



BRINGING COMMUNITIES *hope*

ANNUAL REPORT 2021
CASCADES REGION



American Red Cross



A MESSAGE FROM THE REGIONAL EXECUTIVE

Since the beginning of the COVID-19 pandemic, the American Red Cross has adapted to deliver its lifesaving mission while safeguarding the health and safety of our employees, volunteers, blood donors and recipients, partners and clients. Whether responding to disasters here in the Cascades Region or across the country, distributing or collecting vital blood products, providing critical First Aid or CPR training, delivering comfort and care to our military members and veterans, or supporting people around the world with disease prevention and disaster response activities, the Red Cross was there.

In response to emergencies like the Bootleg fire, last year's heatwave, and other disasters both big and small, the Red Cross prioritized individual hotel rooms over large shelters, provided some of our critical services virtually, and distributed meals and relief items like clean-up kits at pick-up sites so people could stay in their cars to avoid crowds. In the Cascades Region, with the help of over 2,500 volunteers, we responded to more than 700 disasters, like home fires, and provided more than 1,650 emergency overnight stays for those impacted by disaster in 2021. As the frequency and intensity of extreme weather events continue to increase, the Red Cross is committed to doing our part to reduce the current and future humanitarian impacts of climate change by fostering even greater resiliency and reducing our own environmental footprint.

The Red Cross also created new COVID-19 online courses and workshops that helped people manage their mental health during the pandemic. To continue delivering essential lifesaving training, the Red Cross created virtual solutions to meet students where they were. In the Cascades Region, we continue to provide community-based preparedness training programs through our Be Red Cross Ready series, in addition to our youth focused Pillowcase Project and Pedro the Penguin presentations. Additionally, through the generosity of the public and our blood hosts, we helped save lives by collecting more than 182,150 units of blood, supporting over 60 area hospitals.

In the 140 years since Clara Barton founded the American Red Cross, our focus has been on providing comfort and hope through service and innovation; looking ahead to the next 140 years, we know we would be unable to carry out our lifesaving mission without the unwavering generosity and support of selfless individuals, like you. On behalf of those we serve, thank you.

Sincerely,

Dale Kunce

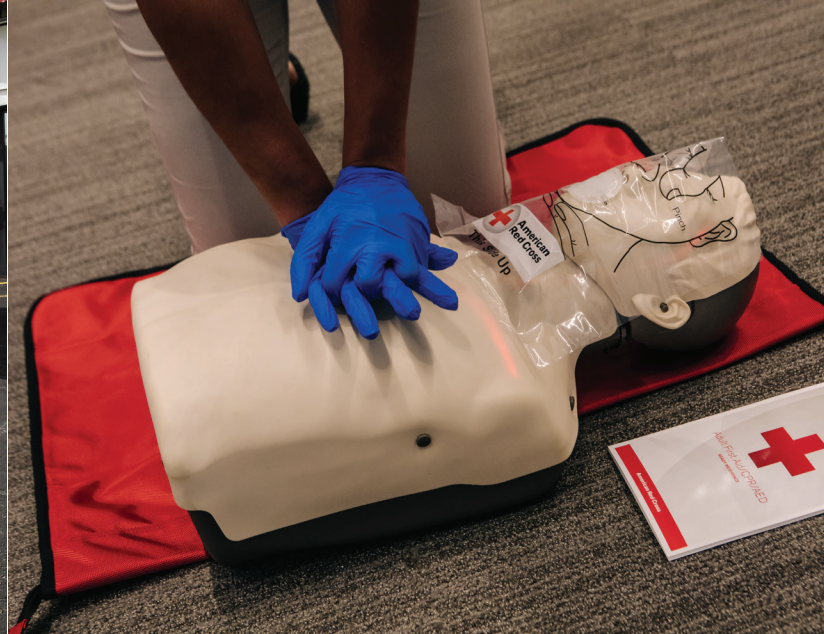
Cascades Region, Chief Executive Officer



**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 over 2,500 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 775
local disasters



Provided assistance to 3,688
individuals impacted by
disaster



Educated more than 600
people through our community
disaster education and
preparedness programs

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 more than 27,000 people
in lifesaving classes like first aid,
CPR, and AED



Enrolled more than 8,700 people
in water safety/aquatics

Home Fire Campaign

Home fires are the country's most frequent disaster, claiming seven lives every day in the U.S. That's why the Red Cross launched its Home Fire Campaign in October 2014. As part of the campaign, the Red Cross and community partners install free smoke alarms and educate families about fire safety.



Responded to 718 home fires in our region, providing assistance to 2,418 individuals



Installed 284 free smoke alarms



Reached nearly 1,200 children through preparedness programs like 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 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.



Supported military members, veterans, and families in our community in 3,175 cases



Provided more than 4,900 case services



Briefed more than 2,900 individuals through programs like 'Get to Know Us'

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.



Conducted 8,779 blood drives



Collected 180,560 units of blood

AMERICAN RED CROSS *Leadership*

Regional Board of Directors

American Red Cross of Central & Eastern Oregon

Sharon Calhoun
Lisa Hale
Larry Medina
Cassandra Miasnikov
Eric Pashia
Silvan Shawe
Scott Smith
Debra Tebbs

American Red Cross of Northwest Oregon

Scott Burns
Monica Cowan
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

American Red Cross of Southwest Oregon

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

American Red Cross of Southwest Washington

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



RED CROSS REVENUE AND EXPENSES

Fiscal year 2021 (July 1, 2020 - June 30, 2021)

American Red Cross operating funds come from four main funding sources: revenues from products and services, contributions, investment income and other revenue. Total Red Cross operating revenues and gains for Fiscal Year 2021 were \$3,130.6 million. Red Cross total operating expenses were \$2,836.5 million. Net assets were \$2,368.4 million.

Note: The complete audited, consolidated financial statements of the American Red Cross for fiscal year 2021 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.

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 | \$5,769,817 |
| Legacies and Bequests | \$3,019,200 |
| United Way and Combined Federated Campaign | \$42,573 |
| Donated Materials and Services | \$610,471 |
| Contracts (including Federal Government) | \$245,417 |
| Training Services | \$1,331,767 |
| Other | \$70,833 |
| Support from American National Red Cross Chapter Network | - |

TOTAL REVENUE **\$11,090,078**

Regional Expenses

American Red Cross Cascades Region

Each day, the American Red Cross carries out the heart of our mission—preventing and alleviating human suffering—by providing life-changing and lifesaving services. The chart below details expenses for the Cascades Region.

EXPENSES

| | |
|----------------------------------------------------|--------------------|
| <i>Program Services:</i> | |
| Service to the Armed Forces | \$412,728 |
| Biomedical Services | \$210,127 |
| Community Services | - |
| Domestic Disaster Services | \$4,511,185 |
| Training Services | \$1,124,557 |
| International Relief and Development Services | - |
| National Disaster Relief and Humanitarian Services | \$2,488,147 |
| Total Program Services | \$8,746,744 |
| <i>Supporting Services:</i> | |
| Fundraising | \$1,947,419 |
| Management and General | \$395,915 |
| Total Supporting Services | \$2,343,334 |

TOTAL OPERATING EXPENSES **\$11,090,078**



American Red Cross
Cascades Region

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