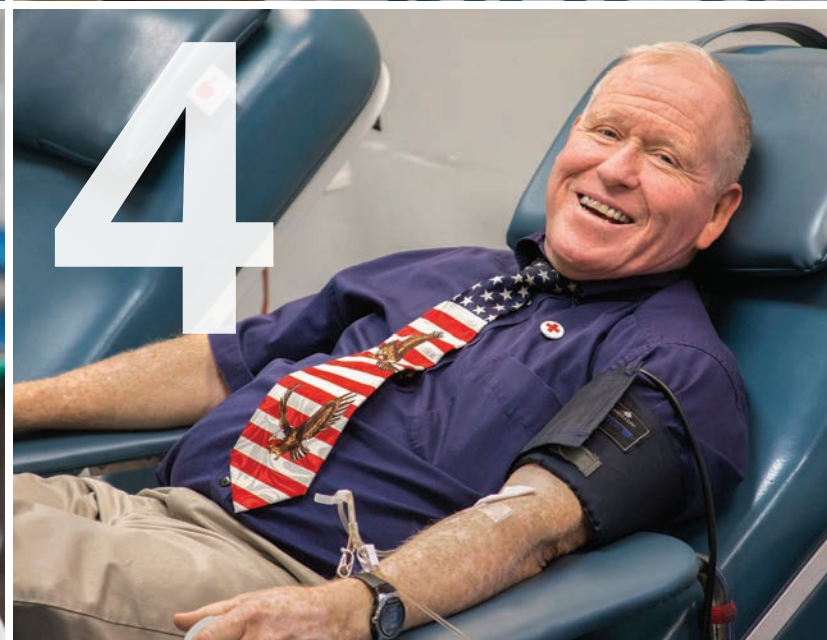


ANNUAL REPORT



**American  
Red Cross**



**American Red Cross**

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### 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.

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### Principles of the International Red Cross and Red Crescent Network

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

# A Message From the Chairman



We are proud that the American Red Cross has stood the test of time, fulfilling its mission to prevent and alleviate human suffering in the face of emergencies for more than 130 years. As our mission continues, we are always innovating and looking ahead so we can be there for people in their time of greatest need.

Each year, the American Red Cross responds to nearly 70,000 disasters, and this year that number included historic floods in Colorado, devastating tornadoes in the Midwest and wildfires and landslides that threatened thousands of homes in the West. Over time, we have seen the frequency and intensity of disasters increase, reinforcing the need for all of us to prepare our homes and families... bringing renewed focus on the three phases of a disaster cycle—preparedness, response and recovery.

On the recovery front, we continue our work in Oklahoma for the people affected by the destructive tornado of May 2013, operating long-term recovery centers, helping residents invest in storm shelters and more. And we are still on the ground in New Jersey and New York, continuing to help meet the needs of those hit by Superstorm Sandy in October 2012.

Our work also reaches across continents, as when Typhoon Haiyan hit the Philippines in November 2013. The American Red Cross worked in partnership with the global Red Cross community to respond to the destruction that was wrought, providing food and cash assistance, as well as helping to reunite families separated by the storm.

And since the devastating earthquake in Haiti nearly five years ago, we have been working with Haitians and our international partners to rebuild communities and improve the quality and availability of vital health services nationwide by making investments to prevent and treat diseases such as cholera, malaria and measles; supporting hospitals, mobile clinics and treatment centers; and funding the construction of several medical facilities that are able to care for thousands of people.

Beyond our disaster work at home and abroad, this year the American Red Cross continued its work with members of the military by providing 350,000 emergency assistance services, taught 2.3 million people first aid, CPR and AED skills, vaccinated 211 million children around the world against measles, worked with 10,000 families searching for missing loved ones after wars and disasters, and provided 7.7 million blood products, which is nearly 40 percent of our nation's blood supply.

Because of your support, the American Red Cross has been there and will continue to be there for the millions of people who need our help. Thank you for being a part of our enduring mission.

A handwritten signature in black ink that reads "Bonnie McElveen-Hunter". The signature is written in a cursive, flowing style.

Bonnie McElveen-Hunter  
Chairman



# A Message From the President and CEO



In addition to being another incredibly busy 12 months, fiscal year 2014 (July 1, 2013–June 30, 2014) marked a period of significant change for the American Red Cross.

Throughout the past year, Red Crossers have continued their outstanding efforts in compassionately carrying out our humanitarian mission—responding to 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.

But new medical practices and technologies have led to a reduction in demand for blood products, with shifting market conditions causing significant change across the entire blood banking sector. The Red Cross has responded by working in a thoughtful and thorough manner to right-size our operations and cut costs. We have improved the efficiencies of our blood collection, manufacturing and distribution operations while continuing to ensure a safe and reliable blood supply for the American public.

To remain the best stewards of our donors’ dollars, we are also working to create new efficiencies in our chapter network that strengthen and increase our service delivery. This commitment has allowed the Red Cross to keep our costs low—on average, 91 cents of every dollar we spend goes to our lifesaving services—without negatively impacting our ability to respond whenever the country needs us.

In fiscal year 2014, the Red Cross responded to a number of significant disasters and emergency events—including wildfires and rampant flooding throughout much of the West, devastating winter storms that caused thousands to lose power, the tragic mudslide in Washington, destructive tornadoes that ripped through much of the South, and more. We also continue to play an active role in the ongoing relief and recovery work in the Philippines in the wake of Typhoon Haiyan.

As we look to the future, the Red Cross is committed to being a sustainable, vibrant and fiscally sound organization. We have stepped boldly into the 21st century with a series of highly successful, free mobile-preparedness apps and a growing presence on social media—and we will continue to innovate across all our lines of service so that we are prepared to meet the needs of the American people, now and for generations to come.

As always, everything we are able to do is because of the truly remarkable support of our donors, volunteers and partners. On behalf of those we serve, thank you for standing with the American Red Cross.

A handwritten signature in black ink that reads "Gail McGovern". The signature is fluid and cursive, written on a light-colored background.

Gail McGovern  
President and CEO



# The Power of Giving

The fire broke out just before 2 a.m. at the Willow Lake Apartments in Lombard, Ill.

It quickly spread through the 12 units on the north half of the building, collapsing the roof. The tenants were jolted awake by fire alarms and confronted with smoke and confusion. In the hallways, neighbors called to each other, "Get out!"

Even as firefighters fought the blaze, Red Cross disaster relief teams of volunteers arrived and provided assistance to the tenants such as shelter, food and clothing. Children were given winter coats and shoes, and families were assured they would have a safe place to stay.

This was just one of the tens of thousands of home fires the Red Cross responds to every year across the country.

As with so much of the work of the Red Cross, it is only through the dedication of our trained volunteers and generous donors that we are able to do this work 24/7, 365 days a year.

It is easy to feel uncertain of what to do in the face of crises at home and around the world, but the Red Cross provides an outlet for people to give back, take action and improve the world, starting down the street in their own hometown.

Through the Red Cross, people can help prevent disaster by going door-to-door with fire safety information and new smoke alarms; save a life through a blood donation; provide comfort to a wounded service member in the hospital; enable children overseas to receive lifesaving measles and rubella vaccines; and help a friend, family member or co-worker during an emergency by learning first aid and CPR/AED.

Instead of saying "What can I do?" the Red Cross makes it possible for people to say "There is so much I can do." Join us today and help us illustrate the power of giving.



For Towanda Price, Thursday started out as just another day at work at a local restaurant. But just minutes into her shift, she got a phone call that her South Side Chicago apartment was on fire.

Towanda's 16-year-old son Terrance was at home sleeping when the fire started in the apartment above them. He inhaled some smoke, but got out safely.

Everything the family owned was completely soaked in water and ruined. Faced with an uninhabitable home, Towanda was grateful the Red Cross quickly arrived to provide assistance and encouragement.

"I'm thankful the Red Cross could do something for us," she said. "I'm not sure what we could have done without their help."

Every day, across the country, the American Red Cross responds to disasters large and small, most of them home fires.





## Response, Recovery and Preparation

Although the work of the Red Cross may be most visible during our response to natural disasters, our mission stretches far beyond as we work to help communities recover and prepare for the future.



## Floods Inundate Colorado

Historic floods in September 2013 swept away homes and entire neighborhoods in parts of Colorado, and the Red Cross provided safe shelter and meals for thousands of evacuees. We set up 10 emergency assistance centers and worked with our community partners to distribute relief items where help was needed most, as well as physical and emotional support to survivors.

Over time, as recovery began, trained Red Cross volunteers worked with individuals and families who needed extra help getting back on their feet. These caseworkers have offered ongoing support, listening to needs and helping with expenses such as mold remediation.

We have worked with our partners to help flood-affected towns come back stronger and more resilient. For example, donated funds were used to purchase all-weather radios for rural, flood-affected communities that are prone to being cut off in emergencies. These radios will help remote communities receive alerts regarding weather, fire, floods and evacuation orders, providing timely and critical warnings.

## Tornadoes Strike in November

An unusual mid-November outbreak of tornadoes hit the Midwest, including Illinois, Indiana, Ohio, Kentucky and Michigan. In Illinois, multiple strong tornadoes devastated communities around the state. Thousands of homes and businesses were severely damaged or destroyed, roads were impassable and tens of thousands of people were left without power.

The Red Cross opened shelters for people left homeless or displaced by the storms and provided meals and snacks, cleanup supplies and other relief items. Red Cross health and mental health volunteers were also there to offer physical and emotional support.

Months after the disaster, the Red Cross continued to help Illinois families get back on their feet by addressing long-term recovery needs and preparing communities so they are more resilient when future disasters strike.

**Facing page:** A Red Cross emergency response vehicle delivers fresh coffee and refreshments to searchers and emergency workers at the scene of the mudslide near Oso, Wash. **Top:** In a Red Cross shelter in Boulder, Colo., a mental health worker listens to a woman whose family had barely escaped the floods. **Middle:** Nearly a year after the tornado in Moore, Okla., Jamie Baker stands where her new house will be built. The American Red Cross first helped her with emergency supplies, and then connected her with a caseworker through the Oklahoma Disaster Recovery Project. Thanks to her caseworker, she was able to get her home rebuilt. **Bottom:** A storm shelter is built at a house in Norman, Okla., with grant funding from the Red Cross.







For example, in Brookport, Ill., Red Cross volunteers taught students how to create an emergency kit, and went door-to-door throughout the area, delivering weather radios and helping nearly 400 households create disaster preparedness plans.

## Washington Landslide

A rain-soaked hillside collapsed on March 22, 2014, engulfing a rural neighborhood near Oso, Wash., in a tidal wave of mud and debris. The landslide took 43 lives and destroyed 49 homes, leaving survivors to face tragic losses. Dozens of residents were reported missing in the mud, compounding the community's grief in the weeks and months after the disaster.

Red Cross volunteers were there immediately, providing meals, shelter and, just as importantly, counseling and comfort for those affected and first responders.

As residents began to recover from the immediate aftermath, Red Cross caseworkers coordinated with local officials and affected residents to determine how to best meet their short- and longer-term needs.

We provided direct support to people who needed extra aid, including help with funeral expenses and mental health counseling. We also supported residents whose homes were damaged or destroyed with resources to help replace furniture and pay for security deposits, rent and utilities.

The Red Cross continues to work with local partners to identify areas of need, which include additional financial support for affected residents moving into new housing arrangements, grants for mental health and counseling services, and resiliency and preparedness projects.

## Work Continues in Oklahoma

In May 2014, a year after powerful tornadoes struck central Oklahoma, the Red Cross was still hard at work. In the months following the May 2013 tornadoes, the Red Cross and our partners were operating long-term recovery centers in El Reno, Shawnee and Moore. These centers offered a wide range of assistance, including support with housing, transportation and health and mental health services.

As children returned to school in fall 2013, the Red Cross gave more than 400 Oklahoma teachers from the Moore, El Reno and Mid-Del districts grants ranging from \$500 to \$1,500 to replace classroom materials lost in the storms.

Top: Red Cross volunteers deliver meals and snacks to residents of Mayflower, Ark., after a tornado in May 2014. Middle: As part of its efforts to better prepare Oklahoma communities for future disasters, Red Cross volunteers provided one-on-one briefings and preparedness kits. Bottom: Steve Brown, whose home was destroyed by the Moore, Okla., tornado, sits by the storm shelter entrance in his new home.

We are also working with government and community partners to help prepare residents for future storms by helping homeowners rebuild and invest in storm shelters and providing preparedness kits and information to communities across the region.

## Recovering and Rebuilding After Superstorm Sandy

One of the largest Red Cross operations over the past year has been in the ongoing recovery work for people and communities hard hit by Superstorm Sandy in October 2012, a storm the Northeast will never forget.

The Red Cross Move-In Assistance Program provided families with financial assistance to cover costs such as rent, temporary housing and appliances. Through mid-September 2014, more than 5,100 households in New York, New Jersey and nearby states had received more than \$32 million in Sandy move-in-assistance from the Red Cross.

Recovery from such a massive storm takes time and the involvement of many organizations. The Red Cross has worked constantly with our government and community partners over the past two years to provide assistance to those who need it most and to train community members how to prepare for the next disaster.

The Red Cross has awarded almost \$92 million in funding to support critical recovery services in Sandy-affected communities in the Northeast and mid-Atlantic. Most of these grants are to organizations providing home repairs and rebuilding, mold remediation, financial assistance, food, and mental health counseling. Another key part of our work has been a multiyear commitment to support community roundtables that will help ensure that the needs of Sandy survivors are met in the future through direct financial assistance and coordination of construction supplies and volunteer labor.

The Red Cross is also working to ensure that recovery includes being better prepared. Together with our partners, we are educating residents about how they can better protect their families, homes and possessions; supporting preparedness among local businesses; supporting community long-term recovery groups; and enhancing and refreshing response and coordination plans with partner organizations.

Buildings, communities and lives that were built over decades were destroyed in just a few terrible hours by Sandy. The Red Cross has spent or made commitments to spend more than \$310 million of the \$311.5 million donated to support our work with Sandy-affected households and communities, as of August 31, 2014. We have worked together over the past two years to help people heal, rebuild and recover, and we will continue to be there until the last dollar is spent.



## Highlights From FY 2014

(7/1/13–6/30/14)



Responded to **63,600 disasters** across the country.



Provided **50,000 nights** of shelter to people forced from their homes.



Served more than **1.1 million meals and snacks**.



Distributed nearly **1.1 million relief items**.



Made **66,300 health and mental health contacts**.





## Worldwide Action for Those in Need

Working with the global Red Cross and Red Crescent network, the American Red Cross has helped meet the needs of the world's most vulnerable communities for more than a century, and our work continued over the past year with disasters, disease prevention and conflicts.



## Responding to Typhoon Haiyan

Each year, millions of people around the world experience the devastating effects of disaster. In November 2013, one of the strongest tropical cyclones ever recorded, Typhoon Haiyan, swept through the Philippines, affecting millions of people and damaging or destroying more than 1 million homes.

The American Red Cross immediately sent disaster response specialists, emergency relief supplies and financial assistance to the Philippines, working with the Philippine Red Cross to deliver much-needed aid. In addition, the American Red Cross provided family-tracing services to more than 800 families in the U.S. trying to locate missing loved ones in the Philippines.

Since those initial days following Haiyan's landfall, the American Red Cross has led the Red Cross effort that provided cash grants to 59,000 families and is working with partners on long-term recovery efforts, such as neighborhood reconstruction. More than 1 million Filipinos have received lifesaving Red Cross assistance since Haiyan struck.

## Eliminating Measles

Measles is one of the most contagious and deadly diseases ever known, and the American Red Cross is a founding partner of the Measles & Rubella Initiative that is working to prevent measles deaths around the world. Since 2001, more than 1.1 billion children have been vaccinated in more than 80 countries, and measles deaths have declined by 78 percent since the founding of the partnership.

In addition to preventing deaths through measles vaccinations, the Initiative has handed out more than 41 million bed nets to prevent malaria and provided 207 million doses of the polio vaccine, ensuring children are protected against some of the most devastating childhood diseases.

Although significant progress has been made thanks to the Measles & Rubella Initiative, efforts must be increased to sustain the gains achieved over the past 14 years and protect every child against these killer diseases. The American Red Cross welcomed the commitment in September 2013 from all World Health Organization regions to the cause of eliminating measles by 2020.

**Facing page:** A Malawi Red Cross volunteer is surrounded by children recently vaccinated against measles and polio. **Top:** Red Cross volunteers carry relief supplies into Balud, a fishing village hard hit by Typhoon Haiyan. First, they had to help residents rebuild the bridge. **Middle:** Rose Evasi waits to have her son vaccinated against measles at the Mangochi Clinic in Malawi. **Bottom:** In Santa Elena, Ecuador, children in Red Cross preparedness brigades are trained in how to stay safe during a disaster.





Top: Participants in this refugee simulation had to escape a war zone and cross a patrolled border. Bottom: Philippine Red Cross psychosocial workers are still working with children traumatized by Typhoon Haiyan, teaching them to smile again.

## Global Refugee Simulation

Every year, millions of people around the world are displaced from their homes as a result of natural disaster and conflict. At the end of 2013, more than 51.2 million people were displaced, the highest number since World War II.

In order to educate young people about the challenges faced by millions of refugees worldwide, in March 2014 the American Red Cross hosted a refugee simulation for more than 500 students.

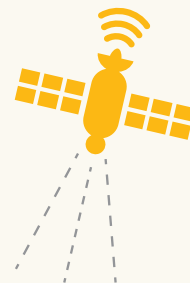
Participants were grouped into “families” escaping a war zone. The simulation took them through challenges including family separations and building or finding their own shelter once they reached refugee camps.

The goal of the simulation was to give these youth volunteers a chance to experience what it feels like to be forced into a situation over which they have very little control. It also aimed to teach the students about the broader field of International Humanitarian Law, hopefully engaging and inspiring them to action.

## Using Mapping Technology for Relief Efforts

In times of emergency, having accurate maps is vital to relief efforts. The American Red Cross Global Geographic Information Systems team provided remote mapping support over the past year to emergencies around the world, including Typhoon Haiyan, the crisis in Iraq, wildfires in Chile and the Ebola outbreak in West Africa.

## How OpenStreetMap Works



### Step 1

Remote volunteers trace satellite imagery into OpenStreetMap.



### Step 2

Community volunteers add local detail such as neighborhoods, street names and evacuation centers.



### Step 3

Humanitarian organizations use mapped information to plan risk reduction and disaster response activities that save lives.





Technology is also opening up new doors for people to volunteer during relief operations. Through a partnership with the Humanitarian OpenStreetMap Team and crowdsourcing technology, virtual volunteers from around the globe are able to take satellite imagery and create maps for relief workers from the Red Cross and other partner agencies to use on the ground, speeding relief to those affected by devastating disasters.

Last year, more than 2,700 volunteers assisted humanitarian efforts by making 11 million edits to maps on the OpenStreetMap platform.

## Universal Apps

The popularity of the Red Cross First Aid app in the U.S. since its launch in 2012 has now spurred efforts to ensure people around the world have access to the same technology.

The Global Disaster Preparedness Center (GDPC), a resource center created by the American Red Cross and the global Red Cross network, developed a platform for the easy adaptation of the First Aid app. This technology allows each local Red Cross and Red Crescent society to create their own version of the app, providing lifesaving information on the most common first aid emergencies.

As of June 2014, the apps have been released in more than 23 countries outside of the U.S. and downloaded more than 700,000 times.

Additionally, the Red Cross has developed a multi-hazard app that is being released as a pilot program in Southeast Asia and the Caribbean.



The Red Cross First Aid app, now available in many countries and languages, is shown here in Burmese.



## Highlights From FY 2014

(7/1/13–6/30/14)



**5.5 million people** received disaster assistance from the American Red Cross and our global Red Cross and Red Crescent network partners.



Red Cross partners and communities in more than **30 countries** were better prepared for future disasters.



**211 million children** were protected against measles.



Nearly **10,000 families** in the U.S. turned to the American Red Cross to find loved ones missing internationally following armed conflicts and disasters.





## Caring for Military Families

More than 150 years after Clara Barton came to the aid of soldiers on Civil War battlefields, serving our nation's troops, veterans and families remains a key part of the Red Cross mission. From connecting deployed service members to their families during emergencies to helping veterans reenter the civilian workforce, the Red Cross is there during every stage of military life.



## Preparing Military Families Around the World

September is National Preparedness Month, and in 2013, the American Red Cross took our preparedness mission to military bases in Germany and Japan.

In Okinawa, Japan, most Americans on military bases are forced to shelter in place during a tropical storm at least once a year. To help people become better prepared, the Red Cross hosted an event that invited people to race to assemble a disaster kit with items such as food, water and emergency blankets.

In Germany, the Red Cross held several events for the military communities at Hohenfels and Grafenwoehr, including a "Lifesavers Event" to teach preparedness skills to youth and a mass First Aid/CPR/AED class to certify about 150 participants in these skills.

## Serving the Wounded

Members of the military community deserve the best available care. Red Cross services in military and veterans hospitals supplement traditional hospital care with material assistance and morale and therapy programs to lift spirits and encourage healing.

The Red Cross, in partnership with the U.S. Department of Defense and other partners, provides comfort items such as toiletries, games, snacks and phone cards to wounded, ill and injured military members. Last year, more than 136,000 of these items were distributed at hospitals and medical facilities.

In partnership with the Wounded Warrior Project, the Red Cross also handed out nearly 2,000 Transitional Care Packs to injured or ill service members in military hospitals. These packages contain health and comfort items to make the hospital experience a little more comfortable.



Facing page, top right, and middle: Red Cross programs support service members when they return home, as well as before they deploy. Bottom: Chris Winchell, shown here with his parents, is a former Army officer with a background in logistics and a specialty in transportation who has been working as a disaster fleet administrator at the Red Cross since May 2014. The Red Cross exceeded its goal of hiring 1,000 veterans over a two-year period.

The Red Cross also provides other forms of therapy for patients. Programs differ by location, patient interest and locally available resources. For example, in some locations, amputee patients may take part in SCUBA lessons in a local pool.

The partnership between the Red Cross and the Wounded Warrior Project has made a difference in the lives of thousands of wounded military members, their families and hospital staff members. In addition to the aforementioned programs, the Red Cross also helps host special events for injured military members, family members and military hospital staff. In fiscal year 2014, we held more than 300 events—including field trips and special meals and parties—for more than 13,000 people at military hospitals as part of our partnership with the Wounded Warrior Project.

## Hiring Our Country's Heroes

Although trained by the military to overcome challenges, it sometimes isn't easy for veterans to enter the civilian workforce. It often takes extra time and determination to find a job due to the current economic environment while competing with candidates who have been in the workforce longer.

In July 2012, the American Red Cross committed to hiring 1,000 veterans over the following two years; by June 2014, we had exceeded our goal by hiring 1,013 veterans across the organization.

The Red Cross worked in partnership with the U.S. Chamber of Commerce and the "Hiring Our Heroes" program, a nationwide effort to assist veterans, transitioning military personnel and their spouses find employment. Veterans are now working in nearly every part of the Red Cross, including local chapters, blood services and disaster relief.

The Red Cross is also doing its part to offer training and development programs to veterans and their family members. In fiscal year 2014, we provided employment development programs to more than 2,000 veterans and family members, and distributed more than 8,000 locally developed resource guides that contain information on scholarships, housing, legal support and more.

In addition, through an ongoing program around the U.S., the Red Cross trained more than 300 dental and medical assistants on military installations and in civilian communities.



## Highlights From FY 2014

(7/1/13–6/30/14)



Provided more than **350,000 emergency assistance services** to military members and their families.



Distributed more than **136,000 comfort and therapy items** at hospitals and medical facilities for military members, veterans and their families.



Hosted more than **300 special events** for more than **13,000 participants** at military hospitals as part of our partnership with the Wounded Warrior Project.





## Providing Blood as We Adapt to Change

The American Red Cross is the nation's single largest supplier of blood and blood products, and every day, we provide thousands of units of blood and platelets to patients across the U.S, helping save lives and enabling those with chronic conditions to enjoy life to the fullest.

## Responding to Decreased Demand

In recent years, overall demand for blood products has dropped as medical treatments advance and fewer transfusions are necessary. The Red Cross strongly supports blood management, which minimizes the need for transfusions by optimizing patient care before, during and after surgery. In fact, we have ongoing agreements with a number of hospitals to jointly promote blood management practices. Avoiding unnecessary transfusions ensures better management of a national blood supply, keeping blood products on the shelves for when they are needed most.

At the same time, the Red Cross must adapt to this decline in demand. Our response to these changing conditions affecting the blood banking industry has been to ensure that our resources are focused on the right areas. For example, last year, one of our key accomplishments was to implement a new regional structure for our blood services operations, which we believe will better align our organization with our objectives.

## Focusing on Recruitment and Collections

While the demand for blood has decreased, it's important to know that the need for donors and donations remains a critical part of the lifesaving process. Many people are not eligible to give blood due to travel, medication or a health condition. Of the approximately 38 percent of the population who are eligible, only a fraction of those actually donate.

The Red Cross must collect approximately 15,000 units of blood each day to meet the needs of accident victims, cancer patients, children with blood disorders and others. U.S. blood needs can only be met by voluntary donations, and the Red Cross is committed to providing patients, hospitals and blood donors with the high level of service they expect and deserve.

**Top:** After police officer Richard Donohue was wounded in a gun battle with suspects following the 2013 Boston Marathon bombings, he required more than 45 blood products. **Middle:** Bloodmobiles make it convenient to give blood close to home or at work. **Bottom:** Blood donors like Lisa Marie Langerica help save lives every day.





To support this, our teams across the country have renewed their focus on recruiting donors and blood drive sponsors, planning and scheduling, and collecting blood and platelets.

## Partnering With More Hospitals

The Red Cross has been making changes to provide the best value in blood and blood products to hospitals, and is pleased that increasing numbers of hospitals are choosing to partner with the Red Cross.

Technological advances at the Red Cross, in addition to cost reductions, are now allowing us to provide improved value and service. Although we still face challenges, we are making steady progress; in the last year, we have successfully gained both new hospital contracts and won back old customers, helping to offset market decline.

## 100 Days of Summer. 100 Days of Hope.

Because many people are on vacation and schools are out of session, the Red Cross typically sees a drop in blood donations between Memorial Day and Labor Day that is the equivalent of two fewer donors at every blood drive throughout the summer. To combat this trend, in May 2014 the Red Cross launched a campaign called “100 Days of Summer. 100 Days of Hope.” to urge eligible donors to give blood and platelets, reminding everyone that summer is a time when they can give hope to those who are suffering by donating blood.

Donors were encouraged to participate in the campaign by making and keeping appointments to give and by asking family and friends to join them in their effort to help save lives. They could also use the #chooseyourday hashtag on Twitter throughout the summer to read and share inspiring stories of hope.

The “100 Days of Summer. 100 Days of Hope.” campaign began Memorial Day weekend and continued through September 1.



**100** days of summer. days of hope.

Summer is the season we've all been waiting for. It's 100 days of high dives, ball games and barbecues. It's 100 ways to dress a burger, catch some shade or get out of town. It's 100 chances to clear the calendar for what's most important.

Every two seconds this summer, someone like you will need blood. Donating is quick and easy and, like all good things this time of year, it's worth celebrating.

What are your summer plans? This summer, there are 100 chances to give hope. Choose your day to help save three lives. Donate blood.

Choose your day to give hope.  
[redcrossblood.org](http://redcrossblood.org)



## Highlights From FY 2014

(7/1/13–6/30/14)



**3.1 million people** donated approximately **5.3 million units of blood.**



These donations were processed into more than **7.7 million blood products** to meet the needs of patients at around **2,600 hospitals** and transfusion centers across the country.



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







## Creating a Safe and Prepared Nation

For more than 100 years, the Red Cross has taught people the skills they need to prepare and respond to emergencies.



## Learning Lifesaving Skills, in Person and Online

Learning lifesaving skills couldn't be easier these days. From traditional classroom settings to online learning and mobile apps, this critical knowledge is easily accessible and always at our fingertips.

Last year, 3.7 million people attended a health and safety class. Volunteer instructors were vital to this effort, as they taught more than 31 percent of Red Cross community classes.

We continue to develop new mobile apps to help people prepare for and respond to emergencies, as well as make it easier for people to help others. Joining a collection of award-winning apps first launched in 2012, in the past year the Red Cross introduced four new ones: Pet First Aid, Flood, Swim and Team Red Cross.

In addition, to make the apps even more accessible to people who speak Spanish, last year we introduced a feature in our major disaster preparedness and First Aid apps that lets users toggle easily between English and Spanish on their app. People behave differently when under stress—such as in a first aid or weather emergency—and it's during these times that they want to get important information in the language they are most comfortable with. The Spanish toggle on the apps makes this possible, giving people the lifesaving information they need quickly.

As of June 2014, the Red Cross apps had been downloaded 5 million times, a notable achievement in the pursuit of making lifesaving information widely available.

## A Campaign to Cut the Drowning Rate

The Red Cross Lifesaving and Water Safety program celebrated its 100th birthday in 2014. To mark this significant milestone, the Red Cross in May launched the "Centennial Campaign," a five-year effort to cut the drowning rate in half in 50 selected communities across the nation that have higher-than-average drowning deaths or where the drowning rate exceeds the national average.

The gap between the swimming skills Americans say they have and the reality was made clear in a survey conducted for the Red Cross. It found that while 80 percent of Americans said they could swim, only 56 percent of the self-described swimmers can perform all of the five basic skills that could save their life in the water.

The ultimate goal is to teach 50,000 people to learn to swim who would not otherwise have the opportunity. The Centennial Campaign also seeks to raise awareness about the five basic skills of water competency so that swimmers across the country know what it takes to be water smart.

## Can you swim well enough to save your life?

**80%** of Americans say they can swim.



**But...**  
only 56% of the self-described swimmers can perform all of the 5 basic skills that could save their life in the water.

### 5 Basic Skills

1. Step or jump into the water over your head.
2. Return to the surface and float or tread water for one minute.
3. Turn around in a full circle and find an exit.
4. Swim 25 yards to the exit without stopping.
5. Exit from the water. If in a pool, be able to exit without using the ladder.

## Essential Skills for Child-Care Providers

For parents, having a well-trained sitter is a priceless thing. In fact, a Red Cross survey found that more than 80 percent of parents said they would pay more for a teenage sitter who is certified by the Red Cross as a trained babysitter.

Building on the success of the Red Cross Babysitting Basics course, in May 2014 we introduced a new, interactive Advanced Child-Care Training course that blends online and classroom instruction. The course is aimed at those 16 years and older who are, or plan to become, nannies or babysitters or who are caring for children in a residential setting.

Along with training and certification in Pediatric First Aid, CPR and AED, course participants learn the most common child-care routines and behavior, as well as safety inside and outside of the home.

## Teaching the Next Generation of Professional Caregivers

The Red Cross has been preparing people to work in the nursing field for more than a century and is the premier provider of Nurse Assistant Training (NAT), which provides training for entry-level health care careers. Over the past two years, 2,500 students across the U.S. were able to enter the NAT program thanks to a \$3.5 million grant from the Walmart Foundation.

Red Cross NAT instructors teach students the skills needed to become certified nursing assistants (CNAs), so they can work in long-term care facilities such as nursing homes and assisted living facilities, hospitals, and in-home health care. Through lectures, DVDs, role-playing and laboratory practice, students learn procedural skills such as vital signs, bathing, dressing and positioning. The classroom is equipped with hospital beds and medical equipment to practice skills prior to the clinical rotation.

The NAT program also emphasizes excellent communications skills and the art of caregiving to provide compassionate care for people in the health care system.

Ninety-one percent of the Walmart Foundation grant recipients last year graduated from the NAT program; of those graduates, 93 percent have earned state certification, and 73 percent are now employed in the field.



## Highlights From FY 2014

(7/1/13–6/30/14)



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



**1.1 million people** attended a Red Cross disaster preparedness presentation.



**74 million weather alerts** were sent through Red Cross mobile apps.



# We're All in This Together

As dawn broke the morning after a tornado outbreak ripped across Illinois, residents woke with the challenge all survivors of devastating storms face: Where to turn for help?

The Red Cross immediately teamed up with other nonprofit groups and government agencies to respond, ensuring that people got the support they needed as they began to pick up the pieces.

This teamwork captures how we work at the Red Cross and with our many partners, as well as the way we work with the public to make sure we fulfill our mission to prevent and alleviate human suffering in the face of emergencies.

Volunteers make up 90 percent of the Red Cross workforce, and last year these volunteers gave more than 6 million hours of their time. Every day, they are making a difference across every part of the Red Cross and in communities large and small across the country.

In addition to our many volunteers, millions more have downloaded a mobile app and learned how to respond to first aid emergencies, floods, tornadoes, hurricanes and more, and this knowledge has been used to save lives and avert disaster.

Millions of people gave blood through the Red Cross last year, helping to save lives and improve the lives of those with chronic diseases. The public also took the time during the holiday season to send more than 2.1 million messages of thanks to our troops, veterans and their families through "Holiday Mail for Heroes." And people gave generously to support the Red Cross mission during the holiday season and when disasters struck at home and abroad.

In times of emergencies, people in communities big and small depend on the Red Cross, and the Red Cross depends on the help and support of people across our nation. Together, we must rise to meet every challenge and show the world what we can do when we're all in it together.





# The Chairman's Council



**American Red Cross**  
The Chairman's Council

**Thank you to our generous Chairman's Council members. Each member 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.**



## Chairman's Council Members'

Donors with giving of \$1 million or more

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## Corporate Supporters



The contributions of these companies and foundations help the American Red Cross prepare before, respond during and recover after a disaster strikes. Each of these organizations make annual donations to Red Cross disaster relief efforts, which enable us to provide shelter, food, emotional support and other assistance to those in need, when it is needed most.

*Thank you.*



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

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

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

3M	Dell Inc.	Mondelēz International Foundation
Altria Group	Discover	National Grid
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Anheuser-Busch Foundation	Dr Pepper Snapple Group	PepsiCo Foundation
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BNY Mellon	Grainger	Southwest Airlines
CHS Foundation	H-E-B	Sprint
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CSX	Kraft Foods Group Foundation	University of Phoenix
Darden Restaurants Foundation	Mazda North American Operations	US Airways
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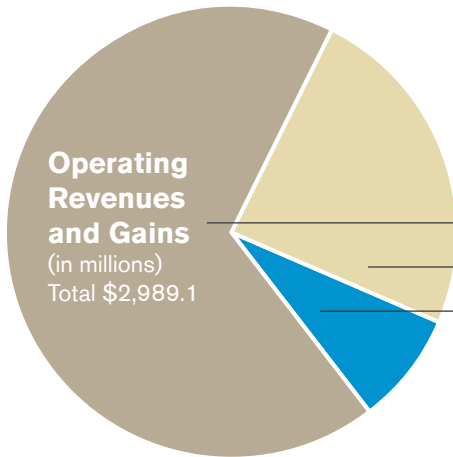
### Disaster Responder Members—\$250,000+ Annually\*

Alcoa	H&R Block	Starbucks Coffee Company and Starbucks Foundation
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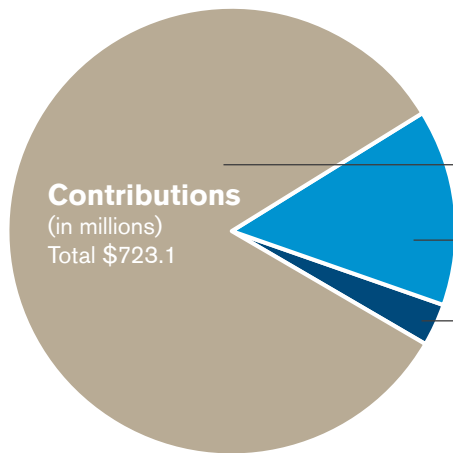
# Sources of Financial Support – Fiscal Year 2014

Fiscal Year 2014  
Net Assets (in billions): \$1.961

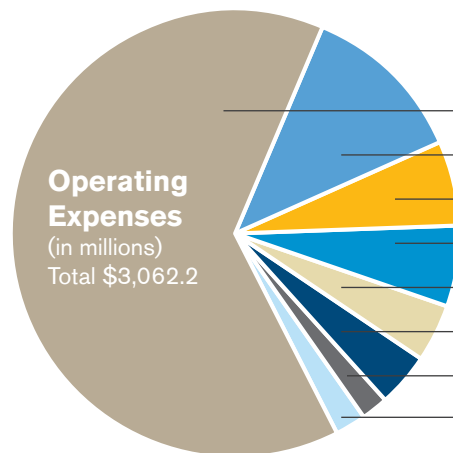
American Red Cross operating funds come from three main funding sources: contributions, revenues from products and services, and investment income and other sources. Total Red Cross operating revenues and gains for fiscal year 2014 were \$2,989.1 million. Red Cross total expenses were \$3,062.2 million. Net assets were \$1,961 million.



Products & Services	<b>\$2,019.2</b>	67.6%
Contributions	<b>723.1</b>	24.2%
Investment Income & Other	<b>246.8</b>	8.3%



Contributions for Domestic & International Relief, General Operations, and Endowment	<b>\$596.4</b>	82.5%
United Way and Combined Federated Campaign	<b>103.7</b>	14.3%
Donated Materials and Services	<b>23.0</b>	3.2%



Biomedical Services	<b>\$1,979.9</b>	64.7%
Domestic Disaster Services	<b>364.1</b>	11.9%
Health and Safety Services	<b>196.1</b>	6.4%
Fundraising	<b>183.2</b>	6.0%
Management and General	<b>115.9</b>	3.8%
International Relief and Development Services	<b>127.4</b>	4.2%
Community Services (other local programs)	<b>49.5</b>	1.6%
Service to the Armed Forces	<b>46.1</b>	1.5%

NOTE: The complete audited consolidated financial statements of the American Red Cross for fiscal 2014 may be obtained online at [redcross.org/pubs](http://redcross.org/pubs) 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, 2014)

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To learn more, or to find out how to donate time, money or blood, visit [redcross.org](http://redcross.org).

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Roger Lowe  
Senior Vice President  
Communications

Brian McArthur  
Vice President  
Communications Operations

Carol Robinson  
Director, Creative Resources

Leslie A. Betts  
Writer

Sharyn Lange  
Designer, Marketing

Terence Fehely  
Editor, Marketing

Jeanette Ortiz-Osorio  
Photography Manager, Communications

Michele Lumet  
Print Production Coordinator, Marketing

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