

Home Fire Campaign

2017 Annual Update
February 2018



**American
Red Cross**



Kimberly Bale
Consumer Cycle Services

Lista para verificar la seguridad durante un incendio doméstico

Medidas de seguridad en la cocina

- 1. Este artículo es la base de las recomendaciones de la cocina durante un incendio doméstico y se debe seguir al pie de la letra.

Medidas de seguridad para fumadores

- 1. Use un cenicero.

Medidas de seguridad respecto a eléctricidad

- 1. No use enchufes sobrecargados.

Detección de humo

- 1. Compruebe el funcionamiento de su detector de humo.

¿Cuándo llamar al bombero?

Siempre llame al bombero si ve un incendio o si huele humo.



American Red Cross Home Fire Campaign at a Glance

Every day, seven people die in home fires, most in homes that lack working smoke alarms. That's why the Red Cross launched our Home Fire Campaign in 2014. Since then, we've accomplished so much.

To make communities and families safer, we have...¹



Installed more than **1.1 million smoke alarms** in more than **12,000 cities and towns**



Reached more than **980,000 children** through youth preparedness and education programs



Served **more than 1.2 million people** through home visits in 50 states, 4 territories and the District of Columbia

This work was made possible by our committed financial donors and volunteers, fire departments, FEMA and other partner organizations.

Cover photo: Red Cross worker Kimberly Bale provides fire safety information and smoke alarms during an installation event in Moss Beach, Calif. Photo by Howard Share/American Red Cross. Above: Photo by Brad Zerivitz/American Red Cross.

¹Cumulative Home Fire Campaign totals as of December 31, 2017

Making a Lifesaving Difference



A Message from the Senior Vice President, American Red Cross Disaster Cycle Services

Over the past year, as our Home Fire Campaign has reached more and more communities, we've heard the dramatic stories, often with similar elements—a slumbering family, an alarm sounding in the night, and a safe escape from a burning home.

From Portland, Oregon to Poughkeepsie, New York, from McClellanville, South Carolina to Lebanon, Indiana, people all over the country have survived potentially deadly fires thanks to our generous donors and dedicated volunteers. Working with local fire departments and community organizations, these volunteers have gone house-to-house in the most vulnerable neighborhoods, installing smoke alarms and helping families develop emergency escape plans.

As I write, more than 330 lives have been saved through the Home Fire Campaign efforts of the American Red Cross and our partners—a truly remarkable accomplishment. To date, we've made over 450,000 households safer in more than 12,000 U.S. cities and towns, and our work is far from over. This spring, 35,000 Red Cross volunteers and our partners will install 100,000 free smoke alarms in more than 100 cities and towns. These special events are engaging people all over the country to *Sound the Alarm. Save a Life* as we continue our quest to reduce injury and death due to home fires.

While we strive to prevent these tragedies, the needs of those impacted by home fires remain great. Every eight minutes, the Red Cross responds to a disaster—a majority of them home fires. When a family watches helplessly as flames consume their home and possessions, the Red Cross is there. We provide survivors with food, help replacing clothing and other necessities, a place to stay, and comfort in the face of devastating losses.

In this year's update, you'll find more information about the many ways supporters of our Home Fire Campaign are making a difference for people in communities like yours, along with a few of the stories shared by people whose lives have been touched through this enormous effort. None of this work would be possible without the generosity of our donors and the selfless commitment of tens of thousands of volunteers. On behalf of those we serve, thank you.

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

Harvey Johnson



Protecting Children and our most Vulnerable Communities

After Tina Lowe lost her daughter, son-in-law and grandchildren to a home fire started by a wood stove in October 2016, she and others in her Georgia community rallied with the Red Cross to save lives through the Home Fire Campaign. Lowe's family had no working smoke alarms in the home when the fire occurred.

“Nobody deserves to have a tragedy like I had.”

Tina Lowe, Home Fire Campaign volunteer, Georgia

Home fires are common, deadly—and preventable. Children, the elderly and lower-income families face the highest risk and loss of life due to these disasters. To make our neighbors across the country safer and better prepared for these everyday disasters, we are using data and mapping technology to identify areas where home fires pose the greatest threat.

Then we join fire departments, community groups and local volunteers to visit homes door-to-door in these communities, installing free smoke alarms, replacing dead smoke alarm batteries and helping families plan their emergency escape route together. Preparedness is crucial, since families may have as little as two minutes to safely escape a burning residence. Working smoke alarms reduce the risk of fatalities in a home fire by 50 percent;² providing early warning literally means the difference between life and death.

The Red Cross helps people keep loved ones safe by encouraging two simple steps:



Practice your
2-minute drill.



Test your smoke
alarms monthly.

Today, **more than 330 people are still alive** because of smoke alarms and safety information provided by the Red Cross and our partners. This total includes more than 120 children, who are a special emphasis of our preparedness outreach and education. For example, since the start of the Home Fire Campaign, the Red Cross has provided home fire safety and emergency preparedness education to more than 870,000 children through initiatives like The Pillowcase Project, sponsored by Disney, and our Monster Guard mobile app.

Above: In September, 2016, Red Cross volunteers canvassed underserved and military-connected neighborhoods near Fort Bragg, in Fayetteville, N.C., providing fire safety materials and installing free smoke alarms. Photos by Adam Jennings/American Red Cross.

²National Fire Protection Association Smoke Alarms Fact Sheet. September 2015.



Eighteen Lives Saved: The Milord Family's Story

On November 8, 2016, as the Milord family slept, a fire was burning in the basement of their home in Orange, New Jersey. Just before 5 a.m., Madeleine and her brother Claude were awakened by the piercing sound of a smoke alarm.

"We heard the 'beep, beep, beep' of the smoke alarm," said Claude. "The house felt warm and I could smell smoke, but we saw no smoke or fire." Making his way downstairs, he opened the basement door, releasing a plume of smoke. "It's in the basement! There's a fire in the basement!" Claude yelled. He and Madeleine then raced to wake their loved ones. The extended family of 17, along with a friend staying the night, survived the fire, thanks to free smoke alarms installed by the Red Cross and partners during a Home Fire Campaign event a year and a half earlier.

A life-changing visit

On April 25, 2015, volunteers from the Red Cross, the Orange Fire Department and Emergency Response Team visited the Milord home. The team was spending a sunny Saturday afternoon going door-to-door in Orange, offering free smoke alarms as part of the Home Fire Campaign. The Milords welcomed the volunteers, who then worked with the family to create a fire escape plan and installed the smoke alarms that would save their lives. "Fortunately, the Milord family was able to escape unharmed thanks to working smoke alarms," said Ana Montero, CEO of the Red Cross New Jersey Region. "Smoke alarms save lives, and through the Home Fire Campaign, the Red Cross and our community partners continue to help protect families from home fires."

The day of the fire, Red Cross disaster responders met with the Milord family to provide comfort and assistance, including temporary lodging, food and clothing. "The Red Cross came right after the fire to help us find a place to stay," Claude said. "They gave us some money for a hotel and food. We thank the Red Cross for all their help. Bless the Red Cross." Red Cross caseworkers helped the family develop a recovery plan and connected them with additional resources to get back on their feet.

"The Red Cross came right after the fire."

Claude Milford, home fire survivor

The Milord family has now settled into their new home in nearby East Orange. In early March 2017, local fire officials and Red Cross workers visited the family again to install smoke alarms and help them, particularly their younger children, develop a new escape plan. "I'm so happy they came today," said Madeleine. "I feel safer now that we have smoke alarms in the house."

Above left: Milord family members Keisha and her mother, Sara, during a Home Fire Campaign visit to their new East Orange home in March 2017. Above right: Nine-year-old Wismyna shows off the family fire escape plan she created to help keep her family safe in the event of a fire at their new East Orange home. Photos by Erica M. Viviani/American Red Cross.



Sharing Help and Hope with Home Fire Survivors

In fiscal year 2017, Red Cross disaster workers responded to tens of thousands of home fires all over the country, day and night, from big cities to small towns and rural areas. Often among the first to arrive on the scene, our trained volunteers and employees met with survivors—sharing hugs and small comforts like warm blankets and coffee—and helped them begin to think about their next steps.

We offered support for immediate needs, which may include everyday items like toothbrushes, clothes and diapers as well as a safe place to stay the night. In addition, we provided survivors with a client assistance card that they can use to purchase life's essentials. Finally, Red Cross caseworkers continued to stay in touch, helping affected individuals and families plan for recovery and locate available resources to rebuild their lives.

Home Fire Relief

The vast majority of Red Cross disaster responses are for home fires. During fiscal year 2017,³ the American Red Cross...



Responded to **more than 55,000 home fires**



Opened **more than 119,000 cases** for affected families, helping **over 330,000 people**

Christine Stevens was making coffee on a September morning when her Cleveland home caught fire. As the smoke alarm sounded, Stevens and her teenage son and daughter fled to safety. The fire department extinguished the blaze, but the family was suddenly left homeless with no immediate return in sight. A sparking electrical box caused the fire, and firefighters advised that the wiring for the house—which Stevens rented—needed to be brought to code. “I was scared,” Stevens said. “Where am I gonna live? What am I gonna do?”

She learned that the American Red Cross was on the way to offer help. Upon arriving, two Red Cross workers met with the family, providing snacks, personal hygiene items, initial financial assistance and the reassurance of follow-up support for their recovery. Christine was grateful for the Red Cross assistance to help get back on her feet. “They gave me some money [and] gave me some food and toiletries, which is a great help,” she said.

The Red Cross provided immediate help for Christine Stevens, pictured above left with her daughter Tiana, after their home caught fire. A sparking electric box caused the September 2016 fire. Photos by Jim McIntyre/American Red Cross.

³July 1, 2016–June 30, 2017



Volunteers and Supporters Make the Home Fire Campaign Possible

On October 15, 2016, 101 employees, vendors, family and friends of Almost Family, a home health service company and national sponsor of our *Sound the Alarm* initiative, came together to install 329 smoke alarms in 161 homes in Jeffersontown, Kentucky, near Louisville. They helped make an additional 101 homes safer through home fire safety education across a high-risk community.

An enthusiastic partner, Almost Family employees and leadership have participated in multiple installation events and also incorporated the campaign during visits with their home care patients, helping make more than 11,000 homes safer and installing nearly 3,500 smoke alarms in the Kentucky Region.

This was just one of thousands of events held around the country since the Home Fire Campaign began, reaching more than 1.2 million people with home visits in over 12,000 cities and towns.

The Red Cross relies on generous and compassionate support from the public to carry out our lifesaving mission. We are particularly grateful to our dedicated Home Fire Campaign volunteers—including those engaged through our corporate sponsors—financial donors and over 4,400 coalition partners for selflessly supporting our mission and helping raise awareness about fire safety.

Your support means everything to those we serve. To learn more about how you can prepare for and prevent home fires, please visit redcross.org/homefires.



Red Cross volunteers around the country continue sharing our lifesaving message in communities like yours—home by home, family by family. In the spring of 2018, the Red Cross, our partners and 35,000 volunteers are taking the campaign to the next level, installing 100,000 free smoke alarms in more than 100 communities all over the U.S. as they spread the message to *Sound the Alarm. Save a Life.*

During this period of heightened emphasis and national visibility, the Red Cross is grateful for the generous support of our national corporate partners, **Almost Family**, **Delta Air Lines** and **International Paper**, as well as many other regional partners, companies, organizations and individuals who have donated their time, talent and financial resources to this important cause.



Thank you!

The American Red Cross gratefully acknowledges the following companies, foundations and partner organizations that have made extraordinary contributions to our Home Fire Campaign, including our national promotional partners who supported our campaign and helped spread the word about home fire prevention during peak campaign months.⁴

Almost Family	Energy Transfer Partners	Motorola Solutions and the Motorola Solutions Foundation
ARISE, with financial support from the Walmart Foundation	FEMA	Nationwide
Astellas USA Foundation	Fred Meyer	SERVPRO
Delta Air Lines	Grainger	UGI
DTE Energy Foundation	Kidde	U.S. Fire Administration
Duracell	LDS Charities	The Wawa Foundation



⁴Donations to Home Fire Campaign of \$250,000+ as well as special promotional partners from July 1, 2016–June 30, 2017.