Bringing Communities HOPE
A Message from the Chairman

142 years after Clara Barton founded the American Red Cross, the need to alleviate human suffering has never been greater. This year, the Red Cross was once again there to deliver relief and hope for tomorrow to people during their darkest hours. Nothing we do would be possible without the dedication and care of our volunteers, donors, partners and employees who work tirelessly...day after day...and year after year...to bring comfort to millions of individuals and families. We are truly thankful for your unwavering support.

While this year presented numerous challenges, including unprecedented levels of disaster activity and crises around the globe, our organization and make a lasting difference in so many lives for years to come.

On behalf of our Red Cross family, thank you for your ongoing belief and trust in our beautiful PLYVLRQRIWKHWHUIHDYLQJXRQHGRXWZHLOO membership of the military, veterans and their families.

As always, we would be unable to carry out our Red Cross mission without the steadfast support of our dedicated Red Crossers once again stepped up to communities impacted by a seemingly endless stream of natural disasters. From catastrophic flooding in Kentucky, to Hurricane Ian in Florida, to disasters large and small, distributing millions of units of lifesaving blood products, training Americans in health and safety skills, delivering comfort and care to military members and veterans, and assisting our neighbors abroad during times of crisis.

This past year, our humanitarian organization provided immediate relief and recovery services to communities impacted by a seemingly endless VVUWHQGDIWURDOVXDFULFDOHUFVRYRUFDWDLFQIHG AED skills — and again provided about 40% of our nation's blood supply. And we delivered emergency RRGQLQIOWXDFULFDOHKSRVHVRYRUFDWDLFQIHG and other essential services to the hands of displaced families who need it. Beyond our international response and recovery work, we also continued our successful efforts to help vaccinate children to prevent the spread of measles and rubella. Astonishingly, since its inception in 2001, WKHODVHUXVKEOOGDQFHQVXQLIDQWEQVXDFULFDOHKSRVHVRYRUFDWDLFQIHG immunize well over 3 billion children against these deadly diseases.

Of course, last year our humanitarian organization immunized well over 3 billion children against measles and rubella. Astonishingly, since its inception in 2001, WKHODVHUXVKEOOGDQFHQVXQLIDQWEQVXDFULFDOHKSRVHVRYRUFDWDLFQIHG immunize well over 3 billion children against these deadly diseases.

A Message from the President & CEO

SV_ZULWHWKLQVHWHUHDQHGLWKKHDIUWLVWRQHVXDFULFDOHUFVRYRUFDWDLFQIHG. We’re now installed more than 2.6 million free smoke alarms in vulnerable communities since the campaign began nine years ago. Similarly, our Training Services unit continued to grow in offering opportunities for people to learn vital skills, including a new online course that gives participants foundational skills to care for someone experiencing a medical emergency until professional help arrives.

As I write this letter, I am filled with heartfelt appreciation for the compassionate volunteers, employees, donors and partners who enable the American Red Cross to carry out our vital work in communities down the street; across the FRXQWQDQGDVXDFULFDOHUFVRYRUFDWDLFQIHG 2023 (July 1, 2022 – June 30, 2023), these dedicated Red Crossers once again stepped up to support disasters large and small, distributing millions of units of lifesaving blood products, training Americans in health and safety skills, delivering comfort and care to military members and veterans, and assisting our neighbors abroad during times of crisis.

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Rebuilding Lives After Disaster Strikes

Caring for Families When They Need It Most

In late July 2022, catastrophic flooding inundated parts of Kentucky. This heartbreaking disaster—which claimed dozens of lives and caused widespread damage—was only the beginning of an active FY23, during which tens of thousands of people relied on the American Red Cross for help after massive, climate-driven disasters disrupted their lives.

Hurricane Ian—the third-costliest weather disaster on record—slammed ashore in Florida in September 2022, either destroying or causing major damage to more than 22,000 homes. For weeks, dedicated Red Cross disaster workers provided shelter, relief and comfort around the clock for displaced residents. More than a year later, the Red Cross is still there, helping people recover from this devastating hurricane.

In Fort Myers, Florida, Denate Tlanepantla, along with his wife and son, was one of the many families who received financial assistance from the Red Cross to help rebuild their lives. “This gives us hope,” Denate said. “It keeps us going.”

DISASTER RESPONSE HIGHLIGHTS
July 2022–June 2023

- **4.5M**
  More than 4.5 million meals and snacks were provided with the support of local partners.

- **112,000** | **903,000**
  More than 112,000 households received over 903,000 relief items.

- **123,000**
  About 123,000 households were supported with financial assistance and recovery aid.

- **301,000**
  More than 301,000 overnight shelter and hotel stays were provided.

Right, above: Red Cross disaster relief worker Lynette Nyman gets a hug from Ava, who evacuated to her grandmother’s home during Hurricane Ian.

Right, below: Red Cross volunteer Rachel Brebaker helps Denate Tlanepantla and his family complete their application for Red Cross financial assistance to help rebuild their lives after Hurricane Ian.

Donate Tlanepantla, a recipient of Red Cross financial assistance following Hurricane Ian in Florida.
In FY23, the Red Cross also responded to atmospheric rivers that prompted massive evacuations and left severe damage across California, as well as an outbreak of deadly tornadoes that raked the South and Midwest, upending homes and leaving behind severe damage. Red Cross workers and partners across the country, the Red Cross installed more than 2.6 million free smoke alarms — surpassing the goal for the Home Fire Campaign, which launched in October 2014 to promote preparedness and prevent the needless loss of lives caused by 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 provides education for families about home fire safety with the help of community partners.

In FY23, through the work of dedicated Red Cross workers and partners across the country, the Red Cross installed more than 2.6 million free smoke alarms — surpassing the goal for the Home Fire Campaign, which launched in October 2014 to promote preparedness and prevent the needless loss of lives caused by home fires.

Cherise Coleman of Las Vegas, Nevada, is one of 1,893 lives saved with the help of the Home Fire Campaign. Thankfully, Cherise’s entire family escaped unharmed when a fire burned their home in September 2022. She credits the free smoke alarms installed a few years earlier through the Home Fire Campaign for helping save her family.

Cherise is also grateful for the support she received on the night of the fire, which has made a lasting impression as one of her daughters still sleeps with a teddy bear she received. “She holds on to that teddy bear from the Red Cross, and she’ll never forget that,” Cherise said.

Above: Cherise Coleman and her family escaped a fire unharmed at their Las Vegas home in September 2022, thanks to free smoke alarms installed through the Red Cross Home Fire Campaign. Facing page: During a Sound the Alarm event in Philadelphia, Pennsylvania, Red Cross volunteer Barbara Bredell-Searle talks with resident Mary Bagwell about home fire safety and teaches her how to escape her home in the event of a fire.
Aiding our International Neighbors

Healing Through Art

Standing outside a community for displaced people in Hatay Province, Türkiye, Tildiz Ipek shares that today is her birthday. “Today I’m 18,” she says. “Your birthday?” Red Crescent staff shout and break into the birthday song—“İyi ki doğdun, Tildiz; İyi ki doğdun, Tildiz; İyi ki doğdun, İyi ki doğdun; İyi ki doğdun, Tildiz.”

Tildiz was one of the millions impacted by two massive quakes that rocked southern Türkiye in February 2023, killing tens of thousands and displacing millions. With the help of the Red Cross and Red Crescent, she processed her trauma at a center designed to help children address the psychological impacts of disasters.

“Drawing is my way to feel better,” Tildiz said. Red Cross psychosocial specialists shared that trauma isn’t just one thing. Many children have lost a parent or close relative, their routines are disrupted, and they don’t have their beds, toys or former schools and friends. These centers provide a place for kids to unwind and just be children.

The American Red Cross has supported the most critical work on the ground in Türkiye, including deploying staff and funding urgent needs, including meals, critical care items, psychosocial support and cash assistance.

INTERNATIONAL SERVICES HIGHLIGHTS
July 2022–June 2023

- **2M**
  More than 2 million households were visited to encourage measles and rubella vaccination.

- **2,900**
  More than 2,900 families separated by international crises were reconnected.

- **34**
  34 countries were supported by disaster response.

- **520,000**
  More than 520,000 individuals were reached through disaster preparedness activities.

Helping as Lifesavers

The American Red Cross plays a global role in vaccination campaigns for the Measles & Rubella Partnership. Through relationships with Red Cross and Red Crescent national societies, local volunteers are mobilized and trained to conduct house-to-house visits with their neighbors, providing caregivers with information on vaccination campaigns. These volunteers spread the word about the importance of getting vaccinated and ensure caregivers and kids get to health centers to obtain vaccines.

In FY23, the American Red Cross, Kenyan Red Cross and Zambia Red Cross societies sponsored a program — “The 5-Point Plan” — where teams find pockets of children missing routine immunizations such as the measles vaccine.

“When we see the Red Cross, we see lifesavers.”

Funwell Muka, a grandfather and farmer living in rural Zambia.

Empowering People through Cash Assistance

“No one deserves a war,” said Maryna Sereda, a 41-year-old Ukrainian refugee inside her apartment in Chisinau, Moldova. Maryna spent most of the last year living less than 60 miles from her native Ukraine, but in what feels like a world away to her.

Thanks to the generous support of Red Cross donors, families like Maryna’s have received cash assistance that helped her buy fresh fruit, vegetables, milk, eggs and other items. She was even able to surprise her 10-year-old daughter,Solomia, a talented young illustrator.

The American Red Cross has played a critical role in developing a multi-country cash assistance program to help displaced families settle into their new lives in other countries. In FY23, the American Red Cross contributed millions to the global Red Cross network to help alleviate the suffering of those impacted by the Ukraine crisis like Maryna and Solomia.
Giving Hope through Blood

Shining a Light on Individuals Battling Sickle Cell Disease

In FY23, the American Red Cross continued to build on the momentum of its Sickle Cell Initiative — doubling the number of first-time blood donors who are Black or African American since launching the initiative in 2021. This success is critically important as blood transfusions are essential in managing the very real pain and long-term health of those with sickle cell disease. One in three blood donors who are African American is a match for people with sickle cell disease.

In June 2023, the Red Cross and celebrated artist and activist Nikkolas Smith revealed exclusive artwork, entitled “Transfusion,” to raise broader awareness about the disease. Nikkolas worked with four sickle cell warriors of various ages — Tiereny Bell, Dr. Rubin Beaufort, Dreylan Holmes and Erica Hunter — to capture and represent their lived experiences in the artwork. From 12-year-old Dreylan Holmes’ misunderstood experience at school that left him isolated from friends, to Tiereny Bell’s excruciating pain impacting her work as an epidemiologist, people with sickle cell disease have vast and common experiences, yet are widely still underrepresented in everyday conversation.

“People will sometimes say to me, you don’t look sick,” Tiereny said. “And I respond, well, what does sick look like?”

Facing page: In honor of World Sickle Cell Day, artist Nikkolas Smith and the Red Cross revealed exclusive artwork entitled “Transfusion.” The piece was inspired by the real-life journeys of four sickle cell warriors who received blood transfusions throughout their lives.

BIOMEDICAL SERVICES HIGHLIGHTS
July 2022–June 2023

- **4.4M** | **1M**
  - More than 4.4 million blood donations and 1 million platelet donations were collected.

- **2.4M**
  - More than 2.4 million volunteer donors rolled up a sleeve.

- **6.2M**
  - Nearly 6.2 million blood products were provided to help patients.

- **2,500**
  - About 2,500 hospitals and transfusion centers across the country received blood products.
Celebrating a More Inclusive Blood Donation Process

When more people have the opportunity to donate blood, more patients can thrive. Over the past year, blood donation has become more inclusive for hundreds of thousands of people throughout the U.S.

QFWREHWUKHSbGURV began welcoming donors previously unable to give due to spending time in certain European countries during mad cow disease outbreaks, following a change in eligibility.

JLGDQFHUIRPWKH6EIRKGDQG"UXJ Administration. This included Susan Malandrino—a U.S. military spouse and mother of a child who received a lifesaving blood transfusion—who KDVOLYNGLQD5DDQDWKHSBWHU being deemed ineligible under the previous criteria, she is now excited to be able to donate and her fellow military community can join her.

QWKHSQDOQRFJGHLWZDV eliminating its longstanding broad, time-based donor deferrals based.

RQVHJDORUHQWDWLRQ, QVWHDGEORRG donation eligibility is now determined through a new screening process that assesses all donors regardless of gender based on individual risk factors.

IRUHDUVWKHSHGURLVVRZUNHG to change the deferral policy concerning men who have sex with men—including decades of data collection and assessment to improve transfusion safety, ongoing.

DGFRDFWHLPLQDWGRUTXHYWLRQV based on sexual orientation, and our role as a leading contributor in the.

\|SIXQGHG\69\68XG\ Andrew Goldstein, a newly eligible blood donor following eligibility changes.

“Theres so much in the world that you cant help with, but something like giving blood feels like something so small that I'll be able to do that again,” Andrew said.

The Red Cross celebrates this historic move as VLIQLDQWSSURJUHVQDQGHPDLOVFRPLWHGHGW... achieving an inclusive blood donation process that WHUDWDO5RWQHQLDQRUV2LWHHTXDOLWID\68WHU SHFV while maintaining the safety of the blood supply.
Preparing for When Help Cannot Wait

Preventing Student Athlete Deaths Due to Cardiac Arrest

The Smart Heart Sports Coalition, a partnership between the American Red Cross, NFL, NBA, MLB, NHL, MLS, American Heart Association and others, was formed in FY23 to advocate that all U.S. states adopt evidence-based policies that will help prevent fatal outcomes from sudden cardiac arrest among high school students. The goal is to help ensure coaches, players and others have the proper training and equipment to respond to all medical emergencies.

As part of this partnership, schools create emergency action plans for each high school athletic venue, make sure to have a clearly marked automated external defibrillator (AED), and provide opportunities for CPR and AED education for coaches. The Red Cross also supported and conducted several Coalition training sessions and attended an event on Capitol Hill to help advance the Access to AEDs Act.

TRAINING SERVICES HIGHLIGHTS

July 2022–June 2023

- **430 | 222**
  - 430 individuals received National Lifesaving Awards for helping to save 222 lives.

- **5.85M | 304,000**
  - More than 5.85 million people enrolled in Training Services courses with more than 304,000 coming through our collaboration with the Military Training Network.

- **772,000**
  - More than 772,000 students trained in the Red Cross Resuscitation Suite™ program.

- **343,000 | 2.1M**
  - Nearly 343,000 lifeguards were certified through Red Cross training and more than 2.1 million sets of swim lessons and water safety classes were taught.

Facing page: As a member of The Smart Heart Sports Coalition, the Red Cross helped conduct a hands-only CPR training session for youth football coaches from across North Texas.
Expanding Campaign to Reduce Childhood Drowning

In May 2023, the Red Cross announced that it is expanding its Aquatics Centennial Campaign, which launched in 2014 to commemorate the 100-year milestone of including drowning prevention as part of its mission. The campaign’s goal is to reduce drowning rates in locations with high numbers of drownings and those where drowning rates are above the national average. Since its launch, the campaign has found great success. According to the Centers for Disease Control and Prevention, counties with Red Cross Centennial programs saw an overall 10% decrease in drowning rates versus a 6% decrease nationally. Due to the campaign’s achievement, the Red Cross is working on doubling the number of communities where it provides this program by expanding from 50 to 100 locations across the country.

“We will be forever grateful for the Red Cross and the Educating Until Help Arrives Training Course

In an emergency, bystanders can be a critical lifeline until medical professionals arrive — yet nearly half of U.S. adults are unprepared to help in a medical crisis, according to a survey from the American College of Emergency Physicians (ACEP). That’s why the Red Cross and the ACEP developed and introduced the “Until Help Arrives” online course in March 2023 to teach participants how to perform hands-only CPR, how to use an AED, what to do if someone is choking, how to control severe bleeding and how to administer naloxone for an opioid overdose.

“Weard to save lives.”

Venus Jones, a Red Cross instructor.

Honoring Buffalo Bills Athletic Training and Medical Teams

In January 2023, Damar Hamlin of the Buffalo Bills collapsed on the field from cardiac arrest during an NFL football game. Due to the quick action of the Red Cross-trained athletic training and medical teams, they were able to provide the necessary resources and procedures so that Damar has his full life ahead of him.

“In a time where the unthinkable can happen, it’s necessary to train as many people as possible on how to save lives.”

Venus Jones, a Red Cross instructor.

Launching Until Help Arrives Training Course

Critical lifeline until medical professionals arrive — yet nearly half of U.S. adults are unprepared to help in a medical crisis, according to a survey from the American Red Cross. The course is designed to teach participants how to perform hands-only CPR, how to use an AED, what to do if someone is choking, how to control severe bleeding and how to administer naloxone for an opioid overdose.

“Launching Until Help Arrives Training Course

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“In a time where the unthinkable can happen, it’s necessary to train as many people as possible on how to save lives.”

Venus Jones, a Red Cross instructor.
Supporting Deployed U.S. Service Members in Europe

American Red Cross staff member Paula Labov spent four months deployed to Lithuania as a member of a special unit of Red Cross Service to the Armed Forces. “The military is the one profession where you are willing to sacrifice your own life for the battle buddy next to you,” Paula said. “I missed that bond after I retired from the Army. When this opportunity with the Red Cross came up to serve with Service to the Armed Forces, I thought, ‘My gosh, this is like coming home.’”

When the conflict in Ukraine escalated in February 2022, this support continued—and since that time, nearly 100 trained Red Cross workers have deployed to support members of the U.S. military by providing emergency communication messages and morale activities.

“During deployment, there’s a lot of downtime, and often that’s when you need resiliency the most,” Paula said. “Our morale activities decrease depression, suicidal tendencies and PTSD. The soldiers stay occupied and there’s something for them to look forward to.”

Facing page: “When this opportunity with the Red Cross came up to serve with Service to the Armed Forces, I thought, ‘My gosh, this is like coming home,’” Red Cross worker Paula Labov shared.
Reuniting Members of the Military with Family

With the help of the Red Cross, U.S. Army Pfc. Quinlan Seowtewa was reunited with his grandfather shortly before he passed away. He reached out to the Red Cross Hero Care Network—a free, confidential service designed to aid members of the military and their families during times of crisis—when he learned that his grandfather had only days to live.

The network, which is available 24 hours a day, seven days a week, 365 days a year, enables families to initiate requests for Red Cross emergency assistance. These requests are confirmed and delivered to the service member and their unit. If the emergency requires the service member to go on leave, the Red Cross will verify the emergency to the service member’s commanding officer.

“It was heartbreaking and nerve-wracking news that he was so ill,” Quinlan said. “Thanks to the help of the Red Cross, I was able to get from my base in Europe to our home in the U.S. to be at my grandfather’s bedside in 36 hours.”

Building Personal Connection

“I went into the Army right after high school—one of the last group of folks with draft numbers. It was a good experience for me, but a couple of years into my military service, my brother-in-law passed away. That’s when the Red Cross contacted me. They helped me out quite a bit and I never forgot it,” said Harold West, a Red Cross volunteer.

Harold says that being a U.S. Army veteran helps him relate to the service members and military families he serves.

“I’m retired and I want to give back. I know what it is to be in the service, I know what it is to be away from home, and I think that I can relate to what they are going through,” he said.

He knows firsthand how the Red Cross helps the military in so many ways. “We do resiliency training, we do counseling—we do any kind of service you can think of. But more importantly, we are the link between home and the military. We keep everyone together because it really does help.”

Harold encourages others to volunteer.

“See how you can help your community, whether it be helping in a blood drive, helping in a disaster, or helping out with the military.”

+DUROG:HVWD65UPYYHWUDQ and Red Cross volunteer.

“Thanks to the help of the Red Cross, I was able to get from my base in Europe to our home in the U.S. to be at my grandfather’s bedside in 36 hours.”

86S:UP3IF4X1QODQG6HRZWHZD
Adapting and Evolving the Red Cross Mission

Strengthening Local Communities
In FY23, the American Red Cross started a new program, the Community Adaptation Program, focused on strengthening local partner networks in targeted areas that face a high risk of extreme weather and existing societal inequities. This immersive collaboration is intended to holistically enhance the partner’s ability to deliver health, hunger or housing-related services, both before and after disasters.

The Red Cross launched this new partner-centric program in 10 counties across eight states with some 30 new, full-time employees. At the end of FY23, the Red Cross had signed agreements with more than 100 hyperlocal partners and committed over $1 million in funds for 32 different projects. The Red Cross estimates that this support has helped these partners reach more than 8,000 households totaling about 21,000 people.

The work in strengthening community resilience and partnerships in specific disaster-prone areas is just getting started—there is much work yet to be done.

Facing page: The Help Center at First Baptist Church Frenchman’s Bayou in Arkansas is a food pantry, which began in 2021. It has grown from feeding 50 people monthly to now feeding more than 200 with the help of the Red Cross.
**Furthe...**

The Red Cross continues to develop cutting-edge technology solutions using artificial intelligence, digital solutions and emerging technologies. In FY23, the Red Cross piloted Lifeguard VR, a virtual reality app that is revolutionizing the way the Red Cross approaches drowning prevention by delivering an engaging and effective learning experience. This technology provides lifeguards with an opportunity to practice their surveillance skills in a realistic and interactive setting and has won two Webby Awards and a silver Edison Award.

In addition, the free Red Cross First Aid app was updated with new content, including a new metronome feature that allows users to practice giving chest compressions at the proper CPR rate of 100–120 beats per minute.

In disaster response, one of the key solutions launched in FY23 was the Shelter Client Information app, which transformed the process of onboarding a person to a Red Cross shelter by providing an overview of what the family may need to immediate needs, and an overall improved experience for individuals needing Red Cross services.

In Biomedical Services, the Red Cross strengthened its ability to serve patient needs through its Drive Insights app, which brings together data and information from multiple systems and AI models into one, easy-to-use mobile app accessible to the Red Cross Donor Services team.

These best-in-class and inventive technologies are helping the Red Cross workforce better serve the communities that need Red Cross services and reach a broader audience where people can easily access information to be better prepared for life’s emergencies.

**Making a Sustainable Difference**

The Red Cross continues to make progress on its multi-year effort to cut its emissions, reduce waste and lower water use—recognizing the importance of mitigating its impact on the planet through continuous operational improvements. During FY23, the Red Cross invested in green energy and building energy efficiency measures, which led to an 8% reduction in its carbon emissions from FY22. The Red Cross also launched efforts aimed at increasing sustainable supplies, strategic transitioning its fleet to hybrid and electric vehicles and lowering waste and water use in Red Cross facilities.

In FY23, the Red Cross began its workforce engagement program to create a culture of sustainability. This program includes the launch of “green” teams and micro-investment funds to further these efforts in regions, as well as quarterly “Speaking on Sustainability” events where industry leaders and experts share information with Red Cross employees and volunteers.

As the climate crisis worsens, the Red Cross remains committed to doing its part to build more sustainable and resilient communities for future generations.
Thanking Our Generous Supporters

Transformational Donors
Annual gifts from our most generous donors allow the American Red Cross to alleviate human suffering through our mission.

The Church of Jesus Christ of Latter-day Saints
The Clorox Company
Citi Foundation
CarMax
Capital One
Bread Financial
Aon
American Express
Altria Group

Mission Leader: $3,000,000+ Annual Giving^*^
Amazon
Costco Wholesale
The Church of Jesus Christ of Latter-day Saints

Annual Disaster Giving Program Members: $1,000,000+ Annual Giving^*^
Amazon
American Airlines
Anheuser-Busch
Delta Air Lines
Bank of America
Best Buy
Costco Wholesale

Annual Disaster Giving Program Members: $500,000+ Annual Giving^*^
Aflia Group
American Express
Aon

[^*^: Examples of annual giving amounts]

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Disaster Responder Program Members: $250,000+ Annual Giving™

|^|[^^]: Examples of companies and organizations]

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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.

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Mission Leader: $3,000,000+ Annual Giving^*^
Amazon
Costco Wholesale
The Church of Jesus Christ of Latter-day Saints

Annual Disaster Giving Program Members: $1,000,000+ Annual Giving^*^
Amazon
American Airlines
Anheuser-Busch
Delta Air Lines
Bank of America
Best Buy
Costco Wholesale

Annual Disaster Giving Program Members: $500,000+ Annual Giving^*^
Aflia Group
American Express
Aon

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Disaster Responder Program Members: $250,000+ Annual Giving™

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CarMax
Capital One
Bread Financial
Aon
American Express
Altria Group

Mission Leader: $3,000,000+ Annual Giving^*^
Amazon
Costco Wholesale
The Church of Jesus Christ of Latter-day Saints

Annual Disaster Giving Program Members: $1,000,000+ Annual Giving^*^
Amazon
American Airlines
Anheuser-Busch
Delta Air Lines
Bank of America
Best Buy
Costco Wholesale

Annual Disaster Giving Program Members: $500,000+ Annual Giving^*^
Aflia Group
American Express
Aon

[^*^: Examples of annual giving amounts]

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Disaster Responder Program Members: $250,000+ Annual Giving™

|^|[^^]: Examples of companies and organizations]
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.

Individual and Family Foundation Donors

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

President’s Council Members: $100,000+ Annual Giving*
American Red Cross operating funds come from four main funding sources: revenues from products and services, contributions, investment income and other revenue. Total Red Cross operating revenues and gains for Fiscal Year 2023 were $3,257.3 million. Total Red Cross operating expenses were $3,011.3 million. Net assets were $3,019.9 million.

### Operating Revenues & Gains

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<th>Source of Revenue</th>
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<tr>
<td>Products &amp; Services</td>
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<tr>
<td>Contributions</td>
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<tr>
<td>Investment Income &amp; Other</td>
<td>136.2 (4.2%)</td>
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<td>Total</td>
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</tr>
</tbody>
</table>

### Revenues (in millions)

- **Biomedical Services**: $1,912.8 (63.5%)
- **Domestic Disaster Services**: $502.3 (16.7%)
- **Fundraising**: 179.8 (5.9%)
- **Training Services**: 121.2 (4.0%)
- **Other**: 106.0 (3.3%)
- **Total**: $3,011.3

### Contributions (in millions)

- **Individuals & Families**: $2,167.9
- **Families of Heroes**: 953.2
- **Total**: $3,121.1

### Operating Expenses (in millions)

- **Biomedical Services**: $1,079.0
- **Domestic Disaster Services**: $420.0
- **Training Services**: 121.2
- **Other**: 120.1
- **Total**: $1,750.3

### 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 Red Cross operating revenues and gains for Fiscal Year 2023 were $3,257.3 million. Total Red Cross operating expenses were $3,011.3 million. Net assets were $3,019.9 million.
American Red Cross Leadership

Board of Governors
(as of October 31, 2023)

HONORARY CHAIRMAN
Joseph R. Biden, Jr.
3UHVLGHQWRIWKRQHOLWQLNHWGW

CHAIRMAN
Bonnie McElveen-Hunter
3UHNLHIIHFXWLY2HIU
Vice CHAIRMAN
Enrique A. Conterno
CEO/LEUR*H,Q,F

Board of Governors Members

Jennifer Bailey
9LFH3UHVQ5QGH,QLWHQLNHW6YLHGVW
David Clark
CEO/SSD0H,QF
David A. Brandon
Chairman
1RPLQ0PV31D,QF
Carole Brown
+HDGYVHWDQG,21QPH,JUXS+LODOQ6HLYFQ
Herman E. Bull
Vice Chairman
$PULFDVGDQWHQWLDOHHDQW/Q
Bonnie McElveen-Hunter
1RPLQ0P31DQIWHQWLDOHHDQW/Q
Corporate Officers
(as of October 31, 2023)

Bonnie McElveen-Hunter
Chairman
3UHVLGHQWDOQG/2
Gail J. McGovern
President
3UHVQLHQWDQG/2

Executive Leadership

Adrienne Alberts
&KLHIIYHVLY2HIU
Noel Anderson
&KLHIIYHVLYDQDOQ31H2
Shaun P. Gilmore
&KLHIIYHVLYDQDOQ31H2
Cliff Holtz
&KLHIIYHVLYDQDOQ31H2
James "Chris" Htoua
3UHVLGHQWLRPHGLFDQ6HLYFQ

Melissa B. Hurst
&KLHIIYHVLY2HIU
Sajit Joseph
&KLHIIYHVLYDQDOQ31H2
Rosemary McGillan
Chief Marketing and
RPQXLFDWLRQ21HIU
Anne McKeeough
&KLHIIYHVLYDQDOQ31H2

Jennifer L. Hawkins
Corporate Secretary
3DFH&RPXQLFDWLRQ21HIU
Jack McMaster
3UHVQLHQWULQDOQ31H2
Brian Rho
&KLHIIYHVLYDQDOQ31H2
Trevor Riggen
3UHVQLHQWULQDOQ31H2
Ronnie Strickland
&KLHIIYHVLYDQDOQ31H2

Connect with the American Red Cross

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

- Neutrality
- Humanity
- Impartiality
- Neutrality
- Universality
- Voluntary Service

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Back cover:5HGLY5VXRQDWWHQLNLQDQ21HIU

 americancross.org or CruzRojaAmericana.org, and search “American Red Cross” on
VRFLODOQWLRHQVFDVPHRE6RZLWHQWJUWQ1VUHVLW

American Red Cross Leadership

Mission Statement

The American Red Cross

Leadership

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