



## A Decade of Service

A look back on American Red Cross' key milestones and accomplishments over the past 10 years under the leadership of President and CEO Gail McGovern.

### 2008

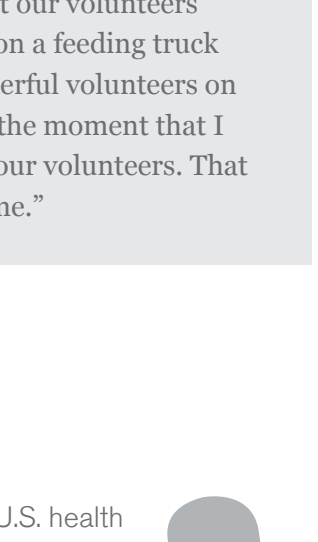
**June 23**

Gail McGovern's first day at the American Red Cross.

"When I first started at the Red Cross, I hoped I could use my business experience to help a venerable institution that was facing a series of challenges. It wasn't until I experienced my very first disaster that I truly understood the mission. And when I saw what the Red Cross was doing to alleviate the pain and suffering of people on the ground who lost their children, who lost their friends, their family, I fell in love with the American Red Cross."

**September**

Gail McGovern experiences what it is like to be a Red Cross volunteer when she travels to Texas after Hurricanes Gustav and Ike on her first domestic disaster.



"I put on a Red Cross shirt and wanted to just experience what our volunteers experience. And I got on a feeding truck and I joined two wonderful volunteers on that truck. And it was the moment that I became awestruck by our volunteers. That feeling has never left me."

### 2009

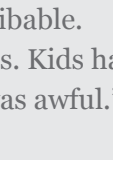
**September**



Red Cross launches relief efforts to support American Samoa tsunami survivors.

**October**

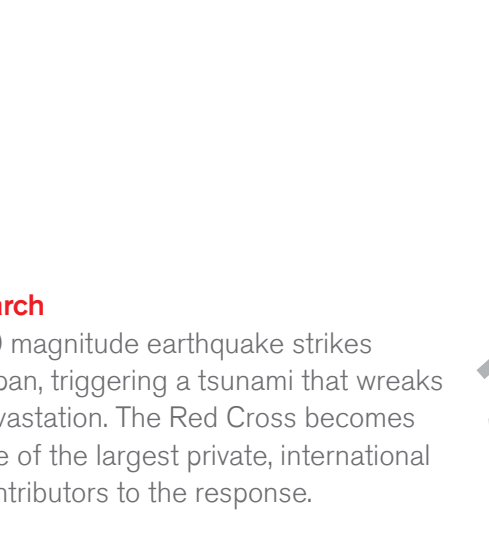
Red Cross works with U.S. health and government officials to contain H1N1 flu global outbreak.



### 2010

**January**

7.0-magnitude earthquake strikes Haiti. Gail McGovern deploys to Haiti to visit earthquake-affected communities.



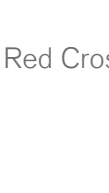
"What I saw in Haiti was indescribable. The deceased were on the streets. Kids had injuries, missing limbs, etc. It was awful."

**June**

Gail McGovern's leadership helps Red Cross eliminate \$209 million annual operating deficit she inherited and close Fiscal Year 2010 with a break-even budget.

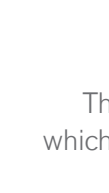
### 2009

**January**



Red Cross sets record for the largest amount ever raised in a text donation program after the Haiti earthquake.

**May**



Tennessee experiences extensive "1,000-year" floods.

**August**

Red Cross hosts the first Emergency Social Media Data Summit to discuss the use of social media in times of disaster.

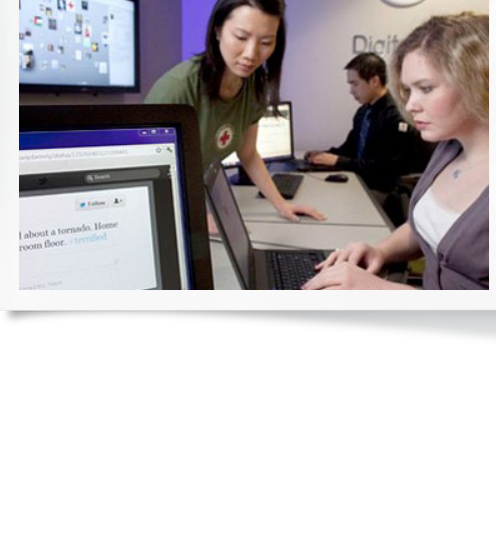
### 2011

**January**

Red Cross Service to the Armed Forces division launches [resiliency programs](#) to help military families cope with the challenges of military life.

**March**

Red Cross trains 12,000 people in first aid and CPR on Save-a-Life Saturday to honor U.S. Rep. Gabrielle Giffords.

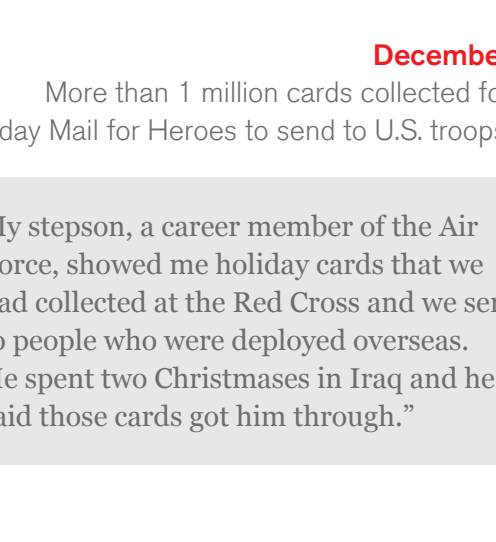


**May**

The Red Cross celebrates its 130th birthday.

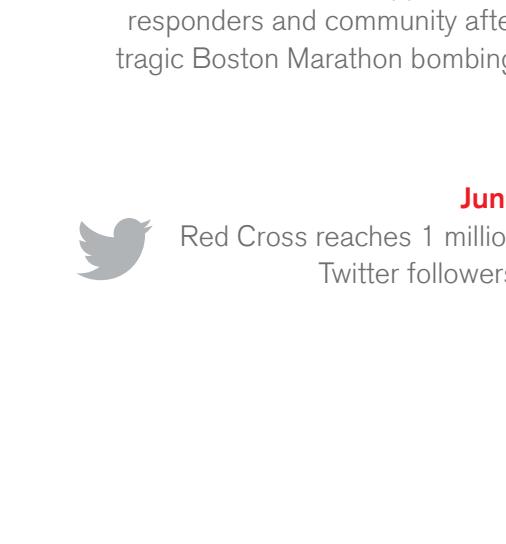
**August**

The [Measles and Rubella Initiative](#)—of which Red Cross is a founding member—vaccinates its one billionth child.



**March**

Red Cross and Dell launch a new Digital Operations Center, the first social media-based operation dedicated to humanitarian relief.



**August**

Hurricane Isaac makes landfall in Louisiana.



**December**

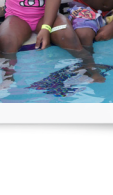
More than 1 million cards collected for Holiday Mail for Heroes to send to U.S. troops.

"My stepson, a career member of the Air Force, showed me holiday cards that we had collected at the Red Cross and we sent to people who were deployed overseas. He spent two Christmases in Iraq and he said those cards got him through."

### 2012

**January**

Red Cross unveils its new brand identity and logo designed to appeal to Red Cross supporters, volunteers and donors.



American Red Cross

**June**

Red Cross launches suite of [safety apps](#) to provide lifesaving information right at people's fingertips.

"I always think, 'What would Clara Barton think of all this?' I think she would be so proud of the fact that we're true to the mission, but she would be amazed that people are staying out of harm's way because they have apps on their phone that are telling them when a hurricane or a tornado or wildfire is coming their way."

**June**

Red Cross launches LEAD program training for future leaders based on best practices from the for-profit world.

**October**

Superstorm Sandy devastates the Northeast. Gail McGovern travels to impacted areas in New York and New Jersey.

"Violet Lynch was 92 years old when Hurricane Sandy struck. She lived with her 65-year-old daughter. And all they had was the clothes on their back. Her daughter was getting a little weepy because she was thinking of the mementos that she lost. This 92-year-old woman kept patting her knee and saying, 'But you have me. That's all just stuff.' The bravery, the resiliency—it's really amazing how people who lost everything can inspire you."

**December**

Red Cross responds to support the community after the tragic Sandy Hook Elementary School shooting in Connecticut.

### 2013

**April**

Red Cross supports first responders and community after tragic Boston Marathon bombing.



Red Cross reaches 1 million Twitter followers.

**June**



Red Cross reaches 1 million Twitter followers.

**November**

[Missing Maps](#) is launched to put at-risk communities on digital maps and improve delivery of aid.



### 2014

**January**

Service to the Armed Forces' growth initiative is implemented with a goal to serve 1 million veterans and military families, year-over-year, with Emergency and Critical Community Services by 2020.

"One of the things that touches me the most about our mission is the work that we do for the men and women that serve in the armed forces, veterans and their families. It started when Clara Barton was tending to the wounded during the Civil War, and it's something that we have continued for 137 years."

**May**

Red Cross launches "100 Days of Summer; 100 Days of Hope" campaign to inspire blood donors to give in the summer.

"My own husband had lymphoma and he needed so many platelet transfusions. Those blood donors saved my husband's life."

**September**



Red Cross releases its [free Blood Donor App](#), putting the power to save lives in the palm of your hand.

**March**

Devastating Ebola outbreak hits West Africa. Red Cross Red Crescent teams risk their lives to deliver medical care and lifesaving aid to affected communities.

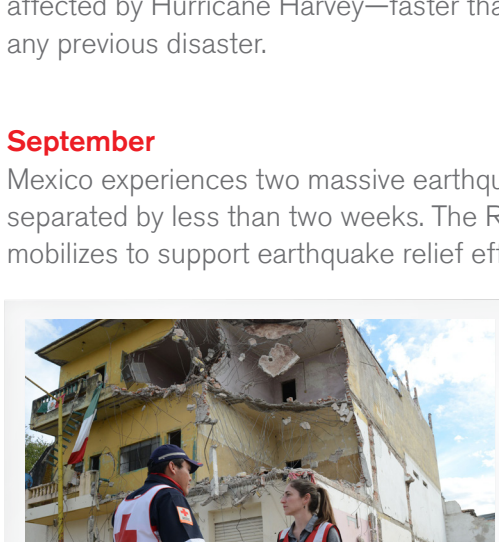
**March**

Red Cross responds to a deadly landslide in Oso, Washington.



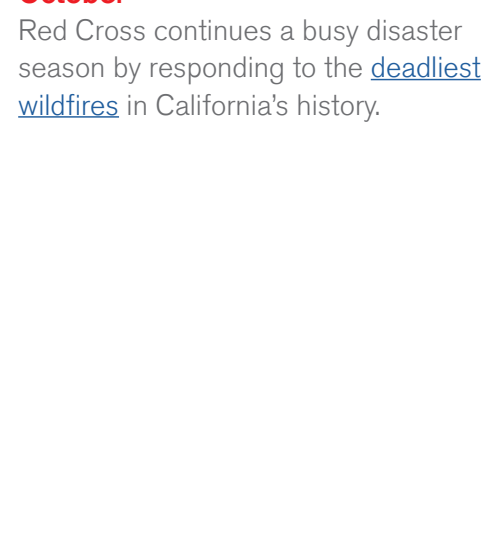
**May**

To mark a century of swimming safety education, the Red Cross launches the [Aquatics Centennial Campaign](#) to reduce drowning rates in 50 cities and towns in which the rate is above the norm.



**October**

Red Cross [Home Fire Campaign](#) launches with a goal to reduce fire-related deaths and injuries in the U.S. by 25%.



### 2015

**April/May**

7.8 magnitude earthquake and powerful aftershocks strike Nepal. Gail McGovern visits earthquake-affected communities in Nepal.

"The massive destruction caused by the earthquake was heartbreaking to witness. Yet even in the midst of such terrible tragedy, the Nepalese people I met with were among the most gentle and kind-hearted I've ever encountered."

**October**

American Red Cross launches [RapidPass](#), a new online health history technology to help streamline the blood donation experience.

**December**

Red Cross develops robust, world-class compliance system and strengthens its quality culture to release organization from U.S. Food and Drug Administration Consent Decree it had been placed under prior to Gail McGovern's tenure.

### 2016

**June**

Red Cross responds to tragic mass shooting in Orlando, supporting emergency responders and the affected community.

**August**

During the Louisiana Floods response, the Red Cross successfully uses RC View—a state-of-the-art digital disaster information system that increases speed and reduces costs.

**October**

Hurricane Matthew lands on the east coast, affecting communities from Florida up through North Carolina.



**July**

The Red Cross and partners reach five-year milestone of providing 50,000 sets of swim lessons, four years into the Aquatics Centennial Campaign.

**September**

Red Cross provides electronic payments of \$400 to more than half a million households affected by Hurricane Harvey—faster than in any previous disaster.

**September**

Mexico experiences two massive earthquakes separated by less than two weeks. The Red Cross mobilizes to support earthquake relief efforts.



**October**

Red Cross continues a busy disaster season by responding to the [deadliest wildfires](#) in California's history.



### 2017

**April**

Missing Maps hits milestone of putting 30 million buildings on the map.



**June**

Gail McGovern celebrates a decade of service at the Red Cross.



### 2018

**April**

Red Cross inaugural [Sound the Alarm](#) event kicks off with a goal to install 100,000 smoke alarms in 100 cities in just 16 days to [continue to save lives](#).



**October**

Red Cross responds to tragic mass shooting in Las Vegas, supporting emergency responders and the affected community.

**October**

Red Cross and partners install the [one millionth free smoke alarm](#) through the Home Fire Campaign.

**December**



Red Cross RapidPass goes Mobile.

"If I could summarize where I'd like to see our future in just one word, I would use the word 'more.' Our mission is incredible and it hasn't really changed very much in 137 years. I just want to touch more people with our incredible mission."

Gail McGovern