

# Impact Report

Northern California Coastal Region  
July 1, 2023 – June 30, 2024



"This year, our collective efforts have transformed lives and communities. Your hard work and dedication are the heart of our mission, and I couldn't be prouder of what we've accomplished together."

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 6,593 dedicated volunteers and generous donors like you, over the last fiscal year we have:



Responded to 805 disaster events, the majority of these home fires, and opened 1,584 disaster cases to help those affected to recover.



Collected 132,216 units of lifesaving blood from 4,192 local blood drives.



Provided 2,237 critical community services to members of the military, veterans and their families.



Trained 72,927 people in First Aid/CPR/AED and 14,747 people in aquatics and water safety.



Engaged 4,370 participants through our Restoring Family Links, Youth Action Campaign and International Humanitarian Law program.



Red Cross volunteers, fire departments and community partners installed 1,236 smoke alarms and made 452 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!*

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