



# Bringing **HOPE** to the Permian Basin



**American Red Cross**  
Serving the Permian Basin

Annual Update  
July 1, 2023-June 30, 2024



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## A Message from the Executive Director

Greetings all!

As I look back over FY24, I see how our Ready Communities initiatives have yielded many connections and wonderful partnerships.

Through these partnerships, we delivered the Red Cross mission to the community's most vulnerable members. And this fiscal year has been wrought with disasters. Tornadoes, apartment and multi-family fires, and severe weather with hailstorms all confirmed the need for the mission of the Red Cross "...to prevent and alleviate human suffering in the face of emergencies..."

Our amazing volunteers answer the call with compassion to comfort displaced families affected by disasters. They are people like you, who want to make a difference in their communities, who want to give back, and who understand that, hope on a client's darkest day, can be the light at the end of a tunnel.

The stories that follow highlight some of those connections that have been made because of your support. Thank you for joining us on this mission. We look forward to building more connections in FY25!

A handwritten signature in cursive script that reads "Tracy Austin".



Tracy Austin  
Executive Director, Permian Basin

## The Permian Basin Board Members

Board Member	Board Position	Subcommittee	Affiliation
Lisa Sutton-Housman	Board Chair	Board Recruitment and Engagement: Chair	Ranching (self-employed)
Thomas Tefertiller	Vice Chair	Preparedness: Chair	CBS7
Sara Safarzadeh Amiri	Member	DEI	Odessa Regional Medical Center
Karmen Bryant	Member	Philanthropy: Chair	Bryant Family Foundation
Jeanie Clopton	Member	Board Recruitment and Engagement	Retired (family ranching)
Soeli Erazo	Member	DEI & Preparedness	2-1-1 Texas
La-Tasha Gentry	Member	Mission & DEI	American Airlines
Suzan Gentry	Member	DEI	Retired (AT&T)
Melonye Huber	Member	Preparedness	Scenic Mountain Medical Center
Pushpa Jangamreddy	Member	Philanthropy	Permian Basin Kidney Center
Justin Steele	Member	Mission	Chevron
Shanthi Thangam	Member	Mission	Happy Hearts Psychiatry
Saul Herrera	Member	Mission	Senior Life Midland



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The American Red Cross Serving the Permian Basin is headquartered in Odessa and serves over 500,000 people in:

**Andrews, Borden, Brewster, Crane, Dawson, Ector, Gaines, Glasscock, Howard, Irion, Jeff Davis, Loving, Martin, Midland, Pecos, Presidio, Reagan, Reeves, Sterling, Terrell, Upton, Ward, and Winkler Counties**

## Impact of the Red Cross in the Permian Basin Fiscal Year 2024



### Emergency Response

Helping during people's darkest hours

**208** Households served  
**563** People helped  
**\$151,690** in Financial aid



### Service to the Armed Forces

Assisting service members, veterans, and their families

**151** SAF Cases  
**286** Case Services



### Education & Training

Providing skills and knowledge to prevent accidents and injury

**600** Training in preparedness (youth)  
**3,799** Trained in 1st Aid, CPR, AED  
**354** 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  
**105** Volunteers  
**3,177** Hours of service

## Red Cross Disaster Responses in the Permian Basin

**192** Home Fires  
**14** Weather-Related Emergencies  
**2** 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.

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 to disasters.

In the Permian Basin, this pilot program is being implemented in the towns of West Odessa and Big Spring. Our aim is to forge stronger community relations and promote self-reliance and resilience in the face of disasters.



*Above: Presentation of Champion Partnership Award to Meals on Wheels Odessa*



*Above Right: Tracy prepares 35 volunteers for Odessa's Sound the Alarm event*

*Left: The launch of a new coalition of non-profit organizations dedicated to better serving the community of West Odessa*



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## Permian Basin Highlights

Prepared over 600 children to respond to flooding, home fires, power outages, and tornadoes.

Partnered with Meals on Wheels Odessa to make 91 homes safer, installing 231 smoke alarms in homes of senior citizens.

Initiated the West Odessa Coalition to build a coalition of nonprofits, individuals, and governmental agencies to improve resilience in the community.

Established relationship with the VA Hospital in Big Spring to provide Resilience Workshops to patients.



# **American Red Cross**

## Serving the Permian Basin

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 Permian Basin**

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