

Impact Report



American Red Cross
Los Angeles Region

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Fall 2017

One Red Cross: A Message from Jarrett Barrios

These are challenging times, with more victims of natural disasters sheltered by the Red Cross in the last two months than in the previous 5 years combined. You read that correctly. And with the unprecedented fires in northern California, there's no let-up in sight.

Though stretched, the Red Cross has been able to meet the need—feeding, sheltering and supporting those in need across Texas, Louisiana, Florida, Puerto Rico, the Virgin Islands, and now California. I want to express my appreciation to each and every one of you who have supported any of these disasters—thank you to the hundreds of volunteers who have traveled from Los Angeles to disasters across the country to serve and thank you to the thousands of Angelinos who have donated to support these relief efforts.

These historic, catastrophic events remind us all the importance of being prepared. Even as we reach out to

those effected by disasters, we continue our work here in Los Angeles teaching senior citizens earthquake safety and elementary students how to protect themselves from house fires. We continue to boldly push forward with Prepare Los Angeles, our signature program to build resiliency in our region's most vulnerable communities. Prepare Los Angeles has become a national model for building community resiliency and we are so proud of its growing reach. And because resiliency takes resources—lots of resources—we are so grateful to those who have supported these efforts in Los Angeles.

Thank you for all you've done to support those in need—down the street, across the country, and around the world.

Jarrett Barrios
CEO, American Red Cross Los Angeles Region



Unprecedented Storm Activity Creates Need for New Volunteers

On August 27, 2017, Hurricane Harvey raged through Southeast Texas and parts of Louisiana, leaving a path of destruction in its wake. Less than two weeks later, Hurricane Irma smashed into the Caribbean, Florida, and surrounding states. Hurricane Maria followed bringing more destruction to areas already hit by Irma and causing catastrophic damage to Puerto Rico. The back-to-back storms left hundreds of thousands of people in need of help. Homes were destroyed, lives were lost, and communities were forever changed.

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(Continued from page 1) To meet the urgent need for qualified volunteers to deploy and assist with the unprecedented number of relief efforts, the American Red Cross Los Angeles Region launched a series of full-day, in-person trainings known as Pre-Deployment Trainings. These specialized trainings prepare new volunteers to perform vital disaster relief roles so they are ready for immediate deployment.

As of October 17th, the Los Angeles Region has deployed more than 85 volunteers through the Pre-Deployment Training program. Volunteer Carolyn Dilqule

joined after hearing about the need for disaster relief workers at her church, Crenshaw Christian Center. Within days of finishing her training, Carolyn was assisting with mass care sheltering relief efforts for Hurricane Harvey in Texas. Less than two weeks after completing their Pre-Deployment Training, volunteers Johnny Mutyaba and Tali Sigalus drove an Emergency Response Vehicle (ERV) across the country to assist with Hurricane Irma relief efforts in Florida. To learn more about the Pre-Deployment Training Program, visit Preparesocal.org/volunteer.

Los Angeles Virtual Volunteer Rescues 200 in Houston

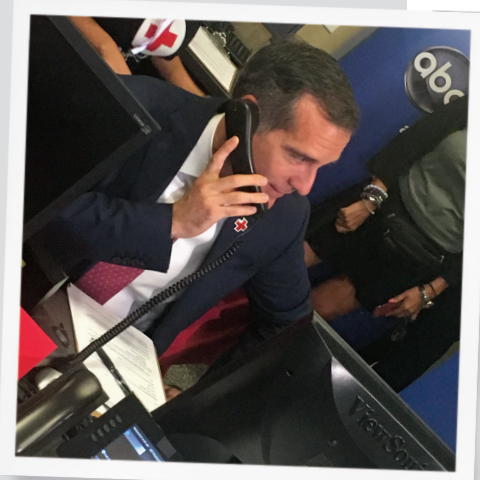
On Friday, August 25th, with Hurricane Harvey approaching the Texas Gulf, the Red Cross Los Angeles Region was asked to virtually deploy seven people as part of the American Red Cross National Call Center's network of volunteers. Among those who virtually deployed was Michael Sproule, a longtime Los Angeles based Red Cross volunteer and community advocate.

The American Red Cross handled thousands of calls regarding assistance for Hurricane Harvey that evening and Michael answered one very important call. He spoke with a frantic young man and a group of his neighbors. About 200 people were stranded at a Houston Library in the middle of the night with no food or water. Thanks to Michael's assistance, the Disaster Cycle Services Call Center was able to provide the information he obtained to Ground Operations staff. The very next morning, the Red Cross opened a shelter at the library and provided food, water, snacks, and a safe place for all 200 people.



On September 23rd, more than 190 Red Cross volunteers gathered in El Monte for the region's first Sound the Alarm, Save a Life event. Over 390 free smoke alarms were installed in 121 homes, serving over 650 people. Smoke alarm events are planned in vulnerable communities for November and December with events continuing in the coming year. For more information, visit SoundtheAlarm.org/LosAngeles.

Mayor Eric Garcetti takes a call at the ABC7 telethon on September 21st to help those affected by the Mexico earthquakes. Thousands of viewers, celebrities from shows like Dancing with the Stars and General Hospital, and contributors Blue Cross Blue Shield and Living Spaces, joined forces to support Red Cross disaster relief and raise nearly \$150,000.





Caught in the Path of Maria

For Jon Brown, Disaster Program Manager, and Jennifer Dutton, Regional Program Specialist, heading into a storm-ravaged area is just another part of the job. But when Jennifer and Jon made the trip to St. John U.S. Virgin Islands just days after Hurricane Irma, they had no idea this deployment would be like no other.

Days after they arrived, word from the National Hurricane Center came out that the U.S. Virgin Islands were in the path of another Category 4 storm, Hurricane Maria. During the storm Jennifer and Jon did everything they could to stay safe, while continuing their original mission: to alleviate human pain and suffering in the face of disaster.

With flood waters rising inside the middle school shelter and moments that “seemed like the roof would

blow right off,” Jennifer did her best to sleep during the day so she could stay up all night with the storm and keep other shelter residents as safe and comfortable as possible.

For Jennifer and Jon, already being on the island for Irma relief efforts when Maria hit was a blessing. It allowed them to be among the first Red Cross workers to head out into the most heavily affected communities with the food, water and supplies that were so desperately needed. “That is what I went there to do and that is what makes me most proud today. The fact that I was able to make a positive impact on people’s lives, people who had lost everything, people whose hope was only restored with the help of the Red Cross—that made it all worthwhile.”

Left: Over Labor Day weekend, the Red Cross Los Angeles Region responded to the La Tuna Canyon Wildfire, opening three emergency evacuation shelters to serve residents of Sunland, La Crescenta and Burbank. Dozens of Red Cross volunteers provided more than 60 people with a safe place to stay, food, water, hygiene items and a shoulder to lean on while they escaped the flames.

Right: Cuauhtémoc Blancas (left) is honored at the Long Beach Heroes event for performing life-saving CPR on his best friend and co-worker, Ascencion Castio (right) just 72 hours after becoming certified at a Red Cross CPR class. Nominations for 2018 Long Beach Heroes can be submitted at redcross.org/LongBeach.





Delivering Blood Saves Lives

A year and a half ago, Pacific Palisades resident and elementary school teacher Elise Bamesberger needed Red Cross blood. It began shortly after she had her first mammography, which showed she had very aggressive third-stage breast cancer.

During Elise's treatment, her hemoglobin dropped to dangerously low levels. She was rushed to Cedars-Sinai Medical Center where she received two pints of life-saving blood. Luckily, her treatment began to work. When she returned to work at Marquez Elementary School in the Pacific Palisades, one of the first things she did was organize a Red Cross blood drive. Now cancer-free, Elise takes every opportunity available to help spread the word about the importance of donating blood.

Elise is just one of thousands in the Los Angeles area who have received the gift of life from a Red Cross blood donor. Every two seconds, someone in the U.S. needs blood. From mothers giving birth to trauma



victims struggling to survive, and children and adults undergoing treatment for life-threatening and chronic illnesses, Red Cross blood donors are there to meet the need, helping to save countless lives.



To make a lifesaving blood donation, please call 1-800-RED CROSS or visit redcrossblood.org.

Join the Campaign to Fund a New Bloodmobile and Save a Life

Six days a week, seven bloodmobiles are on the road throughout Southern California collecting and delivering blood to patients in need. Last year our

bloodmobiles collected approximately 17,000 units of blood—enough to save 50,000 lives!

You can help save a life too! Some of our bloodmobiles have exceeded their lifespan and must be replaced. Our goal is to raise \$375,000 to purchase, equip, and provide a year's worth of fuel and maintenance for one new Red Cross bloodmobile.

Please help us reach our goal. For information on how you can make a lifesaving gift, please contact Patti Hartmann at Patti.Hartmann@redcross.org or 310-650-2865.



Bloodmobile Fast Facts



1 blood donation **saves 3 lives**



1 bloodmobile may **save up to 10,000 lives a year**



The American Red Cross **provides 40% of the U.S. blood supply**