



International Services

FY 2008 Annual Review



**American
Red Cross**

One World, One Movement

A Message From the President and CEO

Within days of joining the American Red Cross, I traveled to China and witnessed firsthand the efforts to help people rebuild and recover from a powerful earthquake that impacted millions of lives.

Nothing could have prepared me for what I saw. The most heartbreaking sight was at a primary school, where a young girl described the terror of losing her brother and friend. That was really the moment it hit me: this isn't just looking at destruction; it's looking at broken lives. Lives we must help rebuild.



David Meitzer/American Red Cross

Regardless of the needs, from the United States to China, from Peru to Myanmar, the American Red Cross, together with the International Red Cross and Red Crescent Movement, is there to help.

And while the American Red Cross is best known for responding to disasters, our health programs also improve the lives of people every day. Through our work internationally, the American Red Cross has taken up the challenge of protecting millions against deadly but preventable diseases.

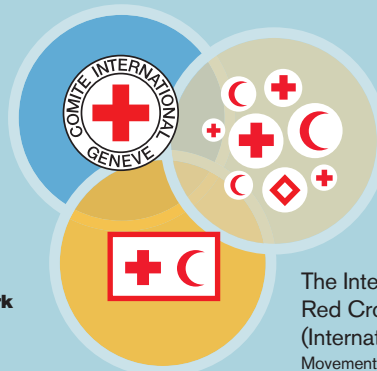
We also work to reconnect families separated by crisis and to preserve human dignity through the promotion of international humanitarian law.

By collaborating with our partners, the American Red Cross has been helping vulnerable people in the United States and around the world for more than 125 years. On behalf of the millions that have benefited from this assistance, we thank you for supporting our mission.

Gail McGovern, President and CEO

The International Committee of the Red Cross (ICRC) is an independent organization that works exclusively in areas of conflict.

The International Red Cross and Red Crescent Movement
The World's Largest Humanitarian Network



186 national Red Cross and Red Crescent societies, like the American Red Cross, provide services from disaster relief to health and social programs.

The International Federation of Red Cross and Red Crescent Societies (International Federation) coordinates the Movement's relief and development efforts worldwide.

Year in Review

Our Impact in Fiscal Year 2008

In Fiscal Year 2008 (July 2007 through June 2008), the American Red Cross embarked on a new international strategy to better meet the needs of vulnerable populations. We expanded our focus on disaster management, particularly to equip communities to better prepare for disasters. We also streamlined our health programs to address some of the world's top killers, while continuing our programs to reconnect families and preserve human dignity.



Disaster Management

page 4

The American Red Cross built better-prepared communities.

We helped Red Cross and Red Crescent societies in 12 countries refine their skills to better respond to the next disasters.

5

We responded to disasters. We worked with our Movement partners to provide urgent assistance to more than 7 million people in 45 countries.

9

We helped families recover and rebuild. More than 3 million people in eight countries affected by the 2004 tsunami continued to receive support to rebuild their communities, homes and livelihoods.

Disease Prevention

11

We saved lives. Thanks to the Measles Initiative, more than 106 million children in 30 countries were vaccinated in the past year, and the latest estimates reveal that between 2000 and 2007, measles deaths were reduced by 89 percent in Africa and by 74 percent worldwide.

12

We protected families. We trained volunteers to educate more than a million people about how to properly use mosquito nets to protect themselves from malaria.

13

We responded to a health pandemic. We helped reduce the risk of contracting HIV/AIDS for 150,000 youth in three countries, and we expanded services for families living with HIV/AIDS.

Restoring Family Links

14

We reconnected families. Our network of Red Cross and Red Crescent societies helped exchange 485,000 messages between families separated by crisis.

International Humanitarian Law

15

We preserved human dignity. We provided 70,000 people with information about the Red Cross and Red Crescent Movement, the Fundamental Principles and International Humanitarian Law.

Financials and Looking Ahead

16

We were faithful stewards of the International Response Fund. We expended \$182.3 million to implement our core international programs and the Tsunami Recovery Program.

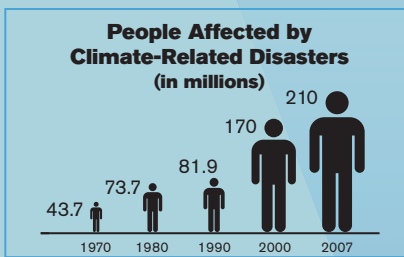
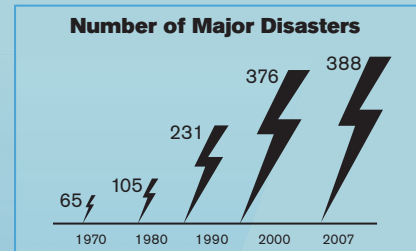
World Map

We helped people in 69 countries. See Inside Back Cover.

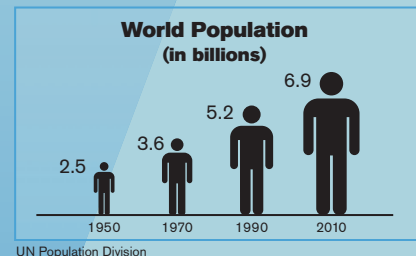
A Challenging World

In our work worldwide, the American Red Cross and other humanitarian organizations are beginning to see several trends that demand complex, creative approaches.

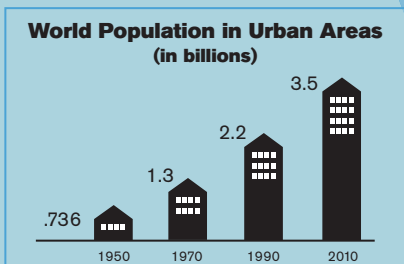
1. The **frequency and scale of disasters are increasing** and developing countries are the hardest hit. This rise is caused almost entirely by an increase in weather-related disasters.



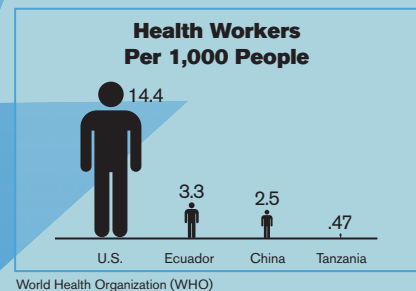
2. **Climate change** is not only intensifying the magnitude and unpredictability of disasters, it is also undermining the ability of households to cope with and recover from them.



3. **Population growth** is exacerbating our current resource crisis. Many countries will increasingly face shortages of water, food, energy and natural resources, and the poorest ones will be the most affected.



4. More people continue to **migrate to cities**. Those who move to the city often end up in slums, where overcrowded conditions, coupled with poor water and sanitation, can exacerbate consequences from disease outbreaks and disasters.



5. **Human resource challenges**, particularly in health services, are a serious global concern. Not only are countries not training enough health workers, but many of those trained workers are emigrating to industrialized countries. Meanwhile, diseases like HIV/AIDS are increasing demands for health services.

How do humanitarian groups adapt?

One way is to work closely with communities to reduce their risk, making them safer and more resilient. For disasters, this means equipping communities with the skills to prepare and respond. For diseases, this means training volunteers to fulfill specific, less specialized health tasks, freeing qualified health personnel to concentrate on areas that require their expertise.

Disaster Management

Whether in the U.S. or overseas, the American Red Cross responds to disasters every day. We manage disasters on multiple levels, often linking preparedness, response and recovery activities.



Along with our Movement partners, this integrated approach to disaster management ensures rapid and appropriate assistance, while also preparing communities for future disasters.

Responding to disasters is just the tip of the iceberg. Although we cannot prevent many of them from happening, we can help people become better prepared and reduce the amount of time it takes to recover.

Emotional Recovery in Peru



Roberto Brito/American Red Cross

Red Cross relief worker Jessica Fallas Hidalgo and "Pisotón" chat with children in Peru.

"Doctor, doctor, are you a psychologist?" Jessica Fallas Hidalgo, a psychosocial support delegate for the American Red Cross, looked up to see a concerned woman with a young boy by her side. The woman explained that since the earthquake, her son Juan was having problems in school and no longer wanted to talk.

Jessica inched closer, taking a stuffed animal out of her bag. "Hi Juan, I want to introduce you to my friend who came to play with the children of Peru." Fearful but curious, Juan looked at the small hippopotamus. Little by little, he allowed "Pisotón" to get closer, until with a slightly trembling hand, he took Pisotón and hugged him.

As Juan played with Pisotón, a voice suddenly spoke out: "My house fell down." In one moment, the boy who didn't want to talk described how his house trembled, how a wall tumbled toward him and how he ran to save himself. "I ran to see if my mom and little brother were alive," he explained.

Through an act as simple as sharing a toy, and through games, singing, dancing and crafts, psychosocial support programs are helping Juan and families like his to get the support they need to recover.



IFRC

Cyclone survivors in Myanmar receive assistance at a Red Cross shelter.

FY 2008 Disaster Facts at a Glance

Countries receiving disaster assistance	45
People benefiting from disaster assistance ¹	7 million
Relief items delivered	300,000
National societies benefiting from preparedness programs	12
Value of assistance provided or pledged ²	\$75 million

¹ Made possible through joint contributions by the American Red Cross and our Red Cross and Red Crescent Movement partners.

² This does not include assistance provided or pledged through the Tsunami Recovery Program.



Preparedness

El Salvador · Guyana · India · Indonesia · Kenya · Mexico · Peru · Somalia · Sri Lanka · St. Lucia · Thailand · Trinidad and Tobago

Community members are typically the first responders, so it is critical that they identify local hazards and exposure to risk and, most importantly, understand what to do after a disaster, particularly with vulnerable groups. The American Red Cross works with other Red Cross and Red Crescent societies to help communities prepare.

In FY 2008, in response to increased global vulnerability and disasters, the American Red Cross expanded our disaster preparedness work. We worked with communities and national societies to improve preparedness in areas recovering from the 2004 tsunami. In addition, we worked to bolster regional preparedness in Latin America through new projects in El Salvador, Guyana, St. Lucia, and Trinidad and Tobago.

We also supported trainings to provide national societies with opportunities to share their experiences and build their skills in disaster preparedness and response. In FY 2008, this included national societies in Bangladesh, Cambodia, China, Indonesia, Mongolia, Nepal, the Philippines, Thailand and Vietnam.

Following disaster responses in Peru, China, Mexico and Bangladesh, we incorporated disaster preparedness and early recovery activities into our assistance.

Goal	To build safer, more resilient communities by equipping them with the necessary knowledge, skills and tools
Action	<ul style="list-style-type: none"> Establish and/or enhance early warning systems Help communities plan for disasters, including establishing safe havens and implementing evacuation routes Ensure effective disaster responses by improving collaboration among communities, government and civil society Create or support opportunities to build disaster management skills through hands-on training
Impact	<ul style="list-style-type: none"> Partner national societies better prepared to lead the next disaster response Hundreds of communities around the world better prepared to manage the next disaster
Next Steps	<ul style="list-style-type: none"> Expand preparedness programs across Southeast Asia



Nanda Aprilia/ American Red Cross

School children in Banda Aceh learn how to prepare for a disaster through an interactive game.

Response and Recovery

Earthquakes · Floods · Tropical Storms · Conflicts and Other Disasters

From earthquakes to flooding, from drought to conflict, in the last decade, almost two billion people worldwide have been in great need. Often, the local Red Cross or Red Crescent society can handle crises alone, but sometimes a helping hand is needed.

When a national society reaches out for international assistance, the American Red Cross can respond by deploying skilled people, mobilizing relief supplies or providing cash assistance.

In FY 2008, the American Red Cross responded to crises in 45 countries. Through our International Response Fund, we assisted an estimated 7 million people.

Goal To help partner Red Cross and Red Crescent societies and communities respond to and recover from disasters

- Action**
- Deploy skilled people to provide expertise in needs assessment, relief distribution and emergency shelter
 - Mobilize relief supplies, including tarps, blankets, kitchen sets, hygiene kits and mosquito nets
 - Contribute cash for emergency healthcare, water and sanitation services, shelter and psychosocial support

Impact ▪ Together with our Movement partners, we helped an estimated 7 million people to recover.

- Next Steps**
- Recovery assistance for disaster-affected communities in Bangladesh, China, Mexico, Myanmar and Peru
 - Continuing assistance to communities affected by the 2004 tsunami

A Collaboration of Experts

When time is of the essence for delivering important materials, many people turn to the white box with the purple and orange “FedEx” on the side. When disasters strike and people need help, it’s often a different symbol – the Red Cross or Red Crescent – that gives that same reassurance and confidence. In fact, FedEx often uses its business assets and expertise to help the Red Cross deliver disaster relief assistance at home and around the world.

For more than a decade, FedEx has worked with the American Red Cross to provide rapid and effective disaster relief through financial support for Regional Disaster Management and Logistics Centers in Dubai, Kuala Lumpur and Panama. In addition, support from FedEx allows us to send international tracing requests around the world for free to link family members separated by disaster or armed conflict. FedEx works in more than 220 countries and territories, and when disaster strikes, FedEx is on the front lines helping us to respond.

“We see ourselves as part of the fabric and framework of the communities where we work. We respond to the needs of our communities,” says Mike Ducker, President of International for FedEx. “The work that has been done by the Red Cross and Red Crescent Societies (around the world) has been so phenomenal and this extension and collaboration with FedEx just makes the organization that much more efficient and able to deliver critical relief when necessary.”



The American Red Cross and FedEx have a long history of collaborating to meet urgent needs.

American Red Cross



Earthquakes

China · Peru · Indonesia

Although seismologists can determine a location’s vulnerability, earthquakes remain unpredictable and present unique challenges. In seconds, buildings collapse and many are left homeless. In FY 2008, the American Red Cross responded to three earthquakes, including those in Peru and China.

Building Back Even Better

When homes are destroyed, it’s not enough to just rebuild them the way they were before. We have to break the disaster cycle.

We help families to build back even better—by providing them with the materials, tools and training to build transitional homes that can better withstand high winds and recurrent tremors. These small shelters provide dignity, privacy and warmth while families are planning and building more permanent structures.

In addition to providing materials, we work with teams of local engineers to train homeowners and ensure proper building standards and seismic resistance.



A Red Cross mobile medic unit in Peru attends to urgent needs.

Hector Emmanuel/American Red Cross

Peru

In August 2007, a 7.0 earthquake struck Peru—the largest quake to hit the country in 37 years. The quake killed more than 500 people and left nearly 400,000 without homes, income or healthcare.

Nearly two dozen Red Cross and Red Crescent national societies responded with more than \$23 million in assistance. The American Red Cross contributed \$3.4 million to provide relief items, psychosocial support and early recovery activities. We helped nearly 100,000 Peruvians with basic health services and clean water, and also provided materials and training to construct temporary shelter for 30,000 people.

China

In May 2008, an 8.0 earthquake rocked Southwestern China, leaving nearly 90,000 dead or missing, more than 370,000 injured and 15 million displaced. More than 45 million people were affected.

Nearly two dozen national societies responded to the International Federation’s \$92.7 million appeal. The American Red Cross sent \$10 million within 48 hours. We also provided \$4 million to restore the vaccination cold chain and prevent disease outbreaks. Along with Movement partners, our cash helped purchase food and relief items to help more than 500,000 people.

Many earthquake survivors still need assistance. The American Red Cross is helping families rebuild their homes to earthquake-resistant standards. We expect to spend more than \$50 million for response and recovery efforts over the next three years.



A Red Cross team in China provides medical care to earthquake survivors.

Sho Huang/IFRC



Floods

Bangladesh · Chile · Ecuador · Mexico · Mozambique · Nepal · Sudan · Tanzania · Togo · Uganda · United Kingdom

Floods worldwide have become more frequent, intense and unpredictable, affecting millions annually. People are often forced to flee their homes. Depending on the season, crop damage can leave families in need of food. In FY 2008, the American Red Cross responded internationally to floods in 14 countries, including Mexico.

Mexico

In 2007, more than 27 inches of rainfall caused unprecedented flooding. Major rivers overflowed and floods destroyed homes, roads and farmland, affecting more than 1 million people.

A dozen Red Cross and Red Crescent national societies responded, providing more than \$3.7 million. The American Red Cross provided nearly \$2 million for relief items and early recovery programs. Together with our partners, we provided more than 60,000 people with relief items.

We continue to work with the Mexican Red Cross to improve disaster preparedness. In particular, we are helping to establish a disaster operations center (DOC) to improve response and coordination between disaster responders in Mexico.



A man affected by floods in Mexico carries supplies from the Red Cross.

Mexican Red Cross



A Red Cross team in Ecuador delivers urgent relief supplies to communities.

Roberto Brito/American Red Cross

A Helping Hand From South of the Border

In October 2007, nearly two dozen wildfires sparked the largest evacuation in California history.

The American Red Cross mounted a massive relief operation—mobilizing more than 5,300 volunteers and staff. The Mexican Red Cross also sent a team to help us provide assistance to the large Hispanic population.

As sister national societies and neighbors, we remain dedicated to relying on each other's experiences and strengths to support one another in times of need.



Tropical Storms

Bahamas · Dominican Republic · Guatemala · Haiti · Honduras · Jamaica · Mexico · Nicaragua · Bangladesh · Madagascar · Myanmar · Pakistan · Papua New Guinea · Philippines · Vietnam

Whether called cyclones, hurricanes or typhoons, tropical storms bring high winds and heavy rains that cause major damage. They are followed by flooding and storm surge, often leading to deaths and material losses. Survivors need shelter, food, and clean water and sanitation.

In FY 2008, the American Red Cross responded to tropical storms in 17 countries, including Bangladesh and Myanmar.



A young girl benefits from aid following the 2007 cyclone in Bangladesh.

Sky Wiseman/American Red Cross

Bangladesh

In November 2007, Cyclone Sidr struck Bangladesh with fierce winds, causing a 16-foot tidal surge. The storm affected nearly 9 million people and left 4,400 dead and 55,000 injured.

Nearly 20 Red Cross and Red Crescent national societies supported the Bangladesh Red Crescent response through the International Federation's \$22.2 million appeal. The American Red Cross provided more than \$1.4 million, including relief supplies, disaster response workers and cash for shelter and water and sanitation services.

Together with our Movement partners, we provided more than 337,000 Bangladeshis with food and relief items, as well as helped survivors rebuild or repair their homes.

Myanmar

In May 2008, Cyclone Nargis swept across Myanmar with winds up to 120 mph and a tidal surge of up to 12 feet, leaving more than 130,000 people dead or missing. An estimated 2.4 million people were left without shelter, food or clean water and were more vulnerable to disease.

Three dozen national societies supported the Myanmar Red Cross Society's response through the International Federation's \$72.5 million appeal. The American Red Cross provided more than \$3.4 million for 200,000 relief items and also sent cash and a response worker.

Together with our Movement partners, we assisted more than 500,000 survivors. Through community shelter kits, we are helping more than 1 million people to rebuild.

Preparedness Saves Lives

In 1991, a powerful cyclone hit Bangladesh, killing 140,000 people and causing massive damage. When Cyclone Sidr hit in 2007 as an equally powerful storm, millions of people were displaced, but the loss of life was reduced to 4,400. What made the difference? The Bangladesh Red Crescent Society—along with other organizations—had built cyclone-resistant shelters, created early warning systems and planned evacuation routes. So before Cyclone Sidr made landfall, up to 40,000 Red Crescent volunteers were alerting communities, evacuating people and mobilizing supplies—in short, saving lives.



Cyclone-resistant shelters like this one have saved countless lives.

Alex Mahoney/American Red Cross

Conflicts and Other Disasters

China · Colombia · Ecuador · Ethiopia · Greece · Guyana · India · Indonesia · Iraq · Jordan · Kenya · Maldives · Panama · Somalia · South Africa · Sri Lanka · Sudan · Syria · Tanzania · Thailand · Venezuela

Conflicts can create large-scale humanitarian needs. Displaced populations need shelter, clean water, food, medical care and psychosocial support. In FY 2008, we responded to crises in 12 countries, providing assistance ranging from refugee care to cash support. In addition, we met emergency needs in response to food insecurity, snowstorms and wildfires. We also continued to help survivors in eight countries recover from the 2004 tsunami. (See text box below.)

Tanzania

Conflicts in Central Africa have forced hundreds of thousands of people to flee their homes, often relocating to neighboring countries. In response, the American Red Cross has been working in partnership with the Tanzania Red Cross in northwestern Tanzania to meet the needs of refugees from the Democratic Republic of the Congo and Burundi and the neighboring communities supporting them.

Since 2004, we have provided basic healthcare and water and sanitation services valued at more than \$2.3 million, including nearly \$500,000 in FY 2008. In FY 2008, although many refugees returned home, we continued to provide care to the 145,000 people who remained across four camps.



Mariani proudly displays cakes that she bakes and sells thanks to a loan program in Aceh Besar, Indonesia.

Wilda Anggraeni/American Red Cross

2004 Tsunami Update

- On December 26, 2004, the Indian Ocean Tsunami struck. The resulting devastation required the largest international disaster recovery program in American Red Cross history. With waves up to 100 feet, the tsunami impacted communities over thousands of miles of coastline across twelve countries. More than 200,000 were killed, close to 2 million were displaced and millions more were affected.
- The American Red Cross Tsunami Recovery Program and its partners have been providing psychosocial support, healthcare, water and sanitation services, shelter reconstruction, livelihoods support and disaster preparedness training. We have helped more than 3 million people recover and supported disease prevention efforts reaching 110 million people. For more information, go to redcross.org/tsunami.

Disease Prevention

The death toll caused by infectious diseases is staggering. More than 14.4 million die annually from easily preventable or treatable diseases—such as malaria, which kills more than a million each year, or HIV/AIDS, which kills twice that amount.

While there are low-cost methods to prevent many of these deaths, many people in the developing world lack access to them. By mobilizing communities and Red Cross and Red Crescent volunteers, the American Red Cross and our partners are supporting health programs that help millions. Our strategy concentrates on measles, malaria and HIV/AIDS.



Gene Dalley/American Red Cross

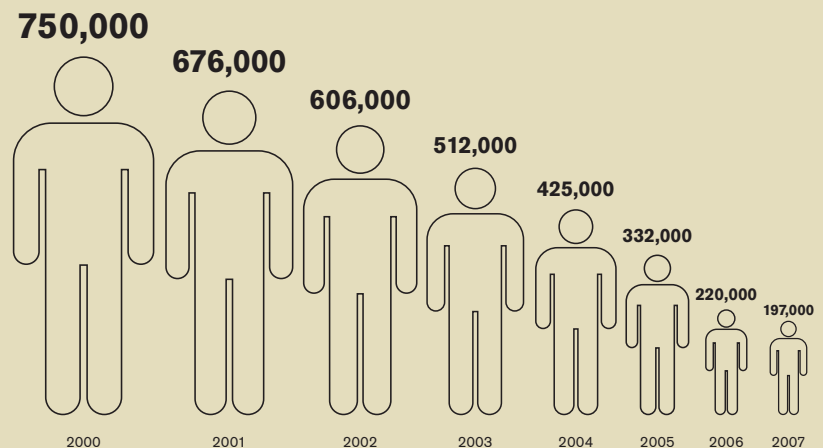
A child in Madagascar receives a vaccination as part of a 2007 campaign supported by the Measles Initiative.

Volunteers Bridge the Gap

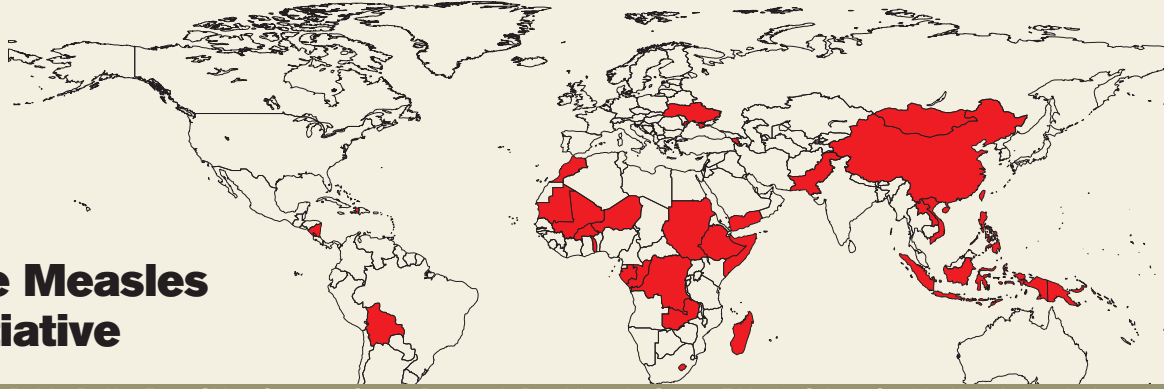
Developing countries face a shortage of healthcare workers due to emigration, but diseases like HIV/AIDS are increasing demands for health services. In response, governments and medical professionals often redistribute specific tasks to less-specialized health workers, or even community volunteers.

The Red Cross and Red Crescent Movement is helping to fill this gap. Our volunteers are delivering a wide range of health services, freeing medical professionals to concentrate on areas that require their expertise.

Measles Deaths Worldwide



The Measles Initiative



Armenia · Bolivia · Burkina Faso · China · Comoros · Congo · Democratic Republic of the Congo · Ethiopia · Gabon · Gambia · Haiti · Indonesia · Laos · Lesotho · Madagascar · Mali · Mauritania · Mongolia · Morocco · Nicaragua · Niger · Pakistan · Philippines · Papua New Guinea · Sao Tome and Principe · Somalia · Sudan · Togo · Ukraine · Vietnam · Yemen · Zambia

Measles is one of the world’s most contagious diseases. In 2000, an estimated 750,000 children worldwide died from measles, mostly in Africa and South Asia, where immunization rates were low. The next year, the American Red Cross worked with four partner organizations (see box at right) to create an innovative global health partnership—the Measles Initiative.

The Measles Initiative provides technical and financial support for national measles vaccination campaigns, strengthening routine immunization and improving surveillance. For less than \$1 we can vaccinate a child against measles, making it one of the most cost-effective health interventions.

For a campaign to be successful the community must participate. The American Red Cross provides support and training to Red Cross and Red Crescent societies on community education and mobilization. This training prepares volunteers to go house-to-house to educate families about the importance of vaccination and where they can access immunization services. In FY 2008, the American Red Cross supported national societies in Gabon, Congo, Madagascar and Pakistan.

Goal	Reduce global deaths due to measles by 90 percent between 2000 and 2010
Partners	American Red Cross, UNICEF, United Nations Foundation, U.S. Centers for Disease Control and Prevention, and the World Health Organization
Action	<ul style="list-style-type: none"> ▪ Educate communities on the importance of vaccination ▪ Conduct nationwide measles campaigns ▪ Establish effective disease surveillance and strengthen treatment
Impact	<ul style="list-style-type: none"> ▪ Supported the vaccination of more than 500 million children since 2001, including 106 million in FY 2008 ▪ Reduced measles deaths in Africa by 89 percent and worldwide by 74 percent from 2000 to 2007 ▪ Saved more than 3 million lives
Next Steps	<ul style="list-style-type: none"> ▪ Support national societies, including those in Mozambique, Uganda, Nepal and Georgia, to educate their communities on the importance of childhood immunization ▪ Maintain gains in Africa by conducting campaigns in 13 countries in FY 2009 ▪ Secure political commitment from India to begin a mass measles campaign

This past year, the Initiative supported the vaccination of more than 106 million children in more than 30 countries. Campaigns typically provide other services, like insecticide-treated mosquito nets to prevent malaria. Thanks to the Initiative, measles deaths were reduced by 74 percent globally and by 89 percent in Africa alone between 2000 and 2007.

Despite this success, challenges remain. In 2007, an estimated 197,000 children—540 a day—died from this easily preventable disease. The Initiative is now working to secure political commitment from India to fully implement measles mortality reduction strategies, as well as continuing efforts in Africa and other regions to sustain victories and build on current progress.



Malaria

Haiti · Indonesia · Madagascar · Mozambique

Every night in many regions of the world, mosquitoes carrying the malaria parasite search for unprotected victims. In fact, every 30 seconds, a child dies from malaria. The only proven way to prevent the disease is to not get bitten. And the best way to do that is to sleep under an insecticide-treated net.

The American Red Cross works with our partners to distribute free bed nets—during national vaccination campaigns supported by the Measles Initiative, as well as after disasters such as floods and cyclones.

A net must be used properly to be effective. In FY 2008 through the International Federation’s Global Malaria Program, the Movement trained volunteers to educate families about bed nets across 11 countries—including four supported by the American Red Cross.



Mariko Kojima/IFRC

This child can now sleep protected from malaria.

Goal	Reduce global deaths and sickness due to malaria
Action	<ul style="list-style-type: none"> ▪ Distribute mosquito nets, through the Measles Initiative and after disasters ▪ Train volunteers to visit homes and ensure nets are properly used
Impact	<ul style="list-style-type: none"> ▪ Supported the distribution of more than 31 million mosquito nets, including 6 million in FY 2008 ▪ Developed and pilot tested a toolkit to train volunteers in malaria control and behavior change techniques ▪ Trained volunteers to educate more than 1 million people about how to properly use nets
Next Steps	<ul style="list-style-type: none"> ▪ In FY 2009, expand malaria hang-up activities in Mozambique and begin in Uganda ▪ Support national societies to mobilize their communities to participate in distribution campaigns

Where Design Meets Functionality

“They are beautiful. Yes, they are. And they can kill mosquitoes too?” exclaimed Fifi, a mother of five, after Red Cross volunteers helped hang her new insecticide-treated curtains, which are designed to keep mosquitoes—and malaria—away.

Malaria is endemic in Haiti, and poor households like Fifi’s don’t have the money to feed their families, much less buy protection against mosquitoes. Red Cross volunteers help by distributing free mosquito nets or curtains and then traveling to homes to make sure families know how and where to hang them.

“Fifi was trying to instruct the volunteers, like an interior designer, where to hang the curtains,” explained Matthew Marek, head of American Red Cross programs in Haiti. But after the volunteers showed Fifi how and where to hang the curtains, she willingly sacrificed style for functionality.

Thanks to the American Red Cross, each household in Fifi’s village now has insecticide-treated curtains hung in their doors and windows.



HIV/AIDS

Guyana · Haiti · Tanzania · Russia · Vietnam

Every 13 seconds someone in the world becomes infected with HIV, and every 15 seconds, someone dies from AIDS. In response, the American Red Cross is working with the International Federation’s Global Alliance on HIV to tackle HIV/AIDS in nearly 60 countries, including five supported by the American Red Cross.

“After being diagnosed with HIV, I felt that my life was over. At peer support group meetings, I met people with the same problems and realized that I could still socialize, have true friends and continue with my life.”

— **Dima, 32**
client in Irkutsk, Russia



Russian Red Cross

A young couple speaks with a peer counselor about how to manage their risk of HIV/AIDS infection.

Our activities all have one thing in common: empowering people to face the challenges of HIV/AIDS.

- Through our *Together We Can* program, we are empowering youth to avoid risky situations and behaviors.
- We are reducing stigma and discrimination against people affected by HIV/AIDS by raising awareness, debunking misconceptions, addressing fears and providing safe spaces to explore values, attitudes and beliefs.
- We are expanding care and support services to those affected by HIV/AIDS.

Goal	Reduce HIV transmission and improve the quality of life of people living with HIV/AIDS and their families
Action	<ul style="list-style-type: none"> ▪ Raise HIV awareness in young people ▪ Provide counseling, peer support and home-based care to people living with HIV/AIDS and their families
Impact	<ul style="list-style-type: none"> ▪ Since 2004, 800,000 youth—including 150,000 in FY 2008—have learned to reduce their risk of infection through our <i>Together We Can</i> program. ▪ Since 2003, 18,000 people living with HIV in Russia have received psychological, social or legal support.
Next Steps	<ul style="list-style-type: none"> ▪ A new project in Vietnam is working to increase access to services and reduce stigma for 12,000 people in Hanoi. ▪ In FY 2009, prevention, care and support activities are set to expand in Russia, Haiti and Tanzania, and begin in Kenya and Ukraine.

Restoring Family Links

Every day, the American Red Cross works with its Movement partners, sending messages around the world to help families separated by war or other emergencies to reconnect with loved ones. Last year, the Red Cross and Red Crescent network facilitated the exchange of 485,000 messages.

When people flee their home country, often they have no idea where their family members are, or even worse, if they even are alive. Our tracing work is often like putting together the pieces of a puzzle, and such searches can take months, years or even decades.

In FY 2008, we worked on behalf of more than 9,400 people. Nearly 200 American Red Cross chapters handled cases. Like Yurub (see text box), many of our clients lost touch with their families after fleeing Somalia. Other clients were displaced from the Democratic Republic of the Congo, Burundi, the former Yugoslavia, Rwanda, Iraq and Vietnam, to name a few.

While learning the fate of their loved ones might take a long time, our service is essential in helping people heal emotionally. Not only do we help people to locate family members, but we also help them settle into their new homes locally.

Somali Family Reconnected

At the age of seven, Yurub Abdi Mohamed was separated from her family during the Somali civil war. She remembers, “running, falling and then being picked up off the road.” Thankfully, another Somali family took her with them to a refugee camp in Kenya.

Yurub reached the U.S. many years later. Soon after her arrival, she contacted the American Red Cross chapter in Seattle to request help in finding her family. Now a 25-year-old woman, she said, “I used to be very depressed. I didn’t know if my parents were alive or dead.”

With the help of our Red Cross and Red Crescent partners, in April 2008, the American Red Cross was able to tell Yurub that they had located her mother in Kismayo, the second largest city in Somalia. “I was crying with joy when they found her. I was so excited.”



The Red Cross and Red Crescent Movement works to reconnect families separated by conflict or disaster.

International Humanitarian Law

The American Red Cross International Humanitarian Law (IHL) Program educates people about IHL and helps them view war and disrupted lives through the eyes of victims, witnesses and combatants.

The IHL Dissemination Program supports more than 200 IHL instructors. Through presentations to diverse audiences, instructors share information about IHL, the International Red Cross and Red Crescent Movement and the Movement's Fundamental Principles. In FY 2008, approximately 70,000 people received information through nearly 150 American Red Cross chapters.

The program also focuses on engaging youth through the Exploring Humanitarian Law (EHL) Program, which is taught in high schools in nearly 60 countries. EHL helps young people to embrace the principles of humanity.

As students work to design a refugee camp for displaced persons, they learn to think about humanitarian challenges and empathize with the plight faced by millions of people. Hopefully, this inspires them to have an even greater respect for human dignity.

“ EHL implemented globally has the power to change people and, through people, to change the world. ”

— **Paul Frankmann**
social studies teacher

The Worst Toy, the Best Job

It was during the Vietnam War and Don Ellison was just a young boy in second grade when a teacher gave the class playtime with toy soldiers and tanks. Don ended up with the Red Cross ambulance. At that point he knew nothing about the organization; just that the other boys made fun of him because he had the “worst” toy.



Daniel Cima/American Red Cross

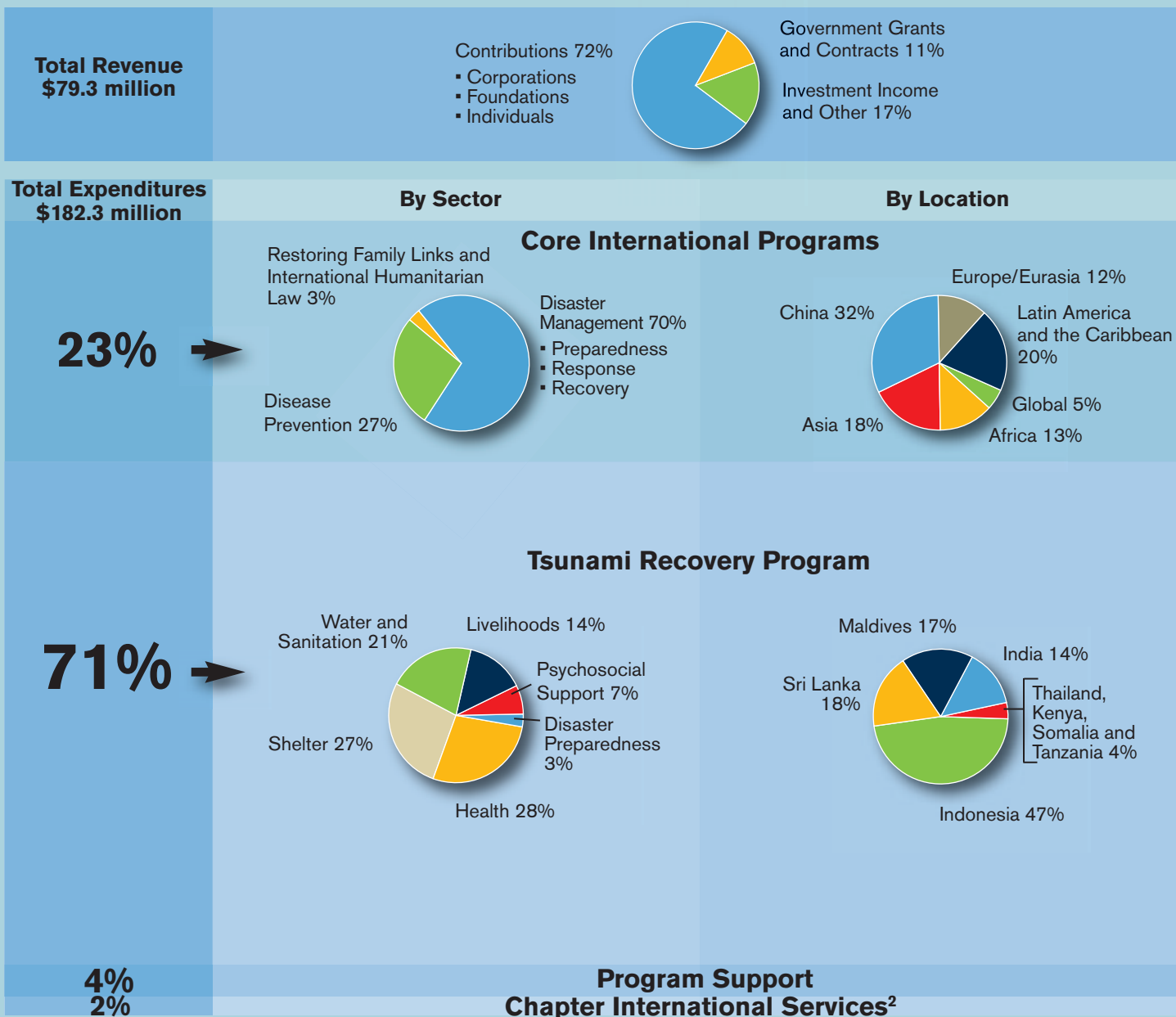
But today, decades later, in the small, historic town of Newport, Tennessee, Don defends that ambulance on a regular basis by teaching others to respect the medics working in conflict zones. He is an instructor of International Humanitarian Law (IHL) for the Lakeway Area Chapter of the American Red Cross.

“I think IHL is one of those things that helps build a knowledge base because it gives us limitations on behavior, even in extreme situations like armed conflict,” Don says.

In addition to Hamblen and Cocke Counties, the chapter shares courses with other units in the region. Local teachers are also using the Exploring Humanitarian Law (EHL) curriculum in their schools. “I’d say I’m proudest of the curriculum’s ability to reach the youth,” Don says. “Today’s youth will be the decision-makers of tomorrow.”

FY 2008 Financials

In FY 2008, the American Red Cross received \$79.3 million in revenue. Our expenditures totaled \$182.3 million, including \$41.9 million for core international programs (23%) and \$129.3 million for our Tsunami Recovery Program (71)¹. Because effective programming often spans multiple years, we anticipate providing more than \$45.0 million to support disaster recovery activities, primarily in China, over the course of FY 2009 and FY 2010.



¹ Since the 2004 tsunami, the Tsunami Recovery Program (TRP) has been working to program \$581.3 million in total donations, the majority received in previous fiscal years. We anticipate providing an additional \$176.1 million in FY 2009 and FY 2010. For more information, please see the TRP Annual Report at redcross.org/tsunami.

² This includes chapter-based international programs to provide Restoring Family Links services and educate the public on International Humanitarian Law.

Looking Ahead

The Power of Your Compassion

Through mobilizing the power of the International Red Cross and Red Crescent Movement, your support for the American Red Cross International Response Fund helps empower vulnerable people and communities worldwide.

Disaster Preparedness—Money invested in disaster preparedness saves lives. We are beginning projects across Southeast Asia to bolster the skills of Red Cross and Red Crescent partners and communities. For **\$60**, you can equip a community leader to develop a hazard map, identify evacuation routes and develop community contingency plans to respond to the next disaster.



A woman in Sudan struggles to make her way through a flooded area.

Disaster Response—Not all disasters make headlines, and your support enables us to respond based on need. For those who have lost their homes, **\$60** can provide tarps, rope, wood and tools to build a temporary shelter.

Measles Initiative—Needs are greatest in India, where measles deaths remain high, and progress in Africa must be sustained. For **\$1**, you can help vaccinate a child and provide lifetime protection against measles.

Malaria—Programs will expand to Uganda and to additional locations in Haiti, Mozambique and Madagascar. A **\$10** donation provides a mosquito net and ensures that a family will be educated to use it.

HIV/AIDS—Prevention, care and support activities are expanding in Russia, Haiti and Tanzania, and beginning in Kenya and Ukraine. For **\$100**, you can reach 25 youth with HIV/AIDS prevention messages.

We are grateful for the support of our donors, the collaborative efforts of our partners and the courage of the many people whose lives are affected daily by disasters and diseases.

You can help the victims of countless crises around the world each year by making a gift to the American Red Cross **International Response Fund**, which will provide immediate relief and long-term support through supplies, technical assistance and other support. For more information, please visit redcross.org/international.

Thank you for making a difference.



A child in Tanzania speaks during a session to help youth discuss the facts about HIV/AIDS.



A child in Kenya spreads the word about measles vaccinations.

Helping People Worldwide

Shaded countries represent areas of International Services disaster management and disease prevention activities in FY 2008. These interventions ranged from disaster response and short-term immunization campaigns to multi-year recovery and health programs.



Albania: Child health¹
Armenia: Measles Initiative
Bahamas: Disaster response
Bangladesh: Disaster response and recovery
Bolivia: Measles Initiative
Burkina Faso: Measles Initiative
Cambodia: Child health¹ and capacity building
Chile: Disaster response
China: Measles Initiative, disaster response, water, sanitation and hygiene
Colombia: Refugee care and gender-based violence prevention
Comoros: Measles Initiative
Congo: Measles Initiative
Dominican Republic: Disaster response

Democratic Republic of the Congo: Measles Initiative
Ecuador: Disaster response, refugee care
El Salvador: Disaster preparedness, water, sanitation and hygiene
Ethiopia: Measles Initiative, disaster response, water, sanitation and hygiene
Gabon: Measles Initiative
Gambia: Measles Initiative
Greece: Disaster response
Guatemala: Disaster response
Guyana: HIV/AIDS, disaster response and preparedness
Haiti: Measles Initiative, malaria, HIV/AIDS, disaster response
Honduras: Disaster response, water, sanitation and hygiene

India: Tsunami Recovery Program, disaster preparedness
Indonesia: Tsunami Recovery Program, Measles Initiative, malaria, disaster response and preparedness
Iraq: Disaster response
Jamaica: Disaster response
Jordan: Disaster response
Kenya: Tsunami Recovery Program, disaster response and preparedness
Laos: Measles Initiative
Lesotho: Measles Initiative, capacity building,
Madagascar: Measles Initiative, malaria, disaster response
Maldives: Tsunami Recovery Program
Mali: Measles Initiative

Mauritania: Measles Initiative
Mexico: Disaster response and preparedness
Mongolia: Measles Initiative
Morocco: Measles Initiative
Mozambique: Malaria, disaster response
Myanmar: Disaster response and recovery
Nepal: Disaster response
Nicaragua: Measles Initiative, disaster response
Niger: Measles Initiative
Pakistan: Measles Initiative, disaster response, recovery and preparedness
Panama: Refugee care
Papua New Guinea: Measles Initiative, disaster response

Peru: Disaster response, recovery and preparedness
Philippines: Measles Initiative, disaster response
Russia: HIV/AIDS
St. Lucia: Disaster preparedness
Sao Tome and Principe: Measles Initiative
Somalia: Tsunami Recovery Program, disaster preparedness, Measles Initiative
South Africa: Disaster response
Sri Lanka: Tsunami Recovery Program, disaster preparedness
Sudan: Measles Initiative, disaster response
Syria: Disaster response
Tajikistan: Tuberculosis
Tanzania: Tsunami Recovery Program, HIV/AIDS, disaster response, capacity building

Thailand: Tsunami Recovery Program, disaster preparedness
Togo: Measles Initiative, disaster response
Trinidad and Tobago: Disaster preparedness
Uganda: Disaster response
Ukraine: Measles Initiative
United Kingdom: Disaster response
Venezuela: Refugee care
Vietnam: Measles Initiative, HIV/AIDS, disaster response, capacity building, child health¹
Yemen: Measles Initiative
Zambia: Measles Initiative

The map used does not imply the expression of any opinion on the part of the American Red Cross concerning the legal status of a territory or of its authorities.

¹ During FY 2008, these multi-year programs were in the final stages of handing over responsibility for activities to Red Cross or Red Crescent national societies.

The World's Largest Humanitarian Network

International
Committee of
the Red Cross



186 National Societies

International Federation

The International Red Cross and Red Crescent Movement—

- Is guided by the seven Fundamental Principles: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.
- Is made possible through 97 million volunteers, members and staff who deliver simple, low-cost interventions around the world.
- Mobilizes and empowers communities.
- Reaches millions affected by disasters and diseases worldwide.

To learn more, contact your local Red Cross or visit us at redcross.org/international.



Roberto Brito/American Red Cross



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