



**American
Red Cross**

BRINGING COMMUNITIES HOPE

ANNUAL REPORT 2015



A MESSAGE FROM THE CHAIRMAN



The American Red Cross is proud to be an emblem of hope for those facing emergencies—down the street, across the country and around the world. Our inspiring volunteers, donors, partners and employees bring lifesaving services and hope to millions of people in need...day after day and year after year.

Whether responding to tornadoes in the South, brutal winter storms in the Northeast, or wildfires out West, Red Crossers are there to provide shelter, food, relief items...and most importantly, a hug and hope for tomorrow.

And through our Home Fire Campaign, we are working to prevent disasters and ensure vulnerable communities are prepared if they experience the most common disaster of all—a home fire. Incredibly, in its first year the Campaign resulted in 15 lives saved.

Internationally, the American Red Cross helped respond to a number of devastating overseas disasters last year, including the horrific earthquake in Nepal and the deadly Ebola outbreak in West Africa. And we continue to strive to eliminate deadly disease. With our partners in the Measles & Rubella Initiative we have vaccinated 2 billion children since 2001, reducing the death rate from measles by 75 percent over the last decade and giving hope to millions of families.

And, of course the Red Cross gives hope to our men and women in uniform by providing more than 367,000 emergency assistance services to members of the military and their families in fiscal year 2015—while also processing nearly 7 million blood products to meet the needs of patients across the country, and teaching millions of people critical health and safety skills.

Thank you to each and every one of you who helps the Red Cross give hope. You are the very heart and soul of our humanitarian mission.

A handwritten signature in black ink that reads "Bonnie McElveen-Hunter". The signature is fluid and cursive.

Bonnie McElveen-Hunter
Chairman

A MESSAGE FROM THE PRESIDENT AND CEO



As I write this letter, I can't help but reflect on the compassionate Red Crossers who fulfill our mission every day. In fiscal year 2015 (7/1/14–6/30/15), these remarkable individuals responded to a disaster or other emergency every eight minutes, provided approximately 40 percent of our nation's blood supply, taught health and safety skills to millions of Americans, supported members of our armed forces with emergency services, and assisted our neighbors abroad in critical disaster preparedness and disease prevention efforts.

This past year, I visited a number of places impacted by disaster, including Nepal, after April's devastating earthquake; Houston, where severe flooding displaced thousands of families; and Haiti, where recovery work from the 2010 earthquake continues. While I remain saddened by the scenes of destruction I witnessed, I saw encouraging signs of resilience and progress everywhere I went. I returned more grateful than ever for our dedicated volunteers and workers.

In addition to our responses to large-scale disasters, the Red Cross also launched our Home Fire Campaign in FY 2015. Working with community partners, we're installing smoke alarms and developing household evacuation plans in vulnerable neighborhoods—so that no one is unprepared for a home fire.

While our mission remains at the forefront of all we do, the ongoing reduction in demand for blood products continues to shift market conditions in the blood services industry. The Red Cross has worked in a thoughtful manner to right-size our Biomedical operations as we adjust to this new level of demand—all while ensuring the safety and reliability of the nation's blood supply.

As always, the generosity of our remarkable donors, volunteers, and partners powers our humanitarian efforts. On behalf of those we serve, thank you for standing with the American Red Cross.

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

Gail McGovern
President and CEO



Every eight minutes Red Crossers are on their way to bring help and hope to people facing all types of emergencies, from mass-fatality events to natural disasters and home fires.

Storms Bring Destruction to Texas and Oklahoma

Janie Laredo and her family were asleep when the Blanco River jumped its banks and floodwaters surged into their apartment in San Marcos, Texas. “It destroyed our whole apartment,” Janie said. “All of a sudden, we had nothing.”

**“It destroyed our whole apartment.
All of a sudden, we had nothing.”**

Wesley Campbell, who lives nearby in Bridgeport, lay in bed when he heard an ominous sound outside. As a tornado bore down on his house, he and his wife Mickey tried to escape, but it was too late. They huddled behind the washer and dryer, as their house rattled in all directions. When it was over, their home lay in tatters.

Barbara [last name withheld], a single mother of six, faced three feet of water in her home after a tornado cut through Norman, Okla., making her home completely uninhabitable.

The American Red Cross brought help and hope to Janie, Wesley, Barbara and thousands of others across Texas and Oklahoma as destructive tornadoes, relentless rains and widespread flooding pounded these states in May and June of 2015.

Red Cross volunteers moved swiftly, opening shelters for people fleeing rising waters, serving more than 384,000 meals and snacks to residents; distributing more than 238,000 relief items such as blankets, personal care products and cleanup items; and working with partners to offer support to affected families.

The Red Cross also helped open and staff Multi-Agency Resource Centers (MARC) across Texas. These MARCs brought together nonprofit and government partners in one place where affected individuals and families could find available assistance and resources.

Janie and her family found safe refuge and comfort in a Red Cross shelter. Wesley received help cleaning up his property from Red Cross volunteers. A Red Cross caseworker helped Barbara with the resources she needed to move into a rental home and get her family on the road to recovery.

In Texas and Oklahoma—and in nearly 66,000 disasters each year—the Red Cross is committed to being there, whenever and wherever we are needed.

Home Fire Campaign Saves 15 Lives

The American Red Cross Home Fire Campaign saved 15 lives in five states in the past fiscal year. Gene Welsch of Sioux Falls, S.D., credits his life to the fire alarm installed in his home through the campaign. In January 2015, Gene was watching television when the screen went blue. His smoke alarm sounded, and he realized smoke was already filling the room. Gene escaped as flames engulfed his home.



“I don’t know how to say thank you. That [smoke detector] saved my life.”

Gene Welsch escaped a home fire with the help of the Home Fire Campaign.



HIGHLIGHTS FROM FY 2015

-  Provided more than **32,000** shelter stays
-  Served over **980,000** meals and snacks
-  Delivered over **500,000** relief items
-  Made over **35,000** health and mental health contacts



Thankfully, months before that tragic night, Gene heard about the Red Cross Home Fire Campaign on the local news. He called the fire department and asked to have new smoke alarms installed. "I don't know how to say thank you," he said. "That [smoke detector] saved my life."

The Home Fire Campaign focuses on installing smoke alarms in homes in some of the most fire-affected neighborhoods around the country. It aims to cut the number of home fire deaths and injuries by 25 percent over the next few years. On average, 2,500 people die and 13,000 are injured by home fires each year.

Smoke alarms cut the risk of death from a fire in half. The Red Cross has joined with fire departments and community groups nationwide to install smoke alarms and deliver fire prevention information in places we know have high numbers of fires.

Now in its second year, the Home Fire Campaign is asking every household in America to take two simple steps that can save their lives: check their existing smoke alarms and practice fire drills at home.



Practice your
2-minute drill.



Test your smoke
alarms monthly.

HIGHLIGHTS FROM FY 2015



Installed more than
95,000
smoke alarms



Visited more than
50,000
homes in all 50
states to provide fire
safety information



Reached
420,000
people with
preparedness and
safety information





Together with the global Red Cross and Red Crescent network, the American Red Cross works to meet the needs of the world’s most vulnerable communities.

Earthquake Devastates Nepal

On April 25, 2015, a 7.8 magnitude earthquake devastated Nepal. With more than 8,800 lives lost and more than 900,000 homes destroyed or damaged, families found themselves sleeping outside in the driving rain in need of life’s basic necessities.

The American Red Cross acted quickly. Working side-by-side with partners in the global Red Cross network, we helped provide relief items such as shelter materials, hygiene kits, drinking water, and blankets.

We deployed 41 disaster specialists to the Himalayan country. American Red Cross team members spearheaded the distribution of small cash grants, enabling families affected by the earthquake to make decisions about which items they needed most. “With the cash provided by the Red Cross,” said Kamala Pariyar, who lost her home, “I will be able to buy bamboo for temporary shelter.”

“With the cash provided by the Red Cross, I will be able to buy bamboo for temporary shelter.”

The Red Cross assisted Kamala Pariyar with a cash grant after losing her home.



Top: In Kathmandu, a Nepal Red Cross worker surveys a decimated home.

Our innovative Geographic Information System team and digital mapping volunteers assisted in developing a detailed map of an area the size of Ohio within 48 hours, helping the relief effort be even more targeted and efficient.

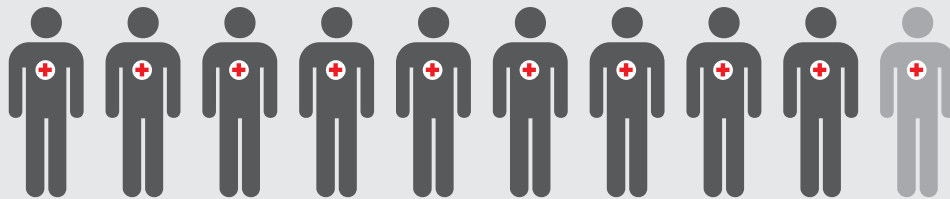
The American Red Cross continues to work on the ground in Nepal, helping communities recover, supporting long-term recovery efforts and—as we have done for nearly a decade—equipping the Nepali people to deal with future emergencies.

Unrivaled Dedication

Julie Bradley, a Red Cross volunteer and IT/Telecommunications professional, traversed difficult terrain to reach Dhunche, a remote village in Nepal. She and her teammate worked late into the night to hook up a satellite that brought internet and communications capabilities to the only medical unit in the region.



Volunteers, like Julie, comprise **90 percent** of the American Red Cross workforce.



Curtailing Ebola in Africa

In March 2014, the deadliest outbreak of Ebola in recorded history began ravaging communities in the West African countries of Guinea, Liberia and Sierra Leone. As neighbors helped neighbors, the disease spread quickly.

The global Red Cross network took action, deploying more than 370 staff to the region over the course of a year. Tracy Reines, one of seven disaster specialists deployed by the American Red Cross, served as the operations manager for the Red Cross response in Liberia. Her team visited families who had come in contact with infected people. They evaluated neighborhood conditions, educated people on how to prevent the disease and distributed hygiene supplies.

The American Red Cross helped map the virus in its early stages to better target our assistance. Our support also helped staff and volunteers in the affected countries trace those who came in contact with Ebola victims, offer emotional support to families, assist with clinical case management and provide safe and dignified burials.

“I was scared. But they treated me well...they looked after me and helped me get better.”

Osman Sesay spent time in the Red Cross treatment center in Kenema, Sierra Leone. “I was scared,” he said. “But they treated me well. They talked to me, they gave me medicine, they gave me food. They looked after me and helped me get better. I don’t know why I survived when others didn’t, but I am very happy to be going home.”

The Ebola outbreak took more than 10,000 lives. But thanks to our generous donors and the work of brave volunteers, the outbreak was brought under control in all three countries. To ensure that these gains are preserved—and that the outbreak is truly history—the Red Cross is still working on the ground.



HIGHLIGHTS FROM FY 2015



7.8 million

people around the world received disaster assistance



Worked in **33** countries to help prepare for disasters and build community resilience



Vaccinated **215 million** children against measles



Helped more than **13,000** families in the U.S. searching for loved ones following armed conflicts and disasters around the world



Committed to Haiti

January 2015 marked five years since a 7.0 earthquake hit Haiti, already the poorest country in the western hemisphere. Americans were stunned to see the level of devastation, and responded with great generosity to help families survive, recover, and rebuild.

Thanks to our donors, over the past five years, we have helped millions of Haitians become safer, healthier, and better prepared for future disasters. Here are just a few of their stories.

Junior Ducasse lived in one of the many camps that dotted Port-au-Prince after the earthquake, but through an American Red Cross project, in collaboration with CARE, he moved to a safe, earthquake-resistant home. “When I was in the camp, I was uneasy. Sometimes my things got stolen. I worked. I had a lot of problems, but since I came here, I feel very relaxed.” The American Red Cross has helped more than 132,000 people with improved housing and

neighborhood recovery, in addition to the more than 860,000 people who received emergency shelter from the global Red Cross network immediately after the earthquake.

Ginette Antenor is the owner of Cymara’s beauty salon in Carrefour-Feuilles. She is one of the many entrepreneurs honing her business and marketing skills through an American Red Cross program. “Once we entered the project of the Red Cross, we got some funding. There were some materials we didn’t have, so it allowed us to expand our business,” she said. The Red Cross is also offering vocational training in Ginette’s community for hundreds of people, mostly youth, through internships and support to enterprises.

Elièse Louis gave birth to her son, Lovensky Piton, at Mirebalais University Hospital. The American Red Cross has provided funds to construct and operate eight hospitals and clinics—including \$5.5 million for Mirebalais University Hospital run by Partners In Health; \$1.3 million for a much-needed prosthetics clinic in Port-au-Prince; and a \$10 million contribution for a hospital in Jacmel to be completed in 2016.



The American Red Cross is dedicated to teaching people the skills they need to prepare and respond to emergencies.

Red Cross Training Saves Lives

When Samuel Latham and his father were driving from Tampa to Orlando, his father started having chest pains. Since Samuel had taken the Red Cross Junior Lifeguarding training course, the 12-year old knew to stay calm and confident. He opened the American Red Cross First Aid App and searched for what problem might be causing his dad's symptoms. He urged him to pull over and called 9-1-1. Thanks to Samuel's training and the First Aid App, emergency personnel came to the rescue and his father thankfully recovered.

Samuel's quick thinking, awareness and heroic actions exemplify the mission of the Red Cross to teach individuals to prepare for, respond to and prevent an emergency. On April 8, 2015, the Red Cross presented Samuel with the Certificate of Merit—our highest honor for lay responders—for using skills he learned in his Junior Lifeguarding course to handle his father's emergency. The award bears the signature of the President of the United States.



The Red Cross also recognizes professional rescuers with its Lifesaving Award. The Red Cross presented 19 professionals with the Lifesaving Award and 87 lay responders with the Certificate of Merit in the past fiscal year. These awards represent 69 incidents in which Red Cross skills were used to sustain or save a life.



New Emergency App Increases Disaster Preparedness

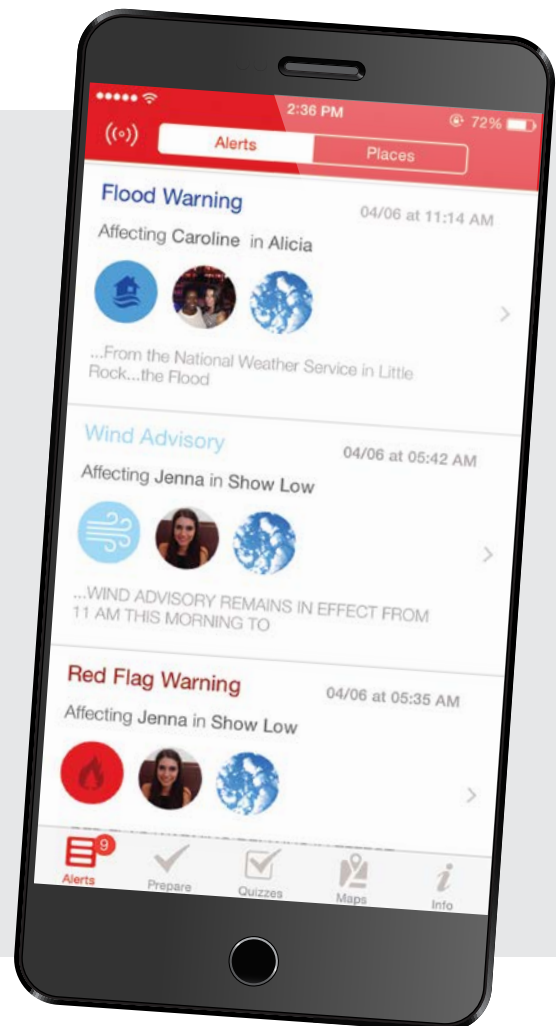
Technology won't prevent a disaster, but it can certainly help save lives. The Red Cross apps are helping people prepare for and respond to emergencies in the 21st century. This year, the Red Cross hit an important milestone with the launch of the all-inclusive Emergency App, which pushed the number of Red Cross app downloads to over 7 million.

The Emergency App is a single 'go-to' source for everything from a hurricane, to a severe thunderstorm, to a home fire. It allows users to instantly alert loved ones when a disaster is about to strike their community and to see if they are okay using the "Family Safe" feature. Feedback from users has been universally positive.

Emergency App Customer Reviews from the App Store

"This App saved our lives last night!! We live in the country in Texas...no sirens...the local TV stations weren't even on. At 2:45 am we headed for our safe area in the house... my home security system sounded the alarm 15 min later!! Love this app!! Thank you!!"

"I live in California and have elderly parents in Alabama. This morning I received an alert to tornados in their area and could call them and make sure they were prepared. Thank you Red Cross. You rock!!!"



Thousands Learn to Swim

In its second year, the Red Cross Centennial Campaign advances closer to achieving its goal of reducing drowning rates by 50 percent in 50 at-risk communities.

“I never knew how to swim until now.”

“I’ve never been in nine feet before because I never knew how to swim until now,” said Elvin Valerio-Perez, 11, of Orlando, Florida. “Now every time I head to the pool I can hang out with my friends in the deep end.”

Since its launch in May 2014, the Red Cross has cultivated 34 Centennial partners in more than 147 facilities across 12 states. That translates to more than 12,750 additional children and adults learning how to swim and acquiring water safety skills. These are people who would not have had the opportunity to gain these lifesaving skills without the Centennial Campaign.

“So many large families were so appreciative because they could afford to sign all of their children up for



classes this summer,” said Tammy Hawkins, Principal Aquatics Specialist, City of Las Vegas Parks and Recreation, a Red Cross Centennial partner.

The program honors the 100-year history of the Red Cross mission in teaching lifesaving and water safety. It also comes at a time when a recent Red Cross survey found that more than half of all Americans either cannot swim or do not have all of the basic swimming skills.



HIGHLIGHTS FROM FY 2015



Taught over
4 million
people lifesaving skills



People downloaded
Red Cross apps more than
1.8 million
times



Red Cross apps sent over
412 million
weather alerts





The American Red Cross remains the nation's largest supplier of blood products, helping to save trauma victims, cancer patients, those with chronic conditions and others in need.

Building Sustainability as Demand Decreases

Over the past several years, new medical practices and the need for fewer blood transfusions have reduced the demand for blood products. The Red Cross supports these significant advances in patient blood management, but must adapt to the decreased demand experienced across the industry, working strategically to right-size and restructure our Biomedical operations to adjust to these shifting market conditions. While we have made considerable progress, the Red Cross must continue to identify opportunities to improve efficiencies and cut costs where possible.

While demand has decreased, every two seconds someone in the U.S. needs blood—in fact, each day, the Red Cross must collect approximately 14,000 units of blood. The need for blood is constant and we remain committed to providing patients, hospitals and blood donors with the high level of quality service they expect and deserve.

Empowering Blood Donors to Give

Encouraging people to donate and making it as easy as possible remains a top Red Cross priority. Barrett Stark, an Arkansas teen, understands the value of every precious blood donation. Since he began his battle with leukemia in April 2014, he has undergone chemotherapy and bone marrow transplants and has received dozens of blood and platelet transfusions.



“My mother lost her fight with cancer two years ago. During her treatments she regularly received blood and platelet transfusions...I wanted to give back to an organization that was able to give me extra time with my mother...The Red Cross has helped me celebrate my mom and her life by giving life to others.” **Jillian Caraco**

When Barrett's friends and family created a SleevesUp blood drive in his honor, he felt the power of their generosity. In November 2014, the Red Cross launched SleevesUp, a website that lets those who feel passionate about blood donation create a virtual blood drive in honor of a loved one, a personal milestone, or simply as a way to encourage their community to donate.

“You are giving life,” said Polly Pettey, Stark's mother. “Even if your donation gives someone just one more day with someone they love, that is so worth it.”

The Red Cross is also leveraging technology to make giving blood even easier. In September 2014, the Red Cross released a first-of-its kind Blood Donor App, which allows users to schedule blood donations, track their total donations, earn rewards and invite friends to join. The free tool, available in app stores, has already been downloaded more than 350,000 times and has been used to schedule more than 100,000 appointments.

Strengthening the Blood Donor Community

Jillian's story (see above) is just one of 55,000 blood donor stories shared through a project sponsored by Dell at redcrossblood.org/socialhub. The project explored the power of engaging and mobilizing blood donors through social media. The results exceeded all expectations. In the spring of 2015, these stories reached more than 2.8 million people on Facebook, generating 65,000 likes, shares, comments and conversations.

Thanks to Dell's digital marketing expertise and charitable support, the Red Cross has embarked on a journey to engage blood donors socially, giving a voice to their stories and further building our blood donor community.



HIGHLIGHTS FROM FY 2015



3 million people donated approximately

5.1 million

units of blood



Donations were processed into nearly

7 million

blood products



Donations met the needs of patients at around

2,600

hospitals and transfusion centers across the country



From connecting deployed service members to their families during emergencies to supporting veterans in hospitals, the American Red Cross maintains an unwavering commitment to the U.S. military community.

Linking Military Families to Home

Nearly 1,000 times a day, the Red Cross receives a call from a member of the military community who needs assistance. Some are for joyous occasions, such as births, and others are for more dire circumstances.

In October, Jill and Jeff Revisky received the call every parent dreads. The chaplain at St. Louis University Hospital told them their son Kyle had been in a terrible car accident and remained in critical condition.

They knew they had to get Justin, their other son who was stationed overseas with the army, to Kyle's bedside. They called the Emergency Communications number for the Red Cross, and we went to work. Within a few hours, we helped Justin secure emergency leave. He was able to travel home and stay long enough to see Kyle be removed from life support and begin his road to recovery.

Caring for America's Heroes

At the Captain James A. Lovell Federal Health Care Center in North Chicago, Red Cross volunteer Laura Landoe helps ensure that no veteran faces death alone. She is on call to support veterans who are no longer responding to medical treatment. Landoe provides assistance and companionship, sometimes holding a veteran's hand, talking with them, reading to them and singing hymns.

Landoe is one of thousands of Red Cross volunteers who provide vital support to ill and injured service members, veterans and their families in 118 military medical facilities worldwide and 153 VA care facilities across the country. These dedicated volunteers provide everything from rehabilitation therapy and morale-building activities to material assistance. They also deliver comfort items such as toiletries, games, snacks and phone cards to military members.

Building Resilient Military Families

Steve and Sandy Peck, behavioral health professionals and Red Cross volunteers, have been working together for many years to help military families learn valuable coping and resiliency skills in Southwest Michigan. During an Exploring Stress and Trauma workshop, Steve recalled a man struggling with PTSD.

“As we were all leaving, he came up to me and gave me a hug saying, ‘Thanks, man. I didn’t realize until tonight how far I had come. I’m going to keep trying in my program.’ Very simply, that is why we do Reconnections,” Steve said.

As military members change assignments and cope with deployments, they and their families face unique demands and stressors. The Red Cross helps families achieve resiliency through preparation briefings and courses on Coping With Deployments and Reconnection Workshops.



“As we were all leaving, he came up to me and gave me a hug saying, “Thanks, man. I didn’t realize until tonight how far I had come. I’m going to keep trying in my program.””

Steve and Sandy Peck serve military families.



HIGHLIGHTS FROM FY 2015



Provided more than
367,000
emergency assistance
services to members of the
military and their families



Distributed more than
170,000
comfort and therapy items at
hospitals and medical facilities



Trained more than
7,100
service members, veterans
and their families in improving
coping skills and resiliency.

THANKS TO OUR SUPPORTERS

Chairman's Council members each have made an outstanding investment in the Red Cross and have helped provide life-changing and lifesaving services to millions.

Chairman's Council Members (Cumulative giving of \$1,000,000 or more)

Trace Adkins	Lady Gaga & the Germanottas	The Meadows Foundation
The Ahmanson Foundation	The Granger Foundation	Robert W. Merrick
Anonymous (St. Joseph, MO)	Dorrance Hill Hamilton	Loren E. Parks
Anonymous	Mr. & Mrs. Leon "Pete" Harman	The Robin & Richard Patton Family
The Anschutz Foundation	The Harriman Family	The Peierls Foundation
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Michael & Susan Dell	Michele & Howard Kessler	Jean D. Shehan
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The Paul Desmond Estate	Jeannik Méquet Littlefield	Denise R. Sobel
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	Janice & Robert C. McNair	

NATIONAL CORPORATE & FOUNDATION SPONSORS

Annual gifts from national corporations and foundations enable the Red Cross to make a positive difference every day for those who rely on our services. These organizations' pre-invested donations ensure the Red Cross is always there in times of need.

Mission Partner—\$5,000,000+ Annually*

Walmart and the Walmart Foundation

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

American Airlines	FedEx Corporation	Nationwide Foundation
Anthem Foundation	The Home Depot	State Farm
Boise Paper	Humble Bundle	Target
Caterpillar Foundation	LDS Charities	UPS
Costco Wholesale	Lowe's Companies, Inc.	VSP SM Vision care for life
Disney	Mazda North American Operations	
Enterprise Rent-A-Car Foundation	Merck Foundation	

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

3M	Discover	Samsung
Altria Group	Dr Pepper Snapple Group	San Manuel Band of Mission Indians
American Express	Edison International	Southwest Airlines
Anheuser-Busch Foundation	Ford Motor Company	Sprint
Aon	Grainger	Sunoco
Bank of America	John Deere Foundation	The Pew Charitable Trusts
BNY Mellon	Johnson Controls	The TJX Companies, Inc.
Capital One	Kraft Foods Group Foundation	United Airlines
Cisco Foundation	Medtronic	United Technologies Corporation
Citi Foundation	Meijer	Visa
ConAgra Foods Foundation	Mondelēz International Foundation	Wawa
CSX	National Grid	Wells Fargo
Darden Restaurants Foundation	PepsiCo Foundation	
Delta Air Lines	Prudential Foundation	

Disaster Responder Members—\$250,000+ Annually*

1-800-BOARDUP	Hewlett-Packard Company Foundation	PSEG Foundation
Alcoa	IBM Corporation	PuroClean Disaster Recovery
Astellas USA Foundation	IKEA	Residence Inn by Marriott
AstraZeneca	Ingersoll Rand Foundation	Ryder
AT&T	Interstate All Battery Center	San Diego Gas & Electric (SDG&E)
AvalonBay Communities, Inc.	Land O'Lakes, Inc.	Southeastern Grocers
AXA	Marsh & McLennan Companies	Home of BI-LO Harveys Winn Dixie
Ball Foundation	MetLife Foundation	Starwood Hotels & Resorts Worldwide Foundation, Inc.
BHP Billiton	Morgan Stanley	State Street
The Clorox Company	New Balance Foundation	Swiss Re Foundation
Entergy Corporation	Northrop Grumman Corporation	T O Y O T A
Farmers Insurance	Northwestern Mutual and the Northwestern Mutual Foundation	U.S. Bank
General Motors Foundation	Procter & Gamble Company	U-Haul International
H&M		

Service to the Armed Forces Giving Program Members—\$250,000+ Annually*

The Home Depot	LAW Foundation	Reliance Steel & Aluminum Co.
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The American Red Cross wishes to thank our most generous supporters.

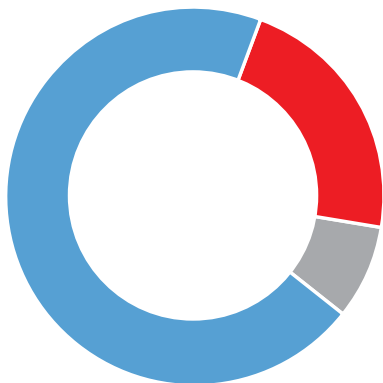
Thank you.

SOURCES OF FINANCIAL SUPPORT

American Red Cross operating funds come from three main funding sources: contributions, revenues from products and services, and investment income and other sources. Total Red Cross operating revenues and gains for fiscal year 2015 were \$2,737.5 million. Red Cross total expenses were \$2,896.8 million. Net assets were \$1,594 million.

Fiscal Year 2015 (7/1/2014–6/30/15)

Net Assets (in billions): **\$1.594**



Operating Revenues and Gains (in millions)

■ Products & Services	\$1,925.1	70.0%
■ Contributions	603.6	22.0%
■ Investment Income & Other	208.8	8.0%

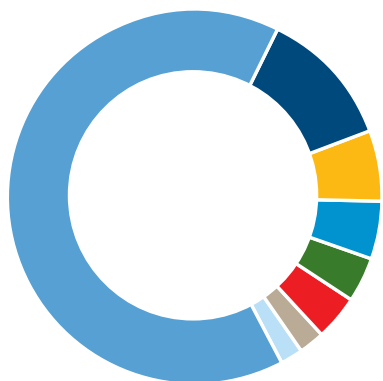
Total \$2737.5



Contributions (in millions)

■ Contributions for Domestic & International Relief, General Operations, and Endowment	\$503.0	83.0%
■ United Way and Combined Federated Campaign	76.9	13.0%
■ Donated Materials and Services	23.7	4.0%

Total \$603.6



Operating Expenses (in millions)

■ Biomedical Services	\$1,869.2	65.0%
■ Domestic Disaster Services	356.5	12.0%
■ Fundraising	180.9	6.0%
■ Health and Safety Services	146.6	5.0%
■ International Relief and Development Services	129.8	4.0%
■ Management and General	122.0	4.0%
■ Service to the Armed Forces	48.7	2.0%
■ Community Services (other local programs)	43.1	2.0%

Total \$2,896.8

NOTE: The complete audited consolidated financial statements of the American Red Cross for fiscal year 2015 may be obtained online at redcross.org/pubs or by contacting the American Red Cross Inquiry Center, 431 18th Street, N.W., Washington, DC 20006, (202) 303-4498.

AMERICAN RED CROSS LEADERSHIP

Board of Governors (as of October 31, 2015)

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Greensboro, North Carolina*

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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

To learn more, or to find out how to donate time, money or blood, visit redcross.org or follow us on Facebook and Twitter.

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