

2019

THE AMERICAN RED CROSS OF COLORADO AND WYOMING

# Annual Report



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BRINGING COMMUNITIES HOPE

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**American Red Cross**  
Colorado & Wyoming Region



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A MESSAGE FROM GINO GRECO, REGIONAL CHIEF EXECUTIVE OFFICER

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Throughout the past year, dedicated local Red Cross volunteers and employees responded to disasters, trained community members in critical health and safety skills, supported military families and our veterans and made homes in at-risk communities safer by installing free smoke alarms.

In Colorado and Wyoming, the Red Cross responded to a number of disasters, including the Roosevelt Fire in Bridger Teton National Forest, Wyoming, the flash floods and mudslide near Durango, Colorado and the wildfires that swept through southern Colorado.

In addition to our disaster response efforts, we worked to prepare individuals for other everyday emergencies they may encounter by teaching lifesaving skills, such as first aid and CPR.

This past year, we also saw continued growth in our Service to the Armed Forces mission that provided critical community services and emergency communications to service members and their families.

In this report, you will learn more about the wide variety of work done by volunteers and employees at your local Red Cross chapters who bring our mission to life every day. I am grateful to everyone who selflessly contributed their time, expertise and financial resources to support the Red Cross in fiscal year 2019. On behalf of those we serve, thank you.

Sincerely,

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

**Gino Greco**

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.



# Providing Relief, Saving Lives

The American Red Cross of Colorado and Wyoming provides critical aid every day—from responding to disasters big and small to teaching first aid and CPR. These services are made possible by an outstanding corps of 2,759 local volunteers and the generous support of donors like you.

## Disaster Response

In Colorado and Wyoming, 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 494 disasters in the region**



**Supported by 1,803 active Disaster Cycle Service volunteers**



**Assisted nearly 2,428 individuals in need**

## 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 64,124 people in lifesaving classes like first aid, CPR and AED**



**Enrolled 40,051 people in water safety/aquatics**



**Educated 2,737 people in caregiving and babysitting**

## Home Fire Campaign

Home fires claim seven lives every day, but having working smoke alarms can cut the risk of death by half. To help prevent these needless tragedies, your local Red Cross rallied volunteers to install free smoke alarms during *Sound the Alarm* events. In addition to installing free smoke alarms, volunteers also shared safety information in at-risk communities and helped families develop plans to prepare for and respond to home fires.



**Installed 5,213 free smoke alarms**



**2,701 homes made safer through educational visits and creating preparedness plans**



**Responded to 441 home fires in our region**

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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.



**Served 16,892 military members, veterans and families**

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## International Family Reconnection

The Colorado and Wyoming Region worked to reunite refugees in the United States to their families across the world. The search for family members is rarely a straight line and often requires significant volunteer time. Once the search is complete and the families are reunited, or closure obtained, the rewards are priceless. In 2019, we opened 35 cases which resulted in 65 activities on behalf of the refugee.



**Provided support with nearly 65 service activities**



**Opened 35 Restoring Family Links cases**

# American Red Cross Leadership

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# Red Cross Revenue and Expenses

Fiscal year 2019 (July 1, 2018–June 30, 2019)

American Red Cross operating funds come from three main funding sources: revenues from products and services, contributions, investment income and other revenue. For the national organization, total American Red Cross operating revenues and gains for fiscal year 2019 were \$2,868.8 million. American Red Cross total operating expenses were \$2,992.5 million. Net assets were \$1,442.1 million.

**Note:** The complete audited, consolidated financial statements of the American Red Cross for fiscal year 2019 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 Colorado and Wyoming region

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	\$6,222,755
Legacies and Bequests	\$2,421,216
United Way and Combined Federated Campaign	\$136,306
Donated Materials and Services	\$1,051,424
Contracts (including Federal Government)	\$459,659
Training Services	\$2,811,885
Other	\$40,454
Support from American National Red Cross Chapter Network	-
<b>TOTAL REVENUE</b>	<b>\$13,143,699</b>

## Regional Expenses

### American Red Cross Colorado and Wyoming 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 Colorado and Wyoming region.

#### EXPENSES

<i>Program Services:</i>	
Service to the Armed Forces	\$1,751,589
Biomedical Services	-
Community Services	-
Domestic Disaster Services	\$4,828,579
Training Services	\$2,729,412
International Relief and Development Services	\$30,536
National Disaster Relief and Humanitarian Services	\$897,511
<b>Total Program Services</b>	<b>\$10,237,627</b>
<i>Supporting Services:</i>	
Fundraising	\$2,326,435
Management and General	\$579,637
<b>Total Supporting Services</b>	<b>\$2,906,072</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>\$13,143,699</b>

# Thanking Our Generous Supporters

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The American Red Cross of Colorado and Wyoming 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 and Family Foundation Supporters

### Leadership Society (\$25,000 - \$99,999)

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Tomkins Corp. Foundation  
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Virginia W. Hill Foundation  
Whole Foods Market Colorado  
Xcel Energy

For additional information relating to national Red Cross service delivery during fiscal year 2019, please see our national Annual Report available through your relationship manager or at [redcross.org](http://redcross.org).



**American Red Cross**  
Colorado & Wyoming Region