A Growing Global Need

Global trends such as rapid population growth, unplanned urbanization, environmental degradation and climate change have caused an increase in the frequency and severity of natural disasters. Communities living in disaster-prone areas are the most at risk, and often the least able to cope with the effects of disaster.

The American Red Cross helps vulnerable people worldwide prevent, prepare for and respond to disasters. Through our emergency disaster response efforts, we provide relief and recovery assistance to millions of people annually.

The Red Cross Advantage

In collaboration with the global Red Cross network, the American Red Cross is constantly monitoring disasters around the globe. When disasters occur, the local Red Cross or Red Crescent can often handle crises alone. Other times, they need a helping hand and request assistance through the global Red Cross system. This coordinated approach helps ensure that available resources match needs on the ground.

How We Respond

When a Red Cross or Red Crescent partner reaches out for assistance, the American Red Cross can respond by deploying technical experts, mobilizing relief supplies or providing financial assistance.

Technical Support – The American Red Cross has a network of highly experienced disaster responders and volunteers who can assist in the assessment of needs and implementation of vital relief services immediately following global disasters. The American Red Cross manages two Emergency Response Units (ERUs), or trained teams specializing in specific disaster services. A Relief ERU assists with supply management and distribution, while an IT and Telecommunications ERU facilitates the flow of critical information.

Relief Supplies – To ensure the rapid delivery of assistance, we pre-position relief supplies at warehouses in Panama City, Panama; Dubai, United Arab Emirates; and Kuala Lumpur, Malaysia. Stocks include hygiene kits, blankets, kitchen sets, tarps and mosquito nets.

Financial Assistance – We provide cash for the rapid purchase of the most needed supplies in the disaster-affected countries. Cash reduces the time and cost of delivery and stimulates the local economy, which is often undermined by a disaster.

How You Can Help

You can help people affected by disasters like floods, fires, tornadoes and hurricanes, as well as countless crises at home and around the world, by making a donation to support American Red Cross Disaster Relief. Your gift allows the Red Cross to prepare for and provide shelter, food, emotional support and other assistance in response to disasters.

Visit Redcross.org or call 1-800-REDCROSS. Contributions may also be sent to your local American Red Cross chapter or to the American Red Cross, P.O. Box 37243, Washington, DC, 20013.

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