

Winter Edition

Dear Tiffany Circle Members,

As 2020 draws to a close, we look back on a turbulent year of extraordinary challenges for our country. We are grateful for your dedication to the vital mission of the American Red Cross, which continues to inspire our hope for a better future. Through it all, the Red Cross continues to serve as an irreplaceable part of our nation's healthcare infrastructure, providing lifesaving blood and plasma for people facing medical emergencies, including COVID-19 and sickle cell disease. We've also responded to an unrelenting onslaught of storms and wildfires, ensuring people in need have safe shelter, nourishing food, comfort and hope. The generosity of the Tiffany Circle continues to shine through our collective contributions of time, talent and treasure.

Looking ahead, the Tiffany Circle approaches the new year with the unprecedented strength of 1,017 members, fiercely committed to fulfilling our powerful humanitarian mission. The Tiffany Circle National Council is taking on a new effort to ensure our roles are well-positioned to help meet the goals of our strategic plan. The seamless alignment of volunteer leaders and development staff—from the national to divisional level—is launched. Their objectives focus on increased understanding of donor engagement, informed reporting and tracking of plan results and opportunities for shared dialogue across the country on best practices in recruiting and retaining women donors.

Building on the findings of our Taskforce on Donor Attraction and Expansion, we have undertaken an initiative to explore ways to promote diversity and inclusion and attract more diverse women donors to the American Red Cross. Our efforts will align with the American Red Cross commitment to cultural competency.

We extend our appreciation to the American Red Cross Communications team for the [recent Red Cross LinkedIn profile](#) referencing our Tiffany Circle as we continue to build greater awareness through social media channels. You can help! Please consider sharing the work of the American Red Cross—and your role in making it possible—through your personal social media channels.

We look forward to a year of hope and progress and wish you and your families continued good health.

Warmly and with gratitude,



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VOLUNTEER CONNECTION: ARE YOU RECORDING YOUR VOLUNTEER HOURS?

[Volunteer Connection](#) is an organization-wide volunteer management system used to engage, match, train and deploy volunteers in order to respond to community needs and deliver the Red Cross mission. One of the main ways we quantify and communicate the value of volunteer contributions is by quantifying volunteer hours. When you volunteer your time whether virtually or in-person to the American Red Cross, you are making a difference and we want to ensure you are recognized for your time. Please log your hours in Volunteer Connection, also available as an app to log hours via your mobile device. If you have questions about Volunteer Connection, please contact your regional relationship manager. Thank you for sharing your time, talent and treasure.

THE SOURCE

We would like to remind everyone about [The Source](#), Tiffany Circle's portal for up-to-date information on our local, regional, national and international growth. You will find leadership ideas to grow your local membership, opportunities to connect with other members across the country and new initiatives supporting the mission of the American Red Cross.

Key features include:

- Templates and strategies for retention and growth
- Tiffany Circle National Council membership and biographies
- Information on our Tiffany Circle Strategic Plan
- Regional events—a way to connect with your sisters through virtual events from the comfort of your own home
- Social media connections
- Organizational priorities and engagement opportunities

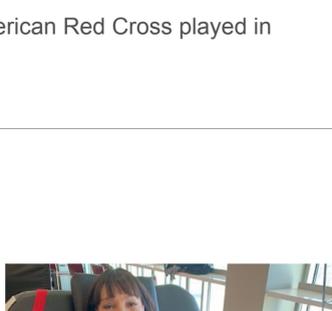
We are most excited about the opportunity to share regional Tiffany Circle events. This will allow Tiffany Circle members across the country to gather and celebrate their Tiffany Circle sisters throughout the year. Staff and members can submit their Tiffany Circle events using the [Event Submission link](#). We hope you will find value and connection with your Tiffany Circle sisters by using the Source.

MEMBERS ON THE MOVE

St. Louis Tiffany Circle member **Jennifer McGrath** deployed to Lake Charles, Louisiana to help with damage assessment following Hurricane Laura. Thank you, Jennifer!



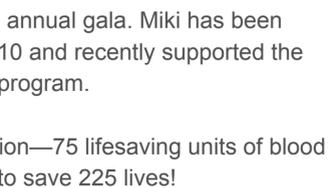
Special shout out to **Karen Teller**, Massachusetts Tiffany Circle Member, for serving as the keynote speaker at the virtual Women of Excellence Luncheon in Kansas City, Missouri on October 29, 2020! Karen shared her story about witnessing the Boston Marathon Bombing in 2013 and recounted the important role the American Red Cross played in supporting the community afterward.



REGIONAL HIGHLIGHTS

Gold Country Region

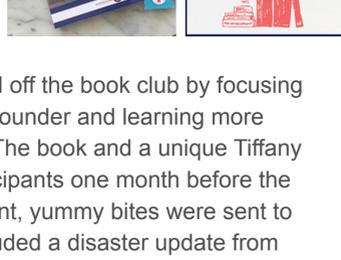
In lieu of their annual gala, "The Bash," the California Gold Country Region sponsored a Sleeves Up Blood Drive at the Sacramento River Cats stadium on October 23, 2020.



Pictured here is Miki Teixeira, Tiffany Circle member and frequent blood donor. Miki was to be honored as the Spirit of Tiffany Award recipient at the annual gala. Miki has been an active Tiffany Circle member since 2010 and recently supported the sickle cell initiative and rare blood donor program.

Northern California Coastal Region

In October, the Northern California Coastal Region launched a quarterly book club! Fourteen Tiffany Circle members gathered on Zoom to reconnect and share inspirational reflections from their first book, *A Story of the Red Cross, Glimpses of Field Work by Clara Barton*. They kicked off the book club by focusing on female humanitarians, honoring our founder and learning more about the early days of the Red Cross. The book and a unique Tiffany Circle bookmark were delivered to participants one month before the meeting date, and on the day of the event, yummy bites were sent to each participant's home. The event included a disaster update from Regional CEO and Tiffany Circle member, Jennifer Adrio. The group enjoyed a casual discussion of the book led by the regional staff. Favorite discussion questions included:

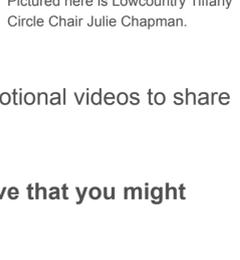


- Which field assignment (disaster) stands out to you the most and why?
- If you could ask Clara Barton any question about her or her work, what would you ask?
- If these disasters were portrayed in a movie, who would you pick to play Clara Barton?

South Carolina

The South Carolina Tiffany Circle has teamed up with the local Board of Directors to host a series of blood drives in Charleston.

With the help of Anna Stoudenmire (daughter of member Cindy Mixson) and many other Tiffany Circle members, the group was able to fill all blood drive appointments at the first drive!



Pictured here is Lowcountry Tiffany Circle Chair Julie Chapman.

These drives have been especially successful because Tiffany Circle members have made promotional videos to share on their social networks.

Does your region have an upcoming blood drive that you might consider highlighting on your networks?

INAUGURAL INTERNATIONAL VIRTUAL GATHERING

The first ever Tiffany Circle International Virtual Forum was a key engagement opportunity for the Tiffany Circle Global Network. The event connected members around the world and highlighted the incredible work of the International Red Cross and Red Crescent Movement and its response to COVID-19. Hosted by the Tiffany Circle International Council, the keynote speaker was Secretary General of the International Federation of Red Cross (IFRC) Jagan Chapagain. Elaine Lyerly, Ashleigh Banfield, and Elizabeth Penniman represented the American Red Cross as speakers during the event.

COVID-19 : CRISIS BEYOND BORDERS