



**American  
Red Cross**

**2016 ANNUAL REPORT**  
BRINGING COMMUNITIES HOPE



# A MESSAGE FROM THE CHAIRMAN



After 135 years, the American Red Cross continues to serve as a ray of hope for people in their time of greatest need.

This past year, our inspiring volunteers, donors, partners and employees provided humanitarian services to millions of people in need...in communities all across the country and around the world. Whether responding to historic wildfires in the West, record flooding in the South or senseless human tragedies like the shootings in San Bernardino and Orlando, Red Crossers were there to provide shelter, comfort...and most importantly, hope for the future.

Preparedness is also a vital part of our mission and this year we expanded our innovative Home Fire Campaign. Our volunteers and community partners are going door-to-door to ensure households are prepared should they experience the most common disaster—a home fire. Incredibly, just two years after the Campaign launched, we have installed nearly 450,000 new smoke alarms in thousands of towns and cities...and so far there are 95 documented lives saved as a result of this effort.

Internationally, the American Red Cross helped respond to a number of disasters and crises last year, including a 7.8 magnitude earthquake in Ecuador, the wildfires in Alberta, Canada, and the ongoing global migration crisis. And we remain active internationally with vital disaster preparedness and disease prevention initiatives, including successful measles and rubella vaccination campaigns in Nepal and Kenya.

Beyond our disaster work at home and abroad, last year the American Red Cross continued its work with members of the military by providing 385,000 emergency assistance services, taught millions of people first aid, CPR and AED skills, and delivered nearly 7 million blood products to patients in need—about 40 percent of our nation's blood supply.

Working together, I am confident we will continue to carry forward our great humanitarian mission to prevent and alleviate suffering for decades to come. On behalf of the entire American Red Cross family, thank you for your vital 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

# A MESSAGE FROM THE PRESIDENT AND CEO



As I reflect on fiscal year 2016 (July 1, 2015 – June 30, 2016), I am filled with awe and gratitude for the remarkable volunteers, donors and community partners who help the American Red Cross fulfill our lifesaving mission.

Throughout the past year, caring Red Crossers responded to tens of thousands of disasters, delivered lifesaving blood products to hospital patients in need, trained millions of Americans in vital health and safety skills, supported military members and our veterans with emergency services, and assisted the international community with disease prevention and disaster response efforts.

Here at home, the Red Cross responded to a number of significant disaster and emergency events in fiscal year 2016, including: historic levels of flooding in South Carolina and Texas; the water crisis in Flint, Michigan; and the horrific shooting in Orlando, Florida. As I saw firsthand during my visits to the Charleston and Houston areas, the Red Cross is always there to lend a hand during times of crisis—working to provide shelter, food and comfort to individuals and families in great need.

In addition to our response work, this year the Red Cross continued to focus on preparedness activities with our Home Fire and our Aquatics Centennial Campaigns—both are innovative efforts that teach people in vulnerable communities the skills they need to prepare for and respond to everyday emergencies.

The past fiscal year also saw the Red Cross continue its tireless efforts to ensure the safety and reliability of the nation's blood supply, as well as ongoing growth in the use of new technologies—including our suite of free mobile preparedness apps—to connect more people to our lifesaving information and services.

As always, our humanitarian efforts are only possible because of the support of committed and compassionate individuals, like you. From the bottom of my heart, thank you for standing with the American Red Cross and those we serve.

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

Gail McGovern  
President and CEO

# TURNING COMPASSION INTO ACTION



In the face of emergencies, the American Red Cross mobilizes the power of volunteers and generosity of donors to respond to our neighbors in need.

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As of June 30, 2016, at least 95 lives were saved thanks to the volunteers, sponsors and partners supporting the American Red Cross Home Fire Campaign.

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## Responding in the West, the South and in Texas...*Again*

Torrential rain and flooding in South Carolina on the heels of historic wildfires in the West required massive back-to-back responses by the American Red Cross last fall. With no rest for the weary, the holidays, winter and spring were all fraught with storms and tornadoes that took a toll on several states—including repeat flooding in parts of Texas that had been devastated the previous year.

Lindsay Ellard and her family had just moved back into their Houston house after flooding destroyed their home in May 2015. Ten months later, with many of their belongings still in boxes, the flood waters returned—wiping out everything. Like Lindsay's family, hundreds of households affected by the spring 2015 floods found themselves repeating the process and turning to the Red Cross for aid again in 2016.

Local Red Cross workers, some flood victims too, and volunteers from across the country found themselves experiencing a sad sort of déjà vu as they opened and

operated emergency shelters and distribution centers in Texas to provide meals, snacks, comfort and hygiene kits and clean-up supplies along with shoulders to lean (or cry) on.

Last year, volunteers helped communities from coast-to-coast cope with mass shootings, from Orlando to San Bernadino, and too many places in-between. We also lent our expertise to officials dealing with the water crisis in Flint, Michigan, to ensure efficient coordination of volunteers, distribution, storage and other logistical planning as well as helping distribute bottled water, water filters, replacement cartridges and home water testing kits to Flint residents.

These are just a few of the nearly 66,000 disasters to which the Red Cross responds annually. Day or night, weekend or holiday, hurricane or home fire—being Red Cross ready means we respond whenever and wherever we're needed.

## HIGHLIGHTS FROM FY 2016



Provided more than  
**56,850**  
shelter stays



Served approximately  
**1,660,000**  
meals and snacks



Delivered more than  
**1,396,000**  
relief items



Made over  
**96,000**  
health and mental  
health contacts



Facing page: Red Cross volunteer Yonathan Le Xavier offers help and hugs to residents of Garland, Texas, and their friends and family helping with clean-up on December 31, 2015, in the aftermath of a devastating tornado. This page: A Red Cross worker speaks with Kevin Scott and his brother-in-law Mark Lester, who is helping him recover what they can from Kevin's home in White Sulphur Springs, West Virginia.



### HIGHLIGHTS FROM FY 2016



Installed more than  
**353,000**  
smoke alarms



Helped to make nearly  
**144,000**  
households in all 50 states  
safer from home fires



Reached nearly  
**278,000**  
children through home fire  
preparedness programs

## Saving Lives with the Home Fire Campaign

It was 3 a.m. when fire broke out in the basement of a building that housed a business and three residential units in a central New Orleans neighborhood. Although the fire spread silently inside the walls, Glen Riley—who lived there with his family—was jolted awake by the loud sound of a smoke alarm. Glen knew that everyone needed to get out fast.

Eleven people, including a 2-month-old baby, made it out safely because of free smoke alarms installed the previous winter as part of the Red Cross Home Fire Campaign—in partnership with the New Orleans Fire Department.

When the Red Cross returned to the New Orleans address on Danneel Street early that September morning responding to a home fire—like we so often do—we were there to support survivors and firefighters rather than grieve for lives lost thanks to the volunteers, sponsors and donors supporting the Home Fire Campaign.

Each year the Red Cross responds to tens of thousands of disasters—nearly 94 percent of them are home fires. It is the most common disaster and the greatest threat most Americans face. Home fires kill more people in the U.S. in a typical year than all other natural disasters combined. On average, seven times a day someone in the U.S. dies in a home fire, and another 36 people suffer injuries. Having a working smoke alarm cuts that risk of death in half.

The goal of the Red Cross Home Fire Campaign is to reduce fire-related fatalities and injuries 25 percent by 2020. From its launch in October 2014 through the end of our 2016 fiscal year, nearly 450,000 smoke alarms have been installed, communities in 50 states and 4 territories have been educated on fire safety and at least 95 lives have been confirmed saved.



Practice your  
2-minute drill.



Test your smoke  
alarms monthly.

# DELIVERING HELP AND HOPE AROUND THE WORLD

Whether at home or abroad, the mission of the American Red Cross remains consistent: to prevent and alleviate human suffering.

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In May 2016, the Red Cross, its partners and the Kenyan Ministry of Health joined forces in the largest vaccination campaign in Kenya's history—reaching nearly 19 million children.

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## Protecting Humanity

More people than at any time in recorded history are fleeing violence, conflict or persecution—they are seeking safety and a better life around the world. The global Red Cross and Red Crescent network, including the American Red Cross, have been responding to the crisis along migratory routes, as well as in countries of origin, transit and arrival.

Red Cross volunteers have provided life-sustaining assistance to refugees and migrants—helping meet physical and medical needs, reconnecting families and providing emotional support to help people through difficult days and decisions.

Over the past five years, the American Red Cross has spent and committed more than \$3 million on relief efforts in Syria and its neighboring countries—including Iraq, Turkey, Lebanon and Jordan—that have been affected by conflict, as well as in European countries where refugees are seeking safety. This year, the American Red Cross deployed disaster specialists to support relief operations in Germany and Greece. Through remote information management and mapping support, the American Red Cross also put critical data and maps into the hands of the volunteers aiding migrants.

Facing page: During a Home Fire Campaign community canvassing event in January, Red Cross volunteer Nick Yohannes installed free smoke alarms for the Reyes family, and then helped Gerson and Yessenia Reyes create fire escape plans. This page: These young Kenyans are best friends and inseparable. Their marked pinkies show they even received Red Cross measles and rubella vaccinations together during the largest vaccination campaign in Kenya's history last May.

## Responding to Disasters and Reconnecting Families

The American Red Cross has been working in Ecuador for nearly a decade, including helping communities to prepare for earthquakes and mapping evacuation routes. When a 7.8 magnitude earthquake struck the Ecuadorian province of Esmeraldas on April 16, 2016, the American Red Cross provided critical assistance to local Red Cross efforts that included delivering lifesaving relief supplies, distributing cash grants to those in need and helping family members separated by the disaster to reconnect.

Within a few weeks of that earthquake, the American Red Cross received another call for help—to aid the Canadian Red Cross in providing emergency relief to tens of thousands of evacuees as a wildfire raged in Alberta. We deployed 98 team members north—to provide accommodations, food, water and family reconnection services. Specially trained volunteers offered comfort and care to those who suffered emotional trauma.

Modern technologies make it possible for the Red Cross to reconnect families torn apart by disasters or conflicts more quickly today than in bygone eras. These advances also enable the Red Cross to reconnect loved ones who were separated years, or even decades, ago.

Take, for example, twins George Skrzynecky and Lucian Poznanski, born in Germany in 1946. Their Polish mother, who'd been freed from a labor camp after the war, became ill and couldn't care for her sons. They were adopted by separate families—on different continents—and for decades didn't know about one another. Last year, Lucian submitted new information about his mother to the Red Cross Restoring Family Links program.

After 68 years apart, the Red Cross was able to reconnect the brothers and provide them with additional information about their birth parents. Theirs was an emotional and hope-filled reunion.



## Preventing Disease

Keeping people healthy after large-scale disasters is as critical as food, water, and relief supplies—so in addition to distributing aid, the American Red Cross supported a measles and rubella vaccination campaign in areas affected by the April 2015 Nepal earthquake. Last year, we helped vaccinate more than 400,000 children against measles and rubella alongside the Nepal Red Cross and with the help of 680 volunteers from the 14 most earthquake-affected districts.

Since co-founding the Measles & Rubella Initiative in 2001, we have helped vaccinate two billion children in 80 countries against measles—reducing global deaths by 79 percent.





### HIGHLIGHTS FROM FY 2016



With our global network, ensured **4.6 million** people around the world received help in the wake of disasters



Worked in **36** countries to help families prepare for disasters and build community resilience



Helped vaccinate **178 million** children against measles



Helped more than **23,000** families in the U.S. search for loved ones following armed conflicts and disasters around the world



San Vicente Elementary School environmental  
This project was made possible by the donation of preventable diseases.  
November 2014

Facing page: To help put people back to work in the Philippines following Typhoon Haiyan, the American Red Cross and German Red Cross trained local carpenters and paid them to construct the houses. Reynan Cayubit and Francisco Latoja helped build houses for other typhoon survivors. This page: Children in Tolosa wash their hands at San Vicente Elementary School. The American Red Cross and Spanish Red Cross installed running water in the aftermath of Typhoon Haiyan.

# TRAINING PEOPLE TO SAVE LIVES



Teaching people the skills they need to prepare for and respond to emergencies every day—it's the American Red Cross way!

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“I never learned to swim—but I know that I should have—and I want to offer my great-grandchildren a safe experience around the water...as long as you offer this program, I will be here!”

**Ms. Beverly, great-grandmother**

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## Making a Difference in Their Lives

For the last three summers, Ms. Beverly—a lawn chair in-hand—has visited the YMCA of Greater Birmingham, Alabama, to sit and watch her great-grandchildren learn to swim. She was determined to make a difference in their lives and has not missed a single day of their lessons.

The children have taken swimming lessons and learned about water safety thanks to the American Red Cross Aquatics Centennial Campaign. Launched in May 2014 to honor our 100-year history of water safety, the campaign's goal is to reduce drowning rates by 50 percent in 50 at-risk communities, including teaching 50,000 more people to swim.

“This program has offered my family a wonderful opportunity,” said Ms. Beverly. “I never learned to swim—but I know that I should have—and I want to offer my great-grandchildren a safe experience around the water. Too many children that I have known have drowned over the years, and as long as you offer this program, I will be here!”

## Saving a Life from Day One

After successfully completing her Red Cross Lifeguarding course last year, Katie Karcz, 15, landed a job at the Jefferson Pool in Villa Park, Illinois. Her very first day on the job, Katie watched a young boy jump off the diving board and sink to the bottom of the pool. Without hesitation, she entered the water, rescued him and brought him to safety.

Afterwards, Katie said that her newly acquired lifeguarding instincts simply “kicked in.” Thanks to her training, instincts and swift action, the boy didn't require serious medical attention, and he was safe and in good condition following the rescue.



## HIGHLIGHTS FROM FY 2016



More than  
**5.3 million**  
people were taught  
lifesaving skills



People downloaded  
Red Cross apps nearly  
**1.7 million**  
times with more than  
151 million digital page views



More than  
**393 million**  
weather alerts issued by Red  
Cross apps—enabling people to  
make lifesaving decisions

### Practicing What You Teach

Red Cross volunteer Don Whited probably wouldn't be alive today if not for Jennifer Brandt and Shannan Stoltz, whom he calls his "Guardian Angels."

Following a storm last January 2, Don was snow-blowing the Red Cross chapter parking lot in Rochester, Minnesota. He unexpectedly felt tired and went inside for a cup of coffee and to rest. While talking with fellow volunteer Walt Lorber, Don suddenly threw his head back and made "a strange snorting noise."

Walt ran to the nearby CPR class for help. Jennifer, a Red Cross instructor, and Shannan, a former police officer, responded and quickly determined Don wasn't

breathing and had no pulse. The students called 9-1-1, as Jennifer started CPR. Paramedics arrived, using an automated external defibrillator (AED) to shock Don's heart three times until it started beating in a normal rhythm, and took Don to the hospital.

In June, the women were awarded the Red Cross Certificate of Merit—our highest national lifesaving award which is signed by our honorary chairman, the President of the United States—and Don gave each woman a necklace with a heart-shape pendant. "When you put that on," he said, "you think about what you did for me."

Facing page: Samya, 10, proudly demonstrates her back float under the watchful eye of Red Cross Water Safety Instructor Anna Pringle. This page: A student learns lifesaving lessons at a first aid/CPR class held at Red Cross National Headquarters in Washington, D.C.

# PROVIDING LIFESAVING BLOOD PRODUCTS



As the nation's largest provider of blood products, the Red Cross is dedicated to providing the safest, most reliable blood products possible to patients in need.

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Every two seconds, someone in the United States needs blood. The Red Cross provides about 40 percent of the nation's blood supply.

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## Kicking Cancer with Platelet Donations

Platelets are often referred to as “liquid gold.” This key clotting component of blood is always in demand and—for patients who need them—priceless. Patients like 5-year-old Robyn Ulrey of Farmland, Indiana.

Robyn is fighting acute lymphoblastic leukemia—a type of cancer in which the bone marrow overproduces immature white blood cells. To aid in her treatment, she received both blood and platelet transfusions.

“Robyn is the strongest kid I've ever seen,” said her mother, Katherine Ulrey. “The way she pulls through these painful and exhausting medical appointments and still manages a smile is truly inspiring.”

Katherine hosts Red Cross blood drives in Robyn's honor and is tremendously thankful to those who roll up a sleeve to give. “Without blood donors, we would have lost Robyn,” said Katherine. “We're so grateful!”

## Innovating to Help Donors Save Time and Lives

In October 2015, the Red Cross launched RapidPass nationwide, enabling blood and platelet donors to read the required pre-donation information and answer health history questions from the convenience of their home or office prior to arriving at Red Cross blood drives. RapidPass streamlines the process by reducing the time donors spend at donation locations by up to 15 minutes. Since its introduction, donors have presented RapidPass more than 1.1 million times, helping them save time as they come to help save lives.

Striving to provide an expedient and excellent donor experience, our award-winning Blood Donor App—which continues to see an increase in downloads—enables users to easily locate blood drives, make appointments and track donations. To date, the app has been downloaded more than 750,000 times, resulting in about 400,000 blood donation appointments since its launch.



## HIGHLIGHTS FROM FY 2016



Nearly 2.8 million people  
donated more than

**4.8 million**  
units of blood



Donations were processed  
into approximately

**6.8 million**  
blood products



Donations met the needs of  
patients at approximately

**2,600**  
hospitals and transfusion  
centers across the country

Facing page: Robyn Ulrey, age 5, is a fighter. She receives both blood and platelet transfusions as part of her cancer treatments. This page: Brittany Scalise, a volunteer platelet donor, helps patients like Robyn Ulrey fight cancer.

## Volunteering to Deliver Blood for Patients

Over the past year, the Red Cross has expanded the role of volunteers across the country, offering a new opportunity to serve their community as transportation specialists for Biomedical Services operations. Volunteers like transportation specialist Noel Macek from Omaha, Nebraska, help deliver lifesaving blood products from donation sites to manufacturing facilities, testing labs and hospital partners.

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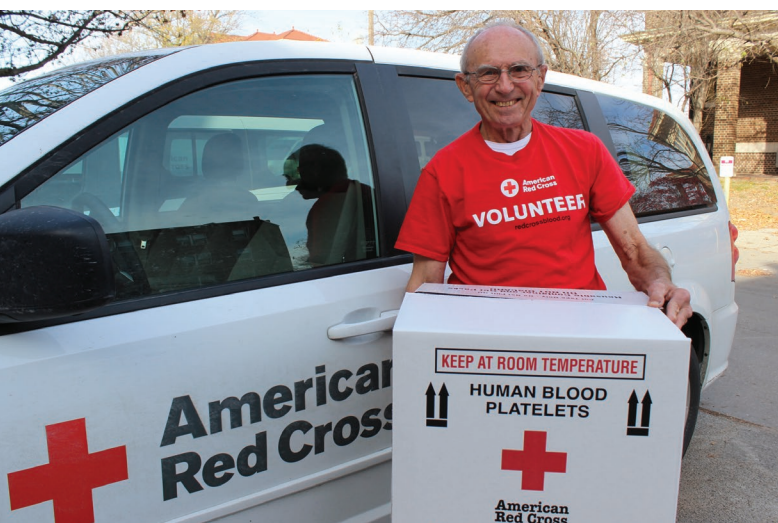
**“My favorite part is to deliver it to hospitals and be able to bring a smile to people’s faces,” said Macek. “That smile that they provide is worth all the effort.”**

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## Safeguarding the Blood Supply

As the 2015 calendar year came to a close, new concerns rapidly arose about Zika virus, a mosquito-spread disease reaching epidemic levels in Central and South America that soon made international headlines. Working closely with the U.S. Food and Drug Administration, Centers for Disease Control and Prevention and blood industry partners, the Red Cross reacted with unprecedented speed to protect the blood supply from this evolving threat.

In March 2016, the Red Cross swiftly implemented the FDA required blood donation deferral for those who had traveled to or resided in countries with Zika virus, or had any exposure risks associated with the virus. In June, before local transmission of Zika virus spread to the continental U.S., we implemented a new screening test under an investigational study beginning in high-risk states. With the release of revised FDA guidance, we then quickly expanded testing to cover all states in which we collect blood in just a few months. The safety of our blood donors and recipients is the highest priority of the Red Cross and that is exemplified in everything we do from day-to-day donation collections to preparing for and responding to emerging medical concerns.



Facing page: Renita Price reviews Red Cross materials with her daughters and nieces at the Ready Belvoir Military Family Preparedness Event in Fort Belvoir, Virginia. Left: Noel Macek of Omaha, Nebraska, volunteers as an American Red Cross Blood Services Transportation Specialist. Right: Samisoni Uasilaa gives a “thumbs up” while donating blood at a Tongan Community Blood Drive.

# CARING FOR MEMBERS OF THE MILITARY, VETERANS AND THEIR FAMILIES

The ways in which the Red Cross serves members of the military, veterans and their families have evolved over the last century but our commitment remains steadfast.

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Every day, the Red Cross provides more than 1,000 services to members of the military, veterans and their families.

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## Connecting Military with their Families

The American Red Cross has supported military families for more than 130 years. In our earliest days, that meant hand-delivering messages from the battlefield. Today, when family emergencies occur at home, the Red Cross relies on technology to deliver emergency messages and provide families with comprehensive assistance. Not limited to times of disasters, we handle emergency communications every day while serving alongside our nation's military in times of war and peace. Aneisa Watson, a development operations specialist for the Red Cross North Texas Region, knows this from personal experience since the Red Cross helped her family members return stateside during emergencies—not just once but twice.

The first time was when Aneisa's grandfather was ill. His physicians feared he might not have long to live. The Red Cross was able to help Aneisa's mother return to the U.S. to see her father before he passed away. The second time involved the death of Aneisa's uncle. Her father worked with the Red Cross so that he, his wife and their three daughters could get from Vicenza, Italy, to New Orleans to attend the funeral.



## Caring for Our Nation's Heroes

After retiring from the medical profession in 2013, Dr. Robert Rosenbaum decided to continue practicing in the Neurosurgery Clinic at Walter Reed National Military Medical Center as part of the Red Cross Medical Professional Volunteer Program.

A neurosurgeon as well as a former Navy lieutenant commander, Robert said it was a natural fit. As a volunteer, he can now continue to help ill and injured service members—some of whom he's taken care of for more than a decade. He especially enjoys hearing patients tell him about things they're able to do now that they couldn't do before an operation.

"Having medical professional volunteers helps to alleviate some of the increased demands on the hospital staff," Dr. Rosenbaum said. "The additional help also allows doctors more time with each patient, which in turn helps to increase the quality of care patients receive."



### HIGHLIGHTS FROM FY 2016



Provided nearly  
**385,000**  
 emergency services to  
 members of the military  
 and their families



Helped nearly  
**1,200**  
 children and teens in military  
 families learn effective coping  
 and communication skills



Distributed nearly  
**659,000**  
 comfort and therapy items at  
 military and veterans' hospitals  
 and medical facilities



Trained more than  
**92,000**  
 service members, veterans  
 and their families in improving  
 coping skills and resiliency

## Building Resilient Military Families

Every day across America, men and women answer our nation's call to serve in the United States Armed Forces. These heroes and their families assume great responsibility and face challenges unique to military life, including multiple deployments, separation from loved ones and risk of injury and death.

These challenges are especially difficult for children of military families. To help them learn effective coping and communication skills, the Red Cross partnered with Camp Corral to roll out a new Reconnection Workshop specifically designed for military-connected children.

Camp Shady Brook, a YMCA camp near Deckers, Colorado, was the first camp to host the workshop: *Operation 10-4: Confident Coping*. The Red Cross workshop focuses on essential life skills and bolstering strengths that may already exist within the child. During the lessons, children learn personal strengths for dealing with stress and how to reach out and ask for help when needed.



# THANKS TO OUR GENEROUS SUPPORTERS

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## Chairman's Council Members

Each member of the Chairman'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	Sam J. Frankino Foundation	Janice & Robert C. McNair
The Ahmanson Foundation	Mr. & Mrs. Robert W. Galvin	The Meadows Foundation
Anonymous (St. Joseph, MO)	Lady Gaga & the Germanottas	Robert W. Merrick
Anonymous	The Granger Foundation	Loren E. Parks
The Anschutz Foundation	Dorrance Hill Hamilton	The Robin & Richard Patton Family
The Arcadia Foundation	Mr. & Mrs. Leon "Pete" Harman	The Peierls Foundation
Lucille & Don R. Armacost	The Harriman Family	T. Boone Pickens
Barbara and Jack Bovender	Randy Harris & Joey Proffitt Harris	The Rapaport Family
The Bullock Family	Colleen G. Hempleman	Bruce & Diana Rauner
Morris and Gwendolyn Cafritz	The Albert M. Higley Family	Emily Frances & John Raymond
Nicholas Cage	Conrad N. Hilton Foundation	Julia Roberts
Margaret A. Cargill	Mason & Mary Holland Family	Lily Safra
Judith M. & Russell L. Carson	Bill & Jill Howard	Rowena Yarak Schaber
J. Harwood & Louise B. Cochrane	Jon & Karen Huntsman	H. Marshall & Rae Paige Schwarz
Colcom Foundation	The Jordan Family	Thomas D. Scott
James M. Cox Foundation	Lona & Harry Jupiter	Deborah G. Seymour
Michael & Susan Dell	Ann F. Kaplan	Jean D. Shehan
John R. Denzler & Sons	Michele & Howard Kessler	Ellen G. Shelton
The Paul Desmond Estate	Lavin Family Foundation	Denise R. Sobel
Swanee & Paul J. DiMare	Jeannik Méquet Littlefield	The Steinbrenner Family
George S. & Dolores Doré Eccles Foundation	Richard E. & Nancy Peery Marriott	Perry & Ruby Stevens
John and Fran Edwardson	Rex and Alice A. Martin	Janet & John Swanson
Kathleen A. Ernst Charitable Foundation	Alvin & Wanda McCall	J.T. Tai Foundation
Pamela A. Farr	Susan & Craig McCaw	Velma Wallace
The Lee & Juliet Folger Fund	Bowen H. "Buzz" & Barbara McCoy	Anita Zucker
	Chairman Bonnie McElveen-Hunter	The Zverina Family

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

Anonymous	Kathryn H. and Gary L. Flynn	Mason & Mary Holland Family
Mrs. Margaret S. & Mr. Robert Barbour	Mr. Paul L. Foster	The Jordan Family
Liz & Frank Blake	Mei Sze and Jeff Greene	Alvin & Wanda McCall
Mrs. Barbara T. & Mr. Jack O. Bovender	Angie Guerra	The Robin & Richard Patton Family
Al & Nancy Burnett Charitable Foundation	Lyda Hill	The Rapaport Family
Michael J. Cosgrove	Martha Ingram	Paula M. Robinson
Mr. & Mrs. David R. Cummings	Gerald A. and Karen A. Kolschowsky	Denise R. Sobel
Fran and John Edwardson	Rosemarie A. & George J. Korphage	J.T. Tai Foundation
Linden Root Dickinson Foundation	Ruth Lilly Philanthropic Foundation	Willow Springs Family Foundation

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## National Corporate Supporters

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

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

American Airlines	Enterprise Rent-A-Car Foundation	Nationwide Foundation
Anheuser-Busch Foundation	FedEx	State Farm
Anthem Foundation	The Home Depot Foundation	Target
Boise Paper	Humble Bundle	UPS
Caterpillar Foundation	LDS Charities	VSP <sup>SM</sup> Vision care for life
Costco Wholesale	Lowe's Companies, Inc.	Walmart and the Walmart Foundation
Delta Air Lines	Mazda North American Operations	The Wawa Foundation
Disney	Merck Foundation	

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

3M	Darden Restaurants, Inc. Foundation	National Grid
Altria Group	Discover	PepsiCo Foundation
American Express	Edison International	Ryder
Aon	Farmers Insurance	Southwest Airlines
Bank of America	Ford Motor Company	Sprint
BNY Mellon	Grainger	Sunoco
Capital One	John Deere Foundation	The TJX Companies, Inc.
Cisco Foundation	Johnson Controls	United Airlines
Citi Foundation	Medtronic Foundation	United Technologies Corporation
ConAgra Foods Foundation	Meijer	Visa
CSX	Mondelēz International Foundation	Wells Fargo

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

Alcoa	Hewlett-Packard Enterprise Foundation	Procter & Gamble Company
Almost Family	Hi-Rez Studios	PSEG Foundation
Astellas USA Foundation	IBM Corporation	PuroClean Disaster Recovery
AT&T	IKEA	Red Heart Yarns
AvalonBay Communities, Inc.	Ingersoll Rand Foundation	Residence Inn by Marriott
AXA	Interstate All Battery Center	ScriptRelief
Ball Foundation	Land O'Lakes, Inc.	Sealed Air
CarMax	MetLife Foundation	SERVPRO
The Clorox Company	Morgan Stanley	Southeastern Grocers Home of BI-LO
Cox Automotive	Neiman Marcus Group	Harveys Winn Dixie
DTE Energy Foundation	New Balance Foundation	T O Y O T A
Duke Energy	Northrop Grumman Corporation	U.S. Bank
Entergy Corporation	Northwestern Mutual and the	U-Haul International
General Motors Foundation	Northwestern Mutual Foundation	

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

Ahold USA	Reliance Steel & Aluminum Company	LAW Foundation**
The Home Depot Foundation	USAA Foundation	

### **Other Corporate Supporters\***

Circle K West Coast and Florida Divisions  
Herbalife

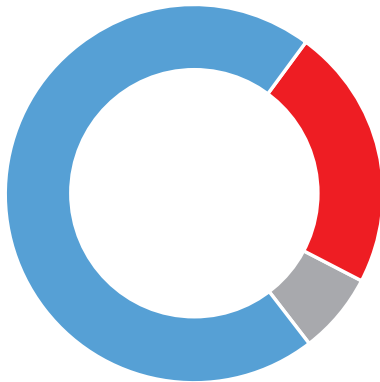
**The American Red Cross wishes to thank all our generous supporters.**

# 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 2016 were \$2,660.1 million. Red Cross total expenses were \$2,721.5 million. Net assets were \$985.6 million.

## Fiscal Year 2016 (7/1/2015 – 6/30/2016)

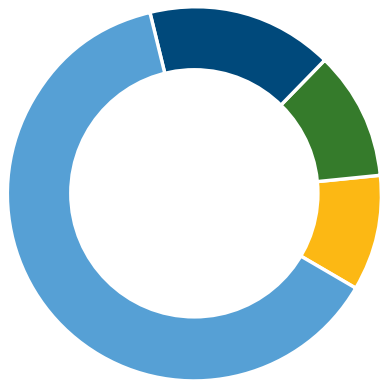
**Net Assets** (in millions): **\$985.6**



### Operating Revenues & Gains (in millions)

■ Products & Services	<b>\$ 1,878.9</b>	70.6%
■ Contributions	<b>602.5</b>	22.6%
■ Investment Income & Other	<b>178.7</b>	6.7%

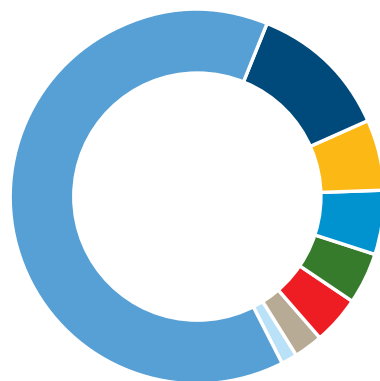
**Total \$2,660.1**



### Contributions (in millions)

■ Corporate, Foundation & Individual Giving	<b>\$ 378.4</b>	63.0%
■ Legacies & Bequests	<b>96.8</b>	16.0%
■ United Way & Combined Federated Campaign	<b>65.9</b>	11.0%
■ Donated Materials & Services	<b>61.4</b>	10.0%

**Total \$602.5**



### Operating Expenses (in millions)

■ Biomedical Services	<b>\$ 1,736.3</b>	63.8%
■ Domestic Disaster Services	<b>332.7</b>	12.2%
■ Fundraising	<b>169.7</b>	6.2%
■ Health and Safety Services	<b>148.3</b>	5.4%
■ International Relief and Development Services	<b>119.7</b>	4.4%
■ Management and General	<b>116.4</b>	4.3%
■ Service to the Armed Forces	<b>65.2</b>	2.5%
■ Community Services (other local programs)	<b>33.2</b>	1.2%

**Total \$ 2,721.5**

NOTE: The complete audited consolidated financial statements of the American Red Cross for fiscal year 2016 may be obtained online at [redcross.org/pubs](http://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, 2016)

### **Honorary Chairman**

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*Pace Communications, Inc.*  
*Greensboro, North Carolina*

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Laurence E. Paul, M.D.

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*International Director, Global Markets*  
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*Broadcaster*  
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*CEO*  
*Pace Communications, Inc.*  
*Greensboro, North Carolina*

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*President and CEO*  
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*Laurel Crown Partners LLC*  
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*Columbus, Ohio*

Dennis M. Woodside  
*Chief Operating Officer*  
*Dropbox, Inc.*  
*San Francisco, California*

## **Corporate Officers** (as of October 31, 2016)

Bonnie McElveen-Hunter  
*Chairman*

Gail J. McGovern  
*President and CEO*

David Meltzer  
*General Counsel and*  
*Chief International Officer*

Brian J. Rhoa  
*Chief Financial Officer*

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*Corporate Secretary*

### **Executive Leadership**

Suzanne C. DeFrancis  
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Shaun P. Gilmore  
*President, Biomedical Services*

Cliff Holtz  
*President, Humanitarian Services*

Melissa B. Hurst  
*Chief Human Resources Officer*

Neal Litvack  
*Chief Marketing Officer*

Jack McMaster  
*President, Preparedness and*  
*Health and Safety 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

## 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), and visit us on Twitter at [@RedCross](https://twitter.com/RedCross) and follow us at [facebook.com/redcross](https://facebook.com/redcross).

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

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Front Cover: Even as this report was being written and designed, the trend of back-to-back-to-back domestic disasters that began in fiscal year 2016 continued into the new fiscal year with the Red Cross responding to Hurricane Matthew in the South on the heels of devastating flooding in Louisiana. While Red Crossers worked to provide critical assistance in North Carolina and adult hurricane survivors focused on the details of recovery, kids at the Kinston High School shelter did what kids do—they made the best of things by making a “fort” out of Red Cross cots and blankets, October 13, 2016. Facing page: Children affected by the aforementioned flooding in Louisiana received hot meals from volunteers in a Red Cross Emergency Response Vehicle visiting Denham Springs in August 2016.





**American  
Red Cross**

[redcross.org](http://redcross.org)