



American Red Cross: Disaster Relief

What We Do

We respond to an emergency every 8 minutes.

No one else does this: not the government, not other charities. From small house fires to multi-state natural disasters, the American Red Cross goes wherever we're needed, so people can have clean water, safe shelter and hot meals when they need them most.

After the emergency phase of a response has been completed, we turn to helping people recover and addressing lingering community needs. Working together with community leaders, government and relief agencies, we organize and execute recovery strategies that include:

- Providing emergency financial assistance in the immediate aftermath of a disaster
- Distributing financial assistance for households that need extra help in the long-term
- Providing grants for community-based recovery services

The American Red Cross is part of the world's largest volunteer network found in nearly 200 countries. Every day, we're at work across the country helping individuals and communities prepare for and respond to disasters and other emergencies. Everything we do depends on the needs of the people that we serve.



How Your Support Makes a Difference

Red Cross supporters are at the heart of all this work. By helping us fundraise, you're helping to support the urgent needs of our lifesaving work during times of disasters big and small. **A gift of any size will help support the urgent needs of the American Red Cross mission.**

Donation Amount	Description of Disaster Relief Donation Impact
\$7.50	<ul style="list-style-type: none">• <u>Provides 1 comfort kit containing hygiene items and 1 blanket.</u>• Blankets are typically given to people in pairs for padding their cot in shelters and covering themselves while sleeping. Comfort kits contain the basic personal supplies someone would need in the aftermath of a disaster.
\$10	<ul style="list-style-type: none">• <u>Provides 1 hot meal and additional snacks to a person impacted by disaster.</u>• These nourishing meals that include a main course, snacks and a drink are provided by Red Cross workers and distributed at shelters or through mobile feeding in communities by Red Cross emergency response vehicles.
\$20	<ul style="list-style-type: none">• <u>Provides 1 of each: blanket, meal, snack and comfort kit to a person impacted by a disaster.</u>

\$50	<ul style="list-style-type: none"> • <u>Provides a full day of food and shelter for one person impacted by a disaster.</u> • This includes breakfast, lunch and dinner; a cot; two blankets; and a comfort kit with necessities like toiletries.
\$150	<ul style="list-style-type: none"> • <u>Provides travel, meals and shelter for 1 day for a Red Cross Disaster Relief Worker or a Red Cross Mental Health Worker.</u> • When the Red Cross deploys skilled volunteers and trained disaster worker to a disaster-affected community, the organization covers the costs of travel, meals and shelter so that the worker can focus their energies on caring for the people who need our help. Mental health worker volunteers travel to disaster sites to help evaluate the mental state of disaster victims, providing “psychological” first aid and offering tips for coping with crisis.
\$200	<ul style="list-style-type: none"> • <u>Covers the daily cost to deploy an Emergency Response Vehicle.</u> • This specialized vehicle was designed by the Red Cross to serve people affected by disasters by driving through affected communities to deliver meals, snacks, relief supplies, information and comfort.

Fundraising Talking Points – Why We Need Your Help

- The American Red Cross mission is to prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.
- As part of the world’s largest humanitarian network, the Red Cross touches millions of lives each year to shelter, feed and provide emotional support to victims of disasters.
- With growing populations in disaster-prone areas, more people need help than ever before.
- Every 8 minutes, we respond to disasters big and small — from home fires to hurricanes — helping families during life’s darkest moments. Thanks to generous financial supporters, we deliver dependable aid when help can’t wait.
- Overnight Shelter Stays: The Red Cross opens shelters to make sure people have a safe place to stay, a hot meal and access to other support from trained volunteers.
- Meals and Snacks: After a disaster, the Red Cross works with community partners to provide hot meals, snacks and water served at shelters or from Red Cross emergency response vehicles in affected neighborhood.
- Emergency Response Vehicles: Mobile Response Vehicles (also known as ERVs) circulate throughout affected communities after disasters to hand out food, relief supplies, information and comfort to those in need.



- Mental Health Services: Red Cross mental health volunteers travel to disaster sites to help people cope after a disaster. Mental health workers specialize in providing emotional support.
- Health Services: Red Cross health volunteers travel to disaster sites to help people cope. Health workers can provide first aid treatment for injuries, monitor the well-being of people staying in Red Cross shelters, and replace prescription medications or eyeglasses.
- Distribution of Emergency Supplies: Emergency supplies and comfort kits help people in the immediate aftermath of a disaster and in the days and weeks that follow. Comfort kits contain basic personal supplies needed such as toothbrush, deodorant and shampoo. Other emergency supplies include tarps, rakes, shovels, and trash bags to help people clean up their homes.
- Our work doesn't end after a disaster strikes: After the emergency phase of a response has been completed, the Red Cross turns to helping people recover and address lingering community needs through recovery strategies that include providing financial assistance and grants.
- More than 90 percent of the Red Cross workforce is volunteers. Through all its free, lifesaving services, the Red Cross helps people facing life's crises every day and is committed to helping all those in need. Your donations are key to saving lives because they make the mission possible.

Sample Social Media Posts to Help Get Your Promo On

- Please help me raise \$[AMOUNT] to help save lives with the American Red Cross through disaster relief. Tune in to my charity stream fundraiser and together we can give hope in people's darkest hours. As little as a \$10 donation can help provide a hot meal to a person impacted by disaster. #redcross #donate [FUNDRAISER LINK]
- Attention friends and family! I'm helping the Red Cross save lives in my community with a charity stream, but I can't do it alone. Please help me support their mission through my charity stream fundraiser supporting disaster relief to those in need. #redcross #donate [FUNDRAISER LINK]
- Every 8 minutes, the Red Cross responds to disasters big and small — from home fires to hurricanes — helping families during life's darkest moments. That's why I'm helping with a charity stream fundraiser to help them provide disaster relief to those in need. Tune in and show your support! #redcross #donate [FUNDRAISER LINK]

Need Help?

- Please contact charitystream@redcross.org with any questions you have. You can also join the official Red Cross Discord for more help and information at www.discord.gg/redcross.