



2017 ANNUAL REPORT

Bringing Communities Hope



**American
Red Cross**

A Message from the Chairman



For 136 years the American Red Cross has brought help and hope to people facing disasters and emergencies—wherever or whenever they needed it. We could not do what we do without our compassionate volunteers, donors, partners and employees who work diligently—day after day and year after year—to bring lifesaving services to millions of people in need. We are so grateful for your support.

Whether installing smoke alarms in vulnerable communities, responding to historic flooding in Louisiana and West Virginia or delivering food and relief items in the aftermath of destructive events like Hurricane Matthew, in Fiscal Year 2017, Red Crossers were there to provide safety...shelter...hugs...and hope for tomorrow. And that need is ongoing. While this report focuses on last fiscal year, FY 2018 has already brought unprecedented disasters with the Red Cross launching wide-ranging relief operations to three back-to-back, historic hurricanes (Harvey, Irma and Maria) that severely impacted Texas, Florida, Puerto Rico, the U.S. Virgin Islands and beyond.

Internationally, last year the American Red Cross helped respond to disasters and crises, including Hurricane Matthew in Haiti, devastating flooding in Peru and Kenya, and the ongoing global migration crisis. We also continued a number of vital disaster preparedness and disease prevention initiatives, including launching successful measles and rubella vaccination campaigns in Benin, Burundi, the Democratic Republic of Congo, Malawi and Zambia. I am proud to report that working with our partners in the Measles & Rubella Initiative, we estimate we have saved approximately 20.4 million lives through vaccinations since 2001.

This year, as it has for the last 136 years, the Red Cross continued its oldest mission, providing comfort and care to our courageous men and women in uniform by delivering more than 420,000 emergency communications and offering critical community services to members of the military, veterans, and their families. The Red Cross also processed millions of blood products to meet the needs of patients suffering a range of conditions—from trauma to cancer. We also taught millions of people vital health and safety skills, like CPR, first aid and water safety, all in an effort to ensure people are prepared and know what to do when confronted with an emergency.

It is my honor to serve as Chairman of this great institution and on behalf of the people we serve, thank you. Your generosity and compassion represent the very best of our humanitarian spirit.

Bonnie McElveen-Hunter
Chairman

A Message from the President and CEO



As I write this letter, my heart is filled with gratitude for the dedicated volunteers, donors and community partners who empower the humanitarian mission of the American Red Cross—each and every day.

In Fiscal Year 2017 (July 1, 2016–June 30, 2017), these compassionate men and women responded to 64,000 disasters, donated nearly 4.7 million units of blood, trained millions of Americans in vital health and safety skills, delivered comfort and care to our military members and veterans and assisted our neighbors abroad with critical disaster response and disease prevention initiatives.

This past year, I visited a number of places impacted by disaster including Louisiana after last summer’s terrible flooding and the Carolinas after Hurricane Matthew brought destructive conditions and flooding to much of our nation’s Eastern Seaboard. More recently, I’ve traveled to Texas, Florida and Puerto Rico as part of the massive Red Cross response to Hurricanes Harvey, Irma and Maria. While I will never get used to looking in the eyes of someone who just lost everything—they’re both frightened and incredibly brave at the same time—I returned from each of my visits inspired by the tremendous resiliency and generosity I witnessed. I also returned more grateful than ever for our remarkable Red Crossers who work around the clock to provide food, shelter, comfort and hope to those facing great need.

In addition to our responses to large-scale disasters, the Red Cross continued to build momentum for our lifesaving Home Fire Campaign in FY 2017, installing more than 472,000 free smoke alarms in homes across the country. Similarly, our Aquatics Centennial Campaign continued its incredibly positive impact, resulting in more than 1,000 lifeguards and swim instructors as well as 900 junior lifeguards who received training and certification in 88 communities throughout the U.S.

The past fiscal year also saw the Red Cross continue its tireless work to ensure a safe and reliable blood supply for patients in need, as well as the ongoing growth of our Service to the Armed Forces mission—including the addition of a Military Veteran Caregiver Network to help our nation’s 5.5 million military and veteran caregivers meet the unique challenges they face. And, working with our partners in the Measles & Rubella Initiative, we also helped vaccinate millions of at-risk children around the world.

Of course, everything we do is only possible because of the support and generosity of dedicated individuals, like you. On behalf of those we serve, thank you for your ongoing belief and trust in the American Red Cross.

Gail McGovern
President and CEO



Fighting for Home Fire Safety

Each year, the American Red Cross responds to tens of thousands of disasters. Major events like hurricanes or floods make headlines across the country while home fires—the most common disaster—often garner less visibility, but that doesn't make them any less devastating or deadly.

More than 90 percent of the disasters to which the Red Cross responds are home fires. They can happen to anyone at any time.

On a typical day, an average of 7 people die and 36 more suffer injuries due to home fires. The Red Cross Home Fire Campaign aims to change that. With generous support from donors, Red Cross volunteers and partners canvas neighborhoods to test and replace smoke alarms for free and educate families on fire prevention and safety. One such volunteer visit in April 2015 made all the difference for a family living in Orange, New Jersey.

Just before 5:00 a.m. on November 8, 2016, Madeleine Milord and her brother Claude were awakened by the sound of a smoke alarm.

“We heard the ‘beep, beep, beep’ of the smoke alarm,” said Claude. “The house felt warm, and I could smell smoke, but we saw no smoke or fire.” Making his way downstairs, Claude opened the basement door, releasing a plume of smoke. “It’s in the basement,” he yelled as he and Madeleine raced through the house waking up loved ones.

Thanks to the Campaign, all 17 family members and an overnight guest made it out safely. Afterwards, the Red Cross provided the Milords with emergency assistance including temporary lodging, food and clothing.

Facing page: During a Home Fire Campaign canvassing event last April in Arlington, Virginia, a Red Cross volunteer speaks with a young resident about how to make and practice a fire escape plan. Above: On a beautiful June day, Red Cross Home Fire Campaign volunteers go door-to-door in a Virginia community, installing free smoke alarms and offering fire safety information to residents.



 Practice your 2-minute drill. |  Test your smoke alarms monthly.

Their relationship continued all the way through to the installation of smoke alarms in the Milords' new home.

In Fiscal Year 2017, more than 472,000 smoke alarms were installed in homes across the country. This put the Campaign on track for a major milestone—1 million installations—in FY 2018 (reached in October 2017). Community canvassing events have covered 50 states and 4 U.S. territories with at least 260 lives confirmed to have been saved since the Campaign began in October 2014.

Bringing Help Home

Comprised largely of volunteers and supported by generous donors, “neighbors helping neighbors” isn’t just a figure of speech—it is a way of life for the American Red Cross.

HIGHLIGHTS FROM FY 2017: HOME FIRE CAMPAIGN ▶



Installed more than **472,000** smoke alarms (bringing the total to 942,000 since October 2014)



Helped make nearly **197,000** households across 50 states safer from home fires



Reached nearly **317,000** children through home fire preparedness programs

“We heard the ‘beep, beep, beep’ of the smoke alarm. The house felt warm, and I could smell smoke, but we saw no smoke or fire.”

Claude Milord, Fire Survivor

Enhancing Disaster Relief Operations through Technology

The Red Cross also responds to many major disasters each year. Fiscal Year 2017 disasters included significant flooding in Texas, Louisiana and West Virginia, as well as Hurricane Matthew which impacted Florida, Georgia and North and South Carolina, just to name a few. The destructive force and number of people impacted by these types of events can be huge—with entire towns, portions of states or even entire regions of the country affected.

Responding to these major disasters takes a substantial team effort, requiring a thoughtful combination of experienced and compassionate disaster employees and volunteers backed by strategic partners and generous donors. To improve response proficiency and cost effectiveness, technology has been added to the team through a suite of applications called RC View—a new incident management system.

Using the latest geospatial and digital technology and, with the power of data analytics and visualization, RC View supports data-driven decision making that improves the efficiency, speed and, ultimately, delivery of disaster relief to those who need it most, where it's needed most.

During the Louisiana flood response in fall 2016, for example, RC View was key to helping identify those most



severely affected. Volunteers from Islamic Relief USA assisted Red Cross by completing damage assessments and uploading information to the system in real time, enabling responders to visualize flood-affected areas and identify areas in need of services.

This data was also integrated into the case management system, providing the verifications necessary for financial assistance services. It was further utilized by partnering community organizations to help coordinate service planning and delivery.

RC View forms a dynamic system that complements human resources and helps the Red Cross and its partners have a common understanding of a disaster, enhancing resource management and optimizing disaster operation funds.



Facing page: Six-year-old Red Cross shelter resident Aaliyah tells American Red Cross President and CEO Gail McGovern about the Kinston High School shelter. Above: Red Cross volunteers Tim Mulkey and Sharon Smith hug former Home Fire Campaign volunteer Jerrald Harrison, after floods devastated her Louisiana neighborhood in August 2016.



Provided nearly
227,000
shelter stays



Served more than
3,684,800
meals and snacks



Delivered nearly
1,476,000
relief items



Made more than
122,900
health and mental
health contacts



Above: Good News, age 2, and her parents are rescued from a rubber raft in the Mediterranean Sea. A Red Cross team cares for the family, who launched off the coast of Libya in search of safety and a better life. Her father says they risked the dangerous trip not for themselves, but for Good News. "She's so smart, I want better for her."



Responding to Disasters Around the World

Alongside Croix-Rouge Haitienne, the American Red Cross supported Hurricane Matthew relief and recovery operations in Haiti in fall 2016.

Initial efforts focused on pre-positioning aid and providing emergency supplies—shelter kits, hygiene items and mosquito nets—before transitioning to recovery work that included income-generation opportunities. For example, the American Red Cross provided funds to assist families in replacing livestock, which helped restore livelihoods and address food storages. Red Cross teams also provided Haitians with cash grants to infuse local economies with funds and support community recovery.

When cholera became a concern, the American Red Cross assisted with prevention and treatment supplies, along with education to residents about fighting the disease.

When Cruz Roja Peruana requested help after the worst flooding to hit Peru in decades, the American Red Cross deployed disaster specialists and contributed \$200,000. These resources helped with essential work that included conducting search and rescue operations, providing first aid and distributing food and relief supplies.

After heavy flooding in Kenya washed away crops and delayed the planting season, people in this east African nation then faced a drought that led to food insecurity.

Above: Without potable water at home, Widiawah (center; seen with American Red Cross worker Adisti Ikayanti) and her parents must purchase bottled water every week for hydration needs—a big but critical expense. To help families like Widiawah's facing drought in Indonesia, the Red Cross launched a pilot project that transfers funds directly to residents via mobile wallet technology. Giving funds—rather than goods—allows families to prioritize needs while boosting local economies.

Delivering Hope Globally

Joining teams in the global Red Cross Red Crescent network, the American Red Cross alleviates human suffering—offering compassion and hope through collaborative action.

HIGHLIGHTS FROM FY 2017 ▶



Ensured
1.5 million
people around the world
received disaster assistance



Worked in
32 countries
to help families prepare for disasters
and build community resilience



Helped vaccinate
135 million
children against measles through
the Measles & Rubella Initiative



Enabled more than
13,000 families
in the U.S. to search for loved ones separated
by conflicts and disasters around the world

As the Kenya Red Cross stepped up response efforts, the American Red Cross contributed \$500,000 to help with the disbursement of cash assistance that enabled individuals to prioritize their greatest needs.

The American Red Cross keeps exploring innovative ways to provide disaster relief, such as delivering financial assistance via mobile phones to families struggling with drought in Indonesia and utilizing crowd-sourced maps—built by volunteers via our Missing Maps project—that can expedite aid distribution.

Two years after the Nepal earthquake, the American Red Cross continues to help rebuild homes, construct water and irrigation systems and restore people’s livelihoods—thanks to generous donor support.

The effectiveness and low cost of the measles vaccine offers a high rate of return—\$58 for every \$1 invested.

[Measles & Rubella Initiative](#)

Working to Eradicate Measles

As a founding partner of the Measles & Rubella Initiative, the American Red Cross plays a pivotal role in worldwide vaccination campaigns.

Last fiscal year, the American Red Cross joined Red Cross teams in five countries to reach at-risk communities—using mass media, rallies, personal visits and entertainment to educate families. In the Democratic Republic of Congo, the American Red Cross worked in the city of Kinshasa to mobilize volunteers, resulting in 400,000 household visits and more than 800,000 children receiving vaccinations.

More than 5.8 million children were vaccinated this year in Red Cross-supported areas in Benin, Burundi, the Democratic Republic of Congo, Malawi and Zambia. Since the Initiative was established in 2001, vaccinations have saved an estimated 20.4 million lives. The effectiveness and low cost of the measles vaccine offers a high rate of return—\$58 for every \$1 invested.

Right: Binita is part of a Red Cross team that walks Nepal’s rugged terrain to knock on doors and remind parents about the importance of vaccines. Facing page: A Red Cross Red Crescent nurse provides emergency medical care to migrants just rescued from the Mediterranean Sea. The migrants attempted to cross the body of water in crowded rafts that had no chance of making it to safety on their own.



Helping Families in Search of Safety

Around the world, people flee life-threatening crises—traveling by land, air and sea in search of safety.

In fall 2016, American Red Cross worker Jenelle Eli spent a month aboard the Responder—a ship operated by the Red Cross Red Crescent network and Migrant Offshore Aid Station—with teams whose purpose is to rescue and care for migrants in danger of drowning.

On October 2, Eli’s day began before sunrise when a wooden boat carrying 31 people was spotted in the distance. It was the first sighting of the day but not the last. Before nightfall, the team cared for 324 people they’d rescued from overcrowded boats crossing the Mediterranean Sea.

Ranging in age from 2 to 70 years old, the migrants had no chance of making it to land on their unseaworthy rafts

and boats. Safe aboard the Responder, the Red Cross Red Crescent team provided emergency medical care, food, water, blankets and basic sanitation. Some wanted to call loved ones, others were happy just to brush their teeth again and some shared their stories while Eli listened.

“I did not take this journey for me. It’s for her. She’s so smart, I want better for her,” one father said, explaining why he had risked the dangerous journey with his 2-year-old daughter.

More people are now displaced than at any other time in recorded history. Since 2011, the American Red Cross has contributed more than \$6 million to address conflict and civil unrest around the globe, which includes providing aid to people on the move—from Syria and Iraq to Tanzania and Europe.



Donating the Powerful Gift of Blood and Platelets

Every two seconds, someone in the United States needs blood—someone like Liviya Anderson of Raleigh, North Carolina. The American Red Cross is the country's leading provider of lifesaving blood products.

At the age of 6, Liviya was rushed to the hospital. She was bleeding internally and needed an immediate transfusion of platelets to stop the bleeding and save her life.

Thanks to generous volunteer donors, platelets—the clotting portion of blood—were available for Liviya.

As doctors worked to treat her rare disease, aplastic anemia, Liviya received almost daily transfusions of blood and platelets over a period of three months to help keep her alive.

Facing page: Platelet donor Sara Hernandez has been giving since she was 18 years old. Above: Suffering from a rare disease called aplastic anemia, 6-year-old Liviya Anderson required almost daily transfusions of blood and platelets for three months. She's alive today thanks to blood and platelet donors.

Collecting Blood, Helping Save Lives

The American Red Cross is the nation's largest supplier of blood products, helping millions of patients, including trauma victims, cancer patients and those with chronic conditions.

HIGHLIGHTS FROM FY 2017 ▶



Approximately 2.7 million people donated nearly **4.7 million** units of blood



Donations met the needs of patients at approximately **2,600 hospitals** and transfusion centers across the country



Donations were processed into nearly **6.6 million** blood products

“Giving blood, giving platelets, supporting the American Red Cross, makes a difference—it saved our daughter’s life.”

Rebekah Anderson, mother of a Red Cross blood and platelet recipient

“If Red Cross wasn’t here, I wouldn’t be here, and I know many other people wouldn’t be here,” said Liviya. “Blood doesn’t come from nowhere—it has to come from other people.”

Blood products are perishable: red blood cells must be transfused within 42 days, and platelets must be used within 5 days of donation, which means new donors are needed every day to help patients like Liviya.

“Giving blood, giving platelets, supporting the American Red Cross, makes a difference—it saved our daughter’s life,” said Liviya’s mother Rebekah Anderson. “Thank you so very much.”

Engaging Platelet and Type O Negative Donors

While overall hospital demand for red blood cells has been declining, albeit at a slower rate than previous years, demand for lifesaving platelets continues to grow. In Fiscal Year 2017, the Red Cross added eight additional platelet collection operations, engaged more donors through our new platelet campaign, “Cancer Kickers,” and increased single donor platelet distributions by approximately 10,000 units.

Type O negative blood can be transfused to patients of any blood type and is what emergency room personnel reach for when there is no time to determine the blood type of patients in the most serious situations. Red Cross blood donation collections of this most in-demand and universal blood type, O negative, exceeded budget by 3 percent in FY 2017, supported by the new “Trauma Team” marketing campaign.

“There are many ways that each of us can give, but there are not that many ways that we can give something of ourselves to save a life,” said Dr. Timothy Platts-Mills, Emergency Department physician at University of North Carolina Hospitals, Chapel Hill, North Carolina. “Donating blood, if you are O negative, is really a beautiful way to do that.”

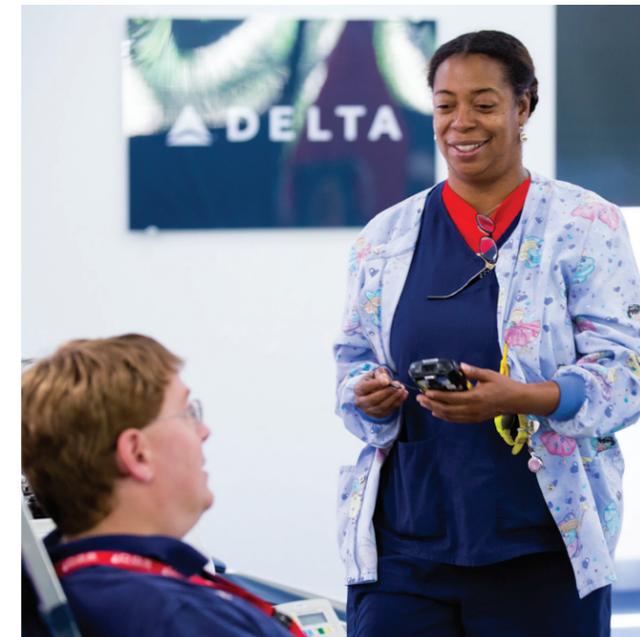
Sponsoring a Volunteer Blood Drive Makes a Difference

Each day, the Red Cross holds nearly 500 blood drives. These blood drives would not be possible without the commitment of community organizations that volunteer to serve as sponsors or hosts, providing opportunities for blood donors to roll up a sleeve for patients in need.

Sponsoring a blood drive can be a rewarding experience for organizations such as businesses, schools, churches and other civic groups. It is also a great occasion to build morale and camaraderie as fellow members, students or employees work together to give back to their community.

Look no further than Delta Air Lines for one of the most dedicated Red Cross blood drive sponsors. The airline’s commitment to helping save lives continues to grow each year, and it makes a difference. In FY 2017, Delta collected nearly 9,400 donations at its blood drives across the country, which is more than 15 percent growth over the previous year. Since FY 2011, Delta has brought in an incredible 44,894 blood donations.

Facing page: Red Cross phlebotomist Alphonse Mbu thanks donor Decole Fields, Sr., at the Capitol Hill blood drive held in honor of Representative Steve Scalise and those wounded during a mass shooting on June 14, 2017, in Alexandria, Virginia. Below: Red Crosser Penny Tonette Holt chats with Delta Air Lines employee and volunteer blood donor Neil Sutherland during a company blood drive. Delta is one of the most dedicated Red Cross drive sponsors whose commitment helps save lives each year. Right: Blood products are perishable, which means new donors are needed every day.





Teaching Water Competency

Celebrating 100 years of water safety in 2014, the American Red Cross launched the Aquatics Centennial Campaign to create an “ecosystem of water safety” in communities where the drowning rates or numbers of drownings were higher than the national average.

Four years into the five-year effort, the Campaign has surpassed its original goal of providing 50,000 sets of swim lessons in at-risk communities. Through 204 facilities, more than 52,000 sets of swim lessons—well over 400,000 individual lessons—were conducted in 88 communities across 17 states as Fiscal Year 2017 wrapped up.

“If the Centennial Campaign did not exist, we would struggle,” says Rene Fontenot, Aquatics Director for Ward 3 Recreation in Lake Charles, Louisiana. “We would not have water competency for most of our community—which is where we were and have been for as long as I can remember.”

In Lake Charles, the Campaign is training lifeguards to teach swim lessons. These swim lessons equip children and adults with water safety knowledge and skills that can save their lives as well as others.

“We are going to be able to see the benefits for the next 10, 15, 20 years because we are setting the foundation for years to come,” says Kip Texada, Ward 3 Director of Recreation.

The effort also impacts students directly. A scholarship provided by the Campaign, in coordination with the Chicago Park District, made it possible for Lakisha Booker to enroll her 11-year-old daughter, Aryeale Lee, in swim lessons at the Foster Park Pool.

Booker lives with her daughter in Englewood, a Chicago neighborhood, and was referred to the facility while looking for a safe and fun place for Aryeale to play.

The Campaign—and its emphasis on repeated swim lessons until reaching water competency—provided that and more for Aryeale. She achieved a level of swimming ability that opened other activities and opportunities to her. The skills developed from these lessons earned her a spot on the swim and water polo teams, and the latter won a championship tournament.

Training Lifesavers

Every year, millions of people learn lifesaving skills through the Red Cross. Rebecca Santellan is one of them.

More than 15 years ago, she took her initial Red Cross First Aid and CPR training class for a job as a daycare worker. Santellan enjoyed the class and continued training, became a Red Cross volunteer and discovered a passion that led her to pursue her EMT certification.

But Santellan wasn't on duty as an EMT that day in July when she pulled over in Holland, Michigan, to save Betty DeWilde's life. She was just on her way to see her daughter, and she witnessed the car crash and heard the driver's screams.

Santellan told a passerby to call 9-1-1, and then went to check on DeWilde. When she pulled back the deployed airbag, Santellan saw bone and blood—the crash had nearly severed DeWilde's hand. She knew she needed to keep the driver calm and stop the bleeding until paramedics could arrive.



Speaking in a reassuring tone and sending a bystander after DeWilde's escaped dog helped take care of the first issue. Then, she borrowed a belt to create a tourniquet to address the second issue—controlling the bleeding.

Her clear thinking, quick actions and years of Red Cross training saved DeWilde's life and earned Santellan a new friend as well as the American Red Cross Certificate of Merit—the highest award the organization bestows to an individual or team of individuals who saves or sustains a life by using skills and knowledge learned in an American Red Cross Preparedness and Health and Safety Services course.

Facing page: Adrian is mastering the front float during his swim lesson with Water Safety Instructor Charles Eggers at a Lee County Parks and Recreation facility in Florida. Above: Beth DeWilde (left) and Rebecca Santellan stand at the site of the crash with Santellan's American Red Cross Certificate of Merit, which was presented to her by Mike Mitchell, executive director of the American Red Cross of West Michigan.

Training for Life and Lifesaving

From swimming and babysitting to first aid and CPR, American Red Cross training classes change lives of the students as well as give them the skills to help save lives.

HIGHLIGHTS FROM FY 2017 ►



Nearly
334,000 lifeguards

and 14,700 Water Safety and Basic Swim instructors were certified through Red Cross training



Nearly
2.4 million sets

of Red Cross swim lessons and Water Safety classes were taught at 3,300 aquatic facilities across the U.S. and on military installations overseas



More than
5.2 million

people were taught lifesaving skills



Red Cross app downloads neared
1.8 million

in FY 2017, with more than 166 million digital page views



More than
281 million

potentially lifesaving weather alerts were issued by Red Cross apps



Supporting Heroes

The seed for the American Red Cross was planted on the battlefields of the Civil War with the compassionate care that founder Clara Barton offered soldiers, regardless of side or rank. As such, serving and developing new ways to care for members of the U.S. military—past and present—as well as their families has remained at the heart of the Red Cross mission.

Today the Red Cross Hero Care Network provides emergency communication support and referral services for military members in need, including those on active duty, members of the Reserve or National Guard, retirees, veterans and family members. Often it means notifying a service member, like Jonathan Ramey, about an emergency back home.

Shortly after Ramey, a Captain in the U.S. Army, was transferred from Fort Huachuca in Arizona to Joint Base Lewis-McChord in Washington State, his father's health took a turn for the worse with a diagnosis of inoperable cancer. Ramey's mother used the Hero Care Network to contact her son, and the communication was routed through his chain of command, ensuring that Ramey was able to get home to spend quality time with his dying father.

Ramey believes that the professionalism of the Red Cross plays a key role, and that this can "lead commanders to a better understanding" of the need. He calls the assistance provided in this situation invaluable and says: "I truly appreciate what you folks do."

Of course, emergency communications can include good news—such as the birth of a child—and the program also works on behalf of military aid societies to process financial assistance for emergency travel.

Left: Caring for and supporting those who service our country—both active duty and retired—along with their families remains at the heart of the Red Cross mission.

“I’ve lived through the isolation and the challenges of being a caregiver, and I am so pleased that the Red Cross has devised a way to provide such critical support to so many who need it.”

Melissa Comeau, Director of the Red Cross MVCN

Helping Caregivers

Designed to help the 5.5 million caregivers who provide aid and comfort to injured or ill military personnel or veterans, the addition of the Military Veteran Caregiver Network (MVCN) to the Hero Care Network is one new way the Red Cross is serving the Armed Forces.

Modeled after and developed in collaboration with the nationally recognized Tragedy Assistance Program for Survivors (TAPS), MVCN provides caregivers with access to the highest quality peer support programs and services—both online and in local communities—to help them meet the challenges of providing care and support.

“Being a caregiver is so often a daunting job,” says Melissa Comeau, Director of the MVCN. “Many times, caregivers find themselves alone—in need of guidance and advice or wanting to engage with someone who has shared similar experiences—that’s where the MVCN comes in. I’ve lived through the isolation and the challenges of being a caregiver, and I am so pleased that the Red Cross has devised a way to provide such critical support to so many who need it!”

Right: The Red Cross Hero Care app puts invaluable Red Cross services at the fingertips of those who need them most, making it easy for service members, veterans and their families to connect with the Red Cross from anywhere in the world. The app can be downloaded for free via app stores or by texting 'GETHEROCARE' to 90999.

Accessing Aid

The new Red Cross Hero Care app puts invaluable Red Cross services at the fingertips of those who need them most, making it easy for service members, veterans and their families to connect with the Red Cross from anywhere in the world exactly when they need it. This lifesaving technology enables users to:

- Request emergency communications or support with emergency travel or financial assistance;
- Store and access service member's information in case of an emergency;
- Access critical community services, such as free mental health support for family members; and
- Find resources and information provided by trusted community partners and government agencies, including direct links to the National Suicide Prevention Lifeline.

Content in the new mobile app is available in both English and Spanish, and the call center has multilingual staff available 24/7.



Caring for Military Families

From its founding, the American Red Cross has been dedicated to serving members of the military, veterans and their families, and that commitment never waivers.

HIGHLIGHTS FROM FY 2017 ▶



Approximately **112,000** patients participated in therapeutic activities provided by the Red Cross



Delivered more than **116,000** critical community services to nearly 88,000 service members and their families



Helped more than **15,300** service members, veterans and their families improve coping skills and resiliency



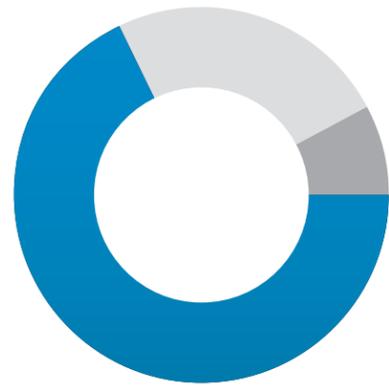
Educated more than **751,000** military family members on what to do when faced with a family crisis



Provided more than **304,000** emergency communication services to 79,000-plus service members and their families

Sources of Financial Support

American Red Cross operating funds come from three main funding sources: contributions, revenues from products and services, and investment income and other sources. Total Red Cross operating revenues and gains for Fiscal Year 2017 were \$2,714.2 million. Red Cross total expenses were \$2,846.7 million. Net assets were \$1,195.9 million.



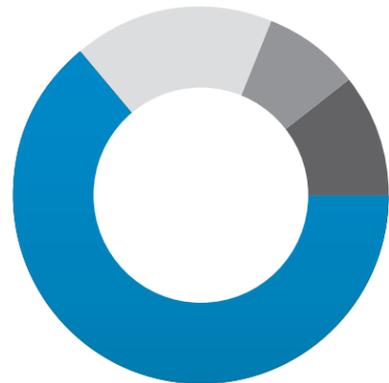
Fiscal Year 2017 (7/1/2016 – 6/30/2017)

Net Assets (in millions): **\$1,195.9**

Operating Revenues & Gains (in millions)

■ Products & Services	\$ 1,845.5	68.0%
■ Contributions	660.7	24.3%
■ Investment Income & Other	208.0	7.7%

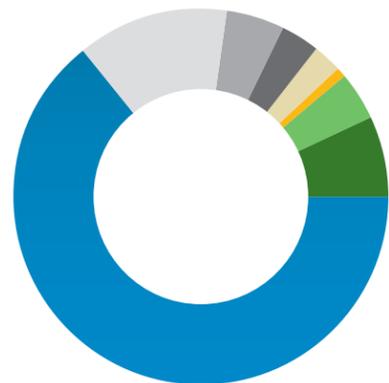
Total \$2,714.2



Contributions (in millions)

■ Corporate, Foundation & Individual Giving	\$ 422.7	64.0%
■ Legacies & Bequests	114.6	17.3%
■ United Way & Combined Federated Campaign	55.5	8.4%
■ Donated Materials & Services	67.9	10.3%

Total \$660.7



Operating Expenses (in millions)

■ Biomedical Services	\$ 1,831.5	64.3%
■ Domestic Disaster Services	372.1	13.1%
■ Health & Safety Services	139.3	4.9%
■ International Relief & Development Services	99.8	3.5%
■ Services to Armed Forces	69.3	2.4%
■ Community Services	25.4	0.9%
■ Management & General	119.7	4.2%
■ Fundraising	189.6	6.7%

Total \$ 2,846.7

Note: The complete audited consolidated financial statements of the American Red Cross for Fiscal Year 2017 may be obtained online at redcross.org/pubs or by contacting the American Red Cross Inquiry Center, 431 18th Street, N.W., Washington, DC 20006, (202) 303-4498.



Above: "This is my passion," says Red Cross volunteer Latonya Knight. "It's not what I do. It's who I am." Knight is a disaster caseworker from Richmond, Virginia, who deployed to Lafayette, Louisiana in August 2016 to support families affected by flooding.

Thanks to Our Generous Supporters

Chairman’s Council Members

Each member of the Chairman's Council has made an outstanding investment in the American Red Cross. Contributions from these individuals and families help the Red Cross provide lifesaving services—down the street, across the country and around the world.

Chairman's Council Members—\$1,000,000+ Cumulative Giving*

Trace Adkins	Pamela A. Farr	Chairman Bonnie McElveen-Hunter
The Ahmanson Foundation	The Lee & Juliet Folger Fund	Janice & Robert C. McNair
Anonymous (St. Joseph, MO)	The Sam J. Frankino Foundation	The Meadows Foundation
Anonymous	Mr. & Mrs. Robert W. Galvin	Robert W. Merrick
The Anschutz Foundation	Lady Gaga & the Germanottas	Loren E. Parks
The Arcadia Foundation	The Granger Foundation	The Robin & Richard Patton Family
Lucille & Don R. Armacost and The Armacost Family	Dorrance Hill Hamilton	The Peierls Foundation
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Charlotte Branagan	The Harriman Family	The Rapaport Family
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Facing page: A Red Cross worker speaks to Stephanie Hughes about Hurricane Matthew's impact to her property and neighborhood in Pembroke, Georgia.



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Humanity ▪ Impartiality ▪ Neutrality ▪ Independence ▪ Voluntary Service ▪ Unity ▪ Universality

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This report was produced by the national headquarters of the American Red Cross.

Suzanne C. DeFrancis
Chief Public Affairs Officer

Jeanette Ortiz-Osorio
*Director, Photography &
Image Management*

Michele Lumet
Print Production Coordinator

Brian McArthur
*Vice President, Enterprise
Communications*

Victoria Hurley
Photo & Digital Asset Librarian

Leigh-Anne Dennison
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Elizabeth Penniman
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Natalie Taylor
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Front Cover: American Red Cross volunteers talk with April Turner as she begins to recover from a spate of storms and tornadoes that struck Albany, Georgia, in January 2017. "This is when you see all of the good in people come out," Turner says (January 27, 2017).

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