



Bringing **HOPE** to Central Texas



American Red Cross
Serving Central Texas

Annual Update
July 1, 2023-June 30, 2024



American Red Cross
Serving Central Texas

A message from the Executive Director

I wanted to take a moment to express our heartfelt gratitude for your steadfast commitment to the American Red Cross serving Central Texas. Your generous contributions of time and financial support significantly impact the lives of countless individuals in our region.

When emergencies strike, whether they are large-scale disasters or smaller crises, we stand ready to alleviate human suffering. Our dedicated team works tirelessly around the clock, 365 days a year, ensuring that help reaches those who need it most. From providing emergency financial assistance to offering comfort and hope, we are there for our community when it matters most.

In Central Texas we respond swiftly to disasters like home fires, floods, tornadoes, and mass casualty events where we provide immediate aid to affected residents. But our impact extends beyond our borders; when wildfires devastated Maui and flooding struck Houston, our volunteers, supplies, and support deployed to assist.

Additionally, our area has played a crucial role in addressing a critical blood shortage crisis. Thanks to donors like you rolling up their sleeves, accident victims, cancer patients, and others receive the lifesaving blood they desperately need.

As part of our commitment to military families, we offer unwavering assistance to members of the U.S. military, veterans, and their loved ones. Whether it's connecting families during times of crisis or supporting veterans through rehabilitation, we stand by those who serve our country.

As we close out our fiscal year, I invite you to explore our annual impact report. It highlights the incredible ways we've made a difference in the lives of our neighbors. Your support has been instrumental in achieving these milestones, and we hope it fills you with pride and fulfillment.

Once again, thank you for standing with us. Your partnership with the American Red Cross makes all the difference.

Sincerely,

Marty McKellips
Regional Chief Executive Officer



Central Texas Board Members

Board Member	Board Position	Subcommittee	Affiliation
Avin Assomull	Member	Biomed Committee	Austin FC
Chris Beck	Member	Board Development & Engagement Committee Chair	Baylor Scott & White - Central Texas Foundation
Pradeep Kumar	Member	Philanthropy Committee	Manufacturing & Distribution
William Crocker	Vice Chair	Philanthropy Committee Chair	Alliant Americas
Tina Fragale	Member	Diversity Committee	University of Texas
Bill Hopkins	Past Chair	Diversity Committee Chair	Spencer Fane, LLC
Nahid Khataw	Chair	Real Estate Committee Chair	Accurate CAD & Technical Services
Jeff Lilly	Member	Philanthropy Committee	Latitude Legal
Dr. Robert Mignacca	Member	Biomed Committee Chair	Dell Children's Medical Center
Kristen Currie	Member	Philanthropy Committee	KXAN
Anna Fretel	Member	Diversity Committee	Abbott Laboratories



American Red Cross
Serving Central Texas

The American Red Cross Serving Central Texas is headquartered in Austin and serves nearly 2.6 million people in:

Bastrop, Burnet, Caldwell, Fayette, Hays, Lee, Milam, Travis, and Williamson Counties

Impact of The Red Cross Serving Central Texas Fiscal Year 2024



Emergency Response

Helping during people's darkest hours

308 Households served
781 People helped
\$219,680 Given in financial aid



Service to the Armed Forces

Assisting service members, veterans, and their families

946 SAF Cases
2,099 Case Services
971 Persons Briefed



Biomed Services

Making sure blood is where it's needed, when it's needed

176 Blood Drives
4,256 Red Blood Cell Units Collected
2,538 Donors (1,082 First-Time Donors)



Education & Training

Providing skills and knowledge to prevent accidents and injury

14,167 Trained in 1st Aid, CPR, AED
3,724 Trained in Water Safety



Volunteers

Working at home, across the country, and around the world to bring comfort and care

90% of all Red Crossers are Volunteers
934 Volunteers
34,936 Hours of service

Red Cross Disaster Responses in the Heart of Texas

270 Home Fires
16 Wildfires
7 Weather-Related Emergencies
15 All Other Emergencies

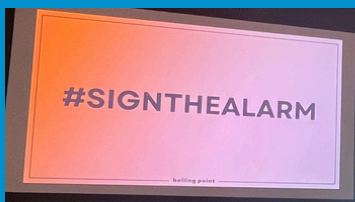
Red Cross Ready Communities

a tale of resilience and renewal

In Texas, a new initiative is bringing hope to some of the most vulnerable communities. The American Red Cross has launched the Ready Communities Pilot Program, guided by a vision of collective resilience and a dedication to reducing human suffering.

In Central Texas, this pilot program is being implemented in the deaf community across the Central Texas chapter. The Red Cross aims to enhance accessibility, inclusivity, and preparedness for the deaf population during emergencies and disasters.

"With your generous support, the Central Texas Chapter is committed to providing support and assistance to all members of our community, including the deaf and hard of hearing." Marty McKellips



Advertising students at UT Austin partner with Central Texas Red Cross to:

- Enhance accessibility, inclusivity, and preparedness for the DHH community during emergencies and disasters
- Create formal announcements, social media campaigns, and press releases
- Increase volunteer workforce to provide for DHH services and programs

Central Texas Ready Community Plans

Provide American Sign Language (ASL) Disaster Preparedness Training to assist the deaf community prepare for emergencies.

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Install smoke and bed shaker alarms to make homes safer for the 60,000 deaf residents in Austin.

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Collaborate with community partners such as Austin Deaf Club, Austin Community College, Texas School for the Deaf and more.



American Red Cross

Serving Central Texas

To learn more and support the mission as a donor or volunteer,
please visit:

redcross.org/CentralandSouthTexas

or use the QR code



American Red Cross Serving Central Texas

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