



# Help When It's Needed Most

DISASTER RELIEF UPDATE: FISCAL YEAR 2014

(July 1, 2013 – June 30, 2014)



**American  
Red Cross**



# Responding to Crises in the U.S. and Around the World

## Bringing Help Across the Country



While the American Red Cross network of chapters is responding to emergencies in every state, every day, the states shaded blue on the map illustrate where the Red Cross provided large-scale relief from July 1, 2013 to June 30, 2014.



More than **1.1 million** meals and snacks served.



More than **65,000** health and mental health contacts administered.



Nearly **2,000** shelters opened.



Nearly **1.1 million** relief items distributed.



Nearly **18,000** disaster relief workers deployed on large relief operations.

For more information on how the American Red Cross is helping people around the United States prepare for, respond to and recover from disasters, please visit [redcross.org/disaster](http://redcross.org/disaster).

## Providing Hope Around the World

Working with our global Red Cross and Red Crescent partners, the American Red Cross helped millions of people around the world during fiscal year 2014.



**Disaster Response**  
We assisted an estimated **5.5 million** people in response to **23** disasters in **25** countries.



**Reconnecting Families**  
We helped reconnect more than **1,100 families** that had been separated by conflict or disaster.



**Disaster Recovery**  
We continued to help nearly **4.5 million** people in Haiti recover.



**Disaster Preparedness and Risk Reduction**  
We helped families and communities in **33** countries prepare for potential disasters.

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



## Your Support Makes a Difference

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

Every day, in neighborhoods across the United States and in countries around the world, people facing disaster know they can look to the American Red Cross for hope in their darkest hours.

Between July 1, 2013 and June 30, 2014, disasters struck down the street, across the country, and around the world. In the U.S., we saw deadly tornado outbreaks bring devastation across the South and Midwest, while wildfires raged in the West, threatening homes and taxing the endurance of first responders. A tragic landslide brought heartbreak to a tight-knit community in Oso, Washington. Day and night, in small towns and big cities alike, Red Cross volunteers worked to help individuals and families facing nearly 70,000 home fires and other crises that—while not making national headlines—were all major disasters to the people affected.

We are also proud of the work that the American Red Cross and our partners in the global Red Cross and Red Crescent network have done to alleviate suffering caused by disasters and humanitarian crises around the world. With support from our donors, we helped the courageous people of the Philippines rebuild after one of the strongest typhoons ever recorded struck in November 2013, and we worked in areas wracked by conflict to bring relief and comfort to people who lost homes, livelihoods and loved ones.

Whether at home or abroad, the mission of the Red Cross does not begin when a disaster occurs, nor does it end when immediate needs for relief have been met. It is equally important that we support affected communities whenever we can with their longer-term recovery—and help them be better prepared and more resilient against future disasters. In the past year, we continued supporting recovery and resilience for people affected by Superstorm Sandy, in Oklahoma communities that were hard-hit by the 2013 tornadoes, and in Haiti after a tragic earthquake that rocked the nation in January 2010.

None of this lifesaving work would be possible without the generosity of our supporters and the dedication of our volunteers. With your vital help, we will continue to carry out our humanitarian mission for families facing disaster down the street and on the other side of the world.

A handwritten signature in black ink, appearing to read "Richard Reed".

Richard Reed  
Disaster Cycle Services

A handwritten signature in black ink, appearing to read "Harold Brooks".

Harold Brooks  
International Operations



## Meeting Critical Needs Every Day

The Red Cross works year-round to meet the critical needs of people who have experienced devastating loss due to disasters. With the support of our generous donors, we train volunteers, secure safe and warm shelters, purchase food and emergency supplies, pre-position relief materials and maintain equipment and vehicles. We also work to support recovery in communities affected by disaster, and Red Cross workers and volunteers conduct disaster preparedness outreach and education in schools and neighborhoods—locally, across the U.S. and around the world.

### Down the Street

Major disasters like hurricanes or deadly tornado outbreaks often capture the most attention, but the Red Cross is on the job 365 days a year in local neighborhoods that count on our employees and volunteers for help.

### Home Fires

The Red Cross responds to nearly 70,000 disasters each year, and the vast majority of these are home fires.

In fact, a local Red Cross worker heads to the scene of a fire about every eight minutes—assisting a family that may have just lost their home, possessions or even had loved ones injured or killed.

Volunteer Ian Carlile was inspired to join the Red Cross by his own experience after a fire that engulfed his Philadelphia apartment building. Outside the burning building, amid the busy fire crews, Ian noticed Red Cross staff on the scene.

“Even though this was a larger fire, I just thought they responded to [major] disasters,” Ian said. He was surprised to learn that every year the Red Cross Southeastern Pennsylvania Chapter responds to about 750 home fires.

Ian lost all of his belongings to the blaze, and Red Cross volunteers provided him and his neighbors with immediate financial assistance to purchase food, clothing and basic necessities, and also provided shelter to the many survivors who had nowhere to go.

The following year, as a young professional in New York City, Ian felt called to give back. Today, he remains a part of our vital team of dedicated volunteers, who work to not

only bring comfort after events like home fires, but to help educate and better prepare families, so we can prevent disasters before they occur.

### Accidents and Mass Casualty Events

In addition to home fires, the Red Cross responded throughout the year to a variety of emergencies and other events, from explosions to transit accidents. After a gas explosion caused the collapse of an apartment building in East Harlem in New York City last March, the Red Cross rushed to provide help and coordinate with local emergency officials.

For Luis Rivera and his wife, Marisol, that meant having a place to stay after losing everything.

“Without the Red Cross, we’d have been out in the street,” Luis said.

A month later in Orland, Calif., the Red Cross provided shelter and emotional support to survivors of a charter bus crash that took 10 lives. We also set up a hotline so affected families could request emergency assistance, such as travel or transportation expenses and additional mental health support and counseling.



Jason Colston/American Red Cross

Craig Featherstone receives a hot meal from Red Cross volunteer Erica Tenpenny following a tornado in Mayflower, Ark.



## Across the Country

In addition to home fires and local emergencies, the Red Cross played a leading role in the response to larger-scale disasters across the country. In Colorado, when record rains fell over three days in September 2013, flash floods swept away homes and inundated neighborhoods. Red Cross volunteers sprang into action, providing safe havens and meals for thousands of evacuees while floodwaters advanced eastward across the state.

Two months later, an unusual November storm system spawned more than 50 destructive tornadoes in states throughout the Midwest. We opened shelters for people displaced by the storms, while our emergency response vehicles wound through debris-filled streets, bringing hot meals, nourishing snacks, relief items and badly needed cleanup supplies to neighborhoods damaged by high winds and hail.

The Jeffords family of Washington, Ill., lost everything but their cars and the clothes on their backs when a tornado destroyed their apartment. They found help at a disaster resource center, which was set up by the Red Cross and other community agencies.

“It was wonderful,” said John Jeffords. “The Red Cross has done a good job in keeping everything under control!”

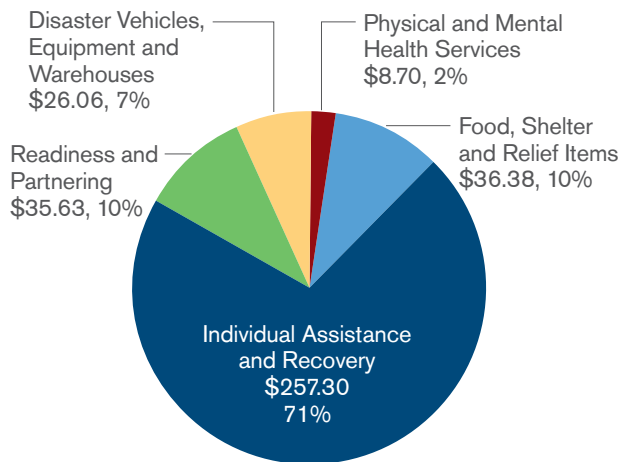
Near Oso, Wash., another community turned to the Red Cross for help after a rain-soaked hillside collapsed suddenly in March 2014, engulfing their rural neighborhood in a tidal wave of mud and debris. As survivors struggled to come to grips with their losses in the days following the mudslide, more than 500 Red Cross employees and volunteers—half from Washington State—were by their side, providing comfort and relief items, as well as health and mental health services for those affected.

In the spring and early summer of 2014, the Red Cross continued to respond when disasters struck throughout the U.S., including help for residents impacted by outbreaks of severe weather that left damage and devastation in 14 states—from the Great Plains to the Gulf Coast and across the Mid-Atlantic.

And in the West and Southwest, wildfires burned hundreds of thousands of acres, threatening communities across eight states, from Alaska and California to Texas and Oklahoma. We provided food, health and mental health services, and cleanup supplies for people sifting through the ashes where their houses once stood. We also distributed water and snacks to hard-pressed first responders as they battled the blazes.

### FY14 Domestic Disaster Services Spending \$364.07 Million

(in millions)



Hector Emmanuel/American Red Cross  
Esther Peter, of Boulder, Colo., is comforted by a Red Cross volunteer following the September 2013 flash floods. Esther and her family, originally from South Sudan, found refuge in a Red Cross shelter after their apartment was flooded.





## Around the World

While the American Red Cross brought hope and help to people here at home, we also worked alongside our partners in the global Red Cross network to bring relief to people facing natural disasters and other crises abroad.

In the Philippines, Typhoon Haiyan's torrential rains, storm surge and 145-mph winds brought catastrophic destruction in November 2013. Thousands lost their lives and millions were displaced, with more than 1 million homes damaged or destroyed.

During the emergency response, donations to the American Red Cross were used to purchase and distribute relief items, and deploy disaster specialists with a range of expertise. We recruited digital volunteers from the U.S. and around the world to create maps of the neighborhoods impacted by the typhoon—maps that made service delivery more targeted and efficient.

The Red Cross also delivered cash grants to 59,000 families, allowing typhoon survivors to address their most urgent storm-related needs. In Alangalang, on Leyte Island, Ricky and Michelle Sister lost everything in the storm.

"We only brought the clothes we were wearing, one shirt for our child and a biscuit," Ricky said. Ricky also lost his main source of income, since he earned money as an agricultural worker before the storm. The family used a cash grant from the Red Cross to hire workers to cut fallen coconut lumber and buy nails to rebuild their house.

In addition to providing support to people around the world impacted by floods, droughts and other natural disasters last year, the American Red Cross also provided vital support to millions affected by deepening violence and civil unrest in Syria. In June 2014, the American Red Cross committed an additional \$1 million—bringing our total commitment to \$2.3 million—to aid people displaced by the conflict in Syria and surrounding countries.

## As Long as We're Needed

The generous support of our donors also means that the Red Cross can help people recover and rebuild. We bring together survivors and other agencies to solve problems and fund community partners. And across the United States, Red Cross case managers work closely with affected individuals and families to ensure that they have the support they need.

With our deep local presence, the Red Cross can continue to meet the needs of survivors long after news crews have moved on. In Oklahoma communities devastated by the May 2013 tornadoes, the Red Cross continued supporting recovery efforts more than a year later, funding storm shelters for people moving into new or rebuilt homes. And in states that were hard-hit by Superstorm Sandy, our donors powered a continuing Red Cross presence that funded rebuilding work, helped people move into permanent homes, awarded grant money for furniture and household items, provided mental health support, and supported disaster preparedness.

## Prepared for the Next Disaster

Preparedness is a crucial element of our disaster work, helping make communities safer and stronger for the next disaster. Over the past year, education and outreach in schools and communities around the U.S. encouraged families to be ready for an emergency with a preparedness kit and disaster plan. In Oklahoma and other states around the country, the Red Cross provided weather radios to help people be more aware when severe storms and tornadoes threaten, and we conducted disaster preparedness exercises with dozens of community partners in New York.

We also continued developing our suite of mobile apps—now including first aid, tornado, flood, earthquake, hurricane, wildfire and shelter—and using social media to expand our ability to provide critical information to a much broader group across the country and around the world. Through apps and social media, we can equip people with the lifesaving information and tools they can use to inform the Red Cross about critical needs in times of crisis.

## One Week at the Red Cross

### Monday, January 6

- As severe winter weather and record cold struck states from Indiana to the Dakotas and Missouri, we helped residents who needed a warm place to stay find shelter.
- The Central Oklahoma Chapter continued supporting recovery and preparedness for people affected by the May 2013 tornadoes, while also responding to four home and apartment fires.

### Tuesday, January 7

- We helped passengers on a stranded train in Illinois, and opened a shelter for people affected by a natural gas pipeline explosion in Oklahoma.
- A mapping specialist from the American Red Cross went to the Philippines, one of more than 50 people deployed as we supported relief and recovery efforts following Typhoon Haiyan.



### International Recovery and Preparedness

As part of the world's largest humanitarian network, the American Red Cross supported disaster management, recovery and preparedness services worldwide. In the Philippines, generous donations helped build safer and more secure homes, restore livelihoods, repair water and sanitation infrastructure, and assist the Philippine Red Cross with training and planning for future disasters.

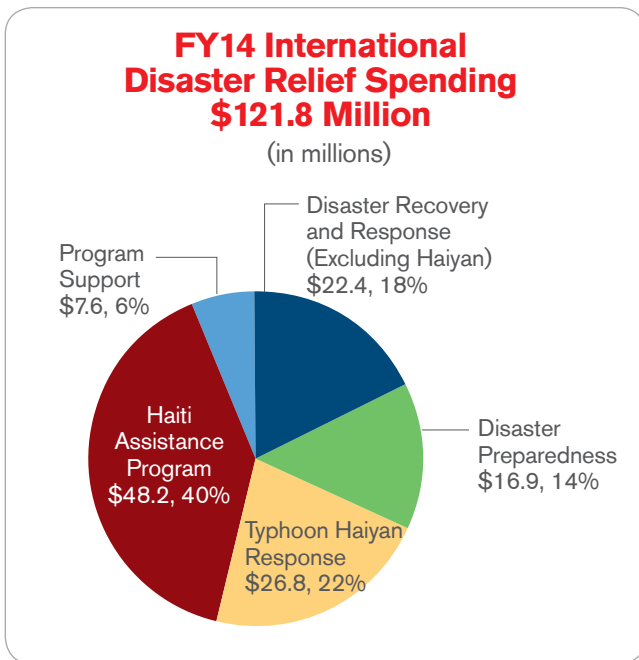
And work continues after the 2010 Haiti earthquake, as ongoing American Red Cross efforts helped communities become safer, healthier and more resilient. In our programs throughout the country, we focused on sustainable and comprehensive solutions that will rebuild housing and infrastructure, support livelihoods, improve public health, and help Haitians become better prepared and more resilient against a multitude of risks.

We also kept places that didn't make the headlines on our radar—teaching first aid skills, identifying evacuation routes and leading emergency drills, so that people in disaster-prone regions can be their own first responders if disasters strike.

## Ready for Tomorrow's Challenges

Over the past year, we continued our efforts to deliver more efficient and effective disaster services to those we serve. We provided more resources and decision-making authority to Red Cross staff in local communities. Their local knowledge and existing relationships help identify priorities and work collaboratively with local partners—getting help to people when and where they need it most. To provide these critical services as efficiently as possible, we broadened our pool of local disaster responders and volunteers, reducing costs.

We also worked to upgrade our disaster information technology, launching an initiative to integrate or replace an array of outdated systems and enable better collaboration among disaster responders. This will help us save lives—enhancing the skills of our volunteer workforce, improving capacity with equipment and capital upgrades, sharing information more effectively with our partners, and implementing mobile technologies that prepare and inform the public about disasters.



In the Philippines, donations to the American Red Cross helped Melisa Manilag and her family rebuild after their home was severely damaged by Typhoon Haiyan.

#### Wednesday, January 8

- More than 70 shelters were open in 11 states in response to the severe winter weather, with more than 900 overnight stays provided.
- Local Red Cross chapters responded to a home fire in Kansas and opened a shelter in Pennsylvania for residents who had lost their gas service.

#### Thursday, January 9

- After a fire in a seven-story apartment building in Illinois, our team provided water, snacks and emotional support for first responders and affected residents.

#### Friday, January 10

- In Florida, the Red Cross helped residents affected by flooding and severe weather, as well as supporting first responders at the scene of a tanker fire.
- As conflict continued in Syria, the American Red Cross sent additional financial aid for refugees, providing relief supplies, tents, health care and clean water.

# Thank you!

Every day, 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 and a hot meal for a tornado survivor, a Red Cross caseworker offering comfort and helping a family find the resources they need to put their lives back together after a fire, or financial assistance, materials and skills training that helped communities rebuild after a typhoon, your contributions have turned heartbreak into hope for people affected by disasters down the street, across the country and around the world.

## Annual Disaster Giving Program and Disaster Responder Members

The American Red Cross is grateful for the continuing support of members of the Annual Disaster Giving Program (ADGP) and the Disaster Responder Program, whose financial donations mean the Red Cross is there to help when it's needed most.

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

Caterpillar Inc.	Lowe's Companies, Inc.	UPS
FedEx Corporation	Merck & Co., Inc.	VSP <sup>SM</sup> Vision care for life
GE Foundation	Nationwide Insurance Foundation	Walmart
Humble Bundle	State Farm	WellPoint Foundation

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

3M	Discover	National Grid
Altria Group	Disney	Northrop Grumman Corporation
American Express	Dr Pepper Snapple Group	PepsiCo Foundation
Anheuser-Busch Foundation	eBay Inc.	The Pew Charitable Trusts
Aon	Edison International	Samsung
Bank of America	Grainger	Southwest Airlines
BNY Mellon	H-E-B	Sprint
CHS Foundation	Hewlett-Packard Company Foundation	Target
Cisco Foundation	The Home Depot	TD Ameritrade
Citi Foundation	John Deere Foundation	The TJX Companies, Inc.
Community Safety Foundation, funded by CSAA	Johnson Controls	United Airlines
Insurance Group, a AAA Insurer	Kimberly-Clark Corporation	United Technologies Corporation
ConAgra Foods Foundation	Kraft Foods Group Foundation	University of Phoenix
Costco Wholesale Corporation	Mazda North American Operations	US Airways
CSX	Medtronic	Wawa
Darden Restaurants Foundation	Meijer	Wells Fargo
Dell Inc.	Mondelēz International Foundation	

### Disaster Responder Members — \$250,000+ Annually\*

Alcoa	H&R Block	Starbucks Coffee Company and Starbucks Foundation
ArcelorMittal	Ingersoll Rand Foundation	Starwood Hotels & Resorts Worldwide Foundation, Inc.
AstraZeneca	Land O'Lakes, Inc.	State Street
AT&T	Marsh & McLennan Companies	Sunoco
AXA Foundation	MetLife Foundation	Swiss Re
Ball Corporation	Morgan Stanley	Texas Instruments
Carlson Rezidor Hotels	New Balance Foundation	T O Y O T A
The Clorox Company	Northwestern Mutual and the Northwestern Mutual Foundation	UBS Americas
Delta Air Lines	Procter & Gamble Company	U.S. Bank
Farmers Insurance	PuroClean	Western Union Foundation
Ford Motor Company	Residence Inn by Marriott	
General Motors Foundation	Ryder Charitable Foundation	
H&M		

\*As of June 30, 2014

