



**American Red Cross**  
Colorado & Wyoming Region

# Helping During People's Darkest Hours

Annual Update | July 1, 2021–June 30, 2022  
American Red Cross of Colorado and Wyoming





With your support, we are there to bridge the gap between despair and hope.

# A Message from the Regional Executive

As a donor of the American Red Cross of Colorado and Wyoming, your support empowers our volunteers to continually serve our community. In the face of emergencies big and small, we rise to the occasion and work tirelessly to alleviate human suffering.

Throughout our 85-county region, we responded to single-family home fires and major disasters like the Marshall Fire that destroyed more than 1,000 homes and wreaked havoc for countless people in Boulder County, Colorado. Our dedicated volunteers provided hope and facilitated emergency lodging, cleanup and wildfire kits, meals, mental and spiritual care and financial assistance.

After pausing in-home smoke alarm installations due to COVID-19, we relaunched our annual *Sound the Alarm* signature event. *Sound the Alarm* is a key part of our Home Fire Campaign. Throughout this past fiscal year, we installed 1,657 smoke alarms for vulnerable families in our region who did not have access to alarms or were not able to install alarms on their own. We know for certain that smoke alarms help save lives. Since the campaign began in 2014, we have documented 12 saved lives in Colorado and Wyoming.

Outside our region's geographic boundaries, we sent supplies and volunteers to support Disaster Relief Operations across the country, like the storms in Alaska and hurricanes in coastal communities in Florida and Puerto Rico.

In support of U.S. military members, veterans and their families, we continued to offer unwavering assistance. Whether connecting loved ones in crisis or helping veterans navigate challenges, we offered a continuum of care to our region's military families.

Alongside other Red Cross regions, we provided support for Afghan evacuees and aid to U.S. service members and veterans impacted by the events in Afghanistan.

For individuals living through the devastating crisis in Ukraine, the American Red Cross and the global Red Cross and Red Crescent network provided health care services, water and sanitation services, emergency cash and assistance with voluntary evacuations from conflict-ravaged communities.

We are grateful for all volunteers and partners who helped us fulfill this critical work.

Enclosed you will find our region's 2022 fiscal year annual report, which provides additional highlights of the many ways in which we helped our neighbors in need. As you review the report, I hope you feel a sense of pride and fulfillment about your partnership with the American Red Cross.



With deep gratitude,

A handwritten signature in black ink that reads "Gino Greco".

**Gino Greco**

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.



## Our Impact

The American Red Cross of Colorado and Wyoming helps people in need every day — from responding to disasters big and small to installing lifesaving smoke alarms to delivering vital blood products when help can't wait. Over the past year, we:



Helped **1,069** households impacted by **548** disasters big and small, including wildfires and home fires. Installed **1,657** smoke alarms and made **901** households safer. Helped **796** households create home fire escape plans.



Delivered **26,753** blood component products to **13** hospitals and medical centers.



Provided **10,657** critical community services to members of the military, veterans and their families. Briefed **1,945** military members, veterans and their families about Red Cross services and programs.



Trained **82,743** people in First Aid, CPR, AED, water safety, caregiving and other preparedness courses.



As a part of the **largest humanitarian organization** in the world, we also help provide relief and save lives around the globe.

These services are made possible by generous financial support of donors and a dedicated corps of **1,845** local volunteers. We are proud that an average of **90 cents** of every dollar we spend is invested in delivering care and comfort to those in need.

# Revenue and Expenses

American Red Cross operating funds come from four main funding sources: revenues from products and services, contributions, investment income and other revenue. Total Red Cross of Colorado and Wyoming operating revenues and gains for Fiscal Year 2022 were \$16,809,875 million. Red Cross of Colorado and Wyoming total operating expenses were \$16,809,875 million.

Note: The complete audited, consolidated financial statements of the American Red Cross for fiscal year 2022 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 of Colorado and Wyoming

Your local Red Cross provides critical services to the communities in Colorado and Wyoming thanks to your generous donations.

REVENUE	
Corporation, Foundation and Individual Giving	\$11,299,643
Legacies and Bequests	\$284,587
United Way and Combined Federated Campaign	\$113,399
Donated Materials and Services	\$1,260,735
Contracts (including Federal Government)	\$588,552
Training Services	\$3,080,487
Other	\$182,472
Support from American National Red Cross Chapter Network	-
<b>TOTAL REVENUE</b>	<b>\$16,809,875</b>

## Regional Expenses

### American Red Cross of Colorado and Wyoming

Each day, the American Red Cross carries out the heart of our mission — preventing and alleviating human suffering — by providing life-changing and lifesaving services. The chart below details expenses for our region.

EXPENSES	
<i>Program Services:</i>	
Service to the Armed Forces	\$1,680,760
Biomedical Services	\$31,366
Community Services	-
Domestic Disaster Services	\$5,008,365
Training Services	\$2,286,449
International Relief and Development Services	-
National Disaster Relief and Humanitarian Services	\$4,491,395
<b>Total Program Services</b>	<b>\$13,498,335</b>
<i>Supporting Services:</i>	
Fundraising	\$2,800,524
Management and General	\$511,016
<b>Total Supporting Services</b>	<b>\$3,311,540</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>\$16,809,875</b>



**American Red Cross**  
Colorado & Wyoming Region

**Together, we are alleviating human suffering in the face of emergencies, big and small.**

**Thank you.**

For additional information about Red Cross service delivery nationwide during fiscal year 2022, please request our national Annual Report available through your relationship manager or visit [redcross.org/pubs](http://redcross.org/pubs).

# Our Leaders

## Colorado and Wyoming Regional Board of Directors

### Mile High Chapter

Timothy Blair  
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Ian Reither

# Our Generous Individual and Family Foundation Supporters

The American Red Cross of Colorado and Wyoming is grateful for the generosity of its dedicated supporters who fuel our humanitarian mission every day. On behalf of those we serve, thank you!

## **Chairman's Council (\$1M Lifetime Giving)**

The Anschutz Foundation  
Peyton and Ashley Manning

## **President's Council (\$100,000+)**

Brian Casey  
Lone Wolf Trust  
Schrader Family Fund

## **Leadership Society Gold (\$50,000 - \$99,999)**

John J. & Irene A. Connor Family Foundation  
Olivia Hansen  
Richard and Cheryl Monroe  
Ellen M. Scott  
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## **Leadership Society (\$25,000 - \$49,000)**

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Deirdre Wildman and Rick Steiner  
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# Our Generous Corporate and Foundation Donors

## Platinum Plus (\$150,000+)



## Platinum (\$100,000 - \$149,999)



## Gold (\$50,000 - \$99,999)

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PDC Energy  
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## Silver (\$25,000 - \$49,999)

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Empower Retirement  
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Suncor Energy

## Bronze (\$10,000 - \$24,999)

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McDivitt Law Firm  
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Vitality  
Wow! Inc.  
Xcel Energy Foundation





**American  
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**Mission**

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