

# American Red Cross

## California Northwest Chapter

### Fiscal Year 2020 Mid-Year Impact Report

July 1 - December 31, 2019



## Disaster Response

The Red Cross mission is to prevent and alleviate human suffering - a work that is carried out by nearly **650** volunteers daily. In responding to **66** disasters since July 2019, the Red Cross of the California Northwest 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.

We stand ready to respond to disasters 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 nearly 650  
active volunteers



Responded to 66  
disasters within the region



Assisted 84 families  
impacted by disaster

## 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 percent<sup>1</sup>. The Red Cross Home Fire Campaign aims to reduce the number of fire deaths and injuries by installing 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 nearly 480  
free smoke alarms



Taught 105 members  
preparedness skills through  
the Ready Rating Program



Made more than 200 homes  
safer through educational  
visits, free smoke alarms  
and preparedness plans



## 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 more than 3,500 people  
in First Aid/CPR/AED skills



Trained 1,500 people in  
Aquatic and Water Safety skills



Trained more than 600 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 through communication services, financial assistance programs, re-integration and veterans services.



Provided services to more than  
200 military families

## Volunteer Services

The bulk of the American Red Cross workforce are volunteers: neighbors, friends and coworkers who selflessly give their time and effort to support and deliver the Red Cross mission every day.



Nearly 650 local volunteers provided more than  
9,100 hours of service to their communities

## 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 accident and burn victims, surgery patients, transplant recipients, and those receiving treatment for leukemia, cancer and sickle cell disease.



Collected nearly 2,800 units of lifesaving blood



**American Red Cross**  
California Northwest

Serving more than 955,000 people across the  
counties of Del Norte, Humboldt, Lake, Mendocino,  
Napa and Sonoma.

[redcross.org/NorCalCoastal](http://redcross.org/NorCalCoastal)



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