

American Red Cross

Northern California Coastal Region

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 more than **5,500** volunteers daily. In responding to **420** disasters since July 2019, 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.

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 5,500
active volunteers



Responded to 420
disasters within the region



Assisted 800 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 4,000
free smoke alarms



Taught nearly 1,900 children
preparedness skills through
the Pillowcase Project



Made 1,300 homes safer
through educational visits,
free smoke alarms and
preparedness plans



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 air information from mobile app downloads.



Certified nearly 31,000 people in First Aid/CPR/AED skills



Trained 11,600 people in Aquatic and Water Safety skills



Trained 2,600 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 1,800 military families



Briefed 4,400 personnel through our "Get to Know Us" program



Launched 3 activities to help restore families

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 37,600 units of lifesaving blood

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.



5,500 local volunteers provided more than 94,000 hours of service to their communities



American Red Cross
Northern California
Coastal Region

Four chapters serving 16 counties from Monterey Bay to the Oregon state line.

Bay Area • California Northwest • Central Coast • Silicon Valley

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