2008 Annual Report

Palo Alto Area Chapter

American Red Cross
The American Red Cross is part of an international network with headquarters in Geneva, Switzerland, and societies in more than 175 countries around the world. Begun in 1859 by Henry Dunant, it is unique among voluntary service organizations because it is founded on a set of seven principles which all Red Cross volunteers and paid staff around the world are asked to practice. The seven principles are:

**HUMANITY** - The International red Cross and Red Crescent Movement in dedicated to preventing human suffering wherever it is found. Its purpose is to protect life and health and to ensure respect for the human being.

**IMPARTIALITY** - It does not discriminate concerning nationality, race, religious beliefs, class or political opinions. It endeavors to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

**NEUTRALITY** - It may not take sides in hostilities or engage at any time in controversies of political, racial, religious or ideological nature.

**INDEPENDENCE** - While subject to the laws of its respective countries, it must always maintain its autonomy from the government so that it may be able at all times to act in accordance with the principles of the Movement.

**VOLUNTARY SERVICE** - It is a voluntary relief movement without any desire for gain.

**UNITY** - There can be only one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

**UNIVERSALITY** - It is a worldwide institution, in which all National Societies have equal status and share equal responsibilities and duties in helping each other.

**MISSION OF THE AMERICAN RED CROSS**
The American Red Cross was founded in the United States by Clara Barton in 1881. In 1905, the United States Congress provided the Red Cross with a charter which mandates that it provide relief to disaster victims and services to the military. Although congressionally chartered, the American Red Cross is a non-governmental, non-profit, humanitarian organization led by volunteers, funded by public donations and guided by the fundamental principles of the International Red Cross Movement to provide relief to victims of disaster and help people prepare for, and respond to emergencies.

**THE PALO ALTO AREA CHAPTER**
Founded in 1898 as a Red Cross Society and chartered as a chapter of the American Red Cross in 1916, the Palo Alto Area Chapter provides services to residents of Los Altos, Los Altos Hills, Moffett Field, Mountain View, Palo Alto and Stanford University. The Chapter is volunteer-driven with over 500 registered adult volunteers and over 200 youth volunteers.
Programs and Services

DISASTER SERVICES

Respond
When a disaster strikes, the American Red Cross is on the scene, comforting the victims with food, clothing, shelter and supplies to help the recover. Last year, volunteers from the Palo Alto Area Chapter responded to 6 local emergencies, meeting the immediate needs of 14 families by providing housing, clothing, food, mental health counseling, and disaster health services. In response to national disasters, our Chapter deployed disaster relief volunteers to assist directly on the at 22 national disaster relief operations.

Prepare
Last year, nearly 3,000 people received information on disaster preparedness through Community Disaster Education and Youth preparedness presentations and through community and corporate wellness fairs.

We also cross-trained members of local community emergency response teams in Red Cross response and sheltering skills. In November 2007, many of our disaster volunteers participated in the statewide Golden Guardian disaster response drill and on April 3, 2008, dozens of our disaster volunteers practiced a full chapter response to a local disaster, actually setting up a response headquarters, injury triage center, feeding and shelter site and remote chapter operations.

HEALTH AND SAFETY SERVICES

Train
We are the premier provider of Health and Safety training in the community, offering basic to specialized education in first aid, CPR, AED use, water safety and more. Our goal is to equip everyone in the community with these skills. Last year, the Palo Alto Area Chapter Health and Safety instructors provided training in vital life saving skills such as First Aid and CPR to over 8,200 local residents. The Palo Alto Area Chapter also trained 300 people in CPR free of charge at the annual CPR Saturday event. 60 people were trained to become health and safety instructors.
**Programs and Services**

**YOUTH SERVICES**

**Empower**
Youth volunteers conducted the Safe Ride program throughout the school year. The Safe Ride program provides safe, confidential and free rides home to their peers on weekend nights during the school year. The program has been in operation for 23 years, and provided 633 safe rides this year. Youth Power, a new preparedness program for school-age children, was launched at Crittenden School. Youth volunteers also planned and conducted their second annual Youth Leadership Development Training weekend.

**ARMED FORCES EMERGENCY SERVICES**

**Serve**
The American Red Cross keeps military personnel in touch with their families following the death or serious illness of a family member, the birth of a child, or in response to other family crisis. The Palo Alto Area Chapter served as a liaison between 80 local military personnel and their families delivering emergency family messages. In addition, the Palo Alto Area Chapter briefed 170 military members about the services the Red Cross provides and to request help.

**INTERNATIONAL SERVICES**

**Reunite**
The American Red Cross International Social Services Program helps reunite family members separated by war or civil conflict through the global network of international Red Cross and Red Crescent societies. The Red Cross also serves as the guardian of International Humanitarian Law. For several years, the Palo Alto Area Chapter has offered an annual seminar in IHL in collaboration with the World Affairs Council. Last year, we held two public presentations to help educate members of the community in humanitarian law-related topics.
Honoring Our Volunteers

At the Annual Meeting in Mountain View on June 5, 2008, volunteers who had demonstrated extraordinary service to the Chapter and commitment to the mission of the Red Cross were honored with the following special awards:

- Manpreet Kalra—Youth Volunteer Award
- Caroleann Eittreim—Health and Safety Services Award
- Alice Smith—Exceptional Volunteer Service
- Ron Voss—Exceptional Volunteer Service Award
- Jack Kusters—Cynthia Wedel Award for Distinguished Service
- Jim Lewis—George and Barbara Raven Award
- Bobbie Lopez—New Volunteer Award
- Barbara Leighton—Emergency Services Service Award
- Steve Rooks—Mission in Action Award
- Abilities United—Partnership Award

Notable Years of Voluntary Service awards
- Carol Hoskins, 60 years
- Joanne Barnes, 55 years
- Merrill Newman, 50 years

Regional award for long-time volunteer
A special honor was bestowed on Los Altos resident Vinnie Biberdorf, who was selected by the National American Red Cross to receive its Volunteer Leadership Award for the Pacific Service Area (all of California, Hawaii and Guam). Spanning more than forty years, Biberdorf’s involvement with the Red Cross has encompassed a broad spectrum of leadership roles. In Fiscal Year 2008 she serves as co-chair of the Emergency Services Committee.

Volunteer of the Month awards

2007
- August: Barbara Leighton
- September: Nerene Fayers, Lin Harris, Caren Weinstein, Carolann Eittreim
- October: Kelly Zhou, Yvonne Lin
- November: Marian Taylor, Roswitha Remling, Sarah Van Til, Sara McCabe
- December: Jack Kusters, Robert Hamilton

2008
- January: Nancy Staggs
- February: Joanne Barnes
- March: Steve Rooks
- April: John Schuyler
- May: Dana Norris
- June: Alex Ryles

Youth Volunteer Manpreet Kalra

Joanne Barnes, left, and Carol Hoskins received recognition for “a lifetime of service.”
THE CLARA BARTON SOCIETY
No other name better symbolizes the spirit of caring and active volunteerism than Clara Barton, founder of the American Red Cross. The Clara Barton Society consists of committed donors who gave $1,000 or more to the Palo Alto Area Chapter between July 1, 2007 and June 30, 2008. We are grateful to the following individuals, foundations and corporations for their generous support. They have helped make possible our programs and services, which ensure our community is able to prevent, prepare for and respond to disasters of any size.

$25,000 - $49,999
Carol E. Hoskins

$10,000 - $24,999
Wayne Abraham
Steve and Shelley Brown
Jeffrey R. and Chris Carlton
El Camino Medical Foundation
Hurlbut-Johnson Charitable Trust
KFC
Morton Bassett LLC

$5,000 - $9,999
Douglas and Susan A. Alburger
Elizabeth Bonn
Edouard Bugnion and Marie-Christine Champain
Yogen and Peggy Dalal
Charles and Nancy Geschke
Mark Horowitz
John and Maria Lee
Carl Cahill
Michael P. and Deborah M. Medeiros
Town of Los Altos Hills
Leonard and Jeanne Ware

$1,000 - $4,999
Thelmer and Patricia Aalgaard
Adrian and Monica Arima
Wesley Ayres
Joel and Wendy Bohle Barlett
Faith Braff
Trish and David Bubenik
Sandy Cademartori
Soo-Cheng Choi, Ph.D.
Robert Content
Robert Cook
Jean Coyne
Edwin C. Daly
William Danielson
Frederick and Faith Duhring
Steve Eglash and Susan Elgee
Leonard and Shirley Ely
Ralph and Carol Eschenbach
William Evans
Bruce and Kathleen Fitzgerald
Foothill - De Anza Community
College District Health Services
Foothill – De Anza Community
College Diversity Committee
William S. Freeman and Beth Larson
Inger Friis
Janice Fry
Sai-Wai and Beatrice Fu
DuJuan and Christine Green
Margaret Haneberg
John and Barbara Hanna
Lucille B. Hawkins
Lawrence B. Hebb and Michelle Bonat
Thomas Henderson
Charles D. Himmelblau
Derek L. Hine
Charles and Joan Horngren
IDEO
Darin Johnson
Kenneth and Evelyn Johnson
Pitcch and Cathy Johnson
Joanne Kanow
Richard and Jill Klein
Richard and Liz Kniss
Michael Laursen
Barbara Leighton
David and Nancy Luenberger
Donald MacMillen
Henry Massey, Jr.
Duncan and Shirley Matteson
Richard and Beverly Mehrlich
Lou Mendel
Jean and Barbara Mordo
Dean and LaVon Morton
Merrill and Alicia Newman
Jeannette Nielsen
Stephen Orens
Peter O’Riordan
Palo Alto Medical Foundation
Jess Ingrahm and Gina Parks
Edward Perry and Laurie Bonilla
Bill Smerville
Steve and Lian Rasmussen
Norman W. Robinson
Victor Rosasco
Rajpal Sandhu and Mary Henry
Edwin H. and Ruth C. Satterthwaite
Ali and Ruth Schifrin
Hans O. and Gretchen K. Sorensen
Stanford Federal Credit Union
Andrew and Bonnie Sterngold
Eileen Stevens
Nedra Walker
Jeremy J. Sugerman
William and Janice Terry
Kenneth Voorheis and Carol Guttery
Isabel Walker
Gary S. and Mansie Yue Williams

All American Red Cross Palo Alto Area Chapter disaster assistance is free, made possible by the generous and voluntary donation of time and money from Palo Alto Area residents and companies. To make a donation, call (408) 577-1000 or log on to www.paarc.org.

This list of donors supported the American Red Cross Palo Alto Area Chapter between July 1, 2007 and June 30, 2008. If you find an error, please accept our apologies and contact the Development Department so that we may correct our records.
THE LEGACY SOCIETY
The Legacy Society of the American Red Cross honors and recognizes those individuals who help to continue our lifesaving work by making a gift to the Palo Alto Area Chapter in their will, trust estate plan, or through a life income gift. The following individuals are members of the chapter’s Legacy Society as of June 30, 2007.

- Adrian and Monica Arima
- Arnold and Barbara Benningson
- Steve and Shelley Brown
- Bill and Claudia Coleman
- Miriam and Don DeJongh
- John and Terry Dolan
- Mr. and Mrs. Bruno Elmini
- Leonard and Shirley Ely
- Gabor and Elizabeth Erdelyi
- Pilar Furlong
- Chuck and Nan Geschke
- Robert and Joan Grant
- Bill and Loretta Green
- Bob Grimm
- Pete and Arline Harman
- Chuck Hess
- Carol E. Hoskins
- Robert and Paula Johanson
- Ginger Johnson
- R. Michael and Lisa Kasperzak
- Mrs. J. Kraus
- Barb Larson
- Ruth McDermott
- Hal Mickelson
- Alicia and Merrill Newman
- Tammy Okuda
- Ed Paczkowski
- Philomena Peral
- Joan Platt
- Bert and Ann Raphael
- Barbara Raven
- Gloria P. Roberts
- Joyce W. Ruys
- Norman Schwartz
- Keith and Darlene Thaxton
- Florence Turner
- Ruth Turnross
- Lawrence Wallace
- Mr. Curt Weil
- Mr. Gerard Wen
- Wallace and Mary Wilcox
- Mr. and Mrs. Graham Wright

Top 10 things you can do today to leave your Legacy

- Prepare a will
- Leave a gift in your will to your local Red Cross Chapter
- Leave a specific dollar amount or percentage of the assets in your will to the Chapter
- Consider using assets for your legacy gifts
- Name the Chapter as the beneficiary of your IRA or pension plan
- Purchase a new life insurance policy, naming the Chapter as the beneficiary
- Name the Chapter as the beneficiary of an existing insurance policy.
- Remember deceased loved ones with memorial gifts to the Chapter.
- Encourage family members and friends to leave legacy gifts to the Chapter.
- Ask the planned giving officer or your financial advisor for more information about legacy gifts.
### STATEMENT OF ACTIVITIES 2008 2007

#### PUBLIC SUPPORT AND REVENUES

<table>
<thead>
<tr>
<th>Public Support</th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monetary Contributions</td>
<td>721,549</td>
<td>697,256</td>
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<tr>
<td>United Way</td>
<td>11,220</td>
<td>19,821</td>
</tr>
<tr>
<td>Special Events</td>
<td>(694)</td>
<td>14,236</td>
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<tr>
<td>Grants</td>
<td>15,000</td>
<td>21,271</td>
</tr>
<tr>
<td><strong>Total Public Support</strong></td>
<td>$747,075</td>
<td>$752,584</td>
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<table>
<thead>
<tr>
<th>Revenue</th>
<th></th>
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<tbody>
<tr>
<td>Interest Income</td>
<td>42,721</td>
<td>38,052</td>
</tr>
<tr>
<td>Net unrealized and realized gains on investments</td>
<td>(65,104)</td>
<td>129,181</td>
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<tr>
<td>Program service fees</td>
<td>244,785</td>
<td>257,977</td>
</tr>
<tr>
<td>Other</td>
<td>4,433</td>
<td>8,423</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>$226,746</td>
<td>$433,633</td>
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</table>

**TOTAL PUBLIC SUPPORT AND REVENUES**

<table>
<thead>
<tr>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>$973,821</td>
<td>$1,186,217</td>
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#### EXPENSES

<table>
<thead>
<tr>
<th>Program Services</th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Armed Forces Emergency Services / International Services</td>
<td>36,122</td>
<td>47,904</td>
</tr>
<tr>
<td>Disaster Services</td>
<td>189,756</td>
<td>203,477</td>
</tr>
<tr>
<td>Public Education and Health Services</td>
<td>354,951</td>
<td>432,725</td>
</tr>
<tr>
<td>Community Services</td>
<td>96,491</td>
<td>51,775</td>
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<tr>
<td><strong>Total Program Services</strong></td>
<td>$677,320</td>
<td>$735,881</td>
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<table>
<thead>
<tr>
<th>Supporting Services</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Fundraising</td>
<td>356,275</td>
<td>315,344</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>200,540</td>
<td>137,051</td>
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<tr>
<td><strong>Total Supporting Services</strong></td>
<td>$556,815</td>
<td>$452,395</td>
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**TOTAL EXPENSES**

<table>
<thead>
<tr>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,234,135</td>
<td>$1,188,276</td>
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<table>
<thead>
<tr>
<th>Net Assets Beginning of Year</th>
<th>2008</th>
<th>2007</th>
</tr>
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<tbody>
<tr>
<td>$1,733,322</td>
<td>$1,588,423</td>
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<table>
<thead>
<tr>
<th>Net Assets End of Year</th>
<th>2008</th>
<th>2007</th>
</tr>
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<tbody>
<tr>
<td>$1,473,008</td>
<td>$1,733,322</td>
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<table>
<thead>
<tr>
<th>Change in Net Assets</th>
<th></th>
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<tbody>
<tr>
<td>($260,314)</td>
<td>($2,059)</td>
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### STATEMENT OF FINANCIAL POSITION 2008 2007

#### ASSETS

<table>
<thead>
<tr>
<th>Cash &amp; Cash Equivalents</th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>$79,342</td>
<td>285,949</td>
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<table>
<thead>
<tr>
<th>Investments</th>
<th>2008</th>
<th>2007</th>
</tr>
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<tbody>
<tr>
<td>1,055,718</td>
<td>1,178,727</td>
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<table>
<thead>
<tr>
<th>Inter-Red Cross Receivables</th>
<th>2008</th>
<th>2007</th>
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<tbody>
<tr>
<td>144,886</td>
<td>146,603</td>
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<table>
<thead>
<tr>
<th>Receivables</th>
<th>2008</th>
<th>2007</th>
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</thead>
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<tr>
<td>6,335</td>
<td>17,405</td>
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<table>
<thead>
<tr>
<th>Pledges Receivables</th>
<th>2008</th>
<th>2007</th>
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<tbody>
<tr>
<td>142,114</td>
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<table>
<thead>
<tr>
<th>Inventory and Other Assets</th>
<th>2008</th>
<th>2007</th>
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<tbody>
<tr>
<td>14,918</td>
<td>24,912</td>
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<table>
<thead>
<tr>
<th>Prepaid Expenses</th>
<th>2008</th>
<th>2007</th>
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<tbody>
<tr>
<td>2,172</td>
<td>2,101</td>
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<table>
<thead>
<tr>
<th>Land, Building &amp; Equipment</th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>116,198</td>
<td>135,489</td>
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</table>

**TOTAL ASSETS**

<table>
<thead>
<tr>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,516,683</td>
<td>$1,791,186</td>
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</table>

#### LIABILITIES & NET ASSETS

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>2008</th>
<th>2007</th>
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</thead>
<tbody>
<tr>
<td>Accounts Payable and Accrued Liabilities</td>
<td>79,341</td>
<td>57,864</td>
</tr>
<tr>
<td>Inter-Red Cross Payables</td>
<td>9,334</td>
<td></td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>$88,675</td>
<td>$57,864</td>
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</table>

<table>
<thead>
<tr>
<th>Net Assets</th>
<th></th>
<th></th>
</tr>
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<tbody>
<tr>
<td>Unrestricted</td>
<td>1,311,929</td>
<td>1,675,504</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>141,079</td>
<td>42,818</td>
</tr>
<tr>
<td>Endowment</td>
<td>20,000</td>
<td>15,000</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td>$1,473,008</td>
<td>$1,733,322</td>
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**TOTAL LIABILITIES & NET ASSETS**

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<th>2008</th>
<th>2007</th>
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<tr>
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</table>
Board of Directors

John Dolan, Chair  
Dolan Capital Management

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Former Principal, IBM Global Services

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Volunteer Resources Chair,  
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Stanford University

Carmella Huser, Legal Counsel  
SLAC

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Northern Trust

Jim Morgensen, Audit Committee Chair  
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Los Altos

Khashayar “Cash” Alaee  
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Heritage Bank of Commerce

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Paul Gene  
Genentech

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Silicon Valley Mediation Group

Mark Liao  
Palo Alto

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Jean H. Mordo  
Los Altos Hills

Swetha Prabhakar  
Gunn High School Student

Steve Rasmussen  
The Milk Pail Market

Lance Sapera  
24 Hour Fitness

Alice Smith  
Attorney

Wendy Thanassi, M. D.  
Veteran’s Administration

Geoff Ziman  
Palo Alto
Be Red Cross Ready

Preparing for a disaster before it strikes is vital

Visit us online to learn how you can:

1. Get a Kit
2. Make a Plan
3. Be Informed

Contact the American Red Cross Palo Alto Area Chapter for more information about disaster preparedness training, emergency preparedness kits and creating a family communication plan.

American Red Cross
Palo Alto Area Chapter
400 Mitchell Lane
Palo Alto, CA 94301
Phone (650) 688-0415
Fax (650) 327-4255