



Down the street.  
Across the country.  
Around the world.™



**American Red Cross**

2011 Annual Report



## A Message From the Chairman

Last spring, a relentless series of disasters tested both our country and the American Red Cross.

Lives and communities from New England to the South and from the Midwest to California were devastated by floods, wildfires and more than 1,000 tornadoes. For the Red Cross, it meant providing critical shelter, food and care over several months as we ran multiple, simultaneous disaster relief operations across the country. Thanks to the generosity of our donors and volunteers, the Red Cross responded to events in 31 states, opening more than 283 shelters, providing 3.2 million meals and snacks, and distributing 1.5 million relief items from July 1, 2010, through June 30, 2011.

During times like these, people come together and show their true strength. Neighbors helped neighbors pick up the pieces and take the first difficult steps toward recovery. Strangers came from hundreds and even thousands of miles away to help disaster survivors in any way they could. That's the way it is...during the darkest times we see the best of humanity...and we at the Red Cross are privileged to witness those moments and be a part of them.

On March 11, we all watched in horror as a terrible earthquake, tsunami and nuclear emergency unfolded in Japan. Once again, the American people generously opened their hearts, donating millions to support Red Cross relief efforts in Japan...giving help and hope to our friends who lost so much.

January 12, 2011, marked the first anniversary of the earthquake in Haiti. We took that opportunity to reaffirm our commitment to helping the people of Haiti recover from one of the most devastating disasters of our time. We are working hard to provide shelter, better health services and clean water...and we are partnering with the Haitian Red Cross to expand disaster preparedness programs so people are better prepared for future emergencies.

The Red Cross is there during times of disaster, but we are also there for patients who need blood; deployed service members who need to connect with their families; people who want to learn life-saving CPR and first aid skills; and children around the world who need measles vaccinations.

Millions of people each year are touched by the Red Cross, and we are committed to be there... each and every day, answering the call to help those who need us the most. We thank you in deepest friendship—our generous donors, volunteers and supporters—for “partnering” with us to fulfill our historic and noble mission.



A handwritten signature in black ink that reads "Bonnie McElveen-Hunter". The signature is written in a cursive, flowing style.

Bonnie McElveen-Hunter  
Chairman

## A Message From the President and CEO

In a day and age when we see a lot of negativity in our culture, on the airways and in the blogosphere, I continue to feel optimistic. I'm very lucky because in my job I see a very different America.

The America that I see is incredibly generous and hopeful and vows to never give up. When I traveled to Joplin, Mo., after the devastating tornado blew through and leveled the town, I met an American Red Cross volunteer who had lost everything, but who insisted on continuing to serve in the shelter to help out her neighbors.

In Joplin and in other communities in the South and Midwest that faced deadly tornadoes, over and over again I met heroes who put themselves in harm's way to save a loved one. I also met many people who are alive today because they took precautions and were prepared for an emergency.

I saw this same positive spirit abound when I traveled to Japan after the March earthquake and tsunami turned a slice of this beautiful island nation into utter devastation. Generous donors and organizations from across America gave us millions of dollars to support the Japanese Red Cross in its recovery efforts. As of March 2012, one year after the disaster, the American Red Cross has committed \$312 million for Japan relief and recovery, thanks to the generous support of donors.

The Red Cross began an organizational transformation in the last year to make us better stewards of our donors' dollars and to strengthen our mission delivery. We consolidated back-office functions such as accounting, marketing and IT across our chapter network and streamlined our operations. Today, our chapter network and national operations are 10 percent smaller, but we're healthier financially, and we haven't seen any negative impact on our ability to fulfill our mission.

Our commitment to our mission has never been stronger. Even as these changes were taking place, the Red Cross was responding to floods, fires, hurricanes and other disasters, collecting and distributing blood, teaching lifesaving skills and supporting members of the military and their families.

In addition, we are uncovering new ways to serve the public through technology and social media. We created two mobile applications that give real-time care instructions during an emergency and another that locates the nearest open Red Cross shelter. Identifying and employing innovative technologies will remain a top Red Cross priority in the coming years.

This is why from where I'm sitting, I see a generous, strong, positive America. I see the soft hearts of our donors, volunteers and partners who have made "giving" a part of their own life's mission. From the bottom of my heart, thank you for your support. It's making a true difference all around the world.



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

Gail McGovern  
President and CEO

## We're Always on Call

In the early evening of May 22, 2011, one of the deadliest tornadoes in U.S. history struck Joplin, Mo., taking lives and destroying thousands of homes. Marie Colby, an American Red Cross volunteer and Joplin resident, witnessed the tornado while driving on the highway. After assisting two drivers on the roadside, Colby immediately went to the local Red Cross office to help with the relief operation. Her own apartment had been destroyed, but it didn't matter—she had important work to do.

It is this commitment to public service that has been the foundation of the American Red Cross for 130 years. It means that whenever and wherever there is a need, the Red Cross is there. Through a network of nearly 600 chapters, 36 Blood Services regions and a presence on military installations across the U.S. and around the world, the American Red Cross helps people when they need it most: when disaster strikes; when a hospital patient is in need of lifesaving blood; when a military family needs emergency assistance; and when people want to learn the skills needed to protect themselves and their family.

Whether disaster strikes close to home or halfway around the world, the Red Cross is there. When a major earthquake and tsunami struck Japan on March 11, 2011, Red Cross staff in the U.S. were working in the middle of the night to get more information and determine how we could help. Six weeks after the disaster, Red Cross President and CEO Gail McGovern visited a shelter in Japan, where people were receiving supplies, mental health counseling and medical care from the Japanese Red Cross, whose work has been supported by generous donations to the American Red Cross for the people of Japan.

When someone wants to learn how to save a life, the Red Cross is there. More than 11,000 people across the country learned those skills on March 19, 2011, when the Red Cross offered free lifesaving training on "Save-a-Life Saturday." This event was held at more than 100 locations across the country to honor Rep.

Gabrielle Giffords and all those affected by the Tucson, Ariz., shooting. On that tragic day in January 2011, several bystanders knew first aid and CPR, which helped save the lives of many victims, including Rep. Giffords. This was a reminder of how important it is for everyone to know these lifesaving skills, and "Save-a-Life Saturday" gave thousands of people the opportunity to learn—preparing them to help a friend, family member or fellow citizen when needed.

For all the Red Cross does each year, we couldn't be there without you. Thanks to your support, the Red Cross is a steady presence down the street, across the country and around the world, always on call to help those in need.



A first aid and CPR training session on Capitol Hill launched the Gabrielle Giffords Honorary Save-a-Life Saturday in March 2011. Many members of Congress and staff attended, learning lifesaving skills.



Visit [redcross.org/2011annualreport](http://redcross.org/2011annualreport) to view videos and read additional Red Cross stories.



## Responding to Disasters 24/7

The American Red Cross is on call 24/7 to provide immediate care and comfort to those affected by disaster, whether it is a single family going through the trauma of a house fire, or an entire community facing the aftermath of a tornado, hurricane or flood. Thanks to the generous support of the American public, the Red Cross is able to respond to nearly 70,000 disasters every year across the United States.

### Helping Families Through Disaster

In addition to house fires and single-family events that the Red Cross responded to last year, multiple large disasters hit the U.S., breaking records and devastating lives across the country.

In the late summer of 2010, hot, dry conditions sparked wildfires in California and Colorado, destroying homes and forcing thousands to evacuate. The Red Cross sheltered those in need of a safe place to stay, and provided canteen services for emergency personnel responding to the fires.

While no hurricanes made landfall in the U.S. during the 2010 hurricane season, storms still brought heavy rain and winds to multiple states. Early in September, hundreds of people from North Carolina to Massachusetts stayed in Red Cross shelters as Hurricane Earl moved up the East Coast, bringing strong winds and floods to several states.

In 2011, severe winter weather affected a large portion of the U.S., knocking out power for thousands of people and closing schools and businesses. In January, Red Cross workers operated shelters from Florida to Connecticut to help those affected by storms. Severe weather continued into February as a massive winter storm buried the country in ice and snow from the Rocky Mountains to Maine. The Red Cross responded in 19 states, offering food, comfort and a safe place to stay to hundreds of people, and also launched a push for blood donations after severe weather canceled a number of blood drives.

Multiple disasters in the spring of 2011 made it one of the deadliest seasons in U.S. history. Outbreaks of severe tornadoes across the South and Midwest—which hit communities such as Tuscaloosa, Ala., and Joplin, Mo.—took lives and destroyed homes. Red Cross workers were on the ground immediately to help, providing shelter for people whose homes were damaged or destroyed, and fanning out across affected areas to assess the damage. Red Cross nurses and mental health workers helped people cope with the aftermath of these disasters.

### Widespread Flooding

Later in the spring, record-breaking floods in North Dakota, Minnesota and along the Mississippi River swamped towns and drove residents from their homes. The Red Cross worked alongside community members and local partners who participated in sandbagging operations, and provided shelter, food and care for those whose homes were flooded. After the waters receded, the Red Cross distributed cleanup supplies and hot meals in affected neighborhoods.

**Red Cross volunteers check on Kevin Kaufhardt as he tries to salvage personal belongings after tornadoes destroyed his Joplin, Mo., home in May 2011.**

As other states fought rising rivers, Texas grappled with the opposite extreme, as an exceptional drought continued and wildfires burned millions of acres. The Red Cross supported first responders and provided food, shelter and emotional support to people whose homes were threatened or destroyed.

In total, from July 1, 2010, through June 30, 2011, Red Cross worked in 31 states in response to what was a relentless series of spring tornadoes, floods and wildfires, opening more than 283 shelters, providing 3.2 million meals and snacks, and distributing 1.5 million relief items.

### Partners in Relief

Each year, Red Cross partners are playing an increasingly important role in preparing for and helping to respond to disasters. This was more apparent than ever during 2011, when disasters took a heavy toll on thousands of people across multiple states.

Dozens of organizations and businesses supported relief efforts, from preparing meals and operating shelters, to conducting disaster assessments and offering spiritual care and health and mental health services.



*“Giving back to the communities where we work and live is very important to us; it is an essential part of our corporate culture. We are proud of our partnership with the American Red Cross, and I am happy to have expanded our support of this world-renowned organization on a global scale with our 2011 Emergency Response Vehicle Program. By working together with the Red Cross, we can bring help and hope directly to those most impacted in times of need.”*

— Steve Wiborg, president, Burger King Corp.



*This year, Burger King launched a national customer donation program that funded 10 new emergency response vehicles. These vehicles will enable the Red Cross to deliver vital services to communities in need.*

Longtime partners such as the Southern Baptist Convention and Salvation Army helped feed thousands of people affected by tornadoes and flooding. Along with the National Baptist Convention, Presbyterian Disaster Assistance, Lutheran Disaster Relief and the United Methodist Committee, they also helped people cope in the aftermath of these disasters. Additional partners such as the NAACP, National Baptist Convention and Save the Children trained volunteers to support feeding, sheltering and other relief efforts.

Melissa Kohl was one of hundreds of Joplin residents who found a hot meal and a safe place to stay at a Red Cross shelter after the May 2011 tornado.





In Concord, Ala., which was swept by tornadoes in May 2011, Luis Soncho Romero receives a hot meal and other food from Anthony Muscolino.



Some of the volunteers who helped respond to disaster last year joined the Red Cross through the Ready When the Time Comes program, which trains employees of participating organizations as disaster volunteers. This program, established in 2001, has trained more than 13,000 employees from 460 businesses and organizations in 52 cities. Grainger is the founding sponsor of Ready When the Time Comes.

### Improved Tools for Reconnecting Families, Finding Shelter

The Red Cross Safe and Well website is a secure way to let your loved ones know where you are going during a hurricane evacuation or that you are “okay” in the aftermath of a disaster. Clients can now update their Facebook and Twitter status when they register on the site. If users choose to do so, they can easily let their entire network of friends and families know they are safe. Safe and Well can also be accessed from any smartphone, making it easy to register oneself or search for loved ones.

During an evacuation or other emergency, the Red Cross provides a safe place for those who need shelter. Now, finding an open Red Cross shelter is easier than ever thanks to a free iPhone application. The app not only maps the location of an open shelter, but also shows its current capacity and population. To download the app, visit the Apple store and search “American Red Cross shelters.”



## 2011 at a Glance

- The American Red Cross responded to **68,387** disasters across the country.
- **135** disasters were larger than one chapter could respond to.
- The Red Cross opened more than **283** shelters and provided **3.2 million** meals and snacks.



In Tuscaloosa, Ala., this two-year-old boy gets food and a lift from Darryl Hollenshed after tornadoes damaged and destroyed numerous homes in May 2011.

Red Cross volunteer Constance Deuschle shows a picture to Bryanna and Brayden Cobb inside the Red Cross shelter at Missouri Southern State University in Joplin, Mo., on May 25, 2011.

## Global Reach, Global Impact

With your support, the American Red Cross responds to disasters, builds safer communities and educates future humanitarians around the world every day. This past year, we worked with our partners in the global Red Cross and Red Crescent network to assist 229 million people in 76 countries.

### Global Disaster Response

In fiscal year 2011, the American Red Cross responded to powerful earthquakes and tsunamis, social and political conflicts and widespread flooding in 24 countries.

When Japan suffered a massive earthquake and tsunami in March 2011, survivors turned to the Red Cross for help. With support in part from the American public, the Red Cross helped families staying at evacuation centers, providing water, relief items and emotional support. The Red Cross also equipped survivors with appliances for their new homes, repaired damaged medical facilities and helped the elderly and children cope with their losses through support programs.

In all, the Red Cross has assisted more than 300,000 people since the disaster and continues to support families and communities in their

rebuilding and recovery. As of March 2012, one year after the disaster, the American Red Cross has committed \$312 million for Japan relief and recovery, thanks to the generous support of donors.

In July 2010, heavy monsoon rains in Pakistan caused unprecedented floods and significant humanitarian needs for 20 million people. Red Cross and Red Crescent teams, including American Red Cross disaster specialists, responded with search and rescue assistance, household goods, emergency shelter supplies, clean water and latrines. The American Red Cross contributed assistance valued at \$8.2 million, helping the global Red Cross and Red Crescent network to reach more than 2.6 million people.

Nearly two years after the devastating January 2010 earthquake, Haitians are on the road to recovery, and the Red Cross has played a major role in supporting this process.

The American Red Cross is helping Haitians rebuild their lives by constructing homes, improving sanitation and trash disposal, increasing the availability of safe water, supporting hospitals and fighting outbreaks of cholera and other diseases. At the same time, we are preparing communities for the next disaster and supporting opportunities for Haitians to earn an income.

As of January 2012, the American Red Cross has provided \$330 million in assistance, helping to reach more than 3.3 million people.



Children try out the new hand-washing taps set up by the Japanese Red Cross at an evacuation center in Ishinomaki, Japan.



## 2011 at a Glance

- **8.6 million** people in 24 countries received disaster assistance.
- Red Cross partners and communities in **33** countries were prepared for future disasters.
- **220 million** people were protected against measles.
- **5,378** families turned to the Red Cross to find missing loved ones following wars and disasters.

### Building Safer Communities

The American Red Cross works with our Red Cross and Red Crescent partners to build safer, more resilient communities around the world, reducing the devastating effects of natural disasters and health crises.

**Disaster Preparedness.** This past year, the American Red Cross helped communities in 33 countries to prepare for seasonal and unexpected hazards, a sevenfold increase in our disaster preparedness programs since 2001.

In Uganda, for example, Red Cross volunteers are teaching local residents how to make traditional huts more resilient to flooding by modifying the construction of their walls, verandas and floors with locally available materials. After years of regular floods, families may now look forward to a future where floods need not spell disaster.



Red Cross volunteers helped this family in Uganda make their home more resistant to flooding.

**Measles Prevention.** In villages across the globe, the American Red Cross and its Measles Initiative partners—the United Nations Foundation, U.S. Centers for Disease Control and Prevention, UNICEF and World Health Organization—have stopped outbreaks, improved treatment and protected future generations from one of the world's deadliest diseases. In the past decade, we have helped vaccinate 1 billion children and have started focusing on eradication efforts that will hopefully bring an end to measles worldwide.

Red Cross volunteers use mass media, rallies and door-to-door visits to reach families in remote villages and urban settlements who typically do not have access to routine health services. This personal outreach has played a major role in the success of the vaccination campaigns—and in the 78 percent reduction in global measles deaths over the past decade.

### Educating Future Humanitarians

Humanitarian principles are at the core of the Red Cross mission. Continuing this work requires inspiring and engaging the next generation.

This past year, as Americans marked the 150th anniversary of the beginning of the Civil War, the American Red Cross commissioned a survey that revealed, among other things, that 80 percent of young people think there should be more education about the rules of war.

Working toward this goal, the American Red Cross helped educate 139,000 people in the U.S. about the rules of war and the principles of humanity, impartiality and neutrality, and inspired tens of thousands of students, parents and teachers to make positive choices in their lives, communities and beyond.

## Supporting Military Members and Their Families

Having founded the American Red Cross after caring for troops on Civil War battlefields, Clara Barton forever linked the humanitarian organization and the U.S. military. Her work with troops and their families more than a century ago continues today as American Red Cross staff work at more than 50 U.S. military installations around the world, including in Afghanistan, Iraq and Kuwait.

### Providing Emergency Assistance

When a U.S. service member is deployed and a crisis happens at home, the American Red Cross is there to help. Through a network of nearly 600 chapters in the U.S., as well as offices on military installations around the world, the Red Cross works 24 hours a day, 365 days a year to verify and relay emergency messages to deployed service members, including those in remote locations and on ships at sea. These verified messages—from the joyful news of a baby's birth to urgent information about a loved one's illness—assist military commanders in making decisions regarding leave.

Service members can have peace of mind knowing that when they are on a mission, in training or stationed far from home, their family can count on the Red Cross. Last year, the Red Cross provided more than 386,000 emergency assistance services to service members and their families, including emergency communications and information and referral services. In addition, we dispensed \$4.7 million in emergency financial aid to nearly 3,500 individuals or families on behalf of the military aid societies. These funds were for emergency travel, essential monthly expenses and other extraordinary circumstances.

### Giving Care and Comfort

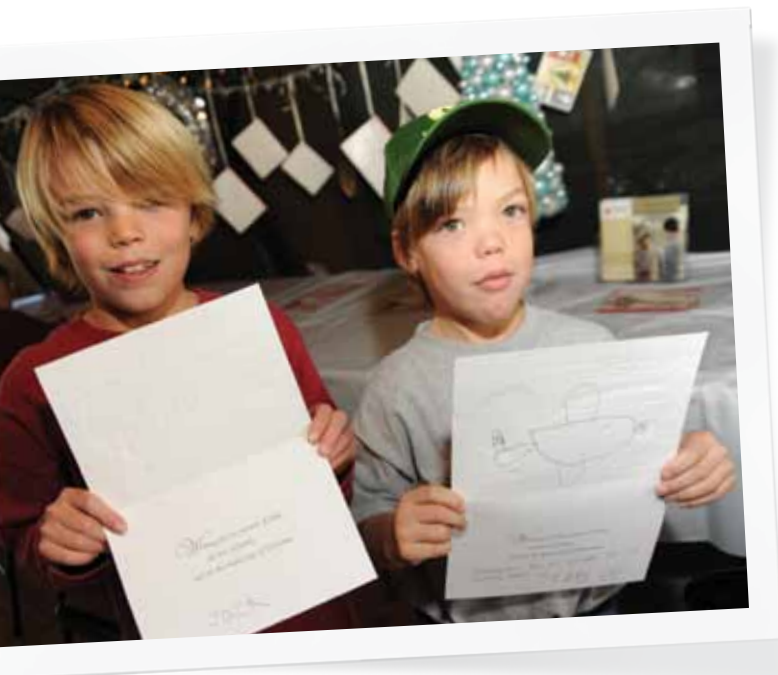
Caring for service members doesn't end after they return home. With help from a grant from the U.S. Department of Defense, the American Red Cross distributed nearly half a million care, comfort and therapy items at hospitals and medical facilities for wounded service members, veterans and their families last year.

At military hospitals around the country, Red Cross volunteer teams meet wounded troops as they arrive and are there to provide information, comfort items and food for patients and their families. These volunteers visit wounded, ill or injured patients throughout their stay to deliver items such as toiletries, quilts, phone cards, books and computer games.

### Promoting Education, Building Resiliency

Today's service members often face repeated deployments, and many experience negative impacts on their mental health. Although many men and women return from a conflict and successfully readjust, others have difficulty transitioning back to family life, to their jobs, and to living in their communities after deployment.

To help improve coping skills and resiliency in military families, the Red Cross continues to offer its free Coping With Deployments course across the country. Trained Red Cross volunteers taught the course more than 100 times last year.



Jack Sudduth, 8, and his brother Andrew, 6, show the cards they made at a Holiday Mail for Heroes event in November 2010. Launched in 2007, the program, which is supported by Pitney Bowes, provides Americans the opportunity to send holiday greetings to service members, veterans and their families. The public can send a "touch of home" through cards that contain messages of cheer and appreciation.



At offices on military bases at home and around the world, Red Cross workers are available to support service members.

The Red Cross also developed a new guide, "Coming Home From Deployment: The New 'Normal'" to assist military families with what may be a difficult and complicated transition home.

To promote preparedness and educational training, the Red Cross provided scholarships to more than 2,800 military family members in courses such as First Aid and CPR, Nurse Assistant Training, and Family Caregiving, and provided training for nearly 400 dental and medical assistants on military installations.

With the U.S. economy still struggling, it is more important than ever for veterans to have the skills and resources they need to successfully navigate the job market. Last year, more than 3,000 veterans took part in Red Cross employee development programs, which provide financial counseling and training for skills such as resume writing, interviewing and basic computer skills.

### Help at Hand, Halfway Around the World

The devastating earthquake and tsunami that hit Japan in March 2011 affected millions of people, including U.S. service members and their families stationed in the country. In the aftermath of the disaster, more than 400 American Red Cross volunteers stepped up to help. These volunteers helped approximately 5,500 military family members who voluntarily evacuated from Japan by providing information, helping with ticketing and providing snacks and drinks for departing family members. Red Cross volunteers were also on hand to provide around-the-clock canteen services to U.S. military rescue and relief personnel.



### 2011 at a Glance

- The American Red Cross provided more than **386,000** emergency assistance services to service members and their families.
- We delivered **\$4.7 million** in emergency financial assistance to nearly **3,500** individuals or families on behalf of the military aid societies.
- More than **1.3 million** service members, family members and others were briefed about the Red Cross and its services through the Get to Know Us Before You Need Us outreach program.



“If something I’ve gone through  
can help somebody else,  
then I’m all for it.”

*Angela Blair*

Angela Blair



# Helping Military Families

Chad Blair earned three Purple Hearts for his distinguished service in Afghanistan. Yet he and his family needed the Red Cross most when a family member died. His mom, Angela Blair, trusted the Red Cross would deliver her crucial message and ensure his return home to the U.S. for the funeral—because she knows the Red Cross.



Chad always wanted to serve his country. His grandfather, a veteran of the 101st Airborne Division in Vietnam, placed his military cord on Chad at his infantry graduation, and Chad deployed the following March. Angela counted the days while he was overseas. “I rarely knew where he was or what he was doing. If I missed his call, he usually couldn’t leave a return number for me to call him back,” she says.

She knew the Red Cross emergency communications system was there if they needed it. Her family had enrolled in Service to the Armed Forces (SAF) orientation classes after Chad returned from his first deployment. “I learned that the Red Cross was the only thing that would make a difference in an emergency. I counted on them, and they’ve always been there for my family.”

Chad was able to attend his half-brother’s memorial service the week following his death. Now an SAF volunteer and trained caseworker,

Angela enjoys providing the same meaningful connection for other military families.

“I wanted to do something to make a difference. It’s good for me, and if something I’ve gone through can help somebody else, then I’m all for it.”

Chad retired from military service on Veterans Day 2011, but Angela is emphatic she will continue to help others through the Red Cross.

“Chad asked me if I planned to continue with the Armed Forces Family Network,” she

says. “People with a loved one in the military need to have a person to go to to learn how Red Cross can help them. I know what they’re going through. I’ll be that person as long as I can.”





## Blood—Ensuring That It's Safe and Available

Every two seconds, someone in the U.S. needs blood. It is only through the generosity of blood donors that the American Red Cross is able to provide more than 40 percent of the nation's blood supply—a truly lifesaving service for millions of people each year.

Blood products are provided to help with the treatment of many patients, including trauma victims, cancer patients and sickle cell patients. Many cancer patients need blood—sometimes daily—during their chemotherapy treatment, and sickle cell patients can require frequent blood transfusions throughout their lives.

Blood donors prove that one person can make a difference in the lives of many, as one blood donation can help save more than one life.

### Celebrating Blood Donors and Raising Awareness

The Red Cross held more than 200,000 blood drives last year, collecting 6.1 million units of blood. These donations were then processed into 9.1 million blood products for transfusion to meet the needs of patients at nearly 3,000 hospitals across the U.S.

The Red Cross must collect 22,000 units of blood each weekday and another 15,000 each weekend in order to keep up with demand. To raise awareness about the constant need for blood donations, the Red Cross partnered with Nexcare™ Bandages on the *give* program in June 2011.

Supermodel Niki Taylor, a Red Cross volunteer and blood recipient, served as spokesperson for this nationwide initiative, which thanked blood donors and encouraged others to give. During the campaign, Nexcare provided a collection of five fashion bandages emblazoned with the word “give” to demonstrate how doing good looks good, too. The campaign kicked off on June 14, World Blood Day, and ran throughout the month at Red Cross blood drives and donor centers across the country.

**Blood donors help ensure that blood is available when the need arises.**



### 2011 at a Glance

- The Red Cross held more than **200,000** blood drives.
- **3.6 million** people donated blood.
- We provided more than 9 million blood products for patients at nearly **3,000** hospitals across the country.

### Blood Donors Support the Troops

For the third year in a row, the Red Cross celebrated blood donors and raised awareness about the ongoing need for blood donations through Red Cross Racing, with the help of Greg Biffle, driver of the No. 16 3M Ford Fusion. The Red Cross also honored our military heroes at the AAA Texas 500 race in November 2010. The Red Cross held a pre-race “Salute Our Troops” concert that day and hosted 150 service members, giving them a private meeting with Biffle and special viewing access for the race.

Members of Red Cross Racing—who get points each time they donate blood or platelets—were able to donate Donor Rewards points back to provide Red Cross Service to the Armed Forces with a donation of more than \$125,000.



Greg Biffle (16) comes in for a pit stop during the Brickyard 400 race at the Indianapolis Motor Speedway in Indianapolis, Ind.

## American Red Cross

July 6, 2004. One moment, 18-year-old Brian Boyle was driving home from swim practice. The next, he was in a hospital bed, unable to speak or move. A natural athlete, Brian was now using all his lessons learned from team sports to survive. "Sometimes you do everything right, and life still doesn't follow the path you thought you'd be on," he says.

A dump truck had broadsided his car, and he needed immediate surgery. His heart had been pushed from one side of his chest to the other. He was resuscitated eight times. The only physical hope for his survival was the gift of blood. Sixty percent of Brian's blood was replaced through transfusions given by volunteer donors.

As he inched his way back to life, Brian wanted to reassure his parents. "I was their only child," he says. "I wanted to give them a sign I hadn't stopped fighting. What better way than to smile?" Then, gradually, he squeezed hands, wiggled his fingers, and blinked. "Once I was able to talk, I never wanted to be quiet again," he laughs.

Two months later, when Brian entered rehab, he knew he wanted to make a difference. "I was alive! I wanted to take my experiences and help others. I started at the very foundation of my recovery—the blood donors, who were there from the get-go."

He began by giving testimonials and speaking about blood donation, then by sponsoring 5K races for blood donation, still later by hosting blood drives. Now as a volunteer spokesperson for national blood campaigns, he wears the American Red Cross emblem proudly at all his athletic events.

"Blood is needed every day for emergencies like mine, as well as for those with chronic conditions. For nearly 5 million people every year, a blood donation can make the difference between life and death. I am living proof of this."

Brian's determination and athletic spirit led to a rapid recovery. He'd make a new goal every day. By December, he was walking and, soon after, started swimming. Several months later, he stepped onto his new college campus and swam his first stroke with his college team.



Now there was no holding Brian back. In 2007, Brian finished his first Iron Man triathlon. "I had lost 100 pounds and had only weeks to train for it," he says. "My story of survival made me believe I could attempt these races. When I crossed the finish line, I knew I was fully healed."

In 2009, Brian made his own first blood donation at the hospital that brought him back to life. Brian graduated from college with honors and is now a public speaker about the patient's perspective when dealing with health issues. "My work with the Red Cross has made all the pain and suffering worthwhile," he says. "I am blessed."

Today, Brian blogs about racing and blood donation at [redcrossblood.org/ironheart](http://redcrossblood.org/ironheart).

# Racing toward Life





“A blood donation can make the difference between life and death. I am living proof of this.”

*BRIAN BOYLE*

Brian Boyle

## Preparedness Is Crucial

Every year, the Red Cross trains millions of people in skills such as first aid, CPR and water safety, including professional responders, health care providers and members of the general public. These courses impart not only important skills, but a sense of empowerment, giving participants the confidence that they can help a friend, family member or stranger if needed. As the world moves deeper into the digital age, the Red Cross has moved with it, developing new ways to teach these lifesaving skills to more people.

### The Next Generation of First Aid and CPR/AED

Last year, the Red Cross improved several of its lifesaving skills courses, releasing the next generation of health and safety training. Updated courses include First Aid/CPR/AED, CPR/AED for Professional Rescuers and Healthcare Providers, and Emergency Medical Response, with the new training incorporating the latest scientific research. Also new is a two-year certification for first aid and CPR training, which includes free digital refreshers that participants can use to practice their skills between recertifications. The Red Cross is the first organization to provide free digital course materials and refreshers to the public.

As part of the next generation of Red Cross training, individuals can now register for courses online, and course participants have a choice of free digital or affordable printed course materials. Digital training materials are also available to the general public for free on [redcross.org](http://redcross.org).

These improved courses emphasize hands-on skills practice, giving people the confidence they need to respond in an emergency.

Owners of Android mobile devices can download an app that provides real-time instructions for emergency situations.

### Teaching Lifesaving Skills in New Ways

One quarter of all Americans say they have been in a situation where someone needed CPR. In an effort to teach more people lifesaving skills and ensure that everyone has the ability to respond, the Red Cross launched a campaign last year to educate 5 million people in “hands-only” CPR. This technique, which uses only chest compressions, has been shown to increase the likelihood of surviving cardiac emergencies that occur in public settings.

The Red Cross Citizen CPR course teaches the hands-only CPR technique in only 30 minutes, making it easy for even the busiest people to learn a skill that could save a life. A video and digital-ready reference sheet that demonstrate the technique are available to the public for free on both [redcross.org](http://redcross.org) and YouTube.

To make it even easier for people to respond to the unexpected, the Red Cross partnered with Dr. Oz and ShareCare to develop an application for Android mobile devices called “S.O.S. American Red Cross.” The app provides real-time instructions for emergency situations, allowing app users to follow step-by-step videos with demonstrations by Dr. Oz. 3-D animations are included for the more complex scenarios, such as hands-only CPR and choking, and the app even has an audio and visual counter for giving real-time CPR compressions.





## 2011 at a Glance

- More than **8.2 million** people learned lifesaving skills through the Red Cross.
- **3.6 million** people attended a Red Cross disaster education presentation.

### Improving Preparedness in Schools and Businesses

Schools and businesses may face a number of emergencies that could disrupt their operations, ranging from natural disasters such as hurricanes and floods to outbreaks of illness such as the flu. To help these groups become better prepared for emergencies, the Red Cross released its Ready Rating program nationwide in February 2011.

This free program aims to help businesses, schools and organizations measure their preparedness to respond and withstand disasters and other emergencies. Using a unique self-assessment tool, organizations can put a qualitative score—their Ready Rating Score—on their level of preparedness. The program then helps the organizations take the steps needed to consistently improve their score. The program currently has more than 1,500 members across the U.S.

As part of the Ready Rating program, the Red Cross launched a one-of-a-kind website, [www.readyrating.org](http://www.readyrating.org), to help schools and businesses nationwide with their emergency planning and preparedness efforts.

Thanks to ongoing support from Anheuser-Busch, the national founding sponsor, and Sam's Club, a national sponsor, members of this program can use an online assessment to measure their current preparedness efforts and receive customized recommendations about how to improve their preparedness level.

### The Science Behind the Programs

Red Cross Preparedness and Health and Safety Services programs and products are developed with the oversight of the Scientific Advisory Council (SAC). The SAC is an independent, nationally and internationally recognized multidisciplinary panel composed of more than 45 volunteer professionals with expertise in diverse fields such as first aid, CPR, aquatics and disaster/emergency preparedness, disaster health, nursing and caregiving. Their expertise was called upon numerous times last year for media interviews and national television segments that featured public safety and preparedness information.



First aid and CPR courses benefit from detailed reviews of the science behind them by the American Red Cross Scientific Advisory Council.

The goal of the SAC is to ensure that Red Cross courses, training materials and products utilize the latest scientific, educational and technical information available. Last year, the SAC completed a five-year review of the science behind all first aid and CPR programs, as well as reviews of subjects such as swimming readiness and lightning safety for aquatics. The SAC also co-led the International Federation of Red Cross and Red Crescent Societies' first aid and education guidelines.

## American Red Cross

Rodrigo Lopes is always on the move. When he's not working as a crop consultant, he's riding his dirt bike or competing in endurance racing. Last Father's Day, he decided to bike up Colorado's 14,000-foot Blanca Peak.

Hikers alerted him to a severely injured woman, and he hiked 30 minutes up the steep mountain to reach her. The woman he rescued, Breanna Dumke, had fallen 10 feet. She was walking when he arrived, but soon began to feel dizzy. Rodrigo called 911 immediately and then used his own biking knee brace to stabilize her injured leg.

"When I put the knee brace on, I noticed she was bleeding a lot," Rodrigo says. According to Red Cross first aid guidelines, he tightened the straps on the brace to reduce blood loss.

He carried her on his back to the bottom of the trail to await a search and rescue team. There, he brought her drinking water, built a fire, and found her a sleeping bag. Then Rodrigo sat with her until the team reached them. The next day, he called her at the hospital to make sure she was okay. She was, thanks to Rodrigo.



Rodrigo had learned the basics of first aid and CPR while taking an American Red Cross course for work certification two years earlier. The course taught him how to stop bleeding and administer first aid. And the compassionate and energetic spirit that literally went the extra mile? That was all Rodrigo's.

"It felt like an angel came out of nowhere," Breanna recalls. "Rodrigo was very professional. He was a complete stranger at that point, and he was the one who stayed for the three-hour wait until the medics did arrive. Rodrigo was definitely a huge part in making sure that I made it out safe."

"It's not every day you see something like this," Rodrigo says now. "I was glad I was there to help, and I would do it again."

"Red Cross [emergency] training is really important for everybody, not just people who love the outdoors. Accidents happen all over. The Red Cross saves people's lives all over the world every day. Through them, you can save a lot of lives, too."

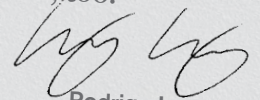


Trained to Act





“The Red Cross saves people’s lives all over the world every day. Through them, you can save a lot of lives, too.”

  
Rodrigo Lopes

## Embracing Change to Better Serve the Public

While we work to fulfill our mission each day at the Red Cross, we are also continually looking for ways to better serve the public, using the most state-of-the-art tools available. During the past year, we have worked on more than half a dozen information technology projects, which will ultimately help us serve millions of people more efficiently—whether they are financial donors, students in CPR and first aid classes, or hospital patients in need of blood.

Reflecting Americans' widespread use of mobile technology, we developed two applications that help people respond during an emergency—one that gives real-time care instructions for situations such as cardiac arrest and choking, and another that displays the location of open Red Cross shelters. These free apps help empower the public to help themselves and those around them, potentially saving lives.

### New Ways to Connect

Americans are relying more and more on social media, mobile technology and online news outlets to learn about ongoing disasters, seek help and share information about their well-being after emergencies. With about 400,000 Facebook fans and nearly 600,000 Twitter followers, social media is playing an increasingly important role in how the Red Cross connects with and helps people of all ages, in the U.S. and abroad. During the record-breaking 2011 spring storm season, people across America alerted the Red Cross to their needs via Facebook, and we used Twitter to connect to thousands of people seeking comfort and safety information to help get them through those tragic events.

Social media has given response agencies such as the Red Cross an opportunity to listen to, inform and empower people prior to emergencies, providing them with useful information about evacuation routes, shelters and safety tips before disasters strike.

The vast potential for social media to be used in both disaster preparedness and crisis situations led the Red Cross to host an Emergency Social Data Summit in August 2010. More than 150 people—leaders and experts in the government, social media, emergency response and the nonprofit sectors—attended the full-day summit to discuss how organizations might begin to listen to and potentially act on information that flows through the social Web during disasters, as well as empower the public to be part of the response. In the year since the summit, the Red Cross has created a process to route life-threatening cries for help to local first responders, and we continue to work with emergency response colleagues on processes and protocols for taking action on incoming information during disasters.

In a rapidly changing world, the Red Cross will continue to adapt and develop new ways to serve the public, ensuring that we are always there to provide help and hope.

*“Chuck and I were thrilled to learn that challenge grants we made to inspire our board and community resulted in an outpouring of gifts to Red Cross totaling more than \$500,000. The American Red Cross saves lives and makes coping with the aftermath of tragedy bearable. If there is more worthwhile work to be done, we cannot imagine it.”*

— Jeannie Slater



*Chuck and Jeannie Slater are donors and volunteers with the Southwest Florida Chapter, inspiring others to join the Red Cross.*

Thank you

Thank you to our generous corporate supporters. The contributions of these companies and foundations help the American Red Cross respond immediately to individuals and families affected by disaster, regardless of cost. Each of these organizations has made a financial commitment to Red Cross disaster relief, which enables us to provide shelter, food, emotional support and other assistance to those in need.

**Annual Disaster Giving Program Partners—\$500,000 or More Annually**

3M	FedEx Corporation	Optum
Altria Group	GE Foundation	PepsiCo and the PepsiCo Foundation
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Bank of America	John Deere Foundation	Southwest Airlines
Caterpillar Inc.	Kimberly-Clark Corporation	State Farm
Cisco Foundation	Kraft Foods	State Street Foundation
Citi Foundation	Lowe's Companies, Inc.	Target
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Darden Restaurants, Inc.	Nationwide Insurance Foundation	UPS
Dr Pepper Snapple Group	Northrop Grumman	Walmart

**Disaster Responder Members—\$250,000-\$499,000 Annually**

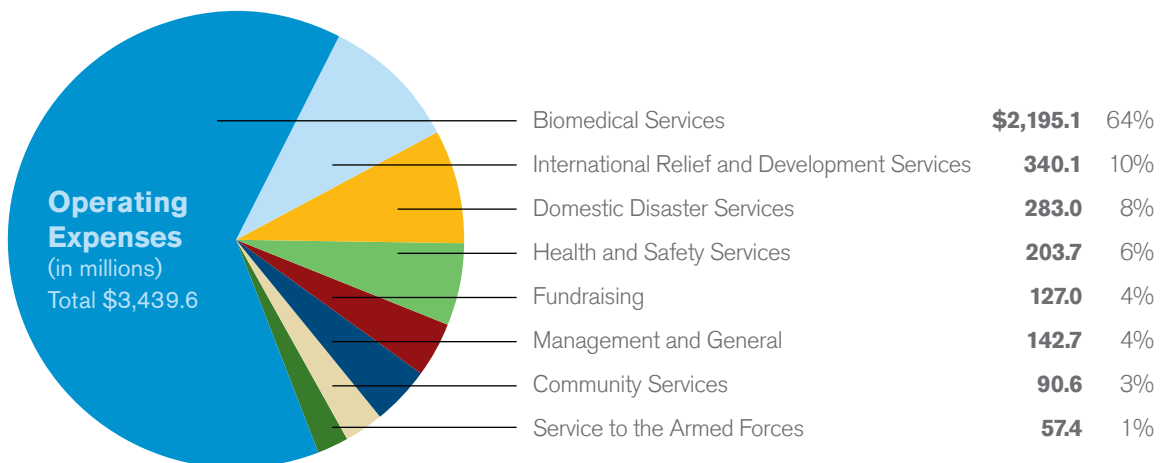
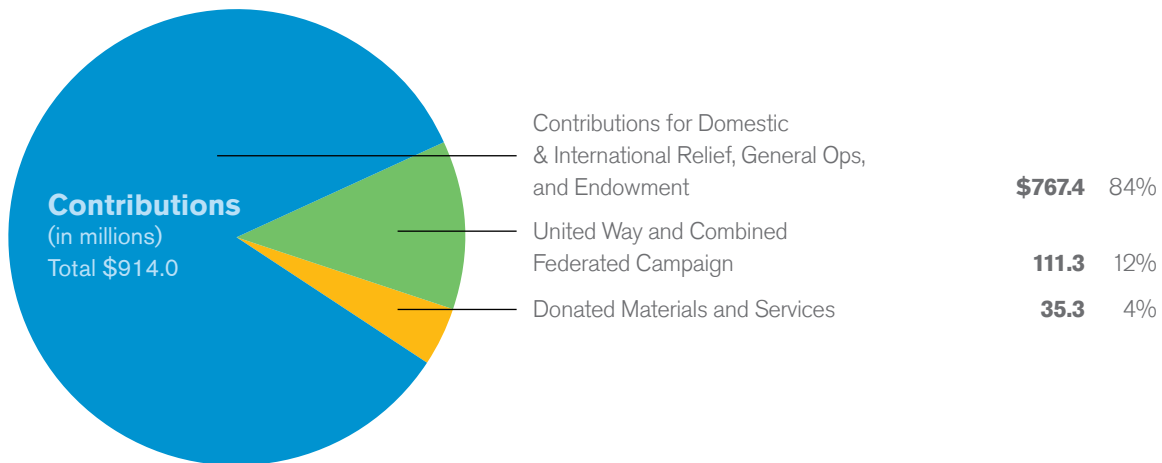
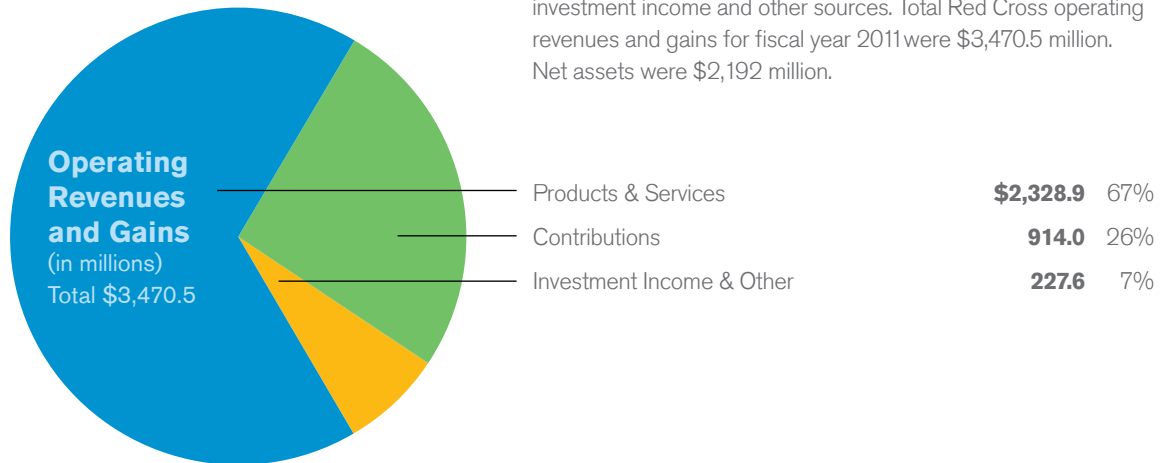
American Express	PuroClean
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AXA Foundation	US Airways
General Motors Foundation	
H&R Block	



# Sources of Financial Support

Fiscal Year 2011  
 Net Assets (in billions) \$2.192

American Red Cross operating funds come from three main funding sources: contributions, revenues from products and services and investment income and other sources. Total Red Cross operating revenues and gains for fiscal year 2011 were \$3,470.5 million. Net assets were \$2,192 million.



NOTE: The complete audited consolidated financial statements of the American Red Cross for fiscal 2011 may be obtained online at [www.redcross.org/pubs](http://www.redcross.org/pubs) or by contacting the American Red Cross Inquiry Center, 431 18th Street, N.W., Washington, DC 20006, (202) 303-4498.

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**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  
431 18th Street, N.W.  
Washington, DC 20006  
(202) 303-4498

Information about the Red Cross, including the location of local units, is also available on [redcross.org](http://redcross.org).

**To Make a Donation**

If you would like to make a financial donation, call 1-800-RED CROSS or visit [redcross.org](http://redcross.org).

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Donors like this one help ensure that blood is available when it's needed.





**American  
Red Cross**

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