



Bringing Help, Bringing Hope

The American Red Cross Response to Hurricanes Katrina, Rita and Wilma



Unprecedented Disaster

When nearly 4.5 million people needed help in the aftermath of Hurricanes Katrina, Rita and Wilma, millions of people, foundations and corporations stepped forward to help. In just a few months, the nonprofit sector was entrusted with more than \$3 billion for relief, with the American Red Cross receiving nearly \$2.2 billion in monetary contributions. More than 87 percent, or \$1.9 billion, was spent within the initial response phase, sheltering and giving assistance to millions of survivors.

The sheer numbers behind the 2005 hurricane relief efforts are impressive just standing alone. However, the numbers listed here have people behind them. Each number is shorthand for the families who pulled together to overcome the tears, the fears and the struggle to find hope. Each number is multiplied by those who encouraged others to go down and help. Each number was enabled by those who opened their hearts and sent a donation, decided to give blood or volunteer. Thank you.

Scope of Devastation

- More than 1,800 people lost their lives.
- There was more than \$81 billion in damage.
- Eighty percent of New Orleans was submerged.
- Thousands of victims were forced to rooftops, and hundreds of thousands scattered to shelters around the country.
- Survivors dispersed to nearly every state, plus the District of Columbia, Puerto Rico and the U.S. Virgin Islands.
- Approximately 350,000 residences from southeastern Texas to the Florida Keys were destroyed or severely damaged.

Red Cross Emergency Response

- More than 1,400 emergency shelters in 31 states and the District of Columbia were set up, with overnight stays totaling more than 3.8 million.
- More than 68 million hot meals and snacks were served to evacuees and responders.
- More than 1.4 million families—about 4 million people—received emergency assistance to purchase urgently needed items such as food, clothing, diapers and other essentials.

- Nearly 250,000 Americans volunteered to support disaster survivors.

Red Cross Hurricane Recovery Program

- More than 13,200 families received long-term recovery planning and advocacy services from trained Red Cross case managers.
- More than 22,500 people received mental health or substance abuse treatment.
- 16 behavioral health programs were awarded grants to increase their capacity enabling them to provide services to more than 165,000 adults and youth.
- More than 150,500 people were involved in community activities that aimed to rebuild community ties and build resilience.
- More than 200 organizations in more than 30 states received HRP funding for recovery-related needs.
- More than 8,200 families received recovery financial assistance that enabled them to return to home or work.



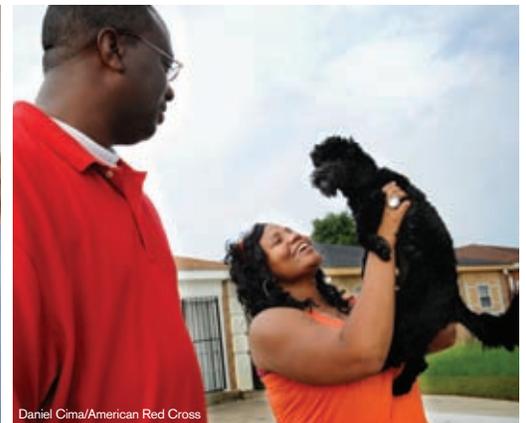
Gene Dailey/American Red Cross

Looking past the boat in front of her neighbor's home in Mississippi, Holly Graham sums up the devastation caused by Hurricane Katrina: "That pile of rubble was my house."



Gene Dailey/American Red Cross

As Hurricane Rita approaches, dinner is served to shelter residents in Texas.



Daniel Cima/American Red Cross

Darnell and Wylona Fogan enjoy their new life.

Unprecedented Generosity

Donor Dollars at Work

(All Figures as of June 30, 2010)

Emergency Assistance: More than 1.4 million families—more than 4 million people—received emergency assistance from the Red Cross. This helped hurricane survivors purchase urgently needed items such as food, clothing, diapers and other essentials. **Cost: \$1.521 billion**

Food and Shelter: When hurricanes threatened the Gulf Coast, Red Cross disaster staff and volunteers prepared hundreds of evacuation shelters. The organization pre-positioned supplies including kitchens, prepackaged meals and emergency response vehicles and provided millions of people with food and shelter. **Cost: \$229 million**

Physical and Mental Health Services: The Red Cross provided both physical and mental health services to hurricane survivors. Trained mental health professionals were available at Red Cross shelters and service centers to help survivors cope with stress, loss and trauma. Red Cross health care professionals delivered emergency first aid and attended to other health-related needs such as assistance with obtaining prescription medications to replace those lost in the storm. **Cost: \$4 million**

Long-Term Case Management: Red Cross case managers worked one-on-one with survivors to develop recovery plans and match needs with community resources. The Red Cross also made funds available to meet survivors' recovery needs like housing and work-related transportation. **Cost: \$110 million**

Long-Term Emotional Support: The Red Cross provided three behavioral health programs to help vulnerable individuals and communities in distress. One benefit program and two large grant programs assisted individuals in accessing treatment as well as reestablishing community ties and building resilience. **Cost: \$72 million**

Long-Term Recovery Information Sharing: Relief is complex and requires coordination among various entities. Up-to-date client and resource information was shared via the Coordinated Assistance Network (CAN) with participating agencies nationwide. **Cost: \$3 million**

Additional Red Cross Support: These funds enabled the Red Cross to provide response and recovery resources to disaster survivors including coordinated damage and community needs assessment; deployment of trained workers and supplies; technology support for logistics, communications and information; and support of the disaster welfare inquiry system that helps families reconnect with one another. **Cost: \$107 million**

Donor Directed Capacity Projects: The American Red Cross received generous gifts from the Kuwait Red Crescent Society and the Canadian Red Cross Society to build disaster response capacity specifically in the Gulf region. These donations are being used to purchase equipment and vehicles, construct five new chapter headquarters/response centers, and station additional disaster professionals in the region. **Cost: \$33 million**

Fundraising Cost/Management and General Expenses: The Red Cross has managed an unprecedented number of contributions from generous donors who are helping meet the needs of people in this record-setting relief operation. These costs are associated with raising the funds that enable the Red Cross to respond to these and other disasters and to fulfill its mission. They include expenses such as finance and accounting, legal and auditing fees and public information outreach, which are all essential services in support of the Red Cross disaster relief effort. The fundraising costs/management and general expenses will be less than 6 percent of the total budget. **Cost: \$99 million**

Funds Raised: approximately \$2.186 billion

Expenses (in millions)

Emergency Assistance	1,521
Food and Shelter	229
Physical and Mental Health Services	4
Long-Term Case Management	110
Long-Term Emotional Support	72
Long-Term Recovery Information Sharing	3
Additional Red Cross Support	107
Donor-Directed Capacity Projects	33
Fundraising Cost/Management and General Expenses	99
Expenses to Date Total	\$2,178

Remaining Funds:

The approximately \$8 million dollars remaining will be used to continue helping survivors through Red Cross services and to complete the Donor Directed Capacity Projects described above.

Matching Needs With Resources: Hurricane Recovery Program

Even as they were providing relief to hurricane survivors, it was clear to Red Cross disaster workers that some of those affected by the 2005 hurricanes would need support for years to come. Thanks to the generosity of the American people, the Red Cross could commit to long-term recovery efforts through the Hurricane Recovery Program—a national recovery initiative tailored and implemented locally—to restore and improve the lives of those who had endured unimaginable losses.

The Hurricane Recovery Program, which was based in 28 different locations during its peak, not only assisted people within the immediate vicinity of the storms' impact, but also made assistance available to evacuees still living in cities distant from areas where the storms occurred.

Working with individuals, groups, foundations, corporations, faith-based organizations, civic, educational, service and neighborhood groups and others, the program focused on three areas where the need for help was greatest:

- **Case management**—assisting survivors to develop sound recovery plans and connecting them with all of the resources of their communities;
- **Emotional support**—providing behavioral health and community resilience programs for vulnerable individuals and communities in distress; and
- **Information sharing**—providing survivors, case managers and partners with effective and timely information to aid in recovery efforts.

The funds entrusted to the Red Cross for Hurricanes Katrina, Rita and Wilma disaster relief enabled us to sustain this support long after the storms faded from the headlines.



Children participate in summer activities provided by the Uptown Theatre Program in New Orleans.

Gene Dalley/American Red Cross

Working Together: Partnerships

Hurricane Katrina was bigger than any single organization. While the Red Cross has always partnered with traditional disaster-response organizations, Katrina (followed by Rita and Wilma) required new thinking. To best serve the survivors, the Red Cross launched an unprecedented collaboration. Today, many of the partnerships born of necessity during the crisis have become the standard way of serving clients after a disaster.

As the scope of the rebuilding task became clear, the Red Cross pulled together leaders from key nonprofit and faith-based groups who would be active in the recovery, so we could coordinate our efforts. Beyond sharing tools and expertise, the Red Cross shared the generous donations that were entrusted to the organization.

More than 45 percent of Red Cross funding during the recovery phase was channeled through partner organizations. Grants to provide emotional support totaling \$30 million went to more than 120 groups, ensuring all segments of the population were served. Financial assistance was available to clients of other agencies, not just to survivors working with a Red Cross caseworker. Through such collaboration, the right resources are delivered to those who need it at the right time.

Preparing for Tomorrow With Lessons Learned

The hurricanes of 2005 presented many challenges for the Red Cross, but also served as an impetus for many changes in our readiness and response strategies. For the past five years, the Red Cross has taken important steps to learn from those challenges and improve our ability to help those in need.

By day six of our response to Hurricane Katrina, we were serving nearly 1 million meals per day. Today, the Red Cross is prepared to reach that same capacity of 1 million meals within 72 hours—half the previous time. The Red Cross is more ready to respond because we have—

- Increased our number of trained disaster volunteers to more than 90,000, nearly four times the level from 2005;
- Established a nationwide warehouse system and pre-positioned supplies to support 350,000 shelter residents—more than two Katrina's worth;
- Developed strategic relationships with more than 150 partners;
- Improved coordination with local and state governments, as well as with the federal government and FEMA;
- Created and implemented the National Shelter System, which includes more than 56,000 pre-identified shelters; and
- Improved the Red Cross **safeandwell.org** website to help reconnect loved ones during and after disasters.

The Red Cross is proud of the work accomplished, but there is still much to do to build more resilient communities.



Case managers receive training.

David Cima/American Red Cross

Through more than 650 chapters, the Red Cross improves citizen preparedness community-by-community, offering courses in first aid and CPR, and teaching people how to prepare for emergencies. More than 5 million people every year learn lifesaving skills from the Red Cross.

We call upon our corporate partners involved in Ready When the Time Comes, a corporate volunteer program that taps the human resources of corporate America and mobilizes a strong force of responders when disaster strikes. This program has more than 10,000 trained volunteers and nearly 450 businesses and organizations in 40 communities across the country.

“You always think that a disaster like this could never happen to you and your family, but it can,” said Donna Carter, who lost her home and belongings to Katrina. “When it happens, you have many mental and emotional adjustments to make in your life. Preparedness is the key.”

The Red Cross has people, systems and plans in place to respond to disasters before they happen. Such investments in preparedness today can save lives and livelihoods tomorrow.



David Cima/American Red Cross

One of five Red Cross warehouses placed strategically across the nation, this warehouse in Hattiesburg, Miss., is stocked with cots, blankets and other shelter supplies.

Thank You

Throughout the five years since Hurricanes Katrina, Rita and Wilma made landfall, the American Red Cross has leveraged its experience, partnerships, human resources and compassion to help rebuild communities along the Gulf Coast. With the help of partners, donors and volunteers, the Red Cross embarked on a journey to restore lives, homes and hope amidst incredible tragedy and loss. Along the way, spirits were emboldened, futures were inspired and unity was fortified because of your support.

For more than 125 years, the Red Cross has served as one of the world's most recognized and trusted symbols of disaster relief. Because of donors like you, those affected by disaster know that in their darkest hours, they can turn to the Red Cross for help. Your support enables the Red Cross to be engaged in disaster relief 24 hours a day, 365 days a year, down the street, across the country and around the world. We are the first on the scene with a meal and cleanup supplies, and last to leave once we ensure needs are met. To learn more, please visit us at redcross.org where you can find our Disaster Online Newsroom, or at your favorite networking sites such as Flickr, Twitter, Facebook, YouTube, LinkedIn and SocialVibe.

Throughout the years, you have proven the awesome power of generosity, perseverance and optimism. You have helped to create the inspiring images of hope illustrated in this report. On behalf of those served by the collaborative and philanthropic efforts of this partnership, Thank You.

The “You Delivered Hope” poster was created to thank our many volunteers and supporters for their very generous help during the 2005 hurricane season. The helping hands represent the thousands of caring individuals who brought hope and comfort to those in need.



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