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.

Bonnie McElveen-Hunter
Chairman

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

A Message from the Chairman
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.

Gail McGovern
President and CEO
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 99,200 individual care contacts made to support health, mental health, spiritual care and disability needs.
- Over 106,800 overnight shelter and hotel stays provided.
- Over 900,100 meals and snacks served with partners.
- Over 488,500 relief items distributed.
- Over 23,800 households provided with recovery assistance.
Disaster

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.
Relief in the Face of Devastation

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.

“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.

HOME FIRE CAMPAIGN HIGHLIGHTS


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

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.

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

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.
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.
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.

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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
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Supreme Master Ching Hai  
Dr. Kristine D. Harper  
Hauck Charitable Foundation  
The Hawks Foundation  
Heinauer Family Fund  
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  
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 Spurillo 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  
The Zverina Family  
H. Marshall & Rae Paige Schwarz  
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The Zverina Family

*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**

<table>
<thead>
<tr>
<th>Company</th>
<th>Organization</th>
<th>Bank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>Latter-day Saint Charities</td>
<td>Wells Fargo</td>
</tr>
<tr>
<td>Anheuser-Busch Foundation</td>
<td>Walmart and the Walmart Foundation</td>
<td></td>
</tr>
</tbody>
</table>

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

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

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

<table>
<thead>
<tr>
<th>Company</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Altria Group</td>
<td>General Motors</td>
<td>Progressive Insurance</td>
</tr>
<tr>
<td>Aon</td>
<td>Grainger</td>
<td>PwC Charitable Foundation</td>
</tr>
<tr>
<td>Capital One</td>
<td>HCA Healthcare</td>
<td>San Manuel Band of Mission Indians</td>
</tr>
<tr>
<td>Citi Foundation</td>
<td>Humble Bundle</td>
<td>Sands Cares</td>
</tr>
<tr>
<td>The Clorox Company</td>
<td>IBM Corporation</td>
<td>Southwest Airlines</td>
</tr>
<tr>
<td>Darden Foundation</td>
<td>International Paper</td>
<td>The Starbucks Foundation</td>
</tr>
<tr>
<td>Delta Dental Community Care Foundation</td>
<td>The J.M. Smucker Company</td>
<td>Target</td>
</tr>
<tr>
<td>Discover</td>
<td>Johnson Controls Foundation</td>
<td>The TJX Companies, Inc.</td>
</tr>
<tr>
<td>Edison International</td>
<td>The Kroger Co. Foundation</td>
<td>Toyota</td>
</tr>
<tr>
<td>Energy Transfer/Sunoco Foundation</td>
<td>LHC Group</td>
<td>United Airlines</td>
</tr>
<tr>
<td>Fidelity Charitable Trustees’ Initiative</td>
<td>Merck Foundation</td>
<td>The USAA Foundation, Inc.</td>
</tr>
<tr>
<td>Ford Motor Company</td>
<td>Mondelez International Foundation</td>
<td>Visa Foundation</td>
</tr>
<tr>
<td>Fox Corporation</td>
<td>New Balance Foundation</td>
<td>The Wawa Foundation</td>
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<tr>
<td></td>
<td>PepsiCo Foundation</td>
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**Disaster Responder Members—$250,000+ Annual Giving**

<table>
<thead>
<tr>
<th>Company</th>
<th>Organization</th>
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</thead>
<tbody>
<tr>
<td>7-Eleven Cares Foundation</td>
<td>Choice Hotels International</td>
<td>Firehouse Subs Public</td>
</tr>
<tr>
<td>Adobe</td>
<td>Cisco Foundation</td>
<td>Safety Foundation</td>
</tr>
<tr>
<td>American Express</td>
<td>CNA Insurance</td>
<td>Harbor Freight Tools Foundation</td>
</tr>
<tr>
<td>Assurant</td>
<td>The Coca-Cola Company</td>
<td>Hewlett Packard Enterprise Foundation</td>
</tr>
<tr>
<td>AstraZeneca</td>
<td>The Coca-Cola Foundation</td>
<td>HP Foundation</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>Consumer Cellular</td>
<td>The Kraft Heinz Company Foundation</td>
</tr>
<tr>
<td>AvalonBay Communities, Inc.</td>
<td>CSX</td>
<td>Lenovo</td>
</tr>
<tr>
<td>Avangrid Foundation</td>
<td>DICK’S Sporting Goods Foundation</td>
<td>Liberty Mutual Insurance</td>
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<tr>
<td>The Ball Foundation</td>
<td>Dominion Energy</td>
<td>Mastercard</td>
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<tr>
<td>Barclays</td>
<td>Duke Energy</td>
<td>Neiman Marcus Group</td>
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<tr>
<td>BMW of North America</td>
<td>Duke Realty</td>
<td>Northrop Grumman</td>
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<tr>
<td>CarMax</td>
<td>Equitable</td>
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<tr>
<td>Blood Services Giving Program Members—$1,000,000+ Annual Giving**</td>
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<tr>
<td>---------------------------------------------------------------</td>
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<tr>
<td>Rodan + Fields Prescription for Change Foundation</td>
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<tr>
<td>Tata Consultancy Services</td>
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<tr>
<td>Raytheon Technologies</td>
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<tr>
<td>NorthWestern Mutual and the NorthWestern Mutual Foundation</td>
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<tr>
<td>Security Finance's Lending Hand Foundation</td>
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<tr>
<td>Old Dominion Freight Line</td>
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<tr>
<td>Southeastern Grocers Home of BI-LO, Fresno y Más, Harveys Supermarket and Winn-Dixie</td>
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<tr>
<td>Procter &amp; Gamble</td>
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<tr>
<td>Prudential Financial</td>
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<tr>
<td>Security Finance's Lending Hand Foundation</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Blood Services Giving Program Members—$500,000+ Annual Giving**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
</tr>
<tr>
<td>Cedar Fair Entertainment</td>
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<tr>
<td>Herbalife</td>
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<tr>
<td>Delta Air Lines</td>
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<tr>
<td>Suburban Propane</td>
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<tr>
<td>Delta Air Lines</td>
</tr>
<tr>
<td>Prologis</td>
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<tr>
<td>Delta Air Lines</td>
</tr>
<tr>
<td>Walgreens</td>
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<table>
<thead>
<tr>
<th>Blood Services Giving Program Members—$250,000+ Annual Giving**</th>
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</thead>
<tbody>
<tr>
<td>Boise Paper</td>
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<tr>
<td>The Hawks Foundation</td>
</tr>
<tr>
<td>Sport Clips Haircuts</td>
</tr>
<tr>
<td>Fingerpaint Marketing</td>
</tr>
<tr>
<td>Toyota Material Handling, Inc.</td>
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<tr>
<td>The Wawa Foundation</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Service to the Armed Forces Giving Program Members—$500,000+ Annual Giving**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anheuser-Busch Foundation</td>
</tr>
<tr>
<td>Lockheed Martin Corporation</td>
</tr>
<tr>
<td>Service to the Armed Forces Giving Program Members—$250,000+ Annual Giving**</td>
</tr>
<tr>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>L.A.W. Foundation</td>
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<tr>
<td>Reliance Steel &amp; Aluminum Co.</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Home Fire Campaign Supporters—$250,000+ Annual Giving**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Cross and Blue Shield of North Carolina</td>
</tr>
<tr>
<td>Delta Air Lines</td>
</tr>
<tr>
<td>National Grid</td>
</tr>
<tr>
<td>Blue Cross and Blue Shield of South Carolina</td>
</tr>
<tr>
<td>Lowe's Companies, Inc.</td>
</tr>
<tr>
<td>Pacific Gas &amp; Electric Company</td>
</tr>
<tr>
<td>Delta Air Lines</td>
</tr>
<tr>
<td>Motorola Solutions Foundation</td>
</tr>
<tr>
<td>PSEG Foundation</td>
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</table>

<table>
<thead>
<tr>
<th>Additional Supporters—$250,000+ Annual Giving**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addison Hines Charitable Trust</td>
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<tr>
<td>Intel/Intel Foundation</td>
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<tr>
<td>United Way of Greater Cincinnati</td>
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<tr>
<td>The Ahmanson Foundation</td>
</tr>
<tr>
<td>Johnson &amp; Johnson Family of Companies</td>
</tr>
<tr>
<td>United Way of Greater Houston</td>
</tr>
<tr>
<td>Allstate Corporation</td>
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<tr>
<td>Margaret A. Cargill Philanthropies</td>
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<tr>
<td>United Way of Greater Milwaukee &amp; Waukesha County</td>
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<tr>
<td>Ameriprise Financial</td>
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<tr>
<td>Metro United Way</td>
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<tr>
<td>United Way of Greater St. Louis</td>
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<tr>
<td>Apple</td>
</tr>
<tr>
<td>NiSource Charitable Foundation</td>
</tr>
<tr>
<td>United Way of Miami-Dade County</td>
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<tr>
<td>The Boston Consulting Group</td>
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<tr>
<td>PayPal</td>
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<tr>
<td>United Way of the Capital Region</td>
</tr>
<tr>
<td>The Burmax Company</td>
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<tr>
<td>The Robert &amp; Shirley Harris Family Foundation</td>
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<tr>
<td>United Way of the Mid-South</td>
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<tr>
<td>Chick-fil-A Foundation</td>
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<tr>
<td>Family Foundation</td>
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<tr>
<td>Victoria's Secret/PINK</td>
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<tr>
<td>Circle K</td>
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<tr>
<td>Scaife Family Foundation</td>
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<tr>
<td>United Way of Central Alabama</td>
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<tr>
<td>The Columbus Foundation</td>
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<tr>
<td>Tulsa Area United Way</td>
</tr>
<tr>
<td>United Way of Central Alabama</td>
</tr>
<tr>
<td>F. M. Kirby Foundation, Inc.</td>
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<tr>
<td>United Way of Central Indiana</td>
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<tr>
<td>Facebook</td>
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<tr>
<td>United Way of Central Ohio</td>
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<tr>
<td>Facetus</td>
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<tr>
<td>United Way of Central Oklahoma</td>
</tr>
<tr>
<td>Google.org</td>
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<tr>
<td>United Way of Central Oklahoma</td>
</tr>
<tr>
<td>Facebook</td>
</tr>
</tbody>
</table>

*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 $1,840.0 63.3%
- Contributions 936.3 32.2%
- Investment Income & Other 131.1 4.5%
Total $2,907.4

Contributions (in millions)

- Corporate, Foundation & Individual Giving $564.9 60.3%
- Contracts, Including Federal Government 128.1 13.7%
- Legacies & Bequests 125.7 13.4%
- Donated Materials & Services 84.1 9.0%
- United Way & Combined Federated Campaign 33.5 3.6%
Total $936.3

Operating Expenses (in millions)

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

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(as of October 31, 2020)

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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

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Founder and CEO
Cognosante

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

Gail J. McGovern
President and CEO
The American National Red Cross

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(as of October 31, 2020)

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Chairman

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” Hroud
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

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 or cruzrojaamericana.org, follow us on Twitter at @RedCross, Facebook at facebook.com/redcross and Instagram at @americanredcross.

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

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Michele Lumet
Print Production Coordinator

Angie Bermudez
Writer

Christine Vanderbeek
Senior Designer

Photography Credits
All photos are property of the American Red Cross unless otherwise noted.


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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