



# BRINGING COMMUNITIES *hope*

ANNUAL REPORT 2021  
NORTHERN CALIFORNIA COASTAL REGION



**American Red Cross**  
Northern California  
Coastal Region





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## A MESSAGE FROM THE INTERIM REGIONAL CEO

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Since the beginning of the COVID-19 pandemic, the American Red Cross has adapted to deliver its lifesaving mission while safeguarding the health and safety of our employees, volunteers, blood donors and recipients, partners and clients. Whether responding to disasters here locally or across the country, distributing or collecting vital blood products, providing critical First Aid or CPR training, delivering comfort and care to our military members and veterans, or supporting people around the world with disease prevention and disaster response activities, the Red Cross was there.

In response to emergencies like the many wildfires that tore through our communities in late 2020, the Red Cross prioritized individual hotel rooms over large shelters, when possible, provided some of our critical services virtually, and distributed meals and relief items like clean-up kits at pick-up sites so people could stay in their cars to avoid crowds. And as the frequency and intensity of extreme weather events continue to increase, the Red Cross is committed to doing our part to reduce the current and future humanitarian impacts of climate change by fostering even greater resiliency and reducing our own environmental footprint.

The Red Cross also created new COVID-19 online courses and workshops that helped people manage their mental health during the pandemic. To continue delivering essential lifesaving training, the Red Cross created virtual solutions to meet students where they were.

In the 140 years since Clara Barton founded the American Red Cross, our focus has been on providing comfort and hope through service and innovation, and looking ahead to the next 140 years, we know we would be unable to carry out our lifesaving mission without the unwavering generosity and support of selfless individuals, like you. On behalf of those we serve, thank you for standing with the Red Cross.

Sincerely,

**Barry Falke**

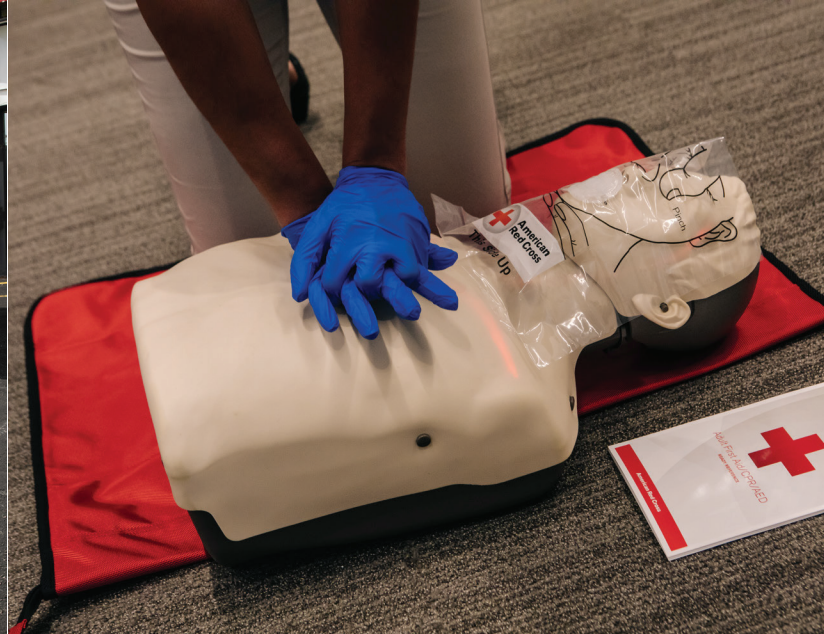
Interim Regional CEO



**American  
Red Cross**

### Mission

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.



# Relief IN THE FACE OF EMERGENCIES

The American Red Cross Northern California Coastal Region provides critical aid every day throughout our 15 counties spanning the famed Napa and Sonoma wine country to the scenic Central Coast. From responding to disasters to teaching first aid and CPR to collecting vital blood and blood products, our work is made possible by an outstanding corps of 5,628 local volunteers and the generous support of donors like you.

## Disaster Response

In the Northern California Coastal Region, with our deep local presence and community knowledge, we stand ready to respond to disasters big and small, providing food, shelter, relief supplies, emotional support, recovery planning and other assistance—services that are always free of charge for disaster survivors.



Responded to 1,342 disasters in our region; the vast majority of these were home fires



Assisted 2,524 families following local disasters



Educated 2,559 people through our community disaster education and preparedness programs

## Training Services

In addition to disaster response, we work year-round to prepare community members for other everyday emergencies by offering community disaster education and preparedness programs, and teaching lifesaving classes like first aid, CPR and water safety.



Enrolled 45,225 people in lifesaving First Aid/CPR/AED courses



Enrolled 9,247 people in water safety/aquatics courses

## Home Fire Campaign

Home fires are the country's most frequent disaster, claiming seven lives every day in the U.S. That's why the Red Cross launched its Home Fire Campaign in October 2014. As part of the campaign, the Red Cross and community partners install free smoke alarms and educate families about fire safety.



Made 926 homes safer through educational visits and creating home fire escape plans with families



Reached 1,876 youth through preparedness education programs like The Pillowcase Project and Prepare with Pedro



Taught emergency preparedness to more than 1,000 people via our Ready Rating Program

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## Service to the Armed Forces

The Red Cross provides critical services with a caring touch wherever and whenever needed—24 hours a day, 7 days a week, 365 days a year—to serve military members and their families at home and around the world.

We help military families communicate with their loved ones, offer free behavioral health services through a variety of workshops before and after deployment, are the largest provider of free, professional volunteer services to our recovering wounded warriors and their families, and support caregivers with peer support, knowledge and skills.



Provided 6,471 case services to military members, veterans and their families



Supported 120 service members, veterans and their families through our resiliency workshops



Briefed 415 military members and their families through Get to Know Us briefings across the region

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## Blood Services

The Red Cross is the single largest supplier of blood in the United States, providing nearly 40 percent of the nation's blood supply. Blood and platelets are needed for many reasons —accident and burn victims, heart surgery patients, organ transplant patients, and those receiving treatment for leukemia, cancer or sickle cell disease may all need blood.



Collected 103,240 units of blood



Conducted 3,830 blood drives across the region

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## International Services

Millions of volunteers, in countries across the globe, work to help save lives. By reconnecting families separated by crises, helping to rebuild communities devastated by disasters, or working alongside health organizations to eliminate global disease, the International Services of the Red Cross works every day to provide relief.



Engaged 865 participants in International Humanitarian Law activities



Educated 162 individuals through the Youth Action Campaign



Opened 777 cases with Restoring Family Links to help reunite families with missing loved ones

# AMERICAN RED CROSS *Leadership*

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## Boards of Directors\*

### Bay Area Chapter

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*Chair*

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*Co-Vice Chair*

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Alan Wong  
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### Central Coast Chapter

Dane Lobb  
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*\*As of April 2022*

## Central Coast Chapter (cont.)

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Rayvon Williams  
*Secretary*

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Allie Kambic  
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Cherie Robideaux  
Dan Ripke  
Jillian Ritter  
Antonio Rivas  
Brent Sepulvado  
Chris Shoemaker  
Thomas Simms  
Antonio Virrueta  
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Pablo Barreto  
Al DeCamara  
Thomas Fox  
Zach Friend  
Richard Martinez  
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Nancy Houghton

### North Bay Chapter

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Steve Countouriotis  
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Caroline Shaw  
Larry Smith  
Josh Weil, MD  
Alisa Zhou

### Silicon Valley Chapter

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*Chair*

Eve Dreyfuss  
*Vice Chair*

Joe Siecinski  
*Secretary*

Feras Alhlou  
Jeremy Aston  
Nisha Baxi  
Juan Benitez  
Tami Cabaniss  
Carolina Camarena  
Chris Carlton  
Jean Comeau  
Leisha Devisetti  
Liz Dietz  
Stan Dutrow  
Michael Fahey  
Kasey Halcón  
Larry Hebb  
Susan Hoerger  
Camille McCormack  
Neel Mehta  
Bernard Moon  
Katie Roper  
Chetna Sehgal  
Manav Singh  
Anjali Sharma  
Rajesh Soundar  
Amit Srivastana  
Kavya Thota  
Sam Tyagi  
David Bolling Wells





## RED CROSS REVENUE AND EXPENSES

Fiscal year 2021 (July 1, 2020 - June 30, 2021)

American Red Cross operating funds come from four main funding sources: revenues from products and services, contributions, investment income and other revenue. Total Red Cross operating revenues and gains for Fiscal Year 2021 were \$3,130.6 million. Red Cross total operating expenses were \$2,836.5 million. Net assets were \$2,368.4 million.

**Note:** The complete audited, consolidated financial statements of the American Red Cross for fiscal year 2021 may be obtained online at [redcross.org/pubs](https://redcross.org/pubs) or by contacting the American Red Cross Inquiry Center at 431 18th Street, N.W., Washington, DC 20006, (202) 303-4498.

### Regional Revenue

#### American Red Cross Northern California Coastal Region

Your local Red Cross provides critical services to the communities across the Northern California Coastal Region thanks to your generous donations.

##### REVENUE

Corporation, Foundation and Individual Giving	\$29,541,908
Legacies and Bequests	\$5,926,016
United Way and Combined Federated Campaign	\$97,755
Donated Materials and Services	\$2,227,984
Contracts (including Federal Government)	\$615,188
Training Services	\$2,100,396
Other	\$248,876
Support from American National Red Cross Chapter Network	-
<b>TOTAL REVENUE</b>	<b>\$40,758,123</b>

### Regional Expenses

#### American Red Cross Northern California Coastal Region

Each day, the American Red Cross carries out the heart of our mission—preventing and alleviating human suffering—by providing life-changing and lifesaving services. The chart below details expenses for the Northern California Coastal Region.

##### EXPENSES

<i>Program Services:</i>	
Service to the Armed Forces	\$683,105
Biomedical Services	\$335,174
Community Services	-
Domestic Disaster Services	\$9,940,837
Training Services	\$1,929,232
International Relief and Development Services	-
National Disaster Relief and Humanitarian Services	\$19,257,582
<b>Total Program Services</b>	<b>\$32,145,930</b>
<i>Supporting Services:</i>	
Fundraising	\$7,157,128
Management and General	\$1,455,065
<b>Total Supporting Services</b>	<b>\$8,612,193</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>\$40,758,123</b>

# Thanking OUR GENEROUS SUPPORTERS

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The American Red Cross Northern California Coastal Region is grateful for the generosity of its dedicated supporters, who breathe life into our humanitarian mission every day. On behalf of those we serve, thank you!

## Corporate Supporters

### **Mission Leader \$3,000,000+**

Wells Fargo

### **Annual Disaster Giving Program Members \$500,000+**

The Clorox Company  
Delta Dental Community Care  
Foundation  
PayPal  
Salesforce  
Visa Foundation

### **Disaster Responder Giving Program Members \$250,000+**

Adobe  
Cisco Foundation  
Hewlett Packard Enterprise  
Foundation  
HP Foundation  
Kaiser Permanente  
Rodan + Fields Prescription for  
Change Foundation  
Ross Stores Foundation  
ServiceNow

### **Ready 365 Program Members \$25,000**

Pacific Gas and Electric Company  
Robert Half  
AppLovin  
Flex Foundation  
Guidewire Software  
The Swinerton Foundation  
Varian  
AssetMark  
CSAA Insurance Group, a AAA  
insurer  
Salinas Valley Memorial  
Healthcare System  
State Farm

## Individual Supporters

### The Tiffany Circle\*

#### *Regional Co-Chairs*

Nisha Baxi  
Megan Erk

#### *Tiffany Circle National Council*

Chris Carlton  
Suzanne Garrett

#### *Tiffany Circle Members*

Aileen Lee  
Alexandra Pastor  
Alyssa Owara  
Amy Grossman  
Ann Ferris  
Anne Clark  
Barbara Cannella  
Barbara Hager  
Barbara Hoversen  
Bridget Coughran  
Camille McCormack  
Carole Deitrich  
Cheryl Branson  
Christina Polischuk  
Colleen Gerstner  
Condoleezza Rice  
Connie Ellerbach  
Cynthia Farner  
Daphne W. Smith  
Diana Nelson  
Diane Doolittle  
Diane B. Wilsey  
Elaine Geffen  
Elizabeth J. Folger  
Emily Lo  
Eve Dreyfuss  
Fariba Mahmoudi  
Ghaidaa Mousabacha

Gloria Ipson  
Grace Sanfilippo  
Hilary Bates  
In-Chian Tang  
Ingrid Swenson  
Jacque Jarve  
Jacqueline Whukowski  
Jaimi Haydel  
Janice Valenzuela  
Jean Schulz  
Jennifer Adrio  
Jennifer Fonstad  
Jerilyn Schrickler  
Jill Kispert  
Joanne Lo  
Jodi Karambela  
Judy Taylor  
Julie Atwood  
Karen Clopton  
Karen Iwamoto  
Karen Taylor  
Karen Turner Sanford  
Kathie Milligan  
Kathleen McIntosh  
Kathryn W. Holmes  
Kathy Grady  
Katie Boissicat  
Kelsey Wilson  
Kenzie Ferguson  
Kika Knaup  
Laurie Bemis  
LeeAnn Woodward  
Leslie Claytor-True  
Linda Assante  
Linda Dotson  
Linda Manry  
Linda Myers  
Linda Rice  
Linda Zellerbach  
Lona Jupiter

Maja Kristin  
Mari Donnelly  
Marilee Schroeder  
Mary Ann Cotter  
Mary Burchill  
Maureen Cronin  
Meredith Aston  
Meredith Storton  
Molly Forstall  
Nancy Geschke  
Nikola Filby  
Patricia Adams  
Peggy Dalal  
Peggy Griffin  
Priscilla Myrick  
Robina Riccitiello  
Shannon Cook  
Stephanie Block  
Sue Jagers  
Susan Bockus  
Susan Flagg  
Tami Cabaniss  
Valerie Sanders  
Victoria Velline  
Yvonne Rogers

*\*As of March 2022*

### Chairman's Council

Dianne Feinstein and Richard Blum  
Dotson Family Fund  
Mr. and Mrs. Leon "Pete" Harman  
The Robert and Shirley Harris Family  
Foundation  
Lona and Harry Jupiter  
Maja Kristin  
Jeannik Méquet Littlefield  
The Parachini Family

For additional information relating to national Red Cross service delivery during fiscal year 2021, please see our national Annual Report available through your relationship manager or at [redcross.org/pubs](https://www.redcross.org/pubs).



**American Red Cross**  
Northern California  
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