
RED CROSS VIRTUAL GALA



**American
Red Cross**

STEWARDSHIP REPORT 2021

2021 RED CROSS VIRTUAL GALA

EVENT HIGHLIGHTS

The San Francisco Red Cross Gala is an annual volunteer-led fundraiser that celebrates the lifesaving mission of the American Red Cross. 2021 marked the 26th year for this event and we were grateful to continue the gala's legacy during the COVID-19 pandemic. We kept our supporters safe and healthy by going virtual and raised vital funds to support Red Cross programs and services throughout the Bay Area.

The 2021 virtual event, held on Wednesday, March 24, raised more than \$215,000 in support of the Red Cross mission. More than 160 households (families) tuned in to watch the livestream broadcast, which, as of the end of March, had been viewed more than 1.7k times. The evening's program featured a welcome from San Francisco Mayor London Breed, heartfelt videos from our honorees, Paradise Police Chief Eric Reinbold and The Clorox Company and shout outs from our Bay Area sports teams, including the San Francisco 49ers, San Francisco Giants and Oakland Athletics. Guests who graciously donated \$10,000, \$2,500 or \$1,000 were entered into a drawing for a chance to win a custom diamond bracelet, courtesy of Katie Anderson Diamonds, or first-class or economy-class round-trip tickets, courtesy of Alaska Airlines.

The gala closed with a performance by local violin-piano duo, LUMOS, featuring Shaina E., who played an LED violin from Spectra Violins, and William Cenote, who played his piano creation called the Luminescent Grand—the only LED piano in existence!

As a thank you for attending, guests received a "Digital Swag Bag" with vouchers and discounts from our partners including: Jackson Family Wines, Ridge Vineyards, San Francisco 49ers, Sports Basement, Tailored Brands and Wines of the Santa Cruz Mountains.

Last year brought another record-breaking year of disasters, leaving people across the Bay Area, Northern California and beyond in desperate need of help. All proceeds from the event will go towards helping people affected by disasters like wildfires and other crises. Since its inception, this fundraiser's purpose has been consistent: to celebrate and sustain the lifesaving programs and services of the Red Cross. While much of our work over the last year and a half has been virtual, the Red Cross still responds to emergencies whenever and wherever they occur. Despite the hurdles of a pandemic, Red Cross volunteers remain committed to answering the call.



Though we couldn't host this beautiful signature event in-person, in honor of Red Cross Giving Day and the Gala, San Francisco City Hall lit up the exterior of their building in red to still support the Red Cross from afar. Photo by Eric Carmichael/American Red Cross



Regional CEO, Jennifer Adrio, welcoming our guests to the virtual event. Photo by Drew Altizer Photography



2021 RED CROSS VIRTUAL GALA

2020 HONOREES



**2020 American Red Cross
Humanitarian Company of the Year**
The Clorox Company



**2020 American Red Cross
Humanitarian Philanthropist of the Year**
Chief Eric Reinbold
Paradise Police Department
Paradise, CA



2021 RED CROSS VIRTUAL GALA

MARKETING AND VISIBILITY

More than \$215,000 was raised in support of the Red Cross mission through the 2021 Virtual Gala. The Red Cross Gala was listed as a 2019 San Francisco Top 100 Event and Top 10 Benefit Event by BizBash. It has raised more than \$6M during the last five years for a combined total of more than \$12M raised since its inception.

Media coverage for this year's virtual Gala was graciously provided by our premier San Francisco Bay Area partners including:

- Action Now News
- Drew Altizer Photography
- Jeff Schlarb Instagram Live
- Nob Hill Gazette



Shaina E. of LUMOS, playing an LED violin and putting on a beautiful performance.



Raheem Mostert, San Francisco 49ers Running Back, sharing the team's support of the Red Cross.



SPECIAL THANKS TO OUR 2021 GALA COMMITTEE

GALA CO-CHAIRS

Meredith Kendall-Maines

Lillian Phan Pickering

COMMITTEE MEMBERS

Alexis Georgeson

Blakely Hull

Emily Ajao Tzouanakis

Hillary Clark

Janou Gordon

Jim Bruels

Kathryn Holmes

Lauren Wolfe

Lindsey Haswell

Luc Bergevin

Nana Roper

Nikki Chang

Nisha Baxi

Rachel Manson

Raleigh Clemens

RJ Jain

Sara Johnson

Sasha MacFarlane

Veronica Juarez



American Red Cross Bay Area Chapter board members Kenzie Ferguson and Lillian Phan Pickering enjoy viewing the virtual gala from their homes in San Francisco. Photos by Drew Altizer Photography



2021 VIRTUAL GALA GUESTBOOK

Gala guests digitally shared their excitement in watching the virtual program with celebratory behind-the-scenes photos and thoughtful messages.



Ruby Red Sequin Slippers at the ready! SO excited for the Gala tonight. Thank you to everyone who supports the American Red Cross and makes our mission possible. We couldn't do it without you! 🍷

From Hannah Metcalf



Elle and Ruby here, tuning in from Concord! Looking forward to being "together" with the Red Cross Nor Cal community tonight. Thank you to everyone who helped make this inspirational evening a big success so we may continue to support others when they need it the most.

From Elle Robinson



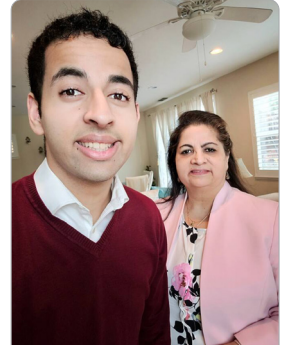
NOW we're ready! See you shortly...

From Art Stine



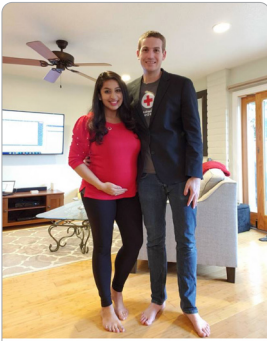
Thank you to all the volunteers, staff, and donors that make the important work of the American Red Cross possible. It takes a village to deliver a lifesaving mission :)

From Sara Michelle



Enjoyed dressing up & celebrating with the American Red Cross tonight! Thank you volunteers for your continued positive impact & to everyone's generous support for this amazing organization!! 🍷

From Pratima & Atul



6 months pregnant and still throwing an awesome event, way to go Pooja!

From Vaughn Kleib



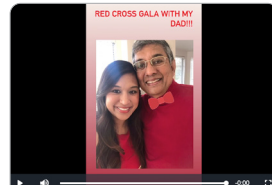
We are happy to be here. It's an honor to serve on the ARCEA board. -Karen Clapton, Chair, Access, Equity, and Inclusion ARCEA Board

From Karen Clapton



So excited to join the gala this year! Since we are virtual, didn't pull out the Red Dress! Thank you to all for supporting the American Red Cross in the many ways that each of you do. Happy Red Cross Month

From Camille Seaton



So proud to be part of this incredible community that gives so much to humanity! Congratulations to the Red Cross team for working tirelessly to make this event possible!

From Nisha Bond



Hello from Kensington MD. Dickens, Irene and Terry Unter are here!

From Irene and Terry Unter



So happy to be part of the Red Cross celebrations! Give where you can for all those in need, in their time of need.

Justin (and Calypso)

From Justin Pearson



Thank you for joining us and supporting the important work of the Red Cross! Joining from San Leandro and sharing our important mission with my kiddos! ❤️ (And dog)

From Jon McElrain



Excited to be here! Tuning in from Stockton, Ca.

From Kerry Harris

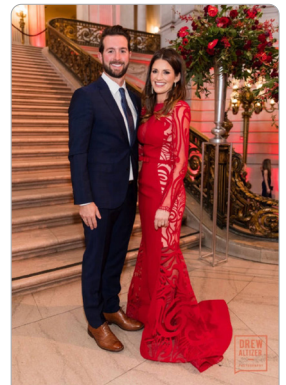
Loving our 2021 virtual gala! Thank you to everyone involved in making this a memorable evening to celebrate together - safely.

From Libby Leffler Haglin



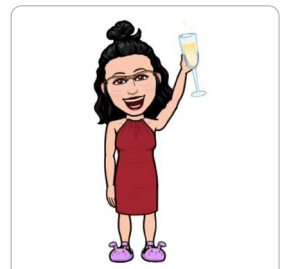
I'm all dressed up and ready for the Red Cross Virtual GALA!

From Kaitie Ferguson



So encouraged by the support this evening for the Red Cross mission. Thank you all! Memories from 2019 Gala... - Meredith Kendall Maines (Co-Chair) & Aaron Maines.

From Meredith Kendall



Cheers from my living room! Much love to and from Northern California

From Joanne Yee Phu



2021 RED CROSS VIRTUAL GALA | SPONSORS AND SUPPORTERS

SILVER SPONSORS

Kathryn W. Holmes

Diane B. Wilsey

BRONZE SPONSORS



Deloitte.

THANK YOU TO OUR GENEROUS SUPPORTERS



Drew Altizer



Katie Anderson
Diamonds



San Francisco Mayor
London N. Breed



TAILORED BRANDS®



American
Red Cross

ABOUT AMERICAN RED CROSS NORTHERN CALIFORNIA COASTAL REGION

YOUR SUPPORT

Your support of the Red Cross Gala helped to raise vital funds for Red Cross programs and services from Monterey to the San Joaquin Valley to the Golden Gate and the Napa/Sonoma Wine Country.

BLOOD • DISASTER • ARMED FORCES • TRAINING • INTERNATIONAL



We responded to more than
1,000 local disasters within the
Northern California Coastal Region.



Nearly **5,700 volunteers**
donated their time and
effort within our region



Provided nearly **7,500**
services to active military,
veterans and their families



Taught lifesaving **CPR,**
AED and First Aid to
more than **48,700 people**



Installed more than
7,300 free smoke alarms



Collected more than **100,700**
units of lifesaving blood

*Statistics reflect service delivery between July 1, 2019–June 30, 2020.



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redcross.org/redcrossgalasf | [#redcrossgalasf](https://twitter.com/redcrossgalasf)