

American Red Cross Impact Report

Northern California Coastal Region for
Fiscal Year 2021

July 1, 2020—June 30, 2021



Disaster Response

The American Red Cross mission is to prevent and alleviate human suffering – a work that is carried out by local volunteers every day. In responding to disasters last year, your Red Cross provided food, shelter and comfort to individuals and families in need, as well as casework and recovery assistance for disaster survivors. This support is always delivered at no cost to those affected by disaster, and while we are always prepared to respond to disasters, we also work to prevent them. Swift action when an emergency occurs can save a life, so we help families, organizations and corporations become better prepared for crises through free educational presentations.



Responded to 1,342
disasters in our region



Assisted 2,524 families
following local disasters



Supported by 5,628
regional volunteers

Home Fire Campaign

Home fires take seven lives a day in the U.S., but working smoke alarms can cut the risk of death by half. Since the Home Fire Campaign launched in 2014, we've helped save more than 1,000 lives across the country, 31 of those lives within our region. This critical work is made possible with the support of our partners, who have helped us install more than 2 million free smoke alarms in vulnerable homes nationwide.



Made 926 homes safer
through educational visits and
creating preparedness plans



Reached 1,876 youth through
preparedness education like
the Pillowcase Project



Saved 17 lives through free
smoke alarm installations
and home fire education



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Training Services

Swift action when an emergency occurs can save a life. The American Red Cross teaches and empowers more than 4.8 million people annually through training courses across the country.



Enrolled 45,225 people in First Aid/CPR/AED classes



Enrolled 9,247 people in aquatics and water safety courses



Hosted 3,830 blood drives



Collected 103,240 units of blood

Service to the Armed Forces

The Red Cross Hero Care Network provides support to service members and their families pre-deployment, during deployment and when they return home, through emergency communication services, financial assistance programs, re-integration and veteran services.



Opened 2,824 cases on behalf of military members, veterans and their families



Provided 6,471 services to military members veterans and families



Opened 23 cases with Restoring Family Links (RFL)



Launched 49 RFL case activities to help reunite families with missing loved ones

2020 Northern California Wildfires

Against the backdrop of a pandemic, the Red Cross stood up a disaster operation in August 2020 in response to one of the largest wildfire outbreaks in the state's history. Nearly every county within our region experienced a fire due to a perfect storm of variables that included prolonged dry, hot and windy weather, a relatively dry winter and spring, and a batch of dry lightning that slowly moved north from Santa Cruz during the early morning hours of August 16. Thousands were evacuated, millions of acres burned and shelter, meals and immediate support were provided by the Red Cross from August until November. Long-term recovery is ongoing, and the threat of debris flows looms large in areas marred by burn scars.



Provided 67,867 overnight stays to evacuees in both congregate and non-congregate shelter options



Provided 94,144 meals and snacks



Paid \$473,000 in long term recovery financial assistance