

2019: YEAR IN REVIEW

*Tiffany Circle: The Power of Women in Philanthropy*



**American Red Cross**  
Tiffany Circle



# *A Message from the Tiffany Circle National Council Chair*



This past year proved to be another challenging disaster response year for the American Red Cross. At the time of writing this letter we had already experienced Hurricane Dorian, destructive tornadoes and flooding across Southern states and deadly wildfires in California, to name just a few.

I have witnessed firsthand how Tiffany Circle women have increased their already amazing support of the Red Cross in 2019. Many of you directly supported our responses by volunteering in shelters, reaching out to donors or giving blood, further supporting our mission to alleviate human suffering in the face of emergencies.

This year also resulted in another exciting year of growth for the Tiffany Circle, making great strides with our 2020 strategic plan goals. Specifically, we:

- Grew our membership to 990
- Logged 8,300 volunteer hours
- Invested \$12.9M in FY19
- Retained over 88% of our members

These are impressive accomplishments for which, together, we should be proud. All of your hard work and dedication to the mission enabled the Red Cross to bring help and hope to millions of people in need.

As we enter 2020, I am excited to see what the Tiffany Circle will accomplish. We recently launched The Source, our newly designed website and one-stop platform for information about the Tiffany Circle. Among other resources, you'll find a series of videos in which our members share their heart-warming and inspiring Red Cross stories, highlighting why they support our mission through their philanthropy—today and through their generous legacy commitments. Our partnership with Red Cross Gift Planning continues to flourish, as evidenced by a growing number of Tiffany Circle Legacy Society members. These new initiatives exemplify our members' unwavering commitment to continuous advancement of our mission.

We are in the midst of a unique time in history when women are increasing their influence in the world of philanthropy. I will echo my sentiments from over a year ago when I became the National Chair of the Tiffany Circle: We are an amazing group of women united around a common mission that reflects a core set of principles focused on helping prevent and alleviate human suffering in the face of emergencies.

Thank you for your generous commitment of time, talent and treasure in support of the Red Cross mission. I am honored to be with you on this journey.

Warmly and with gratitude,

A handwritten signature in black ink that reads "Beth A. Renner". The signature is written in a cursive, flowing style.

Beth Renner  
Chair, Tiffany Circle National Council

## STRATEGIC PLAN:

# Update

Building upon the Tiffany Circle vision and mission, our Strategic Plan was developed around four strategic themes:



**Core Mission Support**—Demonstrating clear impact on the American Red Cross mission, volunteering, fundraising and advocacy to prevent and alleviate human suffering.



**Leveraging Women in Philanthropy**—Continuing to support an engaged network of women donors who invest in high-impact philanthropy to strengthen the mission of the American Red Cross.



**Diversity and Inclusion**—Prioritizing diversity and inclusion so that we empower all women in the communities we serve.



**Education and Outreach**—Increasing awareness of Tiffany Circle impact through mission activities, communication and events.

As our current Strategic Plan comes to an end (June 30, 2020), we are encouraged by the positive momentum and movement of our extraordinary members. Following is a brief update on our progress thus far:

- At 990, we are well on our way to **our goal of 1,000 members**. We began the plan with 809 members and have seen tremendous growth. With an incredible partnership with all divisional leaders, we will most certainly reach our membership goal!
- An increase in the number of members across the country, particularly in areas where we previously had no representation, has grown. With territory realignment, we will continue working toward **our goal of having Tiffany Circle members in each of the organization's 50 regions in 2020**.
- **The goal to retain 90% of our members** was nearly met last year when we achieved 88% retention. With the average retention in women's giving circles being around 45%, our current retention embodies the genuine dedication of our members.
- In the first year of our plan, we met and surpassed **our direct donations goal of \$110 million**, and at year-end reached \$122,502,162 in cumulative giving.
- Volunteerism is critical to fulfilling our mission, and we know many of our sisters are hard at work in their local chapters and beyond. With **a goal of 250 Tiffany Circle members recording their hours in Volunteer Connection**, we have 249 women actively recording. We encourage all women to ensure their great volunteer work is recognized in our Volunteer Connection platform.

The Tiffany Circle National Council is at work developing our next three-year Strategic Plan, which will align with Red Cross organizational priorities and be presented to the membership in May 2020.

# *Tiffany Circle Members Make a Lifesaving Impact, Every Day*

With support from the Tiffany Circle, the Red Cross makes a lifesaving difference in local communities, across the country and around the world.

Every day, about 30,000 people are assisted by the American Red Cross.



**Disaster Services:** Nearly 170 times a day, Red Cross workers help a family affected by a home fire or other disaster.



**Blood Services:** The Red Cross needs to collect nearly 13,000 blood donations daily.



**International Services:** Every day, more than 621,000 children receive a measles or rubella vaccination from the Red Cross and our partners.



**Service to the Armed Forces:** We provide about 1,300 services to military members, veterans and their families daily.



**Training Services:** More than 13,000 people a day receive lifesaving Red Cross training in first aid, water safety or other skills.

## LAUNCH OF THE SOURCE

We are excited to announce the launch of The Source, our newly designed website and one-stop platform for all information regarding the Tiffany Circle. This new website is intended to provide users with an easier way to learn about the Tiffany Circle and to browse information based on their own interests. The Source features:

- Templates and strategies for retention and growth.
- Tiffany Circle National Council Membership and Biographies—highlighting how the Red Cross mission has enriched members' lives.
- Information on our Tiffany Circle Strategic Plan.
- Regional Events—updated quarterly with regional, national and international events for members to attend.
- Social Media Connections—fostering improved communication and connectivity within the membership.
- Organizational priorities and engagement opportunities.

Content will be updated regularly to include timely and useful information.

To explore The Source, visit [redcross.org/tiffany-circle-source](http://redcross.org/tiffany-circle-source)

WOMEN SAVING LIVES:  
*Giving as a Collective*

For the first time in our group's 12-year history, the Tiffany Circle was offered an opportunity to financially support—as a national collective—the American Rare Donor Program. Our members were invited to consider an investment of \$559,999 to fund this important program, as well as the Neo Iris automated blood typing instrument to support the vital work needed to match the right blood to the right recipient. Through your generosity, the Tiffany Circle funded the program this fiscal year, as well as the critical piece of equipment needed.



“We extend a heartfelt thank you for your fundraising support. This support will ensure that the Rare Donor Program will continue to meet the needs for rare blood transfusions to patients throughout the world in FY20. These rare blood units allow this group of patients with diverse clinical needs to obtain critical treatment and to recover from their illness or injury. On behalf of the American Red Cross, blood providers and the diverse community of patients we service, thank you!”

—Sandra Nance, Sr. Director, National Laboratories, Biomedical Services, American Red Cross

**Special thanks to these Tiffany Circle members:**

Anonymous  
Jane Parke Batten, in honor of Ellen More  
Helen Berg, in honor of Ellen Albrecht  
Posie Carpenter and Moreen Pushkin  
Kathy Coleman, in honor of Marjorie Deak and Michael Joy  
Crowley Children's Fund  
Katie Crumbo, in honor of Jennifer Wolcott  
Dr. Rowena Dolor Cuffe, in honor of Melinda C. Dolor  
Laurie Laidlaw Deacon  
Julie and Andy Detherage  
Constance Donovan  
Kathy Flynn  
Beth Gordon  
Pamela Klinner, in memory of Priscilla K. Irwin  
Paul and Kathleen Lang  
Kristi LaRose, in honor of Angie Robinson  
Catherine Leventhal  
Laura Linger  
Paula and Chris Marsh, in memory of Barbara Marsh  
Judy McCormack

Kellie McDowell, in honor of Jennifer Wolcott  
Anne McKnight  
Ellen More  
Joan Niemiec  
Mary O'Malley-Trumble  
Eileen Perra, in honor of John and Rose Perra,  
in memory of Dr. Patrick and Mary Claire Leonard  
Barbara Piotrowski  
Teri and Byron Pollitt  
Keely and Matt Reinhard  
Beth Renner, in honor of Ken Renner  
Sabrina S. Rush  
Lisa Schrader, in honor of Helen Kane Bowman,  
Red Cross Trained Nurse WWI  
Kathy and Terry Talley, in memory of Kenneth Edwards  
Josie Tong  
Lisa Williams, in memory of Judith Ledford Sluder  
Donna Winter, in memory of Claude and LaVon Hendricks  
Jennifer and Randy Wolcott, in loving memory of  
Judith Ledford Sluder  
Karen L. Wood



## *Summit Overview*

For two and a half days in mid-September, more than 200 women gathered in Washington, D.C., to attend the 2019 Tiffany Circle Women's Leadership Summit.

Summit co-chairs Jill Coyle and Sara Horein designed programs of fellowship, networking and immersion in the mission of American Red Cross. Participants learned about current trends in philanthropy and worked on developing personal value propositions related to why we support the Red Cross mission as Tiffany Circle members. Members enjoyed learning the history of our valiant Red Cross nurses, as well as practical tips on how to be "Red Cross Ready," including opportunities to prepare our friends and neighbors through our Home Fire Campaign and *Sound the Alarm*. Additionally, we received an update on our current state of disaster response, the fleet of vehicles that support our mission delivery and highlight of our Biomedical Services.

A breakfast panel focusing on International Humanitarian Law included Helen Durham, Director International Law & Policy, ICRC; Elhadj As Sy, Secretary General, IFRC; and Koby Langley, Senior Vice President, Services to the Armed Forces and International Services and was moderated by Greater New York Region Board and Tiffany Circle member Ashleigh Banfield.

The Celebration of Philanthropy Dinner was held at the new International Spy Museum overlooking the heart of downtown Washington, D.C. CNN National Correspondent

Dana Bash moderated an interview with CEO and co-founder of Global Health Corps, Barbara Pierce Bush, as she spoke about Generational Philanthropy and her family's legacy. Beth Renner, Chair of the Tiffany Circle National Council, and Dr. Rowena Dolor, Tiffany Circle Tennessee Region member, made a financial appeal to participants for the American Red Cross Rare Donor Program and the Neo Iris automated blood typing instrument. By the conclusion of Saturday evening, Tiffany Circle women collectively raised over \$620,000 in donations for the American Red Cross Rare Donor Program and the Neo Iris instrument.

On Saturday, Red Cross President and CEO Gail McGovern presented an in-depth overview of the state of the Red Cross and expressed sincere appreciation to the members of the Tiffany Circle for their continued support of our lifesaving mission.

The weekend concluded with the Chairman's Dinner, which was held in the Grand Ballroom of the Mayflower Hotel. The evening highlighted Red Cross Service to the Armed Forces and honored active duty military heroes and their families. The evening's guest speaker, Admiral Michelle Howard (Retired), spoke of her personal journey of leadership as a female officer in the military. The musical highlight of the evening was a performance by the inspirational band, The Resilient, men who met at Walter Reed Army hospital after substantial injuries. They have found music as therapy, and they shared their gifts with the Tiffany Circle.

# UNA and Leadership Award Winners

## UNA Award Recipient



With 35 years of volunteering for the Red Cross, we are thrilled to honor **Patricia Farmer** as the 2019 recipient of the American Red Cross Tiffany Circle Una Award. Patricia is highly committed to the humanitarian mission of the American Red Cross. She demonstrates her dedication through tireless leadership and consistent generosity of her time, talent and treasure. Her experience is exceptional, and she is as a role model for all women in philanthropy.

## Above and Beyond Leadership Award Winners



**Sandra Klein** and **Jill Valenti** were honored with the inaugural Above and Beyond Leadership Award. This award is given to exemplary servant leaders who have taken their service and investments of time and treasure, from a local level to regional, national and international levels.



Sandy has impacted all lines of service within the American Red Cross. She led with the first gift to the South Carolina Home Fire Innovative Lab, where she spent hours scheduling smoke alarms installations, as well as securing additional funds to ensure the work. She donated an emergency response vehicle for disaster relief services and a bloodmobile to help collect blood in the community. She has advanced the Low Country Red Cross Gala to its present status and recently made a gift to complete the \$2 million South Carolina Legacy Training Room Campaign. She has spent six years (two terms) on the Tiffany Circle National Council and is a role model for all women in philanthropy.

Jill Valenti has been a Red Cross leader for 35 years. She is currently a Tiffany Circle Torchbearer, after being the founding chair of two Tiffany Circle chapters in Los Angeles and Tampa. She has spent six years (two terms)

on the Tiffany Circle National Council, six years on the Red Cross National Philanthropic Board, served on the Board of Directors of the Red Cross Tampa Bay Chapter, chaired the board of the Los Angeles chapter, served as Vice Chair for Development of the Seattle chapter, and was a charter member of Red Cross Angels, a fundraising guild for women in Tampa. Jill exemplifies Above and Beyond Leadership.

Congratulations Patricia Farmer, Sandy Klein and Jill Valenti for receiving the 2019 Una and Above and Beyond Leadership awards.

## Tiffany Circle International



2019 was an active year for Tiffany Circle internationally. Since the Geneva Forum in 2018, the Tiffany Circle International Council has actively developed a vision, goals, strategies and tactics to engage and empower women through philanthropic leadership around the globe.

Vision: To broaden the recognition of and strengthen support for the Red Cross/Red Crescent Movement, its mission and its fundamental principles, as the leading humanitarian organization in the world.

With growing interest in our international partnerships and relief efforts, the Tiffany Circle International Council (TCIC) presented Tiffany Together: Humanity Beyond Borders. This collaborative presentation provided an overview of the Council's work and showcased the activities and programs that Tiffany Circle members support in our sister societies in the United Kingdom, Canada, the Netherlands and Australia.

Collectively, our international members broadened our knowledge and understanding of the mission-critical work each Tiffany Circle supports. The TCIC shared materials on how to implement new Tiffany Circle chapters in additional societies. Following the forum in Geneva in 2018, the Swiss Red Cross welcomed their first member, and she attended the Summit to learn best practices of empowering other women in her network to give and join.



**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.

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**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.

*Thank you!*

[redcross.org/tiffany-circle-source](https://redcross.org/tiffany-circle-source)