



# Quarterly Partnership Update

## FY24 Q1 (July – September 2023)

Prepared for Ready 365 Partners



**American  
Red Cross**

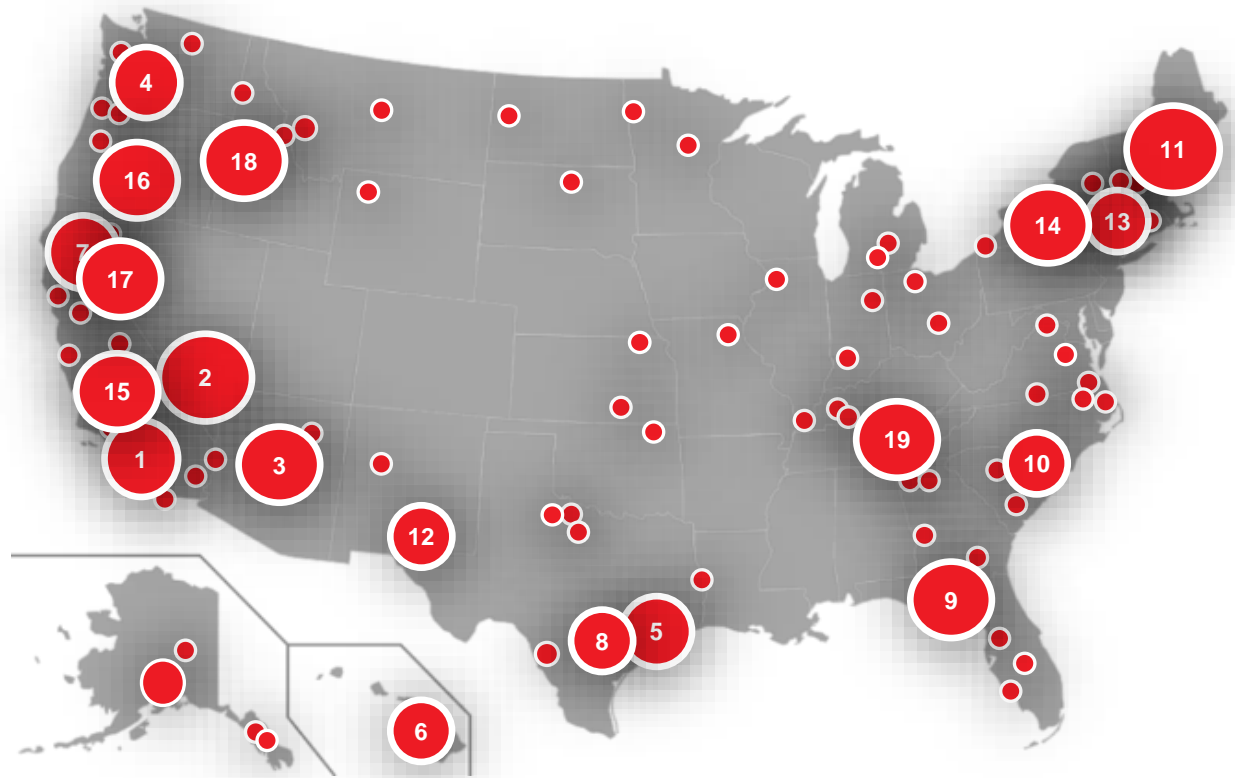
# Alleviating Suffering Through Disaster Relief



# Red Cross Responded to 95 Large Disasters

1. Hurricane Hilary, CA (Level 4)
2. Hurricane Hilary, NV (Level 3)
3. Hurricane Hilary, AZ (Level 3)
4. Spokane, WA Wildfires (Level 4)
5. Hurricane Harold, TX (Level 3)
6. Hawaii Wildfires (Level 7)
7. Gold Country Wildfires (Level 4)
8. Southeast TX Wildfires (Level 3)
9. Hurricane Idalia, FL (Level 4)
10. Hurricane Idalia, Carolinas (Level 3)
11. Hurricane Lee, New England (Level 5)
12. Migrant Support (Level 4)
13. Eastern NY Floods (Level 3)
14. Vermont Floods (Level 4)
15. Riverside, CA Wildfire (Level 3)
16. Oregon Fires (Level 3)
17. California Wildfires (Level 3)
18. Northwest Wildfires (Level 4)
19. Knoxville, TN Storms (Level 3)

**Including 19 very large domestic disasters**



July 1 – September 30, 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-Q1, more than **4,700 Red Cross disaster workers** provided critical services in lockstep with our partners across the U.S.



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



**318,500**  
overnight stays in  
emergency lodgings  
provided with partners



**27,400**  
households  
provided relief  
items



**9,100**  
households  
provided recovery  
support

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

# Responding to Current Large Disasters

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



Thousands of people are facing a long road to recovery after **Hurricane Idalia** destroyed thousands of homes across **Florida and Georgia** in **August**. The agricultural industry in the Southeast was particularly hard hit, impacting many people's jobs and livelihoods. Since Idalia made landfall, more than 980 trained Red Cross disaster workers have deployed to help affected communities by providing comfort, support and relief.

**“It’s so devastating. I’ve seen [hurricanes] on TV, but I’ve never been in it myself. We have been so lucky, until now.”**

- Lindsay Summerlin, whose home suffered major damage from Hurricane Idalia. The Red Cross provided comfort kits with toiletries, snacks and water to help the family to stay comfortable as they determined how to restore their home.

When historic **flooding** hit parts of central **Vermont** in **July**, Red Cross volunteers from all over the country deployed to help those in need. With hundreds of homes destroyed or severely damaged, survivors relied on the more than 300 trained Red Cross volunteers for comfort and care, as well as emergency sheltering. Teams also canvassed impacted communities to assess damage and provide recovery services.





# 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:

- Red Cross volunteers and employees worked tirelessly to deliver critical aid as residents coped with unthinkable losses and uncertain futures.
- We continue to coordinate with local, state and federal partners to shelter displaced survivors in hotels.
- Our workers remain on hand to ensure residents have warm meals, relief items, and critical health and mental health services.

To learn more, visit:

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



- [Hawaii Wildfires Story Map](#)



# Southern and Midwest Tornadoes Update

## Tornadoes Made Impact: March-May 2023

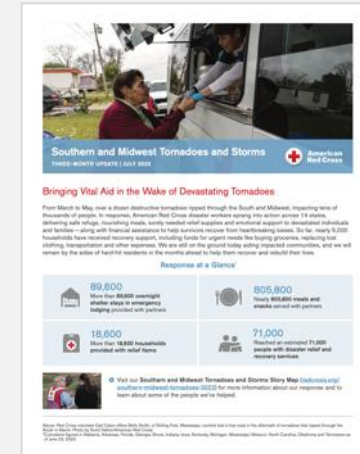
Over a dozen **tornadoes** ripped through the **South and Midwest**, impacting tens of thousands of people.

## Our Response:

- Red Cross workers sprang into action across 14 states.
- We provided shelter, meals, supplies, emotional support and immediate financial assistance.
- So far, nearly 5,000 households have also been provided recovery support for urgent needs like groceries, clothing, transportation and more.

To learn more, visit:

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



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



# Kentucky Floods Update

## Floods Made Impact: July-August 2022

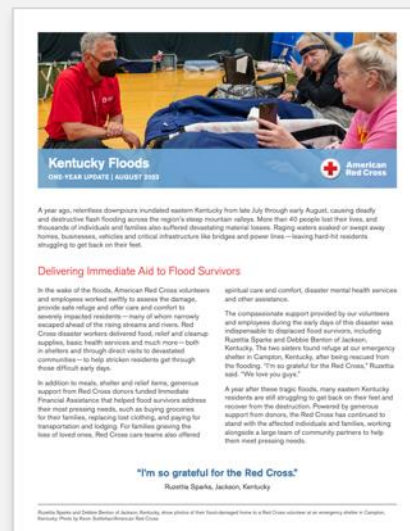
Torrential rain inundated eastern **Kentucky**, causing **deadly and destructive flash flooding** in the region. More than 40 people lost their lives, while thousands suffered material losses.

## Our Response:

- Following our immediate response, the Red Cross provided **Bridge Recovery Assistance** to severely affected households that faced additional barriers to recovery, including housing and transportation expenses, job-related needs, childcare, and access to health and mental health services.
- We continue to work closely with partners to support survivors who have ongoing needs.

To learn more, visit:

- [Kentucky Floods: One-Year Update](#)



- [Kentucky Floods Storymap](#)





# Hurricane Ian Update

## Hurricane Made Impact: September 2022

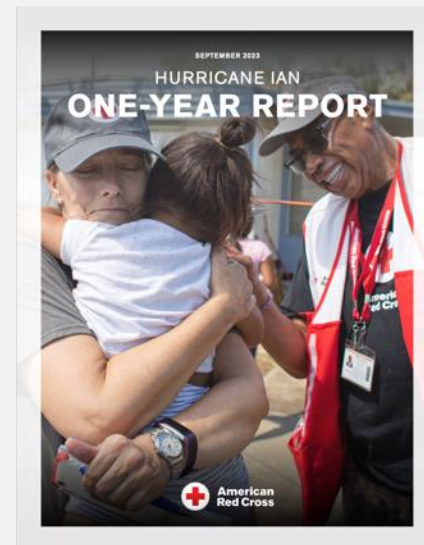
**Hurricane Ian's** extreme winds and destructive storm surge caused catastrophic damage throughout **Florida, Georgia, Alabama, the Carolinas and Virginia.**

## Our Response:

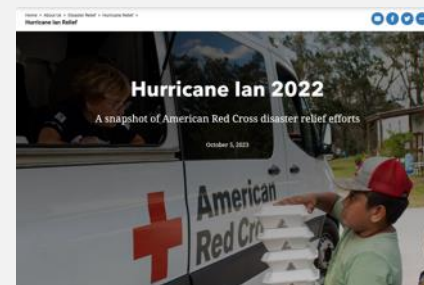
- Months after our immediate disaster response, the Red Cross provided **Bridge Recovery Assistance** to some of the most severely affected residents, helping them overcome significant recovery roadblocks. As of August 28, we had provided a total of **\$31 million** to thousands of affected households.
- Addressing complex, disaster-caused long-term recovery needs, we are providing Expanded Recovery Assistance, extended casework and community recovery grants.

To learn more, visit:

- [Hurricane Ian: One-Year Update](#)



- [Hurricane Ian: Storymap](#)



# Helping People Impacted by Home Fires



# Home Fire Campaign Impact

In FY24-Q1, some **6,420 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.



**22,480**  
smoke alarms  
installed



**8,690**  
homes made  
safer



**14,030**  
home fire  
responses



**55,870**  
individuals  
received financial  
assistance



**10,240**  
youth reached with  
preparedness  
education

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

# “The Red Cross – you guys helped us right away”

When a fire destroyed Brenda Andino’s apartment, the Red Cross was there for Brenda every step of the way.

In the fire’s immediate aftermath, we helped her secure a safe place to stay. And thanks to Red Cross financial assistance, Brenda was able to make a deposit on a new apartment and secure a new place to live. As time went on, a caseworker guided Brenda on the road to recovery, and she shared her appreciation for the caseworker’s compassion and patience.

**“I have my own apartment again because of the help you guys gave me.”**

- Brenda Andino, home fire survivor



A fire destroyed Brenda Andino’s apartment. The Red Cross was there to help. [Read her story.](#)

# Alleviating Suffering Around the World





# 13 Major Emergencies Around the World

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1. Bangladesh Floods
2. Libya Floods
3. Morocco Earthquake
4. Philippines Floods
5. Poland Population Movement
6. Romania Floods
7. Türkiye Earthquake
8. Syria Earthquake
9. Ukraine Humanitarian Crisis



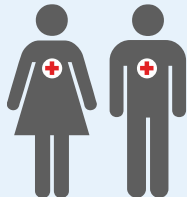
# International Services Impact

In FY24-Q1, the American Red Cross actively supported disaster preparedness, relief and recovery work in **28 countries**.



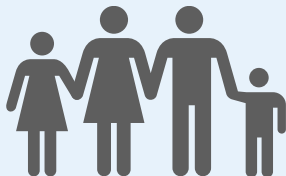
**\$1M**

donated to Red Cross and Red Crescent efforts\*



**3**

American Red Cross specialists deployed



**117**

families reconnected after disasters/conflict/migration



**17**

preparedness/ risk-reduction projects

\*Reflects funds donated 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.

# Morocco Earthquake Response

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## Earthquake Made Impact: Sept. 8

A 6.8 magnitude **earthquake** affected hundreds of thousands of people in **Morocco**, claiming at least 3,000 lives.

### Our Response:

Hundreds of **Moroccan Red Crescent** volunteers were on the ground immediately after the quake and have traversed rough terrain to reach remote areas and get people the aid they need. These local responders and those from the International Foundation of Red Cross and Red Crescent Societies have provided safe refuge, clean drinking water, lifesaving first aid, search-and-rescue assistance, warm blankets and more to help survivors of this tragedy.



# Libya Flooding Response

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## Flooding Impact: Mid September

Catastrophic and deadly **flooding** tore through **Libya** in mid-September. Some 50,000 people have been displaced in the flooding that ripped through population centers, destroying hospitals and roads and compromising access to clean water.

## Our Response:

The International Federation of Red Cross and Red Crescent Societies (IFRC) and International Committee of the Red Cross (ICRC) are supporting the **Libyan Red Crescent Society's** major response. In addition to supporting services like search and rescue and first aid, ICRC responders are helping to provide food, water, safe refuge, medicine and relief items to affected families.



# Türkiye Earthquake Update

## Earthquake Made Impact: February 2022

The largest **earthquake** in **Türkiye** and **Syria** in over a century caused massive destruction, affecting 17 million people and killing nearly 60,000 people.

## Our Response:

As part of the world's largest humanitarian network, the American Red Cross and our partners in the International Federation of Red Cross and Red Crescent societies came together in this massive response, providing **millions of dollars to support disaster relief and services, technical and logistical support, and more.**

To learn more, visit:

- [Türkiye Earthquake 6-Month Update](#)



### Turkish and Syrian Arab Red Crescent Teams Respond to Immense Needs of Survivors

In February 2023, the largest earthquake in Türkiye and Syria in over a century caused massive destruction, affecting over 17 million people. Tragically, nearly 60,000 lives were lost, countless others were injured and millions of people were displaced from their homes in Türkiye and neighboring areas of northern Syria. Millions were still living in tents for months after the quake struck.

To help meet the immense needs, Turkish Red Crescent and Syrian Arab Red Crescent teams led emergency response and relief efforts, working around the clock to deliver shelter, food, water and critical relief supplies, as well as essential health and sanitation services.

As part of the world's largest humanitarian network, the American Red Cross and our partners in the International Federation of Red Cross and Red Crescent societies (IFRC) came together in this massive response, providing millions of dollars in funding, technical and logistical support, and more.

Needs have continued to evolve in the months since the earthquake, and so has the Red Cross and Red Crescent support—including the provision of cash assistance and mental health services to earthquake survivors—ensuring that people affected by this crisis can move forward with their lives.

#### In Türkiye...

Nearly 500,000 Turkish Red Crescent volunteers and personnel have provided millions of people with essential care, food and relief supplies:

- More than **416 million hot meals** have been distributed, along with more than **10 million relief items**, including kitchen and other housing sets, blankets, food parcels, hygiene kits, clothing and baby items.
- Cash assistance has been provided to over **115,000 households**, reaching approximately **550,000 people** to cover their basic needs.
- Health care services have been provided to more than **47,000 people**, many of them in rural areas and temporary shelters

Above: A Turkish Red Crescent disaster worker comforts an earthquake survivor amid the rubble left by a devastating February 2023 earthquake. Since day one, Red Cross and Red Crescent teams provided support in the hardest-hit areas, distributing food, clean water, hygiene items, winter clothing and blankets and providing first aid, health care and sanitation services. Photo by IFRC.



# **Saving Lives Through Blood Services**



# Blood Services Impact

The Red Cross ensures people in need receive safe blood on a remarkable scale. In FY24- Q1:



**888,400**  
blood donors  
engaged



**47,100**  
blood drives  
hosted



**1.1 million**  
units of blood  
collected



**11 million**  
tests conducted



**1.5 million**  
blood products  
delivered

# Sickle Cell Initiative Update

## FY23 (July 1, 2022 - June 30, 2023)

The goal of the **Sickle Cell Initiative** is to inspire support for people with this disease, including **growing the number of blood donors who are Black** to help ensure compatible blood products are available for those in need.

## Our Progress:

- Building on the previous year’s momentum, the Red Cross continues to:
  - Inspire the next generation of blood donors in high schools and HBCUs nationwide.
  - Strengthen partnerships to build trust.
  - Engage new blood donors who are Black.

To learn more, visit:

- [FY23 Sickle Cell Initiative Impact Report](#)



### Diverse Partnerships Help Ensure Patients Living With Sickle Cell Disease Have the Blood Products They Need


July 1, 2022 to June 30, 2023

In fiscal year 2023, generous supporters helped the American Red Cross ensure the right-type blood products were available to sickle cell warriors in need. Contributing both financially and through blood donations, donors committed to the Red Cross Sickle Cell Initiative helped us expand key partnerships, reach more blood donors who are Black and secure compatible blood units critical for individuals battling sickle cell disease.

Impacting more than 100,000 individuals across the country, sickle cell disease is the most common genetic blood disorder in the United States.

As 1 in 3 African American blood donors is a match for people with sickle cell disease, the Red Cross is working to ensure patients have the blood products they need when they need them. In FY22, we launched the Sickle Cell Initiative and today continue to work with our diverse partners to meet the needs of these patients.

In FY23, we built on momentum established in the first year of the initiative, and we continue to work with national and local partner organizations to build trust, share information and help us engage new blood donors who are Black.

By the Numbers		FY2022*	FY2023*
	First-time African American Blood Donors	26,520	34,796
	Sickle Cell-Compatible Blood Units Collected from African American Blood Donors	48,233	58,177

Since launching the Sickle Cell Initiative, the Red Cross has provided sickle cell trait screenings to donors with a total goal of 250,000 screenings.



138,402 Sickle Cell Trait Screenings Provided to Date  
(Cumulative from April 1, 2021 to June 30, 2023)

\*Red Cross fiscal year - July 1 to June 30

PHOTO: Sickle cell disease and trait impact every member of the Dandridge family. David Jr. and his three children -- Skylar, David III and Donovan -- were all born with the disease while his wife, Groesvenor, discovered she was a trait carrier through prenatal testing. The American Red Cross Sickle Cell Initiative aims to provide the most compatible blood for sickle cell patients to alleviate symptoms of the inherited blood disorder.

# Sickle Cell Initiative: Inspiring the Next Generation of Blood Donors

A group of nearly 40 Historically Black Colleges and Universities (HBCU) students had an unforgettable week at the Red Cross **HBCU Ambassador Leadership Program** Summer Training in Atlanta, Georgia.

Second-year cohort participants of this elite program were given the unique opportunity to learn from Red Cross senior leaders, hear best practices from first-year members and collaborate to improve our blood collection efforts in the upcoming year.



**To help ensure all patients have the blood products they need, when they need them**, the Red Cross is engaging the next generation of blood donors through the HBCU Ambassador Leadership Program, supported by Delta Air Lines. As part of the Sickle Cell Initiative, participants embrace a mission of improving the health outcomes of sickle cell warriors through blood collection on HBCU campuses.



“When blood and platelet supplies drop to critical levels, it makes hospitals and the patients they are treating vulnerable.”

Dr. Baia Lasky, Medical Director  
for the American Red Cross

**Responding to National Blood Shortage:** Following months of tight inventory, the Red Cross issued a national public appeal on Sept. 11, 2023, to help address our blood shortage. After a shortfall of 30,000 donations in August, plus the blood drive disruptions from Hurricane Idalia, the Red Cross called for blood and platelet donors to give now to ensure hospital patients continue to receive critical medical care. Financial investments in Red Cross Blood Services help **alleviate shortages by adding more conveniently located blood donation sites, as well as reducing waste and increasing processing yields.**





“Without donated blood products, he wouldn’t be here today. ...We see so many kids who need blood products.”

Ivy Ward, mom of Finn, who has received more than **25 blood and platelet transfusions** during his fight against leukemia

The Red Cross is working to meet the growing need for platelets and other blood products by accelerating the opening of new platelet and blood donation sites across the country.

**Last year, the Red Cross opened 12 new platelet collection sites, and we expect to open more than 15 additional sites in the next two years.**

# Blood Management System Update


## FY23 (July 1, 2022 - June 30, 2023)

The new Blood Management System will revolutionize our work and improve blood delivery to all, including some of the most vulnerable people.

### Our Progress:

- This year, we made significant advancements, with a focus on development, testing, FDA approval and implementation of the system.
- We successfully provided the first delivery of 93% of the system's core functionality.
- The cloud-based system will improve patient outcomes, data integration, system sustainability and our response to the next pandemic.

To learn more, contact your relationship manager and request a copy of the FY23 Progress Update.



### Blood Management System

PROGRESS UPDATE | JULY 1, 2022-JUNE 30, 2023

#### Transforming How We Save Lives

The need for blood is constant and the American Red Cross is proud to answer the call. As the largest single provider of blood products in the U.S., we must remove all barriers possible to optimally deliver best-matched blood to people in their times of greatest need.

Thanks to your extraordinary support, the Red Cross is progressing toward a new, intuitive Blood Management System that will revolutionize our work and improve blood delivery to all, including some of the most vulnerable people. This one-of-a-kind, cloud-based system will result in:

- improved patient outcomes,
- smarter data integration,
- substantial cost savings and system sustainability over time,
- a swift and nimble response to the next pandemic.

#### Progress Update

During the past fiscal year, the Blood Management System project team has made significant progress with a focus on the development, testing, FDA approval and implementation of the new system. This year, they successfully provided the first delivery of 93% of the system's core functionality. The project team will focus on final deliveries of all functionalities, including software validation, defect correction, internal interface development and revisions to standard operating procedures. When complete, the system will provide 24 integrations that connect 15 different applications, revise more than 1,200 standard operating procedures, and include a new, advanced enterprise data warehouse.

FDA software submission is expected in the spring of 2024 and our procedures will be submitted to the FDA in summer of 2024. Implementation is targeted for fall of 2024 with a rolling implementation of approximately six months. The implementation will begin with the Donor and Client Support Center, followed by an early implementation that reflects one Manufacturing, Distribution and Immunohematology Reference Laboratory site.

#### Nationwide Presence, Local Impact


Benefiting communities nationwide, the new Blood Management System will be implemented during 2024 at Red Cross sites, including:

- 20 Manufacturing Sites, where blood is processed into a variety of blood products.
- 45 Immunohematology Reference Labs, where specialized testing beyond blood type to the antigen level is conducted.
- 75 Blood Product Distribution Sites, where blood products are stored for on-demand delivery to hospitals and cancer treatment centers nationwide.
- 5 Histocompatibility and Molecular Genetics Laboratories, where the Red Cross performs specialized testing to determine compatibility prior to bone marrow or organ transplants.
- 1 Donor Client Support Center.

The connectivity of this new system will:

- generate near-instantaneous integration of data into downstream systems,
- eliminate the need for manual entry of test results,
- increase our ability to flag and sequester rare blood for the most vulnerable,
- improve patient outcomes.

Thanks to investments in our new Blood Management System by generous donors like you, the Red Cross is streamlining the way we test and match blood products, including time-sensitive platelets. This lifesaving work improves health outcomes and provides hope for vulnerable patients like Caroline and countless others.



Caroline Vance, pictured here with her mom Kendra, was diagnosed with cancer when she was just 6 months old. As part of her treatment, Caroline needed 10 blood transfusions during six rounds of chemotherapy. "Blood donation means the world to us," Kendra said. "You don't really realize how important it is until it's your kid laying on that bed."

# Supporting Military and Veteran Families



# Military Support Impact

In FY24- Q1, **over 7,300 compassionate Red Cross Service to the Armed Forces workers** have provided critical services in lockstep with our partners.



**46,520**

new members and  
relatives learned about  
Red Cross services



**113,730**

care and therapy items  
distributed at medical  
facilities



**67,220**

hospitalized people  
helped through  
rehabilitation and  
morale programs



**67,800**

families supported  
through personal  
crises

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



“The warriors in Lahaina have an extra layer to work through after the fire. But we are here to walk them through it and give them whatever they need.”

Gilbert Aquino, a veteran and Service to the Armed Forces volunteer helping Maui wildfire survivors

In the aftermath of the devastating wildfires this August, Service to the Armed Forces volunteers on Maui have been connecting with active-duty service members in the community and in our shelters to provide them with recovery support. The volunteers have been driving around the island, with snacks and drinks in tow, to meet service members and veterans and share helpful recovery information. A few days a week, they've also coordinated visits with local therapy dogs.



# Training for the Moments That Matter



# Training Services Impact

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In FY24-Q1, we have equipped nearly **966,000** community members to help neighbors, friends and family members with vital skills:



**745,400**

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



**199,600**

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



**20,700**

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



“If it were not for them, I  
would not be here.”

Wayne Strei, pictured center, whose life  
was saved thanks to fast action,  
CPR and use of an AED

When Wayne Strei became unresponsive during a church music rehearsal, those around him knew what to do, and **their fast action helped save his life.** Two knowledgeable bystanders, Fire Chief Kurt Hicks and Emergency Medical Responder Claudette Tipton, began providing CPR and using an automated external defibrillator (AED) to try to restore Wayne’s heart rhythm, while Keri Hicks called 911 and Jennifer Fenendael assisted. In July, these heroes received the Red Cross Certificate of Extraordinary Personal Action for their efforts in saving the life of Wayne Strei.

# Deepen Your Engagement

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



**Help overcome the national blood shortage!** Blood donors of all types are urgently needed, especially type O blood donors and those giving platelets. The Red Cross provides about 40% of our nation's blood products, all from generous volunteer donors like you! [Schedule your blood donation appointment today!](#)

**Become a Volunteer!** Your time and talent can make a real difference. The Red Cross workforce is 90% volunteer. Our mission is made possible because of people like you! There are many ways to get involved. [Explore the volunteer roles that are most needed and find one that's right for you.](#)



**Get trained to help save a life!** Every year, more than 4.6 million people turn to the Red Cross for training in First Aid, CPR/AED, Basic Life Support and more. Trust us to deliver unmatched lifesaving training that will provide you the confidence and skills to act when moments matter. [Register for training today.](#)





*Thank you*



**American  
Red Cross**