges, and the Red Cross wants to ensure that service members and their families have the resources they need to thrive.



At military installations in the U.S. and around the world, American Red Cross workers provide support to service members.

As service members return from deployment, many realize that coming home doesn't always go as smoothly as expected. To help ease this transition, the Red Cross offers the Reconnection Workshops, presented by Walmart. This series of workshops, facilitated by licensed and specially trained Red Cross mental health volunteers, focuses on topics such as communicating clearly; exploring stress and trauma; identifying depression; relating to children; and working through anger.

Last year, the Red Cross taught 115 training courses—the Reconnection Workshops and “Coping With Deployments”—to more than 1,100 people across the country to improve coping skills and resiliency in military families. This will help ensure that family members are prepared to deal with the challenges that can arise while their spouse or loved one is deployed, as well as when they return home.

Providing care and connection

The Red Cross provides services for patients in military and VA hospitals, supplementing traditional hospital care with material assistance and morale and therapy programs to raise patient spirits and encourage healing.

With help from a grant from the U.S. Department of Defense, the Red Cross distributed more than 240,000 comfort items last year—including phone cards, small games and snacks—at hospitals and medical facilities for wounded service members, veterans and their families.

Through a new partnership with the Wounded Warrior Project beginning in January 2012, the Red Cross distributed more than 1,200 transitional care packs to injured or ill service members in military hospitals in Afghanistan, Djibouti, Germany and Kuwait. These packs contain items such as toiletries and socks to make the hospital experience a little more comfortable.

FY 2012 Highlights

- The American Red Cross provided **more than 424,500 emergency assistance services** to service members and their families.
- We delivered **more than \$7 million in emergency financial assistance** to some **6,000 military families** on behalf of the military aid societies.
- **More than 1.2 million service members, family members and others** were briefed about the Red Cross and its services through the Get to Know Us Before You Need Us outreach program.

The Red Cross also partnered with Google last year to help members of the military being treated at Walter Reed National Military Medical Center. Thanks to a donation of 275 Chromebooks by Google, patients can check out the Chromebooks through the Red Cross offices located within the hospital and communicate with friends and family. The Red Cross also worked with Google to distribute more Chromebooks to military hospitals in California, North Carolina, Virginia and Germany.

For those recovering at military hospitals in Germany, the Red Cross worked in partnership with the Wounded Warrior Project to help keep morale high. Nearly 100 special events—field trips, outdoor activities and special meals and parties—were offered to thousands of patients, hospital staff and family members last year. All of these events were designed to bring enjoyment to those who have sacrificed for their country.

Holiday Mail surpasses 1 million mark

With the help of partner Pitney Bowes, each year the Red Cross gets the joy of delivering holiday cards to veterans, military families and active-duty service members at hospitals and installations around the world. Tens of thousands of Americans send cards and personal messages through the Holiday Mail for Heroes program, providing a welcome “touch of home” for our troops during the holiday season.

The Red Cross celebrated the fifth year of Holiday Mail for Heroes in 2011. For the first time last year, the Simon Property Group helped the Red Cross by offering additional collection sites at its malls throughout the country. Many of the malls also hosted card-signing events at their Kidgits Clubs, helping to spread the word about the program.

The tremendous efforts of the public paid off—the Red Cross received 1.4 million cards for distribution to service members, their families and veterans. Cards traveled from Washington, D.C.—where volunteers sorted them—to locations across the globe, including Afghanistan, Germany, Korea and Kuwait, and across the U.S. to military bases and hospitals.



Making and sending holiday cards for service members has become a tradition for many families and community groups.



An American Red Cross Story

We ARE
IN THIS
Together!
MAKE it count ♡



Lindsey Crowder
♡ ————— ♡ ♡



One day when Lindsey was 2 years old, we found out that our sweet baby girl had **ACUTE** Lymphoblastic Leukemia. Thank you to all who donate blood to the American Red Cross! you helped save my daughter's life!

Lisa Crowder
Beatonville, Arkansas

Like so many cancer patients, Lindsey needed blood while she was being treated—more than 100 transfusions over several years. The blood was there when she needed it because of the generosity of many donors. Today, Lindsay is a healthy 13-year-old, and Lisa and Todd, her parents, give blood as often as they can. “It is an amazing feeling to give back,” Lisa says.

Saving Lives Every Day

Seventy-five years ago, the Augusta, Ga., chapter of the American Red Cross inaugurated the first Red Cross volunteer blood donor program. Five hundred volunteer donors signed up within the first few days of the program. Since then, millions of Americans have stepped forward to donate blood, helping to save countless lives.

Today, the American Red Cross provides approximately 40 percent of the nation's blood supply, and must collect around 17,000 units of blood each day to keep up with demand. Last year, 3.5 million people donated blood through the Red Cross, providing critical blood products to patients in need at nearly 3,000 hospitals.

Engaging Latino youth through service

The Red Cross enjoys the support of young blood donors across the country, many of whom give blood at college and university campuses. Now, thanks to the College Assistance Migrant Program (CAMP), the Red Cross is able to reach an even greater number of young supporters.

FY 2012 Highlights

- 3.5 million people donated approximately **6 million units of blood.**
- These donations were processed into nearly **9 million blood products** for transfusion to meet the needs of patients.
- The Red Cross must collect about **17,000 units of blood** each day in order to keep up with demand.



At a blood drive at Utah State University, Amanda Guzman smiles her way through the donation process.

Part of MigrantStudents.org, CAMP is an educational program that helps students from migrant and seasonal farm-working backgrounds succeed in college by helping them connect with scholarships, internships and service learning opportunities. One of those opportunities is the Cesar E. Chavez Blood Drive Challenge, which engages Latino college students in the U.S. as campus organizers in a national "Smart & Healthy" education campaign honoring Cesar E. Chavez's legacy.

The campaign challenges each student organizer to coordinate a successful blood donor recruitment campaign, culminating in a health education event featuring a one- to three-day campus-wide blood drive to be held on or close to March 31, the birthday of Cesar E. Chavez.

In 2011, CAMP held 91 blood drives with the American Red Cross, resulting in more than 5,900 donations. This program has tremendous potential to involve Latino youth and the broader community not only in blood drives, but also in the entire mission of the Red Cross.

Supporting the mission

“At Keebler, we believe that acts of kindness—big and small—can make a real difference in our communities. The American Red Cross shares this commitment as they work every day to save and improve lives across the country. We are proud to support this mission by providing the cookies served at every American Red Cross blood drive.”

– **Todd Penegor**
President, Kellogg’s Snacks Division

Working together to make history

The Red Cross has long collaborated with churches and other community organizations to promote blood donation and hold blood drives, and last year those partnerships were taken to a whole new level. In July 2011, the Red Cross Northern California Blood Services Region worked with the Catholic Diocese of Oakland, Calif., and 14 stakes of the Church of Jesus Christ of Latter-day Saints in the north Bay Area to hold 23 day-long blood drives.

The Interfaith Community Blood Drive was held at Catholic, Mormon and other churches, providing convenient locations for parishioners and the general public to donate.

The month-long drive exceeded its ambitious goal to collect 1,500 units of blood by bringing in 1,700 donations. It is believed to be the largest blood drive campaign organized by religious institutions in the history of Red Cross Blood Services.

One sweet team

The Red Cross has partnered for many years with the Keebler brand, along with its parent company Kellogg and its employees, to support local blood drives and other services. In August 2011, Keebler and the Red Cross announced a partnership that will help spread the word about how good it is to give blood.

Through the “Be a Good Cookie; Get a Good Cookie.” campaign, Keebler will donate 6 million cookies a year for a minimum of two years for Red Cross blood donor centers and blood drives. This in-kind donation will provide delicious snacks to generous blood donors.

The campaign received national and local media coverage, and has been promoted through materials at blood donor centers and blood drives across the country. Pro Football Hall of Famer Jerry Rice visited a Red Cross donor center in Northern California and did a series of broadcast interviews with stations across the country to explain the partnership and promote blood donation through the Red Cross.



Some 3.5 million people donated blood to the American Red Cross last year. Each donation can help save as many as three lives.



the right
Place At the
right Time



Nathan Harding
Auburn, New York



I was able to
save someone's life
using the red cross
skills I learned

At 13, Nathan Harding learned to sail from his father. Soon after, he went out on Owasco Lake in the family's sailboat, along with two friends in another boat. When that boat flipped over, Nathan heard a cry for help. He didn't panic. He knew what to do. "The Red Cross gives you the ability to go out and make a difference," Nathan says.

Red Cross Training Saves Lives

Red Cross health and safety training has helped millions of people get the skills they need to help friends, family members and strangers. The Red Cross continues to build on its reputation as a top provider of first aid, CPR/AED, water safety and other skills by updating courses, providing instruction in new areas and using the latest technology to help the public be prepared for emergencies.



FY 2012 Highlights

- **More than 4 million people** learned lifesaving skills through the Red Cross.
- **2.4 million people** attended a Red Cross disaster preparedness presentation.
- **More than 11 million people** received educational content via digital tools such as apps and online content.

Lifesaving information at your fingertips

The Red Cross is leading the way in using the emerging power of digital technology to get information to people at the right place and time. Mobile and online technology enables people to access training and lifesaving information where they want it and how they want it—on their own terms.

With the introduction of e-learning, the Red Cross is dramatically changing the way it delivers training and certifications, helping millions more people take part in lifesaving courses.



The new lifeguard program provides scenario-based training.

The Red Cross launched its free First Aid app for iPhone and Android devices in June, giving people instant access to information on handling everyday emergencies. The First Aid app, which was met with rave reviews, was the first in a series of apps to be released by the Red Cross. A variety of preparedness and health and safety apps will be released in the future.

People have used the First Aid app to respond to everything from cuts and sprains to choking, seizures and strokes. Through the app's "Story Share" function, people have shared anecdotes such as this: "I was in my friend's car with two other people when suddenly a friend of mine starting having a seizure. I immediately looked at this app for help while calling 9-1-1 on another phone. I told the police about it and they said that there's a good chance the information in this app saved my friend's life. Thank you, American Red Cross."

The First Aid app reached first place in the Top Free Health & Fitness apps category in Apple's App store, and was downloaded more than 230,000 times within a few weeks of its release in mid-June 2012.

New training for lifeguards

The Red Cross first established water safety training nearly 100 years ago, and it continually updates instruction based on new science, research and best practices. In January 2012, the Red Cross released an updated Lifeguard Program, which features modern graphics, video streaming and other digital options for the student guards. It also provides scenario-based training that emphasizes critical thinking and teamwork—essential skills for every lifeguard. The new Lifeguard certification is valid for two years.

Last year, the Red Cross trained more than 250,000 lifeguards and lifeguard managers, protecting swimmers and bathers at pools, waterparks and waterfronts across the nation and on military installations overseas.

Preparing young caregivers

Where there are children, there is always the need for trained and capable babysitters. A survey conducted by the Red Cross highlighted the importance of trained caregivers, with nearly a third of parents saying they had rejected a potential babysitter because of safety concerns.

A majority of parents believe sitters should be paid more if they are trained to help a child who is choking, recognize potential emergency situations, identify items that could be hazardous to small children, and give first aid for minor cuts and bruises. In addition, more than three in four (77 percent) of parents with children younger than 17 feel teenagers should receive some training before they begin babysitting.

Red Cross Babysitting certification addresses the need for trained caregivers by teaching youth and teens how to care for young children and handle emergency situations. The course gives youth the knowledge and confidence to care for infants and school-aged children, and also helps them start a babysitting business. Participants also have the option to take babysitter's training that includes Pediatric First Aid/CPR, so they can earn first aid and CPR certifications.

Improving community readiness

“It is rewarding to see the measurable increase in preparedness in the Denver-metro community as a result of Red Cross programs supported by our grant. Our residents and businesses are on track to be more resilient in the face of disasters and emergencies thanks to Red Cross achievements such as improving witnessed sudden cardiac arrest survival rates to second in the nation; training thousands of youth, adults, households and neighborhoods in disaster readiness and lifesaving skills; and engaging hundreds of businesses, schools and organizations in improving their level of readiness.”

**– Christian P. Anschutz
The Anschutz Foundation**

Training grounded in science

The Red Cross relies on the expertise of the Scientific Advisory Council to help develop and improve Red Cross programs, products and messaging. The council is an independent body of experts that provides guidance, based on scientific and educational research, on content for the Red Cross.

Last year, members of the council provided guidance on new and updated Preparedness and Health and Safety programs and products, including Emergency Medical Response, Lifeguarding, Responding to Emergencies, Ready Rating™ and the First Aid app.

These Red Cross experts also played an important role in educating the public on preparing and responding to emergencies and disasters by conducting more than 70 media interviews throughout the year. This included a series of interviews held before Hurricane Irene hit in late August 2011, which helped reach thousands of Gulf and East Coast residents with instructions on how to prepare their families and households.

Honoring the Past, While Always Innovating

As a 131-year-old organization, one might think staying relevant—not to mention innovative—would be a challenge. But thankfully, that's not the case at the American Red Cross. The Red Cross mission has resonated with each new generation, whether the year was 1881, 1960 or 2012, and it continues to inspire new people and ideas while also honoring its storied past.

Engaging through social media during disasters

The Red Cross is widely recognized for its groundbreaking action to use social media platforms to engage with and help the public in emergencies. A key step occurred in March 2012 at Red Cross national headquarters in Washington, D.C., when the Red Cross opened its Digital Operations Center—the only social media monitoring center specifically devoted to humanitarian relief efforts.

The center was opened thanks to a generous gift from Dell Inc., which provided the computer equipment, funds and professional expertise necessary for the center's creation.



This groundbreaking center lets Red Cross staff see more clearly what's happening on the ground, helping them better anticipate disaster needs and get people the resources they need more quickly—whether that's preparedness tips, first aid instructions or even just a “digital hug.”

A new look for the historic nonprofit

As part of its brand revitalization efforts, the Red Cross unveiled a new look in early 2012. The new identity is a systematic evolution of its 131-year history, and reflects the Red Cross as it is today: modern, authentic and innovative. It is designed to appeal to both long-time Red Cross supporters as well as an entirely new generation of volunteers and donors.

The new logo features the iconic Red Cross in a button, inspired by the lapel pins and buttons worn by Red Cross supporters in the early part of the 20th century.

A fresh approach to year-end giving

The holiday season is traditionally one for gift-giving, both to family and friends as well as to charity. During the 2011 holiday season, the Red Cross took a fresh, untraditional approach to help people “give something that means something.”

The Red Cross used print and television ads to encourage people to consider symbolic gifts from the Red Cross catalog for those on their list: things like a day's worth of shelter for someone forced from their home by disaster, or comfort kits for wounded service members, instead of another pair of socks or other “stuff.” The television spots featured the voice of actor Ted Danson, who donated his time to the Red Cross. Other ads run just before New Year's asked people to make a resolution to help someone else, by making donations to the Red Cross.

Year-end donations provide a critical part of the funding the Red Cross uses for services and programs all year long. The 2011 “Give Something That Means Something” campaign surpassed the previous year's campaign by 23 percent, helping the Red Cross fulfill its humanitarian mission.

The Chairman's Council

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

Thank you.



Chairman's Council Members* Cumulative giving of \$1 million or more

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* As of October 1, 2012.

Photo: A Red Cross shelter in Long Island, N.Y., after Hurricane Irene.

Corporate Supporters

The contributions of these companies and foundations help the American Red Cross respond immediately to individuals and families affected by disaster, regardless of cost, by donating *before* disaster strikes. Each of these organizations has made a financial commitment to Red Cross disaster relief, which enables us to provide shelter, food, emotional support and other assistance to those in need.

Thank you.

Annual Disaster Giving Program Partners—\$500,000 or More Annually*

3M	Dr Pepper Snapple Group	Optum
Altria Group	Edison International	PepsiCo and the PepsiCo Foundation
Aon	FedEx Corporation	Southwest Airlines
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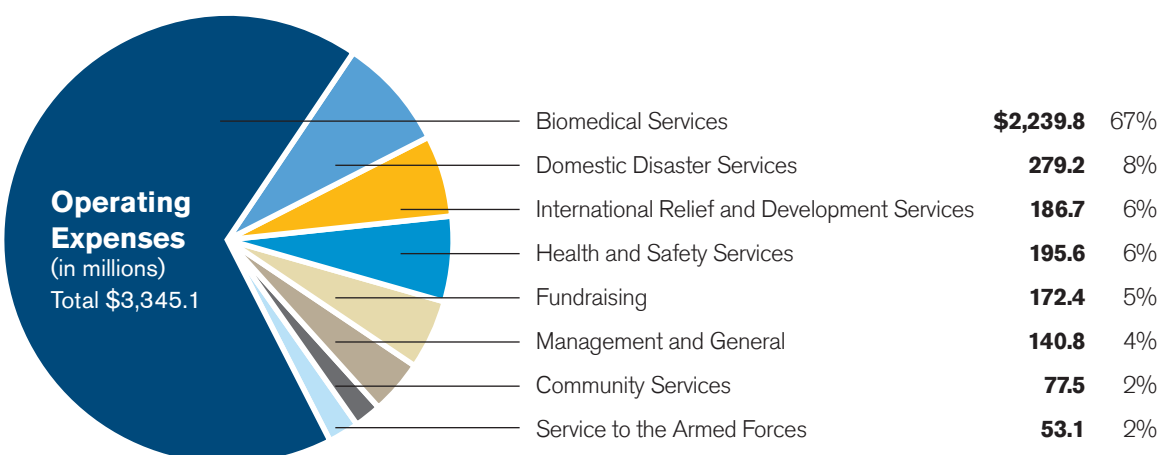
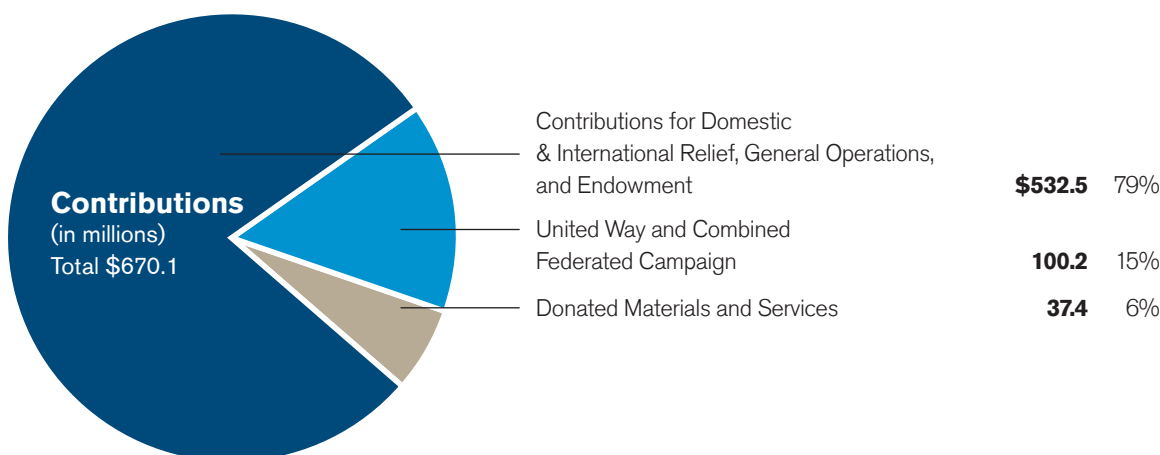
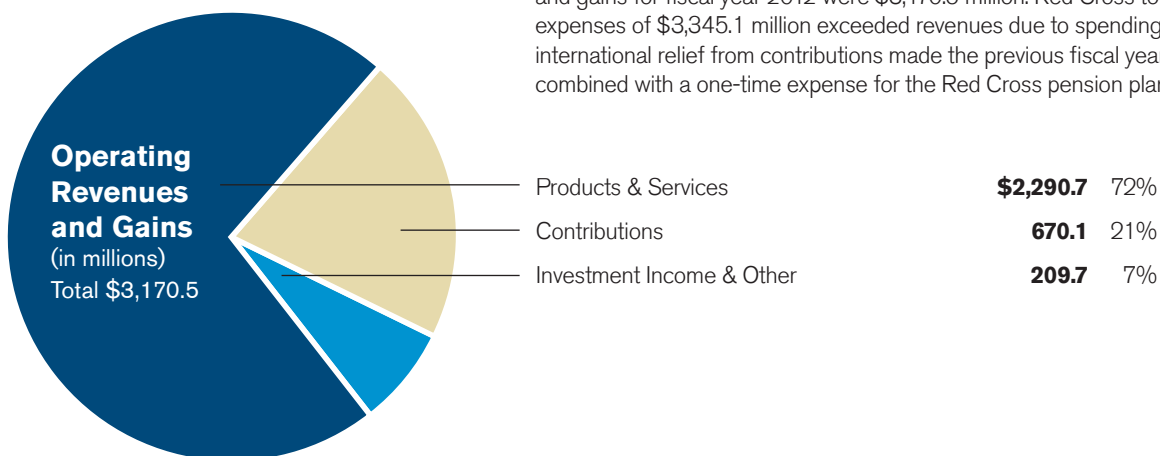
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* As of October 1, 2012.

Sources of Financial Support

Fiscal Year 2012
 Net Assets (in billions) \$1.595

American Red Cross operating funds come from three main funding sources: contributions, revenues from products and services, and investment income and other sources. Total Red Cross operating revenues and gains for fiscal year 2012 were \$3,170.5 million. Red Cross total expenses of \$3,345.1 million exceeded revenues due to spending on international relief from contributions made the previous fiscal year, combined with a one-time expense for the Red Cross pension plan.



NOTE: The complete audited consolidated financial statements of the American Red Cross for fiscal 2012 may be obtained online at redcross.org/pubs or by contacting the American Red Cross Inquiry Center, 431 18th Street, N.W., Washington, DC 20006, (202) 303-4498.

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(as of October 31, 2012)

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If you are interested in learning more about our work, contact your local Red Cross chapter or Blood Services region or:

American Red Cross
Inquiry Center
431 18th Street, N.W.
Washington, DC 20006
(202) 303-4498

Information about the Red Cross, including the location of local units, is also available on redcross.org.

To Make a Donation

If you would like to make a financial donation, call 1-800-RED CROSS or visit redcross.org.

This report was produced by the Communications Department of the American Red Cross

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All photos are property of the American Red Cross unless otherwise noted.

Front cover:



Left: At a community-run shelter in Bastrop, Tex., a volunteer comforts a resident whose home had been destroyed by wildfire. Right: In Schenectady, N.Y., Red Cross and AmeriCorps volunteers load food storage containers for those affected by Hurricane Irene.



**American
Red Cross**

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