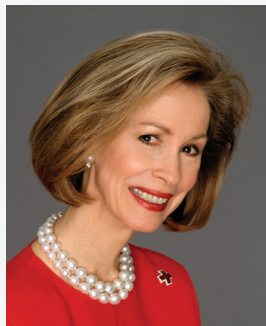


Bringing Communities HOPE



American
Red Cross



A Message from the Chairman

142 years after Clara Barton founded the American Red Cross, the need to alleviate human suffering has never been greater. This year, the Red Cross was once again there to deliver relief and hope for tomorrow to people during their darkest hours. Nothing we do would be possible without the dedication and care of our volunteers, donors, partners and employees who work tirelessly...day after day...and year after year...to bring comfort to millions of individuals and families. We are truly thankful for your unwavering support.

While this year presented numerous challenges, including unprecedented levels of disaster activity and crises around the globe, our commitment to fulfill our mission was never higher. Whether delivering critically needed blood products, teaching vital preparedness and health and safety skills, responding to the significant damage brought about by catastrophic flooding and storms such as Hurricane Ian, or delivering food and relief items in the aftermath of deadly tornadoes, Red Crossers were united in their efforts to help neighbors in need.

In addition to our domestic disaster response efforts, internationally, the Red Cross responded to disasters and crises around the world, including devastating

flooding in Pakistan, Typhoon Noru in the Philippines, and damaging earthquakes in Türkiye and Syria. We also continued to support relief efforts for those impacted by the ongoing crisis in Ukraine, including developing a multi-country cash assistance program to get resources directly into the hands of displaced families who need it. Beyond our international response and recovery work, we also continued our successful efforts to help vaccinate children to prevent the spread of measles and rubella. Astonishingly, since its inception in 2001, the Measles & Rubella Partnership has helped to immunize well over 3 billion children against these deadly diseases.

Of course, last year our humanitarian organization also trained millions of people in first aid, CPR and AED skills — and again provided about 40% of our nation's blood supply. And we delivered emergency communications and other essential services to members of the military, veterans and their families.

On behalf of our Red Cross family, thank you for your ongoing belief and trust in our beautiful mission. Together, I have no doubt we will continue to strengthen our essential humanitarian organization and make a lasting difference in so many lives for years to come.

Bonnie McElveen-Hunter
Chairman



A Message from the President & CEO

As I write this letter, I am filled with heartfelt appreciation for the compassionate volunteers, employees, donors and partners who enable the American Red Cross to carry out our vital work in communities down the street, across the country, and around the world. In Fiscal Year 2023 (July 1, 2022–June 30, 2023), these dedicated Red Crossers once again stepped up to support families in need by responding to disasters large and small, distributing millions of units of lifesaving blood products, training Americans in health and safety skills, delivering comfort and care to military members and veterans, and assisting our neighbors abroad during times of crisis.

This past year, our humanitarian organization provided immediate relief and recovery services to communities impacted by a seemingly endless stream of natural disasters. From catastrophic flooding in Kentucky, to Hurricane Ian in Florida, to atmospheric rivers in California, deadly tornadoes in the South and Midwest, and Typhoon Mawar in Guam — the Red Cross was there. As the frequency and intensity of extreme weather events continue to increase, the Red Cross is working to reduce the current and future humanitarian impacts of the climate crisis by making key investments to foster greater resiliency and enhance sustainability.

I am pleased to report the Red Cross also continued with our critical community preparedness activities in FY23 — including our lifesaving Home Fire

Campaign. We've now installed more than 2.6 million free smoke alarms in vulnerable communities since the campaign began nine years ago. Similarly, our Training Services unit continued to grow in offering opportunities for people to learn vital skills, including a new online course that gives participants foundational skills to care for someone experiencing a medical emergency until professional help arrives. In addition, the Red Cross continues to expand our lifesaving program focused on reducing drownings in communities with rates above the national average.

In the past fiscal year, the Red Cross continued its critical efforts to ensure a safe and reliable blood supply for patients in need and to bring greater diversity and inclusivity to the blood donation process. We also carried forward our essential work to help military and veteran families prepare for and respond to the challenges of military service. And internationally, we worked with our partners in the global Red Cross and Red Crescent network to respond to devastating events — from the ongoing humanitarian crisis in Ukraine, to deadly earthquakes in Türkiye and Syria, and more. We also conducted global vaccination campaigns to protect children against measles and rubella.

As always, we would be unable to carry out our Red Cross mission without the steadfast commitment of so many selfless and caring friends, like you. On behalf of those we serve, thank you again for standing with us.

Gail J. McGovern
President & CEO

Rebuilding Lives After Disaster Strikes

Caring for Families When They Need It Most

In late July 2022, catastrophic flooding inundated parts of Kentucky. This heartbreaking disaster — which claimed dozens of lives and caused widespread damage — was only the beginning of an active FY23, during which tens of thousands of people relied on the American Red Cross for help after massive, climate-driven disasters disrupted their lives.

Hurricane Ian — the third-costliest weather disaster on record — slammed ashore in Florida in September 2022, either destroying or causing major damage to more than 22,000 homes. For weeks, dedicated Red Cross disaster workers provided shelter, relief and comfort around the clock for displaced residents. More than a year later, the Red Cross is still there, helping people recover from this devastating hurricane.

In Fort Myers, Florida, Denate Tlanepantla, along with his wife and son, was one of the many families who received financial assistance from the Red Cross to help rebuild their lives. “This gives us hope,” Denate said. “It keeps us going.”

Right, above: Red Cross disaster relief worker Lynette Nyman gets a hug from Ava, who evacuated to her grandmother’s home during Hurricane Ian. **Right, below:** Red Cross volunteer Rachel Brebaker helps Denate Tlanepantla and his family complete their application for Red Cross financial assistance to help rebuild their lives after Hurricane Ian.

DISASTER RESPONSE HIGHLIGHTS July 2022–June 2023

 **4.5M**

More than **4.5 million meals and snacks** were provided with the support of local partners.

 **112,000** | **903,000**

More than **112,000 households** received over **903,000 relief items**.

 **123,000**

About **123,000 households** were supported with financial assistance and recovery aid.

 **301,000**

More than **301,000 overnight shelter and hotel stays** were provided.



**“This gives us hope.
 It keeps us going.”**

Denate Tlanepantla, a recipient of Red Cross financial assistance following Hurricane Ian in Florida.



In FY23, the Red Cross also responded to atmospheric rivers that prompted massive evacuations and left severe damage across California, as well as an outbreak of deadly tornadoes that raked the South and Midwest, upending lives and leaving behind a path of destruction. In May, Guam suffered a direct hit from Typhoon Mawar—the strongest typhoon to hit the U.S. territory in over two decades and the strongest Northern Hemisphere tropical cyclone ever recorded in May.

For these and other large disasters, thousands of Red Cross disaster workers sprang into action providing refuge, food, relief items, emotional support, health services and emergency financial assistance to help families facing some of their worst moments. They also responded closer to home, helping people recover from everyday crises like home fires in communities across the country.

Saving Lives through the Home Fire Campaign

As the nation's most frequent disaster, home fires claim seven lives each day in the U.S.—most often in homes without working smoke alarms. That's why the Red Cross installs free smoke alarms and educates families about home fire safety with the help of community partners.

In FY23, through the work of dedicated Red Cross workers and partners across the country, the Red Cross installed more than 2.6 million free smoke alarms—surpassing the goal for the Home Fire Campaign, which launched in October 2014 to promote preparedness and prevent the needless loss of lives caused by home fires.



As the nation's most frequent disaster, home fires claim seven lives each day in the U.S.

HOME FIRE CAMPAIGN HIGHLIGHTS

Figures cover October 2014–June 2023.

 **1,893**

At least **1,893 lives** were saved.

 **1.1M**

More than **1.1 million households** were made safer.

 **2M**

Over **2 million children** were reached through home fire preparedness programs.

 **2.6M**

More than **2.6 million free smoke alarms** were installed.

Cherise Coleman of Las Vegas, Nevada, is one of 1,893 lives saved with the help of the Home Fire Campaign. Thankfully, Cherise's entire family escaped unharmed when a fire burned their home in September 2022. She credits the free smoke alarms installed a few years earlier through the Home Fire Campaign for helping save her family.

Cherise is also grateful for the support she received on the night of the fire, which has made a lasting impression as one of her daughters still sleeps with a teddy bear she received. "She holds on to that teddy bear from the Red Cross, and I think it was her piece of comfort for the night and she'll never forget that," Cherise said.

Above: Cherise Coleman and her family escaped a fire unharmed at their Las Vegas home in September 2022, thanks to free smoke alarms installed through the Red Cross Home Fire Campaign. **Facing page:** During a *Sound the Alarm* event in Philadelphia, Pennsylvania, Red Cross volunteer Barbara Bredell-Searle talks with resident Mary Bagwell about home fire safety and teaches her how to escape her home in the event of a fire.



Aiding our International Neighbors

Healing Through Art

Standing outside a community for displaced people in Hatay Province, Türkiye, Tildiz Ipek shares that today is her birthday. “Today I’m 18,” she says. “Your birthday!?” Red Crescent staff shout and break into the birthday song — “Iyi ki dogdun, Tildiz; Iyi ki dogdun, Tildiz; Iyi ki dogdun, Iyi ki dogdun; Iyi ki dogdun, Tildiz.”

Tildiz was one of the millions impacted by two massive quakes that rocked southern Türkiye in February 2023, killing tens of thousands and displacing millions. With the help of the Red Cross and Red Crescent, she processed her trauma at a center designed to help children address the psychological impacts of disasters.

“Drawing is my way to feel better,” Tildiz said. Red Cross psychosocial specialists shared that trauma isn’t just one thing. Many children have lost a parent or close relative, their routines are disrupted, and they don’t have their beds, toys or former schools and friends. These centers provide a place for kids to unwind and just be children.

The American Red Cross has supported the most critical work on the ground in Türkiye, including deploying staff and funding urgent needs, including meals, critical care items, psychosocial support and cash assistance.

Facing page: Tildiz celebrated her 18th birthday in February with her sister Aliye outside of a center for children in the hard-hit Hatay province. Both girls find therapy through art. “It’s my way of healing,” Tildiz said.

INTERNATIONAL SERVICES HIGHLIGHTS

July 2022–June 2023

 **2M**

More than **2 million households** were visited to encourage measles and rubella vaccination.

 **2,900**

More than **2,900 families** separated by international crisis were reconnected.

 **34**

34 countries were supported by disaster response.

 **520,000**

More than **520,000 individuals** were reached through disaster preparedness activities.





“When we see the Red Cross, we see lifesavers.”

Funwell Muka, a grandfather and farmer living in rural Zambia.

Helping as Lifesavers

The American Red Cross plays a global role in vaccination campaigns for the Measles & Rubella Partnership. Through relationships with Red Cross and Red Crescent national societies, local volunteers are mobilized and trained to conduct house-to-house visits with their neighbors, providing caregivers with information on vaccination campaigns. These volunteers spread the word about the importance of getting vaccinated and ensure caregivers and kids get to health centers to obtain vaccines.

In FY23, the American Red Cross, Kenyan Red Cross and Zambia Red Cross societies sponsored a program — “The 5-Point Plan” — where teams find pockets of children missing routine immunizations such as the measles vaccine.

“When we see the Red Cross, we see lifesavers,” said Funwell Muka, a grandfather and farmer living in rural Zambia. Funwell is the cherished patriarch whose extended family gets together on Sundays to shell nuts, play and talk. He is a strong advocate for vaccines to protect kids against diseases such as measles and polio, and has taken his grandchildren to the clinic by foot to get their shots. Funwell now has a motorcycle, a first for the family, and he's proud that it will expedite the family's trips to the health center and market.

Empowering People through Cash Assistance

“No one deserves a war,” said Maryna Sereda, a 41-year-old Ukrainian refugee inside her apartment in Chisinau, Moldova. Maryna spent most of the last year living less than 60 miles from her native Ukraine, but in what feels like a world away to her.

Thanks to the generous support of Red Cross donors, families like Maryna's have received cash assistance that helped her buy fresh fruit, vegetables, milk, eggs and other items. She was even able to surprise her 10-year-old daughter, Solomia, a talented young illustrator,

with a beautiful box of markers. For Maryna, she said being able to buy fresh produce is paramount for her to give her growing children other food options, beyond the non-perishable, canned food items provided by most organizations.

The American Red Cross has played a critical role in developing a multi-country cash assistance program to help displaced families settle into their new lives in other countries. In FY23, the American Red Cross contributed millions to the global Red Cross network to help alleviate the suffering of those impacted by the Ukraine crisis like Maryna and Solomia.



Facing page: Funwell Muka is a grandfather and subsistence farmer living in rural Zambia. Funwell and thousands of other parents and guardians in this region are receiving house calls from Red Cross volunteers trying to identify un- or under-vaccinated kids. **Above:** Ukrainian refugee Maryna Sereda speaks with American Red Cross worker Rob Kaufman, sharing that because of Red Cross cash assistance, she can feed her family with fresh produce.

Giving Hope through Blood

Shining a Light on Individuals Battling Sickle Cell Disease

In FY23, the American Red Cross continued to build on the momentum of its Sickle Cell Initiative — doubling the number of first-time blood donors who are Black or African American since launching the initiative in 2021. This success is critically important as blood transfusions are essential in managing the very real pain and long-term health of those with sickle cell disease. One in three blood donors who are African American is a match for people with sickle cell disease.

In June 2023, the Red Cross and celebrated artist and activist Nikkolas Smith revealed exclusive artwork, entitled “Transfusion,” to raise broader awareness about the disease. Nikkolas worked with four sickle cell warriors of various ages — Tiereny Bell, Dr. Rubin Beaufort, Dreylan Holmes and Erica Hunter — to capture and represent their lived experiences in the artwork. From 12-year-old Dreylan Holmes’ misunderstood experience at school that left him isolated from friends, to Tiereny Bell’s excruciating pain impacting her work as an epidemiologist, people with sickle cell disease have vast and common experiences, yet are widely still underrepresented in everyday conversation.

“People will sometimes say to me, you don’t look sick,” Tiereny said. “And I respond, well, what does sick look like?”

Facing page: In honor of World Sickle Cell Day, activist Nikkolas Smith and the Red Cross revealed exclusive artwork entitled “Transfusion.” The piece was inspired by the real-life journeys of four sickle cell warriors who received blood transfusions throughout their lives.

BIOMEDICAL SERVICES HIGHLIGHTS

July 2022–June 2023

 **4.4M | 1M**

More than **4.4 million blood donations** and **1 million platelet donations** were collected.

 **2.4M**

More than **2.4 million volunteer donors** rolled up a sleeve.

 **6.2M**

Nearly **6.2 million blood products** were provided to help patients.

 **2,500**

About **2,500 hospitals and transfusion centers** across the country received blood products.



“There’s so much in the world that you can’t help with, but something like giving blood feels like something so small that you can do, and it means a lot to me that I’ll be able to do that again.”

Andrew Goldstein, a newly eligible blood donor following eligibility changes.



Celebrating a More Inclusive Blood Donation Process

When more people have the opportunity to donate blood, more patients can thrive. Over the past year, blood donation has become more inclusive for hundreds of thousands of people throughout the U.S.

In October 2022, the Red Cross began welcoming donors previously unable to give due to spending time in certain European countries during mad cow disease outbreaks, following a change in eligibility guidance from the U.S. Food and Drug Administration. This included Susan Malandrino — a U.S. military spouse and mother of a child who received a lifesaving blood transfusion — who has lived in Japan and the U.K. After being deemed ineligible under the previous criteria, she is now excited to be able to donate and her fellow military community can join her.

In 2023, the FDA announced it was eliminating its longstanding broad, time-based donor deferrals based on sexual orientation. Instead, blood donation eligibility is now determined through a new screening process that assesses all donors regardless of gender based on individual risk factors.

For years, the Red Cross worked to change the deferral policy concerning men who have sex with men — including decades of data collection and assessment to improve transfusion safety, ongoing advocacy to eliminate donor questions based on sexual orientation, and our role as a leading contributor in the FDA-funded ADVANCE Study.

Andrew Goldstein, a cancer researcher from Los Angeles, California, said he was compelled to register as a participant in the FDA-funded ADVANCE Study in 2021 to drive change and make blood donation more inclusive.

“There’s so much in the world that you can’t help with, but something like giving blood feels like something so small that you can do, and it means a lot to me that I’ll be able to do that again,” Andrew said.

The Red Cross celebrates this historic move as significant progress and remains committed to achieving an inclusive blood donation process that treats all potential donors with equality and respect while maintaining the safety of the blood supply.

Facing page: The Red Cross partnered with Peanuts in April 2023, motivating thousands of new, first-time blood donors of all ages. **Below:** Andrew Goldstein, a cancer researcher from Los Angeles, California, was a regular blood donor in his younger years before the FDA’s previous policies made him ineligible to donate as a gay man. His desire to influence change compelled him to register as a participant in the FDA-funded ADVANCE Study in 2021. **Right:** Susan Malandrino gave birth to premature twins who faced a litany of complications and spent nearly 10 weeks in the hospital. A blood transfusion helped improve her son’s condition.



Preparing for When Help Cannot Wait

Preventing Student Athlete Deaths Due to Cardiac Arrest

The Smart Heart Sports Coalition, a partnership between the American Red Cross, NFL, NBA, MLB, NHL, MLS, American Heart Association and others, was formed in FY23 to advocate that all U.S. states adopt evidence-based policies that will help prevent fatal outcomes from sudden cardiac arrest among high school students. The goal is to help ensure coaches, players and others have the proper training and equipment to respond to all medical emergencies.

As part of this partnership, schools create emergency action plans for each high school athletic venue, make sure to have a clearly marked automated external defibrillator (AED), and provide opportunities for CPR and AED education for coaches. The Red Cross also supported and conducted several Coalition training sessions and attended an event on Capitol Hill to help advance the Access to AEDs Act.

Facing page: As a member of The Smart Heart Sports Coalition, the Red Cross helped conduct a hands-only CPR training session for youth football coaches from across North Texas.

TRAINING SERVICES HIGHLIGHTS

July 2022–June 2023

 **430 | 222**

430 individuals received National Lifesaving Awards for helping to save **222 lives**.

 **5.85M | 304,000**

More than **5.85 million people** enrolled in Training Services courses with more than **304,000** coming through our collaboration with the Military Training Network.

 **772,000**

More than **772,000 students** trained in the Red Cross Resuscitation Suite™ program.

 **343,000 | 2.1M**

Nearly **343,000 lifeguards** were certified through Red Cross training and more than **2.1 million** sets of swim lessons and water safety classes were taught.



Honoring Buffalo Bills Athletic Training and Medical Teams

In January 2023, Damar Hamlin of the Buffalo Bills collapsed on the field from cardiac arrest during an NFL football game. Due to the quick action of the Red Cross-trained athletic training and medical teams, they were able to provide the necessary resources and procedures so that Damar has his full life ahead of him.

In May, the Red Cross praised the actions of the athletic training and medical staff of the Buffalo Bills and recognized them with Lifesaving Awards and Certificates of Merit—the highest honor given to those who use skills learned in a Red Cross course to save a life—for the actions that they took to help Damar in those critical moments.

“We will be forever grateful for the Red Cross and the certification training that you do to help people know what to do when an emergency arises,” said Certificate of Merit awardee Nate Breske, head athletic trainer for the Buffalo Bills.



Expanding Campaign to Reduce Childhood Drowning

In May 2023, the Red Cross announced that it is expanding its Aquatics Centennial Campaign, which launched in 2014 to commemorate the 100-year milestone of including drowning prevention as part of its mission. The campaign's goal is to reduce drowning rates in locations with high numbers of drownings and those where drowning rates are above the national average.

Since its launch, the campaign has found great success. According to the Centers for Disease Control and Prevention, counties with Red Cross Centennial programs saw an overall 10% decrease in drowning rates versus a 6% decrease nationally. Due to the campaign's achievement, the Red Cross is working on doubling the number of communities where it provides this program by expanding from 50 to 100 locations across the country.

“It's a source of pride to see our work contributing to achieving these results and to be able to extend the campaign based on our past success,” said William Ramos, Ph.D., a member of the Red Cross Scientific Advisory Council and associate professor for the Indiana University School of Public Health.

Launching Until Help Arrives Training Course

In an emergency, bystanders can be a critical lifeline until medical professionals arrive—yet nearly half of U.S. adults are unprepared to help in a medical crisis, according to a survey from the American College of Emergency Physicians (ACEP).

That's why the Red Cross and the ACEP developed and introduced the “Until Help Arrives” online course in March 2023 to teach participants how to perform hands-only CPR, how to use an AED, what to do if someone is choking, how to control severe bleeding and how to administer naloxone for an opioid overdose.

“These five foundational skills, taken together, address the most pressing emergency needs someone is likely to be called upon for help,” said Dominick Tolli, senior vice president of Training Services.

“In a time where the unthinkable can happen, it's necessary to train as many people as possible on how to save lives.”

Venus Jones, a Red Cross instructor.

Facing page: Members of the Buffalo Bills athletic training and medical teams were recognized with Red Cross Lifesaving Awards and Certificates of Merit for helping to save Buffalo Bills player Damar Hamlin's life after he collapsed from cardiac arrest. **Below:** “In a time where the unthinkable can happen, it's necessary to train as many people as possible on how to save lives,” said Red Cross instructor Venus Jones.



Serving Alongside the Military Community

Supporting Deployed U.S. Service Members in Europe

American Red Cross staff member Paula Labov spent four months deployed to Lithuania as a member of a special unit of Red Cross Service to the Armed Forces.

“The military is the one profession where you are willing to sacrifice your own life for the battle buddy next to you,” Paula said. “I missed that bond after I retired from the Army. When this opportunity with the Red Cross came up to serve with Service to the Armed Forces, I thought, ‘My gosh, this is like coming home.’”

When the conflict in Ukraine escalated in February 2022, this support continued — and since that time, nearly 100 trained Red Cross workers have deployed to support members of the U.S. military by providing emergency communication messages and morale activities.

“During deployment, there’s a lot of downtime, and often that’s when you need resiliency the most,” Paula said. “Our morale activities decrease depression, suicidal tendencies and PTSD. The soldiers stay occupied and there’s something for them to look forward to.”

Facing page: “When this opportunity with the Red Cross came up to serve with Service to the Armed Forces, I thought, ‘My gosh, this is like coming home,’” Red Cross worker Paula Labov shared.

SERVICE TO THE ARMED FORCES HIGHLIGHTS July 2022–June 2023

 **75,000**

Over **75,000 service members and their families** received emergency communication services.

 **143,000**

More than **143,000 service members, veterans, their families and caregivers** accepted critical community services.

 **314,000**

Over **314,000 military family members** were educated on what to do when faced with a family crisis while on active duty.

 **23,500**

More than **23,500 service members, veterans, their families and caregivers** were helped through resiliency workshops.



Reuniting Members of the Military with Family

With the help of the Red Cross, U.S. Army Pfc. Quinlan Seowtewa was reunited with his grandfather shortly before he passed away. He reached out to the Red Cross Hero Care Network—a free, confidential service designed to aid members of the military and their families during times of crisis—when he learned that his grandfather had only days to live.

The network, which is available 24 hours a day, seven days a week, 365 days a year, enables families to initiate requests for Red Cross emergency assistance. These requests are confirmed and delivered to the service member and their unit. If the emergency requires the service member to go on leave, the Red Cross will verify the emergency to the service member's commanding officer.

“It was heartbreaking and nerve-racking news that he was so ill,” Quinlan said. “Thanks to the help of the Red Cross, I was able to get from my base in Europe to our home in the U.S. to be at my grandfather's bedside in 36 hours.”

Below: Thanks to the Red Cross Hero Care Network, U.S. Army Pfc. Quinlan Seowtewa was reunited with his grandfather before he passed away.
Facing page: “This job is perfect for someone who can listen, understand, has patience and wants to help,” said Red Cross volunteer Harold West.



“Thanks to the help of the Red Cross, I was able to get from my base in Europe to our home in the U.S. to be at my grandfather's bedside in 36 hours.”

U.S. Army Pfc. Quinlan Seowtewa

Building Personal Connection

“I went into the Army right after high school—one of the last group of folks who had draft numbers. It was a good experience for me, but a couple of years into my military service, my brother-in-law passed away. That's when the Red Cross contacted me. They helped me out quite a bit and I never forgot it,” said Harold West, a Red Cross volunteer.

Harold says that being a U.S. Army veteran helps him relate to the service members and military families he serves. “I'm retired and I want to give back. I know what it is to be in the service, I know what it is to be away from home, and I think that I can relate to what they are going through,” he said.

He knows firsthand how the Red Cross helps the military in so many ways. “We do resiliency training, we do counseling—we do any kind of service you can think of. But more importantly, we are the link between home and the military. We keep everyone together because it really does help.”

Harold encourages others to volunteer. “See how you can help your community, whether it be helping in a blood drive, helping in a disaster, or helping out with the military. There's enough out there for each of us to help others, to lend a hand to our neighbors, and to be a part of the community,” he said.

“See how you can help your community, whether it be helping in a blood drive, helping in a disaster, or helping out with the military.”

Harold West, a U.S. Army veteran and Red Cross volunteer.



Adapting and Evolving the Red Cross Mission

Strengthening Local Communities

In FY23, the American Red Cross started a new program, the Community Adaptation Program, focused on strengthening local partner networks in targeted areas that face a high risk of extreme weather and existing societal inequities. This immersive collaboration is intended to holistically enhance the partner's ability to deliver health, hunger or housing-related services, both before and after disasters.

The Red Cross launched this new partner-centric program in 10 counties across eight states with some 30 new, full-time employees. At the end of FY23, the Red Cross had signed agreements with more than 100 hyperlocal partners and committed over \$1 million in funds for 32 different projects. The Red Cross estimates that this support has helped these partners reach more than 8,000 households totaling about 21,000 people.

The work in strengthening community resilience and partnerships in specific disaster-prone areas is just getting started — there is much work yet to be done.

Facing page: The Help Center at First Baptist Church Frenchman's Bayou in Arkansas is a food pantry, which began in 2021. It has grown from feeding 50 people monthly to now feeding more than 200 with the help of the Red Cross.



Furthering the Red Cross Mission through Technology

The Red Cross continues to develop cutting-edge technology solutions using artificial intelligence, digital solutions and emerging technologies. In FY23, the Red Cross piloted Lifeguard VR, a virtual reality app that is revolutionizing the way the Red Cross approaches drowning prevention by delivering an engaging and effective learning experience. This technology provides lifeguards with an opportunity to practice their surveillance skills in a realistic and interactive setting and has won two Webby Awards and a silver Edison Award.

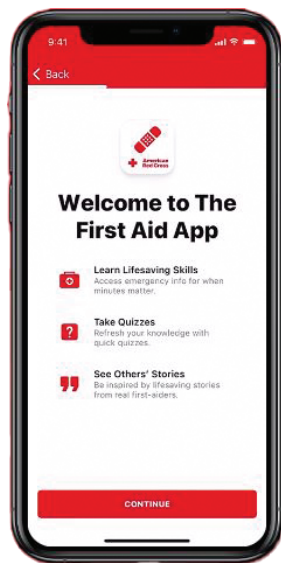
In addition, the free Red Cross First Aid app was updated with new content, including a new metronome feature that allows users to practice giving chest compressions at the proper CPR rate of 100–120 beats per minute.

In disaster response, one of the key solutions launched in FY23 was the Shelter Client Information app, which

transformed the process of onboarding a person to a Red Cross shelter by taking data from a questionnaire that covers a variety of topics to show an overview of what the family may need to help them start the recovery after a disaster. The goal of the app is to enable better staffing, a more timely response to immediate needs, and an overall improved experience for individuals needing Red Cross services.

In Biomedical Services, the Red Cross strengthened its ability to serve patient needs through its Drive Insights app, which brings together data and information from multiple systems and AI models into one, easy-to-use mobile app accessible to the Red Cross Donor Services team.

These best-in-class and inventive technologies are helping the Red Cross workforce better serve the communities that need Red Cross services and reach a broader audience where people can easily access information to be better prepared for life's emergencies.



Making a Sustainable Difference

The Red Cross continues to make progress on its multi-year effort to cut its emissions, reduce waste and lower water use—recognizing the importance of mitigating its impact on the planet through continuous operational improvement. During FY23, the Red Cross invested in green energy and building energy efficiency measures, which led to an 8% reduction in its carbon emissions from FY22. The Red Cross also launched efforts aimed at increasing sustainable supplies, strategically transitioning its fleet to hybrid and electric vehicles and lowering waste and water use in Red Cross facilities.

In FY23, the Red Cross began its workforce engagement program to create a culture of sustainability. This program includes the launch of “green” teams and micro-investment funds to further these efforts in regions, as well as quarterly “Speaking on Sustainability” events where industry leaders and experts share information with Red Cross employees and volunteers.

As the climate crisis worsens, the Red Cross remains committed to doing its part to build more sustainable and resilient communities for future generations.

Above: The Help Center at First Baptist Church Frenchman's Bayou in Arkansas distributed food for more than 200 people during their monthly food distribution in July 2023, which takes place every second Friday of the month. **Facing page, top:** The Red Cross First Aid app offers a wealth of knowledge, features and benefits that can empower individuals to handle emergencies responsibly and effectively. **Facing page, bottom:** The Red Cross also launched efforts aimed at strategically transitioning its fleet to hybrid and electric vehicles to help make a sustainable difference.

Thanking Our Generous Supporters

Transformational Donors

Annual gifts from our most generous donors allow the American Red Cross to alleviate human suffering through our mission.

- The Church of Jesus Christ of Latter-day Saints
- Lilly Endowment Inc.
- Margaret A. Cargill Philanthropies

National Corporate & Foundation Donors

Annual gifts from national corporations, foundations and organizations enable the Red Cross to make a positive difference every day for those who rely on our services. Their generosity ensures the Red Cross is always there in times of need.

Mission Leader: \$3,000,000+ Annual Giving*

Amazon	The Church of Jesus Christ of Latter-day Saints	Truist Foundation	Wells Fargo
Costco Wholesale		Walmart and the Walmart Foundation	

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

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Anheuser-Busch Foundation	Enterprise Rent-A-Car Foundation	Nationwide Foundation	Truist Foundation
Bank of America	FedEx	PetSmart Charities	VSP Vision
Best Buy	Lilly Endowment Inc.	The Pfizer Foundation	Walmart and the Walmart Foundation
Caterpillar Foundation	Lowe's Companies, Inc.	The Starbucks Foundation	Wells Fargo
Costco Wholesale			

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

Altria Group	Energy Transfer/Sunoco Foundation	Kaiser Permanente	Southeastern Grocers
American Express	Ford Motor Company Fund	The Kraft Heinz Company Foundation	Gives Foundation & Southeastern Grocers, home of Fresco y Más, Harveys Supermarket and Winn-Dixie
Aon	Fox Corporation	The Kroger Co. Foundation	Target
Bread Financial	General Motors	Liberty Mutual Insurance	The TJX Companies, Inc.
Capital One	Google.org	Lockheed Martin Corporation	Toyota
CarMax	HCA Healthcare	Mastercard	United Airlines
Citi Foundation	The Home Depot Foundation	Merck	UPS
The Clorox Company	International Paper	Mondeléz International Foundation	USAA
Danaher Foundation	The J.M. Smucker Company	New Balance Foundation	Visa Foundation
Darden Foundation	Johnson Controls Foundation	PepsiCo Foundation	The Walt Disney Company
Delta Dental		Salesforce	The Wawa Foundation
Dollar General			
Edison International			

Disaster Responder Program Members: \$250,000+ Annual Giving**

7-Eleven Cares Foundation	The Coca-Cola Foundation	LHC Group	Reckitt
Adobe	DHL Supply Chain	LKQ	Rodan + Fields
The AES Corporation	The DICK'S Sporting Goods Foundation	Macy's, Inc.	Prescription for Change Project, a project of New Venture Fund
Ameriprise Financial	Discover	Major League Baseball	Ross Stores Foundation
Assurant	Duke Energy	Marathon Petroleum Foundation, Inc.	RTX
AT&T	Dutch Bros Foundation	Martin Marietta	Ryder System, Inc.
AvalonBay Communities, Inc.	Equitable	Mattress Firm	Santander
Avangrid Foundation	FirstEnergy Corporation	McKesson Foundation	Security Finance's Lending Hand Foundation
Barclays	Harbor Freight Tools Foundation, LLC	MetLife Foundation	ServiceNow
Big 5 Sporting Goods	Hewlett Packard Enterprise Foundation	Neiman Marcus Group	Southwest Airlines
Build-A-Bear Foundation	HP Foundation	NextEra Energy, Inc.	Stanley Black & Decker
CDW	Keurig Dr Pepper	Northrop Grumman	Tata Consultancy Services
Charles Schwab Foundation	Kimberly-Clark Corporation	Northwestern Mutual	U-Haul International
Choice Hotels International	The Labcorp Charitable Foundation	Old Dominion Freight Line	U.S. Bank Foundation
Cisco Foundation	Lenovo Foundation	Organon	Zurich
CNA Insurance		Pacific Life Foundation	
		Procter & Gamble	
		Prudential	

Blood Services Giving Program Members: \$1,000,000+ Annual Giving**

Amazon	The Church of Jesus Christ of Latter-day Saints	M. J. Murdock Charitable Trust	Nancy Peery Marriott Foundation
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Blood Services Giving Program Members: \$500,000+ Annual Giving**

Cedar Fair Entertainment Company	Delta Air Lines	Sport Clips Haircuts	
	Herbalife	Suburban Propane	

Blood Services Giving Program Members: \$250,000+ Annual Giving**

Business For Good	The Fraser-Parker Foundation	Orkin	The Vertex Foundation
Deep River Snacks	Nationwide Foundation	Otto Bremer Trust	Walgreens
		Toyota Material Handling	The Wawa Foundation

Service to the Armed Forces Giving Program Members: \$250,000+ Annual Giving**

Lockheed Martin Corporation	Reliance Steel & Aluminum Co.	USAA	Wilf Family Foundations
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Home Fire Campaign Supporters: \$250,000+ Annual Giving**

Denise Littlefield Sobel	Howmet Fastening Systems	Pacific Gas and Electric Company	United Way of Central Alabama
Elevance Health Foundation	James Albrecht, PhD	National Grid	United Way Miami
Ford Motor Company		Suburban Propane	

Additional Supporters: \$250,000+ Annual Giving**

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BNY Mellon	Intercontinental Exchange	Mazda North American Operations	United Way of Greater Milwaukee & Waukesha County
Boeing Co.	F. M. Kirby Foundation, Inc.	Morgan Stanley	United Way of Greater St. Louis
Circle K	John Deere Foundation	PwC Charitable Foundation, Inc.	
The Columbus Foundation	Kia America	Tulsa Area United Way	
Communities Foundation of Texas	Lido Advisors LLC		

Individual and Family Foundation Donors

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

Chairman's Council Members: \$1,000,000+ Cumulative Giving

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Anonymous (Little Falls, NJ)	The Carson Family Charitable Trust	The Kirt Fiegel Family	Lyda Hill
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Charlotte Branagan	Dotson Charitable Fund		Sandra Klein
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	The Robin and Richard Patton Family	Deborah G. Seymour	

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JTMF Foundation	Ken and Marlene Mack Charitable Trust	Ronald and Crystal Rayner	Kevin Terrazas
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Kemper Family Foundations, UMB Bank, n.a., Trustee	The Malott Family Foundation	Murray and Jan Ritland Family Trust	Katherine Thornton
Khachaturian Foundation	Manifold Fund	Dennis Roccaforte	William "Ted" Truscott
Mr. Henry Khachaturian	Nancy Peery Marriott Foundation, Inc.	Mary Ann (M.A.) Rogers	Jill Valenti
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		The Skanse Family Foundation	

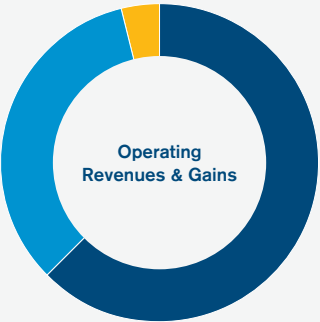
*Giving levels reflect annual commitments of \$3 million or more, including financial and in-kind donations, as well as volunteerism and other forms of support.
**Giving levels reflect annual, non-episodic financial and in-kind budget-relieving donations to the organization as of June 30, 2023.

Sources of Financial Support

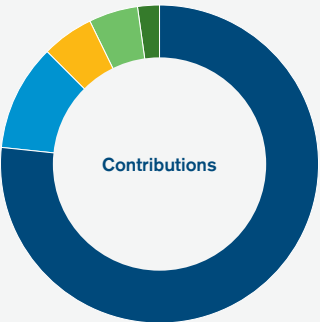
American Red Cross operating funds come from four main funding sources: revenues from products and services, contributions, investment income and other revenue. Total Red Cross operating revenues and gains for Fiscal Year 2023 were \$3,257.3 million. Red Cross total operating expenses were \$3,011.3 million. Net assets were \$3,019.9 million.

Fiscal Year 2023 (July 1, 2022–June 30, 2023)

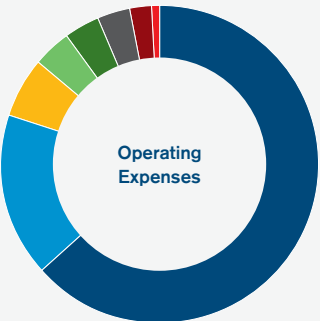
Total Operating Revenue (in millions): **\$3,257.3**



Revenues (in millions)		
■ Products & Services	\$ 2,167.9	66.5%
■ Contributions	953.2	29.3%
■ Investment Income & Other	136.2	4.2%
Total \$3,257.3		



Contributions (in millions)		
■ Corporate, Foundation & Individual Giving	\$ 709.3	74.4%
■ Legacies and Bequest	102.5	10.8%
■ Contracts, Including Federal Government	64.4	6.7%
■ Donated Materials & Services	57.1	6.0%
■ United Way and Combined Federated Campaign	19.9	2.1%
Total \$953.2		



Operating Expenses (in millions)		
■ Biomedical Services	\$ 1,912.8	63.5%
■ Domestic Disaster Services	502.3	16.7%
■ Fundraising	179.8	6.0%
■ Training Services	121.2	4.0%
■ International Relief and Development Services	104.8	3.5%
■ Management and General	100	3.3%
■ Service to the Armed Forces	70.2	2.3%
■ Community Services	20.2	0.7%
Total \$3,011.3		

The complete audited, consolidated financial statements of the Red Cross are posted each year at [redcross.org/pubs](https://www.redcross.org/pubs).

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About the American Red Cross

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

Connect with the American Red Cross

To learn more and find out how you can donate your time, money or blood, visit redcross.org or CruzRojaAmericana.org, and search "American Red Cross" on social media across Facebook, Twitter, Instagram and LinkedIn.

This report was produced by the national headquarters of the American Red Cross.

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Front cover: Red Cross volunteers load vehicles with emergency supplies to be distributed among the community in Salinas, Puerto Rico in the aftermath of Hurricane Fiona. **Back cover:** Blood donor, Lakeiska Williams, donates blood during the ABC11 Together Blood Drive. Grateful to be a lifesaver, she poses for a photo with Red Cross collection team member Dana Robinson.

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