Mission of The American Red Cross

The American Red Cross is a humanitarian organization led by volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement. Since its founding in 1881 by visionary leader Clara Barton, the American Red Cross has served as the nation’s premier emergency response organization that shelters, feeds and provides emotional support to victims of disasters, supplies nearly half of the nation’s blood, teaches lifesaving skills, provides international humanitarian aid and supports military members and their families.

The American Red Cross in Greater New York

The American Red Cross in Greater New York is a key humanitarian partner and a vital participant in New York’s plans and programs to help over nine million people in New York City and Orange, Putnam, Rockland and Sullivan counties prevent, prepare for and respond to emergencies. The Chapter responds to an average of 8 emergencies a day—fires, floods, building collapses, power outages—and provides immediate humanitarian aid to as many as 100,000 people affected by these emergencies each year. Additionally, the Chapter helps New York residents and businesses prepare for emergencies by offering hundreds of lifesaving courses and emergency preparedness training programs and resources.

The American Red Cross in Greater New York is a 501(c)(3) nonprofit organization, not a government agency. The Chapter relies on donations to fund its free humanitarian services in New York City and the Lower Hudson Valley.

Fundamental Principles of The International Red Cross Movement

Humanity | Impartiality | Neutrality | Independence | Voluntary Service | Unity | Universality
We are living in extraordinary times. The global economic crisis has touched all, including the American Red Cross in Greater New York. However, despite the financial hardships of FY2009, the work that our founder, Clara Barton, began over 125 years ago must go on. The Red Cross is always there in time of greatest need—24/7, 365 days a year, in good times and bad times—for the more than 9 million people that we serve in the five boroughs of New York City and the Lower Hudson Valley counties.

During these extraordinary times, we achieved our mission of helping people prevent, prepare for and respond to disasters. We changed lives as we “Red Crossed” New York in so many ways, including:

Provided hot beverages, blankets, dry clothing, health and mental-health services to the 155 passengers and crew rescued from U.S. Airways Flight 1549 after its emergency landing on the Hudson River in frigid temperatures.

Helped our neighbors across the country—the Chapter’s newly formed “Rapid Response Team” was deployed to Louisiana to assist the Southeast Louisiana Red Cross by running a mega-shelter for more than 3,000 evacuees from New Orleans during Hurricane Gustav; Greater New York responders traveled to Albany, New York, to assist the Red Cross of Northeastern New York’s relief effort after a crippling December ice storm; and volunteers and employees traveled to Buffalo, New York, to help bring comfort to the families of those affected by the tragic Continental Airlines Flight 3407 plane crash.

Prepared thousands of New Yorkers to be “ready” before a disaster or emergency strikes by providing emergency preparedness and lifesaving training.

Raised an additional $4.5 million beyond our annual fundraising goal to support the American Red Cross’ humanitarian response during a particularly strong season of natural disasters—wildfires, tropical storms and four devastating hurricanes—outside of our chapter’s borders.

Energized the Red Cross brand with the launch of the “I ♫ New York” advertising campaign, created pro bono by Ogilvy New York and designed to help us recruit 10,000 disaster-trained volunteers; reached out to new audiences through social media platforms such as Facebook and Twitter.

We are proud to say that these accomplishments were made while we continued to be exceptional stewards of our donor dollars—91 cents of every dollar was spent on fulfilling our mission in Greater New York. Additionally, they were accomplished in the midst of a $3.8 million cost-saving initiative.

Our thanks to our devoted volunteers, Board of Trustees and employees for making it possible to provide help, hope and healing to our neighbors when they need it most. Together we proved that we will prevail, regardless of the obstacles.

Extraordinary times require an extraordinary response—thank you for being a part of “Our Red Cross.”

Sincerely,

Theresa A. Bischoff
Chief Executive Officer

Ira M. Millstein
Chairman, Board of Trustees
“I was part of the team that provided the passengers and crew of Flight 1549 with warm blankets and hot beverages after their plane made an emergency landing on the Hudson River in frigid temperatures.”

Scott Graham, Chief Response Officer
We respond to 2,500 local disasters in FY2009

<table>
<thead>
<tr>
<th>Location</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brooklyn</td>
<td>795</td>
</tr>
<tr>
<td>Queens</td>
<td>605</td>
</tr>
<tr>
<td>Bronx</td>
<td>462</td>
</tr>
<tr>
<td>Manhattan</td>
<td>375</td>
</tr>
<tr>
<td>Orange, Putnam, Rockland, and Sullivan Counties</td>
<td>143</td>
</tr>
<tr>
<td>Staten Island</td>
<td>120</td>
</tr>
</tbody>
</table>

Breakdown of responses and assistance in 2009

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,706</td>
<td>People counseled by Red Cross mental-health professionals after a disaster</td>
</tr>
<tr>
<td>2,452</td>
<td>Families provided with financial assistance after a disaster</td>
</tr>
<tr>
<td>2,500</td>
<td>Responses to fires, building collapses, floods and other emergencies</td>
</tr>
<tr>
<td>4,827</td>
<td>People for whom the Red Cross provided temporary housing for as many as 3 nights following a disaster</td>
</tr>
<tr>
<td>12,369</td>
<td>Adults and children assisted with food, shelter and/or counseling following a disaster</td>
</tr>
<tr>
<td>46,912</td>
<td>First responders and displaced residents provided with relief at emergencies and disasters</td>
</tr>
</tbody>
</table>

Every emergency that the Greater New York Chapter responds to—from a fire that destroys one family’s home, to a building collapse that leaves hundreds of people homeless, to a flood that disrupts the lives of thousands—is potentially devastating to those it touches. In Greater New York and the Lower Hudson Valley, the Chapter provides care, comfort and compassion to as many as 100,000 New Yorkers a year whose lives have been “turned upside down” by emergencies and disasters.

Fiscal Year 2009 Greater New York Highlights
The American Red Cross in Greater New York provided warm blankets, dry clothing, hot beverages and health and mental-health services to passengers and crew rescued from U.S. Airways Flight 1549 after the plane made an emergency landing on the Hudson River in frigid January temperatures. Additionally, relief workers at Battery Park City provided 24-hour food and beverage service to first responders raising the plane from the river.

After a 5-alarm Bronx fire ripped through two wood-frame buildings in January, leaving several families homeless, Chapter relief workers on the scene served hot food and beverages to affected residents as well as to the more than 200 first responders who battled the blaze.

When a deadly fire displaced more than 200 people from 22 James Street and two adjacent buildings in Manhattan on a cold February morning, the Chapter opened a reception center where affected residents received hot food, warm drinks, blankets and emotional support from Red Cross relief workers.

National Responses
The Chapter’s 46-member Rapid Response Team, led by CEO Theresa Bischoff and Chief Response Officer Scott Graham, staffed a mega-shelter in Alexandria, Louisiana, in the fall of 2008, providing a safe haven—including food, shelter, hydration, health and mental-health services—for more than 3,000 evacuees driven from their homes by Hurricane Gustav.

Thirty-one Greater New York Chapter volunteers and employees assisted the Red Cross of Northeastern New York’s relief efforts after a crippling December ice storm left hundreds of thousands of Albany-area residents without power.

After the tragic crash of Continental Airlines Flight 3407 in February 2009, the Chapter deployed 12 relief workers to Buffalo to assist other Red Cross chapters in their efforts to comfort bereaved family members.
“I keep our ‘Go-Bags’ packed and ready to go in case my family and I need to evacuate in the middle of the night.”

Mike Ayers, New York City Resident
PREPARING FOR EMERGENCIES

The Chapter provides New Yorkers with vital preparedness training through community outreach, customized programs, printed materials and online information.

BE RED CROSS READY

Emergencies don’t make appointments and disasters don’t happen on a schedule—they can strike anytime and anywhere. The American Red Cross in Greater New York advises residents to take three simple steps that can make a difference when an emergency or disaster strikes:

Get a Kit – Being prepared with the right emergency supplies can reduce the risk of harm during an emergency or disaster.

Make a Plan – The best possible response to a disaster starts with a well-conceived plan.

Be Informed – Know what disasters may happen in your area, and how you can help yourself and your neighbors.

For more than a century, the American Red Cross in Greater New York has been preparing the community for the unexpected by providing the information and tools needed to cope with natural and man-made emergencies and disasters. In FY2009, we supplied 46,912 New Yorkers with emergency preparedness information and training, helping our neighbors to reduce the risk of harm when disaster strikes.

Ready New York

At this free Red Cross emergency preparedness presentation, Greater New York residents learn how to keep loved ones safe and informed during an emergency or disaster. Attendees receive an interactive CD and other tools to facilitate household and individual preparedness.

Corporate Emergency Preparedness Campaign

The Chapter’s integrated program of consultations, training and exercises provides companies with the essentials they need to increase their resiliency and reduce the risk of injury and harm to employees and company visitors should disaster strike.

Preparedness Campaign

The Chapter, OEM and the Ad Council have teamed up to create a major public service campaign on preparedness—Ready NYC—slated to launch in September 2009, and designed to raise awareness and a call-to-action among New Yorkers to get prepared before an emergency “turns their world upside down.”
“I saved a man’s life because of my Red Cross CPR/AED training. There’s no better feeling in the world!”

Kenneth Schnetzler, New York City Resident
LIFESAVING COURSES

We prepare thousands of New Yorkers a year to cope with the unexpected through lifesaving classes—CPR/AED, first aid, caregiving and aquatics.

Why Take American Red Cross in Greater New York Courses?

Lifesaving courses are in compliance with OSHA guidelines and based on the latest scientific findings and teaching methods.

Knowledgeable instructors employ the latest teaching and learning techniques using a combination of video, lectures, demonstrations, discussions and hands-on training.

Course materials enhance the experience with an easy-to-understand approach to learning, and serve as a valuable resource for future reference.

Students are empowered with the confidence of knowing that they have the skills needed to respond competently and promptly to life’s emergencies.

Would you know what to do if a friend, family member or colleague experienced a sudden illness, an unexpected injury or a cardiac emergency?

Thanks to American Red Cross in Greater New York’s training, thousands of New Yorkers can answer “yes” to this question. In FY2009, we trained 151,614 people in lifesaving skills, including CPR/AED, first aid, caregiving and aquatics; thus, empowering more people in Greater New York to help themselves and each other in an emergency.

The Chapter’s lifesaving skills courses, taught by experienced Red Cross instructors, provide training that enables individuals, families, businesses and communities to confidently respond to emergencies and disasters.

All lifesaving courses can be customized and taught at outside organizations or in the comfort of one’s home.

Why Learn CPR?

Sudden cardiac arrest, the leading cause of death in adults, accounts for 325,000 adult deaths in the United States annually.

A 4–5 minute delay in proper delivery of CPR decreases survival rates by as much as 40%; a delay of 10 minutes or longer results in death 95% of the time.

85% of all out-of-hospital cardiac arrests occur either at work or at home.

Each minute that defibrillation is delayed reduces the chance of survival by about 10%.

Prompt, effective administration of CPR/AED can mean the difference between life and death.
“I eased the pain of a Holocaust survivor by providing answers about the fate of her parents during WWII.”

Françoise Max, Volunteer
We reach out to those in need around the world, no matter where disaster strikes.

**International Disaster Response**
The American Red Cross addresses the urgent needs of those affected by disaster anywhere in the world, providing food, shelter and financial relief. The Greater New York Chapter raises funds on a local level for the American Red Cross International Response Fund, an effort that provides humanitarian relief to people affected by disasters—earthquakes, tsunamis, hurricanes and floods—outside of the United States. Additionally, if required, the Chapter sends International Relief Delegates to assist with the response operations of Red Cross and Red Crescent Societies across the world.

**Restoring Family Links**
The confusion and chaos surrounding war and natural disasters often divide family members just when they need each other the most. The American Red Cross, in partnership with the International Red Cross and Red Crescent Movement, offers worldwide tracing services aimed at reuniting loved ones who have become separated because of armed conflict or natural disaster, or who have lost contact with family members due to vulnerabilities such as age or ill health. These free, confidential services provide hope to displaced people separated across countries or continents.

**International Services Training Program**
An essential element of the NY Chapter’s training goals is to increase awareness of the Red Cross’ global mission. The primary way the Chapter meets this goal is by offering free classes to the public on various subjects under the scope of Red Cross international services—International Humanitarian Law, The Fundamental Principles of the Red Cross and The International Red Cross and Red Crescent Movement.

**Service to the Armed Forces**
The Service to the Armed Forces (SAF) program dates back to the establishment of the American Red Cross by Clara Barton in May 1881. Not only did the "Angel of the Battlefield" risk her life tending to soldiers wounded in the Civil War, she bolstered their morale by writing letters for them to send to their families. Today’s American Red Cross workers proudly carry on this tradition through the SAF program, which serves as a critical line of communication between military personnel and their families back home.

**Services Include:**
- **Emergency Communications** SAF sends messages about urgent news from home—a serious illness, the birth of a child or the death of a loved one—to service men and women anywhere in the world, including ships at sea, embassies and isolated military units.
- **Emergency Financial Assistance** In partnership with military aid societies, SAF facilitates the distribution of financial and/or travel assistance to qualifying military personnel and their families who are experiencing financial hardship or are in need of travel subsidies to fund visits with injured or sick loved ones or attend a memorial service.
- **Community Support** The Chapter supports the Armed Forces in New York City and the Lower Hudson Valley through a variety of community activities that reinforce the relationship between the American Red Cross and the US Military. These activities include briefing military families before a deployment, liaising with the local office of Veterans Affairs and participating in the Veterans Day Parade and Fleet Week.
“I was called away from work on Inauguration Day to respond to a fire in Queens; I spent 8 hours helping 29 people who lost everything in the blaze, and was back at work the next morning.”

Mary O'Shaughnessy, Volunteer
We empower our dedicated volunteers to perform extraordinary acts in times of emergency.

American Red Cross in Greater New York volunteers are part of a large “extended family” with an important shared purpose: helping our neighbors when they need it most. Every day they:

Help shelter, feed and comfort people who have been forced from their homes by a natural or man-made disaster

Teach CPR/AED, first aid, aquatics and caregiving, giving people the skills and confidence to save a life

Distribute emergency preparedness information at community outreach events

Provide essential behind-the-scenes support services—and so much more

The Chapter’s humanitarian work would not be possible without the 7,213 dedicated New Yorkers from diverse backgrounds who come together to help their neighbors—across the street, across the country and around the world.

Disaster Reserve Program
To ensure an optimal response to a large-scale, local disaster, the Greater New York Chapter created the Disaster Reserve Program. This program enables interested individuals to become disaster-trained reserve volunteers by attending a one-day “Reserve Institute” training program. Upon completion of the training, they are required to participate in a minimum of four Red Cross activities each year—responses, further training, drills, community events, etc., and will be called upon to join the Chapter’s relief operation should a major emergency or disaster strike in the Greater New York area. During FY2009 almost 800 volunteers joined the Chapter’s reserve corps of disaster-trained volunteers.

Red Cross Youth Volunteers
The Chapter’s Youth Group, part of its Youth Service Program, is made up of 873 young people, 14-18 years of age, from more than 75 high schools across the five boroughs. The program provides young people with meaningful opportunities to help their communities prepare for and respond to emergencies, receive valuable leadership training and become permanent members of the American Red Cross in Greater New York family as they grow within the organization.

NYC Service
In 2009 New York City Mayor Michael R. Bloomberg launched NYC Service, a program designed to increase civic engagement, in answer to President Obama’s nationwide call to service. Red Cross volunteers, who help their neighbors in need and teach emergency preparedness and valuable lifesaving skills, are a crucial component of this initiative.

AmeriCorps
The Chapter also responded to President Obama’s national call to service and the needs of the community by expanding our AmeriCorps program. This federal government program partners adults of all ages with nonprofit organizations, public agencies and faith-based organizations. AmeriCorps members participate in the Greater New York Chapter’s mission-driven activities of preparing communities for and responding to emergencies and disasters.
“We value our partnership with the American Red Cross in Greater New York. Our mutual collaboration has enhanced the University’s Staten Island and Queens campuses’ preparedness posture.”

Gerard A. McEnerney, AVP, University Management, St. John’s University
COMMUNITY PARTNERS

We partner with community groups to enhance the Chapter’s preparedness and disaster response capabilities.

Centennial Circle Prepares High-Risk Neighborhoods
Centennial Circle members are civic-minded women leaders dedicated to making preparedness a vital part of every New Yorker’s life. The group is focusing its initial efforts on Central and East Harlem, an area of New York City at high risk from a natural disaster due to its vulnerability to flooding. During the April 2009 “Harlem Mega-Preparedness Day,” an event conducted in partnership with the Harlem Children’s Zone, the Chapter trained more than 400 Harlem residents in emergency preparedness.

NY Chapter and New York Cares Sign SOU
The NY Chapter and New York Cares signed a Statement of Understanding on July 22, 2008 that provides a broad framework for cooperation in preparing for and responding to disaster relief situations at all levels. Under the Chapter’s Spontaneous Volunteer Disaster Training and Development Plan, New York Cares will help identify concerned citizens available to work as spontaneous volunteers in the event of a large-scale emergency or disaster.

NY Chapter Partners with St. John’s University
The NY Chapter and St. John’s University signed a Memorandum of Understanding on February 5, 2009, solidifying a partnership that will help the NY Red Cross strengthen its already comprehensive local emergency response services on Staten Island. As part of this initiative, two 20-foot-long emergency supply containers filled with Red Cross cots, blankets, flood kits and more are being housed on the University’s Staten Island campus.

NY Chapter and Save The Children Sign MOU
The Greater New York Chapter and Save The Children signed a Memorandum of Understanding on June 30, 2009. The MOU is designed to formalize and strengthen the relationship between the two organizations, which first collaborated in September 2008 during the Hurricane Gustav relief effort.

Ready When the Time Comes
The Chapter’s Ready When the Time Comes (RWTC) program provides disaster-relief training to volunteer teams from local corporations and community groups. Once trained, RWTC volunteers join a team of disaster-trained reserve volunteers who will be called upon should they be needed for a large-scale Greater New York emergency relief operation.

2009 RWTC Partners
Community Partners
AARP Chapter 4171
AIDS Center of Queens County
Arab-American Family Support Center
Baruch College
Bay Ridge Center
Brighton Beach Jewish Center
Brooklyn CERT
Brooklyn South Community Counseling & Mediation
Coney Island Gospel Assembly
East 55th Conservative Synagogue
East Flatbush
East Flatbush Church of God
Grace Church (Brooklyn)
Grace Community Church (Orange County)
Habitat for Humanity
Harvest Christian Fellowship
Human Resources Administration
Hunter College
Islamic Circle of North America
Jewish Community Relations Council
Khal Adath Jeshurun
Mesivta Yeshiva
Miracle Gospel Assembly
New York Cares
New York University
NYU School of Social Work
NYU Stern Scholars
Queens West Stake
Orthodox Union
Second Christian Mission
Sikh Cultural Society, Inc.
St. Ignatius Loyola
St. Paul the Apostle
Tzu Chi Foundation
United Jewish Appeal
Wawayanda-Greenville Lions
Wood-Heights Democratic

Corporate Partners
Allianz Global Investors, U.S. Retail, LLC
American Express Company
Ameriprise Financial, Inc.
BlackRock, Inc.
Bloomberg
BT Americas, Inc.
CITI
Colgate-Palmolive
Con Edison
Credit Suisse
Crowne Plaza Times Square
Elant Incorporated
Empire BlueCross BlueShield
Gallagher Benefit Services, Inc.
W.W. Grainger
Hannaford
JetBlue Airways
JPMorgan Chase
Kolmar
Margeotes Fertitta Powell
Milliman Inc.
Morgan Stanley
National Association of Professional Organizers
Newmark Knight Frank
The Nielsen Company
PricewaterhouseCoopers LLP
Response Companies
Royal Bank of Scotland
1199 SEIU United Healthcare Workers East
UPS
Verizon Pioneers
Walmart
“American Express is committed to good citizenship—that’s why we support the remarkable work of the NY Red Cross and organized 200 Consumer Card employees to participate in a Red Cross volunteer day.”

Jud Linville, CEO & President, Consumer Services, American Express
CORPORATE PARTNERS

We partner with corporations to help fulfill our mission in Greater New York—helping people prevent, prepare for and respond to emergencies.

Partnering with the American Red Cross in Greater New York enables corporations to fulfill an important social responsibility—helping the Red Cross provide immediate humanitarian services to New Yorkers when they need it most. The corporations listed below are being recognized for partnering with the American Red Cross in Greater New York in one or more of the following ways: philanthropy, volunteerism and/or preparedness training.

2009 Corporate Partners

ABC/Disney
Active International
Alcoa
Alliance Bernstein
Allianz Global Investors, U.S. Retail, LLC
American Building Maintenance
American Express Company
American International Group, Inc.
American National Bank
American International Group, Inc.
Ameriprise Financial, Inc.
AT&T
Avon
AXA
Bank of America
Barr Laboratories, Inc.
BlackRock, Inc.
Bloomberg
BNP Paribas
Bowen & Co., Inc.
Bristol-Myers Squibb
Brookfield Financial Properties L.P.
BT Americas, Inc.
Caxon Associates, LLC
CIT Group
Citi
Clifford Chance US LLP
Colgate-Palmolive
Consolidated Edison, Inc.
Credit Suisse
Crowne Plaza Times Square Intercontinental Hotel Group
D.E. Shaw
Davis & Gilbert LLP
DDB Worldwide
Deloitte & Touche LLP
Deutsche Bank Americas
Diageo North America
Dover Corporation
Duane Reade
Elan Incorporated
Empire BlueCross BlueShield
Ernst & Young LLP
Estee Lauder Companies, Inc.
F.A.O. Schwarz
FedEx
First National Bank of Jeffersonville
Four Seasons Hotel
French Culinary Institute
Fulbright & Jaworski, L.L.P.
Gensler
GlaxoSmithKline
GNYHA Ventures, Inc.
Goldman Sachs
Hannaford
Health Net of Northeast, Inc.
Health Plus, Inc.
Healthfirst Inc.
Henry Doniger Associates Inc.
HSBC
Instinet
JetBlue Airways
JP Morgan Chase
Kohlberg Kravis Roberts & Co.
Kolmar
Gallagher Benefit Services, Inc.
KPMG
Lazard Freres & Co. LLC
Le Parker Meridien
Lehman Brothers Inc.
Mack-Cali Realty
Macy’s
McGraw-Hill Companies
McKinsey & Company Inc.
Medco
Merrill Lynch & Co., Inc.
Milliman Incorporated
Mitsui USA Foundation
Morgan Stanley
Mutual of America
NBC Universal
New York Community Bank
New York Container Terminal, Inc.
New York Post
Newmark Knight Frank
Northfield Bank
Novartis
Novus International, Inc.
Ogilvy & Mather
Oracle
Pfizer
PricewaterhouseCoopers LLP
Response Companies
Ridgewood Savings Bank
Rockefeller Group
Rolling V. Bus Corp.
Royal Bank of Scotland
Samson Capital Advisors LLC
Sandell Asset Management
SBLI USA
Shiseido Cosmetics
Skanska
Standard & Poor’s
Structure Tone, Inc.
Studley, Inc.
Sumitomo Mitsui Banking
Target Corporation
TD Banknorth, N.A.
Telcordia Technologies, Inc.
The Bank of New York Mellon
The Nielsen Company
Thomson Reuters
Thyssenkrupp Elevator
Tiffany & Company
Time Inc.
Time Warner Inc.
Tishman Speyer
Tower Insurance Co. of NY
UBS
United States Gypsum
UPS
Verizon Communications
W.W. Grainger, Inc.
Wachovia
Walmart
Walter & Samuels Inc.
Weil, Gotshal & Manges LLP
Weil, Gotshal & Manges LLP
Weil, Gotshal & Manges LLP
Weil, Gotshal & Manges LLP
Weil, Gotshal & Manges LLP
Zurich American Ins. Co.
“I attended the New York Red Cross ‘Great Things Every Day’ Breakfast and left with a better understanding and appreciation of how the Red Cross changes lives every single day.”

Richard Khaleel, Greater New York Resident
SPECIAL EVENTS

We hold special events throughout the year to raise funds for the Chapter’s vital humanitarian work, recognize supporters and strengthen community partnerships.

Red Cross Ball
More than 450 supporters attended the “I ♥ New York” Ball on June 17, 2009 at Manhattan’s Pierre Hotel. The Chapter presented its 2009 Humanitarian, Corporate Leadership and Lifetime Achievement awards to three prominent and compassionate Red Cross honorees: Maria Cuomo Cole, The Port Authority of New York & New Jersey and Roy J. Zuckerberg. Lori Stokes, anchor of WABC Eyewitness News This Morning and News at Noon, served as the Master of Ceremonies. The Ball raised approximately $1.4 million for the Chapter’s humanitarian programs and services.

Great Things Every Day
The Chapter’s Great Things Every Day 2009 fundraising breakfast, held at Manhattan’s Mandarin Oriental Hotel on March 26, 2009, raised $350,000 to support Red Cross community preparedness programs and disaster-response services. The more than 300 who attended the event learned about the Chapter’s vital work in Greater New York.

Rockland County Benefit Dinner
The Chapter’s Rockland County Area Office annual benefit dinner was held at Restaurant X and Bully Boy Bar in Congers, New York on May 7, 2009. More than 160 guests were on hand to support the Red Cross and its honorees: Rockland County leaders Bonnie Werk and Thomas M. Rau of TD Bank and Dr. David Brogno of Hudson Heart Associates. This community’s support enabled the Red Cross to raise almost $72,000 to help fund the essential services and programs of the American Red Cross in Greater New York–Rockland.

Lower Hudson Valley Heroes Campaign
In March 2009 the American Red Cross in Greater New York ran a fundraising campaign for staff and supporters in the Lower Hudson Valley, Be a Red Cross Hero. The goal of every Red Cross Hero was to raise $1,000 by connecting online with friends, family and members of the community to raise needed dollars for “Our Red Cross.”

Staten Island Chrysanthemum Ball
Five community leaders were honored at the annual American Red Cross in Greater New York–Staten Island Chrysanthemum Ball, held at the Excelsior Grand on November 21, 2008. They were: Salvatore J. Cassano, New York City FDNY Chief of Department, Dr. Brahm Ardolic of Staten Island University Hospital, Dr. Ivan T. Miller of the Richmond University Medical Center, The Staten Island Foundation and The Staten Island Chamber of Commerce. The ball raised more than $67,000 for the Red Cross–Staten Island’s vital lifesaving and preparedness programs and services.

Here & Now
The Chapter holds one-hour, monthly Here & Now presentations for interested community members. Red Cross representatives explain how the organization positively changes lives through the vital programs the Chapter provides to New Yorkers.
“I know how vital the Red Cross is to New York and how every dollar counts. In these unprecedented times, the Chapter needs our financial support more than ever.”

Erika Millet, Tiffany Circle Member
DONORS

We rely on the support of generous donors to fund the Chapter’s disaster relief efforts and lifesaving and preparedness programs and services.

The strength and endurance of the American Red Cross in Greater New York are a result of our donors’ generous commitments. The following donor groups consist of members who demonstrate their dedication by joining with others who share their interest in advancing the mission of the Red Cross.

**Tiffany Circle**

Composed of leading business women and philanthropists, this exclusive women’s group supports the humanitarian work of the American Red Cross in Greater New York. With an investment of $10,000 annually, these individuals follow in the footsteps of generations of women who have enabled the Red Cross to save and serve those in need, locally and around the world—in times of war and peace.

**Clara Barton Legacy Society**

The Greater New York Chapter honors every planned gift donor with membership in the Clara Barton Legacy Society. The Society recognizes those who have helped us continue our lifesaving work through a gift to the American Red Cross in their wills, trusts or estate plans.

**American Red Cross in Greater New York Young Professionals**

The Young Professionals Committee is a group of enthusiastic New Yorkers under the age of 40 who serve as Red Cross “ambassadors.” They focus on building awareness of the Chapter’s work through their social and professional networks and raise funds to support our vital mission.

**Gladys and Roland Harriman Society**

The Gladys and Roland Harriman Society is a select group of donors whose generous support demonstrates a deep commitment to helping the American Red Cross in Greater New York further our mission of providing relief to people affected by disasters and preparing New Yorkers for emergencies.
DONORS TO AMERICAN RED CROSS IN GREATER NEW YORK

The American Red Cross in Greater New York is grateful for the continued commitment and generosity of our donors. This strong endorsement of the Red Cross’ vital work in the community helps the NY Chapter provide free humanitarian services to over 9 million people in New York City and the Lower Hudson Valley.

The following individuals and organizations are being recognized for their generous gifts and pledges during this report period (July 1, 2008 through June 30, 2009). We extend a special thank you to the members of The Gladys & Ronald Harriman Society (designated below with an “H”).

$1,000,000 +
Anonymous

$250,000 – $999,999
Bloomberg L.P.
The Carson Family Charitable Trust (H)
Morgan Stanley

$100,000 – $249,999
Paul T. Bader (H)
Irene D. Collia Trust
Credit Suisse
Paul Desmond Estate
Robert and Martha Dinerstein Family Foundation (H)
Robert and Arnold Greenberg (H)
Mark Family Foundation (H)
Kelley and Erika Millet (H)
Jonathan O’Herron (H)
William Rankin and Elizabeth Forbes Rankin Trust
Rapaport Family Charitable Trust (H)
Denise R. Sobel and Norman K. Keller (H)
Ping Y. Tai Foundation, Inc. (H)
UBS Foundation USA
Vincent Mulford Foundation
Roy J. Zuckerberg (H)

$50,000 – $99,999
Anonymous
1199SEIU United Healthcare Workers East
American Express Company
Warren N. Bimblick (H)
Theresa A. Bischoff (H)
Josephine R. Buchheimer Trust
Carmel Donovan, MD (H)
Janice Reals Elig (H)
Ann F. Kaplan (H)
Rosemary W. Mackey and Dr. Irwin H. Krakoff (H)
Conrad and Sarah Meyer (H)
E. Blake Moore, Jr. and Cynthia C. Weiler (H)
Martin S. Paine Foundation
Katherine M. Renfrew (H)
Verizon Communications
Mark Wagar (H)
Jacki Zehner (H)

$25,000-49,999
Anonymous (2)
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Clifford Chance US LLP
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Joseph A. and Diana DiMenna (H)
Cleveland H. Dodge Foundation
William J. and Lorraine Egan (H)
Empire BlueCross BlueShield
Ernst & Young LLP
GNYHA Ventures, Inc.
Goldman Sachs & Co.
Greater New York Chapter Employees and Volunteers
HSBC Philanthropic Programs
Infinite Computer Solutions
J. T. Tai & Co. Foundation, Inc.
Lazard Freres & Co. LLC
Yvonne Liu (H)
LyondellBasell Industries
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Dana and Vicki McIlwain (H)
Ira M. Millstein (H)
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PricewaterhouseCoopers LLP
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Brockfield Properties L.P.
Buddha’s Light International Associates
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CITI Smith Barney
Citigroup, Inc.
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Barbara Dobkin (H)
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ISO
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Pascap Co., Inc.
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Oazi Fazal  (H)
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Henry Doneger Associates Inc.

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I.S. 220 John J. Pershing School
I.S. 51
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Duncan Murdoch and Wai Ling Chan (H)
Namm Foundation (H)
Network for Good
Roy R. & Marie S. Neuberger Foundation (H)
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William H. Rinker (H)
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Robert Rothenberg (H)
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James R. Rowen (H)
Marilyn & Barry Rubenstein Family Foundation (H)
Tanya and George Ruff (H)
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Lisa R. Sarajian (H)
Cynthia V. and Robert T. Schaffner (H)
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Ira Schuman and Amy R. Paulin (H)
Simeon Schwartz (H)
Dr. Guillermo M. Seco (H)
SI Bank & Trust Foundation/Soverign Bank
Sincere Medical Care, P.C.
Sue Smithers (H)
Roger Spottiswoode (H)
New York Community Bank
Joan M. Squires (H)
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Ellen Stafford-Sigg (H)
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Staten Island Chamber of Commerce
Staten Island Community Fund
Christopher Stevenson (H)
John M. Stewart (H)
Carol A. Strickland (H)
Gladys Syed (H)
T. Rowe Price Program for Charitable Giving
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Toyota Employees
Janine M. Tramontana (H)
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United Way of Sullivan County
Fred Voigt (H)
Walmart Foundation
Ward Studio
The Waste Management Charitable Foundation
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What Goes Around, Inc.
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Maureen Wirth (H)
The Wisch Family Foundation (H)
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Wayne V. Zanetti (H)
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Edward J. Zieda (H)
Zuckerman-Kanner Gift Fund
Gheorghe Zuralau (H)
Zurich American Insurance
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| Fay Yee | |
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in memory of Helen Ritchie Petit
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We thank the following organizations for their contributions of vital goods or services:

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All Bright Electric
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Asbestos & Lead Inc.
Bowne & Co., Inc.
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Colgate-Palmolive
John E. Collazual Associates
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S&Co/Architecture & Design
Sharp Electronics Corporation
Subaru
Time Warner
United States Military Academy
United States Tobacco
Walmart
## AMERICAN RED CROSS IN GREATER NEW YORK
### STATEMENT OF ACTIVITIES

Year ended June 30, 2009 (with summarized totals for the year ended June 30, 2008)

<table>
<thead>
<tr>
<th>Unrestricted</th>
<th>Temporarily restricted</th>
<th>Permanently restricted</th>
<th>Total</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td><strong>OPERATING REVENUE:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations including special events</td>
<td>$ 6,702,538</td>
<td>$ 2,029,348</td>
<td>—</td>
<td>$ 8,731,886</td>
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<tr>
<td>Government and other grants and contracts</td>
<td>4,340,475</td>
<td>—</td>
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<td>4,340,475</td>
</tr>
<tr>
<td>Fees from products and services</td>
<td>3,359,187</td>
<td>—</td>
<td>—</td>
<td>3,359,187</td>
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<tr>
<td>Investment return utilized for operations</td>
<td>1,777,942</td>
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<td>1,777,942</td>
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<td>Other</td>
<td>60,090</td>
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<td>60,090</td>
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<tr>
<td>Net assets released from restrictions</td>
<td>3,000,284</td>
<td>(3,000,284)</td>
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<tr>
<td>Government grants administered for other NYS chapters</td>
<td>4,089,064</td>
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<td>4,089,064</td>
</tr>
<tr>
<td><strong>Total operating revenue</strong></td>
<td>23,329,580</td>
<td>(970,936)</td>
<td>—</td>
<td>22,358,644</td>
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<tr>
<td><strong>OPERATING EXPENSES:</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Program Services:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Disaster planning and response services</td>
<td>16,247,613</td>
<td>—</td>
<td>—</td>
<td>16,247,613</td>
</tr>
<tr>
<td>Safety and preparedness services</td>
<td>5,123,247</td>
<td>—</td>
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<td>5,123,247</td>
</tr>
<tr>
<td>Community services</td>
<td>3,047,674</td>
<td>—</td>
<td>—</td>
<td>3,047,674</td>
</tr>
<tr>
<td>Services to military families and veterans</td>
<td>360,635</td>
<td>—</td>
<td>—</td>
<td>360,635</td>
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<tr>
<td>International services</td>
<td>397,478</td>
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<td>397,478</td>
</tr>
<tr>
<td>Government grants dispensed to other NYS chapters</td>
<td>4,263,982</td>
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<td>4,263,982</td>
</tr>
<tr>
<td>Membership and fundraising</td>
<td>4,366,738</td>
<td>—</td>
<td>—</td>
<td>4,366,738</td>
</tr>
<tr>
<td>Management and general</td>
<td>3,816,113</td>
<td>—</td>
<td>—</td>
<td>3,816,113</td>
</tr>
<tr>
<td><strong>Total program services</strong></td>
<td>37,623,480</td>
<td>—</td>
<td>—</td>
<td>37,623,480</td>
</tr>
<tr>
<td><strong>Excess of operating revenue over operating expenses</strong></td>
<td>(14,293,900)</td>
<td>(970,936)</td>
<td>—</td>
<td>(15,264,836)</td>
</tr>
<tr>
<td><strong>NONOPERATING ACTIVITIES:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment return (less than) in excess of amount utilized for operations</td>
<td>(8,676,203)</td>
<td>(488,934)</td>
<td>(945,007)</td>
<td>(10,110,144)</td>
</tr>
<tr>
<td>Legacies and bequests, net of amounts applicable to the American Red Cross</td>
<td>1,534,317</td>
<td>26,978</td>
<td>—</td>
<td>1,561,295</td>
</tr>
<tr>
<td><strong>Nonoperating revenue and gains</strong></td>
<td>(7,141,886)</td>
<td>(461,956)</td>
<td>(945,007)</td>
<td>(8,548,849)</td>
</tr>
<tr>
<td>Change in net assets</td>
<td>(21,435,786)</td>
<td>(1,432,892)</td>
<td>(945,007)</td>
<td>(23,813,685)</td>
</tr>
<tr>
<td><strong>Net assets, beginning of year</strong></td>
<td>97,699,371</td>
<td>4,617,102</td>
<td>6,056,093</td>
<td>108,372,566</td>
</tr>
<tr>
<td><strong>Net assets, end of year</strong></td>
<td>$ 76,263,585</td>
<td>3,184,210</td>
<td>5,111,086</td>
<td>84,558,881</td>
</tr>
</tbody>
</table>
# American Red Cross in Greater New York

## Statement of Financial Position

June 30, 2009 (with comparative amounts at June 30, 2008)

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$11,084,163</td>
<td>$1,245,010</td>
</tr>
<tr>
<td>Accounts, contributions, and interest receivable</td>
<td>5,933,199</td>
<td>8,280,272</td>
</tr>
<tr>
<td>Inventories and other assets</td>
<td>3,728,773</td>
<td>3,886,552</td>
</tr>
<tr>
<td>Investments</td>
<td>24,436,320</td>
<td>54,318,607</td>
</tr>
<tr>
<td>Land, building, and equipment, net</td>
<td>69,005,456</td>
<td>71,483,076</td>
</tr>
<tr>
<td>Unamortized bond issuance costs</td>
<td>862,460</td>
<td>894,810</td>
</tr>
<tr>
<td>Beneficial interest in perpetual trusts</td>
<td>3,552,658</td>
<td>4,497,665</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>$118,603,029</td>
<td>$144,605,992</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>$4,484,286</td>
<td>$5,623,814</td>
</tr>
<tr>
<td>Advances</td>
<td>419,525</td>
<td>868,012</td>
</tr>
<tr>
<td>Bonds payable</td>
<td>29,140,337</td>
<td>29,741,600</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>34,044,148</td>
<td>36,233,426</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>76,263,585</td>
<td>97,699,371</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>3,184,210</td>
<td>4,617,102</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>5,111,086</td>
<td>6,056,093</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>84,558,881</td>
<td>108,372,566</td>
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<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Total liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td>$118,603,029</td>
<td>$144,605,992</td>
</tr>
</tbody>
</table>
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