



Annual Report July 2024 - June 2025

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From the Heart of CSTR

This year marks a time of reflection and transition for the Central & South Texas Region of the American Red Cross. As we celebrate a year of service and resilience, we also honor the retirement of our Regional Chief Executive Officer, Marty McKellips.

A Legacy of Leadership

Marty began her Red Cross journey as a volunteer more than 20 years ago, serving in roles from Disaster Responder to Regional CEO. Her leadership has guided our region through countless moments of crisis and compassion, from home fires to major disasters like Hurricanes Katrina and Rita. Her fearless spirit and unwavering commitment have left a lasting legacy across our 83 counties.

A Farewell from Marty

"It has been a long journey, but it feels like it went by in a flash. I offer all my gratitude to donors, volunteers, and the staff who made my path possible.

I've learned something new every day and met so many talented, dedicated, and kind people. My only advice is to savor the opportunity to be part of the greatest humanitarian organization in the world. The work is rewarding, powerful, and humbling.

Remember to be Fearless, Innovative, and Relentlessly Kind."

Looking Ahead

While we say goodbye to a remarkable leader, we welcome Javier Valdez as our new Regional Chief Executive Officer. A lifelong Texas resident with a dynamic blend of executive leadership in the technology, public service, and nonprofit sectors, Javier brings more than 25 years of experience in strategic operations, community impact, and cross-sector collaboration.

With deep gratitude for the past and hope for the future, we remain committed to serving our communities with compassion and unity.

With deepest gratitude for your support,

The Central & South Texas Region

American Red Cross





The American Red Cross of Central and South Texas (CSTR), headquartered in Austin, serves over 9.4 million people. CSTR is comprised of 6 local chapters serving 83 Texas counties.

At CSTR, we are fearless, innovative, and relentlessly kind.



The American Red Cross

Mission Statement

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

A Culture of Belonging

Compassionate, Credible, Collaborative, Committed, Creative

Over the past year, the American Red Cross of Central and South Texas has:

In FY25:



Disaster Response

Helping during people's darkest hours

1,600 Households Served4,300 People Helped\$1.2 Million In Financial Aid



Biomed Services

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

326 Blood Drives8,180 Red Blood Cell Units Collected4,337 Donors (1,848 First-Time Donors)



Service to the Armed Forces

Assisting service members, veterans, and their families

5,000 SAF Cases20,000 Case Services9,200 Resilience Activities



Education and Training

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

2,600 Preparedness Training (youth)73,000 Trained in First Aid, CPR, AED12,000 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 volunteers3,600 Volunteers142,000 Hours of Service

Powered by dedicated volunteers and generous donors like you, the American Red Cross serves people facing emergencies every day.



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Disaster Relief

When It Matters Most: Disaster Relief with Heart

DISASTER SERVICES HIGHLIGHTS

Disasters can strike at any time: from a house fire that displaces a single family to a hurricane that impacts entire communities. No matter the size or scope, the American Red Cross of Central and South Texas is always ready to respond.

With compassion and urgency, we provide comfort, shelter, and support to those facing their darkest moments. Whether it's one home or thousands, we're here to help families recover, rebuild, and find hope again.

More than 770 Red Cross disaster workers deployed in April to support communities impacted by severe spring storms, including tornadoes and flooding across Kentucky and surrounding areas. Volunteers provided safe shelter, hot meals, and emergency supplies to families facing devastating losses. Their swift response brought comfort and hope when it mattered most.



CSTR volunteer Michael Ahearn deploying to Kentucky

COMFORT BY THE NUMBERS



2,433 Blankets for families who had no time to escape with anything more than their lives 2,748 Comfort Kits hygiene items and small personal touches like snacks or notes

336 Toys for a child who has lost everything

These numbers represent small but meaningful ways our teams helped bring comfort to those affected - reminders that even in crisis, care is personal.

DISASTER RESPONSE

1.600/\$1.2 Million

More than 1,600 households given more than \$1.2 million in recovery assistance

Red Cross Shelter Academies are

hands-on training sessions that prepare volunteers to support shelter operations and provide compassionate care during disasters. Open to anyone with a desire to help, these academies offer essential skills to be ready when communities need it most.



Volunteers setting up a shelter

Though based in El Paso, West Texas ED, Anna Apodaca, joined more than 360 Red Crossers from across the country to support relief efforts in Kentucky and Missouri, where over 4,200 homes were destroyed. Her deployment highlights the Red Cross's commitment to responding wherever the need is greatest—regardless of geography.



Anna Apodaca surveys damage in Kentucky following the devastating May 2025 storms.

Community Partnerships The Red Cross partners with local agencies to support emergency preparedness. During a recent exercise in Austin, our Disaster Action Team provided food and drinks to first responders—serving those who join us in serving our communities.



These partnerships strengthen our collective ability to respond when disasters strike.

Red Cross volunteers responded swiftly in Burnet County, Texas, after a tornado struck the area in May 2025. Whether the disaster is near or far, the Red Cross stands ready—day or night—to provide shelter, food, and comfort to those in need.



An Emergency Response Vehicle (ERV) arrives at the scene.

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Disaster Relief

Every Second Counts:Protecting Lives from Home Fires

Home fires are the most common disaster in the U.S., claiming more than 2,500 lives and injuring over 12,000 people each year. The financial toll is staggering — more than \$10 billion in property loss annually.

But the real danger lies in how fast fires spread. In under 30 seconds, a small flame can turn into a life-threatening blaze. Most people don't realize they may have less than two minutes to escape. There's no time to grab valuables or make a call — only time to get out safely.

That's why the American Red Cross launched the Home Fire Campaign — to help families prepare, prevent, and protect themselves before disaster strikes.



- 121 people died in fires in Texas last year.
- Children under the age of 5 and adults over the age of 70 are the most likely to be injured in a house fire
- More than 30 people suffer injuries from home fires nationally every day
- People are twice as likely to be injured in a home without working smoke alarms

After a devastating apartment fire displaced multiple residents in June of 2025, our dedicated disaster response teams and volunteers stepped in to provide immediate support—ensuring those affected had a safe place to stay and the resources they needed to begin recovery. Some of the displaced residents were housed in the American Red Cross building until they were able to find new housing.

Read more at KSAT.com





Saving Lives, One Home at a Time

The numbers are heartbreaking. And unacceptable. Home fires continue to claim lives every day across the country.

In response to this ongoing threat, the Red Cross launched the Home Fire Campaign to turn awareness into action. We install free smoke alarms, help families create escape plans, and teach life-saving fire safety skills - all to ensure people are ready to act when every second counts.

And it's working. Over the past three years, we've:

- Installed more than 8,600 smoke alarms in 3,000 households
- Helped families develop 2,500 personalized escape plans
- Educated 10,400 youth on how to stay safe in a fire

But the threat isn't over. Home fires remain a daily danger. We're committed to reaching even more families across Central and South Texas.



Volunteer from Randolph Brooks Federal Credit Union installs smoke alarm in Balcones Heights

Home Fire Campaign Highlights FY25

2,600



children reached through presentations on home fire preparedness

1,200

Households made safer (fire escape plans made)



3,500

free smoke alarms installed, including 120 specialized alarms for the deaf and hard of hearing

25



lives saved: smoke alarms previously installed by the American Red Cross credited with preventing loss of life during a home fire

Sound the Alarm events are part of the American Red Cross's campaign to reduce home fire deaths by installing free smoke alarms and providing fire safety education. These events are happening across the entire Central and South Texas Region.



Sound the Alarm volunteers get briefed on the day's activities

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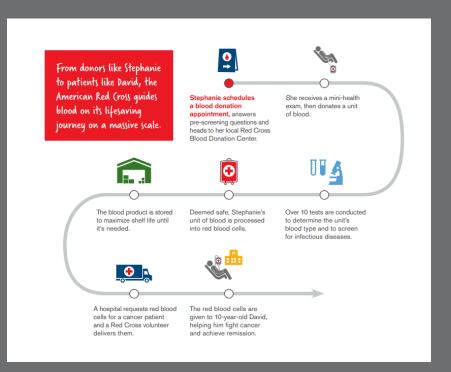
Giving Hope through Blood

Biomedical Services

Every two seconds, someone in the U.S. needs blood. Trauma, surgery, and cancer patients, burn victims, and people with chronic diseases all rely on lifesaving blood and blood products.

The American Red Cross supplies approximately 40% of our nation's blood supply, more than any other blood bank.

We MUST have blood on the shelves before it's needed - it's a matter of life and death.



Every donation tells a story. This one ends in survival. The journey of a single blood donation like Stephanie's can change a life.

For David, it meant another chance at childhood.



American Red Cross

Central and South Texas

Biomedical Services Highlights FY25



8,180

Red blood cell units collected



326

Blood drives



4,332

Volunteer donors rolled up a sleeve (1,848 first-time donors)



6

Hospitals and transfusion centers across the region received blood products

Coming Soon! New Blood Donation Center

A New Chapter Begins

After more than 50 years, the American Red Cross Serving Central and South Texas has said goodbye to its longtime headquarters on West Avenue in Austin. The building, rich with history and memories, was recently demolished to make way for a new, state-of-the-art facility.

Investing in the Future

This major redevelopment represents a significant investment in Central Texas. The new **multi-purpose Blood Donor Center** will enhance operational efficiency, improve the donor experience, and expand the region's capacity to collect and distribute lifesaving blood products.



Meeting a Critical Need

Texas currently does not collect enough blood to meet its own needs, relying on other regions to fill the gap. The new center will help address this shortfall by hosting more blood drives and increasing local collection.



Designed for Donors

The new facility will feature permanent beds and a bright, welcoming atmosphere to make the donation process more comfortable and inviting. These improvements are designed to encourage repeat donations and build a stronger donor community.



Saving Lives, Strengthening Communities

From cancer patients and trauma victims to those with chronic blood disorders, access to safe, reliable blood is often a matter of life or death. This expansion will help the Red Cross reach more donors and provide hope in times of crisis.



Looking Ahead

Construction is expected to wrap up in 2027, with the new center rising on the same site as the former headquarters. While the farewell was bittersweet, the future is full of promise for a **stronger**, **more resilient Central Texas**.

Building Diversity in Blood Supply and Donors

When more people can donate blood, more lives can be saved.

The Red Cross now welcomes donors who were previously deferred due to time spent in certain European countries, thanks to updated FDA guidelines. Additionally, the FDA has replaced broad, time-based deferrals based on sexual orientation with a more inclusive, risk-based screening process. These changes mark important progress toward a more inclusive, respectful, and safe donation experience for all.

Shining a Light on Sickle Cell Disease

Since launching its Sickle Cell Initiative in 2021, the Red Cross has worked to increase first-time Black or African American donors. One in three Black donors is a match for people with sickle cell disease, making their participation vital for patients who rely on frequent transfusions.

Expanding Latin Engagement

The Red Cross is also focused on increasing blood donations from Latino communities. Certain blood types—like O-negative and O-positive —are more common among Latino donors and are especially important in emergencies and trauma care.

By building a more diverse donor base, the Red Cross can better serve patients from all backgrounds and ensure a more reliable, equitable blood supply. Annual Report

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Serving alongside the Military Community

The Red Cross Service to the Armed Forces helps members of the military, veterans, and their families prepare for, cope with, and respond to the challenges of military service.

- Support Through Every Stage:
 From pre-deployment briefings to
 homecoming hugs, we provide
 emotional support and practical help
 before, during, and after deployment
- Hospital Outreach: Our volunteers bring comfort and companionship to patients and families in military and VA hospitals, offering a listening ear and a helping hand.
- Emergency Communications:
 When urgent news needs to reach a service member—like the birth of a child or a family emergency—we deliver messages quickly and reliably, bridging the distance during life's most critical moments.
- Veteran Support: We continue to serve those who've served our nation, helping Veterans navigate transitions, access resources, and stay connected to their communities.



SAF Highlights



5,000Emergency
communications
provided between home
and service member



20,000
Case services provided



9,200Resilience activities provided for returning Active duty service members and Veterans

We serve approximately
100,000 active-duty military
members and family members at 4
major military installations across
the region. We also have the
privilege of providing programs
and services to Veterans in
communities across our region
and in 5 VA hospitals.

As needs evolve, the American Red Cross adapts programs to serve those who sacrifice so much.

Honoring Our Heroes



Military Caregivers Expo



Wreaths Across America



Veterans Home Spring Festival



Ed Duchac



Randall Williams

Red Cross volunteers supported the **EI Paso Borderplex Military Caregivers and Families Expo**, informing over 200 military service members, Veterans, and family members about available services, including the Red Cross Military Veteran Caregivers Network. Licensed mental health professional and volunteer Ava Carter also led a Mind Body Reconnection Workshop. Pictured on the left are volunteers Ralph and Andres assisting Ava with preparations.

Wreaths Across America

Red Cross Volunteers participated in the Wreaths Across America Event on Saturday, December 14th at Fort Bliss National Cemetery. Volunteers placed holiday wreaths throughout the cemetery to honor our communities Veterans and families.

Ambrosio Guillen State Veterans Home Spring Festival in Northeast El Paso

Red Cross Volunteers assisted with activities, games, directing and engaging with visiting family members and Veteran retirees during the festivities!

Veterans Keep on Giving

CSTR proudly honors Veterans Ed Duchac (Permian Basin) and Randall Williams (Greater San Antonio) for their service to our country and their continued dedication to helping others through the Red Cross.

Ed Duchac, a Marine who served in Vietnam and Desert Storm, has been a steadfast volunteer since 2005, responding to disasters across the country with humility and compassion.

Randall Williams, a U.S. Army Veteran, turned his gratitude into action after the Red Cross helped him reunite with his mother in her final hours—now he gives back by supporting others in crisis.

These Veterans exemplify the spirit of service, showing that the mission to help others doesn't end with military duty.

We salute Ed and Randall for their courage, compassion, and commitment to community.

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Adapting and Evolving

Building Resilient Communities

Community Adaptation Program

The American Red Cross's Community
Adaptation Program (CAP) is a bold initiative
designed to help communities thrive in the face
of climate-driven disasters and long-standing
social and economic challenges, especially
those that disproportionately affect historically
underserved populations.

Launched in Hays County in 2024, CAP is rooted in the belief that the best solutions come from the people most affected. By partnering with local organizations and listening directly to residents, CAP is working to build a resilience network that strengthens community ties, expands equitable access to essential services, and ensures that no one is left behind when disaster strikes.



The CAP Team: Alyssa Ramirez, Seana Epley, Stephanie Cerda

A small team with a BIG impact

Facing Risk, Building Resilience

Hays County faces growing risks from flooding, wildfires, extreme heat, and severe storms - hazards intensified by rapid population growth, limited infrastructure, and longstanding inequities.

Communities east of I-35, especially in San Marcos and Niederwald, are particularly vulnerable. Higher poverty rates, limited access to transportation, and fewer health and food resources make it harder for residents to prepare for and recover from disasters.

Recognizing these challenges, CAP prioritized these areas in its early efforts. Working alongside local partners, the CAP team is co-creating solutions that reflect local needs and reduce the risk of displacement. Through pop-up listening sessions and strategic partnerships, the team is building a foundation for long-term resilience rooted in equity, collaboration, and community voice.

The goal: a stronger, more connected Hays County that's ready for whatever comes next.

Proudly Building Resilience Across Hays County

The Community Adaptation Program (CAP) team in Hays County has accomplished something truly remarkable. In FY25, they've built a powerful, community-rooted network that's helping residents prepare for, withstand, and recover from disasters—not by working alone, but by lifting up the people and organizations already doing the work.



CAP team with Central Texas Food Bank partners launch the Feeding Futures School Pantry

In San Marcos, a vibrant new mural shares a powerful message: "Tu Importas," You Matter. This mural is part of a collaboration between Contigo Wellness and CAP. The mural is a reminder that everyone deserves care, connection, and hope, and it helps break the stigma around seeking mental health support, especially in communities most affected by disaster.



CAP mural in San Marcos created in partnership with Contigo Wellness

Together with 16 local partners, CAP has:

- Launched 2 school-based food pantries in underserved areas like Niederwald and Uhland.
- Improved infrastructure at churches, shelters, and food banks to support emergency response and recovery.
- Expanded access to mental health care, including bilingual workshops and a public mural campaign to destigmatize support.
- Equipped communities with mobile resources like disaster feeding trailers, tool trailers, and accessible transportation.
- Invested in training, from CPR and grant writing to community health worker certification.



CAP and disaster team members help the Hays County Resilience Network to operate a shelter in cold weather



CAP provided funding for MissionAble's new dump and tool trailer, which was fully stocked with equipment by McCoy's Building Supply. This partnership equips MissionAble to carry out hands-on repairs and service projects that bring dignity and relief to neighbors in

These efforts are more than just projects—they're part of a growing, county-wide resilience network that's rooted in equity, powered by collaboration, and ready for the challenges ahead.

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Local Strength, Regional Impact

Across Central and South Texas, the American Red Cross is partnering with local leaders and residents to build Ready Communities—neighborhoods equipped with the knowledge, tools, and confidence to face emergencies head-on. Launched across all six chapters, this initiative focuses on underserved areas that are especially vulnerable to disasters like home fires and extreme weather.

Through Ready Communities, the Red Cross is helping close the gap in disaster preparedness by installing free smoke alarms, delivering home fire safety education, training residents in emergency response, and engaging families through youth-focused programs.

Each Ready Community is shaped by the people who live there, but the goal is the same: to save lives, reduce risk, and ensure every household - regardless of income, language, ability, or location - has the support it needs to weather life's emergencies.



Ready Communities...

Spotlight: Balcones Heights

In Balcones Heights, Ready Communities finished out FY25 through a powerful Sound the Alarm event and a vibrant Community Resource Fair.

- 181 homes made safer with 513 smoke alarms and 8 bed shakers for hearingimpaired residents
- 502 individuals reached through personalized home fire safety visits
- Nearly 400 volunteers mobilized, including Red Cross staff, board members, and local partners
- 15+ agencies offered services from financial literacy to senior care
- 1,200+ bags of fresh produce distributed
- LGBTQ+ residents connected to vital support through The Pride Center

Celebrated by national Red Cross leaders as a model for future efforts, Balcones Heights is inspiring the next wave of Ready Communities across the region.



Guests at the Balcones Heights Resource Fair enjoyed a lively performance by the Alma Gitana Dance Company while connecting with vital community services. We were honored by the presence and support of Senator José Menéndez, Mayor Emeritus Suzanne DeLeon, Sarah Pape of Bexar County Precinct 2, and many dedicated partners who helped make the event a success.

...Strengthening Resilience across Central and South Texas



San Elizario Plaza



Hondo Elementary children learn about remaining safe in emergencies through the Red Cross's Prepare with Pedro program.



A volunteer installs a smoke alarm during a Sound the Alarm event in West Odessa in January.

Spotlight: San Elizario

In San Elizario, the Ready Communities initiative is building momentum through partnerships that honor the past and invest in the future. The Red Cross is working with local San Elizario veterans to record their histories and develop a San Elizario veterans' history project.

Spotlight: Medina County

In Medina County, Ready Communities is growing through strong local partnerships and creative outreach.

- Hondo Elementary counselors were trained to deliver Prepare with Pedro, bringing fire safety education to young students
- The Health Department is installing smoke alarms and preparing staff as disaster and shelter volunteers
- Community engagement continued with a Be Red Cross Ready event at the Hondo Library and a new partnership with Meals on Wheels, whose team will install alarms and share safety materials
- The Red Cross was honored as a finalist for Hondo Non-Profit of the Year, in recognition of its community preparedness efforts

Spotlight: Permian Basin

In the Permian Basin, community resilience took center stage through youth leadership, veteran outreach, and grassroots mobilization.

- Sound the Alarm event in West Odessa led to the formation of a new COAD (Community Organizations Active in Disasters), laying the groundwork for a more coordinated and effective disaster response network.
- Red Cross Club students in Big Spring joined alarm installations and DAT calls, recruiting new volunteers
- Three resiliency workshops at the VA Hospital supported veterans and their families

Ready Communities empower neighborhoods to save lives and reduce risk.

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Business Operations

Sustainability in Business Operations

Everyday Choices, Big Impact

Digital Business Cards: A Simple Shift with a Big Impact

To reduce our environmental footprint, we are transitioning from printed to digital business cards.

- Paper Saved: 25,000 cards annually
 (~110-165 lbs of paper waste avoided)
- Carbon Cut: 62.5 lbs of CO₂ emissions eliminated each year (from printing and shipping)
- Cost Efficient: No more reprints or shipping expenses
- **Eco-Friendly:** Supports Red Cross sustainability goals

This small operational change reflects our commitment to **resource conservation** and **climate-conscious practices.**





Hydrating Sustainably: Water Refill Stations Across Texas

To reduce single-use plastic waste and promote healthier habits, our Operations team installed water refill stations in the Bryan, San Antonio, and Kerrville offices. These stations are a simple yet powerful step toward a more sustainable workplace.

🥞 Environmental Impact

- 37,500 plastic bottles avoided annually
- 3.1 metric tons of CO₂ emissions saved
- Lower demand for bottled water production and transport

Culture Shift

- · Cut waste
- Empower staff to make eco-conscious choices every day.



Greening Our Facilities: Smarter Water, Smarter Energy

Across Central and South Texas, our Operations team made upgrades to reduce water use, energy consumption, and emissions, while improving the efficiency and sustainability of our buildings.

High-Efficiency Plumbing Upgrades

In San Antonio, Bryan, Kerrville, and El Paso, we installed low-flow faucets and high-efficiency toilets. These upgrades are projected to save up to 190,000 gallons of water annually, while also reducing energy use from hot water and cutting up to 0.6 metric tons of CO₂.

Xeriscaping in San Antonio

We replaced traditional landscaping with drought-tolerant native plants, reducing irrigation needs by up to 75%. This saves an estimated 100,000–150,000 gallons of water per year, lowers maintenance costs, and supports local biodiversity.

Property of the Property of t

By replacing fluorescent lights with LEDs, we're cutting energy use by up to 90%, reducing waste from bulb replacements, and eliminating harmful chemicals—making our offices brighter and greener.



Greener All-Staff Retreat

To make sustainability second nature, staff received reusable water bottles and cutlery, replacing disposables at our FY25 All-Staff Retreat.

- Waste Reduction: Eliminates single-use bottles and utensils
- Carbon Savings: Cuts emissions from production and transport of disposables
- Health & Environment: Reduces PFAS chemical exposure from plastic waste
- Culture Shift: Promotes proenvironmental habits across teams

This initiative reflects our commitment to sustainable events and long-term behavioral change.



FY25 Sustainability Snapshots

- Green Team grew from 8 to 21 members
- 80% of Austin office furniture/equipment reused or recycled
- Earth Day Clean-Up events
- E-waste responsibly disposed through Clean Planet Project



Green Team Members

Together, these small changes are building a more sustainable Red Cross, one step at a time!

Central and South Texas Leadership

Our regional leadership team guides our mission with dedication and vision across Central and South Texas.



Javier Valdez, Chief Executive Officer



Debbie Zabica, Executive Director, Texas Hill Country



Reihaneh Hajibeigi, Chief Development Officer



Position to be announced, Executive Director, Heart of Texas



Wade Walrond, Chief Operating Officer



Danella Hughes, Regional Officer, Disaster Services



Anna Apodaca, Executive Director, West Texas



Jenn Miller, Regional Director, SAF/IS



Tracy Austin, Executive Director, Permian Basin



Delia Krippelz, Regional Director, Communications



Daniel P. Martinez, Executive Director, Greater San Antonio



Stacy Pickett, Regional Officer, Volunteer Services

Though they lead diverse teams across our region, each of these leaders embodies the Red Cross mission and values. They truly are compassionate, credible, collaborative, committed, and creative servant leaders. Every day, they unite us as **One Red Cross** in service to those who need us most.

Philanthropic Giving

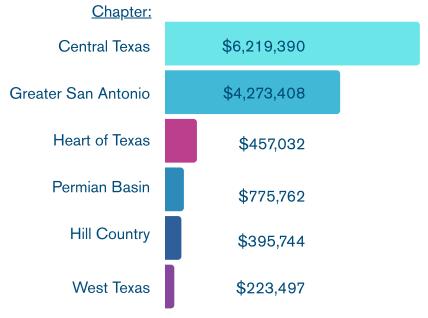
In Fiscal Year 2025, through our fundraising efforts, we raised over \$13 million providing vital support to communities in need. The Red Cross is proud that 90 cents of every dollar we spend is invested in delivering care and comfort to those in need.

As a nonprofit organization, we rely entirely on the generosity of donors and receive negligible government funding. We are deeply grateful to every supporter across our region whose generosity makes this work possible. Your contributions help ensure that hope and help reach our neighbors in need—before, during, and after a crisis.

People believe in the Red Cross mission. Over 55% of all donations come from individual donors.



Your support ensures that we are ready to give help when and where it's needed...in your neighborhood, your county, your chapter, and around the region.



Remaining revenue is not attributed to a particular chapter.

We are proud to recognize these extraordinary donors whose generosity strengthens our mission and helps build more resilient communities.



Kevin and Patricia Terrazas

The Peierls Foundation









Marian and Paul Cones

Manouchehr D. and Maria Cisne Farahani





The Donald and Donna Adam Family Foundation









Emily Moreland Eric and Kay Moreland





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\$10,000+

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THANK YOU to each and every donor who stood with us this year. Your generosity has been a beacon of hope in times of challenge and change. We are honored by your trust, inspired by your compassion, and strengthened by your unwavering support.



American Red Cross Central and South Texas

2218 Pershing Drive Austin, TX 78723 (512) 928-4271

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

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