



RED CROSS

Gala

HOPE IN A
CHANGING
WORLD

2023 GALA
STEWARDSHIP
REPORT

American Red Cross

RED CROSS *Gala*

HOPE IN A CHANGING WORLD

EVENT HIGHLIGHTS

Against the backdrop of an enchanting aquarium and lush rainforest, on Friday, March 24th, more than 300 supporters, guests and donors enjoyed an inspirational evening and raised over \$1 million in support of the Red Cross mission during the 28th annual Red Cross Gala at the California Academy of Sciences in Golden Gate Park!

Co-chaired by Kenzie Ferguson and Elizabeth J. Folger and emceed by KRON4 News Anchor, James Fletcher, the red-tie event featured a cocktail reception with stunning displays by Tsar Nicoulai Caviar, a three-course dinner compliments by Chef Ethan Mantel and Chef Matt Hegel of Componere Fine Catering, beer and wine generously donated by Drake's Brewing Company and Stonestreet Estate Vineyards, a magazine-styled photo shoot experience by The Vanity Portrait Studio and live entertainment by Bay Area DJ, C.J. Flash.

During the evening, Red Cross volunteer Briana Taylor was presented with the 2022 Humanitarian Volunteer of the Year Award. Supporting people is at the heart of what Briana does, as she has been a volunteer with the Red Cross for more than 17 years, having joined during the organization's response to Hurricane Katrina in 2005. Since then, Briana has been wholeheartedly committed to the mission and is a steadfast supporter and advocate for her fellow volunteers.

The Red Cross also recognized Visa and Visa Foundation as the 2022 Philanthropic Company of the Year. The award was accepted by Oliver Jenkyn, Group President of Visa. A committed partner for more than 33 years, Visa and Visa Foundation support the Red Cross mission to ensure people impacted by disasters receive the care, comfort and resources they need. Visa and Visa Foundation and its employees turn compassion into action, having generously donated more than \$30 million in support of Red Cross responses to disasters and crises across the world.

The evening included a live auction featuring packages generously donated in support of the Red Cross mission, including a luxurious golf package, a wine excursion, a unique jewelry shopping experience and an ultimate Bay Area sports lover package and air travel courtesy of the Gala's Exclusive Airline Partner, United Airlines.



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HONOREES



Briana Taylor 2022 Red Cross Humanitarian Volunteer of the Year

Supporting people is at the heart of what Briana Taylor does. She has been a volunteer with the American Red Cross for 17 years, having joined during the Red Cross response to Hurricane Katrina in 2005. But her journey to help others began long before then. Growing up as a Girl Scout, she was always stepping out of her comfort zone and helping others. Even as a young girl, she had the ability to see the potential in everyone she met.

Her 20-year background in marriage and family therapy equipped her with skills that would serve her well in her roles at the Red Cross. Since her start with the organization, she had been wholeheartedly committed to the Red Cross mission. As a member of the Pacific Division Regional Response Management Team, Briana deploys around the country as an External Relations Assistant Director on the Leadership Team. She has provided comfort and support to communities affected by hurricanes, super storms, floods, tornados, and several California wildfires including the Valley Fire, Clayton Fire, Mendocino Complex Fire, Camp

Fire, Kincade Fire, 2020 Lightning Complex Fire and Caldor Fire. She most recently served as the external relations community partner lead for the California storms and floods beginning in January 2023. When not responding to disasters, Briana serves as Vice Chair for the Red Cross Bay Area Chapter Board of Directors and chairs the Bay Area Leadership Council. In addition, she is the volunteer partner to the Regional Disaster Officer and has been featured as a guest speaker at countless meetings and events.

As a voice for the volunteers, Briana believes that while people volunteer for different reasons, all have come to help and support our communities. "Our lives are forever changed and deeply affected as we work to actively prevent and alleviate human suffering in the face of emergencies. The spirit, generosity, and resilience of volunteers and the people we serve in the aftermath of overwhelming adversity inspires and motivates me every day."



Visa & Visa Foundation 2022 Red Cross Philanthropic Company of the Year

A committed partner for more than 33 years, Visa and Visa Foundation share the Red Cross mission to ensure people impacted by disasters receive the care, comfort and resources they deserve. Visa and Visa Foundation and its employees turn compassion into action, having generously donated more than \$30 million in support of Red Cross responses to disasters and crises across the world.

In addition, Visa employees regularly give their time and energy as volunteers, providing hands-on assistance with programs such as *Sound the Alarm* smoke alarm installation and home fire safety events and personal hygiene kit builds, as well as Missing Maps and MapSwipe initiatives, blood drives, and other programs. Visa team members are also active as Red Cross board and committee members.



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EVENT PHOTOGRAPHY

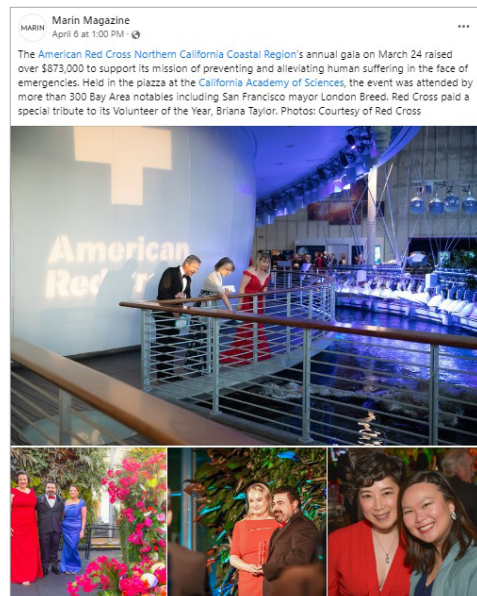
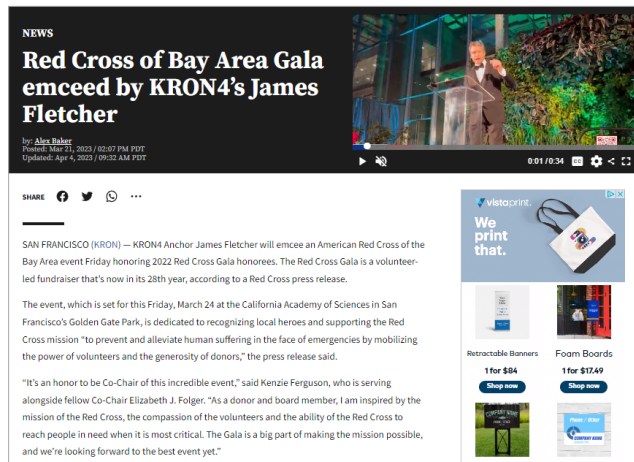
View [event photos](#) and [step and repeat photos](#) taken by Red Cross volunteer photographers:

Albert Becker, Virginia Becker, Roger Bunch and Gabriel Williams.

View [pictures](#) taken by The Vanity Portrait Studio.

MEDIA COVERAGE

Media coverage included online and print mentions in premier Bay Area publications, including:





2023 GALA SPONSORS

Gold Sponsors



Kathryn W. Holmes

Silver Sponsors



Diane B. Wilsey

Bronze Sponsors



Deloitte.

Nichole S. Jordan



The Stephanie
Block Fund



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Culinary Partners



Marcy Taylor
and Liz Perez

Beverage Partners



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Robert Schulman
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Fund the Mission Supporters

Donors listed generously gifted \$1,000+

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John and Briana Taylor
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TMG Partners
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SPECIAL THANKS

Gala Co-Chairs

Kenzie Ferguson

Elizabeth J. Folger

Committee Members

Stephanie Block

Lillian Phan Pickering

Katie Colendich

Kevin Ryan

Paula Elmore

Ingrid Swenson

Patrick Hayes

Jessica Thompson

Kathryn W. Holmes

Rose White

Nichole S. Jordan



Honorary Committee Members

Dave Dravecky

Former San Francisco Giants Pitcher

Leon E. Panetta

*Former Secretary of Defense
The Panetta Institute for Public Policy*

Vendors

Auctioneer: Devon Bell, Stellar Fundraising Auctions

AV: JL Imagination

Catering: Componere Fine Catering

DJ: C.J. Flash, The World Famous Show

Donation Platform: GiveSmart

Florist: Acme Floral

Photo Booth: The Vanity Portrait Studio

Printing: Zoom Media

Rentals: Standard Event Rentals

Venue: California Academy of Sciences

Videography: Roaring Mouse Productions

Special Thanks to Our Gala Volunteers!



YOUR SUPPORT

About American Red Cross Northern California Coastal Region

Your generosity helps support vital Red Cross programs and services from Monterey to the San Joaquin Valley, across the Golden Gate and to the Napa/Sonoma Wine Country, and ensures the Red Cross is there for communities, when and where help is needed most.

Blood ▪ Disaster ▪ Armed Forces ▪ Training ▪ International

From July 1, 2021–June 30, 2022, thanks to your support, our region:



Responded to **1,062** disasters in our region



Supported by **6,692** regional volunteers



Enrolled **60,196** people in First Aid/CPR/AED classes



Collected **129,155** units of blood



Provided **5,824** services to military members veterans and families



Opened **9** cases with Restoring Family Links (RFL)

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