



2011

Annual Report

DOWN THE STREET ■ ACROSS THE COUNTRY ■ AROUND THE WORLDSM



American Red Cross
Greater St. Louis Region



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

Pictured above (left to right): Scott Caswell, Chief Executive Officer, Missouri-Illinois Blood Services Region; Cindy Erickson, Chief Executive Officer, St. Louis Area Chapter; Steve Ding, 2011 Honorary Service Award Winner for the St. Louis Area Chapter; Vivian Luce, Board Chairwoman, Missouri-Illinois Blood Services Region and Regional Director of Cejka Search; Bob Ciapciak, Board Chairman, St. Louis Area Chapter and Partner, Managing Partner's Office at Edward Jones.

A Message from the Board Chairman and CEO

Dear Friends,

This year as we recover from local tornadoes and regional flooding, we look back on 2011 with profound gratitude for our volunteers, financial supporters and blood donors who make our lifesaving work possible. We deployed more than 230 volunteers in disaster relief after the New Year's Eve and Good Friday tornadoes and the Southern Illinois floods. In addition to those catastrophic events, our volunteers assisted 1,073 families devastated by home fires. Without your generosity, these extraordinary humanitarian efforts would not have been possible.

Last year also marked remarkable changes for the American Red Cross. The entire organization continues to navigate through major organizational change. At the same time, the St. Louis Region has nearly doubled in size. Today three regional community chapters and the St. Louis Chapter comprise the newly formed American Red Cross Greater St. Louis Region. Serving 72 counties in Missouri and Illinois, we have more than 2,000 volunteers and 100 staff.

In addition to disaster response services, the Red Cross provides nearly half of the nation's blood supply. Through our Health and Safety trainings -- CPR, First Aid and AEDs classes and lifeguard and water safety programs -- we prepared more than 89,400 people to respond to a medical crisis or actually prevent one. Preparedness services, a key focus for the Red Cross, rolled out the Ready Rating program nationally. Created here in St. Louis four years ago, it is an excellent tool to help prepare and build resilient communities. Currently there are more than 1,600 national Ready Rating members including the Pentagon Force Protection Agency, Washington University and large corporations like Anheuser-Busch, Express Scripts and Edward Jones.

Through our Services to the Armed Forces programs in 2011, we helped more than 1,500 military families to cope with a crisis at home. We do this through emergency communication, emergency financial assistance, and a show of support for families of fallen soldiers.

Whether it is at home, across the country or around the world, your support allows us to provide services to those who need it most. On behalf of the Board of Directors, a grateful community and those we serve, thank you for your generosity. We are a stronger community because of you.

Cynthia L. Erickson, MPA
Regional Chief Executive Officer

Robert J. Ciapciak
Chairman, Board of Directors

You Make It Possible

The American Red Cross Greater St. Louis Region provides vital services to the St. Louis area 365 days a year—from responding to home fires in local neighborhoods to teaching first aid and CPR to community groups.

We're able to provide these services thanks to a corps of over 2,000 dedicated volunteers and the generosity of our donors. The American Red Cross puts these donations to good use—we are proud to tell donors that we invest an average of 91 cents of every dollar in humanitarian services and programs, well above the industry standard.

How do we do it? By practicing what we preach: preparedness. We train our volunteers. We plan ahead for the types of disasters that strike in our community. And we train individuals, businesses and community groups so that they too can be prepared.

The American Red Cross Greater St. Louis Region serves the communities of Eastern Missouri and Southern Illinois. In this report, which covers fiscal year 2011 (July 1, 2010 – June 30, 2011), you'll learn about how we help our neighbors—down the street, across the country and around the world.



Our work is made possible by our 2,000 volunteers.

Down the Street

House Fires to Hurricanes

Home fires are the most common disaster to which the Red Cross responds. On average, the Greater St. Louis Region responds to a house fire three times a day. Although these fires don't typically make the news as hurricanes or other large-scale events do, they are devastating for those who have suddenly lost their homes, possessions and sense of security.

In fiscal year 2011, the St. Louis Area Chapter assisted 3,379 people affected by fires and other local disasters.

The St. Louis Area Chapter also teaches families, organizations and corporations how to be prepared for emergencies through free educational presentations. Last year 31,017 people attended community disaster education and preparedness programs.

Whether a single house fire or large-scale, multi-state crisis, when disaster strikes, the Red Cross will be there.

Preparing for the Unexpected

Every year, the Greater St. Louis Region teaches people the lifesaving skills they need to protect themselves and their families, including first aid, CPR and water safety.

We offer these trainings in multiple ways: online training, traditional classroom settings and full-service courses where we bring the training to your workplace or organization.

In the United States, drowning is the second leading cause of accidental death among children ages 1- to 14- years and the leading cause of accidental death among children ages 1- to 4- years, according to the National SAFEKID Campaign. Red Cross water safety training saves lives. Last year the St. Louis Area Chapter provided training in lifeguarding and water safety to over 30,000 adults and children.



An Unforgettable Good Friday

Charlant Davis and his wife, Evelyn Johnson-Davis, were about to have dinner in their home in Berkeley on Good Friday when they heard the warnings.

"We didn't make it to the basement," Evelyn said. "It hit; glass blew everywhere, and it was over."

Their house was just one of dozens of homes torn apart by the EF3 tornado that slashed through St. Louis in late April.

Volunteers from the Disaster Assessment Team walked the streets to evaluate damage. Their reports help the Red Cross determine aid, funding and services.

"Please tell our story," Evelyn Johnson-Davis said, "We want people to know how bad it is here, because around here sometimes we're not the first people everyone thinks about. But we're sure glad the Red Cross is here."



When soldiers encounter situations they cannot solve on their own, they rely on the Red Cross for guidance, help and support.

Service to Armed Forces Specialist Courtney Hinton hands gifts to a sailor at the 2011 Holiday Distribution event at Scott Air Force Base.

In a life-threatening emergency like drowning, time is critical. Soon after breathing stops, the heart quits. Unless the brain gets oxygen within minutes, the victims suffer brain damage or death. Within four to six minutes, brain damage is possible; after 10 minutes, brain damage is certain. That is why the Red Cross teaches first aid, CPR and the use of Automated External Defibrillators to tens of thousands of local residents each year. Administering CPR during the critical first minutes in a medical emergency means the difference between life and death. These trainings are at the heart of the Red Cross mission to prevent, prepare for and respond to disasters.

Over the last 20 years, the St. Louis Area Chapter has honored more than 500 individuals who have saved a life with first aid, CPR, AED, or water safety. The Red Cross initiated these awards to inspire others to get trained. Last year, the St. Louis Area Chapter trained over 52,000 individuals in first aid, CPR and AED. More than 24,000 received other lifesaving instruction including babysitting training or pet first aid. These classes speak directly to the Red Cross mission to prevent disasters.

Serving the Military, Their Families and Veterans

When a death, serious illness or financial crisis affects a military family at home, the Red Cross provides support and assistance. Tasked by Congress, the Red Cross assists military families in need. Several active duty and reserve units, Scott Air Force Base and two Veterans Administration hospitals are within the Greater St. Louis Region.

In 2011 when an unexpected duty-station relocation jeopardized a U.S. Army recruiter's financial and emotional security, the young soldier knew he could call the American Red Cross for help. Fuel costs traveling to and from his new location forced the Southern Illinois staff sergeant to spend more than he could afford. Financial insecurity and debt worried the young soldier, which left him emotionally fragile as well. He knew he had to move, but realized he could not make his full rent on his current home, much less the first month's rent and security deposit on a new home, too. The soldier would not receive moving assistance from the Army because the move was not far enough for relocation support. That's when the young man called the Red Cross. Like many who defend our liberty, the soldier did not want to ask for help, yet after he talked to a Red Cross caseworker, the officer quickly realized that he was working with a friend who could help. The caseworker connected the staff sergeant with the financial aid he needed. The young man was able to move closer to work, which dramatically cut his travel expenses. In a follow up email, the Staff Sergeant summed up his experience.

"I called the St Louis Red Cross and spoke with a very pleasant representative, who right away made me feel better. He told me that there was a procedure to follow and things to verify, but that they were there to help. He told me that there were other situations like mine and that I was not alone. That automatically made the rest of my day better and the stress of moving a little lighter."

Local Efforts, Global Reach

As part of a worldwide humanitarian network, the Greater St. Louis Region works to deliver international humanitarian aid in the wake of disasters; prevent disease and teach preparedness; reconnect families separated by armed conflict; and educate the public about International Humanitarian Law.

Here in the St. Louis area, we:

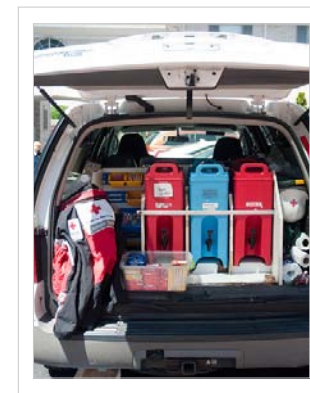
- Enrolled 4,575 people in International and Humanitarian Law and other International Services Programs
- Provided 44 international tracing services

Responding to Community Needs

The St. Louis Area Chapter last year took various courses directly into communities, provided programs targeted to youth and underserved populations. Addressing the mission to prevent disasters, babysitting classes teach the young and old how to feed, diaper and safely put infants to bed. The classes include basic instruction in first aid and trainings for a number of home emergencies. The St. Louis Chapter also offers Lifeline services for the elderly and people with disabilities. Lifeline provides a 24-hour monitoring system seven days a week to some 1,600 local residents. Subscribers enjoy more independence and peace of mind knowing that help can be summoned even when they are alone.

Programs and Services Include:

Service to the Armed Forces	International Humanitarian Services
Emergency Preparedness Education	Lifeline/Family Caregiving
Disaster Response	Youth Services
Health and Safety Products	Volunteer Resources
Health and Safety Training	Blood Services



The Gift of Support

It's more than just a cup of coffee...

The back of the Disaster Action Team (DAT) truck is designed to hold containers of water, punch, hot beverages, and plenty of snacks.

I was prepared to distributed cookies, beverages and gratitude. What I wasn't prepared for was that each time I handed a cup of coffee or a pack of cookies to a firefighter, I was greeted with a hearty "Thanks so much!" or "We sure appreciate you guys coming out!" Here were men and women who put their lives on the line every day, saying thank you for a drink or a snack. It didn't make sense. I felt I was the one who should be overwhelmingly grateful - canteening for them was the least I could do.

Rebecca White is a Regional Disaster Coordinator and Disaster Action Team Lead.

Across the Country

Through a network of nearly 600 chapters, 36 blood services regions and a presence on military installations across the country, the American Red Cross helps people when they need it most: when disaster strikes; when a hospital patient is in need of lifesaving blood; when a military family needs emergency assistance; and when people want to learn the skills needed to protect themselves and their family.

Helping Families After Disaster

The American Red Cross responds to nearly 70,000 disasters every year across the United States. Ranging from single-family house fires to tornadoes and hurricanes, the Red Cross is always on call to provide immediate care and comfort to those in need.

Winter 2011 brought severe winter storms to a large portion of the U.S., knocking out power for thousands of people and closing schools and businesses. In January, Red Cross workers operated shelters from Florida to Connecticut to help those affected by storms. Severe weather continued into February as a massive winter storm buried the country in ice and snow from the Rocky Mountains to Maine. The Red Cross responded in 19 states, offering food, comfort and a safe place to stay to hundreds of people.

Multiple disasters in spring 2011 made it one of the deadliest seasons in U.S. history. A severe outbreak of tornadoes across the South and Midwest—which hit communities such as Tuscaloosa, Ala., and Joplin, Mo.—took lives and destroyed homes. Red Cross workers were on the ground immediately to help, providing shelter for people whose homes were damaged or destroyed, and fanning out across affected areas to assess the damage. Red Cross nurses and mental health workers were also deployed to help people cope with the aftermath of these disasters.

As North Dakota, Minnesota and towns along the Mississippi River fought floods last spring, Texas grappled with the opposite extreme, as an exceptional drought continued and wildfires burned millions of acres. The Red Cross supported first responders as they fought the fires, and provided food, shelter and emotional support to people whose homes were threatened or destroyed.

In total, the Red Cross worked in 31 states in response to the spring tornadoes, floods and wildfires, opening more than 283 shelters, providing 3.2 million meals and snacks, and distributing 1.5 million relief items.

2011 at a Glance

Across the country, the American Red Cross:

- Responded to 68,387 disasters.
- Provided 386,320 services to military families.
- Collected 6.2 million units of blood.
- Taught 8,298,330 people lifesaving skills.



When deadly tornadoes struck Alabama in April 2011, Red Cross volunteers provided shelter, meals and emotional support to stunned residents.

Supporting Military Families

When a U.S. service member is deployed and a crisis happens at home, the Red Cross is there to help. Through its hundreds of chapters in the U.S., as well as offices on military installations around the world, the Red Cross works 24 hours a day, 365 days a year to verify and relay emergency messages to deployed service members, including those in remote locations and on ships at sea.

In fiscal year 2011, the Red Cross provided more than 386,000 services to service members, veterans and their families.

To further support military families, the Red Cross briefed more than 1.3 million people through the “Get to Know Us Before You Need Us” program, which helps service members and their families understand how the Red Cross can help them in times of need.

The Red Cross also provided training scholarships to more than 2,800 military family members in courses such as first aid and CPR, Nurse Assistant Training, and Family Caregiving, and provided training for nearly 400 dental and medical assistants on military installations.

Teaching Lifesaving Skills in New Ways

Nearly 8.3 million people across the country learned lifesaving skills such as first aid and CPR from the Red Cross last year. In addition, some 3.6 million people attended preparedness presentations.

The Red Cross also launched a campaign to educate people in hands-only CPR, releasing the “Citizen CPR” course that teaches the technique in just 30 minutes. Supplementing this are a hands-only CPR video and a quick-reference sheet available on redcross.org. The video is also available on YouTube.

In partnership with Dr. Oz and ShareCare, the Red Cross developed an application for Android mobile devices that provides real-time instructions for emergency situations. Users can follow step-by-step videos with demonstrations by Dr. Oz, and 3-D animations are included for the more complex scenarios, such as hands-only CPR and choking. The app even has an audio and visual counter for giving real-time CPR compressions.

In May 2011, the Red Cross launched www.ReadyRating.org nationwide to help schools and businesses with their emergency planning and preparedness efforts. Members of this free program can use an online assessment to measure their current preparedness efforts and receive customized feedback about how to improve their preparedness level.



At military hospitals across the country, volunteers deliver items such as toiletries, clothing, books, computer games and snack items for patients and their family members.



The Red Cross wants to educate 5 million people about hands-only CPR, a potentially lifesaving technique that doesn't involve mouth-to-mouth contact.

Celebrating Blood Donors, Raising Awareness

Someone receives a blood transfusion from a generous Red Cross donor 21,000 times a day—and many of us have either needed blood or know someone who has needed it. The Red Cross serves the needs of communities across the United States by providing approximately 43 percent of the nation's blood supply. While we already have one of the safest blood supplies in the world, we continually seek to improve safety.

The Red Cross held more than 200,000 blood drives last year, collecting 6.2 million units of lifesaving blood. These donations were then processed into 9.1 million blood products for transfusion to meet the needs of nearly 3,000 hospitals across the United States.

For the third year in a row, the Red Cross celebrated blood donors through Red Cross Racing with the help of Greg Biffle, driver of the No. 16 3M Ford Fusion, who helped raise awareness about the ongoing need for blood donations. The Red Cross also had the chance to honor our military heroes at the AAA Texas 500 race in November 2010. The Red Cross held a pre-race "Salute Our Troops" concert that day and hosted 150 U.S. troops, giving them special viewing access during the race.



Young people ages 16 to 24 form a vital part of the blood donor community.

Around the World

With your support, the American Red Cross responds to disasters, builds safer communities and educates future humanitarians around the world every day. This past year, we worked with our partners in the global Red Cross and Red Crescent network to assist 229 million people in 76 countries.

Responding to Disasters

When disasters hit, the local Red Cross or Red Crescent can often handle the crisis alone, but sometimes they reach out for help. The American Red Cross helps meet urgent needs by deploying disaster specialists, mobilizing relief supplies and contributing financial assistance. During the past fiscal year, the American Red Cross provided assistance to more than 8.6 million people, from Japan to Haiti.

For example, after a devastating earthquake and tsunami hit Japan in March 2011, the American Red Cross joined the Japanese Red Cross to help provide water and new appliances, as well as repair damaged medical facilities. As of June 2011, the American Red Cross has provided \$230.8 million to the Japanese Red Cross and other partners to support relief operations, reaching more than 200,000 people with assistance.

Last year, the American Red Cross continued to help people in Haiti rebuild and recover from the January 2010 earthquake. The Red Cross is helping Haitians rebuild their lives through activities such as constructing homes, delivering clean water, supporting hospitals, improving sanitation and trash disposal, providing income-generating opportunities and fighting outbreaks of disease such as cholera.

Building Safer, Healthier Communities

The American Red Cross works with its Red Cross and Red Crescent partners to build safer, more resilient communities around the world, reducing the devastating effects of natural disasters and health crises.

Continuing the highly successful Measles Initiative, the American Red Cross helped lead the program toward vaccinating 1 billion children in the last decade, putting us on the continued path toward eradicating this deadly disease. Since the Measles Initiative began in 2001, measles deaths have decreased by 78 percent worldwide.

Educating Future Humanitarians

Humanitarian principles are at the core of the Red Cross mission, and continuing this work requires inspiring and engaging the next generation. Across the United States, American Red Cross chapters help both adults and youth understand International Humanitarian Law and its relevance to our daily lives and the issues we face as a country.

Last year, the American Red Cross educated 139,000 people in more than 40 states in International Humanitarian Law, teaching students about humanitarian issues around the world and the critical need to protect civilians as well as combatants in times of war and conflict.



2011 at a Glance

- The American Red Cross:**
- Worked to reconnect more than 5,300 families separated by international wars and disasters.
 - Equipped communities and Red Cross partners in 33 countries to be better prepared for the next disaster.
 - Helped protect 220 million children worldwide from measles in 2011, and 1 billion in the last decade.

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636-397-1074

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Scott AFB, IL 62225
618-256-1855

Jefferson County
3880 Jeffco Boulevard
Arnold, MO 63010
636-464-9150

Metro East
10218 Lincoln Trail
Fairview Heights, IL 62208
618-397-4600

Greater Southern Illinois
319 East Seventh Street
P.O. Box 547
Centralia, IL 62801
618-532-3511

Little Egypt Network
665 North Airport Road
Murphysboro, IL 62966
618-529-1525

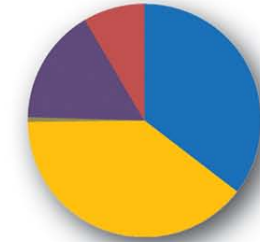
Sources of Financial Support - St. Louis Area Chapter¹

JUNE 30, 2011

Contributions and Revenue:

Per June 30, 2011 Audited Financial Statements

United Way	3,876,465
Monetary Contributions	4,314,228
Services & Materials	70,743
Products & Services	1,753,848
Other	930,715
Total Contributions & Revenue	10,945,999

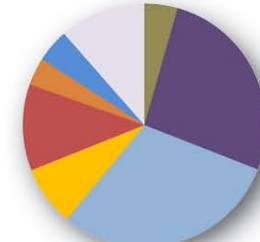


United Way
Monetary Contributions
In-Kind Contributions
Products & Services
Other

Expenditures

Per June 30, 2011 Audited Financial Statements

Service to the Armed Forces	446,783
Disaster Services	2,680,716
Health & Safety Services	3,038,145
Community Services	804,215
Fundraising	1,161,644
Management & General	371,311
Field Support & Chapter Assistance	446,786
Chapter Assessment	1,158,766
Total Expenditures	10,108,366



Service to the Armed Forces
Disaster Services
Health & Safety Services
Community Services
Chapter Assessment
Fundraising
Management & General
Field Support & Chapter Assistance

The American Red Cross works in communities across the country to prepare for and respond to disaster; teach lifesaving skills; serve military members, veterans and their families; and provide nearly half the nation's blood supply. As part of the International Red Cross and Red Crescent network, the American Red Cross also works to prevent and relieve suffering in countries around the world. Total contributions to the American Red Cross for fiscal year 2011 were \$914,040,000.

Nationwide Contributions to the American Red Cross (in thousands) Fiscal Year 2011

Corporate, foundation and individual giving	\$685,947
United Way and other federated	\$111,273
Legacies and bequests	\$81,548
Services and materials	\$35,272
Total	\$914,040

A full statement of operating funds and functional expenses for the American Red Cross is available on redcross.org/publications.

¹These financial data reflects the St. Louis Area Chapter only.



Meet Jackson Graves

Jackson Graves is 9 years old and a 3rd grader at St. Joan of Arc Catholic School in South St. Louis. After hearing about the earthquake and tsunami in Japan, he wanted to do something to support those in need, so he decided to organize a family auction.

Jackson scheduled the auction and sent flyers and invitations. He spent the prior week gathering nearly 60 auction items from family, friends and strangers.

On the big day, Jackson set up in Grandma and Grandpa's basement. He prepared seating, made three kinds of cookies and ran the entire auction with his cousin Jake Fesi, a 4th grader at St. Katherine Drexel. By the end of the evening, the silent and oral auctions raised nearly \$150 for the Red Cross!

Major Donors

Clara Barton Society

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