To each and every Red Cross nurse, supporter and partner, I wish you a very happy National Nurses Week. Red Cross nursing has a strong history reflected in iconic photos, but more important are the people we serve. Whether in street clothes, scrubs, a business suit or a uniform, nurses support the health and well-being of individuals, families and communities across the lifespan. This work is accomplished person to person, in educational and research settings, through policy and other system-level changes.

It is the health and well-being of individuals and populations that is central to nursing’s work. However, in our discussions, we sometimes begin by talking about nurses and what nurses need to do their jobs. Reframing our discussions to begin and end with the individuals and groups who are the focus of our work clarifies our purpose. Leadership development, resources and system changes are needed in many areas, not to better serve nursing, but so that nurses can better serve.

The humanitarian work of the American Red Cross “connects us to people and communities across the nation and around the world. The common bonds of humanity and compassion unite us together, not just in the face of emergencies and disasters, but in helping our neighbors every day”. I’m requesting your assistance with this humanitarian mission.

First, we need your assistance in recruiting Red Cross volunteers, particularly nurses and other health professionals. There is a need for health professional volunteers across the organization and particularly in Disaster Health & Mental Health Services. Find out more about local volunteer opportunities here. Nursing Network leaders are also needed. They work across all Red Cross lines of service (Biomedical Services, Disaster Cycle Services, International Services, Preparedness, Health & Safety Services & Service to the Armed Forces) and across the organization. Information about Nursing Network Leader positions can be found here. For questions, please contact RedCrossNurse@redcross.org. There are also many leadership positions in the Red Cross that health professionals can fill that do not require a license. Volunteering strengthens community connections while personally benefiting those who volunteer.

Second, as disasters and emergencies continue to erupt across the nation, I ask that you read the abstract and/or the article, “Nurses as Leaders in Disaster Preparedness and Response—A Call to Action” by Veenema et al. Please take one action to become better personally prepared for disasters and one action to help your family, neighborhood or workplace become better prepared for disasters and other public health emergencies.

Finally, during National Nurses Week, please celebrate your individual and collective accomplishments. Not everything is measured on a spreadsheet. The relationships that you foster and nurture promote well-being and your service to humanity is to be celebrated. Thank you, nurses and partners, for all that you do for the American Red Cross in serving individuals in need.

**Happy Nurses Week 2016!**

**American Red Cross National Nursing Committee**

**Linda MacIntyre, PhD, RN**

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**Nursing Matters Past and Present**

**American Red Cross National Nursing Committee**

**22nd Edition Spring 2016**

**Nurses Helping Save Lives by Supporting the Red Cross Measles and Rubella Initiative**

The American Red Cross National Nursing Committee (NNC) announces it is supporting the American Red Cross Measles and Rubella Initiative with a goal of raising $50,000 in the next year to help control the spread of measles around the world.

The NNC will work closely with partner nursing organizations and their memberships to encourage
donations to the fund. The plan is to encourage members of the Nursing Network at the Red Cross as well as nursing organizations that have a national and international mission to support the Measles and Rubella Initiative and eradicate measles by the year 2020. You can support this effort here.

What is the Measles and Rubella Initiative? In 2001 the American Red Cross, United Nations Foundation, U.S. Centers for Disease Control and Prevention, UNICEF and World Health Organization launched the Measles and Rubella Initiative to help control the spread of measles and reduce measles-related deaths.

The partnership first took aim at making a difference in Africa. That aim expanded and in the last 15 years, the American Red Cross and its Initiative partners have helped to vaccinate two billion children in 88 developing countries. The partners provide technical and financial support to governments and communities, supporting mass vaccination campaigns, improving immunization services and establishing effective disease surveillance.

Mothers and children anticipate vaccination at the local health clinic in Cotonou, Benin. The American Red Cross, as part of the Measles & Rubella Initiative, supported a measles vaccination campaign in Benin in November 2014. Some 1,000 Benin Red Cross volunteers went door to door to encourage parents to vaccinate their children. More than 3 million children were vaccinated as part of the campaign. All three photos by Javier Acebel, American Red Cross.

Nurses have worked with International Services to make a difference in the battle against this childhood disease. In 2000, measles was one of the five top global causes of death of children. 500,000 children died annually. Because of the efforts of the Red Cross and its partners, there has been a 79% decrease in deaths from measles. Nevertheless, 315 children die daily from measles complications. The goal is to eradicate measles in the world by 2020.

Deaths from measles mostly occur outside of the United States, since endemic measles was declared eradicated from the U.S. in 2000. However danger of measles outbreaks in the U.S. remains due to unvaccinated individuals’ inadvertent exposure to measles while traveling to other countries. They then affect other, mostly unvaccinated individuals on their return to the U.S.

The International Services Work Group of the National Nursing Committee (NNC) led by Marie Etienne, DNP, ARNP, PLNC, is partnering with International Services to advocate for this initiative. Red Cross nurses care about health and make significant efforts to educate the public about healthy practices to keep children and others safe and illness-free.

Why?
In my former role as National Chair of Nursing I was asked, “Do nurses financially support the Red Cross?” My response was, “of course”. In fact, nearly ten years ago the NNC established this newsletter, Nursing Matters Past and Present, in part to encourage and inform nurses about how they can make financial contributions to the Red Cross. Earlier this year, Chief Nurse Linda MacIntyre and members of the Heritage Committee worked with Red Cross Major Gift representatives to propose a nurse-led initiative with the goal of raising $50,000 for the M&RI, which was agreed to by the NNC.

Give!
To make a contribution, go to https://www.crowdrise.com/nurses-working-together-to-stop-measles-and-rubella and click on “Donate”. Please share this link with your colleagues across the country and encourage their financial support too. We want Red Cross nurses to help M&RI get to the overall goal of zero measles by 2020! Nurses care about saving lives! Help us prove it.

A Culture of Health and Volunteer Engagement: The Big Connection for Creating a Better Community and a Better You

Building a Culture of Health is a movement supported by the Robert Wood Johnson Foundation that is taking on one of the most pervasive challenges of our time: improving the health and well-being of everyone in America. A Culture of Health places well-being at the center of
every aspect of life, so that all communities can flourish and be as resilient as possible, and all individuals thrive, regardless of race, creed, income, or location. It is built on the premise that everyone deserves to live the healthiest life possible.

Our country desperately needs to foster health and enable all people to live healthy lives. The United States spends far more than any other country in the world at nearly $3 trillion annually on health care, yet our people experience poorer health and shorter lives (National Health Expenditures, 2014 and Arkin, et al., 2014). Over one-third of children ages 5 to 17 are overweight or obese in the United States, the highest rate among 17 similar countries (Woolf and Lauden, 2013). These children are at risk of being the first generation to live sicker and die younger than their parents. Nearly 20 percent of Americans live in low-income neighborhoods with little access to nutritious food, inadequate housing, pollution, high crime rates, and scarce job opportunities (Arkin, et al., 2014). It is true that people need to take individual responsibility for their health, but it is also important to remember that the choices we make are based on the choices we have.

Because health is affected by where we live, learn, work, play and worship, we need to consider all of the factors that can affect health. For example, a child who does not have a safe park to play in, a nearby grocery store that sells fresh food to eat, a good school to attend, and who is raised by a single mom who works two jobs and does not have time to cook is going to have a more difficult time living a healthy life compared with a child who has safe places to play in, a good school to attend, a grocery store nearby with fresh food, and who is raised by two parents who have time to cook healthy meals. That is why we need to take a more integrated, comprehensive approach to health that considers safety, transportation, urban planning, education and other factors, and we need everyone in our society to participate. A community’s health is linked to the workforce’s health, so health and health organizations need to partner with businesses to create healthier and more resilient communities. Health and health care organizations also need to partner with educators, faith leaders, public safety officials, architects, urban planners, legislators, transportation and housing officials, mayors and others to make our communities healthier and more resilient.

We need as many people, organizations, communities, and partners to get involved as possible and to take action to build a Culture of Health. Key areas where we need to take action are: making sure all people value health; encouraging many people and organizations to partner with one another to promote well-being; working to create healthier, more equitable communities; and better connecting our health system and balancing medical treatment with public health and social services. The result will be improved health, well-being, and equity for all (RWJF, 2015).

Fostering community and volunteer engagement will be crucial to building a Culture of Health. People who feel secure in their communities, who feel that they belong and can trust their neighbors have better physical and emotional health and are more likely to thrive. If people do not believe that their health is connected with those in their community, they are less likely to try to improve their health or work with others to do so (RWJF, 2015). One of the best ways to determine a community’s strength is to measure the extent that people feel they belong to their community; how much they feel supported by family, friends and neighbors; and to count how many of them volunteer and vote. You know from your work with the American Red Cross that many of them volunteer and vote. Katrina and Hurricane Sandy taught us that, in addition to reinforcing buildings, roads and levees and being able to respond immediately when disaster strikes, communities need to build strength by promoting well-being and community engagement. That means helping neighbors to get to know and trust each other, and it means partnering with community-based organizations like the Red Cross, faith-based organizations, and other neighborhood groups that can join in an immediate response and recovery effort. It also means ensuring that health and other support services are available to all people, no matter where they live (Culture of Health blog,
Volunteer engagement is also critical to building resilient communities and making health a shared value. Through your volunteer work, you have experienced the joy of helping another person at his or her most vulnerable and a sense of belonging and being connected to others. Volunteer engagement shows that you care about the outcomes of your community, and that you want to create positive change. It also has health benefits. Volunteering can help combat depression, since a key risk factor for depression is social isolation. Studies show that people who volunteer are happier than those who do not (Simple Changes, Big Rewards, 2010). Older adults who volunteer are more likely to live longer, experience lower rates of depression and enjoy greater functional ability than those who do not (Corporation for National and Community Service, 2007). Clara Barton -- the first Red Cross volunteer -- lived until she was 90! As a Red Cross volunteer you are building a better and more resilient community, as well as creating a better you!

For more information on Robert Wood Johnson’s effort to build a Culture of Health, please go to www.cultureofhealth.org.

**References:**


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**Red Cross App Uses Gaming to Teach Children about Disasters**

The free American Red Cross Monster Guard: Prepare for Emergencies App can help save lives through gaming. Children between the ages of 7 and 11 role play as different monster characters and earn points while learning how to be safe in home fires, hurricanes, floods and other disasters.

Set in the ‘Monster Guard Academy,’ the app provides a fun, interactive environment for children to learn how to prevent home fires, and what to do if severe weather or natural disasters occur. Children earn points as they direct the characters to identify hazards, locate a safe room in the house, and select items for their emergency supplies kit. They can earn gold, silver or bronze medals based on the number of points they score and star multipliers located throughout the episodes allow them to bump their scores even higher. If a player completes all the episodes, he or she will graduate and become a member of the ‘Monster Guard.’

Available for tablets and other mobile devices, the new version of the app runs on iOS 7 and above. The previous version runs on Android OS 4x and up. People can text ‘MONSTER’ to 90099 and receive a direct link to download the app or go to redcross.org/monsterguard. Children should ask a parent or guardian for permission to download it.

Monster Guard is a complement to The Pillowcase Project, a free Red Cross youth preparedness program designed to increase children’s awareness and understanding of natural hazards and reduce their fears. Participants learn safety and emotional coping skills, along with personal emergency preparedness skills.

Information on emergency preparedness is available at redcross.org/prepare. The Monster Guard App and The Pillowcase Project are sponsored by Disney.

The app and The Pillowcase Project are also key components of the Red Cross Home Fire Campaign to reduce deaths and injuries from home fires by as much as 25 percent over the next five years. The campaign focuses on increasing the use of smoke alarms in neighborhoods with high numbers of home fires and encouraging everyone to practice their fire escape plans.

The Red Cross offers a series of award-winning apps that people have used to save lives and to help protect their pets and property. People can download the apps by searching for Red Cross in their mobile app store or by going to redcross.org/apps.
American Red Cross Biomedical Services - Partnering with Patients

Melissa Sebok, Senior Director of Development and Marketing for Patient Services, Suzanne Montag, National Program Director for Direct Patient Care and Julia Wulf, Senior Director of Direct Patient Care

Patient Services is the team within Biomedical Services that performs lab-based services (including testing of products and patient samples to identify the appropriate blood product units for specific patients) and Direct Patient Care Services. Direct Patient Care activities encompass multiple services, including therapeutic apheresis, perioperative autologous cell salvage, stem cell collections/processing/freezing/storage, and for-further-manufacture (FFM) collections. In our FFM collections, American Red Cross employees perform mononuclear cell (MNC) collection procedures on patients and send the product to a biotechnology company to be manufactured into a drug for that specific patient. These activities represent a significant component of our Direct Patient Care activities, and have a strong potential for growth.

In our FFM collections, Red Cross employees are helping patients with cancer and other diseases receive personalized treatments that are based upon each patient’s own MNCs. The vast majority of our activity in providing FFM collections is in performing MNC collection procedures for patients with prostate cancer who have been prescribed Provenge.

Provenge is the only FDA-approved cellular therapy utilized to treat prostate cancer. Each dose of Provenge is manufactured by Dendreon Pharmaceuticals based upon each patient’s own MNCs. Patients who have been prescribed Provenge will undergo three MNC collection procedures, each two weeks apart, during their course of treatment with Provenge.

Following each MNC collection procedure, Red Cross employees pack the product and hand it off to a courier, who then transports it to one of Dendreon’s two manufacturing facilities. The MNC product is then manufactured into a dose of Provenge for that specific patient, which takes about two days. Once the manufacturing process for the single dose of Provenge is complete, Dendreon ships the medication back to the prescribing physician’s clinic where it will be infused into the patient. The infusion occurs on the third day following the collection procedure. Thus, if the Red Cross performs the MNC collection on Monday, the Provenge will be infused into the patient on Thursday. Collections are performed at the Red Cross on Mondays, Tuesdays and Fridays.

The Red Cross is Dendreon’s primary provider of MNC collection services, and we perform these collection procedures at nearly 60 Red Cross locations across the country. We currently perform over 4,000 MNC collection procedures for Dendreon each year.

Dendreon received FDA approval for Provenge in April 2010, and the first Red Cross sites to launch collections for Dendreon were in regions with active Therapeutic Apheresis programs. In those regions, we already had Red Cross RN staff members in place who were accustomed to working with patients.

Subsequent sites were launched in regions without Therapeutic Apheresis programs. In those regions, we trained apheresis collections RNs to perform the MNC collection procedures for Dendreon. These nurses have expressed the satisfaction that they receive from providing services directly to patients. They often receive thank-you letters and cards from patients and their families, expressing their gratitude at the compassion and care with which our RNs perform the MNC collection procedures to support the patient’s prostate cancer treatment.

Over the past few years, there has been considerable activity in research surrounding the use of personalized cellular therapy drugs to treat different cancers, as well as other conditions such as HIV and multiple sclerosis. The Red Cross provides cell collection services to many of the leading biotechnology companies who are performing research on developing such treatments, including Northwest Biotherapeutics (treatment in development for glioblastoma), Opexa Therapeutics (treatment in development for multiple sclerosis) and Argos Therapeutics (treatment in development for renal carcinoma).

Our work in FFM collections, with both Dendreon and other similar companies with treatments in development, allows the Red Cross to maximize
utilization of our facility infrastructure, provides our RN staff with diverse and rewarding work that directly impacts patients, and furthers the ability of the Red Cross to positively impact the lives of patients with cancer and other conditions.

**Red Cross Nurse Receives 2016 Citizen Honors Award From Congressional Medal of Honor Society**

Lt Col Eileen Hadbavny, USAF (Ret), Charleston, South Carolina, recently received The Congressional Medal of Honor Society 2016 Citizen Honors Award in ceremonies on National Medal of Honor Day - at Arlington National Cemetery near Washington, D.C.

Hadbavny was selected for her lifetime of selfless service in support of veterans through her volunteer work with the American Red Cross, Veterans of Foreign Wars and the American Legion. Hadbavny served as an Air Force Reserve flight nurse for 28 years.

Nursing Network Regional Nurse Leader for the Red Cross in South Carolina, Hadbavny began her long record of service to the Red Cross as a Navy wife assisting with blood drives around 1989. After her husband retired, they moved to Blacksburg, Virginia, where she joined the Montgomery County Chapter. There she worked for Blood Services and took Disaster training, as well as Armed Forces Emergency Services (AFES) caseworker training, eventually becoming an AFES caseworker and Chair [AFES is now Service to the Armed Forces (SAF)]. Hadbavny also became involved with International Services (IS) after taking their classes in the 1990’s, and became an International Instructor in 1999.

Hadbavny and her family relocated to Charleston in 2003, where she connected with the Carolina Lowcountry Chapter and with SAF/IS. That summer she was asked to staff the Health Services phone at the Chapter Operations Center, as the county emergency management had placed the chapter on alert for a tropical storm.

In 2005, with the loss of the Carolina Lowcountry chapter building, the Director of Military/IS staff position was eliminated and Hadbavny was asked to manage the department as a volunteer until October, 2011, when they hired a full-time staff person. She still provides full-time support to the Charleston office for SAF/IS, including: overseeing the emergency communications; conducting family follow-ups and presentations for the active duty, reserve and National Guard units as they deploy and return from deployments; and continues to provide support to the families.

She was honored with the President’s Call to Service Award in 2008 for her more than 4,000 lifetime hours of volunteer service. Some of her many Red Cross credentials include Instructor: International Humanitarian Law and Restoring Family Links; Disaster Services Instructor—including Health Services Response Workshop; Red Cross Veterans Affairs Voluntary Service Representative appointed in 2005 to the VA Medical Center, Charleston, SC; Chapter Health Reviewer and Staff Wellness Lead; SAF and IS Caseworker.

**Eleanor Guzik Honored with Ann Magnussen Award**

The Ann Magnussen Award was presented to Eleanor Guzik, RN, NP, by Chief Nurse Linda MacIntyre at the American Red Cross National Award and Recognition dinner on March 9, 2016 in Washington, D.C. The Ann Magnussen Award is presented annually to a volunteer or employed registered nurse who has made an outstanding contribution to strengthening or improving American Red Cross programs and services. It is the highest honor of nursing achievement in the American Red Cross. Four criteria are used to evaluate nominees: service to others; teaching/involving others; exhibiting compassion, professionalism and a humanitarian spirit; and demonstrating outstanding contributions to strengthening or improving Red Cross programs and services.

Guzik has contributed more than 10,000 volunteer
American Red Cross National Nursing Committee

Marianne Urban’s dream from early childhood was to be a nurse and help others. She credits the Red Cross with helping her fulfill this dream.

Urban volunteers for the Dayton-Area Chapter of the Greater Cincinnati-Dayton Region in Ohio. Her association began in 1952 when as a Junior Red Cross volunteer she took a home health course and volunteered with a group that provided in-home basic care. Since then, during 50 years of service she has taken on many leadership roles, including Disaster Manager and has deployed to 14 major national disasters and many chapter disasters. Her education includes a BSN from the College of Mount St. Joseph near Cincinnati and a Master’s degree in education from the University of Dayton.

Urban stated, “Within the community I have represented the Red Cross and worked closely with first responders and the Greater Dayton Area Hospital Association to prepare the community disaster response. I have helped focus on the functional needs of individuals during a disaster. I was also instrumental in the Dayton Public School system (DPS) having an automated external defibrillator (AED) in each building and in training individuals in CPR and AED use. I continue to use my nursing skills for disaster preparedness in the community and am our chapter’s lead nurse.”

Guzik’s multi-dimensional volunteer experience has allowed her to advocate for clients and to generate nationwide change for their benefit. When she saw a gap in assistance for individuals with functional and access needs, she took the initiative and worked tirelessly to develop a training program for mass care and other volunteers to become care assistants in Red Cross shelters. Due to her efforts, Disaster Health Services developed a new standardized supplemental program that is now available nationwide. Shelter workers receive training to assist shelter residents with their basic needs, such as mobility, feeding and other functional and access needs to support client independence. Registered nurses support shelter workers in this program.

Eleanor Guzik’s humanitarian spirit, leadership, nursing expertise, tenacity and commitment has made a positive impact on the lives of numerous Red Cross clients and colleagues. As a nurse, a leader and humanitarian, Guzik is an excellent exemplar for Red Cross service.

Guzik initiated work with the Red Cross’ government relations team to advocate for a reduction in California’s legislative restrictions on the placement of automated external defibrillators (AEDs) on public and private property. Because of Guzik’s advocacy, a bill to expand the availability of life-saving AEDs unanimously passed the California Senate and was signed into law by Governor Jerry Brown on September 3, 2015.

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Marianne Urban, 50 Years of Service and Counting

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Jean Van Voorhis, RN, MSN

Urban has worked with the Regional Medical Response System, with the Emergency Management Agency of the Montgomery County Health Department related to people with access and functional needs including those with disabilities, with Disaster Preparedness committees for Biologic, Radiologic and Terrorist Response, as a FEMA Instructor of Multi Hazard Emergency Planning for Schools and on the Southwest Ohio Critical Incident Stress Management Team.

Her leadership and teamwork skills were identified early and quickly utilized by the Red Cross. She was a Water Safety Instructor, Lifeguard and a Health and Safety Instructor for Professional and Community
CPR, First Aid, and Babysitting and Child Care Training. She became an Instructor Trainer and trained DPS nurses to teach CPR and First Aid. She also taught CPR skills to school personnel, starting before AEDs were used, when the precordial thump was part of the CPR class. (For the record, of course their training has been updated with current approved methods.) Since 1989 Urban has been a Disaster Action Team (DAT) responder for the chapter. She is on call for Disaster Health Services, is the chapter’s Disaster Health Services Lead and a Disaster Health Services instructor who teaches classes on local, state and national levels.

The Dayton-Area Chapter received national award recognition for their New Madrid earthquake project. As Urban describes, “Awareness of the New Madrid earthquake [in 1811-12] brought focus to the need for community education in earthquake preparedness. There was a plethora of information about earthquakes out west but we had nothing for the Midwest. “We looked at historical data from the 1811-1812 episode. Then we evaluated how these same phenomena would affect our lives today. We gathered historical and geological data. We then gathered data from areas familiar with the effects of an earthquake and response needs. We attended meetings with community responders to improve our understanding of our community and how we, the Red Cross, could help our citizens. We then developed a community education program and began presenting it to multiple facets of the community. We focused on preparedness and self-sufficiency in the event that something as catastrophic as 1811 would occur. Though we have been fortunate to date that the New Madrid fault has not activated again on such a major scale, we have raised awareness of the potential for earthquakes and what we as a community and the Red Cross must do.”

As a result of Urban’s dedication and commitment she has received several awards and honors. In 1990 she was named Volunteer of the Year by the Dayton-Area Chapter; in 1995 she received the Paragon Award of Excellence from the Midwest Region and a National Volunteer Disaster Services award; in 2008 she received the Carl Eschbach Award for Volunteer Services from the Dayton-Area Chapter and in 2010 was named a Director Emeritus by the chapter.

Judith C. Schnatz, BSN, RN, Crossroads Division Disaster Health Services Adviser and a colleague of Urban, described how Urban’s 50 years of service continues to inspire others. After her recent presentation about Red Cross nursing to a group of Northern Kentucky University student nurses, Schnatz said “I could see the respect and admiration [for Marianne] on the student’s faces. Afterward several students came up to speak with Marianne. One said excitedly, ‘I’m in, I want to sign up.’” Schnatz added, “Marianne ... is an unassuming inspiration to all. The great thing about the Red Cross is that although Marianne’s service history is remarkable, it is not unique. There are many long-term volunteers across this nation who quietly go about serving their communities.”

These volunteers are the backbone of the Red Cross, and quite a strong backbone it is indeed, thanks to their dedication and commitment. Marianne continues to fulfill her dream of helping people and in doing so continues to help strengthen the Red Cross and her community.

**Former Nurse Leads Tiffany Circle Charge**

The legacy of its founder resonate deeply with Barbara Bovender. A retired nurse living in Nashville, Tennessee, Bovender remembers having a strong desire to care for others from an early age. “When I was five years old, I proclaimed to my mother that I would be a nurse,” she remembers. “I wanted to fix all of the animals on the farm!”

So when Bovender was approached about carrying on that legacy by becoming a charter member of the Tennessee Region’s Tiffany Circle in 2007, she didn’t hesitate. “I just said ‘yes!’”

Following in the footsteps of Clara Barton, Barbara Bovender has channeled her passion for helping others into fostering the growth of a powerful network of female humanitarians and philanthropists. Under her leadership, the Tennessee Region’s Tiffany Circle has grown to over 50 members, making it one of the largest and strongest in the nation. The only Tiffany Circle member with dual membership both in America and Great Britain, Bovender now serves on the Tiffany Circle National Council, as State Chair of the Tennessee Tiffany Circle, and on the Nashville American Red Cross Board of Directors.
Alongside her husband Jack, who has strongly supported her passion for the Red Cross, Bovender was recently honored onstage at the Tennessee Region’s Lifesaver Breakfast with keynote speaker Peyton Manning.

“I believe our Tiffany Circle exists solely in support of the mission of the American Red Cross,” said Bovender, “and it is my honor to serve locally, nationally and internationally.”

Barbara Bovender has contributed enormous time, talent, and treasure to the mission of the American Red Cross. Clara would certainly be pleased.

Deferred Gifts Provide You Greater Flexibility

Candace Roosevelt, MAN, MBA

Deferred gifts provide you greater flexibility. Immediate gifts are always welcome as they help support current Red Cross programs such as Disaster Cycle Services and Service to the Armed Forces. But the Red Cross also relies on gifts that won’t arrive until many years into the future. Indeed, planned gifts from donors’ estate and financial plans continue to be vital to our mission – and extremely popular with donors who prefer the flexibility of “deferred giving.”

Deferred gift options can help preserve donors’ assets and income during life and ultimately ensure that the Red Cross will always be there to relieve human suffering. A wide variety of gift techniques are available:

- Make a bequest. Gifts by will are the oldest form of revocable gift arrangement – a time-honored way to “give something back” to your community.
- Receive income from your gift during your life. Gifts (i.e., cash, real estate, appreciated securities) that return an income and other tax benefits (i.e., eliminate or reduce capital gain tax, receive a current income tax deduction) to donors and/or their loved ones are very popular gift vehicles.
- Include the Red Cross in your living trust. Many individuals have revocable living trusts. It’s easy to include the American Red Cross as an additional beneficiary, with the same flexibility available to donors who have wills.
- Earmark a financial account for the Red Cross. Generally speaking, you can leave the remaining balance of a financial account (i.e., checking and saving, brokerage) to an individual or organization without making or changing a will. Ask your financial institution about the necessary paperwork for naming the Red Cross as a death beneficiary.
- Give IRA or pension death benefits. Naming the American Red Cross as death beneficiary of a retirement plan may be good tax planning, because income taxes – and possibly “death taxes” – that may come due at death are wholly avoided.
- Make the Red Cross a life insurance beneficiary. You can leave the Red Cross part or all of the proceeds of a life insurance policy.

For more information about these gift options please contact Candace Roosevelt, Gift Planning Officer, at 617-274-5247 or Candace.roosevelt@redcross.org. If you have already made a gift to the Red Cross through your estate plan, let us know. News of bequest intentions is extremely helpful in our future planning and gives us the opportunity to thank you.

AMERICAN RED CROSS National Nursing Committee Heritage Committee Members: Vivian Littlefield, Chair; Elizabeth Kazmier, Editor; Donna Jensen, Associate Editor; Committee Members/Contributors: Molly Dalton; Donna Dorsey; Marie Etienne; Linda MacIntyre; Candace Roosevelt; Cheryl Schmidt; Jean Shulman; Jean Van Voorhis

Help us get in touch with and recognize other current and former Red Cross Nurses!

Please send the email, phone, and address of your friends and colleagues to us at RedCrossNurse@redcross.org. Share this newsletter via email, Facebook, Twitter and your preferred social media. Link to http://www.redcross.org/support/get-involved/heritage-program and click on the “Nursing Matters – Past and Present” link.

Thank you!