American Red Cross

2009 Annual Report

The American Red Cross funds HIV/AIDS prevention activities in communities like Busia, Kenya, where community members come together to promote awareness about HIV/AIDS.

Our Mission Statement

The American Red Cross, a humanitarian organization led by volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disaster and help people prevent, prepare for and respond to emergencies.

Fundamental Principles of the International Red Cross and Red Crescent Movement

Humanity ▪ Impartiality ▪ Neutrality ▪ Independence ▪ Voluntary Service ▪ Unity ▪ Universality

On the cover: After Hurricane Ike, Red Cross volunteers load supplies to deliver to Galveston residents.

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A Message From the Chairman

The past year has been one of significant milestones for the American Red Cross. Together with the International Red Cross and Red Crescent family, we commemorated the 150th anniversary of the founding of our shared mission and reflected upon our long history of helping the most vulnerable in their critical time of need.

In 2009, the American Red Cross helped more than 7 million people around the world through disaster preparedness, response and recovery activities. We also helped protect 118 million people internationally against measles, malaria and HIV/AIDS, while reconnecting 864 families separated by international war and disaster.

This year also marks the fifth anniversary of the Indian Ocean Tsunami. The American Red Cross established the Tsunami Recovery Program to address the continuing needs of survivors whose lives were devastated by this disaster. More than 4 million individuals affected by the disaster received assistance beyond immediate relief—they received emotional support, clean water, housing and training to help them rebuild their lives.

At home, the services of the American Red Cross are in greater demand in light of the global financial slowdown, but under the unwavering leadership of our president and CEO, Gail McGovern, we are poised to be there for those who need us the most.

More than 600,000 Red Cross volunteers throughout our nearly 2,000 locations work to provide support, a warm meal and shelter for their neighbors whose lives have been torn apart by a house fire or natural disaster. The Red Cross is particularly proud to assist members of the military and their families through emergency communication services and various support programs. We also collect, process and distribute nearly half of the nation's blood supply, the gift of life, ensuring the safest blood possible for patients whose lives depend on it.

The task seems significant, and it is, but through the generosity of our donors and volunteers, the American Red Cross will continue to be there, making a difference in the lives of those who need us the most…each and every day.

On behalf of the Board of Governors as well as a grateful nation, thank you for your generous gifts of time, financial contributions and blood in support of the American Red Cross and those we serve.

With great appreciation,

Bonnie McElveen-Hunter
Chairman

A Message From the President and CEO

This tough economy is certainly presenting many challenges for the American Red Cross, but it has also provided the impetus for us to make needed and, in some cases, overdue changes. In the face of a recession and serious budget problems last year, the Red Cross embraced ways to streamline in order to keep providing the services that make us an integral part of this country. I am gratified to say that, with your help, we came away stronger and smarter.

What was crucial in this difficult year was to keep a steady focus on our mission. Although we had to make sacrifices, we ensured that we maintained and improved the services we provide—helping people prepare for the unexpected; supplying nearly half the nation's blood supply; providing critical services after disasters at home and abroad; and ensuring that our country's troops, their families and veterans have the support they need.

We knew that with many people struggling to make ends meet, fundraising would become even more challenging. We worked harder than ever to reach communities across the country, using both grass-roots efforts and digital media to get our message across.

What we learned is that when Americans are in need, America responds. People from all walks of life continued to donate to the Red Cross, trusting us to help those who need it the most. It is up to us to continually earn that trust and act as responsible stewards, so I am proud to tell our donors that an average of 91 cents of each dollar they give goes toward programs that make a difference—programs that change lives.

Along with using new fundraising methods, our 128-year-old organization has embraced some tools that are anything but old-fashioned. We are regularly blogging, "tweeting," texting and using social media to reach the many active and engaged citizens across the country and around the world. This is the new frontier of communication and activism, and the Red Cross is at the forefront, helping to ignite a renewed spirit of service.

This past year hit many of us hard, and I know many look toward the future with uncertainty. But I'm confident the path ahead is bright. I see the great work the Red Cross has done for more than a century, and I see us growing and becoming meaningful to each new generation.

The Red Cross is more than an organization—it is a movement. It evolves with each life it touches and expands infinitely, welcoming everyone into the inspired family that is the Red Cross.

These are certainly extraordinarily difficult times for our nation's families and businesses—and for nonprofits such as the Red Cross. But I believe that if we focus on our mission, if we are outstanding stewards of our donors' dollars, if we seek new ways to engage our donors, if we leverage new tools and if we keep our eyes on the horizon, we will weather the storm.

I thank our extraordinary chairman, Bonnie McElveen-Hunter, our top-notch Board of Governors, our selfless volunteers and our dedicated employees.

When times are rough, the country needs the Red Cross more than ever. And that's when we are at our best.

Gail McGovern
President and CEO

Gail McGovern on meeting today's challenges.

THE AMERICAN RED CROSS— WEATHERING THE STORM WITH YOU, **Every Day**

A storm can challenge us. In a single moment, it can wash away a lifetime of work and savings. Yet a storm must also bring out our greatest strengths. Every day, the American Red Cross responds to urgent challenges, lending a hand and saving the day for someone in need.

The Red Cross is built on the premise that a strong foundation cannot be destroyed, no matter how severe the storm, and we have weathered significant challenges in the past year.

The global economic downturn coincided with widespread severe weather to make this one of the toughest years in Red Cross history. Our nation faced an economic whirlwind. Savings were down. Donations to nonprofits had the biggest decline in a half-century. The American Red Cross faced this financial turbulence while at the same time we were responding to the largest disaster season since 2005. Overcoming this financial storm of greater needs and fewer dollars to meet those needs required rigorous cost cutting, ambitious fundraising and, ultimately, transformation.

The Red Cross began its fiscal year on July 1, 2008, with an operating deficit of $209 million, and we have been finding new ways to increase our capabilities while seeking to contain costs. We have reexamined closely everything we do and every dime we spend. After cutting the number of national headquarters positions by one-third early in 2008, we made another tough decision in the spring of 2009 to freeze merit pay and suspend the 401(k) match for employees.

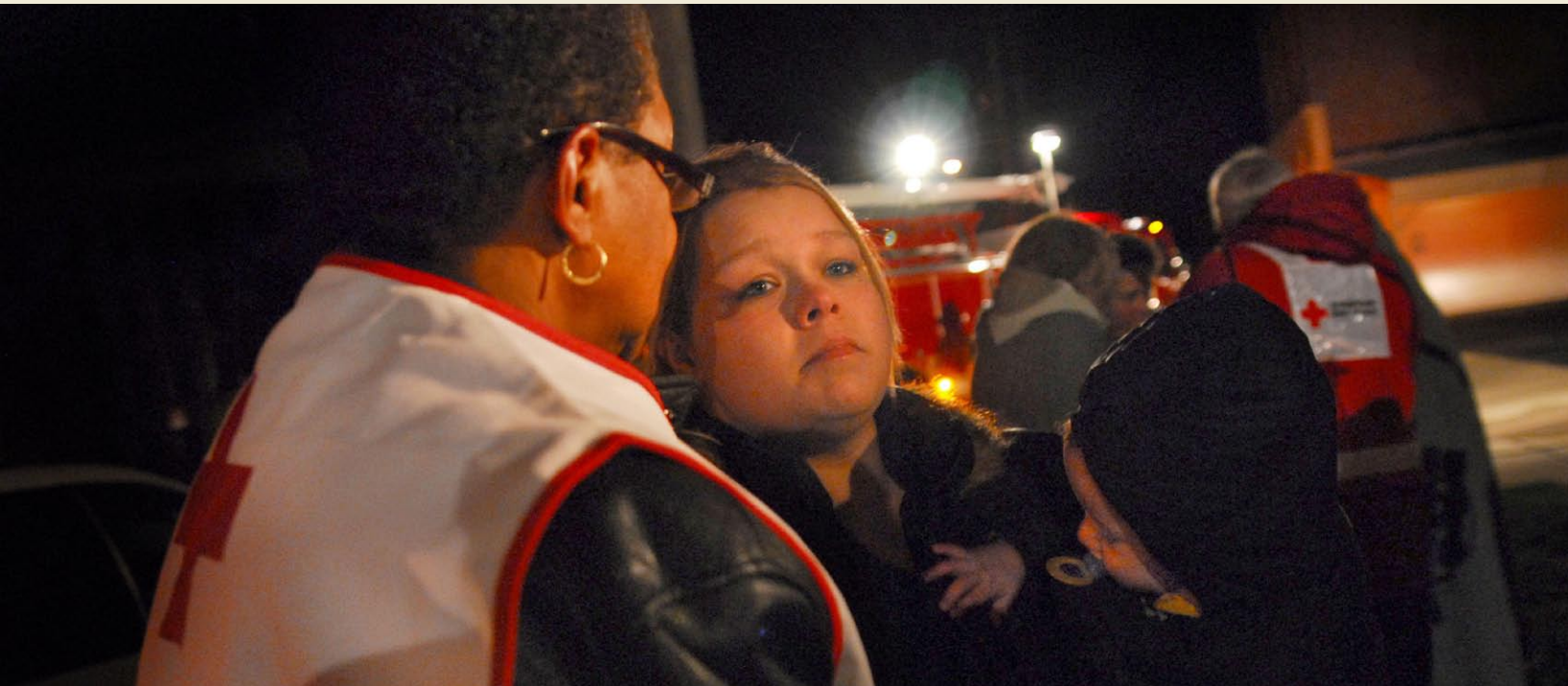
We also worked harder at raising money. With a strong online push, we were able to raise $1 million in just three weeks during the holiday giving season in December 2008. In addition, our employees and volunteers across the country held bake sales and went door-to-door in their communities to make personal requests for donations on the National Day of Giving, raising almost $1 million on that day alone.

Through all of this work, the Red Cross reduced its operating deficit by 75 percent—from $209 million down to $33.5 million—in just 12 months.

It's not the challenges you face but how well you survive them that shows your strength—whether it's a person who survived a disaster and went on to help others, a house that sustained damage in a hurricane but is rebuilt stronger, or an organization like the American Red Cross, 128 years strong, looking to a future with a wider volunteer base, a broader donor commitment and more public goodwill than ever before.

Here at the Red Cross, we teach about building resilience, and we have had to practice what we teach. We hope this report shows how much you have helped us accomplish during the last fiscal year and how these challenges have helped us grow.

Across the country, Red Cross chapters responded to thousands of residential fires last year.



ALMOST 185 TIMES A DAY,

AMERICAN RED CROSS VOLUNTEERS HELP A FAMILY WHO HAS LOST EVERYTHING IN A DISASTER.

The 2008 hurricane season was one of the costliest in history, with widespread damage and devastation. The Red Cross responded to eight storms—Dolly, Edouard, Fay, Gustav, Hanna, Ike, Lowell and Omar—between July and November. Thanks to you, we were able to help the hundreds of thousands of people who were affected. Some 26,000 volunteers provided relief and replenished spirits by—

- Opening more than 1,000 shelters and providing more than 497,000 overnight stays;
- Serving more than 16 million meals and snacks to first responders and affected residents;
- Offering more than 54,000 mental health contacts; and
- Distributing more than 232,000 cleanup and comfort kits.

Then in November, wildfires ravaged parts of southern California, reducing nearly 1,000 homes to embers. We set up 23 shelters and provided for thousands of overnight stays. As always, we offered emotional support to help families rebuild their lives.

January 2009 brought paralyzing ice to much of the central United States, leaving hundreds of thousands of homes and businesses without power for days. Kentucky had the largest power outage in its history, and thousands found comfort and a warm place to stay in 132 Red Cross shelters throughout the state.

Not all mass emergencies affect an entire region. In March, for example, the Red River overflowed its banks, resulting in record flooding in North Dakota and Minnesota, and hundreds were forced to flee their homes. We opened shelters and provided residents with much-needed cleanup and comfort kits.

This multitude of costly disaster responses left the Red Cross $200 million in debt. In September 2008, in the midst of the wave of hurricanes and storms, we launched a $100 million Campaign for Disaster Relief. Because of your generosity, even in such tough financial times, we exceeded that goal. We are very grateful to Congress, which also appropriated $100 million to help cover the costs of responding to this unusually heavy disaster season.

After Hurricane Katrina came through my neighborhood in Gautier, Miss.; after my family and I stood there in four feet of floodwater, shaking all over, looking up at what used to be our roof, we heard bells and horns. We couldn't get over how the Red Cross was there—with cold drinks, ice and hot meals—two days after the storm passed through. They were moving and helping when everything else was at a standstill. "I'd sure like to be part of that," I thought to myself. Now I am.

— Stephen Butts
Disaster Volunteer
Southeast Mississippi Chapter
Pascagoula, Miss.

Working With Partners to Better Serve Communities

Working with organizations such as the NAACP, the Tzu Chi Foundation, the National Association of Judiciary Interpreters and Translators, the Legal Service Corporation and the American Veterinary Medical Association, we broadened our collective abilities to serve diverse communities. Our partnerships with schools, faith-based institutions and community organizations also allow us to reach and serve diverse communities and those most at risk.

These partnerships led to the transformation of our shelter system. Our National Shelter System has helped us increase the number of shelters available nationwide every year since Hurricane Katrina. Our available shelters increased by 6,000 last year, and now total 58,000.

Another exciting complementary partnership is with the Medical Reserve Corps (MRC), a national volunteer network that improves community health, safety and resiliency. Recognizing the parallel missions of the MRC and the Red Cross, we work together on planning and training, particularly for complex mass emergencies. As we prepare, we are developing a closer daily working relationship with local public health officials in communities everywhere.

More Volunteers, Greater Satisfaction

No matter how many relief donations we receive, or projects we implement, the Red Cross is only as strong as our diasater volunteer workforce. As we restocked our funds, we also worked on bolstering our volunteer base. We can now mobilize more than 86,000 people, from coast to coast and from all walks of life, in a moment's notice, 95 percent of whom are volunteers. As a result of this work, our Disaster Human Resources roster showed a 19 percent increase last year.

Our pool of mental health volunteers also expanded again last year. We now have 500 more of these volunteers, recruited chiefly from our nation's system of school psychologists and counselors.

As we've gained in human resources, we've also improved our efficiency, which is another vital component of volunteer retention. Using a state-of-the-art online tool, we can match availability and qualifications with a particular need anywhere. This has not only saved time and money, but better matched volunteers to disaster operations and functions. As a result, volunteers report more fulfilling experiences. Much of our training for disaster volunteers is online, available 24/7.

For example, one online disaster curriculum launched in May 2009, Be Red Cross Ready RN, consists of 20 self-paced modules providing interactive scenarios for Red Cross health care professionals to learn how to manage shelters, perform health assessments and handle disaster triage. Modules range from the general, including topics such as disaster planning, to the specific, including topics such as surveillance systems for bioterrorism. Though most students are nurses, any Red Cross health care worker can benefit from the course.

2009 AT A GLANCE

- 67,247 disasters nationwide
- 60,041 localized disasters (home fires, flooding, etc.)
- 7,206 disasters larger than one chapter could handle
- More than 500,000 nights of safe shelter for those affected by disasters

Walmart and the American Red Cross

From disaster response to preparedness activities to blood drives, Walmart and its associates help Red Cross chapters build stronger, safer and more prepared communities. During disasters, Walmart provides essentials such as food and water for Red Cross relief efforts. Additionally this year, Walmart donated $5 million so the Red Cross could help communities nationwide prepare for future disasters. Stores have also hosted blood drives since 1999, providing the opportunity for Americans to make nearly 375,000 blood donations.

"At Walmart, helping communities is what we do every day," says Margaret McKenna, president of the Walmart Foundation. "When a crisis strikes, our charge becomes an even greater priority. We are hopeful that our support of Red Cross relief activities and our long-standing partnership will result in the swift, effective response to disasters, and the development of resources before disaster strikes."

Watch a video about the 2008 hurricanes.

The Red Cross responded to flooding in North Dakota and Minnesota in March 2009.

EVERY 24 HOURS,

THE RED CROSS PROVIDES URGENT DISASTER CARE TO 14,000 PEOPLE OUTSIDE THE U.S.

The Red Cross responds to disasters in your community and across continents. Last year, we responded to crises in 34 countries. Together with our Red Cross partners, we provided emergency relief to an estimated 5 million people around the world. One of our largest international responses was in Haiti, where 800,000 people were devastated by many of the same hurricanes that hit the U.S.

As we go to press, the American Red Cross and many sister societies are providing help to the people of Haiti, who are suffering from the devastating effects of the January 12, 2010, earthquake. Because this report covers the fiscal year ending June 30, 2009, the earthquake response will be addressed in the fiscal year 2010 report. Visit **redcross.org** for information on the Haiti response.

With ongoing programs in Port-au-Prince, the American Red Cross was able to provide immediate support and financial assistance to those affected by three hurricanes that hit Haiti. In addition to mobilizing relief supplies from our regional warehouse in Panama, we sent a team to distribute the supplies and a disaster specialist to assess needs. In total, the global Red Cross network provided $8.6 million, including $1.5 million from the American Red Cross, to provide health care, shelter and relief to 50,000 people.

Early Action Saves Lives

We cannot stop disasters, but early planning and training can save lives. Just as the American Red Cross actively helps Americans prepare for disasters, we are also working around the world to prepare communities and disaster responders to meet the challenges of a crisis.

For example, in St. Lucia, residents face severe tropical storms each year. Red Cross workers and community members worked together to identify evacuation routes to safer ground and conducted emergency drills. We worked with roofers to install straps and bracing, ensuring stronger roofing for the next hurricane season.

We helped the local Red Cross improve its disaster response plans and needs assessments. In addition, we trained volunteer teams in first aid, shelter management and trauma counseling, and supplied them with basic equipment like first aid kits, rubber boots and hammers.

Our support in St. Lucia is just one example of our community-based preparedness programs. In the U.S. and around the world, Red Cross volunteers are tirelessly preparing communities for the next disaster.

Teaching the Law of War

While people associate the Red Cross with emergency relief and blood distribution, the global Red Cross and Red Crescent network has its roots in humanitarian response to armed conflict.

In fact, the Geneva Conventions give the red cross symbol protective status in war, allowing humanitarian assistance to continue when the needs are greatest.

The American Red Cross educates the public about rules and principles governing war through chapter-based classes on international humanitarian law and a powerful curriculum for high school teachers called Exploring Humanitarian Law.

Watch our Global Impact video.

2009 AT A GLANCE

- 5 million people in 34 countries received disaster assistance.
- Red Cross partners and communities in 15 countries benefited from preparedness training.
- 118 million people were protected against measles and malaria or educated about HIV/AIDS prevention.
- 864 families were reconnected following international wars and disasters.

In Exploring Humanitarian Law, students build analytical skills as they explore different perspectives on the rules of conflict, the effects war has on human life and their personal connections to it. Through hands-on activities and compelling materials, they grapple with complex questions that do not have easy answers.

Last year, we taught 10,000 people and trained nearly 400 instructors to help increase understanding of and respect for international humanitarian law.

Preventing Deaths in Childhood

The Measles Initiative supported 117 million lifesaving vaccinations worldwide last year alone. Since it began eight years ago, the initiative—a partnership with the United Nations Foundation, the U.S. Centers for Disease Control and Prevention, UNICEF and the World Health Organization—has vaccinated 700 million children, cutting the global death rate by 78 percent. Our door-to-door education campaign helped ensure the success of the program, because communities understood the importance of the vaccinations well before health workers arrived. A great deal of progress has been made, but more needs to be done, as 450 people still die from measles each day.

Community Comes Together to Find Higher Ground

When the 2004 Indian Ocean tsunami wave hit southern Sri Lanka, 65-year-old Piyasili Palliyaguru was powerless to avoid the nine-foot-high surge. She clung to the rafters of her home to survive, along with her 32-year-old daughter and 18-year-old granddaughter.

Other family members were not as fortunate. Piyasili lost her stepmother, two cousins and nephew that day. More than 450 other families in the village suffered similar losses.

To help prepare the community for future disasters, Piyasili joined her neighbors in forming a disaster management committee. The Red Cross supported the committee, helping them develop strategies to survive common hazards such as floods and landslides. Piyasili's committee identified a need for an evacuation route to help families get to higher ground quickly in the event of a flash flood or tsunami.

One resident of the village offered his land on a hillside, and community members quickly volunteered to build a stairway to higher ground. While community members mixed cement, a local construction worker volunteered his time to create the evacuation route.

The community has also formed four response teams, each with 10 people. Trained by the Red Cross and other organizations, members can now assist with early warning, search and evacuation, first aid and sheltering. When the next disaster hits, they won't be caught off guard.

American
Red Cross
of San Antonio

“In helping others, you’re always helping yourself.”

The American Red Cross has always been part of my life. A competitive swimmer since I was 4 years old, I’ve always been drawn to the water. I took swimming and adaptive swimming lessons from Red Cross instructors. I was a Red Cross lifeguard. My family being military, we always knew we could rely on the Red Cross in an emergency. They would keep your family in touch no matter what. Families are not always familiar with the military communications system, but they know the Red Cross.

Three years ago, at age 46, all attempts to save my leg, injured in a horseback riding accident as a teenager, failed. As an amputee, I looked for challenging rehabilitation, and found a program at The Center for the Intrepid at Brooke Army Medical Center. The program is geared for amputees training for the para-Olympics or returning to active duty. Water is fluid and freeing, allowing an amputee to train harder without worrying about balance and falling. I joined the class, and they noticed that I was a little competitive in the water. They asked if I could return as a Red Cross volunteer therapy tech.

So far, I’ve trained more than 250 people. It’s a personal, individualized process; adaptive swimming is different for everyone. I try to lead by example, swimming up to three miles a day. I keep them motivated and moving. I give them back their confidence, showing them they can be strong in the water, even those who never swam or previously feared the water. In fact, I’ve been able to award basic swimming certification to many non-swimmers. This opens up a new world for them. They not only get strong enough to return to normal activities like grocery shopping, they realize they can continue being active athletes.

I’m excited about giving back to the program because of what it gave to me. It’s the perfect fit. I feel I’ve come full circle, using all the training I’ve had over the years. The longer I do this, the more I want to do. I’ve just started instructing a Red Cross Swim Fit class, and I hope to return to school to find new physical therapy techniques. Even when times are hard, there’s always something you can do. In helping others, you’re always helping yourself.

Kara Roth
Volunteer

422 TIMES A DAY,

THE RED CROSS CONNECTS MEN AND WOMEN WHO SERVE IN THE U.S. ARMED FORCES WITH THEIR FAMILIES BACK HOME.

The extended conflicts in Iraq and Afghanistan have increased the need for Red Cross services both at home and abroad. With more than a million U.S. service members deployed since the conflict began and more than 35,000 wounded troops, 12,000 of whom are in Wounded Warrior transition units, we've searched for new ways to help both U.S. military personnel and their families cope.

Increasing the number of Red Cross volunteers supporting veterans hospitals by 25 percent, and training more than 100 Disaster Mental Health volunteers to help military families deal with deployment and the subsequent transition home has been part of that effort.

Red Cross chapters have developed creative ways to ensure that service members and their loved ones feel included and cared for.

Hundreds of Red Cross chapters and stations around the world sponsored activities last year to support military families. With local partners, we distributed goods to displaced and homeless veterans in Oshkosh, Wis., Gainesville, Fla., and Eugene, Ore. We also encouraged military families to create disaster preparedness and deployment plans, and provided scholarships for training courses such as Red Cross Nurse Assistant Training. In Austin, Texas, we sponsored a summer camp for children of deployed service members, providing a theater performance broadcast to their parents in Afghanistan and Iraq, with a private chat via video teleconference for each participating child to cap it off.

Emergency Communications

Among the most valuable services that the Red Cross provides for military families is emergency communications. Wherever they deploy, service members can count on the Red Cross to deliver important messages, such as notification of an illness or death in their families. Military authorities rely on these verified communications to grant leave. Last year, the Red Cross provided more than 470,000 emergency communication services for 154,000 families.

Financial Assistance

The Red Cross partners with the military aid societies to provide emergency financial assistance to current and former members of the U.S. Armed Forces, their family members and other eligible populations. Our Casualty Travel Assistance program ensures that grieving family members who do not qualify as next of kin have the resources to attend the funeral of a loved one. Last year, we provided $6.1 million in immediate financial aid to 5,400 families on behalf of military aid societies.

Information and Referrals

The Red Cross Get to Know Us Before You Need Us program educates service members and their families about the local resources and services available to them, before, during and after deployment, to ease transition and increase resiliency and hope. Red Cross workers at hundreds of chapters and military installations briefed departing service members and their families on available services, reaching more than 1.2 million people around the world.

Easing Transitions, Healing Hardships

Many service members return home with physical disabilities or psychological trauma. Rehabilitation for burns, loss of limb, brain trauma and post-traumatic stress can take years, disrupting family life and income. They need help adjusting to home again, but also to a new way of life. We offer family caregiving training and therapeutic events such as confidence- and family-building courses.

Youth and canine volunteers boost morale in VA hospitals and take wheelchair-bound veterans to their appointments. Red Cross workers also help wounded veterans learn how to prepare easy-to-make meals and comfort wounded patients awaiting flights home or to another medical facility with items from home, from lap blankets to iTunes cards.

Developed to help military family members respond to the stress a deployment creates, our new Coping With Deployments course provides military and veteran family members with information on resiliency strategies and psychological first-aid steps that enable them to help themselves and others when a loved one deploys. Military families can use resiliency and adaptability strategies to increase their own well-being or to support others. The Red Cross partnered with all branches of the military to create this program, the only national course designed specifically for military families, and now available in all 50 states.

Additionally, the four-hour Coping With Deployments course, which is taught by licensed mental health volunteers to small groups, includes sections for adults and children. Last year, the Red Cross delivered this free training to more than 850 participants.

2009 AT A GLANCE

- We provided 470,000 emergency communication services for 154,000 military families.
- We delivered $6.1 million in emergency financial assistance to 5,400 individuals or families on behalf of the military aid societies.
- We trained more than 100 mental health volunteers to teach Coping With Deployments.
- More than 20,000 family members had an opportunity to discuss the challenges of deployment and reintegration.
- We distributed more than 11,000 donated calling cards and 145,000 pounds of coffee to deployed troops.

Red Cross employees and volunteers work with members of the military wherever they are.

Never Out of Touch

Thousands of Red Cross volunteers serve on military installations in the United States and around the world, including Afghanistan, Iraq and Kuwait, serving more than 2 million active duty service men and women and National Guard and Reserve members, 3 million family members and 24 million veterans.

This interaction and compassionate caregiving strengthens our service delivery to the entire community, and helps us focus on the specifics of what military families need in a given location.

Holidays can be especially stressful for service members stationed far from home. To ease that stress, the American Red Cross again invited the public to participate in Holiday Mail for Heroes. More than 1.4 million holiday cards for service members, veterans and military families were received. This initiative, supported by Pitney Bowes, was inaugurated in 2007.

Messages of thanks, support and holiday cheer went to service men and women at more than 300 military bases and hospitals, veterans hospitals, and other locations in the United States and around the world.

GE Foundation and the American Red Cross

Together, GE and the Red Cross have had a tremendous impact in neighborhoods across the country. Between 2007 and 2009, the GE Foundation gave $3.1 million to assist Red Cross relief efforts. GE employees also provided more than $1 million in financial assistance through the GE Foundation Matching Gifts program.

Through the American Red Cross Disaster Relief Fund, the GE Foundation is able to provide support when and where it is needed most. In addition to their financial donations, many GE employees and retirees are Red Cross volunteers.

"The Red Cross is an indispensable provider for emergency relief across the country, where GE employees and customers work and live," says Krista Bauer, director of global programs at GE. "The Red Cross is working hard to become leaner and stronger, while continuing to fulfill its mission. GE has been glad to offer financial support and operational expertise to help."

Holiday Mail for Heroes reaches injured military members.

21,000 TIMES A DAY,
SOMEONE RECEIVES BLOOD
FROM A RED CROSS DONOR.

As the nation's primary blood provider—supplying 43 percent of the country's blood—the American Red Cross is unwavering in its commitment to both blood donors and blood recipients. Their security and satisfaction is what drives us. We continue vigilant efforts to increase the safety of the blood supply and make the blood donation process seamless.

Everyday Stars

Blood donors help save lives—and more donors are always needed. Therefore, we have teamed with people in the spotlight to get the word out about how a little bit of time can make such a big difference in the world.

Last year's campaign with NASCAR and 3M sparked new enthusiasm for blood donation through a points reward system. Donors reported and tracked their blood donations and recruitment efforts at www.redcrossracing.com, receiving reward points to exchange for exclusive NASCAR racing gear and collectibles.

To promote this new donor rewards program, Red Cross blood donor Greg Biffle drove his No. 16 Ford Fusion with a Red Cross paint scheme during the 2008 racing season, wearing a fire suit displaying the Red Cross logo.

Blood donor and NASCAR driver Greg Biffle's car featured a Red Cross logo.

The Roush Fenway Racing trademarks and Greg Biffle's name and/or likeness used by authority of Roush Fenway Racing, LLC.

Our partnership with NASCAR, now in its second year, raised awareness of the need for blood. As a result—

- More than 12,000 donors, including nearly 1,400 first-time donors, registered online for the program;
- Participating donors made more than 23,000 blood donations; and
- The overall frequency of donation* increased during the program.

* Figures "annualized" based on nine months of program data.

Small Heroes

We've also expanded education about blood donation to some very young audiences. Today's children, taught the importance of giving blood, may become tomorrow's blood donors. In many places around the country, we have education programs similar to Ohio's Pint Size Heroes program, which provides a first step in helping children understand that giving blood should be a lifetime priority.

Students listen to 10- to 20-minute presentations that explain why blood can save lives and how volunteers donate blood. Many children are inspired to go home and invite their family members to give blood. Many want to become blood donors themselves.

In fact, blood donations from youth and minorities continue to increase. Our donors aged 16-19 increased by 8 percent last year, while minority donors increased by 6 percent.

What happens when you donate blood?

2009 AT A GLANCE

- We held more than 200,000 blood drives.
- Nearly 3.8 million people donated blood.
- We received almost 6.5 million blood donations.
- We provided blood to more than 3,000 hospitals and transfusion centers.

Safety First

The safety of the nation's blood supply continues to be our highest priority. The Red Cross is the single largest supplier of blood in the world, and a leader in scientific research and testing to protect the blood supply. We continue to make it safer through research. Last year, our scientists continued to study the impact that 68 emerging bloodborne diseases may have on the blood supply. They also are studying a test for the dengue virus, a tropical disease common in Puerto Rico. Chagas' disease, a tick-borne disease, is also a threat to blood safety, and our scientists demonstrated the need for and developed a testing process that provides optimal balance of cost efficiency and blood safety.

We continue to focus our energy and resources on ensuring that the blood supply is as safe as possible, by increasing standardization in our collection, testing and manufacturing process. By leveraging automated technologies and developing innovative donor recruitment and retention programs, we ensure that the right blood is available for the right patient at the right time, every time.

At right: Teens form a growing part of the blood donor community.

ADULT
DURABLE TWO-PIECE
Blood Pressure Cuff

“You’ll be amazed at how great you feel afterwards.”

My wife inspired me to give blood. In the beginning, Rosemarie had to push me to join her because I was always so busy at work. She kept telling me how good it made her feel, so I eventually joined her and rolled up my own sleeve. Now it’s the first thing on my to-do list. We’re also encouraging our grown kids to come with us, to make it a family affair. I tell them they’re preparing for the unexpected for someone just like themselves. You have to put yourself in the other person’s place. What if it was one of our own family members who needed blood?

We all need to take the time and think “what if.” And it does give me a good feeling knowing I can help three people with my one donation. That’s why I now donate every chance I get.

Joseph M. Tolson, Sr.
Blood Donor

I started donating blood six years ago at my office. The Red Cross made it easy for me. I could donate during my lunch hour without leaving my building. Now that I’m retired, I continue to donate four or five times a year with my husband. We team up so it only takes one trip. It’s a way to share and make memories while changing someone else’s life. It’s the right thing to do—and the least we can do—to help someone in need.

We have a large family ourselves—children, grandchildren, my parents, and numerous extended family members—and we want to be part of ensuring they’ll have blood should they need it. Each donation only takes about 30 minutes, and it doesn’t cost a thing. I find it amazing and heart-warming that I can save up to three lives in just one lunch hour! Red Cross volunteers do everything they can to make the process convenient and comfortable. You’ll be amazed at how great you feel afterwards.

Rosemarie Tolson
Blood Donor

41,000 TIMES A DAY,

A PERSON RECEIVES RED CROSS HEALTH, SAFETY AND PREPAREDNESS TRAINING THAT CAN HELP SAVE A LIFE.

Ready, Set, Prepare

Since we never know when we'll face an emergency, it makes sense to plan for it, know we're prepared for it and then stop worrying about it. The Red Cross has done some of the planning for you, with plenty of helpful facts, tips and publications online or at your local chapter. If we all do our part, we can empower ourselves and our nation in nearly any eventuality. To learn more about getting prepared, see our interactive readiness module.

Preparing Together

From CPR, first aid and automated external defibrillator training to bloodborne pathogens training and emergency preparedness education, Red Cross training offers flexible, easily accessible programs to help prepare workplaces, schools and communities for emergencies. The wide range of preparedness fact sheets—on topics ranging from earthquake safety to flu prevention and care—give you and your family the information you need to be safe today, during a crisis and in its aftermath. You can find these free one-page information sheets online.

Longfellow the Whale helps teach children about water safety.

Red Cross CPR and first aid classes are taught at chapters, workplaces and community centers across the country.

Learning Together

The American Red Cross is renowned for teaching all age groups and abilities to keep safe in the water and to handle water emergencies.

We have a new program for home pool maintenance and safety, Home Pool Essentials, which teaches home pool and hot tub owners how to care for their pools and how to keep themselves and their children safe. Available online, the two-hour course is a joint product of the American Red Cross and the National Swimming Pool Foundation.

Longfellow's WHALE Tales, our popular children's water safety course, has been updated, and features a new look and design and three new safety lessons. Children will ask to watch its new kid-friendly animation and receive stickers for their progress. Lessons feature catchy titles such as "Be Cool, Follow the Rule," "Think So You Don't Sink," and "Too Much Sun Is No Fun."

We attempt to offer all of our products in as many languages as possible.

2009 AT A GLANCE

- Ten million people learned lifesaving skills through a Red Cross class.
- Approximately 5 million people attended a Red Cross disaster education presentation.

Red Cross Safety Series Wins Consumer Award

The Mom's Choice Award named parts of the Be Red Cross Ready Safety Series among the best family-friendly products last year. Launched in 2007, the books teach parents, caregivers, educators and pet owners how to help save lives. The publications are easy-to-use reference guides with a step-by-step instructional DVD that demonstrates lifesaving skills.

And the winners are:

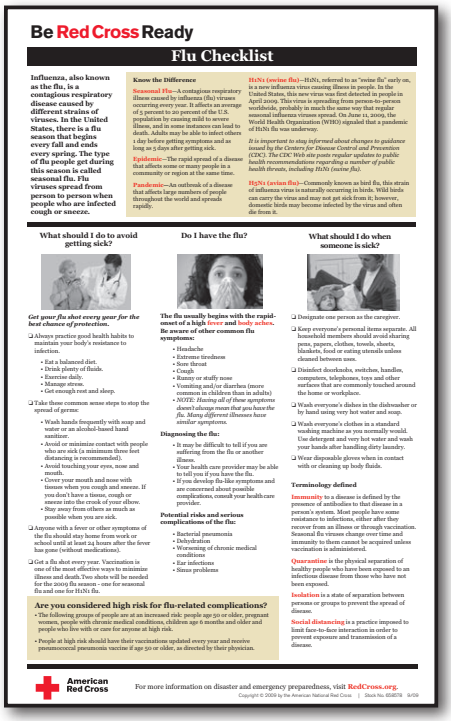
- *Family Caregiving*
- *A Family Guide to First Aid and Emergency Preparedness*
- *Dog First Aid*
- *Cat First Aid*

All these products are available on www.redcrossstore.org or in Spanish at www.cruzrojaamericana.org.

Preparedness in Action

The month of April saw a fast-moving outbreak of swine flu, a new H1N1 influenza, throughout the world. With the World Health Organization's alert at the highest level, signaling the first global flu epidemic in 41 years, the Red Cross worked with health and government officials on ways to contain the virus.

During a flu outbreak, we remain committed to our core services: supplying blood to the communities we serve, public preparedness education and disaster relief. In a year during which we prepared the nation to respond to the H1N1 virus, providing information, planning materials and advice, we also prepared citizens, health practitioners and emergency responders to respond to other emergencies, ranging from local fires to national disasters. For instance, the Red Cross, working as a team with communities, was prepared to shelter half a million people during the last hurricane season, four times more than the organization had to shelter during its busiest night after Hurricane Katrina.



Be Red Cross Ready

Flu Checklist

Influenza, also known as the flu, is a contagious respiratory disease caused by different strains of viruses. In the United States, there is a flu season that begins every fall and ends every spring. The type of flu people get during this season is called seasonal flu. Flu viruses spread from person to person when people who are infected cough or sneeze.

Know the Difference

Seasonal Flu—A contagious respiratory illness caused by influenza (flu) viruses occurring every year. It affects an average of 5 percent to 20 percent of the U.S. population by causing mild to severe illness, and in some instances can lead to death. Adults may be able to infect others 1 day before getting symptoms and as long as 5 days after getting sick.

Epidemic—The rapid spread of a disease that affects some or many people in a community or region at the same time.

Pandemic—An outbreak of a disease that affects large numbers of people throughout the world and spreads rapidly.

H1N1 (swine flu)—H1N1, referred to as "swine flu" early on, is a new influenza virus causing illness in people. In the United States, this new virus was first detected in people in April 2009. This virus is spreading from person-to-person worldwide, probably in much the same way that regular seasonal influenza viruses spread. On June 11, 2009, the World Health Organization (WHO) signaled that a pandemic of H1N1 flu was underway.

It is important to stay informed about changes to guidance issued by the Centers for Disease Control and Prevention (CDC). The CDC Web site posts regular updates to public health recommendations regarding a number of public health threats, including H1N1 (swine flu).

H5N1 (avian flu)—Commonly known as bird flu, this strain of influenza virus is naturally occurring in birds. Wild birds can carry the virus and may not get sick from it; however, domestic birds may become infected by the virus and often die from it.

What should I do to avoid getting sick?

Get your flu shot every year for the best chance of protection.

- ❑ Always practice good health habits to maintain your body's resistance to infection.
  - Eat a balanced diet.
  - Drink plenty of fluids.
  - Exercise daily.
  - Manage stress.
  - Get enough rest and sleep.
- ❑ Take those common sense steps to stop the spread of germs.
  - Wash hands frequently with soap and water or an alcohol-based hand sanitizer.
  - Avoid or minimize contact with people who are sick (a minimum three feet distancing is recommended).
  - Avoid touching your eyes, nose and mouth.
  - Cover your mouth and nose with tissues when you cough and sneeze. If you don't have a tissue, cough or sneeze into the crook of your elbow.
  - Stay away from others as much as possible when you are sick.
- ❑ Anyone with a fever or other symptoms of the flu should stay home from work or school until at least 24 hours after the fever has gone (without medications).
- ❑ Get a flu shot every year. Vaccination is one of the most effective ways to minimize illness and death. Two shots will be needed for the 2009 flu season - one for seasonal flu and one for H1N1 flu.

Do I have the flu?

The flu usually begins with the rapid-onset of a high fever and body aches. Be aware of other common flu symptoms:

- Headache
- Extreme tiredness
- Sore throat
- Cough
- Runny or stuffy nose
- Vomiting and/or diarrhea (more common in children than in adults)
- *NOTE: Having all of these symptoms doesn't always mean that you have the flu. Many different illnesses have similar symptoms.*

Diagnosing the flu:

- It may be difficult to tell if you are suffering from the flu or another illness.
- Your health care provider may be able to tell you if you have the flu.
- If you develop flu-like symptoms and are concerned about possible complications, consult your health care provider.

Potential risks and serious complications of the flu:

- Bacterial pneumonia
- Dehydration
- Worsening of chronic medical conditions
- Ear infections
- Sinus problems

Are you considered high risk for flu-related complications?

- The following groups of people are at an increased risk: people age 50 or older, pregnant women, people with chronic medical conditions, children age 6 months and older and people who live with or care for anyone at high risk.
- People at high risk should have their vaccinations updated every year and receive pneumococcal pneumonia vaccine if age 50 or older, as directed by their physician.

What should I do when someone is sick?

- ❑ Designate one person as the caregiver.
- ❑ Keep everyone's personal items separate. All household members should avoid sharing pens, papers, clothes, towels, sheets, blankets, food or eating utensils unless cleaned between uses.
- ❑ Disinfect doorknobs, switches, handles, computers, telephones, toys and other surfaces that are commonly touched around the home or workplace.
- ❑ Wash everyone's dishes in the dishwasher or by hand using very hot water and soap.
- ❑ Wash everyone's clothes in a standard washing machine as you normally would. Use detergent and very hot water and wash your hands after handling dirty laundry.
- ❑ Wear disposable gloves when in contact with or cleaning up body fluids.

Terminology defined

Immunity to a disease is defined by the presence of antibodies to that disease in a person's system. Most people have some resistance to infections, either after they recover from an illness or through vaccination. Seasonal flu viruses change over time and immunity to them cannot be acquired unless vaccination is administered.

Quarantine is the physical separation of healthy people who have been exposed to an infectious disease from those who have not been exposed.

Isolation is a state of separation between persons or groups to prevent the spread of disease.

Social distancing is a practice imposed to limit face-to-face interaction in order to prevent exposure and transmission of a disease.

American Red Cross

For more information on disaster and emergency preparedness, visit RedCross.org.

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Information on how to prevent the spread of H1N1 is available on redcross.org.

McCormick Foundation and the American Red Cross

The American Red Cross and the McCormick Foundation have collaborated for more than two decades. Last fiscal year, the foundation made a generous $100,000 grant to help those devastated by the Central U.S. Floods and Tornadoes. McCormick consistently supports the Red Cross after disasters large and small.

And in Chicago, where the foundation is based, McCormick contributed to the construction of the new chapter headquarters building, as well as to ongoing regional preparedness efforts.

"The McCormick Foundation is proud to invest in the good work that the Red Cross does to help people everywhere," says David Hiller, president and CEO. "The Red Cross has a strong tradition of selfless voluntary service, and we are honored to be part of their outreach."

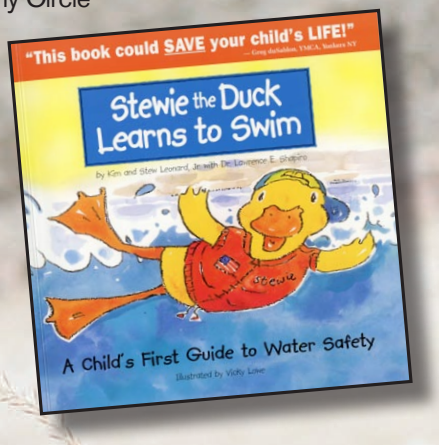
Our entire family was on vacation. It was my daughter's birthday, and I was blowing up balloons and putting candles on the cake. I noticed 21-month-old Stewie wasn't next to me, and called out, "Anyone seen Stewie?" I figured he was with one of his aunts or uncles, who were all out by the pool.

We pulled Stewie from the water, and my sister-in-law administered CPR, but nothing could be done. We were in shock. Water had always been a wonderful part of my life, and it was one of the threats to my children that I felt I had well under control. Stewie was never alone near water, even on the day he drowned. It showed me it that such a tragedy can occur in a matter of minutes.

Soon after, my husband and I decided to turn our grief around and lessen the risk for others. We founded Stew Leonard III's Children's Charities to promote water safety to children. We wanted them to learn water safety just as they would bike riding or their ABCs.

From tragedy, the inspiration to save lives.

Teaming with the American Red Cross was a natural progression. We began teaching water safety skills through the Red Cross and making financial donations to the chapter. Last year, I decided to join the Red Cross Tiffany Circle because I value the Red Cross dedication to water safety and their commitment to excellence. Everyone is so professional and organized; they've made it fun and easy to be involved. It's interesting how ties in life come around again. I learned to swim through the Red Cross.



As sad and difficult as it is to lose a child, Stewie's death inspired a lot of people to do a lot of wonderful things. They just care, pure and simple. They want to make a difference.

Kim Leonard
American Red Cross Tiffany Circle Member

The Tiffany Circle is a network of women who donate $10,000 annually to support Red Cross chapters in their communities. Since its creation three years ago, members of the Tiffany Circle have helped the Red Cross raise more than $13 million, and the group has grown to more than 500 members.

Stewie-the-Duck
Learns to Swim

CONNECT WITH US ON THE WEB,
ANY TIME, EVERY DAY.

The American Red Cross continues its quest to find new and creative ways for you to connect with our humanitarian mission. Using the power of the Web, we're making it possible for you to engage with the Red Cross and further that mission wherever you are, whenever you want.

We stand proud as an organization known for its 128 years of innovation in the humanitarian arena, and we realize that to remain relevant and ensure our growth, we need to be on the forefront of new technology. We've fully embraced social media. Our followers on Facebook reached 90,000 last year, and our president and CEO, Gail McGovern, has blogged to let our supporters know what was happening at the Red Cross in real time.

Thanks to thousands of supporters, the Red Cross won 26 percent of the votes in Target's Bullseye Gives Facebook campaign last year, in which 10 nonprofits competed for a piece of Target's $3 million donation. You cast 75,000 votes for the Red Cross, earning us $793,942 for our humanitarian services. This donation helped us change lives around the country and around the world.

Gail McGovern on the Red Cross and new media.

You can now visit redcross.org to:

- Learn what actions you can take to make your community and family safer;
- Participate in discussions about issues affecting the work of the Red Cross;
- Read real-time, first-person accounts from Red Cross people in your community or on a mission on the other side of the world;
- Find a shelter during a disaster;
- List yourself as safe and well after a disaster, and find out if loved ones are okay, too; and
- Make a financial donation, or find out where to donate blood, take a course or volunteer.

Leveraging our growing online presence beyond social media, we connected hundreds of donors and volunteers to each other through essay contests and donors-matching-donors initiatives.Thousands of you responded when called on to offer disaster relief. Millions of you rolled up your sleeves as volunteer blood donors. You helped to spread health and safety messages. You asked your employers to allow you to volunteer your time and skills, pro bono. You left families and neighbors, comfortable homes and beds, to help people you hadn't even met.

It's Your Red Cross. It's Our Red Cross. It's One Red Cross.

The American Red Cross belongs to each and every one of us. It's there for you when you need help, and there when you want to give help. It's a place where you can meet a total stranger and offer shelter from a storm.

This was a year of rough weather for the Red Cross. We responded by making tough decisions. We worked to eliminate all extraneous activities that didn't support the people we serve. We embraced new technology and found creative ways to raise money and engage our supporters. We continued to respond to disasters quickly and compassionately—and efficiently. With your help, we are emerging stronger and ready to grow as the economy improves. Building on our stable foundation, we can weather any storm, and make our way together to a bright future.

Your American Red Cross can only be there because of you—people who donate their time, money and blood—gifts that can save the day for those in need. We thank you for your goodwill and your help in transforming lives in crisis into lives of hope.

2009 ANNUAL DISASTER GIVING PROGRAM MEMBERS

We thank our Annual Disaster Giving Program members for generous contributions that help the American Red Cross respond immediately to individuals and families affected by disaster anywhere in the country, regardless of cost. Each of these organizations has made a financial commitment to the Red Cross Disaster Relief Fund, which enables the Red Cross to provide shelter, food, counseling and other assistance to those in need.

Their donations save the day for so many.

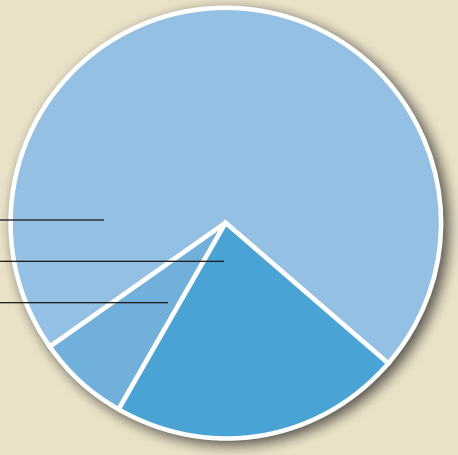
Altria Group, Inc.
American Express
AXA Foundation
ConAgra Foods
FedEx Corporation
GE Foundation
The Home Depot Foundation
John Deere Foundation
Kimberly-Clark Corporation
Merck & Co., Inc.
Morgan Stanley
Nationwide Insurance Foundation
Raytheon
Ryder Charitable Foundation
State Farm
State Street Foundation
Target
The TJX Companies, Inc.
UnitedHealthcare
UPS

Sources of Financial Support
Fiscal Year 2009
Net Assets *(in billions)* $1.672

American Red Cross operating funds come from three main funding sources: contributions, revenues from products and services, investment income and other sources. Total Red Cross operating revenues and gains for fiscal year 2009 were $3,320.3 million. Net assets were $1,672 million.

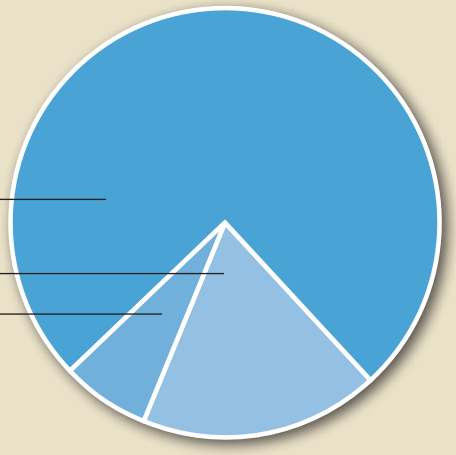
Operating Revenues and Gains *(in millions)*
Total $3,320.3

Products & Services	**$2,364.0**	71%
Contributions	**737.5**	22%
Investment Income & Other	**218.8**	7%



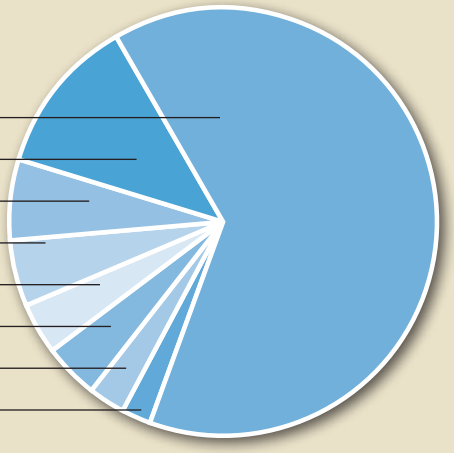
Contributions *(in millions)*
Total $737.5

Contributions for Domestic & International Relief, General Ops, and Endowment	**$558.1**	76%
United Way and Combined Federated Campaign	**129.6**	17%
Donated Materials and Services	**49.8**	7%



Operating Expenses *(in millions)*
Total $3,440.0

Biomedical	**$2,216.7**	64%
Domestic Disaster Services	**402.4**	12%
Health and Safety Services	**215.4**	6%
International Relief and Development	**156.0**	5%
Fundraising	**126.6**	4%
Management and General	**152.5**	4%
Community Services	**113.9**	3%
Service to the Armed Forces	**56.5**	2%



Statement of Functional Expenses
Year ended June 30, 2009
(with summarized information for the year ended June 30, 2008)
(In thousands)

	Program Services						
	Service to Armed Forces	Biomedical Services	Community Services	Domestic Disaster Services	Health and Safety Services	International Relief & Development Services	Total Program Services
Salaries and wages	$30,420	$966,717	$45,187	$98,327	$101,357	$18,419	$1,260,427
Employee benefits	7,672	253,506	11,416	25,502	24,755	4,892	327,743
Subtotal	38,092	1,220,223	56,603	123,829	126,112	23,311	1,588,170
Travel and maintenance	1,476	31,461	1,890	30,578	2,864	3,441	71,710
Equipment maintenance and rental	1,002	64,562	4,919	19,125	4,382	986	94,976
Supplies and materials	4,102	529,942	14,787	17,069	33,232	851	599,983
Contractual services	8,116	310,428	19,224	76,401	38,218	27,465	479,852
Financial and material assistance	2,263	2,064	12,587	120,758	2,548	99,100	239,320
Depreciation and amortization	1,460	58,050	3,836	14,612	8,136	888	86,982
Total expenses	**$56,511**	**$2,216,730**	**$113,846**	**$402,372**	**$215,492**	**$156,042**	**$3,160,993**

	Supporting Services			Total Expenses	
	Fund Raising	Management and General	Total Supporting Services	2009	2008
Salaries and wages	$51,627	$66,847	$118,474	$1,378,901	$1,394,034
Employee benefits	12,716	17,203	29,919	357,662	393,111
Subtotal	64,343	84,050	148,393	1,736,563	1,787,145
Travel and maintenance	2,976	2,898	5,874	77,584	84,751
Equipment maintenance and rental	1,334	3,285	4,619	99,595	105,275
Supplies and materials	13,958	2,988	16,946	616,929	607,902
Contractual services	39,206	48,559	87,765	567,617	602,413
Financial and material assistance	1,799	1,765	3,564	242,884	384,841
Depreciation and amortization	2,964	8,928	11,892	98,874	112,035
Total expenses	**$126,580**	**$152,473**	**$279,053**	**$3,440,046**	**$3,684,362**

NOTE: The complete audited consolidated financial statements of the American Red Cross for fiscal 2009 may be obtained online at *www.redcross.org/pubs/#report* or by contacting the American Red Cross Inquiry Center, 431 18th Street, N.W., Washington, DC 20006, (202) 303-4498.

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(as of October 31, 2009)

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(as of October 31, 2009)

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If you are interested in learning more about our work, contact your local Red Cross chapter or Blood Services region or:

American Red Cross
Inquiry Center
431 18th Street, N.W.
Washington, DC 20006
(202) 303-4498
info@usa.redcross.org.

Information about the Red Cross, including the location of local units, is also available on **redcross.org**.

This report was produced by the Communications Department of the American Red Cross:

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At a shelter in Port Allen, La., Jeffrey Givens hangs up a painting thanking the Red Cross for sheltering his family after Hurricane Gustav.

American
Red Cross

redcross.org