

BRINGING COMMUNITIES HOPE

2020



**American  
Red Cross**



Working together, I am certain we will continue our mission to deliver comfort and care during people's darkest hours.

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**A Message from the Chairman**

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While this year has been filled with unprecedented challenges, it has also served as a powerful reminder of the essential work the American Red Cross carries out each and every day. Because of our dedicated volunteers, donors, partners and employees, we once again delivered critical services to millions of people facing devastating losses from hurricanes, wildfires, earthquakes and more. And since the onset of the COVID-19 pandemic, we have continued to fulfill our lifesaving mission while working diligently to ensure the health and safety of our Red Cross family and the people we serve. Thank you to everyone who made these efforts possible.

Although disaster response is often at the forefront, preparedness remains a crucial part of our humanitarian mission. This year we continued our efforts to protect households from the most common disaster—a home fire. While our door-to-door preparedness efforts came to a halt in the spring due to the pandemic, we achieved a major milestone this year of installing well over 2 million free smoke alarms since the launch of the Home Fire Campaign—and we know that those alarms continue to save lives in communities nationwide.

Internationally, the American Red Cross helped respond to a number of disasters last year, including Hurricane Dorian in the Bahamas, damaging typhoons in the Philippines, Cyclone Amphan in Bangladesh, and a devastating earthquake in Albania. Disaster preparedness and disease prevention initiatives are at the forefront of

the work we do internationally as well. Since its inception in 2001, our collaborative work on the Measles & Rubella Initiative has helped deliver measles vaccinations to nearly three billion children around the world. In addition, this past year the American Red Cross provided crucial financial, staffing and logistical support to our sister Red Cross and Red Crescent societies to strengthen international COVID-19 response and mitigation efforts.

Beyond our disaster work at home and abroad, the Red Cross continues our work with military and veteran families, delivering more than half a million emergency communication and critical community services. Our humanitarian organization also trained millions of people in first aid, CPR and AED skills, and quickly pivoted to online learning modules at the onset of the pandemic. And we once again provided about 40 percent of our nation's blood supply, all while implementing stringent safety protocols to ensure the wellbeing of our blood donors, employees and volunteers.

It's an honor to serve as chairman of this necessary and noble humanitarian organization. Working together, I am certain we will continue our mission to deliver comfort and care during people's darkest hours. On behalf of the Red Cross and those we serve, thank you for your steadfast support.

A handwritten signature in black ink that reads "Bonnie McElveen-Hunter". The signature is written in a cursive, flowing style.

**Bonnie McElveen-Hunter**  
Chairman



From the bottom of my heart, thank you for your ongoing belief and trust in the American Red Cross.

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**A Message from the President and CEO**

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As I reflect on our Fiscal Year 2020 (July 1, 2019–June 30, 2020), I am filled with profound gratitude and deep admiration for the compassionate volunteers, donors and community partners who empower the American Red Cross to carry out our vital mission—whenever and wherever we are needed.

Despite the significant challenges presented by the COVID-19 pandemic, this past year dedicated Red Crossers responded to nearly 60,000 disasters, delivered lifesaving blood products to hospital patients in need, trained millions of Americans in critical health and safety skills, supported military families and our veterans with emergency services, and assisted the international community with ongoing disease prevention and disaster response efforts.

Here at home, the Red Cross responded to numerous and significant disaster events in FY 2020, including: Hurricane Dorian; Tropical Storm Imelda; deadly wildfires in California; earthquakes in Puerto Rico; multiple tornadoes and flooding in the South and Midwest; dam failures in Michigan, and more. We took extraordinary steps to ensure the continuation of our mission during the pandemic while safeguarding the health and wellbeing of our volunteers, employees and the people we serve. This past year, the Red Cross was also there to deliver comfort and hope during periods of civil unrest. As always, we remain deeply committed to providing our lifesaving services with equity, compassion and respect for all people.

In addition to our response work, in FY 2020 the Red Cross worked to ensure individuals are prepared for everyday emergencies they may encounter by teaching more than 3 million people lifesaving skills, such as First Aid and CPR. At the onset of the pandemic, we quickly established new online courses to provide individuals and businesses with the information needed to keep themselves, their loved ones and their employees safe in the COVID-19 environment.

FY 2020 also saw the Red Cross continue our efforts to provide vital blood products to hospital patients in need, including antibody-rich convalescent plasma to help treat people struggling with COVID-19. Our Service to the Armed Forces mission remained a critical focus as well—with Red Cross workers distributing more than 780,000 care and comfort items at military hospitals and VA medical facilities. And, working with our global partners, we moved forward in our efforts to protect at-risk communities from measles and rubella while also helping to respond to the COVID-19 crisis around the globe.

None of this lifesaving work would be possible without the commitment and generosity of compassionate supporters, like you. From the bottom of my heart, thank you for your ongoing belief and trust in the Red Cross.

A handwritten signature in black ink that reads "Gail McGovern". The signature is fluid and cursive, written in a professional style.

**Gail McGovern**  
President and CEO

# RESPONDING TO A GLOBAL PANDEMIC

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## Keeping Safety As Our Top Priority

In Fiscal Year 2020, the American Red Cross, our nation and the world confronted a new threat with unprecedented challenges — the COVID-19 pandemic.

From the beginning, the Red Cross focused on the safety and wellbeing of our employees, volunteers, blood donors and recipients, partners and clients. To help prevent the spread of COVID-19, the Red Cross implemented new safety protocols across all operations including face mask requirements, facility temperature screenings, social distancing measures and enhanced cleaning practices.

To ensure coordinated efforts and consistent public safety messaging, the Red Cross worked closely with the U.S. Department of Health and Human Services, the Centers for Disease Control and Prevention, and the Food and Drug Administration, as well as state and local agencies.

## Adapting to Pandemic Challenges

Early in the pandemic, the Red Cross experienced a record number of blood drive cancellations as businesses and organizations temporarily closed or restricted access to the public. To mitigate the loss of blood donations, the Red Cross worked closely with government partners to ensure that blood donations remained classified as an essential service, allowing critical blood collections to continue. This coordinated effort, combined with new blood drive partnerships and the generosity of volunteer blood donors, helped the Red Cross overcome a severe blood shortage in March 2020 for trauma victims, cancer patients and all those in need of lifesaving transfusions.

Meanwhile, disasters did not pause for the pandemic. The Red Cross continued to provide support for those devastated by disasters both large and small throughout the COVID-19 outbreak, although our service delivery at times looked different. In Spring 2020, the Red Cross coordinated hotel stays instead of standing up large shelters for those displaced by floods and tornadoes in the South and Midwest. Meals were provided by door drop or at locations where community members could safely pick up food. And volunteers assisted both onsite and virtually to connect families with support and resources.

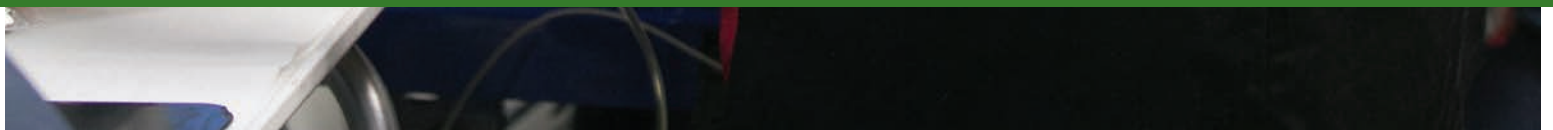
Almost every aspect of the Red Cross mission adapted to the new pandemic environment. Lifesaving training classes took place virtually, with new, important and creative content as the organization quickly innovated our class structure. Red Cross Service to the Armed Forces call center personnel worked from home, handling significantly more volume as veterans called in need of financial assistance. In addition, the Red Cross assisted our sister Red Cross and Red Crescent societies around the globe in the battle against this deadly virus.

While the strain of the pandemic has weighed heavily on the nation and throughout the world, the Red Cross continues to offer support and care during a dark and difficult time, bringing comfort, hope and light when individuals and families needed it most.

**Facing page:** A Red Cross phlebotomist collects lifesaving blood during the COVID-19 outbreak at the Rockville Donation Center in Maryland.



Amid crisis, the Red Cross adapted our mission delivery to meet the needs of communities while enhancing our safety protocols.





#### DISASTER RESPONSE HIGHLIGHTS



Over **900,100**  
meals and snacks  
served with partners.



Over **488,500**  
relief items  
distributed.



Over **106,800**  
overnight shelter and  
hotel stays provided.



Over **99,200**  
individual care contacts  
made to support health,  
mental health, spiritual  
care and disability needs.



Over **23,800**  
households provided  
with recovery assistance.

# RELIEF IN THE FACE OF DEVASTATION

## Providing Compassion ‘Like a Warm Blanket Wrapped Around My Heart’

Margie Carroll was at home with her brother when Tropical Depression Imelda dumped several feet of rain on parts of Texas in September 2019.

Floodwaters seeped into the garage, rising so rapidly that they couldn't open the doors. Clinging to her dogs atop a floating mattress, Margie was rescued and eventually brought to a Red Cross shelter, while her brother was taken to a local hospital.

At the shelter, Margie received food and emotional support from Red Cross volunteers, and a partner organization cared for her dogs at an adjacent disaster animal shelter.

“The compassion shown to me by every Red Cross volunteer was like a warm blanket wrapped around my heart,” she said.

In Fiscal Year 2020, Margie was among tens of thousands of people who relied on the Red Cross for emergency relief during disasters like massive wildfires in California, Hurricane Dorian on the East Coast and a swarm of earthquakes that rocked Puerto Rico. In the spring, families also turned to the Red Cross when severe storms ravaged homes across several states in the U.S.—which experienced the deadliest tornado season in nearly a decade.

**Facing page:** Red Cross worker Sandra White delivers a meal to Briana Shanklin, who stayed at a hotel where the Red Cross provided shelter for people displaced by a tornado in Monroe, La., in April 2020. **Below:** A Red Cross worker comforts a resident after an earthquake rocked his community in Guayanilla, Puerto Rico, in January 2020.

No matter the size of the disaster, Red Cross workers help at a moment's notice.





“It was pitch-black in the house,” Audra recalled. “You couldn’t breathe, and it was just to the point where we thought the whole house was going to go up. I just thank God for the [smoke] alarms.”

### COVID-19: Safely Helping Families

To help keep everyone safe during COVID-19, the Red Cross enhanced our safety measures—such as wearing masks and checking temperatures—and adapted how we deliver our services with partners. This includes:

- Prioritizing individual hotel rooms over emergency shelters when possible to allow for social distancing.
- Providing some services virtually, like recovery planning support to limit in-person contact.
- Distributing meals and relief items like cleanup kits at pick-up sites, where people could stay in their cars to avoid standing in crowds.
- Providing free fire safety resources online while Home Fire Campaign visits are postponed.

The Red Cross also supported local partners to address urgent COVID-19 needs in communities—to the extent that resources have allowed—including supporting quarantine shelters, distributing food to vulnerable residents and supporting health and mental health outreach services.

**Above:** Smoke alarms, installed for free by Red Cross volunteers, alerted Audra Graham and her son to safely escape a home fire that began in their kitchen. **Facing page:** Red Cross volunteer Gene Maxey responds to a 40-unit apartment fire during COVID-19. He and other volunteers secured hotel rooms for displaced families and provided food and emotional support while following social distancing protocols.

For these and other large disasters, more than 8,700 Red Cross responders provided refuge, food, relief items, emotional support, health services and emergency financial assistance—all while volunteers continued helping families recover from everyday crises like home fires in communities across the country.

### Saving Lives from Home Fires

As the nation’s most frequent disaster, home fires claim seven lives each day in the U.S.—most often, in homes without working smoke alarms. That’s why the Red Cross installs free smoke alarms and educates families about fire safety with community partners through the Home Fire Campaign—which has saved at least 796 lives since launching in October 2014.

These survivors include Audra Graham, who safely escaped a fire with her son and loved ones, thanks to smoke alarms installed months earlier by Red Cross volunteers.

## HOME FIRE CAMPAIGN HIGHLIGHTS

Figures cover October 2014–October 2020.



At least **796** lives saved.



Over **2.1 million** free smoke alarms installed.



Over **1.6 million** children reached through home fire preparedness programs.



Over **893,000** households made safer.







## INTERNATIONAL SERVICES HIGHLIGHTS



More than **1.8 million** households visited to encourage measles and rubella vaccination.



**29** countries supported by disaster response efforts internationally.



**57** disaster responders deployed to international crises.



More than **6,900** families reconnected through Restoring Family Links services.



More than **145,000** people reached internationally with disaster preparedness activities.

# DELIVERING AID AROUND THE WORLD

## Preparing Communities Before Disasters Strike

“If a disaster hits here, the kids can handle it. They have the training and the equipment. They know what to do,” says Hnih Lwin, principal of the only school in Ma Ngay Gyi village, Myanmar. The community—which is located on a river and only accessible by boat—is under threats from cyclones, floods, tsunamis and earthquakes.

The American Red Cross and Myanmar Red Cross have trained children in Ma Ngay Gyi village and other schools across the country on basic first aid and light search-and-rescue. Red Cross teams have distributed fire extinguishers, solar panels, first aid kits and other lifesaving equipment—about which the school principal says, “We weren’t able to buy these supplies ourselves, so we are thankful you have provided it.”

Investments in disaster preparedness pay off in terms of lives saved and the cost of recovery. In countries around the globe—from Nepal and Myanmar to El Salvador and Colombia—the American Red Cross helps communities mitigate the impact of disasters. Working alongside local Red Cross and Red Crescent teams, the American Red Cross empowers families to act as first responders when crises strike.

**Facing page:** Students practice their first aid skills during an earthquake drill in Kim Chaung village, Myanmar. The rural community—dotted with rice paddies and farmland—experiences regular floods and is at risk of earthquakes and strong storms. The Red Cross has trained the middle-school students on skills such as first aid and light search-and-rescue. **Below:** “This is where I am supposed to be and I’ll stay as long as I can to do as much good as I can. Just to show them love, even if it’s the only ten seconds of their day when they feel good and I’m able to give that to them, that to me is joy,” remarks Manex Newton, a Bahamas Red Cross volunteer.

The American Red Cross empowers communities,  
delivers lifesaving relief and helps vaccinate  
children against measles and rubella worldwide.





### Aiding the Bahamas after Hurricane Dorian

In September 2019, Hurricane Dorian crawled across the Bahamas as the most powerful and destructive disaster on record in the country. A category 5 storm, Dorian claimed lives, destroyed homes and displaced thousands of people from the affected areas.

The Bahamas Red Cross helped families weather the storm and 48 American Red Cross disaster responders deployed to ensure people received food, water, shelter materials, rental assistance and other lifesaving aid. Our teams put cash into the hands of more than 3,000 families so they could choose how to best meet their needs.

“You came from all over to do this? Angels. You are Red Cross angels,” said Sheikadena Sawyer through tears as she received the financial assistance. “This is for my kids, they went back to school yesterday and now I can afford to get them their uniforms, workbooks and new clothes. All I can say is thank you.”

### COVID-19: Pandemics Demand a Global Response

Just as the American Red Cross fights COVID-19 in the U.S., our teams also battle the virus around the world. For our part, the American Red Cross has deployed seven disaster responders in a remote capacity and contributed

more than \$4.3 million to the global fight against the coronavirus. The funds are being used for health and hygiene promotion, case detection, surveillance and contact tracing, among other activities.

In Cox’s Bazar, Bangladesh—home to the world’s largest refugee camp—the American Red Cross has helped add ‘hygiene hubs’ to public places and installed extra handwashing facilities. Because the dense and congested neighborhoods are especially high-risk, thousands of camp volunteers trained by the Red Cross and Red Crescent are teaching fellow refugees about how to mitigate the spread of this virus. Even livelihood projects, funded by the Red Cross, have pivoted from making clothing to sewing masks.

**Above left:** In the aftermath of Hurricane Dorian in the Bahamas, Loris holds a cash voucher given to her father. “We thank you for this, because it will more than help supplement his pension and help with his medical bills, meals and aid our caretaker, too,” she says. “We don’t have that many options available to us, and he was barely hanging on before the storm. You all are a blessing.”

**Above right:** Kaung Thet San—a student in Yangon, Myanmar—shares a fist bump with Red Cross worker Brad Zerivitz. Kaung and his friends play card games at school to learn how to react in the event of a disaster. The games were created with support from the American Red Cross and Myanmar Red Cross, so kids can learn about preparedness in a way that’s fun and engaging.

**Facing page:** “I have the honor of seeing humans in our rawest form, hearing and witnessing moments with no barrier between me and the strongest people I’ll ever meet,” says Red Crosser Katie Wilkes, pictured here embracing a Hurricane Dorian survivor on the island of Abaco in the Bahamas.





## BIOMEDICAL SERVICES HIGHLIGHTS



Collected more than  
**4.5 million** blood  
donations and **1 million**  
platelet donations.



Nearly  
**2.6 million**  
volunteer donors  
rolled up a sleeve.



Provided nearly  
**6.4 million**  
blood products to  
help patients.



Distributed blood products  
to about **2,500** hospitals  
and transfusion centers  
across the country.

# PROVIDING BLOOD FOR HOSPITAL PATIENTS

## Helping cancer patients fight back

In February 2020, the American Red Cross and the American Cancer Society launched a new partnership called *Give Blood to Give Time* to raise awareness around the fact that patients fighting cancer need nearly one quarter of the nation's blood supply—more than patients fighting any other disease. There simply aren't enough people donating regularly to meet the ongoing need. Blood products provide valuable clotting factors, proteins and antibodies, giving patients the strength and time to fight cancer.

International celebrity Cindy Crawford also lent her support to the campaign as a way of honoring her younger brother, Jeff, who tragically passed away due to leukemia when he was almost four years old. The *Give Blood to Give Time* partnership helped increase blood and platelet donation appointments—especially among those who had never given before.

## Working toward a more inclusive blood donation process

As a humanitarian organization, the Red Cross seeks to build an inclusive environment that embraces the diversity of all those who engage with our lifesaving mission. In April, the U.S. Food and Drug Administration reduced the deferral time for men who have sex with men (MSM) from 12 to three months, which the Red Cross worked aggressively to implement in just a few short months.

**Facing page:** Emma Milliard tested positive for the coronavirus this spring. Once she recovered, she donated her antibody-rich plasma to help other COVID-19 patients. **Below:** Cindy Crawford supported the *Give Blood to Give Time* partnership by encouraging individuals to give blood to help patients fighting cancer.

As the largest blood provider in the U.S.,  
the Red Cross delivers lifesaving blood  
wherever and whenever it is needed.





The Red Cross is encouraged by this action, which the organization views as an important, interim step in achieving our greater goal. Committed to a more equitable blood donation process, the Red Cross believes blood donation eligibility should not be determined by methods that are based upon sexual orientation and continues to work toward this goal.

### **COVID-19: Collecting COVID-19 plasma**

Since the beginning of the COVID-19 pandemic, the Red Cross has adapted our blood collection operations to ensure the needs of all patients are met despite unprecedented challenges.

In April, the Red Cross developed and implemented a new program to identify and recruit COVID-19 survivors to donate their plasma. Convalescent plasma contains COVID-19 antibodies from survivors that may help the most critical patients actively fighting this virus — like Amanda Solt.

As a nurse and paramedic, Amanda Solt, was used to being on the front line, helping patients in need in

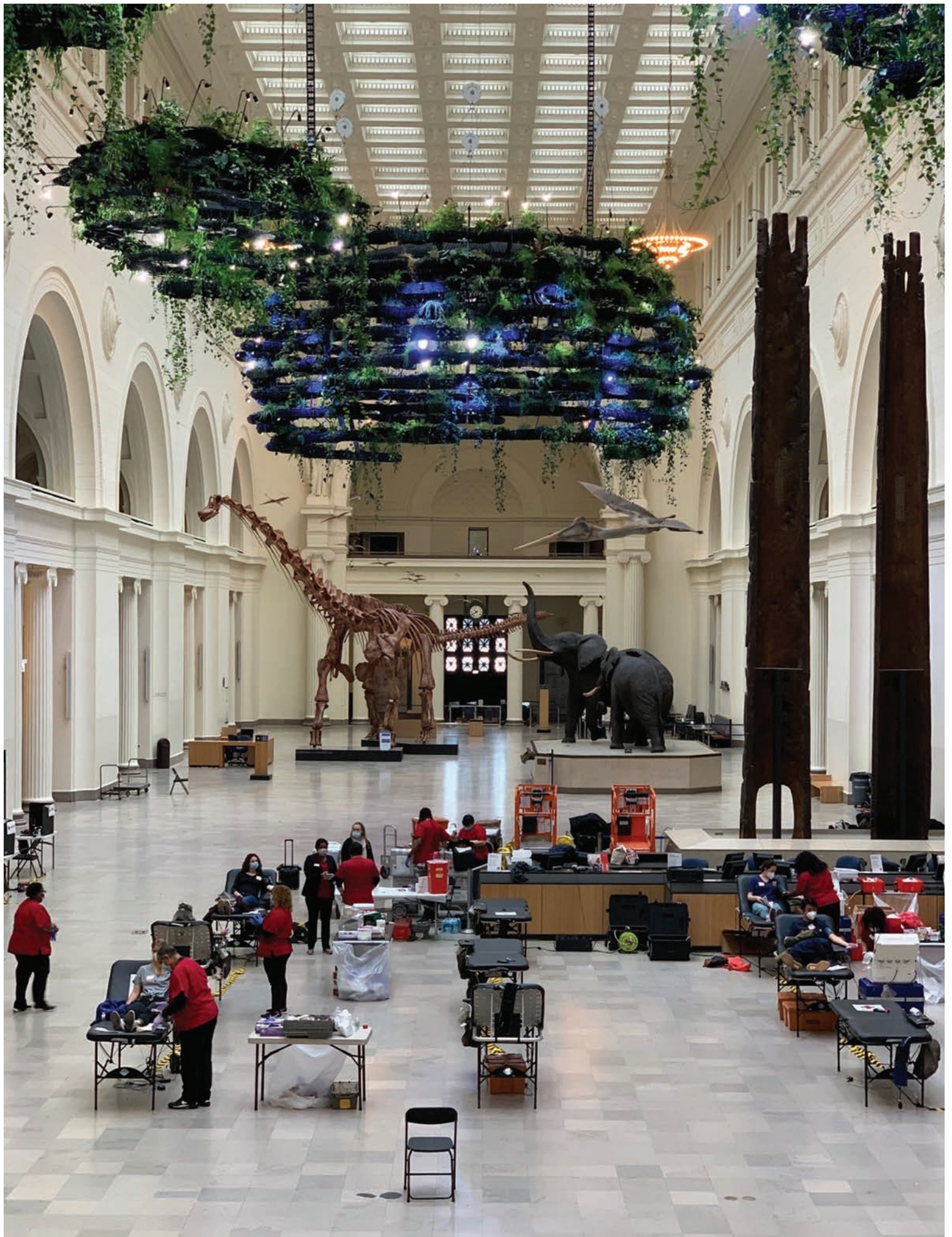
her community. In late June, the tables turned for her when she became ill with the new coronavirus. Over the course of a week, Amanda Solt's health deteriorated so much that she needed to be admitted to the hospital. While most of her time at the hospital is a bit of a blur for her, she credits her recovery to the COVID-19 plasma transfusion she received.

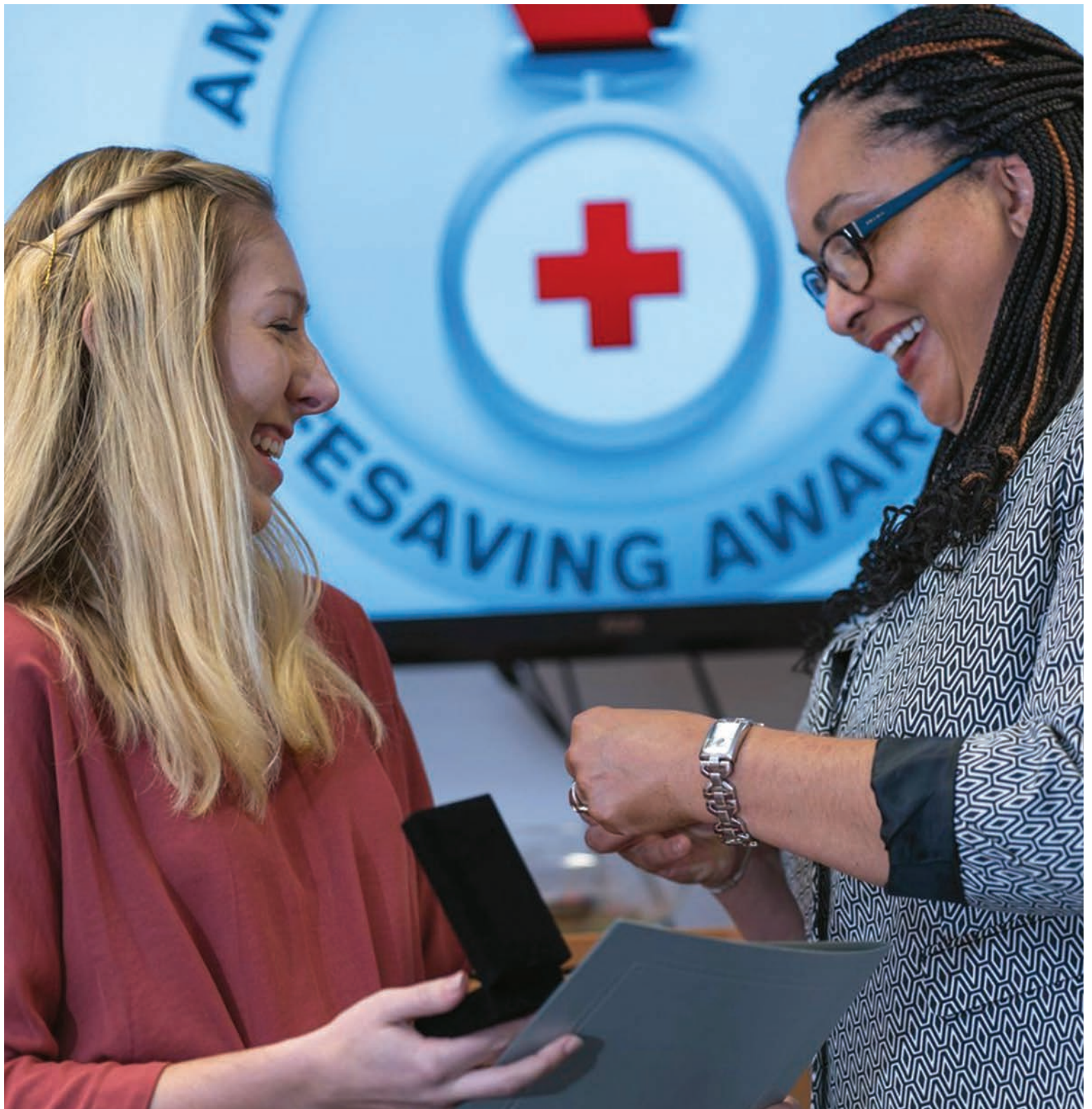
"I feel it in my heart of hearts that it's because of the plasma, and I am so humbled that someone had donated," said Solt. "Saying thank you feels so minuscule; how do you say thank you for a second chance?"

In the first three months of the program, the Red Cross distributed more than 14,000 convalescent plasma products to critically ill patients fighting COVID-19.

**Above left:** Amanda Solt was hospitalized for health complications caused by the coronavirus. She received a transfusion of convalescent plasma to help her fight the virus. **Above right:** Gloria Thornton made an appointment to give blood during the height of the coronavirus pandemic this spring. She gave a thumbs up after her successful donation. **Facing page:** Views of artifacts and life-size elephants were on display during a blood drive at the Field Museum in Chicago, Ill.







## TRAINING SERVICES HIGHLIGHTS



**509** individuals received National Lifesaving Awards for heroic efforts resulting in saving 236 lives.



Over **3.6 million** people enrolled in Training Services courses, 440,000 trained through our collaboration with the Military Training Network.



Over **100** hospital systems selected the American Red Cross Resuscitation Suite™ program.



More than **185,000** lifeguards certified through Red Cross training and over 1.1 million sets of swim lessons and water safety classes taught at aquatic facilities.



More than **1.8 million** Red Cross app downloads with over 421 million potentially lifesaving weather alerts issued.

# TRAINING THAT SAVES LIVES

## Training and Quick Thinking Save Woman's Life

In an emergency, there are always trained individuals nearby, ready to use their American Red Cross skills to save lives. On July 16, 2019, Caitlin Brooks, trained in Red Cross Adult and Pediatric First Aid/CPR/AED, helped save the life of a woman who lost consciousness at O'Hare International Airport in Chicago, Ill. While deboarding her flight, the woman in front of Caitlin collapsed into an empty seat. Caitlin promptly checked the scene for safety, assessed the woman and started giving chest compressions. After multiple rounds, the woman began to respond.

Emergency Medical Services arrived and continued to provide care, and the woman was transported to a local hospital. Caitlin's actions saved her life. She was awarded the Red Cross Certificate of Merit—the highest honor given by the Red Cross.

## Launching the New Red Cross Learning Center

Instructors, training providers, Training Services staff and Red Cross Scientific Advisory Council members are the key reason the Red Cross continues to be the leading training organization. The results of their efforts include major innovations, new courses and helpful resources.

Based on feedback from customers and instructors, the new Red Cross Learning Center was launched in the fall of 2019 to simplify, streamline and make training even easier. It provides a one-stop shop for registration, course content, materials and certifications.

**Facing page:** Caitlin Brooks awarded Red Cross Certificate of Merit by Michelle Bailey, division manager for Service to the Armed Forces, on the Wiesbaden Air Base in Germany. **Below:** With Lifeguarding and Water Safety programs, the Red Cross teaches basic skills and trains lifeguards.

Red Cross training provides individuals the skills and knowledge to save lives when everyday emergencies arise.





New courses and resources included the free “Water Safety for Parents and Caregivers” and “Be a Water Safety Ambassador” online courses. A “Water Safety for Kids” site with videos, activities, quizzes and digital resources was also created to keep water safety top of mind.

### COVID-19: Essential Lifesaving Training

The health and safety of course participants and instructors are always the top priority of the Red Cross. Training Services and the Red Cross Scientific Advisory Council provided guidance for the safety of the organization and the public, quickly devising innovative and safe ways to offer training to support the needs of healthcare professionals and other essential workers.

Training guidance and modifications included requiring face coverings and social distancing practices in the classroom, providing each student with their own equipment, and modifying courses so there is no

physical contact with other students. In addition, the Red Cross offered a 120-Day Certification Extension for those unable to obtain training and Provisional Certification courses so participants can go through the online content and then complete their skills session later. The following online courses, “Returning to Work During COVID-19: Safe Work Practices” and “Psychological First Aid: Supporting Yourself and Others during COVID-19,” were designed to help people be safe, build resilience and support others. New online offerings during the pandemic helped drive a 76% increase in enrollments for Red Cross online only courses.

**Above left:** Red Cross Instructor Manny Perez safely interacts with students through adaptations such as blended learning, virtual skills training and virtual testing. **Above right:** In this Parent/Child Aquatics Class at a Centennial Campaign facility, baby learns critical water safety skills and baby foundation skills. He’s on his way to “water competency,” a lifetime skill for safety in and around water. **Facing page:** A Red Cross trained lifeguard stands vigilant and ready to respond to aquatic emergencies. Special acknowledgement to the staffs at Riverbank State Park and Roberto Clemente State Park in New York City.





## SERVICE TO THE ARMED FORCES HIGHLIGHTS



Over **344,000** emergency communication services provided to over 90,000 service members and their families.



More than **200,000** critical community services delivered to over 150,000 service members, veterans and their family members.



Over **20,000** service members, veterans and their families helped through our resiliency workshops.



More than **590,000** military family members educated on what to do when faced with a family crisis while on active duty.



Nearly **6,000** volunteers supporting military and veteran in-patients and medical staff at veterans' hospitals and military treatment facilities around the world.

## HELPING OUR COUNTRY'S HEROES

### Bringing Connection and Compassion amid Heartache

Toni Thompson dialed the number for the American Red Cross Hero Care Network with one goal in mind—she needed to notify her brother who was stationed overseas that their sibling had just passed away.

“Sandra answered the phone, she had a very calming tone and showed the compassion that I truly needed. I’ve never had this kind of devastation in my life. I am eternally appreciative for the compassion she showed and for her diligence,” said Toni.

In times of emergency, the Red Cross Hero Care Network is there to help military families communicate with their loved ones. The Red Cross connects service members, veterans and their families to free and confidential assistance 24 hours a day, 7 days a week, 365 days of the year. This assistance includes emergency communication messages, financial assistance, critical community services and, when approved, can facilitate leave for a service member to return home.

**Facing page:** An American Red Cross Service to the Armed Forces volunteer explains the variety of programs in place to support active-duty service members and their families. **Below:** A Hero Care Call Center representative from Louisville, Ky. answers an emergency call from a military family member.

For nearly 140 years, the Red Cross remains committed to serving the military community at every step—from taking their initial oath to navigating life as a veteran.



### Seeing and Helping Hidden Heroes

The Red Cross Military and Veteran Caregiver Network supports caregivers who provide care to wounded, ill or aging service members or veterans. This network was created to offer caregivers connection, hope and wellbeing. The caregiver network, which provides in-person meetings and secure online communities, continues to make a difference. A February 2020 RAND Corporation study found that the Military and Veteran Caregiver Network reduced feelings of social isolation in caregivers.

“We are demonstrating our leadership with heart-centric technology approaches. We all need a safe place to share concerns and get reliable information,” shared Melissa Comeau, Red Cross director and caregiver. “We need to locate and leverage resources in our communities. We need each other. The Military and Veteran Caregiver Network is doing that by actively reaching out to veteran caregivers and proving that no one is unreachable.”

### COVID-19: Continuing Military Support

Communities across the country have felt the sting of COVID-19, including our military and veteran communities. With many military families deployed or separated, support is crucial. During the pandemic, the Hero Care Network experienced an uptick in emergency calls.

Face masks and coverings have been critical in preventing the further spread of this virus. Drawing on the rich history of the Red Cross Production Corps, volunteers across the country have sewn face coverings for military installations, veterans' hospitals and military families in need. Through the end of June 2020, more than 30,000 face coverings had been distributed.

In this new environment, Red Cross resiliency workshops have pivoted to online courses providing service members, veterans and their families access to classes on stress-management, family communication and much more. The workshops include a new COVID-19 course that focuses on stress-management associated with quarantine. In addition, the Military and Veteran Caregiver Network online engagement



has increased with caregivers throughout their online communities. The Red Cross has also provided comfort kits across the globe to veteran hospitals, military treatment facilities and quarantined military families.

**Above top:** Veteran Gregg Hoagland tries on his new face covering, sewn by American Red Cross volunteers, in an effort to help safeguard veterans from COVID-19. **Above bottom:** Caregivers come together for an in-person meeting to connect, share and learn through the Military and Veteran Caregiver Network. **Facing page:** Eugenia Anteh drops off comfort kits to veterans and hospital staff at the VA Medical Center in Hampton, Va.





OUTPATIENT



American Red Cross



American Red Cross

# INNOVATING FOR THE FUTURE

## Adapting to the Global Threats of Climate Change

Research shows the climate is changing, and the American Red Cross is witnessing first-hand the adverse impacts of more extreme weather events. Together with our partners, the Red Cross is changing how we plan for severe weather events, how we allocate and develop response material and human resources, and how we identify and prioritize services. This includes investments in technology that enable the Red Cross to better prepare in advance, visualize damage and destruction in real time, and develop targeted response plans to help people and communities faster.

Addressing the threat of climate change will require collective efforts to build resiliency in communities and help alleviate human suffering. The Red Cross, through our strong network of volunteers, donors and partners, will do our part to ensure we can meet this challenge and continue to provide help and hope to those in need.

## Identifying Needs through Social Media

Information saves lives. It empowers people to make preparedness plans, donate blood and even find the help they need in a crisis. That's why the American Red Cross engages our more than 7 million social media followers in conversation relevant to their daily lives.

During emergencies, the Red Cross monitors social media conversation and offers practical advice to people looking for help—such as shelter locations and how to stay safe during wildfires. Thanks to innovative geospatial technology and real-time monitoring tools, we also identify gaps and challenges on the ground and pass them along to operational teams who use the information to take quick and targeted action to address needs.

As more and more people reach out through social media for support, the Red Cross brings our mission to individuals and communities in creative and lifesaving ways online.

## Utilizing Artificial Intelligence to Provide Timely Information

In Fiscal Year 2020, the Red Cross introduced two new chatbots to guide blood donors, employees and

volunteers on their search for information. Chatbots use artificial intelligence to simulate a “conversation” with a user in an efficient and friendly manner while continuously learning and improving as time goes by.

These Red Cross chatbots are named Clara and Mabel to honor Clara Barton and Mabel Thorp Boardman, two of the organization's earliest leaders. Clara, the blood donation chatbot, has conversations with donors about eligibility, answers general questions and schedules appointments. Mabel, the chatbot designed to support Red Cross employees and volunteers, answers queries on a variety of topics including Human Resources, trainings and onboardings.

## Providing Blood Donors Health Insights During COVID-19

As a member of the broader health community, the Red Cross adapted our Blood Services mission to help meet the needs of an extraordinary time.

In June 2020, the Red Cross began testing all blood donations for COVID-19 antibodies to provide our valued donors insight into whether they may have been exposed to this coronavirus. These antibody tests were also helpful in collecting much needed convalescent plasma donations. The Red Cross worked swiftly to help during a time of much uncertainty for our nation as many desired more information about the virus.



**Above:** Test tubes collected at the Fairfax Blood Donation Center, Fairfax, Va. **Facing page:** The Red Cross helps prepare villages in Myanmar for cyclones, tsunamis, earthquakes, and other emergencies.



Since our founding in 1881, Red Cross humanitarian support hasn't wavered, but the way in which assistance is delivered continues to evolve.





## Thanking Our Generous Supporters

### Individual and Family Foundation Donors

Each member of the Chairman's Council and President's Council has made an outstanding investment in the American Red Cross. Contributions from these individuals and families help the Red Cross provide lifesaving services—down the street, across the country and around the world.

#### Chairman's Council Members—\$1,000,000+ Cumulative Giving

Trace Adkins	Margaret A. Cargill Philanthropies	The Lee & Juliet Folger Fund
The Ahmanson Foundation	Judith M. and Russell L. Carson	Emily Frances & John Raymond
The Andreas Foundation	J. Harwood & Louise B. Cochrane	Sam J. Frankino Foundation
Anonymous (Little Falls, NJ)	Colcom Foundation	Lady Gaga & the Germanottas
Anonymous (Santa Monica, CA)	James M. Cox Foundation	Mr. & Mrs. Robert W. Galvin
Anonymous (Scarsdale, NY)	Jenny Craig	The Granger Foundation
Anonymous (St. Joseph, MO)	Dalio Foundation	Dorrance Hill Hamilton
The Anschutz Foundation	The Dart Foundation	Mr. & Mrs. Leon "Pete" Harman
The Arcadia Foundation	Michael & Susan Dell	The Harriman Family
Lucille & Don R. Armacost Family	John R. Denzler & Sons	Randy & Joey Proffitt Harris
Jay and Lori Bergman	The Paul Desmond Estate	Colleen G. Hempleman
Carol Lavin Bernick Family Foundation	Swanee & Paul J. DiMare	Mimi and Marshall Heuser
The Arthur M. Blank Family Foundation	Greg Dixon	The Albert M. Higley Family
Blum Family Foundation	George S. & Dolores Doré	Lyda Hill
Mr. and Mrs. Allen McKee Bond, III	Eccles Foundation	Conrad N. Hilton Foundation
Barbara & Jack Bovender	Francesca & John Edwardson	Mason & Mary Holland Family
Charlotte Branagan	Kathleen A. Ernst Charitable Foundation	Bill & Jill Howard
The Bullock Family	The R. Scott Falk Family	Jon & Karen Huntsman
Morris & Gwendolyn Cafritz	Pamela A. Farr	Dennis & Judy Jones Family Foundation
Nicolas Cage	The Kirt Fiegel Family	Michael Jordan and Family

**Above:** Red Cross collections staff member Nylah White says "thank you" to donors for making the effort to come out and give blood. © Anheuser-Busch 2020

The Jordan Family  
 Lona & Harry Jupiter  
 Ann Kaplan & Robert Fippinger  
 Michele & Howard Kessler  
 Sandra Klein  
 Karen & Gerald Kolschowsky  
 Robert K. Kraft and Family  
 Ronald S. Lauder and Family and  
 Leonard A. Lauder and Family  
 Lilly Endowment  
 Jeannik Méquet Littlefield  
 Richard E. & Nancy Peery Marriott  
 Christopher James and Paula  
 McCall Marsh  
 Rex & Alice A. Martin  
 Alvin & Wanda McCall  
 Susan & Craig McCaw  
 Judy Boler McCormack

Bowen H. "Buzz" & Barbara McCoy  
 Chairman Bonnie McElveen-Hunter  
 Janice & Robert C. McNair  
 The Meadows Foundation  
 Robert W. Merrick  
 Sarah and Conrad Meyer  
 Ken and Linda Morris  
 Loren E. Parks  
 The Robin & Richard Patton Family  
 The Peierls Foundation  
 T. Boone Pickens  
 The Rapaport Family  
 Bruce & Diana Rauner  
 The Remillard Family Foundation  
 Julia Roberts  
 Lily Safra  
 Rowena Yarak Schaber  
 Thomas D. Scott

H. Marshall & Rae Paige Schwarz  
 The Semnani Family Foundation  
 Deborah G. Seymour  
 Jean D. Shehan  
 Ellen G. Shelton & Family  
 Denise R. Sobel  
 The Steinbrenner Family  
 Perry & Ruby Stevens  
 Janet & John Swanson  
 J.T. Tai Foundation and  
 Ping Y. Tai Foundation  
 Thompson Family Foundation  
 Dr. John & Mrs. Justina Tzeng Family  
 Velma Wallace  
 Jennifer and Randy Wolcott  
 Anita Zucker & Family  
 The Zverina Family

**President's Council Members—\$100,000+ Annual Giving\***

Darla and Craig Albert  
 Margaret and Robert Barbour  
 Carole L. and Ronald A. Berg  
 Mr. Thomas C. Bishop  
 Mr. and Mrs. Allen McKee Bond, III  
 Scott Borchetta  
 Barbara Bovender  
 August A. Busch III Charitable Trust  
 Mr. Tony Cairns  
 The Carson Family Charitable Trust  
 Jill and John Coyle  
 Carol and Bernard Cutler  
 Greg Dixon  
 Dotson Charitable Fund  
 The Duchossois Family Foundation  
 The George S. and Dolores  
 Doré Eccles Foundation  
 The Eck Family Foundation  
 The Kirt Fiegel Family  
 The Greehey Family Foundation  
 Supreme Master Ching Hai  
 Dr. Kristine D. Harper  
 Hauck Charitable Foundation  
 The Hawks Foundation  
 Heinauer Family Fund

The Helmerich Trust  
 Kathleen and Robert Henderson  
 Mimi and Marshall Heuser  
 James Holen  
 Dennis and Judy Jones  
 Family Foundation  
 Jordan Family Foundation  
 Michael Jordan and Family  
 Stephen & Tabitha King Foundation  
 Sandy Klein  
 Gerald A. & Karen A. Kolschowsky  
 Foundation, Inc.  
 Maja Kristin  
 Kristi and Jimmy LaRose  
 Linden Root Dickinson Foundation  
 Malott Family Foundation  
 Marisla Foundation  
 The Manifold Fund  
 Gail and Don McGovern  
 Major General Carl H. McNair Jr.  
 Ravi Mhatre  
 Mark and Maureen Miller Foundation  
 William J. Murgas  
 Murphy Family Fund  
 Susan and Nick Noyes  
 Dr. Carolyn Jean Oliver

Patricia Peterson  
 Kathryn Ramsdell -  
 The Joshua 24:15 Fund  
 Dennis Roccaforte  
 Susan Sanders  
 Dr. Angeleke Saridakis M.D.  
 Ellen M. Scott  
 Randy and Lisa Schrader  
 Elaine M. Smith  
 Denise R. Sobel  
 The Spurlino Foundation  
 Fred Stanback, Jr.  
 Kevin and Patricia Terrazas  
 Mr. and Mrs. Jim Truchard  
 James Stephen Turner  
 Family Foundation, Inc.  
 Pamela Brown Vinson  
 Manfred C. Voit  
 Kirt Walker  
 Jean M. Weis  
 Willow Springs Charitable Trust  
 Abigail and Adam Winkel  
 Jennifer and Randy Wolcott  
 Gary and Linda Zellerbach  
 Donald and La Vonne Zietlow

\*Giving level reflects financial contributions to the organization between July 1, 2019 and June 30, 2020.

## National Corporate & Foundation Donors

Annual gifts from national corporations, foundations and organizations enable the Red Cross to make a positive difference every day for those who rely on our services. Their generosity ensures the Red Cross is always there in times of need.

### Mission Leader—\$3,000,000+ Annual Giving\*

Amazon	Latter-day Saint Charities	Wells Fargo
Anheuser-Busch Foundation	Walmart and the Walmart Foundation	

### Annual Disaster Giving Program Members—\$1,000,000+ Annual Giving\*\*

Amazon	Enterprise Rent-A-Car Foundation	Microsoft Corp.
American Airlines	FedEx	Nationwide Foundation
Anheuser-Busch Foundation	The Home Depot Foundation	State Farm
Anthem Foundation	Latter-day Saint Charities	UPS
Bank of America	Lilly Endowment Inc.	VSP Global
Caterpillar Foundation	Lowe's Companies, Inc.	Walmart and the Walmart Foundation
Costco Wholesale	Marathon Petroleum Foundation, Inc.	The Walt Disney Company
Delta Air Lines	Mazda North American Operations	Wells Fargo

### Annual Disaster Giving Program Members—\$500,000+ Annual Giving\*\*

Altria Group	General Motors	Progressive Insurance
Aon	Grainger	PwC Charitable Foundation
Capital One	HCA Healthcare	San Manuel Band of Mission Indians
Citi Foundation	Humble Bundle	Sands Cares
The Clorox Company	IBM Corporation	Southwest Airlines
Darden Foundation	International Paper	The Starbucks Foundation
Delta Dental Community Care Foundation	The J.M. Smucker Company	Target
Discover	Johnson Controls Foundation	The TJX Companies, Inc.
Edison International	The Kroger Co. Foundation	Toyota
Energy Transfer/Sunoco Foundation	LHC Group	United Airlines
Fidelity Charitable Trustees' Initiative	Merck Foundation	The USAA Foundation, Inc.
Ford Motor Company	Mondelez International Foundation	Visa Foundation
Fox Corporation	New Balance Foundation	The Wawa Foundation
	PepsiCo Foundation	

### Disaster Responder Members—\$250,000+ Annual Giving\*\*

7-Eleven Cares Foundation	Choice Hotels International	Firehouse Subs Public Safety Foundation
Adobe	Cisco Foundation	Harbor Freight Tools Foundation, LLC
American Express	CNA Insurance	Hewlett Packard Enterprise Foundation
Assurant	The Coca-Cola Company	HP Foundation
AstraZeneca	The Coca-Cola Foundation	The Kraft Heinz Company Foundation
AT&T	Consumer Cellular	Lenovo
AvalonBay Communities, Inc.	CSX	Liberty Mutual Insurance
Avangrid Foundation	DICK'S Sporting Goods Foundation	Mastercard
The Ball Foundation	Dominion Energy	Neiman Marcus Group
Barclays	Duke Energy	Northrop Grumman
BMW of North America	Duke Realty	
CarMax	Equitable	

Northwestern Mutual and the Northwestern Mutual Foundation	Rodan + Fields Prescription for Change Foundation	Tata Consultancy Services
Old Dominion Freight Line	Ryder System, Inc.	TD Ameritrade
Procter & Gamble	Security Finance's Lending Hand Foundation	Trane Technologies Charitable Foundation
Prudential Financial	Southeastern Grocers Home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie	U-Haul International
Raytheon Technologies		U.S. Bank Foundation

**Blood Services Giving Program Members—\$1,000,000+ Annual Giving\*\***

Amazon

**Blood Services Giving Program Members—\$500,000+ Annual Giving\*\***

Cedar Fair Entertainment	Herbalife	Prologis
Delta Air Lines	Suburban Propane	Walgreens

**Blood Services Giving Program Members—\$250,000+ Annual Giving\*\***

Boise Paper	The Hawks Foundation	Sport Clips Haircuts
Fingerpaint Marketing	Toyota Material Handling, Inc.	The Wawa Foundation

**Service to the Armed Forces Giving Program Members—\$500,000+ Annual Giving\*\***

Anheuser-Busch Foundation	Lockheed Martin Corporation
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**Service to the Armed Forces Giving Program Members—\$250,000+ Annual Giving\*\***

L.A.W. Foundation	Reliance Steel & Aluminum Co.
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**Home Fire Campaign Supporters—\$250,000+ Annual Giving\*\***

Blue Cross and Blue Shield of North Carolina	Delta Air Lines	National Grid
Blue Cross and Blue Shield of South Carolina	Lowe's Companies, Inc.	Pacific Gas & Electric Company
	Motorola Solutions Foundation	PSEG Foundation

**Additional Supporters—\$250,000+ Annual Giving\*\***

Addison Hines Charitable Trust	Intel/Intel Foundation	United Way of Greater Cincinnati
The Ahmanson Foundation	Johnson & Johnson Family of Companies	United Way of Greater Houston
Allstate Corporation	Margaret A. Cargill Philanthropies	United Way of Greater Milwaukee & Waukesha County
Ameriprise Financial	Metro United Way	United Way of Greater St. Louis
Apple	NiSource Charitable Foundation	United Way of Miami-Dade County
The Boston Consulting Group	PayPal	United Way of the Capital Region
The Burmax Company	The Robert & Shirley Harris Family Foundation	United Way of the Mid-South
Chick-fil-A Foundation	Scaife Family Foundation	Victoria's Secret/PINK
Circle K	Tulsa Area United Way	
The Columbus Foundation	United Way of Central Alabama	
F. M. Kirby Foundation, Inc.	United Way of Central Indiana	
Facebook	United Way of Central Ohio	
Facetus	United Way of Central Oklahoma	
Google.org		

\*Giving levels reflect annual commitments of \$3 million or more, including financial and in-kind donations, as well as volunteerism and other forms of support.

\*\*Giving levels reflect annual, non-episodic financial and in-kind budget-relieving donations to the organization as of June 30, 2020.



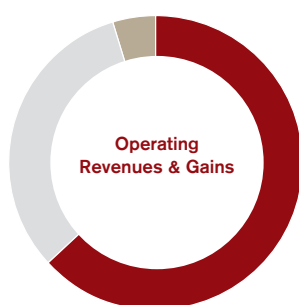


## Sources of Financial Support

American Red Cross operating funds come from four main funding sources: revenues from products and services, contributions, investment income, and other revenue. Total American Red Cross operating revenues and gains for fiscal year 2020 were \$2,907.4 million. American Red Cross total operating expenses were \$2,751.6 million. Net assets were \$1,812.2 million.

**Fiscal Year 2020** (7/1/2019 – 6/30/2020)

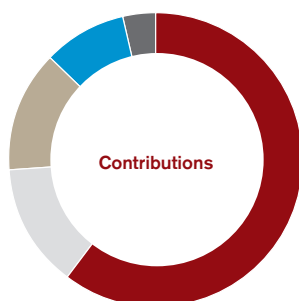
**Net Assets** (in millions): **\$1,812.2**



### Operating Revenues & Gains (in millions)\*

■ Products & Services	<b>\$ 1,840.0</b>	63.3%
■ Contributions	<b>936.3</b>	32.2%
■ Investment Income & Other	<b>131.1</b>	4.5%

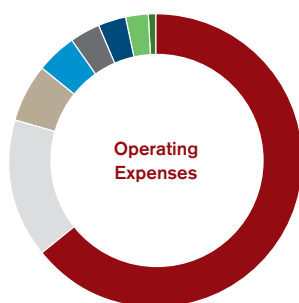
**Total \$2,907.4**



### Contributions (in millions)

■ Corporate, Foundation & Individual Giving	<b>\$ 564.9</b>	60.3%
■ Contracts, Including Federal Government	<b>128.1</b>	13.7%
■ Legacies & Bequests	<b>125.7</b>	13.4%
■ Donated Materials & Services	<b>84.1</b>	9.0%
■ United Way & Combined Federated Campaign	<b>33.5</b>	3.6%

**Total \$936.3**



### Operating Expenses (in millions)

■ Biomedical Services	<b>\$ 1,766.6</b>	64.2%
■ Domestic Disaster Services	<b>427.6</b>	15.5%
■ Fundraising	<b>172.7</b>	6.3%
■ Training Services	<b>122.9</b>	4.4%
■ Management & General	<b>89.5</b>	3.3%
■ International Relief & Development Services	<b>82.1</b>	3.0%
■ Service to the Armed Forces	<b>65.3</b>	2.4%
■ Community Services	<b>24.9</b>	0.9%

**Total \$ 2,751.6**

Note: The complete audited, consolidated financial statements of the American Red Cross for fiscal year 2020 may be obtained online at [redcross.org/pubs](http://redcross.org/pubs) or by contacting the American Red Cross Inquiry Center at 431 18th Street, N.W., Washington, DC 20006 (202) 303-4498.

**Facing Page:** To help ensure vulnerable people don't go hungry during this public health crisis, the Red Cross is working with local community partners to support feeding efforts where there are government-ordered quarantines or mandatory stay at home orders. Red Cross volunteers deliver food to apartments around Pittsburgh. When possible, the food was placed at people's doors as a contactless delivery in order to preserve social distancing.

# American Red Cross Leadership

## Board of Governors

(as of October 31, 2020)

### Honorary Chairman

Donald J. Trump  
*President of the United States*

### Chairman

Bonnie McElveen-Hunter  
*Chief Executive Officer*  
*Pace Communications, Inc.*

### Vice Chairman

Enrique A. Conterno  
*President and CEO*  
*Fibrogen, Inc.*

## Board of Governors Members

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Enrique A. Conterno  
*President and CEO*  
*Fibrogen, Inc.*

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*Founder and CEO*  
*Cognosante*

Bonnie McElveen-Hunter  
*Chief Executive Officer*  
*Pace Communications, Inc.*

Gail J. McGovern  
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*The American National Red Cross*

Joseph E. Madison  
*Broadcaster*  
*Sirius XM Radio, Inc.*

Johnny C. Taylor, Jr.  
*President and CEO*  
*Society for Human Resource Management*

David A. Thomas, Ph.D.  
*President*  
*Morehouse College*

Kirt A. Walker  
*CEO*  
*Nationwide*

Dennis M. Woodside  
*President*  
*Impossible Foods*

## Corporate Officers

(as of October 31, 2020)

Bonnie McElveen-Hunter  
*Chairman*

Gail J. McGovern  
*President and CEO*

Brian J. Rhoa  
*Chief Financial Officer*

Phyllis Harris  
*General Counsel*

Jennifer L. Hawkins  
*Corporate Secretary*

## Executive Leadership

Harvey Johnson  
*President, Humanitarian Services*

Shaun P. Gilmore  
*Chief Transformation Officer*

James "Chris" Hrouda  
*President, Biomedical Services*

Melissa B. Hurst  
*Chief Human Resources Officer*

Sajit Joseph  
*Chief Innovation Officer*

Cliff Holtz  
*Chief Operating Officer*

Jack McMaster  
*President, Training Services*

Floyd Pitts  
*Chief Diversity Officer*

# About the American Red Cross

## Mission Statement

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

## Principles of the International Red Cross and Red Crescent Network

Humanity ▪ Impartiality ▪ Neutrality ▪ Independence ▪ Voluntary Service ▪ Unity ▪ Universality

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## Connect with the American Red Cross

To learn more or to find out how you can donate your time, money or blood, visit [redcross.org](http://redcross.org) or [cruzrojaamericana.org](http://cruzrojaamericana.org), follow us on Twitter at @RedCross, Facebook at [facebook.com/redcross](https://facebook.com/redcross) and Instagram at @americanredcross.

## This report was produced by the national headquarters of the American Red Cross.

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**Front cover:** Jim Harrison of the American Red Cross does damage assessment from a tornado in Onalaska, Texas, on April 24, 2020. A powerful tornado damaged hundreds of homes in the community. **Back cover:** A Red Cross phlebotomist interacts with a blood donor during the COVID-19 outbreak at the Mount Hope Blood Donation Center.

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**American  
Red Cross**

