





Red Cross emergency response vehicles are loaded with hot meals for the nightly dinner run through Long Island, N.Y., after Superstorm Sandy.

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

A Message From the Chairman

Looking back on the past year, one word comes to mind: resiliency.

People in communities across the United States—from the Jersey shore to the California canyons—faced difficulties in the form of disasters of every kind...natural and human-caused. And in the aftermath of these hardships, people banded together, not only for survival, but to help their communities become even stronger.

This spirit of triumph over adversity is indispensable when disaster strikes. The American Red Cross is privileged to work shoulder to shoulder through the entire disaster cycle...helping people prepare for emergencies, providing essential services when disasters strike, and then assisting families and communities as they begin their recovery and build resiliency for the future.

Thanks to the incredible generosity of the American public and our volunteers and partners who make everything we do possible, the Red Cross was there last year, offering help and hope in the aftermath of disasters. This included major disasters such as Superstorm Sandy, the devastating tornadoes in Oklahoma, and wildfires in the West. We provided basics such as food and shelter, but also the hug and the listening ear people need as they garner the strength to rebuild their lives...even stronger than before.

This focus on resiliency permeates the work we do around the world as well. Working with our partners in the global Red Cross and Red Crescent network, we're working every day to improve lives and increase the resiliency of communities around the world. We do this in connection with disaster relief, but also by helping communities improve health conditions, increase income generation and protect citizens from disease.

One of the most successful preventive global health partnerships of our time has been the Measles & Rubella Initiative, which the American Red Cross founded with several partners in 2001. Since then, more than 1.1 billion children have been vaccinated, ensuring that a preventable disease does not become a killer for countless families around the world.

For the last four years, since a devastating earthquake hit Haiti in January 2010, the American Red Cross has worked with its partners to help Haiti develop the resilience needed to cope with future disasters. Some of the projects that have been carried out to improve the lives of the Haitian people include resettlement and new home construction, a water and sanitation project to improve water sources and sanitation facilities for more than 90,000 people, and two health facilities that will provide access to quality health care to Haitians for years to come.

Whether responding to disasters in the U.S. and around the world, teaching lifesaving skills, serving members of the Armed Forces and their families, or providing nearly 40 percent of our nation's blood supply, the American Red Cross is helping individuals and communities to be resilient and remain unflappable in the face of challenges.

Together, we can fulfill our great humanitarian mission to prevent and ease suffering around the world. On behalf of the entire American Red Cross and those we serve, thank you for the vital role you play.



A handwritten signature in black ink that reads "Bonnie McElveen-Hunter". The signature is fluid and cursive, with the last name being more prominent.

Bonnie McElveen-Hunter
Chairman

A Message From the President and CEO

As I write this letter, I can't help but reflect on what an incredibly busy past 12 months it has been for the American Red Cross.

Throughout fiscal year 2013 (July 1, 2012–June 30, 2013), dedicated Red Crossers worked tirelessly to fulfill our vital humanitarian mission—responding to tens of thousands of disasters large and small, collecting and distributing nearly 40 percent of our nation's blood supply, teaching lifesaving health and safety skills to millions of Americans and supporting members of our Armed Forces and their families.

The ongoing recovery effort for Superstorm Sandy continues to be a massive undertaking. In the aftermath of the storm, the Red Cross response was widespread, with 17,000 disaster workers—90 percent of them volunteers—providing comfort, relief and hope to impacted individuals and families. Since Sandy made landfall in October 2012, the Red Cross has maintained a strong presence in affected areas, working with government and nonprofit partners to ensure communities have the funding and capacity needed to meet the unique challenges they face in the recovery process. Thanks to the generosity of our donors, we continue to support a range of critical services, from ongoing food and housing assistance to individual case management and support.

In addition to our Sandy recovery work, the Red Cross has responded to a number of significant disaster and emergency events—including the devastating Oklahoma tornadoes, wildfires throughout the West, flooding in Colorado and the Boston Marathon bombing. We continue to work hard every day to be a fiscally responsible and innovative organization that can quickly respond to current trends and changing needs. The Red Cross has stepped boldly into the 21st century with a series of highly successful, free mobile-preparedness apps and a growing presence on social media. Our mobile apps continue to receive high praise from consumers, and this past summer, the Red Cross surpassed the 1 million mark for Twitter followers.

As we look to the future, the Red Cross is committed to being a healthy, vibrant and sustainable organization. The number of natural disasters is on the rise, more members of our Armed Forces are coming home in need of assistance in adjusting to civilian life, and our blood products and health and safety courses are saving lives every day.

Our organization faces some financial challenges in the years ahead. For example, the overall demand for blood products has dropped as medical treatments advance and fewer transfusions are necessary. It is a welcome humanitarian development, but this trend has led to tough economic conditions for the entire blood banking industry. The Red Cross is looking at ways to right-size and restructure our biomedical work, even as we continue to collect thousands of units of blood every day.

We can—and we must—address these challenges to continue to fulfill our mission. The country needs the Red Cross, now more than ever, and our goal is to ensure the American people can rely on our lifesaving services for generations to come.

On behalf of those we serve, thank you for your commitment to the Red Cross and our humanitarian mission. Everything we are able to do is because of the truly remarkable support of donors, volunteers and partners, like you.



A handwritten signature in black ink that reads "Gail McGovern". The signature is fluid and cursive.

Gail McGovern
President and CEO

Innovating to Improve Our Services

On the afternoon of May 20, 2013, sirens began to wail across Moore, Okla., as a large tornado headed toward town with winds over 200 miles per hour. For some residents, another warning sounded on their mobile device—an alert from the Red Cross Tornado app.

“[The app] saved my life,” one person wrote. “The warning came on and I had enough time to gather everybody up and discuss our plan. We checked some info about where to go safely using the app. Thanks to this, me, my kids, my wife, my parents and their neighbors are all safe.”

The Tornado app is just one of the Red Cross innovations over the past year that is changing the way the public prepares, responds, seeks help and helps others.

When Superstorm Sandy hit in October 2012, millions were left without power, and many people lacked food and other basic supplies. The Red Cross monitored social media activity and fed information from Twitter and Facebook to local Red Cross responders, who were then able to provide the right help at the right location.

In 2013, the Red Cross launched the Volunteer Connection, a Web-based system for people to explore opportunities in their communities and apply to become a Red Cross volunteer. Thousands have submitted applications, and the site has already helped us manage responses to several large-scale disasters.

Our public website, redcross.org, has been redesigned to make it easy for people to get the latest information on our services, connect with the Red Cross in their community and safely donate to help those in need. Optimized for mobile devices, redcross.org is available wherever and whenever people need it.

Building on the work of Clara Barton in founding the American Red Cross in 1881, we continue to seek new ways to work on behalf of humanity. Whether that's using technology to respond to disasters more quickly, connecting with the public through social media, or even helping to save a life with a mobile app, we are always looking for the next innovation that will take our historic mission into a new era.



Our mission, like our red cross, stays the same, but we continually seek new and better ways to accomplish it.



AN
AMERICAN RED CROSS
STORY

Justin and Lucie O'Donnell
Rockaway Beach, NY



When we were in the position of needing help,
the Red Cross provided that for us.

-Lucie

When flooding from Superstorm Sandy inundated their home, Justin and Lucie O'Donnell, baby James, and their three dogs stayed with family and friends. Justin, with help from friends and coworkers, gutted the home and started repairs. But much of the work required skilled labor. Bills began to pile up. Then the O'Donnells connected with a Red Cross case manager who helped the family receive funding through the Red Cross Move-In Assistance Program to pay for home repairs. The O'Donnells are now back in their home, joined by daughter Maeve, born a year after the storm.

Answering Crisis With Action

From natural events to human-caused tragedies throughout the past year, the Red Cross was there to provide communities with the help and support they needed.

Superstorm Sandy Strikes

Late in the hurricane season, a storm named Sandy took aim at a part of the country not usually targeted by tropical systems, with devastating results. Sandy made landfall near Atlantic City, N.J., on October 29, 2012, merging with a winter storm and bringing heavy rain, snow and floods. It pummeled the Northeast as well as parts of West Virginia and Maryland. Thousands were left homeless, and nearly 8.5 million people lost power across 11 states, the District of Columbia and Puerto Rico, some for weeks.

With an incredible outpouring of support from the public and partners such as the Annual Disaster Giving Program (ADGP) members, the Red Cross was able to immediately launch what became our largest U.S. disaster response in more than five years. Red Cross workers—more than 90 percent of them volunteers—opened shelters and provided food and comfort to thousands of people as they faced their losses and the uncertainty of starting over.



Red Cross volunteers load hot meals for delivery to those affected by Superstorm Sandy.

Highlights from FY 2013



Responded to **61,109** disasters across the country.



916 shelters provided refuge to people forced from their homes.



Served more than **19.6 million** meals and snacks.



Distributed **7.8 million** relief items.



187,000 health and mental health contacts made.



Provided large-scale relief across **37** states, the District of Columbia and three territories.

Red Cross emergency vehicles drove the streets of New York and New Jersey to deliver relief to devastated neighborhoods. In urban communities, power outages to high-rise buildings left some elderly and physically challenged residents shut in for many days. Volunteers went door-to-door and floor-by-floor distributing blankets, meals, water, hygiene items and cleaning supplies, and providing health and mental health assistance.

While emergency assistance continued for months, Red Cross caseworkers also began guiding families in planning and taking the first difficult steps toward recovery. Long-term recovery programs continue to help several thousand residents as they put their lives back together.

In addition to directly assisting families, the Red Cross has been supporting partner organizations working in New York, New Jersey and other states with grants to meet the needs of Sandy survivors.

Recovery grants support direct client assistance, disaster case management, rebuilding homes, security deposits and housing assistance.

The grants also offer assistance in coordinating the efforts of groups as they work together to rebuild their communities.

For more information about ongoing Superstorm Sandy recovery efforts, visit redcross.org.

Help Through Multiple Disasters

While Superstorm Sandy was the largest and most notable response of the past year, it was certainly not the only large disaster. Other major disasters that the Red Cross responded to included Hurricane Isaac, which struck the Gulf Coast in late August 2012, and major floods that hit the upper Midwest in spring 2013. In hard-hit Illinois, where floods affected 10,000 homes, more than 1,000 Red Cross volunteers worked to provide shelter and food for displaced families and deliver relief supplies and cleanup items to those returning to their homes.

Late spring also brought devastating tornadoes to Oklahoma, and raging wildfires to Arizona, California and Colorado. Wherever residents were

forced from their homes, the Red Cross provided a safe place to stay, food, cleanup supplies and help taking the first steps toward recovery.

And when major floods in June affected the Canadian province of Alberta, the American Red Cross sent 11 staff members to lend a hand to the Canadian Red Cross relief operation, just one example of how the two organizations have helped one another over the years.

Support Amid Tragedy

Not all disasters are created by nature. Over the past year, several tragic events affected the country, and the Red Cross was there to support communities and first responders during those difficult times.

After the shootings in Aurora, Colo.; Oak Creek, Wis.; and Newtown, Conn., and the bombing at the Boston Marathon, Red Cross workers helped survivors, family members and first responders by providing relief items and emotional support during what once would have seemed to be unimaginable circumstances.

The Red Cross was also there to help residents of West, Texas, after a fertilizer plant explosion in April. Red Cross workers provided emotional support in the immediate aftermath, and as people began to return home, we opened emergency aid stations in neighborhoods to provide food, water, emotional support, health services and relief supplies.

These disasters resulted in many injuries, so the Red Cross also called up blood supplies to help victims. For example, the Red Cross sent approximately 500 additional units of blood, platelets and plasma to Boston-area hospitals after the bombing, and provided blood products for those injured in the Texas explosion.



Wildfires drove these children and their family to a Red Cross shelter in Prescott, Ariz.

Two young men carry meals to friends and family working to find belongings after tornadoes destroyed homes in Moore, Okla.



“Kids are at their most vulnerable when the unexpected happens. With the compassion and expertise of the American Red Cross, we hope to educate families about the importance of preparedness and provide kids with innovative and engaging tools so they can feel secure in any environment.”

Senior Executive Vice President and Chief Financial Officer
The Walt Disney Company

Major disasters such as hurricanes, tornadoes, floods and wildfires get a great deal of media and public attention, but tens of thousands of families are affected each year by home fires. The fact is that the Red Cross responds to a disaster about every eight minutes, and the vast majority of them are fires.

The program relies on volunteers to personally deliver fire safety information into vulnerable communities. Last year, Protecting Our Neighbors held nationwide events on both Martin Luther King, Jr. Day and on the National Day of Service and Remembrance on September 11, 2012. During these events, nearly 9,000 volunteers went door-to-door to talk with residents about fire safety and prevention, and succeeded in reaching 202,000 households.

When evacuations began ahead of Hurricane Katrina in 2005, some students were seen carrying their valuables in pillowcases, which inspired the Red Cross in New Orleans to work with an art therapist on a program for children that involved decorating pillowcases. This became a preparedness program for elementary school students that has been adapted and implemented by other Red Cross chapters over the years.

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Addressing Needs on a Global Scale

The American Red Cross works with our partners in the global Red Cross and Red Crescent network each day to meet needs around the world.

Building Community Resilience and Preparing for Disasters

We have seen the challenges that communities face, and know that preparing people for large-scale disasters isn't enough; we must help communities better withstand and quickly recover from damaging events of any size or type, including smaller-scale emergencies and hardships. This is why the Red Cross is focusing on building community resilience—the ability to survive, adapt and bounce back. Because some risks may not have to do with disasters at all, we also help communities improve health conditions, increase income generation and ensure more reliable infrastructure.

The American Red Cross works with local Red Cross partners and communities around the world to build the skills of first responders, formulate emergency plans, establish evacuation routes, strengthen early warning systems and teach adults



A woman sits with her daughter in front of a home damaged by Hurricane Sandy in Cuba.

and children how to stay safe with trainings, drills and public awareness campaigns.

For example, in Colombia and Vietnam, Red Cross school-based disaster preparedness programs teach children from an early age to prepare and be more confident in their ability to respond; and in Bangladesh, a cyclone preparedness program has trained thousands of volunteers to warn residents of impending storms and assist in evacuation efforts.

Highlights from FY 2013



An estimated **1.3 million** people received disaster assistance from the American Red Cross in coordination with our global Red Cross and Red Crescent network partners.



Red Cross partners and communities in **32** countries were better prepared for future disasters.



More than **98 million** children were protected against measles.



6,354 people turned to the Red Cross to find missing loved ones following armed conflicts and disasters.

Responding to Disasters and Complex Emergencies

Every year, millions of people around the world experience the devastating effects of disasters such as floods, droughts and epidemics. Working with our partners in the global Red Cross and Red Crescent network, the American Red Cross helped an estimated 1.3 million people affected by flooding, storms, droughts, conflict and other disasters in 24 countries in fiscal year 2013 (July 1, 2012 to June 30, 2013) by providing relief supplies, financial assistance and disaster response and recovery specialists.

In addition to helping people affected by Hurricane Sandy in Jamaica, Haiti and Cuba, we supported Red Cross partners as they responded to nine other major floods and storm events. This included providing supplies such as tarps and shelter kits, and cash grants to help those affected purchase the items they needed to recover.

In Syria, the American Red Cross has supported the ongoing Red Cross and Red Crescent response to the conflict that has impacted more than 6.8 million people¹ since March 2011. The global Red Cross and Red Crescent network is providing food, relief supplies and basic health care to those affected by the crisis within Syria and supporting the basic needs of those fleeing to neighboring countries.

The American Red Cross also provided financial support for relief operations in the occupied Palestinian territories and Israel, as well as in the Democratic Republic of the Congo.

Continuing Our Work After the Haiti Earthquake

We continue to work alongside our partners to help Haiti recover and build the resilience needed to cope with future disasters. A number of post-earthquake projects were completed last year, including a water and sanitation project that provided improved water sources and sanitation facilities to more than 90,000 people, and the construction of two hospitals.

We are working hand-in-hand with the Haitian Red Cross and the Haitian people on a range of other recovery projects in Port-au-Prince and communities in northern Haiti. Together, these projects aim to help more than 200,000 people create safer, more resilient communities.

Planning jointly with local residents and authorities, the American Red Cross is also improving neighborhood health centers, roads and water and sanitation facilities, and increasing the financial security of families through micro-savings groups, contributing to more resilient communities.

¹ As of September 2013



A child at the Yeshmnesht Academy in the Benishagul region of Ethiopia displays the marked finger that signifies she has received her measles vaccination.

Seeking to Eliminate Measles

Because primary health care systems in many low- and middle-income countries are weak, vaccination campaigns are often the only opportunity some children will have to be vaccinated against measles and rubella.

The Measles & Rubella Initiative, a partnership the American Red Cross helped establish, is reducing measles deaths worldwide by helping to monitor the spread of the disease and conducting massive, countrywide vaccination campaigns.

Local Red Cross volunteers often play an integral role in these campaigns by ensuring that parents hear about the vaccination efforts and understand the importance of bringing their children to be immunized and protected against this highly contagious, deadly disease.

Since 2001, the Measles & Rubella Initiative² has helped vaccinate more than 1.1 billion children in 80 countries, making it one of the world's most successful global health partnerships.

² The Measles & Rubella Initiative includes the American Red Cross, United Nations Foundation, U.S. Centers for Disease Control and Prevention, UNICEF and World Health Organization.

Because of their floating backpacks and the training provided by the Red Cross, these students in Vietnam are no longer afraid of flash floods.



Serving Those Who Serve Our Nation

For more than a century, the American Red Cross has been dedicated to meeting the needs of military members, their families and veterans. Even as services such as providing emergency communications continue, new Red Cross programs are created to best serve the needs of this population, from families dealing with deployment to veterans returning to the civilian workforce.

Easing the Transition Home

Each stage of military life has its unique challenges, and coming home from a deployment is no different. The Red Cross provides several educational programs and resources to make this adjustment easier.

Last year, nearly 4,000 people took part in Red Cross Reconnection Workshops, focusing on topics that military members and their families have found relevant to their experience as they

transition back home. These include managing anger, supporting children, building communication, reconnecting with others, and recognizing post-traumatic stress disorder (PTSD) and traumatic brain injury.

The Red Cross also hosted educational and support meetings for nearly 25,000 military members and their families in communities across the country. These meetings focus on providing moral support and information on Red Cross services available for their use.

Putting Skills to Work

Whether it's the spouse of a deployed military member looking for work, or a veteran entering the civilian job market for the first time, employment issues are top of mind for many military families.

The Red Cross is doing its part to provide employment development programs and ensure that valuable skills are not wasted. Hundreds of dental and medical assistants were trained on military installations and at local Red Cross chapters last year, and more than 2,600 veterans and family members received help in developing resumes and honing their interview skills.

The Red Cross is also working to include more veterans in its own ranks by partnering with the Department of Veterans Affairs (VA) on VA for Vets, a comprehensive career management program launched in 2011 that enables veterans to successfully join the civilian workforce.

VA for Vets offers career search tools for veterans seeking employment, career development services, and reintegration support for military members. The program launched with a focus on driving hires and support for veteran hiring within the VA, and has transitioned into a program designed to connect veterans with opportunities in other federal agencies and with nonprofit organizations.

Supporting the mission

“For over 125 years, the American Red Cross has been sustaining communities, transforming lives and delivering lifesaving services to families affected by disasters. In support of their unwavering mission, University of Phoenix, the nation’s largest university dedicated to the working adult learner, is proud to partner with the American Red Cross through their Service to the Armed Forces, Biomedical Services and Annual Disaster Giving programs.”

– Arra G. Yerganian
Chief Marketing Officer
University of Phoenix



Highlights from FY 2013



Provided more than **330,000** emergency assistance services to military members and their families.



Distributed more than **140,000** care, comfort and therapy items at hospitals and medical facilities for military members, veterans and their families.



Hosted nearly **300** special events for more than **9,400** participants at military hospitals as part of our partnership with the Wounded Warrior Project.

As one of those nonprofits, the Red Cross made a commitment in 2012 to hire 1,000 veterans by the end of 2014. By June 2013, the Red Cross was already more than halfway to that goal.

Help at a Critical Time

The rising suicide rate among both active-duty military members and veterans has been a source of concern for the military and country alike. To address this difficult issue, the Red Cross is working with the Veterans Crisis Line to ensure that both these groups get the help they need.

The Veterans Crisis Line connects veterans in crisis and their families and friends with qualified Department of Veterans Affairs responders through a confidential toll-free hotline, online chat or text.

The crisis line initiates actions to help when a call comes in from a veteran, and when the call concerns someone currently on active duty, it is immediately put through to the Red Cross. In close association with the military, the Red Cross can quickly locate the military member in crisis and request that the person's commanding officer intervene to ensure the person is safe. The Red Cross can help regardless of where the person is currently serving, whether in the U.S., overseas, deployed to a combat zone or aboard a ship at sea.

The crisis line and the Red Cross also work with local law enforcement to assist in locating and intervening to help retirees, veterans and other military members. Last year, the Red Cross intervened in nearly 400 incidents involving someone threatening to harm themselves or commit suicide.



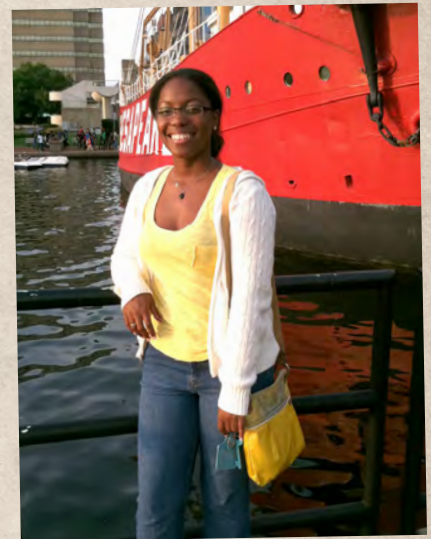
Supporting military members and their families where they work and live is a key Red Cross service.

AN
AMERICAN RED CROSS
STORY

Marquita Gaines
Marietta, GA



My biggest accomplishment was graduating from high school on time. I was able to enjoy it fully because of the donor blood.



When she was 10 days old, Marquita Gaines was diagnosed with sickle cell disease. This painful genetic blood disorder affects primarily African-Americans. Every six weeks, she receives blood transfusions to treat and prevent complications from the disease. Now a busy college senior, Marquita still takes time to tell others her story, emphasizing the importance of blood donation.

Sickle Cell Disease
Is a part of me but
I will not let it define
who I am.

A Lifesaving Gift of Blood

The American Red Cross supplies nearly 40 percent of the country's blood, providing a lifesaving service to trauma victims, cancer patients, those with chronic conditions and others. In order to meet these needs, the Red Cross must collect about 15,000 units of blood every day. It is thanks to the many generous blood donors across the country—from high school students to grandparents—that this work is possible.

Fighting Sickle Cell Disease

Sickle cell disease is an inherited condition that affects approximately 70,000 African-Americans. Some children with the condition need blood transfusions throughout the year, with the best blood match for an African-American child usually coming from an African-American donor.

The Red Cross Blue Tag program seeks to recruit blood donors specifically to help patients with sickle cell disease. Under this program, donors who identify themselves as African-American or black can have a blue tag attached to their blood collection bag. This indicates that the donated unit will undergo advanced screening and may be matched to a patient with sickle cell disease.

Highlights from FY 2013



3.3 million people donated approximately **5.7 million** units of blood.



These donations were processed into more than **8 million** blood products for transfusion to meet the needs of patients.



The Red Cross must collect about **15,000** units of blood each day in order to keep up with demand.



This student participates in the University of Missouri's 28th annual Homecoming Blood Drive, which raised the school's total to more than 100,000 donated units over the years.

For the Red Cross, the Blue Tag program has grown from its start in Philadelphia and is now used across the country, and it has become the foundation for future outreach and recruitment efforts in the African-American community.

Giving Blood Is Always in Season

On June 14, 2013, the Red Cross celebrated World Blood Donor Day with the launch of the 2013 Nexcare give program—sponsored by Nexcare, a division of 3M—to raise awareness about the importance of year-round blood donation and to encourage people across the country to roll up a sleeve.

This nationwide program thanked those who give blood and inspired others to participate in an annual tradition of donating. Red Cross spokesperson Soleil Moon Frye joined the 2013 Nexcare give program to bring further attention to the heroic act of giving blood.

Doing more together

“At Nationwide, we pride ourselves on doing more together than we can alone; and that’s why we partner with the American Red Cross. The Red Cross provides food and shelter when disaster strikes and ensures lifesaving blood will be on the shelves for patients in need. As fellow first responders, we are both there when it matters most.”

– **Steve Rasmussen**
Chief Executive Officer, Nationwide

Frye grew up understanding the importance of social activism and community aid through blood donation. Surrounded by family members who donate blood regularly, she has seen firsthand how lives can be saved through this selfless act.

Frye’s commitment to raising awareness through the Nexcare give program and World Blood Donor Day came at an important time of year. With schools out of session and families on vacation, fewer people are available to give blood during the summer months, making it a challenge to ensure a sufficient blood supply is available for those in need.

For 2013, Nexcare Brand gave away limited-edition bandages inspired by the four seasons, each adorned with the word “give” to demonstrate the theme that “Giving Blood Is Always in Season.” The collection featured eight unique, seasonally influenced designs, including summer flip-flops, winter snowflakes, fall foliage, spring flowers and more.

Seeing the Impact of Blood Donation

It’s not often that blood donors get to meet the person who received their lifesaving gift. In a special reunion in March 2013, though, a group of 13 donors met one famous recipient.

Supermodel Niki Taylor was critically injured in a 2001 car accident, after which more than 300 blood donors rolled up a sleeve to help an unknown patient in need.

The reunion at the Metropolitan Atlanta Chapter of the Red Cross was a surprise for the blood donors, who knew they were meeting a recipient, but did not know the person they helped was a celebrity.

“I have donated 56 times,” said Susan Jackson, an Atlanta-area donor. “This is giving me added inspiration to continue.”

Taylor credits her survival to the blood donors who gave her a second chance at life and the doctors, nurses and staff at Grady Memorial Hospital who treated her.



In Oakland, Calif., Abeba Fitzgerald-Britto donates both whole blood and platelets because “it’s the best way to give something back and you feel like a million dollars when you’re done.”

AN
AMERICAN RED CROSS
STORY

George HICKMAN
Bucyrus, Kansas



*Thank you for paying attention
in the CPR course.*

*Take every day as a blessing
because it truly is.
It can end in a heartbeat.*

When George Hickman suffered cardiac arrest at work, coworkers and plant security officers knew what to do. Because of their training and quick action, George's heartbeat was restored and he was breathing when paramedics arrived. Today, he is back at work and was present when his six rescuers received a national Red Cross award that recognizes those who have used their Red Cross training to save or sustain a life.

New Tools to Help America Prepare

Millions of people turn to the Red Cross each year to learn how to prepare for emergencies, and for good reason. Red Cross training has helped countless people—both laypersons and professional responders—learn how to respond and save lives. And as more and more information is available digitally, the Red Cross has kept pace by introducing apps that provide critical help at the touch of a screen, along with online courses and preparedness programs.

Help at Your Fingertips

In addition to games and other entertaining apps, there are also apps that can save lives, including a series of award-winning, disaster-specific American Red Cross apps that put lifesaving information in the palm of a hand.

Joining the Red Cross First Aid App—which was released in June 2012—the free Hurricane, Tornado, Wildfire and Earthquake apps were created and launched over the past year to deliver useful, and sometimes lifesaving, information to mobile devices.



Online courses like Babysitter Basics allow students to learn when and where they choose.

During fiscal year 2013 (July 1, 2012 to June 30, 2013), the apps collectively issued 47 million customized, real-time weather alerts to users for multiple natural disasters, including tornadoes, hurricanes and floods. One such disaster happened on Christmas Day 2012, which brought the unwelcome surprise of a tornado to Mobile, Ala. Fortunately for one person visiting the area, one of the Red Cross apps on her phone alerted her to the impending emergency.

“Every 15 minutes it went off, telling us the tornado was coming—it was a tornado warning, and to take shelter immediately . . . it hit less than half a mile from us,” said Heather Harlow.

The Red Cross apps can be found in the Apple App Store and the Google Play Store for Android.

Getting Trained and Prepared in a Digital World

Although a traditional classroom setting can be fun, learning in the comfort of one's home does have its advantages.

Highlights from FY 2013



Nearly **6.8 million** people learned lifesaving skills or downloaded a preparedness app from the Red Cross.



More than **2.3 million** people attended a Red Cross disaster preparedness presentation.



More than **47 million** weather alerts were sent through Red Cross mobile apps.

Over the past year, the Red Cross has introduced several courses that can be taken online, and at the student's own pace, anywhere they have Internet access. Babysitter Basics, for example, trains youth on providing care for infants and children; how to stay safe; what to do in an emergency; how to choose age-appropriate activities; and how to recognize and handle a variety of behaviors. Students also learn the basics of starting a babysitting business, and can even download templates for their own resumes and business cards.

The course was promoted in a new way designed to appeal to both young teens and their parents. The Web ad "The Babysitter You Don't Want to Be" gave a funny, don't-try-this-at-home look at situations babysitters should avoid, and called on young caregivers to take the Babysitter Basics course.

Ensuring Small Businesses Are Ready

Small business owners put a lot into their work—too much to risk losing it. Unfortunately, many businesses never reopen after a disaster, so the Red Cross is helping businesses prepare for these events and increase their odds of bouncing back.

The Ready Rating program is a free online program designed to help businesses, organizations and schools become better prepared for emergencies. Members complete a self-assessment of their level of preparedness and then have access to tools, tips and best practices to help improve their level.

Last year, Ready Rating small business membership doubled to more than 6,000 small businesses. Ninety-three percent of the members rated the program highly, and two-thirds of those who experienced a disaster or emergency said that the actions they took as a result of the Ready Rating program helped them reopen their business more quickly.

Mobile App Releases Fiscal Year 2013



August – Hurricane

Generated 400,000 downloads during Superstorm Sandy.



September – Earthquake

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



October – Wildfire

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



March – Tornado

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

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

Stories of Help – Today and Tomorrow

The challenge for many historic organizations is finding new ways to tell your story. At the Red Cross, we are meeting this challenge by embracing change and getting a new generation involved in our 132-year-old humanitarian mission.

The Storytellers Campaign

Starting in December 2012, a new documentary-style ad campaign for the Red Cross rolled out across the country. The print and TV ad spots, which feature unscripted stories created and filmed by the participants, are powerful and personal accounts of how their lives have been touched by the Red Cross.

While the American Red Cross has a long and proud history, many people don't know what the organization does apart from major disaster relief and blood collection. The most effective way to tell the Red Cross story was to let the public tell it—by having them share their stories, in their own way.

After reaching out to the public, we received more than 1,200 stories, and several were then selected for development. These became a series of personal and quietly powerful stories that feature people across the country and show the entire scope of Red Cross work.

Building Lifelong Supporters

Young people are a critical part of the American Red Cross. They are enthusiastic blood donors, they get trained in lifesaving skills such as first aid and CPR, and they give generously of their time and money.

To help build and mobilize lifelong supporters of the Red Cross, we are focusing more on the power of youth and young adults to propel our organization into the future. In the past year, we have created new resources and materials to make it easier for our chapters across the country to recruit, engage and recognize youth volunteers.

This new generation will be critical to continuing the work of the Red Cross, ensuring that there will always be new stories made and told of our lifesaving mission.



The Storytellers Campaign encouraged people to tell their Red Cross stories in their own words and photos.

The Chairman's Council

Thank you to our generous Chairman's Council members. Each member of The Chairman's Council has made an outstanding investment in the American Red Cross. The contributions of these individuals and families have helped the Red Cross provide life-changing and lifesaving services—down the street, across the country and around the world.

Thank you.



Chairman's Council Members*

Donors with giving of \$1 million or more

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* As of June 30, 2013

Photo: Donor names are etched in granite in The Chairman's Council Plaza at Red Cross national headquarters in Washington, D.C.

Corporate Supporters

The contributions of these companies and foundations help the American Red Cross respond immediately to individuals and families affected by disaster, regardless of cost, by donating *before* disaster strikes. Each of these organizations has made a financial commitment to Red Cross disaster relief, which enables us to provide shelter, food, emotional support and other assistance to those in need.

Thank you.

Annual Disaster Giving Program Partners—\$500,000 or More Annually*

3M	Disney	National Grid
Altria Group	Dr Pepper Snapple Group	Nationwide Insurance Foundation
Aon	Edison International	Northrop Grumman Foundation
AT&T	FedEx Corporation	Optum
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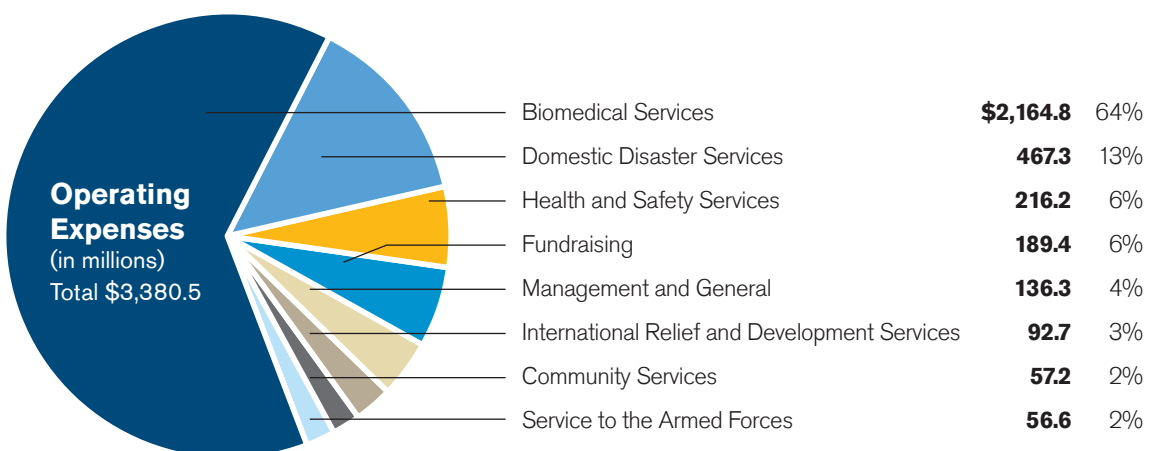
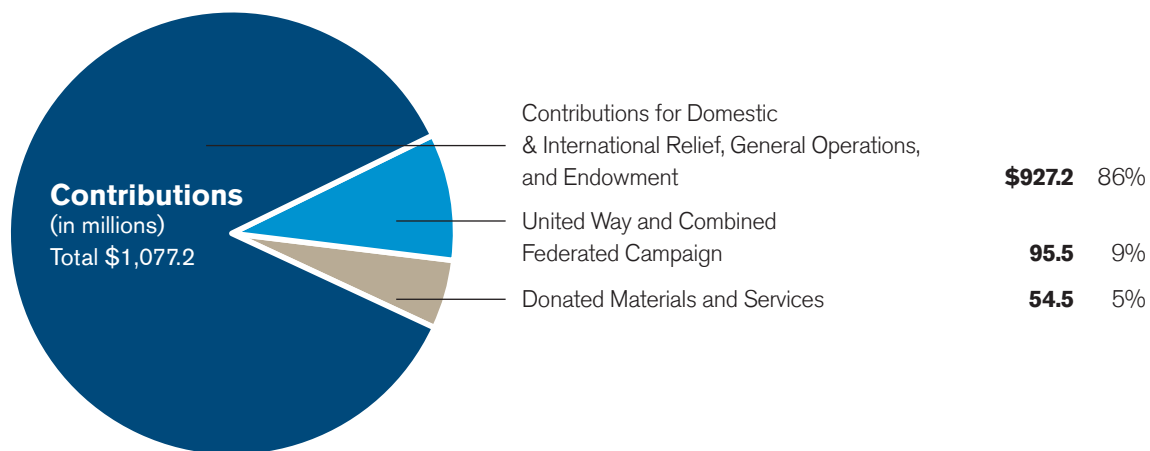
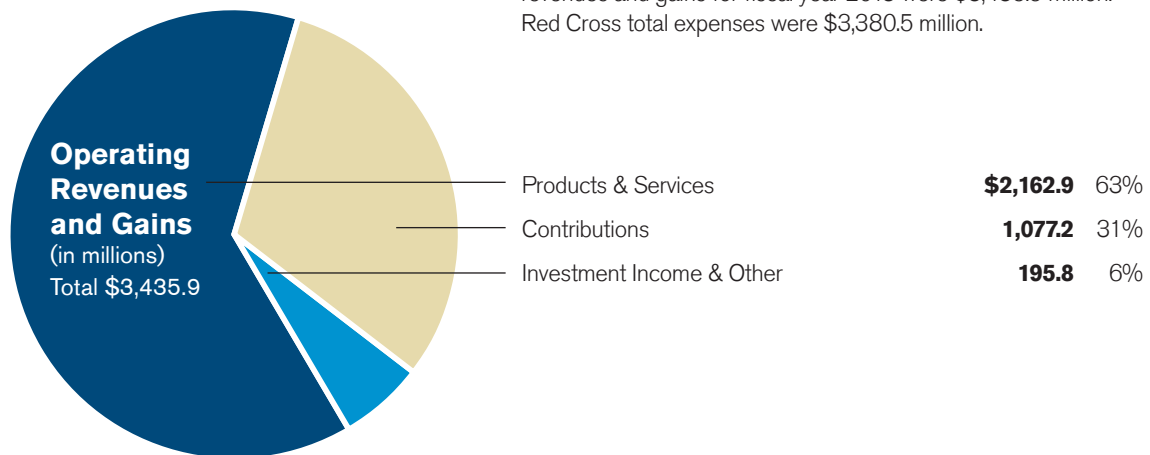
Disaster Responder Members—\$250,000-\$499,000 Annually*

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AXA Foundation	Morgan Stanley	Starbucks Coffee Company and Starbucks Foundation
Delta Air Lines	New Balance Foundation	Sunoco
Farmers Insurance	Northwestern Mutual and the Northwestern Mutual Foundation	Tyson Foods, Inc.
Ford Motor Company	Procter & Gamble Company	U.S. Bank
General Motors Foundation		Western Union Foundation

* As of June 30, 2013

Sources of Financial Support – Fiscal Year 2013

American Red Cross operating funds come from three main funding sources: contributions, revenues from products and services, and investment income and other sources. Total Red Cross operating revenues and gains for fiscal year 2013 were \$3,435.9 million. Red Cross total expenses were \$3,380.5 million.



NOTE: The complete audited consolidated financial statements of the American Red Cross for fiscal 2013 may be obtained online at redcross.org/pubs or by contacting the American Red Cross Inquiry Center, 431 18th Street, N.W., Washington, DC 20006, (202) 303-4498.

American Red Cross Leadership

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(as of October 31, 2013)

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Learn More About the American Red Cross

To learn more, or to find out how to donate time, money or blood, visit redcross.org.

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

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Left: Husband and wife team Henry and Susan Winters drive an emergency response vehicle through Long Island, N.Y., delivering meals and supplies to help those affected by Superstorm Sandy. Right: Father and son prepare to clear debris from the front yard of their home in Moore, Okla., hard hit by tornadoes.



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