



**American
Red Cross**

Dear Friend and Community Member,

To help support the essential programs and services the American Red Cross of East Central GA provides to your community, we ask that you consider donating an item or gift certificate to be featured in our auction as part of our Dueling for Disaster Relief special event on February 1, 2025.

<https://www.redcross.org/local/georgia/about-us/news-and-events/events/dueling-for-disaster-relief.html>

The American Red Cross of East Central GA spans 23 counties covering over 10,000 square miles. In our most recent fiscal year alone, the American Red Cross of East Central GA supported communities across our footprint by,

- Collecting **3.452** units of blood donations at **187** different blood drives
- Providing support to **332 families** following a local disaster
- Installing **730** smoke alarms
- Provided support to Armed Forces members in **2,749** different cases
- Carrying out the Red Cross Mission with the help of **over 200 local** volunteers.

To help support these life-saving efforts in your community, please fill out the enclosed form and email it to susan.everitt@redcross.org or mail it to the address at the end of the auction donation form. We kindly ask that all experiences/certificates donated have a **minimum expiration date of one year following the auction's close** to ensure our winners have time to claim their winnings.

Additional information on the marketing benefits of donating an item can be found on the following page.

Confirmation of auction donation items must be received by December 15, 2024, to ensure ample time for review and processing in our online auction system. **Receipt of physical auction donation items are due by January 10, 2025**. For questions or to arrange item pick up, please reach out to susan.everitt@redcross.org

In supporting our auction, you help the Red Cross provide essential support to the individuals and families we serve in their darkest hours. Thank you for your consideration.

Sincerely,
Susan

Susan Everitt
Executive Director
American Red Cross of East Central GA
Federal Tax ID #53-0196605

AUCTION ITEM - DONATION VALUE MARKETING BENEFITS

	Help Can't Wait Donor	Mission Moment Donor	Friend of the Red Cross
Item Value (\$)	\$1,000	\$500-\$999	\$499 & below
Listing as Item Donor on the auction item's webpage	yes	yes	yes
Auction Website Recognition	Logo under "Help Can't Wait Donor" list	Logo under "Mission Moment Donor" list	Company name under "Friend of the Red Cross" List
Group Donor Thank You post on Red Cross social media	yes	yes	n/a
Item featured on Red Cross Instagram and Facebook Stories with your business tagged	yes	n/a	n/a

OTHER IMPORTANT INFORMATION

American Red Cross Tax ID #53-0196605

Important Dates Regarding Your Donation

- December 1, 2024:** Notification of donation commitment due to your Red Cross representative. For intangible items and digital certificates, we recommend these to be provided along with your commitment notification via email to susan.everitt@redcross.org
This provides us with ample time to fulfill your marketing benefits outlined above and to coordinate the pick-up/drop-off of items from your business.
- January 10, 2025:** All tangible/intangible items due to the American Red Cross.
- January 29 – February 1, 2025:** The online auction is live! Keep an eye out for communications ahead of the auction regarding ways your business can promote its donation and log in during the auction to see those bids tick up.

Thank you for pledging a donation to our auction!
The American Red Cross truly appreciates your support.

Please fill out the details below regarding your business, the donated item(s), how they will be picked up, and email the completed form to susan.everitt@redcross.org

RED CROSS DUELING FOR DISASTER – AUCTION DONOR INFORMATION

Company/Individual Name: _____

Company Contact Name: _____

Donor Name (for print recognition): _____

Address: _____

City: _____

State/ Zip: _____

Phone: _____ Email: _____

AUCTION ITEM INFORMATION *Unless otherwise noted, donation may be packaged with other items.

Item Donated: _____

Donor Stated Retail Value: \$ _____

Expiration Date, if applicable (DD/MM/YY): _____

Item Description (i.e., color, quantity, size, number of people, etc.): _____

Restrictions: *Must state any limitations or special restrictions. If field is blank, the American Red Cross will assume there are no limitations or special restrictions.*

PICK-UP INFORMATION (please select one)

For Tangible Items:

- Item accompanies donation form
- Donor/Contact will coordinate drop-off by December 15, 2024

For Intangible Items/Paper Certificates:

- Certificate accompanies donation form
- Donor will provide a certificate by January 10, 2025, via mail/email
- The Red Cross has permission to create a gift certificate for this item

SUBMIT FORM

Submit form no later than **December 1, 2024**, to ensure timely processing and packaging online. The Red Cross should receive auction donation(s), no later than January 10, 2025. Mail completed form to American Red Cross, Attn: Auction, 1322 Ellis Street, Augusta GA 30901 or email completed form to Susan.everitt@redcross.org