American Red Cross | Annual Disaster Giving Program

# Quarterly Impact Update for ADGP Leaders

FY27 Q1
(JULY – SEPTEMBER 2026)



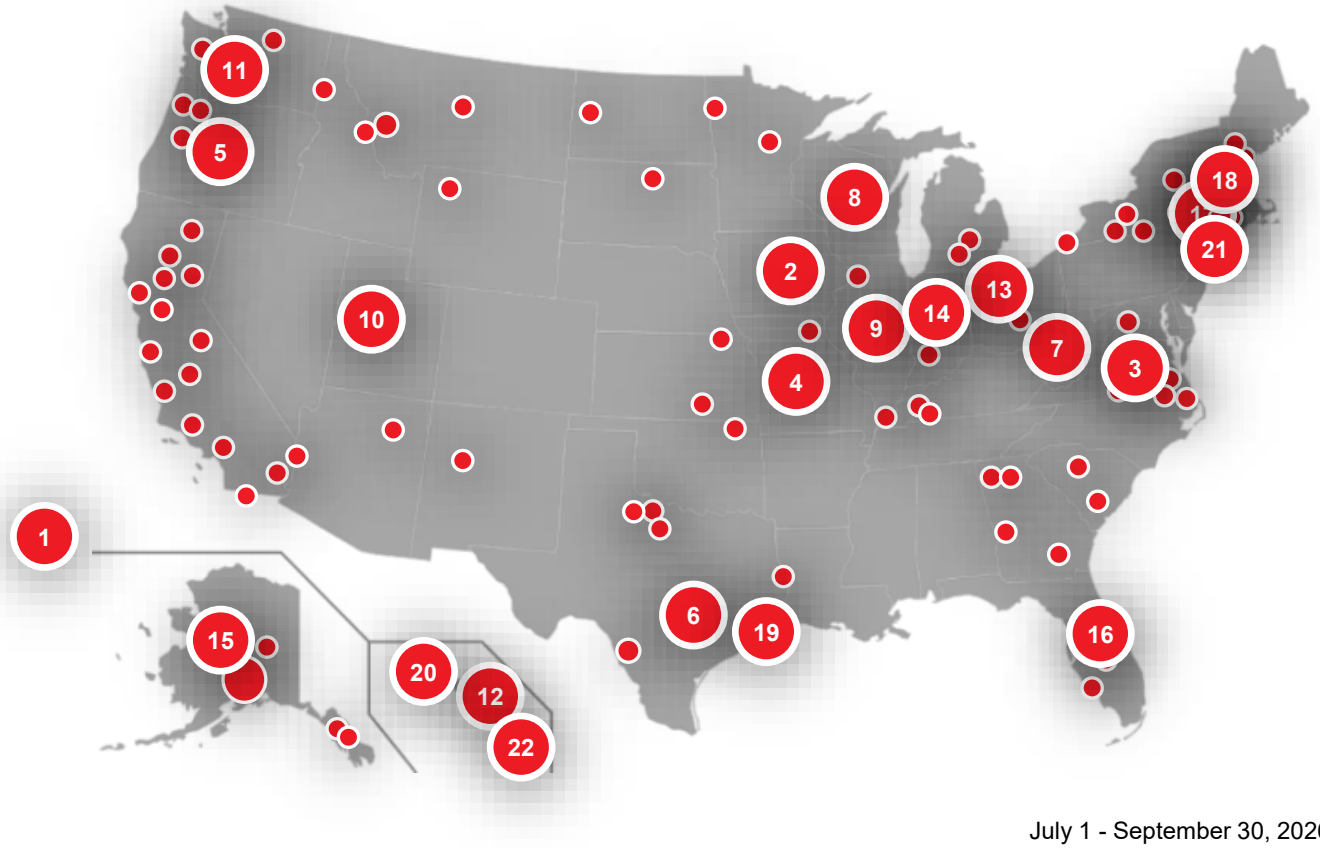
# Alleviating Suffering Through Disaster Relief



# Red Cross Responded to 90 Big Disasters

## Including 22 large and major responses listed chronologically:

1. Super Typhoon Bavi (Level 6)
2. Iowa Floods (Level 3)
3. Henrico County Multifamily Fire (Level 3)
4. Missouri Floods & Tornadoes (Level 3)
5. Cascades Region Wildfires (Level 4)
6. Texas Floods (Level 4)
7. Central Appalachia Floods & Tornadoes (Level 3)
8. Wisconsin Tornadoes (Level 4)
9. Illinois Storms (Level 4)
10. Salt Lake County Multifamily Fire (Level 3)
11. Washington Wildfires (Level 5)
12. Hurricane Lala (Level 3)
13. Ohio Storms (Level 3)
14. Indiana Tornadoes & Storms (Level 5)
15. Alaska Wildfires (Level 3)
16. Pasco County Multifamily Fire (Level 3)
17. Norwood, Bronx Multifamily Fire (Level 3)
18. Woodstock, Bronx Multifamily Fire (Level 3)
19. Tropical Storm Eduoard (Level 3)
20. Hurricane Lowell (Level 4
21. Connecticut Floods (Level 3)
22. Hurricane Nolo (Level 4)




July 1 - September 30, 2026
"Big" includes domestic disaster operations with costs of $10,000+ (i.e., level 2 and higher).
"Large" and "Major" includes domestic disaster operations with costs of $50,000+ (i.e., level 3 and higher).

# Domestic Disaster Response Impact

**In FY27-Q1, some 3,520 Red Cross disaster workers provided critical services in lockstep with our partners across the U.S.**



**322,500**
meals and snacks served with partners



**27,500**
overnight stays in emergency lodgings provided with partners



**17,200**
households provided relief items



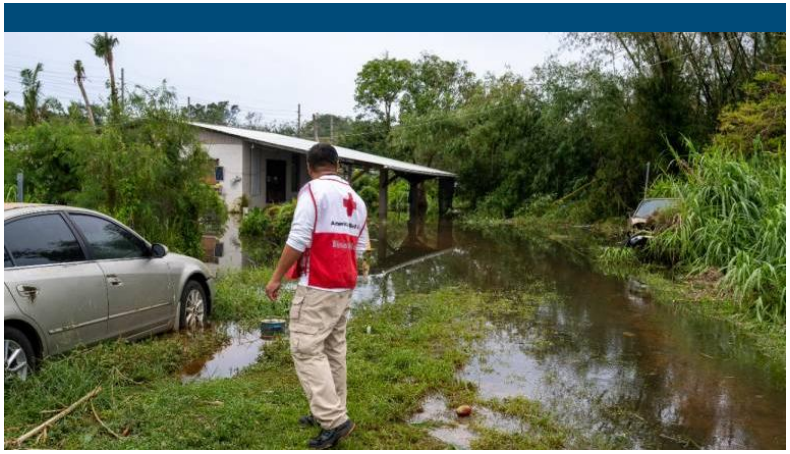
**27,000**
households provided recovery support, including financial assistance



July 1 - September 30, 2026
Includes domestic disaster operations with costs of $10,000+ (i.e., level 2 and higher).

# 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.**



**When Typhoon Bavi hit the U.S. territories of Guam and the Northern Marianas in July, the second super typhoon to strike in 83 days, we:**

- Provided survivors, many still recovering from Typhoon Sinlaku, with food, shelter, financial assistance, and health and mental health services.
- Delivered supplies tailored to distinct needs, cultures and conditions in each island and community.



**In August, a series of severe storms and floods devastated communities across Illinois, Indiana and Ohio. The Red Cross and our partners:**

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

STORIES FROM THE FIELD

# Finding Strength After the Storm: Michele's Story

After flooding and severe storms damaged the apartment Michele Taylor was sharing with a friend in Gary, Indiana, leading to a roof collapse and the loss of vital medications, the Red Cross provided shelter, meals, blankets, health services, mental health support and help replacing her prescriptions. When a shelter relocation left her feeling uncertain, a Red Cross volunteer reassured residents, promising "**he wouldn't leave us until we were safe.**" Reflecting on the support she received, Michele said, "**I feel so blessed with beautiful people,**" expressing gratitude for the volunteers who helped her navigate the crisis and begin her recovery.

## "I feel so blessed with beautiful people."

**Michele Taylor,**
referring to the volunteers who helped her after she was displaced by August's powerful floods and storms in Gary, Indiana



# 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:** A key part of ongoing recovery from Hurricane Helene is home repair and rebuilding. To meet this need, the Red Cross provided a grant to Holston Habitat for Humanity to **rebuild homes in Tennessee that were damaged or destroyed during the storm**. Pictured above, members of the Red Cross long-term recovery team joined Habitat for Humanity staff and homeowners Jonathon and Dawn as they celebrated the completion of their home with a dedication ceremony in Greenville, Tennessee.



**California Wildfires 2025:** The Red Cross provided grant funding to partners supporting the rebuilding of homes destroyed by the Palisades Fire. From Sept. 23-26, 2026, **Red Cross volunteers, partners and members of the community gathered for a community build day**. Jacquelyn Clites, regional executive, and Bee Kong, executive director of the Santa Monica Chapter, gave remarks at the event kickoff, highlighting the power of partnership and the importance of being able to return home for families who remain displaced almost two years later.

# Hurricane Helene, 2 Years Later

## Landfall: September 2024

Just over two years ago, Helene devastated communities from Florida to North Carolina and beyond. Along with warm meals, safe shelter, critical relief supplies and emotional support, the Red Cross has provided **$31 million in direct financial assistance** to survivors, while also funding grants to community partners to help with unmet recovery needs in the hardest-hit states of Florida, Georgia, North Carolina, South Carolina and Tennessee.

## Our Response:

- As of Aug. 26, 2026, the Red Cross had reached an estimated **473,300 people** with disaster relief and recovery services.
- We had distributed some **$31 million** in **direct financial assistance** to help severely affected individuals and families address urgent needs and get back on their feet.
- With partners, we served over **3.3 million** meals and snacks, and we provided over **149,000 households** with relief items and cleanup supplies.
- We provided **$61.8 million** to support **community recovery and resilience**, including Response Impact Grants and Long-Term Recovery grants to community partners.

**To learn more, visit:**




[Hurricane Helene Stewardship Story Map]




[Hurricane Helene Two-Year Report]

# Hurricane Milton, 2 Years Later

## Landfall: October 2024

Milton's trek across Florida two years ago brought destruction to many communities that were still recovering from Helene's recent impact. In addition to devastating storm surge on Florida's Gulf Coast, the hurricane also spawned damaging tornadoes and flooding from torrential rains in central and eastern Florida. Red Cross workers on the ground moved swiftly to support emergency shelter, relief and comfort for thousands of storm-weary residents.

## Our Response:

- As of Sept. 9, 2026, the Red Cross had reached an estimated **13,000 people** with disaster relief and recovery services.
- We had distributed some **$12.6 million** in **direct financial assistance** to help severely affected individuals and families address urgent needs and get back on their feet.
- With partners, we served over **500,000** meals and snacks, and we provided over **153,000 overnight shelter stays** for people who fled their homes
- We provided **$11.2 million** to support **community recovery and resilience**, including Response Impact Grants and Long-Term Recovery grants to community partners

**To learn more, visit:**




Hurricane Milton Stewardship Story Map




Hurricane Milton Two-Year Report

# Helping People Impacted by Home Fires



# Home Fire Campaign Impact

**In FY27-Q1, 6,938 dedicated Red Cross workers provided critical services to help families recover from home fires in lockstep with our partners across the U.S.**



**33,960**
smoke alarms installed



**14,320**
homes made safer



**12,065**
home fire responses



**46,930**
individuals received financial assistance



**8,140**
youth reached with preparedness education



*July 1 – September 30, 2026
Includes domestic disaster operations with costs under $50,000 (i.e., level 1 and 2 disasters).

# Financial Assistance Helped Fire Survivors Recover

**When a fire quickly spread through Jaime Harmon's Morrisville, Vermont, home, the family was able to escape, but the severe damage resulted in the home being declared a total loss. In the face of tragedy, the Red Cross was there to help.**

In the fire's aftermath, Jaime — still in her pajamas — met with local Red Cross volunteers, who provided her with an assistance card to buy food, clothing and essentials and helped her replace her lost glasses and medications. They also comforted her and offered emotional support in the aftermath of this chaotic ordeal.

"We didn't have to worry about how we were going to eat or what we were going to wear. We were still wearing pajamas."

**Jaime Harmon**
Home fire survivor, whose home is pictured below



# Over 2,690 Lives Saved From Home Fires Since 2014

**Of those, 825 were children.**

Together with our volunteers, partners and donors, we have:

- Reached over **3.6 million people** through home visits.
- Made nearly **1.4 million homes** safer.
- Educated nearly **2.5 million youth** through age-appropriate programming.

Lives saved and other data points both as of September 30, 2026.

"I'm convinced she would have lived if she had a smoke detector in her bedroom."

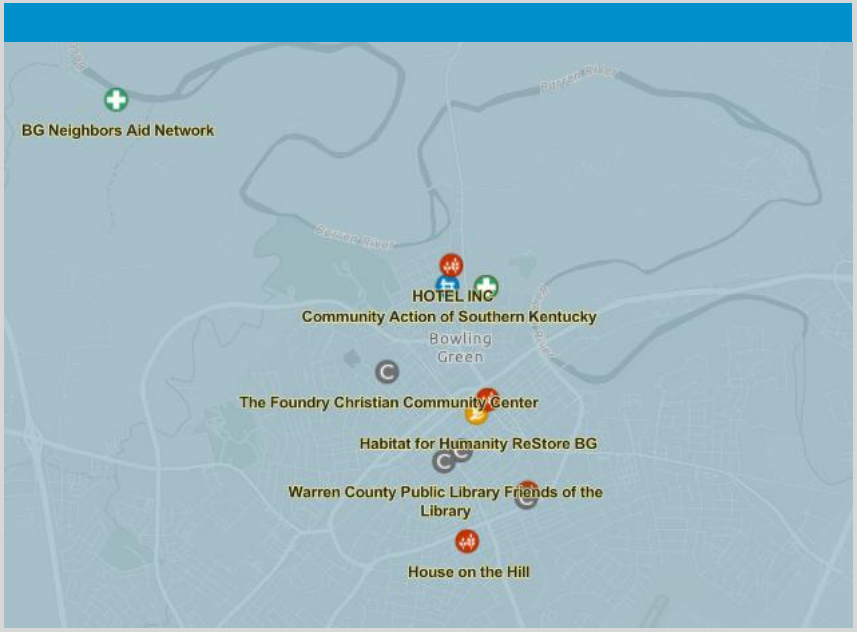
**Elizabeth Gill, *Sound the Alarm* volunteer,**
who became passionate about fire safety after losing her daughter to a home fire



# CAP Partnership Helps Fire Survivors Avoid Homelessness

- After a **fire displaced a family** in Bowling Green, Kentucky, they faced a possible three-month wait to secure new housing.
- We **connected them with our partner** HOTEL INC, a homelessness prevention organization.
- **HOTEL INC quickly secured reduced-rate housing** and helped cover move-in costs.
- Instead of simply providing a referral, we connected the family to a trusted local partner we work with regularly. This **partner knew the community and was prepared to act.**

We work with HOTEL INC through our **Community Adaptation Program** (**CAP**), which focuses on alleviating health, hunger and housing needs in vulnerable, disaster-prone areas.




Map shows CAP partners in Warren County, Kentucky, home to Bowling Green, and one of 19 counties nationwide that have a CAP.

# Alleviating Suffering Around the World



# International Services Impact

**In FY27-Q1, the American Red Cross actively supported disaster preparedness, relief and recovery work in 17 countries.**



**$4.85M**
donated to Red Cross and Red Crescent efforts*



**7**
American Red Cross specialists deployed



**25**
families reconnected after disasters/ conflict/migration



**20**
preparedness/ risk-reduction projects

July 1-September 30, 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.

# 10 Major Emergencies Around the World

1. Bangladesh Floods & Landslides
2. Colombia Earthquake
3. Nepal Dengue Outbreak
4. Nepal Floods
5. Nepal Floods and Landslides
6. Nepal Landslides
7. Philippines Earthquake
8. Philippines Southwest Monsoon
9. Spain Wildfires
10. Venezuela Earthquakes




Reflects active American Red Cross responses to international disasters from July 1-September 30, 2026
Disasters listed alphabetically.

# Red Cross Responds to Devastating Flash Flooding in Nepal

**Catastrophic flash floods in northern Nepal in late August caused widespread devastation, displacing tens of thousands of households and claiming hundreds of lives, with thousands still missing.**

The Nepal Red Cross Society (NRCS) responded immediately with shelter, food and relief supplies and are now focused on emergency health services; water, sanitation and hygiene (WASH) support; psychosocial services; cash assistance; and restoring family links.

In coordination with the global Red Cross network, the American Red Cross has contributed $400,000 and deployed two specialists to support the efforts of the NRCS. The American Red Cross has long collaborated with NRCS prior to this disaster, focusing on capacity building and preparedness activities, and will continue to support the response in the months to come.

"The priority now is to reach affected communities and get assistance to people who have lost their homes, suffered injuries or have been cut off. "

**David Fisher,**
The IFRC head of delegation for Nepal



# Bringing a Lifetime of Community to Restoring Family Links

**Sujata Pokharel volunteers with the Red Cross and Red Crescent Restoring Family Links program, which helps locate missing loved ones separated by international conflict, disaster, migration or other humanitarian crises.**

The American Red Cross partners with Red Cross and Red Crescent societies around the world and helps reconnect hundreds of refugees, immigrants and other individuals with their families each year.

For Sujata, the mission resonates on a personal level. She grew up in a rural village in Nepal during the civil war, and she witnessed the emotional toll that separation took on those around her. Those memories have stayed with her and continue to guide her work today.

"Family is very important in my culture. When I see people who have lost contact with their loved ones, it is sad. I feel grateful that we in the Red Cross can help rebuild those connections."

**Sujata Pokharel,**
An American Red Cross volunteer with the Restoring Family Links (RFL) program




Strengthening
America's Blood Supply
The LifeBlood Fund

# Delivering Lifesaving Blood Products

**The Red Cross ensures people in need of blood receive it. In FY27-Q1, the Red Cross impacted about 408,500 lives, thanks to over 1.1 million red blood cell units delivered to hospitals for transfusions.**



**1 million**
blood donors engaged



**49,690**
blood drives hosted



**1.3 million**
units of blood collected



**12.6 million**
tests conducted



**1.1 million**
blood products delivered

# Sickle Cell Initiative Hits Record Highs in FY26

Patients with sickle cell disease often need recurring transfusions of closely matched blood, and our Sickle Cell Initiative is helping meet that need. With generous support, we collected:

- **Over 85,000** sickle cell compatible units, a **13.9% increase** year over year.
- Units from **over 100,000 African American blood donors**, the first time the Red Cross has reached that milestone and **6,000 more** than last fiscal year.

**These results show what happens when donors and communities step up for patients who depend on blood to manage pain and live healthier lives.**

## “I care deeply about serving people and leaving my community better than I found it.”

**Joseph Riley,**
who has lived with sickle cell anemia his entire life, often experiencing pain so intense he couldn’t get out of a hospital bed



STORIES FROM THE FIELD

# Summer Blood Crisis Ended After Selfless Donors Rebuilt the Supply

Hospitals and patients across the country count on the Red Cross for lifesaving blood. **This summer, the nation's blood supply dropped nearly 25% in a month** as extreme heat, illness and the end of school blood drives led to a four-year summer low in donations. Critical shortages put patient care at risk.

In response, **blood drive sponsors and community partners stepped up.** By hosting drives, filling appointments and spreading the word, they helped **strengthen the blood supply and deliver more type O blood to hospitals**. Together, they helped the Red Cross end the blood crisis on Aug. 16.

## "Just seeing it there and ready for her gives me so much comfort. ...We are incredibly grateful for every blood donor."

**- Katie**, mom of Emi, who has been fighting leukemia for over a year. Without generous blood donors this summer, Emi wouldn't have had the blood products she needed.



# Reaching More Blood Donors in FY27!

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. **In FY27, we are reconfiguring seven facilities and building 10 brand-new Blood Donation Centers!**




**FY27 Expansion**

**9** New Sites Opening

**7** Facilities Being Expanded

**107** New Blood Donor Beds



**"I've had blood transfusions before. Since they saved my life, all I can do is do the same for others."**

- Lee Jeter, a blood donor who received transfusions after a 2020 motorcycle accident that took his leg

When the blood supply runs low, as it did this summer, Blood Donation Centers give donors a reliable place to give. More centers mean more opportunities for people like Lee to strengthen the blood supply.

# Supporting Military and Veteran Families



# Supporting Military Heroes

**Through FY27-Q1*, 36 Red Cross Service to the Armed Forces workers have been deployed to 13 locations abroad to provide critical services to military heroes.**



**228,900**
participants in Red Cross comfort and wellness programs



**1,430**
families assisted in securing financial assistance or other support from military aid societies



**3,350**
participants in Wellness Workshops



**17,750**
military families supported through personal crises



July 1 – September 30, 2026
Numbers over 1,000 are rounded to the nearest 10.

# Hero Care Network Helps Family Reunite for Funeral

**When Angela Boyle's father passed away suddenly, the Red Cross Hero Care Network helped her reach her three sons, who were stationed on three different military bases.**

Military command relies on the Red Cross Hero Care Network to verify the information used to determine whether to grant emergency leave. We are the only organization congressionally authorized to provide this service.

With help from the Hero Care Network, all three sons were able to return home and attend their grandfather's funeral. Their grandfather was a veteran himself, and each of his grandsons was able to participate in the military honors.

"Because of the Red Cross, we were all able to be together to honor my father and send him off with dignity and respect."

**Angela Boyle,**
who brought her three sons home for their grandfather's funeral with help from the Red Cross



# Training for the Moments That Matter



# Training Services Impact

**In FY27-Q1,* we equipped community members with vital skills to help neighbors, friends and family members save lives.**



**859,750**
people trained in First Aid, CPR and AED, making every community safer



**79,930**
people learned how to be safe in, on and around the water through our Aquatics and Water Safety training



**17,650**
individuals trained in caregiving courses, empowering participants to provide quality care to people of all ages



*July 1 – September 30, 2026

# Heroes Take Action When Every Second Counts

**Former lifeguard Mitchel Schwenkmeyer recently received the Red Cross Certificate of Merit** — one of the highest awards recognizing individuals who save or sustain a life using skills learned through Red Cross training. Mitch was having dinner with friends at a local restaurant when a fellow patron suddenly went into cardiac arrest. Mitch and his friends immediately jumped into action, providing CPR, chest compressions and AED support. By the time EMS arrived, the patron had regained a pulse and a normal heart rhythm and was able to speak. Mitch's recognition highlights the **profound impact that training, preparation and teamwork can have when every second counts.**

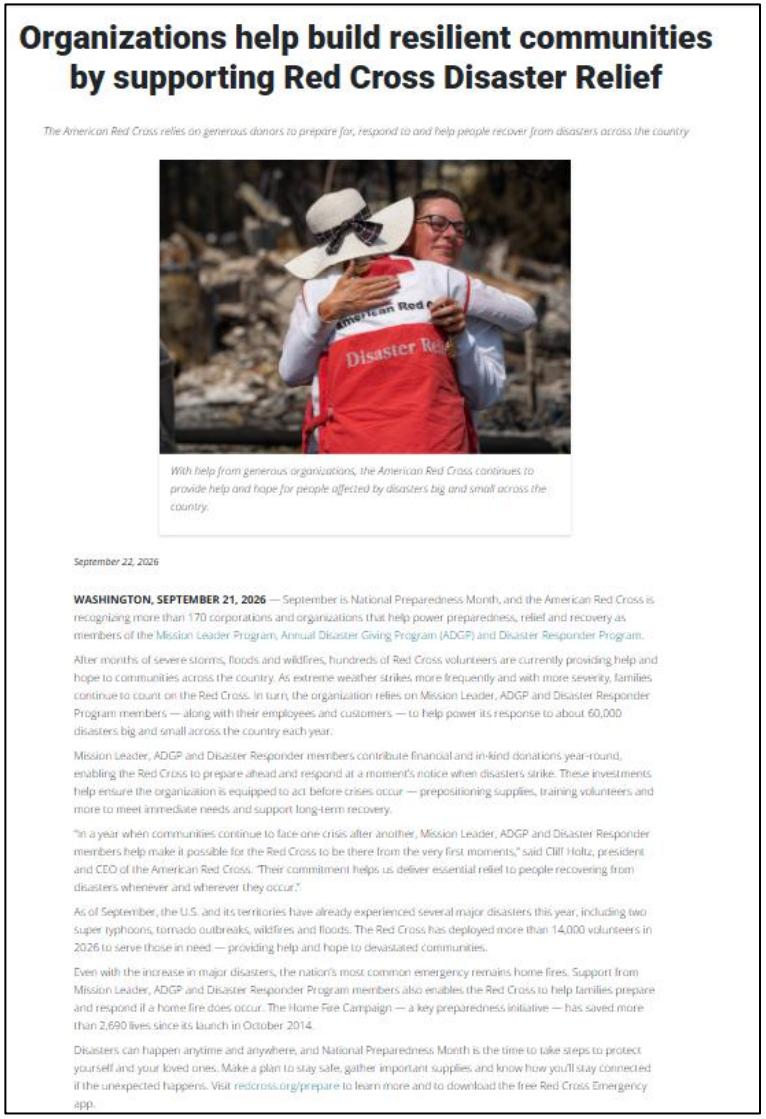



**Mitchel Schwenkmeyer,**
with his Certificate of Merit and other awards he was recognized with for his lifesaving actions

# Your Benefits and Resources

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

- Acknowledged in **seven Disaster Information Update emails** to key supporters.
- Provided with **templated communication materials**, including social media posts and content aligned with key messaging moments on disaster preparedness and the urgent need for blood donations.
- Featured in **three Red Cross stories** with **more than 15,000** page views.
- Recognition in the **national ADGP and Disaster Responder press release** via **PR Newswire** and **LinkedIn post** in September highlighting all ADGP Leaders. The press release had **an audience of 139M** and LinkedIn post garnered **more than 4,000** impressions.
- Invited to join **Red Cross calls**, including July's Critical Need for Blood Supply, September's Red Talk: Service Worth Sharing, and September's Community Disaster Resiliency.



**Organizations help build resilient communities by supporting Red Cross Disaster Relief**

*The American Red Cross relies on generous donors to prepare for, respond to and help people recover from disasters across the country*



*With help from generous organizations, the American Red Cross continues to provide help and hope for people affected by disasters big and small across the country.*

*September 22, 2026*

**WASHINGTON, SEPTEMBER 21, 2026** — September is National Preparedness Month, and the American Red Cross is recognizing more than 170 corporations and organizations that help power preparedness, relief and recovery as members of the Mission Leader Program, Annual Disaster Giving Program (ADGP) and Disaster Responder Program.

After months of severe storms, floods and wildfires, hundreds of Red Cross volunteers are currently providing help and hope to communities across the country. As extreme weather strikes more frequently and with more severity, families continue to count on the Red Cross. In turn, the organization relies on Mission Leader, ADGP and Disaster Responder Program members — along with their employees and customers — to help power its response to about 60,000 disasters big and small across the country each year.

Mission Leader, ADGP and Disaster Responder members contribute financial and in-kind donations year-round, enabling the Red Cross to prepare ahead and respond at a moment's notice when disasters strike. These investments help ensure the organization is equipped to act before crises occur — prepositioning supplies, training volunteers and more to meet immediate needs and support long-term recovery.

"In a year when communities continue to face one crisis after another, Mission Leader, ADGP and Disaster Responder members help make it possible for the Red Cross to be there from the very first moments," said Cliff Holtz, president and CEO of the American Red Cross. "Their commitment helps us deliver essential relief to people recovering from disasters whenever and wherever they occur."

As of September, the U.S. and its territories have already experienced several major disasters this year, including two super typhoons, tornado outbreaks, wildfires and floods. The Red Cross has deployed more than 14,000 volunteers in 2026 to serve those in need — providing help and hope to devastated communities.

Even with the increase in major disasters, the nation's most common emergency remains home fires. Support from Mission Leader, ADGP and Disaster Responder Program members also enables the Red Cross to help families prepare and respond if a home fire does occur. The Home Fire Campaign — a key preparedness initiative — has saved more than 2,690 lives since its launch in October 2014.

Disasters can happen anytime and anywhere, and National Preparedness Month is the time to take steps to protect yourself and your loved ones. Make a plan to stay safe, gather important supplies and know how you'll stay connected if the unexpected happens. Visit redcross.org/prepare to learn more and to download the free Red Cross Emergency app.

# Fall Back Means Turn and Test!

When the time changes on November 1, 2026, it's a great time to remind your employees and stakeholders to **Turn** their clocks back and **Test** their smoke alarms.

While large natural disasters capture the public's attention, it's home fires that the Red Cross responds to most often. Working smoke alarms cut the risk of dying in a fire by half.

**Visit the Membership Hub or redcross.org for general preparedness resources to help you and your loved ones stay safe.**



# Our Partnership

Your employees have contributed their valuable time to support [LOS/ACTIVITY] so far this year.

[YOU/EMPLOYEES/CUSTOMERS] have donated more than $#### to the Red Cross this year.

Your employees have donated lifesaving blood to patients in need more than #### times so far this year.



# 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.



Thank you

American Red Cross