
EMPLOYEE ENGAGEMENT



**American
Red Cross**





Our Mission

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.

Every day, we alleviate suffering for thousands of people:



Helping **175 families** affected by home fires or other disasters.



Collecting **12,000 blood donations** to help people facing medical crises.



Providing **1,400 services to military members, veterans and their families** facing emergencies.

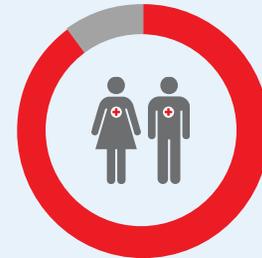


Delivering measles and rubella vaccinations to **320,000 children** worldwide.



Training **14,000 people** in lifesaving skills.

With the power of volunteers, we are incredibly efficient.



90%

of our workforce is volunteer.

90¢

of every dollar we spend delivers care.





**American Red Cross
is the nation's
best-known nonprofit.**

Loved. Respected.

- The charity that **Americans trust the most.**
- **Most favorable brand impression** among U.S. adults.
- Nonprofit with the **most reported buzz.**

Source: **Morning Consult Brand Intelligence**, a global data intelligence company delivering insights on what people think in real time. January 2024.

Employee Engagement Trends and Insights

Employee Engagement and Volunteer Trends

In the wake of COVID-19 and “the great resignation,” many employees are re-evaluating what they want and expect from employers. As a result, companies are reassessing their engagement and giving programs.¹

- **Employee experience** is a primary focus of volunteering and giving, with companies wanting programs to be as engaging as possible.
- **Personalization** drives volunteer participation with skills-based volunteering and personal connections inspiring employees to get involved.
- **Flexibility and support** are critical to employee engagement success.

1-CECP, [2022 Lessons: How to Improve Employee Engagement Through Responsive Company Culture](#), January 4, 2023



Employee Engagement Matters

Corporate partners that leverage employee engagement with their workforce show higher employee retention, lower turnover and greater employee satisfaction within their workplace.

- Among employees who volunteer, **nearly 8 in 10 express satisfaction** with their jobs.
- Among U.S. employees who volunteer:
 - **76%** report feeling a greater sense of **teamwork / camaraderie**.
 - **74%** have a great sense of **personal fulfillment**.

The American Red Cross has demonstrated strong employee engagement opportunities. **We can work with you to meet your employee engagement objectives.**



Philanthropy, Purpose and Professional Development: Why Workplace Volunteer Programs Matter 2023, Ares Management Corporation and Edge Research

Employee Engagement at the Red Cross

Partner with Us

When you align with us, you show your employees they don't need to leave their hearts at home. Our employee engagement opportunities help you strengthen your workforce by building **camaraderie**, inspiring **unity** and fostering **workplace satisfaction**.

Our Employee Engagement Program:

- Offers **educational and volunteer engagement** opportunities.
- Provides **local, national, in-person and virtual** options.
- Connects you with a **dedicated** national employee engagement **team**.
- Features more than 230 chapters and **regional volunteer leads** to help you navigate local opportunities.



Learn, Volunteer, Make a Life-Changing Difference

Provide your employees with a **rewarding educational** or **volunteer experience** that inspires good feelings about your company's mission and values.

Preparedness Education:

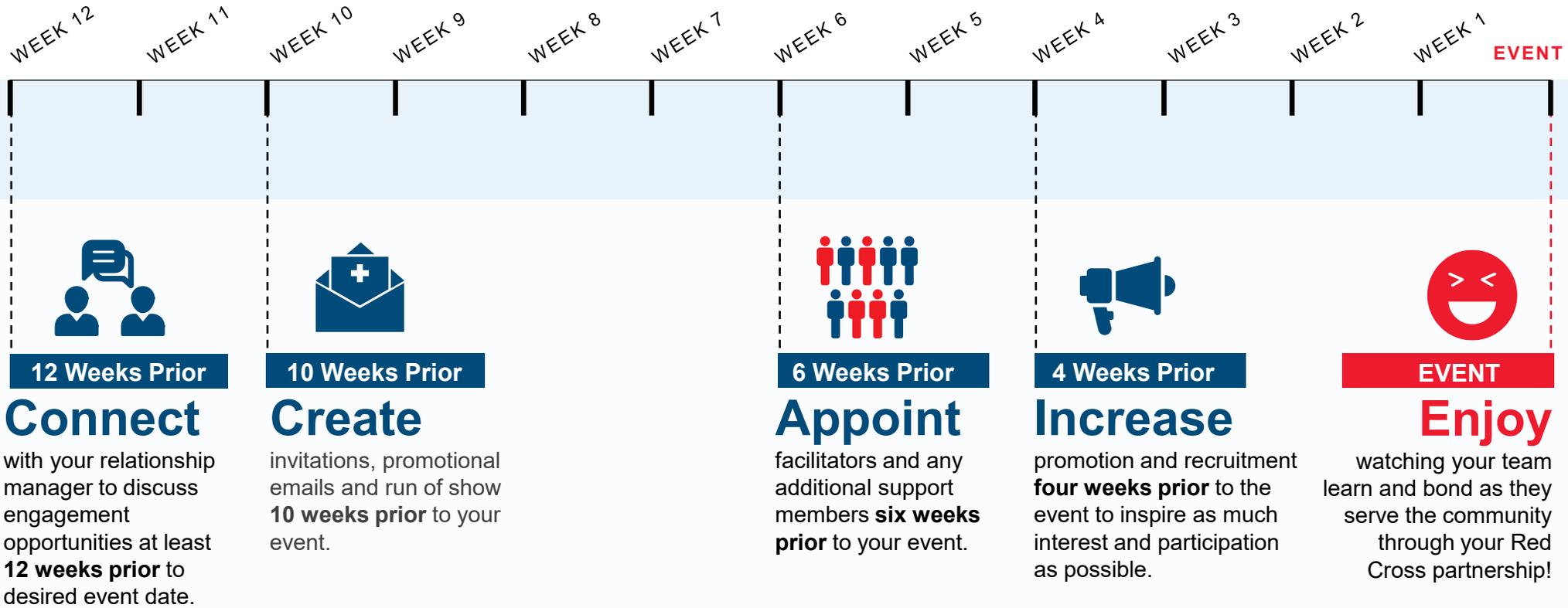
- Targeted disaster education and lifesaving training classes for groups of any size.
- In-person or virtual sessions led by skilled Red Cross facilitators.

Volunteer Engagement:

- Individual or group volunteer opportunities.
- In-person or virtual options and accommodations for varying time frames and team sizes.



Employee Engagement Steps to Success*



*NOTE: This is a sample timeline only. Actual timeline may vary depending upon the engagement selected.

Employee Engagement Opportunities

Disaster Employee Engagement Volunteer Offerings



RED CROSS DISASTER VOLUNTEERISM

EVENT	IMPLEMENTATION TIMING	KEY INFORMATION
 <p>DISASTER EVENT BASED <i>In Person</i> When disasters strike, the Red Cross responds immediately, sending trained volunteers to affected areas. This role primarily supports shelter, mass care and feeding services.</p>	<p>One-time volunteer opportunity limited to large disaster operations.</p>	<ul style="list-style-type: none"> • 4- to 8-hour shifts available within 60 miles of impacted community. • Materials provided in advance; training is provided on-site.
 <p>DISASTER ACTION TEAM <i>In Person or Virtual</i> With training, your employees can serve as a Red Cross Disaster Action Team member, providing immediate services with compassion, comfort and care to those impacted by disaster.</p>	<p>Takes 4 to 6 weeks to implement.</p>	<ul style="list-style-type: none"> • A facilitator will be provided by the Red Cross. • Interested volunteers will be directly connected to their region.
 <p>COORDINATED DISASTER DEPLOYMENT <i>In Person</i> Following a major disaster, if there is significant need, \$250k+ members are among the first invited to identify employees to deploy and support the Red Cross by delivering critical services over a weeklong period.</p>	<p>Takes 2 to 3 weeks depending on deployment confirmation.</p>	<ul style="list-style-type: none"> • Opportunity available only to partners at \$250K or above. • Deployment is dependent on operational need. • Volunteers provided with training in advance of deployment.
 <p>SOUND THE ALARM FOR HOME FIRE* <i>In Person or Virtual</i> Home fires are the nation's biggest disaster threat. Your employees can volunteer at an in-person smoke alarm installation event.</p>	<p>Connected to already existing events. Opportunity based on event schedule.</p>	<ul style="list-style-type: none"> • Volunteer installation and educational opportunities are available. • Installation events accommodate groups of 10 to 15 and take up to four hours to implement. • All training and supplies are provided for volunteers on event day.

*Spanish language available.

Disaster Employee Engagement Volunteer Offerings



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 <p>SOUND THE ALARM FOR HOME FIRE* <i>In Person or Virtual</i> Home fires are the nation's biggest disaster threat. Your employees can volunteer at an in-person smoke alarm installation event in one of our 50 Signature Cities.</p>	<p>Connected to already existing events. Opportunity based on event schedule.</p>	<ul style="list-style-type: none"> • Volunteer installation and educational opportunities are available. • Installation events accommodate groups of 10 to 15 and take up to four hours to implement. • All training and supplies are provided for volunteers on event day.

*Spanish language available.

Mission Employee Engagement Offerings



RED CROSS MISSION ENGAGEMENT

EVENT	IMPLEMENTATION TIMING	KEY INFORMATION
 <p>KIT BUILDS** <i>In Person</i> During a kit build session, your employees assemble their own preparedness or first aid kits using provided materials.</p>	<p>Allow at least 4 weeks to submit and complete order.</p>	<ul style="list-style-type: none"> Accommodates groups of varying size. 3 types of kits are available for purchase: Service to the Armed Forces, First Aid, and Emergency.
 <p>MAPSWIPE <i>In Person or Virtual</i> During MapSwipe missions, employees complete brief tasks to make mapping more efficient and improve the overall data quality in OpenStreetMap (OSM).</p>	<p>Allow 4 to 6 weeks to implement.</p>	<ul style="list-style-type: none"> Validate completed mapping in vulnerable populations. Requires participants to download app. Easy to navigate and begin.
 <p>SERVICE TO THE ARMED FORCES <i>In Person or Virtual</i> Engage employees in the Service to Armed Forces mission through educational sessions, behavioral health workshops, kit builds and volunteerism.</p>	<p>Allow 6 weeks to implement.</p>	<ul style="list-style-type: none"> Align your engagement with education and information through lunch and learns and behavioral health sessions. Kit builds accommodate a varying group size. Regional event and tour opportunities based on chapter need.
 <p>BLOOD SERVICES <i>In Person or Virtual</i> Engage employees in lifesaving Red Cross Blood Services through in-person or virtual blood drives, lunch and learn educational sessions and volunteerism.</p>	<p>Allow up to 3 months, depending upon the opportunity.</p>	<ul style="list-style-type: none"> Align your engagement with in-person or virtual blood drives, education through lunch and learns, and volunteering.

*Spanish language available.

** Cost associated with purchase of kit build materials through our vendor.

Health and Safety Employee Education Offerings



RED CROSS HEALTH AND SAFETY EDUCATION

EVENT	IMPLEMENTATION TIMING	KEY INFORMATION
 <p>BE RED CROSS READY* <i>In Person or Virtual</i> Select from modules presented by trained Red Cross instructors to educate your employees on 13 different hazards.</p>	<p>Takes 4 to 6 weeks to implement.</p>	<ul style="list-style-type: none"> • Facilitator provided by Red Cross. • Presentation can be completed in 30 to 60 minutes. • 15 Disaster Preparedness modules to choose from. • Group size can vary from 10 to 1,000.
 <p>HANDS-ONLY CPR* <i>In Person or Virtual</i> Your employees can learn the “Hands Only” CPR method (no mouth-to-mouth contact or counting involved) during a high-energy 30-minute training that makes everyone in your workplace and community safer.</p>	<p>Takes 4 to 6 weeks to implement.</p>	<ul style="list-style-type: none"> • Facilitator provided by Red Cross (1 facilitator per 25 volunteers needed for this program). • Presentation can be completed in 30 to 60 minutes.
 <p>RED CROSS SPEAKERS <i>In Person or Virtual</i> Host a 30- to 60-minute digital presentation featuring local Red Cross leaders who can speak about our work in your community, across the nation and around the world.</p>	<p>Takes 4 to 6 weeks to implement.</p>	<ul style="list-style-type: none"> • Accommodates groups of varying size. • Presentation completed in 45 - 60 minutes. • Variety of topics available to engage participants.

*Spanish language available.

Preparedness Education

Be Red Cross Ready

Preparing now can make a lifesaving difference when a disaster strikes.

Educational sessions can be **in-person or virtual** and include information on how to prepare for, respond to and recover from disasters.

- Select from **15 different modules** presented by trained Red Crossers in **30 - 60 minutes**.
- **Educate your employees** on hazards ranging from earthquakes to home fires.
- Learn why preparation is critical and build confidence in your ability to **navigate emergencies**.



Hands-Only CPR

We all know CPR saves lives, but did you know it's now easier to do than ever?

With the new hands-only technique, no mouth-to-mouth contact or counting is involved. For employees like yours, this new method provides a high-energy activity that makes everyone in your workplace and community safer.

Training includes:

- **Live CPR instructional sessions** that can be hosted virtually or in-person.
- **Customizable** sessions last between 30 and 60 minutes.

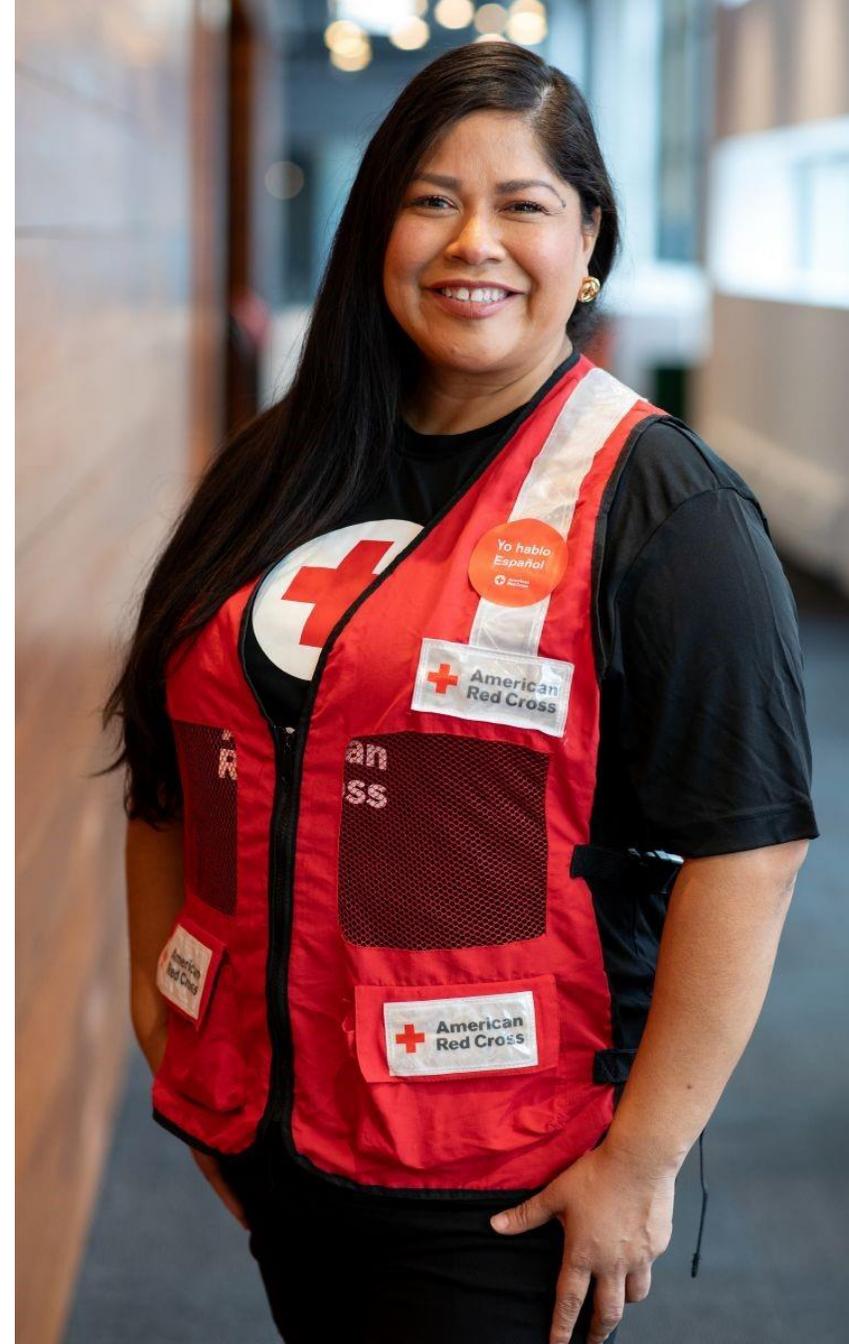


Red Cross Speaker Series

During a live Lunch & Learn session, a Red Cross regional executive, disaster preparedness manager or other leader educates your employees about our lifesaving mission, focusing on local, national or global efforts and events.

Presentations can be:

- Held **virtually or in-person**, with sessions lasting approximately 60 minutes.
- Scheduled during **lunch hour or** appropriate **shift changes**.
- Customized to meet specific **employee interests**.



Volunteerism

Blood Drives

Every two seconds, someone in the U.S. needs blood and generous blood donors are the only source.

When you **sponsor an on-site blood drive**, you provide your employees with an act of service that has the potential to save lives.

- **Host a drive** at your facility or coordinate a bloodmobile. This **in-person event** lasts approximately five hours. However, all it takes to donate blood is 60 minutes.
- **Increase your impact** by inviting your customers or vendors, as well as employees, to participate in or host a blood drive of their own.



Disaster Action Team

About 175 times a day, the Red Cross responds to disasters of all sizes, including home fires.

As a part of our Disaster Action Team, volunteers provide immediate compassionate support to those in need, including:

- **Prompt contact** and explanation of Red Cross assistance.
- **Immediate financial assistance** for temporary lodging and other disaster-caused needs.
- Distribution of **relief supplies**.
- Initial **recovery assistance**, including referrals for disaster-related health, mental health, spiritual care and disability integration assistance.



Disaster Event-Based

Disaster deployment offers a unique chance to make a profound impact when communities need it most.

Your employees can turn compassion into action by providing comfort, delivering lifesaving assistance and helping families recover after crises.

- **Help during large-scale disasters**, with travel limited to within 60 miles of impacted area.
- Volunteer for **shifts of four to eight hours** each.
- Undergo **training on-site**.
- Support **shelter, feeding and mass care** operations.



Kit Builds

Emergencies and disasters can strike suddenly — anytime and anywhere — but a preparedness kit can provide essentials needed to aid in a crisis.

During a kit build, your employees construct their own preparedness or first aid kits using provided materials, which they can take home or keep in the workplace.

- Builds are **in-person** and can be hosted on-site or at your local Red Cross.
- Sessions last approximately **60 minutes**.
- Kits can be **customized for specific** kinds of **disasters**.
- Employees can either **keep the kits** for their own use **or donate them** to vulnerable communities.



Sound the Alarm

Every day, at least seven people die in U.S. home fires, most in households that lack working smoke alarms.

The Red Cross implements a year-round canvassing effort called **Sound the Alarm**, through which we've installed millions of alarms nationwide and **saved countless lives**.

Sound the Alarm engagement activities are held in-person and virtually:

- **IN-PERSON EVENTS** utilize participants to safely install **smoke alarms**, deliver **home fire education** and help develop **escape plans**.
- **VIRTUAL EVENTS** include **home fire preparedness education** via a webinar and self-guided customizable online **Pledge to Prepare**.



Virtual Blood Drives

For accident victims, people with cancer or genetic disorders like sickle cell, or anyone experiencing a health emergency, it can be a matter of life and death if we don't have blood on the shelves *before* a crisis.

You can ensure blood is ready when and where it's needed by hosting a **virtual “Sleeves Up” blood donation campaign**.

- Our **co-branded portal** serves as your customized hub.
- Length of campaign depends on your goals and needs.
- Your employees can make a pledge, post photos of themselves donating blood and share the campaign with others via social media.

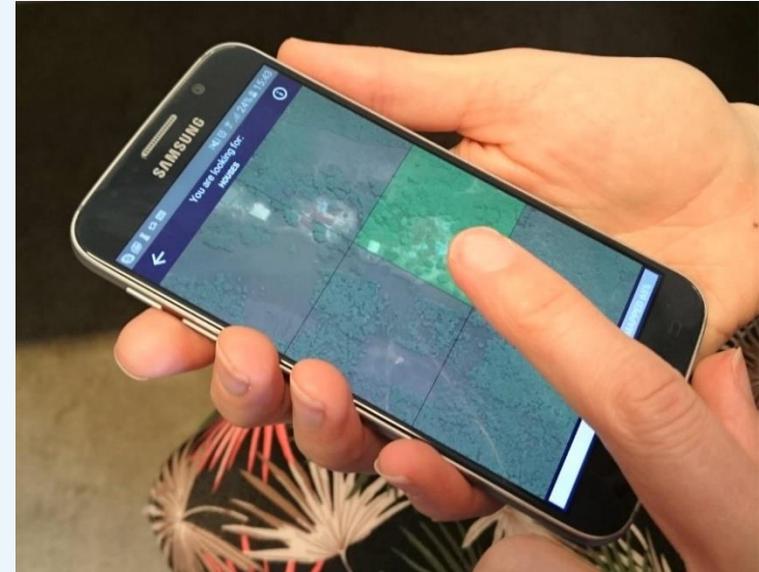


MapSwipe

Accurate maps play a critical role in understanding the disaster risks communities face. Putting in time and effort beforehand helps the Red Cross and other humanitarian organizations prepare and plan so we're ready to respond when needed.

MapSwipe sessions are:

- Held **in-person or virtually** and last **approximately 60 minutes**.
- Easy to navigate and implement with the **provided app**.
- Important for **improving overall data quality** in OpenStreetMap (OSM).



Service to the Armed Forces

The Red Cross Service to the Armed Forces program provides care and comfort to U.S. military members, veterans and their families around the world through the delivery of emergency aid, crisis communications, health support and comfort.

Inform your employees about SAF and engage them through:

- Lunch and Learn Sessions
- Behavioral Health Workshops
- Kit Builds

Together, we can deliver hope, connection and strength when our service members and their families need it most.



Volunteer Connection

Volunteer Connection is the American Red Cross online volunteer database available to our partners at all giving levels.

Volunteer Connection provides access to:

- Opportunities available throughout the country, including one-time, long-term, in-person and virtual options.
- Database searchable by zip code, interest, skills and most-needed positions.
- Registration and sign-up for various activities.

Explore [Red Cross volunteer opportunities](#) or talk with your relationship manager about activities best suited for your team.



Next Steps: Let's Get Started

By implementing a Red Cross employee engagement opportunity, you expand your corporate social responsibility and give your employees an easy way to help one of their favorite charities. In turn, you strengthen your workforce by fostering enthusiasm and inspiring workplace satisfaction.

From blood donation to home fire safety, our employee engagement activities are easy to organize and launch. And, the best part, they save lives!

Ready to schedule a planning session? Connect with your Red Cross relationship manager and let's get started!



Thank you



**American
Red Cross**