



Quarterly Impact Update

FY26 Q3 (January – March 2026)



**American
Red Cross**

Annual Disaster
Giving Program

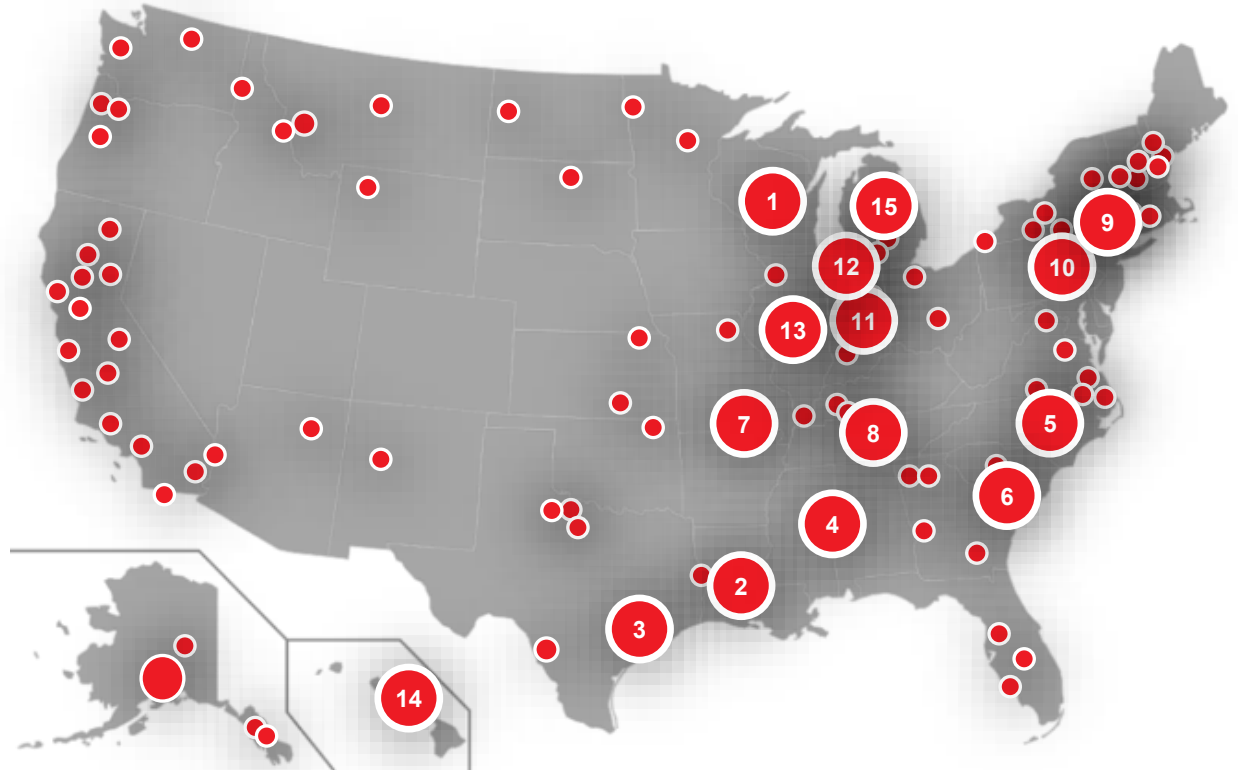
Alleviating Suffering Through Disaster Relief



Red Cross Responded to 121 Big Disasters

Including 15 large and major responses listed chronologically:

1. **Milwaukee, Wisconsin, Multi-Family Fire** (Level 3)
2. **Louisiana Blizzard** (Level 3)
3. **Texas Gulf Coast Winter Storm** (Level 4)
4. **Alabama/Mississippi Winter Storm** (Level 5)
5. **North Carolina Winter Storm** (Level 3)
6. **South Carolina Winter Storm** (Level 3)
7. **Missouri Arkansas Winter Storm** (Level 3)
8. **Tennessee Winter Storm** (Level 4)
9. **Bronx, New York, Explosion** (Level 3)
10. **Easton, Pennsylvania, Hotel/Motel Fire** (Level 3)
11. **Danville, Indiana, Multi-Family Fire** (Level 3)
12. **Southwest Michigan Tornado** (Level 3)
13. **Illinois Tornadoes and Storms** (Level 3)
14. **Hawaii Kona Low Pressure Storm** (Level 4)
15. **Michigan Multi-Family Fire** (Level 3)



*Jan. 1 – March 31, 2026

“Big” includes domestic disaster operations with costs of \$10,000+ (i.e., level 2 and higher).
“Major” includes domestic disaster operations with costs of \$50,000+ (i.e., level 3 and higher).

Domestic Disaster Response Impact

In FY26-Q3,* some **3,650 Red Cross disaster workers** provided critical services in lockstep with our partners across the U.S.



298,000

meals and snacks served with partners



20,500

overnight stays in emergency lodgings provided with partners



9,400

households provided relief items



2,250

households provided recovery support, including financial assistance

**FY26
Totals**

643,700

48,600

27,400

9,200

Responding to Large Disasters Across the U.S.

Thanks to your commitment, we could prepare for and respond immediately to urgent crises across the country when we were needed most.



Winter Storm Fern and **extreme cold** created dangerous conditions across more than 20 states in January, with some of the greatest impact felt in **Alabama, Louisiana, Mississippi** and **Tennessee**. To help, we:

- Opened overnight warming centers, giving people safe refuge amid widespread power outages.
- Distributed relief supplies, including hand warmers and winter clothing.
- Served nourishing meals and snacks.

This spring, communities on the **Hawaiian** islands of Maui and Oahu **faced severe flooding** that forced families from their homes. We responded by:

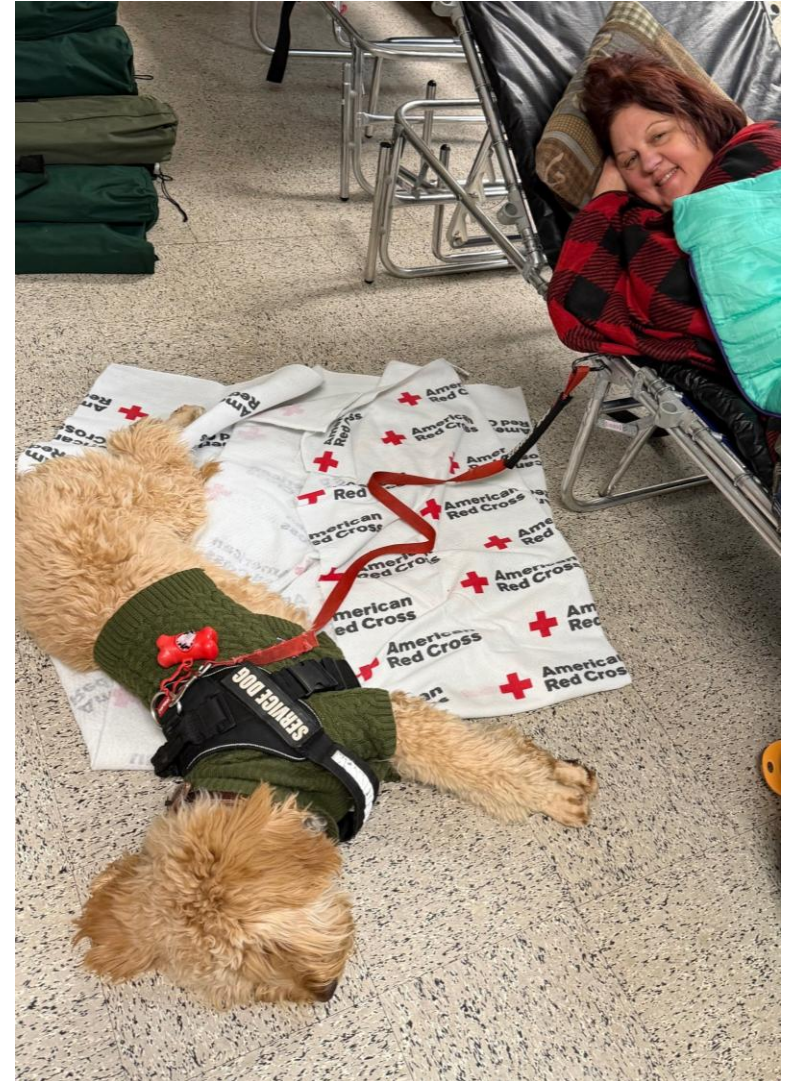
- Supporting safe shelter for displaced individuals and families.
- Providing meals, relief supplies, emotional support and basic health services.
- Distributing financial assistance to help with urgent needs.



Helping Families Stay Safe and Warm

We provided relief and comfort amid extreme winter weather across more than 20 states, including extra financial assistance for disaster survivors.

- In late January, the Red Cross **helped thousands of people** left reeling by **Winter Storm Fern** and **dangerous cold weather**.
- After destructive winter weather knocked out electrical power for millions of people, the Red Cross and our partners **opened warming centers and overnight shelters**.
- To aid disaster survivors during this winter's periods of extreme cold, we also provided **supplemental financial assistance** to help them purchase costly essentials like winter coats, hats, gloves and other critical supplies.
- As of March 31, the Red Cross had provided more than **\$983,000** in supplemental assistance to over 9,830 **families**.



Hawaii Storms and Floods



“If we can help a child feel safe again, even for a little while, then we’re doing exactly what we’re meant to do.”

Jennifer, night manager of shelter for Hawaii floods evacuees

When floods forced Jeremiah and Shanna Hussey from their home in Hawaii, their middle son, Aziel, became quiet and withdrawn. Thankfully, Red Cross night shelter manager Jennifer knew how to help. Jennifer learned Aziel was distressed that he’d left his stuffed dog, Shadow, behind. To put him at ease, Jennifer asked her son to send a video of his Army training unit moving through a muddy field. She showed it to Aziel and asked him to imagine his dog being rescued. At the same time, a Red Cross volunteer found a stuffed dalmatian that looked just like Shadow. Soon, Aziel’s mood lifted.

Reaching More People During Winter Storms

The Red Cross and our **Community Adaptation Program (CAP)** partners boosted each others' capacity to care for people affected by widespread winter storms. Through CAP, the Red Cross partners with local nonprofits focused on **health, hunger and housing in disaster-prone areas** to help them become more resilient in the face of disasters.

During the winter storms, CAP partners

supported sheltering and warming centers, food distribution and delivery, medical assistance and transportation assistance in:

- Mississippi County, Arkansas
- Lake County, Indiana
- Warren County, Kentucky
- Yazoo County, Mississippi
- Humphries County, Mississippi
- Atlantic County, New Jersey
- Madison County, Tennessee
- Cameron County, Texas
- Hays County, Texas

Alleviating Food Insecurity

- **CAP partner True Life Ministries** provided **food supplies** to high-poverty communities in Yazoo and Humphries counties in Mississippi facing insecurity during power outages.
- The extensive response strained their pantry resources, so the Red Cross helped restock their shelves, enabling them to sustain regular food distributions.



Red Crossers help resupply the True Life Ministries food pantry in Mississippi. The pantry helped families feed themselves during widespread power outages.

Providing Long-Term Recovery Support

Beyond our immediate response to support urgent needs, we also help communities and families recover in the months — and years — ahead.



Hurricane Helene: Red Cross financial assistance made a real difference for Helene survivors like Joyce and James, a mother and son in South Carolina. Storm damage from Helene cut off the power to Joyce's home. With additional financial assistance from the Red Cross, they hired an electrician to make necessary repairs and restore power. This spring, we continued to distribute a third round of financial assistance for families experiencing ongoing recovery obstacles, seeking to reach those with the greatest needs.

California Wildfires: Red Cross grants to community recovery partners are helping people across Southern California get back on their feet. In February, local Red Cross leaders and members of the Long-Term Recovery visited sites across the Eaton Fire and Palisades Fire footprint. Among the grantees visited was The Foothill Catalog, which has created a publicly accessible catalog of preapproved, wildfire-resilient home designs in partnership with Los Angeles County and is helping to guide households through every rebuilding step.



Meeting Ongoing Recovery Needs

Hurricanes Helene and Milton (Fall 2024)

In fall 2024, Hurricanes Helene and Milton brought massive destructions to Florida, North Carolina and states across the South. Today, the Red Cross continues to support long-term recovery needs of survivors and their communities with additional financial assistance, community recovery grants and more.

California Wildfires (January 2025)

Last year, devastating wildfires ravaged parts of Los Angeles and surrounding communities. In addition to warm food, safe shelter, relief supplies and emotional support, the Red Cross has provided over **\$53 million in direct financial assistance** to wildfire survivors. More than a year after this disaster, we continue to work alongside local partners to support recovery for the affected families and communities.

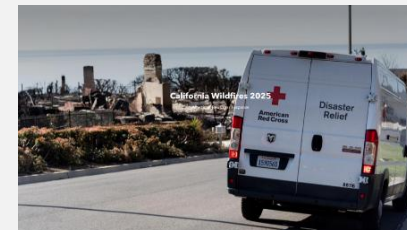
Stewardship Story Maps are updated monthly with the latest reports, videos, stories, financials and long-term recovery info.



[Hurricane Helene Stewardship Story Map](#)



[Hurricane Milton Stewardship Story Map](#)



[California Wildfires 2025 Stewardship Story Map](#)

Helping People Impacted by Home Fires



Home Fire Campaign Impact

In FY26-Q3,* 7,820 dedicated Red Cross workers provided critical services to help families recover from home fires in lockstep with our partners across the U.S.



64,700

smoke alarms installed



22,560

homes made safer



17,560

home fire responses



66,180

individuals received financial assistance



21,200

youth reached with preparedness education

FY26 Totals

186,160

66,270

44,260

169,770

72,840

*Jan. 1 – March 31, 2026
Includes domestic disaster operations with costs under \$50,000 (i.e., level 1 and 2 disasters)



Supporting Apartment Residents Displaced by Fire

“My whole kitchen was soaked. I had water dripping through the ceiling.”

Lorenzo McDaniel, a home fire survivor who found refuge at our shelter

When a fire broke out in the Hampton Gardens apartments in Milwaukee, Wisconsin, this winter, the American Red Cross cared for dozens of residents displaced from their homes. In the fire’s immediate aftermath, we supported a shelter, where people found safe refuge as well as caring shoulders to lean on as they began to recover from this devastating event. To help residents begin to recover, we supported a multi-agency resource center, bringing together organizations that offer assistance so residents can get back on their feet.

Home Fire Campaign: Lives Saved Update

Over 2,640 Lives Saved

from home fires since we launched our Home Fire Campaign in 2014. Of those, 813 were children.

Together with our volunteers, partners and donors we have:

- Reached over 3.5M people through home visits.
- Made more than 1.3M homes made safer.
- Educated over 2.4M youth through age-appropriate programming.

Data as of March 31, 2026



Installation Snapshot

Sound the Alarm installations take place in cities across the country all year long. Installations in Indianapolis and Miami are pictured above.

Alleviating Suffering Around the World



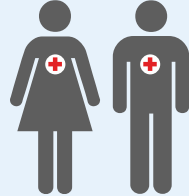
International Services Impact

In FY26-Q3*, the American Red Cross actively supported disaster preparedness, relief and recovery work in **19 countries**.



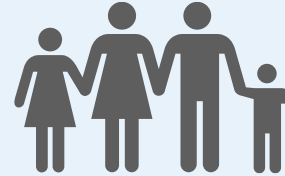
\$2.9 million

donated to Red Cross and Red Crescent efforts*



14

American Red Cross specialists deployed



20

families reconnected after disasters/conflict/migration



16

preparedness/risk-reduction projects

**FY26
Totals**

\$9.5 million

28

63

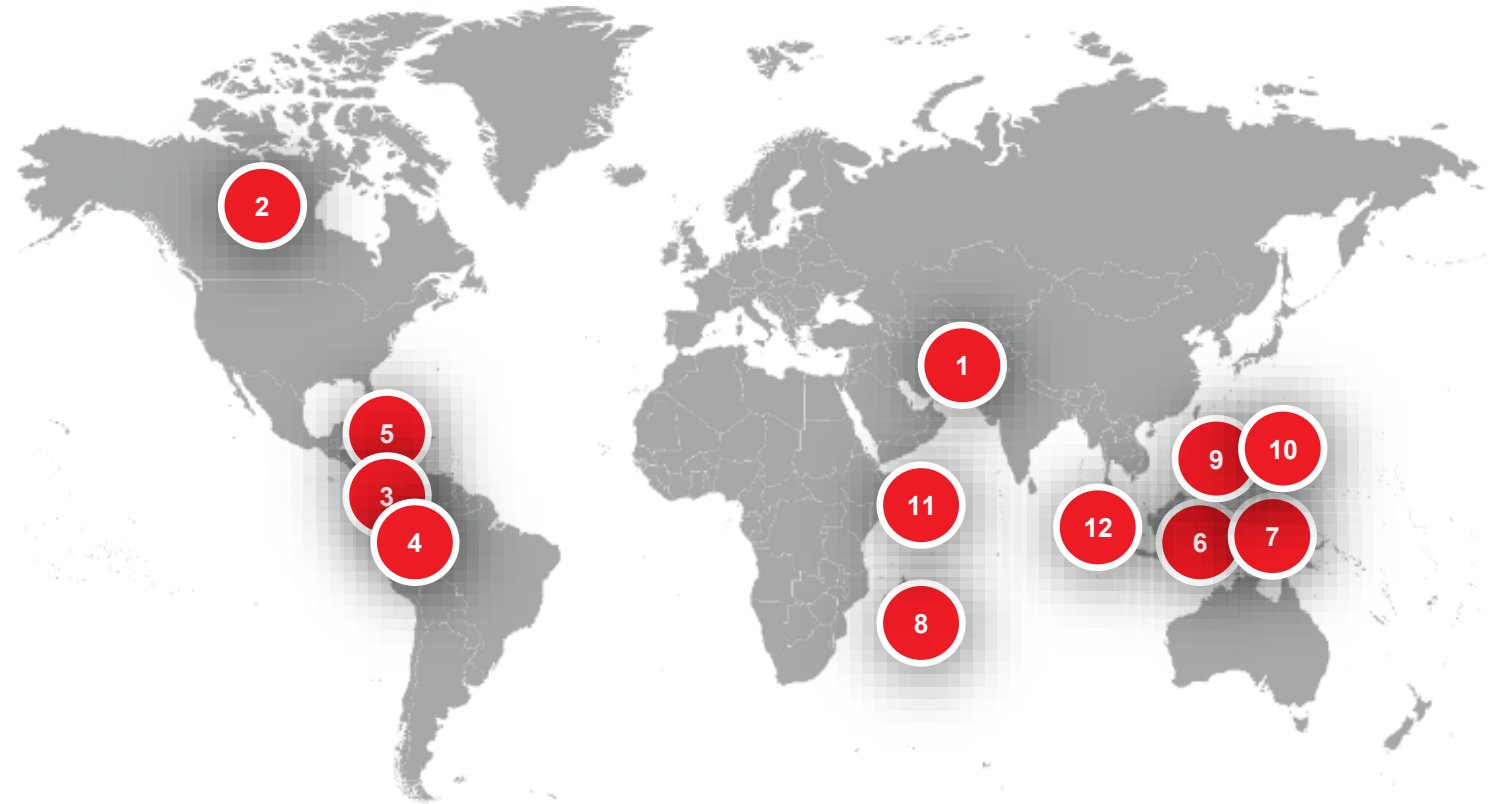
16

*Jan. 1-March 31, 2026

Reflects funds programmed by American Red Cross to the International Federation of Red Cross and Red Crescent Societies, the International Committee of the Red Cross, and Red Cross and Red Crescent national societies following specific disasters.

12 Major Emergencies Around the World

1. Afghanistan – Earthquake
2. Canada – Wildfires
3. Colombia – Floods
4. Colombia – Forced Displacement
5. Hurricane Melissa (Jamaica & Cuba)
6. Indonesia – Central Java Floods
7. Indonesia – Rabies Outbreak
8. Madagascar – Tropical Cyclones
9. Philippines – Earthquake & Typhoons
10. Philippines – Mayon Volcanic Eruption
11. Somalia – Complex Emergency
12. Southeast Asia – Floods (Malaysia & Indonesia)



*Reflects active American Red Cross responses to international disasters from Jan. 1 – March 31, 2026
Disasters listed alphabetically.

The American Red Cross's Support Following Hurricane Melissa Reminded Communities That They Were Not Alone

After Hurricane Melissa, a powerful Category 5 storm, caused widespread damage across Jamaica in late October 2025, the American Red Cross contributed \$5 million to the IFRC Emergency Appeal, deployed 20 disaster response specialists and helped the local society launch a cash assistance program to help families meet their most urgent needs.

For Jeanne Crump, one of the American Red Cross workers who deployed following the storm, her experience underscored the importance of resilience, community and the impact of our humanitarian mission.

“For some families, the Red Cross tarpaulins were the only shelter they had to sleep under for the night,” said Jeanne.

Through the collective efforts of Red Cross teams, families across Jamaica were reminded that they were not alone and that help, even in the hardest moments, could still reach them.



In the wake of Hurricane Melissa, American Red Crosser Jeanne Crump was part of a relief team, deployed in conjunction with the International Federation of Red Cross and Red Crescent Societies (IFRC), providing emergency supplies and cash assistance to communities across the island. Photo courtesy of Jeanne Crump.

The Malagasy Red Cross Society Supported Communities Ahead of Tropical Cyclones with Preparedness Activities

- In January, Tropical Cyclones Fytia and Gezani made landfall in Madagascar within 10 days of each other, causing widespread devastation and cutting off entire communities.
 - Roughly 75 percent of Toamasina, Madagascar's second largest city, was devastated by severe structural damage and extensive infrastructure collapse.
 - Extensive losses of rice fields and livestock severely threatened the livelihoods and food security of thousands. Some of the cyclone-affected districts were also contending with Mpox outbreaks.
- Prior to landfall, volunteers from the Malagasy Red Cross Society mobilized to prepare communities, such as conducting alert messaging and distributing kits to support shelters, water, sanitation and hygiene.
- **The American Red Cross has contributed \$300,000 to the IFRC Emergency Appeal to assist the Malagasy Red Cross Society.**



The Malagasy Red Cross Society conducting assessments in Tamatave, Madagascar, following Tropical Cycle Gezani. Photo by Malagasy Red Cross Society (MRCS).

Strengthening America's Blood Supply



Saving Lives With Blood Services

The Red Cross ensures people in need receive safe blood on a remarkable scale. This quarter, **415,000 lives were impacted**, thanks to 1.1 million red blood cell units delivered to hospitals for transfusions. In FY26-Q3:*



1.1 million

blood donors
engaged



47,900

blood drives
hosted



1.2 million

units of blood
collected



12 million

tests conducted



1.7 million

blood products
delivered

**FY26
Totals**

2 million

148,000

3.6 million

36 million

5 million

*Jan. 1 – March 31, 2026

Blood Donor Base Increases for First Time in 15 Years

Thanks to generous financial investments in blood donor recruitment and the improved blood donor experience, the Red Cross is celebrating:

↑ 4.9% increase in **first-time donors**.

↑ 2.2% increase in **total blood donors**.

This growth is critical to meeting a rising need for blood products for transfusions that can save lives.

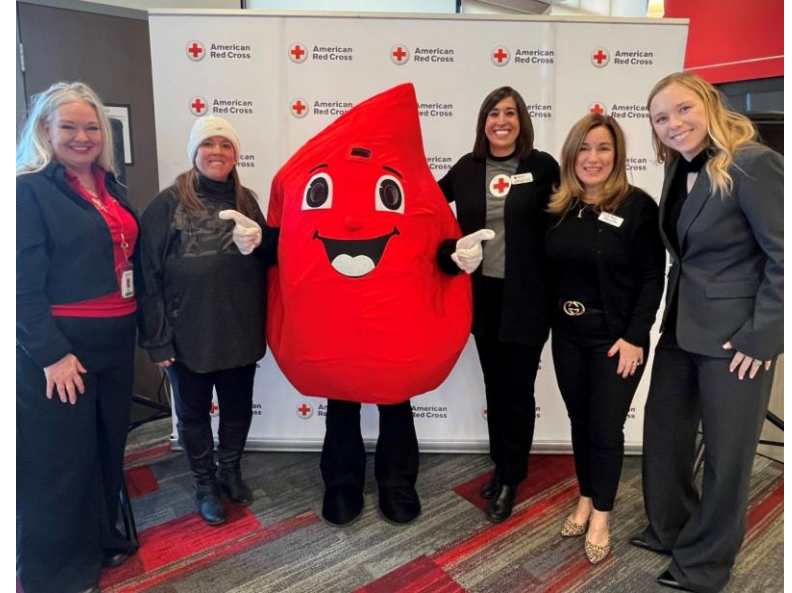
“My son motivated us to donate. It's the first time I've done it. I feel good knowing that our family is saving lives together.”

- Sofia Vargas, first-time blood donor (right)



Expanding Blood Collections Capacity: 2 New Centers Opened

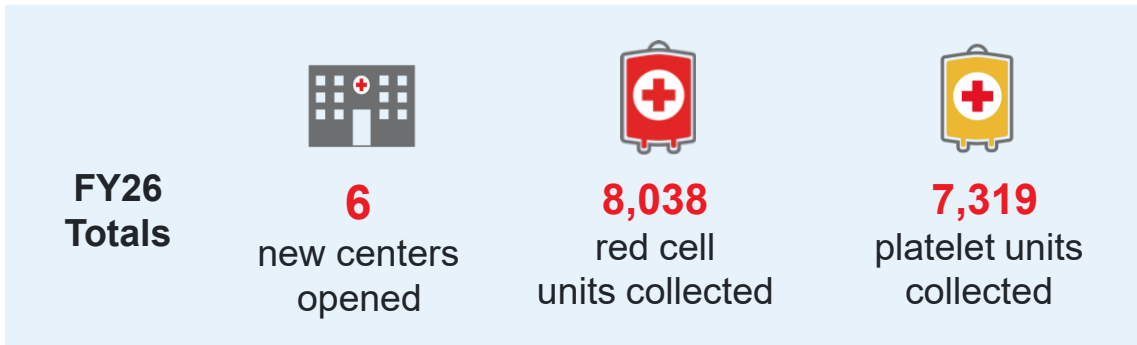
To help meet the mounting need for blood products in the U.S., the Red Cross is growing the number of **Blood Donation Centers** by up to 100 sites through 2030. **During Q3, two Blood Donation Centers opened, located in Willoughby, Ohio, and in Noblesville, Ind.**



On Feb. 11, 2026, Red Crossers and community partners celebrated the opening of the first Red Cross Blood and Platelet Donation Center serving the Greater Indianapolis area in Noblesville, Indiana.

“The Red Cross is pleased to offer donors a new opportunity to help provide hope, healing and access to treatment for patients in need.”

– Terry Stigdon, Chief Executive Officer of the American Red Cross Indiana Region



Following Severe Blood Shortage Appeal, Blood Donors Respond Generously

- In January, during a national flu outbreak and period of severe weather, the **Red Cross** declared a **severe blood shortage** after the national blood supply fell about 35% over the previous month.
- Our national blood donor appeal prompted an **immediate and generous response from donors** across the country, which helped stabilize the supply quickly.



28th Blood Transfusions Helps Patient with Leukemia

“Every time I get a bag of blood (just had 28th), I thank the wonderful people who have given their blood for me.”

Barbara Friesner, blood recipient



Diagnosed with advanced chronic lymphocytic leukemia in 2018, Barbara Friesner soon became transfusion-dependent, facing dangerous drops in platelets and hemoglobin. Since her first infusion in 2019, **Barbara has received 28 transfusions — each one a lifeline when her strength fades.**

Every unit of blood represents generosity from someone she may never meet, yet who helps her fight another day. For Barbara and countless people fighting cancer, donated blood isn't just medicine — it's hope.

Supporting Military and Veteran Families



Supporting Military Heroes

In FY26-Q3*, **42 Red Cross Service to the Armed Forces workers** have been **deployed to 15 locations abroad** to provide critical services to military heroes.



93,230

hospitalized people helped through rehabilitation and morale programs



79,990

participants in Red Cross-hosted social events for service members and families



19,390

military families supported through personal crises



1,370

families provided with financial assistance that we distribute with military aid societies

**FY26
Totals**

494,570

484,390

55,610

2,890



Making Mindfulness Workshops Accessible to More Families

“Military families go through a lot ... The intent is to give our participants movements and breathing techniques that they can take away.”

Alana Wilson,
American Red Cross worker and
military spouse

After helping many military families abroad, a special Red Cross workshop to help them develop relaxation techniques recently became available in the U.S. Mindful Movement is a 45-minute experiential workshop designed to teach practical relaxation techniques through gentle movement and breathing exercises. Fourteen Red Cross workers from locations throughout the U.S. recently learned how to offer the course, which will allow us to reach more people.

Supporting Service Members and Families Amid Military Operations in the Middle East

Since the conflict began, we have reached **over 40,000** service members and their loved ones.



In the Middle East and other deployed locations, we have provided **resiliency programming, distributed comfort** items and offered **caring shoulders to lean on**.



We continue to relay the **emergency communications** that support leave — a service only the American Red Cross is authorized to provide.



To ease the burden of having to uproot their lives, **we've greeted evacuees** arriving at new installations with open arms and distributed **some 88,000 relief items**, including blankets, toiletries, snacks and drinks.



We've also provided evacuees morale-boosting activities, such as **visits from our service animals**.

Training for the Moments That Matter



Training Services Impact

In FY26-Q3,* we have equipped community members with vital skills to help save lives.



806,420

people trained in First Aid, CPR and AED, making every community safer



433,570

people learned how to be safe in, on and around the water through our Aquatics and Water Safety training



14,740

individuals trained in caregiving courses, empowering participants to provide quality care to people of all ages

**FY26
Totals**

2.4 million

1.1 million

44,520

Substitute Teacher's Life Saved by School Nurse and Teacher

“Everyone should
know CPR.”

Betty Thompson,
who performed CPR to save a life



When a long-term substitute teacher collapsed at Lejeune High School, Red Cross CPR and AED training transformed an ordinary school day into a lifesaving moment. **School nurse Betty Thompson immediately began CPR, while teacher Bradley Helsel stepped in to continue compressions and assist with the AED.** Their calm teamwork restored a pulse before EMS arrived, saving a life. In January, Betty and Bradley were honored with the Red Cross Lifesaving Award, underscoring the importance of preparedness and lifesaving action.

Your Benefits and Resources

We were pleased to recognize you and offer engagement opportunities this quarter.

- Acknowledged in **six Disaster Information Update emails** to key supporters.
- Provided with **template communications materials**, including social posts and content that aligned with timely messaging such as holiday giving.
- Featured in **one Red Cross story** with more than 360 page views.
- Recognition in a **Businessweek print advertisement** in March, highlighting ADGP and Disaster Responder Program members, generating over 162,000 impressions.
- Invitation to an **exclusive Disaster Leadership Roundtable** featuring a disaster update and insights into how the Red Cross partners with communities domestically and around the world on **March 19**.

Thank You to our valued donors for your generous support in helping people impacted by disasters. Because of you, the Red Cross is there providing support when it's needed most.

MISSION LEADERS

amazon American Airlines BANK OF AMERICA THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

THE Coca-Cola COMPANY THE Coca-Cola FOUNDATION COSTCO DOLLAR GENERAL LOWE'S State Farm

ANNUAL DISASTER GIVING PROGRAM LEADERS

FOUNDATION CMA CGM CATERPILLAR FINANCIAL SERVICES DELTA Chick-fil-A Enterprise Mobility FedEx

HONDA Lilly Endowment Inc. McDonald's MERCK Pfizer Foundation

THE STARBUCKS FOUNDATION Tabaco Truist Foundation vsp VISION Walmart For Good WELLS FARGO

ANNUAL DISASTER GIVING PROGRAM MEMBERS

Alia Altria AON Baxter bread financial Capital One Citi Foundation The Corax Company DARDEN

DELTA DENTAL Disney EDISON FOUNDATION EVERETT COLLECTION FOX Philanthropy GE Aerospace Google.org

HCA HealthPartners Johnson Controls Kregger Foundation Liberty Mutual Lockwood Harper M&M's Microsoft Monksville

NTT DATA new balance FOUNDATION NORTHERN CALUMNET PayPal pepco stryker Target Suburban Propane TJX TOYOTA

UPS USAA us bank UNITED AIRLINES VISA Wawa WESCO The Winn-Dixie Company zgetis foundation

DISASTER RESPONDER MEMBERS

3M	Build-A-Bear Foundation	Equitable	Lenovo	Oxy	ServiceNow
7-Eleven Cores Foundation	Canadian National Railway (CN)	Erie Insurance	LKQ	Pacific Life Foundation	Southwest Airlines
Adobe Foundation	ComMax	Festlenn	Macy's, Inc.	Police 66	Staring Black & Decker
The AES Corporation	CDW	Farmers Insurance®	Major League Baseball	The Prudential Foundation	Surbest Rentals
Alia	Charles Schwab Foundation	Givinger	Martin Marietta	OBE Foundation	T-Mobile
The Allstate Foundation	Cisco Systems, Inc. and Cisco Foundation	HP Foundation	Musco Corporation	Raymond James	Tata Consultancy Services
American Family Insurance	CNA	Invitation Homes	McKesson Foundation	Royal Bank of Canada (RBC)	Tennant Company
American Water	The Deluxe Foundation	John Deere	Mellie Foundation	Toyota Bank of Canada	Toyota Tsusho America, Inc.
Enterprise Financial	DENSO North America Foundation	Johnson & Johnson Foundation	Mutual of Omaha Foundation	RGA Foundation	U-Haul International
Assurant	DHL Supply Chain	Kearing Dr Pepper	Norfolk Southern	Rackit	Uber
Avanoby Communitas, Inc.	The DICKS Foundation	Kintner-Clark Corporation	Nike Foundation	Rayonids American Inc.	Ulla Beauty Charitable Foundation
Avangird Foundation	Dollar Tree	The Kraft Heinz Company Foundation	Northern Mutual	RTX	US Foods
Blancys	Duke Energy	L'Oréal Group	Novartis US Foundation	Ryder System, Inc.	Westlake Corporation
Bath & Body Works	El Lilly and Company Foundation	The Libson Orestale Foundation	Old Dominion Freight Line	Sisateforce	Yum! Brands
Blue Cross Blue Shield Association	Enbridge		Old Republic International Corporation	Seti Iyer Pimp-Mariopa Indian Community	Zurcher
				Security's Lending Hand Foundation	

March 2026 Businessweek Print Ad

Prepare Today!

In an emergency, every second counts — that's why it's essential to be prepared. This is true now more than ever as disasters are becoming more frequent and intense.

As we look toward the busy summer months — including the start of hurricane season on June 1 — we encourage you to prepare for disasters big and small.

Visit the [Membership Hub](#) or [redcross.org](https://www.redcross.org) for preparedness communication resources to help you and your loved ones stay safe.

Together with partners, the Red Cross stands ready to bring help and hope in times of dire need.

4 must-haves in your

emergency plan:

- 1** A safe place to go.
- 2** Transportation to get there.
- 3** A bag of supplies to take with you.
- 4** Trusted sources for emergency alerts.



Deepen Your Engagement

Help your employees, customers and others stay engaged and safe this season!



Find Your Perfect Fit as a Volunteer

Volunteers represent 90% of the Red Cross workforce. To ensure we can be there for people in their darkest moments, we need more volunteers who are trained and ready to help. Join us to provide relief and hope when they matter most! [Find your opportunity today.](#)

Give Blood, Help Save Lives!

Every two seconds, someone in the U.S. needs blood. Blood products are essential for surgeries, cancer treatment, chronic illnesses and traumatic injuries. [Schedule your lifesaving blood donation appointment today!](#)



Help Sound the Alarm for Home Fire Safety

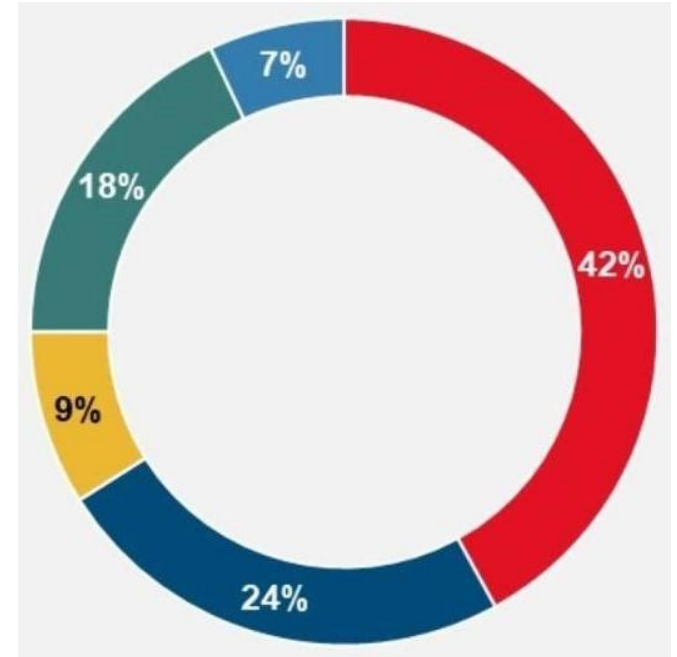
Home fires claim seven lives daily, but working smoke alarms can cut the risk of death by half. Join the Red Cross to install free smoke alarms as part of our *Sound the Alarm* events. Use the [zip code finder](#) to support a local event this spring.

‘Gen Z’ Red Cross Volunteers on the Rise

With a volunteer corps more than 325,000 strong and spanning all ages, the Red Cross is seeing its greatest growth among Gen Z volunteers.

Of all Red Cross volunteers:

- **Gen Z** is the largest group at 42%, driven by growth in student-led Red Cross clubs. Nearly one-third serve as blood donor ambassadors.
- **Millennials** account for 24%, primarily serving in “frontline” or disaster response roles.
- **Gen X** makes up 9%, serving mostly on Disaster Action Teams.
- **Baby Boomers** comprise about 18% and fill a wide array of positions; nearly two-thirds serve as blood transportation specialists.
- **Silent Generation** is the smallest cohort at 7%, bringing decades of experience to roles across the mission.



- Gen Z (born 1997-2010)
- Millennials (born 1981-1996)
- Gen X (born 1965-1980)
- Baby Boomers (born 1946-1964)
- Silent Generation (born 1928-1945)



Thank you



**American
Red Cross**