



## Overview

Thank you for your interest in supporting the American Red Cross and its Service to the Armed Forces! You are on your way to joining a network of fundraisers, video gamers and streamers across the country who are helping provide hope and aid to our nation's active military and veteran families in need.



No matter whether you're a lifelong gamer or just interested in fundraising in a fun and unique way, Tiltify is a crowdfunding platform designed to make it easy to support the American Red Cross while you live stream video games or whatever it is you love doing. This guide will help get you started with your charity campaign and educate you on advocating for the American Red Cross and its Service to the Armed Forces.

## Getting Started on Tiltify

Whether you are new to Tiltify or already have an account, you can set up a fundraiser in 10 easy steps:

1. [Create](#) or [sign into](#) your Tiltify account.
2. Go to ["Create a New Campaign"](#).
3. Search for the [American Red Cross](#) as the charity you want to support.
4. Either select an event already happening or choose just to support the American Red Cross.
5. [Register as an individual campaign or register to support a team.](#)
6. Publish your fundraiser!
7. [In your campaign's dashboard](#), you can find links where you can copy your campaign URL for sharing, as well as a donate URL to put the donate button onto your Twitch page.
8. [Optional Step for Teams](#): If you want to create a team for other fundraisers to join to support, you'll have to register a team under the "Teams" tab from your dashboard. Once done, you can create a team campaign for others to join.
9. [Connect your social accounts](#) and stream your game on a site like Twitch, YouTube, Mixer or Facebook.
10. Spread the word and share your campaign with your followers on social media to raise funds.

**For more detailed explanations for fundraising and for using the tools available on Tiltify, [visit our comprehensive Red Cross Guide to Tiltify.](#)**

## About Service to the Armed Forces

### What We Do

The American Red Cross serves our nation's military personnel and their families, including active duty, National Guard and Reserve, as well as our veterans. We provide 24/7 global emergency communication services and support military and veteran health care facilities across the country and overseas. We help families cope with deployments and support returning combat veterans as they reintegrate into the community.



Our team of 350 employees and thousands of volunteers helps deliver services at Red Cross offices in communities across the country and in more than a hundred military installations around the world—including Djibouti, Iraq and Kuwait. More than 1 million military families have been served since 9/11.

### What We Accomplished in FY 2019



Provided over **355,000** emergency communication services to more than **98,600** military members and their families



Provided over **173,000** critical community services to more than **143,000** military members and their families



Trained more than **31,000** family members in improving coping skills and resiliency



Trained over **200** dental and medical assistants on military installations



Distributed more than **653,000** care, comfort and therapy items at military hospitals and medical facilities



Served more than **109,000** individuals through rehabilitation and morale programs



Reached nearly **763,000** individuals through "Get to Know Us Before You Need Us" briefings



More than **14,900** volunteers gave nearly **1.4 million** hours, worth more than **\$33.8 million** in service to the military and veteran community

## Fundraising Talking Points

- Every day, men and women answer our nation's call to serve in the United States Armed Forces. These service members and their families experience unique challenges associated with military life: multiple deployments, prolonged separation from loved ones and risk of injury.
- The American Red Cross offers critical assistance and resources to service members, veterans and their families globally 24 hours a day, seven days a week, 365 days a year.
- The American Red Cross support our military members from the moment they enlist to the moment they separate from the service – and beyond. Three key components are:
  - I. **Emergency Services** – When significant family emergencies occur, the Red Cross is a gateway to a network of comprehensive assistance. The United States Department of Defense (DoD) relies solely on the Red Cross to obtain verified reports of family situations for service members and their commanders, enabling them to make timely decisions about returning home. The Red Cross also helps identify and provides access to resources, including financial assistance, in response to a family's emergency needs.
  - II. **Military Hospitals and Veterans Affairs (VA) Health Care Facilities** – Red Cross volunteers and employees work with military and VA hospitals and clinics to provide rehabilitation therapy, morale-building activities and material assistance that is vital to the comfort, recovery and health care of service members and veterans.
  - III. **Building Strong Families and Resilient Communities** – The Red Cross works to strengthen families' capacity to cope with the unique demands of a military lifestyle. This is achieved through preparedness briefings; mental health, preparedness, health and safety courses; health-care job certification training; and volunteer, networking and support opportunities—all delivered in local communities across the nation and on military installations around the globe.
- With a global network of Armed Forces volunteers, the Red Cross creates a web of support, providing aid wherever it is needed — at home, on military installations and alongside deployed service members wherever duty calls them.
- Whether our nation is at war or at peace, members of the U.S. Armed Forces are deployed every day around the globe, and their families' need for Red Cross services remains critical and constant.
- The fundamental principles of the American Red Cross require us to serve as a neutral party that provides impartial support. This is very meaningful to military members during difficult times.
- For over 135 years, the American Red Cross has provided critical assistance to military families. Our call to service began with our founder, Clara Barton, on Civil War battlefields.

## How Donations Help

Red Cross supporters are at the heart of all this work. When you donate, you help service members, veterans and military families around the world. It's hard to overstate the power of your generosity.

Donation Amount	Description of Donation Impact
\$7.25	<ul style="list-style-type: none"><li>Provides one Red Cross bag filled with comfort kit item for a wounded service member or veteran at a hospital.</li></ul>
\$18.50	<ul style="list-style-type: none"><li>Provides one Red Cross bag filled with vital comfort kit items for homeless veteran.</li></ul>
\$26	<ul style="list-style-type: none"><li>Covers the cost of providing emergency communications and critical community services to one military family.</li></ul>
\$65	<ul style="list-style-type: none"><li>Provides one caregiver to a service member or veteran living with wounds, illnesses and/or injuries with peer-based support and services via our Military and Veteran Caregiver Network.</li></ul>
\$100	<ul style="list-style-type: none"><li>Stock one patient comfort cart with items to be handed out to wounded, ill and injured service members and veterans.</li></ul>

By partnering with the nation's longest running military support organization – the American Red Cross – you can help save and change lives every single day. Heroes rely on supporters like you and thank you for your commitment.



## Common Donor FAQ

***Q: Why can't the military provide for communication between members of the armed forces and their families, instead of the Red Cross?***

**A:** Through its Congressional Charter, the American Red Cross is the only organization responsible for providing emergency family communications and other forms of emergency assistance to the U.S. military and their families. The U.S. Department of Defense relies on the Red Cross—a neutral party—to provide timely, confidential, factual, complete and verified information on emergency family situations. Military leaders use this information to help determine if emergency leave will be granted for the service member.

***Q: Why doesn't the U.S. Government provide funding for these services?***

**A:** Despite its close relationship with the federal government, the American Red Cross is not a federal agency. It receives its financial support primarily from voluntary public contributions.

***Q: Why should I give to the Red Cross rather than to an organization that only focuses on military service members?***

**A:** The Red Cross is the only organization offering its unique portfolio of programs and services for military members, veterans and their families and the capacity to support these populations 24 hours a day, 7 days a week, 365 days a year. Red Cross volunteers and employees create a web of support across the country and around the world, helping wherever and whenever it is needed. Moreover, with more than 260 chapters across the United States, we can reach service members that may not be close to a military installation

