

— 2018 —

## REGIONAL ANNUAL REPORT



*Bringing Communities Hope*



**American Red Cross**  
of Alaska

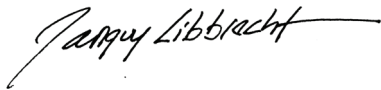
# A Message from the Regional Executive

Reflecting on the 2017-2018 fiscal year (July 1, 2017 - June 30, 2018), I take great pride in the dedication and spirit of our remarkable American Red Cross of Alaska volunteers and employees. The year included the most significant disaster season we have seen in over a decade, yet, with the support of our donors and volunteers, we rose to every occasion when called. I owe an enormous debt of gratitude to the commitment and generosity of our donors. Together, we have accomplished so much in our community.

Day and night, the Red Cross offered a helping hand and understanding ear to people in Alaska—whether it was bringing relief and hope to families picking up the pieces following a disaster; providing support and care for our military members, veterans and their loved ones; or providing lifesaving First Aid/CPR/AED classes to those who need them. While meeting these immediate needs, trained Red Cross volunteers also partnered with fire departments, community groups and corporations to install free smoke alarms and to teach our neighbors lifesaving preparedness skills in our first annual *Sound the Alarm* national event.

Over a busy year in Alaska, our community volunteers and local partners stepped up time and again, joining with the Red Cross to bring vital assistance to people in need. In this report, you will learn more about the wide variety of work done through your local Red Cross territories—who bring our mission to life every day. I am grateful to everyone who selflessly contributed their time, expertise and financial resources to support the Red Cross in fiscal year 2018. On behalf of those we serve, thank you.

Sincerely,



Tanguy Libbrecht  
Chief Executive Officer



**American  
Red Cross**

## Mission

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.

# Caring for Communities

The American Red Cross of Alaska provides critical aid every day—from responding to disasters big and small to teaching first aid and CPR. These services are made possible by an outstanding corps of 772 volunteers and the generous support of donors like you.

## Disaster Response

The Red Cross mission is to prevent and alleviate human suffering – a work that is carried out by 772 volunteers daily. In responding to 308 disasters last fiscal year, the Red Cross of Alaska provided food, shelter and comfort to individuals and families in need, as well as casework and recovery assistance for disaster survivors. All Red Cross disaster assistance is free.

In the state of Alaska, with our deep local presence and community knowledge, we stand ready to respond alongside our partners should the need arise. Additionally, we can call on the support of Red Cross chapters nationwide for resources to help our neighbors in need following large-scale disasters.

While we are always prepared to respond to disasters, we also work to prevent them. Swift action when an emergency occurs can save a life, so we help families, organizations and corporations become better prepared for crises through free educational presentations. During fiscal year 2018, 19,796 individuals in Alaska learned critical skills through Red Cross courses, including 19,260 people enrolled in first aid/CPR/AED and 536 people who attended our community disaster education and preparedness programs.



Supported by 772 active volunteers



Responded to 308 disasters in the region



Taught 536 people preparedness skills through our community education programs



Assisted 892 people following local disasters



## Home Fire Campaign

On average, 7 people die and 36 more suffer injuries each day in the U.S. due to home fires, which make up more than 90 percent of Red Cross domestic disaster responses. Research shows that working smoke alarms reduce the risk of fatalities in a home fire by 50 percent! The Red Cross Home Fire Campaign aims to reduce the number of fire deaths and injuries by increasing the number of working smoke alarms in at-risk communities. This year we held our first annual Sound the Alarm national installation event. In a little over 2 weeks' time, in over 100 communities across the country volunteers installed 103,000 new smoke alarms in at-risk homes, making 43,000 families safer.



Installed 2309 free smoke alarms in Alaska for the Home Fire Campaign



Taught 1,722 students preparedness skills through The Pillowcase Project



Made 707 homes safer through educational visits and creating preparedness plans

## Service to the Armed Forces

The seed for the American Red Cross was planted on the battlefields of the Civil War, with the compassionate care that founder Clara Barton offered soldiers, regardless of side or rank. For over a century, serving and developing new ways to care for members of the U.S. military, veterans and their families has remained at the heart of the Red Cross mission.

The Red Cross Hero Care Network provides support to service members and their family's pre-deployment, during deployment and when they return home, through emergency communication services, financial assistance programs, re-integration and veteran services. We are proud to have supported thousands of service members and families by providing 1,161 case services and briefing nearly 12,000 families through the 'Get to Know Us Before You Need Us' program.



Provided 3,211 emergency services to military members, veterans and families



Briefed 11,894 families through our 'Get to Know Us' program



Provided support through 1,161 emergency and critical community cases



# Your Red Cross of Alaska Board

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# Red Cross Sources of Support

## In Our Community

The American Red Cross of Alaska provides critical services to the communities in every corner of our vast state thanks to your generous donations (Fiscal year 2018, July 1, 2017-June 30, 2018).

### CONTRIBUTIONS TO THE AMERICAN RED CROSS of ALASKA

Corporate, Foundation & Individual Giving	\$1,152,465
United Way & Combined Federated Campaign	\$64,059
<b>TOTAL</b>	<b>\$1,216,524</b>

## Across the Country

The American Red Cross works in communities across the country to prepare for and respond to disaster; teach lifesaving skills; serve military members, veterans and their families; and provide nearly half the nation's blood supply. As part of the International Red Cross and Red Crescent network, the American Red Cross also works to prevent and relieve suffering in countries around the world.

### NATIONWIDE CONTRIBUTIONS TO THE AMERICAN RED CROSS

Corporate, Foundation & Individual Giving	\$1,237,200,000
Legacies & Bequest	\$97,000,000
United Way & Combined Federated Campaign	\$50,400,000
Donated Materials & Services	\$111,700,000
<b>TOTAL</b>	<b>\$1,496,300,000</b>

# Thank You

The American Red Cross of Alaska is grateful for the generosity of its dedicated supporters, who breathe life into our humanitarian mission every day. On behalf of those we serve, thank you!

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For additional information relating to national Red Cross service delivery during fiscal year 2018, please see our national Annual Report available through your relationship manager or at [redcross.org](http://redcross.org).



**American  
Red Cross**