



## American Red Cross: Disaster Relief

### What We Do

The American Red Cross responds 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 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 disaster response has been completed, the Red Cross turns to helping people recover and addressing lingering community needs. Working together with the community, the Red Cross organizes and executes 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 Individual Support Makes a Difference

Red Cross supporters are at the heart of all this work. By helping 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. Below are some examples of the real impact disaster relief donations help with:**

| Donation Amount  | Description of Donation Impact  |
|--|---|
| <p><b>\$5 Donation</b><br/>Provides a Comfort Kit +<br/>A Face Mask and Hand Sanitizer</p> | <ul style="list-style-type: none"> <li>• Comfort kits, stored and ready for distribution nationwide, contain the basic personal supplies someone would need in the aftermath of a disaster.</li> <li>• The Red Cross works with local officials to set up a health screening process for everyone coming into the shelter, provide masks, add additional space between cots, and use enhanced cleaning and disinfecting practices.</li> </ul> |
| <p><b>\$10 Donation</b><br/>1 Hot Meal in Time of Need</p>                                 | <ul style="list-style-type: none"> <li>• These nourishing meals that include a main course, snacks and a drink are distributed at shelters or through mobile feeding in disaster impacted communities.</li> </ul>   |
| <p><b>\$20 Donation</b><br/>Full Day of Food in Time of Need</p>                           | <ul style="list-style-type: none"> <li>• Provides breakfast, lunch, and dinner to someone in need in the wake of a disaster.</li> </ul>   |
| <p><b>\$50 Donation</b><br/>Full Day of Food and Shelter</p>                               | <ul style="list-style-type: none"> <li>• Provides a full day of food and shelter for someone in need in the wake of a disaster.</li> </ul>  |
| <p><b>\$200 Donation</b><br/>Full Day of Food and Shelter for a Family</p>                 | <ul style="list-style-type: none"> <li>• Provides a full day of food and shelter for a family of 4 in the wake of a disaster.</li> </ul>  |

## Suggested Fundraiser Goals to Hit

Fundraiser support helps provide both immediate and long-term relief to neighbors in need and better prepare impacted communities and the Red Cross for future disasters. You can make a real difference for those left in the wake of disaster by helping fundraise for the following:

| Fundraiser Goal | Description of Fundraiser Goal Impact  |
|-----------------|--|
| Raise \$100     | <ul style="list-style-type: none"><li>• <b><u>Provide 10 Meals for Someone in Need.</u></b></li></ul>  |
| Raise \$350     | <ul style="list-style-type: none"><li>• <b><u>Deploy an Emergency Response Vehicle (ERV).</u></b> 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.</li></ul>                                    |
| Raise \$700     | <ul style="list-style-type: none"><li>• <b><u>Cover a Local Disaster Response.</u></b> This service includes dispatching an ERV, deploying 2 volunteers and providing financial assistance to 1 affected family. Red Cross Disaster Action Teams (DAT) respond every day in their communities to support families impacted by local disasters.</li></ul> |
| Raise \$1K      | <ul style="list-style-type: none"><li>• <b><u>5 Days of Food and Shelter for a Family.</u></b> This service includes providing breakfast, lunch and dinner, the costs to mobilize and distribute a cot, two blankets and a comfort kit as well as the costs of Red Cross workers to provide this support.</li></ul>                                      |

## 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.

## General Mission Fundraising Talking Points

- 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.
  - Supply about 40 percent of the nation's blood.
  - Teach skills that save lives.
  - Provide international humanitarian aid.
  - Support military members and their families.
- More than 90 percent of the Red Cross workforce is volunteers.
- Your donations are key to saving lives because they make the Red Cross mission possible.

- An average of 90 cents of every dollar the Red Cross spends is invested in delivering care and comfort to those in need.
- The need to help people is constant.
  - Consider that every two seconds, someone needs blood.
  - Every 8 minutes, someone affected by a disaster is helped by Red Cross donations.
  - 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.

## Why the Red Cross Needs Your Help

Each year on average, the American Red Cross:

- Responds to more than **60,000** disasters across the country.
- Trains more than **4.8 million** people in First Aid, water safety and other lifesaving skills.
- Collects more than **4.6 million** blood donations and nearly **1 million** platelet donations from more than **2.6 million** volunteer donors.
- Provides nearly **471,000** services to military members, veterans and their families.
- Helps **230 million** people outside the U.S. through American Red Cross disease prevention activities and disaster services.



## 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]
- 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](mailto: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](http://www.discord.gg/redcross).