

Annual Report

BRINGING COMMUNITIES HOPE

Northern California Coastal Region

2020



American Red Cross
Northern California
Coastal Region



A MESSAGE FROM THE REGIONAL EXECUTIVE

In fiscal year 2020, which spans the last half of 2019 and the first half of 2020, local Red Cross volunteers and employees responded to disasters, collected lifesaving blood products, trained community members in critical lifesaving skills like CPR and first aid, supported military families and our veterans, and made homes in our communities safer by installing free smoke alarms and helping families prepare for home fires.

As our communities across the Bay Area were affected by the COVID-19 pandemic, almost every aspect of the Red Cross mission adapted to the new pandemic environment to ensure the safety of our employees, volunteers, blood donors and recipients, partners and clients.

The Red Cross continued to provide support for those devastated by disasters both large and small, although instead of standing up large shelters for those displaced by the devastating wildfires that tore across our area this summer, the Red Cross coordinated hotel stays, and meals were provided by door drop or at locations where community members could safely pick up food. And volunteers assisted both onsite and virtually to connect families with support and resources.

To mitigate the loss of blood donations, the Red Cross worked closely with government partners to ensure that blood donations remained classified as an essential service, allowing critical blood collections to continue. Lifesaving training classes took place virtually, with new, important and creative content as the organization quickly innovated our class structure. And Red Cross Service to the Armed Forces call center personnel worked from home, handling a significantly higher volume of requests as veterans called in need of financial assistance.

While the strain of the pandemic has weighed heavily on the nation and throughout the world, the Red Cross continues to offer support and care during a dark and difficult time, bringing comfort, hope and light when individuals and families need it most. On behalf of those we serve, thank you to everyone who contributed their time, expertise and financial resources to support the Red Cross in fiscal year 2020.

Sincerely,

Jennifer Adrio

CEO, Northern California Coastal Region



**American
Red Cross**

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.



Relief in the Face of Emergencies

The American Red Cross Northern California Coastal Region provides critical aid every day—from responding to disasters big and small to teaching first aid and CPR to collecting vital blood and blood products. These services are made possible by an outstanding corps of more than 5,700* local volunteers and the generous support of donors like you.

Disaster Response

In Northern California Coastal Region, with our deep local presence and community knowledge, we stand ready to respond to disasters big and small, providing food, shelter, relief supplies, emotional support, recovery planning and other assistance—services that are always free of charge for disaster survivors.



Responded to more than 1,000 disasters in the region



Assisted more than 1,900 households impacted by disaster



Provided more than \$1,000,000 in local assistance to families impacted by disaster

Training Services

In addition to disaster response, we work year-round to prepare community members for other everyday emergencies by offering community disaster education and preparedness programs, and teaching lifesaving classes like first aid, CPR and water safety.



Enrolled more than 48,700 people in lifesaving classes like first aid, CPR and water safety



Enrolled nearly 12,400 people in water safety/aquatics



Enrolled more than 4,100 people in caregiving classes

Home Fire Campaign

Home fires claim seven lives every day, but having working smoke alarms can cut the risk of death by half. Up until COVID-19 restrictions were put in place, your local Red Cross installed free smoke alarms and helped families develop plans to prepare for and respond to home fires. We remain committed to our mission of helping people prevent and survive home fires and shifted to virtual preparedness education efforts in late spring and into the summer.



Installed more than 7,300 free smoke alarms



Made nearly 2,600 homes safer through home fire safety education and free smoke alarms



Reached more than 3,000 youth through disaster preparedness trainings like the Pillowcase Project

Service to the Armed Forces

The Red Cross provides critical services with a caring touch wherever and whenever needed—24 hours a day, 7 days a week, 365 days a year—to serve military members and their families at home and around the world.

We help military families communicate with their loved ones, offer free behavioral health services through a variety of workshops before and after deployment, are the largest provider of free, professional volunteer services to our recovering wounded warriors and their families, and support caregivers with peer support, knowledge and skills.



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



Briefed more than 5,900 people through our 'Get to Know Us' program



Opened more than 1,100 emergency cases

Blood Services

The Red Cross is the single largest supplier of blood in the United States, providing nearly 40 percent 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 may all need blood.



Collected more than 100,700 units of blood

American Red Cross Leadership

Boards of Directors*

Bay Area Chapter

Board of Directors

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Co-Vice Chair

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Co-Vice Chair

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Secretary

Jeff Block

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Phil Mui

Eleanor Najjar

Alexandra Pastor

Catherine Pickering

David Sieber

Briana Taylor

Jonathan Velline

Gary Zellerbach

**as of April 2021*

Central Coast Chapter

Board of Directors

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Vice Chair

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Secretary

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Board of Directors

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Catherine Lee

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Nitya Devisetti

Liz Dietz

Eve Dreyfuss

Stan Dutrow

Mike Fahey

Larry Hebb

Susan Hoerger

Camille McCormack

Neel Mehta

Bernard Moon

Katie Roper

Chetna Sehgal

Manav Singh

Amy Stanley

Kavya Thota

Sam Tyagi

David Bolling Wells



Red Cross Revenue and Expenses

Fiscal year 2020 (July 1, 2019 - June 30, 2020)

American Red Cross operating funds come from four main funding sources: revenues from products and services, contributions, investment income and other revenue. Total American Red Cross operating revenues and gains for fiscal year 2020 were \$2,907.4 million. American Red Cross total operating expenses were \$2,751.6 million. Net assets were \$1,812.2 million.

Note: The complete audited, consolidated financial statements of the American Red Cross for fiscal year 2020 may be obtained online at redcross.org/pubs or by contacting the American Red Cross Inquiry Center at 431 18th Street, N.W., Washington, DC 20006, (202) 303-4498.

Regional Revenue

American Red Cross Northern California Coastal Region

Your local Red Cross provides critical services to the communities in Monterey County to San Jose to the Bay Area and Sonoma Wine Country thanks to your generous donations.

REVENUE

Corporation, Foundation and Individual Giving	\$25,146,603
Legacies and Bequests	\$1,814,243
United Way and Combined Federated Campaign	\$124,424
Donated Materials and Services	\$1,343,759
Contracts (including Federal Government)	\$530,869
Training Services	\$1,847,273
Other	\$236,760
Support from American National Red Cross Chapter Network	-
TOTAL REVENUE	\$31,043,931

Regional Expenses

American Red Cross Northern California Coastal Region

The Red Cross is proud that an average of 90 cents of every dollar we spend is invested in delivering care and comfort to those in need. The chart below details expenses for the Northern California Coastal Region.

EXPENSES

<i>Program Services:</i>	
Service to the Armed Forces	\$722,468
Biomedical Services	\$180,482
Community Services	-
Domestic Disaster Services	\$8,278,640
Training Services	\$2,342,627
International Relief and Development Services	-
National Disaster Relief and Humanitarian Services	\$12,606,228
Total Program Services	\$24,130,445
<i>Supporting Services:</i>	
Fundraising	\$5,696,561
Management and General	\$1,216,925
Total Supporting Services	\$6,913,486
TOTAL OPERATING EXPENSES	\$31,043,931

Thanking Our Generous Supporters

The American Red Cross of the Northern California Coastal Region is grateful for the generosity of its dedicated supporters, who breathe life into our humanitarian mission every day. On behalf of those we serve, thank you!

Individual Supporters

\$500,000+

Anonymous
Manifold Fund

\$250,000 - \$499,999

Dotson Charitable Fund
Maja Kristin
Tramiel Charitable Trust

\$100,000 - \$249,999

Anonymous
Anonymous
Manfred Voit
Ravi Mhatre
Stephen Paboojian

\$50,000 - \$99,999

Anne and Terry Clark
Anne Champsaur
Anonymous
Anonymous
Britt and Eliyahou Harari
Daphne W. Smith
Diane B. Wilsey
Edward and Deborah Harriman
Jeremy Liew and Rane Lan
John and Patricia Adams
Lester Lai

\$25,000 - \$49,999

Anonymous
Anonymous
Barry Eggers
Byers Family
Caroline and John S. Marold
Cheryl and Kenneth Branson
Christine and Douglas Metzler
Elizabeth J. Folger and Robert Eldred
Jennifer Bailey
John and Patricia Adams
Jonathan D. Perlow
Karen and Rick Iwamoto
Kasey Li and Carolyn Orida

Kenneth J. Ryan
Louis and Evalyn Trinchero
Mark and Susan Stutzman
Matthew and Yvonne G. Rogers
Michael Gallagher and Constance Cleator-Gallagher
Michel Bertin
Nicholas Mosteiro and Margaret Sylvestre
Pete and Elaine Geffen
Peter and Stacy Sullivan
Rebecca Miller
Robin Stern and Donald Bittner
Teresa and Byron Pollitt

The Tiffany Circle

Aileen Lee
Alexandra Pastor
Alyssa Owara
Amy Grossman
Ann Ferris
Anne Clark
Anonymous
Anonymous
Barbara Cannella
Barbara Hager
Barbara Hoversen
Camille McCormack
Carole Deitrich
Cheryl Branson
Christabel Carlton
Christina Polischuk
Colleen Gerstner
Condoleezza Rice
Cynthia Farnier
Denise Adams
Diana Rixey
Diane B. Wilsey
Elizabeth J. Folger
Emily Lo
Hilary Bates
In-Chian Tang
Jacque Jarve
Jacqueline Whukowski
Jaimi Haydel

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Jennifer Adrio
Jennifer Fonstad
Jerilyn Schricker
Joanne Lo
Jodi Karambela
Judy Taylor
Julie Atwood
Karen Clopton
Karen Iwamoto
Karen Sanford
Karen Taylor
Kathryn Ellman
Kathryn Milligan
Kathy Grady
Kelsey Wilson
Laurie Bemis
LeeAnn Woodward
Leslie Claytor-True
Linda Assante
Linda Manry
Linda Myers
Linda Rice
Linda Zellerbach
Lona Jupiter
Maja Kristin
Mari Donnelly
Mary Ann Cotter
Mary Burchill
Maureen Cronin
Megan Erk
Meredith Storton
Nancy Geschke
Nikola Filby
Peggy Dalal
Susan Bockus
Susan Flagg
Suzanne Garrett
Suzanne Jaggars
Valerie Sanders
Victoria Varieur
Yvonne Rogers

Corporate Supporters

\$1,000,000+

Adobe
Apple
Chevron Corporation
Facebook
PayPal
The Clorox Company
Visa Foundation
Wells Fargo and Company

\$500,000 - \$999,999

Cisco Foundation
Delta Dental Community Care Foundation
eBay
Google
Pacific Gas and Electric Company
Visa Inc.

\$250,000 - 499,999

Digital Realty Trust Inc.
Hewlett Packard Enterprise Foundation
HP Foundation
Humble Bundle
Kaiser Permanente
Rodan + Fields Prescription for Change Foundation

\$100,000 - 249,999

AtHoc, Inc.
Flex Foundation
GoFundMe
Oracle Corporation
Robert Half International
Workday

\$50,000 - 99,999

Agilent Technologies
AppLovin
Basic American Foods

E. & J. Gallo Winery
First Republic Bank
ICONIQ Capital, LLC
Intuit Inc.
KLA Corporation
Lawrence Livermore National Laboratory
Netflix
Novogradac & Company LLP
Salesforce
ServiceNow
Simpson Strong-Tie Company Inc.
Skillz
Streamlabs
SurveyMonkey Inc.
Swinerton Foundation
The Ford Motor Company
Wilbur-Ellis

\$25,000 - 49,999

Applied Materials
Arista Networks
BWX Ltd
Check Point Software Technologies, Inc.
CrowdStrike Foundation
CSAA Insurance Group, a AAA Insurer
Electronic Arts
Eventbrite
Franklin Advisers Inc.
Genentech Inc.
iHeartMedia Inc.
Intuitive Surgical, Inc.
Jazz Pharmaceuticals
Keysight Technologies
LinkedIn
Netgear
NVIDIA
Silicon Valley Bank
The RealReal
U.S. Bank Foundation
VMware Inc.

Foundation Partners

\$250,000+

Anonymous
Robert and Shirley Harris Family Foundation
Thomas and Stacey Siebel Foundation

\$100,000 - \$249,999

Alletta Morris McBean Charitable Trust
Community Foundation for Monterey County
Gleason Family Foundation
Hobson/Lucas Family Foundation
Linden Root Dickinson Foundation
Social Good Fund
The Donald B. Tanklage and Carole F. Tanklage Foundation

\$25,000 - 99,999

Ginnie and Peter E. Haas Jr. Family Fund
Jacques M. Littlefield Foundation
John and Marcia Goldman Foundation
Kelson Foundation
Lakeside Foundation
Marin Community Foundation
Monterey Peninsula Foundation
Rock Paper Scissors Foundation
Silicon Valley Community Foundation
Tanimura Family Foundation

For additional information relating to national Red Cross service delivery during fiscal year 2020, please see our national Annual Report available through your relationship manager or at [redcross.org](https://www.redcross.org).



American Red Cross
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Coastal Region