

MISSION RED

STREAM HOPE. SAVE LIVES.



MISSION RED: HOME FIRE RELIEF

Help families and communities prepare for, respond to, and recover from home fires.

WHY TO HELP – THE HOME FIRE PROBLEM

- On average, seven people die every day from a home fire. In a typical year, home fires kill more people than all natural disasters combined in the United States.
- More than \$7 billion in property damage occurs every year due to home fires.
- A working smoke alarm can cut the risk of dying in a home fire by half. Roughly 3 of every 5 home fire deaths happen in homes with either no smoke alarms or no working smoke alarms.
- Cooking is the leading cause of home fires and home fire injuries. More than half of all cooking fire injuries occur when people try to fight the fire themselves. Heating equipment is involved in one of every five home fire deaths.
- Older adults are more likely to die in home fires than people in other age groups.
- Fire experts agree that you may have as little as two minutes to escape a burning home before it's too late to get out.



Jack and Shirley escaped their burning mobile home with their sweet dog, Zoe. Less than six months earlier, the American Red Cross had installed free smoke alarms.



Within minutes, Gilbert's home was gone, but he credits smoke alarms - provided for free through the Red Cross - for saving his and his daughters life.

Most of us aren't doing enough to protect ourselves.



Testing smoke alarms **once a month** helps ensure they're working to cut the risk of death by half. **65%** of us don't.



Practicing your escape plan **twice a year** increases the odds of survival. **70%** of us don't.



Escaping a burning home in **2 minutes** or less can be the difference between life and death. **55%** of us think we have more time.

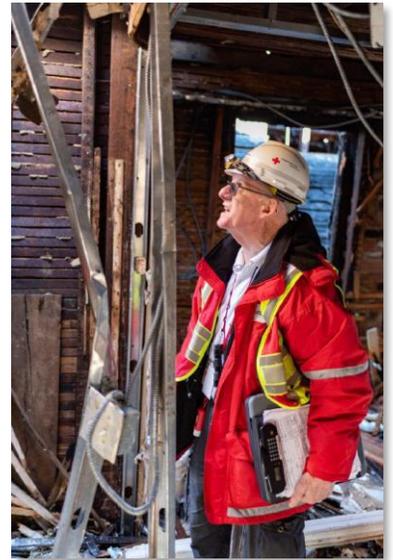
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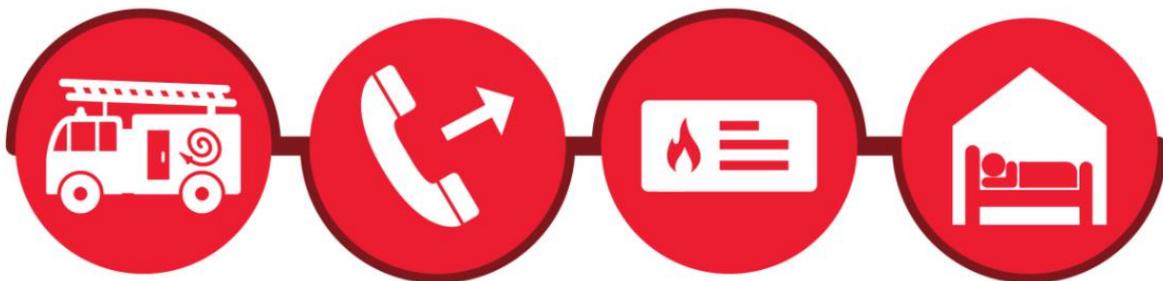


HOW RED CROSS SUPPORT MAKES A DIFFERENCE

- Home fires are most of the disasters that the Red Cross responds to every **eight minutes** in the U.S. Day and night, we provide comfort and address people's urgent needs like food, lodging and recovery support.
- To date, the Red Cross Home Fire campaign has saved at least **836** lives nationwide by helping families create escape plans, installing free smoke alarms and educating them about fire safety in high-risk communities.
- Red Cross volunteers aid families after home fires. We provide emotional support and help with emergency lodging, financial assistance, replacing medications, finding a place for pets to stay and guiding people one-on-one through the recovery process.
- Since COVID-19 started in February 2020, Red Cross volunteers have helped more than **188,000** people affected by more than **43,000** home fires across the U.S.
- Anyone can visit [redcross.org/fire](https://www.redcross.org/fire) for free safety resources. If someone cannot afford to purchase smoke alarms or are physically unable to install one, the Red Cross can help.
- Here's the typical timeline of how the Red Cross helps those impacted by a home fire:



The American Red Cross is there to help those whose lives have been displaced by home fires. Check out our [Stories of the Home Fire Campaign](#) to learn about our impact in action.



Local fire department alerts Red Cross.

Red Cross volunteer connects with family.

Based on need, emergency financial assistance is provided.

The Red Cross and partners help provide emergency refuge and other support.



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THE IMPACT OF HOME FIRE DONATIONS

Check out our [Home Fire Campaign Stories Map](#) to see how the Red Cross responds to home fires across the country and read stories about the survivors we help.

Donation Amount	Home Fire Campaign Donation Impact
\$7.50	<ul style="list-style-type: none">• <u>Provides 1 comfort kit and 1 blanket.</u> Comfort kits contain the basic personal supplies someone would need in the aftermath of a disaster like a home fire.
\$10	<ul style="list-style-type: none">• <u>Provides 1 hot meal and additional snacks to a person impacted by disaster.</u>
\$15	<ul style="list-style-type: none">• <u>Provides 1 smoke alarm installation and fire safety training to an at-risk home.</u> The Red Cross, alongside community partners, installs smoke alarms and provides fire and disaster safety education in at-risk communities across the country.
\$20	<ul style="list-style-type: none">• <u>Provides 1 of each: blanket, meal, snack and comfort kit to a person impacted by a home fire.</u>
\$50	<ul style="list-style-type: none">• <u>Provides a full day of food and shelter for one person impacted by a home fire.</u>

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.