A Message From the President and CEO

The first anniversary of the Haiti earthquake is an opportunity to look back at the significant work done to assist Haitians, the challenges that must be overcome and the imperative to move forward to help Haiti and its people recover.

Our country responded quickly to help Haiti, whether it was through the millions of people who donated by text messages, the companies and foundations that made large contributions, or the child who sent in a crumpled dollar bill left by the tooth fairy.

These donations have made a real difference in the lives of the people of Haiti.

This support has enabled the American Red Cross, in partnership with the Haitian Red Cross and others, to help hundreds of thousands of Haitians survive. We have provided them with emergency shelter, food, water, medical treatment and emergency relief supplies. Without this help, many more lives would have been lost.

We raised $479 million and have spent and signed agreements to spend $245 million in the first year, which is more than half of the total raised. We have remained flexible to address emerging needs, such as providing financial support to keep Haitian hospitals open, responding to the ongoing cholera outbreak and helping families before and after Hurricane Tomas struck.

I have been to Haiti four times since the earthquake, and I’ve seen real progress. But while I’m proud of all that’s been accomplished, I must confess it hasn’t been easy.

Haiti was a difficult place to live even before the earthquake; the rebuilding process has been slow and the path forward is challenging.

The Haitian government is working to establish land ownership, despite a decimated workforce and little documentation. As a result, it is taking longer than we would have hoped to obtain appropriate land to build homes.

Nevertheless, in the year ahead we will be supporting efforts to repair damaged homes, clear rubble and build many more transitional homes. In the long term, we plan to support the construction of permanent homes, in both brand new and existing communities.

Because of the extent of the destruction, the pace of change is slow; however, I continue to be inspired by the strength of the Haitian people. I want to assure you that we will not lose sight of our goal: the American Red Cross is committed to spending your donations wisely to alleviate the suffering of the Haitian people, and we will be there until the last dollar that was so generously donated for Haiti is spent.

Gail McGovern
President and CEO
Remembering the Earthquake
Matt Marek was the head of the American Red Cross delegation in Port-au-Prince on January 12, 2010.

After the roaring, the rumbling and the crashing stopped, there was crying, horror and unimaginable scenes all around us. Although the wall of our small American Red Cross office in Port-au-Prince had collapsed and the building was badly damaged, our neighbors saw the Red Cross emblem and turned to us as a beacon of hope and comfort.

The Red Cross staff and I spent all night cleaning and bandaging wounds, and sent out teams to provide first aid assistance to harder-to-reach areas. We set up triage stations throughout our neighborhood, sent out light search and rescue teams, organized a basic healthcare unit at our base and used our vehicles as ambulances to carry people to hospitals for weeks.

I will never forget the many heroic acts I witnessed. A Haitian man who had done odd jobs in the office provided emergency first aid to injured people for days. A Red Cross driver whose own home collapsed insisted on staying with us and worked tirelessly to transport victims and staff.

One year later, it is hard to imagine that we were able to accomplish so much in those first few days and weeks. The sense of mission shown by our staff and volunteers was truly inspirational.

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Water and Sanitation. The earthquake destroyed much of the capital’s already extremely limited water and sanitation infrastructure, increasing health concerns for residents living in hundreds of makeshift camps. The global Red Cross network has been providing drinkable water to hundreds of thousands of people every day—collecting it at its source, purifying it and trucking it to 87 distribution points. The Red Cross network has also been installing and maintaining hundreds of latrines to improve sanitation.

Medical Services. Within hours after the earthquake struck, the Red Cross was providing urgently needed medical care to some of the hundreds of thousands of injured Haitians. This ranged from emergency first aid by American Red Cross staff in Port-au-Prince to lifesaving surgeries and emotional counseling to traumatized survivors at Red Cross field hospitals. The American Red Cross recruited, trained and equipped 70 Creole-speaking volunteers from across the United States who supported medical staff as translators aboard the USNS Comfort, a U.S. Navy hospital ship. The American Red Cross also shipped nearly 4,000 units of blood and blood products, distributed mosquito nets and helped finance a massive vaccination campaign that inoculated almost 1 million children and their parents against diseases such as measles.

KEY ACHIEVEMENT: Provided emergency shelter materials to more than 860,000 people.
Emergency Shelter. With more than 1.5 million Haitians suddenly displaced, the global Red Cross network moved quickly to provide survivors with desperately needed emergency supplies and basic shelter from wind, rain and sun. The Red Cross imported and distributed one-third of all the tarps in Port-au-Prince—providing needed shelter to more than 860,000 people. In fact, if you laid out all the tarps distributed by the Red Cross end-to-end they would cover the distance from New York City to Miami, or approximately 1,080 miles. We continue to replace these supplies as they wear out—and will do so until people are able to move into temporary or permanent homes.

Reconnecting Families. Even as search and rescue teams from the global Red Cross network deployed immediately to try to locate survivors, Red Cross volunteers set up centers around the capital to reconnect families in Haiti with their loved ones in the United States and around the world. Over the course of many weeks and many phone calls, volunteers in Haiti and the United States successfully reunited 2,500 families.

Food. Hunger was a serious problem for many Haitians long before the earthquake struck, with an estimated 1.9 million already dependent on food assistance. Following the earthquake, the American Red Cross provided millions of pre-packaged meals and purchased food for emergency distributions. Overall, the Red Cross provided enough food for more than 1.3 million people for a month, the majority through a partnership with the UN World Food Programme.

The response by the American Red Cross and our partners in the global Red Cross network to the Haiti earthquake has been the largest single country relief operation in our history. Within days, specially trained emergency response teams were deployed to the quake zone, some from North America, Latin America and the Caribbean, others from as far away as Turkey, Pakistan and Israel. Each of these teams had unique skills including everything from relief distributions, healthcare and logistics to water purification and distribution, mass sanitation and information technology.

In all, more than 120 Red Cross and Red Crescent societies from around the world, including the American Red Cross, have contributed staff, relief supplies or financial resources in support of the Haitian Red Cross and the people of Haiti.
From Camps to Homes to Call Their Own

The earthquake displaced more than 1.5 million people in Haiti, with most now living in densely populated makeshift camps in Port-au-Prince or with host families outside the capital.

The global Red Cross network plans to provide 30,000 transitional or basic homes for 150,000 Haitians. The American Red Cross is helping build at least 6,500 of them, many in partnership with other humanitarian organizations, including Habitat for Humanity. These homes can withstand inclement weather, include access to water and latrines, and are designed so they can be dismantled should residents need to move and reuse the materials to enhance a future more permanent home. As of the writing of this report, 2,889 homes have been completed for 14,400 Haitians.

Although a transitional home can be assembled considerably faster than a permanent one, construction has been hampered by a series of complex obstacles such as persuading land owners to donate or sell appropriate land in Port-au-Prince and elsewhere; removing tons of rubble left behind by the earthquake; and working with community leaders to identify the most vulnerable people to be recipients of these homes.

Helping Haitians Help Themselves: One Red Cross Worker’s Story

Desert Jean Daniel started working for the Red Cross as a carpenter building transitional homes. Now a supervisor, the father of four is among more than 100 workers the Red Cross has hired from the tent camp of L’Annexe de la Mairie to build new homes for camp residents.

“It’s very important to have people from the community helping to build the homes,” Desert said. “It makes sure that people are invested in their work, and it also brings money to the camp.”

Like so many settlements that sprang up in Port-au-Prince after the earthquake, L’Annexe de la Mairie is packed with families living under tarps and tents. The global Red Cross network is building approximately 350 semi-permanent homes here, funded by the American Red Cross and other Red Cross societies. These homes are elevated off the ground to offer added protection from heavy rains. The Red Cross is also working with the community to improve drainage on the site in order to prevent future flooding.

His experience with the Red Cross has given Desert hope. “It’s the best thing that could have happened to me,” he said. “I used to work on electronics and carpentry before the earthquake, and now I can use those skills to help the community.”
“Working together, Habitat for Humanity and the American Red Cross are making a difference in the lives of many families impacted by the earthquake.”

—Jonathan Reckford, CEO, Habitat for Humanity International
Tons of Rubble
It’s hard to appreciate how much rubble was left behind by the earthquake. The estimated 706 million cubic feet of rubble piled all over Port-au-Prince would—

• Fill the Louisiana Superdome floor to rafters five times.
• Require 10 years for Haiti’s estimated 300 heavy-duty trucks, working seven days a week and 365 days a year, to clear away.
• Fill enough shipping containers that, if laid end to end, would stretch from New York to Las Vegas, or approximately 2,200 miles.
Rebuilding for the Future

In order to truly recover, Haitians will need durable, permanent homes located in communities with functioning roads, water and sanitation systems and near an economic base for livelihoods. The American Red Cross is working with partners to develop sustainable programs to make this happen. Although specifics are still being worked out, possible options include:

1. **Repair or Rebuild**
   By repairing damaged homes and rebuilding destroyed homes in existing communities in Port-au-Prince, affected households can remain close to their pre-earthquake support systems. An estimated 25 percent of homes are considered repairable while 20 percent will need to be demolished or require major repairs. This will require the removal of a significant amount of rubble.

2. **Build New**
   By building a new community outside of Port-au-Prince, this allows for easier construction of new affordable homes and infrastructure, similar to this community built by the American Red Cross in Sri Lanka following the 2004 tsunami. This will likely require that residents leave their original communities. Before construction can begin, we must identify and secure appropriate land near job opportunities.

3. **Recycle Rubble**
   Converting rubble into building materials is one of the innovative solutions we are exploring, whether we repair existing homes or build new ones. One option that we are currently piloting is to build homes using gabions—wire blocks filled with rubble—which are stacked into frames surrounded by concrete and iron to create sturdy, earthquake-resistant homes.

**KEY ACHIEVEMENT:** Sponsoring innovative pilot program to recycle rubble into permanent homes
Responding Rapidly to Cholera

When the first cases of cholera were reported in October, 50 miles from the capital, the Red Cross knew there was potential for a large-scale disease outbreak. Within days, we launched public education campaigns around the country, including in the densely-populated camps of Port-au-Prince.

The campaigns were, in fact, an expansion of Red Cross health and hygiene promotion efforts that had been underway almost since the earthquake struck. Seven days a week, hundreds of health volunteers and staff have traveled tent to tent to talk to residents about how to prevent, identify and treat cholera, as well as to provide soap and water purification tablets. These efforts were complemented by a text messaging campaign that delivered millions of messages across the country. Because most Haitians get their news from the radio, the Red Cross has hosted a weekly radio program to better inform Haitians about critically important topics such as public health and disaster preparedness. At the same time, the Red Cross set up three cholera treatment centers to help treat hundreds of Haitians.

**Facts at a Glance**

- Reached more than 112,900 people with cholera prevention messages
- Distributed more than 179 million gallons of water to date
- Providing more than 317,000 people with daily drinking water
- Treated nearly 217,000 patients in Red Cross healthcare facilities

The Red Cross has distributed millions of gallons of clean, drinkable water.
Providing Clean Water and Improving Sanitation

The need for clean, drinkable water and basic sanitation was critical before the earthquake and continues a year later, especially in light of the growing cholera response. The global Red Cross network is providing water and sanitation services to hundreds of thousands of Haitians every day. And in the months to come, the American Red Cross will be providing more than 200,000 additional people with daily access to drinking water and sanitation services through partnerships with other humanitarian organizations. For example, the American Red Cross is supporting a toll-free hotline to help identify and dispose of garbage that is piling up outside underserved camps around Port-au-Prince in coordination with metropolitan sanitation authorities.

Even as the Red Cross works to provide water and sanitation services for existing camps, we are also equipping our transitional homes with family latrines, rainwater collection systems installed on roofs and water storage containers.

Saving Lives By Keeping Hospitals Open

As Matacha Jean Baptiste watched her tiny baby girl in the neonatal unit of the Bernard Mevs hospital in Port-au-Prince, she was waiting for the day that she could bring her daughter home. “She was one month premature,” Matacha explained, “and she was having trouble breathing. That’s why I brought her here.” Doctors gave baby Sarah Lynn oxygen and inserted a feeding tube so that she received proper nutrition. “I don’t know what I would have done without this hospital,” Matacha said. “They are saving my baby.”

Thanks to funding from American Red Cross donors and management support from the University of Miami’s Project Medishare, Bernard Mevs is able to continue providing much-needed care. With 45 in-patient beds, two operating rooms, a spinal cord and brain injury unit and one of the few adult and pediatric intensive care units in Haiti, the facility offers a wider array of services than exists elsewhere in the country.

“The Red Cross money is running this entire hospital,” says Gillian Hotz, an international director with Project Medishare, who frequently visits Haiti. “It’s paying for all of our staff and expenses. This hospital is open because of the American Red Cross.”

The American Red Cross has provided millions of dollars to support three hospitals in Port-au-Prince, which collectively provide medical care to tens of thousands of Haitians. In addition to Bernard Mevs, these include the largest public hospital in Haiti and the German Red Cross field hospital.

“A Haitian girl collects water from a Red Cross water point.”

The American Red Cross is supporting the Bernard Mevs hospital, which has one of Haiti’s few pediatric intensive care units.

**KEY ACHIEVEMENT:** Providing clean, drinkable water to more than 317,000 people every day
Reducing the Risks of Future Disasters

With the 2010 hurricane season looming just a few months after the earthquake hit Haiti, the Red Cross had to act quickly to prepare residents, especially the more than 1.5 million displaced people living in camps in and around Port-au-Prince.

The American Red Cross worked for months with the Haitian Red Cross to help tens of thousands of residents reinforce steep embankments with sandbags, dig trenches to allow for runoff during heavy rainstorms, clear ditches to improve drainage, install early warning systems and learn first aid. The global Red Cross network also pre-positioned enough relief supplies for 125,000 people to facilitate rapid distributions after a disaster.

These preparations helped minimize the impact when Hurricane Tomas struck Haiti in early November. Thousands of people were evacuated from unsafe areas nationwide. During this process, Red Cross-trained response committees were critical in alerting residents of many camps to prepare for evacuation.

Preparing for Disasters, With Giggles and Smiles

Dressed in a red Spiderman T-shirt, jean shorts and black high-top sneakers, Cherizard Erito does not look like a scary boy. But today, the 13-year-old has been asked to participate in a skit, playing the role of a flood that is threatening residents of the camp where he and hundreds of other earthquake victims live under makeshift tarps and tents.

With children around him, Cherizard screws up his face in a scowl and barks in Creole at the girls standing before him. Rather than running away, though, they hold their ground and tell him they’re not afraid. They know exactly what to do if a flood is threatening. When a yellow flag goes up on the camp flagpole “we will quickly collect our bags and look for mom and dad,” they tell him.

Under the direction of Red Cross staff, more than 360 children at nine camps have learned songs, skits and dances that teach them how to prepare for floods, mudslides and hurricanes.

“It’s fun,” says Cherizard, adding that the most important lesson he has learned is “together we can combat disasters.”
Teaching Lessons in Preparedness

As young Haitian workers stream through the American Red Cross office each morning, Pierre Richard is usually in the thick of it—giving orders and providing direction to teams before they head out into the field. A manager in the American Red Cross disaster preparedness and risk-reduction program, Richard oversees training for dozens of Haitian staff and volunteers who interact on a daily basis with victims of the January earthquake.

“You have to love it, you have to practice it, and you have to enjoy sharing this with people,” says Richard when asked about the keys to his success. “To be the best you can be takes repetition and persistence.” He is often out in the field overseeing the work of his teams, a reassuring presence with many years of experience to share.

Richard, 49, who began as a volunteer at the Haitian Red Cross in 1983, became an employee in 2001, and joined the American Red Cross team in Haiti in March 2010.

From teaching camp residents first aid to overseeing cash-for-work mitigation programs that make vulnerable communities safer, Richard sees the benefits of this program every day.

“I get a lot of pleasure from this work,” he says. “This is helping people a lot.”

Texting to Save Lives

Since an estimated 80 percent of Haitians—even those living in the camps—have access to cell phones, the Red Cross has used this technology to rapidly deliver potentially lifesaving messages. Prior to Hurricane Tomas making landfall in early November, the Red Cross sent out millions of text messages like this one, providing information on how to minimize risks during the storm.

KwaWouj: Si gen gwo loray, Pa kanpe pre rivyè ni sou pon, pa janbe dlo ni a pye, ni sou bêt, ni nan machin. Pa rete pre fenêt ni anba pyebwa.

“Do not stand nearby rivers or on bridges to watch flowing water. Do not cross streams of running water by foot, animal or car. If there is a strong storm, do not stay close to windows or underneath trees.”

KEY ACHIEVEMENT:
Trained, equipped and reduced disaster risks for 72,000 people

Daniel Cima/American Red Cross
Empowering Haitians With Microfinance and Cash Grants

After the earthquake, many Haitians lost their primary source of income and were left without the means to meet their most basic needs. At the same time, hundreds of thousands of displaced survivors fled Port-au-Prince to stay with friends or family outside the capital, stretching already limited resources for these host families. To alleviate some of these pressures, the American Red Cross has been providing millions of dollars in financial assistance through partnerships with organizations like Fonkoze.

Most recently, the American Red Cross has expanded cash-for-work programs to support projects identified as priorities by the communities themselves. Activities have included digging or clearing drainage canals, building retaining walls to minimize soil erosion and reduce flooding, building terrace gardens and improving roads.

In addition to improving the quality of life in communities, these jobs have provided workers with much-needed cash and helped them acquire new skills, which can be used to find future jobs.

Cash grants funded by the American Red Cross have enabled tens of thousands of Haitians to buy food and cooking fuel, repay debts, send their children to school or restock small businesses. The American Red Cross had announced plans in July to give financial assistance to tens of thousands of additional families living in camps. However, after the Haitian government expressed concerns, the Red Cross has been working to re-allocate the funds into other programs such as cash-for-work, money to help people move into repaired homes or grants for school tuition.

Helping Haitians and Giving Hope

“I can’t find the words to express my joy and gratitude,” says Jacqueline Dormeus. “Fonkoze has given me an advantage. No other institution in Haiti would have given me this money.”

Jacqueline, 63, is one of 220,000 people who have benefited from microcredit loans and cash grants from Fonkoze, Haiti’s largest microfinance institute, funded by $8 million from the American Red Cross.

Fonkoze programs are centered around women like Jacqueline, who has a small wholesale and retail business selling charcoal, beans, corn, plantains and other goods. She regularly travels to the south of Haiti, where she buys her inventory and trucks it in bulk back to her home in a suburb of Port-au-Prince. She says she typically sells most of the goods while they’re still in transit. Her husband and sisters-in-law also help out with the business.

After her home was damaged January 12, Jacqueline and her family were forced to sleep outside under a tent. But thanks to financial support from the American Red Cross, she has not only grown her business but has also been able to repair the home where she lives today.

KEY ACHIEVEMENT: Supporting 220,000 Haitians with microloans and cash grants
Benjamin Sergot worked as a schoolteacher in Port-au-Prince before the earthquake turned his world upside down, destroying his home and reducing his school to a pile of concrete and twisted metal.

Benjamin decided to flee the city with his wife and two young children and stay with relatives who live a few hours away. Almost a year later, with much of Port-au-Prince in disrepair, they still live in their relatives’ crowded home.

“The house is too small,” lamented Benjamin, who is 25 years old. “We need extra mattresses, and there’s not enough food.”

Recognizing that thousands of families took in desperate friends and relatives like Benjamin after the earthquake—one family in this area has 15 displaced people living in their home—the American Red Cross has been providing assistance to host families across the country. Through a $4.8 million agreement with Mercy Corps, the American Red Cross is funding a series of market fairs which provide families with vouchers for household goods giving them an opportunity to repair their homes, purchase needed household items, and even send their children to school.

“My name is Nancie Jeangul and my daughter’s name is Martine Jozef. Since January 12, my daughter has not been able to go to school. With the financial support the American Red Cross gave us, I am sending her back to school again. Thank you.”

—Nancie Jeangul, recipient of American Red Cross cash grant
The coming years, the American Red Cross will continue to help Haitians rebuild their lives, including their homes, livelihoods and communities in Port-au-Prince. Although no final decisions have yet been made, unless more pressing needs arise, we expect to spend about $100 million on construction of permanent homes and community development projects.

At the same time, we are also looking to support rubble removal, vaccinate millions against life-threatening diseases and rebuild water supply systems. And we will continue to work to reduce the risks of future disasters, educate camp residents about cholera prevention and support livelihood opportunities to help Haitians get back on their feet.

Significant challenges remain, including resolving land ownership issues, removing tons of rubble and responding to the ongoing cholera epidemic.

Despite these difficulties, the American Red Cross will do its best to overcome these and any other challenges, and we will be there to support the Haitian people until every last donor dollar has been spent.

The American Red Cross has received $479 million in donations to date. The first chart reflects $245 million in spending as of January 12, 2011. The second chart illustrates our total spending plans and progress by program area.

*Shelter includes emergency shelter as well as transitional and permanent homes.
“While we know that the spirit of the Haitian people is dominant and resilient, we also know that there must be a real commitment of time, effort and funds to rebuild the community. The American Red Cross is one of the groups that is making a daily difference in the lives of so many Haitians.”

—Congressman Donald M. Payne (D-NJ)

“American Red Cross funding is addressing two of the most pressing problems (at Haiti’s general hospital): low staff salaries . . . and lack of medical supplies.”

—Dr. Paul Farmer, CEO, Partners in Health
The overwhelming generosity of the American public in response to the Haiti earthquake shows yet again that Americans are there when people are in need, whether it is down the street, across the country or around the world. All of the work of the American Red Cross in Haiti is made possible by the tremendous outpouring of support from individuals, businesses and organizations throughout the United States. These donations kept people alive and are helping save lives.

Corporations and foundations made major contributions for Haiti relief and recovery. Men and women donated through their companies, sent in contributions, and put cash into containers at checkout counters at stores and restaurants. Schoolchildren held bake sales and took up collections to help kids just like them and their families in Haiti.

More than 3 million people texted HAITI to 90999 to make a $10 donation to the Red Cross. Their efforts resulted in a record-shattering total of more than $32 million for Red Cross relief and recovery in Haiti. The unprecedented success of mobile giving for Haiti was made possible by the support of mGive and the mobile carriers, the U.S. State Department, First Lady Michelle Obama and her public service announcement, and the NFL and other groups that promoted the Haiti text donations during their broadcasts.

Nationally, nearly 40 percent of people surveyed said they gave to charities to help Haitians. The Red Cross is thankful for each and every donation that was entrusted to us.

The American Red Cross is also grateful for the continuing support of members of the Annual Disaster Giving Program whose financial donations mean the Red Cross is always there to help in times of disasters—internationally or domestically. These members include:

- Altria Group
- American Express
- AXA Foundation
- Cisco Foundation
- ConAgra Foods
- Costco Wholesale Corporation
- Darden Restaurants, Inc.
- FedEx Corporation
- GE Foundation
- The Home Depot Foundation
- John Deere Foundation
- Kimberly-Clark Corporation
- Kraft Foods
- Lowe’s Companies, Inc.
- Merck
- Morgan Stanley
- Nationwide Insurance Foundation
- Northrop Grumman
- Ryder Charitable Foundation
- State Farm
- State Street Foundation
- Target
- The TJX Companies, Inc.
- UnitedHealthcare
- UPS

The American Red Cross is committed to spending your donations wisely to provide relief to the people of Haiti and to help them—and their country—recover from this tragedy.
American Red Cross Partners

To respond to the extraordinary needs of the Haitian people, the American Red Cross has worked closely with the Haitian Red Cross and other partners inside and outside the global Red Cross network. Thanks to our collaboration, the American Red Cross was able to reach more beneficiaries, increase programmatic and geographic coverage and improve the quality and efficiency of our programs.

Agency for Technical Cooperation and Development (ACTED)
American Refugee Committee
Concern Worldwide
Catholic Relief Services
Fonkoze
French Red Cross
German Red Cross
Habitat for Humanity International
Haitian Red Cross
Handicap International
Haven
International Committee of the Red Cross
International Federation of Red Cross and Red Crescent Societies
International Medical Corps
International Organization for Migration
International Rescue Committee
JP/HRO
Mercy Corps
Pan American Health Organization
Partners in Health
Project Medishare for Haiti
Spanish Red Cross
United Nations Foundation
UNOPS
World Food Programme

To follow the American Red Cross response in Haiti, please visit redcross.org/haiti. You can also receive regular updates through the Red Cross Blog, Disaster Online Newsroom, Flickr, Twitter, Facebook and YouTube sites.

You can help the victims of disasters, both domestic and international, by making a financial gift to the American Red Cross. Please consider helping the American Red Cross prepare for the next emergency down the street, across the country and around the world. Visit redcross.org, call 1-800-RED CROSS or contact your local American Red Cross chapter.