

2020: Year in Review

Tiffany Circle: A Philanthropic Community of Women



American Red Cross
Tiffany Circle



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

In July, we stepped into our new roles as Co-Chairs of the Tiffany Circle National Council. We did so with sincere and heartfelt dedication to our partnership and a deep commitment to serve the American Red Cross. As your new leaders, we hope to build on the strong foundation of our immediate past Chair Beth Renner and those who preceded her in leading our Council.

We are proud to share results of an exciting three years of growth and retention of our membership across the country. Here are a few highlights of our first three-year strategic plan:¹

- Grew membership to 1,001
- Retained more than 89% of members
- In FY20, achieved annual revenue of \$12,424,947
- Increased volunteerism, with 290 members recording and tracking hours

These milestone achievements reflect the time, talent and treasure you committed to helping fulfill our critical mission. We thank you for all that you gave as we worked together to meet our goals.

There is no doubt that 2020 has been one of the most challenging years of recent times: Our struggle to defeat the COVID-19 pandemic continues, civil unrest has taken its toll on our communities, and the scale, frequency and impact of natural disasters have grown. Spring brought unprecedented storms and flooding, and more recently, consecutive hurricanes and widespread wildfires have wreaked complete devastation on lives and communities.

Through it all, the Red Cross has been the beacon of hope to countless individuals and families, bringing lifesaving blood and blood products to those facing critical health issues, providing food, shelter and financial assistance to those impacted by disasters and so much more.

As we consider what we can do to continue alleviating human suffering in the face of emergencies, we must focus on the expansion of women's giving to the Red Cross, as well as fulfilling our commitment to building greater diversity and inclusion of women philanthropists across all communities. We know we can count on you because, together, we embody the humanitarian commitment of the Red Cross.



Kathryn Flynn

Kathryn Flynn
Tiffany Circle National Council
Co-Chair



Janis Tratnik

Janis Tratnik
Tiffany Circle National Council
Co-Chair

¹As of June 30, 2020

2020 Strategic Plan Achieved

Over the past three years, Tiffany Circle members have been engaged in virtually all aspects of our lifesaving mission: deploying on disasters big and small; providing shelter, food, comfort and more to people in need; installing smoke alarms in vulnerable communities; assembling comfort kits for members of the U.S. Armed Forces and disaster survivors; traveling internationally to assist in the global fight against measles; and demonstrating philanthropic support for our entire mission. These and countless other selfless acts fueled our ability to achieve the 2020 Strategic Plan. Thank you!

The Tiffany Circle strategic plan included five goals to be achieved by 2020:



1. Grow membership to 1,000 women

✓ **Achieved: Grew membership to 1,001 women**



2. Expand the number of Tiffany Circle regions to 55

In Progress: Prior to Red Cross realignment, the Tiffany Circle expanded to 52 regions. The Red Cross now has 50 regions, and we seek members in each.



3. Retain 90% of members year to year

In Progress: Retained 89% of members year to year



4. Increase cumulative direct donations to \$110 million

✓ **Achieved: Increased cumulative direct donations to \$128 million**



5. Have 250 members record and track their hours for collective impact

✓ **Achieved: Have 290 members record and track their hours**

“The Red Cross is a part of us — it has come to stay — and like the sturdy oak, its spreading branches shall yet encompass and shelter the relief of the nation.”

Clara Barton, founder of the American Red Cross

Strategic Plan 2020-2023

Clara Barton once said, “The surest test of discipline is its absence.” Thanks to the vision and dedication of our Tiffany Circle National Council leaders, we have a new collective path forward. Building on the organization’s vital mission and fundamental principles, the Tiffany Circle has developed a new three-year strategic plan. Carrying over our four key themes of mission engagement, leveraging women in philanthropy, diversity and inclusion, and education and outreach, our objectives are to:



Become one of the leading “charities of choice” for women philanthropists.



Expand our networks and empower women to serve the Red Cross mission.



Ensure the Tiffany Circle reflects the communities we serve.



Increase awareness of the American Red Cross, the Tiffany Circle, the International Tiffany Circle network and their collective impact.

We aim to fulfill these objectives by reaching the following goals by June 30, 2023:



GOAL: GROW TO 1,200 MEMBERS



GOAL: TRACK VOLUNTEER HOURS

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



GOAL: INCREASE YEAR-OVER-YEAR REVENUE



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.



GOAL: INCREASE INFLUENCED DONATIONS BY 5% ANNUALLY



*FY21 will establish our baseline, with measurable touch points to follow in FY22 and FY23.

The Tiffany Circle National Council will leverage the scale and unique make-up of each Red Cross Division and Region to help realize these goals and objectives, while continuing to monitor and track overall progress of the Strategic Plan. This alignment will help strengthen our collective efforts in achieving our goals and helping fulfill our critical mission — a disciplined approach sure to make Clara Barton proud.

Women's Giving Continuum

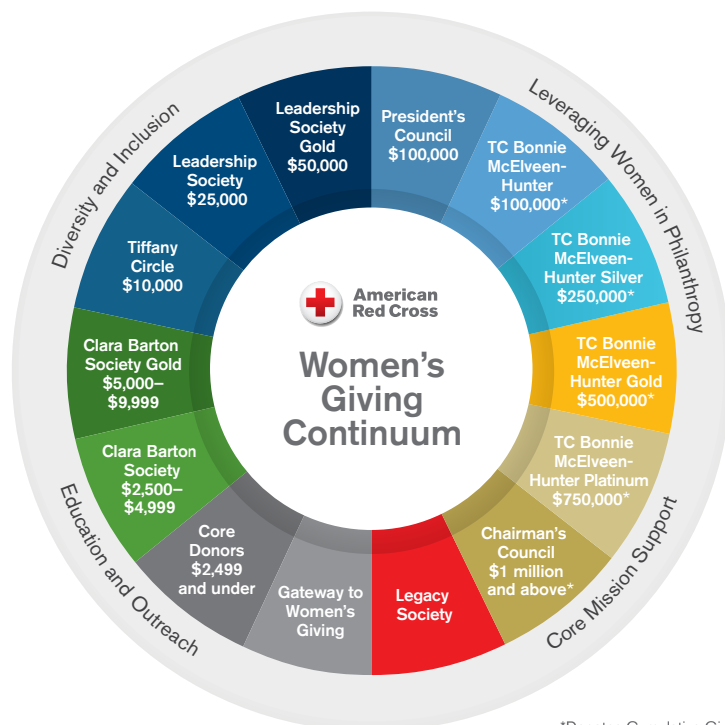
The American Red Cross has a rich history of women in leadership: from our founder Clara Barton to our current President and CEO Gail McGovern and the Tiffany Circle Co-Founder and current Chair of the Board of Governors Bonnie McElveen-Hunter.

For nearly 140 years, the Red Cross has harnessed the strength and compassion of countless women to alleviate human suffering in the face of emergencies. Today, the Tiffany Circle helps continue this legacy as we strive to grow support and engagement of women philanthropists.

At its October 2018 meeting, the Tiffany Circle National Council voted to appoint a Donor Attraction and Expansion Taskforce dedicated to 1) researching the state of women's philanthropy, 2) exploring viable opportunities to attract greater diversity of women donors and 3) providing recommendations for a framework to achieve new levels of inclusion of more women in support of the mission.

The Women's Giving Continuum, a new initiative of the Tiffany Circle National Council, is the result of this work and has been established to help identify, cultivate and engage more women as donors and volunteers in support of the Red Cross. The Women's Giving Continuum is intended to preserve the established status and brand of the Tiffany Circle while proactively identifying additional women with the propensity and passion to give their time, talent and treasure.

To help expand the Women's Giving Continuum, the Red Cross is conducting outreach through the organization's integrated touch points. We aim to build awareness by highlighting current donors in social and traditional media, as well as outreach to other current Red Cross supporters. In these touch points, we will consistently invite current and prospective women donors to further engage and support the mission. Through growth of the Tiffany Circle, we can also expand our impact and influence.



*Denotes Cumulative Giving

“The strongest voice in philanthropy today is women. If you look at the essence of this group of passionate, committed, make-it-happen women... they’re game changers.”

Melanie Sabelhaus, co-founder of the Tiffany Circle

The Tiffany Circle's Commitment to Diversity and Inclusion

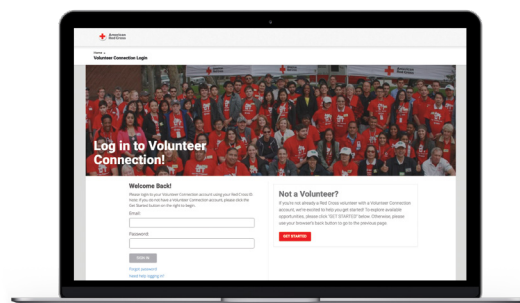
Emergencies don't discriminate, and neither does the Red Cross. We assist anyone who needs it, regardless of race, religion, gender identity, sexual orientation or citizenship status. Furthermore, the Red Cross strongly and resoundingly rejects hate, racism, violence and bigotry of any kind. As part of the International Red Cross and Red Crescent Movement, we are proud to stand by our Fundamental Principles—humanity, impartiality, neutrality, independence, voluntary service, unity and universality. These principles are the foundation of our mission to prevent and alleviate suffering.

As a community of women leaders committed to advancing the mission of the American Red Cross, the Tiffany Circle also aligns with the organization's commitment to diversity and inclusion. And as leaders of the Tiffany Circle, the National Council has set out to ensure our members reflect the communities we serve. To do so, we recognize the need to further embody different cultures, racial and ethnic backgrounds, ages, lifestyles, beliefs and philosophies.

The Tiffany Circle National Council has established a Diversity and Inclusion Taskforce to draw from the work of Red Cross' Office of Diversity and Inclusion and develop a continuous learning plan to support our members as they seek to learn and grow in this space. The immediate charge of our Taskforce is to create a Tiffany Circle diversity and inclusion vision and mission statement that reflects the values of the organization's Fundamental Principles and the policy and objectives of the Cultural Competency Action Plan. Our taskforce will then assess and put forth opportunities for best practices in diversity and inclusion to support the Tiffany Circle 2020–2023 Strategic Plan.

As a vital part of the Red Cross network, members of the Tiffany Circle are invited to start this journey through these initial steps:

- Register as a volunteer through Volunteer Connection, recording your hours so we can celebrate your work.
- Identify your race in your profile, helping us better understand the racial/ethnic background of our group.
- Access a wide array of training and educational offerings, including:
 - The Red Cross Cultural Competency Series.
 - The Learning to Action (L2A) Series.
 - The Black Experience.



Please contact your local Red Cross staff member to sign up for Volunteer Connection and the EDGE learning management system.

Through these and other efforts, we can help fulfill our commitment to diversity and inclusion.

Transformative Gifts In Support of Blood Services

Blood Services are core to the Red Cross mission and serve as an irreplaceable part of the nation's healthcare system — providing nearly 40% of the U.S. blood supply. This year's coronavirus pandemic impacted how we fulfill virtually every aspect of our mission, but particularly how we collect lifesaving blood. As a result, the organization made swift changes to ensure the safety of our workers, blood donors and the people we serve.

In addition to new blood donation safety protocols like requiring face masks, taking temperatures and encouraging the use of hand sanitizer, we proudly took on new roles in the fight against the disease.

In April, the Red Cross began collecting and distributing plasma from people fully recovered from COVID-19. This antibody-rich convalescent plasma may help patients battling the deadly virus. Under the leadership of the U.S. Food and Drug Administration, we've collected and distributed approximately 93,000 convalescent plasma products.²

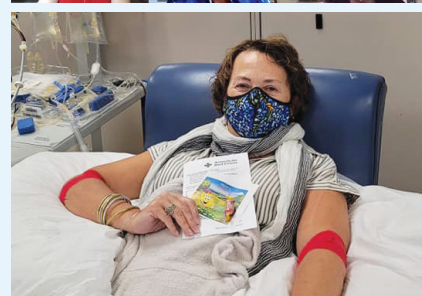
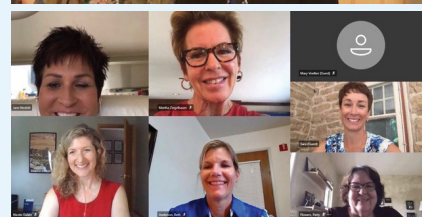
Since June, we've been testing all blood donations — 2.3 million and counting — for COVID-19 antibodies,³ helping identify individuals who may qualify to be convalescent plasma donors and enabling the Red Cross to use antibody-positive blood plasma to help patients in need, ultimately building a more robust supply of this potentially lifesaving blood product.

This year, the Tiffany Circles from Indiana and Wisconsin Regions stepped up and made transformative gifts in support of Blood Services. Members in Indiana joined forces — going above-and-beyond their annual giving — to fund a new bloodmobile, while members in Wisconsin elected to fund a much-needed walk-in blood freezer for their Region. With no end date in this fight against COVID-19, more blood and platelet donors and blood drives are needed to meet the needs of patient care. The Indiana and Wisconsin Tiffany Circles are proud to have played such an important role in meeting these unique needs of the American Red Cross, helping ensure a safe and robust supply of lifesaving blood and blood products.

Top photo: Indiana Region Tiffany Circle member Dr. Kristine Harper kicked off the bloodmobile fundraising campaign with a heartfelt presentation on the need for blood. She presented a rousing call-to-action: auctioning a pair of Red Cross socks! Dr. Harper provided emotional inspiration for the evening, as well as a financial match — challenging her fellow Tiffany Circle members to join her in making additional gifts to fund a tangible need in Indiana.

Middle photo: Due to the coronavirus pandemic, the Wisconsin Region Tiffany Circle conducted their annual meeting on Zoom. During the virtual gathering, members elected to fund a much-needed walk-in blood freezer for the Region.

Bottom photo: After a full recovery from COVID-19, Tennessee Region Tiffany Circle member Lisa Johnson Williams donated her antibody-rich convalescent plasma to help others fighting the disease.



²As of Dec. 3, 2020; ³As of Dec. 15, 2020

An Interview with Dr. Angeleke Saridakis

Tiffany Circle Member Dedicated to Saving Lives During the COVID-19 Pandemic



Dr. Angeleke Saridakis, Tiffany Circle member from the South Florida Region, is trained as a Critical Care Surgery Specialist with more than 32 years of experience in the medical field. Currently, she is at Yale University's Department of Surgery in a one-year interdisciplinary breast surgery fellowship. Upon completion, Dr. Saridakis plans to provide compassionate and comprehensive care for women with breast cancer.

We recently spoke with Dr. Saridakis about her passion for alleviating human suffering through her support of the American Red Cross. She spoke with us about her volunteer work at one of the hardest-hit medical centers during the COVID-19 pandemic. Her reflections have been edited for length and clarity.

TCNC: What inspired you to volunteer in a different state?

AS: In March, I watched news footage of the public health crisis sweep across New York. Seeing the morbid images and listening to the worker shortages inside the hospitals moved me to tears. Having spent part of my residency at Elmhurst Hospital in Queens, I felt a special connection to the local immigrant community and was called to do something more. After a couple phone calls and a conversation with the Chair of Surgery at Elmhurst, a few days later, I found myself on an eerily empty flight to New York. I arrived at Elmhurst Hospital in late March and stayed through June. This was not an act of bravery or heroism, but an opportunity to fulfill a tremendous need.

TCNC: Describe working in the epicenter of the COVID-19 pandemic?

AS: When I got off the plane and walked into an empty LaGuardia Airport, it looked like a ghost town. No long lines ... all shops closed. In a way, it felt like I shouldn't be there. Driving through the city was beyond strange. There was an eerie stillness in the city. The mood inside the hospital was somber and quiet. It was a sharp contrast to the sounding alarm codes and humming ventilators in the ICU. At times, I felt helpless with the high mortality rate for those admitted to the ICU. Regardless, our team continued to do everything we could for each individual patient. And many times, it just wasn't enough.

“You must never so much think as whether you like it or not, whether it is bearable or not; you must never think of anything except need, and how to meet it.”

Clara Barton

TCNC: How did you mentally prepare for each shift in the ICU?

AS: To be completely honest, there were times when I was afraid of being infected by my patients, which was something I had never experienced before. However, the overwhelming demands of patient care outweighed my self-concern. I found courage prior to each shift by reciting my mantra: “Their need is great—we need to help them—let’s try again today.” For me, this little phrase made it possible to power through each day.

TCNC: Are there any inspirational moments you could share?

AS: The commitment of my nursing colleagues on the front lines... the amount of grit and grace they possess is unbelievable and is inspiring to watch. The entire team constantly goes above and beyond to take care of critical patients with humility and compassion. They are the best of medicine. I’m honored to have served at Elmhurst Hospital.

TCNC: Can you share how fellow Tiffany Circle members from the South Florida Region showed their support of your service?

AS: When the news of my decision to help one of the hardest hit hospitals in the epicenter of the COVID-19 pandemic spread amongst our local members, they stepped up to collect much needed personal protective equipment. The members worked with Miami physician and Red Cross supporter Dr. Jose Soler-Baillo of Soler-Baillo Plastic Surgery, filled a duffel bag with critical supplies and comfort items, and shipped it to me and my team at Elmhurst. It made my heart full to feel the love and support from my Tiffany Circle sisters—forever grateful.



Dr. Angeleke Saridakis (center) with Red Cross volunteer Vivian Moy (left) and Greater New York employee Joe Spaccarelli (right)

Tiffany Circle Around the World: The International Council

The Tiffany Circle International Council's vision is to broaden the recognition of and strengthen the support for the International Red Cross and Red Crescent Movement, its mission and fundamental principles — supporting the largest humanitarian organization in the world. Tiffany Circle International Council U.S. representatives, Elaine Lyerly (Greater Carolinas Region), Barbara Bovender (Tennessee Region) and Jan Tratnik (Illinois Region) have played a critical role as the Council took a major step in developing a global Tiffany Circle brand.



WOMEN LEADING
THROUGH PHILANTHROPY
Supporting Red Cross and Red Crescent Societies

The branding initiative, led by former Tiffany Circle National Council Co-Chair Elaine Lyerly, engaged a group of Tiffany Circle leaders from six countries to collaborate and develop unprecedented International Brand Guidelines, offering a fresh, consistent and tradition-honoring look for Tiffany Circle societies around the world.

The work group surveyed existing Red Cross and Red Crescent brands and studied existing Tiffany Circle logos in each National Society to create the new standards. Original Tiffany Circle logos are “grandmothered” in and each National Society may determine if they wish to change their logo. Going forward, all new Tiffany Circle society logos will be in alignment with the new International Brand Standards and Guidelines.

In addition to logo design standards, a color palette was created for design use, and the tagline “Women Leading Through Philanthropy” will be consistently incorporated in all national society Tiffany Circle brands. The iconic Tiffany windows and the meaningful story they tell may also be used. The new guidelines will offer clarity and strength as we continue growing the Tiffany Circle into a larger global network of women philanthropists who passionately support the mission.

The global Tiffany Circle brand was debuted for the first International virtual event, COVID-19: Crisis Beyond Borders, held on October 29, 2020. Tiffany Circle leadership volunteers and staff joined this educational and inspiring virtual event to learn more about how their own National Society and the International Red Cross and Red Crescent Movement are responding to the global pandemic. American Red Cross Tiffany Circle members Ashleigh Banfield (Greater New York Region) and Elaine Lyerly participated, with Ashleigh serving as moderator for the U.S. report, highlighted by Vice President of Communications Elizabeth Penniman. Ashleigh, a national broadcast anchor, host and legal analyst, fielded questions from Tiffany Circle members at the conclusion of the event. Attendees shared that they felt a sense of pride to be a part of an organization that does lifesaving work around the world.

Tiffany Circle Virtual Summit: October 6-8, 2021

Please join women from across the country to celebrate and build upon the Tiffany Circle's many contributions of time, talent and treasure that collectively advance the lifesaving mission of the American Red Cross.

During our first virtual Summit, we will provide a dynamic and rewarding experience for our inspiring and impact-driven community of women leaders.



Tereasa Hubbard
North Texas Region
Co-Chair, 2021
Tiffany Circle Summit



Tammy Moore
National Capital &
Greater Chesapeake Region
Co-Chair, 2021
Tiffany Circle Summit



Pam State
Kentucky Region
Co-Chair, 2021
Tiffany Circle Summit

**For more information, please contact your local Tiffany Circle representative
or Mandy Peebles at mandy.peebles@redcross.org.**



**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.

redcross.org/tiffany-circle-source