

# International Services



OUR WORK AROUND THE WORLD



**American  
Red Cross**





#### OUR IMPACT AT A GLANCE



**352 million people in 119 countries** benefitted from American Red Cross international assistance in fiscal year 2019



**191 Red Cross and Red Crescent societies** around the world are part of the global Red Cross and Red Crescent network



Every year, the Red Cross and Red Crescent network helps **1 in 65 people across the globe**

## International Services

### OUR WORK AROUND THE WORLD

As part of the world's largest humanitarian network, American Red Cross's International Services team helps at-risk communities around the globe prepare for, respond to, and recover from disasters—as well as combat deadly disease. Working closely with the global Red Cross and Red Crescent network, we provide leadership and support across the disaster cycle and strive to eliminate measles and rubella, which are among the deadliest diseases for young children worldwide.

Our work is conducted in close partnership with local Red Cross and Red Crescent societies, whose volunteers hail from the communities they serve, making us powerful change-makers. The privileged access and acceptance of the Red Cross and Red Crescent network around the world allows the American Red Cross to reach the most at-risk communities and to scale innovative solutions grounded in our fundamental principles.

#### RED CROSS FUNDAMENTAL PRINCIPLES

The work of the American Red Cross is grounded in the 7 fundamental principles of the global Red Cross and Red Crescent network:

**Humanity ▪ Impartiality ▪ Neutrality ▪ Independence  
Voluntary Service ▪ Unity ▪ Universality**

## HELPING DISPLACED FAMILIES KEEP EACH OTHER SAFE IN BANGLADESH

For people living in Cox's Bazar, Bangladesh, monsoon and cyclone seasons are beyond their control—but they are taking charge of disaster preparedness with help from the American Red Cross. Hundreds of thousands of people fled to Bangladesh from Myanmar's Rakhine State seeking safety from violence since 2017, but unstable homes in crowded displacement camps leave families exposed to dangers from flooding, landslides, and cyclones.

The American Red Cross is working with the global Red Cross and Red Crescent network to equip communities with lifesaving skills. Camp resident Monoarca Begume decided to volunteer because she is determined to keep surviving through tough times and wants to share this knowledge with others. In her words, "I am working for my people. For my neighbors. For my family."



# International Disaster Preparedness

**PREPAREDNESS** ▪ RESPONSE ▪ RECOVERY ▪ RECONNECTING FAMILIES ▪ MEASLES & RUBELLA  
INTERNATIONAL HUMANITARIAN LAW ▪ RED CROSS AND RED CRESCENT NETWORK

While we cannot prevent all disasters from happening, we can save lives and mitigate suffering by fostering more disaster-ready communities. We do this by helping Red Cross and Red Crescent societies around the globe to build their institutional readiness and by equipping communities with sustainable, cost-effective solutions to keep neighbors safe.

One of our key priorities is to pave the way for continual improvement in evidence-based disaster preparedness by working with partners to capture best practices, lessons learned, and applied research.

### HOW WE HELP

Our programs strengthen the readiness of Red Cross and Red Crescent societies to meet the needs of local communities. Institutional preparedness activities include efforts to:

- Strengthen Red Cross and Red Crescent societies in the areas of strategic planning, governance, and sustainability
- Support disaster response and contingency planning
- Share knowledge in areas of expertise including cash transfer programming, information management and mapping, operational leadership, communications, and information technology and telecommunications
- Develop innovative, low-cost preparedness tools delivered globally through local Red Cross and Red Crescent societies

and their partners, such as mobile applications for first aid, hazard safety, and small business preparedness

We also work alongside communities to increase their resilience and safety before disasters strike. Community preparedness activities include efforts to:

- Develop early warning and disaster response activities at the community level—including first responder and first aid training and youth preparedness activities in schools and other community institutions
- Support disaster and contingency planning at the community level, including needs assessments and risk identification
- Support community-based risk-mitigation projects and small business preparedness
- Support mapping of areas where people live at risk of disasters and crises so communities and organizations can use data and maps to better prepare for and respond to disasters

### OUR IMPACT

- Reached more than **99,000 people** with international disaster preparedness in fiscal year 2019
- Helped Red Cross and Red Crescent societies and their communities prepare for disasters in **15 countries** in fiscal year 2019



## RELIEF AND HOPE AMID DEVASTATION IN MOZAMBIQUE

In spring 2019, communities in Mozambique suffered the devastating impacts of two of the most severe tropical cyclones to hit the country in decades. Tropical Cyclone Idai and Tropical Cyclone Kenneth claimed hundreds of lives, and many families lost everything. Global Red Cross and Red Crescent teams were on the ground in the immediate aftermath to provide essential aid and services.

The American Red Cross contributed over \$600,000 to relief operations and—at the request of the Mozambique Red Cross—deployed disaster response specialists to support relief, communications, information management, and information technology and telecommunications.

# International Disaster Response

PREPAREDNESS • **RESPONSE** • RECOVERY • RECONNECTING FAMILIES • MEASLES & RUBELLA  
INTERNATIONAL HUMANITARIAN LAW • RED CROSS AND RED CRESCENT NETWORK

As part of the world's largest humanitarian network, the American Red Cross delivers assistance to people affected by disasters around the globe and works to strengthen the collective capacity of the Red Cross and Red Crescent network in the face of emergencies.

The American Red Cross provides financial and technical assistance to global disaster response efforts. We focus on expanding urgent relief to victims of underfunded disasters around the world and strengthening the capacity, efficiency, and coordination of the global Red Cross and Red Crescent network in disaster response. We do this by working closely with our partners and by leveraging the American Red Cross's areas of expertise and leadership.

### HOW WE HELP

- Maintain a 24/7 international disaster monitoring capacity and response readiness
- Provide financial resources and supplies for disaster relief operations

- Recruit and train a roster of international disaster response specialists
- Deploy disaster specialists in leadership and technical roles within the framework of the global Red Cross and Red Crescent network and always at the request of local Red Cross and Red Crescent societies
- Complement local capacity to provide technical expertise and leadership in the areas of cash transfer programming, operations management, information management, communications, and telecommunications

### OUR IMPACT

- **1.9 million international disaster survivors** helped by the American Red Cross and our partners in fiscal year 2019
- Responded to disasters in **15 countries** in fiscal year 2019



## BUILDING BACK SAFER IN THE PHILIPPINES

When Typhoon Haiyan made landfall in the Philippines in 2013, it claimed more than 6,000 lives and left behind widespread destruction. The American Red Cross provided emergency assistance in the immediate aftermath of the super typhoon and helped communities build back stronger, healthier, and better prepared for future risks.

Agnes Morados's family was one of 14,000 whose homes the American Red Cross helped to repair or rebuild to better withstand future crises. In addition, Agnes's income was bolstered by a Red Cross gift of seeds, fertilizer, and gardening tools. She participated in training on health and disaster risk reduction and volunteered to provide her neighbors with the kind of preparedness information that has given her confidence for the future. "Thanks to the Red Cross," Agnes said, "I feel safer now than I did before."

# International Disaster Recovery

PREPAREDNESS • RESPONSE • **RECOVERY** • RECONNECTING FAMILIES • MEASLES & RUBELLA  
INTERNATIONAL HUMANITARIAN LAW • RED CROSS AND RED CRESCENT NETWORK

**After the initial stages of an emergency, the American Red Cross may engage in short or long-term disaster recovery programming when resources allow.**

We work in partnership with local Red Cross and Red Crescent societies across multiple sectors to strengthen capacities and leverage the skills and resources of people in powering their own disaster recovery. Our programs equip communities with durable and inclusive solutions so that families and institutions are better prepared and supported in the face of future hazards. Expected outcomes include improved lives for individuals and families affected by disasters, safer and more resilient communities, a response-ready local Red Cross or Red Crescent society, and reduced losses during future disasters.

## HOW WE HELP

Recovery programming and mechanisms vary depending on needs, resources, and the interests and capacities of the local Red Cross or Red Crescent society. Some key activity areas include:

- Asset replacement and restoration of services
- Repair and reconstruction of housing and essential infrastructure, such as water and sanitation systems

- Livelihood support to improve access to financial resources, training, and income-generating opportunities allowing communities to jump-start their own economic recovery
- Disease prevention through hygiene activities, community-based health education, vaccination efforts, and improvements in access to essential healthcare
- Social cohesion and psychosocial support activities
- Disaster risk reduction to identify and mitigate potential future hazards
- Strengthening of local Red Cross and Red Crescent societies, including technical and financial support to help meet societies' preparedness and institutional needs

## OUR IMPACT

- More than **2,900 households** received shelter support in Nepal following the 2015 earthquake
- More than **63,000 people** provided with livelihood support in the Philippines since the 2013 typhoon
- More than **12,000 water and sanitation systems** newly constructed or rehabilitated in Haiti after the 2010 earthquake



## RECONNECTING FAMILIES AND RESTORING HOPE

Lydia spent months wondering if her daughter Odette was alive. Conflict in the Democratic Republic of the Congo forced Lydia to seek asylum in the United States, leaving her far from her family and with a heavy heart. Thanks to the Red Cross, Lydia located her daughter and reached her with a message through the Restoring Family Links program. **“I don’t know how the Red Cross managed to connect me with someone who I thought was dead,” Lydia said. “There was no other way for me to talk to her.”** The American Red Cross Restoring Family Links program is powered by dedicated volunteers and staff working with 107 partners around the world including the International Committee of the Red Cross (ICRC) and sister Red Cross and Red Crescent societies.

# Reconnecting Families

PREPAREDNESS ▪ RESPONSE ▪ RECOVERY ▪ **RECONNECTING FAMILIES** ▪ MEASLES & RUBELLA  
INTERNATIONAL HUMANITARIAN LAW ▪ RED CROSS AND RED CRESCENT NETWORK

Every year, people lose touch with their loved ones as a result of disaster, conflict, or migration. The American Red Cross helps families to reconnect and maintain contact with loved ones separated by international crises through our Restoring Family Links program.

Clara Barton, founder of the American Red Cross, carried messages between wounded soldiers and their families during the American Civil War. More than a century later, the American Red Cross continues to provide information, comfort, and relief to families separated by humanitarian emergencies.

The three simple words, “I am alive” may be all that’s needed to ease the minds of parents, children, and siblings.

### HOW WE HELP

Working with the global Red Cross and Red Crescent network, the American Red Cross helps reconnect loved ones separated by international crises when families have already tried normal channels of communication to reconnect; the family member making the inquiry is able to provide essential information on the sought person; and the family member making the inquiry had been in direct contact with the person before the crisis occurred.

Our Restoring Family Links program offers the following services:

- Tracing the location of loved ones whose whereabouts are unknown. American Red Cross caseworkers gather available information and work with our international Red Cross and Red Crescent partners to try to locate the sought person
- Facilitate communication between separated family members through Red Cross messaging services in instances where the sought person’s location is known, but regular means of communication are unavailable

People looking for loved ones separated by international conflict, disaster, or migration can call our helpline at 844-782-9441 or visit their local Red Cross chapter.

### OUR IMPACT

- Reconnected over **18,000 families** in fiscal year 2019
- Worked with **107 partners** around the world to reconnect families including the International Committee of the Red Cross (ICRC) and sister Red Cross and Red Crescent societies



## MOBILIZING COMMUNITIES TO STRENGTHEN VACCINE COVERAGE

Kenya Red Cross Society volunteer, Felista Njenga, visited Lydia Odinga's home during a routine immunization campaign in Nairobi. Local volunteers are at the heart of these campaigns to provide Lydia and other caregivers in the community with information on vaccines and identify children who are missing routine immunizations.

Through speaking with Lydia, the Red Cross identified that her 22-month old son, Prince, was not fully vaccinated. With encouragement from the Red Cross, Lydia decided to bring her son for vaccination, accompanied by Felista. "I volunteer because, as a mother, my desire is to have a healthier community free of diseases," says Felista.

# Measles & Rubella Initiative

PREPAREDNESS ▪ RESPONSE ▪ RECOVERY ▪ RECONNECTING FAMILIES ▪ **MEASLES & RUBELLA**  
INTERNATIONAL HUMANITARIAN LAW ▪ RED CROSS AND RED CRESCENT NETWORK

The American Red Cross plays a leading role in the global partnership to eliminate measles and rubella thereby protecting children from illness and death due to these vaccine-preventable diseases.

The American Red Cross launched the Measles & Rubella Initiative alongside the U.S. Centers for Disease Control and Prevention, UNICEF, United Nations Foundation, and World Health Organization in 2001 to combat measles—one of the most contagious and life-threatening diseases for young children around the world, as well as congenital rubella syndrome—one of the leading preventable causes of childhood disability.

Today, the American Red Cross serves as a leader within this international consortium by helping to coordinate Red Cross and Red Crescent societies in expanding coverage of these life-saving vaccines through engaging local volunteers and communities in the targeted strengthening of routine immunization systems and supporting vaccination campaigns by social mobilization.

## HOW WE HELP

- Provide substantial funding, advocacy, and technical support in critical gaps, such as underserved informal settlements and middle-income countries

- Support Red Cross and Red Crescent societies participating in local outreach efforts to expand vaccination coverage and address issues of disease outbreak
- Strengthen routine immunization programs by identifying clusters of unvaccinated and under-vaccinated children and determining why at-risk communities were missed by prior vaccination efforts
- Promote advocacy across the Red Cross and Red Crescent network and global health sector, including the engagement of nurses across the United States

## OUR IMPACT

- More than **2.9 billion children** vaccinated in **88 countries** since 2001
- **80 percent reduction** in global measles deaths between 2000 and 2017
- Trained and mobilized more than **22,000 volunteers** in the past four years who have visited nearly **5 million households**



## EMPOWERING TOMORROW'S INTERNATIONAL HUMANITARIAN LAW LEADERS

The IHL Youth Action Campaign is the flagship program of the American Red Cross for disseminating IHL and engaging tomorrow's leaders. Youth develop leadership, communication, and project management skills as they design in-person and social media educational activities that inform their peers about the rules of war. "I think it is incredibly important to educate our fellow youth on what is actually happening in the world," one 2019 youth IHL advocate reflected. At the U.S. military base at Lakenheath in the United Kingdom in 2019, youth from U.S. military families informed their peers about IHL via the Youth Action Campaign. One activity involved an interactive simulation to help peers understand the protections IHL provides and explore the choices service members must make during armed conflict.



# International Humanitarian Law

PREPAREDNESS ▪ RESPONSE ▪ RECOVERY ▪ RECONNECTING FAMILIES ▪ MEASLES & RUBELLA  
**INTERNATIONAL HUMANITARIAN LAW** ▪ RED CROSS AND RED CRESCENT NETWORK

**The American Red Cross promotes humanitarian values by creating opportunities for the public to learn about and engage with the important topic of International Humanitarian Law (IHL).**

International Humanitarian Law (IHL) is a body of law that aims to ensure that humanity is valued, even in times of war. It is also known as the law of war or the law of armed conflict. The global Red Cross and Red Crescent network and modern IHL share the same origins: both grew out of the vision of Red Cross founder, Henry Dunant, to bring humanity to the battlefield. The Geneva Conventions of 1949 and their Additional Protocols provide the foundation for this legal regime.

Despite universal adoption of the Geneva Conventions by nations, violations of IHL persist. The changing nature of warfare and the development of new means and methods of engaging in conflict raise significant questions about the application of IHL. As part of the global Red Cross and Red Crescent network, the American Red Cross generates awareness and engagement around these critical questions.

### HOW WE HELP

Our programs improve the American public's understanding of IHL, thereby promoting the humanitarian values that underlie it and reinforcing the norms that uphold it. Initiatives to teach IHL in the USA:

- Empower youth, ages 13–24, to learn about the rules of war and to raise awareness of IHL topics through peer-to-peer education efforts called the Youth Action Campaign

- Teach IHL to the general U.S. public through classes led by a volunteer instructor network. These classes deal with topics such as the definition of armed conflict, different classifications of armed conflict, the rules of engagement, the principles of IHL, protected people and places, and distinctive emblems
- Convene the annual Clara Barton IHL Competition, during which students from law schools across the United States engage in a scenario-based competition that puts participants in the roles of humanitarian law practitioners to address complex legal issues

The American Red Cross also pursues more tailored and targeted outreach by creating workshops and specialty classes for humanitarian NGOs, government officials, and private sector enterprises whose business has an impact on armed conflict.

### OUR IMPACT

- The IHL Youth Action Campaign mobilized **300 youth volunteers** to reach **10,000 people in-person** and **350,000 online views** with IHL educational content in fiscal year 2019
- The annual Clara Barton IHL competition provided **36 students from 12 law schools** and service academies an opportunity to participate in and learn from IHL scenarios in 2019
- The American Red Cross held **18 eight-hour IHL classes** in Washington, DC and New York City in fiscal year 2019. In addition to these classes, we held day-long IHL workshops at seven law schools throughout the country



## COMPONENTS OF THE RED CROSS AND RED CRESCENT NETWORK

The global Red Cross and Red Crescent network is composed of three parts. Each has its own individual status and exercises no authority over the others.

- National Red Cross and Red Crescent Societies are independent auxiliaries to the governments in the states where they are found, working to meeting the needs of at-risk people in the community.
- The International Federation of Red Cross and Red Crescent Societies (IFRC) serves as the coalition of individual National Societies. The IFRC acts as a sort of umbrella body and coordinates peacetime humanitarian relief efforts throughout the world.
- The International Committee of the Red Cross (ICRC) protects and assists victims of armed conflict and promotes understanding and respect for international humanitarian law.

# The Global Red Cross and Red Crescent Network

PREPAREDNESS ▪ RESPONSE ▪ RECOVERY ▪ RECONNECTING FAMILIES ▪ MEASLES & RUBELLA  
INTERNATIONAL HUMANITARIAN LAW ▪ **RED CROSS AND RED CRESCENT NETWORK**

The American Red Cross is part of the world's largest humanitarian network. With a presence in nearly every country, Red Cross and Red Crescent teams work together to provide relief and hope when people need it most. Volunteers come from the communities they serve, making us powerful change-makers. The American Red Cross works to strengthen the collective impact of this global network in achieving this mission.

The unmatched access and acceptance of the Red Cross and Red Crescent network around the world allows the American Red Cross to reach the most at-risk communities and to scale innovative solutions grounded in our fundamental principles of humanity, impartiality, neutrality, independence, voluntary service, unity, and universality.

## HOW WE HELP

The American Red Cross provides financial support, supplies, and technical expertise to reinforce and strengthen the capabilities, effectiveness, and reach of the global Red Cross and Red Crescent network. We do this by complementing local capacity and working closely with our partners. Through key focus areas we:

- Invest in enhancing the capacity of the Red Cross and Red Crescent network for disaster relief in areas including operational management, information management, communications, telecommunications, and providing cash in emergencies to individuals and communities

- Host the Global Disaster Preparedness Center (GDPC), a reference center that promotes innovation in disaster preparedness and supports knowledge sharing among disaster preparedness professionals
- Support the Red Cross network and its partners in addressing the humanitarian impacts of climate change, urbanization, and other cross-cutting issues and trends that affect at-risk people
- Contribute to the development and sustainability of National Societies to fulfill their mandate as key national-level humanitarian actors in areas including volunteer management and fundraising, and by preparing them for effective response by strengthening foundational emergency operations systems, policies, and essential decision-making structures

## OUR IMPACT

- Every year, the Red Cross and Red Crescent network helps **1 in 65 people** around the world
- **191 Red Cross and Red Crescent societies** around the world are part of the global network
- **13.7 million Red Cross and Red Crescent volunteers** power our humanitarian work





## **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.