



# Bringing Hope

to West Texas



**American Red Cross**  
Serving West Texas

**Annual Update**  
**July 1, 2024 - June 30, 2025**

## A Message from the Executive Director

I want to take a moment to express our heartfelt gratitude for your steadfast commitment to the American Red Cross West Texas Chapter. Your generous gifts of time, money, and blood make a profound difference in the lives of individuals and families across our region.

Throughout our West Texas county region, we respond to disasters such as home fires that leave families without safe shelter. Our dedicated volunteers arrive within moments, providing lodging, emergency financial assistance, comfort, and hope. This year, we also supported our neighbors beyond our region's boundaries—deploying volunteers, supplies, and aid to communities impacted by wildfires and hurricanes.

We continue to prioritize safety and preparedness through our Sound the Alarm initiative, installing smoke alarms for vulnerable families who cannot afford or install them on their own. These alarms save lives, and we're deeply grateful to our community partners who help make this work possible.

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.

Now, 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.

With heartfelt thanks,

Anna Apodaca  
Executive Director  
American Red Cross | West Texas Chapter



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# American Red Cross West Texas 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 Chair

Nicholette Ruiz

### Board Members

Melissa Atkins Wardy

Alma Camacho

Jessica Dominguez-Bernal

Eufemia Garcia

Susan Goodell

Jessica Herrera

Daniel Ornelas

Nadia Powell

Daniel Roy

*"In Fiscal Year 2025, our Board of Directors provided steady leadership and generous service that helped guide the West Texas Chapter through a year of meaningful growth and impact. Their thoughtful vision and deep commitment to our mission have shaped every step forward. I'm truly grateful for their partnership and proud to work alongside such dedicated individuals who care deeply about the people and communities we serve."*



Anna Apodaca  
Executive Director, West Texas



**American Red Cross**  
Serving West Texas

The American Red Cross serving Central Texas is headquartered in Austin  
and serves more than 881,000 people in:  
**Culberson, El Paso, and Hudspeth Counties**

## Impact of the Red Cross serving West Texas Fiscal Year 2025



### Emergency Response

Helping during people's darkest hours

**80** Households Served  
**230** People Helped  
**\$60,600** In Financial Aid



### Biomed Services

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

**3** Blood Drives  
**120** Red Blood Cell Units Collected  
**100** Donors (60 First-Time Donors)



### Service to the Armed Forces

Assisting service members, veterans, and their families

**1,300** SAF Cases  
**5,400** Case Services



### Education and Training

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

**140** Preparedness Training (youth)  
**5,500** Trained in First Aid, CPR, AED  
**440** 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  
**250** Volunteers  
**27,000** Hours of Service

## Red Cross Disaster Responses in West Texas

**80** Home Fires

**3** All Other Emergencies



# Building Resilience across West Texas



## San Elizario: A Red Cross Ready Community

*a tale of resilience and renewal*

### Honoring Veterans Through Local History

As part of our commitment to building a Ready Community in San Elizario, we've partnered with a local veterans group to expand the Red Cross's **Veteran History Project** in El Paso County. Our Service to the Armed Forces (SAF) team has begun working with community partners, and we're planning future collaboration with the San Elizario Veterans Memorial Museum and the Los Portales Museum to share veterans' stories more broadly. Upcoming efforts may include participating in the museum's memorial walk and other events that honor local veterans and preserve their legacy.

### Empowering Residents Through Training

We're launching **Vital Spark** in partnership with Workforce Solutions Borderplex to promote economic self-sufficiency in San Elizario and the broader El Paso area. Focused on Community Health Workers and promotoras, the program offers life skills training, digital literacy, and entrepreneurship support. Participants will earn Licensed Training Provider (LTP) certification through the Red Cross, enabling them to teach official courses and start small businesses. Set to launch in FY26, Vital Spark aims to grow our volunteer base and expand the number of certified instructors in our Ready Community.

### West Texas Chapter Highlights

- Launched a successful **blood drive** in El Paso County, with a commitment to host at least two drives annually across the region.
- Held multiple **Sound the Alarm** events in El Paso County, including a collaborative installation with Texas Tech University's Days of Service.
- Strengthened **partnerships with local organizations**, including El Pasoans Fighting Hunger Food Bank, the Salvation Army, and Goodwill El Paso, to support families affected by home fires with access to food, clothing, and essential household items



*El Paso Blood Drive donors*



*A volunteer installs a free smoke alarm in a Sound the Alarm event*



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Serving West Texas

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

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

or use this QR Code



**American Red Cross Serving West Texas**

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