



2007 Annual Report

Mission of the American Red Cross

The American Red Cross, a humanitarian organization led by volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disasters and help people prevent, prepare for and respond to emergencies.

Fundamental Principles of the International Red Cross and Red Crescent Movement

Humanity	Voluntary Service
Impartiality	Unity
Neutrality	Universality
Independence	

A Message From the Chairman and the Acting President and CEO

The American Red Cross represents the American spirit—a spirit of great humanitarianism that represents our country at its best when times are at their worst. As E. Roland Harriman, a former chairman of the American Red Cross, once said, “The Red Cross offers you a means...to help others and to extend your helpfulness throughout the nation and the world. We offer you the privilege of serving humanity—people—with your time, your blood and your funds.”

Through our vast network of hundreds of thousands of dedicated volunteers, 750 chapters and 36 blood regions in fiscal year 2007, your American Red Cross was given the extraordinary privilege of serving the urgent needs of your neighbors...some of whom were directly affected by more than 72,000 domestic disasters. The Red Cross was privileged to provide more than six million units of blood to hospitals and clinics across the United States. The Red Cross was honored to ensure that the heroic men and women of our Armed Forces stayed in touch with family and friends thousands of miles away during times of emergency as more than 648,000 emergency messages were relayed and needed support services were provided to more than 100 military and veterans hospitals across the United States. And the Red Cross was privileged to teach lifesaving CPR, first aid education, water safety and disaster preparedness courses to millions of Americans to ensure that they have the power to save a life with their skills.

Internationally, the American Red Cross responded to more than 20 crises. Working with an extensive network of other international Red Cross and Red Crescent societies, the American Red Cross has also joined with other non-governmental organizations and development agencies to facilitate measles immunization campaigns and improve national health services in 50 developing countries. This program has immunized more than 400 million children worldwide for measles while integrating insecticide-treated bed nets, deworming and vitamin A distribution. The results are significant—measles deaths in Africa have dropped by 91 percent—but there still is much work to be done.

Thank you for giving the American Red Cross the privilege and the great honor, through your generosity, to touch countless lives each and every day in so many meaningful ways...shelter for a tired, frightened family after a house fire...a lifesaving unit of blood for an adult after a devastating car accident...or a measles vaccine for a child in Africa. Thank you for your continued support of our important work as we meet the challenges of today and tomorrow.

With gratitude,



A handwritten signature in black ink that reads "Bonnie McElveen-Hunter".

Bonnie McElveen-Hunter
Chairman



A handwritten signature in black ink that reads "Mary S. Elcano".

Mary S. Elcano
Acting President and CEO



I get so much back

The American Red Cross has been part of my life since I was young. I took CPR training, and I became a regular blood donor. After a few years in corporate America, I decided to join the Peace Corps. I had no expectations other than to see the world and to be turned upside down in another culture. I hoped I could help a few people in the process.

Haiti blew me away—its natural beauty, its incredible poverty, its dynamic culture. That was more than five years ago. I stayed because I was making a difference. I learned French and Creole. When I got the chance to join the American Red Cross's work in Haiti, I jumped at the chance. It seemed like a perfect fit. I don't want to sound too corny, but it's an honor to be associated with the emblem, and with what it stands for.

I go to neighborhoods most people won't, like Cité Soleil. I seldom feel threatened. All you have to do is connect one-on-one, be approachable and let them know you care. It's all about the people. If you connect with a person, the mutual respect will follow. We educate youth of all ages about HIV. We don't sugarcoat anything—not how you get HIV or what will happen to you if you do. Even the street kids are embarrassed to be candid at first, but once we break the ice, they get very involved, no cutting up or acting out. After a few hours, they know HIV is like a time bomb—if you play with it, it can kill you. At the end of each session, they have to testify individually about what they've learned. Then we ask them to go back home and spread the word to their peers.

The program works—because it's explicit, because it involves youth and gets them to educate each other.



In Cité Soleil, a Haitian teenager pauses to talk with Matthew Marek.

Some years ago, my dad, Raymond Marek, became a volunteer at the Wyoming Valley Chapter in Wilkes-Barre, Pennsylvania. Last year, his chapter named him Volunteer of the Year. I sure don't expect to receive any kind of award for my work any time soon, yet I get so much back from my team, from the experience, but most of all, the Haitian youth. If what I do changes behavior and allows kids who wouldn't receive the message otherwise to make different life choices, then I'm happy. I've done what I came to do.

A handwritten signature in black ink that reads "Matthew Marek".

Matthew Marek, Head of Programs, Haiti
American Red Cross International Services

People Who Make a Difference Matthew Marek has learned that helping others also has a profound effect on him. Starting on page 16, you'll meet four more individuals who have taken different paths to make the world a better place. What they have in common is their desire to help—and the American Red Cross.

“...everyone in the community expects the Red Cross to show up.”



Betty Redenius visits Alvie Land at his new trailer home, which replaces the one destroyed by fire.

In the early morning hours of a December snowstorm, Alvie Land called 911. A fire was overtaking his isolated farmhouse in Illinois.

“I had a flue fire,” he says now. “The Carthage and West Point fire departments couldn’t save my home.”

Alvie escaped into the freezing outdoors with just the clothes on his back. A few minutes after his 911 call, the fire department put in a routine call to the American Red Cross Hancock County Chapter in Carthage, Illinois, but they told responder Betty Redenius not to come out to the site. Whiteout conditions were so abysmal, the ambulance couldn’t even make it; fortunately, Alvie was unharmed.

Betty Redenius is the Disaster Action Team responder for the Bentley, Denver and West Point regions of Illinois, as well as being the only full-time employee at her chapter. “The dispatcher warned me not to visit Mr. Land that night. When I protested, he said, ‘Betty, you can’t see your hand in front of your face.’”

Betty tried to think of all the ways she could get there, including using her farm’s tractor, but the storm showed no sign of abating. “This was the very first disaster I wasn’t able to respond to in person in my 12 years at Red Cross,” she says. “We’re all neighbors here, and everyone in the community expects the Red Cross to show up. It’s all about mutual trust.”

So Betty called the motel in town that usually shelters fire victims and made sure that Alvie would have a room for a few days until he could make other living arrangements. Then she asked the fire squad to drive him there. She called the next morning and visited him soon after. “It’s all about follow-through,” she says.



When the April Nor'Easter flooded parts of New Jersey, Nicole and Walther and their family took refuge in a Red Cross shelter at Raritan Valley Community College.

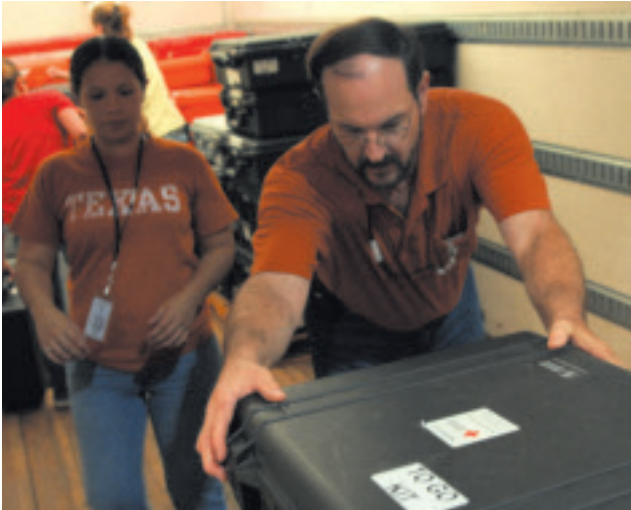
Our To-Do List

During fiscal year 2007, American Red Cross workers like Betty Redenius responded to more than 72,000 disasters across the country: individual, but devastating, disasters like Alvie Land's home fire; regional disasters like a Nor'Easter that flooded most of eastern New Jersey and parts of New England; largely unreported disasters like the 13 tornadoes that whipped through southeastern New Mexico; and highly anticipated disasters like Tropical Storm Alberto, which came ashore southeast of Tallahassee, Florida. Red Cross chapters used local resources, especially their trained and prepared employees and volunteers, to respond to 71,787 individual or single-family disasters, such as the fire Alvie Land experienced. In addition, the Red Cross responded to 208 disasters that were bigger than a single chapter could manage alone, and another 38 larger disasters that required the support of national resources. In total, we sheltered and fed nearly 50,00 individuals nationwide.

Offer Shelter

The 2006 Atlantic hurricane season was a non-event as storm seasons go. The nation breathed a collective sigh of relief as not a single hurricane made landfall on American shores, the first year since 2001. The Red Cross prepared for each storm as always, focusing on worst-case scenarios, directing human resources to and placing solid infrastructure in the probable places each hurricane would make its port of call.

Two years earlier, the nation wasn't so fortunate. The Texas, Louisiana, Mississippi, Alabama and Florida Gulf Coasts were left reeling by a series of record-breaking hurricanes. In the weeks that followed, approximately 1.4 million families received Red Cross assistance. Our work continues in response to the devastation Hurricanes Katrina, Rita and Wilma wrought on the Gulf Coast, as hurricane survivors continue to search for affordable permanent homes and otherwise cope with their altered lives.



Anatomy of a Disaster Response

For large disasters, the Red Cross sends its staff out in increments, directing our first resources to places where the need is greatest and the infrastructure is the most fragile. As a storm track becomes more predictable, we shift our resources as necessary. We frequently only have 24 hours to move from a location where the best storm tracking data in the world has predicted a hurricane would make landfall to a new location where the hurricane is heading. We must rent space in several locations to accomplish this rapid relocation, receive commitments from thousands of volunteers ready to deploy at a moment's notice and ensure local chapters can integrate these volunteers into their work teams.

Each time a location dodges a storm, the Red Cross recalls resources from that area and sends them to another place that's waiting to be slammed. Shelters must be set up and supplies shipped in—again. All of these actions must take place in several locations before any donations are requested, let alone received. Sometimes, we are able to pre-deploy resources at a relatively low cost—under \$1 million; other times, the full complement of staff and supplies must be sent to await the storm, costing millions of dollars before a single dark cloud comes ashore. Sometimes, the storm does not make landfall in the United States, which makes us rejoice that a potential disaster has been averted. Yet, such a scenario leaves us having spent several million dollars from our Disaster Relief Fund in preparation—with no way to replace it. Meanwhile, smaller disasters are occurring across the country, and Red Cross workers are responding to them, depleting funding reserves still further.

In June 2007, more than 524,000 Gulf Coast families still lived in FEMA trailers or received housing aid. By combining Red Cross resources with those of groups like The Salvation Army, community nonprofits and local governments, survivors are renovating or rebuilding damaged homes.

We've helped recovery by focusing on solutions at the individual level, providing each affected family with what they need most physically and emotionally. At the end of June, we had teamed with 2,600 hurricane survivors to tailor plans for their new houses, fill their job-related needs with solutions such as occupational training and provide transportation to enable job commutes when no other vehicle is available.

Provide a Shoulder

We've also helped to eliminate the financial barriers that prevented Gulf Coast hurricane survivors from seeking emotional support. More than 8,600 survivors enrolled in our program offering emotional support from licensed mental health professionals. We also funded summer activities, both educational and recreational, which have helped more than 10,000 young survivors of these storms cope with trauma and move forward with happy lives.

The Red Cross spearheaded The Greater New Orleans Disaster Recovery Partnership to strengthen recovery and resilience in this area, coordinating services that address long-term recovery and rehabilitation.



Frozine Culberson and her husband Edward Morris stand in front of their newly repaired home. The renovation was part of the *100 Homes in 100 Days* project in Pascagoula, Mississippi, a partnership between the American Red Cross, The Salvation Army, local nonprofits and the local government to rebuild a community devastated by the 2005 hurricanes.



Millions of people were trained or recertified in first aid, CPR and the use of AEDs last year.

To date, we have spent nearly \$2 billion of the \$2.1 billion donated to help people with needs related to the 2005 hurricane season. We thank the American people for enabling us to continue our work in the Gulf Coast states. We have been able to provide such a diverse array of long-term assistance in the region only through your compassionate donations. Your unprecedented generosity has had a deep and sustained impact in this region.

Get Trained and Make a Commitment

While national and regional disasters garner media attention, local disasters go largely unnoticed. It costs about \$1,200 for the Red Cross to provide a family of four with lodging, meals and clothing for one week. Misfortunes like these—often affecting one family at a time—happen 365 days a year. Some 93 percent of all emergencies we responded to last year were house fires. Larger emergencies get public attention and assistance for a while, but, depending on the magnitude of an event, people may need help for longer than a few hours, days or weeks. Trained volunteers and regular donations make a big difference every day, in communities far away and close to home.

Make a Plan

Lessons learned from the Gulf Coast hurricanes drove us to be better prepared to weather this year's storms, smaller perhaps, but just as destructive to those who experienced them. More than 100 community-based organizations across the country have pledged to help us deliver relief by sharing their staff members, expertise or materials. We have also improved our local response capacity, tripling warehouse space nationwide and stockpiling supplies to shelter half a million people. Our permanent satellite communications system, newly installed in more than 25 chapters, will operate even when regular telecommunications systems are damaged.

Yet our ultimate aim is to prepare each individual or family to respond to emergencies. Last year, more than 3.5 million Americans attended disaster education presentations and almost 11 million enrolled in health and safety courses to get ready for a possible emergency. More than 5 million were certified or recertified to use first aid, CPR or automated external defibrillation (AED). Our preparedness campaign, Be Red Cross Ready, urges everyone to put together a personalized kit for emergencies, make a

plan and keep informed. We revised and relaunched Masters of Disaster, our award-winning curriculum, originally developed with the support of the Allstate Foundation, which teaches students how to stay safe in their home, school or community during a disaster. The program has been such a success, a family version of Masters of Disaster is now available as well. This kind of preparedness saves lives.

Get a Kit

Only seven percent of Americans are prepared for any sort of crisis, the latest research shows. Most of us don't have a kit or a plan, and we aren't informed about how to deal with an emergency. Dedicated to increasing those odds, we continue to adapt our preparedness offerings to reach ever more specialized audiences and to increase ease of access. Our Be Red Cross Ready online education program, about 20 minutes in length, is free to everyone and available in both English and Spanish at www.redcross.org. Our quick reference first aid and emergency preparedness guide offers comprehensive, step-by-step information for almost every urgent situation, in a durable, compact format. The guide can be used in training sessions or can be placed in a first aid kit, glove compartment or even a pocketbook.

Expanding our outreach, we produced another quick reference guide to aid family caregivers this year. The guide includes a companion DVD to help those who care

for elderly or chronically ill loved ones master skills and reduce stress. The booklet provides easy access to critical information and includes charts to record vital signs and medications and a trifold emergency contact card to keep at bedside.

Keep Informed

New discoveries and research are integral to our products and services, and are reviewed by our own body of experts, the American Red Cross Advisory Council on First Aid, Aquatics Safety and Preparedness. This year, they assisted us in reviewing, interpreting and translating the latest scientific discoveries and evidence into information used for training consumers, lay responders and professional rescuers in such courses as first aid and CPR, lifeguarding and babysitter's training.

Tailor the Fit

The preparedness needs of the American people continue to evolve, and we continue to provide new ways to help communities fill these needs. We've developed educational materials and response plans to guide our chapters and the communities they serve in the event of an influenza pandemic. Materials include the Are You Prepared? initiative and a new pandemic flu Web site with downloadable fact and tip sheets on www.redcross.org. We have also designed a pandemic flu plan for ensuring continuity of operations for our biomedical services, should the need arise.

Our corporate partners are strong supporters of preparedness. With our long-time partner, The Home Depot, we have educated more than 1.2 million people to prepare for emergencies and aided thousands more during disasters through The Home Depot's in-kind donations for both local and national disasters over the last three years. Together, we've offered in-store and online preparedness clinics to the public and disaster preparedness grants to Red Cross chapters, and sponsored trainings for Red Cross Emergency Services Program managers and Community Relations liaisons, local employees and volunteers who work to increase the organization's cultural competency. Another active corporate sponsor, FedEx, sponsored a small business preparedness survey last year, which enabled the development of a small business preparedness checklist. In addition, FedEx provides hundreds of thousands of dollars of in-kind Red Cross disaster relief shipping annually.



Around the country, the Red Cross spreads the preparedness message in multiple ways.

The Red Cross also produced disaster preparedness education materials in three additional languages—Chinese, Korean and Vietnamese—to help prepare diverse communities across the country. We continue our commitment to producing materials in Spanish. With the Centers for Disease Control and Prevention, we launched a joint terrorism preparedness Web site ([www. redcross.org/preparedness](http://www.redcross.org/preparedness), in both English and Spanish) to empower people to prepare and respond to a potential terrorist event.

Shoulder the Burden

Typically, the Red Cross responds to natural disasters; however, we are also busy behind the scenes at airline crashes, mine disasters and community emergencies such as the multiple shootings that took place last spring at Virginia Tech. Our trained disaster relief and mental health workers were able to give almost immediate assistance to the university, providing trauma and grief counseling, spiritual care and information to survivors and their families. Disaster response teams from Virginia's Montgomery-Floyd Chapter in Blacksburg, with support from surrounding chapters, mobilized to stand by at the airport, helping families with directions and transportation.

Each airport shuttle run had a licensed mental health worker on board. A mobile feeding unit provided hot meals and snacks around the clock to emergency responders and law enforcement personnel. Thanks to donors who give blood regularly, injured students who needed transfusions had their needs met. We also provided coordination with funeral homes, Mayflower Shipping, which donated the free shipping of personal belongings home, and other organizations responding to the tragedy.

It's tough enough to lose your home and all of your personal belongings. But just imagine how helpless you'd feel if you lost everything you owned and you had special needs. Perhaps a flood washed away your wheelchair, or a fire destroyed the customized bed that took you years to afford. To better respond to such situations, the Red Cross worked with the U.S. Department of Health and Human Services to create a new intake process and assessment tool, now used by both organizations to best accommodate survivors with special needs. In addition, we worked with national disability advocates to purchase equipment (accessible cots, commode chairs and shower stools) tailored for people with disabilities who find themselves in a shelter.



At Virginia Tech, the community joined for a candlelight vigil in memory of the students and teachers shot and killed in April 2007. Red Cross workers provided trauma and grief counseling as well as information and support for families.



As part of the American Red Cross transitional shelter program, residents in Aceh, Indonesia, still rebuilding after the 2004 tsunami, do hands-on work in the assembly process.

Our Web-based database that connects people in need with providers of assistance is fast becoming a standard tool of disaster relief. As you read this, a caseworker is likely accessing the Coordinated Assistance Network (CAN) to find a relief agency to help someone in need. Working closely with the nation's other leading disaster relief organizations, the Red Cross created a single point of entry to enable caseworkers nationwide to speed service delivery and reduce paperwork, while ensuring that disaster survivors would have to describe the troubling details of a disaster only one time. Caseworkers from more than 260 nongovernmental agencies need only to log onto the secure system to update or review client information and match it with an appropriate relief provider.

This innovative technology has unified the purpose, clarified the roles and streamlined the work of the nation's relief agencies, since they are all now working "from the same page." More importantly, disaster survivors are more efficiently connected with the agency or agencies that could best meet their individualized needs. Last year,

an additional 96 agencies became CAN participants, and the database gained an additional 2,309 registered users. Eighty-five percent of those surveyed about CAN's usefulness rated it as being important to their agency's disaster recovery work. The majority of respondents indicated they would continue to use CAN and would encourage other agencies to do so.

Mobilize the Movement

Just as the American Red Cross helps people in the U.S. prepare for, respond to and recover from disaster, so we relieve suffering in vulnerable communities in crisis globally, mobilizing the power of the International Red Cross and Red Crescent Movement. The American Red Cross is part of this Movement, an intricate support system made up of 186 Red Cross and Red Crescent national societies, the International Federation of Red Cross and Red Crescent Societies and the International Committee of the Red Cross. When a national society requests assistance, its partner societies coordinate a unified response to avoid duplication, fill gaps and enhance service delivery.

Last year, the American Red Cross was asked to respond to 21 international crises, contributing more than \$8.4 million in financial aid, 13 delegates and more than 65,000 relief items such as tarps, blankets, toiletries and jerry cans for water. The American Red Cross helped the Movement assist an estimated 5 million people on six continents. To name only a few: We contributed supplies and relief workers to Ethiopia after severe floods, funding and disaster responders to the Philippines following typhoons there, monetary support for the purchase of relief supplies for displaced people in response to the humanitarian crisis in the Middle East and hygiene kits following volcanic eruptions in Ecuador. Our strategy ensures a rapid, targeted initial response and a long-term recovery approach that engrains resilience, all the while fostering community safety, resulting in more lives saved and a readiness to cope with the future. Our work minimizes long-term damage to local environments and offers sustenance to damaged economies as they reestablish themselves. People emerge, transformed by their experience, yet stronger.

A prime example of such an integrated approach is our management of relief and recovery in the aftermath of the December 2004 Indian Ocean tsunami. Thanks to the generosity of American donors, more than 50 American Red Cross delegates and 600 local staff members continue to work in Indonesia, Sri Lanka, the Maldives, Thailand, India and East Africa, providing water and sanitation, psychosocial support, health interventions, shelter, livelihood rehabilitation and preparedness training. We, along with our partners, have assisted more than 3.6 million tsunami survivors, offering disease interventions to more than 100 million people since the start of our vaccination campaigns in tsunami-affected areas. Our partners have helped us build more than 1,300 permanent houses in Indonesia and Sri Lanka.

Teach Prevention

Another crisis has affected the entire world as much as any single natural disaster: Some 40 million people live with HIV/AIDS worldwide. About half of all new HIV infections are among children and youth under the age of 25. The American Red Cross and its partner national societies offer the HIV/AIDS youth peer education curriculum Together We Can, which is attempting to curb the hold of this ravaging disease. The program provides HIV prevention messages, life skills training, education and support to in- and out-of-school youth in Guyana, Haiti and Tanzania. Since early 2004, close to 1 million youth aged 10 to 24 have benefited, with a 30 percent gain in HIV prevention knowledge. Together We Can operates both in large urban areas and in hard-to-reach, underserved rural areas, as well as in conflict zones. The U.S. Agency for International Development and Family Health International asked the American Red Cross to share its management model with other organizations working in this area last year.

We continue to celebrate accomplishments in reducing global measles deaths through our Measles Initiative, in partnership with the Centers for Disease Control and Prevention, the United Nations Foundation, UNICEF and the World Health Organization. In 2006, we helped vaccinate more than 100 million children in Africa and Asia. In January 2007, the American Red Cross and its partners celebrated the accomplishment of surpassing the global goal of a 50 percent reduction in measles fatalities, which fell by 60 percent worldwide and 75 percent in Africa since 1999. Now, the initiative is working toward a new global goal of reducing measles-related deaths by 90 percent by



These Togolese children received measles vaccinations thanks in part to the Measles Initiative.

the end of the decade. We also expanded our efforts to combat malaria—a disease that infects more than 300 million children each year. With our partners, we’ve made possible the distribution of 29 million insecticide-treated mosquito nets since 2001, and educated families about malaria prevention with the Hang Up/Keep Up bednet campaigns. We also take the opportunity to distribute nets following major disasters, after which mosquitoes are more prolific and people more susceptible. Last fiscal year, we distributed 10,000 nets in Madagascar following a series of cyclones, and 20,000 nets in Kenya following flooding. More than 150 chapters supported measles and malaria prevention with events and fundraising.

Send a Message

When service members hug their families good-bye, they tell their loved ones to call the Red Cross if they need to reach them. We continue to support 1.4 million active-duty U.S. military personnel and their families and 1.2 million members of the National Guard and Reserves. We handled more than 648,000 emergency messages, referrals and related services to 185,000 families whose loved ones are serving overseas. We provided \$5.6 million in emergency financial assistance on behalf of military aid societies to more than 5,220 service members, retirees and their dependents. We also reached

out to more than 930,000 National Guard and Reserves members, community-based military, veterans and their families—educating them about how to access our programs and services.

Link a Family

Forty-six American Red Cross staff members worked in Afghanistan, Iraq and Kuwait last year. They lived alongside the more than 170,000 U.S. service members deployed in these countries—working in extreme climates, often in dangerous conditions and with unreliable access to communications. They served our men and women in these regions, giving them comfort, compassion and support. Red Cross workers also delivered more than 106,000 messages from loved ones back home and distributed 7,200 calling cards and gift certificates so that military men and women could stay in touch with the families they left behind when they were deployed.

Support Wounded Service Members and Veterans

More than 5,000 Red Cross volunteers, including youth volunteers, work in military hospitals and Veterans Administration hospitals and clinics. Volunteers assist injured service members as well as veterans, support families and help hospital caregivers.



At Walter Reed Army Medical Center, a Red Cross volunteer tosses a ball around with a recovering service member, helping him rebuild stability.

Give Blood

The Red Cross continues its essential mission of ensuring a safe and available supply of blood products and services. We are committed to the goal of satisfied blood donors and recipients. We focus on the quality and safety of our blood products through centralized problem management, better-trained managers and defined accountability. Our quality and compliance oversight committee reviews data from a variety of sources to determine when interventions are needed. We've made significant progress toward the standardization of all our local operating policies and procedures and will continue to take actions that enhance overall organizational quality and compliance. We have increased the number of blood products distributed to our hospital customers while also striving to maintain costs. As a result, we achieved a 96 percent customer satisfaction rate in the hospitals we served last year.

Last year, the Red Cross distributed more than 6 million blood units from 3.7 million blood donors, the highest total in our history. We collected more than 455,600 blood units through a new automated technology, which yields two units of blood from each voluntary donation. We also distributed more than 770,000 platelet donations, an eight percent increase over last year. We changed how we collect and process platelet donations, thereby reducing the possibility of contamination and septic transfusion reactions. In fact, the total number of these reactions decreased by more than 50 percent. We made major contributions to our strategic capital improvement plan this year, ensuring our blood regions have the newest, most cost-efficient means of collecting and distributing blood, all the while ensuring these facilities meet all safety regulations and standards.

Reduce Risk

The more knowledge we gain about how transfusions work within the human body, the more we can reduce risk. For example, we now know that plasma coming from female donors can produce a response in recipients called TRALI, or "transfusion-related acute lung injury," the cause of between 12 and 13 deaths annually. The Red Cross championed TRALI risk reduction measures and was instrumental in working with the American Association of Blood Banks to promote practices designed to obtain most plasma from males. We achieved this goal well ahead of a November 2007 deadline, obtaining 95 percent of our plasma from the male population. Of course, this outreach to male plasma donors does not mean that



The Many Uses of Blood

Red blood cells may be transfused to people who fail to produce their own, who hemorrhage or who are anemic. Platelets may be transfused to clot blood and prevent bleeding. They are most often needed by transplant or leukemia patients, or by people who must receive massive transfusions during major surgery or following an accident.

Plasma is the liquid portion of the blood that contains its coagulation factors, blood proteins that are necessary for clotting to occur. Plasma is used to treat patients who need both volume and replacement of coagulation factors to prevent bleeding problems.

Today, just 38 percent of the population is eligible to give blood—and only 6 percent donate. Yet the need for blood is constant. To make a donation appointment, call 1-800-GIVE LIFE.



Motivating high school and college students like these to become blood donors is essential to maintaining an adequate blood supply in the years to come.

female blood donors are needed any less. Women make up about half of the blood donor population; without them, the blood supply would not be adequate to meet patient needs.

Efforts to make the blood supply safer can restrict or limit more and more of the population from giving blood. New research shows that only 38 percent of all Americans are eligible to give blood. From that potential donor pool, only six percent actually donate.

We recognize that the overall donation experience is key to helping us recruit and retain blood donors, and we are examining ways to improve the donation experience so donors are more likely to return. We are also reaching out to our donors of the future. For example, the Red Cross embarked on a community collaboration with the National Association of Intercollegiate Athletics, the governing body for athletic programs of nearly 300 colleges and universities, last year. Together, the organizations hope to increase blood collection on college campuses by involving diverse college youth on local Red Cross boards and providing students with education, training, mentoring and networking opportunities. The thought is that once these young donors understand the importance of their single blood donation, they will continue to donate long after they graduate. Thus far, 10 campuses are involved in this cooperative agreement, with four more campuses

targeted for next year. The program is a win for both sides—diverse young adults gain important skills and contacts, and the Red Cross adds to its diverse donor pool.

Pass It On

What remains unchanged: One hour of a person's time, one pint of blood, can help save up to three lives. Our educational campaigns continue to stress the importance of blood donation and to dispel myths and fears about giving and receiving blood. The returns on investment are obvious. Who wouldn't step up with a donation to help save three people?

Join the American Red Cross

There are many ways to help through the American Red Cross network. They vary from donating blood to teaching CPR and first aid to volunteering to help others face tremendous life challenges.

People who join the American Red Cross—by extending an arm to donate blood, lending their hands to aid their neighbors after a fire or teaching others to empower them to be ready for an emergency—have an impact on others, on the world and, ultimately, on themselves. They help others, giving them the strength to continue, the wherewithal to recover. What they may not have bargained for is that as they change others' lives for the better, they dramatically change their own lives, too.

Just ask Betty Redenius. Just ask Alvie Land.

“The Red Cross was great,” Alvie says. “They did all they could. They found me donated clothes, gave me some food, and Betty called to check on me until I was ready to replace my destroyed home. They put out the word to the community. I don’t even know everyone who helped me, but now I have about everything I need. I appreciate it so much, and I pass it on. If I’ve got something for somebody in need, they’ve got it. It was nice to have it come back to me at a time I needed it most.”

Alvie has always been a giver, and he has organized benefits featuring his son’s band to help raise money whenever a community disaster strikes.

He wants others to be as prepared as he was. His advice to others: “Get a smoke alarm. They’re pretty cheap, and they’ll save your life. If you don’t have one, get one. If you can’t get one, I’ll buy you one.” He’s still passing it on.

And so is Betty. “I grew up with polio, but my mother always told me I could succeed at anything I tried. I always want to help people who are going through a tough time, to help them get back on the road to success.”

“I don’t have a big throng of helpers,” she says with a smile. “Yet everyone who works with me cares about others, just like me. We take it personally.” In a county of 20,000, her chapter has eight Disaster Action Teams that respond to at least 10 fires a year; 400 blood volunteers; blood donors who provide 15 percent of her area’s blood donations; and workers who serve the entire community’s military families.

Make the Personal Interpersonal

Disasters are always personal. They’re personal for the people who are left to wade through what’s left of their belongings or to mourn those they’ve lost. They’re personal for those who witness them, because they pull at our hearts.

It could have been me, we think. Why did something so horrible have to happen? We almost always wonder how we can help. Because we’re part of a community. Because we’re part of humanity.

Our American Red Cross answers this collective call to action by bringing together the public’s compassion.

We couldn’t do our work without the generosity of our donors—individuals, foundations and consistent corporate donors such as the GE Foundation, the philanthropic arm of the GE Corporation, which donates in support of domestic and international disasters and matches employee and retiree gifts of \$25 or more.

The generosity of Wal-Mart Stores and Sam’s Clubs enabled the Red Cross to bring help to people during their hour of need. Whether through the donation of products, or financial support, Wal-Mart and Sam’s Clubs helped people affected by disasters of all sizes, including the floods that devastated the Midwest in June 2007.

No matter the kind of gift, or whether it’s large or small, helping other people transforms the devastation a disaster wields, making it a little less random, a little less incomprehensible. The Red Cross offers the opportunity to take a very personal disaster and make it interpersonal. When we step up and step in, we change lives, including our own.

The Red Cross will be there for you, with you, every day, in your neighborhood. The Red Cross emblem is so interwoven in our communities that seeing it is an almost everyday occurrence. Come join us. Because the American Red Cross and its work is everyday, practical and ordinary—but with extraordinary results.



A walk around the shelter helps this baby fall asleep—and gives tired parents a rest.

There's no greater reward

I have a passion for the Red Cross. There's no organization, anywhere, better at responding to community needs—in so many ways, in so many areas. I've been involved with the Red Cross for decades, and when I retired from my job in St. Louis and came back to my hometown in Tennessee, I started volunteering at my local chapter in Jackson. I can't imagine being without the Red Cross.

My first involvement with the organization was as the corporate nurse with Blue Cross Blue Shield of Missouri. I trained the company's first responders in first aid and CPR, and I organized blood drives and coordinated some disaster preparedness. In the Jackson Area Chapter, I'm involved in several facets of the services we provide.

I've created many memories being a member of the Red Cross, but perhaps the most vivid involves helping survivors of the tornadoes that ripped through our state last spring, killing 24 people. There's no greater reward than providing a family who has lost a loved one and everything they own with something simple like a pair of shoes or something crucial like a medication. You can see the thanks written all over their faces, and you want to continue helping because it feels so good!



Teaching lifesaving skills is one of the ways Shirley Collier has found to help in her community.

As a business person within the business and industry sector, promoting the Red Cross, especially safety preparedness, is very important to me. For example, I'm proud to be a member of the American Association of Occupational Nurses, with whom the Red Cross formed an alliance to share health and safety and emergency preparedness expertise and to promote recruitment and training last year.

People prepare for what they think is going to happen—as if they can predict the when, where and how. Or they pretend nothing will ever happen to them. Time and again, I've seen that emergencies don't play out the way you'd think they would. In the Midwest and Southwest, people build underground shelters to prepare for tornadoes. Yet very few have a first aid kit or an evacuation plan. And that's just for tornadoes. They're not prepared for any other kind of disaster. The Red Cross is gradually trying to close these gaps in awareness and preparation. I'm proud to be part of this effort.

I'm also honored to have received my Red Cross nursing pin five years ago. I hope the Red Cross continues its growth in recruiting nurses; they've been a cornerstone for the organization since the early 1900s. We have a lot to offer, and the Red Cross has a lot to give us in return. For me, the Red Cross has provided me the opportunity to do what I do best, to feel like I've been productive and to see the results of what I've done. In so many jobs, you can't see the fruits of your labor. Being part of the Red Cross, the Red Cross being part of me, I know each and every day that I'm making a difference.

A handwritten signature in cursive script that reads "Shirley Collier".

Shirley Collier, R.N., M.S.N., C.O.H.N., C.L.N.C.
Volunteer, Jackson Area (Tenn.) Chapter
CEO/Owner, S.A. Occupational Consulting LLC



First Aid/CPR/AED for Schools & Community

A CHECKING AN ILL OR INJURED PERSON

PURPOSE

For the Rescuer (You)

- 1. **STOP** - Stop what you are doing and pay attention to the person who needs help.
- 2. **LOOK** - Look for signs of illness or injury. Do you see any bleeding, broken bones, or other injuries? Do you hear any sounds of trouble, such as moaning or groaning? Do you smell anything unusual, such as a strong odor or the smell of gas?
- 3. **ASK** - Ask the person if they are injured or ill. If they are unable to answer, ask someone nearby if they know what is wrong.
- 4. **CALL** - Call 911 or the local emergency number. Provide the location, the nature of the emergency, and the number of people who need help.



B HOW TO GIVE RESCUE BREATHING - MOUTH-TO-MOUTH AND RESCUE BREATHING



RESCUE POSITION





I like to know I'm leaving a little something behind

I was on the return leg of my eleventh combat mission as the captain of a B-17 bomber when my plane took a direct hit. It was 1944, and we had been on a mission over Berlin. A 140-mph headwind slowed our return to base, and then we came under fire.

The B-17 careened into a snap roll, pinning my crew to the walls of the aircraft. Then my co-pilot took some shrapnel to his arm. Our left engine went dead and half of our tail, including our stabilizer, was shot off. I pulled the plane out of its spin, but it resumed careening around before too long. With that much damage and with that strong a headwind, you don't stand much of a chance.



In this photo of the POW camp where Fred Rector was held, white patches on the windows of the barracks are pieces of cardboard taken from Red Cross parcels to replace broken glass.

I bailed out and parachuted to the snowy ground. My goal was to somehow make it back to the Allied lines. I hid during the day and walked at night. I was captured later in the week while searching a railyard for water. My hands and feet were frostbitten, and I was hungry and thirsty. I, along with dozens of other Allied airmen, was transported to a prisoner of war (POW) camp in Barth, Germany. Our train stopped in Frankfurt, and a Red Cross nurse handed us some steaming gruel, the first warm meal I'd had in four days. I'd seen Red Cross workers in action at my airbase, and I was thrilled to see the Red Cross emblem in Germany, watching out for me as a captive soldier. It gave me hope.

I spent 15 months as a POW, looking forward to packages from the Red Cross. They were my sustenance. Though I always feared for my life, the Interna-

tional Committee of the Red Cross visited regularly, ensuring that the Germans were adhering to the Geneva Conventions that protect POWs. We still had some narrow shaves—once, when Hitler ordered all POWs to be executed, and, near the end of the war, when troops of the advancing Russian army told us to gather all that we owned (we had nothing) and to fall out for a roll call. It sounded like the beginning of a death march, but we stalled for time, and soon the American army arrived. I'm grateful to this day to the Red Cross for the packages I received, the kindness they bestowed on me and other soldiers, the regular checks on our welfare and the news they brought of my family back home. I was utterly dependent on them during my time in captivity. They were quite literally my lifeline.

I started giving back to the Red Cross when I got back home, and I've never stopped. When I was planning my estate, the Red Cross was uppermost in my mind. What better way of returning the Red Cross gift to me than by leaving a legacy through the Red Cross to help someone else? I've named my local Red Cross chapter as the beneficiary of my G.I. life insurance. It's just my small way of saying thanks.

I might not be here today if it were not for the Red Cross. I see their work with service members and their families today, as well as with civilians affected by war. Our local chapter had people out in California, offering relief to those individuals whose homes were burned in the recent wildfires. That's not to mention all the times they're here in my South Carolina county helping every time a house burns or we have a flood. I like to know I'm leaving a little something behind to help them continue their good work, long after I'm gone.

Fred Rector, Endowment Donor
Upstate South Carolina Chapter
Greenville, South Carolina

The more I do, the more I want to do

I was diagnosed with leukemia when I was seven. The staff at Children's Hospital & Research Center in Oakland gave me a lot of hope that I would be cured, and I always had faith that I would be completely well. I've always wanted to help others, and my time in the hospital was the perfect opportunity. I tried to share my positive attitude with other patients on my wing who were having a rough time. A year later, my sister Reena gave me her bone marrow for a transplant. I needed a lot of blood after that, 1 or 2 units of red blood cells every other day, 6-8 units of platelets, for several weeks. A year and a half after that transplant, a complete relapse occurred, resulting in more chemotherapy and a second transplant—and yes, more blood needed. My brother Anthony donated his T-cells for another transplant. I owe my recovery to my doctors, my wonderful family and the generosity of Red Cross blood donors.

I didn't want to sit there and let other people help me without giving back. While I was undergoing treatment, I baked cookies to thank the people who donated the blood I received. I'm a Girl Scout, and so I organized a Girl Scout blood drive. I held a canned food drive to feed hungry families over the holidays. And I was just getting started.

Once I made a full recovery, I wanted to spread the word about how important blood donation is. I work with the media, speak at health fairs and hand out literature at local malls. I also work on teaching people healthy habits and cancer prevention. For example, I recently participated in a local event for breast cancer awareness. My mother and I are both passionate about helping Children's Hospital & Research Center because of the help it gives children, even those without insurance, and its work with blood disorders ranging from leukemia to anemia to hemophilia. The hospital needs a renovation to stay open, so I'm



At Children's Hospital and Research Center, Adriana chats with Daisy Samuel, another young cancer survivor.

helping to raise awareness of that. The more I do, the more I want to do, and the doors just open. I do most of my work with my mom. We have a lot of fun.

I'm 15 and fine now. My doctors still have to check up on me, but it's not that bad any more. I want to continue helping. I want to help with my school's blood drive once I'm a junior or senior. When I grow up, I want to be an event planner. I wouldn't have done half of what I've done if my life had been different. Thanks, Red Cross. I couldn't have done it without you.

Adriana Aboumrad, Volunteer
Northern California Blood Services Region
Oakland, California





American
Red Cross

The more I do, the more I want to do

If I can make someone's life better, if I can ease a worry, if I can give someone the resources to change a stressful situation, then I've accomplished something.

I first joined the American Red Cross in 1976 while my husband, an Army physician, was stationed in Germany. Earlier that year, we learned my father was undergoing experimental neurosurgery to clear a blockage in his brain. The Red Cross worker at his hospital called every 24 hours to update us until my father was discharged. I remember how calm—and how calming—she was. The only way to adequately express my gratitude was to join the Red Cross. My first day on the job I was handed a congressional complaint to process. I remember my husband asking, "This is a volunteer job, right?" He was and is the biggest and best advocate for my work and has been from Day One. He realizes the importance the Red Cross has for the military and their families, as he has many years of military service in both the Army and Air Force.

All along the way, the Red Cross has pushed me as far as I was willing and able to go. It's been a marvelous, challenging and life-changing experience. I'm the link between U.S. military families and their deployed loved ones. I have no typical day. My phone rings 24/7, any time of the day or night. I always have my Red Cross mobile phone with me, even during vacation. I'm the only caseworker for this part of Iowa, and I've developed a certain reputation. I received the Clara Barton Award when I was working in Wurzburg, Germany. My job just grew from there, and I grew with it.

My youngest son has been in the Army for over 12 years, enlisting at age 17. He currently is on his third deployment to a combat area and is presently in Afghanistan, having spent previous tours in Baghdad and Fallujah. My husband and I send candy, socks, hats and other items to his unit to share with the Afghan kids. They have so little. He calls every 10 days or so, and it's always a relief and comfort to hear his voice. All four of my children volunteer in various ways. Two are Red Cross volunteers, one in Alaska and one in Texas. Everyone in my family is CPR- and first aid-trained.

I understand what support military families need, and I try to meet their needs. I educate them, hold their hands when they need me, meet the troops at the airport when they return home, so that I'm a face, not just a name. I have no hesitation in calling any military base to ensure the information they receive during a crisis is

accurate and adequate. I attend the military funerals in our area. It is so very tough, but my empathy keeps me going. I remember a case several years ago, one of the first cases of the Iraqi war. A military member's wife called me. She'd received an e-mail saying her husband's team was under heavy fire and had sustained casualties. That's all the information she had, and she and her family were distraught. I immediately called the casualty office and learned her husband had been killed. However, it's the military's job to inform their families of a casualty. I sat with the family for six to seven hours, knowing he was gone, talking to them, offering support and compassion, waiting for the call to come through. I was glad to be there. I wouldn't have been anywhere else.

I'm retired now, but I served the Red Cross even when I was working full-time. My supervisors always gave me carte blanche to handle Red Cross cases at work. Frequently, I would go to work, come home and handle cases through the night, take a shower and then go back to the office. As long as I'm cognitively aware, I will continue my work. It's part of my life—just a very small way I can say thank you to the Red Cross for being there when I needed them.



Rosemary's son Andrew, stationed in Afghanistan, helps move a wounded soldier.

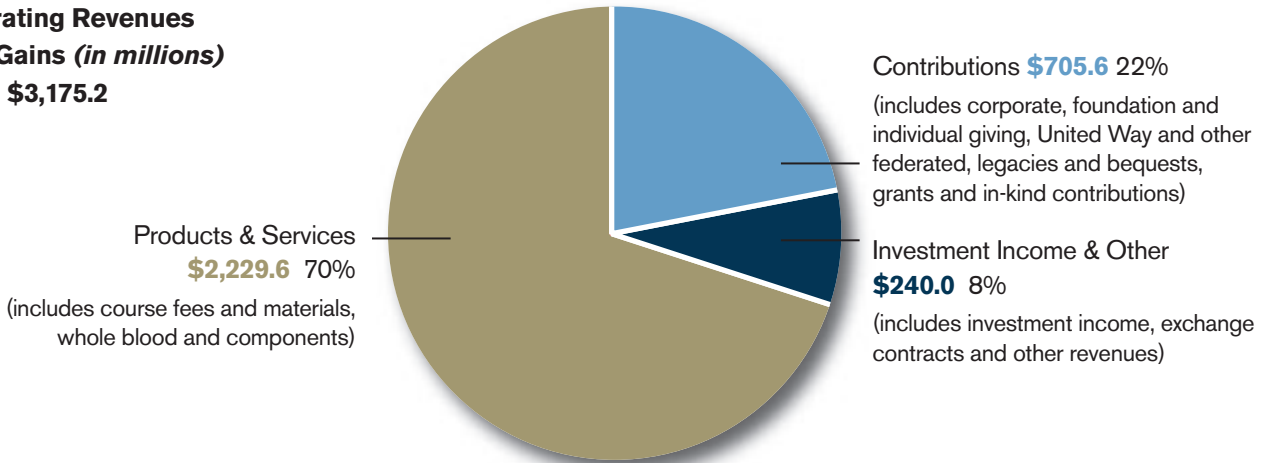
A handwritten signature in cursive script that reads "Rosemary Journey".

Rosemary Journey, SAF Volunteer
Siouxland (Iowa) Chapter

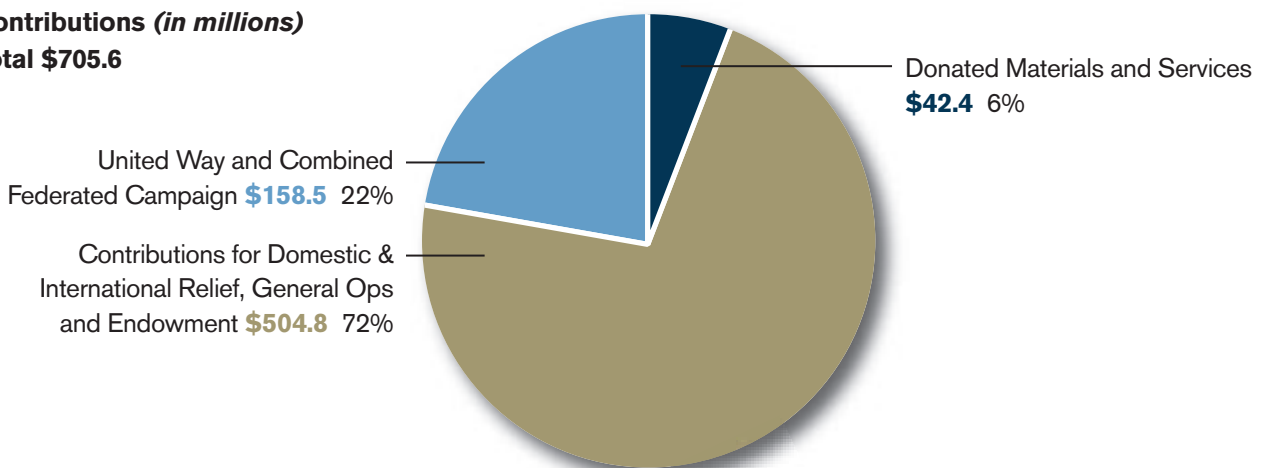
Sources of Financial Support

American Red Cross operating funds come from three main funding sources: contributions, revenues from products and services, investment income and other sources. Total Red Cross operating revenues and gains for fiscal year 2007 were \$3,175.2 million. Net assets were \$3,224.3 million.

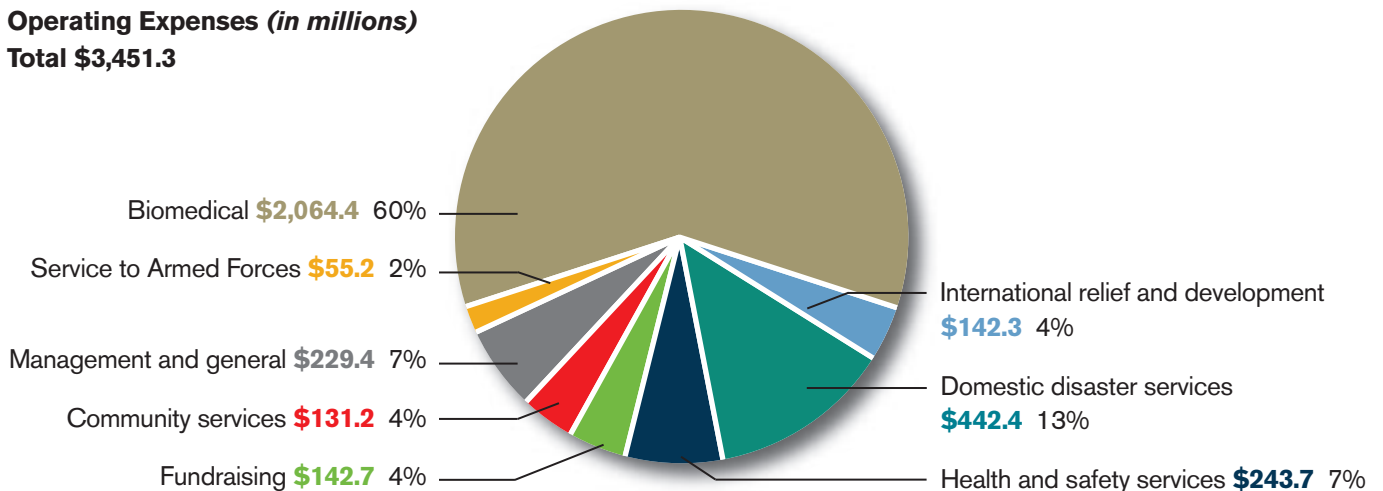
Operating Revenues and Gains (in millions) Total \$3,175.2



Contributions (in millions) Total \$705.6



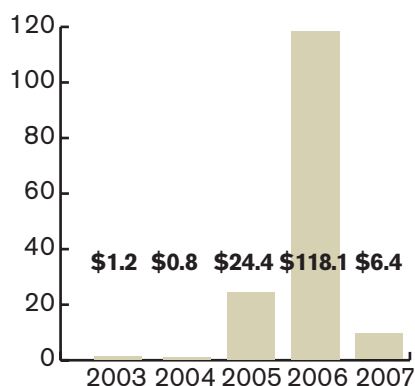
Operating Expenses (in millions) Total \$3,451.3



Disaster Relief Fund Cash Balance: Fiscal 2007

The Red Cross Disaster Relief Fund is the conduit through which the American people support victims of thousands of disasters across the country each year. This resource assists the Red Cross in meeting the immediate needs—such as shelter, food and critical mental health counseling—of individuals and families affected by disasters such as hurricanes as well as house fires, floods, tornadoes and winter storms.

(In millions)¹



¹Does not include in-kind supplies.

Katrina/Rita/Wilma Relief and Recovery

As a result of Hurricanes Katrina, Rita and Wilma, which hit the Gulf Coast in August, September and October 2005, the American Red Cross received monetary and in-kind donations and FEMA reimbursements totaling approximately \$2.6 billion through the end of fiscal year 2007. The Red Cross provided approximately \$2.4 billion in immediate assistance and long-term recovery efforts for these hurricanes. The chart below shows how monies were spent through fiscal year 2007. The remaining balance of funds received, about \$220 million, will be devoted primarily to long-term recovery needs of the local communities in the wake of the storms.

(In millions)

	Through Fiscal 2007
Immediate Relief Operations Costs	\$2,091.1
Long-Term Recovery (Hurricane Recovery Program)	42.7
Management and General/Fundraising	79.1
In-Kind Expenses	193.6
Total Expenses	\$2,406.5

Tsunami Relief and Recovery

On December 26, 2004, an earthquake in the Indian Ocean triggered a tsunami that devastated more than a dozen countries. Americans ultimately donated \$581 million to help the survivors. By the end of June 2007, the American Red Cross had spent \$283 million in emergency response work as well as recovery and rebuilding efforts that are part of a five-year plan to help the tsunami-affected areas recover and rebuild. The balance, approximately \$298 million, will be used for that plan.

(In millions)

	Through Fiscal 2007
Emergency Response	\$105.8
Water and Sanitation	14.5
Psychosocial Support	8.5
Health	70.0
Shelter	61.5
Livelihoods	10.4
Disaster Preparedness	5.9
Subtotal	276.6
Direct support costs	6.4
Total Expenses	\$283.0

Statement of Functional Expenses

Year ended June 30, 2007

(with summarized information for the year ended June 30, 2006)

(In millions)

	Program Services						
	Service to Armed Forces	Biomedical Services	Community Services	Domestic Disaster Services	Health and Safety Services	Int'l Relief & Development Services	Total Program Services
Salaries and wages	\$30.1	\$863.2	\$52.5	\$103.3	\$107.7	\$19.8	\$1,176.7
Employee benefits	8.3	249.2	13.9	28.2	28.0	5.7	333.3
Subtotal	38.4	1,112.5	66.5	131.5	135.7	25.5	1,510.0
Travel and maintenance	1.3	31.8	3.1	25.9	4.5	4.2	70.8
Equipment maintenance and rental	1.1	71.8	5.8	14.5	5.3	2.2	100.8
Supplies and materials	2.2	496.0	18.5	23.3	46.7	2.5	589.2
Contractual services	8.7	300.9	19.7	105.4	38.0	8.3	481.0
Financial and material assistance	2.0	3.4	12.0	128.1	4.2	99.2	248.9
Depreciation and amortization	1.7	48.0	5.5	13.8	9.2	0.3	78.6
Total expenses	\$55.2	\$2,064.4	\$131.2	\$442.4	\$243.7	\$142.3	\$3,079.2

	Supporting Services				
	Fund Raising	Management and General	Total Supporting Services	Total Expenses	
				2007	2006
Salaries and wages	\$52.1	\$88.3	\$140.4	\$1,317.1	\$1,284.4
Employee benefits	13.9	24.7	38.7	372.0	386.8
Subtotal	66.1	113.0	179.1	1,689.1	1,671.2
Travel and maintenance	3.4	6.7	10.1	80.9	158.4
Equipment maintenance and rental	1.8	4.2	6.0	106.8	148.9
Supplies and materials	19.3	3.5	22.7	611.9	585.7
Contractual services	40.0	84.4	124.4	605.4	727.0
Financial and material assistance	9.4	3.3	12.6	261.5	2,243.6
Depreciation and amortization	2.8	14.3	17.1	95.7	93.2
Total expenses	\$142.7	\$229.4	\$372.1	\$3,451.3	\$5,628.1

NOTE: The complete audited consolidated financial statements of the American Red Cross for fiscal 2007 may be obtained online at www.redcross.org/pubs/#report or by contacting the American Red Cross Inquiry Center, 2025 E Street, N.W., Washington, DC 20006, (202) 303-4498.

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We thank our Annual Disaster Giving Program members for generous contributions that help the American Red Cross respond immediately to individuals and families affected by disaster anywhere in the country, regardless of cost. Each of these organizations has made a multi-year financial commitment to the Red Cross Disaster Relief Fund, which enables the Red Cross to provide shelter, food, counseling and other assistance to those in need.

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Woodmen Life Insurance Society

Learn More About the American Red Cross

If you are interested in learning more about our work, contact your local Red Cross chapter or Blood Services region or: American Red Cross Inquiry Center, 2025 E Street, N.W., Washington, DC 20006, (202) 303-4498, info@usa.redcross.org.

Information about the Red Cross, including the location of local units, is also available on www.redcross.org.

This report was produced by the Communication and Marketing Department of the American Red Cross:

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