

JAPAN EARTHQUAKE AND TSUNAMI



American
Red Cross

ONE-YEAR UPDATE ■ MARCH 2012

A Message From the President and CEO

To our generous supporters, saying ‘thank you’ never seems like enough. One year ago, millions of people across the globe stared at their televisions, horrified by the destruction wrought by the massive earthquake and tsunami that struck Japan. At that moment, it was difficult to see beyond the immediate need for shelter, food, medical care and search and rescue operations to find those still missing. With support from donors like you, one year later, Japan is firmly on the path to recovery.

During my visit to Japan in April, I was amazed by the resiliency of those I met. Those whose lives had just been devastated were quietly making the best of a difficult situation. Donations to the American Red Cross have already helped hundreds of thousands of disaster survivors and are serving a critical role in recovery plans. Whether it’s offering emotional support to someone struggling with trauma or providing a rice cooker to a family moving into a new home, the Red Cross is helping the Japanese people look to the future.

Responding to the massive devastation in Japan has truly been the work of many hands. With generous support from donors around the world, thousands of volunteers and experts have put their training and talent to use to meet the enormous needs in Japan. Red Cross response activities have transitioned from providing emergency medical care to helping reconstruct the health care infrastructure. Donations to the American Red Cross are helping to rebuild temporary and permanent hospitals, rebuild a Red Cross nursing school and strengthen Red Cross disaster response capacity. Thanks to your support, the Red Cross was first able to bring emergency comfort to those living in shelters and later able to provide the supplies and services needed to make temporary housing feel like home.

One year after the disaster, the American Red Cross has raised \$312 million, and the vast majority of that money has already been used in Japan for relief and recovery operations. We remain dedicated to providing targeted, well-structured aid to the Japanese people and will continue to stand with the Japanese Red Cross as they assist those in need for years to come. I hope you are proud of the work you will read about in this report—work you made possible.

Sincerely,

A handwritten signature in black ink that reads "Gail McGovern".

Gail McGovern
President and CEO



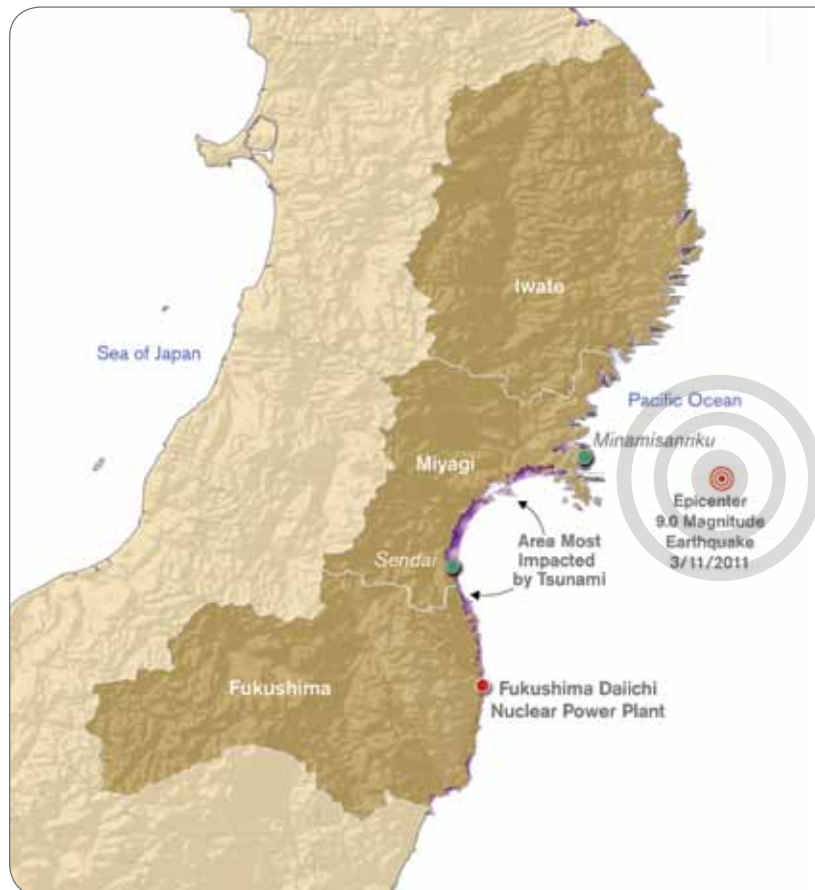
On March 11, 2011, a powerful 9.0 earthquake hit Japan, triggering a tsunami that left behind miles of devastation and destroyed homes, buildings, roads and entire communities. The Japanese Red Cross quickly responded, sending disaster response teams to assist the survivors and providing health and emotional support services.

As this tragedy unfolded, the American public made generous donations to help the people of Japan, making the American Red Cross one of the largest private, international contributors to the response. As Japan recovers, the American Red Cross continues to support the construction of temporary and permanent hospitals, the construction of a nursing school dedicated to training disaster medical care specialists, the provision of health and social services for the elderly and the provision of household appliances needed by those living in temporary housing. In partnership with the Japanese Red Cross, the American Red Cross is helping to rebuild communities and lives.

Facts at a Glance

Since the disaster struck, the Japanese Red Cross has—

- Mobilized more than 161,000 volunteers;
- Treated more than 87,000 patients;
- Provided emotional support to more than 14,000 people; and
- Distributed household appliances to benefit more than 316,000 people.



Impact of the Earthquake and Tsunami

- The 9.0 earthquake generated a 124-foot tsunami wave.
- 19,447 people are dead or presumed dead.
- 299,692 homes were damaged or destroyed.
- More than 400,000 people were evacuated.
- More than 12.5 million people were affected nationwide.



The Red Cross Response

Japan is an earthquake-prone country that was well prepared for disaster, with tsunami early warning systems and community disaster drills in place before the earthquake and tsunami struck. This foresight and investment in preparedness did, in fact, save hundreds of thousands of lives. However, the massive wave's impact was greater than anything previously imagined, killing an estimated 19,000 people. Hundreds of thousands were left homeless and lives were changed forever.

Providing Critical Emergency Services and Shelter

Within the first few hours, the Japanese Red Cross responded with—

- Emergency distributions of food, emergency kits, blankets and supplies;
- Skilled medical teams that provided health and emergency medical services; and
- Volunteers who provided emotional support, supported the operation of shelters, cared for the elderly, and helped with cleanup efforts.

During those initial days, the American Red Cross also responded with—

- An initial \$10 million to support Japanese Red Cross response activities;
- Three experienced disaster specialists who served as advisors to the Japanese Red Cross;
- An additional \$1.5 million to support the logistics efforts of the World Food Programme and the foreign national repatriation efforts of the International Organization for Migration;
- Logistical support and comfort to more than 7,800 U.S. military families during a voluntary departure from Japan following the disaster; and
- Preparedness information and shelter readiness in the U.S. in the initial hours after the earthquake as the tsunami wave approached Hawaii and the West Coast.



Top: Japanese Red Cross volunteers worked around-the-clock to provide emergency medical services, relief supplies and other support in the immediate aftermath of the earthquake and tsunami.

Bottom: American Red Cross volunteers at Yokota Air Base in Japan worked tirelessly to assist thousands of American military families leaving Japan after the disaster.

A primary need identified early in the response was to improve the living conditions of more than 350,000 people living in emergency evacuation centers. The Japanese Red Cross responded by putting up partitions for privacy, installing temporary showers and bringing in heaters for much-needed warmth.





The Japanese Red Cross provided much-needed emotional support services to adults and children affected by the disaster.

As the Japanese government constructed thousands of basic, temporary, prefabricated homes on open lots and school ball fields, the Japanese Red Cross saw a need to improve living conditions for the families about to move into them. As of February 2012, the Japanese Red Cross has supplied basic household appliances—including refrigerators, washing machines, microwaves and rice cookers with financial support from the American Red Cross—to benefit more than 316,000 people. It also equipped families with the materials needed to winterize their temporary homes, and constructed additional buildings to serve as community gathering places.

Helping Those in Need With Health Care and Support Services

Another area of focus for the Red Cross response was providing medical care and emotional support for those affected by the disaster. Relying on its expertise in providing health care and operating medical facilities in

Japan, the Japanese Red Cross mobilized nearly 900 medical teams to care for more than 87,000 people. Emotional support teams counseled survivors as post-traumatic stress began to emerge.

The Japanese Red Cross also provided support services to the specific population of people affected by this disaster. Because the elderly make up a large percentage of the population in Japan and were the most vulnerable survivors, it sent elder caregivers to evacuation centers and provided increased medical attention. The Japanese Red Cross also assisted people forced to evacuate their homes indefinitely due to the related nuclear power plant accident and ensured they had access to medical care, emotional support and shelter.

As the focus turned to long-term planning, the Japanese Red Cross developed a recovery program valued at more than \$688 million. The plan includes building four temporary hospitals and a permanent one to replace

Care and Comforts of Home

While the physical recovery of Japan is under way, the emotional recovery of disaster survivors will take much longer. Recognizing that a disaster's impact goes beyond the physical damage, the Japanese Red Cross has put emotional support services at the forefront of their health recovery efforts, providing more than 14,000 survivors with emotional support.

To bolster community life in areas with temporary, prefabricated homes, the Japanese Red Cross has created communal meeting areas and organized community gatherings such as this one in the community of Tagajyo. The elderly are particularly encouraged to come out to meet their new neighbors and are greeted with warm welcomes. Funding from the American Red Cross supported the provision of basic appliances and other improvements to each home in these new communities, bringing a sense of permanence to those living in a very transitional environment.



those that were destroyed. A nursing school dedicated to training specialists in disaster medical care will also be constructed. All the while, the Japanese Red Cross will continue to provide health and social services for the elderly, including routine vaccinations, transportation and caregiver services.

Preparing for Future Disasters

To prepare for the next disaster, the Japanese Red Cross is growing its response capacity with increased training, additional equipment and expanded relief and medical facilities.

The Japanese Red Cross knows that preparedness saves lives. For this same reason, the American Red Cross is actively supporting disaster preparedness efforts across Asia, helping Red Cross partners build systems and skills to identify and reduce risks, establish early warning systems, create evacuation plans and practice drills, and educate community members about how to better protect themselves. With our Red Cross partners, the American Red Cross also supports the training of community members to become first responders and members of search and rescue teams. The goal is to build up the skills and preparedness activities that helped save lives in Japan.

Above and Beyond the Call of Duty

When a disaster strikes, Red Cross employees and volunteers are some of the first on the scene. Within hours after the earthquake and tsunami struck, the Japanese Red Cross dispatched medical teams and set up its operations center. With an expertise in operating medical facilities and a network of 92 Red Cross hospitals throughout the country, the Japanese Red Cross was able to receive patients and launch mobile health teams almost immediately.

One “casualty” of the destruction was the Ishinomaki Red Cross Nursing College, which was destroyed when a wall of water crashed through the college and forced 120 student nurses and teachers to evacuate to higher ground. Instead of leaving the area, the students and teachers immediately began to assist those around them—without equipment or bandages—and helped survivors find refuge in a nearby evacuation center. The students worked tirelessly around-the-clock for three days before help arrived to relieve them.

Said one nurse, “At first, all we thought about was escaping, but then we realized that there were many elderly people with crutches and wheelchairs. What kept us going was the thought of what we could do for these people.”

Today, donations to the American Red Cross are supporting the Japanese Red Cross in rebuilding the nursing school, which will be dedicated to training specialists in disaster medical care.

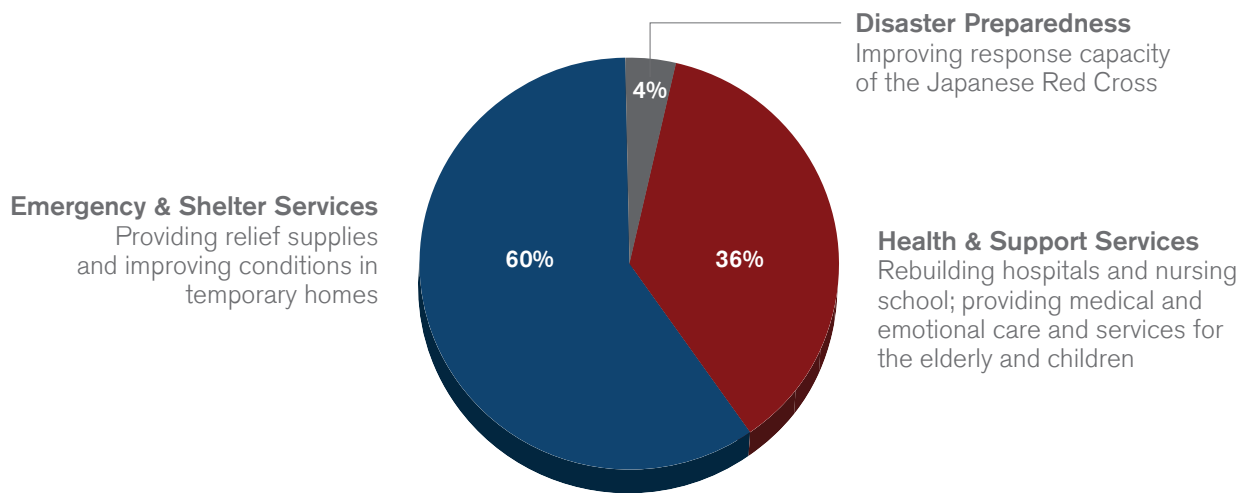


Due to the generous support of donors, the American Red Cross raised \$312 million for Japan relief and recovery and, one year later, virtually all the funds have been spent. More than 90 percent of the money has gone to the Japanese Red Cross to improve living conditions for families who lost their homes and to rebuild needed hospitals and a nursing school. The remainder of the money has been used to cover costs the American Red Cross incurred assisting U.S. military family evacuations from Japan, U.S.-based preparedness efforts associated with the tsunami, as well as general operating costs of the American Red Cross.



A family in their new temporary home with appliances provided in part by funding from the American Red Cross.

American Red Cross Japan Earthquake and Tsunami Assistance



The American Red Cross received a total of \$312 million in donations. This chart reflects total spending for completed and ongoing activities.

The American Red Cross is committed to using every dollar wisely to help the people of Japan recover. An average of 91 cents of every dollar the American Red Cross spent is invested in humanitarian services and programs. Thank you for joining us to help those in need.



Thank you/ありがとう

On behalf of the people we serve, the American Red Cross would like to thank the individuals, corporations, foundations, and government agencies that supported the Japan response. Your contributions are making a difference in the lives of people in Japan and we are committed to spending your donations wisely to help Japan recover from this tragedy.

You can help people affected by disasters like floods, fires, tornadoes and hurricanes, as well as countless crises at home and around the world, by making a donation to support American Red Cross Disaster Relief. Your gift enables the Red Cross to prepare for and provide shelter, food, emotional support and other assistance in response to disasters. To learn more, visit redcross.org.

The American Red Cross is grateful for the continuing support of members of the Annual Disaster Giving Program and the Disaster Responder Program, whose financial donations mean the Red Cross is always there to help in times of need—in the United States and around the world. These members include:

Annual Disaster Giving Program (\$500,000 or more annually)

3M	FedEx Corporation	PepsiCo and the PepsiCo Foundation
Altria Group	GE Foundation	Ryder Charitable Foundation
Aon	The Home Depot Foundation	Southwest Airlines
Bank of America	John Deere Foundation	State Farm
Caterpillar Inc.	Kimberly-Clark Corporation	State Street Foundation
Cisco Foundation	Kraft Foods	Target
Citi Foundation	Lowe's Companies, Inc.	The TJX Companies, Inc.
ConAgra Foods Foundation	Merck	UnitedHealthcare
Costco Wholesale Corporation	Morgan Stanley	UPS
Darden Restaurants, Inc.	Nationwide Insurance Foundation	Walmart
Dell Inc	Northrop Grumman	The Walt Disney Company
Dr Pepper Snapple Group	Optum	

Disaster Responder Program (\$250,000 annually)

American Express
ArcelorMittal
AXA Foundation
General Motors Foundation
H&R Block
PuroClean
Starbucks Coffee Company and Starbucks Foundation
US Airways



“I offer you my heart-felt gratitude for your concern, encouragement and assistance. We have drawn strength from solidarity. The funds are being used in areas of high urgency where they provide practical support to improve life and help people take those first steps toward recovery.”

—Tadateru Kanoé, President, Japanese Red Cross

