

Tiffany Circle

STRATEGIC PLAN HIGHLIGHTS

STRATEGIC THEMES



1. Core Mission Support

Demonstrate clear impact on the American Red Cross mission via volunteering, fundraising, and advocacy to **prevent and alleviate human suffering**



2. Leveraging Women in Philanthropy

Continue to support an **engaged network of women** donors who invest in **high impact philanthropy** to strengthen the mission of the American Red Cross

THROUGH THE YEARS

PAST

- 8 U.S. chapters
- 228 members
- \$3 million raised

5 COUNTRIES



PRESENT

- 52 U.S. chapters
- 809 members
- \$94 million raised

2017

FUTURE

- 55 U.S. chapters
- 1000 members
- \$110 million raised

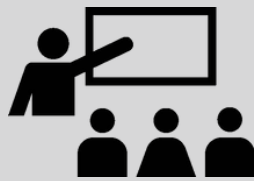
2020

"Our 2020 goals position us to be a best-in-class women's philanthropy program in support of the American Red Cross mission"



3. Diversity & Inclusion

Value diversity and inclusion that **empower all women** in the communities we serve



4. Education & Outreach

Increase awareness of Tiffany Circle impact through mission activities, communication, and events



American Red Cross
Tiffany Circle

WOMEN LEADING
THROUGH
PHILANTHROPY

Tiffany Circle

INTERNATIONAL SOCIETIES' STATISTICS

THROUGH THE YEARS

2011

CANADA



- Formed in 2011
- 73 members
- \$7.2 million raised

2012

GREAT BRITAIN



- Formed in 2012
- 33 members
- \$2.7 million raised

2014

AUSTRALIA



- Formed in 2013
- 45 members
- \$1.2 million raised

2016

NETHERLANDS



- Formed in 2016
- 10 members
- \$500,000 raised

TODAY

WORLDWIDE

