



Partnership Opportunity

Ready 365 Giving Circle

Every day, the American Red Cross assists people who face emergencies. We secure food and lodging for families struck by a home fire. We help a deployed soldier get home for the birth of his son. We provide blood to a child battling cancer.

We have prevented and relieved suffering, one day at a time, for almost 140 years. In that time, we have served millions of people in small towns and big cities across the United States and around the world.

At the Ready in North Texas

Through the Ready 365 Giving Circle, you can join us in relieving human suffering in the face of emergencies. When you join our corporate membership program, your company stands with the Red Cross as we provide lifesaving services. In 2020 we were able to:

- Help **2,455** families affected by **1,456** home fires and other disasters.
- Empower **2,790** residents and employees with lifesaving courses, such as First Aid and CPR training.
- Provide **9,176** services to military members, military family members and veterans, including emergency communications.
- Collect nearly **42,300** units of blood and, since July 2020, test each donation for COVID-19 antibodies.

In a study of 50,000 nonprofit and for-profit brands, the Red Cross brand ranked the most reliable charity, offered partners more brand lift than any other leading charity and was still more visionary than 96% of brands.¹

Provide Help and Hope

By supporting any or all of our lines of service, you help the Red Cross provide hope and care for people in your own community, across the country, and around the globe.



“The Red Cross stands ready to serve our community every day of the year. We hope you’ll join us.”

Keith Rhodes
CEO, American Red Cross
North Texas Region



Giving Levels

With multiple giving levels, Ready 365 offers an option that is right for your company. Each level provides visible recognition through key communications channels and spotlights your gift in front of local Red Cross supporters. Benefits include:

Platinum Membership: \$150,000

- Custom marketing and communications tactics, developed with you.
- Invitation to disaster calls and annual update calls with national Red Cross leaders.
- Exclusive annual recognition on Red Cross North Texas social media, and more.

Gold Membership: \$100,000

- Red Cross “lunch and learn” virtual training with your employees.
- Exclusive annual recognition on Red Cross North Texas social media, and more.

Silver Membership: \$50,000

- Press release verbiage for inclusion in donor's own press release.
- One free online preparedness training for employees, and more.

Bronze Membership: \$25,000

- Timely communication tools to amplify partnership.
- Annual volunteer opportunity for employees, and more.

Supporter Membership: \$10,000

- Alignment with Red Cross brand supporting partnership.
- Recognition on local Red Cross website, and more.

Learn More

To learn more about the Ready 365 Giving Circle, including all benefits available for your company, please contact your Red Cross relationship manager.

Causes Matter to Consumers

- 89% of consumers would buy a product attached to a cause.
- 87% of consumers wish more of the products, services and retailers they use would support causes.
- 89% of consumers are likely to switch brands to one associated with a cause, given comparable price and quality.
- 87% of consumers are more likely to trust companies that support causes.

Cone Communications, 2017



¹Young & Rubicam's BrandAsset® Valuator is the world's longest-running and most extensive study of brands, covering 50,000 brands and dating back to 1993. The U.S. panel includes 17,000 nationally representative adults, with data collected quarterly. Base: 2017.



**American
Red Cross**

Ready 365
Giving Circle