

2019

NORTHERN CALIFORNIA COASTAL REGION

Annual Report



BRINGING COMMUNITIES HOPE



**American
Red Cross**

ABOUT THIS REPORT

Throughout the past year, dedicated local Red Cross volunteers and employees responded to disasters, collected lifesaving blood products/delivered lifesaving blood products to hospital patients in need, trained community members in critical health and safety skills, supported military families and our veterans and made homes in at-risk communities safer by installing free smoke alarms.

Here in the Northern California Coastal Region, the Red Cross responded to a number of disasters, including home fire and the most deadly and destructive wildfire season in California state history.

In addition to our disaster response efforts, we worked to prepare individuals for other everyday emergencies they may encounter by teaching lifesaving skills, such as first aid and CPR.

This past year also saw the Red Cross carry forward our efforts to provide vital blood products to hospital patients in need, as well as continued growth in our Service to the Armed Forces mission that provided critical community services and emergency communications to service members and their families.

In this report, you will learn more about the wide variety of work done by volunteers and employees at your local Red Cross chapters who bring our mission to life every day. We are grateful to everyone who selflessly contributed their time, expertise and financial resources to support the Red Cross in fiscal year 2019.

On behalf of those we serve, thank you.



**American
Red Cross**

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.



Providing Relief, Saving Lives

The American Red Cross Northern California Coastal Region provides critical aid every day—from responding to disasters big and small, to teaching first aid and CPR, to collecting vital blood and blood products. These services are made possible by an outstanding corps of 4,418 local volunteers and the generous support of donors like you.

Disaster Response

In the Northern California Coastal Region, with our deep local presence and community knowledge, we stand ready to respond to disasters big and small, providing food, shelter, relief supplies, emotional support, recovery planning and other assistance—services that are always free of charge for disaster survivors.



**Responded to 870 disasters
in the region**



**Supported by 4,418 active
volunteers**



**Assisted 1,700 families
impacted by disaster**

Training Services

In addition to disaster response, we work year-round to prepare community members for other everyday emergencies by offering community disaster education and preparedness programs, and teaching lifesaving classes like first aid, CPR and water safety.



**Enrolled 68,393 people in
lifesaving classes like first aid,
CPR and water safety**



**Enrolled 22,622 people
in water safety/aquatics**

Home Fire Campaign

Home fires claim seven lives every day, but having working smoke alarms can cut the risk of death in half. To help prevent these needless tragedies, your local Red Cross rallied volunteers to install free smoke alarms during *Sound the Alarm* events. In addition to installing free smoke alarms, volunteers also shared safety information in at-risk communities and helped families develop plans to prepare for and respond to home fires.



**Installed 11,072 free
smoke alarms**



**Made 3,616 households safer
through smoke alarm installation
and home fire safety**



**Taught emergency preparedness
to 5,374 students through the
Pillowcase Project**

Service to the Armed Forces

The Red Cross provides critical services with a caring touch wherever and whenever needed - 24 hours a day, 7 days a week, 365 days a year - to serve military and their families at home and around the world.

We help military families communicate with their loved ones, offer free behavioral health services through a variety of workshops before and after deployment, are the largest provider of free, professional volunteer services to our recovering wounded warriors and their families, and support caregivers with peer support, knowledge and skills.



**Opened 4,158 cases supporting
active military , veterans and their
families**



**Briefed 7,654 service members
through our 'Get to Know Us'
program**



**Provided 2,920 critical
community services to military
families**

Blood Services

The 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 many reasons—accident and burn victims, heart surgery patients, organ transplant patients, and those receiving treatment for leukemia, cancer or sickle cell disease may all need blood.



Collected 73,502 units of blood



Red Cross Revenue and Expenses

Fiscal year 2019 (July 1, 2018–June 30, 2019)

American Red Cross operating funds come from three main funding sources: revenues from products and services, contributions, investment income and other revenue. For the national organization, total American Red Cross operating revenues and gains for fiscal year 2019 were \$2,868,800. American Red Cross total operating expenses were \$2,992,500. Net assets were \$1,442,100.

Regional Revenue

American Red Cross Northern California Coastal Region

Your local Red Cross provides critical services to the communities in Santa Cruz, San Jose, San Francisco, and north to the Oregon state line thanks to your generous donations.

REVENUE

Corporation, Foundation and Individual Giving	\$25,541,676
Legacies and Bequests	\$6,667,832
United Way and Combined Federated Campaign	\$154,040
Donated Materials and Services	\$1,453,844
Contracts (including Federal Government)	\$627,678
Training Services	\$2,768,105
Other	\$457,239
Support from American National Red Cross Chapter Network	-

TOTAL REVENUE **\$37,670,414**

Regional Expenses

American Red Cross Northern California Coastal Region

The Red Cross is proud that an average of 90 cents of every dollar we spend is invested in delivering care and comfort to those in need. The chart below details expenses for the Northern California Coastal Region.

EXPENSES

<i>Program Services:</i>	
Service to the Armed Forces	\$948,825
Biomedical Services	\$193,579
Community Services	-
Domestic Disaster Services	\$8,583,689
Training Services	\$3,047,443
International Relief and Development Services	\$23,320
National Disaster Relief and Humanitarian Services	\$16,544,630
Total Program Services	\$29,341,486
<i>Supporting Services:</i>	
Fundraising	\$6,667,663
Management and General	\$1,661,265
Total Supporting Services	\$8,328,928

TOTAL OPERATING EXPENSES **\$37,670,414**

Note: The complete audited, consolidated financial statements of the American Red Cross for fiscal year 2019 may be obtained online at redcross.org/pubs or by contacting the American Red Cross Inquiry Center at 431 18th Street, N.W., Washington, DC 20006, (202) 303-4498.



“You must never so much think as whether you like it or not, whether it is bearable or not; you must never think of anything but the need, and how to meet it.”

CLARA BARTON

FOUNDER, AMERICAN RED CROSS



**American
Red Cross**