



American Red Cross
Leadership Society

Each day, I am inspired by the generous and selfless actions of people who give of themselves to help people in need. Time and again, terrible earthquakes, floods, hurricanes, tornados and other disasters—in our country and across the world—bring out the best in people who donate to offer hope to others.

This support—whether financial gifts, contributions of time or donations of blood—enables the American Red Cross to:

- Provide food, shelter and emotional support to disaster survivors
- Teach skills that save lives
- Offer international humanitarian assistance
- Support military members and their families
- Supply nearly half of the nation's blood

As the Red Cross serves those in need and fulfills our humanitarian mission, we are striving to improve and transform our historic organization. We are consolidating and streamlining our operations nationwide, working to operate more efficiently, with transparency and accountability to our generous donors and volunteers. We also are working to give a fresh look to the iconic Red Cross brand and are modernizing outdated IT systems.

Our goals are to make the best use of donor dollars and to serve the public even better.

I believe there is no greater mission than helping those in need and providing a way for citizens of our country, and of the world, to help one another. You—and your support of the American Red Cross—make that possible. Thank you.



Gail McGovern

President and CEO, American Red Cross



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Highlights of organizational initiatives

Maintaining Financial Stability

The American Red Cross successfully eliminated its operating deficit in fiscal year 2010, and has maintained a balanced budget. This has not been easy, and challenges still lie ahead, particularly given growing health and pension costs, a continuing decline in United Way funding and rising costs in our Biomedical Services operations, among other factors. We have developed a five-year strategic plan to help us continue to fulfill our mission, manage our costs, improve our efficiency and grow sustained revenues.

Increasing Revenues

Like many charities, the Red Cross faces a very competitive fundraising environment in this tough economy. Relying too heavily on fundraising only in times of disaster is not a good recipe for predictable, sustainable operations. For that reason, we are working to build year-round best practices of donor and prospect management. In addition, the Red Cross is identifying new major gift fundraising opportunities, such as key program sponsorships and infrastructure projects, as well as other fundraising channels, such as workplace giving and telemarketing.

Providing Safe Blood Products

The American Red Cross is working diligently to ensure that America's blood supply is among the safest in the world. We are committed to complying with all FDA regulations, and have made real progress in strengthening our systems and reducing problems.



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Please join us in giving

Victor's family was one of the first to arrive at the American Red Cross shelter when the flood waters began to rise this spring. Like other families to follow, his had been ordered to safety. At 13, Victor was eager to assist other families. He and his brothers helped Red Cross volunteers assemble hundreds of cots, so the next family that came through the door would have a place to call home until their community was safe once more.

Your annual gift as a Red Cross Leadership Society Member means that when the rain comes in torrents, a fire sweeps through someone's apartment building or a service member needs an urgent message from home—your Red Cross is there.



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“In an ambiguous world, there is nothing ambiguous about the Red Cross—helping the vulnerable in the face of disaster. How could you give too much?”

Conrad Meyer, Founding Member of the Red Cross Leadership Society
Board Member for the Greater New York Region



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Your compassion in action

Disaster Services

Nearly 200 times a day, the American Red Cross helps a family who's lost everything in a house fire or other disaster. When disaster strikes, Red Cross workers are among the first on the scene, providing food, shelter, supplies and hope. Red Cross nurses administer health care and licensed mental health practitioners provide emotional support. Red Cross workers also provide referrals to aid in disaster recovery.

Service to the Armed Forces

The American Red Cross provides critical resources to 1.4 million active duty military personnel, more than 800,000 National Guard and Reservists, and veterans and their families. With a global network of volunteers and employees, the Red Cross provides the military with support—on the home front, on military installations throughout the world and alongside deployed service members in Afghanistan, Kuwait and Djibouti. Services include emergency communications that link them with their families back home; financial assistance in partnership with the military aid societies; assistance to veterans; and information and referrals.



“We feel it is important to donate to the American Red Cross and the International Red Cross because they are at the scene from the beginning of the natural disaster to the final recovery. We commend them all for their hard work and dedication.”

Fred Mirmiran, CEO, Johnson, Mirmiran & Thompson, Inc., Sparks, Maryland



Preparedness and Health and Safety Services

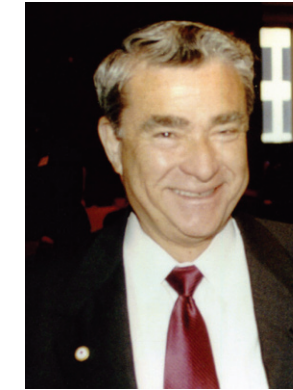
In communities across the country, the American Red Cross helps families, businesses, schools and organizations become safer and better prepared for disasters. The Red Cross provides training in first aid, CPR/AED, water safety, nursing assistance, babysitting and community disaster preparedness. Delivered to nearly 15 million people annually, these courses and presentations empower ordinary people to take extraordinary action in response to life's emergencies.

International Services

As part of the global network of more than 185 International Red Cross and Red Crescent partners, the American Red Cross helps provide immediate relief and supports community recovery following international disasters. The Red Cross helps reconnect families separated by disaster and assists communities with disaster planning and preparedness to minimize the effects of future disasters. Through its Measles Initiative partnership, the Red Cross is vaccinating children against measles, a deadly, yet preventable, disease. The organization also continues to educate people in the United States about International Humanitarian Law.

Biomedical Services

The American Red Cross is the conduit through which some 4 million people give lifesaving blood, making the Red Cross the largest supplier of blood and blood products in the United States. Every two seconds, someone in America needs blood—accident victims, cancer patients, children with blood disorders. To meet this need, the Red Cross holds 600 blood drives across the country each day, resulting in 22,000 blood donations.



“Giving to the Red Cross, to me, is giving to those in need without reservation and without restriction. No other organization can match the Red Cross in its compassion and dedication to responsible money management. Your gift to Red Cross multiplies in its power to reach those in need throughout the world.”

Gene McDavid, Houston, Texas,
Founding Member of the Red Cross Leadership Society



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In 2011, the American Red Cross initiated the Red Cross Leadership Society. This Society recognizes individuals and families whose annual giving to the American Red Cross is at least \$25,000 and less than \$100,000.

In the case of family or family foundation donors, the member may choose the individual or individuals who may receive the following recognition:

- Annual Presidential Webinar
- Local Red Cross Leadership Society Celebration
- National Red Cross Leadership Society Circulars
- National Major Donors Summit
- National Update Calls on Significant Disasters
- American Red Cross Roll Call Donor List

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