

BRINGING COMMUNITIES HOPE

Colorado and Wyoming Region

2020



American Red Cross
Colorado & Wyoming Region



A MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

In Fiscal Year 2020, which spans the last half of 2019 and the first half of 2020, local American Red Cross of Colorado and Wyoming volunteers and employees responded to disasters, 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 helping families prepare for home fires.

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 the Colorado and Wyoming wildfires, 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 assisted both onsite and virtually to connect families with support and resources.

Nationally, 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 worked from home, handling significantly more volume as veterans called in need of financial assistance.

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 24 hours a day, 7 days a week, and 365 days a year. During a dark and difficult time, bringing comfort, hope and light when individuals and families needed it most was 'normal' – even when the way we were doing it wasn't. On behalf of those we serve, thank you to everyone who contributed their time, expertise and financial resources to support the Red Cross in fiscal year 2020.

A handwritten signature in black ink, appearing to read 'Gino Greco'.

Gino Greco

Chief Executive Officer, American Red Cross of Colorado and Wyoming



**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

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 to collecting vital blood and blood products. These services are made possible by an outstanding corps of 1,860 local volunteers and the generous support of donors like you.

Disaster Response

In the Colorado and Wyoming region, 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 more than 490 disasters in our region



Supported by more than 1,670 active disaster volunteers



Assisted more than 780 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 more than 46,380 people in lifesaving classes like first aid, CPR and water safety



Enrolled nearly 28,300 people in water safety/aquatics

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.



Installed more than 2,830 free smoke alarms



Made 1,320 homes safer through educational visits and creating preparedness plans



Educated more than 4,100 children through our community disaster education and preparedness programs

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.



Briefed more than 5,600 military members, veterans, and their families through our military programs



Provided more than 8,700 services to military members, veterans, and families in our community

American Red Cross Leadership

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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 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

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

Regional Expenses

American Red Cross Colorado and Wyoming

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.

REVENUE

Corporation, Foundation and Individual Giving	\$6,479,100
Legacies and Bequests	\$3,895,669
United Way and Combined Federated Campaign	\$122,443
Donated Materials and Services	\$952,516
Contracts (including Federal Government)	\$409,959
Training Services	\$2,149,231
Other	\$44,177
Support from American National Red Cross Chapter Network	-
TOTAL REVENUE	\$14,053,095

EXPENSES

<i>Program Services:</i>	
Service to the Armed Forces	\$1,550,581
Biomedical Services	\$19,892
Community Services	-
Domestic Disaster Services	\$4,422,800
Training Services	\$2,725,562
International Relief and Development Services	-
National Disaster Relief and Humanitarian Services	\$2,204,637
Total Program Services	\$10,923,472
<i>Supporting Services:</i>	
Fundraising	\$2,578,745
Management and General	\$550,878
Total Supporting Services	\$3,129,623
TOTAL OPERATING EXPENSES	\$14,053,095

Thanking Our Generous Supporters

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 Supporters

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Schrader Family Fund
Ellen Scott

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DCP Midstream
Empower Retirement
PCL Construction
PDC Energy

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Suncor Energy (usa), Inc.
Xcel Energy

Ready 365 Bronze
Adamantine Energy
Alpine Bank
Atmos Energy
Chapman Foundation
City Of Gillette
Comcast Colorado Market
ENT Federal Credit Union
Jennie & Albert Gersick Foundation
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Liberty Oilfield Services
Lloyd J King and Eleanor R King
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MDC/Richmond American Homes
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Nationwide
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Occidental Petroleum
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Safeway
Strategic Analysis
The Anschutz Foundation
The DaVita Village
The Longmont Community Foundation
Virginia W. Hill Foundation
Western Colorado Community
Foundation

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.



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