

2024 YEAR IN REVIEW

# *Women Leading Through Philanthropy*



**American Red Cross**  
Tiffany Circle

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

In 2024, the Tiffany Circle celebrated 17 years as a premier women's philanthropic collective, contributing more than \$245 million to the lifesaving mission of the American Red Cross since its inception. Thank you for your partnership on our journey as we realize our vision of the Red Cross as a leading charity of choice for women.

Last year alone, Tiffany Circle members went above and beyond in so many ways, leading local efforts in community blood drives, assembling kits to be delivered to military families, deploying as volunteers in communities impacted by disasters and more. The different ways and the extent to which Tiffany Circle members give of their time, talent and treasure are truly remarkable. All of this work has helped us make great progress toward our current two-year strategic plan (FY24–FY25). Below is an update on our progress as of Dec. 1, 2024.



## GROW TO 1,350 MEMBERS BY FY25

- FY24: 1,285 members
- **Current: 1,303 members**



## INCREASE YEAR-OVER-YEAR BLUE SKY DIRECT REVENUE FROM MEMBERS

- FY24: \$13M; Total \$36,956,577 (Blue Sky: \$33,245,156, Gray Sky: \$3,711,421)
- FY25: \$13.7M; **Current: \$17,389,246 (Blue Sky: \$12,408,384, Gray Sky: \$4,980,862)**



## EXPAND AND INCREASE INFLUENCED DONATIONS

- FY24: \$14.9M; Total: \$18,162,818
- FY25: \$15.6M; **Current: \$4,343,154**



## INCREASE TIFFANY CIRCLE MEMBERS' ENGAGEMENT

- FY24: 30,000 hours recorded in Volunteer Connection by members  
Total: 45,689 hours recorded
- FY25: 31,000 hours recorded in Volunteer Connection by members  
**Current: 13,349 hours recorded**

Your dedication to our mission has been a driving force behind this women's movement. In these last months of our strategic plan, we hope you will join us in empowering women to invest in the lifesaving mission of the Red Cross. Our growing Tiffany Circle is a sisterhood that is bonded by our humanitarian principles, and that powers this important work.

Yours in service,



*Rowena Dolor Cuffe*

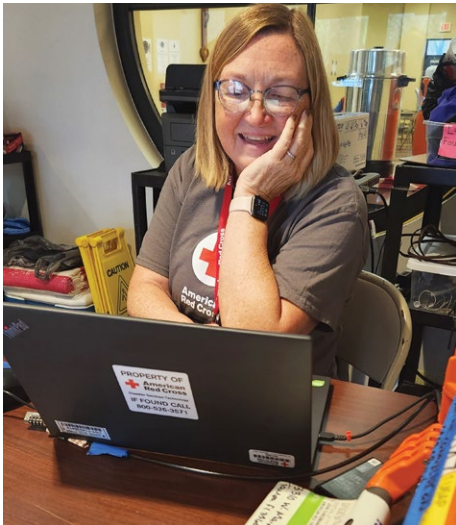
**Rowena Dolor Cuffe**  
Co-Chair, Tiffany Circle  
National Council



*Marilyn T. McClure Demers*

**Marilyn T. McClure Demers**  
Co-Chair, Tiffany Circle  
National Council

## Tiffany Circle – Women of Action



Following hurricanes Helene and Milton, Tiffany Circle National Council member Suzanne Garrett served as a Shelter Manager in Central Florida.



Indiana Region Tiffany Circle members Kris Harper, Patricia Bates and Lisa Stone volunteered at a *Sound the Alarm* smoke alarm installation event in their region.



Northern California Coastal Region member Nichole Jordan rolled up her sleeve in memory of her late brother who passed away from complications of sickle cell disease.

## 2024 Special Member Spotlight: Emily Sutton

As a highly accomplished meteorologist, Kansas-Oklahoma Tiffany Circle member Emily Sutton was asked to play the part on set in Universal Pictures' summer blockbuster film *TWISTERS*.



“It was a surreal moment to be a part of a film that inspired my career. *TWISTERS* highlighted the growing frequency and intensity of tornadoes. As a meteorologist in Oklahoma, I am painfully aware of the frequent natural disasters across our region due to the climate crisis. I have witnessed the fast, efficient and vast response of the American Red Cross after natural disasters strike. As a member of Tiffany Circle, I look forward to working alongside other passionate, talented and successful women to support the mission and contribute to the ‘Oklahoma Standard.’”

Emily Sutton, Kansas-Oklahoma Region

# Bonnie McElveen Hunter Steps Down After 20 Years of Service

After 20 years of unparalleled volunteer service to the Red Cross, Bonnie McElveen Hunter stepped down from her role as Chairman of the Board of Governors at the end of June 2024, with the immediate past president and CEO Gail McGovern assuming Chairman of the Red Cross, as of July 1.

As co-founder of the Tiffany Circle, Bonnie set out a vision to honor, embrace and empower women across the country and around the world. Bonnie was the

first female Chairman of the American Red Cross, and her contributions at the local, national and international levels will impact the Red Cross for generations to come.

To celebrate Bonnie's legacy, the Tiffany Circle National Council named her Chair Emeritus and created a special edition Torch eNewsletter. Read it here: [redcross.org/HonoringBMH](https://redcross.org/HonoringBMH)

“The American Red Cross is the greatest humanitarian organization in the world, and I will be forever thankful for the opportunity to serve in support of its noble and necessary mission. While I may no longer be with all of you, please remember that the spirit of our mission, the memories we created together and the impact we generated on behalf of the least, the last and the lost will always remain within all of us, and I will proudly carry them in my heart.”

Ambassador Bonnie McElveen Hunter



## Tiffany Circle Members Support Gail J. McGovern Humanitarian Fund



### Honoring Her Legacy, Investing in our Future

After more than 15 years of service to the Red Cross, Gail J. McGovern retired on June 30, 2024. As the longest-serving CEO since Clara Barton, Gail provided the strong and steady leadership needed to ensure the Red Cross is ready to fulfill its vital humanitarian mission today and for years to come. To thank Gail for her transformational leadership and continue to build upon the strong foundation she has helped create, the Red Cross established the

Gail J. McGovern Humanitarian Fund and invited supporters, partners, colleagues and friends to make a philanthropic investment in the organization's mission and future.

Paying tribute to Gail as a fellow Tiffany Circle sister and a champion for women's philanthropy at the

Red Cross, the Tiffany Circle honored her legacy through the power of collective giving. Special thanks to the more than 60 Tiffany Circle members who have contributed over \$1.2 million to the fund,<sup>1</sup> which will empower the Red Cross to continue to apply creative and innovative solutions to some of our generation's most pressing humanitarian crises.

---

“I am deeply humbled by the generosity of the Tiffany Circle to this Fund in my honor. Thank you from the bottom of my heart for all you do to advance our lifesaving mission. Through this support, we will build our capacity to meet the needs of those we serve. For that and more, I am so grateful.”

Gail McGovern



---

## A Note from Cliff:

Since July 1, 2024, I have had the privilege of following in Gail's footsteps as President and CEO of the American Red Cross. I am both humbled and honored for the opportunity to carry forward her legacy of service and continue to build on our organization's positive trajectory.

2024 has not only been a year of change for the Red Cross, but also one that has been filled with historic levels of mission delivery — as we've responded to multiple devastating hurricanes and other emergencies while at the same time carrying forward all other aspects of our vital work.

The members of the Tiffany Circle have responded to the challenges we've faced this year with both grace and grit, rolling up their sleeves to give lifesaving blood, making generous financial commitments to enable our work and volunteering their time to deliver help and hope to those we serve. From a personal standpoint, I continue to be inspired by my wife Teri, who is a

proud member of her local Tiffany Circle. I admire her deep desire to help others, and I see that same giving heart and willingness to help in every Tiffany Circle member I meet. Together, you are a true force for good, and your collective efforts in support of our mission continue to make a very real and lasting difference.

As always, thank you for being a dedicated member of our Red Cross community. Because of you, we can carry forward our lifesaving mission down the street, across the country and around the globe.

Cliff Holtz  
President & CEO  
American Red Cross



---

<sup>1</sup> As of Dec. 1, 2024

# Tiffany Circle International Council Geneva Forum 2024: A Journey of Humanity



American Red Cross Tiffany Circle members and staff toured the International Red Cross and Red Crescent Museum in Geneva

In October, over 140 Tiffany Circle members and friends representing 20 countries around the globe gathered in Geneva for the International Council Forum: *A Journey of Humanity*. Attendees were inspired by the outstanding humanitarian work of the International Committee of the Red Cross (ICRC) and the International Federation of the Red Cross and Red Crescent Societies (IFRC).

Forum attendees heard from a variety of speakers, including Kate Forbes, President of the IFRC, the second woman to hold that position, and a panel of female National Red Cross and Red Crescent Society Presidents, who shared key initiatives and successes from their respective societies.

Representatives from both the ICRC and the IFRC shared how they are working together to meet the growing humanitarian needs in the world — from International Humanitarian Law (IHL), rules that seek to protect people’s lives and limit their suffering, to improving technology to transform Red Cross Red Crescent response with cutting-edge tools that are shaping the future of humanitarian aid.

The Forum concluded with a gala, where Australian Red Crosser and 2017 Florence Nightingale Medal Recipient Ruth Jebb shared her personal account as an armed conflict volunteer, providing critical help and hope as a nurse in Gaza amidst the ongoing conflict and humanitarian crisis.



Kate Forbes, President of the International Federation of the Red Cross and Red Crescent Societies, speaks at the 2024 International Forum in Geneva.



Dr. Fatma Meriç Yılmaz, President, Turkish Red Crescent, and Camelia Şucu, President of the Romanian Red Cross, during a panel featuring Presidents from their respective National Societies

# Tiffany Circle – Global Outreach and Growth



WOMEN LEADING  
THROUGH PHILANTHROPY  
Supporting Red Cross and Red Crescent Societies

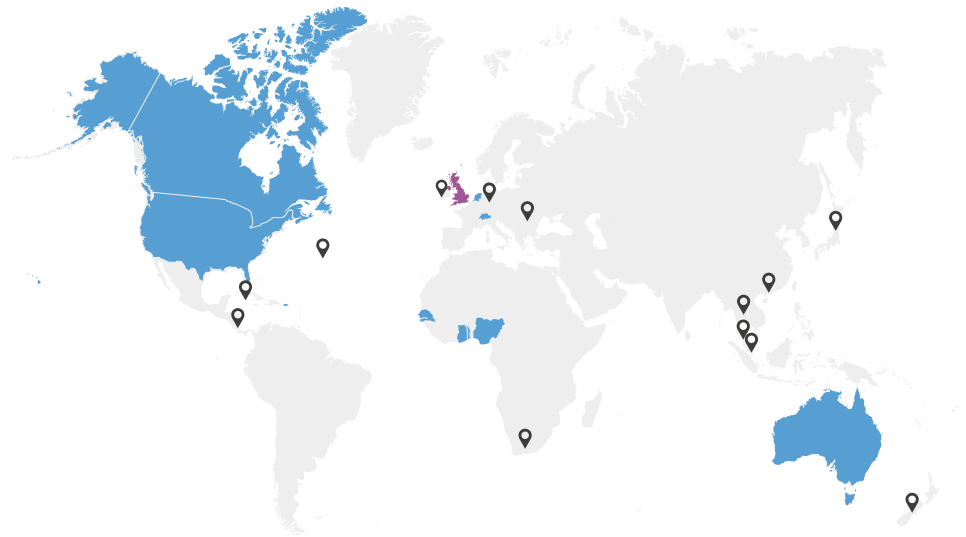
The vision of the Tiffany Circle International Council (TCIC) is to broaden the recognition and strengthen the support of the International Red Cross and Red Crescent Movement, its mission and fundamental principles as the leading humanitarian organization in the world. In 2020, the TCIC created a Global Outreach Workgroup to further focus on outreach to Red Cross national societies that might consider forming their own Tiffany Circle and explore international networks of existing Tiffany Circle members to engage prospective members.

Last year was a year of growth for the Tiffany Circle global network, with the first multi-country Tiffany Circle in West Africa established, uniting women across Nigeria, Ghana, Togo and Senegal with the broader international Tiffany Circle community.<sup>2</sup>

■ Countries with a Tiffany Circle: Australia, Canada, Ghana, Netherlands, Nigeria, Senegal, Switzerland, Togo and United States (including Puerto Rico).

■ United Kingdom Alumnae Group

📍 These societies are where the Global Outreach Workgroup has engaged in discussions, which may or may not result in the formation of a Tiffany Circle: Bermuda, Cayman Islands, Costa Rica, Hong Kong, Ireland, Germany, Japan, Malaysia, New Zealand, Romania, Singapore, South Africa and Thailand.



“Having a Tiffany Circle in West Africa is an incredible milestone, as it represents the growing commitment of women in our region to lead with compassion and generosity. Being part of this global movement of women philanthropists and volunteers not only amplifies our ability to make a difference locally, but also connects us to a powerful network of like-minded individuals who share a vision of transforming communities through collective action and shared purpose.”

Absa Kane, International Ambassador of the Swiss Red Cross  
Founding Member of the Tiffany Circle West Africa

<sup>2</sup> In 2024, the British Red Cross ended its Tiffany Circle program, though most of its members will remain engaged as Tiffany Circle alumnae.



## Save the Date

2025 Tiffany Circle Summit

September 11 to 13, 2025  
Washington, D.C.



A room block is available at the Salamander Hotel. Book your room today! Registration to launch February 2025



**American Red Cross**

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

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.