



2022 YEAR IN REVIEW

*Women Leading
Through Philanthropy*



American Red Cross
Tiffany Circle



A Message from the Co-Chairs of the Tiffany Circle National Council

It is our honor to serve as co-chairs of the Tiffany Circle National Council, the leadership body that oversees the strategy and direction of the Tiffany Circle. Each day, we witness the power of our network of women leaders who collectively advance the American Red Cross mission.

As Tiffany Circle marks 16 years as a philanthropic powerhouse, we celebrate our members' investments — collectively raising more than \$182 million — and the astounding impact of these lifesaving and life-changing gifts!

This year, the Tiffany Circle witnessed another exciting year of growth, making great strides toward our strategic plan goals. This Year in Review notes our significant progress, which is possible because of our expansive network of women leaders — women who serve as hands-on mission volunteers, thought partners and visionaries. In addition to the achievements noted in our Strategic Plan update, we are particularly proud of member retention — nearly 90% — as well as 29,711 volunteer hours tracked by our dedicated members.

Because of you, the Red Cross can carry out our lifesaving mission every day in your community and across the country. Your selfless gifts of time, talent and treasure — combined with your dedication and passion — empower us to be the humanitarian organization we are today. From the bottom of our hearts, thank you.

We hope each of you takes a moment to reflect on your tremendous contributions — and know that you are celebrated and appreciated every day. Thank you again for your unwavering commitment to our mission and those we serve.

In service,



Sara Horein
Co-Chair, Tiffany Circle
National Council



Lori O'Flaherty
Co-Chair, Tiffany Circle
National Council

Strategic Plan 2020–2023 Update

Building on the organization's fundamental principles and critical mission, the Tiffany Circle National Council has outlined a three-year strategic plan. In partnership with division and region leaders, the Tiffany Circle has made great progress toward the following goals, which we aim to reach by June 30, 2023.



GOAL: GROW TO 1,200 MEMBERS

CURRENT: 1,199 MEMBERS*



GOAL: INCREASE YEAR-OVER-YEAR REVENUE

\$11,200,000	FY21	EXCEEDED AND RAISED \$17,992,990
\$11,800,000	FY22	EXCEEDED AND RAISED \$25,103,271
\$12,400,000	FY23	IN PROGRESS AND RAISED \$7,509,698*



GOAL: INCREASE INFLUENCED DONATIONS BY 5% ANNUALLY

\$10,800,000	FY21	EXCEEDED AND RAISED \$14,727,677
\$11,300,000	FY22	EXCEEDED AND RAISED \$25,801,267
\$11,900,000	FY23	IN PROGRESS AND RAISED \$6,779,397*



GOAL: TRACK VOLUNTEER HOURS

Have 350 Tiffany Circle members recording volunteer hours by 2023 and tracking those hours

CURRENT: 339 MEMBERS ACTIVELY RECORDING VOLUNTEER HOURS*



GOAL: SUPPORT AMERICAN RED CROSS' DIVERSITY AND INCLUSION ACTION PLAN BY EXPLORING LEARNING OPPORTUNITIES

CURRENT: PROMOTING A FULL SUITE OF CULTURAL COMPETENCY LEARNINGS IN COLLABORATION WITH THE AMERICAN RED CROSS OFFICE OF DIVERSITY, EQUITY AND INCLUSION

Our Response to Hurricane Ian



Tiffany Circle and Board Inspirational Philanthropic Challenge

On September 28, 2022, Hurricane Ian — one of the strongest storms to ever hit the country — caused massive devastation throughout Florida.

It is often in the most difficult of times when we see the best of humanity. Neighbors help neighbors, and certain individuals are inspired to make a significant difference in the lives of others. Following Hurricane Ian's landfall, an anonymous couple from the Central Atlantic Division issued a \$100,000 challenge to inspire above-and-beyond giving from board and Tiffany Circle members. As members of the National Philanthropic Board and Tiffany Circle Torchbearers, these extraordinary leaders invited their peers to join them in making a gift and double the impact of their investment.

The challenge inspired an additional \$446,950 in gifts and pledges from board and Tiffany Circle members from across the country, totaling **\$546,950** in support of our Hurricane Ian and disaster relief efforts. Many thanks to these extraordinary leaders and advocates for putting forth this inspirational gift, and thank you to everyone who donated to or promoted the challenge.

With this and other generous support, the Red Cross deployed volunteers from all 50 states to help people in need, providing safe shelter, nourishing meals, relief supplies, hygiene kits, care, comfort and hope.

Witnessing Relief in Action

One month after landfall, a small group of Red Cross donors traveled to Fort Myers, Florida, to see, firsthand, the ongoing relief efforts following Hurricane Ian. Among them were **Tiffany Circle members Jill Coyle, Anna Kay Fraueauff, Dorian Jordan and Ela Landegger**, who witnessed how their support is making a difference.



Alleviating the Growing Impacts of the Climate Crisis on Vulnerable Communities

The Escalating Impact of More Extreme Weather Disasters

The impacts of the climate crisis are disrupting lives and causing devastating harm to people across the country and around the globe.

- More than 40% of Americans — some 130 million people — live in a county struck by an extreme weather event in 2021.¹
- In the last 10 years, more than 900 disasters have displaced nearly 8 million people worldwide.²

Furthermore, the climate crisis takes a disproportionate toll on the most vulnerable, specifically low-income communities and low-income communities of color, older adults and people with disabilities. When these people are forced from their homes by disasters, they typically are unable to return for longer periods of time compared to other people affected by disasters, experience an increased risk of poverty and suffer from chronic housing, hunger and health challenges.

As a firsthand witness to the suffering of people affected by disaster, the Red Cross is taking bold actions to adapt our services and grow our capacity. These innovative investments will help ensure we can continue to serve disaster-affected communities — equitably, compassionately and thoughtfully — as we've done for more than 140 years.

Mission in Action

In September 2022, Hurricane Fiona spurred heartbreaking destruction across the island of Puerto Rico. In response, more than 120 government-operated emergency shelters were opened, many of them were in **schools powered by solar micro-grid power systems installed with a Red Cross contribution of nearly \$1.5 million after Hurricane Maria devastated Puerto Rico in 2017**. These and other community resiliency investments, which demonstrated their lifesaving dividends, were observed by a small group of board and Tiffany Circle members, including **Dorothy Alpert, Heather Goodchild** and journalist **Ashleigh Banfield**, all from Greater New York, during a mission trip to Puerto Rico.



“The Red Cross has the knowhow and the relationships to scale up these types of commonsense yet innovative investments — made possible with support to the Climate Crisis Campaign — that will truly help save lives in the U.S. and around the globe.”

Jill Coyle, Tiffany Circle member, Chair of the Greater New York Region Board of Directors and participant in the Climate Crisis Campaign feasibility study

¹The Washington Post, January 2022; ²Internal Displacement Monitoring Centre, 2022

The Power of Our Collective Generosity— Featured Member: Doris Dunn

Doris Dunn is a Tiffany Circle member from the Tennessee Region and serves on the Nashville Area Chapter Board of Directors. In addition to her gifts of time, talent and treasure, Doris has regularly donated blood for decades and spearheads community blood drives each quarter, making a truly lifesaving impact for countless blood recipients in their time of greatest need. The Tiffany Circle team recently sat down with Doris to discuss what inspires her generosity. Their discussion has been edited for length and clarity.

Q: What led you to donate blood for the first time?

DD: My mother passed away after her battle with breast cancer when I was 14. During the last month of her life, she needed a pint of blood every other day. That is when I decided I wanted to donate blood to help others with similar needs. I began donating during my high school blood drives. One year, the tech asked if I was donating for anyone special. It dawned on me that it was my mom's birthday. I nearly broke down when I realized I was giving her a heavenly birthday gift. While I donate regularly, I always try to make at least one of those donations happen in January.

Q: What did blood donations mean to you, your family and your mom?

DD: My mom passed away before I started donating blood, but I'm sure she smiles every time I donate. While I started donating to honor my mom, I continue to donate when I hear about the hundreds of stories from and about people who need that blood. And the fact that only 3% of eligible donors donate, I know I can never stop.

Q: What inspired you to also become a platelet donor?

DD: The Red Cross kept asking. I was very unsure about the double needle stick (one in each arm) and the fact that I couldn't move for nearly two hours, but I thought I'd give it a try. The truth is that I think they save the best phlebotomists for platelet donors, and I get to watch a movie without interruption. It is a time commitment, but if I think about the time that cancer patients must spend receiving chemotherapy for many more hours than I sit donating those lifesaving platelets, it's easy to commit the time. And when I read a story about someone whose life



was saved because of platelets, my heart warms knowing that it might have been my platelets that made a difference.

Q: What does it mean to you to be a Tiffany Circle member?

DD: I first learned about the Tiffany Circle in Los Angeles. I loved everything about the group and made lifelong friends with the amazing women I met there. When I moved back to Nashville, the first group I reached out to was the Nashville Tiffany Circle. Again, I've found another group of amazing women who are incredibly passionate and generous with the Red Cross. I also love that we are a very active group, leading blood drives, giving back to the military, hosting events to connect more members and so much more.

Q: How would you like Tiffany Circle members to engage in the work of saving lives through Red Cross Blood Services?

DD: I am incredibly proud of the Nashville chapter for hosting two blood drives each year, and I would love to see every Tiffany Circle chapter get behind the initiative and host individual blood drives. Sometimes it's as easy as reaching out to your neighbors via social media. I am able to host four neighborhood blood drives myself thanks to a clubhouse and neighbors that love the convenience of no commute to donate blood.

Around the Globe: International Growth and Impact

The vision of the Tiffany Circle International Council (TCIC) is to broaden the recognition of and strengthen the support for the Red Cross and Red Crescent Movement, its mission and its fundamental principles as the leading humanitarian organization in the world.

As the Tiffany Circle International Council grew, a Global Outreach Work Group was created in 2020 to further focus on outreach to National Societies that might consider forming their own Tiffany Circle and explore international networks of existing Tiffany Circle members to engage prospective members.

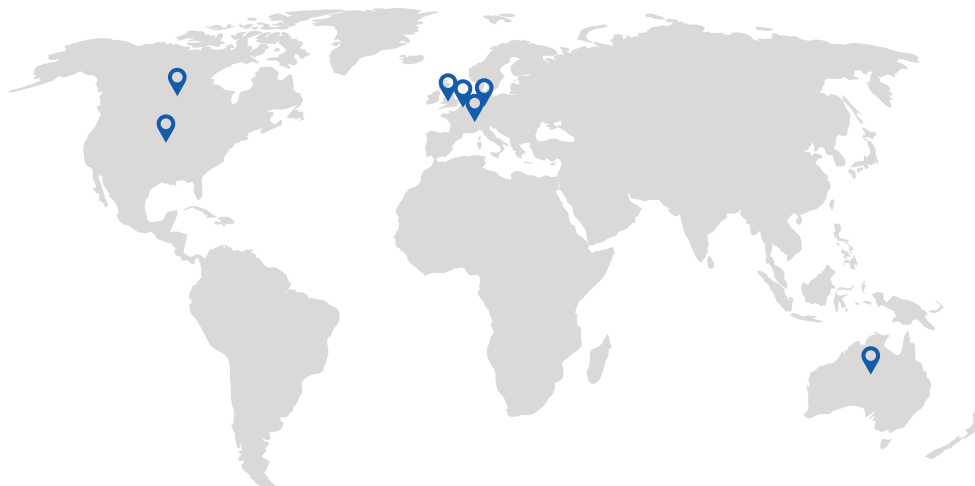


“Our Global Outreach Work Group is promoting the power of women’s giving and engaging National Societies in starting and growing their own Tiffany Circles. This eye-opening journey with other passionate and dedicated TCIC members has taught me so much and inspired me to work harder and be better. It has strengthened my commitment to the Red Cross and Red Crescent Movement to ensure basic human dignity for all.”

Josie Tong, American Red Cross representative of the Global Outreach Work Group of the Tiffany Circle International Council

	USA	Canada	United Kingdom	Australia	Netherlands	Switzerland
Year of Formation	2006	2011	2012	2014	2016	2021
Members	1,199 ³	74	31	44	15	14
Funds Raised Since Formation (in US\$)⁴	\$182.4M ³	\$9.98M	\$5.59M	\$3.45M	\$1.20M	\$0.29M

In Fall of 2022, Germany became the most recent country to adopt Tiffany Circle.



³As of Dec. 1, 2022; ⁴As of June 30, 2022

TIFFANY CIRCLE

Summit



2023 TIFFANY CIRCLE SUMMIT | SAVE THE DATE: OCTOBER 6-7, 2023

This Summit will offer in-person and virtual opportunities to celebrate the Tiffany Circle's extraordinary impact and engage in the lifesaving mission of the American Red Cross.

In-person events will be held at Red Cross Square and the Ritz-Carlton, Washington D.C. where a room block is held. Registration information will be available in January 2023.

2023 SUMMIT CO-CHAIRS



Nisha Baxi
Northern California
Coastal Region



Teresa "Teri" Pollitt
Southern
California Region



**American
Red Cross**

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.



American Red Cross
Tiffany Circle

The Tiffany Circle is a community of women leaders who advance the American Red Cross mission through a focused investment of time, talent and treasure by engaging and embracing women locally, nationally and internationally.