

American Red Cross

Central Coast 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 **400** volunteers daily. In responding to **37** disasters since July 2019, the Red Cross of the Central Coast 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 400
active volunteers



Responded to 37
disasters within the region



Assisted 66 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 percent¹. 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 750
free smoke alarms



Taught 40 members
preparedness skills through
the Ready Rating Program



Made nearly 300 homes
safer through educational
visits, free smoke alarms
and preparedness plans



**American
Red Cross**

¹National Fire Protection Association Smoke Alarms Fact Sheet, September 2015.

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 2,100 people
in First Aid/CPR/AED skills



Trained 230
people in Aquatic and
Water Safety skills



Trained 15 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 220
military families



Briefed 115 personnel
through our "Get to
Know Us" program



Nearly 400 local volunteers provided
8,900 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
Central Coast

Serving more than 770,000 people across the counties
of Monterey, San Benito and Santa Cruz.

redcross.org/NorCalCoastal



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