



American Red Cross
North Texas Region



“The Red Cross stands ready to serve our community every day of the year. We hope you’ll join us.”

Keith Rhodes
CEO, American Red Cross
North Texas Region

Partnership Opportunity

Ready 365 Giving Circle

Every day, the American Red Cross assists people who face emergencies. We secure food and lodging for the family struck by a home fire. We help a deployed soldier get home for the birth of his son. We provide blood for the child battling cancer.

We have prevented and relieved suffering, one day at a time, for more than 130 years. In that time, we have served millions of people. They lived in small towns and big cities across the United States and around the world.

Wherever they were, they had one thing in common. They knew where to turn during moments of great need. They knew that—365 days a year—the Red Cross was ready to help.

A Powerful Alignment with the Red Cross in North Texas

As a Ready 365 Giving Circle member, you will join a select group of businesses. They value the local impact and global reach of the Red Cross; they want to deepen their commitment to our mission; and they are ready to help save lives every day of the year.

Through the Ready 365 Giving Circle, you can help too. When you join our corporate membership program, **your company stands with the Red Cross as we provide lifesaving services.** You align with one of the world’s best brands and are with us each day as we...

- Help **8,700*** individuals and more than **3,000** households affected by more than **2,300** home fires and other disasters
- Empower nearly **150,000** residents and employees with lifesaving courses
- Provide more than **66,000** services and briefings to military members, veterans and their families, including emergency communications
- Collect **34,309** units of blood and distribute **138,566** units to hospitals and surgical centers
- Deliver the Red Cross mission through **3,700** dedicated volunteers who contributed **140,000+** hours of service

**July 1, 2016-June 30, 2017*

In a study of 50,000 nonprofit and for-profit brands, the Red Cross ranked **more trustworthy** than 99 percent of brands. **More socially responsible, straightforward, helpful and friendly** than 95 percent of brands. **Higher in brand stature** than any major charity, in terms of knowledge and esteem.¹

Provide Help and Hope

The depth and breadth of the American Red Cross is remarkable. From disaster response to assisting military families in need, we help prevent and alleviate human suffering. Whether you support the full scope of our work or one targeted area of service, you enable us to be there for thousands, sometime millions, of people. Your gift provides help and hope when and where it's needed most.

Benefits

With multiple giving levels, Ready 365 offers an option that is right for your company. Each level provides visible recognition through key communication channels and spotlights your gift in front of local Red Cross supporters.

PLATINUM MEMBERSHIP: \$175,000

- Company logo on one fleet vehicle for one year
- Disaster vehicle appearance at one local company location
- Onsite *Be Red Cross Ready* disaster preparedness training
- National co-branding opportunity

GOLD MEMBERSHIP: \$100,000

- Priority Invitation for company to front-line disaster operations
- Annual recognition Tweets/Facebook post
- 15% discount on CPR/First Aid/AED trainings for local employees

SILVER MEMBERSHIP: \$50,000

- Appreciation announcement in local print media
- Discount on employee CPR, First Aid, AED training
- Small framed certificate to display

BRONZE MEMBERSHIP: \$25,000

- Recognition in chapter Annual Report and website
- Lunch 'n Learn for company employees
- Social media messaging cheats provided

SUPPORTER MEMBERSHIP: \$10,000

- Certificate to display
- Invitation to annual donor recognition event
- Website banner and badge for company website

Learn More

To learn more about the Ready 365 Giving Circle, including all of the benefits your company will receive, please contact your Red Cross relationship manager.

¹ Young & Rubicam's BrandAsset® Valuator is the world's longest-running and most extensive study of brands, covering 50,000 brands and dating back to 1993. The U.S. panel includes 17,000 nationally representative adults, with data collected quarterly. Base: June 2013.

National Daily Impact

Across the country, nearly 330,000 volunteers and over 23,000 employees of the American Red Cross work to ensure those in need receive the care and comfort they deserve.

DISASTER CYCLE SERVICES

160 times a day, Red Cross workers help a family that has lost everything in a disaster.

SERVICE TO THE ARMED FORCES

1,000 times a day the Red Cross provides services to military members, veterans, and their families.

BLOOD SERVICES

8,013 people a day help to save lives by donating blood.

PREPAREDNESS, HEALTH AND SAFETY SERVICES

Over 23,000 times a day a person receives Red Cross health, safety, and preparedness training that can help save a life.

INTERNATIONAL SERVICES

Over 600,000 people a day outside the U.S. receives American Red Cross assistance through disaster management and disease prevention activities.



**American
Red Cross**

Ready 365
Giving Circle