



# Disaster Cycle Services Fiscal Year 2013

(July 1, 2012 – June 30, 2013)

**American Red Cross**



Cover photo: The Red Cross provided comfort and a safe place to stay for disaster survivors after Hurricane Isaac.  
Daniel Cima/American Red Cross

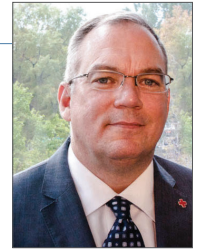
Inside cover photo: The Red Cross distributed water, food and other relief supplies after a deadly tornado ripped through Moore, Okla.  
Jason Colston/American Red Cross



## Your Support Makes a Difference

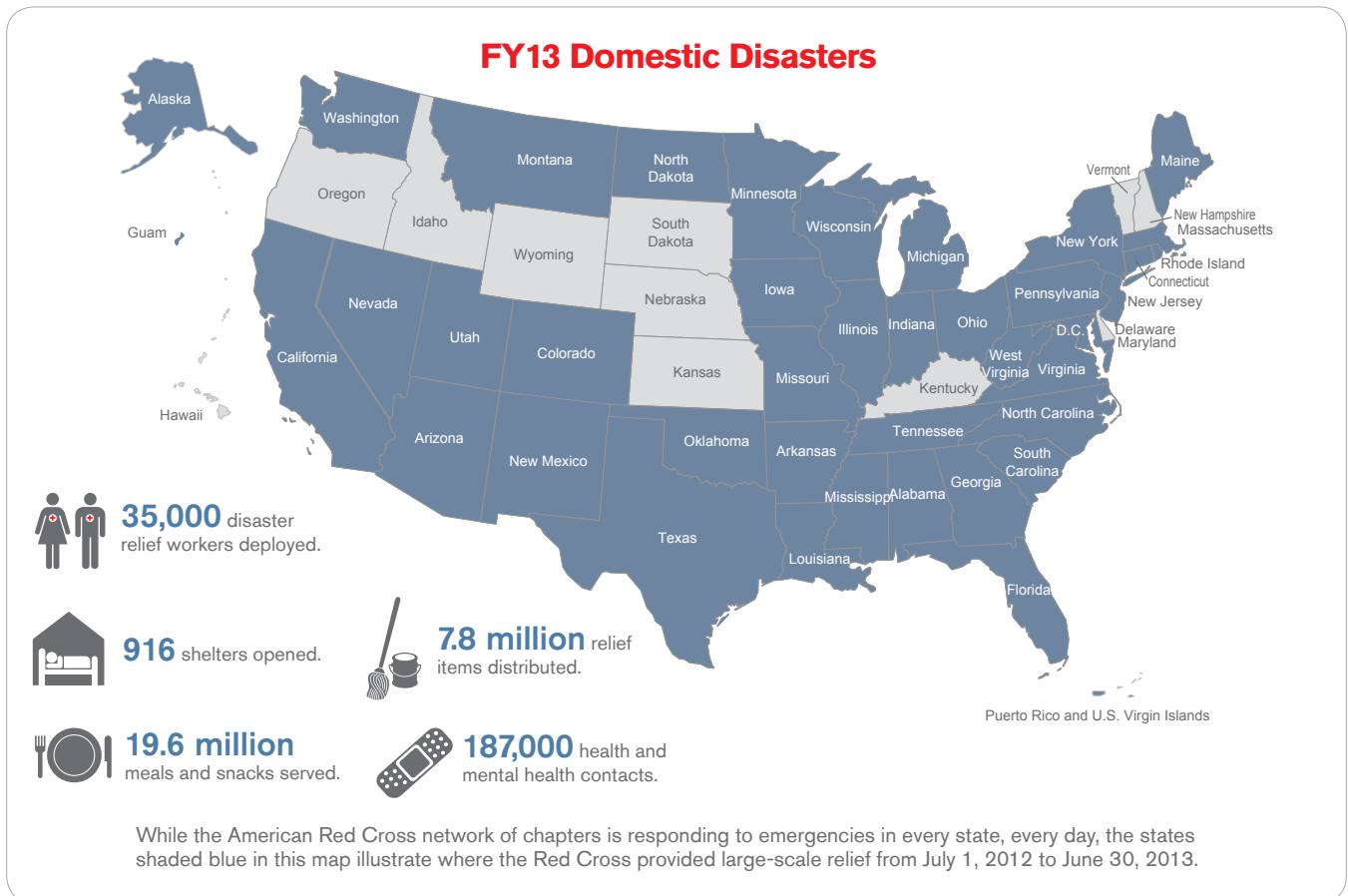
When disaster strikes, families and communities count on the Red Cross to be there for them, and supporters like you make that possible. The Red Cross works year-round to secure shelters, purchase food and emergency supplies, warehouse materials in strategic locations around the U.S. and maintain emergency equipment and food distribution vehicles. These preparations help us quickly provide disaster services when and where they are most needed.

The past year reminded us that no one is beyond the reach of a disaster. Hurricane Isaac, Superstorm Sandy, the Oklahoma tornadoes and so many other disasters and emergencies brought heart-breaking devastation. By helping us build a reliable funding base for disaster relief efforts, your generous support allows us to respond to disasters immediately and compassionately, when help and hope are needed most.



“It starts and ends with the people who need us. In a difficult year of disasters, we made advancements in coordination, communications, partnerships and response, and with your help, we will continue to do our part to create a resilient nation—one community, one family at a time.”

—Richard Reed, Senior Vice President Disaster Cycle Services, American Red Cross





## Bringing Hope and Healing

The Red Cross responds to approximately 70,000 disasters in the U.S. every year—from home fires and floods to hurricanes, tornadoes and earthquakes. Last year, Superstorm Sandy impacted residents of 11 states. Wildfires brought havoc for residents of regions in the West—some for the second time in as many years. Tornadoes struck 22 states, including an unusually large and deadly set of tornadoes that hit Moore, Okla., and neighboring communities. In the face of so much loss, Americans came together to bring help, hope and healing to our neighbors.

### Hurricanes

Three storms made landfall during the 2012 hurricane season. Tropical Storm Debby flooded an already saturated Florida in late June. Two months later, Hurricane Isaac skirted the Gulf Coast and then landed in southeast Louisiana on the seventh anniversary of Hurricane Katrina. In late October, Superstorm Sandy roared into the Northeast and caused \$68 billion in damage.

As Hurricane Isaac threatened Jackson County, Miss., three generations of Melissa Brooks' family found safe refuge at a Red Cross shelter. "Seven years ago, we lost our home to Hurricane Katrina when a tree fell on it, and we lived here, in this very same shelter, for three weeks," said Melissa. "We're thankful to the Red Cross for opening this shelter again so our family can stay safe."

### Superstorm Sandy

Sandy's heavy rain, flooding, winds and snow impacted an area the size of Europe, leaving thousands homeless and nearly 8.5 million people without power. The Red Cross quickly stepped forward, and volunteers went door-to-door and floor-by-floor distributing blankets, meals, water, hygiene items and cleaning supplies, while also providing health and mental health assistance.

While emergency assistance continued for months, Red Cross caseworkers almost immediately began guiding families in the first difficult steps toward recovery. The Red Cross has also supported move-in assistance for displaced families and is providing grants to local partner organizations for client assistance, disaster case management, rebuilding homes, security deposits and housing assistance, as well as volunteer management. These recovery programs continue to help thousands of residents put their lives back together.

### Tornadoes

Tornadoes caused extensive damage in Mississippi, Alabama, Texas and Oklahoma. On May 20, a deadly mile-wide EF5 ripped through Moore, Okla., leveling homes and buildings. The Red Cross provided more than 6,300 shelter stays to people affected by the tornadoes in Moore and the surrounding area, and responded to another set of tornadoes in the Oklahoma City area only a few days later.

The Red Cross and partner agencies opened Multi-Agency Resource Centers in Oklahoma to help residents obtain assistance and resources from dozens of agencies in a single stop, and we have partnered with other agencies to open three long-term recovery centers that will support continuing needs in affected communities. We're also supporting long-term disaster preparedness capacity by building safe rooms, supporting school preparedness and storm-ready programs as well as providing first aid kits.



Talia Frenkel/American Red Cross

A Red Cross volunteer comforts a storm survivor after a mile-wide tornado tore through Moore, Okla.



Talia Frekel/American Red Cross

The Red Cross distributed blankets and other comfort items after Superstorm Sandy hit the East Coast.

## Flooding

Floods left people in a dozen states from Alaska to New York needing care and provisions over the year, and the Red Cross provided a place to stay, food, cleanup supplies and other support. Record rainfall in the Midwest in April closed roads, forced people from their homes and triggered power outages affecting tens of thousands of residents. In Illinois, flooding struck 10,000 homes in 10 counties. More than 1,000 Red Cross volunteers provided shelter and food to displaced families and delivered relief supplies to those returning to waterlogged homes.

## Wildfires

Extreme drought made for a severe wildfire season in the West. In mid-June, the Black Forest Fire near Colorado Springs destroyed more than 550 homes, and later that month, the Yarnell Fire destroyed 200 homes and businesses in the Arizona mountain town of just 700 people. When fires threatened, the Red Cross offered a safe place to stay for evacuated and displaced residents, aid stations with relief supplies and other support.

## Home Fires and Emergencies

The Red Cross responds to a disaster or emergency every eight minutes, and the vast majority of them are home fires. These typically don't make national news,

but they are devastating events for those who may lose their homes, possessions and sense of security. Through thousands of individual and family crises, the Red Cross is on hand swiftly, providing comfort and hope.

In New York City, the Red Cross helped Maria Castro and her three children when fire destroyed their apartment, leaving them without all of their possessions as the city braced for a major snowstorm. Within hours of the fire, the Red Cross provided Maria and her kids with vital emergency support: diapers and a blanket for the baby, a debit card to purchase essential items, and hotel lodging for the entire family. Maria's daughter Diamond asked about the Red Cross and what it does: "I explained to her how the Red Cross has helped us," Maria said. "And she said, 'The Red Cross makes us safe. Without the Red Cross, we would be sleeping in our car, mom!'"

## Mass Fatality/Critical Incidents

The Red Cross provides a needed response to survivors and family members of victims when mass casualty events occur, whether delivering blood products to local hospitals after the Sandy Hook shooting in Connecticut, offering immediate emergency support after the Boston Marathon bombings, or providing assistance for those who lost everything in the deadly fertilizer plant explosion in the town of West, Texas, as well as recovery aid for the injured and their community.



## Donor Dollars at Work

### Disaster Vehicles, Equipment and Warehouses

Disaster response requires a reserve of resources ready to deploy at a moment's notice. Managing these resources requires real estate, logistical support and vendor agreements that go beyond what a local chapter can do. Costs associated with this include rental facilities to warehouse Red Cross inventory, fleet management, fuel and other necessities.

### Food, Shelter and Relief Items

The Red Cross serves meals at its shelters, from emergency response vehicles and fixed feeding sites in affected communities, and to first responders in the field. Through effective partnerships with government and community organizations, the Red Cross opens shelters and ensures they meet the needs of individual communities. The Red Cross distributes a broad range of relief items to clients, including comfort kits with hygiene items like toothbrushes and toothpaste, cleaning supplies, tarps, shovels and coolers.

### Individual Assistance

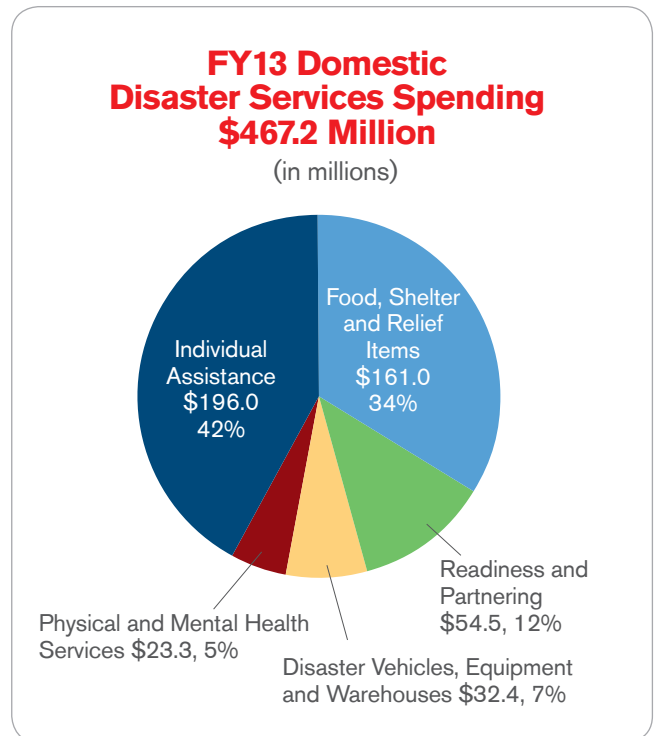
Red Cross client caseworkers meet with individuals affected by disaster to offer assistance and identify any special needs, such as planning their long-term recovery to ensure that they are safely accommodated. Assistance can include groceries, clothing, lodging and other assistance to help a family get back on their feet. This category also includes tools used by the Red Cross to get help to individuals, such as the Safe and Well program.

### Physical and Mental Health Services

The Red Cross provides physical and emotional support services to clients, including first aid and replacement of prescription medicines.

### Readiness and Partnering

The Red Cross helps communities plan and prepare for disasters. Additionally, significant time and resources are spent to ensure the Red Cross is prepared to respond to the next disaster. This includes training programs for volunteers and community members. The Red Cross also works to enhance relationships with both government and nongovernment organizations to ensure a coordinated, immediate and effective response. Readiness and partnering activities provide a means to actively expand our reach and to evaluate the potential needs of the community ahead of events.





## The Impact of Innovation

### Social Media and Mobile Apps Comfort, Inform and Prepare

The Red Cross social engagement team and a cadre of approximately 150 digital volunteers are taking our mission online. The work, primarily conducted from our Digital Disaster Operations Center, helps to better inform and prepare the Red Cross community. Working four-hour shifts when disaster strikes, volunteers provide critical relief and safety information to people affected by the disaster, offer emotional support to people talking about it, and evaluate overall tone, sentiment, hot topics and areas of need. Social media provides the public with a seat at the operational table and helps us use information gleaned from the public to inform decision-making during disasters.

Because being prepared can make families and communities safer, we make preparedness education a priority. The Red Cross First Aid App, launched in June 2012, was the first of what is now a collection of six free Red Cross mobile apps that were on more than 2 million mobile devices across the country in the first 12 months—and that number is growing every day.

## Shaping the Future

To address ever-increasing disaster relief needs, we continue building a stronger Red Cross that is active throughout the disaster cycle—from preparedness to response to recovery.

In 2012, the Red Cross began a new effort to reassess and more efficiently deliver disaster services. Today, we are providing more consistent, reliable services across the country and pushing more resources and decision-making

authority to community-based Red Cross chapters. We are broadening the pool of local disaster responders and reducing costs by developing local volunteers who can respond to disasters in their communities. The Red Cross is also focused on building resilient communities, because we can better help people in the wake of disasters if we first help individuals and communities prepare before the disaster strikes.

### Mobile App Releases

#### 2012



##### June – First Aid

Provides simple step-by-step instructions that guide you through everyday first aid scenarios.



##### August – Hurricane

Generated 400,000 downloads during Superstorm Sandy.



##### September – Earthquake

Provides notifications from the U.S. Geological Survey when an earthquake occurs and perceived shaking impacts in the user's area.



##### October – Wildfire

Preloaded content provides instant access to information on what to do before, during and after wildfires—even without mobile connectivity.

#### 2013



##### March – Tornado

An audible siren automatically goes off even if the app is closed when NOAA issues a tornado warning—helping to reduce the chance of sleeping through a life-threatening storm.



##### July – Team Red Cross

Provides local disaster information and offers ways individuals can spontaneously volunteer in their community.

All apps are available on the Apple App Store and the Google Play Store.



American Red Cross

## Thank You

Whether it was a meal and a safe, dry shelter for a family chased from their home by rising floodwaters, a Red Cross mental health worker calming a child's fears, or a caseworker providing resources for a family's return to normalcy, generous donors like you helped turn despair into hope for disaster victims this year. And with your help, the Red Cross will be there the next time disaster strikes.

The Red Cross is grateful for your support. We simply could not do all that we do without you, and we look forward to our continued work together. Thanks to you, the Red Cross will remain ready to help our communities prepare for, respond to and recover from disasters.

A Red Cross nurse talks with Ora White Church while visiting flood-damaged neighborhoods in Picayune, Miss., after Hurricane Isaac.

