

ANNUAL REPORT 2022

BRINGING COMMUNITIES

HOPE



**American
Red Cross**



A Message from the Chairman

Throughout my tenure I have seen time and time again the need for a strong and vibrant American Red Cross to provide essential care to those in need—in communities down the street, across the country, and around the world. This year, once again, our remarkable family of volunteers, donors, partners and employees stepped up, allowing us to deliver critical services to people facing disasters such as home fires that displace a single family, or hurricanes and wildfires that affect tens of thousands, and even international conflicts impacting millions. Red Crossers bring comfort and hope to so many and I want to thank each of you who made it possible for us to help people during their darkest hours. You truly embody the spirit of the Red Cross.

While COVID-19 continued to present numerous challenges for the Red Cross and those we serve, our dedication to fulfill our mission in 2022 did not waiver. Whether providing a warm meal and a helping hand after Hurricane Ida, teaching a lifesaving CPR and first aid course online, helping to get an essential message to a deployed service member facing a family emergency, or delivering a lifesaving blood product, Red Crossers were there.

Internationally, the Red Cross helped respond to numerous disasters and crises last year, including the damaging earthquake in Haiti, Typhoon Rai in the Philippines, a volcanic eruption impacting

Tonga, the hunger crisis in the Horn of Africa and the conflict in Ukraine. We also work internationally on disaster preparedness and disease prevention initiatives, including helping to lead measles and rubella vaccination campaigns in vulnerable communities around the globe. Since its inception in 2001, the Measles and Rubella Initiative has helped to immunize more than 3 billion children against measles in over 88 countries.

Beyond our disaster work at home and abroad, the Red Cross continues its work with members of the military and veterans, while also furthering our critical efforts to support military veteran caregivers. Of course, our humanitarian organization also trains millions of people in water safety, first aid, CPR and AED skills, and provides millions of blood products to save lives.

It's my great honor to serve as Chairman of this noble humanitarian organization. Together, I know we will continue to carry forward our essential mission for many years to come. On behalf of the Red Cross and those we serve, thank you for your impactful support.

Bonnie McElveen-Hunter
Chairman



A Message from the President & CEO

As I reflect on Fiscal Year 2022 (July 1, 2021–June 30, 2022), I am filled with profound appreciation and admiration for the dedicated American Red Cross volunteers, donors and community partners who empower our organization to carry forward our vital mission—no matter where or when we are needed.

Throughout the past year, compassionate and caring Red Crossers responded to more than 60,000 disasters, delivered lifesaving blood products to hospital patients in need, trained millions of Americans in critical health and safety skills, supported military families and our veterans with emergency services, and assisted the international community in responding to terrible crises and supporting disease prevention efforts.

Here at home, the Red Cross provided comfort and hope to affected individuals and families in the wake of a number of historic disaster events, including Hurricane Ida; deadly tornadoes in Kentucky; devastating wildfires in the West; and horrific mass shootings across the country. As I was reminded during my visits to the impacted communities in Louisiana and New Jersey after Hurricane Ida, the Red Cross is always there during times of emergency—ensuring people have safe shelter, food and water, and a shoulder to lean on as they begin their recovery.

In addition to our disaster response efforts, and despite the ongoing challenges caused by COVID-19, the Red Cross continued to make a real and lasting difference this past year through the other aspects of our essential mission. As part of our Home Fire Campaign, we educated

vulnerable households on home fire safety and installed free smoke alarms. We also provided more than 6 million blood products to support hospital patients in need, expanded the reach of our aquatics training into underserved communities through our Centennial Swim Campaign, and supported the Department of Defense in caring for Afghan evacuees on military bases upon their arrival in the United States. Internationally, we also contributed millions of dollars and deployed experts to assist the responses to devastating crises around the world—including the terrible conflict in Ukraine.

As we look to the future, the Red Cross is committed to further building our capacity to respond to the increased frequency and intensity of extreme weather events. We also are moving forward in implementing a multi-year Environmental, Social and Governance (ESG) plan that reduces our own environmental footprint and ensures greater equity in all aspects of our mission delivery.

Please know that none of the lifesaving work we accomplished in Fiscal Year 2022 would be possible without the generosity of caring supporters, like you. From the bottom of my heart, thank you for your steadfast commitment to the Red Cross and those we serve.

Gail J. McGovern
President & CEO

DISASTER SERVICES

A Guiding Light Amid Disasters

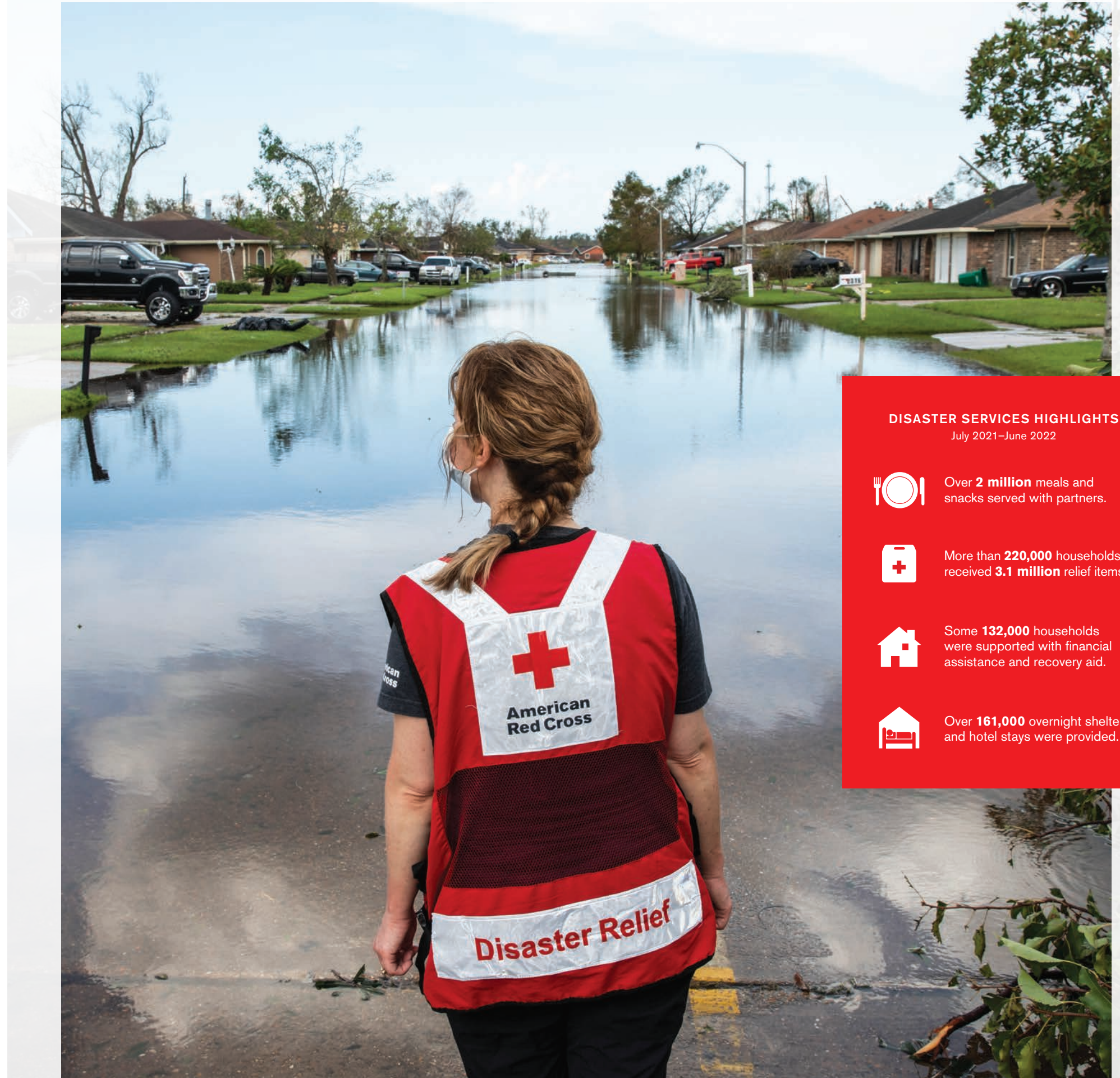
Responding to Devastating Disasters

Tens of thousands of people turned to the American Red Cross for emergency assistance during FY22 — one of the country's most active years of extreme weather fueled by climate change. Most notable were the devastating tornadoes in Kentucky, which affected thousands of homes and changed lives forever; Hurricane Ida, which caused widespread damage from the Gulf Coast to the Northeast; and the massive wildfires in the West, which scorched millions of acres and forced entire communities to flee their homes.

In July 2021, the enormous Dixie and Caldor fires in California destroyed more than 2,300 homes and other structures, including most of the community of Greenville. That same month, Oregon's Bootleg Fire, the third-largest wildfire in the state's history, also burned hundreds of buildings. Through it all, the Red Cross was there, helping to ensure people had a safe place to stay, nutritious meals to eat and a comforting shoulder to lean on.



Above: Red Cross volunteer and Iraq War veteran John Van Sickle checks on Regina Rutledge and her two dogs, Ally Gator and Sally Sue, outside of the shelter in Susanville, California. Rutledge and her canine companions were forced from their Chester, California, home when evacuation orders were issued due to the approaching Dixie Fire. Facing page: Wendy Halsey of the Red Cross visits LaPlace, Louisiana, one of the areas that suffered a massive impact from Hurricane Ida.



DISASTER SERVICES HIGHLIGHTS

July 2021–June 2022



Over **2 million** meals and snacks served with partners.



More than **220,000** households received **3.1 million** relief items.



Some **132,000** households were supported with financial assistance and recovery aid.



Over **161,000** overnight shelter and hotel stays were provided.



HOME FIRE CAMPAIGN HIGHLIGHTS

October 2014–July 2022



At least **1,356** lives were saved.



More than **1 million** households were made safer.



Over **1.8 million** children reached through home fire preparedness programs.



Over **2.4 million** free smoke alarms were installed.



In late August 2021, Hurricane Ida's fury was felt all along the East Coast, causing more than \$75 billion in damage as it flooded entire neighborhoods and upended tens of thousands lives. In response, the Red Cross launched a large multi-state Red Cross relief effort to support those impacted by the storm.

Additionally, thousands of Red Cross disaster workers provided relief and comfort to people in Kentucky who lost everything to the December tornado outbreak. In the aftermath, the Red Cross provided safe shelter, warm meals, relief supplies and millions of dollars in financial assistance to help people get back on their feet.

Providing a Feeling of Home

Keisha Radley was pregnant when a tornado hit her neighborhood in Dawson Springs, Kentucky, in December 2021. Terrified, she hid in a closet. When she stepped outside, nothing was as it had been before the twister.

"People here need all the help they can get," shared Keisha from the safety of a Red Cross shelter. "The Red Cross has helped tremendously; they go out of their way to make sure a person is comfortable. I'm very thankful, they make us feel at home. I know it's not home but that's how good they make me feel."

For these and other large disasters, thousands of Red Cross workers answered the call to care for people in need by providing shelter, meals, relief supplies, emotional support, health services and emergency financial assistance—all in addition to helping families recover from everyday crises like home fires in communities across the country.

Saving Lives through the Home Fire Campaign

As the nation's most frequent disaster, home fires claim seven lives each day in the U.S.—most often in homes without working smoke alarms. That's why the Red Cross installs free smoke alarms and educates families about fire safety with the help of community partners.

Carlyn Floyd is one of 1,356 lives saved through the help of the Red Cross Home Fire Campaign.

A fire in one's home is a terrible experience on its own. But imagine suffering through a fire while also battling COVID-19, which is what happened to Carlyn. Home in Columbus, Georgia, while ill, she was alerted to a fire by the free smoke alarm provided by the Red Cross just three months earlier.

"If it hadn't been for that smoke detector, I would be gone," said Carlyn. "Due to that smoke alarm, I'm able to talk to you."

Facing page: Red Cross volunteer Brian Butterworth installs free smoke alarms during a *Sound the Alarm* event in Central Falls, Rhode Island. Over the course of the day, he installed 18 alarms. Above left: Elizabeth Ramirez and her grandson, Christopher, talk with Wendy Halsey of the Red Cross at a Baton Rouge shelter. Above right: Red Cross volunteer Channell Hogan reviews home fire safety information with Maryland resident Papa Mboup during a *Sound the Alarm* event in May 2022.

Responding to Global Challenges

Giving Hope in Ukraine and Beyond

When bombs fell in Kharkiv, Ukraine, Hanna and her family fled to the safety of Uzhhorod, Ukraine — making her one of 15 million people in need of urgent humanitarian assistance in the wake of the conflict. Hanna's family received a Red Cross kit containing critical care items, such as laundry detergent, toilet paper, soap and toothpaste. While the family is unsure of their future, these small items can make all the difference.

Across the Hungarian border, 15-year-old Artem and his brother, 10-year-old Maksim, play hockey at a Red Cross shelter. The boys, who left their home in Kyiv, Ukraine, for a sports tournament in February found themselves unable to go back home. At the shelter, the boys and their mother take comfort in having a clean place to stay and a warm meal waiting for them. They also have a safe place to play hockey and just be kids.



Above: More than 15,000 people used a river crossing in Demydiv, Ukraine, built by locals and Ukrainian Red Cross volunteers. Facing page: Slovak Red Cross volunteer Kristian Knap offers little Ostap some snacks. Ostap recently crossed the Ukrainian border with his family. They are from a town in southern Ukraine where they fled when there was a lull in the fighting.





INTERNATIONAL SERVICES HIGHLIGHTS

July 2021–June 2022



More than **1.6 million** households were visited to encourage measles and rubella vaccination.



More than **4,600** families separated by international crisis were reconnected.



36 countries were supported by disaster response.



More than **113,000** individuals were reached through disaster preparedness activities.



In FY22, the American Red Cross contributed millions to the global Red Cross network to help alleviate the suffering of those impacted by the Ukraine crisis like Hanna, Maksim and Artem. This support allows teams on the ground to provide lifesaving aid, such as food, shelter, water, medical care and mental health support.

Rescuing the World’s Most Vulnerable at Sea

Standing on the deck of the Ocean Viking rescue ship, 20-year-old Amar — a Syrian refugee who narrowly escaped drowning — feels a sense of hope. Amar, his mother and his 9-year-old sister were among the more than 300 people rescued from the waters of the central Mediterranean Sea by the ship, which is operated by the International Federation of Red Cross and Red Crescent Societies and SOS MEDITERRANEE.

Amar fled war-torn Syria when he felt he had no other choice for a safe future. “I worked as a car mechanic and tried hard to provide for my family, but we had to leave,” he said, noting that they were heartbroken to flee the only home they’ve ever known.

Amar wondered if the boat would be intercepted by Libyan militias or if the vessel would survive the rough waters ahead. Desperate to reach safety, the family pushed aside their misgivings. The sea was rough and as the hours passed and just before a massive storm rolled in, the family was rescued and brought aboard the ship. After boarding, they were overcome with emotion.

American Red Cross employee, Jenelle Eli, who worked aboard the boat, shared that stories like Amar’s are at the heart of this critical humanitarian work. For many years, lives have been needlessly lost on the treacherous route between Libya and Europe — the most dangerous migrant route in the world that claims the lives of 3,200 people each year.

Armed conflict, international disasters and migration leave millions of people like Amar in grave danger. But because of the Red Cross, Amar and his family have hope for the future.

Facing page: Hanna and her family had to flee Kharkiv, Ukraine. Her father returned to Kharkiv to care for his mother whose home was destroyed. Above left: Brothers Artem and Maksim stay at a Red Cross shelter, where they can just be kids after fleeing their home in Ukraine. Above right: Refugees are rescued by the Ocean Viking rescue ship, which is operated by the International Federation of Red Cross and Red Crescent Societies and SOS MEDITERRANEE.

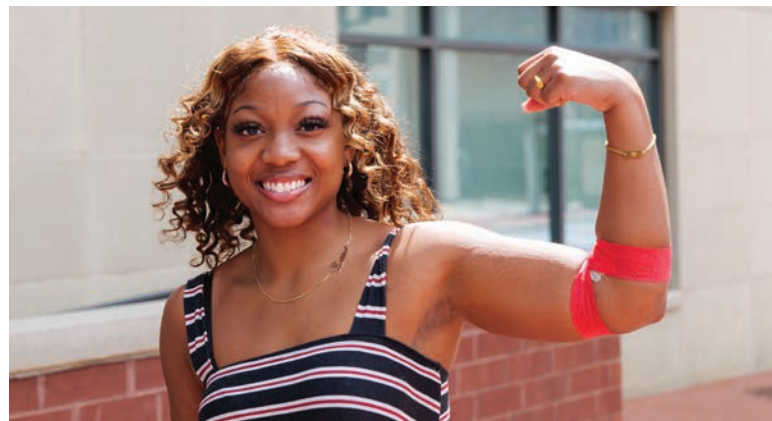
Saving Lives through Blood

Overcoming the First-ever Blood Crisis

With ongoing collection challenges and varied hospital demand during the COVID-19 pandemic, in January 2022, the American Red Cross blood inventory reached its lowest point in more than a decade resulting in the first-ever Red Cross blood crisis.

At the peak of the crisis, the Red Cross had less than a one-day supply of critical blood types. To emphasize the urgency of this situation, hospital partners joined the Red Cross in a public outreach effort to encourage individuals to roll up their sleeves and give. "Nobody wakes up in the morning and plans on being the next trauma patient. So this literally could affect you or your family members and your loved ones," said Dr. Jennifer Andrews, the medical director of the Vanderbilt University Medical Center blood bank.

As a result of these efforts, the Red Cross exceeded its collection goals, ultimately rebuilding the inventory to meet the needs of hospital patients across the country.



Above: A blood donor gives blood at a Red Cross blood drive at Howard University in Washington, D.C. Facing page: Red Cross phlebotomist Mike assists volunteer blood donor Kara at a blood drive.





Being a Force for Good

Behind the mission of the Red Cross is a workforce of dedicated volunteers and employees whose exceptional contributions help communities across the country. Keondra Jones is one of those people. She joined the Red Cross in 2005 and currently serves as a collections specialist and on-site instructor at the Red Cross Nashville Blood Donation Center in the Tennessee Region.

In her role, Keondra trains and supervises blood collections team members, and is responsible to ensure the safe collection of blood products from donors while providing a great donor experience. “I try to be a rainbow in someone’s cloud,” she said.

While the pandemic has brought its challenges, Keondra understands the immeasurable impact she and other frontline team members have made. “In today’s world, it can sometimes seem that small actions may not make an impact,” said Keondra. “Seeing a donor, with tears, express gratitude that we were collecting convalescent plasma — because it helped her husband when he was diagnosed with COVID-19 — keeps us focused on our lifesaving mission and working together as one Red Cross family.”

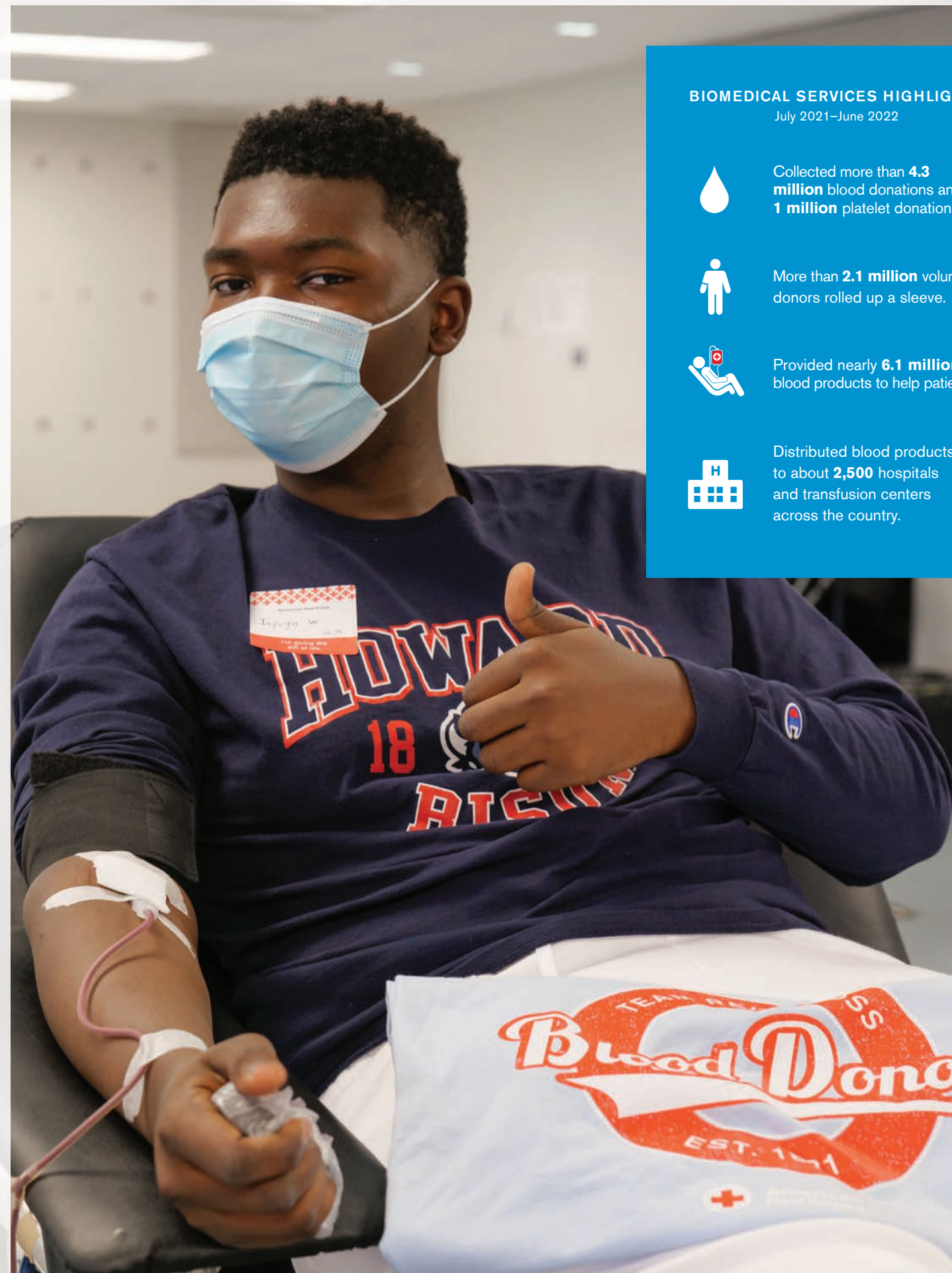
Launching the Red Cross Sickle Cell Initiative

The Red Cross publicly launched its Sickle Cell Initiative in September 2021 to inspire support for patients battling sickle cell disease, the most common genetic blood disorder in the U.S., predominantly affecting the Black community. Regular blood transfusions are critical to managing extreme pain and life-threatening complications, and one in three African American blood donors are a match for people with sickle cell disease.

To help ensure patients have the blood products they need, the Red Cross is working with partners in the Black community to grow the number of blood donors who are Black. In the first year of the initiative, the number of first-time African American blood donors who gave with the Red Cross increased by 60%.

Michael Arnold of Irvine, Texas, is one such first-time donor. While attending his first blood drive, he explained how he learned about the importance of his donation after watching an Instagram live featuring Lydia Langford, who at the time was battling a sickle cell pain crisis in the hospital. Lydia shared during the event that she felt it was important to be vulnerable to show the pain behind her smile to help the Black community — her community — to understand their unique ability to help patients like herself. Michael agreed that education is power: “We got to...support our people.”

Above left: Keondra Jones, Red Cross collections specialist and on-site instructor in Nashville, Tennessee, helps bring the Red Cross mission to life every day. Above right: Blood donor Julie Golding of Durham, North Carolina, donates blood at the Holiday Carolina Blood Drive at the University of North Carolina at Chapel Hill. Facing page: A blood donor gives at a Red Cross blood drive at Howard University in Washington, D.C.



BIOMEDICAL SERVICES HIGHLIGHTS

July 2021–June 2022



Collected more than **4.3 million** blood donations and **1 million** platelet donations.



More than **2.1 million** volunteer donors rolled up a sleeve.



Provided nearly **6.1 million** blood products to help patients.



Distributed blood products to about **2,500** hospitals and transfusion centers across the country.

TRAINING SERVICES

Training for the Moments That Matter

Jumping into Action

Lifeguards Julia Castillo and Cole Kics, along with their Safety and Aquatics Superintendent Lauren Ryan, were presented with an American Red Cross Lifesaving Award for Professional Responders in March. They were recognized for saving the life of Marge Bell after she collapsed during a group water aerobics class at the Inwood Athletic Club in Joliet, Illinois.

Julia noticed Marge in distress in the water and immediately activated the facility's emergency action plan. The two lifeguards placed her on a backboard, removed her from the water and assessed her condition. Marge was unresponsive, not breathing and didn't have a pulse. Lauren started CPR and set up the automated external defibrillator (AED). The three continued to provide care until a local emergency medical services team arrived on the scene and took over.



Above: Marge Bell pins a Lifesaving Award on Cole Kics, Lauren Ryan and Julia Castillo, who used their Red Cross training skills to save her life. Facing page: Ben Phillips, a Red Cross-trained lifeguard, keeps close watch over people swimming at Florida Gulf Coast University. The Red Cross created the first national water safety program in the U.S. — and today, it's still the gold standard for aquatics training.





“I was lucky to be where I was,” said Marge, grateful for the team who saved her life. “If you have a chance to learn CPR, I’d say learn it.”

The Lifesaving Award for Professional Responders is the highest award given by the Red Cross to individuals or a group of individuals who save or sustain a life using skills learned in a Red Cross Training Services course.

Reimagining First Aid/CPR/AED Programs

The First Aid for Severe Trauma™ course launched in August 2021 to cover response principles, scene safety, and emergency communications, as well as caring for life-threatening bleeding with direct pressure and/or a tourniquet. “A person can die from blood loss in a matter of minutes,” said Craig Goolsby, MD, MEd, MHCDS, a member of the Red Cross Scientific Advisory Council. “We want to ensure our nation has a trained population, so that anyone can be an immediate responder if needed.”

In December, the Red Cross released the next generation of its market-leading First Aid/CPR/AED program. “Our new program revolutionizes the learning experience with game-changing educational techniques and personalized, tailored training, so students can learn critical lifesaving skills in less time,” said Dom Tolli, senior vice president of Product Management and Platform Development. “These flexible First Aid/CPR/AED programs are designed for 21st century learning and take into consideration where, when and how students prefer to train.”

The new program, which incorporates active and adaptive learning techniques, immerses students in an interactive and hands-on environment to help

ensure they leave with a mastery of lifesaving skills. Active learning, which is unique to the Red Cross, allows each student to take turns simulating the role of an active lifesaver, a coach and an observer, which reinforces easy-to-remember critical actions.

Striving for an ‘Ecosystem of Water Safety’

Helping people be safe when they are in, on and around the water has been part of the Red Cross mission for more than 100 years. During the COVID-19 pandemic, aquatic facilities have experienced lifeguard and staff shortages, sometimes leading to reduced facility hours and even closures. Increased competition for workers made it difficult for facilities to hire and retain employees. The Red Cross worked with our aquatics training providers to help combat this situation by providing flexible training options.

The Red Cross also extended its water safety outreach through the expansion of the Aquatics Centennial Campaign. “The goal of the Aquatics Centennial Campaign is to create an ‘ecosystem of water safety’ to reduce drownings in communities where there are high numbers of drownings or where drowning rates are higher than the national average,” said Connie Harvey, director of Aquatics Centennial Initiatives. “With the help of campaign sponsors and through local training providers, the Red Cross is helping provide swim lessons, as well as junior lifeguard, lifeguard and Water Safety Instructor® training, at little or no cost in these communities.” An initiative to develop aquatics instructors and instructor trainers was also created with Diversity in Aquatics to provide career opportunities for students at historically Black colleges and universities.



TRAINING SERVICES HIGHLIGHTS

July 2021–June 2022



297 individuals received National Lifesaving Awards for helping to save 176 lives.



More than 5.2 million people enrolled in Training Services courses with more than 300,000 coming through our collaboration with the Military Training Network.



More than 616,000 students trained in the Red Cross Resuscitation Suite™ program.



Nearly 295,000 lifeguards certified through Red Cross training and more than 1.6 million sets of swim lessons and water safety classes.

Above left: The First Aid for Severe Trauma™ course and digital materials are available at no charge for high school students under the age of 19. Above right: A child practices her floating skills and gets comfortable in the water under the supervision of an adult through the Aquatics Centennial Campaign. Facing page: Junior Lifeguarding participants practice water entries with a rescue tube. The course was conducted in Haines City, Florida, with funding through the Aquatics Centennial Campaign.

SERVICE TO THE ARMED FORCES

Offering Comfort and Care to the Military Community

Answering the Call to Support the Afghanistan Crisis

In September, the U.S. Department of Defense asked the American Red Cross to temporarily support care for evacuees from Afghanistan being sheltered at military bases. More than 800 Red Cross workers answered the call—many of whom were veterans, military spouses and active-duty service members.

The Red Cross provided some 1.9 million relief items to support evacuees who had left everything behind. Red Cross individuals like Cory Paul felt a deep personal connection to the mission and to helping those in need.



Above: The Red Cross welcomed evacuees from Afghanistan at Ramstein Air Base in Germany, at the request of the Department of Defense. Red Cross team members offered hygiene supplies, baby items and other necessities. Facing page: James Findley and Leslie Luther unload Red Cross comfort care kits at the warehouse located on Fort Bliss Dona Ana Range Complex in New Mexico.





While delivering care at Fort McCoy in Wisconsin, Cory came to know a group of elderly men. One day, they stood up together, looked at Cory and placed their hands on their chests. “I knew from my experience in Afghanistan that they were showing me their symbol of thanks and respect. It touched me in a way that I’ll never forget.”

Cory, a veteran who deployed to Afghanistan in 2013, said that this humanitarian work was the most important service of his career.

Healing through Yoga

U.S. Navy veteran Patrick Johnson says that many wounded veterans struggle to find a new normal as they transition from the military. For many like Patrick, Red Cross yoga classes are a critical component of their care at military and veteran hospitals across the country.

“A lot of times people show up in our classes at very intense moments in their lives and we are here to provide comfort,” said Kathy Baird, who teaches Red Cross yoga and movement classes at Walter Reed National Military Medical Center in Bethesda, Maryland.

Kathy shares that in a hospital setting, yoga allows patients to learn to listen to their bodies which can make a difference in a patient’s care. “And that’s what these classes are about—giving people

choices and tools to deal with these stressful moments,” she said.

Supporting Service Members Deployed to Ukraine

Lallita Maharaj is one of nearly 50 Red Cross Service to the Armed Forces employees who deployed to eastern Europe in support of the Red Cross response to the Ukraine crisis.

In addition to serving as a morale ambassador, Lallita facilitated emergency communication between U.S. service members and their families as part of the Red Cross Hero Care Network. In June, she helped a young soldier who received a message about her ailing father.

“This soldier didn’t know that her father had taken a turn for the worse and the life expectancy was not good. We were able to deliver that message and ensure she got on the next flight home to say goodbye before he passed away. She was grateful to the Red Cross for making the process easy for her.”

Lallita helps make the Red Cross office on base a special place for soldiers. She says they can come in and grab a snack, some comfort items or even join a “Tea and Talk with Lallita” session. After one recent Tea Talk, a 20-year-old service member thanked her for being there to listen and hugged her. “This is why this work matters,” she said.

Facing page: “As an immigrant myself, I can empathize with what these evacuees are going through,” said Red Cross volunteer Anne Slowey. More than 150 Red Cross volunteers are working at military bases in New Mexico, Wisconsin, Indiana and New Jersey to address evacuees’ basic human needs. Above left: “Our yoga is very important to community-building,” said Kathy Baird of the Red Cross. Baird leads yoga classes at Walter Reed National Military Medical Center in Bethesda, Maryland. Above right: Red Cross worker Lallita Maharaj supports service members who are deployed for the Ukraine crisis.



SERVICE TO THE ARMED FORCES HIGHLIGHTS

July 2021–June 2022



Emergency communication services were provided to nearly **87,000** service members and their families.



Critical community services were delivered to nearly **136,000** service members, veterans, their families and caregivers.



Over **292,000** military family members were educated on what to do when faced with a family crisis while on active duty.



More than **19,000** service members, veterans, their families and caregivers helped through our resiliency workshops.

Breaking Ground to Advance the Red Cross Mission

Minimizing Our Environmental Footprint

With the impacts of climate change becoming more apparent, there is a growing need to show how the Red Cross is caring for the communities we serve, our workforce and the planet while we deliver our mission.

The Red Cross is currently implementing a multi-year plan to help mitigate the climate crisis and reduce our environmental footprint by cutting our emissions, reducing our waste and lowering our water use. Over the next several years, the Red Cross will transform more than 80% of our facilities to be powered through renewable energy sources and convert 40% of our vehicles to hybrid or electric models. We'll also continue to grow our recycling efforts, invest in more eco-friendly supplies and install water-saving fixtures.

This critical work is already underway as we invest in green energy solutions, prioritize the purchase of supplies made from recyclable material and utilize eco-friendly cleaning products. The Red Cross has also installed LED lighting in our facilities, switched to post-consumer paper products and reduced our real estate square footage.

As a humanitarian organization, our core mission is to help families during crises, and by continuing to minimize our own environmental footprint, we can do our part to help reduce the current and future humanitarian impacts of climate change.

Facing page: Red Cross volunteer Dave Wagner looks over damage from the Dixie Fire in Greenville, California, a small town that was devastated by the fire.





Aiming to Make Blood Donations More Inclusive for the LGBTQ+ Community

The American Red Cross has continued its efforts to expand blood donor eligibility through our work on the ADVANCE (Assessing Donor Variability And New Concepts in Eligibility) Study. The study, funded by the U.S. Food and Drug Administration, is focused on evaluating alternatives to FDA's current policy, which does not allow sexually active gay or bisexual men to give blood.

In the past year, the study has gained significant traction, adding hundreds of participants thanks to the support of our local LGBTQ+ community partners and leaders. Study participants have been incredibly helpful in getting the word out in the LGBTQ+ community by sharing their own experiences.

Luka Pietrzak, a Washington, D.C., resident, registered to be part of the study to help make meaningful changes for his community. In 1991, before Lukas was even born, his father needed multiple blood transfusions after a life-threatening cycling accident. Without those lifesaving blood donations, Lukas' father would not have lived to have his son. Lukas is eager to become a regular blood donor himself. However, he is currently ineligible to donate as a gay man.

Together, we continue the work toward an inclusive and equitable blood donation process

that treats all potential donors with equality and respect and ensures a safe, sufficient blood supply for patients in need.

Delivering Award-winning Technology

The Red Cross continues to develop technology products using automation, machine learning and emerging technologies. In FY22, the Red Cross Innovation team reached a major milestone, launching its 50th technology product. In the five years since the Red Cross launched its Innovation team, we have won 16 global awards, including recognitions from Fast Company and the Webby Awards.

In FY22, the Red Cross developed Personalized Platelet Collections, a first-of-its-kind artificial intelligence product that personalizes platelet collections for each donor to optimize the donor experience and collections. We are also looking forward to launching our first virtual reality product, a lifeguard training experience that simulates real-life pool scenarios to help trainees spot drowning victims.

To improve our blood drive management, the Red Cross is working to create a suite of machine learning and digital tools to optimize drive processes for recruitment and collections employees, all while ensuring the best donation experience for each donor.

Above left: Donating platelets is now easier for donors, due to the Personalized Platelet Collections technology tool that the Red Cross developed. Above right: To keep pace with growing needs caused by the rising frequency and intensity of disasters, the Innovation team is exploring how technology can help deliver vital aid to more people, more quickly. For example, "Clara"—a bilingual chatbot that uses artificial intelligence to connect people with assistance and resources—is one of three chatbots we've developed to put critical information at users' fingertips. Facing page: Lukas Pietrzak is at the Red Cross in Washington D.C., after his ADVANCE Study participant appointment.



Thanking Our Generous Supporters

Individual and Family Foundation Donors

Each member of the Chairman's Council and President's Council has made an outstanding investment in the American Red Cross. Contributions from these individuals and families help the Red Cross provide lifesaving services — down the street, across the country and around the world.

Chairman's Council Members: \$1,000,000+ Cumulative Giving

Trace Adkins	John R. Denzler and Sons	Bill and Jill Howard
The Ahmanson Foundation	The Paul Desmond Estate	Jon and Karen Huntsman
The Andreas Foundation	Swanee and Paul J. DiMare	Brenda L. Johnson
Anonymous (Columbia, MO)	Greg Dixon	Dennis and Judy Jones Family Foundation
Anonymous (Little Falls, NJ)	Dotson Family Fund	Michael Jordan and Family
Anonymous (Santa Monica, CA)	Dave and Cheryl Duffield Foundation	The Jordan Family
Anonymous (Scarsdale, NY)	George S. & Dolores Doré Eccles Foundation	Lona and Harry Jupiter
Anonymous (St. Joseph, MO)	Francesca and John Edwardson	Ann Kaplan and Robert Fippinger
The Anschutz Foundation	Kathleen A. Ernst Charitable Foundation	KBK Foundation
The Arcadia Foundation	The R. Scott Falk Family	Michele and Howard Kessler
Lucille and Don R. Armacost Family	Pamela A. Farr	Sandra Klein
David Backstrom	The Kirt Fiegel Family	Former Prime Minister of Japan Junichiro Koizumi
Jay and Lori Bergman	The Lee & Juliet Folger Fund	Karen and Gerald Kolschowsky
Carol Lavin Bernick Family Foundation	Sam J. Frankino Foundation	Robert K. Kraft and Family
The Arthur M. Blank Family Foundation	Friese Foundation	Maja Kristin
Dianne Feinstein and Richard Blum	Lady Gaga & the Germanottas	Ronald S. Lauder and Family and Leonard A. Lauder and Family
Ina and Mac Bond	Mr. and Mrs. Robert W. Galvin	Lilly Endowment Inc.
Barbara and Jack Bovender	The Granger Foundation	Jeannik Méquet Littlefield
Charlotte Branagan	Dorrance Hill Hamilton	The Martha and Wilton Looney Foundation
The Bullock Family	Mr. and Mrs. Leon "Pete" Harman	The Malott Family Foundation
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Morris and Gwendolyn Cafritz	Randy and Joey Proffitt Harris	Richard E. and Nancy Peery Marriott
Nicolas Cage	Robert and Shirley Harris Family Foundation	Christopher James and Paula McCall Marsh
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The Peierls Foundation	The Semnani Family Foundation
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Gerald A. & Karen A. Kolschowsky Foundation, Inc.	Muller Chan Family Foundation
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Stephen Kramer	Mutschelknaus Family Foundation Inc.
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Annual gifts from national corporations, foundations and organizations enable the Red Cross to make a positive difference every day for those who rely on our services. Their generosity ensures the Red Cross is always there in times of need.

Mission Leader: \$3,000,000+ Annual Giving*

Amazon	The Church of Jesus Christ of Latter-day Saints	Walmart and the Walmart Foundation
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Annual Disaster Giving Program Members: \$1,000,000+ Annual Giving**

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American Airlines	Elevance Health Foundation	The Starbucks Foundation
Anheuser-Busch Foundation	Enterprise Rent-A-Car Foundation	State Farm
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AvalonBay Communities, Inc.	Kaiser Permanente	Reckitt
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Blood Services Giving Program Members: \$1,000,000+ Annual Giving**

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Blood Services Giving Program Members: \$500,000+ Annual Giving**

The Ahmanson Foundation	Fanatics	Suburban Propane
Cedar Fair Entertainment	Herbalife Nutrition	Walgreens

Blood Services Giving Program Members: \$250,000+ Annual Giving**

Delta Air Lines	Miki F. Young Charitable Trust	Toyota Material Handling
Fingerpaint Marketing	R.A. Bryan Foundation	The Wawa Foundation
Nationwide Foundation	Sport Clips Haircuts	Zaxby's

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Koizumi Junichiro	Reliance Steel & Aluminum Co.	Wilf Family Foundations
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Home Fire Campaign Supporters: \$250,000+ Annual Giving**

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Dotson Family Fund	National Grid	United Way of Central Indiana
Edison International	Pacific Gas and Electric Company	USAA

Additional Supporters: \$250,000+ Annual Giving**

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Allstate	GE Foundation	Tulsa Area United Way
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Blue Cross Blue Shield of South Carolina	Hearst	United Way of Greater Cincinnati
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*Giving levels reflect annual commitments of \$3 million or more, including financial and in-kind donations, as well as volunteerism and other forms of support.

**Giving levels reflect annual, non-episodic financial and in-kind budget-relieving donations to the organization as of June 30, 2022.

Sources of Financial Support

American Red Cross operating funds come from four main funding sources: revenues from products and services, contributions, investment income and other revenue. Total Red Cross operating revenues and gains for Fiscal Year 2022 were \$3,218.5 million. Red Cross total operating expenses were \$3,084.5 million. Net assets were \$2,700.3 million.

Fiscal Year 2022 (July 1, 2021–June 30, 2022)

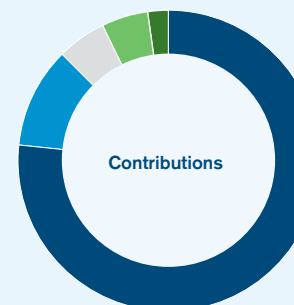
Net Assets (in millions): **\$2,700.3**



Operating Revenues & Gains (in millions)

■ Products & Services	\$ 2,018.8	62.7%
■ Contributions	1,081.5	33.6%
■ Investment Income & Other	118.2	3.7%

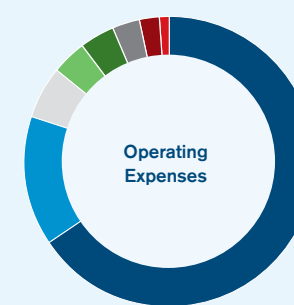
Total \$3,218.5



Contributions (in millions)

■ Corporate, Foundation & Individual Giving	\$ 832.1	76.9%
■ Legacies & Bequests	115.1	10.6%
■ Contracts, Including Federal Government	58.6	5.4%
■ Donated Materials & Services	53.6	5.0%
■ United Way & Combined Federated Campaign	22.1	2.1%

Total \$1,081.5



Operating Expenses (in millions)

■ Biomedical Services	\$ 2,022.5	65.6%
■ Domestic Disaster Services	443.2	14.4%
■ Fundraising	188.9	6.1%
■ Training Services	118.1	3.8%
■ International Relief & Development Services	116.4	3.8%
■ Management & General	97.9	3.2%
■ Service to the Armed Forces	69.1	2.2%
■ Community Services	28.4	0.9%

Total \$3,084.5

The complete audited, consolidated financial statements of the Red Cross for Fiscal Year 2022 are posted each year at redcross.org/pubs.

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About the American Red Cross

Mission Statement

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.

Principles of the International Red Cross and Red Crescent Network

Humanity • Impartiality • Neutrality • Independence • Voluntary Service • Unity • Universality

Connect with the American Red Cross

To learn more or to find out how you can donate your time, money or blood, visit redcross.org or CruzRojAmericana.org, follow us on Twitter at [@RedCross](https://twitter.com/RedCross), Facebook at facebook.com/redcross and Instagram at [@americanredcross](https://americanredcross.org).

This report was produced by the national headquarters of the American Red Cross.

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Front cover: Red Cross volunteer Peter King from Long Island, New York, loads emergency supplies into the vehicle of Marta Hernandez. Marta and her daughter, Armani (3), are residents of LaPlace, Louisiana. **Back cover:** First-time blood donor, Earl Leguin, donates blood at the Holiday Carolina Blood Drive at the University of North Carolina at Chapel Hill.

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