

Impact Report

Northern California Coastal Region
July 1, 2021–June 30, 2022



"This region is unique in so many ways, made even more so by the diverse cadre of Red Crossers, donors and partners that make our work possible in the Bay Area and across Northern California."

Hanna Malak, CEO, Northern California Coastal Region

The Northern California Coastal Region serves people facing emergencies every day, and embracing the diversity of our staff, volunteers, and people we serve is vital to this work. Powered by 6,692 dedicated volunteers and generous donors like you, over the last fiscal year we have:



Helped 2,171 families through 1,062 disaster responses, the majority of these home fires.



Collected 129,155 units of lifesaving blood from 4,233 local blood drives.



Provided 5,824 critical community services to members of the military, veterans and their families.



Trained 60,196 people in First Aid/CPR/AED and 13,198 people in aquatics and water safety.



Educated 2,195 participants through 51 International Humanitarian Law events in our 15 counties as part of the Youth Action Campaign.



Over three weekends in May, American Red Cross Northern California Coastal Region volunteers and partners installed 1,217 free smoke alarms and made 450 homes safer.

Thank you for your generous support, which makes our mission—alleviating human suffering in the face of emergencies—possible.

Thank you!

redcross.org/norcalcoastal