

Western New York Online Regional Auction

# *March Mission Madness*

March 27 at 12:00 a.m.  
to April 2 at 9:00 p.m.

[Click here to read auction guidelines](#)



**American Red Cross**  
Western New York Region

# Dear Western NY Neighbor,

Like virtually every organization has done over the past two years, the American Red Cross of Western New York continues to navigate the challenges presented by the Covid-19 pandemic while also striving to maintain the vital community support that helps us deliver our life-saving mission to our friends and neighbors. Starting March 27, we will be hosting our **first Western New York Regional Auction**, called **March Mission Madness**, which we hope will raise the necessary support needed to continue to bring essential services to those in need.

You likely recognize the Red Cross as an organization that collects and distributes life-saving blood products, or the organization that sends staff and volunteers to respond to catastrophic disasters such as hurricanes, tornados and wildfires, both domestic and international. However, **there is so much more to your regional Red Cross** and what we provide. In our last fiscal year alone, the Red Cross of WNY:

- Responded to **936 regional disasters**, the vast majority of which were home fires
- Provided assistance to **1,600 families** impacted by those disasters
- Installed nearly **1,500 free smoke alarms** in homes that were lacking, making those families safer
- Educated approximately **1,900 children in fire safety essentials** through our Pillowcase Project
- Opened **2,170 cases** related to the various needs of our military members and families through our **Service to the Armed Forces (SAF) Program** that serves members of our armed forces from the time they enlist through the rest of their lives.
- **Provided training to nearly 38,000 enrollees** in potentially lifesaving courses such as CPR, First Aid, Aquatics and Caregiving

Without the support of our community, we can't continue to provide the levels of support that those we serve in their most difficult hours deserve and have come to expect. That's why we're asking you to participate in our **Regional Auction, which will run through April 2**, and take a chance on some great items provided by our caring and generous sponsors. Some of the items you'll have an opportunity to bid on include:

- Get-a-way Vacation Packages
- (5) 5500 watt portable generators powered by Briggs & Stratton engines
- Generous gift cards and certificates to restaurants, fine jewelers and other establishments
- A boat tour of Keuka Lake
- Buffalo Sabres' Tickets
- 2 Round-Trip Tickets on Southwest Airlines
- Four-day RV Rental

Participating in the auction and bidding on items is easy, simply visit [redcrossmonth.givesmart.com](http://redcrossmonth.givesmart.com) to register. You'll be giving yourself a chance to obtain some great items at potentially discounted prices and, more importantly, you'll be supporting the mission of the Red Cross and helping your neighbors throughout western New York. Thanks in advance for your support and have fun!

Sincerely,

Nicholas Bond  
Regional CEO, Red Cross of Western New York

# Thank You to Friends of the Red Cross

Don & Jackie DeBolt



# *Thank You to Our Auction Donors*

Aerial Arts of Rochester	Howe Caverns	Remington Tavern
Agness Wine Cellars (Dave and Jackie Lanzillo)	Ithaca Marriott	RIT Inn and Conference Center
Anderson's Custard	Jess Kamens Photography	Rochester City Ballet
Black & Blue Steakhouse	JF Jones Jewelers	Rochester Museum & Science Center
Boldt Castle and Thousand Islands Bridge Authority	Joe Porto	Rochester Philharmonic Orchestra
Bristol Valley Theater	Juanita Santiago	Rochester Red Wings
Bronca	Kalahari Resorts & Conventions	ROCVentures Climbing Gym
Buffalo Bandits Lacrosse	Kendra Scott	Salon in the Tower
Buffalo Museum of Science	Kittleberger Florist	Savoia Bakery
Buffalo Sabres	Laura Lee Morgan	Simply Crepes Café
Canaltown Coffee Roasters & Randy DeFrank	Lollipop Farm, Humane Society of Rochester	Southwest Airlines
Casa Laga	Mackenzie Childs	SPoT Coffee
Century Liquor & Wine	Mann's Jewelers	The Strong National Museum of Play
Cindi Battisti	MJ's Happy Rack	T Salon
Clemens Center	Vintage Clothing	Tantalo Portrait
Color Me Mine	MusicalFare Theatre	The Basin Pub
Corning Museum of Glass	National Susan B. Anthony Museum	The GEM Lab
DeBolt, Don & Jackie	Newman Specials Woodwork	The Landmark Society of Western NY
Deerfield Country Club	Nocino Bar & Restaurant	The Saw Mill
Delmonico's Italian Steakhouse	Nomadic Photography	The W Spa
F.L.X. Table	ONE Custom Clothier	Training & Consulting Associates
Finger Lakes Coffee Roasters	Ox and Stone	Tru on Park
GEVA Theater	Parkview Fairways Golf Course	Vern's
Golden Arrow Lakeside Resort	P.F. Chang's	Victor Hills Golf Course
Goodness Cakes Bakery	Pharaoh's Hairum Salon & Spa	Visit Rochester
Gourmet Goodies	Pittsburgh Steelers	Wilkins RV
Hedonist Artisan Chocolates	P.S. Restaurant	Wright Beverage & Distributing
High Peaks Resort	Randy DeFrank	Young Lion Brewing Company
Hoffend's Discount Liquor	Record Archive	

# Premier Auction Items



**Diamond studs, travel clutch and cleaning kit from JF Jones**

Valued at \$650



**Solo Stove Bonfire Portable Fire Pit  
courtesy of Wright Beverage & Distributing**

Valued at \$400

# Premier Auction Items



**Owner's Box Package for Rochester Red Wings**  
Valued at \$800

**Southwest** 

**Roundtrip flights for 2: Southwest Airlines**  
Valued at \$1,200

# Premier Auction Items



## 5500-Watt Briggs & Stratton Gas-Powered Generators

Valued at \$1,400 each



## 2 tickets to April 16 Buffalo Sabres Hockey Game and team-issued stick signed by Jeff Skinner (#53)

Valued at \$396

# Premier Auction Items



**4 Tickets to Rochester City Ballet's 'Firebird' performance**  
Valued at \$200



**4-night RV adventure courtesy of Wilkins RV!**  
Valued at \$1,800

# Help Can't Wait DURING EMERGENCIES



We invite you and others to join the American Red Cross mission by volunteering, giving blood, learning lifesaving skills or making a financial donation. Your support helps ensure families don't face emergencies alone.

**Volunteer. Give Blood. Donate. Take a Class.**  
**Visit [redcross.org/RedCrossMonth](https://redcross.org/RedCrossMonth) to learn more.**



# WHAT WILL YOUR PET GET INTO NEXT?

Be prepared for whatever it is. Download the Pet First Aid App for tips and information.



Features include:

- Simplified everyday First Aid info
- Toxicity information
- Preparedness tips
- Early warning emergency indicators
- Step by step how-to videos
- Emergency animal hospital locator

Plus, customizable pet profiles, pet-friendly hotel locator and more.



## DOWNLOAD THE PET FIRST AID APP TODAY!

Search "Red Cross Pets" in the iTunes® App Store or the Google Play™ app store to download. To learn more about the American Red Cross' apps, visit [redcross.org/apps](http://redcross.org/apps).



American  
Red Cross

# Get Connected When You Need it Most



Blood Donor



First Aid



Emergency



Hurricane



Earthquake



Tornado



Swim



Pet First Aid



Hero Care



Youth

FREE Red Cross mobile apps have vital tools and resources to prepare for and respond to emergencies and disasters—big and small. Plus, there's support for our military/veteran communities and scheduling for life-saving blood donations.

Go to [redcross.org/apps](http://redcross.org/apps), text 'APPS' to 90999 or search 'American Red Cross' in your app store.



Select apps also available in Español!

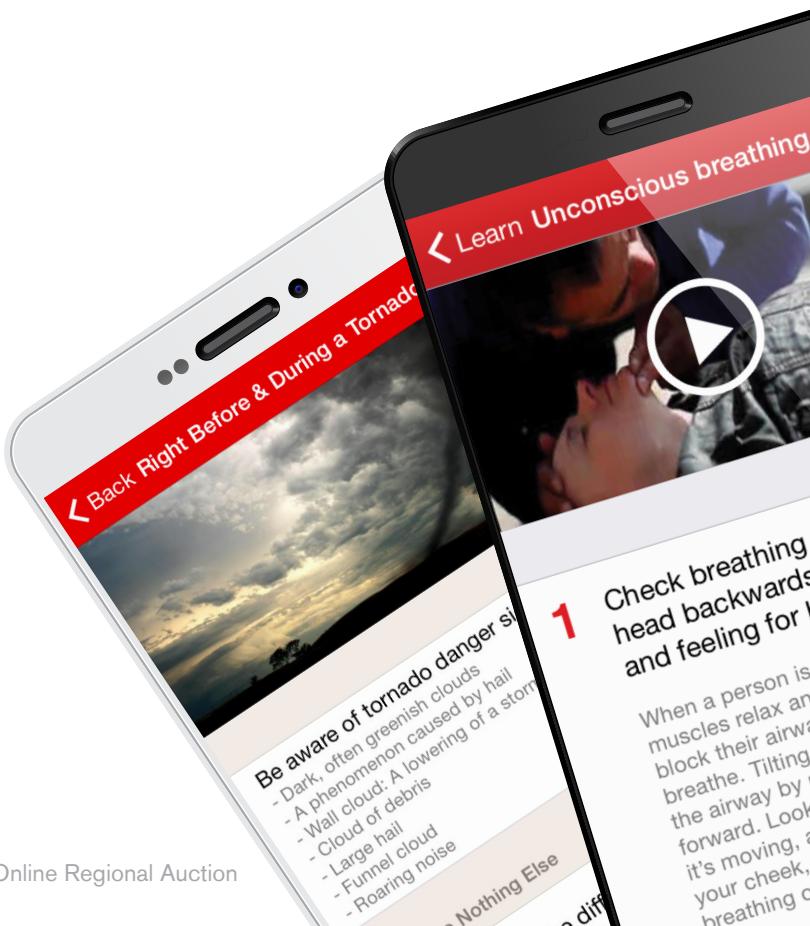
## Get Certified

1-800-RED CROSS • [redcross.org](http://redcross.org)

First Aid • CPR • Lifeguarding • AED



**American  
Red Cross**



# A special *Thank You* to our volunteers.



Volunteers assist the American Red Cross in carrying out our humanitarian mission by:

- Responding to disasters and providing shelter, food and emotional support to those affected
- Providing 24-hour support to members of the military, veterans and their families—in military hospitals and on military installations around the world
- Assisting at blood drives to help the Red Cross maintain a reliable blood supply and ensure that every blood donor has a positive experience
- Training people in first aid, water safety and other lifesaving skills

Visit [redcross.org](http://redcross.org) for more information about becoming a Red Cross volunteer.



**American  
Red Cross**

# *Thank You to Our 2022 Regional Online Auction: March Mission Madness Committee*

Nicholas Bond, Regional Executive

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Leslie Levy, Greater Rochester Board Chair

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Jodie Antoniadis

Susan Louis

Kimberly Boddy

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Meg Rossman

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Holly Easton

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Carolyn Ellinger

Lacey Thomas

Shauna Griffis

Mary Jo Weihrauch

Teresa Johnson

Toni Zeiser

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# *Thank You to Our Greater Rochester Board of Directors*

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Jay DeChick

Russell Vent

Randy DeFrank

Rose Mary Villarrubia-Izzo

Matt Eldred

Eric Wheeler

Carolyn Ellinger

Toni Zeiser

Alden Favro



**American  
Red Cross**

## *Our 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.