The Face of Recovery

The American Red Cross Response to Hurricanes Katrina, Rita and Wilma
Vitality shows in not only the ability to persist but the ability to start over.

— F. Scott Fitzgerald
Two years ago, something terrible happened.
What took people generations to build, nature destroyed in hours.
America watched in shock. And America—in fact, the world—
wanted to help.

Two years ago, something amazing happened.
Nearly a quarter of a million people dropped what they were doing and came to help. People drove night
and day from as far away as the state of Washington to help, knowing that when they arrived their only place
to sleep might be in the back of a truck. Most did not know anyone in the Gulf. They just wanted to help.

Hundreds of thousands more people who could not drop everything sent financial contributions instead.
The nonprofit sector was entrusted with more than $3 billion to try to help, of which the American Red
Cross received $2.1 billion. That generosity shattered previous records for disaster giving.

The work nonprofits did to provide basic needs to evacuees surpassed records as well. The Red Cross relief
effort was 20 times bigger than ever before. Approximately 4.5 million people turned to the Red Cross for
help. Thanks to the kindness and generosity of our donors and volunteers, they got a warm, safe, dry place to
go with their families, food to eat, a sympathetic ear and the means to replace lost clothes, medicines, diapers
and other essentials.

Two years later, much good has been done, but much work still remains. Hospitals and schools are still
closed. Neighborhood libraries are operating out of portable buildings. Hundreds of thousands of families
have not come home. Entire families who have returned are still living in 300-square-foot government trailers.

In the past two years, nonprofit organizations have worked in unprecedented cooperation to rebuild homes.
Twelve thousand people enrolled to receive financial assistance for mental health support. Thousands of
Katrina’s youngest survivors spent the summer of 2007 at day camps rather than temporary trailer parks.

The human needs caused by the monstrous storms of 2005 dwarf the capabilities of any single nonprofit
organization. Working in partnership, all of us are leveraging our resources by helping families find and gain
access to every possible program that can help them regain a normal life.

The Red Cross is still busy in the Gulf Coast, helping people find their new way by—

- Replacing ruined materials so a home-based childcare center can reopen, restoring not just a home but
  also income to the small business owner and to parents who can return to work knowing their children
  are well cared for.

- Helping a boy overwhelmed by new fears learn to cope, giving his family hope.

- Giving a teenager time away from the drudgery of recovery—and a chance to dance.

The story of hurricane recovery is told one person at a time. It is a story of the goodness that is in people
who come to help people they never knew and will never see again. It is a story of the individual triumphs
of people overcoming the most daunting adversity. It is the story of what we can do when we look out for
each other.

Russ Paulsen
Executive Director
Hurricane Recovery Program

“The story of hurricane recovery is told one person at a time.”

Cover photo top: Sue Bordelon hugs her son, Clarke, who is getting help through Access to Care.
Cover photo bottom: Darleen Sipp and her daughter, Alexis, smile and stand in front of their home, which is being rebuilt.
Photo at left: Catherine Callia walks through the reconstruction of her business, one of many businesses being reopened in New Orleans.
Rebuilding Communities Together

Hurricane Recovery Program

For 126 years, the American Red Cross framework for compassionate, humanitarian disaster relief was firmly established and tested, again and again. But nothing tested our ability to provide disaster relief like the 2005 hurricane season.

Even before media images of destruction and despair jolted the nation, trained Red Cross responders were taking action. As Katrina bore down on the Gulf Coast, hundreds of highly-trained teams of disaster workers moved swiftly into position. We dispatched nearly 200 emergency response vehicles (ERVs) from 48 states, pre-positioned several mobile kitchens to prepare hot meals and opened hundreds of shelters for fleeing evacuees.

The devastation and the resulting needs were unfathomable. The storms affected approximately 90,000 square miles, destroying or severely damaging more than 350,000 residences. Hundreds of thousands of people turned to the Red Cross for help, and we responded by—

- Opening nearly 1,400 evacuation shelters in 27 states and the District of Columbia, with overnight stays totaling more than 3.8 million.
- Sheltering nearly 450,000 evacuees.
- Serving more than 68 million hot meals and snacks to evacuees and responders.
- Providing emergency assistance to more than 1.4 million families—about four million people. This helped hurricane survivors purchase urgently needed items such as food, clothing, diapers and other essentials.

“We are very grateful for all the good work that the Red Cross has done to help those in need in our post-Katrina community.”

—James R. Kelly, Chief Executive Officer, Catholic Charities Archdiocese of New Orleans

“I want to go home, and the Red Cross has given me the means to do that,” said Shirley Lucas. HRP caseworker Chris Mbadugha, left, has helped Lucas obtain supplies to rebuild her New Orleans home. Mbadugha is also a hurricane survivor from New Orleans.
Returning to a Carefree World

Following Hurricane Katrina, Clarke Bordelon, 13, started to have a difficult time emotionally and developed obsessive-compulsive disorder (OCD). Clarke’s mother, Sue, enrolled him in the Red Cross mental health assistance benefit program, Access to Care. Below is an excerpt from a letter Sue sent to the Red Cross.

My name is Sue Bordelon. I was born in New Orleans. I have a 13-year-old son named Clarke. My whole life, I’ve heard about the work of the American Red Cross. I never imagined that our family would need what the Red Cross does. But suddenly, in 2005, after Hurricane Katrina, my family, our friends, neighbors and myself needed the Red Cross.

One day I saw an article in the newspaper about the Red Cross Access to Care program, which assisted those affected by Hurricane Katrina with mental health treatment costs that were not covered by the person’s insurance. We applied for Access to Care and they accepted and covered my child.

Slowly but surely the anxiety disorder began losing its grip on my son. He could go places again, be with friends and be an active part of our community again.

It’s clear now that in order for our area to heal, the mental health needs of our people must be addressed. The fact that the Red Cross foresaw this and started the Access to Care program is a sign that they truly know the needs of the people of this country. In addition, they understand that “rebuilding” means even more than rebuilding a house, roads and bridges.

Almost two years have passed, but here many of the wounds, physical and emotional, are still raw. The recovery and healing is still going on and the American Red Cross is still here, helping us heal.

With eternal gratitude,
Sue Bordelon
Two years have passed since the storms forever changed millions of lives. Every day since, we have mobilized our experience, partnerships and manpower to help individuals, families and communities with their recovery.

We are responding to this unprecedented need for ongoing help through a national recovery initiative implemented on a local level through the Hurricane Recovery Program (HRP), an effective, long-term program for survivors along the Gulf Coast. The program builds on the strengths of communities to restore and improve lives.

Funds entrusted to the Red Cross for Hurricanes Katrina, Rita and Wilma disaster relief support our ongoing work to improve the lives of hurricane survivors who have endured unimaginable losses by delivering services consistent with the mission of the Red Cross: to provide relief to victims of disasters and help people prevent, prepare for and respond to emergencies. The Red Cross and its partners in the nonprofit sector are focusing on two areas where the need for help is greatest: case management and emotional recovery.

In this report, we describe these HRP flagships and share the stories of a few of the many survivors who have benefited from these programs.

Case Management: Helping One Person at a Time

For two years, the Red Cross, our donors and our partners have helped people recover from the devastation of the 2005 hurricane season. Through one-on-one case management, experienced Red Cross disaster caseworkers help survivors to—

- Identify and document their needs.
- Develop and complete a long-term recovery plan.
- Connect with community-based resources and support.

Through case management, survivors work with a trained caseworker to assess their needs and build a sound recovery plan. We work closely with agencies that conduct much of this casework, including the United Methodist Committee on Relief, Catholic Charities, The Salvation Army, Katrina Aid Today, St. Vincent de Paul, Lutheran Disaster Response and many others.

Means to Recovery is a case management initiative through which survivors and caseworkers work together to formulate a recovery plan and tap into all available resources. The initiative focuses on the three most pressing needs that survivors have: (1) housing (2) job-related needs, such as occupational training; and (3) transportation, to get to jobs when no public transportation is available. If an identified recovery need is not met by other resources, then a Red Cross or partner agency caseworker can apply for Means to Recovery funds.
With one camera, some film and a lot of hard work and determination, Bennie Marks started a photography business in the early 1980s.

Marks spent 20 years carefully building and expanding his business into a success. His clients included major network television sports affiliates and local artists and universities.

Hurricane Katrina destroyed his business, and his home, overnight.

"Since we were not allowed to return to New Orleans after Katrina hit, my wife and I decided to leave Opelousas and go to Nashville to help my daughter move into a new home," Marks said.

In Nashville, Marks and his wife turned to the Red Cross for help. The Red Cross referred Marks to a caseworker with Katrina Aid Today, a national case management consortium.

Marks' caseworker helped him identify a pressing gap in his recovery plan: the means to pay for new camera equipment. With new equipment, Marks could get back to work, and his family would be able to get their lives back on track. After first documenting Marks' history as a professional photographer, his caseworker applied for Means to Recovery funds to help offset the cost of new photography equipment. Within weeks, Marks' request for assistance was approved.

With the resilience characteristic of many hurricane survivors, and outfitted with new cameras, new equipment and the latest photo software, Marks is earning a living in his adopted hometown.

"My experience with the Red Cross has been incredible. They came to my rescue during one of the darkest hours of my life."

— Bennie Marks, Hurricane Katrina Survivor

"That's really what recovery is all about," said Vince Gay, case management officer for the American Red Cross Hurricane Recovery Program.

"It's great to be back to taking photos," said Marks. "I'm grateful to the Red Cross for allowing me to continue to operate my business and do the work that I enjoy."

Back in Business

Home Again

In only a few hours, Hurricane Katrina washed away the home shared by four generations of the Swanier family: Mrs. Emma Swanier, her daughter Margaret, her granddaughter Alisha, and her four great-grandchildren Deonte, Reonte, Taliah and Aljah. Now, they share a tiny 250-square-foot trailer while their home is being rebuilt.

The Red Cross has been working through the case management system to help the Swanier family rebuild their lives. Their caseworker helped them develop a recovery plan and locate resources like the Red Cross Means to Recovery initiative.

Mrs. Swanier's great-grandchildren participated in another HRP initiative, the Youth Enrichment Activities Program, through which they attended summer camp. "Summer camp was great!" exclaimed Deonte. "I was able to play games and also became a camp leader. It was awesome."

Every day, Mrs. Swanier remains grateful that her entire family survived the storm. With help from the Red Cross and our partners, the Swanier family's story of hope and revival is being repeated all across the Gulf Coast.

Help With Recovery

Number of people assisted through HRP programs to date:
- Means to Recovery: 1,450
- Access to Care: 12,000
- Youth Enrichment Activities Program: more than 10,000

Number of individuals/families in CAN: 3,907,558
- As of August 13, 2007
Emotional Support: Healing Hearts and Minds

Recovery doesn’t end once the roof is repaired and a new job is secured. For many survivors, the emotional impact of the storms was as destructive as the physical damage. After the storms, the Red Cross deployed nearly 4,600 licensed health and mental health professionals. With our partners, we are still addressing the emotional needs of survivors who experience emotional difficulties during recovery by providing programs that help them improve their emotional well-being. Under this flagship, we developed Access to Care, the Youth Enrichment Activities Program and Building Community Resilience.

Access to Care seeks to eliminate the financial barriers to receiving emotional support by paying for eligible survivors to receive mental health treatment from a clinician of their choice, regardless of where they currently reside.

The Youth Enrichment Activities Program provides funding for youth to participate in summer activities that are vital to the youngest hurricane survivors. Participating in structured, educational and recreational programs and activities helps young survivors deal with the trauma and distress resulting from the storms.

The Building Community Resilience program will enhance a community’s capacity to care for its members through skill building, information sharing, outreach and education surrounding post-disaster emotional support and behavioral health issues. For example, a grant may go toward training teachers and clergy to recognize post-disaster distress and how to assist someone who is suffering from it. Training can be culturally tailored and focused on specific mental health issues as they emerge.

Dancing Toward Recovery

This summer Gavanne Davis, 17, is stretching her legs and her artistic mind by expressing herself through dance.

Two years after Hurricane Katrina ripped though the Gulf Coast region, the Louisiana native is still living in a temporary travel trailer.

Davis is one of the many New Orleans area youth participating in enriching summer activities that give young people a chance to take a break from stress and worry, learn new skills and reconnect with friends. Davis is dancing with the New Orleans Ballet Association. Their nationally recognized award-winning education programs provide youth with access to quality arts programs and free dance classes and workshops annually at 11 sites throughout the Greater New Orleans area. The program was made possible by the American Red Cross Hurricane Recovery Program.

Hurricane Katrina deeply affected Davis and her family, but Davis, with a smile as graceful as her dance movements, says “Everything was gone, but at least I still have dance.”

Davis, who has toured with her friends from the dance association, plans to attend college and pursue a career in the arts.

“Dancing is one of my favorite things to do,” said Davis. “I hope to have my own dance studio someday so I can teach what I have learned.”
"I am the person who takes care of other people; that’s what I do," declared Cecile Tebo, a fourth-generation New Orleanian.

Tebo has spent her life looking out for others. Tebo is the Crisis Unit Coordinator for the New Orleans Police Department. She is called when a mental health professional is needed or when a dangerous situation requires a negotiator.

When Hurricane Katrina hit the Gulf Coast, Tebo evacuated with her husband and three sons. Soon after the storms had passed, they heard that water was quickly filling the city. Their newly-remodeled home had been destroyed.

Tebo first encountered the Red Cross when she returned to New Orleans and visited an ERV. One of the volunteer doctors there asked her, "How are you?"

Tebo responded, "Oh great. I’ve got this taken care of. Things are going good."

"No, how are you?" the doctor asked again.

"I just looked at him," recalled Tebo. "And I told him, ‘I don’t think I really want to answer that,’ because I knew that I was not okay."

The doctor then gave her some much-needed advice.

"He told me that I needed to stop and take care of myself," Tebo said. "I knew he was right. I knew I needed to grieve and help myself before I could go on with my duties."

As a mental health care worker, Tebo realized it was a critical issue to address. Tebo and one of her sons received mental health support through Access to Care, a mental health and substance abuse treatment benefit that removes the financial barriers to help with emotional recovery after the storms.

"I don’t just recommend it; I am on the rooftops screaming it," said Tebo. "You don’t have to do this alone. This program gives you the financial means to get the critical help you need, so you should use it."

"You don’t have to do this alone."
—Cecile Tebo, Hurricane Katrina Survivor
A Special Home

Recovery plans are not one-size-fits-all, and that certainly proved to be the case with 95-year-old Florence Dedeaux. Dedeaux prides herself on being very self-sufficient, but she is wheelchair bound, which made recovery extremely challenging.

Dedeaux has seven children, 47 grandchildren and numerous great- and great-great grandchildren. During Hurricane Katrina, her family gathered in her home because “there had been no damage from any prior storms.” This time, the entire roof blew off, part of a tree fell on the house and substantial water damage warped the floor. The enclosed front porch was destroyed.

Dedeaux worked with her caseworker, Genia Crane, to address the special needs associated with her recovery. The roof of her house was replaced. The bathroom was restored and updated with an accessible tub and safer flooring through FEMA funding. Dedeaux’s request for assistance was also presented to a local long-term recovery committee.

Restoration Point, a local nonprofit organization that provides volunteer labor, helped Dedeaux put her home and her life back together, and through the Red Cross, they were able to purchase materials and rebuild Dedeaux’s home.

Many homes have been rebuilt in the Gulf Coast since the storms. Dedeaux’s, however, was rebuilt just for her and her specific needs. Recovery, while experienced by many, is a highly personalized process that is as unique as every individual.

Affordable Housing: A Major Challenge

One of the toughest recovery issues facing survivors is housing:

- More than 76,000 people still live in FEMA trailers or receive housing aid. According to a May 2007 FEMA housing report, 49,540 FEMA trailers were still occupied in Louisiana; 24,612 in Mississippi; 423 in Alabama; and 1,612 in Texas.

- FEMA is still tracking more than 2.5 million applicants for individual assistance from Hurricanes Katrina and Rita in all 50 states.

- In a joint announcement, FEMA and HUD announced that the temporary housing assistance programs for Gulf Coast hurricane survivors have been extended until March 1, 2009.

- Of the nearly 160,000 Louisiana homeowners who have applied for rebuilding grants from The Louisiana Road Home Program, more than 36,500 have received them.
Frozine Culberson and her husband Edward Morris stand in front of their newly repaired home. The renovation of their house was part of the 100 Homes in 100 Days project in Pascagoula, Mississippi, which is a partnership between the American Red Cross, The Salvation Army, local nonprofits and the local government to rebuild a community devastated by the hurricanes.

As a little girl, Culberson often visited her grandmother, who lived in this house. “This home is my life,” she told volunteers.

Culberson has lived in this home since 1982. “I hope someday one of my grandbabies will want to live here. I’m glad I will be able to keep this house in the family another generation.”

Culberson’s house needed many repairs. With foundation work, structural improvements, new flooring and a fresh coat of paint, Frozine and Edward have returned home. Repairs to their home were completed on April 20, 2007.

“I’m glad I will be able to keep this house in the family another generation.”

— Frozine Culberson, Hurricane Katrina Survivor
Unprecedented Generosity

Donor Dollars At Work
(All figures as of July 31, 2007)

Emergency Assistance
More than 1.4 million families—more than four 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: $1.520 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**

Additional Red Cross Support
These funds enable 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: $80 million**

Hurricane Recovery Program (HRP)
With offices in chapters along the Gulf Coast and in cities with large evacuee populations, HRP seeks to address the needs of survivors. From emotional and physical well-being to proactive case management and beyond, HRP’s mission is to provide survivors with the tools they need to chart their path to recovery. **Cost: $50 million**

Fundraising Costs/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. These costs include expenses such as finance and accounting, legal and auditing fees and public information outreach, all essential services in support of the Red Cross disaster relief effort. The fundraising costs/management and general expenses will be less than 6% of the total budget. **Cost: $80 million**

Funds raised: approximately $2.1 billion

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We thank our many partners—faith-based organizations, civic, educational, service and neighborhood groups and others—with whom we serve to help the survivors of the 2005 hurricanes. The American Red Cross is proud to be part of this vital, community-wide recovery effort.
Throughout the American Red Cross response to the 2005 storms, from the earliest hours of emergency relief throughout the ongoing months of recovery, our chapters, volunteers, partners and donors have been guiding survivors safely along the road to recovery.

The heart of all Red Cross disaster response begins with a local Red Cross chapter, and we have more than 750 chapters nationwide that help in times of emergency. Our chapters responded to more than 74,000 emergencies last year, 93 percent of which were home fires. Chapter volunteers also provide emergency communications services to our armed forces, deliver preparedness health and safety training, recruit blood donors to give the gift of life and much more.

Ninety-seven percent of Red Cross workers are volunteers. More than one million Red Cross volunteers serve at all levels of the organization. Our diverse, multi-skilled team of volunteers ensures that our services are responsive to the changing needs of the communities they serve.

Successful disaster recovery is a team effort. Our partners include government, private businesses and the entire nonprofit community. Faith-based organizations and civic, educational, service and neighborhood groups all share a deep commitment to helping. We are proud to be part of this relief effort.

Deeply moved by the images of suffering they saw, millions of people, companies and foundations donated money and in-kind gifts to help the survivors of the storms. We are thankful for the unprecedented number of contributions that came to the Red Cross. Many of these donations were used in the initial response efforts and the rest are being used to support long-term recovery.

Together, we are continuing to make a difference in so many lives, in so many ways.

In response to Hurricane Katrina, approximately 60,000 new volunteers received Red Cross training and became part of the monumental relief effort.

The Greater New Orleans Disaster Recovery Partnership

Formed in November 2005, the Greater New Orleans Disaster Recovery Partnership (GNODRP) is a collaboration of more than 52 agencies from the interfaith, nonprofit and government sectors helping to meet the needs of residents living in the Greater New Orleans area and those who have been displaced.

The Red Cross spearheaded the formation of this organization to strengthen area-wide disaster recovery. The organization coordinates services and provides leadership to identify and address long-term recovery and rehabilitation needs.

The GNODRP organizes its efforts through advocacy, case management, emotional and spiritual care, resource development, rebuilding and volunteer management committees.

As a leading agency with the GNODRP, the Red Cross assists in their case management mission. Working together, the Red Cross and the GNODRP are connecting survivors with local resources to help achieve long-term recovery.

The Red Cross has made more than 500 contacts with partners in recovery—faith-based organizations, civic, educational and neighborhood groups—in seven Gulf Coast states.

Red Cross caseworker Shasta Butler worked with Laura Bostic to get the resources she needed to rebuild her home.
Making a Difference

When Craig Dieckman and his young daughter paid a visit to their local Red Cross chapter in Chicago, they just needed one thing: information on Clara Barton, founder of the Red Cross, for his daughter’s homework assignment. So how did he end up in the Gulf Coast region responding to the 2005 hurricanes as a Red Cross volunteer?

Dieckman never imagined himself serving as a Red Cross Emergency Communications Response Technology Team member, operating one of only 12 emergency communications response vehicles (ECRVs) in the country. But during that first visit to the chapter, Dieckman met Carol Lee, a Red Cross staff member. When Carol learned that Dieckman had nearly 25 years of experience in the information technology field, she told him about the state-of-the-art ECRV and directed him to see Mike Mitchell, the national ECRV coordinator. Dieckman was greatly impressed with the vehicle and eventually became a certified ECRV operator.

Dieckman’s deployment for Hurricane Katrina began on August 26, 2005, when he buckled up in ECRV 4711 and drove it to Montgomery and Gulfport and later, to Texas in response to Hurricane Rita. During his deployment, Craig was responsible for setting up and operating the ECRV. The vehicle provides immediate power, communications and Internet services during disaster relief. In Gulfport, Dieckman and his crewmate helped people place phone calls and send email to family and friends.

Dieckman spent a lot of time talking to the relief volunteers and listening to their stories. Many were local people who had survived the storms. Despite suffering tremendous loss, they still found the strength to help others.

“The experience was surreal,” said Dieckman. “Not because of the length of deployment or the lack of basic necessities I had. It was the stories I heard, the actions I witnessed and the people I met. It’s that kind of stuff that’s life changing.”

“I’m proud to be a part of the American Red Cross and I am proud that I was able to help the survivors of the hurricanes,” said Dieckman. “My experience with the Red Cross in the Gulf Coast is one that I’ll always remember. Knowing that I can make a difference in someone’s life is what keeps me volunteering, because I know that each little bit really does count.”

“Knowing that I can make a difference in someone’s life is what keeps me volunteering.”
— Craig Dieckman, Red Cross Volunteer
Helping Hands

The Home Depot® is passionate about helping its neighbors and being active in local communities. As part of its three-year partnership with the Red Cross, The Home Depot has provided generous financial support to educate more than one million people on disaster preparedness and to support Red Cross disaster readiness efforts at the local level.

In addition to preparedness, The Home Depot also donated more than $250,000 in building materials during Red Cross response efforts along the Gulf Coast and has been a valuable partner in recovery. During the 100 Homes in 100 Days rebuilding project in Pascagoula, Mississippi, The Home Depot store manager Bobby Pendelton and 15 other associates eagerly volunteered their time and considerable talent to the project.

This is just one of 25 large-scale projects The Home Depot volunteers have worked on during the last two years, representing more than 7,500 hours of labor. Through The Home Depot’s Rebuilding Hope & Homes program, the company—along with The Home Depot Foundation, their suppliers and customers—has donated approximately $11.6 million in cash and materials to hurricane relief, recovery and rebuilding efforts in the region following the 2005 hurricane season.

We are grateful to The Home Depot and its compassionate employees, suppliers and customers for their extraordinary generosity to the survivors of the storms and for their lifesaving dedication to the Red Cross mission.

“A group of five hurricane relief organizations led the 100 Homes in 100 Days project, which rebuilt or restored 100 hurricane-damaged homes in a Pascagoula, Mississippi, community. This is one of many Gulf Coast hurricane relief and recovery projects supported by The Home Depot.
Poised for the Future

If you must evacuate, where will you go? Will you and your loved ones have everything you need? How will the Red Cross help people prepare for and respond to disasters that overwhelm individual and community resources? The Red Cross is helping people with their individual preparedness plans, and we help communities prepare for disasters and other emergencies through our local and national partnerships.

Getting Ready

With the U.S. Department of Homeland Security, we developed a new national preparedness campaign, Be Red Cross Ready, urging individuals, families and organizations to take three simple steps to prepare for an emergency: get a kit, make a plan and be informed. Through generous support from The Allstate Foundation, a new program, Masters of Disaster, teaches students how to stay safe in their home, school or community during a disaster. We know that individual preparedness saves lives and helps to ease the burden on emergency responders.

When individual resources are overwhelmed, strong local chapters are our most valuable asset. We are finding better ways to recruit and train volunteers to reach out to underserved communities. Our chapters have new partnerships with community groups whose trained volunteers can help open more shelters and reach more people in the early days of a disaster. Nationally, more than 100 organizations have pledged to help us deliver disaster relief by sharing their people, expertise or materials.

To find out more about being Red Cross ready, contact your local Red Cross chapter or visit www.redcross.org/beredcrossready.

After Disaster Strikes

Since the storms, we have evaluated our ability to respond to catastrophic events in large-scale areas. We are reaching into our communities to close the gap between the anticipated needs of these areas and our ability to meet those needs. Through our chapters and with our partners, we have improved our preparedness and response systems to ensure that we have the capacity in more places to help more people.

A few of the ways we have prepared for the initial days after disaster strikes include:

• Tripling warehouse space across the country in order to house relief items closer to hurricane-prone locations, with more than 30 permanent warehouse locations nationwide.

• Significantly increasing the stockpiling of supplies (food, cots, blankets, comfort kits, etc.) to have enough shelter supplies on hand for 500,000 people.

• Positioning permanent satellite communications systems in more than 25 local chapters that will operate in the absence of infrastructure. Within the next several months, that number will grow to 40 sites.

As the face of disaster changes, affecting more people in larger areas, so, too, must the shape of our disaster response. The lessons the 2005 storms taught us have strengthened our ability to help people prepare for disasters of all sizes and help them weather the storm when the time comes.
Thank You!

When a disaster of any size strikes, people turn to the American Red Cross for help. Because of you, we are able to respond immediately with shelter, food, supplies and mental health and healthcare services, and reconnect loved ones with their missing relatives. Even after the last shelter closes, the Red Cross is still helping people with their recovery.

On this second anniversary, we join with our neighbors on the Gulf Coast for a remembrance of their hardship and a respectful commemoration of their survival and resilience. We remember the victims, continue to support the survivors and prepare for the future. With your help, we are working hard to prepare our organization to respond to future disasters and make sure communities and families get the preparedness information they need.

Every single day people’s lives are changed, families return home and business owners get the equipment they need to reopen their doors. As new disasters and tragedies grab headlines and turn attention away from the Gulf Coast, the Red Cross continues its mission to help people recover.

We are proud to represent our many caring donors along the Gulf Coast. You trust the Red Cross with your donations, and we are fully committed to honoring that trust. As we respond to the daily call for help while preparing for what inevitably lies ahead, we strive to be compassionate and deserving stewards of the resources entrusted to us.

Because of you, we play a very important part in hurricane recovery. We understand recovery is not just about a roof or a meal, it is also about hope. We are making a difference by getting involved in the lives of the people we help so that they have the chance not only to recover but to thrive.

The Red Cross is a proud representative of the spirit of charity and volunteerism in America. For 126 years, dedicated Red Cross employees and volunteers have assisted people in times of disaster. The Red Cross was here long before the 2005 hurricanes. Because of you, we will continue to be here for people affected by disasters of all sizes for years to come.

“I just wanted to take the time to thank the Red Cross for how it helped after Katrina. When my family and I first arrived in the Dallas/Fort Worth area from New Orleans, we were in awe to see the Red Cross everywhere. When we visited New Orleans for the first time after the storm, we were just as amazed to see the Red Cross throughout the city providing meals and cleaning supplies. We have now made north Texas our new home. We have adjusted well and are starting over. Thank you very much.”

—An Anonymous E-mail Sent to the Red Cross

Photo at right: Deonte Swanier and his little sister play on the property of their original home, which was washed away by the storms. They both attended summer camp through the Youth Enrichment Activities Program.