

HAITI EARTHQUAKE RESPONSE

TWO-YEAR UPDATE ■ JANUARY 2012



**American
Red Cross**

A Message From the President and CEO

Thanks to our generous donors, dedicated volunteers and strong partners, the American Red Cross has been shifting our focus from relief to recovery. We're helping to rebuild what the earthquake destroyed in Haiti and working with local communities to make them safer and healthier. We have built homes, given people opportunities to earn money, provided access to clean water and sanitation systems, supported the delivery of health care, and taught communities how to prevent the spread of diseases and to be better prepared for future disasters.

These recovery efforts have been hampered by many challenges, from an often-tense security situation to the ongoing cholera outbreak. While progress may not have been as fast as we would like, I can assure you that we are moving as quickly and thoughtfully as we can. In this past year, there has been a notable transition from emergency programs to longer-term solutions, and while there is still much work to be done, I am proud to say that real progress has been made.

For example, the pace of home construction has increased rapidly, with the American Red Cross and the rest of the global Red Cross network providing housing to more than 100,000 people as of December 2011. In the coming year, we will shift our focus from providing transitional homes to building and repairing permanent ones. Building community resilience is at the heart of what we do at the American Red Cross, and we will continue working with Haitian communities to meet their needs.

Thanks to millions of people like you who opened their hearts and donated to the response, recovery is well under way in Haiti. We will continue to work closely with the Haitian Red Cross and the Haitian people to build safer, more resilient communities until every donated dollar has been spent. While our plans may evolve to respond to changing needs, we will continue to help people leave camps to return to communities, and we will work to make these communities safe, healthy and vibrant.

Gail McGovern
President and CEO

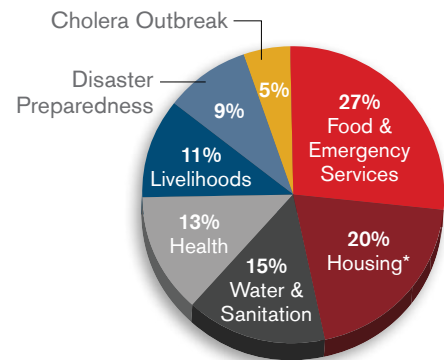
American Red Cross Highlights in 2011

- 36,270 people received homes
- 364,300 people benefited from water and sanitation activities
- 2.4 million people received health and hygiene promotion messages
- 2.6 million people were reached with cholera programming
- 436,000 people learned how to better prepare for disasters
- 114,000 people benefited from livelihoods assistance

A total of 3.2 million people were reached.*

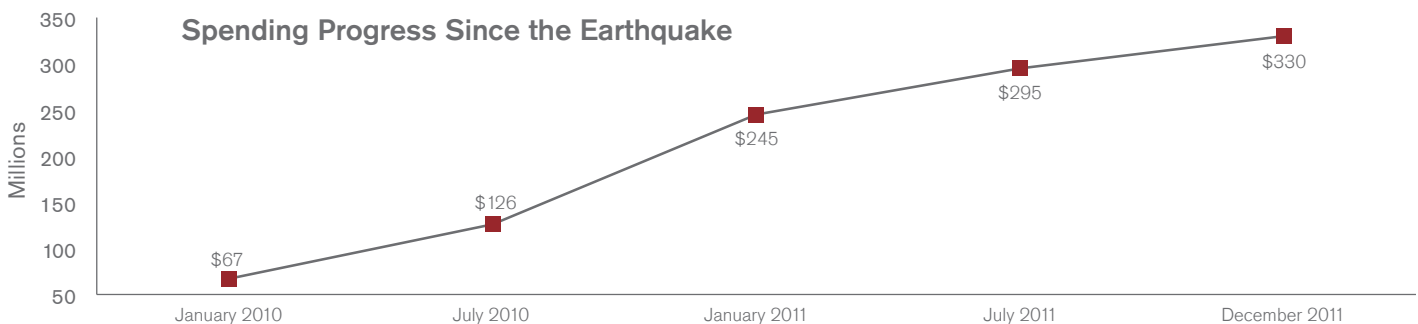
* The sum of people reached by all services does not equal 3.2 million because many people received multiple services.

Spending to Date



To date, the American Red Cross has received \$486 million in donations and has spent and signed agreements to spend \$330 million on Haiti earthquake relief and recovery efforts.

*Housing includes emergency shelter as well as transitional and permanent homes.



REBUILDING

Housing

The global Red Cross network continues to focus on helping families move from camps into communities, and the American Red Cross has helped by—

- Constructing transitional homes;
- Upgrading transitional homes already built by other organizations; and
- Repairing damaged homes so survivors can return to their original neighborhoods.

This past year, we made significant progress in providing homes to those displaced by the earthquake, with the groundwork that was laid in 2010 allowing us to significantly increase the pace of construction this year.

Since the earthquake, the global Red Cross network has provided homes to more than 100,000 Haitian people.

Livelihoods

To help Haiti truly recover, it is necessary not only to rebuild damaged infrastructure, but also to restore and create income-generating opportunities that will give families the ability to meet their own needs. With this in mind, over the past two years the American Red Cross has supported earthquake survivors and the host families housing them with a combination of programs tailored to each community, including—

- Cash-for-work employment opportunities as part of reconstruction efforts;
- Micro-finance activities to help Haitians restart their businesses;
- Cash grants to meet immediate needs as people work to get back on their feet;
- Market fairs to enable survivors and host families to purchase needed goods from local vendors; and
- Payment of school fees.

Since the earthquake, more than 352,600 people have benefited from these activities.

Water and Sanitation

After delivering safe, clean water to hundreds of thousands of people daily at the height of the earthquake response, the global Red Cross network is now working with local authorities on long-term solutions for ensuring safe, clean water in the communities that people are returning to. Clean water is also key to preventing the spread of cholera. The American Red Cross is working in partnership with five other organizations to—

- Increase community access to clean water and latrines;
- Support a waste treatment plant;
- Build bathing facilities;
- Collect trash; and
- Improve drainage in camps and communities across Port-au-Prince.

Since the earthquake, more than 369,000 people have benefited from these water and sanitation programs.



A New Roof Over Their Heads

Darline Duverger and her four-year-old daughter Sarafina stand in front of their new home in Port-au-Prince, which was built with Red Cross support. After the earthquake destroyed their former home, they lived in a temporary shelter for more than a year. Darline's family was given priority for a new Red Cross home because her seven-year-old son Paul has a disability and uses a wheelchair. She now operates a small store in front of her home, selling a variety of food items, from eggs and sugar to onions and cooking oil, to help support her family.

Health

The earthquake's impact extended far beyond lives lost. Hundreds of thousands of people were injured, the already-limited health infrastructure was damaged or destroyed, and more than a million people were displaced, leaving them even more vulnerable to communicable diseases.

Over the past two years, the American Red Cross has worked to both address medical needs and empower communities to make healthier choices by—

- Conducting health and hygiene education campaigns that taught hundreds of thousands of Haitians how to protect themselves against diseases such as cholera, malaria and HIV/AIDS, and
- Financially supporting three hospitals and a prosthetics and rehabilitation clinic for Haitians who lost limbs in the quake.

Since the earthquake, more than 2.4 million people have benefited from these activities.

Lessons in Safety

Inside a simple, dirt-floored classroom in Cabaret, students aged 6 to 17 are learning how to prepare for hurricanes, floods and other disasters. Mirlande Ostana, a Red Cross instructor, is using a combination of songs, skits and cartoon books (the Red Cross has distributed thousands of these to schools across the country) to make the lessons entertaining. Children are encouraged to share the messages they learn at school with their families and friends. From school programs like these to first aid and response team trainings for camp residents, the Red Cross is working hard to help prepare Haitians of all ages for future disasters.

Cholera Outbreak

Over a year after Haiti's cholera outbreak began, we continue to work to prevent and treat the disease. Within days after the first cases were identified, the Red Cross shipped emergency supplies, set up treatment facilities and launched countrywide public education campaigns by sending out millions of text messages and holding weekly radio shows.

The American Red Cross has supported the global Red Cross network's response. We are also running a cholera prevention program and working in partnership with six other organizations to—

- Support cholera treatment centers across Haiti;
- Train health workers to travel house-to-house and tent-to-tent to teach their neighbors about how to prevent the disease; and
- Distribute soap, water purification tablets and rehydration salts.

Together, our cholera prevention programs have reached more than 3 million people across the country since the start of the outbreak.

Disaster Preparedness

Investing in disaster preparedness saves lives, safeguards homes and protects livelihoods when future disasters hit; it is a vital investment in Haiti, which is particularly vulnerable to disasters. The American Red Cross has been working in camps and communities to reduce risks by—

- Teaching residents how to respond to common disasters;
- Creating simple early warning systems;
- Installing solar lights to make camps safer;
- Training local disaster response committees; and
- Reducing the risk of flooding through projects such as reinforcing embankments with sandbags and digging ditches.

The Red Cross has also sent millions of text messages with information on how families can prepare and have pre-positioned emergency relief stocks to help future disaster responses. Activities like these save lives and also reduce the cost of recovery following future disasters.

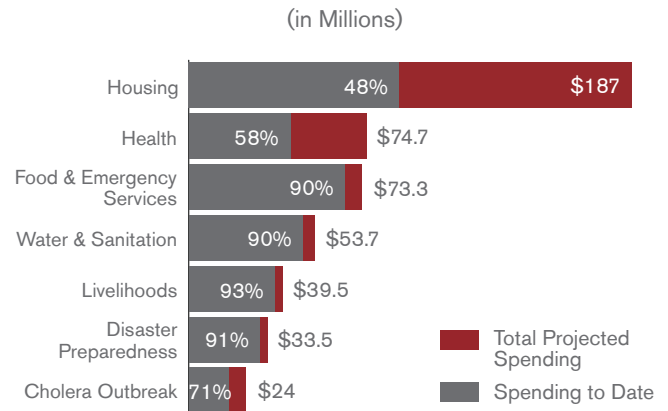


In the coming year, the American Red Cross will focus on community renewal, providing an integrated approach to construct and repair permanent homes in communities where we will also supply water and sanitation, health education, livelihoods support and disaster preparedness programming.

We will continue to combat cholera, transitioning toward longer-term projects such as rehabilitating water systems at health facilities. At the same time, we will continue teaching people how to prevent diseases and providing access to medical treatment by supporting hospitals and clinics.

Reconstruction will take a long time, and the Red Cross will be in Haiti for years to come. Even after American Red Cross programs have ended, our partners at the Haitian Red Cross will continue to serve these communities, and the global Red Cross network will stand ready to respond to future disasters.

Progress Toward Program Objectives



This chart illustrates our total spending plans and progress by program area.

Thank you

The American Red Cross would like to thank the many individuals, corporations, foundations and government agencies that so generously supported our work in Haiti. Your contributions are making a difference in the lives of people in Haiti, and we are committed to spending your donations wisely to help Haiti recover from this tragedy. For more information on our work in Haiti, please visit redcross.org/haiti.

The American Red Cross is grateful for the continuing support of members of the Annual Disaster Giving Program and the Disaster Responder Program, whose financial donations mean the Red Cross is always there to help in times of need—in the United States and around the world. These members include:

Annual Disaster Giving Program (\$500,000 or more annually)

- | | | | |
|------------------------------|---------------------------------|------------------------------------|-------------------------|
| 3M | GE Foundation | PepsiCo and the PepsiCo Foundation | State Street Foundation |
| Altria Group | The Home Depot Foundation | Ryder Charitable Foundation | Target |
| Aon | John Deere Foundation | Southwest Airlines | The TJX Companies, Inc. |
| Bank of America | Kimberly-Clark Corporation | State Farm | UnitedHealthcare |
| Caterpillar Inc. | Kraft Foods | | UPS |
| Cisco Foundation | Lowe's Companies, Inc. | | Walmart |
| Citi Foundation | Merck | | |
| ConAgra Foods Foundation | Morgan Stanley | | |
| Costco Wholesale Corporation | Nationwide Insurance Foundation | | |
| Darden Restaurants, Inc. | Northrop Grumman | | |
| Dr Pepper Snapple Group | Optum | | |
| FedEx Corporation | | | |

Disaster Responder Program (\$250,000 annually)

- | | |
|---------------------------|---|
| American Express | PuroClean |
| ArcelorMittal | Starbucks Coffee Company and Starbucks Foundation |
| AXA Foundation | US Airways |
| General Motors Foundation | |
| H&R Block | |



Photos: Daniel Cima