

Annual Report

# BRINGING COMMUNITIES HOPE

North Texas Region



# 2020



**American Red Cross**  
North Texas Region



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## A MESSAGE FROM KEITH RHODES

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In fiscal year 2020, which spans the last half of 2019 and the first half of 2020, local Red Cross volunteers and employees responded to disasters, collected and delivered lifesaving blood products for hospital patients in need, trained community members in critical lifesaving skills like CPR and first aid, supported military families and our veterans, and made homes in our communities safer by installing free smoke alarms and providing fire safety education.

As our community was affected by the COVID-19 outbreak, almost every aspect of the Red Cross mission adapted to the new pandemic environment to ensure the safety of our employees, volunteers, blood donors and recipients, partners and clients.

The Red Cross continued to provide support for those devastated by disasters both large and small, although instead of standing up large shelters for those displaced by disasters like tornadoes, flash floods, or home fires, the Red Cross coordinated hotel stays, and meals were provided by door drop or at locations where community members could safely pick up food. Volunteers were able to assist both onsite and virtually to connect families with support and resources.

To mitigate the loss of blood donations, the Red Cross worked closely with government partners to ensure that blood donations remained classified as an essential service, allowing critical blood collections to continue. Lifesaving training classes took place virtually, with new, important and creative content as the organization quickly innovated our class structure. Red Cross Service to the Armed Forces call center personnel also worked from home, handling significantly more volume as veterans called in need of resources and referrals.

While the strain of the pandemic has weighed heavily on the nation and throughout the world, the Red Cross continues to offer support and care during a dark and difficult time, bringing comfort, hope and light when individuals and families needed it most. On behalf of those we serve, thank you to everyone who contributed time, expertise and financial resources to support the Red Cross in fiscal year 2020.

Sincerely,

A handwritten signature in black ink that reads "Keith Rhodes". The signature is written in a cursive, flowing style.

**Keith Rhodes, M.S.**

Regional Chief Executive Officer



**American  
Red Cross**

### Mission

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.





# Relief in the Face of Emergencies

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The American Red Cross North Texas Region provides critical aid every day—from responding to disasters big and small to teaching first aid and CPR to collecting vital blood and blood products. These services are made possible by an outstanding corps of local volunteers and the generous support of donors like you.

## Disaster Response

In North Texas, with our deep local presence and community knowledge, we stand ready to respond to disasters big and small, providing food, shelter, relief supplies, emotional support, recovery planning and other assistance—services that are always free of charge for disaster survivors.



**Responded to 1,742 disasters in the region.**



**Provided support to 1,679 home and apartment fires.**



**Helped 7,948 people recover from disasters.**

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## Training Services

In addition to disaster response, we work year-round to prepare community members for other everyday emergencies by offering community disaster education and preparedness programs, and teaching lifesaving classes like first aid, CPR and water safety.



**Enrolled 30,457 people in lifesaving classes like first aid and CPR.**



**Trained 16,147 people in water safety and aquatic skills.**

## Home Fire Campaign

Home fires claim seven lives every day, but having working smoke alarms can cut the risk of death by half. Up until COVID-19 restrictions were put in place, your local Red Cross installed free smoke alarms and helped families develop plans to prepare for and respond to home fires. We remain committed to our mission of helping people prevent and survive home fires and shifted to virtual preparedness education efforts in late spring and into the summer.



**Created 2,874 plans for home fire escape plans.**



**Installed 6,589 free smoke alarms.**



**Educated 2,799 students in grades K-5th through virtual youth preparedness presentations.**

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## Service to the Armed Forces

The Red Cross provides critical services with a caring touch wherever and whenever needed—24 hours a day, 7 days a week, 365 days a year—to serve military members and their families at home and around the world.

We help military families communicate with their loved ones, offer free behavioral health services through a variety of workshops before and after deployment, are the largest provider of free, professional volunteer services to our recovering wounded warriors and their families, and support caregivers with peer support, knowledge and skills.



**Supported more than 8,500 military members, veterans and families.**



**Briefed nearly 15,860 families through the "Get to Know Us" program.**

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## Blood Services

The Red Cross is the single largest supplier of blood in the United States, providing nearly 40 percent of the nation's blood supply. Blood and platelets are needed for many reasons—accident and burn victims, heart surgery patients, organ transplant patients, and those receiving treatment for leukemia, cancer or sickle cell disease may all need blood.



**Collected 38,821 units of blood.**



**Hosted more than 1,310 blood drives.**



**Registered 15,898 first time blood donors.**

# American Red Cross Leadership

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## **Regional Board of Directors**

Board Chair  
Michael Silberman

Board Vice Chair  
Matt Anderson

Board Secretary  
Kaleb Curtis

Norm Bafuno  
Vicki Blanton  
Veronica Bloodworth  
Tiffany Cason  
Chris Curi  
David Fraser  
James Frison  
Grayson Gill  
Nevin Grinnell  
Guy Heartfield  
Mel John  
Tom Kieman  
Harry Lake  
Joe McCormick  
Dan Micciche  
Biggs Porter  
Walker Royall  
Shamoun Siddiqui  
Yuriy Vasylenko  
Susan Weeks  
Rick Weisbarth

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Charles Williams

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Kyle Barrett  
Rebecca Garrett  
Dr. Mike Hillis  
Brett Kinman  
Mark A. Smith  
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Jason Rounds

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Bill Blagg  
Judge Woodrow Gossom  
Chris Jeter  
Walter Lambert  
Kristi Thaxton

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Terrill Bartlett  
Angelica DeLeon  
Anne Jones  
Jeff Kingston  
David Martinez  
Gene Pittman  
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Larry Chapman  
Cindi Cobb  
Steve Crisman  
Shawn Haseloff  
Brettney Jones  
Clay Mercer  
Amanda Miller  
Muvat Musa  
Cray Pickering  
Nick Skeen  
Nate Wright



# Red Cross Revenue and Expenses

Fiscal year 2020 (July 1, 2019 - June 30, 2020)

American Red Cross operating funds come from four main funding sources: revenues from products and services, contributions, investment income and other revenue. Total American Red Cross operating revenues and gains for fiscal year 2020 were \$2,907.4 million. American Red Cross total operating expenses were \$2,751.6 million. Net assets were \$1,812.2 million.

**Note:** The complete audited, consolidated financial statements of the American Red Cross for fiscal year 2020 may be obtained online at [redcross.org/pubs](http://redcross.org/pubs) or by contacting the American Red Cross Inquiry Center at 431 18th Street, N.W., Washington, DC 20006, (202) 303-4498.

## Regional Revenue

### American Red Cross North Texas Region

Your local Red Cross provides critical services to the communities Abilene, Amarillo, Dallas, Fort Worth, Longview, Lubbock and Tyler thanks to your generous donations.

## Regional Expenses

### American Red Cross North Texas Region

The Red Cross is proud that an average of 90 cents of every dollar we spend is invested in delivering care and comfort to those in need. The chart below details expenses for the North Texas Region.

#### REVENUE

Corporation, Foundation and Individual Giving	\$10,391,628
Legacies and Bequests	\$127,244
United Way and Combined Federated Campaign	\$512,634
Donated Materials and Services	\$1,129,762
Contracts (including Federal Government)	\$775,461
Training Services	\$1,296,643
Other	\$30,681
Support from American National Red Cross Chapter Network	-
<b>TOTAL REVENUE</b>	<b>\$14,264,053</b>

#### EXPENSES

<i>Program Services:</i>	
Service to the Armed Forces	\$1,068,395
Biomedical Services	\$66,709
Community Services	-
Domestic Disaster Services	\$7,676,017
Training Services	\$1,644,349
International Relief and Development Services	\$23,578
National Disaster Relief and Humanitarian Services	\$608,397
<b>Total Program Services</b>	<b>\$11,087,445</b>
<i>Supporting Services:</i>	
Fundraising	\$2,617,455
Management and General	\$559,113
<b>Total Supporting Services</b>	<b>\$3,176,608</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>\$14,264,053</b>



# Thanking Our Generous Supporters

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

## Individual Donors

Wiltz Alexander	Amanda and Mark Francis	Murphy-Payne Charitable Trust
Conni and William St. Angelo	Padma and Koteswar Gajavelli	Mike Myers
Roger Asel	Susan and Woodrow Gandy	Sandy Nachman
Anne Bass	Sumesh George	Anthony Norton
Sue and Rhys Best	Adelaide Griffin	Tammy and Jr Ottwell
Leigh and Jon Bradford	Lisa Hampton	Rhonda and Michael Parsons
Anne Marie Bratton	Renee Harrison	Virginia and Roger Perry
Diane and Hal Brierley	Hawn Family Foundation	Glenna and Anthony Peterson
Theresa and Randy Brillhart	Janet and Ralph Heath	Susan Stone-Poteet
Barbara and Mason Brown	Christian Hemmi	Jane and Willis Rector
Jessica Calder	Keeley and Keith Hennington	Carol and Jeff Reid
Deborah and John Camp	Lyda Hill	Miriam and Michael Richard
Lynda and Robert Chambers	Teresa Hubbard	Mary Rooney
Manisha and Sanjay Chandra	John Janbaz	Janet and Ronald Shuff
B.J. Coffman	Kathleen Johnson	Pat and Raymond Smerge
Wendy and Michael Collini	Thomas Kevill	David Smith
Bobby Cox	Patti and Thomas Kiernan	Robert Snell
Carol and Gerald Darver	Seema Kukreja	Sandy and Mike Stepp
Julie and Glenn Davidson	Roger Lam and Karen Lam Trinh	Lee Taylor
Helen Davis	Sarah and Alan Losinger	Elizabeth Wahlquist
Mitzi and William Davis	Louella and Nicholas Martin	Lisa Waldron
Shirley and John Dean	Priscilla Martin	Richard Warner
Carol and Jim Dunaway	John and Annie Mason	Meredith and Jack Woodworth
William Emery	Angela and Paul McQuien	Wayne Yarbrough
Carolyn Fierer	David Miller	
	Mobley Family Foundation	
	Michelle Mohr and Alex Berrabah	
	Fay and Kenneth Moraif	

## Corporate & Foundation Donors

### National Partners

7-Eleven Cares Foundation  
American Airlines  
Energy Transfer/Sunoco  
Foundation  
Kimberly-Clark Corporation  
Neiman Marcus Group  
Southwest Airlines  
Toyota

### Platinum Partners

Advocare International LP  
AT&T  
Celanese  
Communities Foundation of Texas  
Exxon Mobil Corporation  
The Moody Foundation

### Gold Partners

City Electric Supply Company  
Preferred Care, Inc.  
Texas Instruments  
Wells Fargo

### Silver Partners

AERISTO  
Amon G. Carter Foundation  
Blue Cross Blue Shield Texas  
Dian Graves Owen Foundation  
Dynata  
Leo Potishman Foundation  
Rent-A-Center  
Stemmons Foundation  
The Priddy Foundation

### Bronze Partners

Billie and Gillis Thomas Family  
Foundation  
Ben and Maytee Fisch  
Foundation  
BNSF Railway Foundation  
Briggs Equipment  
Capital One Bank  
Fluor Corporation  
Gehan Homes  
ISN  
Keurig Dr Pepper  
Lehigh Hanson, Inc.  
Lockheed Martin AERO  
Mary Potishman Lard Trust  
Mr. Cooper  
NBC DFW  
Nexstar Media Group  
State Farm  
Texas Capital Bank  
Texas de Brazil  
The Meadows Foundation  
Tyler Technologies  
United Service Association for  
Health Care

For additional information relating to national Red Cross service delivery during fiscal year 2020, please see our national Annual Report available through your relationship manager or at [redcross.org](http://redcross.org).



**American Red Cross**  
North Texas Region