



# Help When It's Needed Most

DISASTER UPDATE: FISCAL YEAR 2015

July 1, 2014 – June 30, 2015



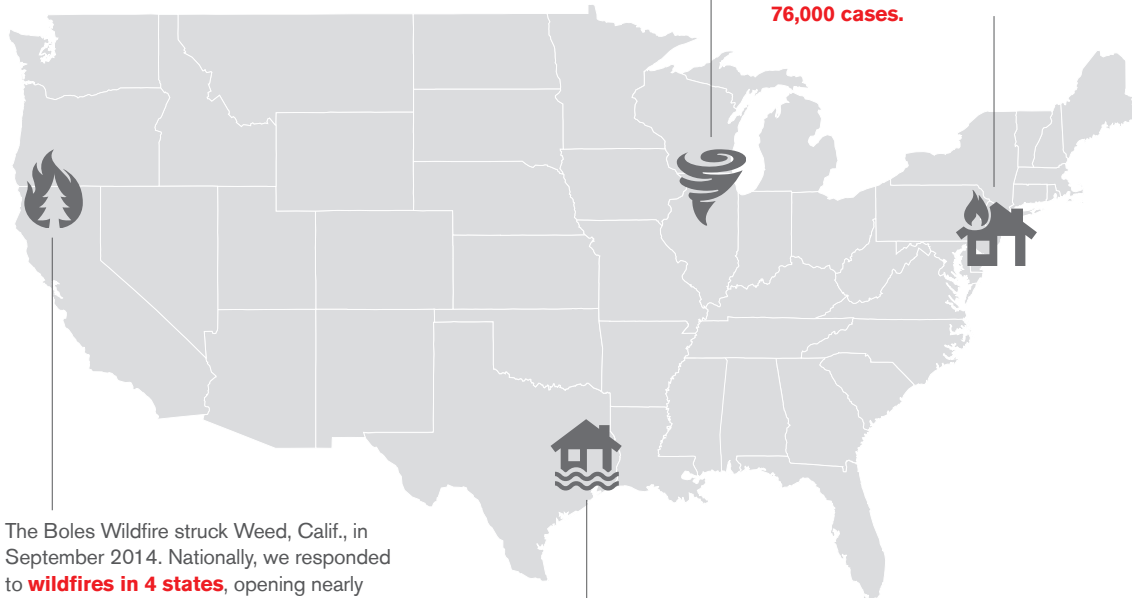
**American  
Red Cross**

# Helping Disaster Survivors in Communities Across the Country

On average, the Red Cross responds to **nearly 70,000 disasters** big and small every year across the U.S. Here are a few examples of our disaster responses in fiscal year 2015:

Tornadoes brought devastation to Fairdale and Rochelle, Ill., in April 2015. Nationally, we responded to **tornadoes in 11 states**, opening more than **5,000 cases**.


A huge apartment fire forced hundreds of Edgewater, N.J., residents from their homes in January 2015. Across the country, we responded to more than **50,000 home and apartment fires**, opening more than **76,000 cases**.



The Boles Wildfire struck Weed, Calif., in September 2014. Nationally, we responded to **wildfires in 4 states**, opening nearly **480 cases**.

Floods inundated Houston and more than 100 Texas counties in May 2015. Across the country, we responded to **floods in 17 states**, opening more than **2,900 cases**.

From July 1, 2014 to June 30, 2015, **nearly 13,000 disaster relief workers** brought vital relief to communities around the country, including:

 More than **980,000** meals and snacks served.

 More than **35,000** health and mental health contacts administered.

 Nearly **500,000** relief items distributed.

 More than **32,000** overnight shelter stays provided.

For more information on how the American Red Cross helps disaster survivors here at home, please visit [redcross.org](http://redcross.org).

# Your Support Brings the Red Cross Mission to Life

## A Message from the Senior Vice Presidents, American Red Cross Disaster Cycle Services and International Operations

Day or night, in communities here at home and on the other side of the world, dedicated Red Cross volunteers and employees are on hand—bringing relief to people facing heartbreaking losses in the aftermath of disasters big and small.

Between July 1, 2014 and June 30, 2015, communities in every U.S. state were touched through your support of the Red Cross. In the U.S., destructive wildfires scorched hundreds of thousands of acres and reduced homes to ashes, while relentless rains and severe weather inundated large cities and small towns all over Texas. And for thousands of families facing the devastating aftermath of home fires, caring Red Cross workers were there with essential help and comfort as they began to rebuild their lives.

Beyond our borders, the American Red Cross and our partners in the global Red Cross and Red Crescent network worked tirelessly across the globe to bring relief following the widespread destruction caused by natural disasters to help with the unique needs and challenges of humanitarian and public health crises.

Because of our compassionate donors, we were able to bring vital aid to the people of Nepal following April's massive earthquake, offer help to countries in West Africa facing the deadly Ebola outbreak and assist our international partners as they continued responding to critical needs of people displaced by ongoing conflict in Syria.

Whenever and wherever disasters occur, the Red Cross must be ready to respond at a moment's notice. And once the immediate crisis has passed, we continue to support affected communities as they recover and rebuild. In fiscal year 2015, the American Red Cross continued supporting recovery after devastating disasters in communities from Oklahoma to Leyte and Cebu Islands in the Philippines.

And just as importantly, the American Red Cross worked to make people better prepared for emergencies before they happen through our Home Fire Campaign, preparedness education and mobile apps, as well as disaster risk-reduction initiatives around the world—like helping people restore livelihoods and rebuild more disaster-resistant homes in Nepal and the Philippines.

We could not do any of this important work without the generous disaster relief supporters who bring our mission to life. With your help, tens of thousands of employees and volunteers have the training, supplies and crucial infrastructure to deliver swift relief in the aftermath of disasters of all kinds—and remain on hand to help people get back on their feet and become more resilient against future crises.



Richard Reed  
Disaster Cycle Services

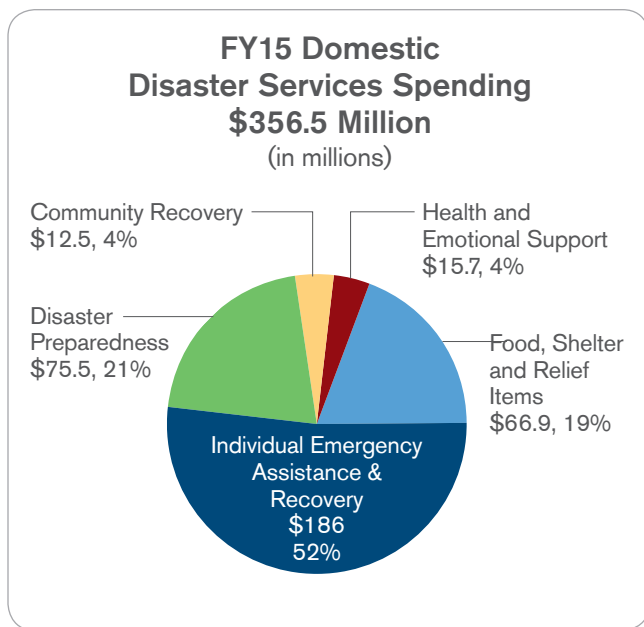


Harold Brooks  
International Operations



## Making a Difference Every Day

In fiscal year 2015, generous donor support for Red Cross disaster relief meant that when survivors gathered outside a burning or collapsed building, on the scene of a mass casualty event or in the aftermath of a transit mishap, local Red Cross workers were ready to respond. With your help, the Red Cross brought comfort to residents across the U.S. facing everyday disasters, including people affected by the tens of thousands of home fires that make up the overwhelming majority of Red Cross disaster responses.



### Helping Families After Home Fires

Every day, Red Cross volunteers and employees in communities across the country provide immediate relief to home fire survivors—including meals, lodging and recovery assistance to help people get back on their feet.

Tessa Foster, of Idaho Falls, Idaho, lost her home to a fire, and she was unsure what to do next. She had recently bought the home and was planning to raise her kids there. “I’ve spent the past six years building this home, giving them [her kids] that stability,” she said. “And now I don’t have that home.”

Tessa was at work when she learned about the fire. “By the time I drove home, our entire house had already burned,” Tessa said. “I had no place to take my family, and I didn’t know where to go,” she said. “The Red Cross

gave us a hotel room. It was very comforting to have that security.”

“The Red Cross gave [my children] food, blankets, tooth brushes, shampoo, even some stuffed animals,” Tessa said. “The most help we’ve gotten in our community has been from the Red Cross.”

At more than 50,000 home fires (many involving multi-unit apartment buildings) in fiscal year 2015, Red Cross workers were among the first to arrive on the scene with help. These devastating fires frequently impact vulnerable populations—seniors, children and lower income residents who often lack a support network. But because of the generosity of Red Cross donors, more than 230,000 people had someone to lean on in the aftermath of a home fire. (Visit [redcrosshomefireupdate.com](http://redcrosshomefireupdate.com) to learn more about how the Red Cross helped people prepare for and recover from home fires.)

### Responding to Unexpected Emergencies

In addition to home fires, the Red Cross must be ready to respond throughout the year to unexpected emergencies, from hazardous materials spills to transit accidents. When a train derailed near Philadelphia in May 2015, local Red Cross volunteers knew what to do. They had conducted a training exercise around train derailments just three months before and moved quickly, setting up a reception center where survivors and their families could find comfort and emotional support as well as offering shelter and other assistance to stranded passengers.

### Providing Relief Following Disasters

The Red Cross must also be prepared for large-scale events like winter storms, floods, tornadoes, wildfires and hurricanes. In fiscal year 2015, rampaging wildfires threatened homes and engulfed hundreds of thousands of acres across the West. In Texas, relentless storms and rains brought rising waters that damaged thousands of homes and displaced residents all over the state. And powerful tornadoes brought devastation to communities in Oklahoma, Illinois and across the South and Midwest.

In California, wildfire evacuation centers were open almost continually from July 1 until September of last year, as the Red Cross worked to help people affected by a number of destructive blazes, including the King Fire that swept through El Dorado County and the Boles Fire that

struck the small town of Weed, destroying or damaging more than 160 homes.

As wildfires raged from Arizona to Washington state and Alaska, the Red Cross provided meals and water to affected residents and first responders fighting the fires, as well as essential relief and cleanup items for families coping with damaged homes and the stress of evacuation. We also helped open and staff Multi-Agency Resource Centers (MARC)s, working with local partners to share resources and information with wildfire survivors, and provided them with financial assistance for unmet needs.

Throughout May 2015, prolonged floods, tornadoes and storms destroyed or damaged thousands of homes and uprooted families all over Texas, impacting more than 100 counties from the Red River to the Rio Grande. Red Cross workers were there to provide food, shelter and cleanup supplies like mops and trash bags as people mucked out flood-damaged homes. Trained mental health volunteers also offered comfort and emotional support to people who had lost everything.

Emily Martinez, her husband and their 2-week-old son



After the May 2015 floods, Rochellailee Williams receives a comfort kit and food at the American Red Cross shelter in Wichita Falls, Texas.



Volunteer Paul Keeton helps the Lee family, whose Weed, Calif., home was destroyed by the Boles Wildfire.

Nano found refuge at a Red Cross shelter in San Marcos, Texas, after water flooded their home. "We were terrified," Emily said. "The water was so deep, and I was so scared."

Red Cross volunteers at the shelter provided food and emotional support to calm the family's fears. "The Red Cross has been wonderful," Emily's husband said. "I don't know what we would do without their help. We have a safe place to sleep, food, caring Red Cross friends, and there are nurses here for us. We're really very thankful!"

## Supporting Communities in Recovery

When the fires were extinguished, floodwaters had receded and storm clouds had cleared, the Red Cross remained to help affected communities get back on their feet. Red Cross case managers met one-on-one with individuals and families to help identify their most pressing needs and make a plan for recovery. For people seeking a place to stay, assistance repairing homes or help replacing lost household items, caring local Red Cross workers remained in touch, helping to meet their needs, navigate confusing paperwork and locate additional resources available through community and government partners.



## Delivering Hope Around the World

As part of the world's largest humanitarian network, the American Red Cross and our partners in the global Red Cross and Red Crescent network helped bring relief to millions of people around the world in the face of major disasters, including the April 2015 earthquake in Nepal, as well as public health and humanitarian crises, such as the Ebola outbreak in West Africa.

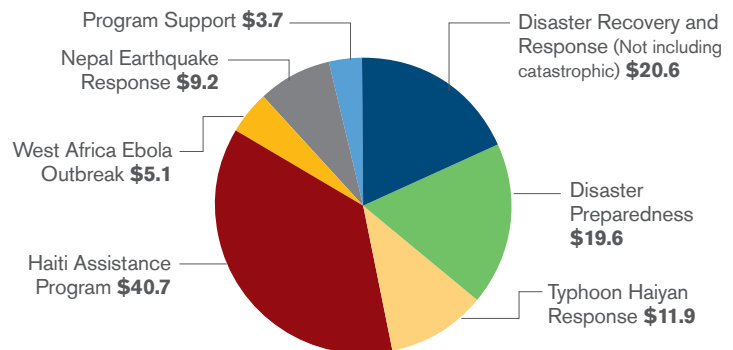
### Responding to the Devastating Earthquake in Nepal

In April and May of 2015, a 7.8-magnitude earthquake and powerful aftershocks devastated much of Nepal, taking more than 8,800 lives and damaging or destroying more than 900,000 houses. With support from our generous donors, the American Red Cross helped fund critical emergency relief efforts led by the Nepal Red Cross. We helped distribute tarps, blankets, mattresses and toolkits to help people repair shelters. The American Red Cross and the global Red Cross network also provided health care, help for families to reconnect with missing loved ones, water and sanitation assistance and cash grants for urgent needs like shelter from the impending monsoon rains.

Kamala Pariyar, a resident of Sindhuli District who lost her home, was grateful for the help. "With the cash provided by the Red Cross, I will be able to buy bamboo for temporary shelter," she said. "The instructions provided on shelter building as well as the shelter kit will also be very helpful for me."

The earthquake not only destroyed homes, but also deeply impacted livelihoods and vital infrastructure, such as water and sanitation. As the people of Nepal began to rebuild their lives, the American Red Cross and our international partners remained in the country to assist with the myriad challenges of recovery.

### FY15 International Disaster Relief Spending \$110.9 Million (in millions)



The American Red Cross distributed cash and shelter kits to residents of Sindhuli, Nepal, who were affected by a massive earthquake in April 2015.

Ly Nguyen/IFRC

## Helping Combat Ebola in West Africa

Beginning in March 2014 and continuing into spring 2015, the deadliest Ebola outbreak in recorded history took more than 10,000 lives across West Africa. The outbreak caused widespread suffering and damaged fragile public health systems, with the nations of Guinea, Liberia and Sierra Leone particularly hard-hit by this crisis.

As part of the international Red Cross response to the crisis, the American Red Cross provided funding and technical support, including telecommunications and information management assistance for relief workers on the ground. Compassionate donations helped Red Cross staff and volunteers in the affected countries raise awareness about disease prevention, trace people who had potentially been exposed to the Ebola virus and assist with clinical case management as well as safe and dignified burials for so many who lost their lives.

### Across the Globe

Working with our global Red Cross and Red Crescent partners, the American Red Cross helped millions of people around the world during fiscal year 2015.



#### Disaster Response

Assisted **7.8 million** people in response to **23** disasters in **31** countries.



#### Reconnecting Families

Helped reconnect more than **4,200** families separated by conflict or disaster.



#### Disaster Preparedness and Risk Reduction

Helped prepare families and communities in **33** countries for disasters.



#### Cash in Emergencies

Assisted more than **84,000** families with small cash grants following disasters in fiscal year 2015.

For more information on how American Red Cross International Services are helping people around the world, please visit [redcross.org](http://redcross.org).

## Preparing for Disasters at Home and Overseas

American Red Cross volunteers and employees witness the heartbreaking results of disasters every day—from a family standing outside a burning apartment building who has lost everything to typhoon survivors struggling to rebuild homes and restore their income in the aftermath of unimaginable destruction. That's why helping people to prepare for and become more resilient in the face of these devastating events is a key component of our mission.

In fiscal year 2015, the Red Cross launched the Home Fire Campaign, a five-year effort to reduce injuries and deaths due to home fires in the U.S. by 25 percent. Red Cross chapters teamed with local fire departments and community groups to canvass neighborhoods across the country at high risk for home fires. We provided tens of thousands of smoke alarms to homes that lacked them, replaced batteries where smoke alarms were inoperable and helped families develop an emergency escape plan so they'll know what to do if the worst happens.

Through the Pillowcase Project, we taught kids in schools all over the country about personal and family preparedness, local hazards and basic coping skills. And we developed a free Emergency App that offers more than 35 alerts for severe weather and other emergencies, giving users real-time information to help them and their loved ones stay safe.

Internationally, we worked to reduce the risks communities face, helping survivors from Haiti to the Philippines rebuild safer shelters that are more resistant to future disasters and supporting training and capacity-building of national Red Cross societies. We also worked throughout the year in communities in every corner of the globe—teaching first aid skills, identifying evacuation routes and leading emergency drills so that people in disaster-prone areas can be prepared to take action when disasters strike.

*Thank you!*

The American Red Cross is grateful for continuing support from the Annual Disaster Giving Program (ADGP) and Disaster Responder Program members, whose pre-invested donations mean the Red Cross is always there to help in times of need.

**Annual Disaster Giving Program Members – \$1,000,000+ Annually\***

|                                  |                                 |                                        |
|----------------------------------|---------------------------------|----------------------------------------|
| American Airlines                | FedEx Corporation               | Nationwide Foundation                  |
| Anthem Foundation                | The Home Depot                  | State Farm                             |
| Boise Paper                      | Humble Bundle                   | Target                                 |
| Caterpillar Foundation           | LDS Charities                   | UPS                                    |
| Costco Wholesale                 | Lowe's Companies, Inc.          | VSP <sup>SM</sup> Vision care for life |
| Disney                           | Mazda North American Operations | Walmart                                |
| Enterprise Rent-A-Car Foundation | Merck Foundation                |                                        |

**Annual Disaster Giving Program Members – \$500,000+ Annually\***

|                               |                                   |                                    |
|-------------------------------|-----------------------------------|------------------------------------|
| 3M                            | Discover                          | Samsung                            |
| Altria Group                  | Dr Pepper Snapple Group           | San Manuel Band of Mission Indians |
| American Express              | Edison International              | Southwest Airlines                 |
| Anheuser-Busch Foundation     | Ford Motor Company                | Sprint                             |
| Aon                           | Grainger                          | Sunoco                             |
| Bank of America               | John Deere Foundation             | The Pew Charitable Trusts          |
| BNY Mellon                    | Johnson Controls                  | The TJX Companies, Inc.            |
| Capital One                   | Kraft Foods Group Foundation      | United Airlines                    |
| Cisco Foundation              | Medtronic                         | United Technologies Corporation    |
| Citi Foundation               | Meijer                            | Visa                               |
| ConAgra Foods Foundation      | Mondelēz International Foundation | Wawa                               |
| CSX                           | National Grid                     | Wells Fargo                        |
| Darden Restaurants Foundation | PepsiCo Foundation                |                                    |
| Delta Air Lines               | Prudential Foundation             |                                    |

**Disaster Responder Members – \$250,000+ Annually\***

|                             |                                    |                                                      |
|-----------------------------|------------------------------------|------------------------------------------------------|
| 1-800-BOARDUP               | Hewlett-Packard Company Foundation | PuroClean Disaster Recovery                          |
| Alcoa                       | IBM Corporation                    | Residence Inn by Marriott                            |
| Astellas USA Foundation     | IKEA                               | Ryder                                                |
| AstraZeneca                 | Ingersoll Rand Foundation          | San Diego Gas & Electric (SDG&E)                     |
| AT&T                        | Interstate All Battery Center      | Southeastern Grocers Home of BI-LO                   |
| AvalonBay Communities, Inc. | Land O'Lakes, Inc.                 | Harveys Winn Dixie                                   |
| AXA                         | Marsh & McLennan Companies         | Starwood Hotels & Resorts Worldwide Foundation, Inc. |
| Ball Foundation             | MetLife Foundation                 | State Street                                         |
| BHP Billiton                | Morgan Stanley                     | Swiss Re Foundation                                  |
| The Clorox Company          | New Balance Foundation             | T O Y O T A                                          |
| Entergy Corporation         | Northrop Grumman Corporation       | U.S. Bank                                            |
| Farmers Insurance           | Northwestern Mutual and the        | U-Haul International                                 |
| General Motors Foundation   | Northwestern Mutual Foundation     |                                                      |
| H&M                         | Procter & Gamble Company           |                                                      |
|                             | PSEG Foundation                    |                                                      |

\*As of June 30, 2015

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The generosity of our donors breathes life into the Red Cross mission to alleviate human suffering in the face of emergencies. Whether it was a blanket across the shoulders of a flood survivor, a Red Cross caseworker offering comfort and help to a family after a home fire or skills training that helped communities rebuild after an earthquake, your contributions have turned heartbreak into hope for people affected by disasters here at home and around the world.

Thank you once again for your support, which makes our lifesaving work possible.

