



We Were There Because of You

The 2008 Disaster Relief Program Annual Review



**American
Red Cross**

A Message From the President and CEO

Every single day, the American Red Cross and our donors and volunteers help people recover from the devastation caused by disasters of all sizes. Together, we empower people to perform extraordinary acts in the face of emergencies.

In 2008, our nation was struck by a number of disasters that seemed to follow one after another: a record-breaking tornado season, the Midwest's worst flooding in 15 years, major wildfires and a hurricane season that had eight named storms hitting the U.S. coast.

In the aftermath of these tragedies, millions of Americans turned to the Red Cross for shelter, food, support and supplies.

With your help, the Red Cross opened more than 1,400 shelters for those without a roof over their heads and served more than 18 million meals and snacks. We distributed hundreds of thousands of clean-up and comfort kits to ease the transition for those returning to damaged homes.

As I traveled to disaster sites across the country, I was inspired by the stories of everyday Americans who reached out to help their neighbors in need. I was reminded that the beneficiaries of our disaster services are not strangers; they are family members, friends, colleagues and neighbors.

I am honored to be part of an organization that has helped so many recover from such daunting adversities and grateful to those who extended a helping hand to the survivors of the 2008 disasters. Despite the economic challenges facing many families and companies throughout our country, your generous support in response to last year's relentless string of disasters was phenomenal.

Thank you for helping the Red Cross deliver help and hope to all who needed us this past year. As 2009 unfolds, I hope that those we serve can continue to count on you and your continued support to help us build a strong, vibrant and sustainable American Red Cross.



Gail McGovern
President and CEO



American Red Cross Disaster Relief

Since its founding in 1881, the American Red Cross has remained firmly committed to the fundamental principles of humanity, impartiality, neutrality, independence, voluntary service, unity and universality. In the spirit of our humanitarian mission, Red Cross disaster relief services are delivered to individuals and communities across the nation, free of charge. Our donors ensure we have the resources and trained volunteers to respond when disaster strikes, each and every day.

opens shelters for those who have been displaced and provides meals and snacks to evacuees and emergency workers in the affected area. Our nurses and trained volunteers deliver first aid and may help replace prescription medications and eyeglasses or arrange for emergency medical treatment. Disaster mental health services workers provide support for those suffering from loss and trauma.

The Red Cross also reconnects those separated in times of disaster. People living inside an affected area can



Red Cross nurse and volunteer Melissa Schultz hugs Doloris Faust at a shelter in Martinsville, Ind.

Our congressionally-mandated charter—to provide relief to victims of disaster and help people prevent, prepare for and respond to emergencies—is a declaration of responsibility and a promise to the nation that we will be there when disaster strikes.

Following a disaster, the Red Cross provides mass care (sheltering and feeding) services, which are the most visible and well known of the Red Cross disaster relief activities. The Red Cross

register on the Red Cross Safe and Well Web site, a confidential way to let loved ones know of their well-being. Family members and concerned others living outside an affected area can call

their local chapter for assistance in determining their loved one's status.

The Red Cross can quickly mobilize teams of employees and volunteers to provide these services. The Disaster Services Human Resources system, a roster of trained national volunteers with emergency expertise, is updated continuously. Our volunteers include mass care specialists, nurses, mental health professionals, logistics specialists and child care providers, among others. We strive to maintain a cadre of trained volunteers to staff each relief operation with enough workers to accommodate the needs of those affected.

This report summarizes our relief efforts following the major disasters to which we responded in 2008 with the help of the corporations, organizations, foundations and individuals who donated generously to the American Red Cross Disaster Relief Fund.

Your gift allows us to provide our vital services, and we are grateful for your support. The Red Cross is always there, and through your gift, so are you.

2008 Disaster Relief Operations *as of March 2009*

Disaster Type	Relief Operations	Red Cross Workers ^(a)	Shelters	Overnight Stays	Meals and Snacks	Clean-up and Comfort Kits
Winter storm	2	235	8	950	9,472	392
Flood	23	9,873	152	11,919	963,336	72,367
Tornado	40	6,225	84	5,450	576,716	22,067
Flood & tornado ^(b)	7	1,227	39	1,174	113,750	3,044
Hurricane ^(c)	34	26,080	1,012	497,205	16,557,403	232,357
Wildfire	10	2,644	60	6,009	106,096	4,533
Other events ^(d)	15	1,944	89	8,989	96,725	2,354
TOTAL^(e)	131	48,228	1,444	531,696	18,423,498	337,134

^(a) "Red Cross Workers" includes the total number of employees and volunteers assigned to the relief operation.

^(b) This is not a combination of floods plus tornadoes. It is a separate category of disaster.

^(c) Eight named storms resulted in 34 disaster relief operations. These figures include information from Dolly, Edouard, Fay, Gustav, Hanna, Ike, Lowell and Omar.

^(d) Public events, human-caused or transportation incidents to which we responded.

^(e) These numbers do not include the tens of thousands of disasters to which our local chapters respond daily. Last year, disaster workers at more than 700 Red Cross chapters across the country responded to more than 70,000 disasters.

Winter Storms

Each disaster to which the Red Cross responds presents its own unique set of circumstances, and winter storms can be especially unpredictable. A January storm that might necessitate a Red Cross response typically involves heavy snow, ice and widespread, prolonged power outages.

However, unseasonably high temperatures coupled with heavy rain can cause rapid snowmelt, resulting in dangerous flood conditions. Such conditions prompted two national disaster responses in 2008, one of which took place in northwest Indiana in January.

The immediate challenges of a flood response can include locating and placing our trained volunteers, who themselves may have been directly affected by the flood, and identifying new, safe shelters when previously identified locations stand in harm's way. During a flooding response, sheltering has the greatest impact because it immediately meets the community's needs for a safe place to go to escape rising floodwaters.

In our shelters, evacuees can expect to find cots, blankets, meals and comfort kits that contain hygiene items like toothbrushes and toothpaste—everything to meet their basic needs until the water recedes.

Indiana Storms

A strong storm system developed ahead of a cold front and moved through Indiana beginning on January 7, 2008. The Tippecanoe and Kankakee Rivers reached record and near-record levels,

“Our volunteers are trying to canvass neighborhoods to determine the magnitude of the damage. It's absolutely devastating in the affected areas; we have homes with major damage.”

—Debra Elsner, Executive Director of the American Red Cross in Tippecanoe County, Ind.

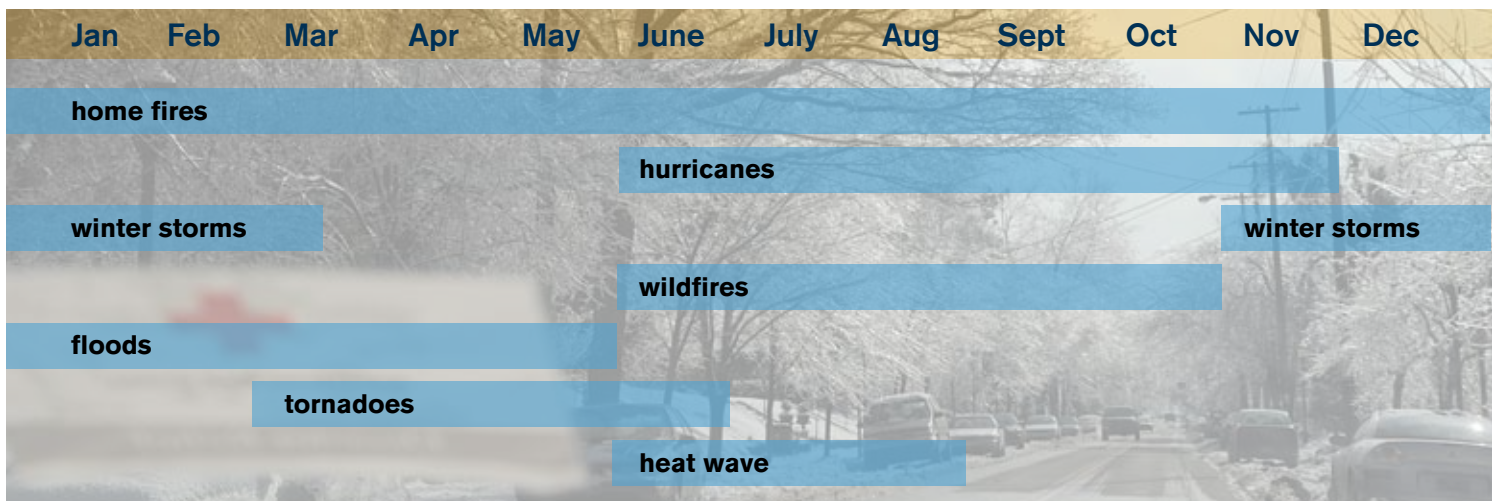
Mental health counselors are available to help people cope with the tremendous emotional upheaval a flood can cause. The trauma of watching your home flood, rescuing beloved pets and cherished keepsakes, locating family members (if a flash flood happens during school hours, for example) and dealing with injuries sustained during an evacuation can last for many years, unless it is addressed promptly and compassionately.

respectively. The water breached a levee on the Kankakee, flooding agricultural areas.

Facts at a Glance

- 2 major disaster operations in response to winter storms
- 235 Red Cross disaster workers
- 8 shelters with 950 overnight stays
- 9,472 meals and snacks
- 392 clean-up and comfort kits

Disaster Timeline



The Red Cross worked closely with the Indiana Department of Homeland Security, the State Police, the National Guard and others to monitor statewide flood and weather conditions, gather information, anticipate needs and carefully plan its response. When the time came, the Red Cross was ready.

As the floodwaters rose, hundreds of people were forced to abandon their homes and leave everything behind. Disaster workers welcomed frightened residents into Red Cross shelters with compassion and care for their well-being.

When the water receded, the Red Cross provided clean-up kits for residents returning home. Our disaster workers drove emergency response vehicles (ERVs) through waterlogged neighborhoods to distribute meals and provide emotional support. For residents whose homes were lost to the floodwaters, we offered information about additional resources to meet their long-term recovery needs.

So many residents of Indiana celebrated the New Year with the highest of hopes, only to find themselves suddenly reeling from the loss of their homes and belongings. When they turned to the Red Cross for help, we were there to meet their immediate needs and to help them plan their recovery.

Merck – Committed to Our Humanitarian Mission

At Merck, we strive to make a positive contribution to the communities in which we work and live by supporting a wide range of charitable, educational and environmental initiatives. The focus of Merck’s disaster relief programs is to provide assistance during major disasters and to support efforts in preparedness, preservation and recovery. Since 1958, The Merck Company Foundation has supported the work of the American Red Cross, which responds to more than 70,000 disasters each year.

“The Merck Company Foundation recognizes the importance of supporting the humanitarian mission of the Red Cross. We are specifically committed to enabling the Red Cross to respond immediately to the needs of individuals and families affected by disaster anywhere across the country,” said Geralyn Ritter, Vice President, Global Public Policy and Corporate Responsibility. “Our commitment to the Annual Disaster Giving Program helps the Red Cross secure a reliable funding base and ensures this.”

The Merck Company Foundation has pledged \$1 million over four years to support the American Red Cross Disaster Relief Fund and is proud to be an Annual Disaster Giving Program member. In 2008, Merck made an additional \$250,000 contribution to the Red Cross in response to its Campaign for Disaster Relief appeal. These funds specifically helped support the 2008 hurricane relief efforts in the United States. The Red Cross is grateful to Merck for their lasting partnership.



Comfort Kits and Clean-Up Kits

Immediately after a disaster, the Red Cross provides these kits to affected residents to meet their basic hygiene needs and to help them clean up their homes.

Comfort Kits	Clean-Up Kits
Deodorant	Sectional handle with mop, broom, squeegee and push broom heads
Toothbrush	Pail
Toothpaste	Scrub brush
Facial tissues	Sponge
Wash cloth	Disinfectant
Shampoo	Detergent/degreaser
Liquid soap	Bleach
Lotion	Trash bags
Comb	Gloves
Razor	Dust mask
Shaving cream	

Spring Floods and Tornadoes

We followed our response to January's winter storms with a lengthy disaster response that began in earnest in February and continued throughout the spring, when the Midwest experienced devastating flooding and a record-breaking tornado season.

Storms and heavy rainfall caused serious flash flooding in already saturated areas of the central United States. Floods are the most frequent and costliest natural disasters in terms of human hardship and economic loss.

The same storms that caused flooding also spawned several major tornado outbreaks. According to the National Weather Service, 87 tornadoes occurred on February 5, causing 57 deaths in the southeastern part of the country. This marked the beginning of an unusually intense tornado season. The severe weather continued into June, when two more outbreaks resulted in 289 confirmed tornadoes.

For the spring floods and tornadoes, the Red Cross mobilized more than 17,000



Red Cross Volunteer Rodney Davis delivers a hot meal from an ERV in Lafayette, Tenn.

the affected states to give evacuees a place to sleep, get vital information about available assistance, eat a hot meal, talk with mental health workers or meet with health services workers about their healthcare needs. Our ERVs were loaded with food, water and supplies and deployed to the affected communities.

and buildings. The same storm system that spawned one of the worst tornado outbreaks in U.S. history also produced heavy rain in sections of Illinois, Indiana and Ohio that were still recovering from flooding caused by January's winter storms.

Your gift to the Disaster Relief Fund ensured that affected residents received the help they needed to face the prospect of starting over.

The Red Cross quickly opened shelters in the affected areas, and disaster workers in ERVs circulated through neighborhoods distributing meals to grateful residents and emergency workers. We worked with local public health authorities to meet the basic needs of our clients by providing first aid and replacing essential medications.

Red Cross health and mental health workers provided support to the many residents struggling to cope with the devastation surrounding them.

Because dozens of people lost their

“It is with the help of the American public that we are able to respond to the disasters in the Midwest, as well as the disasters that occur every day in local communities across the country that you may not hear about. Donations to the American Red Cross Disaster Relief Fund can help aid in the recovery for victims of these and other disasters.”

—Joe Becker, Senior Vice President, Disaster Services

disaster workers to meet the immediate needs of the displaced residents, with additional workers standing by as the flooding continued to spread. We opened 275 shelters throughout

February 5, 2008

On February 5, a massive line of tornadoes swept across Alabama, Arkansas, Kentucky, Mississippi and Tennessee, destroying many homes

lives during the February 5 tornado outbreak, some residents faced the prospect of starting over without their loved ones. The Red Cross reached out to those individuals overwhelmed with grief and loss through its mental health counselors and family service specialists trained to meet their unique needs.

As our shelters closed, we continued to work closely with our partners and local emergency management officials, offering comprehensive resources—mental health support and first aid, cooking and distributing meals—and providing information and referrals for additional assistance.

The spring flooding and tornado season extended well into June, which heralded the beginning of a challenging hurricane season.

Facts at a Glance

- 70 major disaster operations in response to floods, tornadoes and combinations
- 17,325 Red Cross disaster workers
- 275 shelters with 18,543 overnight stays
- 1,653,802 meals and snacks
- 97,478 clean-up and comfort kits



Carolyn Negley, student and resident assistant at Union University in Jackson, Tenn., collected what belongings she could find after her living quarters were almost entirely destroyed by a tornado. Emergency response vehicle driver Vicki Oczkowicz offers comfort.

Safe and Well—Reconnecting Families When Disaster Strikes

The American Red Cross Welfare Information Unit maintains the Safe and Well Web site as part of its mission to promote family communications planning and preparedness; facilitate notification from “inside” to “outside” disaster-affected areas; manage requests for welfare information and support family reunification.

The Safe and Well Web site keeps evacuees in touch with loved ones who live outside a disaster-affected area. Evacuees registering on the site can choose from a menu of pre-scripted messages, including “family and I are safe and well” and “currently at shelter.” Relatives can also register evacuees on their behalf, giving friends and family the peace of mind of knowing everyone is safe.

2008 Safe and Well Registrations

February/March Tornadoes	455
March/April Floods	654
May California Wildfires	734
May Tornadoes	1,208
June/July Midwest Flooding	1,675
July California Earthquake	463
Hurricane Season (June-November)	20,143

When family members contact the Red Cross with concerns about loved ones inside the disaster area who suffer from life-threatening illnesses, the Welfare Information Unit coordinates the efforts of disaster field teams and our partners to locate and assist those with health and mental-health needs. In 2008, the Welfare Information Unit resolved 278 of these emergency welfare information requests.

www.safeandwell.org

Also available in Spanish: www.sanoysalvo.org

Also available via RedCross.org

Report: *Standing Ready With a Helping Hand: The American Red Cross Response to the Central U.S. Floods and Tornadoes*: see the full report on your gift at work in the central United States on RedCross.org (click on *About*, then *Publications*)

Summer Hurricanes and Tropical Storms

Before the hurricanes of 2008 threatened communities across the country, Red Cross chapters reached out to residents in hurricane-prone areas with preparedness tips and worked to improve each community's ability to respond to an emergency. We pre-positioned cots, blankets, comfort kits and other relief supplies to be ready at a moment's notice.

This hurricane season, we mobilized more than 26,000 Red Cross workers and opened more than 1,000 shelters.

We provided an array of services including sheltering, feeding and physical and mental health counseling. Even after the need for emergency assistance subsided, we worked with community partners to provide ongoing support to affected residents.

Our local partnerships provide great insight into the needs of a community. By working together, we can effectively address the issues of diverse, hard-to-reach populations.

To coordinate the various services of these partners, the Red Cross and other agencies established the Coordinated Assistance Network (CAN) in 2003. CAN partners collaborate to provide necessary services to disaster survivors without duplicating

efforts. Someone affected by a disaster can report their needs to any single participating agency, and if they elect, the agency will then share their information among member organizations to help them obtain additional services.

On June 1, the Red Cross marked the beginning of hurricane season 2008. It proved to be one of the most destructive and costliest hurricane seasons in U.S. history.



Individuals and families line up before a Red Cross emergency response vehicle for meals and bottled water in Wallisville, Texas, after Hurricane Ike knocked out power to their neighborhood.

Ruby Stevens

The Perry & Ruby Stevens Charitable Foundation was established by Ruby Stevens in January 2006 in accordance with her late husband Perry's wishes. Stevens established the foundation to help nonprofit organizations that, among other things, provide assistance to victims of natural disasters.

"When disaster strikes, Ruby knows the American Red Cross will respond no matter what," said Laurie Milton, the foundation's Executive Director. "Ruby and her late husband, Perry, have been big believers in the Red Cross as early responders, and they know that after a disaster, their support can really help those who need help the most in a time of crisis."

Stevens was inspired to give to the Disaster Relief Fund following Hurricanes Gustav and Ike. When she observed their devastating impact and the Red Cross's swift and compassionate response to meet the resulting needs for disaster relief, she promptly donated \$50,000 to the fund. In addition, Stevens gives generously to the American Red Cross Hill Country Chapter in Texas.

The Red Cross is truly grateful to Ruby Stevens and the individual donors like her whose contributions to the Disaster Relief Fund help to relieve suffering when disaster strikes.

Report: *A Sure Presence: The American Red Cross Response to the Hurricanes of 2008*: see the full report on your gift at work RedCross.org (click on *About*, then *Publications*)

To date, 378 agencies have signed Participating Agency Agreements with CAN.

Hurricane Ike

While we were still helping those affected by earlier spring and summer storms, particularly Hurricane Gustav, we were preparing for Hurricane Ike's landfall. According to National Weather Service resources, the storm's projected path indicated landfall along the Florida Panhandle and Texas coast.

Emergency officials in those areas, with whom the Red Cross was in constant communication, urged residents to prepare without delay.

When Ike failed to follow the predicted path, charting its own course toward Texas, we quickly relocated disaster workers to Texas to supplement the 1,500 already there, and we collaborated with our partners in disaster response to serve the



Star Ponthieux reaches into a comfort kit in a Red Cross shelter in Port Allen, La., after Hurricane Gustav.

communities in Ike's path. For the many diverse communities affected by Ike, we partnered with the National Council of La Raza, the National Association for the Advancement of Colored People, National Disabilities Rights Network, Tzu Chi Foundation and United Jewish Communities, among others.

Hurricane Ike made landfall on September 13 near Galveston, Texas, as a strong Category 2 storm with winds

of 110 mph. Texas and Louisiana bore the brunt of this dangerous storm. Millions of people lost electricity, and thousands more were evacuated.

Hurricane Ike's effects were widespread.

In addition to Texas and Louisiana, the Red Cross opened shelters in Indiana, Missouri, Ohio, Michigan and Kentucky for

evacuees. Trained Red Cross disaster workers from every state responded.

After the storm, we remained actively committed to meeting individual and family needs. We facilitated the search for long-term housing and located additional resources available through the community agencies that partnered with us.

The 2008 hurricane season will be remembered as one of the most destructive and costliest hurricane seasons in U.S. history. Through it all, the Red Cross worked tirelessly to anticipate and meet the needs of those we serve and to provide safe shelter from the storms.

NAJIT – Bridging the Communications Gap

During Hurricane Katrina in 2005, the American Red Cross recognized a gap in the services we provided. Our critical messages regarding shelter locations or service centers, for example, were not understood by all communities affected by the storm due to language barriers.

Today, the Red Cross has access to a team of certified linguists to assist with relief efforts for the non-English speaking, deaf, hard-of-hearing and the limited-English-proficient population. The Red Cross is proud to partner with the National Association of Judiciary Interpreters and Translators (NAJIT), leveraging the language expertise of its members, who stand ready to volunteer and offer their help, either through on-site or virtual deployment in times of disaster. NAJIT interpreters help bridge the linguistic divide that sometimes separates people from the help they need. Currently, more than 1,300 NAJIT interpreters and translators representing 100 languages are on call for the Red Cross in the event of a disaster.

This past year, NAJIT assisted the Red Cross in relief efforts for Hurricanes Dolly, Gustav and Ike, and Tropical Storm Edouard. "NAJIT is proud to be a partner with the Red Cross," said Isabel Frammer, NAJIT Chair. "We are grateful to the Red Cross for bringing this partnership together. Our membership of professional interpreters is a real asset for the Red Cross efforts on the ground during national disasters and, together, we will be able to better serve all of our communities." The Red Cross couldn't agree more.



Fall Wildfires

As the hurricane season came to an end, wildfires spread across parts of California. In mid-November, gusting winds and dry conditions fueled several explosive wildfires that burned out of control.

As scores of homes burned, residents from Santa Barbara, Los Angeles, Orange and Riverside Counties escaped and found a safe haven with the Red Cross. Red Cross disaster workers provided shelter, meals and much-needed physical and mental health support. The latter assistance was particularly welcome to people who were forced to evacuate with nothing but the clothes they wore.

With our partners, we sheltered and fed hundreds of evacuees at the height of the fires. We served thousands of meals and snacks to evacuees, emergency responders and residents who visited our shelters for the latest news of the fires' impact on their neighborhoods.

We circulated throughout the affected neighborhoods in ERVs and distributed clean-up kits to residents who were beginning to clean up the damage the fires caused. We also identified additional resources to facilitate recovery.

The Sayre Fire

The Sayre Fire that tore through Los Angeles County destroyed hundreds of units at the Oakridge Mobile Home Park in Sylmar, a community of elderly residents living on fixed incomes.

Residents' immediate physical health needs included the replacement of durable medical equipment such as wheelchairs and walkers for the many seniors affected by the wildfire. The residents also benefited from their contacts with Red Cross mental health professionals as they mourned the loss of their homes, the heirlooms passed down through generations of families

and the friendships they made in their neighborhood.

Red Cross disaster worker Tracey Kiest reported from the Sylmar shelter where many of the evacuated residents were staying. "I just ran into a gentleman who was in tears," she said. "It was the first time he had been able to see his house, and there wasn't anything left. The coffee pot had melted onto the stove. He remarked that the birds were looking for food—he leaves birdseed out for the birds. He lost four generations worth of antiques. After he dried his tears he said, 'You

Facts at a Glance

- 10 major disaster operations in response to wildfires
- 2,644 Red Cross disaster workers
- 60 shelters with 6,009 overnight stays
- 106,096 meals and snacks
- 4,533 clean-up and comfort kits



Red Cross disaster worker Tracey Kiest surveys the remnants of the Oakridge Mobile Home Park, a community that was destroyed by the Sayre Fire, in Sylmar, Calif.

know what? It's going to be okay. We're going to make it.”

Fires are unpredictable and move as the winds shift, but the Red Cross is reliable even in the most difficult situations. After the fires were out, we remained on site to partner with local, state and federal representatives committed to the ongoing recovery from the Sayre Fire.

As we completed our disaster relief operations in California, we were also looking ahead to January 2009 to ensure the necessary supplies will be available to those who need us now and those who will surely need us in the coming months.



Red Cross volunteers Pedro Polidano and Alex Padilla bring clean-up supplies to the residents of a home that was damaged by wildfires in Yorba Linda, Calif.

Daphne Hartz/American Red Cross

Dear Red Cross,

Thank you so much for giving these meals to all of these people. It really means a lot to everyone. My class and I really appreciate your time. Thank you again!

Yours Fondly,
Sara, age 10



Q&A With Red Cross Volunteer Dana McKinley

Where do you volunteer?

I'm a Disaster Action Team member and a Service to the Armed Forces volunteer for the Key Chapter in Meridian, Miss. I am also active with our emergency management and homeland security units and serve on both teams as an American Red Cross representative.

How did you get involved with the Red Cross?

I was a volunteer fireman and saw what a single-family fire really did—how big the disaster is in the clients' eyes. I myself was battling some medical problems and really wanted to quit. My family took me to the Red Cross. Two days later it was September 11 and I started taking the classes and my medical situation improved beyond the doctor's diagnosis.

How has the Red Cross changed your life?

The Red Cross saved my life! I found that instead of crying on my problems, that folks had bigger problems than I. It was time to get going; so today I am still going strong and serve with my chapter and my community as a volunteer fireman and EMS provider. Thank you Red Cross for caring about this volunteer and seeing the true heart that I have. I know that we have so many with the same heart that I have, and I feel honored to represent all of them.

Responding Today...

When disaster strikes, the human need is obvious. People lose their homes, their possessions and, sometimes, their loved ones. When the Red Cross arrives on the scene, we establish shelters, provide meals, offer first aid, distribute comfort and clean-up kits and ensure those who need physical and mental health support can meet with one of our trained disaster workers.

Your gift to the Disaster Relief Fund allows us to maintain our disaster relief program in a constant state of readiness.

Feeding and Sheltering

As soon as the area is safe for entry, the Red Cross circulates through disaster-affected neighborhoods, identifying needs and delivering food, supplies and information to residents planning their recovery. In most cases, we can provide nearly a million meals per day within 72 hours, thanks to the hard work of Red Cross disaster workers and our partners. Often, the Southern Baptist



As residents started to evacuate Mississippi ahead of Hurricane Gustav, Red Cross shelters awaited them.

Convention provides the work force and the kitchens, and the Red Cross provides supplies and logistics.

Health and Mental Health Services

When disaster strikes, there is often no time to pack bags, refill prescriptions or collect personal items. Disaster-induced stress and trauma compound pre-existing medical conditions. In these situations, Red Cross health and mental health professionals meet individual needs and provide referrals.

Health Services

Approximately 3,000 medical professionals, including doctors, nurses, emergency medical technicians, pharmacists and other specialists, volunteer with the Red Cross during disasters, providing first aid, medical assessments, triage and other services to disaster survivors.

An important partnership during times of a federally declared disaster is our Emergency Prescription Assistance Program (EPAP), which allows pharmacies to provide medications to those affected by a disaster who do not have any form of health coverage for replacing their prescriptions and essential durable medical equipment. During Hurricanes Gustav and Ike, the EPAP filled more than 30,000 medication and durable medical equipment requests at a cost of nearly \$1.7 million.

Similarly, VSP® Vision Care partners with the Red Cross to provide comprehensive eye exams and eyewear to those who have lost or damaged their eyeglasses during these events.

Mental Health Services

The Disaster Mental Health Team is part of our disaster response from beginning to end. Our team of licensed mental health professionals includes counselors, marriage and family therapists, psychiatrists, psychologists, social workers and psychiatric nurses.

State Farm—Partners Since World War II

With a relationship dating back to World War II, State Farm—through corporate contributions, agent and employee matching gift programs and agents and employees who donate their time as volunteers and blood donors—is a long-term partner to the American Red Cross. Through this multifaceted partnership, State Farm is a member of the Annual Disaster Giving Program, a sponsor of Red Cross events and a significant provider of blood donations through its employee base. State Farm and the Red Cross have worked together on a variety of projects throughout the years.

When disaster strikes, the public turns to the Red Cross and State Farm. Whether it is a house fire that leaves one family homeless or a hurricane that devastates an entire region, Red Cross disaster workers and State Farm agents and employees are an important presence after a disaster. We share a vital mission: helping to pick up the pieces of shattered lives.

State Farm continued its generous support of the Red Cross again in 2008 with a significant contribution of \$1 million. We appreciate State Farm's steadfast commitment to our disaster relief program.

State Farm®

We offer the following services:

- Triage and assessment
- Crisis intervention
- Client advocacy
- Referring clients to local providers to support their continuing needs
- Supervising and supporting Red Cross workers providing psychological first aid
- Monitoring and alleviating organizational stress
- Providing bereavement support

F.M. Kirby Foundation, Inc.— Making the Impossible Possible

The F.M. Kirby Foundation, Inc., a family foundation located in Morristown, N.J., has supported the American Red Cross for 19 years, most recently with a generous gift of \$500,000 to the Disaster Relief Fund. Like the F.M. Kirby Foundation, the Red Cross believes that “when people unite in a charitable cause that is right and good, the impossible becomes possible.”

Since 1992, the Foundation has given gifts to the Red Cross totaling \$6,325,000, and in 2007, the F.M. Kirby Foundation also donated \$100,000 toward a bloodmobile for the Penn-Jersey Blood Services Region.

In addition, the F.M. Kirby Foundation generously supports blood donor programs and disaster relief and preparedness at chapters in Morristown and Summit, N.J., and Wilkes-Barre, Pa.

The F.M. Kirby Foundation’s philosophy of giving is that “private philanthropy, at its best, if provided compassionately and prudently, encourages self-reliance and diminishes government’s role. Dedicated grantors and grantees, working together, tend to ennoble and enrich our society.”

The Red Cross deeply appreciates the F.M. Kirby Foundation’s long-standing support and looks forward to our continued partnership.

To join this team, health care professionals volunteer their vacation time, often at a moment’s notice, to serve on a disaster relief operation.

Disaster Services Technology

One of the first things to sustain damage during a disaster is a community’s infrastructure. Often, cellular services may be down or overloaded, and power outages can disrupt other networking capabilities. The Disaster Services Technology Team manages Red Cross technical needs during a disaster, including voice communications, data transmissions, computer access, satellite coverage, cell phones, fax capabilities and networking. All of these capabilities include backup systems.

Within the first 24 to 48 hours of an operation, a technology team and an initial shipment of supplies are deployed. Supplies are warehoused in Austin, Texas, and are transported overnight by FedEx through a generous corporate sponsorship. Additional

equipment is shipped as the operation progresses.

The Red Cross contracts with multiple partners to ensure continuous cell phone coverage. At any given time, the team can switch cellular phones to ensure they can communicate after a disaster.

To support the technology team, the Red Cross currently has a partnership with Best Buy’s BlueShirt Corps, a service group that provides tech support from the company’s Geek Squad Agents and BlueShirts. We also team with the American Radio Relay League of amateur radio operators and numerous other vendors and partners to ensure success.

Our ability to act quickly when disaster strikes is a result of our ongoing readiness activities. Our services represent the culmination of a year-round process of strategic planning, organization and preparation between the Red Cross and our partners.

...Preparing for Tomorrow

Past large disasters, such as Hurricane Katrina, have shown us that we must be willing to prepare for the seemingly unimaginable. We must be ready to act when a catastrophic disaster strikes.

Future disasters could be large enough to require a different approach in the areas of organizational readiness, community partner collaboration, individual preparedness and sustainability. Through our chapters and with our local partners, we will reach deeply and widely into our communities to close the gap between the anticipated needs

within these areas and our ability to meet those needs.

The very best resource our organization has when disaster strikes is a strong local chapter tied into the fabric of its community, working daily with local emergency responders. As we build more resilient communities, the Red Cross and our partners will gain a deeper understanding of the needs of each area. We are committed to keeping our donors and partners informed about our innovative and vital work in the months and years ahead.

Your Gift at Work in 2008

Food and Shelter

The Red Cross provides regular meals in its shelters as well as through mobile distribution and additional fixed sites for affected residents and responders. Through effective partnerships with government and community organizations, the Red Cross ensures that shelters meet the needs of individual communities. **COST: \$60,298,000**

Logistical Support

A disaster relief response requires a vast reserve of resources and volunteers. Managing these resources requires real estate, logistical support and vendor agreements that exceed local capabilities. Associated costs include, but are not limited to, rented space for shelter facilities, disaster response headquarters and warehousing, vehicle rental, fleet management, fuel and other necessities. **COST: \$24,130,000**

Emergency Assistance to Families and Individuals

Red Cross client caseworkers meet with individuals affected by disaster to offer assistance and identify any special needs such as planning their long-term recovery to ensure that they are safely accommodated. **COST: \$20,951,000**

Readiness and Partnering

The Red Cross provides planning and preparedness for disasters. Readiness and capacity development provides a means to actively build capacity and to evaluate the potential needs of the community ahead of events. The Red Cross also focuses on capacity enhancement of relationships with both government and non-government organizations to ensure a coordinated, immediate and effective response. **COST: \$15,358,000**

Fundraising Costs/Management and General

The Red Cross manages a large number of contributions from philanthropic donors who help meet the costs of relief operations. These costs include essential services in support of the Red Cross disaster relief effort, such as finance and accounting, legal and auditing fees and public information outreach. These contributions enable the Red Cross to respond to disasters and to fulfill our mission. **COST: \$14,520,000**

Disaster Operations Management

The Red Cross has a team of people who coordinate the response to national disasters by deploying human and material resources for disaster response. They also provide guidance and support on a 24/7 basis to disaster relief operations and chapters and share critical information with partners in government and voluntary disaster relief agencies. **COST: \$11,087,000**

Emergency Call Centers and Communications

Costs include people and resources used to provide connectivity infrastructure and critical information, including locations of Red Cross service sites for shelter, food and distribution of emergency relief items. **COST: \$7,333,000**

Disaster Systems

Costs include the IT systems to record casework and recruit, manage and deploy volunteers. **COST: \$5,590,000**

Physical and Mental Health Services

Costs may include basic first aid, replacing prescriptions and emotional support. **COST: \$1,915,000**

Disaster Welfare Information

Costs include the maintenance and operation of the Red Cross Safe and Well Web site and a toll-free information line. **COST: \$148,000**

Total cost of 2008 disaster services: \$161,329,000

Funds donated in 2008: \$132,625,000

The past year was an extremely active one for disasters. The American Red Cross Disaster Relief Fund paid for more than 130 large-scale relief operations in 2008, including 40 tornadoes, 34 hurricane-related operations, 23 floods and 10 wildfires. Every year, the Red Cross spends an average of \$100 million on its disaster services program.

All of these disaster services were paid for by the Disaster Relief Fund and made possible by the generous support of corporations, foundations and individuals. However, the cost of providing this critical disaster relief in 2008 rapidly outpaced contributions to the Red Cross, depleting our Disaster Relief Fund. In September 2008, the Red Cross launched the Campaign for Disaster Relief to raise \$100 million for the Disaster Relief Fund. As of May 2009, we have raised more than \$91 million.

Expenses (in thousands)



Note: All figures, although accurate, are unaudited.

Thank You

We can never be certain what the future will bring, but two things always hold true: first, we must be prepared for the worst; second, we know we will be ready with the help of our partners—the corporations, foundations, individuals and organizations who join with us every year to provide disaster relief.

The Red Cross is engaged in some type of disaster relief operation 24 hours a day, 365 days a year, and your gift to the Disaster Relief Fund allows us to provide our vital life-saving services.

From January through December 2008, we responded to 131 large-scale disasters. We helped the survivors of the worst flooding in the central United States in 15 years, a record number of tornadoes, an active hurricane season and late fall wildfires.

To learn more, please visit us at **RedCross.org**, where you can find



In April 2007, a fire destroyed the Martinez family's home. The Red Cross provided them with food, clothing and emergency assistance to help them get back on their feet. In September 2008, the Red Cross provided the Martinez family with shelter from Tropical Storm Hanna. Here, thirteen-year-old Teresa Martinez smiles at a Red Cross disaster worker in the shelter where her family found refuge.

our Disaster Online Newsroom, or at your favorite networking site such as Flickr, Twitter, Facebook, YouTube, LinkedIn and SocialVibe.

Your gift to the American Red Cross Disaster Relief Fund made our response possible. By supporting the Red Cross, you ensure that we can put in place disaster supplies, vehicles, facilities and workers. We ensure the availability of our resources 24 hours a day, every day.

People who turn to the Red Cross in their darkest hour know they can rely on that trusted symbol of disaster relief to see them through. Fulfilling our humanitarian mission is only possible with the support of partners like you.

Thank you for your belief in the American Red Cross.