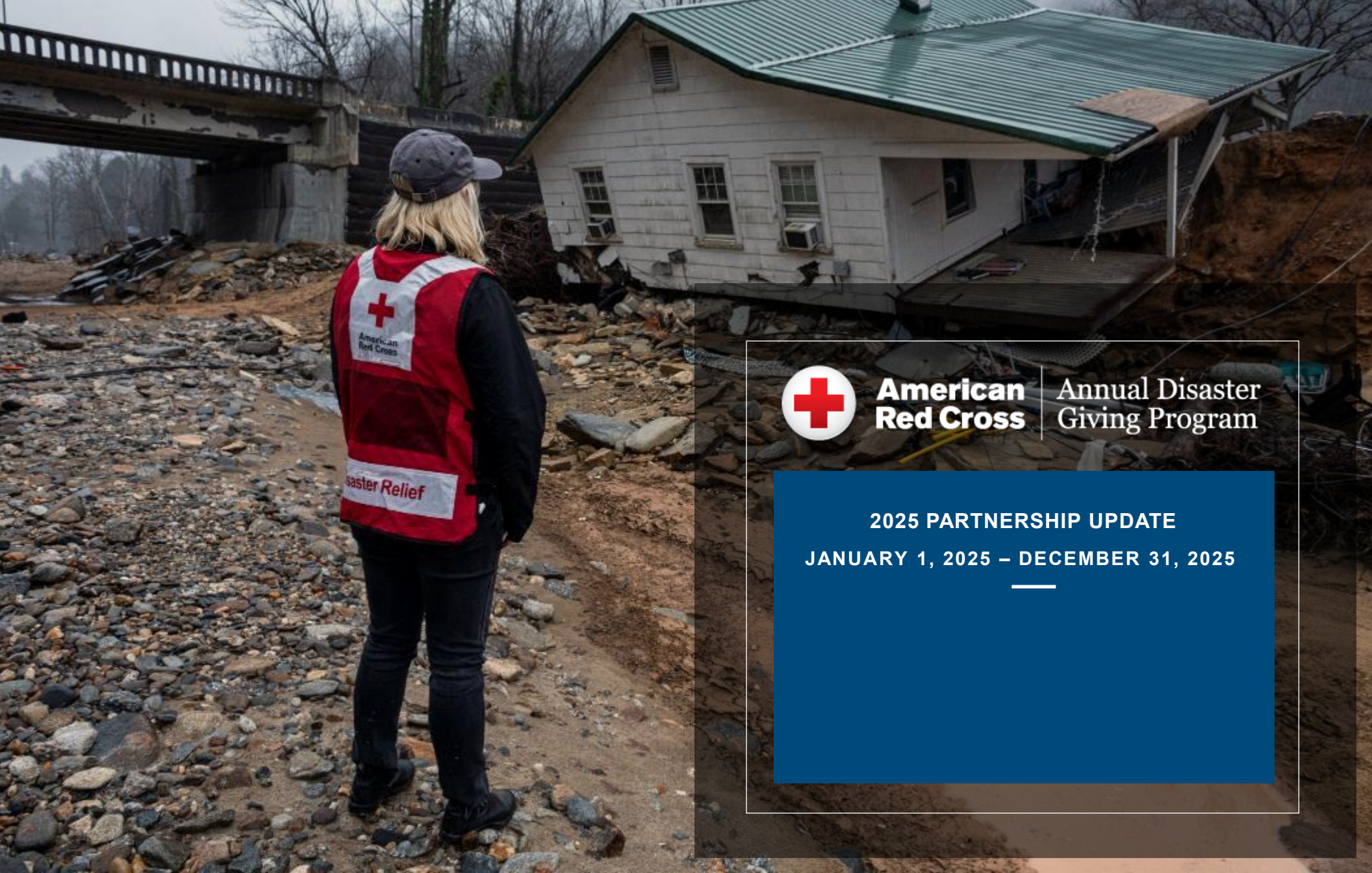
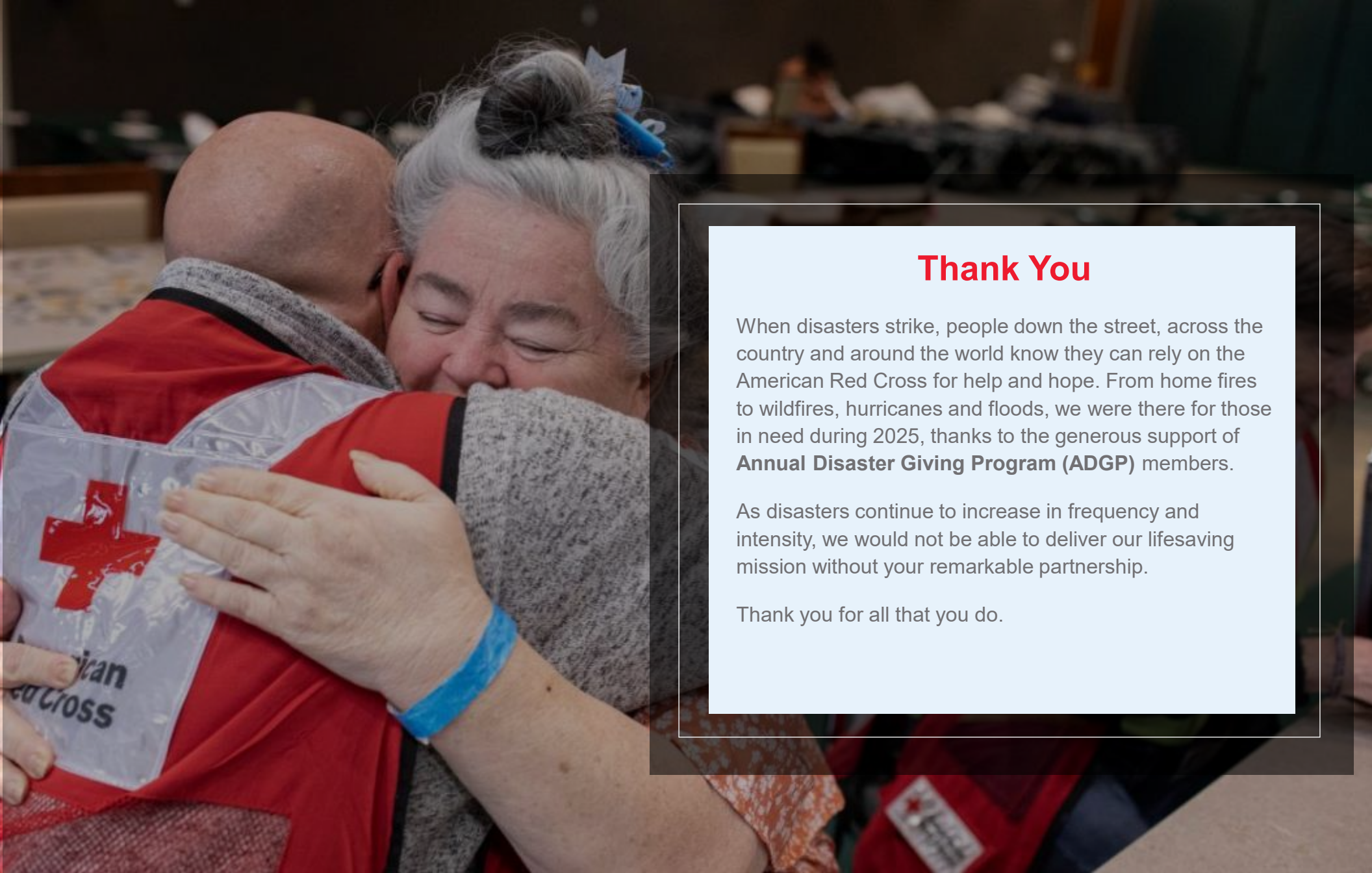


American Red Cross | Annual Disaster Giving Program

2025 PARTNERSHIP UPDATE

JANUARY 1, 2025 – DECEMBER 31, 2025



Thank You

When disasters strike, people down the street, across the country and around the world know they can rely on the American Red Cross for help and hope. From home fires to wildfires, hurricanes and floods, we were there for those in need during 2025, thanks to the generous support of **Annual Disaster Giving Program (ADGP)** members.

As disasters continue to increase in frequency and intensity, we would not be able to deliver our lifesaving mission without your remarkable partnership.

Thank you for all that you do.

The Red Cross Delivered Comfort and Care to Hundreds of Thousands of People

Amid continuous disasters, Red Cross workers mobilized almost daily to help more than **450,000 people** facing hardship and heartbreak after devastating losses. It is thanks to ADGP members like [COMPANY] that we were able to meet this increased need.

DURING 2025, THE RED CROSS RESPONDED TO:

- **371 large-scale disaster operations**
  (each costing us $10,000+) across the country.
- **19 major disaster operations**
  (each costing us $250,000+) across the country.



Helping After All Kinds of Emergencies

Some **8,400 disaster workers** were deployed — both in-person and virtually — to provide immediate help following **371 large disaster operations**.

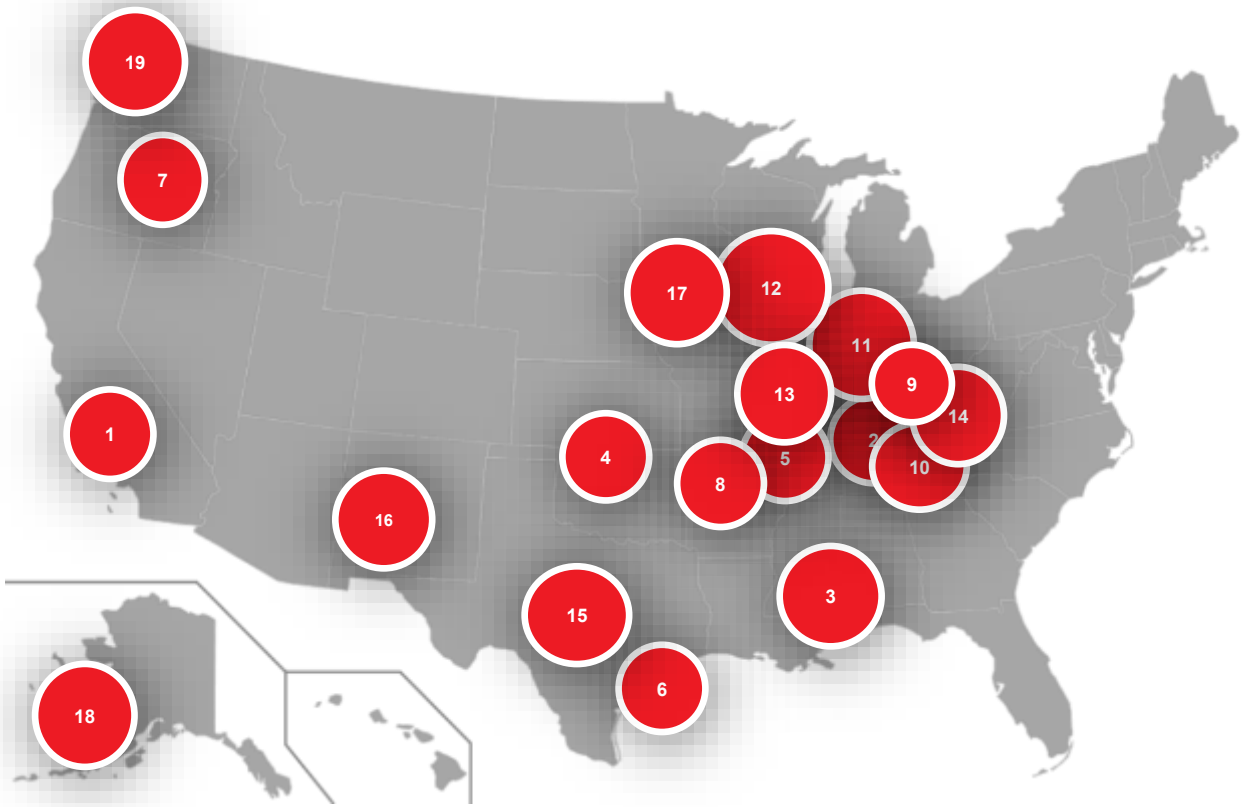
We did all this work while also addressing more than **53,430** home fires.

Red Cross Domestic Disaster Operations	Number of Responses
Large Multifamily Home, Industrial or Commercial Fires	221
Floods & Tornadoes*	60
Winter & Other Storms*	52
Wildfires*	14
Hurricanes & Tropical Storms*	10
Transportation Incidents	7
Civil Disturbances	3
Explosions	2
Humanitarian Operations	2

"Large" includes domestic disaster operations with costs of $10,000+ (Level 2 and higher) between January 1, 2025 - December 31, 2025. *Number represents operations opened and does not reflect the actual number of weather events during the time period.

Red Cross 2025:
19 major U.S. disaster operations.

1. California Wildfires (Level 7)
2. Kentucky Floods (Level 5)
3. AL/MS Tornadoes (Level 4)
4. KS/OK Wildfires (Level 4)
5. AR/MO Storms and Floods (Level 4)
6. Texas Floods and Storms (Level 4)
7. Oregon Floods (Level 4)
8. AR/MO Storms (Level 5)
9. Kentucky Storms (Level 5)
10. Tennessee Storms and Floods (Level 4)
11. Indiana Storms (Level 4)
12. Illinois Floods (Level 4)
13. IL/MO Tornadoes (Level 6)
14. Kentucky Tornadoes (Level 5)
15. Texas Floods (Level 5)
16. New Mexico Floods (Level 4)
17. Wisconsin Storms (Level 4)
18. Alaska Storms and Floods (Level 5)
19. Washington Floods (Level 5)



"Major" includes domestic disaster operations with costs of $250,000+ (Level 4 and higher) between January 1, 2025 - December 31, 2025.

Together, We're Delivering Critical Resources

Thanks to ADGP members, the Red Cross was ready in 2025 to respond with relief and recovery support at a moment's notice. After clouds have parted and storms cleared, we remain by survivors' sides for as long as we're needed.



More than
1.2 million
meals and snacks served with partners



More than
98,000
overnight stays provided in emergency lodging with partners



More than
97,000
households provided with relief items



More than
33,000
households provided recovery support

Includes domestic disaster operations with costs of $10,000+ (Level 2 and higher) between January 1, 2025 - December 31, 2025.

Meeting Urgent Needs with Compassionate Support

California Wildfires

January 2025 - Present



“I felt cared for. It was so comforting…both people I spoke with at the Red Cross were that way — kind and calm.”

Christine, a single mom and widow, who lost her home in Pasadena, California, in the wildfires.

When raging wildfires swept through Southern California communities, the Red Cross quickly opened shelters for families fleeing the flames, provided meals to weary residents and distributed critical financial assistance to more than 11,000 households. The Red Cross currently is funding grants to help communities decimated by the wildfires to recover more quickly.

Washington Floods

December 2025 - Present



“The Red Cross has been great, and [they make] sure I have what I need.”

Traci, who took refuge at a Red Cross shelter with her two dogs after historic flooding forced her from her home in Snohomish, Washington.

In December, historic flooding caused by one of the strongest and longest-lasting atmospheric rivers in the Pacific Northwest’s history forced more than 100,000 people to evacuate. The Red Cross was there to provide safe shelter, warm meals and emotional support to flood survivors. We are continuing to offer recovery services, including financial assistance, to qualifying households in need.

Responding to Home Fires and Preventing Tragedy

Red Cross workers helped survivors of more than 53,430 home fires across the country in 2025.

The *Sound the Alarm* initiative made families safer through home fire education and free smoke alarm installations.



Since its 2014 launch:
more than **2,550**
documented lives saved

About **88,500** escape plans made

About **96,700** households made safer

About **267,000** new alarms installed

“From the moment the Red Cross showed up to help, they have provided us with comfort, a safe haven and a sense of hope.”

Deborah Meyer, home fire survivor

When the 85-unit apartment building Deborah Meyer lived in was engulfed in flames, the Red Cross was there to provide immediate aid. As firefighters fought the blaze, volunteers delivered blankets, food and water, as well as sorely needed emotional care.

With more than 100 residents suddenly displaced from their homes, a shelter was established nearby, and the Red Cross worked with community partners to connect those in need with essential services and resources to get them back on their feet. **“Words cannot express our gratitude,”** Meyer said. **“We would be lost without these amazing people.”**





2025 International Services Update

January 1, 2025 – December 31, 2025

Helping Around the World

We help internationally, too. In 2025, we responded (or continued to respond) to 31 major emergencies in 26 countries outside the U.S.

1. Bangladesh Fire
2. Bangladesh Flash Floods
3. Canada Wildfires
4. Caribbean Hurricane Melissa
5. Ecuador Floods & Environmental Contamination
6. El Salvador Earthquake
7. Germany: Bavaria Floods
8. Guatemala Earthquake
9. Guatemala Landslide
10. Guatemala: Volcanic Eruption
11. Indonesia Bengkulu Earthquake
12. Indonesia Central Java Landslide
13. Indonesia Jyawijaya Flood
14. Indonesia Malaria and Dengue Outbreak
15. Indonesia Measles Outbreak
16. Libya: Storm Daniel
17. Middle East Humanitarian Crisis
18. Mozambique: Drought
19. Myanmar Cyclone Yagi
20. Myanmar Earthquake
21. Nepal Floods
22. Pakistan Monsoon Floods
23. Philippines Earthquake & Typhoons
24. Philippines Tropical Storm Wipha
25. Philippines Typhoon Ragasa
26. Philippines: Cyclone Kristine (Trami)
27. Southeast Asia Floods-Indonesia
28. Spain: Floods
29. Turkiye & Syria Earthquake
30. Ukraine Winterization Relief
31. Vanuatu Earthquake



A Global Impact

Powered by your ADGP commitment, the American Red Cross worked around the world to help disaster survivors and build more resilient communities.



Approximately
$18M
donated to Red Cross and Red Crescent efforts*



16
American Red Cross specialists deployed



More than
145
families reconnected after disasters/conflict



14
countries in which we supported preparedness/risk-reduction projects

*Reflects funds donated 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 Red and Crescent national societies following specific disasters.

Preparing by Reducing Risks

In 2025, we helped communities in **14 countries** prepare for disasters and build resilience, including:

Marshall Islands, Micronesia and Palau: We recently completed assessments to help implement cash voucher assistance programs in the Marshall Islands, Micronesia and Palau, training each national society on cash voucher assistance and establishing workplans to implement programs in response to emergencies.

El Salvador: Together with the Salvadoran Red Cross, we helped train volunteers to support local coordination with authorities and improve search and rescue skills during disasters, which include investments in the Search and Rescue Dog team. Through this investment, we are assisting the Salvadoran Red Cross in its auxiliary role to public authorities to respond during emergencies.

Guatemala: The American Red Cross provided emergency response equipment and training to ensure that local communities would be equipped to respond to natural disasters, such as landslides, fires and earthquakes. In addition, we supported the accreditation and training needed so that local members could become certified first responders.



El Salvador: *Together with the Salvadoran Red Cross, the American Red Cross helped local volunteers improve their search and rescue skills during a disaster.*


American Red Cross
Annual Disaster Giving Program
Making an Impression
January 1, 2025 – December 31, 2025

American Red Cross is one of the nation's most trusted nonprofits.



Loved. Respected.

A top charity in demonstrating **community impact.**

One of the **most favorable brands*** among U.S. adults.

Among the nonprofits with the **most reported buzz.**

*Among nonprofit brands.
Morning Consult Brand Intelligence. January 2025.
Morning Consult "Most Trusted Nonprofits: 2024." January 2025.

As of December 2025
Current roster available on redcross.org

Annual Disaster Giving Program (ADGP) $1M Members





































Annual Disaster Giving Program (ADGP) $500K Members

As of December 2025
Current roster available on redcross.org



As of January 2026. Current roster available on redcross.org

Shining a Spotlight on Your Support

Member's name and logo were recognized in multiple outlets, reaching a broad audience.

Media Outlets

- **Digital ad** on **LinkedIn, Facebook and Instagram**, in May and November 2025, which garnered more than **3.9 million impressions** on LinkedIn and about **50.6 million impressions** on Meta.
- **Full-page print ad** in ***Businessweek* Magazine** (Jan. 2025), with more than 200,000 impressions.
- **National press release** recognizing members issued in September:
  - With a **pickup of 511** and a total potential audience of **117 million**. Notable placements, including **AP News, Yahoo Finance, Benzinga, KTLA, Seeking Alpha, Morningstar and others.**
  - Publicized on **Red Cross LinkedIn** to with over **8,000 impressions** and nearly **360 engagements**.

Red Cross Platforms

- Name listed in our **FY25 Annual Disaster Update** and **FY24 Annual Report,** signature yearly publications shared with Red Cross supporters.
- Logo on **redcross.org year-round,** linking to a dedicated partnership page.

Sharing Just-in-Time Information During Critical Times



When all eyes were on our disaster work, you were:

- Acknowledged in **30 Disaster Information Update emails** sent to key supporters.
- Thanked in **eight national news stories** about response efforts on redcross.org, which saw more than **251,000 page views**.

During large disasters, you received timely updates about our response priorities, including:

- **Two leadership update calls** following the California Wildfires and Texas Floods with call summaries.
- **Communications resources**, such as email templates, to forward on to your employees and customers, showcasing how your disaster partnership was supporting disaster survivors.

Throughout the year, you had regular insights into our disaster operations:

- **Biannual leadership update calls** — held June and November 2025 to discuss Red Cross disaster work and priorities.
- **Quarterly service delivery updates,** highlighting your impact in action.
- Invitation to our exclusive **Corporate Disaster Volunteerism for Community Impact** call in October.

You had the tools on hand to keep your employees and customers informed about the impact of our partnership:

- **ADGP Leaders** received a **customized year-end video** featuring Leader's logo highlighting the disaster work your ADGP membership helped power.
- **ADGP Members received an annual video** highlighting the disaster work your ADGP membership helped power.
- **Template communications materials,** with topics like home fire safety, holiday safety, hurricane and wildfire prep, summer safety, blood donations, and more.

FY26 Domestic Disaster Services Budget:[1]

Responding to nearly 65,000 disasters annually, we are there when help can't wait.

$486.8 million

Individual Emergency Assistance and Recovery	$215.6
Food, Shelter and Relief Items	$135.5
Disaster Preparedness	$88.6
Health and Emotional Support	$27.5
Community Recovery	$19.6

[1]Line items expressed in millions. This budget does not include extraordinary events, as they cannot be predicted.



FY26 International Services Budget:[1]

$39.7 million

Building Safer Communities	$22.1
Responding to Disasters	$13
Eliminating Measles and Preventing Other Diseases [2]	$4.6

[1]Line items expressed in the millions.
[2] Eliminating Measles line item has met its funding requirements.





"I'm inspired by forward-thinking Annual Disaster Giving Program members that make it possible for us to support those in need at a moment's notice. Families are relying on the Red Cross more than ever as disasters become more frequent and intense, and generous partners help us prepare for the worst and provide relief when the unthinkable happens."

Cliff Holtz, President and CEO | American Red Cross

Thank You

American Red Cross

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.

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Thank you



American
Red Cross