



**American  
Red Cross**

**Global Impact Report**  
Fiscal Year 2013



## A Message From the President and CEO



Over the past year, people throughout the world have needed help from the American Red Cross and our global Red Cross and Red Crescent partners, from high-profile crises such as the conflict in Syria to droughts, storms and conflicts that received little media attention. Through it all, the Red Cross was there to meet the

humanitarian needs of vulnerable people, delivering aid to those affected by crises and helping communities be better prepared for future disasters.

All of this is made possible by your generous support, which extends the reach of the American Red Cross and its humanitarian mission beyond our country's borders. We are honored to carry your compassion and goodwill to those who are in need or in danger around the world.

The Red Cross and Red Crescent has a unique, neutral role in our world; we help those who are suffering no matter who they are, no matter where they are.

I am inspired by the dedication of the Syrian Red Crescent staff and volunteers who put their lives on the line each day to come to the aid of others, regardless of their political affiliation. Since the conflict began, 20 Syrian Red Crescent employees and volunteers have lost their lives delivering on the promise of this fundamental principle of the Red Cross. This is what the Red Cross is at its core, and the American Red Cross is honored to support the Syrian Red Crescent as it helps those in need.

The American Red Cross also came to the aid of an estimated 1.3 million people affected by disasters and crises, such as the drought in Zimbabwe, violence in the

Central African Republic or Hurricane Sandy in the Caribbean, which was our largest single international response in the past year. None of these crises earned major headlines, and, not surprisingly, donations were much lower than for higher-profile disasters.

The Red Cross responds even when there is little public attention or media coverage. I am proud that the American Red Cross and our partners were able to help those suffering from the effects of silent disasters this past year because of the flexibility and trust granted to us by donors who made unrestricted disaster relief gifts.

Even while responding to ongoing disasters, we continue to scale up our disaster preparedness programs around the world. We have teamed up with the International Federation of Red Cross and Red Crescent Societies to establish the Global Disaster Preparedness Center, which has kicked off several exciting initiatives, such as a pilot expansion of a Red Cross first aid mobile app to other countries and a research grant program with the Response 2 Resilience Institute at Tulane University and a network of other universities around the world. These grants allow aspiring researchers to explore disaster preparedness and resilience topics with specific relevance to their local communities.

The Red Cross harnesses the power of humanity—neighbors coming to the aid of neighbors—to alleviate suffering around the world with our Red Cross and Red Crescent partners. I'm deeply grateful for your support, which makes this vital work possible. Thank you.

A handwritten signature in black ink that reads "Gail McGovern". The signature is fluid and cursive.

Gail McGovern

### Mission

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

**Cover photo: Every year, preparedness programs of the global Red Cross and Red Crescent network in disaster-prone Bangladesh save thousands of lives.**

Cover photo: Yoshi Shimizu/IFRC

## A Message From the Senior Vice President, International Operations



The mission of the Red Cross initially captivated me in 1975 on my first disaster response—a 40-unit apartment fire in south central Los Angeles. The care and compassion of that Red Cross disaster action team stayed with me as I've responded with hundreds of Red Cross workers in the decades since.

In January 2013, after more than 30 years working in the humanitarian field, I was privileged to take the helm of the American Red Cross International Services team. The opportunity to help carry out the Red Cross mission overseas is an honor and great responsibility. Our simple yet powerful mission—helping people in their greatest hour of need—inspires me every day.

The American Red Cross has been expanding its international work for years, particularly in disaster preparedness, to help communities around the world safeguard themselves against disaster and disease. We have seen the breadth of vulnerabilities that communities face and have realized that preparing people for large-scale disasters isn't enough; we must help communities better withstand and quickly recover from damaging events of any size or type, including the smaller scale emergencies and hardships that they face every day.

This is why we are more intentionally and holistically focusing on building community resilience—the ability to survive, adapt and bounce back—which we believe better addresses some of the underlying causes of risk. Because some risks may not have to do with disasters at all, we also help communities improve health conditions, increase income

generation and ensure more reliable infrastructure. We help communities identify and prioritize their needs, connect to and coordinate with local government agencies and other service providers, and increase community cohesion so neighbors can work better together in the face of adversity.

In our role as a convener, the Red Cross adds value by bringing together diverse players to take on work that no one organization or entity can do alone. As we continue and expand this role, we will forge new strategic partnerships with other organizations to help achieve humanitarian goals. With a local Red Cross or Red Crescent presence in more than 185 countries, we are well placed to bring partners together to harness the power of international programs and effectively deliver on the promise of our mission.

This approach emphasizes strengthening the local Red Cross and communities themselves to lead efforts to increase community resilience—from designing a strategy to delivering the results—instead of predetermining that we will work only with local Red Cross partners who want to carry out the type of programs we want to do.

Building community resilience is no small undertaking, but the need is great and we must set ambitious goals. Many people depend on the Red Cross, so we must continue to step up to the plate and deliver.

Thank you for your support and for the trust you place in us to carry out this very important work.

A handwritten signature in black ink, appearing to read "Harold C. Bunker". The signature is fluid and cursive.

Senior Vice President, International Operations



Kenya Red Cross

## Responding to Disasters

Every year, millions of people around the world experience the devastating effects of disasters, and about 80 percent of them are affected by 'silent' disasters that never make headlines, such as floods, droughts and epidemics. Working with our partners in the global Red Cross network, the American Red Cross helps meet the urgent needs of those impacted by disasters, including some of the most underserved communities, by providing relief supplies, financial assistance and disaster response and recovery specialists.

This year, your support allowed us to help an estimated 1.3 million people affected by flooding, storms, droughts, conflict and other disasters in 24 countries.

### Where we helped this year

**Tropical Storms and Floods:** Argentina, Bangladesh, Canada, Cuba, Haiti, Jamaica, Kenya, Mozambique, Nigeria, Panama, Philippines

**Conflict and Population Movement:** Burundi, Democratic Republic of the Congo, Iraq, Israel, Jordan, Lebanon, Occupied Palestinian Territories, Syria, Turkey

**Food Insecurity:** Malawi, Zimbabwe

**Epidemic:** Sierra Leone

**Earthquakes:** China (FY14), Haiti

**Key Populations Receiving Restoring Family Links Services From the American Red Cross:** Bosnians, Burundians, Congolese, Eritreans, Ethiopians, Iraqis, Kyrgyzstani, Somalis, World War II survivors

## Responding to Floods and Storms

“At first we thought the storm would just bring rain, so we didn’t really worry about it,” said Cito Provenza, a Cuban Red Cross volunteer. His elderly father was home alone when Hurricane Sandy hit. “The house was completely blown backwards, but luckily my father stayed under his mattress and close to the last remaining wall.”

With more than 2.5 million people across the Caribbean affected by Hurricane Sandy, many Red Cross volunteers in those countries dealt with the destruction of their own homes, even as they worked around the clock to provide assistance to others in need.

“Our volunteers have been working tirelessly from the onset of the hurricane. This fills us with pride because they are providing assistance despite the fact they have been affected,” said Dr. Luis Foyo Ceballos, director general of the Cuban Red Cross.

Sandy’s devastation across the Caribbean did not get the media attention the storm received in the United States; however, it was the largest international disaster response of the American Red Cross this past year.

In addition to helping people affected by Hurricane Sandy in Jamaica, Haiti and Cuba, the American Red Cross supported Red Cross partners as they responded to nine other major floods and storm events this year. Your support allowed the Red Cross network to deliver supplies such as tarps and shelter kits, and cash grants to help those affected purchase the items they needed to recover.

### Red Cross International Response at a Glance Hurricane Sandy



**2,500 families** received tool kits to repair damaged roofs in Cuba



More than **6,000 families** received relief items in Jamaica

Cuban Red Cross



**A woman sits with her daughter in front of a home damaged by Hurricane Sandy in Cuba.**

### “There is only one Red Cross, and we are all part of it.”

The American Red Cross is often in the position of providing aid after an international disaster. It does, however, occasionally receive assistance from Red Cross partners in other countries.

Superstorm Sandy wreaked havoc across the Eastern Seaboard of the United States, causing billions of dollars in damage and killing more than 70 people. The American Red Cross deployed more than 17,000 trained disaster workers to provide millions of meals, snacks and relief items, and to shelter thousands of people left without homes and electricity.

The Canadian and Mexican Red Cross sent disaster response teams to join the American Red Cross effort. Canadian and Mexican Red Cross responders assisted at shelters and delivered food and supplies to those in need along the coast.

“We are good friends with the American Red Cross,” said Isaac Oxenhaut, director of disaster services for the Mexican Red Cross. “To us, there is only one Red Cross in the world, and we are all part of it.”



A Syrian Red Crescent volunteer speaks to a seven-year-old boy in rural Damascus. The crisis in Syria has affected millions of people.

## Responding to Complex Emergencies

The radio crackles and Batoul immediately grabs her gear and runs out the door in response to a car bomb that has just exploded near a school in Damascus, Syria. After watching similar attacks on television, Batoul, a 21-year-old Syrian law student, wanted to help people affected by the ongoing violence. She contacted the Syrian Red Crescent and received training, beginning with first aid and eventually learning to perform minor surgery. As an emergency medical team member, Batoul now works 12-hour shifts alongside her volunteer teammates, treating those in need of medical help.

Since March 2011, fighting between Syrian government forces and opposition groups has affected more than 6.8 million people<sup>1</sup>—almost one-third of its population—and cost more than 90,000 lives, including the lives of 20 Red Crescent volunteers. Millions of people have been driven from their homes and many have fled to surrounding countries. With your help, the American Red Cross has supported the ongoing Red Cross and Red Crescent response, providing food, relief supplies and basic health care to those affected by this crisis.

Crises like this—where people's lives and basic needs are threatened or disrupted by a combination of natural and human-caused hazards, including war or conflict—are referred to as “complex emergencies.” In these situations, people often experience displacement, illness and food and

*“With the [Syrian Red Crescent] I can help my community with neutrality and without any discrimination. I found this is the organization for people who want to provide humanitarian assistance to all.”*

– Syrian Red Crescent

water shortages for extended periods of time because aid agencies cannot easily reach the people in need. To make matters worse, these complicated situations often do not capture the attention of international media and donors.

In addition to helping those affected by the conflicts in Syria, your support this year also provided assistance to people affected by conflict and violence in the Occupied Palestinian Territories and Israel as well as in the Democratic Republic of the Congo, where tens of thousands of refugees fled to escape ongoing violence in the neighboring Central African Republic. The American Red Cross provided financial support to these relief operations and, in the case of the Democratic Republic of the Congo, a specialist to lead a multicountry team that assessed the situation and planned the Red Cross response.

### Red Cross Response at a Glance

#### Syria Conflict

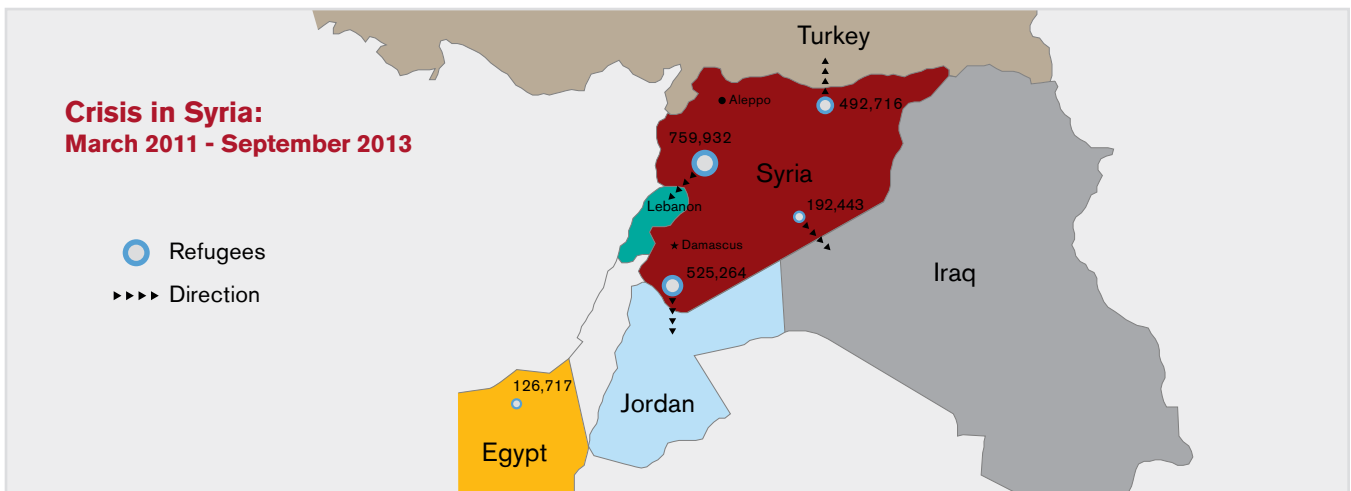


Over **45,000 people** received medical care



Approximately **2.5 million** people reached per month with relief, water and sanitation and health services

<sup>1</sup> Since September 2013



Source: The UN Refugee Agency, as of September 2013

## Responding to Food Shortages

On a hot Friday afternoon in Nsanje, in the southern region of Malawi, Mervis Windson waits in line to receive food rations from the Red Cross. Although her family's two acres of land usually produce enough food to feed the family for the entire year, food is scarce this year. Heavy rains and flooding in the spring, followed by prolonged dry spells, resulted in poor harvests. Combined with an increasing economic crisis, approximately 11 percent of the people of Malawi suffered from the food shortage this year. While Red Cross food distributions met the immediate need for Windson's family, she recognized the need for a longer-term solution. "We cannot continue relying on food aid," she says. "There is always a limit as to how much organizations like the Red Cross can give."



With your help, the Red Cross not only provided food and emergency health care to affected people in Malawi, but also helped strengthen farming practices to lessen the effects of future drought/flood cycles. Actions such as installing irrigation systems that run on solar or wind power and teaching farmers techniques for growing a variety of crops in case some fail, will help ensure that crops are protected even when droughts and flooding occur.



Horace Nyaka/Malawi Red Cross

Mervis Windson receives a monthly food ration from the Malawi Red Cross. The Red Cross is providing food to 9,000 people in districts that experienced food shortages this year.

### Red Cross Response at a Glance Malawi Food Insecurity

-  **9,000 people** received relief food distributions
-  **400 households** reached with routine vaccinations

## Responding to Earthquakes

At 60 years old, Lucienne Boumba was used to fending for herself. But when the 2010 earthquake hit Haiti, she found herself without a home or work, struggling to survive. This year, with support from the Red Cross, Lucienne received a rental subsidy that allowed her to rent a room in the building where her daughter and son-in-law live. She also received a supplemental cash grant, which helped her start a small business selling home goods. "When I heard the Red Cross would help me return to work, I knew things would start to go better for me," said Lucienne. "I like the ability to care for myself." Through this resettlement program, the American Red Cross has helped more than 5,400 families relocate to safer homes and rebuild their lives. Combined with efforts of other Red Cross partners, the global Red Cross network aims to help more than 13,000 families relocate.

Three years after the earthquake, the American Red Cross continues to work alongside its partners to help Haiti recover and build the resilience needed to cope with future disasters. A number of post-earthquake projects came to a successful close this fiscal year, including a water and sanitation project that provided improved water sources and sanitation facilities to more than 90,000 people, and the completion of two health facilities that will provide access to quality health care to Haitians for years to come.

Other recovery projects in Port-au-Prince and the often-overlooked communities in northern Haiti are major efforts to rebuild communities, virtually from the ground up, hand in hand with the Haitian Red Cross and the Haitian people. Projects in Port-au-Prince are increasing safety and security in damaged neighborhoods through activities such as training community members in first aid, installing solar-powered lights to brighten communities at night and developing a basic referral system for survivors of gender-based violence to access key medical and psychosocial services. The American Red Cross is also instituting further large-scale neighborhood infrastructure improvements, planned jointly with local residents and authorities, and undertaking a number of initiatives to improve economic opportunities, including job creation, trainings for business owners and increasing access to credit and savings services. In northern Haiti, the American Red Cross will support the construction of more than 200 new homes, complete with water and sanitation services and other community assets, such as a new Haitian Red Cross branch building.



Talia Frenkel/American Red Cross

Lucienne Boumba received a cash grant from the Red Cross to help her pay rent and generate an income after the 2010 earthquake in Haiti.

### The American Red Cross Response to Date\* Haiti Earthquake



More than **77,000 people** were reached through housing/neighborhood recovery efforts



**556,000 people** benefited from improved water and sanitation services



More than **590,000 people** were reached through community health services



More than **380,000 people** are benefiting from livelihood support such as short-term employment opportunities, grants, loans and other credit and savings services



**More than 4.3 million people** have been assisted.

\* Since 2010



## Reconnecting Families

After growing up as neighborhood friends in Germany, Gunter Ullmann and Elfriede “Elfie” Hübner were abruptly separated in the midst of World War II. Elfie’s family helped Gunter and his family escape from Nazi Germany, which then turned into nearly 75 years of separation. For decades, both families wondered what had happened to the other.

In 2002, Elfie’s son-in-law learned of the Red Cross Restoring Family Links program, which helps reconnect family members and loved ones separated by war, disaster or conflict. He opened a case on Elfie’s behalf, hoping to find the Ullmanns.

Almost a decade later, Elfie received good news: Gunter Ullmann was found, alive and well. His family had relocated to San Francisco in 1948, and he had lived there ever since. In 2012, the families were reunited in Elfie’s home, just an hour away from where the friends grew up. “It is happening,” said Gunter. “We’ll get to know each other again, and see what the future will bring.”

Each year, the American Red Cross works with its Red Cross partners around the world to help reconnect family members and loved ones who have been separated by disaster or conflict. Because of the neutrality of the Red Cross, the trust it inspires and its presence in almost every country around the world, this unique service can reach beyond country borders and conflict zones, even into jails or prisoner of war camps. The Red Cross is able to do this in a way no other organization can, bringing comfort and peace of mind to those who have been separated.



Peter Macias/American Red Cross

Gunter Ullmann and Elfie Hübner were separated during World War II. In 2012, the Red Cross helped reunite the childhood friends.

### American Red Cross

#### Restoring Family Links at a Glance



**6,354 people** assisted and **886 families** reconnected



Inquiries about missing loved ones researched in **92 countries**

## Strengthening Our Ability to Respond

Whether it's a flood, earthquake or complex emergency, the Red Cross responds to disasters with one goal in mind: to relieve suffering by delivering assistance to those who need it most. As experts warn of the increasing frequency and severity of disasters ahead, the American Red Cross is investing in new systems and technologies to find better, faster ways to get help to those who need it.

Traditionally, Red Cross teams arrive to disaster-affected areas and distribute prepurchased relief supplies (such as tarps, blankets or mosquito nets) to survivors. However, there is a growing realization that cash grants may more effectively meet people's needs. Once the markets reopen, and under the right conditions, cash grants enable survivors to purchase what they need most and at the same time help stimulate the local economy.

The American Red Cross partnered with the Kenya Red Cross and Uganda Red Cross this past year to distribute cash grants by mobile phones to people affected by flooding. These operations built on learning from the experience of delivering cash grants to thousands of earthquake-affected families in Haiti in 2010 and 2011

via SMS/text and local remittance companies. More than 3,300 families in Kenya and Uganda received cash grants via their mobile phones to meet their emergency needs resulting from flooding in the region.

This year, the American Red Cross also worked with the Argentine Red Cross to develop and pilot an emergency prepaid debit card. This program, which benefited 1,100 families, was created in partnership with an in-country financial service provider and will be used in future emergency responses.

The American Red Cross, with our Red Cross partners, also launched a new system this past year for registering and serving people affected by disasters. The system, consisting of a range of database tools, laptops, tablets, mobile phones and barcode scanners, will help disaster response teams quickly register disaster-affected individuals and record the distribution of emergency relief supplies. This new digital system minimizes paperwork and streamlines data across one unified system, allowing response teams to dedicate more time to ensuring assistance goes where it is most needed.



Red Cross worker Samuel Lee St. Hubert stands with a woman who received a cash voucher from the Red Cross after the Haiti earthquake.

Talia Frenkel/American Red Cross





Niki Clark/American Red Cross

## Building More Resilient Communities

Climate change, population growth and urbanization are creating an increasingly hazardous environment for many people in today's world. The frequency and severity of disasters are increasing. In fact, on average, four times more people are affected by climate-related disasters in recent years than in the 1970s.

Preparing for disasters, and knowing what to do when they strike, saves lives. The American Red Cross worked with Red Cross partners in urban neighborhoods and rural villages in 32 countries around the world this year to better prepare communities for disasters and reduce risks. We also worked to make these communities and their schools stronger and more resilient by delivering lifesaving first aid skills training and health services, including measles vaccinations and health education.

### Where we helped this year

**Preparing for Disasters and Reducing Risk:** Bahamas, Bangladesh, Belize, Botswana, Cambodia, Chile, China, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Guyana, Haiti, Honduras, India, Indonesia, Kazakhstan, Laos, Namibia, Nepal, Nicaragua, Pakistan, Panama, Paraguay, Peru, Philippines, Saint Lucia, Turkmenistan, Uganda, Vietnam, Zimbabwe

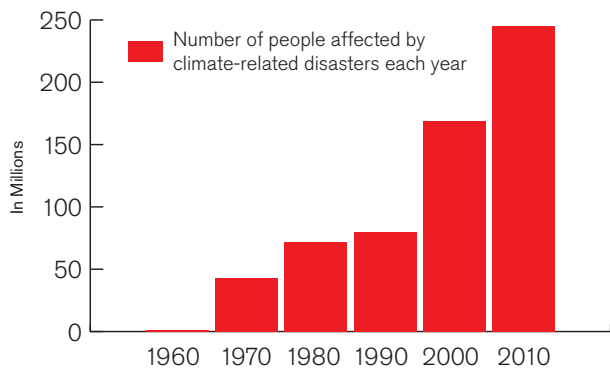
**Eliminating Measles:** Afghanistan, Burundi, Cameroon, Chad, Democratic Republic of the Congo, Djibouti, El Salvador, Eritrea, Gabon, Guinea, Guinea Bissau, Haiti, Honduras, India, Kenya, Mongolia, Myanmar, Namibia, Nepal, Nicaragua, Niger, Pakistan, Papua New Guinea, Sao Tome and Principe, Sierra Leone, Solomon Islands, Somalia, South Sudan, Uganda, Yemen, Zambia, Zimbabwe

**Improving Community Health:** Armenia, Bahamas, Belarus, China, Guyana, Haiti, Indonesia, Jamaica, Kazakhstan, Kenya, Russia, Tanzania, Ukraine, Vietnam

## Preparing for Disasters and Reducing Risk

As the world's population grows and migrates to urban areas, and the real-life effects of climate change take hold, more people are at risk. Not only are more people at risk from disasters today, but also the most vulnerable populations—the poor, chronically ill and marginalized—are disproportionately affected. Communities in low- and middle-income countries face vulnerabilities that are not just related to disasters, but also to scarcity of resources, fragile or irregular sources of income, and limited or overstretched institutional support.

### The Average Number of People Affected by Climate-Related Disasters Each Year is Also Increasing



Source: Centre for Research on the Epidemiology of Disasters, EMDAT International Disaster Database

The American Red Cross works with local Red Cross partners and communities to build the skills of first responders, formulate emergency plans, establish evacuation routes, strengthen early warning systems and teach adults and children how to stay safe with trainings, drills and public awareness campaigns. This year we increased our focus on a holistic, integrated approach to strengthening a community's collective ability to self-organize and self-manage, particularly before, during and after an emergency.

Here are examples of how your support allowed us to build more resilient communities this past year.

### Preparing for disasters...

#### ...in Colombia

David, a nine-year-old from Quindío, a city about 450 miles southwest of Bogotá, lost his shyness after participating in disaster preparedness trainings with the Red Cross. He not only likes to spend his free time learning about managing disasters and risks, but he eagerly shares his new knowledge with his friends. David has also had to put his skills into practice. When one of his classmates hit his head, he was the first one to step forward to make sure his friend was alert and had space to breathe.

Then, he made sure his friend did not go into shock by talking to him and checking his vital signs while they were waiting for additional assistance. "You have to work for humanity," he says.

The school disaster preparedness trainings in which David participates are part of a program the American Red Cross is supporting with its Red Cross partners throughout Latin America and the Caribbean. To better prepare communities for disasters, the Red Cross is teaching school children and their parents how to provide basic first aid, heed early warning systems, plan and follow evacuation routines, build emergency kits, and create family emergency plans.



Edison Orozco Murcia/Colombian Red Cross

**A Colombian Red Cross volunteer reviews disaster preparedness materials with David, a nine-year-old from Quindío.**

2012 Cyclone Mahsen: **17** deaths  
1970 Cyclone: **500,000** deaths



The 1970 storm that stole Mafiza's daughter inspired the Cyclone Preparedness Program, a joint initiative of the government of Bangladesh and the Bangladesh Red Crescent.

### ...in Bangladesh

Mafiza Begum says she was naïve as a young woman about the seriousness of disasters until a cyclone killed her newborn daughter and swept Mafiza out to sea, where she survived by hanging on to a floating cow carcass for seven days. Now, as a volunteer with the Bangladesh Red Crescent's Cyclone Preparedness Program—a program long-supported by the American Red Cross—she alerts neighbors of approaching cyclones, often riding on the back of motorcycles to reach remote communities. "If I had gone to a [cyclone-resistant] shelter, I would not have lost my daughter," Mafiza says. "I want people to learn from my life."

Bangladesh is one of the most disaster-prone countries in the world, experiencing major storms and floods every year. This past year, nearly 1.5 million people were affected when Cyclone Mahsen struck southern Bangladesh and Myanmar. Before the cyclone hit, the Bangladesh Red Crescent mobilized 50,000 volunteers to help evacuate 1 million people and provided early warning messages to 8 million more.



Niki Clark/American Red Cross

**After losing her daughter and 30 family members in a cyclone, Mafiza Begum became a volunteer with the Bangladesh Red Crescent.**

### ...in Vietnam

With flooding common and often disastrous in Vietnam's Quang Ngai province, a new backpack helped allay the fears of Le Thi Nhu Ngoc, a local fifth grader.

As part of the Vietnamese Red Cross school-based disaster preparedness program, which is supported by the American Red Cross, Ngoc and hundreds of other students learned lifesaving information and received backpacks that can be used as a floatation device when flash floods strike.

"Before, I was scared. I didn't know what to do," said Ngoc. "Now my parents are proud of me because not only am I prepared, I can help them, too. I am confident, and I am happy I can help my family."

#### Goal:

**Build stronger, more engaged, and more resilient communities in disaster-prone countries**

#### Actions:

- Helped communities and schools develop disaster response plans
- Strengthened community early warning and early actions before a disaster
- Reduced community risk to lessen the impact of disasters
- Strengthened the skills of disaster responders through trainings and simulations
- Helped communities identify and prioritize their own needs, connect to and coordinate with government and other service providers, and pull together to respond to disasters and emergencies of all kinds

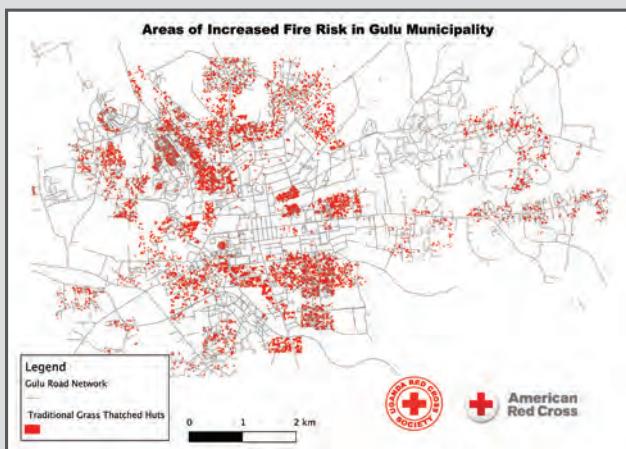
#### Results:

**More than 380,000 people reached**

## Global Disaster Preparedness Center

To enhance the ability of the global Red Cross network to address the challenge of disasters increasing in frequency and severity, the American Red Cross and the International Federation of Red Cross and Red Crescent Societies established the Global Disaster Preparedness Center in October 2012. During its inaugural year, the Preparedness Center engaged more than 40 Red Cross and Red Crescent partners in key initiatives, including research to better understand community resilience, learning forums and pilots of new technologies.

The enormous growth of urban areas in recent decades presents a big challenge to humanitarian agencies. Almost everything, from the way homes are built to the structure of social networks, is different in urban settings compared to rural areas. To improve an understanding of how the Red Cross network can help build resilience in these increasingly complex places, the Preparedness Center convened the first in a series of urban preparedness workshops in Arusha, Tanzania. Red Cross employees and volunteers from 15 countries across Africa shared experiences and proposed new solutions to urban-specific preparedness challenges, such as using Geospatial Information Systems (GIS) data and satellite phones to map flood and fire risks and providing first aid training to drivers of commercial vehicles, since they are often the first people who could respond in the event of a traffic accident.



The map above helped Red Cross staff assess the distribution of huts in Gulu, Uganda, indicating areas that might be at higher risk of fire.

## Using Maps to Address Hazards

The American Red Cross has been applying mapping technology to its work to better visualize and plan its programs.



Brian Cruickshank/American Red Cross

Local Red Cross and Red Crescent employees and volunteers help communities around the world be better prepared for all types of disasters.

This year, the Preparedness Center has extended the reach of mobile apps to get lifesaving preparedness information in the hands of millions of people. This new tool was first introduced by the British Red Cross and then used by the American Red Cross in the past year. Using a Web-based platform and an easy-to-use interface, the American Red Cross and the Preparedness Center are helping local Red Cross partners adapt a successful, country-specific, first aid preparedness app for use in their own countries at no cost. A small pilot group of Red Cross societies will incorporate the first aid app into their country preparedness programs this coming year. The Red Cross plans to expand the first aid app initiative to more countries, as well as eventually adapt other types of hazard-specific preparedness apps for similar repurposing by Red Cross societies around the world.

For example, this year the American Red Cross worked with the Uganda Red Cross to create digital maps of the location of huts to help identify those that are most at-risk of fires. It also used open source data about community assets such as churches, schools and evacuation routes, overlaid with flood models provided by the U.S. State Department's Humanitarian Information Unit and National Geospatial Intelligence Agency, to create maps that will help communities and Red Cross staff identify assets that are most at risk of flooding.

Technology such as the use of mapping is improving the effectiveness of programs by helping target the most vulnerable communities and focus resources on helping those communities prepare for potential emergencies.

## Eliminating Measles

Badra Essa was thrilled to learn from a Red Cross volunteer that a measles vaccination campaign was coming to her small village in remote Ethiopia. A Red Cross volunteer had visited her house before when her eldest son, Atatef, fell ill with measles. The chance to vaccinate and protect her youngest son was an opportunity she couldn't miss. "I felt so sad when Atatef was ill," Essa said. "He was sick for three months. Now I tell my neighbors to vaccinate their children. It is so important to prevent this disease."

Because primary health care systems in many low- and middle-income countries are weak, vaccination campaigns like this one are often the only opportunity some children will have to be vaccinated against measles and rubella. The Measles & Rubella Initiative, a partnership the American Red Cross helped establish, is reducing measles deaths worldwide by helping to monitor the spread of the disease and conducting massive countrywide vaccination campaigns. Local Red Cross volunteers often play an integral role in these campaigns by ensuring that parents,



**A young child shows Red Cross health worker Demero Merpa her bravery before receiving a measles vaccination.**

<sup>2</sup> The Measles & Rubella Initiative includes the American Red Cross, United Nations Foundation, U.S. Centers for Disease Control and Prevention, UNICEF and World Health Organization

<sup>3</sup> Note: This figure is based on the 2012 calendar year, January 1, 2012 – December 31, 2012.



**A child at the Yeshmnesch Academy in the Benishagul region of Ethiopia proudly displays the marked finger that signifies she has received her measles vaccination.**

even in the most remote areas, hear about the vaccination efforts and understand the importance of bringing their children to be immunized and protected against this highly contagious deadly disease.

The Measles & Rubella Initiative<sup>2</sup> is one of the world's most successful global health partnerships and has helped vaccinate more than 1.1 billion children since 2001. The American Red Cross works with our global Red Cross partners to educate and mobilize parents to vaccinate their children during immunization campaigns, and provides significant coordination, leadership, technical and financial support to the Initiative in its efforts around the world.

### Goal:

**Eliminate measles worldwide**

### Actions:

- Educated vulnerable communities on the importance of measles vaccination
- Vaccinated children through countrywide vaccination campaigns
- Strengthened national systems so that governments can better monitor and treat those with measles and rubella

### Results:

**More than 98 million children vaccinated this year<sup>3</sup>**

## Improving Community Health

Daoud may be the youngest of five children, but he is supporting his family and buying school supplies through an HIV support program. Daoud's sister is HIV positive and rarely has the strength to leave home, spending much of her time in their small home in Kanembwa, Tanzania. Daoud heard about a support group called Urafiki (meaning "friendship" in Swahili) through his sister, who receives home-based care for her illness from the Red Cross. In addition to providing emotional support for others with family members living with HIV and AIDS, the group also taught Daoud how to raise chickens so he could earn an income to support his sister and their family. Starting with only two chickens in 2011, Daoud is now the neighborhood expert selling about 40 eggs per week, and his new business earns enough to support his family and buy school supplies for his ongoing education.

The HIV pandemic has had a devastating effect on families around the world, particularly in Sub-Saharan Africa where 1 in 35 people is living with HIV. The American Red Cross has been supporting local Red Cross HIV programs in Africa, the Caribbean and Eastern Europe for years. In addition to care and support for people living with HIV as well as education and awareness initiatives that aim to reduce the disease's spread, Red Cross programs also support innovative activities that help families deal with the practical realities of coping with the disease. One example is this program that taught Daoud how to raise chickens to support the family's income.

With support from the American Red Cross, the Tanzania Red Cross partnered with livestock experts from Heifer International to teach vulnerable children and chronically ill individuals how to raise chickens for consumption and sale. This supplies food for families and provides a means to earn income to pay rent, buy food and support themselves and their loved ones.



Jeffrey Lamoureux/American Red Cross

**By participating in a Red Cross support group that provides home-based care, emotional support and training, Daoud has been able to support his HIV-positive sister and fund his education.**

### Goal:

**Build stronger, more engaged, and more resilient communities by reducing the impact of HIV**

### Actions:

- Equipped global Red Cross partners to respond appropriately to the HIV epidemic in their countries
- Increased communities' knowledge and skills to help prevent new infections
- Expanded access and utilization of HIV treatment, care and support services
- Reduced stigma and discrimination toward people living with HIV and marginalized groups

### Results:

**More than 117,000 people reached**





Ibrahim Mall/Syrian Red Crescent

## Educating Future Humanitarians

Every year, the Red Cross challenges emerging young leaders to think about the value of human life and what basic human dignity means during times of peace and war. With multiple conflicts around the world, the need for this education is more important than ever.

This year, your support allowed us to help more than 46,000 people across the United States learn more about humanitarian issues and the laws that protect civilians and combatants during times of war and armed conflict.

### Where we helped this year

**International Humanitarian Law Education:** United States

## Educating Young People About the Rules of War

Two masked women, covered in camouflage and holding water guns, burst through the door yelling, “Get down! You are now prisoners of war!” The students in the room were being trained as international humanitarian law mentors, but had not expected this type of role-play and were caught off guard.

As part of an interactive American Red Cross training called Raid Cross, the students are led through six simulations, each one followed by a debriefing and discussion on the Geneva Conventions and the rules of war. The simulations walk students through experiences that often occur in the context of war, including interrogation, humiliation and loss of identity, to help them understand that even war has limits and that these international laws are ones that everyone should know.

As trained mentors, they will share what they have learned with middle and high school students back home. “I am so excited to let people know about international humanitarian law,” said Syracuse University senior Shweta Shreyarathi. “[It] is something that often goes unspoken of, yet is so relevant to current issues.”

The American Red Cross, along with Red Cross and Red Crescent societies around the world, plays an important role in educating the general public about international humanitarian law. In the United States, the American Red Cross is focusing on our country’s youth through special interactive trainings like this one, to ensure that the country’s future leaders are familiar with these laws and the principles of humanity.



Evan Marcy/American Red Cross

Students participate in Raid Cross, a training program designed to increase understanding of the rules of war.

### Goal:

**Build respect for international humanitarian law and our humanitarian mission through public education, outreach to the legal community and youth engagement**

### Actions:

- Hosted law school workshops around the country for current law school students and faculty
- Taught international humanitarian law courses in almost 40 states across the country
- Engaged youth through international humanitarian law action campaigns

### Results:

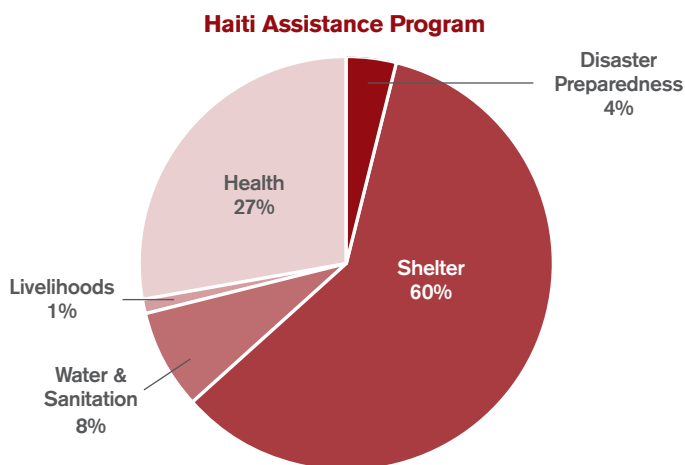
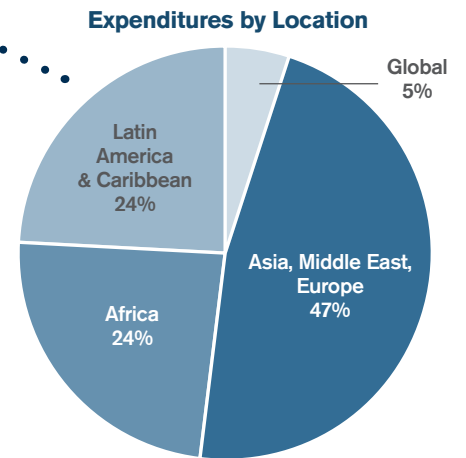
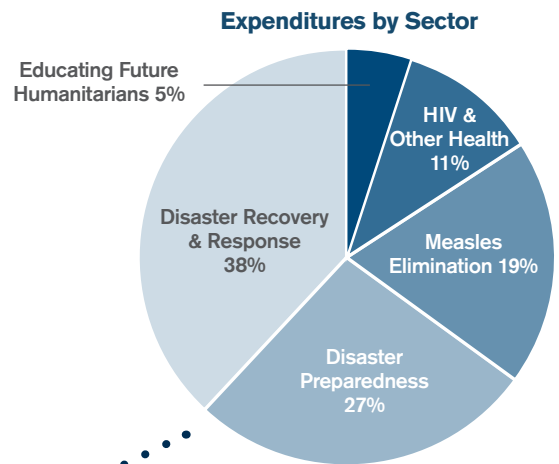
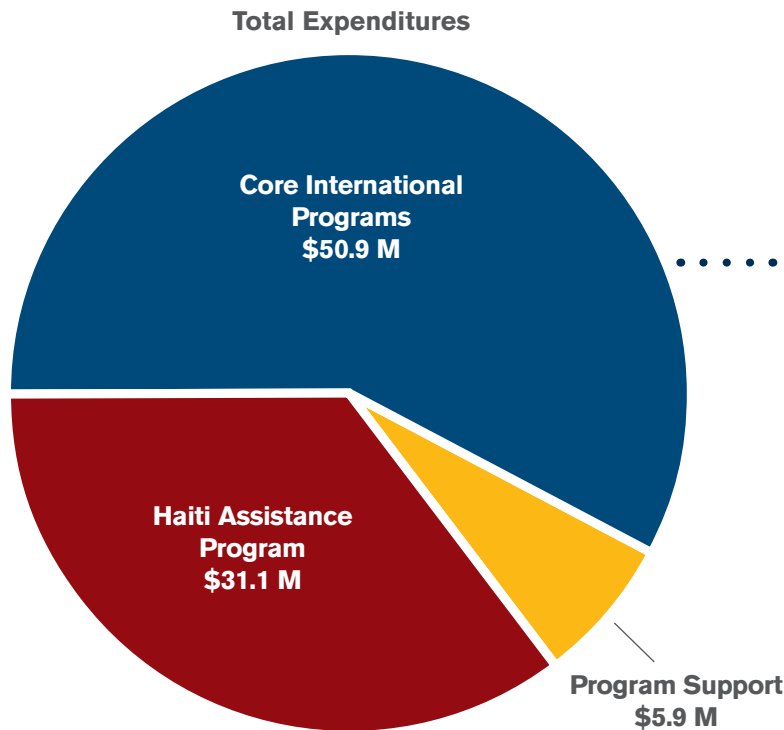
**46,000 people exposed to international humanitarian law**

# Financials

(July 1, 2012 - June 30, 2013)

In fiscal year 2013, the American Red Cross received **\$34.4 million** in revenue for international programs.

Our expenditures totalled **\$87.9 million**.



# Thank you!

On behalf of the people we serve, the American Red Cross would like to thank the **individuals, corporations, foundations and government agencies** that supported our international work this past year. In particular, we would like to recognize the following:

Anne Ray Charitable Trust  
Rockefeller Foundation  
U.S. Agency for International Development  
U.S. Department of State's Bureau of Population, Refugees and Migration

The American Red Cross is grateful for the continuing support of members of the Annual Disaster Giving Program (ADGP) 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

3M  
Altria Group  
Aon  
AT&T  
Bank of America  
BNY Mellon  
Briggs & Stratton  
Caterpillar Inc.  
CHS Foundation  
Cisco Foundation  
Citi Foundation  
The Clorox Company  
Community Safety Foundation, funded by AAA Northern California, Nevada & Utah Insurance Exchange

ConAgra Foods Foundation  
Costco Wholesale Corporation  
Darden Restaurants Foundation  
Dell Inc.  
Discover  
Disney  
Dr Pepper Snapple Group  
Edison International  
FedEx Corporation  
GE Foundation  
H-E-B  
Hewlett-Packard Company Foundation  
The Home Depot Foundation  
Humble Bundle  
JCPenney  
John Deere Foundation  
Johnson Controls  
Kimberly-Clark Corporation  
Kraft  
Lowe's Companies, Inc.  
Medtronic  
Meijer  
Merck & Co., Inc.  
Mondeléz International  
National Grid  
Nationwide Insurance Foundation  
Northrop Grumman Foundation  
Optum  
PepsiCo and the PepsiCo Foundation  
Southwest Airlines  
Sprint  
State Farm  
State Street  
Target  
Texas Instruments  
The TJX Companies, Inc.  
UnitedHealthcare

University of Phoenix  
UPS  
US Airways  
Walmart  
WellPoint Foundation  
Wells Fargo

## Disaster Responder Program

American Express  
ArcelorMittal  
AstraZeneca  
AXA Foundation  
Delta Air Lines  
Farmers Insurance  
Ford Motor Company  
General Motors Foundation  
H&R Block  
Ingersoll Rand Foundation  
Morgan Stanley  
New Balance Foundation  
Northwestern Mutual and the Northwestern Mutual Foundation  
Procter & Gamble Company  
PuroClean  
Residence Inn by Marriott  
Ryder Charitable Foundation  
Starbucks Coffee Company and Starbucks Foundation  
Sunoco  
Tyson Foods, Inc.  
U.S. Bank  
Western Union Foundation



© 2013 The American National Red Cross. The American Red Cross name and logo are registered trademarks of the American Red Cross.

Nikki Clark/American Red Cross



The Red Cross conducts practice drills with communities, including water rescues, collapsed building rescues and evacuations.