

Impact Report

Northern California Coastal Region
July 1, 2022 – June 30, 2023



"We overcame challenges and achieved remarkable milestones this fiscal year. I extend my gratitude to each and every one of you for your dedication, hard work, and support of the Red Cross mission."

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 the people we serve is vital to this work. Powered by 6,257 dedicated volunteers and generous donors like you, over the last fiscal year we have:



Responded to 1,006 disaster events, the majority of these home fires, and opened 1,955 disaster cases to help those affected to recover.



Collected 101,325 units of lifesaving blood from 4,331 local blood drives.



Provided 5,192 critical community services to members of the military, veterans and their families.



Trained 73,300 people in First Aid/CPR/AED and 16,942 people in aquatics and water safety.



Educated 978 people about helping families separated by war and humanitarian crisis through our Restoring Family Links program.



Red Cross volunteers, fire departments and community partners installed 1,294 smoke alarms and made 462 homes safer through *Sound the Alarm* in April.

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

Thank you!

redcross.org/norcalcoastal