



Red Cross volunteer meets with a Bell Gardens family to review fire safety tips and install free smoke alarms. Photo by Roxanne Schorbach.

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Preparing Los Angeles, One Community at a Time

A resilient community—as defined by the Red Cross—is a community that possesses the physical, psychological, social and economic capacity to withstand, quickly adapt and successfully recover from a disaster.

When the Los Angeles Region launched PrepareSoCal in 2011, it was one of the first full-scale Red Cross preparedness programs in the country. Our goal was to create a stronger, more prepared and empowered Los Angeles in which individuals and families would be better equipped to help themselves and each other prepare for and respond to a catastrophic earthquake.

Thanks to our generous donors, the campaign raised more than \$15 million and expanded the Region’s core capacity in teaching community preparedness, recruiting and training disaster volunteers, securing feeding and sheltering agreements, and improving logistics and communications systems. We successfully launched ground-breaking community and business preparedness initiatives, as well as our Community Ambassador and Faith-Based Programs. The L.A. Region now has one of the strongest preparedness programs across the national Red Cross network.

With these accomplishments, we are taking the next step on the road to resilience by launching PrepareLA 2.0. This new four-year campaign, part of the larger PrepareSoCal initiative, will focus on saving lives across the region by building resilience in communities most vulnerable to the impact of multi-hazard disasters, including both home-fires and earthquakes.

Because home fires represent the vast majority of disasters to which the Red Cross responds, and because half of the fatalities from a catastrophic earthquake in L.A. would come from home fires, the first phase of PrepareLA 2.0 will focus on home fire prevention. In tandem with the national Red Cross Home Fire Campaign, our goal is to reduce the number of fire-related deaths and injuries by 25% over the next four years. Red Cross community partners and volunteers are already installing life-saving smoke alarms and teaching life-saving preparedness skills in households across the region.

Please join our continuing effort to build a stronger, more resilient Los Angeles. To learn more about funding opportunities, contact Stacey.Freeman@redcross.org.



Building Resilience

Los Angeles Red Cross Celebrates a Century of Service

As the Red Cross Los Angeles Region looks forward to celebrating its Centennial in 2016, it is only fitting that we salute the volunteers, partners and supporters without whom our work would not have been possible over the past 100 years.

Beginnings

When World War I began in 1917, the Los Angeles Red Cross raised funds to equip both a Navy and Army base hospital and then recruited doctors and nurses to staff the facilities. By 1918, thousands of people had signed up to help the war efforts. Canteen Service volunteers met regularly at the Southern Pacific train station to serve coffee, doughnuts, candy and fruit to local soldiers departing on troop trains.



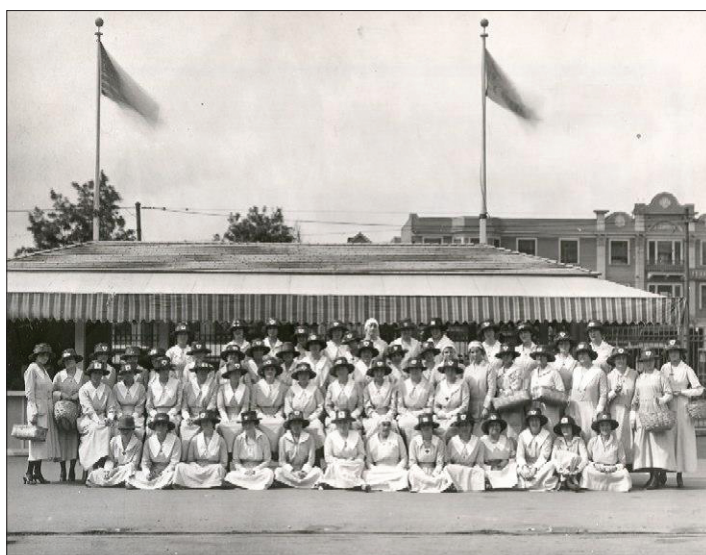
Red Cross Declared Official Disaster Agency

During the 1920s, the Red Cross responded to two major disasters, the 1925 Santa Barbara Earthquake and the 1928 St. Francis Dam break. At the height of the Depression in 1933, a 6.4 magnitude earthquake (commonly known as the Long Beach Earthquake) struck Southern California. Governor James Roth declared the Red Cross to be the official disaster agency, and the chapter provided nurses, first aid stations, feeding and sleeping camps for those affected.

Ramping Up for World War II

In 1935, the Gray Ladies Unit of volunteers was established to provide recreational services for hospitalized veterans at the Veterans Hospital in West Los Angeles. By the late 1930s, the Red Cross in Los Angeles was working long hours to make surgical dressings and garments for the victims of World War II already underway in Europe. After the attack on Pearl Harbor in 1941, thousands of people lined up outside the chapter to volunteer their services to meet the needs of a nation now at war.

More Los Angeles Region historical milestones will be shared in the year ahead. For more information, visit the History section of our website written by volunteer Barbara Wilks at www.redcrossla.org.



Promoting Resilience Down the Street and Around the World

The IFRC and the One Billion Coalition

In July, Elhadj As Sy, Secretary General of the International Federation of the Red Cross and Red Crescent Societies (IFRC), spoke at an evening reception hosted by Herbalife. Based in Geneva, Mr. As Sy oversees the 189-member IFRC - the world's largest humanitarian network, of which the American Red Cross is a member.

The IFRC has embarked on a new world-wide initiative, the One Billion Coalition, to enhance community resiliency and prepare the world's most vulnerable people. The Secretary General said that no one is impervious to catastrophe, which he defined as global risks ranging from climate change, rapid urbanization, and increasing natural and manmade disasters. "Shared humanity is needed now more than ever," he said.



Secretary General As Sy greets Red Cross Next Gen Council members Jesse Margetson, Treasurer and Jeany Zhao, Chair (photo by Mimi Teller).

Wine & Wisdom Series: Global Disaster Preparedness

More than 60 guests gathered for a reception at the Shade Hotel in Manhattan Beach to hear Ian O'Donnell, Senior Urban Planner at the Red Cross Global Disaster Preparedness Center, speak about the partnership between the American Red Cross and the IFRC to support innovation and learning in disaster preparedness. The Center is supporting IFRC's One Billion Coalition for Resilience.

Mr. O'Donnell said that the Center is also applying the experience of programs like our own PrepareSoCal campaign to "bring together local partners to voice community needs, identify resources, and set priorities to create safer communities." The event was sponsored by Emergent Medical Associates, CARENECTION and Language Access Network.

To learn more about the Center and the One Billion Coalition visit: www.Preparecenter.org and www.ifrc.org/one-billion-coalition.



Ian O'Donnell is pictured with (l to r) Erik and Jennie Linthorst, and Melissa Graf, Santa Monica Board member and Tiffany Circle Co-chair (photo by Roxanne Schorbach).

The Resiliency Movement: A Woman's Perspective

The Red Cross held its first in a series of conferences focused on community resilience September 28 at The Walt Disney Studios. Women in the emergency management field shared their perspectives on the important role women are playing in the resiliency space, and asked attendees to join the movement to strengthen our community.

Panelists included: Andrea Davis, Director, Crisis Management and Business Continuity for The Walt Disney Company and L.A. Region Board member; Anna Burton, Asst. General Manager, City of L.A. Emergency Management Dept.; Helen Chavez, L.A. County Office of Emergency Planning; and Jeanne O'Donnell, Program Director, Office of Emergency Management L.A. County.

To receive invitations for future events, contact Suzanne Schoenfeld at Suzanne.Schoenfeld@redcross.org or (310) 477-2697.



Andrea Davis, L.A. Region Board member welcomes panelists and audience members at a conference focusing on women and resiliency (Photo by Maria MeloBueno).

Donor Spotlight

Liz Giordano: A Passion for Preparedness

Volunteerism and philanthropy have always been a primary focus in Liz and Mike Giordano's lives. Liz's involvement with the Red Cross began in 2010 when the San Gabriel Pomona Valley Chapter (SGPV) was the featured Pasadena Showcase House, a charity Liz supported. Since then, Liz has been an incredibly dedicated volunteer, wearing many different hats. She has served on the SGPV Chapter Board, chaired its local preparedness committee, serves as Red Cross Community Ambassador for the City of Pasadena, assists with fundraising, and currently serves on the L.A. Region Board.



Liz is most passionate about her work as a Red Cross volunteer with the Map Your Neighborhood (MYN) initiative. MYN is designed to improve disaster readiness at the neighborhood level, teaching neighbors to rely on each other during the hours or days

following a disaster before fire, medical, police or utility responders are able to reach them. In the last few years, Liz's work as a MYN presenter has resulted in hundreds of families being prepared and dozens of individuals trained as presenters to move this important work forward.

In 2015, Liz took her commitment to the mission of the Red Cross to a new level by joining the Tiffany Circle, a community of women leaders who support the Red Cross with an annual contri-

bution of \$10,000 or more. When asked what inspired her to increase her support, Liz simply said: "The Red Cross covers so many bases. There are many phenomenal nonprofits out there, but no other organization has the reach of the Red Cross and is able to touch lives in so many ways. Supporting such important work just makes you feel good."

Directory

**American Red Cross
Los Angeles Region**
11355 Ohio Avenue
Los Angeles, CA 90025
(310) 445-9900

Community Chapters

American Red Cross
Northern Valleys
(818) 243-3121

American Red Cross of
Greater Long Beach/
Rio Hondo
(562) 595-6341

American Red Cross San
Gabriel Pomona Valley
(626) 799-0841

American Red Cross of
Santa Monica Bay
(310) 394-3773

Contact Information

Blood Donations
(800) GIVE LIFE or
(800) 733-2767
OR visit www.GiveLife.org

Health and Safety Classes
CPR, First Aid, Aquatics
(800) RED CROSS or
[click here for group training](#)

International Services
(310) 445-2672

Service to Armed Forces
and Veterans (SAF)(877)
272-7337

Nurse Assistant Training
(800) 627-7000

Volunteer Resources
(Adult & Youth)
(866) 548-8226

Fundraising & Donations
(310) 445-9943

Please visit us at:

www.RedCrossLA.org
www.PrepareSoCal.org



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American Red Cross
Los Angeles Region

HEROES LUNCHEON

Thursday, November 5, 2015
The Millennium Biltmore Hotel

Keynote Speaker: Dolores Huerta
Heroes Awards Honoring
Tuskegee Airman,
Lt. Col. Robert (Bob) J. Friend
Reliance Steel & Aluminum Co.

For more information and tickets visit:
www.redcrossla.org