# American Red Cross Impact Report

California Gold Country Region January 1, 2020 - December 31, 2020



## Disaster Response & Preparedness Training

The American Red Cross mission is to prevent and alleviate human suffering – work that is carried out by local volunteers daily. Most of our disaster response involves home fires but 2020 also brought wildfires throughout much of Northern California --- all during the coronavirus pandemic. We were able to provide no-cost assistance while maintaining social distancing protocols, protecting the health of volunteers and those we serve. While we are always prepared to respond to disasters, we also work to prevent them through free, virtual preparedness education. Knowing what to do when an emergency occurs can save lives. We help families, organizations and corporations become better prepared for crises via programs such as Be Red Cross Ready, the Pillowcase Project and Prepare with Pedro.



Provided 38,903 daily & monthly hotel/motel rental units



Served more than 167,000 meals and snacks



Responded to 500 home fires



Hosted virtual preparedness training for 443 adults and youth

## Home Fire Campaign

Each year, the American Red Cross responds to an average of more than 60,000 disasters, the vast majority of which are home fires. Home fires take seven lives a day in the U.S., but working smoke alarms can cut the risk of death by half. That's why the Red Cross is installing free smoke alarms and sharing fire safety information through our Home Fire Campaign. Since the campaign launched in 2014, we've helped save more than 820 lives across the country. This critical work is made possible with the support of our partners, who have helped us install more than 2.1 million free smoke alarms in vulnerable homes.



Installed 822 free smoke alarms for the Home Fire Campaign

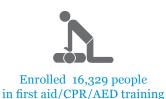


Created more than 380 home fire preparedness plans



## **Training Services**

The American Red Cross teaches and empowers more than 4.8 million people annually through training courses. In the last year, 22,848 individuals in the California Gold Country Region learned critical skills through Red Cross courses, including first aid/CPR/AED, water safety and caregiving classes.





Enrolled 2,256 people in water safety/aquatics



Enrolled 4,263 people in other health and safety courses

## Service to the Armed Forces

The Red Cross Hero Care Network provides support to service members and their families pre-deployment, during deployment and when they return home, through emergency communication services, financial assistance programs, re-integration and veteran services.



## **Blood Services**

We provide nearly 40% of the nation's blood supply. Blood and platelets are needed for many reasons - accident and burn victims, heart surgery patients, organ transplant patients, and those receiving treatment for leukemia, cancer or sickle cell disease. If you've fully recovered from a verified COVID-19 diagnosis, your convalescent plasma donation may help up to 4 coronavirus patients!



Hosted 302 regional blood drives



Received convalescent plasma donations from 2,330 individuals throughout Northern California





## **Thank You to Our Generous Donors**

Annual gifts from corporations, foundations and individuals enable the Red Cross to make a positive difference every day for those who rely on our services. Their generosity ensures the Red Cross is always there in times of need.

#### ANNUAL DISASTER GIVING PROGRAM VSP Global

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### LEADERSHIP SOCIETY

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