A Message from the Regional Chief Executive Officer

This past year was one of transition for all of us at the American Red Cross in the Western New York and Finger Lakes Region. Changes such as the merging of these two Regions into one leadership group and the Chapter restructuring that occurred as part of this process are never easy, and I want to thank you for supporting us through this transitional period. Rest assured that each and every one of these decisions was made with one thing in mind—ensuring the Red Cross will always be there to serve our neighbors in need throughout the Region, across the country, and around the world.

The American Red Cross responds to a disaster every eight minutes across the United States. I am proud to have spent two months leading the Long Term Recovery Project in New York City and Long Island following Superstorm Sandy. More than 100 volunteers from our Region joined over 5,000 Red Cross workers to serve the thousands of people devastated by Sandy, and that work continues today.

More often, the Red Cross is on the scene of a disaster that you may not see on TV. On average, our volunteers respond to the scene of more than two fires every day across the Region, providing food, clothing, shelter and emotional support to a family who just lost everything. In one weekend alone, your support helped us give hope to 26 people who had nowhere else to turn following six different incidents in all corners of the Region.

The changes of the past year will allow us to use the combined talent and resources from 17 counties to help those affected by disaster, teach life-saving emergency preparedness and First Aid courses, support the men and women of our military and their families and provide countless other community services. None of the amazing work you’ll read about in the coming pages is possible without your generous support, and we can’t thank you enough. I look forward to all of us working together to make the Red Cross a vital part of the Western New York and Finger Lakes communities for years to come.

Nancy Blaschak
Regional CEO

Western New York/Finger Lakes Region
Answering Crisis with Action

During a two-week deployment to New York City in November, 2012, Chief Communications Officer Jay Bonafede was giving a presentation regarding services available to members of a New York City-area union devastated by Superstorm Sandy when he was interrupted: “The Red Cross is awesome. You’ve been knocking on doors, making sure everyone has what they need.” Following the presentation, this same gentleman came up to Bonafede and showed him a picture of what remained of his Breezy Point home—a foundation with a yellow “9” painted on it. He went on to explain how the first hot meal his family had was provided by the Red Cross, and said he didn’t know what he and his neighbors would have done without the efforts of our volunteers.

Volunteers from the Western New York and Finger Lakes Regions helped fill over 160 positions in the Sandy relief efforts, most of them spending weeks working in New York City, Long Island and New Jersey. Along with over 5,000 volunteers from across the country, they were part of our largest U.S. disaster response in more than five years, helping:

- Serve more than 17.5 million meals and snacks in a huge feeding operation.
- Hand out more than 7 million relief items such as cold weather items and clean-up supplies.
- Provide nearly 113,000 health services and emotional support contacts for people who have been living in very tough conditions.
- Provide 74,000 overall shelter stays.

This vital work was made possible thanks to the generosity of the American public, who contributed more than $300 million to the Sandy relief and recovery efforts, a process that continues today. Beginning January of 2013, Regional CEO Nancy Blaschak spent two months working out of the operational headquarters in Manhattan, leading the Long Term Recovery project in New York City and Long Island. Those efforts have included the Red Cross granting millions of dollars to food banks in New York; supporting the work of Operation Hope to provide assistance and financial counseling to survivors; and committing millions of dollars to a mold remediation program to help New York residents clean up their homes.

Superstorm Sandy is just one of several disasters and other tragic events that have affected this country. From major flooding in the upper Midwest, shootings in Aurora, CO and Newtown, CT and the Boston Marathon bombing, Red Cross workers—including our incredible Western New York and Finger Lakes volunteers—were on the scene to help survivors, family members and first responders by providing relief items and emotional support during what once would have seemed to be unimaginable circumstances.
House Fires to Hurricanes

Thanks to our 1,651 amazing Disaster Volunteers in the Western New York/Finger Lakes Region, we are ready to respond to disaster seven days a week, 365 days a year in our community, providing shelter, food, clothing and emotional support at no cost to those in need. The Western New York/Finger Lakes Region is part of a nationwide network of Red Cross regions that work together to respond to large-scale relief efforts.

Home fires are the most common disaster to which the Red Cross responds. On average the Western New York/Finger Lakes Region responds to two home fires every day. Although these fires don’t typically make the news as hurricanes or other large-scale events do, they are devastating for those who have suddenly lost their homes, possessions and sense of security.

In Fiscal Year 2013, the Region assisted 1,215 families affected by fires and other local disasters.

On December 24, 2012, members of the West Webster Fire Department were ambushed as they responded to a call, and two firefighters were shot and killed while doing their jobs. Five of our Disaster Action Team volunteers provided food and shelter, handed out comfort kits and also provided emotional support to the First Responders and others affected by this incredible tragedy.

The Western New York/Finger Lakes Region also teaches families, organizations and corporations how to be prepared for emergencies through free educational programs. Last year, 9,829 people attended community disaster education and preparedness programs.

Preparing for the Unexpected

Every year, the Western New York/Finger Lakes Region teaches people the lifesaving skills they need to protect themselves and their families, including first aid, CPR and water safety. Last year, 49,912 individuals learned critical skills through Red Cross courses.

We offer these training in multiple ways: online training, tradition classroom settings and full-service courses where we bring the training to your workplace or organization.

The Red Cross has also developed a series of award-winning, disaster-specific apps that put lifesaving information in the palm of a hand. Joining the Red Cross First Aid App—which was released in June 2012—the free Hurricane, Tornado, Wildfire and Earthquake apps were created and launched over the past fiscal year to deliver useful, and sometimes lifesaving, information to mobile devices.
Across the country, the American Red Cross—

- Responded to 61,109 disasters.
- Provided more than 330,000 emergency assistance services to military members and their families.
- Collected approximately 5.7 million units of blood from 3.3 million donors.
- And nearly 6.8 million people learned lifesaving skills or downloaded a preparedness app.

Serving Those Who Serve Our Country

For more than a century, the American Red Cross has been dedicated to meeting the needs of military members, their families and veterans. We provide pre-deployment briefings, called “Get To Know Us Before You Need Us,” and connect families with needed resources when their loved ones are deployed. Deployed service members also count on us to deliver emergencies messages, such as notification of an illness or death in the family.

We also provide support for the sick and wounded at military and veterans hospitals. During fiscal year 2013, the Department of Defense awarded a $10,000 grant to the Western New York/Finger Lakes Region, enabling us to purchase comfort kits and therapeutic items for VA hospitals in Bath, Buffalo and Canandaigua.

Local Effort, Global Reach

As part of a worldwide humanitarian network, the Western New York/Finger Lakes region works to deliver international humanitarian aid in the wake of disasters; prevent disease and teach preparedness; reconnect families separated by armed conflict; and educate the public about International Humanitarian law.

In April, 2013, we received a request from the Catholic Family Center in Rochester about a teen under their care from the Democratic Republic of Congo. This young man left Congo after his family disappeared and came to Rochester. Months after the request, the International Committee of the Red Cross informed him of the death of his father, mother, and aunt. However, his brother and cousin were found in Burundi, and he is currently sending messages to his brother through the Red Cross.

Blood—Making Sure It’s Available

When he was in kindergarten, Gina Bellavia’s son, Theo, was diagnosed with Idiopathic Thrombocytopenic Purpura (ITP). To treat his ITP, doctors administered two platelet transfusions and one immunoglobulin transfusion. Immunoglobulin is a blood product that is made from the plasma from at least 1,000 blood donors.

Gina and Theo wanted to repay the kindness these 1,002 people shared and set a goal to collect 1,003 blood donations. After several months of blood drives, Gina and Theo reached and even surpassed their goal!

Theo’s story is one of many that illustrate how blood donations help save lives. In the Western New York/Finger Lakes Region, approximately 378,000 units of blood are donated each year, which can ultimately help over 1.1 million hospital patients in need. To find a blood donation opportunity in your area, visit redcrossblood.org.
Responding to Community Needs

The American Red Cross Next Generation Leaders Program provides leadership development skills which prepare youth to become actively engaged in volunteer activities and service projects in Rochester/Monroe County that support our mission. Through the NGLP, students learn CPR and first aid skills as well as learn what makes a good and strong leader in their families, schools and communities. Since its inception in 1986, thousands of students in grades 9 through 12 have benefited from NGLP. Twelfth graders from the NGLP program have gone on to become successful leaders in the community with a graduation rate of 98% from high school.

For 37 years, the American Red Cross on Prince Street in Rochester has been home to the Visiting Nurse Service’s Meals on Wheels program. Professionally trained chefs at the Red Cross prepare about 330,000 meals annually for more than 1,000 people in Monroe County. The food is then packaged and volunteer drivers from the Visiting Nurse Service deliver the meals to the clients.

The American Red Cross, Serving Erie & Niagara Counties offers HIV/AIDS education and prevention programs to help participants learn and apply HIV/AIDS prevention practices to their own behavior. The Chapter began educating the community in the 1980s and has done so ever since. The Chapter currently serves as the New York State Department of Health AIDS Institute Regional Training Center, administers the Women’s HIV/Aids Prevention and Care Initiative, and provides short-term rental, mortgage and utility assistance as well as transportation assistance to people living with HIV/AIDS.

Ombudsman volunteers make regular weekly visits to residents in long-term care facilities across Erie & Niagara Counties, and act as an advocate to resolve any issues that may arise. Sylvia Grendisa got to know long-time Red Cross volunteer Jeanne O’Neill at the Garden Gate Health Care Facility in Cheektowaga. “It’s so fulfilling and rewarding. I think I get more out of it than the residents do,” said Sylvia, who not only visited Jean before her passing in March, but also won the Jeanne O’Neill Award as Ombudsman Volunteer of the Year in back in 2010.
In Our Community

The American Red Cross, Western New York/Finger Lakes Region is able to provide vital services to the community—from responding to home fires to teaching first aid and CPR—thanks to your generous contributions.

The Region received $6,698,572 in total contributions for fiscal year 2013 (July 1, 2012 - June 30, 2013). This included:

- $3,392,840 in corporate, foundation and individual giving—All charitable cash contributions given during the year to the Red Cross, including gifts from all types of entities, for various purposes supporting the mission of the Red Cross.
- $2,345,400 in United Way and other federated—Funds raised for the Red Cross through United Way, Combined Federal Campaign (CFC) and other agency campaigns.
- $769,710 in legacies and bequests—All cash and other assets received by the Red Cross as a result of a donor’s will, trust or annuity.
- $190,622 in services and materials—The valuation of non-cash donations of materials, property, equipment, office space and utilities for fixed sites, and personal services given to support the mission of the Red Cross.

Revenues reported exclude money raised for use in disaster response and the recovery needs of people affected by Superstorm Sandy and the May 2013 spring storms in Oklahoma.

Across the Country

The American Red Cross works in communities across the country to prepare for and respond to disaster; teach lifesaving skills; serve military members, veterans and their families; and provide nearly half the nation’s blood supply. As part of the International Red Cross and Red Crescent network, the American Red Cross also works to prevent and relieve suffering in countries around the world. Total contributions to the American Red Cross in fiscal year 2013 were $1,077,254,000.

A full statement of operating funds and functional expenses for the American Red Cross is available on redcross.org/publications.
Mission Statement
The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

American Red Cross
Western New York/Finger Lakes Region

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786 Delaware Avenue
Buffalo, NY 14209
(716) 886-7500
www.redcross.org/ny/buffalo
facebook.com/greaterbuffaloarc
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Greater Rochester Chapter
50 Prince Street
Rochester, NY 14607
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American Red Cross in the Finger Lakes
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(315) 568-9436
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American Red Cross of Southwestern NY
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Greater Steuben/Sullivan Trail Chapter
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Wayne County Chapter
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WNY Tri-County Chapter
109 Main Street
Batavia, NY 14020
(585) 343-6098
www.redcross.org/ny/batavia
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2013 was a year of both change and consistency for the American Red Cross, Serving Erie & Niagara Counties. While we were celebrating 15 years of the uniquely Buffalo tradition known as The BASH, we also joined forces with the 17 counties that make up the Western New York/Finger Lakes Region of the American Red Cross. While our reach and resources have grown, we continue to provide vital services right here in Erie & Niagara Counties 365 days a year—from responding to home fires in local neighborhoods to teaching first aid and CPR to community groups. By reading the attached Annual Report—which covers fiscal year 2013 (July 1, 2012-June 30, 2013)—you'll learn about how we help our neighbors down the street, across the country and around the world.

We're only able to provide these services thanks to a corps of over 1,600 dedicated Regional volunteers, and of course the generosity of our donors. Whether it's a company taking a lead BASH sponsorship or an individual mailing in a check after seeing the story of a family that lost everything in a house fire, the names you see in the accompanying lists are the ones who make our work possible. On behalf of all of us on the Board of Directors, I want to say thank you for supporting the Western New York community.

The American Red Cross puts these donations to good use—we are proud to tell our donors that we invest an average of 91 cents of every dollar in our humanitarian services and programs, well above the industry standard. How do we do it? By practicing what we preach: preparedness. We train our volunteers. We plan ahead for the types of disaster that strike in our community. And we train individuals, businesses and community groups so that they too can be prepared.

Of course, none of that can happen without the support from people and organizations throughout this community, including the ones you see here. I hope that you all share the pride I feel in helping our neighbors in need, and I look forward to continuing to work with you and the American Red Cross, Serving Erie & Niagara Counties to do amazing things throughout this community in 2014 and beyond.
Making our work possible
Special thanks to our 2012-2013 Donors

The following individuals and organizations gave gifts at the levels stated to support the work of the American Red Cross. Gifts listed were made from July 1, 2012 to June 30, 2013 directly to the Chapter Serving Erie & Niagara Counties. It is with gratitude that we recognize these meaningful contributions in support of our work down the street, across the country and around the world.

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Carolyn Tripp Clement Society

The Carolyn Tripp Clement Society honors individuals who have made an investment in the future of the Greater Buffalo Chapter through their estate plans. In helping us plan for the future, they make a difference in the lives of generations to come. We honor and thank them for leaving a lasting legacy.

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Additional names and contributions are gratefully acknowledged.

To learn more about the number of different ways in which you can leave a legacy to the American Red Cross through planned giving, contact Jerilyn J. Hickey, Senior Director of Major Gifts, at (716)878-2383 or Jerilyn.Hickey@redcross.org.

We would especially like to thank the United Way of Buffalo & Erie County and the United Way of Greater Niagara for their generous long-time support of the American Red Cross, Serving Erie & Niagara Counties.

We are proud to have these organizations as our community partners.

[Image of United Way logos]
The following list of supporters contributed to the success of our largest annual fundraising event, The BASH on Friday, June 7, 2013. Their generosity made BASH*2013 a tremendous success.

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John R. Yurtchuk

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Lagerhaus 95
Lombardo's
Mineo & Sapio Italian Sausage
One-Eyed Jack's

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Coca-Cola
Labatt
Tim Horton’s
UV Vodka

**BASH DJ**
Signature Entertainment

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Save the Date! BASH*2014 • Friday, June 6, 2014

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