



**American
Red Cross**

A DECADE OF SERVICE

A PRESIDENTIAL UPDATE BY GAIL MCGOVERN

2008 – 2018

Embracing Change

Restoring and revitalizing an American treasure.

As I write this, it's hard for me to believe that ten years have passed since I first joined the American Red Cross as president and chief executive officer. I came to the Red Cross because I had reached a point in my career where I wanted to use what I had learned to give back. My hope was that my business skills and experience would help transform the Red Cross, but the Red Cross has ended up transforming me. And I can honestly say it has made me a kinder, more gentle person.

When I first arrived at the Red Cross in June 2008, the organization was facing serious challenges: an operating deficit with significant debt; an unwieldy organizational structure; a fundraising strategy in need of a makeover; outdated IT systems; substantial changes within the blood industry; and a tired (albeit trusted) brand.

My background in the for-profit world enabled me to see many of the logistical changes that needed to take place to get systems in order—to cut costs, streamline processes, increase efficiencies and engage workers and donors in new ways.

Initially I was worried that the cultural shift necessary to accomplish lasting change and create the vibrant, robust American Red Cross that our country needs might be difficult. But Red Crossers are the most mission-driven people I've ever encountered, and they quickly stepped up to help save this treasured humanitarian organization.

With the support of dedicated employees, passionate volunteers and generous donors, I am so proud of the progress we've made together over the last decade in transforming the Red Cross and delivering help and hope to millions in need.



"We need to save the American Red Cross," I told Red Crossers when I first met with them in Washington, D.C., and via a video recording at the start of my tenure with the organization. (Photo: Daniel Cima)



When I visit one of our Disaster Relief Operations—like this one in Pratt City, Ala., which was struck by a tornado—I am so grateful for the volunteers who put their own lives on hold to deliver help and hope to people in what may be their darkest hours. (Photo: Dennis Drenner)

Making the Best Use of Donor Dollars

Working hard every day to be financially strong, fiscally responsible and innovative in addressing changing needs.

While our focus is and remains on how to best fulfill our mission, the fact is that ten years ago I had an urgent priority to tackle in order to set the organization back on a strong and steady course.

Cost-Conscious Culture

Very simply, we needed to put the Red Cross on the path to financial stability. That meant streamlining our operations to reduce costs while boosting our fundraising efforts.

Our work began with some drastic measures that included consolidating back-office operations—including IT, payroll, marketing and HR—and restructuring the chapter network to reduce duplicative layers of management, which enabled us to reinvest in services. By cutting management and general expenses by nearly 50 percent since 2008, we eliminated a \$209 million annual operating deficit (within my first two years in office) and have been steadily paying off debt ever since.



It takes many, many hands and occasionally impromptu transportation—like this borrowed Metro bus—to get the myriad of emergency supplies from warehouses and staging areas into the hands and homes of the people who need them. (Photo: Daniel Cima)

Blue Sky Fundraising & Other Innovations

At the time, our funding relied too heavily on money raised during major, episodic disasters—what we refer to as “gray sky” giving. While I deeply appreciate the amazing generosity of the public and the desire to help those facing a crisis, relying too much on funds raised in those times was not a plan for financial sustainability.

By bolstering our “blue sky” fundraising efforts—as well as improving our transparency and stewardship efforts—we have been able to increase donations from individual, corporate and foundation donors by 22 percent outside of disaster giving. This is no small feat when considering the economic downturn the country was experiencing when I started.

One key strategy has been to get more people pre-investing in disaster relief. By committing support annually, donors ensure we have resources in place before disasters strike. This enables us to pre-position Red Cross workers and supplies to respond quickly when needed. Through more deliberate cultivation and ongoing stewardship, we now have more than 100 corporate, foundation and organizational donors who participate in either the Annual Disaster Giving Program or Disaster Responder Program. Additionally, we have established various Giving Societies that provide a unique and rewarding way for many of our individual donors to annually support the Red Cross.

We also pioneered a mobile-giving tool (Text-to-Give) that makes donating quick, easy and more accessible. By texting “REDCROSS” to 90999, a donor can contribute \$10 to Disaster Relief via their phone. The tool is also scalable and flexible enough to enable us to accept designated gifts for specific disaster operations or programs by changing the word messaged, which we successfully did in response to the “HAITI” earthquake (2010) and Hurricane “HARVEY” (2017), for example.

Members of our Annual Disaster Giving Program and Disaster Responder Program enable us to pre-position supplies, secure shelters, maintain vehicles and train volunteers, ensuring we're ready to respond—day or night.

We also set a new standard for transparency with regular reporting on how donor dollars are used, sharing more information on costs and more details on where the money is going. We work hard to keep our overhead costs low and be the very best stewards of our donor dollars, every day and for every response.

An average of 91 cents of every dollar the Red Cross spends is invested in humanitarian services and programs. We are consistently accredited by the Better Business Bureau Wise Giving Alliance, and we hold a four-star rating in accountability and transparency from Charity Navigator, the country's largest independent charity evaluator.



Disaster Action Team members—like these Long Island workers loading Emergency Response Vehicles (ERVs) during our response to Superstorm Sandy in November 2012—are often awake before dawn and stay up well after the sun sets to prepare and deliver food, supplies and comfort items where and when it is needed most. Simply amazing! (Photo: Jason Colston)



The volume of supplies we need to respond to disasters is staggering. We rely on the generosity of the American public as well as corporate, foundation and organizational support to have them on-hand and ready to go when disaster strikes. (Photo: Daniel Cima)



Thanks to donors who pre-invest in Disaster Relief, we are able to preposition workers, supplies and set up shelters immediately or even ahead of a predicted, trackable disaster—such as a blizzard or hurricane. (Photo: Daniel Cima)

Harnessing Technology & Innovating

*Channeling the power of technology
to continuously improve service delivery.*

When I joined the Red Cross, nearly every IT system was in need of updating—especially technology critical to our lifesaving blood services mission. This necessitated the largest IT cutover in the organization’s history to implement industry-standard labeling on blood products.

Modernized Technology

In 2013, the Red Cross successfully executed a massive, multi-year effort that required the upgrading of all our biomedical operations’ computer systems, equipment and processes. With a more stable and modern blood banking software application in place, we developed a robust, world-class compliance system and strengthened our quality culture to release the Red Cross from the U.S. Food and Drug Administration Consent Decree in 2015, which it had been placed under for more than two decades.

Critically ill patients depend on our lifesaving products, and our goal each day is to consistently provide blood and blood products of the highest possible quality.

Digital Tools

Modernizing outdated systems was only the beginning of our efforts to innovate. In March 2012, the Red Cross launched the Digital Disaster Operations Center (DigiDoc)—the first of its kind for a nonprofit. Today, we have a total of four such centers: San Jose; Dallas; Fairfax, Virginia; and at our national headquarters in Washington, D.C. Devoted to helping meet humanitarian needs, these command centers use established social media channels to acquire real-time situational awareness. Trained workers can then respond quickly to people in need of information, and we are able to make decisions to direct resources to where they are needed.



Patients like 6-year-old Liviya Anderson are alive today thanks to Red Cross blood and platelet donors. Suffering from a rare disease called aplastic anemia, Liviya required almost daily transfusions of blood and platelets for three months. (Photo: Brian Anderson, used with permission)



Conference calls and other digital tools enable us to track disasters and connect across the miles to discuss operational strategies—whether we’re talking about a disaster response in another state or relief efforts halfway around the world. (Photo: Robert W. Wallace)

Our free mobile apps literally put lifesaving information in the palm of your hand.



One example of the power of technology was the use of mobile satellites in Puerto Rico after Hurricane Maria devastated the island's infrastructure and telecommunications networks. With help from the Spanish and Finnish Red Cross societies, we were able to reconnect loved ones and better coordinate relief efforts. (Photo: Colin Chaperon)

In addition, in 2016 we launched a new system which has fundamentally changed how the Red Cross responds to disasters. This robust tool—called the Red Cross Visual Interactive Event Wizard (RC View)—uses the latest geospatial and digital technology and enables us to make data-driven decisions to improve efficiency and speed and deliver disaster relief to those who need it most.

We also focused on faster ways to get financial assistance to impacted households in the aftermath of a disaster. For example, in 2017, we saw an incredible need in Texas in the days following Hurricane Harvey. Working with partners, the Red Cross developed a web-based application to issue electronic payments, and we were able to provide \$400 to 573,000 severely affected households—getting critical support to those in need much faster than we had during previous disasters.

Mobile Apps

A critical pillar of our mission is to help people prepare for and respond to life's emergencies. To help meet this need, we created a series of mobile apps to deliver real-time safety information to users, and to date, we have developed 12 free mobile apps that provide everything from preparedness information and disaster alerts to critical first aid and CPR tips. Since 2012 these apps have been downloaded more than 12 million times, and more than 1.3 billion alerts have warned users of impending threats. The Universal First Aid App content has been translated into 38 languages, literally putting lifesaving information in the palms of millions of people's hands.

To help make blood donations easier and more accessible, our Blood Donor App enables donors to schedule appointments and see where their gift is ultimately sent. In coordination with our RapidPass Online Health History System, the mobile app speeds up the donation process and provides a digital donor card—more convenient for everyone—which includes a user's history of blood appointments and relevant health details (blood pressure, pulse and hemoglobin) at the time of each donation.



A platelet donor like Brittany Scalise—who helps patients fight cancer, survive genetic disorders or diseases and recover from traumatic injuries or other surgeries—can use the Blood Donor App to see where her gift is sent. (Photo: John Silva)

Engaging, Educating & Empowering People

Investing in a well-trained Red Cross workforce for the future.

Funds and technology are critical tools to fulfilling our mission, but it takes many hands and hearts to deliver help and hope to those in crisis. Recruitment, engagement and training of employees and volunteers are critical to a productive Red Cross workplace now and in the future.

Volunteer Engagement & Training

When disasters strike, the public not only opens their wallets, they roll up their sleeves to pitch in. I have personally witnessed more generous acts of people donating “blood, sweat and tears” than I can recount, and it never ceases to amaze me. Our incredible volunteers make up more than 90 percent of our workforce. They’re truly selfless individuals who are committed to giving back—often working 12-hour shifts and spending weeks at a time away from home and their loved ones.

Processing applications for new volunteers and quickly getting their “boots on the ground” can be even more of a challenge during a disaster but being able to do so creates a positive outcome for both our volunteers and the people we serve.

By implementing a new Volunteer Intake Process (VIP) Center, we have been able to speed up the volunteer engagement and onboarding process by 39 percent since the effort launched on October 31, 2016. The new system also reduces the volume of calls and emails required, which makes the process smoother for everyone.

Since volunteers are at the forefront of everything we do, we want to make sure they have the skills they need. To that end, we have developed a curriculum to offer an official volunteer track in our manager training program. The curriculum is made up of nine volunteer supervisor courses which focus on every facet of the volunteer engagement cycle—from motivation to orientation, placement to recognition.



Married nearly 50 years, Dick and Linda Miller are spending their retirement years by donating their time to the Red Cross—driving ERVs that support disaster relief efforts across the country. Just one more example of the selfless dedication of our incredible volunteers. (Photo: Daniel Cima)



The “whatever-it-takes” attitude of our volunteers is amazing. After Hurricane Irma struck Florida, Red Crossers loaded food onto high water trucks in order to get hot meals to residents in Sunny Acres Mobile Park (Naples, Fla.), a community partially under water. (Photo: Daniel Cima)

By streamlining processes, and engaging and empowering our volunteers, we have seen an increase in volunteer hours in each of the last four years. This speaks not only to the number of volunteers we have but also to their level of satisfaction as they are contributing more time to our mission.

We have made tremendous strides toward fully realizing the vision of One Red Cross to ensure we can fulfill our important mission for decades to come.

Educating Tomorrow's Red Cross Leaders

With a goal of creating a workplace where Red Cross employees feel valued and appreciated, we are now offering new opportunities for professional growth. We introduced more formalized career training and management courses for Red Cross employees—based on best practices in the for-profit world.

Additionally, our Red Cross Leadership Education and Development Program invests time and resources in our organization's future leaders. The program identifies and develops employees interested in becoming Red Cross executives and creates a network of strong leaders to serve in key positions now and in the future.

Working Together as One Red Cross

As I reflect on all that we've accomplished over the last decade, I am most proud of what we've done in the area of teamwork. Our leadership, employees and volunteers have all come together to transform and revitalize our organization—to truly become One Red Cross.

When I first joined the Red Cross, we had 720 chapters and another 36 blood regions—each largely functioning independently. My leadership team and I understood that moving our organization in a new direction to better function as One Red Cross and less as separate entities was essential for the future stability of this now 137-year-old institution.

Our restructuring led to greater efficiencies, more sharing of best practices and optimization of resources as a team. These changes also resulted in a much stronger feeling of cooperation and collaboration throughout the Red Cross, and we have made tremendous strides toward fully realizing the vision of One Red Cross to ensure we can fulfill our important mission for decades to come.



It is so important to take time to recognize the exceptional efforts of Red Crossers like Monique Shorts, for example, who received the Presidential Award for Excellence, Humanitarian Services in 2017. (Photo: Dennis Drenner)

Enhancing Diversity & Inclusivity

In support of our commitment to fundamental principles that include impartiality, unity and universality, in 2009 we reinstated the National Diversity Advisory Council (NDAC)—a body of diversity thought-leaders and practitioners who advise us on matters of inclusion.

We then established resource groups to support Red Crossers who identify as minorities, and while not federally required, made Diversity Sensitivity & Awareness Training a mandatory course for all Red Crossers.

To date, we have increased both the percentage of individuals who identify as minorities in our total workforce, which includes some 300,000 volunteers, as well as the percentage of those in management positions.

Similarly, in my first year as CEO, I focused attention on improving our diversity footprint related to minority-, women- and veteran-owned suppliers. As a result, we increased our support of diverse suppliers by more than 300 percent compared to previous years.

Serving the Mission

Assisting millions affected by disasters at home and abroad and launching new lifesaving programs.

Of course, the goal of these changes, upgrades and innovations is to support the mission of the Red Cross, which covers a broad array of programs and services focused on preventing and alleviating human suffering in the face of emergencies.

Disaster Relief and Recovery

Most Americans know the Red Cross for our disaster relief work, specifically during major disasters—floods, hurricanes, tornadoes, earthquakes and wildfires—and during my tenure, there has sadly been no shortage of large-scale disasters and mass casualty tragedies.

In the last decade, the Red Cross launched some of our largest domestic disaster response and recovery programs, including our response to Superstorm Sandy

in 2012 and the devastating flooding in Louisiana in 2016. And within a 65-day period in 2017, the Red Cross responded to six of the year's largest and most complex disasters. This included four back-to-back hurricanes (Harvey, Irma, Maria and Nate), the deadliest week of wildfires in California history and the horrific and senseless shooting in Las Vegas.

All told in 2017, the Red Cross mobilized more than 56,000 workers—92 percent of which were volunteers—to provide help to people affected by 242 significant disasters in 45 states and 3 territories. To put these numbers in perspective, it was a record-breaking year for disasters, and we mobilized quickly to deliver more food, relief supplies and shelter stays in 2017 than in the four previous years combined.



Top: The resiliency of children after a disaster, like 9-year-old Hurricane Harvey evacuee Ty'Vise, is truly remarkable. (Photo: Dermot Tatlow)

Bottom: Providing pet-friendly emergency shelters helps ensure people evacuate and helps maintain the morale of shelter residents. (Photo: Marko Kocic)

Right: Witnessing the aftermath of a hurricane, wildfire or tornado, I've learned the true value of a hot meal or cold bottle of water—like the meals Mike MacCarroll (front) and bottled water Charles Gray (back) delivered to tornado survivors in Tuscaloosa, Ala., in 2011. (Photo: Dennis Drenner)

*Working smoke alarms in a home cut the risk of death **by half**, and having an escape plan further improves the odds of survival.*

Sound the Alarm, Save a Life.

While the Red Cross responds to a number of large-scale disasters and crises each year, the most common disasters we face are home fires. In fact, our organization responds to an average of 64,000 disasters annually, the majority of which are home fires. For those impacted, we arrange for temporary shelter, replace medications or prescription glasses, provide emergency financial assistance for urgent needs like food and clothing, offer referrals for other services, and give hugs and a shoulder to cry on when it's needed most.

Tragically, in this country an average of seven people die each day in home fires. To help prevent this needless loss of life, the Red Cross launched the Home Fire Campaign in October 2014. Statistics show that having working smoke alarms reduces the risk of dying in a home fire by 50 percent. The Campaign works to ensure families—particularly those in at-risk communities—have smoke alarms and are educated both on fire prevention and what to do when a fire occurs.

While I am thrilled that we have installed more than 1.2 million free smoke alarms, the number I am proudest of is 431—which is the number of documented lives saved as a direct result of this campaign (as of May 22, 2018).



International Assistance

As part of the global Red Cross Movement, the American Red Cross also offers disaster support to other national societies. Through the generosity of our donors, we have been involved in numerous relief and long-term recovery efforts around the world such as response operations for the devastating 2010 Haiti earthquake, the 2011 Japan earthquake and tsunami, Typhoon Haiyan that struck the Philippines in 2013 and the 2015 earthquake that ravaged Nepal, as well as two damaging earthquakes that shook Mexico just weeks apart, wildfires in Canada and mudslides in Colombia just last year.

Weather and geological disturbances aren't the only emergencies our global neighbors face. Epidemics of diseases that have been virtually eradicated in the United States still impact large populations around the world. As a founding partner of the Measles and Rubella Initiative, we have helped vaccinate more than 2 billion people internationally since the Initiative's launch in 2001. The ongoing campaign has reduced the annual death rate from measles by 84 percent since its inception. Additionally, we've helped support efforts to cope with the unprecedented global migration crisis and to reconnect loved ones separated by crisis or conflict.

Top: The Measles & Rubella Initiative is saving lives! As part of the Initiative, the American Red Cross supported a measles vaccination campaign in Benin, Africa, in November 2014. In all, more than 3 million children were vaccinated as part of the effort. (Photo: Javier Acebel)

Bottom: With support from partners and the sweat equity of Red Crossers, *Sound the Alarm, Save a Life* is helping make families safer. (Photo: Marko Kocik)

Blood Services

The Red Cross is the nation's largest supplier of blood products—helping millions of patients including trauma victims, cancer patients and those with chronic conditions. Each day, the Red Cross needs to collect more than 13,000 blood donations at nearly 500 blood drives across the country to meet the needs of hospital patients. These blood drives would not be possible without the commitment of selfless blood donors and community blood drive sponsors.

Beginning in 2009, overall demand for blood products dropped as medical treatments advanced and fewer transfusions were necessary. The drop in demand led to rapidly declining revenues across the entire industry. Given the significant financial challenges affecting the entire blood banking industry, Red Cross Blood Services moved aggressively to streamline its operations and keep its costs low for hospitals to ensure we continued to provide lifesaving blood to hospitals and their patients.

For our valued blood and platelet donors, innovations like our RapidPass Online Health History System and Blood Donor App have helped improve efficiency, increase convenience and reduce time spent at a blood drive or donation center.



I hear and read more stories of how people's lives are touched by the Red Cross than I can possibly share. For example, there's the love story of Michael and Kay Ellison, who were able to celebrate more than 36 years of marriage thanks to generous Red Cross blood donors. (Photo: Jody Lane)

Preparedness, Health & Safety Services

Another core aspect of the Red Cross mission is our work to train people in vital health and safety skills. Every year, nearly 5.9 million people receive Red Cross training and information in first aid, CPR, water safety and other skills that help save lives.

To help end preventable drowning deaths and commemorate 100 years of Red Cross Water Safety, we launched our Centennial Aquatics Campaign in 2014. The Campaign's intent is to create an ecosystem of water safety by providing free and reduced-cost water safety lessons in communities where the drowning rates or numbers of drownings were higher than the national average. Four years into the five-year effort, the Campaign has already surpassed its original goal of providing 50,000 sets of swim lessons (400,000 individual lessons) to children and adults in 88 at-risk communities across the country.



Our Aquatics Centennial Campaign takes aim at preventable drowning deaths by creating an ecosystem of water safety. Samya, 10, is one of the tens of thousands of children learning to swim and be water smart as part of the Campaign with Brevard County Parks and Recreation. (Photo: Connie Harvey)

Service to the Armed Forces

Clara Barton, the “Angel of the Battlefield,” as she was called during the Civil War, founded this organization out of a desire to help and heal men wounded in battle. And though times and technology have changed, the Red Cross still works today to support members of the military, veterans and their families.

Red Cross workers are stationed on military bases around the world and in VA hospitals across the country. In recent years, we have launched the Military and Veteran Caregiver Network to help caregivers meet the daily challenges of providing for wounded, ill and injured service members and veterans. We also offer reconnection and youth workshops that help families cope with deployments and with the adjustments that occur when a family member returns home from active duty.

One of the longest existing and invaluable services the Red Cross provides is to facilitate emergency communications between service members and their families. Each year, we relay well over 390,000 urgent communications—alerting military members to events such as the serious illness of a loved one or the birth of a child back home. Once received, the Red Cross may get involved helping to coordinate or support emergency leave arrangements.



Top: Even as forward thinking as Clara Barton was in her day, I wonder if she would’ve ever imagined a time when her organization would be providing personal comfort supplies to female soldiers in Baghdad. (Photo: Peter Macias)

Middle: Assistance isn’t limited to active or deployed military members. For instance, Red Cross volunteer David Dassoulas is seen here working with a wounded warrior in the physical therapy clinic at Walter Reed National Military Center. (Photo: Brad Zerivitz)

Bottom: Services for military families include seminars, workshops, emergency communications and events like Ready Belvoir. (Photo: Daniel Cima)

Saying Thank You

The work we do would not be possible without the compassion and generosity of those who contribute to and support the mission of the American Red Cross.

It has been a truly remarkable ten years with the American Red Cross. I have learned so much, not only about this storied institution, but also about the amazing generosity and resiliency of people around the world. And I am profoundly grateful for the ongoing compassion and commitment of all those who empower our lifesaving mission.

I'll never forget my first experience deploying on a disaster response operation here in the U.S., when Hurricanes Gustav and Ike hit the Gulf Coast in the summer of 2008. I spent 2½ hours in an Emergency Response Vehicle dishing out chili alongside two dedicated Red Cross volunteers—one was a young man and the other, I would guess, was in his mid-70s. After a few hours of this difficult work, I was exhausted. But the two volunteers I was with never stopped serving and never stopped smiling. They gave so much of themselves to deliver help and hope to people in their absolute darkest hours.

Throughout my tenure at the Red Cross, I have witnessed countless acts of kindness from volunteers, employees, blood and platelet donors, financial supporters and community partners that have left an indelible mark on me. These wonderful individuals represent the generous spirit of our nation, and I wish everyone could have an opportunity to see what I see.

Whether we're responding to a disaster here at home or somewhere beyond our borders, providing lifesaving platelets to a cancer patient, teaching critical first aid skills or relaying a message to a marine in Afghanistan who openly weeps at learning that he's just become a father for the first time, the work we do would not be possible without the compassion and generosity of those who contribute to and support the mission of the American Red Cross.

From the bottom of my heart, thank you. Together, we are One Red Cross—and every day we work to be the vibrant, robust organization that our country needs.

Gail McGowan



Top and Front Cover: During Hurricane Ike, one of my earliest Disaster Response Operations, I spent time in a Red Cross mobile feeding vehicle serving meals alongside volunteers, which included chatting with hurricane survivors like Gabriella Centero and her mother in a Houston neighborhood that had lost power. (Photo: Gene Dailey)

Middle: Chatting with 6-year-old Aaliyah at a Kinston, North Carolina, emergency shelter following Hurricane Matthew ended up generating laughter on both sides of the conversation. (Photo: Daniel Cima)

Bottom: While in Haiti on January 19, 2010, to help coordinate response efforts on the ground, I stopped to check up on an injured Haitian who had come to a First Aid post in front of the destroyed Haitian Red Cross headquarters. (Photo: Talia Frenkel)

About the Red Cross

The American Red Cross is part of the world's largest humanitarian network.



Witnessing the catastrophic destruction caused by a 7.8 magnitude earthquake in Nepal in 2015 made me appreciate all the more the generosity of those who support the mission of the American Red Cross and the Global Red Cross Network. (Photo: Paula Bronstein)

Our 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.

About the American Red Cross

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families.

The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. To learn more or to find out how you can donate your time, money or blood, visit redcross.org or cruzrojaamericana.org, or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

Fundamental Principles of the Global Red Cross Red Crescent Movement

All Red Cross and Red Crescent activities have one central purpose: to help those who suffer, without discrimination, whether during conflict or in response to natural or man-made disasters.

An expression of the Movement's values and practices, our Fundamental Principles are humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Down the street, across the country or around the world, the Red Cross will be there—delivering help and hope to those who need it.



Red Cross workers and shelter residents can often become fast friends. These volunteers provide emergency shelter, food, blankets and more to meet the physical needs of disaster survivors, but their sincere smiles, warm hugs and open hearts offer so much more to people struggling to cope—they give them hope. (Photo: Daniel Cima)



**American
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