

— 2018 —

REGIONAL ANNUAL REPORT



Bringing Communities Hope



American Red Cross
North Texas Region

A Message from the Regional Executive

Reflecting on the 2017-2018 fiscal year (July 1, 2017 - June 30, 2018), I take great pride in the dedication and spirit of our remarkable American Red Cross volunteers and employees. The year included the most significant disaster season we have seen in over a decade, yet, with the support of our donors and volunteers, we rose to every occasion when called. I owe an enormous debt of gratitude to the commitment and generosity of our donors. Together, we have accomplished so much in our community.

Day and night, the Red Cross offered a helping hand and understanding ear to people in North Texas—whether it was bringing relief and hope to families picking up the pieces following a disaster; providing support and care for our military members, veterans and their loved ones; or collecting lifesaving blood to help patients facing serious medical conditions. While meeting these immediate needs, trained Red Cross volunteers also partnered with fire departments, community groups and corporations to install free smoke alarms and to teach our neighbors lifesaving preparedness skills in our first annual *Sound the Alarm* national event.

Over a busy year in North Texas, our community volunteers and local partners stepped up time and again, joining with the Red Cross to bring vital assistance to people in need. In this report, you will learn more about the wide variety of work done through your local Red Cross chapters—who bring our mission to life every day. I am grateful to everyone who selflessly contributed their time, expertise and financial resources to support the Red Cross in fiscal year 2018. On behalf of those we serve, thank you.

Yours in service,



Keith Rhodes
CEO, American Red Cross North Texas



**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.

Caring for Community

The American Red Cross North Texas provides critical aid every day—from responding to disasters big and small to teaching first aid and CPR to collecting vital blood and blood products. These services are made possible by an outstanding corps of 2,800+ volunteers and the generous support of donors like you.

Disaster Response

The Red Cross mission is to prevent and alleviate human suffering in the face of emergencies. In responding to 1,900 disasters last fiscal year, the Red Cross North Texas provided food, shelter and comfort to individuals and families in need, as well as casework and recovery assistance for disaster survivors. All Red Cross disaster assistance is free.

In North Texas, with our deep local presence and community knowledge, we stand ready to respond alongside our partners should the need arise. Additionally, we can call on the support of Red Cross chapters nationwide for resources to help our neighbors in need following large-scale disasters.

While we are always prepared to respond to disasters, we also work to prevent them. Swift action when an emergency occurs can save a life, so we help families, organizations and corporations become better prepared for crises through free educational presentations. During fiscal year 2018, 67,000 individuals in North Texas learned critical skills through Red Cross courses. The Red Cross also introduced several new courses, including First Aid for Opioid Overdoses and First Aid for Severe Bleeding.



Supported by 2,800 active
volunteers



Responded to 1,900 disasters in
North Texas



Taught 67,000 people
preparedness skills through
community education programs



Assisted 3,000+ people
following local disasters



Home Fire Campaign

Home fires make up more than 90 percent of Red Cross disaster responses. On an average day, seven people die and 36 more suffer injuries in the U.S. due to home fires. Research shows that working smoke alarms reduce the risk of fatalities in a home fire by 50 percent. The Red Cross Home Fire Campaign aims to reduce the number of fire deaths and injuries by increasing the number of working smoke alarms in at-risk communities. In fiscal year 2018, we held our first annual Sound the Alarm national smoke alarm installation campaign. Over three weeks, in 100 communities across the country, volunteers installed 103,000 free smoke alarms in at-risk homes, making 43,000 families safer.



Installed 8,700 free smoke alarms for the Home Fire Campaign



Helped save four lives in our area and more than 500 lives nationwide



Made 3,400 homes safer through education visits and by creating preparedness plans

Service to the Armed Forces

The seed for the American Red Cross was planted on the battlefields of the Civil War, with the compassionate care that founder Clara Barton offered soldiers, regardless of side or rank. For over a century, serving and developing new ways to care for members of the U.S. military, veterans and their families has remained at the heart of the Red Cross mission.

The Red Cross Hero Care Network provides support to service members and their family's pre deployment, during deployment and when they return home, through emergency communication services, financial assistance programs, re-integration and veteran services. We are proud to have supported 42,000 service members, veterans and their families by providing casework and briefing families through the 'Get to Know Us Before You Need Us' program.



Nearly 10,000 volunteer hours worked at Veterans Affairs and treatment facilities



Briefed 42,000 families through our 'Get to Know Us' program



Provided 11,300 services to military members veterans and families

Blood Services

The Red Cross is the single largest supplier of blood in the United States, providing nearly 40 percent of the nation's blood supply. Blood and platelets are needed for many reasons— accident and burn victims, heart surgery patients, organ transplant patients, and those receiving treatment for leukemia, cancer or sickle cell disease may all need blood. During fiscal year 2018, the North Texas collected 33,000 units of blood.



Collected 33,600 units of blood



Received blood donations from more than 26,000 donors



Conducted nearly 1,500 blood drives

Your Red Cross Chapter Boards

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Bill Cox
Brett Matherly



Red Cross Sources of Support

In Our Community

The American Red Cross North Texas provides critical services to the communities in the region thanks to your generous donations (Fiscal year 2018, July 1, 2017-June 30, 2018).

CONTRIBUTIONS TO THE AMERICAN RED CROSS [REGION]

Corporate, Foundation & Individual Giving	\$38,598,374
Legacies & Bequest	\$276,804
United Way & Combined Federated Campaign	\$662,691
Donated Materials & Services	\$804,504
TOTAL	\$40,342,645

Across the Country

The American Red Cross works in communities across the country to prepare for and respond to disaster; teach lifesaving skills; serve military members, veterans and their families; and provide nearly half the nation's blood supply. As part of the International Red Cross and Red Crescent network, the American Red Cross also works to prevent and relieve suffering in countries around the world.

NATIONWIDE CONTRIBUTIONS TO THE AMERICAN RED CROSS

Corporate, Foundation & Individual Giving	\$1,237,200,000
Legacies & Bequest	\$97,000,000
United Way & Combined Federated Campaign	\$50,400,000
Donated Materials & Services	\$111,700,000
TOTAL	\$1,496,300,000

Thank You

The American Red Cross of North Texas is grateful for the generosity of its dedicated supporters, who breathe life into our humanitarian mission every day. On behalf of those we serve, thank you!

Individual Supporters

\$500,000+

David Carrigan
Marshall Hennington

\$100,000+

Tammy & Junior Ottwell
Joseph Eastin
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\$25,000+

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Individual Supporters

\$10,000+ (continued)

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Corporate Supporters

\$2,000,000+ Annually

American Airlines

Exxon Mobil Corporation

\$1,000,000+ Annually

Southwest Airlines Co.

WFAA

\$500,000+ Annually

Alliance Data

Foundation

Texas Instruments Foundation

EnergyTransfer/Sunoco

Nexstar Media Group

Toyota Motor North America Inc

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7-Eleven Cares Foundation

California Community Foundation

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Corporate Supporters

\$25,000+

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Aeristo	Diodes Inc	Plains Capital Bank
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Convoy Servicing Company	Old Row	

\$10,000+

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Abuelos Mexican Food Embassy	Bill J & Betty Jo Ellard Charitable Fund	Community Foundation of Abilene
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Bernard Foundation		

Corporate Supporters

\$10,000+ (continued)

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For additional information relating to national Red Cross service delivery during fiscal year 2018, please see our national Annual Report available through your relationship manager or at redcross.org.

