

Annual Report

# BRINGING COMMUNITIES HOPE

Cascades Region

# 2020



**American  
Red Cross**



---

## A MESSAGE FROM THE REGIONAL EXECUTIVE

---

In fiscal year 2020, which spans the last half of 2019 and the first half of 2020, local Red Cross volunteers and employees responded to disasters, collected and delivered lifesaving blood products for hospital patients in need, trained community members in critical lifesaving skills like CPR and first aid, supported military families and our veterans, and made homes in our communities safer by installing free smoke alarms and helping families prepare for home fires.

As our community was affected by the COVID-19 outbreak, almost every aspect of the Red Cross mission adapted to the new pandemic environment to ensure the safety of our employees, volunteers, blood donors and recipients, partners, and clients.

The Red Cross continued to provide support for those devastated by disasters both large and small, although instead of standing up large shelters for those displaced by disasters like our Oregon wildfires, the Red Cross coordinated hotel stays, and meals were provided by door drop or at locations where community members could safely pick up food. Volunteers assisted both onsite and virtually to connect families with support and resources.

To mitigate the loss of blood donations, the Red Cross worked closely with government partners to ensure that blood donations remained classified as an essential service, allowing critical blood collections to continue. Lifesaving training classes took place virtually, with new, important, and creative content as the organization quickly innovated our class structure. Red Cross Service to the Armed Forces call center personnel worked from home, handling significantly more volume as veterans called in need of financial assistance.

While the strain of the pandemic has weighed heavily on the nation and throughout the world, the Red Cross continues to offer support and care during a dark and difficult time, bringing comfort, hope, and light when individuals and families need it most. On behalf of those we serve, thank you to everyone who contributed their time, expertise, and financial resources to support the Red Cross in fiscal year 2020.

Sincerely,

**Dale Kunce**

Regional CEO



**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.





# Relief in the Face of Emergencies

The American Red Cross Cascades 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 2,600 local volunteers and the generous support of donors like you.

## Disaster Response

In the Cascades 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 676 local disasters**



**Assisted 965 families and over 2,700 individuals**



**Reached 2,066 children through preparedness programs like The Pillowcase Project**

## 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 31,212 people in lifesaving First Aid, CPR, and AED classes**



**Enrolled 17,016 people in aquatics and water safety trainings**

## Home Fire Campaign

Home fires claim seven lives every day, but having working smoke alarms can cut the risk of death by half. Up until COVID-19 restrictions were put in place, your local Red Cross installed free smoke alarms and helped families develop plans to prepare for and respond to home fires. We remain committed to our mission of helping people prevent and survive home fires and shifted to virtual preparedness education efforts in late spring and into the summer.



**Responded to 655 home fires in our region**



**Installed 5,485 free smoke alarms**



**Created 1,522 escape plans for home fire preparedness**

---

## 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 members 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.



**Provided 4,665 emergency communication and critical community services to military members, veterans, and their families**



**Served 505 individuals through rehabilitation and morale programs**



**Distributed 32,178 care, comfort, and therapy items at military/veteran medical facilities and stand downs**

---

## 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 193,299 units of blood**



**Received blood donations from 214,132 donors**



**Conducted 12,731 blood drives**

# American Red Cross Leadership

---

## Regional Board of Directors

### Central and Eastern Oregon

Sharon Calhoun  
Lisa Hale  
Larry Medina  
Cassandra Miasnikov  
Silvan Shawe  
Scott Smith  
Deb Tebbs

### Northwest Oregon

Scott Burns  
Karen Faunt  
Darrell Fuller  
Michael Gay  
Peng Ge  
Rachel Hanks  
Bradley Houle  
Jennifer Hudson  
Jay Jewess  
Lubna Khan  
Kristen Leonard  
Corey May  
Joe Ohama  
Kelley Okolita  
Bill Pearson  
Fern Schlesinger  
Abigail Tibbs  
Jason Zidell

### Southwest Oregon

Shelagh Baird  
Dan Brattain  
Debra Caldwell  
Merrill Gonterman  
Susan Long  
Dyana Mason  
Dana Pierson  
Monte Smith  
Benjamin Wang  
Selene Witcher  
Marvin Woodard  
David Wright

### Southwest Washington

Kassandra Brown  
Tracy Fortmann  
Michael Henningsen  
Joseph Henry  
Paul Ledesma  
Ryan Nisle  
MaryJane Rose  
Karen Stanley  
Vicky Wessling  
Josy Wright



# Red Cross Revenue and Expenses

Fiscal year 2020 (July 1, 2019 - June 30, 2020)

American Red Cross operating funds come from four main funding sources: revenues from products and services, contributions, investment income and other revenue. Total American Red Cross operating revenues and gains for fiscal year 2020 were \$2,907.4 million. American Red Cross total operating expenses were \$2,751.6 million. Net assets were \$1,812.2 million.

**Note:** The complete audited, consolidated financial statements of the American Red Cross for fiscal year 2020 may be obtained online at [redcross.org/pubs](http://redcross.org/pubs) or by contacting the American Red Cross Inquiry Center at 431 18th Street, N.W., Washington, DC 20006, (202) 303-4498.

## Regional Revenue

### American Red Cross Cascades Region

Your local Red Cross provides critical services to the communities in Oregon and Southwest Washington thanks to your generous donations.

#### REVENUE

Corporation, Foundation and Individual Giving	\$4,619,239
Legacies and Bequests	\$539,770
United Way and Combined Federated Campaign	\$44,073
Donated Materials and Services	\$280,213
Contracts (including Federal Government)	\$289,690
Training Services	\$1,882,797
Other	\$67,865
Support from American National Red Cross Chapter Network	\$607,628
<b>TOTAL REVENUE</b>	<b>\$8,330,275</b>

## Regional Expenses

### American Red Cross Cascades 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 Cascades Region.

#### EXPENSES

<i>Program Services:</i>	
Service to the Armed Forces	\$353,412
Biomedical Services	\$206,486
Community Services	-
Domestic Disaster Services	\$3,528,552
Training Services	\$2,287,677
International Relief and Development Services	-
National Disaster Relief and Humanitarian Services	-
<b>Total Program Services</b>	<b>\$6,475,127</b>
<i>Supporting Services:</i>	
Fundraising	\$1,528,606
Management and General	\$326,542
<b>Total Supporting Services</b>	<b>\$1,855,148</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>\$8,330,275</b>



**American Red Cross**  
Cascades Region

3131 N. Vancouver Ave., Portland, OR 97227  
(503) 284-1234 | [redcross.org/oregon](https://redcross.org/oregon)