



**American Red Cross**  
The President's Council



Each day, I am inspired by the generous and selfless actions of people who give of themselves to help people in need. Time and again, terrible earthquakes, floods, hurricanes, tornados and other disasters—in our country and across the world—bring out the best in people who donate to offer hope to others.

This support—whether financial gifts, contributions of time or donations of blood—enables the American Red Cross to:

- Provide food, shelter and emotional support to disaster survivors
- Teach skills that save lives
- Offer international humanitarian assistance
- Support military members and their families
- Supply nearly half of the nation’s blood

As the Red Cross serves those in need and fulfills our humanitarian mission, we are striving to improve and transform our historic organization. We are consolidating and streamlining our operations nationwide, working to operate more efficiently, with transparency and accountability to our generous donors and volunteers. We also are working to give a fresh look to the iconic Red Cross brand and are modernizing outdated IT systems.

Our goals are to make the best use of donor dollars and to serve the public even better.

I believe there is no greater mission than helping those in need and providing a way for citizens of our country, and of the world, to help one another. You—and your support of the American Red Cross—make that possible. Thank you.

**Gail McGovern**  
President and CEO, American Red Cross





## Please join us in giving

Victor's family was one of the first to arrive at the American Red Cross shelter when the flood waters began to rise this spring. Like other families to follow, his had been ordered to safety. At 13, Victor was eager to assist other families. He and his brothers helped Red Cross volunteers assemble hundreds of cots, so the next family that came through the door would have a place to call home until their community was safe once more.

Your annual gift as a Red Cross President's Council Member means that when the rain comes in torrents, a fire sweeps through someone's apartment building or a service member needs an urgent message from home—your Red Cross is there.



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“We choose to support Red Cross because we want our philanthropy to have real impact. Red Cross saves lives and reduces suffering in our community and around the world. There can be no greater impact than that.”

**Jeannie and Chuck Slater**, founding member of the President's Council





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Anita Zucker's \$100,000 donation to the American Red Cross to train students in CPR and First Aid in the Charleston, South Carolina school district is truly a lifesaving gift. It is the sacred Jewish mandate to repair a broken world, and the concept of tikkun olam, repair of the world, is the force behind Anita Zucker's philanthropy.

**Anita Zucker**, member of the President's Council



## Your compassion in action

### Disaster Services

Nearly 200 times a day, the American Red Cross helps a family who's lost everything in a house fire or other disaster. When disaster strikes, Red Cross workers are among the first on the scene, providing food, shelter, supplies and hope. Red Cross nurses administer health care and licensed mental health practitioners provide emotional support. Red Cross workers also provide referrals to aid in disaster recovery.

### Preparedness and Health and Safety Services

In communities across the country, the American Red Cross helps families, businesses, schools and organizations become safer and better prepared for disasters. The Red Cross provides training in first aid, CPR/AED, water safety, nursing assistance, babysitting and community disaster preparedness. Delivered to nearly 15 million people annually, these courses and presentations empower ordinary people to take extraordinary action in response to life's emergencies.

### International Services

As part of the global network of more than 185 International Red Cross and Red Crescent partners, the American Red Cross helps provide immediate relief and supports community recovery following international disasters. The Red Cross helps reconnect families separated by disaster and assists communities with

disaster planning and preparedness to minimize the effects of future disasters. Through its Measles Initiative partnership, the Red Cross is vaccinating children against measles, a deadly, yet preventable, disease. The organization also continues to educate people in the United States about International Humanitarian Law.

### Service to the Armed Forces

The American Red Cross provides critical resources to 1.4 million active duty military personnel, more than 800,000 National Guard and Reservists, and veterans and their families. With a global network of volunteers and employees, the Red Cross provides the military with support—on the home front, on military installations throughout the world and alongside deployed service members in Afghanistan, Kuwait and Djibouti. Services include emergency communications that link them with their families back home; financial assistance in partnership with the military aid societies; assistance to veterans; and information and referrals.

### Biomedical Services

The American Red Cross is the conduit through which some 4 million people give lifesaving blood, making the Red Cross the largest supplier of blood and blood products in the United States. Every two seconds, someone in America needs blood—accident victims, cancer patients, children with blood disorders. To meet this need, the Red Cross holds 600 blood drives across the country each day, resulting in 22,000 blood donations.





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In 2011, the American Red Cross initiated the President's Council. This Society recognizes individuals and families whose annual giving to the American Red Cross exceeds \$100,000.

Individuals, couples, families or family foundations may receive recognition as President's Council donors.

- Presidential Biennial Forum
- Annual Presidential Webinar
- Private Mission Observation Trips
- National Major Donors Summit
- National Conference Calls with Red Cross Leadership
- American Red Cross Roll Call Donor List

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