



# Quarterly Partnership Update

## FY24 Q2 (October – December 2023)

Prepared for Ready 365 Giving Circle Partners



**American  
Red Cross**

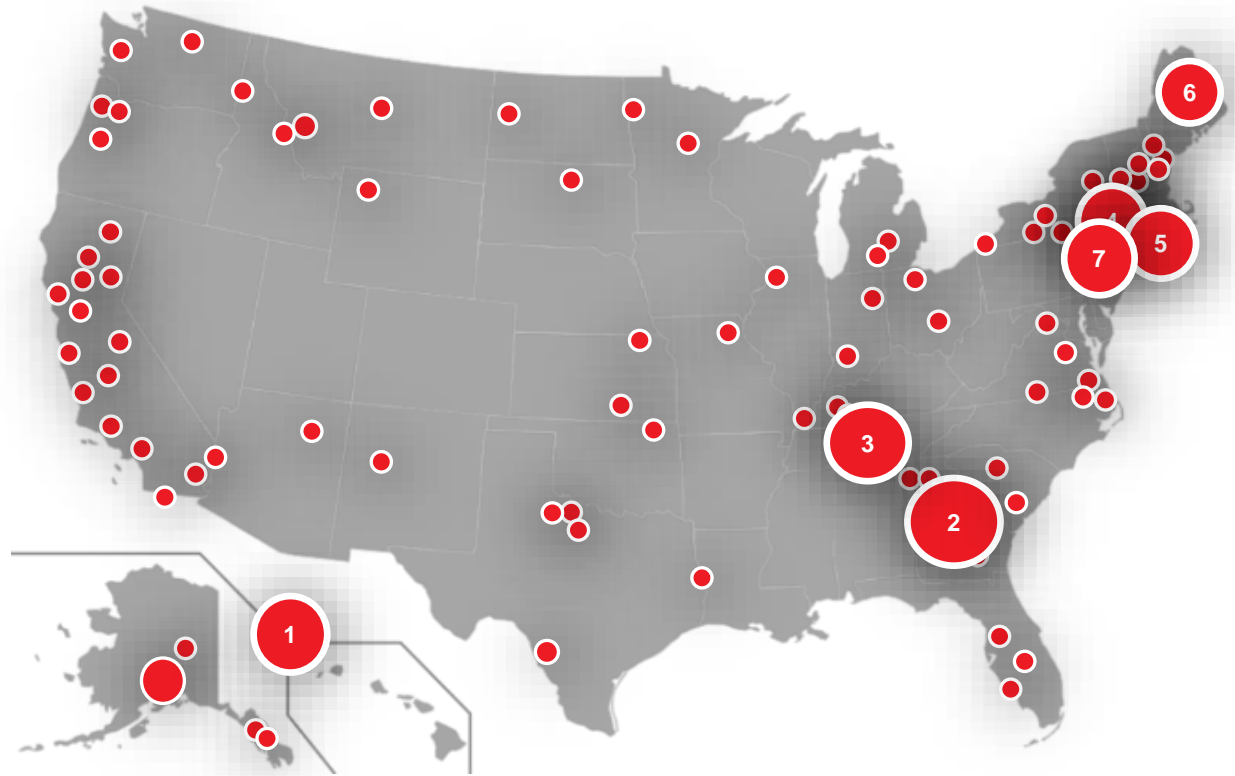
# Alleviating Suffering Through Disaster Relief



# Red Cross Responded to 47 Large Disasters

**Including seven very large domestic disasters**

1. Hurricane Bolaven, Guam/Northern Mariana Islands (Level 3)
2. Fulton, GA Multifamily Fire (Level 3)
3. Tennessee Tornado (Level 4)
4. Bronx Building Collapse (Level 3)
5. New Jersey Floods (Level 3)
6. Maine Floods (Level 3)
7. Queens, NY Multifamily Fire (Level 3)



October 1 – December 31, 2023  
“Large” includes domestic disaster operations with costs of \$10,000+ (i.e., level 2 and higher).  
“Very large” includes domestic disaster operations with costs of \$50,000+ (i.e., level 3 and higher).  
Disasters listed chronologically.

# Domestic Response Impact

In FY24-Q2, nearly **1,100 Red Cross disaster workers** provided critical services in lockstep with our partners across the U.S.



**1.3 million**  
meals and snacks  
served with  
partners



**614,600**  
overnight stays in  
emergency lodgings  
provided with partners



**1,800**  
households  
provided relief  
items



**22,400**  
households  
provided recovery  
support

**FY24  
Totals**

**2.5 million**

**968,000**

**30,600**

**31,500**

Includes domestic disaster operations with costs of \$10,000+ (i.e., level 2 and higher).



# Responding to Current Large Disasters

---

Thanks to your commitment, we were ready to respond immediately to urgent crises across the country when we were needed most.



In October, nearly five months after **Hurricane Idalia** struck the **Southeast**, the Red Cross launched another round of financial assistance to help bridge the gap for qualifying households struggling to overcome ongoing barriers to recovery, including childcare costs, food insecurity, health/mental health needs, housing, transportation and more. To date, we **have distributed more than \$800,000 in Bridge Financial Assistance.**

Beginning in December, a string of dangerous **winter storms and severe rainfall** caused **flash floods** across **Connecticut, Maine, New Jersey and Rhode Island**, prompting evacuations as temperatures plummeted to record-breaking cold conditions. In response, Red Cross teams opened shelters across the Northeast — a number of which continue to operate today — provided meals to impacted communities and supported families beginning to plan their path to recovery.



# Hawaii Wildfires Update

## Wildfires Made Impact: August 2023

**Wildfires** swept across **Maui and the Island of Hawaii**, forcing thousands to flee their homes.

## Our Response:

- In the aftermath, Red Crossers delivered critical aid as residents coped with unthinkable losses.
- Months after the fires, we continued to support displaced survivors sheltering in area hotels, ensuring they had warm meals, relief items, and access to health and mental health services.
- As of November 8, we had reached an estimated **18,200 people** with disaster relief and recovery services, including more than **\$25 million in financial assistance**.

To learn more, visit:

- [Hawaii Wildfires Three-Month Report](#)



- [Hawaii Wildfires Story Map](#)



# “This is such a huge weight off my chest.”

In August 2023, deadly wildfires swept across Maui and the Island of Hawaii, forcing thousands to flee their homes.

In October 2023, the Red Cross began providing **bridge financial assistance** to support hard-hit individuals and families who were still facing barriers to recovery.

For survivors like Mahina Ah Sam, this additional aid is a critical lifeline, allowing her to repair her car, as well as get food, clothing and other essentials.

*“I’m sorry, I’m just getting emotional. Just anything would have been great. Getting this is huge.”*

- Mahina Ah Sam,  
Hawaii Wildfires survivor



For more on our response, visit the [Hawaii Wildfires Three-Month Report](#) and [Story Map](#).

# 2023 Southern and Midwest Tornadoes Update

## Tornadoes Made Impact: March-May 2023

Over a dozen **tornadoes** ripped through the **South and Midwest**, impacting tens of thousands of people.

## Our Response:

- Red Cross workers sprang into action across 14 states to provide immediate relief and comfort.
- Six months after the tornadoes, Red Cross volunteers were still delivering hot meals and more to hotel shelter residents in Mississippi every day.
- To date, we'd reached an estimated **14,400 individuals with recovery services**, including **financial assistance** to help with unmet needs.

To learn more, visit:

- [Southern and Midwest Tornadoes Six-Month Update](#)



- [Southern and Midwest Tornadoes Story Map](#)





# 2021 Southern and Midwest Tornadoes Update

## Tornadoes Made Impact: December 2021

A spate of **powerful tornadoes** ripped across communities in the **South and Midwest**.

## Our Response:

- Hundreds of Red Cross workers rolled up their sleeves to aid hard-hit communities in Arkansas, Kentucky, Missouri and Tennessee.
- We provided shelter, relief and comfort, plus over \$7.5 million in financial assistance to meet immediate needs and support recovery.
- Today, we are funding grants to local partner organizations, with an emphasis on unmet housing needs — a huge barrier to recovery for survivors.

To learn more, visit:

- [Southern and Midwest Tornadoes Two-Year Update](#)



- [Southern and Midwest Tornadoes Story Map](#)



# Helping People Impacted by Home Fires



# Home Fire Campaign Impact

In FY24-Q2, **7,020 dedicated Red Cross home fire workers** provided critical services to help families prepare for and recover from home fires in lockstep with our partners across the U.S.



**72,290**  
smoke alarms  
installed



**27,120**  
homes made  
safer



**13,540**  
home fire  
responses



**54,170**  
individuals  
received financial  
assistance



**59,970**  
youth reached with  
preparedness  
education

**FY24  
Totals**

**109,030**

**41,230**

**25,210**

**102,990**

**85,990**

Includes domestic disaster operations with costs under \$50,000 (i.e., level 1 and 2 disasters).

# MORE THAN 2,000 LIVES SAVED — AND COUNTING

---

Our Home Fire Campaign reached an incredible milestone in recent months: **2,000 lives saved** through our prevention and education outreach! Thanks to our generous donors, dedicated volunteers and community partners, we have, since 2014:

- Installed over **2.7 million smoke alarms**.
- Made **1.1 million homes safer**.

This vital work continues, with *Sound the Alarm* events happening throughout the country all the time.



*“I’m so glad I saw y’all and happy that you were available to install them. We had only one smoke alarm, but adding more makes it safer now ... because you just never know.”*

**Chaunte Manaiza, of Columbus, Georgia, who received smoke alarms through *Sound the Alarm* in December**

# ‘I am so grateful to the Red Cross for everything.’

Brittany Smith-Florence and her family raced out of their home in the middle of the night last October, narrowly escaping a growing fire. While they made it out safely, they lost everything to the fire.

Within about an hour, the Red Cross called Brittany to see how we could help her family of seven. In their time of need, we provided financial assistance to Brittany and her sister, which the family used to purchase food and replacement clothing, as well as to cover temporary lodging.



[Hear Brittany share her story.](#)

*“I am just so blessed and thankful that we were able to make it out of the home, and I’m so grateful to the Red Cross for everything they have been able to assist us with.”*

— Brittany Smith-Florence, home fire survivor



# Alleviating Suffering Around the World



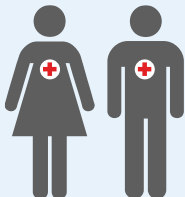
# International Services Impact

In FY24-Q2, the American Red Cross actively supported disaster preparedness, relief and recovery work in **21 countries**.



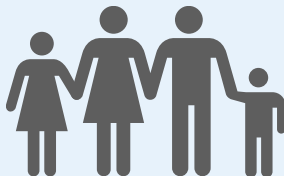
**\$11M**

donated to Red Cross and Red Crescent efforts\*



**1**

American Red Cross specialists deployed



**85**

families reconnected after disasters/conflict/migration



**16**

preparedness/risk-reduction projects

**FY24  
Totals**

**\$13M**

**4**

**203**

**16**

\*Reflects funds programmed by American Red Cross to the International Federation of Red Cross and Red Crescent Societies, the International Committee of the Red Cross, and Red Cross and Red Crescent national societies following specific disasters.

# 8 Major Emergencies Around the World

---

1. Afghanistan Humanitarian Crisis
2. Indonesia Aceh Floods
3. Middle East Humanitarian Crisis
4. Nepal Earthquake
5. Nepal Karnali Earthquake
6. Paraguay Floods
7. Türkiye and Syria Earthquakes
8. Vanuatu Tropical Cyclone Lola



# American Red Cross Specialist Supports Response to Flooding in Libya

Following deadly **flooding in Libya** last September, the American Red Cross deployed a specialist to help with information management to support the global Red Cross and Red Crescent response.

In an environment where humanitarian needs are changing quickly and multiple organizations are operating on the ground, this role is vital to ensure the global Red Cross response is using the most accurate information to help people affected by the deadly floods.



# **Saving Lives Through Blood Services**





# Blood Services Impact

The Red Cross ensures people in need receive safe blood on a remarkable scale. In FY24-Q2:



976,830

blood donors engaged



47,500

blood drives hosted



1.5 million

units of blood collected



15 million

tests conducted



1.6 million

blood products delivered

FY24  
Totals

1.5 million

95,500

2.8 million

28 million

3.1 million



“(Blood donors) have given me the opportunity to watch my kids grow up, and that’s all I ever could have asked for.”

- Kelsey Nelson, who began hemorrhaging after the birth of her twins and needed eight units of blood products to save her life.

**Ensuring Blood Is on the Shelves for Emergencies Like Childbirth:** As many as 60,000 people in the U.S. are affected by severe maternal morbidity, and up to 3% of birthing parents receive unplanned, lifesaving blood transfusions postpartum. In moments like these — when every second counts — the Red Cross is there. **During the last quarter, the Red Cross distributed 1.6 million units of blood to people in need.** Your generosity and financial support are imperative to ensuring a robust blood supply is available when patients need it most.

# Sickle Cell Initiative

## HBCU's on a Lifesaving Mission with the American Red Cross

- Alabama A&M University and Alabama State University have teamed up with the Red Cross since 2017 to see **who can recruit the most blood donors** ahead of the annual **Magic City Classic** football game in October.
- Through the efforts of these Historically Black Colleges & Universities (HBCUs), **this year's blood drive goal was exceeded by nearly 140 donations and attracted over 200 first-time blood donors** — an incredible and historic feat.
- The Magic City Classic Blood Drive, held each fall, allows the Red Cross to rally blood donors who are Black to support the blood transfusion needs of sickle cell disease patients.



*"I wish more people knew that one blood donation can help save up to three lives...and make someone's life a little easier."*

Red Cross HBCU Ambassador Alexis Powell (left) with blood donor Jayla Tolbert, a senior at Alabama A&M University.



“There were times when  
we took our share.  
It’s unbelievable the  
healing just getting some  
blood in the system.”

Dennis Hendrickson,  
an eight-gallon blood donor whose son  
received blood transfusions during  
cancer treatment

Dennis Hendrickson's son, Jack, had a tough start in life. As a toddler, he battled cancer and **relied on lifesaving blood donations to survive**. Hendrickson witnessed the positive effects of blood transfusions on his son firsthand. Now 29 years old, Jack is healthy and thriving. Hendrickson made a commitment to donate his blood, so someone else could experience the rejuvenation that his son received from the blood donations. **As the need for platelets to help people battling cancer and other illnesses grows, the Red Cross is investing in new Blood Donation Centers to grow blood and platelet collections.**

# Supporting Military and Veteran Families





# Military Support Impact

In FY24-Q2, **nearly 8,430 compassionate Red Cross Service to the Armed Forces workers** have provided critical services in lockstep with our partners.



**36,410**

new members and  
relatives learned about  
Red Cross services



**153,210**

care and therapy items  
distributed at medical  
facilities



**119,020**

hospitalized people  
helped through  
rehabilitation and  
morale programs



**48,940**

families supported  
through personal  
crises

**FY24  
Totals**

**96,860**

**284,690**

**247,820**

**116,740**

*\*These are select examples from the wide range of services we provided to military members, veterans and their families from Oct.–Dec. 2023.*



“I’m ecstatic to give them a surprise that, without the help of the American Red Cross, wouldn’t have happened otherwise.”

Staff Sergeant (SSG) Samuel Rodrigues,  
on his surprise visit back from Germany

This December, the Red Cross helped Staff Sergeant Samuel Rodrigues surprise his family back home with an unexpected visit at the Armed Forces Bowl. Rodrigues told his wife and daughters they’d won tickets to the game — but didn’t tell them he’d be there. When he walked out, they were overjoyed to see him. The two young girls began sprinting toward him, wrapping him in the biggest hugs their small arms could manage. **"It was great to see the surprise on the kids' faces. I'm so happy," said Rodrigues's wife, Marisol.**

# Training for the Moments That Matter



# Training Services Impact

In FY24-Q2, we have equipped nearly **818,500** community members to help neighbors, friends and family members with vital skills:



**625,240**

people trained in First Aid, CPR and AED, making every community safer



**179,190**

people learned how to be safe in, on and around the water through our Aquatics and Water Safety training



**14,040**

individuals trained in caregiving courses, empowering participants to provide quality care to people of all ages

**FY24  
Totals**

**1.37 million**

**378,830**

**34,690**

# CPR Training and Extraordinary Personal Action Save Life of 4-Year-Old Florida Child

A day at the beach quickly turned into a nightmare for Monique Davis (right) and her 4-year-old son, Bryar, when he suddenly went underwater and unconscious.

**Thanks to the quick action of Monique's friend, Alesha Truini, Bryar is alive today.**

Alesha — who had just received her lifesaving credentials — performed CPR until EMS arrived.

The Red Cross recently recognized Alesha with a **Certificate of Extraordinary Personal Action** recognizing her lifesaving actions.





# Environmental, Social and Governance (ESG) Report 2023

July 1, 2022, to June 30, 2023

Our second annual ESG report details positive changes the Red Cross has made that benefit the communities we serve, our workforce and the planet as a whole.

## Highlights of our efforts this year include:

- Reducing our carbon emissions by 8%.
- Transitioning to renewable energy at 169 sites.
- Strengthening local partner networks and building more resilient communities.
- Implementing enhanced security controls to protect the data of clients, donors, volunteers and employees.

The Red Cross is one of the first humanitarian nonprofits to publish annual ESG reports, which are common among for-profit organizations.

To learn more, visit:

- [2023 Red Cross ESG Report](#)



Environmental, Social and Governance Report 2023



*The 2023 Red Cross ESG Report is written in accordance with Global Reporting Initiative (GRI) universal standards and is aligned with the United Nations Sustainable Development Goals (SDG).*

# Deepen Your Engagement

---

**Help your employees, customers and others  
stay engaged and safe this season!**



## **Help fill an emergency need for blood!**

The Red Cross is experiencing an emergency blood shortage as we face the lowest number of people giving blood in 20 years. Blood and platelet donations are needed now to help alleviate the shortage and ensure lifesaving medical procedures are not delayed. [Schedule your blood donation appointment today!](#)

## **Volunteers Needed!**

Learn about our highest-priority positions and how you can make a difference. Our volunteers have helped respond to over 60,000 disasters, and more than 25,000 volunteers have supported Red Cross Blood Services! [Find your opportunity](#) today.



## **Get Trained and Certified!**

Kick off the new year by receiving expert training that fits your schedule. You can learn CPR using our revolutionary new approach and train for the moments that matter. [Register for training today.](#)



*Thank you*



**American  
Red Cross**