



American Red Cross
Tiffany Circle

Tiffany Circle Strategic Plan FY26–FY27

WOMEN LEADING THROUGH PHILANTHROPY

GUIDING PRINCIPLES

Guided by the fundamental principles of the Red Cross and Red Crescent network—Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality—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.

TIFFANY CIRCLE MISSION STATEMENT

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

THEMES

Building upon our solid foundation, we strive to empower more women to be the catalyst for growth as we invite them to volunteer for and invest in the Red Cross mission.

ENGAGING WOMEN IN THE MISSION

LEVERAGING WOMEN IN PHILANTHROPY

GROWING A COLLABORATIVE NETWORK OF WOMEN

INCREASING AWARENESS OF OUR IMPACT

OBJECTIVES

- ✓ Become one of the leading “charities of choice” for women.
- ✓ Expand our networks and empower women to support and serve the Red Cross mission.
- ✓ Provide tools and resources throughout the Tiffany Circle network to help build inclusive communities and foster cultural awareness.
- ✓ Increase awareness of International Tiffany Circle network, programs and impact.

GOALS



Increase Year-Over-Year Blue Sky Direct Revenue from Members

- FY26: \$27,600,000
- FY27: \$29,500,000



Expand and Increase Influenced Donations

- FY26: \$20,500,000
- FY27: \$21,500,000



Grow Membership

- FY26: 1,475 members
- FY27: 1,600 members



Increase Member Engagement*

- FY26: 38,000 hours
- FY27: 40,000 hours

*Hours recorded in Volunteer Connection by members