



Bringing Communities Hope

Annual Report 2025



**American
Red Cross**

A Message from the Chair



It has been 144 years since Clara Barton founded the American Red Cross, and the need to deliver comfort and care to communities both at home and abroad has never been greater. This year, the Red Cross was once again there to help individuals and families facing their darkest hours. Nothing we do would be possible without the commitment and compassion of our volunteers, donors, partners and employees who work tirelessly to bring hope to so many facing incredible need. Please know that we are profoundly thankful for your unwavering support.

While this year presented numerous challenges, including ongoing increases in the frequency and intensity of natural disasters, our commitment to fulfill our mission has never been higher. Whether delivering lifesaving blood products, teaching vital preparedness and safety skills, supporting military families at home and abroad, responding to the significant damage brought about by catastrophic hurricanes such as Helene and Milton, or delivering shelter and emotional support in the aftermath of horrific wildfires, Red Crossers were united in their efforts to help neighbors in need.

In addition to our domestic disaster response efforts, internationally, the Red Cross responded to disasters and crises around the world, including devastating flooding in Brazil, damaging earthquakes in Myanmar, drought in Mozambique, widespread flooding in Bangladesh, and much more. 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. Since its inception in 2001 the Measles and Rubella Partnership has helped immunize over 4 billion children against these deadly diseases.

Last year our humanitarian organization also trained more than 6 million people in critical skills such as first aid, water safety, CPR and AED usage — and again provided about 40% of our nation's blood supply. Additionally, we delivered emergency communications and other essential services to members of the military, veterans and their families.

On behalf of our Red Cross family, thank you for your ongoing belief and trust in our essential mission. Together, I am certain we will continue to save lives and strengthen communities across our nation and around the world.

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

Gail McGovern
Chair

A Message from the President & CEO



As I write this letter, I'm filled with gratitude for the dedicated volunteers, donors and partners who enable the American Red Cross to carry forward our humanitarian mission down the street, across the country, and around the world. In Fiscal Year 2025 (July 1, 2024–June 30, 2025), our caring Red Cross community once again stepped up to help families in need by responding to disasters large and small, distributing millions of units of vital blood products, training Americans in lifesaving skills, delivering comfort and critical services to military service members and veterans, and assisting internationally through disaster response and disease prevention efforts.

This past year, the Red Cross provided immediate relief and recovery services to communities impacted by a seemingly endless stream of natural disasters. From back-to-back catastrophic hurricanes Helene and Milton, to deadly wildfires in California and rampant Spring storms and flooding that impacted communities across the South and Midwest—our humanitarian organization was there, providing safe shelter, food, emotional support and resources for families to rebuild their lives.

In addition to our disaster response efforts, the Red Cross also continued our community preparedness activities in FY25—including our lifesaving Home Fire Campaign. We've now installed more than 3 million free smoke alarms in vulnerable communities since the campaign began 11 years ago. Similarly, our Training Services unit continued to grow in offering opportunities for people to learn essential skills, including a revitalized Babysitter's Training course and an innovative new training that equips health care providers with resuscitation skills for newborns. In addition, the Red Cross translated our water safety programming for children into Spanish, to make this lifesaving information accessible for even more families.

In the past fiscal year, the Red Cross continued its work to ensure a safe and reliable blood supply for patients in need while also making strides in advancing community health by exploring new avenues to share health insights with blood donors. We also carried forward our longstanding efforts to help military and veteran families prepare for and respond to the unique challenges of military service. And internationally, we collaborated with our partners in the International Red Cross and Red Crescent Movement to respond to devastating disasters and crises in 30 countries and conduct global vaccination campaigns to protect children against measles and rubella.

As always, the Red Cross could not carry out our mission without the dedication and generosity of compassionate friends and supporters, like you. On behalf of the people and families we serve, thank you.

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

Cliff Holtz
President & CEO



DISASTER SERVICES

Delivering Comfort and Care to Communities

Helping Families Recover from Back-to-Back Catastrophic Hurricanes

In FY25, two hurricanes — Helene and Milton — made landfall in Florida within just days of each other, bringing heartbreak to tens of thousands of people from the Gulf Coast to the Appalachians.

Helene first swept ashore in late September as a Category 4 hurricane in Florida, battering homes with high winds and powerful storm surge. Then as the storm moved north, its torrential rains led to catastrophic flash flooding that washed away homes, businesses and critical infrastructure across the mountainous communities of western North Carolina. Just days later, Hurricane Milton made landfall in Florida, slamming into many of the same communities already devastated by Helene.



Above: Red Cross volunteer Richard Kimball delivers a box of meals to Asheville, North Carolina residents Dilez Akar and Furkan Koc, whose neighborhood was without electricity or water more than a week after Hurricane Helene's floodwaters inundated their neighborhood. Photo by Scott Dalton/American Red Cross **Left:** Flooding caused by Hurricane Helene devastates the River Arts District in Asheville, North Carolina. Photo by Stephan Pruitt/American Red Cross

In a massive relief effort stretching across 10 states, American Red Cross volunteers worked side by side with local partners to provide safe shelter, warm meals, critical relief supplies and more to families who had lost nearly everything they owned. To help survivors of both hurricanes with their most pressing needs, the Red Cross distributed millions in direct financial assistance. The Red Cross also provided community recovery grants and assistance to long-term recovery groups to support specialized needs ranging from home repairs and mental health programs to preparedness and resiliency initiatives.

Responding to Devastating Wildfires in Greater Los Angeles

In January 2025, the greater Los Angeles area experienced the second- and third-most destructive wildfires in California history. The out-of-control flames devoured entire neighborhoods in communities like Altadena, Pasadena and Pacific Palisades, where more than 17,000 homes were destroyed or severely damaged.

Alongside community partners, hundreds of Red Cross volunteers jumped in to help by providing emergency shelter and delivering meals, water and relief supplies. To help residents recover, the Red Cross has provided millions in financial assistance to more than 30,000 severely affected households. To support longer-term recovery efforts, the Red Cross provided response impact grants to accelerate local initiatives and expand capacity for critical community services.



Above: A Red Cross volunteer takes a quiet moment to comprehend the immense destruction from the Los Angeles wildfires. Photo by Scott Dalton/American Red Cross **Right:** Red Cross volunteer Essie Hopkins embraces Agnes Ritz at an emergency shelter in Clearwater, Florida. Agnes was displaced from her home after Hurricane Milton devastated her small community just weeks after Hurricane Helene brought damaging winds and rain. Photo by Marko Kovic/American Red Cross



Mobilizing Local Communities

Even as the Red Cross faces the challenge of responding to non-stop major disasters, home fires remain the most common threat to families. Since 2014, the Red Cross has mobilized local partners and volunteers to save lives by installing free smoke alarms and helping families create escape plans. At the end of FY25, the Red Cross has helped save 2,462 lives, including 775 children, and installed more than 3 million smoke alarms across the U.S.

The Red Cross is focused on strengthening local partner networks and building disaster resilience in communities with chronic disaster risks and socioeconomic challenges through its Community Adaptation Program. In just three years, the Red Cross has worked with more than 300 hyperlocal partners to increase access to health, hunger and housing solutions—such as mobile health clinics, food pantries and resilience hubs—to support nearly half a million people in 19 counties across 13 states. In addition, 120 partners have mobilized and responded to disasters alongside the Red Cross to expand reach and assistance to more than 76,000 people in FY25.

"I can rebuild again."

Debbie Miller, recipient of Red Cross assistance

Red Cross volunteer, Kim Mailes, comforts Debbie Miller after she visits the disaster resource center in Pasadena, California. "I'm grateful for the Red Cross assistance," said Debbie. "I can rebuild again, and I'm just so glad I saved these memories. They mean so much to me."
Photo by Scott Dalton/American Red Cross



DISASTER RESPONSE HIGHLIGHTS July 2024–June 2025

**OVER
5.1 million**

meals and snacks provided with the support of local partners.

**OVER
1.2 million**

relief items distributed to **249,000** households.

**OVER
\$138.9 million**

in financial assistance and recovery aid provided to some **117,000** households.

**OVER
274,000**

overnight shelter and hotel stays provided.*

*Includes evacuation centers and general population shelters where the Red Cross provided support to partners.



INTERNATIONAL SERVICES

Working Together to Provide Humanitarian Aid Around the World

Preparing Communities for Disaster

The Rio Negro flows through portions of Guatemala and poses a major flood risk to the rural communities situated along its banks. Collaborating with national Red Cross societies, Guatemala Red Cross field technician Sebastian Espinoza is developing cost-effective approaches that improve preparedness capacities in 20 high-risk disaster areas across the country.

Around the globe, the American Red Cross is working with local Red Cross and Red Crescent societies to foster a culture of preparedness. By supporting national society partners like the Guatemala Red Cross through technical expertise and funding for projects crucial to serving their most vulnerable communities, the American Red Cross helps build safer, healthier and more resilient communities worldwide.

A Guatemalan Red Cross field expert surveys water levels over the Rio Negro. The river poses a major flood risk to communities along its bank in the region of Quiche. Photo by Andres Lemus/Guatemalan Red Cross

Transforming the Red Cross Movement with Technical Expertise

In FY25, the state of Rio Grande do Sul in Brazil experienced the worst disaster in its history. Torrential rains caused massive flooding across the region, resulting in hundreds of lives lost and displacing millions from their homes. When a local Red Cross society requests help, the global Red Cross and Red Crescent network coordinates swift disaster response. The American Red Cross strengthens these efforts by investing in scalable systems, digital tools and forecast-based response strategies. This includes expanding cash and voucher assistance and enhancing operational efficiency to better serve communities in crisis.

American Red Cross employee Jeff Paddock deployed in FY25 to help lead a cash assistance program in southern Brazil. The program focused on supporting the most vulnerable groups in need. “Everybody has a different need,” said Jeff. “We want to be able to meet those needs as best we can with a form of assistance that empowers people.”

Instead of receiving pre-selected items, families can choose how to spend their financial aid based on their individual priorities — something they know best. So far, more than 4,800 people impacted by the floods have received financial assistance to meet their most urgent needs.

“Everybody has a different need.”

Jeff Paddock, American Red Cross employee

Volunteers of the global Red Cross and Red Crescent movement register families in the Asa Branca community, in the municipality of Imbé in Rio Grande do Sul, providing access to a range of services offered by the Brazilian Red Cross and the International Federation of Red Cross and Red Crescent Societies. Photo by IFRC



INTERNATIONAL SERVICES HIGHLIGHTS July 2024–June 2025

MORE THAN
3 million

households visited to encourage vaccinations through the Measles & Rubella Partnership.

MORE THAN
225

families reconnected through the Restoring Family Links program.

32

countries supported during disasters.

NEARLY
310,000

people reached through disaster preparedness activities.

MORE THAN
73,000

people engaged with the International Humanitarian Law and Youth Action Campaign.



Driving Global Health and Humanitarian Leadership

In FY25, American Red Cross leaders helped drive global humanitarian priorities. At the 78th World Health Assembly, Jarrett Barrios, senior vice president of International Services & Service to the Armed Forces, moderated The Power of Prevention — Immunizing for a Safer, Healthier World, a high-level event spotlighting the urgent need for vaccine equity. As a key partner in the Measles & Rubella Partnership, the American Red Cross has helped vaccinate over 4 billion children since 2001 — preventing an estimated 60 million deaths.

Earlier in the year, Jarrett was joined by American Red Cross climate task force member Jennifer Fonstad and youth delegates at the IFRC Statutory Meetings, where global leaders aligned on humanitarian law, shared priorities and collaborated across the global Red Cross and Red Crescent movement.

Delegates of the American Red Cross gather with other world leaders in Geneva, Switzerland for the 34th Red Cross and Red Crescent Statutory Meetings. Photo by Reena John/American Red Cross



BIOMEDICAL SERVICES

Bolstering Blood Donations to Help Communities

Delivering Lifesaving Blood Amid Disasters

Relentless extreme weather challenges the American Red Cross to deliver its mission and strains the nation's blood supply. Record-setting heat in July and August 2024, disrupted more than 100 blood drives in nearly every state where the Red Cross collects blood. Beyond the heat, devastating hurricanes, wildfires, and widespread snow and ice contributed to the cancellation of 1,500 drives in FY25, resulting in 40,000 uncollected blood donations.

The impacts of Hurricane Helene on Western North Carolina were immense, knocking out power and running water for hundreds of thousands of people throughout 25 counties. Among those without power and water was the Asheville Blood and Platelet Center, which is the primary distribution site for blood products needed by numerous hospitals in the area. At the time, the facility was storing more than 150 units of lifesaving blood. In a remarkable display of commitment, a Red Cross team from Charlotte navigated four hours through hazardous conditions to recover the blood and transfer it safely to another facility, helping to ensure patients still received the care they needed.

A Red Cross worker unloads collected blood at the Asheville Blood and Platelet Center after operations resumed following Hurricane Helene. Photo by Vicky Brown/American Red Cross

Ensuring a Future for Patients in Need

Over the past two decades, the number of people donating blood through the Red Cross has declined by 40% — resulting in more frequent national blood shortages and increasing risks for patients. To address this gap, the Red Cross implemented targeted outreach to expand its donor base, with a focus on engaging donors from Black and African American, Latino and LGBTQ+ communities.

These efforts not only help grow the donor base, but it also improves the availability of compatible units for vulnerable patient populations, particularly for patients living with sickle cell disease. Additionally, with more than half of Latinos and African Americans having type O blood, inclusive engagement supports the rising demand for this universal blood type.

As a result of ongoing initiatives to reach donors of all backgrounds, the Red Cross has seen an increase in donations from type O donors — which is strengthening the national blood supply and enhancing patient care. In FY25, the Red Cross exceeded its collections goals for its Sickle Cell Initiative and Latino and LGBTQ+ Engagement efforts; a true testament to the power of teamwork and the shared mission to help patients in need.

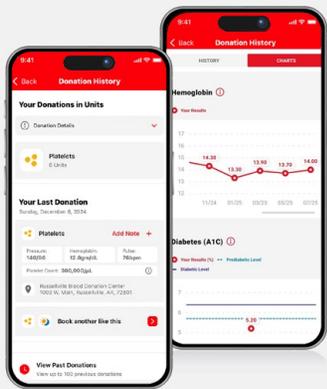
For patients like Christina Rodriguez, a transfusion didn't just save her life, it was lifechanging. After the birth of her first son, Christina experienced life-threatening postpartum hemorrhaging. Conditions like this can be fatal without rapid intervention, but thanks to a timely blood transfusion, she survived and was able to begin her journey into motherhood.

“Giving blood is one of the best gifts you can get and give.”

Christina Rodriguez, blood recipient

Christina Rodriguez received lifesaving blood transfusions when giving birth to each of her sons. “It gave me the opportunity to raise my baby, my sons,” said Christina. “This experience has taught me to contribute; to raise three little boys that are going to do great things for their community. Giving blood is one of the best gifts you can get and give.” Photo by Mimi Teller/American Red Cross





Tackling Community Health Together

Understanding personal health helps prevent long-lasting conditions and saves lives — and blood donation can be a critical part of that journey.

In FY25, the Red Cross provided the following health insights to blood donors:

- Some 80,000 donors alerted to concerning A1C levels, a key indicator for prediabetes and diabetes, following launch of hemoglobin A1C screenings in March 2025.
- Nearly 69,000 blood donors with stage 2 hypertension were notified, with as many as half improving their blood pressure at a subsequent blood donation appointment.

- More than 290,000 donors who self-identified as Black, African American or multiracial have received sickle cell trait screenings since it began in 2021.

“Through our vast network of blood donors, volunteers, employees and supporters — who power our lifesaving blood collection and emergency response efforts — we have a unique ability to raise awareness about the devastating impacts of chronic illness and disease, while advancing and supporting the health of our communities,” said Dr. Pampee Young, chief medical officer, Biomedical Services.

Above left: Red Cross blood donors can access critical health information from past donations and view a trend of those readings from their most recent donations in a secure platform in the health charts section of the Red Cross Blood Donor app. **Above center:** Alpha Phi Alpha Fraternity, Inc. members celebrate their blood drive partnership with the Red Cross in support of patients with sickle cell disease at a brunch in Tempe, Arizona. Photo by Scott Dalton/American Red Cross. **Above right:** Red Cross employees and volunteers connect with the LGBTQ+ community at the WorldPride Street Festival, in Washington, D.C., sharing lifesaving information, encouraging blood donation and volunteerism, and celebrating the power of inclusion and service. Photo by Scott Marder/American Red Cross.

BIOMEDICAL SERVICES HIGHLIGHTS July 2024–June 2025

MORE THAN
4.6 million
 blood donations and
1.1 million platelet
 donations collected.

MORE THAN
2.5 million
 volunteer donors rolled
 up their sleeves.

6.4 million
 blood products provided
 to help patients.

ABOUT
2,500
 hospitals and transfusion
 centers across the country
 received blood products.



TRAINING SERVICES

Enhancing Critical Training for All

Expanding Access to Lifesaving Training

The American Red Cross remains committed to breaking down barriers to lifesaving training by expanding access for communities across the country.

To help prevent water-related accidents among children, the Red Cross transcated its Longfellow's WHALE Tales Water Safety program into Spanish. By offering engaging, age-appropriate lessons in Spanish, the free program for children in kindergarten through 5th grade makes lifesaving water safety education more inclusive and accessible for families.

The Red Cross collaborated with the Association of Women's Health, Obstetric and Neonatal Nurses to develop the Neonatal Advanced Life Support course. This innovative training equips health care providers with the skills to manage newborn resuscitation both inside and outside traditional delivery settings. Designed to address critical gaps in care, especially in underserved areas with limited obstetric services, this course is poised to improve outcomes for the most vulnerable patients — newborns in crisis.

The Red Cross Longfellow's WHALE Tales Water Safety for Children program is available in English and Spanish. The program helps children from all backgrounds in kindergarten through 5th grade learn vital water safety behaviors without having to be at a swimming pool and at no cost. Photo illustration by Jeanette Ortiz-Osorio/American Red Cross



At the same time, the Red Cross is preparing the next generation of caregivers through its revitalized Babysitter's Training course. Aimed at youth ages 11–16, the in-person course offers hands-on instruction in childcare, safety and emergency response. Participants gain the confidence and skills needed to handle real-world situations, ensuring the well-being of the children they care for. The course is supported by the new, free Red Cross Child Care app, which includes interactive quizzes, achievement tracking and a child record tab to help babysitters stay organized and informed.

Together, these programs reflect the mission of the Red Cross to make lifesaving training accessible, relevant and empowering no matter a person's age, background or location.

Redefining the Learning Experience

In FY25, the Red Cross introduced the SMART Manikin — a groundbreaking training solution designed for First Aid/CPR/AED and Basic Life Support (BLS) skills assessment. This innovation redefines the training environment by combining flexible eLearning with real-time performance assessment.

After completing the online coursework, learners schedule a hands-on skills session. The SMART Manikin connects to a tablet to measure and evaluate their technique and precision. By integrating technology with expert support, the Red Cross is making lifesaving training more accessible, scalable and effective than before.

Empowering People to Act

While walking through her company's warehouse, Lisa Williams heard that someone had collapsed nearby. Without hesitation, she stepped in to help—utilizing the CPR skills she had learned at a class offered by the Red Cross Nashville Area Chapter.

“Several employees were yelling, ‘Does anyone know CPR?’” said Lisa. “I told them yes! I went in there and he was turning blue. We called 9-1-1 and had them on the phone. I immediately started CPR, and he gurgled, and we finally got a faint pulse. The EMTs were there quickly, and I have heard he is doing well, which is amazing.”

For her quick lifesaving action, Lisa received the Red Cross Certificate of Merit, the highest award given by the Red Cross to individuals who save or sustain a life using skills learned during a Red Cross training course. “I am thankful I was there with the knowledge I had to act when it was needed most,” said Lisa.

“I am thankful I was there with the knowledge I had to act when it was needed most.”

Lisa Williams, Red Cross Certificate of Merit recipient

Lisa Williams received a Red Cross Certificate of Merit for saving a man's life with CPR. Photo courtesy of Red Cross Tennessee Region.



TRAINING SERVICES HIGHLIGHTS July 2024–June 2025

**MORE THAN
400**

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

**MORE THAN
25 million**

people reached through lifesaving training.

**OVER
310,000**

people trained through the Military Training Network.

**MORE THAN
30,000**

people trained in water safety and lifeguarding and more than **165,000** sets of swim lessons conducted.



SERVICE TO THE ARMED FORCES

Championing Military Service Members and their Families

Serving Connection and Community to the U.S. Military Abroad

When U.S. Army Specialist Brenda Cabrera deployed to Poland, she anticipated long hours, unfamiliar settings, and the pressures of being a medic. She didn't expect how strongly isolation would affect her.

"I've been active duty for 10 years," said Brenda, "But this was my first time overseas. The adjustment was rough. It's different being in another state than being in another country."

She saw a flyer for a crochet club, an activity she used to enjoy with her grandmother, at the American Red Cross respite center. The first time she stopped by, she took some yarn and left. But she soon recognized familiar faces and began making friends.

"The job we do here is very stressful," said Brenda. "Just coming here and being able to talk with other people, like someone that wants to share the same things you do. It's kinda [sic] nice to just let other things out of your mind and relax."

Soon after, Brenda became a club leader, found purpose in helping others feel less alone, and discovered her own way to care for her mental and emotional well-being while deployed.

Struggling with isolation while deployed, Brenda finds connection and community at a Red Cross respite center through its crochet club. Photo by Brad Zerivitz/ American Red Cross

Helping Heroes Bridge the Distance

When U.S. Army officer Kyle Zeck learned that his father had suffered a heart attack and was airlifted from their remote mountain community in California to a city hospital, he knew time was critical. Stationed overseas in Germany, Kyle felt a deep urgency to be with his family—and turned to the Red Cross for help navigating the process.

The Red Cross—the only organization trusted by all branches of the U.S. military to independently verify an emergency at home and give notice to a service member’s military command for emergency leave—immediately went to work.

“I was very concerned for my father’s mortality, for his life. I was afraid that my father was going to die, and I wasn’t going to see him,” said Kyle. “There were certain things about my unit of assignment that I didn’t know that the Red Cross figured out for me when I was asleep...there were all these things happening in the background the Red Cross took care of.”

Within 72 hours of initiating the case, the emergency was verified, Kyle’s command was notified, and Kyle traveled from where he was stationed in Germany to be with his family at the hospital. He spent the next week helping his father recover in the ICU before he was discharged. “The Red Cross moved very quickly behind the scenes and definitely made all these things happen,” he said. “I’m very thankful.”

Top: U.S. Army officer Kyle Zeck **Bottom:** Kyle and his brothers at home helping his father recover after a heart attack. Photos courtesy of Kyle Zeck



SERVICE TO THE ARMED FORCES HIGHLIGHTS July 2024–June 2025

**OVER
624,000**

calls processed through the Hero Care Center.

**NEARLY
62,000**

families assisted through emergency communication services.

**MORE THAN
8,500**

days Red Cross staff spent serving military communities overseas.

**OVER
1.2 million**

people reached with “whole health” programming and services.

Supporting Military Families Wherever They Are

When Jiyoung Kim Seong became a military spouse and started a family, she left a bustling career in the Los Angeles fashion industry behind. Frequent moves made holding down a career challenging until she arrived at Osan Air Base and learned about the Red Cross dental assistant program.

The Red Cross partners with the Defense Health Agency to create skills programs that provide military spouses, dependents and veterans with hands-on training and classroom instruction, so that they can become competitive professionals in the growing field of health care.

“Volunteering with the Red Cross, as a dental assistant, has provided me with stability, purpose and community,” said Jiyoung. “It gave me a sense of purpose beyond just being a military spouse. I felt connected to something bigger and that helped ease the emotional toll of constant change.”

“I felt connected to something bigger...”

Jiyoung Kim Seong, Red Cross volunteer

Jiyoung Kim Seong shakes hands with a service member at the dental clinic at Osan Air Base in South Korea, where she volunteered. Photo by Maranda Cornett/American Red Cross





SUSTAINABILITY & INNOVATION

Driving the Mission Forward

Advancing Sustainability Across Operations

In FY25, the American Red Cross made significant strides in reducing its environmental impact — cutting carbon emissions, conserving resources and empowering grassroots action.

The Red Cross reduced its Scope 1 and 2 emissions by 13% from FY24, marking a 44% decrease from its FY19 baseline after accounting for updates to its fugitive refrigerant emissions reporting methodology. A major contributor to this progress was the expansion of renewable energy use. With new solar installations in Tucson, Arizona and Puerto Rico, 205 facilities are using renewable energy, representing 37% of all sites and 45% of total electricity use — a clear reflection of the organization's commitment to decarbonization and transparency.

Water and waste reduction efforts also played a key role. The Red Cross cut water consumption by 1% in FY25, and 20% since FY19, through facility upgrades like low-flow fixtures, air-cooled ice machines and drought-tolerant landscaping. Waste reduction initiatives included recycling over 4,000 smoke alarms, installing more than 200 water refill stations, and eliminating 7.4 metric tons of single-use plastic through a new non-invasive hemoglobin testing process. The organization's e-waste recycling program reached a record 74 tons, marking a 360% increase since FY20.

A Red Cross employee fills up their reusable water bottle at a water dispenser in a Red Cross office space. Photo illustration by Brad Zerivitz/American Red Cross



Sustainability at the Red Cross is not just top-down—it's powered by people. Through the Green Micro Investments program, employees and volunteers led 138 local sustainability projects in FY25, from installing refill stations to applying solar shades in buildings. Since the program's launch, 224 grassroots initiatives have helped drive meaningful environmental change across the organization.

Together, these efforts reflect a holistic approach to sustainability—one that blends innovation, accountability, and workforce-driven action to build a more resilient future.

Innovating for Impact through Technology and Accessibility

In FY25, the Red Cross was named one of Fast Company's Best Workplaces for Innovators, recognizing its use of AI, automation and emerging technologies to strengthen mission delivery.

In Training Services, the Red Cross successfully piloted a tool that creates exam questions from textbook material for editorial review and is proposing a Generative AI chatbot to support instructors and students, improving access to information and reducing administrative burden.

In Biomedical Services, the Red Cross launched the Red Cross Delivers app nationwide, enabling scheduled and urgent dispatch of lifesaving blood products while maintaining chain-of-custody records. A digital supply tracking solution was also piloted in Biomedical Services, improving inventory visibility and operational efficiency.

To accelerate field-driven innovation, the Red Cross opened its first Humanitarian Services incubator in Nashville, Tennessee, where rapid prototyping and validation of new solutions in disaster response, fundraising and operations bring frontline insights directly into the innovation process.

The organization also made major strides in digital accessibility, ensuring all users, regardless of ability, can access and use Red Cross digital tools. Its website accessibility score increased from 50% to 65% through stakeholder engagement. The Red Cross implemented keyboard-accessible navigation, established automated testing protocols, and trained 139 employees and volunteers to incorporate accessibility features into its digital products.

Beyond technology, the Red Cross fostered a culture of inclusive innovation. Employees and volunteers across the organization contributed ideas, formed communities of practice and piloted new tools, highlighting that innovation is not just a department, but a mission mindset.

Thanking Our Generous Supporters

Transformational Donors

Giving 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

Lilly Endowment Inc.

Margaret A. Cargill Philanthropies

National Corporate and 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*

Amazon

Bank of America

Dollar General

State Farm®

American Airlines

Costco Wholesale

Lowe's

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

Anheuser-Busch Foundation

Enterprise Mobility Foundation

Microsoft

The Starbucks Foundation

Caterpillar Foundation

FedEx

Nationwide Foundation

VSP Vision

Chobani

Honda

The Pfizer Foundation

Walmart and the
Walmart Foundation

CMA CGM Foundation

McDonald's Corporation

Takeda

Wells Fargo Foundation

Delta Air Lines

Merck

Truist Foundation

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

ALDI	Energy Transfer/Sunoco Foundation	Marathon Petroleum Corporation	The TJX Companies, Inc.,
Altria Group	Ford Philanthropy	Mastercard	Toyota
Aon	Fox Corporation	Mondelēz International Foundation	U.S. Bank Foundation
Baxter Foundation	GE Aerospace Foundation	New Balance Foundation	United Airlines
Boeing	General Motors	NTT Data	UPS
Bread Financial	Google.org	Paul Davis Restoration	USAA
Capital One	Harbor Freight Tools Foundation, LLC	PayPal	Visa Foundation
Chick-fil-A	HCA Healthcare	PepsiCo Foundation	The Walt Disney Company
Citi Foundation	The Home Depot Foundation	PetSmart Charities	The Wawa Foundation
The Clorox Company	The J.M. Smucker Company	Southeastern Grocers and the SEG Gives Foundation	Wesco
Danaher Foundation	Johnson Controls Foundation	Stryker	Yum! Brands
Darden Foundation	The Kroger Co. Foundation	Suburban Propane	Zoetis Foundation
Delta Dental	Liberty Mutual Insurance	Target	
Edison International Foundation	Lockheed Martin Corporation		

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

7-Eleven Cares Foundation	CarMax	HP Foundation	Mutual of Omaha Foundation
Adobe Foundation	CDW	International Paper	NextEra Energy, Inc.
The AES Corporation	Charles Schwab Foundation	Invitation Homes	Norfolk Southern
Aflac	Cisco and Cisco Foundation	Johnson & Johnson Foundation	Northrop Grumman Foundation
Albemarle Corporation	CNA Insurance	Keurig Dr Pepper	Northwestern Mutual
The Allstate Foundation	The Coca-Cola Foundation	Kimberly-Clark Corporation	Novartis US Foundation
American Family Insurance	The Deluxe Foundation	The Kraft Heinz Company Foundation	Old Dominion Freight Line
American Water Charitable Foundation	DENSO North America Foundation	L'Oréal	Oxy
Ameriprise Financial	DHL Supply Chain	The Labcorp Charitable Foundation	Pacific Life Foundation
Assurant	The DICK'S Foundation	Lenovo	Prudential
AvalonBay Communities, Inc.	Dollar Tree	LKQ	Raymond James
Avangrid Foundation	Duke Energy	Macy's, Inc.	RBC Foundation USA
Barclays	Elevance Health Foundation	Major League Baseball	Reckitt
Bath & Body Works	Equitable	Martin Marietta	Reynolds American Inc.
Build-A-Bear Foundation	Erie Insurance	Masco Corporation	RTX
Canadian National Railway	Fastenal	McKesson Foundation	Ryder System, Inc.
	Fifth Third Foundation	MetLife Foundation	Salesforce

Security Finance's Lending
Hand Foundation
ServiceNow

Southwest Airlines
Stanley Black & Decker
Stephens

Tata Consultancy Service
Tennant Company
U-Haul International

Ulta Beauty Charitable Foundation
US Foods
Zurich

Blood Services Supporters: \$1,000,000+ Annual Giving**

Dettwiller Foundation

Blood Services Supporters: \$500,000+ Annual Giving**

Cedar Fair Entertainment

Herbalife International of America, Inc.

State of New Jersey

Blood Services Supporters: \$250,000+ Annual Giving**

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Nationwide Foundation

Sport Clips Haircuts

Vertex Foundation

Deep River Snacks

Orkin

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

Lockheed Martin Corporation

Wilf Family Foundations

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Indian Community

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United Way of Greater Milwaukee
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A Red Cross volunteer stands behind an emergency response vehicle delivering meals, water and essentials to residents of Asheville, North Carolina impacted by Hurricane Helene. Photo by Scott Dalton/American Red Cross



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

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*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, 2025.

Individual and Family Foundation Donors

Each member of the Chairman's Council and President's Council has made an outstanding investment in the 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 Betty Bazar Foundation
F. M. Kirby Foundation
The Peierls Foundation

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

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The Anschutz Foundation	The Malott Family Foundation	Teresa and Byron Pollitt	Leonard Wilf
Brenda L. Johnson			

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

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	The PMK Foundation	The Spurlino Foundation	Benjamin Zigrang
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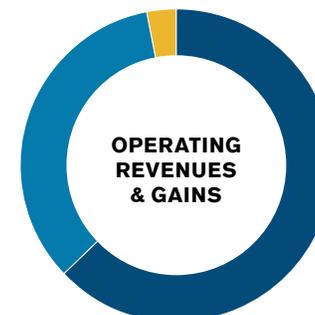
American Red Cross operating funds come from four main funding sources: revenues from products and services, contributions, investment income and other revenue. Total Red Cross operating revenues and gains for FY25 were \$3,964.2 million. Red Cross total operating expenses were \$3,333.1 million. Net assets were \$4,116.2 million.

FISCAL YEAR 2025 (JULY 1, 2024–JUNE 30, 2025)

Revenues (in millions)

■ Products & Services	\$ 2,480.6	63%
■ Contributions	1,355.6	34%
■ Investment Income and Other	128.0	3%

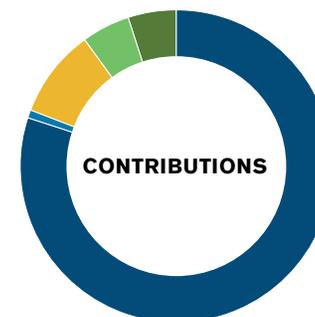
Total: \$3,964.2



Contributions (in millions)

■ Corporate, Foundation and Individual Giving	\$ 1,079.6	80%
■ United Way and other Federated	14.0	1%
■ Legacies and Bequest	125.5	9%
■ Donated Materials and Services	63.2	5%
■ Contracts, including Federal Government	73.3	5%

Total: \$1,355.6



Operating Expenses (in millions)

■ Biomedical Services	\$ 2,119.4	64%
■ Domestic Disaster Services	625.4	19%
■ Training Services	143.1	4%
■ Service to Armed Forces	80.6	2%
■ Community Services	15.0	1%
■ International Relief and Development Services	48.8	1%
■ Management and general	105.7	3%
■ Fundraising	195.1	6%

Total \$3,333.1



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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](https://www.redcross.org) or [CruzRojaAmericana.org](https://www.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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Right: Red Cross volunteers, Rux Muys-Stoian and Vera Melo, help at a Red Cross shelter during the California wildfires.

Photo by Jaka Vinsek/American Red Cross **Back Cover:** Red Cross volunteer, Elias Higgs, from Freepark, New York travels to Louisiana to assist people affected by Hurricane Francine. Photo by Marko Kovic/American Red Cross

Front Cover: Red Cross disaster spiritual care volunteer, Collene Thompson, plays with four-year-old Camila at the Pasadena, California shelter during the California wildfires. Photo by Scott Dalton/American Red Cross





**American
Red Cross**