



AMERICAN RED CROSS 2024 ANNUAL REPORT

Bringing Communities Hope



**American
Red Cross**

A Tribute to Trailblazing Leadership: Gail McGovern and Bonnie McElveen-Hunter



Left, top: Gail McGovern and Bonnie McElveen-Hunter at the 2023 Tiffany Circle Summit. **Above, top:** Gail McGovern embraces a U.S. military service member during her visit to Poland. **Above, bottom:** Gail McGovern visits with a Red Cross blood donor. **Far left:** Gail McGovern and former Red Cross chairman, Bonnie McElveen-Hunter, participate in Red Cross CPR training. **Left:** Gail McGovern and current Red Cross president and CEO, Cliff Holtz, meet with Red Cross employees and volunteers and speak about operations in Hawaii during the Hawaii wildfire response.

At the close of Fiscal Year 2024, Gail McGovern, the longest-serving president and CEO since Clara Barton, and Bonnie McElveen-Hunter, the first female chairman of the Board of Governors, retired from their roles at the American Red Cross after many years of remarkable service. Together, their strong and steady leadership ensured that the Red Cross was prepared to deliver its humanitarian mission for generations to come.

Gail's journey with the Red Cross began in 2008, a time when the organization faced significant challenges. With a blend of business acumen and heartfelt care, she eliminated a \$209 million operating deficit within her first two years. This financial turnaround was just the beginning of her transformative influence on a 143-year-old institution. Gail oversaw the modernization of the Red Cross, integrating cutting-edge technology to enhance disaster response and blood services. She also led the organization through some of the most severe domestic and international disasters. Her strategic vision and compassionate approach stabilized the organization and expanded its reach, making lifesaving services more accessible to all those in need.

Just as Gail's service strengthened the Red Cross mission, Bonnie McElveen-Hunter, who became chairman in 2004, made her own lasting mark on the organization. Bonnie's leadership was instrumental in initiating the first comprehensive review of the governance of the Red Cross in over 60 years.

This bold move resulted in significant reforms that strengthened the organization's structure and operations. Notably, Bonnie's passion for philanthropy led her to co-found The Tiffany Circle Society of Women Leaders in 2007 — a program that encouraged and celebrated women in philanthropy, growing to over 1,200 members who have collectively invested more than \$230 million in the Red Cross mission.

Beyond their professional accomplishments, both Gail and Bonnie exemplified what it means to lead with heart. Gail's deep sense of compassion and dedication improved employee and volunteer engagement, and increasing pride for the mission. Bonnie's humanitarian spirit and selfless giving re-energized the international mission of the Red Cross, fostering stronger relationships with the International Federation of Red Cross and Red Crescent Societies.

Together, their trailblazing leadership has reinforced the commitment of the Red Cross to alleviate human suffering, ensuring that the organization remains a beacon of help and hope in the darkest of moments.

Upon retirement, Gail has now stepped into the role of chairman of the Red Cross Board of Governors, leading the Board in its governance, providing oversight of Red Cross operations, and continuing her partnership with the new Red Cross president and CEO Cliff Holtz.

Below, left: Bonnie McElveen-Hunter greets members of the Malagasy Red Cross during her visit to Madagascar in 2007 as part of the measles vaccination and malaria mosquito net distribution. **Below, right:** Bonnie speaks at the Red Cross Chairman's Council Induction event in 2022.



A Message from the Chairman

After more than 16 years as president and CEO of the American Red Cross, I had the tremendous privilege of assuming the role of chairman of our Board of Governors on July 1, 2024. It has been the honor of a lifetime to lead our noble humanitarian organization, and I am profoundly grateful to continue to serve the Red Cross while supporting our Board's oversight and governance duties.

This past year served as a vital reminder that the Red Cross fills an essential need in communities down the street, across the country and around the world. While the frequency and intensity of severe weather events continued to increase in 2024, our remarkable humanitarian community once again stepped up to deliver services in the face of disasters of all sizes. From home fires that displaced a single family, to floods and tornadoes that affected entire communities, to wildfires and hurricanes that impacted tens of thousands of people, the Red Cross was there to provide safe shelter, food and water, and the resources needed to begin the recovery process. Thank you to everyone who made it possible for us to be there for individuals and families facing dire need. You truly embody the spirit of the Red Cross.

Internationally, the American Red Cross helped respond to a number of disasters and emergencies last year, including catastrophic flooding in Libya, Tropical Cyclone Lola in Vanuatu, a devastating drought in Zambia, and the humanitarian crises caused by ongoing conflicts in Ukraine and the Middle East. We also remained active with disaster preparedness and disease prevention initiatives, including helping to lead critical measles and rubella vaccination campaigns in communities around the world. In our last fiscal year, over 2 million households globally were visited to encourage these essential vaccinations.

Beyond our disaster work at home and abroad, this past year the Red Cross continued to make a critical difference in delivering all the other facets of our lifesaving mission. Our humanitarian organization trained millions of people in water safety, first aid, CPR and AED skills, and once again provided about 40% of our nation's blood supply for hospital patients in need. We also delivered emergency communications and services to military members, veterans, and their families, and continued our essential work to support military veteran caregivers.

I could not be prouder of how our Red Cross family answers the call — time after time — to help people when they are at their most vulnerable. As we look to the future, I am certain the Red Cross will continue to carry forward our lifesaving mission under the steady leadership and guidance of our new president and CEO, Cliff Holtz. On behalf of those we serve, thank you for your meaningful support.



A handwritten signature in black ink that reads "Gail McGovern".

Gail J. McGovern
Chairman

A Message from the President & CEO

Since July 1, 2024, I have had the privilege of following in Gail McGovern's footsteps as president and CEO of the American Red Cross. I am both humbled and honored to carry forward Gail's legacy of service, and I am committed to ensuring the Red Cross always stands ready to deliver help and hope to people during their darkest hours.

As I reflect on Fiscal Year 2024, I am filled with deep admiration for the dedicated volunteers, donors and community partners who helped to carry out our mission. Throughout the past year, the Red Cross responded to more than 56,000 disasters, delivered lifesaving blood products to hospital patients in need, trained millions of Americans in critical health and safety skills, supported military families and veterans with emergency services, and assisted the international community through disease prevention and humanitarian relief efforts.

Here at home, the Red Cross provided essential relief and recovery support to people impacted by devastating disaster events, including the horrific wildfires in Hawaii; Hurricane Idalia; numerous tornadoes, storms and floods in the Midwest and the South; and wildfires out West, among many others. As extreme weather continues to worsen, the Red Cross is committed to strengthening disaster preparedness and resilience through initiatives like our Community Adaptation Program — in which we work with hyperlocal partners in communities facing chronic disaster risk and socioeconomic challenges.

In addition to our disaster efforts, the Red Cross continued to make a meaningful difference this past year through the other aspects of our mission. As part of our Home Fire Campaign, we educated households

on home fire safety and installed free smoke alarms. We also worked to remove barriers to blood donation, strengthened our water safety efforts in communities where the drowning rate is above the national average, and deployed 60 mobile staff members to support U.S. military service members at nearly 400 military installations

and deployment sites worldwide. Internationally, we continue to partner with Red Cross and Red Crescent societies around the globe to build safer, healthier and more resilient communities. I am pleased to share that we delivered all these mission services while also achieving a 19% decrease in our carbon emissions.

Please know that none of the lifesaving work we accomplished in FY24 would be possible without the generosity of our passionate supporters, like you. Thank you for your remarkable commitment to the Red Cross and those we serve.



A handwritten signature in black ink that reads "Cliff A. Holtz".

Cliff Holtz
President & CEO

Delivering Relief, Comfort and Care

Responding to Back-to-Back Disasters

In August 2023, while hundreds of American Red Cross employees and volunteers were providing lifesaving services to the people of Hawaii, hundreds more were staging supplies and setting up shelters as communities in the Big Bend area of Florida braced for the landfall of Hurricane Idalia.

More than a year after Hurricane Idalia, the Red Cross continues to support individuals facing the most challenging circumstances in the community and coordinate with partners to address recovery gaps and strengthen community resilience. In addition to providing financial bridge assistance to affected individuals and families, the Red Cross has provided community recovery grants to support home repair, mental and behavioral health, and legal aid.

Right: A Red Cross emergency response vehicle drives through the devastated community of Horseshoe Beach, Florida to deliver food and supplies in hard-hit neighborhoods after Hurricane Idalia.



DISASTER RESPONSE HIGHLIGHTS

July 2023–June 2024

MORE THAN
4.6M

meals and snacks
were provided with the
support of local partners.

MORE THAN
52,200

households received over
307,400 relief items.

OVER
22,300

households were supported
with financial assistance
and recovery aid.

MORE THAN
1.5M

**overnight shelter
and hotel stays**
were provided.



Rebuilding Lives and Communities in Hawaii

In early August 2023, devastating fires swept across Maui and the island of Hawaii, forcing thousands to flee their homes. In the wake of this heartbreaking disaster, Red Cross volunteers and employees came together with the local community to work tirelessly to deliver critical aid as residents coped with unthinkable losses and an uncertain future.

More than 6,000 residents could not return home and were cared for by Red Cross workers in dozens of local hotels as part of a non-congregate shelter program. In addition to meals and other essentials, the Red Cross offered a daily point of contact to assist wildfire survivors with recovery planning, help them connect with available resources from partners and much more as they began to rebuild shattered lives and communities.

Recognizing the importance of engaging Hawaii residents in their community's relief and recovery efforts, the Red Cross hired 135 local workers — including residents affected by the fires — resulting in an investment in the local economy with a commitment of more than \$8 million in salaries and benefits to these individuals.

Above: Hawaii resident Stephany Sepulveda embraces Red Cross volunteer Wanda Hernandez at the Lahaina Civic Center on Maui. The Red Cross provided financial assistance to Stephany and her husband Fernando to support their recovery following the wildfires. **Right:** "When you connect and collaborate, we can do so much together," shared Abria Flowers, a volunteer with the Help a Brother Out Foundation.



Transforming Communities, One Partner at a Time

As extreme weather continues to worsen year after year, the Red Cross is strengthening local partner networks in communities with chronic disaster risks and socioeconomic challenges through its Community Adaptation Program.

To boost disaster preparedness and resilience, the Red Cross is partnering with hyper-local organizations and working collaboratively to enhance their ability to deliver health, hunger or housing-related services, both before and after disasters. A key part of this work is funding unique projects such as mobile health clinics, food pantries, resilience hubs and providing equipment like generators, solar microgrids and vehicles.

One of these partners in Montgomery, Alabama, is the Help a Brother Out Foundation, which runs a community garden providing fresh produce for residents who could not otherwise afford it or do not have reliable transportation to get to the closest grocery store some 30 minutes away. Through the partnership, the Red Cross funded a greenhouse, storage shed, a four-wheeler and other equipment to expand the community garden and support more local families.

At the end of FY24, the Community Adaptation Program was active in 18 counties across 13 states, with more than 200 hyperlocal partners and over \$10 million in funds committed for hundreds of different projects. The Red Cross estimates that this support has helped hyper-local partners serve some 100,000 households, impacting about 300,000 people.

Extending Aid in Times of Crisis

Leading on a Global Stage

December 11, 2023, marked a historic day when humanitarian and businesswoman Kate Forbes was elected president of the International Federation of Red Cross and Red Crescent Societies (IFRC). Kate, who has dedicated over 40 years as an American Red Cross volunteer, now supports local Red Cross and Red Crescent societies in 191 countries.

Kate is only the second woman to hold this prestigious position in its 105-year history. This milestone strengthens our steadfast dedication to our international mission delivery around the world.

Right: IFRC president Kate Forbes visits the Egypt Red Crescent as part of her visit to countries in the Middle East and North Africa region. "We know the challenges of our modern world demand addressing multiple issues at once," said Kate.

**"Now is the time to lean
into our Fundamental
Principles to deliver on
our mission and make
communities stronger."**

Kate Forbes



INTERNATIONAL SERVICES HIGHLIGHTS

July 2023–June 2024

OVER
2M

households were visited to encourage measles and rubella vaccinations through the Measles & Rubella Partnership.

MORE THAN
375

families separated by international crisis, disasters or migration were reconnected through the Restoring Family Links program.

NEARLY
25

countries were supported during disasters, including Tropical Cyclone Lola in Vanuatu, El Nino floods in Kenya, Hurricane Otis in Mexico, monsoon floods in Pakistan, and a drought in Zambia.

MORE THAN
295,000

individuals were reached through disaster preparedness activities around the globe.



Addressing the Complexities of the Modern World

The American Red Cross helps communities around the globe prepare for, respond to and recover from disasters and complex crises.

In the two years since the escalation of hostilities in Ukraine, the Red Cross Red Crescent network rolled out one of the largest cash assistance programs in its history, providing crucial funds to Ukrainians for shelter, food and emergency supplies — as well as for items that provide comfort, safety or a sense of life before the conflict, like a stuffed animal for a child forced from their home.

This has made a difference for families like Oksana and her two children after they fled Ukraine. “The war made everything worse, but the bicycle has made such a difference in his everyday life; he can be a child.”

Meanwhile, after Tropical Storm Daniel struck northeastern Libya in September 2023, causing catastrophic flooding that swept neighborhoods into the sea and claimed thousands of lives, the Red Cross and Red Crescent movement came together to deliver comfort and care. The American Red Cross supported the response by contributing financial resources to restore water, sanitation and hygiene efforts and provided information management assistance to the Libya Red Crescent Society, which led efforts, including mobilizing search and rescue teams, activating Restoring Family Links services, distributing essential supplies, and providing shelter.

Middle East Humanitarian Crisis: Supporting Network Partners to Provide Critical Aid

The attacks on October 7, 2023 and the subsequent conflict in Israel and Gaza have brought unimaginable heartbreak and devastation. Red Cross and Red Crescent teams from around the world are united in supporting people affected by this ongoing crisis. Magen David Adom in Israel and the Palestine Red Crescent Society have been on the ground providing emergency assistance since the conflict escalated.



The American Red Cross mourns the thousands of lives lost and urges all organizations and combatants with the capacity, influence and remit to take immediate action to protect and deliver relief for the innocent civilians, aid workers and emergency responders amid unimaginable suffering. The American Red Cross continues to support the work of the Red Cross and Red Crescent network in the reunification of loved ones, critical delivery of humanitarian aid and restoration of essential medical services. In addition, the American Red Cross has pledged \$18.5 million in support of the global Red Cross response to help remove any financial obstacles that may impact the ability to provide humanitarian relief.

Adapting Our Mission to Meet Growing Needs

Around the globe, the American Red Cross is working together with local Red Cross and Red Crescent societies to foster a culture of preparedness that

reduces vulnerability to disasters, instills sustainable models of self-reliance, and carries the promise of reducing both disaster costs and human suffering.

Guatemala Red Cross teams are working to improve the preparedness capacity of communities located in high-risk disaster areas with innovative approaches. Together with the school district and community leaders in the department of Quiché, they have created response and evacuation plans, gained a better understanding of external resources available during and after disasters, and identified tools to improve their response efficiency, such as early warning systems and communication plans.

By supporting national society partners through technical expertise and funding for projects they identify as crucial to serving those at greatest risk for disaster impacts, the American Red Cross is helping to build safer, healthier and more resilient communities worldwide.

Left: The Egyptian Red Crescent delivers vital medical supplies, relief equipment and essential logistical and technical assistance for both health and relief sectors in Gaza through the Rafah border crossing. **Above:** School-age students from the Chumixquin community in the department of Quiché, Guatemala, gather at a meeting point during an earthquake evacuation drill. Guatemala Red Cross teams are working with the local school community to create response and evacuation plans and gain a better understanding of what to do during and after disasters.

Supporting Communities through Blood Donation

Removing Barriers in Our Blood Mission

On August 7, 2023, the American Red Cross became one of the first large blood banks in the nation to implement updated FDA guidelines that eliminated donor eligibility questions based on sexual orientation while maintaining the safety of the blood supply.

In the first year since this change, the Red Cross has seen an overwhelmingly positive response. More than 13% of individuals who were informed about the change after previously receiving the three-month deferral under the prior policy have since returned to donate. In addition, new community partnerships brought in nearly 500 new blood donations for patients.

“Being able to contribute after all these years is not just a personal achievement, but a collective step forward...” said newly eligible blood donor Chris Van Bibber of Salt Lake City, Utah. “This cause is close to my heart, as my mother received a blood transfusion during childbirth. I’m proud to honor her by giving back to the community.”

Right: “Being able to contribute after all these years is not just a personal achievement, but a collective step forward...” said newly eligible blood donor Chris Van Bibber of Salt Lake City, Utah.





“Being able to contribute after all these years is not just a personal achievement, but a collective step forward...”

Chris Van Bibber

BIOMEDICAL SERVICES HIGHLIGHTS

July 2023–June 2024

MORE THAN
4.5M

blood donations and
1.1 million platelet
donations were collected.

MORE THAN
2.2M

volunteer donors
rolled up their sleeves.

MORE THAN
6.3M

blood products to help
patients were provided.

ABOUT
2,500

hospitals and transfusion
centers across the country
received blood products.

**“Blood transfusions
help Dreylan feel
like new again.”**

Vesha, Dreylan's mother





Growing the Red Cross Blood Donor Base

Over the last two decades, the number of people donating blood through the Red Cross has fallen by about 40%. The COVID-19 pandemic accelerated this decline during the past few years as more people embraced remote work, making it challenging to meet people where they are with convenient blood drives. What's more, some eligibility changes were implemented to safeguard donors, such as raising the minimum hemoglobin thresholds, resulting in an increase in donor deferrals especially among young donors.

As a result, in January 2024, the Red Cross declared an emergency blood shortage to encourage people to donate blood to meet the need for blood products. To help entice individuals to give, the Red Cross partnered with the NFL to offer one lucky donor a trip for two to the Super Bowl. The Red Cross also engaged national and local media to spread the word, garnering more than 25,000 media mentions, which helped the Red Cross have four days with the most blood donation appointments created in FY24. Together, these vital efforts coupled with the generosity of blood donors helped rebuild the nation's blood supply and end the shortage.

Supporting Sickle Cell Warriors

The Red Cross continues to advance the impact of its Sickle Cell Initiative — growing the number of first-time blood donors who are Black to more than 7% and increasing active blood donors who are Black to more than 4%.

Sickle cell disease disproportionately impacts the Black community, and a single patient with sickle cell disease can require thousands of blood transfusions throughout their life.

Helping to enhance sickle cell care, the Red Cross increased the number of CEK-negative blood donors who are Black by 50%, distributing more closely compatible blood units to hospitals to support the transfusion needs of patients with sickle cell disease.

In addition, the Red Cross expanded sickle cell trait screening to include blood donors who self-identify as African American, Black or multiracial, providing more than 224,000 sickle cell trait screenings since launching the initiative in 2021.

For patients like Dreylan Holmes, the pain of sickle cell crises can be extremely unbearable. Sometimes he is unable to attend school or participate in activities most teens enjoy, like playing sports.

Left: Dreylan Holmes, a patient with sickle cell disease and his mom, Vesha. "Blood transfusions help Dreylan feel like new again," said Vesha. "He has more energy and is able to resume regular activities."

Empowering People to Act in the Moments that Matter

Preventing Fatal Outcomes on the Field

As an original member of The Smart Heart Sports Coalition, the American Red Cross continues to help prevent fatal outcomes from sudden cardiac arrest among high school students and to ensure coaches, players and others have the proper training and equipment to respond to medical emergencies. Several training events occurred—including one in March 2024 held by the Red Cross and the NFL's Jacksonville Jaguars, where more than 150 members of the local Boys and Girls Club staff were trained in CPR, how to use an AED, and other lifesaving and first aid skills.

An employee with the Boys and Girls Club, Christina Percell, shared the importance of the training. "There's a ripple effect on how it helps people in our community," she said. "It helps parents trust us with their children ... that we're there to support them in a way that, if an emergency happens, we're prepared."

Right: Through a partnership between the Red Cross and the NFL's Jacksonville Jaguars, more than 150 members of the local Boys and Girls Club staff were trained in CPR, how to use an AED, and other lifesaving and first aid skills.



**“It helps parents trust
us with their children.”**

Christina Percell

TRAINING SERVICES HIGHLIGHTS

July 2023–June 2024

MORE THAN

500

individuals received
National Lifesaving Awards
for helping to save over **230** lives.

MORE THAN

6.1M

people enrolled in Training Services
courses with more than **292,000**
coming through our collaboration
with the Military Training Network.

NEARLY

825,000

health care professionals and
first responders trained in Red
Cross Resuscitation Suite™ programs.

NEARLY

327,000

lifeguards were certified through
Red Cross training and more than **1.6**
million sets of swim lessons and
water safety classes were conducted.





Strengthening Communities with High Drowning Rates

The Red Cross Aquatics Centennial Campaign is helping build an “ecosystem of water safety” in locations where the drowning rate is high or above the national average. By collaborating with aquatics training providers, the Red Cross and its partners help make swim lessons and water safety training available, and affordable to people in communities who may not otherwise receive this lifesaving training.

Since its launch in 2014, the campaign has provided resources to help deliver more than 141,000 sets of swim lessons and certify more than 6,100 junior lifeguards, lifeguards and Water Safety Instructors®. The campaign has also helped educate over 22,000 parents and caregivers with critical water safety information and CPR lessons.

Further, according to the Centers for Disease Control and Prevention’s data, when looking at Centennial programs as a whole, counties with Red Cross Centennial programs saw an overall 10% decrease in drowning rates versus a 6% decrease nationally.

Advancing Water Safety Education and Training

In FY24, the Red Cross updated various training courses and programs, incorporating guidance from the latest science and industry best practices.

“Red Cross aquatics programs are viewed as the leading standard in aquatics and are embedded in many health codes across the country,” said William Ramos, PhD,

chair of the Scientific Advisory Council Aquatics Sub-Council.

Key updates included reimagining the free Red Cross Longfellow’s WHALE Tales Water Safety for Children program to help children from all backgrounds, kindergarten through 5th grade, learn vital water safety behaviors without having to be at a swimming pool. The program now consists of nine engaging lessons, videos and activities — and with no special certification required, educators, swim instructors, parents, caregivers and others can teach this popular program.

In addition, the Red Cross updated its lifeguarding program to now include an award-winning Lifeguard Virtual Reality app that enhances surveillance skills by exposing lifeguards to familiar water settings in a realistic immersive environment. The program also includes a lifeguarding eBook with helpful course content and realistic skill videos, along with an instructor deck book designed for wet environments.

Launching New Sedation Courses for Health Care Staff

To help health care professionals train to a higher standard, the Red Cross created two new courses in FY24, Procedural Sedation for Adults and Procedural Sedation for Pediatrics. These courses expand the health care portfolio of the Red Cross and were developed in collaboration with the American Society of Anesthesiologists. This competency and evidence-based education guides clinicians in managing patients before, during and after moderate sedation administration.

Left: The Aquatics Centennial Campaign worked with Miami-Dade Parks, Recreation and Open Spaces to establish a pilot program where swim lessons are being provided to 4- and 5-year-olds enrolled in kindergarten and HeadStart programs in Miami-Dade County Public Schools and in Thrive By 5 Centers.

Connecting with Military Service Members, Families and Veterans

Keeping Military Families Connected Around the Clock

When Sierra Villegas learned how the American Red Cross Hero Care Center provides 24/7 global support to connect military families during life's urgent and crucial moments, she thought of her stepbrother and cousins serving in the military — and applied for a Hero Care Center specialist position.

Now, she provides emergency communications and critical services to military members, veterans and their families all over the world. From when they first enlist, the Red Cross provides a continuum of care for service members throughout their careers.

Among the support that Sierra has provided, she recalled how she delivered a message from a dying mother — via her nurse — to her daughter serving in the military.

“There wasn't enough time to get her daughter home to say goodbye, but it brought me to tears, hearing the nurse explain what the woman said about her family before she passed,” Sierra said. “Those last words would mean something to that military member — especially from the nurse.”

Right: Sierra Villegas is a representative of the Red Cross Hero Care Center at Fort Sill. The Lawton, Oklahoma, call center is part of the Hero Care Network, which provides emergency communications and critical services to military members, veterans and their families all over the world seven days a week, 24 hours a day, 365 days a year.



“There wasn’t enough time to get her daughter home to say goodbye, but it brought me to tears, hearing the nurse explain what the woman said about her family before she passed.”

Sierra Villegas

SERVICE TO THE ARMED FORCES HIGHLIGHTS

July 2023–June 2024

MORE THAN
62,000

service members and their families received emergency communication services through more than **620,000** Hero Care Network calls.

MORE THAN
156,000

service members, veterans, their families and caregivers were served through critical community service cases.

MORE THAN
446,000

patients and family members in military or veteran hospitals and clinics were assisted with morale and therapeutic programs and materials.

MORE THAN
17,000

service members, veterans, their families and caregivers were helped through resiliency workshops.

OVER
1M

hours were logged by nearly **18,000 dedicated Service to the Armed Forces volunteers** in support of the Red Cross mission.



Serving the Military Community Around the World

Debra Cox was one of 60 Red Cross mobile staff members deployed in FY24 to support U.S. service members. The Red Cross serves on more than 389 military installations and deployment sites worldwide, and mobile staff members routinely deploy to remote and austere locations.

“For us, walking alongside our service members means being there for any eventuality to support one service member at a time,” said Debra, reflecting on her six-month deployment to Camp Buehring, Kuwait. “Sometimes, this means giving a smile and a nod. Sometimes, it’s salsa dancing. Oftentimes, it means delivering emergency communications, sometimes in the middle of the night, that connect them to home in a deeply personal way.”

From delivering emergency communications to conducting morale and wellness activities, the Red Cross provides comfort and care to service members, wherever they are.



Providing Career Opportunities for Military Families

Dental assistant seemed like an unlikely career choice for Natasha Stevens-Cintrón. But after resigning from another job for her latest move with her husband in the U.S. Army, Natasha was looking for her next career opportunity. That's when she learned about the free dental assistant training program for military spouses through the Red Cross at a job fair on Fort Sill, Oklahoma.

Since that day, Natasha said her life has been busy with classroom sessions, hands-on learning and Red Cross volunteering, which are all part of the dental program.

"It's been full of structure," she said. "I have somewhere to go Monday through Friday and some Saturdays. It's nice having something to look forward to and I'm gaining skills that I know I can use for years to come."

With this training, Natasha and other dental assistant program graduates are prepared to work in dental clinics at their next military installation, or they can use it to pursue a position with a private dental practice. The dental assistant program is among the breadth of services that the Red Cross provides for military-affiliated family members, which also include medical facility programs, resiliency workshops and support through the Military and Veteran Caregiver Network.

Left: Red Cross employee Debra Cox stands with Lieutenant Colonel Isaacs and morale lead, Captain Delk, at Camp Buehring after presenting them with Red Cross Service to the Armed Forces coins.

Above: Red Cross Dental Assistant Training Program student Natasha Stevens-Cintrón participates in chairside training in the Allen Dental Clinic at Fort Sill, Oklahoma. The free program gives students all the classroom instruction and hands-on training they need to be dental assistants. Students work alongside enlisted dentists, helping them with procedures. When their families move, they can put skills to work at their next military installation or in a private dental practice.

Driving the Red Cross Mission Forward

Committing to Digital Accessibility

The American Red Cross is committed to ensuring equal access and usability of digital content and technology by donors, volunteers, employees and anyone who needs its services — regardless of their ability.

In FY24, more than 100 Red Cross information technology and marketing team members were trained in digital accessibility fundamentals and provided role-based training for web development and document accessibility. Red Cross developers remediated over 75,000 digital accessibility issues on more than 16,000 pages across redcross.org and RedCrossBlood.org, and have incorporated accessibility into their quarterly reviews to continue their progress.

The information technology team also participated in a digital accessibility awareness lab that enabled them to better understand and experience alternative ways of interacting with technology through hands-on tools and assistive technologies.

Right: Michael Wojcik, Red Cross employee and Ability Network co-founder, works independently in his home office. The Ability Network is a team member resource group for Red Cross employees and volunteers with disabilities, access and function needs, and allies.





Achieving a Sustainable Difference

Throughout FY24, the Red Cross continued to make notable progress toward delivering its lifesaving mission in ways that are more sustainable by reducing carbon emissions, water consumption and waste.

One of the organization's key strategies for lowering carbon emissions is replacing gas-powered vehicles with hybrid models, which combine traditional internal combustion engines with electric power. Compared to traditional vehicles, hybrid models significantly reduce fuel consumption and emissions.

In FY24, the Red Cross added 295 hybrid vehicles to its fleet — and despite driving half a million more miles in FY24 than in FY23, fleet emissions dropped slightly. The Red Cross will continue to look for opportunities to reduce the emissions of each mile driven, ensuring mission delivery with less environmental impact.

Additionally, the Red Cross began equipping bloodmobiles with solar-powered generators in FY24. By harnessing energy from the sun to power essential equipment needed to collect lifesaving blood donations,



Left: Red Cross staff with one of the organization's new hybrid vehicles in Yazoo, Mississippi.

the Red Cross is decreasing reliance on fossil fuels and lowering emissions. The use of solar energy also reduces the noise and fumes of traditional diesel-powered equipment, providing a better experience for employees and blood donors during the donation process.

Bridging Language Barriers

In FY24, the Red Cross launched its innovative Translator Hub. This cutting-edge platform bridges language gaps and ensures effective communication with non-English speaking audiences. By utilizing this custom machine translation system complemented by rigorous human reviews, the hub offers accurate and culturally sensitive translations for all text and materials.

The Translator Hub empowers the Red Cross to extend its reach and enhance its support to all communities. By providing reliable in-house translation services, the organization can effectively communicate critical information, offer assistance and engage with non-English speakers more meaningfully — extending support to more communities.

Innovating to Deliver the Red Cross Mission

In FY24, the Red Cross continued its commitment to innovation by developing mission-enhancing applications using AI, digital automation and emerging technologies. The Red Cross was recognized as the Innovation Team of the Year by Fast Company and launched its first innovation test kitchen, which facilitates rapid prototyping and user validation of technology solutions for the Biomedical Services supply chain.

The Red Cross began exploring GenerativeAI to support its workforce and mission. In Biomedical Services, the Red Cross piloted the Red Cross Delivers mobile application to improve lifesaving blood delivery to hospitals. In Training Services, the Red Cross officially launched Lifeguard Virtual Reality, an app that revolutionizes the way lifeguards can practice surveillance skills in a realistic and interactive setting. In Disaster Services, the Shelter Client Information App was scaled for nationwide use and proved valuable in the reunification of families in disasters such as the Maui wildfires.

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
Costco Wholesale
Lilly Endowment Inc.
Margaret A. Cargill Philanthropies

National Corporate and Foundation Donors

Annual gifts from national corporations, foundations and organizations enable the American 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*

Amazon	Costco Wholesale	The Church of Jesus Christ	Truist Foundation
American Airlines	State Farm®	of Latter-day Saints	

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

Amazon	CMA CGM Foundation	Lilly Endowment Inc.	The Starbucks Foundation
American Airlines	Costco Wholesale	Lowe's Companies, Inc.	State Farm®
Anheuser-Busch Foundation	Delta Air Lines	McDonald's Corporation	Takeda
Bank of America	Elevance Health Foundation	Merck	Truist Foundation
Caterpillar Foundation	Enterprise Mobility Foundation	Microsoft	VSP Vision
The Church of Jesus Christ of Latter-day Saints	FedEx	Nationwide Foundation	Walmart and the Walmart Foundation
		The Pfizer Foundation	Wells Fargo

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

ALDI	Energy Transfer/Sunoco Foundation	The Kroger Co. Foundation	Stryker
Altria Group	Ford Philanthropies	Liberty Mutual Insurance	Target
American Express	Fox Corporation	Mastercard	The TJX Companies, Inc.
Aon	General Motors	Mondelēz International Foundation	Toyota
Bread Financial	Google.org	New Balance Foundation	United Airlines
Capital One	HCA Healthcare	Paul Davis Restoration	UPS
Chick-fil-A	The Home Depot Foundation	PayPal	USAA
Citi Foundation	The J.M. Smucker Company	PepsiCo Foundation	U.S. Bank Foundation
The Clorox Company	Johnson Controls Foundation	PetSmart Charities	Visa Foundation
Danaher Foundation	Kaiser Permanente	Salesforce	The Walt Disney Company
Darden Foundation	The Kraft Heinz Company Foundation	Southeastern Grocers Gives Foundation & Southeastern Grocers, Harveys Supermarket and Winn-Dixie	The Wawa Foundation
Delta Dental			Wesco
DHL Supply Chain			
Edison International			

Disaster Responder Program Members — \$250,000+ Annual Giving**

7-Eleven Cares Foundation	The Deluxe Foundation	Lenovo Foundation	Pacific Life Foundation
Adobe	The DICK'S Sporting Goods Foundation	LKQ	Prudential
The AES Corporation	Discover	Lockheed Martin Corporation	Raymond James
American Tire Distributors	Dollar General	Macy's, Inc.	RBC Foundation USA
American Water Charitable Foundation	Dollar Tree and Family Dollar	Major League Baseball Corporation	Reckitt
Ameriprise Financial	Duke Energy	Marathon Petroleum Corporation	Reliance, Inc.
Assurant	Equitable	Martin Marietta	Reynolds American Inc.
AvalonBay Communities, Inc.	FirstEnergy Corporation	Masco	RTX
Avangrid Foundation	Harbor Freight Tools Foundation, LLC	Mattress Firm	Ryder System, Inc.
Barclays	Hewlett Packard Enterprise Foundation	McKesson Foundation	Santander
Bath & Body Works	HP Foundation	MetLife Foundation	Security Finance's Lending Hand Foundation
Big 5 Sporting Goods	International Paper	The Middleby Corporation	ServiceNow
Build-A-Bear Foundation	Invitation Homes	Neiman Marcus Group	Southwest Airlines
CarMax	Keurig Dr Pepper	NextEra Energy, Inc.	Stanley Black & Decker
CDW	Kimberly-Clark Corporation	Norfolk Southern	Tata Consultancy Services
Charles Schwab Foundation	L'Oréal	Northrop Grumman Foundation	U-Haul International
Cisco Foundation	The Labcorp Charitable Foundation	Northwestern Mutual	Ulta Beauty Charitable Foundation
CNA Insurance		Novartis	US Foods
The Coca-Cola Foundation		Old Dominion Freight Line	Yum! Brands
			Zurich

Blood Services Giving Program Members — \$1,000,000+ Annual Giving**

Delta Air Lines	The Church of Jesus Christ of Latter-day Saints
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Blood Services Giving Program Members — \$500,000+ Annual Giving**

Amazon	Six Flags Entertainment Corporation	Herbalife	The Anschutz Foundation
		The Ahmanson Foundation	

Blood Services Giving Program Members — \$250,000+ Annual Giving**

Deep River Snacks	Sport Clips Haircuts	Walgreens
Nationwide Foundation	Suburban Propane	West Pharmaceutical Services Inc
Orkin	The Vertex Foundation	

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

Bank of America	Reliance, Inc.
Lockheed Martin Corporation	Wilf Family Foundations

Home Fire Campaign Supporters — \$250,000+ Annual Giving**

Denise Littlefield Sobel	National Grid	Suburban Propane	United Way of Greater
Dotson Charitable Fund	The PG&E Corporation	United Way of Central	Milwaukee & Waukesha
Motorola Solutions	Foundation	Alabama	County
Foundation	State Farm®		

Additional Corporate and Foundation Supporters — \$250,000+ Annual Giving**

Blue Cross Blue Shield of South Carolina	An Anonymous Donor at Fairfield County's Community Foundation	Intercontinental Exchange	Scaife Family Foundation
Crystal Trust	F.M. Kirby Foundation	Kia America	Sempra Foundation and the Sempra family of companies
EG America	Global Atlantic Financial Group	Otto Bremer Trust	Townsend Foundation
The Eugene McDermott Foundation		The PG&E Corporation Foundation	United Way Miami

* 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, 2024.

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.

Chairman's Council Gold Members: \$10,000,000+ Cumulative Giving

The Peierls Foundation

Chairman's Council Silver Members: \$5,000,000+ Cumulative Giving

The Anschutz Foundation	Brenda L. Johnson	The Malott Family Foundation	The Parachini Family
Mary E. Bazar-Robin Foundation	Jordan Family Foundation	The Mazzone Family	Denise Littlefield Sobel

Chairman's Council Members: \$1,000,000+ Cumulative Giving

Trace Adkins	David Backstrom	August A. Busch III Charitable Trust	Jenny Craig
The Ahmanson Foundation	Trish and Dan Bell	Morris and Gwendolyn Cafritz	Dalio Foundation
Dr. James J. Albrecht	Jay and Lori Bergman	Nicolas Cage	The Dart Foundation
The Andreas Foundation	Carol Lavin Bernick Family Foundation	Margaret A. Cargill Philanthropies	Michael and Susan Dell
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Anonymous (Princeton, NJ)	Blum Family Foundation	J. Harwood and Louise B. Cochrane	The Paul Desmond Estate
Anonymous (Santa Monica, CA)	Mr. and Mrs. Allen McKee Bond, III	Colcom Foundation	Devine-Majors Foundation
Anonymous (Scarsdale, NY)	Barbara and Jack Bovender	James M. Cox Foundation	Swanee and Paul J. DiMare
Anonymous (St. Joseph, MO)	Charlotte Branagan	Jill and John Coyle	Greg Dixon
The Arcadia Foundation	The Bullock Family	Kelly and Joe Craft	Dotson Charitable Fund
Lucille and Don R. Armacost Family			Dave and Cheryl Duffield Foundation
			George S. & Dolores Doré Eccles Foundation

Francesca and John Edwardson	Robert and Kathleen Henderson	Martha and Wilton Looney	Rosy and Dennis Roccaforte
Kathleen A. Ernst Charitable Foundation	Mimi and Marshall Heuser	Peyton and Ashley Manning	Saddle Foundation
The R. Scott Falk Family	The Albert M. Higley Family	Richard E. and Nancy Peery Marriott	Lily Safra
Pamela A. Farr	Lyda Hill	Christopher James and Paula McCall Marsh	Dorothy and Joe Scarlett
The Kirt Fiegel Family	Conrad N. Hilton Foundation	Rex and Alice A. Martin	Lynn and Rick Scarola
Kathy and Gary Flynn	Mason and Mary Holland Family	Alvin and Wanda McCall	Rowena Yarak Schaber
The Lee & Juliet Folger Fund	Bill and Jill Howard	Susan and Craig McCaw	Schrader Family
Emily Frances and John Raymond	Jon and Karen Huntsman	Judy Boler McCormack	H. Marshall and Rae Paige Schwarz
Sam J. Frankino Foundation	Dennis and Judy Jones Family Foundation	Bowen H. "Buzz" and Barbara McCoy	Thomas D. Scott
Friese Foundation	Michael Jordan and Family	Bonnie McElveen-Hunter	The Semnani Family Foundation
The Charles A. Frueauff Foundation	The Jordan Family	Gail and Don McGovern	Deborah G. Seymour
Lady Gaga & the Germanottas	JTMF Foundation	Janice and Robert C. McNair	Jean D. Shehan
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The Granger Foundation	Ann Kaplan and Robert Fippinger	Robert W. Merrick	The Spurlino Foundation
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Olivia Hansen	Ginger and Jim Kelly	Ken and Linda Morris	The Steinbrenner Family
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The Harriman Family	Sandra Klein	William J. Murgas	Janet and John Swanson
Randy and Joey Proffitt Harris	Former Prime Minister of Japan Junichiro Koizumi	Susan Blankenbaker Noyes	J.T. Tai Foundation and Ping Y. Tai Foundation
Robert and Shirley Harris Family Foundation	Karen and Gerald Kolschowsky	Loren E. Parks	Thompson Family Foundation
Jody and Sarah Hawn	Robert K. Kraft and Family	The Robin and Richard Patton Family	Dr. John and Mrs. Justina Tzeng Family
Thomas D. Hays, III and Bonita Hays	Maja Kristin	T. Boone Pickens	Jill and Joe Valenti
Lucia W. Helder Family	The Kroenke Family	Teresa and Byron Pollitt	Velma Wallace
The Helmerich Trust	Ronald S. Lauder and Family and Leonard A. Lauder and Family	The Rapaport Family	Leonard Wilf
Colleen G. Hempleman	Lilly Endowment	Bruce and Diana Rauner	Jennifer and Randy Wolcott
	Jeannik Méquet Littlefield	The Remillard Family Foundation	Anita Zucker and Family
		Julia Roberts	The Zverina Family

President's Council Members: \$100,000+ Annual Giving

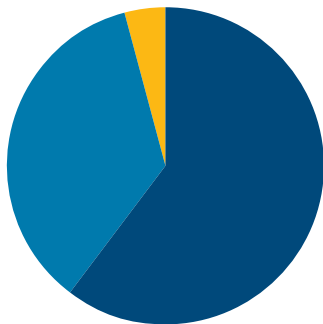
Darla and Craig Albert	Charmie Blanc	Gwendolynne Chang	Devine-Majors Foundation
Margaret Barbour	Bomhoff Foundation	Cornelius Family Foundation	Greg Dixon
Anne and Robert Bass	The Bontje Foundation	Jill and John Coyle	Dotson Charitable Fund
Mary E. Bazar-Robin Foundation	Harry Brown	Crabby Beach Foundation	Dreiseszun Family Foundation
Trish and Dan Bell	August A. Busch III Charitable Trust	Crimson Lion/Lavine Family Foundation	Jennifer and Kenneth Duda
Erika M. Bial	Carson Family Charitable Trust	The Davidson Family Foundation	George S. and Dolores Doré Eccles Foundation
Thomas C. Bishop	Brian Casey		

Edwardson Family Foundation	Impetus Foundation	Manifold Fund	Henk & Akemi Rogers Family Foundation
The Kirt Fiegel Family	J.B. and Carrie Jarboe	MB Foundation	George A. and Sabrina S. Rush
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The Freeman Foundation	Dennis and Judy Jones Family Foundation	The Merancas Foundation	Lynn and Frederic Scarola
Charles A. Frueauff Foundation	Jordan Family Foundation	Walter E.D. Miller	Schrader Family Fund
David Furth	JTMF Foundation	David and Rebecca Morgan	Charles and Helen Schwab
Gary O. Galiher Foundation	Ginger Kelly	Ken and Linda Morris	Ellen M. Scott
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Nancy Ganio	David N. Khoury	William J. Murgas	Mary Skopp
William Griffith	Ronald and Annie Kim	Elaine Musselman	Denise Littlefield Sobel
Ronald and Cynthia Gula Charitable Fund	Malott Family Foundation	Sandy Nachman	Spurlino Family Foundation
Randy and Joey Harris	Lisa Klarin	Denis and Britta Nayden	George John Tenet
The Robert & Shirley Harris Family Foundation	Sandy Klein	Susan and Nick Noyes	Kevin Terrazas
Nancy and John Hartung	Leonard and Norma Klorfine	Craft O'Neal	Thompson Family Foundation
Hauck Charitable Foundation	Lisa D. Knoll	Stephen J. Paboojian	Polly Fowler Thropp
The Helmerich Trust	Gerald A. & Karen A. Kolschowsky Foundation, Inc.	The Peierls Foundation Inc.	TKS Private Foundation
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Hobson/Lucas Family Foundation	Maja Kristin	Patricia Peterson	John and Vicky Whitley
Jon Hoffmann	Chris Larsen and Lyna Lam	Teresa and Byron Pollitt	Willow Springs Foundation
Virginia and James Holen	Marvin Lane	James and Amy Ramsey	Wilson Family Foundation
Judith Spruill Hudnell	Linden Root Dickinson Foundation	The Rauch Family Foundation	Jennifer and Randy Wolcott
	Amanda and Tom Lister	Janice Ritland	Yabuki Family Foundation
	Ken and Marlene Mack Charitable Trust	Murray and Jan Ritland Fund	Miki F. Young Charitable Trust
		Dennis and Rosy Roccaforte	

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 2024 were \$3,845.4 million. Red Cross total operating expenses were \$3,571.5 million. Net assets were \$3,422.6 million.

Fiscal Year 2024
(JULY 1, 2023–JUNE 30, 2024)

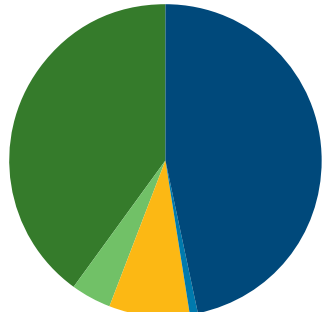


OPERATING
REVENUES & GAINS

Revenues (in millions)

■ Products & Services	\$ 2,326.8	60.5%
■ Contributions	1,368.1	35.5%
■ Investment income and other	150.5	4%

Total: \$3,845.4

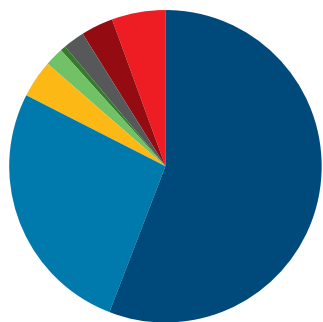


CONTRIBUTIONS

Contributions (in millions)

■ Corporate, foundation and individual giving	\$ 639.7	46.7%
■ United Way and other federated	15.4	1%
■ Legacies and Bequest	113.3	8.3%
■ Donated Materials and Services	55.1	4.0%
■ Contracts, including federal government	544.6	40%

Total: \$1,368.1



OPERATING
EXPENSES

Operating Expenses (in millions)

■ Biomedical Services	\$ 1,998.8	56%
■ Domestic Disaster Services	949.5	26.6%
■ Training Services	138.9	3.9%
■ Service to Armed Forces	76.2	2.1%
■ Community Services	14.6	0.4%
■ International Relief and Development Services	82.2	2.3%
■ Management and general	119.7	3.3%
■ Fundraising	191.6	5.4%

Total \$3,571.5

The complete audited, consolidated financial statements of the Red Cross are posted each year at redcross.org/pubs.

American Red Cross Leadership

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Joseph R. Biden, Jr.
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CHAIRMAN
Gail J. McGovern
The American National Red Cross

VICE CHAIRMAN
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Chairman
The American National Red Cross

Dr. Aradhana Sarin
Executive Director and CFO
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Kirt A. Walker
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Chairman

Clifford S. Holtz
President and CEO

Dawn Clarke-Doccuvi
General Counsel

Carmel A. Darcy
Chief Financial Officer

Lauren Sullivan
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Chief Diversity Officer

Noel Anderson
Chief Sustainability & Business
Operations Officer

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Melissa B. Hurst
Chief Human Resources Officer

Rosemary McGillan
Chief Marketing and
Communications Officer

Anne McKeough
Chief Development Officer

Jack McMaster
President, Training Services

Brian Rhoads
Chief Investment Officer

Trevor Riggan
President, Humanitarian Services

Ronnie Strickland
Chief Information 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 and find out how you can enroll in a lifesaving skills course, donate your time, money or blood, visit redcross.org or CruzRojaAmericana.org, and search “American Red Cross” on social media across Facebook, X, Instagram and LinkedIn.

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

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Cover page: Scott Dalton/American Red Cross **Page 1:** (Gail blood donor) American Red Cross Indiana Region, (Hawaii photo of Gail and Cliff) photo by Nigel Holderby/American Red Cross, (Photo of Gail hugging soldier) Photo by Edgar Zuniga/American Red Cross, (CPR photo) Photo by Jennifer Hawkins/American Red Cross, (Gail/bonnie smiling) Dermot Tatlow/American Red Cross, (Bonnie podium) Dennis Drenner/American Red Cross, (Bonnie/Madagascar) Gene Dailey/American Red Cross, **Page 2:** Mike McGregor/American Red Cross, **Page 3:** Roy Cox/American Red Cross, **Page 4:** Scott Dalton/American Red Cross, **Page 6:** Scott Dalton/American Red Cross, **Page 7:** Scott Dalton/American Red Cross, **Page 8:** Palestine Red Crescent Society / IFRC, **Page 10:** Egyptian Red Crescent, **Page 11:** Deirdre Dolan/American Red Cross, **Page 12:** Utah Red Cross Region, **Page 14/15:** Saskia Lindsay-Smith/American Red Cross, **Page 16:** American Red Cross, **Page 18:** Connie Harvey/American Red Cross, **Page 20:** Scott Dalton/American Red Cross, **Page 22:** Debra R. Cox/American Red Cross, **Page 23:** Scott Dalton/American Red Cross, **Page 24:** Garret Buckley, **Page 26:** Scott Dalton/American Red Cross, **Back cover:** Scott Dalton/American Red Cross

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