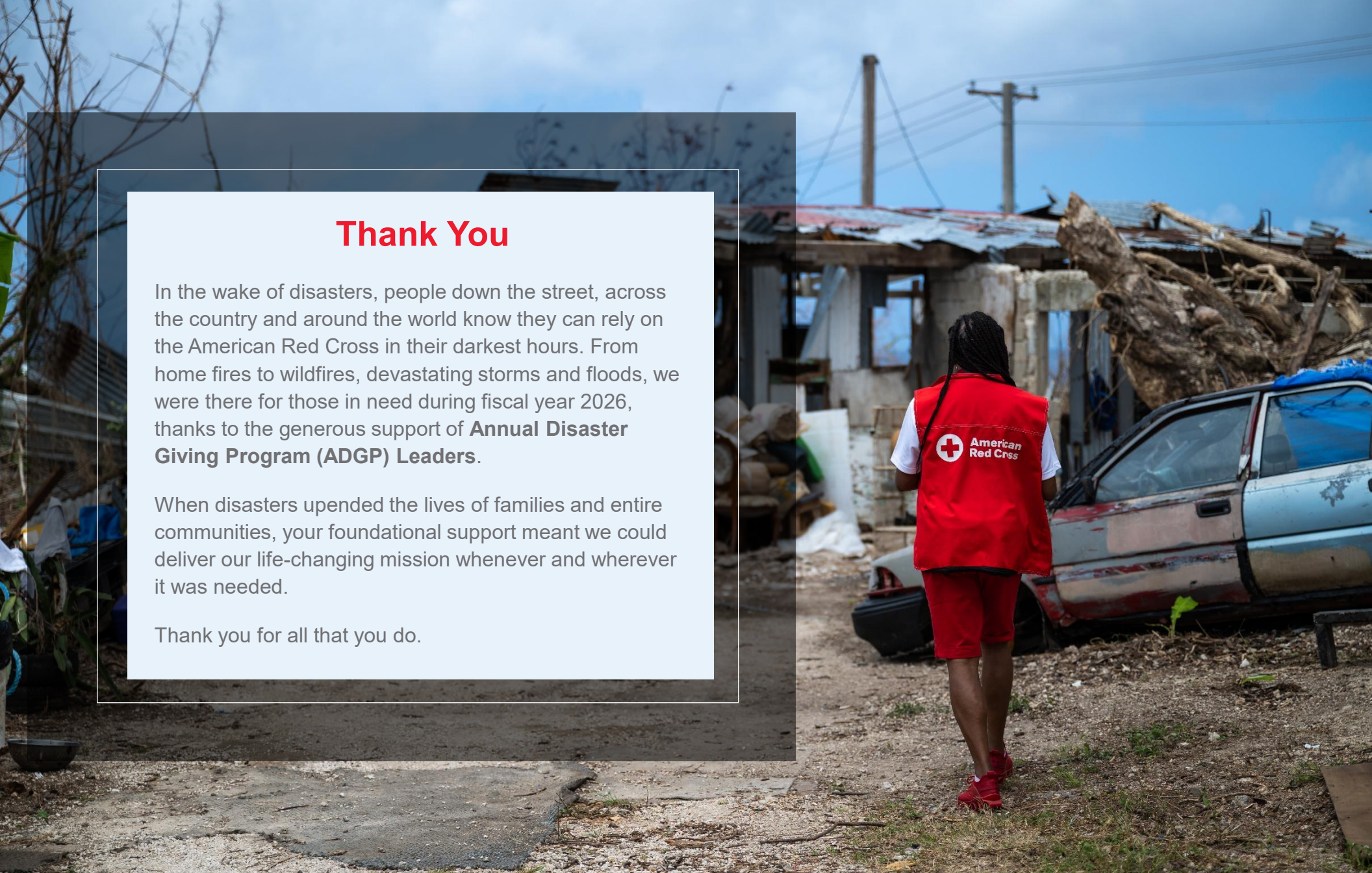


American Red Cross | Annual Disaster Giving Program

ADGP LEADER

FY26 IMPACT REPORT

JULY1, 2025 – JUNE 30, 2026



Thank You

In the wake of disasters, people down the street, across the country and around the world know they can rely on the American Red Cross in their darkest hours. From home fires to wildfires, devastating storms and floods, we were there for those in need during fiscal year 2026, thanks to the generous support of **Annual Disaster Giving Program (ADGP) Leaders**.

When disasters upended the lives of families and entire communities, your foundational support meant we could deliver our life-changing mission whenever and wherever it was needed.

Thank you for all that you do.

In the U.S., We Helped Over 1.1 Million People Before, During and After Disasters

Across the U.S., we helped people prepare for and recover from disasters large and small, from home fires to severe weather, floods, wildfires — even a super typhoon in the western Pacific.

Thanks to ADGP Leaders, we were able to **reach over 1.1 million people[1] with life-changing, and for some, lifesaving, disaster services.**

IN FY26,THE RED CROSS RESPONDED TO:

- **396 big disasters**
  (each costing us $10,000+)
- **12 major disasters**
  (each costing us $250,000+).

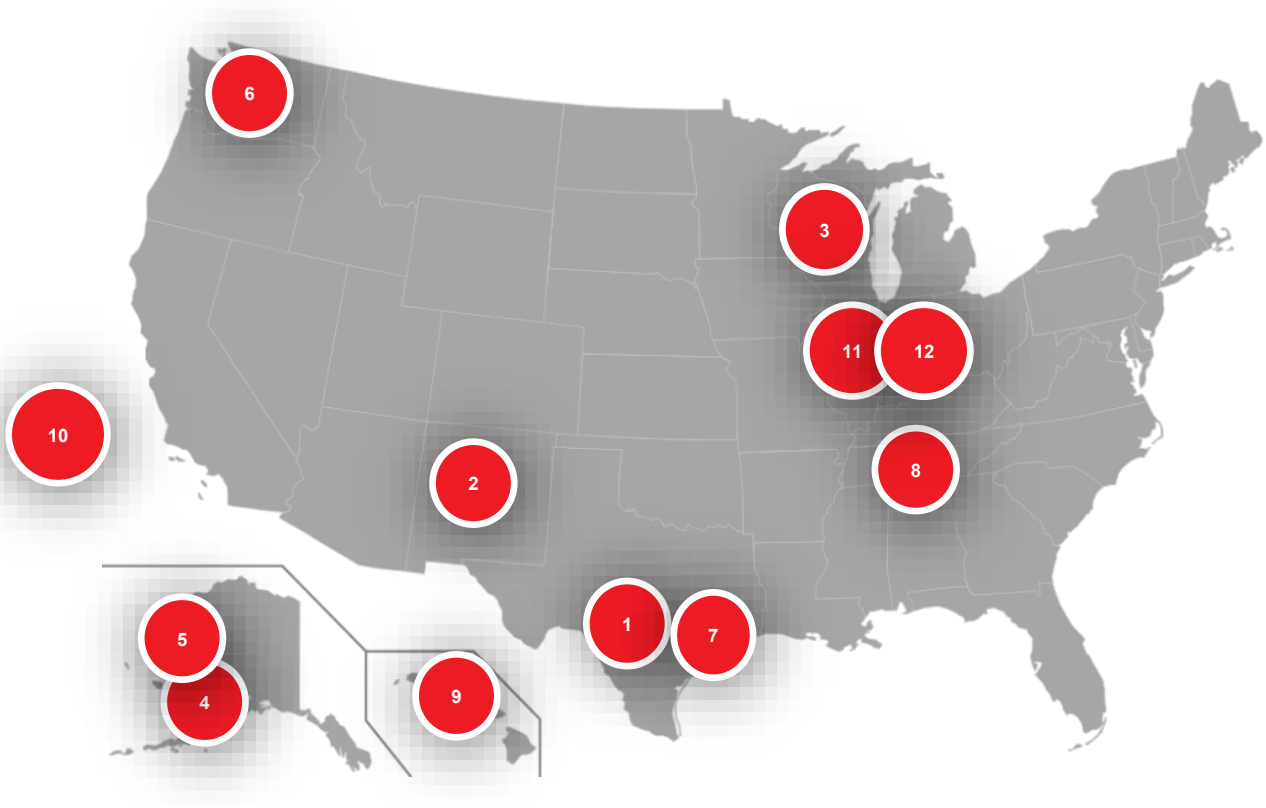


[1] Estimated number of people reached with Red Cross preparedness, relief and recovery services, based on number of households reached and average household size

Red Cross Fiscal Year 2026

12 major U.S. disaster operations.

1. Central Texas Floods (Level 5)
2. New Mexico Floods – (Level 4)
3. Wisconsin Storms – (Level 4)
4. Alaska and Northwest Storms – (Level 5)
5. Alaska Storm Damage – (Level 5)
6. Washington Floods – (Level 5)
7. Texas Winter Storm – (Level 4)
8. Tennessee Winter Storm – (Level 4)
9. Kona Storms – Hawaii (Level 4)
10. Typhoon Sinlaku – Guam & N. Mariana Islands (Level 6)
11. Illinois Storms (Level 4)
12. Indiana Tornado (Level 4)



"Major" includes domestic disaster operations with costs of $250,000+ (Level 4 and higher) between July 1, 2025-June 30, 2026.

Delivering Aid After Emergencies Large and Small

Some **7,850 disaster workers** deployed more than **11,900 times** to provide immediate help following **396 big disaster operations**.

We did all this work while also addressing more than **57,390** home fires.

Red Cross Domestic Disaster Operations	Number of Responses
Large Multifamily Home, Industrial or Commercial Fires	247
Winter & Other Storms*	56
Floods & Tornadoes*	40
Wildfires*	23
Hurricanes & Tropical Storms*	10
Civil Disturbances	6
Transportation Incidents	4
Building Collapses	3
Explosions	2
Humanitarian Operations	2
Other	2

"Big" includes domestic disaster operations with costs of $10,000+ (Level 2 and higher) between July 1, 2025-June 30, 2026. *Number represents operations opened and does not reflect the actual number of weather events during the time period.

Together, We Provided Life-Changing Support

Thanks to ADGP Leaders, the Red Cross was ready in FY26 to respond with relief and recovery support at a moment's notice across the country. After clouds have parted and storms cleared, we remain by survivors' sides for as long as we're needed.



More than
955,600
meals and snacks served with partners



More than
72,700
overnight stays provided in emergency lodging with partners



Nearly
45,100
households provided with relief items



More than
15,100
households provided recovery support

Includes domestic disaster operations with costs of $10,000+ (Level 2 and higher) between July 1, 2025-June 30, 2026.

Volunteers Brought Help and Hope to Hard-Hit Survivors

Alaska Storms and Floods

October 2025 - Present



“I still can’t believe we lost our place, but help is here, and I will move forward from here.”

Gilbert Amik, who lost his home in Kipnuk, Alaska, to October’s destructive storms and flooding.

After the remnants of Typhoon Halong brought powerful storms and catastrophic flooding to western Alaska, dozens of families were forced to evacuate their homes. Gilbert and his mother eventually found refuge at a Red Cross shelter in Anchorage — and a friend in volunteer Deb Blaze. **“I am just so grateful for her and the Red Cross,” Gilbert said. “She looks out for me.”**

Washington Floods

December 2025 - Present



“We just moved here and we’ve lost so much. I’ve just about run out of tears.”

Yvonne Smokey, of Concrete, Washington, spoke with volunteer Ryan Lang after flooding devastated her community.

When historic floods upended countless lives in Washington during the holiday season, the Red Cross was there with vital aid for hard-hit residents like Yvonne. We supported **safe shelter for displaced individuals and families; delivered meals, relief supplies, emotional support and basic health services; and distributed financial assistance** to help with urgent needs.

CARING FOR OLDER ADULTS AND PEOPLE WITH DISABILITIES

On Oahu, Hawaii, Red Cross Disaster Disability Integration volunteer Sarah Clifford visited with evacuee Alvin Parks to assess any access or functional needs. Alvin was forced from his home when heavy rains from Kona Low storms led to devastating flooding on the island in March.

Disability Integration volunteers work with older adults and people with disabilities to identify unmet needs and ensure they can access essential support and resources. During the visit, Sarah learned that Alvin did not have time to bring a needed medical device when he evacuated and arranged a follow-up from our Disaster Health Services team, which supports replacement of lost medical devices and other prescribed medical needs.



Responding to Home Fires and Protecting Families

Red Cross workers helped survivors of over **57,390 home fires** across the country in FY26.

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

Since its 2014 launch:



More than
2,690
documented lives saved

- More than **1.1 million** escape plans made
- More than **1.2 million** households made safer
- More than **3.1 million** new smoke alarms installed

Includes totals from October 2014-July 2026.

“Knowing that there are people here to take care of us and give us things we need is comforting. I’m so grateful.”

Chelsea Constance, home fire survivor

Chelsea Constance escaped a fire in her East Orange, New Jersey, apartment building earlier this year.

After being seen at a nearby hospital, Chelsea came to our shelter, where we offered her hot meals, a safe place to sleep, blankets, toiletries and other essentials as she recovered from one of the scariest days of her life.

“The day had been so hectic,” Chelsea said. **“When I got here, the volunteers smiled at me. It’s calm and quiet, and now, I feel normal.”**





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FY26 International Services Update

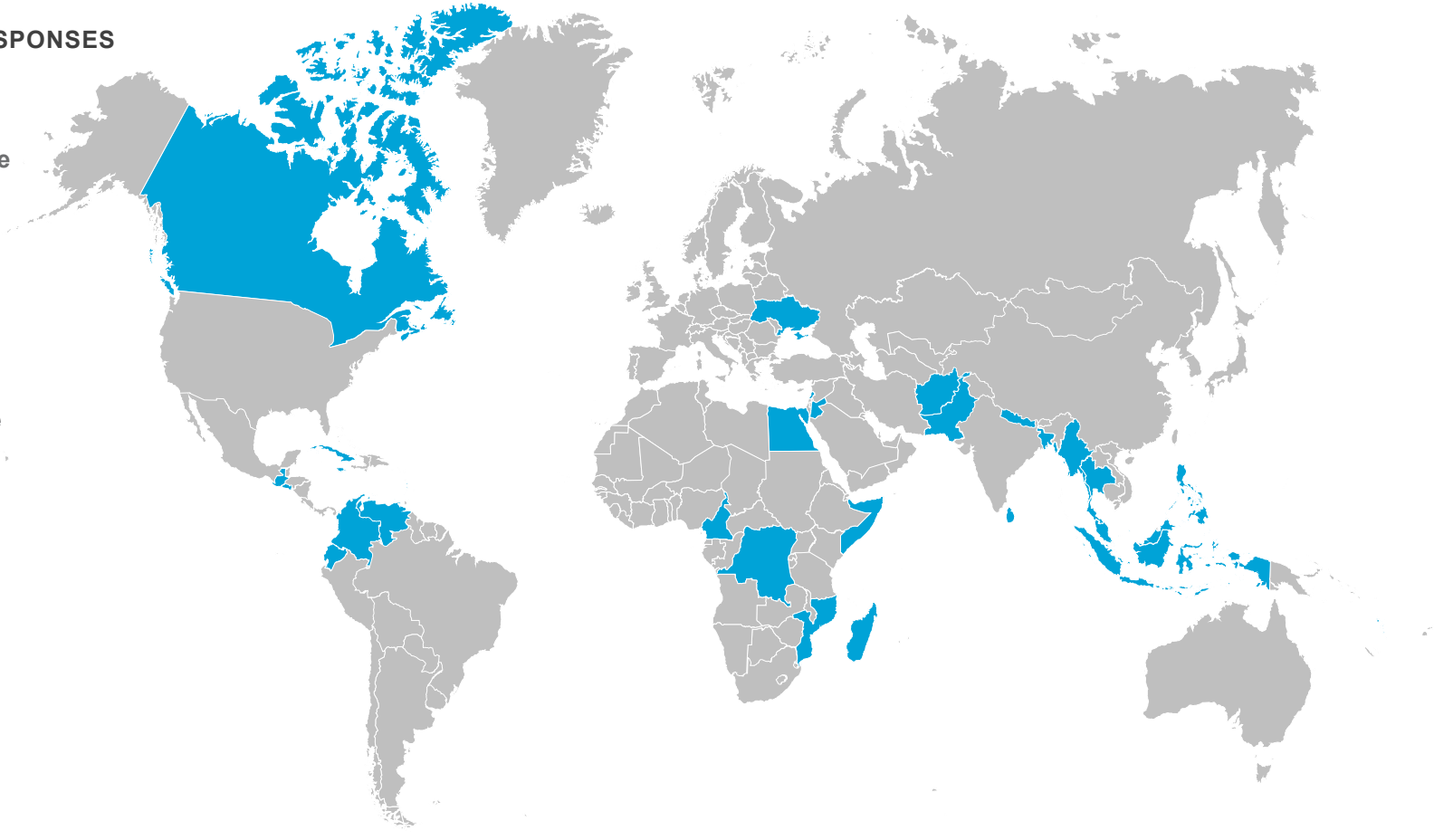
July 1, 2025 – June 30, 2026

Helping People and Communities Beyond Our Borders

We help internationally, too. In FY26, we responded (or continued to respond) to 44 major emergencies in 32 countries outside the U.S.

FY 2026 GLOBAL DISASTER RESPONSES

Afghanistan
Bangladesh
Cameroon
Canada
Colombia
DR Congo
Ecuador
Egypt
El Salvador
Guatemala
Hong Kong
Indonesia
Jordan
Lebanon
Madagascar
Malaysia
Micronesia
Mozambique
Myanmar
Nepal
Pakistan
Palau
Philippines
Somalia
Sri Lanka
Thailand
Timor Leste
Ukraine
Vanuatu
Venezuela



We Made 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.



$12.7M
donated to Red Cross and Red Crescent efforts*



31
deployments by American Red Cross specialists



74
families reconnected after disasters/conflict



16
preparedness/risk-reduction projects in 14 countries

*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.

Alleviating Suffering Worldwide

In FY26, we supported global Red Cross-Red Crescent movement disaster responses in 32 countries, including:

Philippines: Multiple powerful earthquakes struck the Philippines in Sept.-Oct. 2025, displacing over 26,000 people and damaging tens of thousands of homes, along with schools and infrastructure. The American Red Cross worked closely with the IFRC and Philippine Red Cross to mobilize assistance, including financial support for the response.

Madagascar: We supported the emergency appeal to assist the Malagasy Red Cross after two tropical cyclones made landfall in Madagascar just 10 days apart in Jan.-Feb. 2026, causing widespread flooding and devastating damage to buildings, crops and infrastructure. Some of the cyclone-affected districts also faced additional complications, including Mpox outbreaks in northern regions and food insecurity in eastern and southern Madagascar.

Sri Lanka: After Tropical Cyclone Ditwah caused severe flooding and landslides across the country, taking over 650 lives, we provided financial support to help the Sri Lanka Red Cross deliver cash grants for shelter and recovery, along with badly needed water, sanitation and hygiene programs.



Hong Kong: *One of the worst fires in Hong Kong's history occurred at the Wang Fuk Court apartment complex, where seven of the eight towers rapidly went up in flames, trapping many residents inside and taking over 160 lives. The American Red Cross supported emergency assistance provided by the Hong Kong Red Cross.*



American Red Cross | Annual Disaster Giving Program

Making an Impression

July 1, 2025 – June 30, 2026

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 Oct-Dec 2025.
Morning Consult "Most Trusted Nonprofits." Fall 2025.

Annual Disaster Giving Program Leaders like you power our work.

































































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

Showcasing Your Partnership

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

Media Outlets

- **Customized digital ads** on **LinkedIn** and **Meta**, with nearly **2.7 million** impressions on LinkedIn and over **32.3 million** on Meta.
- **Full-page print ad** in ***Businessweek* Magazine** (March 2026), with more than **162,000** impressions.
- **National press release** recognizing members issued in September:
  - Reached total potential audience of **117 million**.
  - Publicized on **Red Cross LinkedIn** to **726,000+** followers.

Red Cross Platforms

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

ADGP Leaders Recognized In Businessweek Magazine March 2026



Sharing the Impact of Your Support in Times of Crisis



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

- Acknowledged in **23 Disaster Information Update emails** sent to key supporters.
- Thanked in **9 national news stories** about response efforts on redcross.org, which saw more than **25,300** page views.

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

- **Communications resources**, such as email templates, to forward on to your employees and customers, showcasing how your disaster partnership was supporting disaster survivors.

You had regular insights into our operations:

- **Biannual leadership update calls** — held Nov. 2025 and March 2026 — to discuss Red Cross disaster work and priorities.
- You were invited to our **Services to the Armed Forces Donor Briefing call** in April and our **Corporate Disaster Volunteerism call** in October.
- **Quarterly service delivery updates,** highlighting your impact in action.

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

- You received a **customized year-end video** featuring Leader's logo and 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]

$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 these cannot be predicted.



FY26 International Services Budget:[1]

$39.7 million

Building Safer Communities	$22.1
Disaster Response and Recovery	$13.0
Eliminating Measles and Preventing Other Diseases	$4.6

[1]Line items expressed in the millions. Budget does not include extraordinary events, as these cannot be predicted.





"Thanks to the commitment of Annual Disaster Giving Program Leaders ,the Red Cross can deliver swift aid to disaster survivors, whenever and wherever it is needed. Every day, families and communities count on the Red Cross for relief and comfort in the wake of disasters, as well as vital preparedness education to help them become more resilient against future emergencies. The foundational support of partners makes all this critical work possible."

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