

New Employee and Volunteer Orientation

Module 1



Participant Guide

Module 1: History

- The Red Cross Story
- Connections to the Red Cross Movement
- Fundamental Principles

Key Points

Notes

Introduction

This self-guided orientation is designed to assist new employees and volunteers on their journey with the American Red Cross.

New Employee and Volunteer Orientation consists of four modules. This is module:



Timeframe: 23 minutes

The participant guide is intended to highlight the key points of the material covered in the module, and be used as future reference material.

1 History

The American Red Cross is an organization with a rich past and a dynamic future—it is the world’s leading humanitarian organization.

The module explores:

- The history of the American Red Cross and its programs.
- The purpose of the International Committee of the Red Cross; the International Federation of Red Cross and Red Crescent Societies; and the National Societies.
- The seven Fundamental Principles of the International Red Cross and Red Crescent Movement.

Key Points

Notes

The Red Cross Story

The International Red Cross Movement began with Henri Dunant, a Swiss businessman.

- In 1859, Dunant witnessed the Battle of Solferino in Northern Italy, in which 40,000 troops were killed or wounded, and left on the battlefield without help.
- Dunant called for an international relief organization to bring aid to the war-injured.
- This led to the birth of the International Committee of the Red Cross (ICRC) in 1863, in Geneva, Switzerland.
- This first committee adopted a red cross on a white background as its emblem, the reverse of the Swiss flag.
- Dunant's ideas spread throughout Europe and became the foundation for the "minimal standard of conduct" for nations of the world engaged in conflict.
- In 1864, nations convened and adopted the first Geneva Convention.

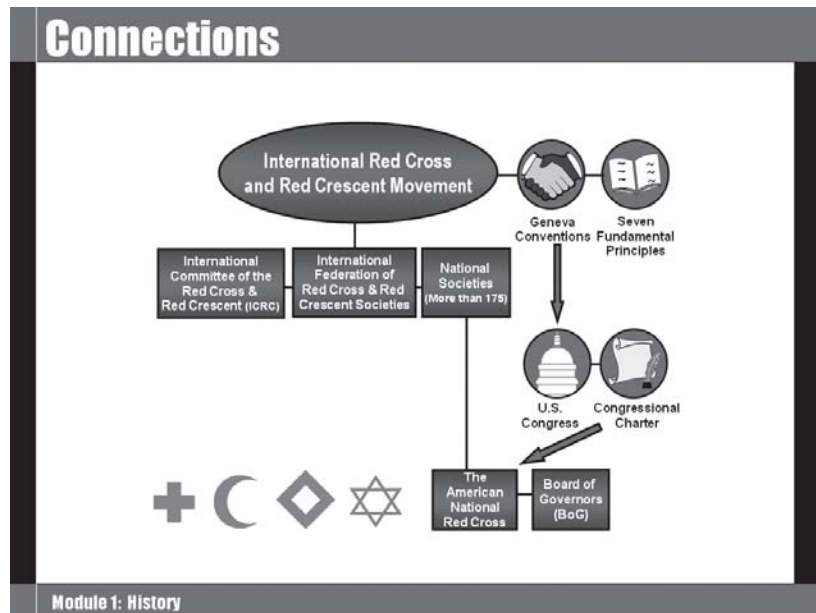
While Henri Dunant worked diligently in Europe, Clara Barton, a former schoolteacher and government worker, spread a similar humanitarian message in the United States.

- During the Civil War, Clara became famous for caring for the wounded on the battlefield.
- After the war, she learned about the Red Cross Movement.
- On May 21, 1881, Clara and associates founded the American Association of the Red Cross.

Key Points

Notes

Connections to the Red Cross Movement



The International Red Cross and Red Crescent Movement

- The International Red Cross and the Red Crescent Movement refers to all the national and international organizations allowed to use the Red Cross or Red Crescent emblem.
- It is one of the largest humanitarian networks in the world with a presence in almost every country.
- All Red Cross and Red Crescent activities have one central purpose:
 - To help those who suffer, without discrimination, whether it is during conflict, in response to natural or man-made disasters, or to alleviate the suffering due to conditions of poverty.
- The Movement has several components:

Key Points	Notes
<p>The International Committee of the Red Cross (ICRC)</p> <ul style="list-style-type: none">• Established in 1863, the ICRC is an impartial, neutral and independent organization.• Its mission is to protect the lives and dignity of victims of war and internal violence, and to provide them with assistance.• The ICRC directs and coordinates international relief activities in situations of conflicts. Its activities include:<ul style="list-style-type: none">• Searching for missing persons.• Exchanging messages to and from members of separated families.• Helping establish hospital and security zones in embattled areas.• Organizing international aid programs; providing medical assistance for refugees, displaced people, and other civilian victims of armed conflicts. <p>The International Federation of Red Cross and Red Crescent Societies</p> <ul style="list-style-type: none">• Founded in 1919, the Federation is a coalition of individual national societies. Currently, there are approximately 180 member societies.• It coordinates relief efforts throughout the world occurring outside the theater of war and other forms of armed conflict. The Federation's activities include:<ul style="list-style-type: none">• Organizing and coordinating international disaster relief actions.• Providing assistance to refugees outside areas of conflict.• Promoting national disaster preparedness programs.• Strengthening the capacities of its member national societies.• The American Red Cross works closely with the ICRC, the Federation and individual national societies to bring emergency relief to disaster victims, and improve basic living conditions of those in chronically deprived areas of the world.	

Key Points	Notes
<p>The National Red Cross and Red Crescent Societies</p> <ul style="list-style-type: none">• Nearly every independent country in the world has a chartered national society.• The national societies provide a range of services including:<ul style="list-style-type: none">• Disaster relief.• Health and social programs.• Assistance to people affected by war within their own borders.• Individual societies cooperate with other national societies through the Federation and the ICRC on relief and development projects.• They assist their governments in carrying out their nation's humanitarian treaty obligations.• Each country is allowed to charter only one Red Cross or Red Crescent society within its territory.• National societies use several emblems to indicate that they are part of the International Movement.• The Geneva Conventions recognize two emblems: the red cross and the red crescent (used in most Muslim countries). The red shield of David emblem used by Israel, while not in the Geneva Conventions, is also a respected emblem.	
<p>The International Conference</p> <ul style="list-style-type: none">• The highest decision-making body of the Movement is the International Conference.• It meets on average every four years to ensure unity and to discuss and act upon humanitarian issues of common interest.• The 1965 International Conference adopted the Fundamental Principles that guide every aspect of the Movement's work.	

Key Points

Notes

Fundamental Principles of the International Red Cross and Red Crescent Movement

- The Fundamental Principles of the International Red Cross are the foundation of the work at the American Red Cross.
- All employees and volunteers are responsible for acting in accordance with the Fundamental Principles.
- The commitment to the Fundamental Principles gives everyone associated with the organization a common purpose, and inspiration to excel and behave in ways that inspire the trust of the American people.

Humanity

The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavors, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

Impartiality

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavors to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

Neutrality

In order to continue to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

Independence

The Movement is independent. The national societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

Key Points

Notes

Voluntary Service

It is a voluntary relief movement not prompted in any manner by desire for gain.

Unity

There can be only one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

Universality

The International Red Cross and Red Crescent Movement, in which all Societies have equal status and share equal responsibilities and duties in helping each other, is world-wide.

Next Steps

- Share with your family or friends something new that you've learned about the Movement or the American Red Cross.
- Ask experienced employee or volunteer staff about the history of your Red Cross unit.

Resources

- The American Red Cross On-line Museum
<http://www.redcross.org/museum/>
- History Timeline of the American Red Cross
<http://www.redcross.org/museum/history/timeline.asp>
- The International Committee of the Red Cross
<http://www.icrc.org/>
- International Federation of Red Cross and Red Crescent Societies
<http://www.ifrc.org/>

New Employee and Volunteer Orientation

Module 2



Participant Guide

Module 2: Foundations

- Mission
- Organization Structure
- Strategic Direction

Key Points

Notes

Introduction

This self-guided orientation is designed to assist new employees and volunteers on their journey with the American Red Cross.

New Employee and Volunteer Orientation consists of four modules. This is module:



Timeframe: 13 minutes

The participant guide is intended to highlight the key points of the material covered in the module, and be used as future reference material.

2 Foundations

It is important for all employees and volunteers to understand the foundations of the Red Cross.

The module explores:

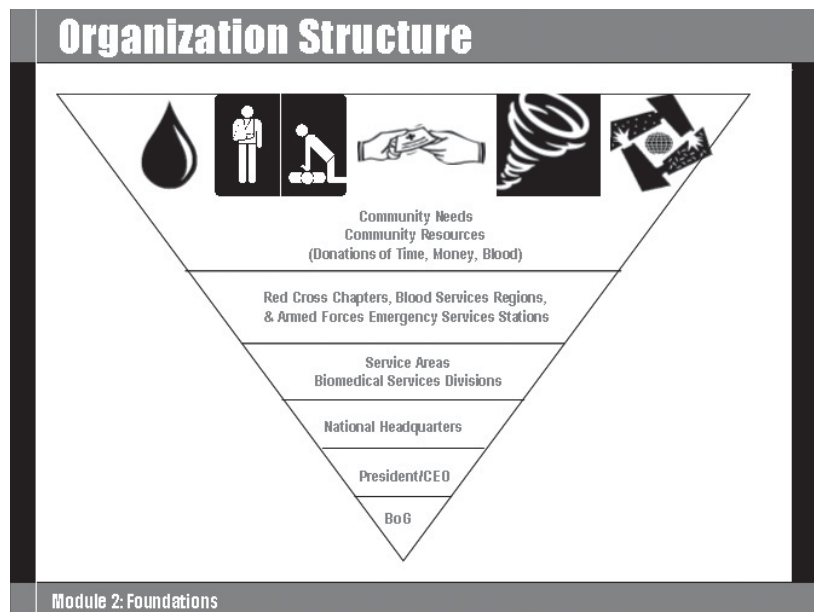
- The humanitarian mission of the Red Cross.
- The connections between the different units of the Red Cross organizational structure.
- The strategic priorities and direction of the Red Cross.

Key Points	Notes
<p>Mission</p> <p><i>The American Red Cross, a humanitarian organization led by volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disasters and help people prevent, prepare for, and respond to emergencies.</i></p> <ul style="list-style-type: none">• The Red Cross offers its employees and volunteers a unique opportunity to make a difference in the lives of families across the country and worldwide.• The Red Cross is an organization that people around the globe count on every day.• Unlike most other organizations, the American Red Cross is chartered to carry out its critical responsibilities by the federal government.• The Red Cross received its first congressional charter in 1900 and a second in 1905. This charter—which remains in effect today—sets forth the purposes of the organization.• Besides fulfilling the provisions of the Geneva Conventions, the charter directs the Red Cross to:<ul style="list-style-type: none">• Support American military members and their families.• Provide national and international disaster relief and mitigation.	

Key Points

Notes

Organization Structure



- The Red Cross delivers its programs and services to communities nationwide through a network of local units:

Chapters

- There are over 800 Red Cross chapters across the U.S. and its territories.
- Chapters offer a variety of services to the communities they serve: blood; courses in first aid, CPR and water safety; connection with family members overseas in the military; assistance in times of disaster; and international tracing and disaster relief.
- To provide these services and help their neighbors, community members provide the Red Cross chapters with volunteer time, financial support and blood donations.

Blood Services Regions

- Biomedical Services has 35 Blood Services regions, which recruit donors, collect blood, and ship the blood to one of five national testing laboratories (NTLs).
- The national testing labs perform tests on the blood, which is processed and sent to the hospitals.

Key Points	Notes
<p>Armed Forces Emergency Services (AFES) Stations</p> <ul style="list-style-type: none">• Through AFES stations, located throughout the United States and abroad, the Red Cross provides support to men and women of the military and their families.• This support includes emergency communications, information and referrals to local resources.	
<p>Service Areas and Biomedical Services Divisions</p> <ul style="list-style-type: none">• Service areas and divisions support the work of the field units.• There are eight service areas and eleven Biomedical Services divisions.• They are organized by a defined geographic location, providing oversight and support.	
<p>National Headquarters</p> <ul style="list-style-type: none">• National headquarters (NHQ) determines strategic priorities, procedures and provides guidance and resources to ensure consistent service delivery nationwide.	
<p>President/CEO</p> <ul style="list-style-type: none">• The president and CEO of the Red Cross reports to the Board of Governors (BoG).	
<p>BoG</p> <ul style="list-style-type: none">• There are 50 members of the BoG—all volunteers.• The BoG convenes four times a year to set governance and policy for the entire organization.• The Red Cross is a nonprofit organization, not a government agency. To provide services, we rely on donations from the American public, and we charge for some services such as first aid training and blood products to help recover the costs of developing and distributing these items.	

Key Points	Notes
Strategic Direction	
<ul style="list-style-type: none">• The strategic plan states how the organization will live up to the high expectations, confidence and trust the American public has placed in the Red Cross.• The strategic direction describes how the Red Cross is going to focus its efforts, activities and resources during the fiscal years 2004 to 2008.• The strategic plan is built upon the:<ul style="list-style-type: none">• Fundamental Principles of the International Red Cross and Red Crescent Movement.• Mission.• Congressional Charter.• The goals of every Red Cross unit focus on three critical areas:<ol style="list-style-type: none">1. Functioning as America’s partner in mobilizing communities for preparedness and response.2. Inspiring a new generation of volunteers and supporters.3. Strengthening the financial base, infrastructure and support systems to improve the Red Cross service delivery system.1. As America’s partner in mobilizing people and organizations to prepare for disasters and life-threatening emergencies, the objectives include:<ul style="list-style-type: none">• Providing effective emergency communications between U.S. military and their families.• Helping ensure a secure and adequate supply of blood.• Supporting international programs that focus on directly saving lives and averting illness.	

Key Points	Notes
<p>2. The Red Cross needs a new generation of volunteers that reflect the skills and diversity of the communities it serves.</p> <ul style="list-style-type: none">• The Red Cross is initiating and implementing sustained efforts to recruit, train, involve and retain volunteers.• Many programs target youth and young adults.• They focus on engaging them in the mission of the Red Cross as well as providing new services that meet their needs. <p>3. To serve the nation for another 125 years, the Red Cross needs to strengthen its financial base by:</p> <ul style="list-style-type: none">• Building a common infrastructure to streamline back-office functions and integrate databases.• Strengthening financial stability through collaborative national and chapter fundraising efforts.• Developing current and future leaders—volunteers and employees alike.• Meeting high service delivery standards through dedication to stewardship and integrity.	

Key Points

Notes

Next Steps

- Talk with your supervisor and determine how your unit supports the strategic direction of the organization.
- Discuss with other volunteers and employees examples of how your unit is fulfilling the Red Cross mission.

Resources

To learn more about the topics covered in this unit, visit:

- The Federal Charter of the American Red Cross
<http://www.redcross.org/museum/history/charter.asp>
- Volunteer Services
http://www.redcross.org/services/volunteer/0,1082,0_325_00.html
- Help Now -- Volunteer
<http://www.redcross.org/donate/volunteer/>
- Together We Prepare
http://www.redcross.org/prepare/Flash/index_2.html
- Disaster Services
http://www.redcross.org/services/disaster/0,1082,0_319_00.html
- The Fundamental Principles of the Red Cross
http://www.redcross.org/services/intl/0,1082,0_169_00.html

New Employee and Volunteer Orientation

Module 3



Participant Guide

Module 3: Key Services

- Biomedical Services
- Health and Safety Services
- Disaster Services
- Armed Forces Emergency Services
- International Services

Key Points

Notes

Introduction

This self-guided orientation is designed to assist new employees and volunteers on their journey with the American Red Cross.

New Employee and Volunteer Orientation consists of four modules. You are in module:



The purpose of this module is to describe the five key services of the American Red Cross.

3 Key Services

Every day, the American Red Cross fulfills its mission by helping people prevent, prepare for, and respond to emergencies and disasters.

Let's spend the next 20 minutes exploring:

- The five key services offered by the Red Cross.
- Examples of activities within each of the key services.

Overview

Although the American Red Cross provides a variety of programs and services to the public, they generally are grouped into one of five services:

- Biomedical Services
- Health and Safety Services
- Disaster Services
- Armed Forces Emergency Services
- International Services

Key Points	Notes
<p>Biomedical Services</p> <ul style="list-style-type: none">• Biomedical Services provides collection, testing and distribution for approximately 45% of the nation's blood supply.• Every two seconds someone in the U.S. needs a blood transfusion.• Only 5% of those eligible donate.	
<p>Health & Safety Services</p> <ul style="list-style-type: none">• Health and Safety Services helps save lives and strengthen communities. Last year, approximately 12 million Americans enrolled in lifesaving Red Cross courses. Currently 28% of American Red Cross registered volunteers help sustain and deliver training in:<ul style="list-style-type: none">• First Aid/CPR/AED (with Automatic External Defibrillation "AED" information and skills)• Aquatics (Lifeguarding, Water Safety)• Caregiving (Babysitter's Training, Family Caregiving)• HIV/AIDS Education (Multi-Cultural, Culturally Specific African-American and Hispanic, Workplace)	
<p>Disaster Services</p> <ul style="list-style-type: none">• Each year, the Red Cross responds to more than 70,000 disasters, including:<ul style="list-style-type: none">• House or multifamily apartment fires (<i>The majority of disaster responses are single-family house fires which occur at a rate of approximately one every eight minutes</i>).• Hurricanes• Floods• Earthquakes• Tornadoes• Hazardous material spills• Transportation accidents• Explosions• Other natural and man-made disasters	

Key Points	Notes
<ul style="list-style-type: none">• The Red Cross, a network of chapters, service areas and national headquarter operations, provides disaster relief services to people affected by disasters 24 hours a day, 365 days of the year.• Disaster relief focuses on meeting people’s immediate needs, which includes shelter, food, and health and mental health services. The purpose of Red Cross disaster relief is to enable individuals and families to resume their normal daily activities independently.• American Red Cross disaster relief services are free, a donated gift of the American people.• If you are interested in responding to disasters, you should discuss your desire with your Red Cross supervisor, and then work through your local Red Cross chapter to take the required courses and become a member of the Disaster Services Human Resources (DSHR) system. The DSHR system is the nationwide network of people who respond to disasters in their community and in communities across the nation.	
<p>Armed Forces Emergency Services (AFES)</p> <ul style="list-style-type: none">• The American Red Cross provides reporting and communication services through a network that links members of the military any place in the world with their loved ones.<ul style="list-style-type: none">• Calls and messages are relayed every 22 seconds between Armed Forces Emergency Services centers, stations, and chapters.• AFES also provides emergency financial aid to service members, their families, retired military personnel and widows of retired military personnel, in partnership with the military aid societies.• Members of the military and their families may access services 24 hours a day, 7 days a week through local chapters, AFES stations on military posts or by calling an AFES Service Center (one in Fort Sill, Oklahoma and one at national headquarters in Washington, DC).	

Key Points	Notes
<p>International Services</p> <ul style="list-style-type: none">• International Services works with a global network of Red Cross, Red Crescent and equivalent societies to restore hope and dignity to the world’s most vulnerable people. Through relief and development projects and its specialized International Response Unit, International Services focuses on the following priority areas:<ul style="list-style-type: none">• Global health.• Disaster preparedness and response.• Restoring family links.• International humanitarian law. <p>Examples of International Services programs include:</p> <ul style="list-style-type: none">• In the wake of Hurricanes Mitch and George in Central America, the wars in the Balkans, earthquakes in Turkey and India, the American Red Cross sent aid in the form of funds and expertise to help restore water sanitation, community health, and food distribution. Disaster preparedness programs left families better prepared for future disasters. These programs laid the groundwork for our response to the 2004 tsunami.• Youth HIV/AIDS prevention—Together We Can is a proven peer education program and community mobilization strategy for youth HIV/AIDS prevention. The American Red Cross is providing technical assistance and funding to the Guyana, Haitian, and Tanzanian Red Cross Societies. As of March 31, 2005, a total of 72,000 youth have been reached through this program.• Restoring family links—In collaboration with International Red Cross and Red Cross Crescent partners, the American Red Cross works to locate loved ones who are missing due to war, natural disaster, or civil unrest by sending Red Cross messages between separated family members.	

Key Points

- The Red Cross has the unique mandate to educate the American public about the guiding principles of international humanitarian law.

Next Steps

- Consider which of these services have touched the lives of you, your family, or your community in the past.
- Ask your supervisor how the work you will be doing supports these services.

Resources

To learn more about the topics covered in this module visit:

- The Red Cross public website
<http://www.RedCross.org>

Notes

New Employee and Volunteer Orientation

Module 4



Participant Guide

Module 4: Our Commitments

- Total Diversity
- Values
- Ethics

Key Points

Notes

Introduction

This self-guided orientation is designed to assist new employees and volunteers on their journey with the American Red Cross.

New Employee and Volunteer Orientation consists of four modules. This is module:



Timeframe: 10 minutes

The participant guide is intended to highlight the key points of the material covered in the module, and be used as future reference material.

4 Our Commitments

The Fundamental Principles guide the organization in matters of diversity, values and code of conduct.

This module explores:

- The concept of Total Diversity.
- Our values.
- The ways in which we demonstrate ethical behavior.

Key Points	Notes
<p>Total Diversity</p> <ul style="list-style-type: none">• The Red Cross recognizes the importance of responding to and serving the changing demographics of a global society.• Diversity is critically important to the Red Cross and its strategic priorities because it is represented in the communities it serves, the volunteers it inspires and the financial supporters of the services it provides.• Total Diversity, as defined by the Red Cross, is the collective differences and similarities of our governance, volunteers, employees and the programs and services we provide.• The main components of Total Diversity are:<ul style="list-style-type: none">• People• Programs• Services• An initiative of the Red Cross Strategic Plan is to aggressively reach out to diverse communities by creating services, opportunities, and messaging that address unique cultural characteristics.• Red Cross services must be accessible, relevant and significant to all people in America.• Red Cross employees and volunteers are key to helping the organization achieve Total Diversity by becoming champions for diversity.• Champions advocate Total Diversity by:<ul style="list-style-type: none">• Learning more about diversity.• Talking about the importance of diversity in their unit.• Reflecting diversity in programs and projects they create and deliver.• Being inclusive in the way they carry out their daily work responsibilities.	

Key Points	Notes
<p>Values</p> <ul style="list-style-type: none">• According to Red Cross employees and volunteers across the country, the central values that provide the foundation for the organization’s behavior are:<ul style="list-style-type: none">• Accountability• Collaboration• Commitment to results• Trustworthiness• Humanitarianism <p>Accountability</p> <ul style="list-style-type: none">• We hold ourselves responsible for our own performance, our unit’s performance and that of the Red Cross. <p>Collaboration</p> <ul style="list-style-type: none">• We collaborate and work as one Red Cross team. <p>Commitment to Results</p> <ul style="list-style-type: none">• We demonstrate the drive, perseverance and commitment to get results. <p>Trustworthiness</p> <ul style="list-style-type: none">• We work towards building trust with our clients and colleagues by acting with integrity, respect and openness. <p>Humanitarianism</p> <ul style="list-style-type: none">• Our passion for improving the welfare of fellow human beings is reflected in what we do and how we work. <p>Ethics</p> <ul style="list-style-type: none">• The work of the Red Cross is fueled by something very precious – the trust of the American people.• Without their willingness to donate time, blood, dollars and leadership, Red Cross services could not continue.• To maintain that trust, and be the best stewards of their donated gifts, the Red Cross must work by the highest of ethical standards.	

Key Points	Notes
<ul style="list-style-type: none">• In carrying out the mission, employees and volunteers are responsible for living up to the fundamental standards of the Red Cross culture by:<ul style="list-style-type: none">• Telling the truth.• Keeping promises.• Respecting individuals.• Being fair. <p>The Code of Conduct</p> <ul style="list-style-type: none">• In 1986, the Board of Governors adopted the Code of Conduct to help Red Cross employees and volunteers avoid conflicts of interests.• Employees and volunteers are expected to work for the best interest of the organization, and exhibit behavior that reflects positively on themselves and the organization.• The standards found in the Code apply to the entire organization.• Top-level leaders are required annually to sign a statement certifying their understanding of the Code, their intention to comply with it and their agreement to report any potential conflicts.• To maintain the high standard of integrity expected and deserved by the American public, and to enable the organization to continue to offer services required by those in need, the Red Cross requires that all employees and volunteers sign the <i>Code of Conduct/ Certification and Disclosure Form</i>.	

Key Points

Notes

Next Steps

- Identify some ways you might champion Total Diversity in your unit for each of the following areas:
 - People (employees, volunteers, governance, customers, service recipients)
 - Programs (educational materials, communication and marketing materials offered by key services)
 - Services (Armed Forces Emergency Services, Biomedical Services, Disaster Services, Health & Safety Services and International Services)
- Consider ways that you can incorporate the values in your work with the American Red Cross.
- If you haven't signed the Code of Conduct already, print a copy from the Attachments tab in Articulate. Review, sign, and return the copy to your local unit. If you have any questions about it, discuss them with your supervisor, volunteer coordinator, or Human Resources representative.

Resources

- Diversity Resources
http://www.redcross.org/services/diversity/0,1082,0_328_00.html
- The Concern Connection Line: 1-888-309-9679.
 - A worldwide, 24-hour, anonymous, confidential, toll-free number for reporting concerns or questions regarding illegal, unsafe, or unethical conduct that is observed or discovered within the organization.
 - Employees and volunteers are requested to first notify their supervisor, human resources representative, or any manager with whom they feel comfortable in the event a questionable situation in arises in the workplace.
 - If attempts to resolve the issue at the local level are unsuccessful, the Concern Connection Line is the next step.
- If you have access to CrossNet, learn more at:
 - Tap Legal and Ethical Resources
https://crossnet.redcross.org/every/legal_ethic/