



# Bringing **HOPE** to the Heart of Texas



**American Red Cross**  
Serving the Heart of Texas

Annual Update  
July 1, 2023-June 30, 2024



**American Red Cross**  
Serving the Heart of 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 the Heart of 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.

Our chapter, nestled in the heart of Central Texas, serves 17 counties. We respond swiftly to disasters like the tornado that struck Bell County, where we arrived and provided immediate aid to affected residents. We also aided our neighbors beyond our region's geographical boundaries. When wildfires and hurricanes devastated coastal communities, we deployed volunteers, supplies, and support.

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,

Jennifer Young, Executive Director  
American Red Cross Serving the Heart of Texas

## Heart of Texas Team



Jennifer Young  
Executive Director

### Heart of Texas Board Members

Board Member	Board Position	Subcommittee	Affiliation
Lynn Baker	Member	Mission Committee	Retired LCSW, Insurance Sales
Valen Cepak	Member	Outreach Committee	Graduate Student - TAMU Bush School
Jason Cornelius	Member	Diversity, Equity & Inclusion	Commercial Banking, Frost Bank
Jim Ellor	Member	Outreach Committee	Retired, Baylor Professor
Rick Kattner	Vice Chair	Mission & Biomed Committee	Retired, Lilly
BG (Ret) Joe Ramirez	Member	Outreach Committee	Texas A&M University - VP of Student Affairs
Pamela Smits	Board Chair	Board Engagement & Development, Biomed	Retired, Nurse
Ronald (Rusty) Surette	Secretary	Diversity, Equity & Inclusion	Local Media (KBTX)





**American Red Cross**  
Serving the Heart of Texas

The American Red Cross Serving the Heart of Texas is headquartered in Waco and serves nearly 1.3 million people in:

**Bell, Bosque, Brazos, Burleson, Coryell, Falls, Freestone, Grimes, Hamilton, Hill, Lampasas, Leon, Limestone, McLennan, Madison, Robertson, and Washington Counties**

## Impact of the Heart of Texas Fiscal Year 2024



### Emergency Response

Helping during people's darkest hours

**490** Households served  
**1,260** People helped  
**\$345,897** Given in financial aid



### Service to the Armed Forces

Assisting service members, veterans, and their families

**2,388** SAF Cases  
**7,335** Case Services  
**18,301** Persons Briefed



### Biomed Services

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

**82** Blood Drives  
**2,011** Red Blood Cell Units Collected  
**1,052** Donors (355 First-Time Donors)



### Education & Training

Providing skills and knowledge to prevent accidents and injury

**568** Trained in preparedness (youth)  
**6,415** Trained in 1st Aid, CPR, AED  
**3,052** 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  
**566** Volunteers  
**26,705** Hours of service

## Of the Red Cross Disaster Responses in Heart of Texas

**428** Responses to Home Fires  
**95** Responses for Storm-Related Damage  
**11** All Other Emergencies

# Red Cross Ready Communities

a tale of resilience and renewal



**American Red Cross**  
Serving the Heart of Texas

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.

The program is founded on the principle that we are stronger together and adopts a comprehensive strategy to address the underlying issues of poverty and vulnerability.

In the Heart of Texas, this pilot program is being implemented in the cities of Marlin and Waco. Our aim is to forge stronger community relations and promote self-reliance and resilience in the face of disasters.



Thank you to everyone, including the Waco Fire Department, the Baylor Red Cross Club, and our sponsor American Amicable, who pitched in to install 320 smoke alarms in 107 homes in Waco. Together we're making a difference!

The Waco Fire Department will continue to deliver our Home Fire Campaign by installing smoke alarms in the community.

*Above: some of the many volunteers who helped make Waco safer!*

## Heart of Texas Highlights

National Night Out event in Waco:  
sign-up of 8 new volunteers

New board member recruited from  
the Waco area

Meetings between elected officials in  
Marlin and ARC: new lines of  
communication

Prepare with Pedro and Pillowcase  
Project programs at Marlin  
Elementary: 375 children educated

Waco: volunteer recruitment plan for  
responders

Collaboration during a significant  
apartment fire: stronger relations with  
McLennan County and City of Waco  
officials

Sound the Alarm event in Marlin, TX  
in October 2023: one documented  
life saved

Partnership with Marlin FD to identify  
homes in need of smoke alarms: 24  
Homes Made Safer, 64 Smoke  
Alarms Installed.

Meeting with Cornell Jones, of the  
Booker T. Washington Resource  
Center, in Marlin: collaboration to  
deliver CPEP trainings in 2024.



# **American Red Cross**

## Serving the Heart of Texas

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

[redcross.org/CentralandSouthTexas](https://redcross.org/CentralandSouthTexas)

or use the QR code



### **American Red Cross Serving The Heart of Texas**

#### **Offices in:**

4244 Boonville Road  
Bryan, TX 77802

6801 Sanger Ave, Ste. 228A  
Waco, TX 76710

36000 Darnall Loop #1039  
Fort Cavazos, TX 76544

Follow us on:



**Linked in**

