A MESSAGE FROM THE CHAIRMAN

After 135 years, the American Red Cross continues to serve as a ray of hope for people in their time of greatest need.

This past year, our inspiring volunteers, donors, partners and employees provided humanitarian services to millions of people in need…in communities all across the country and around the world. Whether responding to historic wildfires in the West, record flooding in the South or senseless human tragedies like the shootings in San Bernardino and Orlando, Red Crossers were there to provide shelter, comfort…and most importantly, hope for the future.

Preparedness is also a vital part of our mission and this year we expanded our innovative Home Fire Campaign. Our volunteers and community partners are going door-to-door to ensure households are prepared should they experience the most common disaster—a home fire. Incredibly, just two years after the Campaign launched, we have installed nearly 450,000 new smoke alarms in thousands of towns and cities…and so far there are 95 documented lives saved as a result of this effort.

Internationally, the American Red Cross helped respond to a number of disasters and crises last year, including a 7.8 magnitude earthquake in Ecuador, the wildfires in Alberta, Canada, and the ongoing global migration crisis. And we remain active internationally with vital disaster preparedness and disease prevention initiatives, including successful measles and rubella vaccination campaigns in Nepal and Kenya.

Beyond our disaster work at home and abroad, last year the American Red Cross continued its work with members of the military by providing 385,000 emergency assistance services, taught millions of people first aid, CPR and AED skills, and delivered nearly 7 million blood products to patients in need—about 40 percent of our nation’s blood supply.

Working together, I am confident we will continue to carry forward our great humanitarian mission to prevent and alleviate suffering for decades to come. On behalf of the entire American Red Cross family, thank you for your vital support.

Bonnie McElveen-Hunter
Chairman
As I reflect on fiscal year 2016 (July 1, 2015 – June 30, 2016), I am filled with awe and gratitude for the remarkable volunteers, donors and community partners who help the American Red Cross fulfill our lifesaving mission.

Throughout the past year, caring Red Crossers responded to tens of thousands of disasters, delivered lifesaving blood products to hospital patients in need, trained millions of Americans in vital health and safety skills, supported military members and our veterans with emergency services, and assisted the international community with disease prevention and disaster response efforts.

Here at home, the Red Cross responded to a number of significant disaster and emergency events in fiscal year 2016, including: historic levels of flooding in South Carolina and Texas; the water crisis in Flint, Michigan; and the horrific shooting in Orlando, Florida. As I saw firsthand during my visits to the Charleston and Houston areas, the Red Cross is always there to lend a hand during times of crisis—working to provide shelter, food and comfort to individuals and families in great need.

In addition to our response work, this year the Red Cross continued to focus on preparedness activities with our Home Fire and our Aquatics Centennial Campaigns—both are innovative efforts that teach people in vulnerable communities the skills they need to prepare for and respond to everyday emergencies.

The past fiscal year also saw the Red Cross continue its tireless efforts to ensure the safety and reliability of the nation’s blood supply, as well as ongoing growth in the use of new technologies—including our suite of free mobile preparedness apps—to connect more people to our lifesaving information and services.

As always, our humanitarian efforts are only possible because of the support of committed and compassionate individuals, like you. From the bottom of my heart, thank you for standing with the American Red Cross and those we serve.

Gail McGovern
President and CEO
Responding in the West, the South and in Texas…Again

Torrential rain and flooding in South Carolina on the heels of historic wildfires in the West required massive back-to-back responses by the American Red Cross last fall. With no rest for the weary, the holidays, winter and spring were all fraught with storms and tornadoes that took a toll on several states—including repeat flooding in parts of Texas that had been devastated the previous year.

Lindsay Ellard and her family had just moved back into their Houston house after flooding destroyed their home in May 2015. Ten months later, with many of their belongings still in boxes, the flood waters returned—wiping out everything. Like Lindsay’s family, hundreds of households affected by the spring 2015 floods found themselves repeating the process and turning to the Red Cross for aid again in 2016.

Local Red Cross workers, some flood victims too, and volunteers from across the country found themselves experiencing a sad sort of déjà vu as they opened and operated emergency shelters and distribution centers in Texas to provide meals, snacks, comfort and hygiene kits and clean-up supplies along with shoulders to lean (or cry) on.

Last year, volunteers helped communities from coast-to-coast cope with mass shootings, from Orlando to San Bernadino, and too many places in-between. We also lent our expertise to officials dealing with the water crisis in Flint, Michigan, to ensure efficient coordination of volunteers, distribution, storage and other logistical planning as well as helping distribute bottled water, water filters, replacement cartridges and home water testing kits to Flint residents.

These are just a few of the nearly 66,000 disasters to which the Red Cross responds annually. Day or night, weekend or holiday, hurricane or home fire—being Red Cross ready means we respond whenever and wherever we’re needed.

As of June 30, 2016, at least 95 lives were saved thanks to the volunteers, sponsors and partners supporting the American Red Cross Home Fire Campaign.
Facing page: Red Cross volunteer Yonathan Le Xavier offers help and hugs to residents of Garland, Texas, and their friends and family helping with clean-up on December 31, 2015, in the aftermath of a devastating tornado. This page: A Red Cross worker speaks with Kevin Scott and his brother-in-law Mark Lester, who is helping him recover what they can from Kevin’s home in White Sulphur Springs, West Virginia.

HIGHLIGHTS FROM FY 2016

Provided more than 56,850 shelter stays
Served approximately 1,660,000 meals and snacks
Delivered more than 1,396,000 relief items
Made over 96,000 health and mental health contacts
Saving Lives with the Home Fire Campaign

It was 3 a.m. when fire broke out in the basement of a building that housed a business and three residential units in a central New Orleans neighborhood. Although the fire spread silently inside the walls, Glen Riley—who lived there with his family—was jolted awake by the loud sound of a smoke alarm. Glen knew that everyone needed to get out fast.

Eleven people, including a 2-month-old baby, made it out safely because of free smoke alarms installed the previous winter as part of the Red Cross Home Fire Campaign—in partnership with the New Orleans Fire Department.

When the Red Cross returned to the New Orleans address on Danneel Street early that September morning responding to a home fire—like we so often do—we were there to support survivors and firefighters rather than grieve for lives lost thanks to the volunteers, sponsors and donors supporting the Home Fire Campaign.

Each year the Red Cross responds to tens of thousands of disasters—nearly 94 percent of them are home fires. It is the most common disaster and the greatest threat most Americans face. Home fires kill more people in the U.S. in a typical year than all other natural disasters combined. On average, seven times a day someone in the U.S. dies in a home fire, and another 36 people suffer injuries. Having a working smoke alarm cuts that risk of death in half.

The goal of the Red Cross Home Fire Campaign is to reduce fire-related fatalities and injuries 25 percent by 2020. From its launch in October 2014 through the end of our 2016 fiscal year, nearly 450,000 smoke alarms have been installed, communities in 50 states and 4 territories have been educated on fire safety and at least 95 lives have been confirmed saved.

Practice your 2-minute drill. Test your smoke alarms monthly.
Whether at home or abroad, the mission of the American Red Cross remains consistent: to prevent and alleviate human suffering.

In May 2016, the Red Cross, its partners and the Kenyan Ministry of Health joined forces in the largest vaccination campaign in Kenya’s history—reaching nearly 19 million children.

Protecting Humanity

More people than at any time in recorded history are fleeing violence, conflict or persecution—they are seeking safety and a better life around the world. The global Red Cross and Red Crescent network, including the American Red Cross, have been responding to the crisis along migratory routes, as well as in countries of origin, transit and arrival.

Red Cross volunteers have provided life-sustaining assistance to refugees and migrants—helping meet physical and medical needs, reconnecting families and providing emotional support to help people through difficult days and decisions.

Over the past five years, the American Red Cross has spent and committed more than $3 million on relief efforts in Syria and its neighboring countries—including Iraq, Turkey, Lebanon and Jordan—that have been affected by conflict, as well as in European countries where refugees are seeking safety. This year, the American Red Cross deployed disaster specialists to support relief operations in Germany and Greece. Through remote information management and mapping support, the American Red Cross also put critical data and maps into the hands of the volunteers aiding migrants.
Responding to Disasters and Reconnecting Families

The American Red Cross has been working in Ecuador for nearly a decade, including helping communities to prepare for earthquakes and mapping evacuation routes. When a 7.8 magnitude earthquake struck the Ecuadorian province of Esmeraldas on April 16, 2016, the American Red Cross provided critical assistance to local Red Cross efforts that included delivering lifesaving relief supplies, distributing cash grants to those in need and helping family members separated by the disaster to reconnect.

Within a few weeks of that earthquake, the American Red Cross received another call for help—to aid the Canadian Red Cross in providing emergency relief to tens of thousands of evacuees as a wildfire raged in Alberta. We deployed 98 team members north—to provide accommodations, food, water and family reconnection services. Specially trained volunteers offered comfort and care to those who suffered emotional trauma.

Modern technologies make it possible for the Red Cross to reconnect families torn apart by disasters or conflicts more quickly today than in bygone eras. These advances also enable the Red Cross to reconnect loved ones who were separated years, or even decades, ago.

Take, for example, twins George Skrzynecky and Lucian Poznanski, born in Germany in 1946. Their Polish mother, who’d been freed from a labor camp after the war, became ill and couldn’t care for her sons. They were adopted by separate families—on different continents—and for decades didn’t know about one another. Last year, Lucian submitted new information about his mother to the Red Cross Restoring Family Links program.

After 68 years apart, the Red Cross was able to reconnect the brothers and provide them with additional information about their birth parents. Theirs was an emotional and hope-filled reunion.

Preventing Disease

Keeping people healthy after large-scale disasters is as critical as food, water, and relief supplies—so in addition to distributing aid, the American Red Cross supported a measles and rubella vaccination campaign in areas affected by the April 2015 Nepal earthquake. Last year, we helped vaccinate more than 400,000 children against measles and rubella alongside the Nepal Red Cross and with the help of 680 volunteers from the 14 most earthquake-affected districts.

Since co-founding the Measles & Rubella Initiative in 2001, we have helped vaccinate two billion children in 80 countries against measles—reducing global deaths by 79 percent.
With our global network, ensured **4.6 million** people around the world received help in the wake of disasters.

Worked in **36 countries** to help families prepare for disasters and build community resilience.

Helped vaccinate **178 million children against measles**.

Helped more than **23,000 families** in the U.S. search for loved ones following armed conflicts and disasters around the world.

Facing page: To help put people back to work in the Philippines following Typhoon Haiyan, the American Red Cross and German Red Cross trained local carpenters and paid them to construct the houses. Reynan Cayubit and Francisco Latoja helped build houses for other typhoon survivors.

This page: Children in Tolosa wash their hands at San Vicente Elementary School. The American Red Cross and Spanish Red Cross installed running water in the aftermath of Typhoon Haiyan.
Making a Difference in Their Lives

For the last three summers, Ms. Beverly—a lawn chair in-hand—has visited the YMCA of Greater Birmingham, Alabama, to sit and watch her great-grandchildren learn to swim. She was determined to make a difference in their lives and has not missed a single day of their lessons.

The children have taken swimming lessons and learned about water safety thanks to the American Red Cross Aquatics Centennial Campaign. Launched in May 2014 to honor our 100-year history of water safety, the campaign’s goal is to reduce drowning rates by 50 percent in 50 at-risk communities, including teaching 50,000 more people to swim.

“This program has offered my family a wonderful opportunity,” said Ms. Beverly. “I never learned to swim—but I know that I should have—and I want to offer my great-grandchildren a safe experience around the water. Too many children that I have known have drowned over the years, and as long as you offer this program, I will be here!”

Saving a Life from Day One

After successfully completing her Red Cross Lifeguarding course last year, Katie Karcz, 15, landed a job at the Jefferson Pool in Villa Park, Illinois. Her very first day on the job, Katie watched a young boy jump off the diving board and sink to the bottom of the pool. Without hesitation, she entered the water, rescued him and brought him to safety.

Afterwards, Katie said that her newly acquired lifeguarding instincts simply “kicked in.” Thanks to her training, instincts and swift action, the boy didn’t require serious medical attention, and he was safe and in good condition following the rescue.
Practicing What You Teach

Red Cross volunteer Don Whited probably wouldn’t be alive today if not for Jennifer Brandt and Shannan Stoltz, whom he calls his “Guardian Angels.”

Following a storm last January 2, Don was snow-blowing the Red Cross chapter parking lot in Rochester, Minnesota. He unexpectedly felt tired and went inside for a cup of coffee and to rest. While talking with fellow volunteer Walt Lorber, Don suddenly threw his head back and made “a strange snorting noise.”

Walt ran to the nearby CPR class for help. Jennifer, a Red Cross instructor, and Shannan, a former police officer, responded and quickly determined Don wasn’t breathing and had no pulse. The students called 9-1-1, as Jennifer started CPR. Paramedics arrived, using an automated external defibrillator (AED) to shock Don’s heart three times until it started beating in a normal rhythm, and took Don to the hospital.

In June, the women were awarded the Red Cross Certificate of Merit—our highest national lifesaving award which is signed by our honorary chairman, the President of the United States—and Don gave each woman a necklace with a heart-shape pendant. “When you put that on,” he said, “you think about what you did for me.”
Kicking Cancer with Platelet Donations

Platelets are often referred to as “liquid gold.” This key clotting component of blood is always in demand and—for patients who need them—priceless. Patients like 5-year-old Robyn Ulrey of Farmland, Indiana.

Robyn is fighting acute lymphoblastic leukemia—a type of cancer in which the bone marrow overproduces immature white blood cells. To aid in her treatment, she received both blood and platelet transfusions.

“Robyn is the strongest kid I’ve ever seen,” said her mother, Katherine Ulrey. “The way she pulls through these painful and exhausting medical appointments and still manages a smile is truly inspiring.”

Katherine hosts Red Cross blood drives in Robyn’s honor and is tremendously thankful to those who roll up a sleeve to give. “Without blood donors, we would have lost Robyn,” said Katherine. “We’re so grateful!”

As the nation’s largest provider of blood products, the Red Cross is dedicated to providing the safest, most reliable blood products possible to patients in need.

Every two seconds, someone in the United States needs blood. The Red Cross provides about 40 percent of the nation’s blood supply.

Innovating to Help Donors Save Time and Lives

In October 2015, the Red Cross launched RapidPass nationwide, enabling blood and platelet donors to read the required pre-donation information and answer health history questions from the convenience of their home or office prior to arriving at Red Cross blood drives. RapidPass streamlines the process by reducing the time donors spend at donation locations by up to 15 minutes. Since its introduction, donors have presented RapidPass more than 1.1 million times, helping them save time as they come to help save lives.

Striving to provide an expedient and excellent donor experience, our award-winning Blood Donor App—which continues to see an increase in downloads—enables users to easily locate blood drives, make appointments and track donations. To date, the app has been downloaded more than 750,000 times, resulting in about 400,000 blood donation appointments since its launch.
Nearly 2.8 million people donated more than 4.8 million units of blood. Donations were processed into approximately 6.8 million blood products. Donations met the needs of patients at approximately 2,600 hospitals and transfusion centers across the country.
Volunteering to Deliver Blood for Patients

Over the past year, the Red Cross has expanded the role of volunteers across the country, offering a new opportunity to serve their community as transportation specialists for Biomedical Services operations. Volunteers like transportation specialist Noel Macek from Omaha, Nebraska, help deliver lifesaving blood products from donation sites to manufacturing facilities, testing labs and hospital partners.

“My favorite part is to deliver it to hospitals and be able to bring a smile to people’s faces,” said Macek. “That smile that they provide is worth all the effort.”

Safeguarding the Blood Supply

As the 2015 calendar year came to a close, new concerns rapidly arose about Zika virus, a mosquito-spread disease reaching epidemic levels in Central and South America that soon made international headlines. Working closely with the U.S. Food and Drug Administration, Centers for Disease Control and Prevention and blood industry partners, the Red Cross reacted with unprecedented speed to protect the blood supply from this evolving threat.

In March 2016, the Red Cross swiftly implemented the FDA required blood donation deferral for those who had traveled to or resided in countries with Zika virus, or had any exposure risks associated with the virus. In June, before local transmission of Zika virus spread to the continental U.S., we implemented a new screening test under an investigational study beginning in high-risk states. With the release of revised FDA guidance, we then quickly expanded testing to cover all states in which we collect blood in just a few months. The safety of our blood donors and recipients is the highest priority of the Red Cross and that is exemplified in everything we do from day-to-day donation collections to preparing for and responding to emerging medical concerns.
The ways in which the Red Cross serves members of the military, veterans and their families have evolved over the last century but our commitment remains steadfast.

Every day, the Red Cross provides more than 1,000 services to members of the military, veterans and their families.

Connecting Military with their Families

The American Red Cross has supported military families for more than 130 years. In our earliest days, that meant hand-delivering messages from the battlefield. Today, when family emergencies occur at home, the Red Cross relies on technology to deliver emergency messages and provide families with comprehensive assistance. Not limited to times of disasters, we handle emergency communications every day while serving alongside our nation’s military in times of war and peace. Aneisa Watson, a development operations specialist for the Red Cross North Texas Region, knows this from personal experience since the Red Cross helped her family members return stateside during emergencies—not just once but twice.

The first time was when Aneisa’s grandfather was ill. His physicians feared he might not have long to live. The Red Cross was able to help Aneisa’s mother return to the U.S. to see her father before he passed away. The second time involved the death of Aneisa’s uncle. Her father worked with the Red Cross so that he, his wife and their three daughters could get from Vicenza, Italy, to New Orleans to attend the funeral.

Caring for Our Nation’s Heroes

After retiring from the medical profession in 2013, Dr. Robert Rosenbaum decided to continue practicing in the Neurosurgery Clinic at Walter Reed National Military Medical Center as part of the Red Cross Medical Professional Volunteer Program.

A neurosurgeon as well as a former Navy lieutenant commander, Robert said it was a natural fit. As a volunteer, he can now continue to help ill and injured service members—some of whom he’s taken care of for more than a decade. He especially enjoys hearing patients tell him about things they’re able to do now that they couldn’t do before an operation.

“Having medical professional volunteers helps to alleviate some of the increased demands on the hospital staff,” Dr. Rosenbaum said. “The additional help also allows doctors more time with each patient, which in turn helps to increase the quality of care patients receive.”
Building Resilient Military Families

Every day across America, men and women answer our nation’s call to serve in the United States Armed Forces. These heroes and their families assume great responsibility and face challenges unique to military life, including multiple deployments, separation from loved ones and risk of injury and death.

These challenges are especially difficult for children of military families. To help them learn effective coping and communication skills, the Red Cross partnered with Camp Corral to roll out a new Reconnection Workshop specifically designed for military-connected children.

Camp Shady Brook, a YMCA camp near Deckers, Colorado, was the first camp to host the workshop: Operation 10-4: Confident Coping. The Red Cross workshop focuses on essential life skills and bolstering strengths that may already exist within the child. During the lessons, children learn personal strengths for dealing with stress and how to reach out and ask for help when needed.

HIGHLIGHTS FROM FY 2016

- Provided nearly 385,000 emergency services to members of the military and their families
- Helped nearly 1,200 children and teens in military families learn effective coping and communication skills
- Distributed nearly 659,000 comfort and therapy items at military and veterans’ hospitals and medical facilities
- Trained more than 92,000 service members, veterans and their families in improving coping skills and resiliency
Chairman’s Council Members

Each member of the Chairman’s Council has made an outstanding investment in the American Red Cross. Contributions from these individuals and families help the Red Cross provide lifesaving services—down the street, across the country and around the world.

Chairman’s Council Members—$1,000,000+ Cumulative Giving*

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Annual gifts from national corporations and organizations enable the Red Cross to make a positive difference every day for those who rely on our services. Their pre-investment ensures the Red Cross is always there in times of need.

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The American Red Cross wishes to thank all our generous supporters.

*As of June 30, 2016
**Updated March 1, 2017; differs from print version.
American Red Cross operating funds come from three main funding sources: contributions, revenues from products and services, and investment income and other sources. Total Red Cross operating revenues and gains for fiscal year 2016 were $2,660.1 million. Red Cross total expenses were $2,721.5 million. Net assets were $985.6 million.

**Fiscal Year 2016 (7/1/2015 – 6/30/2016)**

**Net Assets (in millions):**

$985.6

**Operating Revenues & Gains (in millions):**

- **Products & Services:** $1,878.9 (70.6%)
- **Contributions:** 602.5 (22.6%)
- **Investment Income & Other:** 178.7 (6.7%)

**Total $2,660.1**

**Contributions (in millions):**

- **Corporate, Foundation & Individual Giving:** $378.4 (63.0%)
- **Legacies & Bequests:** 96.8 (16.0%)
- **United Way & Combined Federated Campaign:** 65.9 (11.0%)
- **Donated Materials & Services:** 61.4 (10.0%)

**Total $602.5**

**Operating Expenses (in millions):**

- **Biomedical Services:** $1,736.3 (63.8%)
- **Domestic Disaster Services:** 332.7 (12.2%)
- **Fundraising:** 169.7 (6.2%)
- **Health and Safety Services:** 148.3 (5.4%)
- **International Relief and Development Services:** 119.7 (4.4%)
- **Management and General:** 116.4 (4.3%)
- **Service to the Armed Forces:** 65.2 (2.5%)
- **Community Services (other local programs):** 33.2 (1.2%)

**Total $2,721.5**

NOTE: The complete audited consolidated financial statements of the American Red Cross for fiscal year 2016 may be obtained online at redcross.org/pubs or by contacting the American Red Cross Inquiry Center, 431 18th Street, N.W., Washington, DC 20006, (202) 303-4498.
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(as of October 31, 2016)

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ABOUT THE AMERICAN RED CROSS

Mission Statement

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

Principles of the International Red Cross and Red Crescent Network

Humanity • Impartiality • Neutrality • Independence • Voluntary Service • Unity • Universality

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To learn more or to find out how you can donate your time, money or blood, visit redcross.org or cruzrojaamericana.org, and visit us on Twitter at @RedCross and follow us at facebook.com/redcross.

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Front Cover: Even as this report was being written and designed, the trend of back-to-back-to-back domestic disasters that began in fiscal year 2016 continued into the new fiscal year with the Red Cross responding to Hurricane Matthew in the South on the heels of devastating flooding in Louisiana. While Red Crossers worked to provide critical assistance in North Carolina and adult hurricane survivors focused on the details of recovery, kids at the Kinston High School shelter did what kids do—they made the best of things by making a “fort” out of Red Cross cots and blankets, October 13, 2016. Facing page: Children affected by the aforementioned flooding in Louisiana received hot meals from volunteers in a Red Cross Emergency Response Vehicle visiting Denham Springs in August 2016.

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