



Tiffany Circle 2021 Year in Review

American Red Cross
Tiffany Circle



A Message from Co-Chairs of the Tiffany Circle National Council

It is our honor to serve as Co-Chairs of the Tiffany Circle National Council, the leadership body that oversees the strategy and direction of the Tiffany Circle. Each day, we witness the power of our network of women leaders who collectively advance the American Red Cross mission. As our world faces more frequent and intense disasters, the continuous effects of the COVID-19 pandemic and countless other crises, our humanitarian mission is more important than ever.

We are reminded that December 25, 2021, marked the 200th birthday of our founder, Clara Barton. Today, her legacy of leadership continues through the generous and noble women of the Tiffany Circle. We believe that Clara would have been proud of the powerful impact this group has made since its founding in 2006. In 15 years, members have raised more than \$146 million and volunteered countless hours to alleviate human suffering in the face of emergencies.

Despite the many challenges of this past year, the Tiffany Circle continued to achieve remarkable results. Together, we:

- Grew membership to 1,094 members,
- Retained more than 91% of members,
- Held first Tiffany Circle Virtual Summit, reaching more women than any previous Summit!

As we look forward, we know that the Red Cross will continue being a beacon of hope to countless individuals and families impacted by disasters big and small, delivering lifesaving blood products to those facing critical health issues, providing comfort and care to military families in crisis and much more. The Red Cross plays a vital role in communities across the country and around the world, and we are heartened to know that the Tiffany Circle helps advance this critical work.

Yours in service,



Janis Tratnik

Janis Tratnik
Co-Chair
Tiffany Circle National Council



Sara Horein

Sara Horein
Co-Chair
Tiffany Circle National Council

Strategic Plan 2020–2023 Update

Building on the organization's fundamental principles and critical mission, the Tiffany Circle National Council has outlined a three-year strategic plan. In partnership with division and region leaders, the Tiffany Circle has made great progress toward the following goals, which we aim to reach by June 30, 2023.

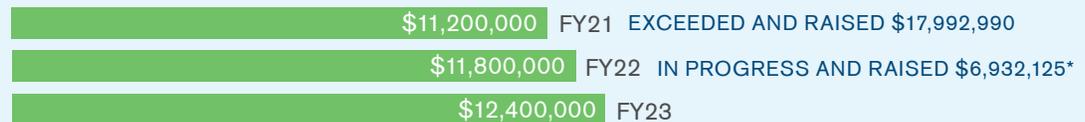


GOAL: GROW TO 1,200 MEMBERS

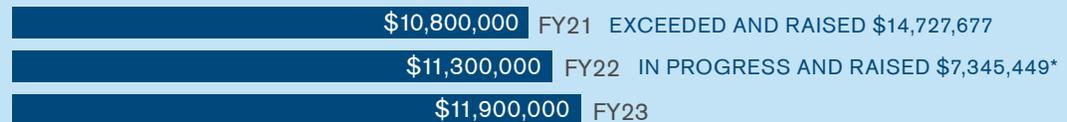
CURRENT: 1,094 MEMBERS*



GOAL: INCREASE YEAR-OVER-YEAR REVENUE



GOAL: INCREASE INFLUENCED DONATIONS BY 5% ANNUALLY



GOAL: TRACK VOLUNTEER HOURS

Have 350 Tiffany Circle members recording volunteer hours by 2023 and tracking those hours

CURRENT: 327 MEMBERS ACTIVELY RECORDING VOLUNTEER HOURS*



GOAL: EXPAND THE WOMEN'S GIVING CONTINUUM THROUGH INTEGRATED TOUCH POINTS IN FY21 BY...

- Building awareness through social and traditional media donor spotlights.
- Core donor outreach.
- Developing a culture of diversity and inclusion.

CURRENT: RAISED AWARENESS OF WOMEN'S PHILANTHROPY THROUGH COMMUNICATION OUTREACH AND OFFERED MANY CULTURAL COMPETENCY TRAININGS TO MEMBERS

*As of December 1, 2021

In FY22, we will continue to support the Red Cross Diversity and Inclusion Action Plan by exploring learning opportunities.

Tiffany Circle 2021 Virtual Summit Highlights

A Community of Women Leaders • Unifying Compassion into Action



Thanks to the leadership of co-chairs **Teresa Hubbard** of the North Texas Region, **Tammy Moore** of the National Capital & Greater Chesapeake Region and **Pam State** of the Kentucky Region, nearly 450 Tiffany Circle members, guests and Red Cross employees united on October 6 and 7, 2021, for the first Tiffany Circle Virtual Summit.

After opening remarks by American Red Cross Chairman and Tiffany Circle Co-Founder **Bonnie McElveen-Hunter** and an invigorating address on the Power of Women in Philanthropy by Tiffany Circle Co-Founder **Melanie Sabelhaus**, participants delighted in a robust discussion between **Savannah Guthrie**, anchor of TODAY and NBC News chief legal correspondent, and **Melody Hobson**, co-CEO and president of Ariel Investments. These celebrity guests shared why they are passionate about the Red Cross and their unique perspectives on women's roles in philanthropy.

Capping off day one of the Summit, participants engaged in their choice of two mission immersion breakout sessions, including climate change and its impact on the people we serve, the organization's legacy of female leadership, next-generation philanthropy, the Sickle Cell Initiative, the international reach of the Tiffany Circle, and the importance of diversity, equity and inclusion.

On day two of the Summit, participants were welcomed by Tiffany Circle National Council Co-Chairs **Sara Horein** and **Jan Tratnik** and enjoyed an inspiring keynote with American Red Cross President and CEO **Gail McGovern**. Former Tiffany Circle National Council Chair **Beth Renner** then invited members and friends to fund 10 Amicus machines — vital equipment used to collect blood platelets, which are often used by people fighting cancer. Moving testimonials and information shared by cancer survivors, Tiffany Circle members and Red Cross experts motivated members to unify their compassion into action.

While we look forward to a time when the Tiffany Circle can safely gather in person, this year's virtual format offered unique opportunities for more members and guests to engage in the Summit experience. As a result, several Summit guests were so inspired that they chose to join our membership.



“I was so moved by the information and stories shared during the Summit, particularly the support of our military. I am thrilled to be one of the newest members of this extraordinary group of women leaders.”

Kathy Cook, new member of the Tiffany Circle of Greater Carolinas

We are profoundly grateful for the participants' engagement in this year's special Summit and in our important humanitarian mission.

Blood Saves Lives: Fighting Cancer



Every 30 seconds, a U.S. cancer patient needs a platelet donation. Cancer, radiation and chemotherapy take a steep physical toll and often damage or destroy platelets — tiny cells that are critical to strengthening cancer patients so they can continue treatments — and only donated platelets can replace those that are lost. With new cancer cases expected to increase more than 36% by 2040¹, the Red Cross is dedicated to meeting the growing need for platelets. Amicus machines — which draw blood from one arm, keep the platelets and return red cells to the donor — are critical to this work.

In response to **Beth Renner's** inspiring invitation to fund 10 platelet-collecting Amicus machines, members of the Tiffany Circle answered the call. As of December 1, combined investments totaling more than **\$639,000 had funded all 10 machines**, enabling the Red Cross to more efficiently collect lifesaving platelets, which will help countless patients in need, including people fighting cancer.



Former Chief Development Officer **Don Herring**, who retired in December, and new Chief Development Officer **Anne McKeough** joined Beth to announce and celebrate the women's generous contributions.



Our deepest gratitude to the Tiffany Circle members and friends who supported this vital fundraising effort.

Thank you!



¹International Agency for Research on Cancer, 2020

Sickle Cell Initiative: Reaching More Blood Donors to Help Patients with Sickle Cell Disease



As an organization dedicated to alleviating human suffering, the Red Cross is committed to the health and well-being of all communities. A diverse blood supply is critical to improving health outcomes for all patients — especially those with sickle cell disease.

In the U.S., it is estimated that over 100,000 people — the majority of whom are of African descent — have sickle cell disease and may require blood transfusions throughout their lifetime. For someone facing a sickle cell crisis, a blood transfusion can make a lifesaving difference.

Blood donations from individuals of the same race or similar ethnicity and blood type have a unique ability to help patients experiencing a sickle cell crisis. Sickle cell disease is an enduring — and often invisible — health disparity in the U.S. Despite the discovery of the disease more than a century ago, there have been fewer health resources available to help those afflicted in comparison to similar diseases.

That's why in September 2021, during Sickle Cell Awareness Month, the Red Cross launched a national initiative to grow the number of blood donors who are

Black to help patients with sickle cell disease. The Red Cross is now providing sickle cell trait screenings on all first-time donations from self-identified African American donors, helping identify sickle cell compatible blood types more quickly and providing these donors an additional health insight. We are also joining forces with the NAACP, 100 Black Men of America, Inc. and The Links, Incorporated to expand blood donation opportunities in Black communities.

In her interview with TODAY anchor **Savannah Guthrie** during the Tiffany Circle Virtual Summit, **Mellody Hobson**, co-CEO and president of Ariel Investments, challenged participants to use their power for good. From gifts of time, talent and treasure to leveraging personal influence by opening a door to a new prospective supporter, the Red Cross is grateful for the many ways Tiffany Circle members help power our lifesaving mission.

“This important gift aligns with our beliefs and our goals related to equity in healthcare. When we see initiatives that address areas of our society that haven’t gotten the same amount of attention and resources, George and I are believers that it’s our responsibility to step up... and the Red Cross has the scale and the skill to make a lasting impact.”

Mellody Hobson, co-CEO and president of Ariel Investments, reflecting on her family foundation’s investment in the Sickle Cell Initiative

Climate Change: A Humanitarian Crisis



As our nation continues to face more frequent and intense weather events, the Red Cross is witnessing the human impact of these climate crises firsthand. More damaging storms, heavier rainfall, higher temperatures, stronger hurricanes and historic wildfires demand Red Cross disaster relief more than ever, particularly in vulnerable communities.

Building on Tiffany Circle members' interest in this topic, evidenced by the high participation in the Summit's Climate Change breakout session, Tiffany Circle National Council Co-Chair **Sara Horein** recently spoke with Jennifer Pipa, Vice President, Disaster Programs, to discuss climate change and its impact on the Red Cross and the people we serve. Their discussion has been edited for length and clarity.

SH: Why is climate change a humanitarian crisis?

JP: Over time, we've witnessed a steady uptick in billion-dollar disasters and the length of traditional "seasons" for disasters. For example, hurricane and wildfire seasons are getting longer, resulting in massive, simultaneous Red Cross disaster operations on two different coasts. We're also seeing types of events that had previously been unheard of, like the extensive flash flooding communities in the Northeast experienced after Hurricane Ida. Climate change is also resulting in the same communities getting hit repeatedly—sometimes multiple times in a year—without time to recover, rebuild and regain resiliency. Those vulnerable communities need more help—longer shelter stays, more aid and more mental health support—than ever before.

SH: How is the American Red Cross adapting to better respond to the impacts of climate change?

JP: We're learning that our programs need to be more targeted, particularly for vulnerable communities. After disasters, there are standard pre-existing barriers to our clients' recovery: housing, hunger and health. We're exploring simple solutions to help overcome these challenges. For example, in communities that are repeatedly impacted by hurricanes that are also in food deserts, we're looking at partnering with local food banks and retailers to ensure that, with our support—funding, a generator, etc.—they can provide shelf-stable meals to families who may not need to be in our shelters but don't have power to cook their own food. In addition, for the 10–20% of folks who, at the end of our standard operations, have significant barriers to recovery, we need to lean in with experienced caseworkers and additional help. We believe these types of creative solutions and partnerships can make a big impact on the most vulnerable.

SH: What is the Red Cross doing to be better stewards of the environment?

JP: My colleague Noel Anderson was recently named the first Red Cross chief sustainability officer and vice president of Environmental, Social and Corporate Governance Strategy, overseeing our enterprise-wide efforts to reduce the impact of climate change. We're exploring LED lights in all facilities, hybrid model vehicles, as well as other more complex solutions. In Disaster Services, historically, we've used a lot of Styrofoam containers to deliver hot meals to our clients. This year, we resourced and used five different types of compostable meal kits, and we're analyzing feedback on which ones best serve our clients. These are just a few of the solutions we're pursuing.

SH: How can Tiffany Circle members support the organization's actions in response to climate change?

JP: Tiffany Circle members can play an important role by continuing to learn alongside us and carry our mission forward to people in their spheres of influence, sharing the important work we're doing and engaging others in supporting it.

Above: Jennifer Pipa, Vice President, Disaster Programs listens to Red Cross shelter volunteer during Hurricane Ida relief effort.



**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.



American Red Cross
Tiffany Circle

Mission

The Tiffany Circle is a community of women leaders who advance the American Red Cross mission through a focused investment of time, talent and treasure by engaging and embracing women locally, nationally and internationally.