

# American Red Cross Impact Report

Heart of the Valley Chapter

Fiscal Mid-Year 2021

July 1, 2020—December 31, 2020



## Disaster Response

The American Red Cross mission is to prevent and alleviate human suffering, work that is carried out by local volunteers every day. COVID-19 has not changed our mission — we are still providing the same support we always have. Our teams are doing everything we can to keep people safe and healthy during this pandemic. Red Cross services are delivered at no cost to those affected by disaster; while we are always prepared to respond to disasters, we also work to prevent them. Swift action when an emergency occurs can save a life, so we help families, organizations and corporations become better prepared for crises through free educational presentations.



Responded to  
136 home fires



Assisted 285 families  
following local disasters



Supported by  
560 active  
volunteers

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## Volunteerism

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. During a time when much of our region has had to shelter in place, our volunteers have stepped up to serve both virtually and in person.



Trained 25 Ready  
Rating members



Dedicated 9,377 volunteer  
hours to fulfilling the mission



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Heart of the Valley

## Training Services

Lifesaving skills can make all the difference in an emergency situation. The American Red Cross teaches and empowers more than 4.8 million people annually through training courses. We've made accommodations to continue our course offerings during the pandemic, with both online and socially-distant, in-person classes.



Enrolled 2,130  
people in first aid/  
CPR/AED



Enrolled 193 people in  
water safety/aquatics



Enrolled 87 people in  
babysitting and caregiving

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## Service to the Armed Forces

The Red Cross Hero Care Network provides support to service members and their families before and during deployment and when they return home, including emergency communication services, financial assistance programs, re-integration and veteran services.



Provided 826  
services to military  
members, veterans  
and families



Opened 134 emergency cases

## Blood Services

The Red Cross provides nearly 40 percent of the nation's blood supply. The pandemic forced the cancellation of countless blood drives, leaving blood donation centers to provide the bulk of donation opportunities. Despite this, donors have answered the call and turned out in force to maintain this lifesaving product.



Collected 12,772 units of blood

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## 2020 Northern California Wildfires

Against the backdrop of a pandemic, the Red Cross stood up a disaster operation in August 2020 in response to one of the largest wildfire outbreaks in the state's history. Nearly every county within our region experienced a fire due to a perfect storm of variables that included prolonged dry, hot and windy weather, a relatively dry winter and spring, and a batch of dry lightning that slowly moved north from Santa Cruz during the early morning hours of August 16. Thousands were evacuated, millions of acres burned and shelter, meals and immediate support were provided by the Red Cross from August until November. Long-term recovery is ongoing, and the threat of debris flows looms large in areas marred by burn scars.



Provided 67,867 overnight  
stays to evacuees in both  
congregate and non-  
congregate shelter options



Provided 94,144  
meals and snacks



Paid \$473,000 in long  
term recovery financial  
assistance