



Bringing Hope

to the Greater San Antonio Area



American Red Cross
Serving Greater San Antonio

Annual Update
July 1, 2024 - June 30, 2025



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Greetings from the Greater San Antonio Chapter!

I am filled with gratitude as I reflect on the incredible impact we have made together in the past year. Our community's generosity and compassion continue to inspire us as we fulfill the American Red Cross mission to prevent and alleviate human suffering. Through every response, every life made safer, and every hand extended in service, we remain steadfast in standing alongside those who need us most.

This year marked a transformational time for the Greater San Antonio chapter. We mobilized quickly and effectively to help families devastated by home fires and other local emergencies. We expanded our leadership, ushering in new voices and diverse perspectives to our Board of Directors and volunteer leadership ranks. And we innovated with our Ready Communities initiative — a pilot effort that showcased what's possible when communities unite to build resilience. Our National Sound the Alarm event, integrated into Ready Communities, reached more than 500 residents with life-saving smoke alarms and educational resources while simultaneously connecting families to critical social services through a vibrant Resource Fair.

Additionally, we maintained our unwavering commitment to supporting military members, veterans, and their families. Whether providing emergency communications or facilitating critical connections, we continue to honor their sacrifices with meaningful support.

I invite you to explore the highlights of this year's report and celebrate the profound impact your support makes possible. Together, we are saving lives, strengthening communities, and creating a legacy of compassion and hope here in San Antonio and across our nation.

With heartfelt thanks,

Dr. Daniel P. Martinez

Executive Director

American Red Cross | Greater San Antonio Chapter

American Red Cross Greater San Antonio Board of Directors

Guiding Our Mission, Strengthening Our Impact

Red Cross Chapter Boards of Directors play a vital role in shaping strategy, supporting fundraising efforts, and ensuring services meet the needs of the community. Their leadership and commitment are at the heart of everything we accomplish.

Board Officers

Karina Alderete, Board Chair

Jason Massiate, Vice Chair

Michelle Martinez, Secretary

Board Members

LaPeteria Davis Jordan

Victoria Echeverria

Dr. Emily Calderon Galdeano

Ethan Gonzales

Quinzy Johnson

Rick Laurel

Jaime Medina

Meghan Patronella

Lasaro "Larry" Picasso

Steve Rocha

Matthew Russell

Juan Sanchez

Francisco "David" Solis

Vanessa Vasquez

"In Fiscal Year 2025, our Board of Directors provided steadfast leadership and generous service that guided the Greater San Antonio chapter through a year of growth and impact. Their strategic vision and commitment to our mission have been essential to every success we've achieved."

DM



*Dr. Daniel P. Martinez,
Executive Director, Greater San Antonio*



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The American Red Cross: Greater San Antonio serves nearly 3 million people in:
**Atascosa, Bexar, Comal, Dimmit, Frio, Gonzales, Guadalupe, Karnes,
La Salle, Webb, Wilson, Zapata, and Zavala Counties**

Impact of the Greater San Antonio Chapter Fiscal Year 2025



Emergency Response

Helping during people's darkest hours

500 Households Served
1,500 People Helped
\$370,000 In Financial Aid



Service to the Armed Forces

Assisting service members, veterans, and their families

1,400 SAF Cases
5,500 Case Services



Education and Training

Providing skills and knowledge to prevent and respond to accidents and injury

1,500 Preparedness Training (youth)
39,000 Trained in First Aid, CPR, AED
3,700 Trained in Aquatics/Water Safety



Volunteers

Working at home, across the country, and around the world to bring help and hope

90% of all Red Crossers are volunteers
560 Volunteers
27,000 Hours of Service

Figures have been rounded for clarity and ease of reading

Disaster Responses by Household in the Greater San Antonio Area

492 Home Fires

7 Wildfires

9 Weather-Related Emergencies

3 All Other Emergencies

Red Cross Ready Communities

a tale of resilience and renewal

Ready Community: Balcones Heights

This year, our initiative reached new heights through deep local partnerships and hands-on engagement.

Disaster Preparedness

- 513 smoke alarms installed across 181 homes
- 8 bed shakers provided for hearing-impaired residents
- 502 individuals reached through home visits

Volunteer Engagement

- Nearly 400 volunteers participated, including staff, board members, corporate partners, and local leaders

Community Connection

- Resource Fair featured 15+ agencies offering financial literacy, health coverage, and food assistance
- 1,200+ bags of fresh produce distributed
- 19 individuals connected to LGBTQ+ resources via The Pride Center
- Thousands of health and safety items shared, thanks to partners like Broadway Bank, Slay Architecture, and Chick-fil-A

Recognition & Growth

- Recognized by regional and national Red Cross leaders as a model for future efforts
- Positioned for expansion in FY26 and beyond



Vibrant Folklorico dancers entertain attendees at the Resource Fair



Some of our amazing partners who bring our mission to life!

A heartfelt thank you to H-E-B for their generous support to the Home Fire Campaign and for H-E-B partners volunteering their time to help us Sound the Alarm in Balcones Heights.

Greater San Antonio Chapter Highlights

Inclusive Leadership

- Welcomed the chapter's first female and first Latina Board Chair
- Added board members focused on diversity and strategic growth
- Expanded the CVL team, including a Youth CVL

Resilience through Partnerships

- Strengthened ties with local governments, healthcare providers, and corporate leaders
- Connected Balcones Heights residents to preparedness resources
- Advanced neighborhood readiness through volunteer engagement and new MOUs

Ready Communities Innovations

- Piloted a model now recognized nationally
- Boosted neighborhood readiness through resource access
- Positioned for FY26 expansion and beyond



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

redcross.org/CentralandSouthTexas

or use this QR Code



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