



**American
Red Cross**

Mexico Earthquakes

One-Year Update | October 2018

Mexican Red Cross Leads Response Following Deadly Quakes

Two powerful earthquakes struck Mexico in September 2017: one in southern Mexico on September 7 that caused severe damage in Chiapas, Oaxaca and other states—and another on September 19 in central Mexico that brought devastation to Mexico City and the states of Puebla and Morelos. All told, the earthquakes took more than 400 lives and injured thousands. In addition, the quakes razed homes and infrastructure across central and southern Mexico—more than 171,000 homes sustained damage, with over 60,000 damaged beyond repair.

Following the massive earthquakes, Mexican Red Cross teams led emergency response and relief efforts: searching for survivors, transporting the injured to hospitals and providing immediate first aid in the hardest hit areas. They deployed doctors and nurses, search and rescue specialists and ambulances—as well as more than 31,000 volunteers. The Mexican Red Cross also helped reconnect family members who lost contact with loved ones during the earthquakes.

In addition to saving lives in the immediate aftermath, the Mexican Red Cross has distributed food, water and nearly 5,000 tons of relief items since the earthquakes struck. These supplies have helped survivors meet basic needs for sanitation, meal preparation, shelter and transportation—including 500,000 hygiene and cleanup kits, 40,000 kitchen kits, 30,000 cots, 5,000 tents, tarps and temporary shelters and 6,000 bicycles.

“I felt that we weren’t alone. We thank the Red Cross for all they gave to us”

Norma Morales Moctesuma, earthquake survivor

Through the generosity of compassionate donors, the American Red Cross has provided significant financial support for Mexican Red Cross-led relief efforts. These funds have been used to provide earthquake survivors with cots and kitchen sets (containing pots, pans, cooking utensils, plates and bowls)—as well as to support delivery of food, water, shelter, medical assistance, temporary shelter, psychosocial support, personal hygiene items, household clean-up kits, blankets, mattresses, stoves and more.

This vital aid made a real difference for people like Norma Morales Moctesuma and her family, who live in Ocoaxtepec, Morelos. The family of four were in their adobe house when the September 19 earthquake struck. Norma frantically woke her husband and two children as she felt the floor tremble, and the family held each other tightly as they watched the house they once called home collapse into rubble. “I felt that we weren’t alone,” Norma said of the food, water and other relief supplies she received after the tragedy devastated her family. “We thank the Red Cross for all they gave to us. Thank you for remembering us.”

American Red Cross Supports Recovery for Earthquake Survivors

Over the past year, survivors have traveled the long journey to recovery—working to repair or rebuild damaged properties, including homes, schools and public and cultural infrastructure, and promoting the economic renewal of impacted businesses. The American Red Cross continues to stand with earthquake survivors in Mexico, providing ongoing funding to the Mexican Red Cross to support longer-term recovery efforts.

Recovery goals set by the Mexican Red Cross include helping affected individuals and families address their basic disaster-caused needs, as well as strengthening the response and preparedness capacity at community and institutional levels of both the Mexican Red Cross and the communities they serve. The recovery program will be focused in the states of Morelos, Oaxaca, Chiapas and Puebla.

To complement current work, the Mexican Red Cross is using our funds to expand its disaster preparedness activities over the next three-and-a-half years throughout communities impacted by the earthquakes, providing public health information as well as water, sanitation and hygiene (WASH) education, along with disaster risk reduction programs that help communities become less

vulnerable to future crises. The Red Cross will work with communities to identify safe evacuation routes, teach school children preparedness skill so they know what to do when disasters strike, and train community members on basic search-and-rescue and first aid.

The Mexican Red Cross is also planning to provide direct cash assistance to help disaster survivors pay for necessities like food, clothing and shelter items, following a feasibility study to determine both the best mechanisms for delivery and qualifying criteria. The American Red Cross stands ready to provide close technical support to help implement this cash transfer program.

With ongoing support from the American Red Cross, the Mexican Red Cross will also take steps to improve and expand its capabilities for large-scale relief and recovery efforts. The Mexican Red Cross will purchase search-and-rescue equipment and carry out related training to expand their staff and volunteer capacity in disaster preparedness and resilience activities, as well as improving the institutional response capabilities of the Mexican Red Cross.

Volunteer Helps Neighbors Despite Losing Her Own Home to Earthquake

Dalila Ramirez Cordova, from Jojutla, Morelos, was not at home when the earthquake struck, but she kept hearing about how severely the quake had devastated her community. Days later, Dalila learned that her own house had been destroyed and was no longer habitable.

For months, Dalila and her family lived in shelters and received relief support—the same support she is now providing to people affected by the earthquake. A Red Cross volunteer for four years, Dalila decided to keep volunteering through her pain. She has been working every day to help neighbors who were impacted by the disasters.

“I now have the opportunity to help the people affected by the earthquake,” she said. “I can relate to them, because I was affected by it, too.” On

the day she spoke to us, Dalila was helping distribute relief supplies in Morelos. In the state’s rural areas, many residents lost their homes to the quake, but have been able to continue growing crops. Many survivors are living in tents or with family members, and are struggling to cope with their losses.

“It’s really an honor that we are able to help people in this way, and that they are here receiving this help,” Dalila said.

“Meeting with these people, I feel like I’m not alone.”



Photo: Jenelle Eli/American Red Cross

Compassionate Donors Support Mexico Earthquakes Relief and Recovery

Thanks to contributions from our generous supporters, the American Red Cross has raised \$15.6 million to help survivors of the September 2017 earthquakes in Mexico. As of September 26, 2018, the American Red Cross had spent approximately \$7.3 million to support emergency relief and recovery efforts led by the Mexican Red Cross for people impacted by these deadly earthquakes.

The Red Cross is committing the remaining program funds to help support Mexican Red Cross recovery assistance for individuals and families affected by the Mexico earthquakes, as well as to support longer-term recovery and disaster preparedness activities in the affected areas.



An American Red Cross and Mexican Red Cross team surveys damage in Jojutla, a small Mexican city that suffered massive earthquake damage.
Photo: Daniel Cima/American Red Cross

2017 Mexico Earthquakes Expenses: \$7.3M

As of September 26, 2018 (\$15.6M raised)

Expense Categories	Food, Shelter and Relief Items	Livelihoods & Community Recovery	Community Preparedness	Total	Expense %
Financial assistance, food and other relief items	\$4,650,268	–	–	\$4,650,268	63.8%
Deployment and maintenance of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$116,970	\$1,965	\$3,040	\$121,975	1.7%
Freight and warehousing	\$566,819	–	–	\$566,819	7.8%
IT, communications and call centers	–	–	–	–	–
Direct services program and support salaries	\$1,071,221	\$5,564	\$8,608	\$1,085,392	14.9%
Other direct services program and program support costs	\$201,879	\$1,115	\$1,724	\$204,718	2.8%
Reconstruction and construction of response and relief resources	–	–	–	–	0.0%
Workshops, trainings and planning to increase community resiliency	–	–	–	–	0.0%
Equipment and supplies for community resilience	–	–	–	–	0.0%
Total Program Expenses	\$6,607,156	\$8,643	\$13,372	\$6,629,172	91.0%
Management, general and fundraising ¹	–	–	–	\$655,632	9.0%
Total Expenses				\$7,284,804	
Program Dollars Remaining ²				\$7,536,052	
Management, general and fundraising remaining to be applied				\$745,324	
Total Budget				\$15,566,180	

¹Management, general and fundraising expenses support our work at its core and are indispensable to running the organization and helping people in need. They include the people and systems to maintain our enterprise-wide computer and telecommunications, HR and payroll systems to support our more than 20,000 employees and approximately 300,000 volunteers, fundraising and communications functions, and other support services across all program lines. 91 cents of every dollar received for the 2017 Mexico Earthquakes will be spent on services to people affected by the 2017 Mexico Earthquakes.

²Additional dollars remaining to be disbursed to the Mexican Red Cross on agreements already signed: \$7.1 million. Does not include administrative costs related to the grant, which are reflected in the management, general and fundraising rows.

Thank you!

The American Red Cross responds to disasters around the world by mobilizing cash support, pre-positioning relief supplies, deploying disaster response experts and in some cases, implementing recovery and preparedness programs. The remarkable generosity of our supporters—individuals, corporations and foundations—drives our ability to provide relief and assist our partners in the global Red Cross network. We are grateful for your trust.