

American Red Cross Impact Report

Northern California Coastal Region

Fiscal Year 2019

July 1, 2018—June 30, 2019



Disaster Response

The Red Cross mission is to prevent and alleviate human suffering - a work that is carried out by more than 4,400 volunteers daily. In responding to 870 disasters last fiscal year, the Red Cross of Northern California Coastal Region provided food, shelter and comfort to individuals and families in need, as well as casework, guidance and other assistance to help survivors with recovery. All Red Cross disaster assistance is free.

In the Northern California Coastal Region, with our deep local presence and community knowledge, we stand ready to respond alongside our partners should the need arise. Additionally, we can call on the support of Red Cross chapters nationwide for resources to help our neighbors in need following large-scale disasters.



Supported by more than
4,400 active volunteers



Responded to 870
local disasters



Assisted 1,700 families
following local disasters

Home Fire Campaign

On average, 7 people die and 36 more suffer injuries each day in the U.S. due to home fires, which make up more than 90 percent of Red Cross domestic disaster responses. Research shows that working smoke alarms reduce the risk of fatalities in a home by 50 percent¹. The Red Cross Home Fire Campaign aims to reduce the number of fire deaths and injuries by increasing the number of working smoke alarms in at-risk communities. With generous support from donors, Red Cross volunteers and partners canvas neighborhoods to test and replace smoke alarms for free and educate families on fire prevention and safety.



Installed more than 11,000
free life-saving smoke alarms



Taught nearly 5,400 children
preparedness skills through the
Pillowcase Project



More than 3,600 homes made safer
through educational visits and
creation of preparedness plans



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Training Services

The American Red Cross teaches and empowers nearly 5.9 million people annually with lifesaving health, safety and preparedness skills through training courses such as first aid, CPR, AED, water safety and babysitter's training as well as emergency and first aid information from mobile app downloads.



Certified nearly 68,400 people in First Aid/CPR/AED skills



Trained more than 22,600 people in Aquatic and Water Safety skills



Trained more than 5,900 people in care giving (babysitting and certified nursing assistants)

Service to the Armed Forces

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



Provided services to more than 8,300 military members, veterans, and families



Briefed 7,650 families through our 'Get to Know Us' program



More than 280 military members took resiliency courses

Blood Services

The American 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 different 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 73,500 units of blood

International Services

As part of a global network of 190 Red Cross and Red Crescent societies and more than 17 million volunteers, we respond to disasters, build safer communities and educate future humanitarians around the world every day.



Took 13 actions to help restore families

Volunteer Services

The American Red Cross provides critical aid every day—from responding to disasters to teaching first aid and CPR to collecting vital blood and blood products. These services are made possible by an outstanding corps of volunteers.



4,420 local volunteers have provided more than 219,500 hours of service to the community