



Partnership Opportunity

# American Red Cross In Times of Crisis

July 11, 2022 - Presented by **Natalie Manier** and **Briana Taylor**



**American  
Red Cross**



## *Our Mission*

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



American Red Cross

# Our Vision



The American Red Cross, through its strong network of volunteers, donors and partners, is always there in times of need. We aspire to **turn compassion into action** so that....

- All people affected by disasters across the country and around the world receive **care, shelter and hope**;
- Our communities are ready and **prepared for disasters**;
- Everyone in our country has access to safe, **lifesaving blood** and blood products;
- All members of our **armed services** and their families find support and comfort whenever needed;
- In an emergency, there are always trained individuals nearby, ready to use their Red Cross **skills to save lives**.

# We are a “storm-based” organization





American Red Cross

# 5 Lines of Services

Down the Street. Across the Country. Around the World.®



**Training Services**



**Biomedical Services**



**Disaster Services**



**Service to the Armed Forces**



**International Services**

# We Impact Lives Every Day

Over **21,000** people are assisted by the American Red Cross daily.

**170**

times a day, we help a family affected by a **disaster**.



**12,500**

times a day, the Red Cross must collect **blood** donations to help patients in need.



**1,000,000**

**weather alerts** are sent by Red Cross apps every day.



**1,500**

times a day, we provide services to **military members**, veterans and their families.



**570,000**

children receive a **measles or rubella vaccination** each day worldwide with partners.



**13,000**

times a day, a person receives lifesaving Red Cross **training**.



# Our Commitment to Diversity, Equity & Inclusion

The people served by the American Red Cross—as well as our volunteers, employees, donors and suppliers—represent different cultures, racial and ethnic backgrounds, ages, lifestyles, beliefs and philosophies.

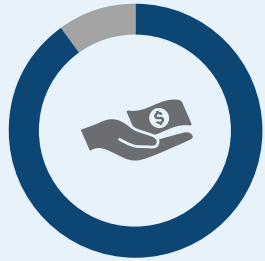
Embracing this diversity is critical to effectively delivering our lifesaving mission. This commitment is fulfilled through our:

- **People:** Promoting diversity and inclusion within our workforce
- **Culture:** Cultivating a collaborative, inclusive and respectful work environment that empowers all contributors
- **Community:** Leveraging diverse partnerships through our Supplier Diversity Program, National Diversity Advisory Council and Diverse Partners Summit



# Ever Evolving, Incredibly Efficient

We constantly adapt, using new technology and refined methods to do more with less.



**90¢**

of every dollar we spend  
delivers care



**90%**

of our workforce  
is volunteer

We maintain the highest standards for governance, finance and operations.



**20**

out of 20 standards  
for charitable  
accountability met

Platinum  
Transparency  
**2022**

**Candid.**

**2022**

Platinum Seal of  
Transparency:  
Candid's Highest Rating



**We help  
after disasters  
big and small.**



# Caring During Life's Darkest Moments

Whether a single home has burned or an entire town has been decimated, disaster survivors can turn to the Red Cross. We provide:

- Basic needs like food and shelter.
- Cleanup supplies and comfort items.
- Financial assistance and health and mental health care.

We meet with individuals and connect them to additional resources to help them put their lives back together.



# Vulnerable People Need Us Most

**Disasters don't impact everyone equally.  
The most vulnerable are disproportionately  
harmed.**

When facing an unexpected \$400 expense, nearly 40% of U.S. adults either couldn't pay for it or would borrow money or sell something to do so.<sup>1</sup> Disasters can truly threaten the survival of the financial insecure.

For those who need us most – people with low incomes, disabilities and other access and functional needs; children and the elderly; and other marginalized groups – our support is critical. That's why we strive to make Red Cross facilities, programs and services accessible to the whole community.



# The Global Climate Is Changing

Causing more frequent and intense weather events — more powerful storms, heavier rainfall and higher temperatures.



**100% more  
acres burned  
by wildfires**

1990s vs. 2010s<sup>1</sup>



**40% more  
hurricanes**

1980s vs. 2010s<sup>2</sup>

Populations have also surged in disaster prone areas, meaning **our services are more critical than ever before.**<sup>3</sup>

<sup>1</sup>National Interagency Fire Center, 2021 (acres burned by wildfires was not tracked before 1983)

<sup>2</sup>Colorado State University calculating from National Hurricane Center, 2022

<sup>3</sup>Redfin analysis of U.S. Census data, 2021

# More Disasters, More People Harmed



In 2021, more than 40% of Americans lived in counties hit by climate disasters<sup>1</sup>



In the last 10 years, more than 900 disasters have displaced nearly 8 million people<sup>2</sup>

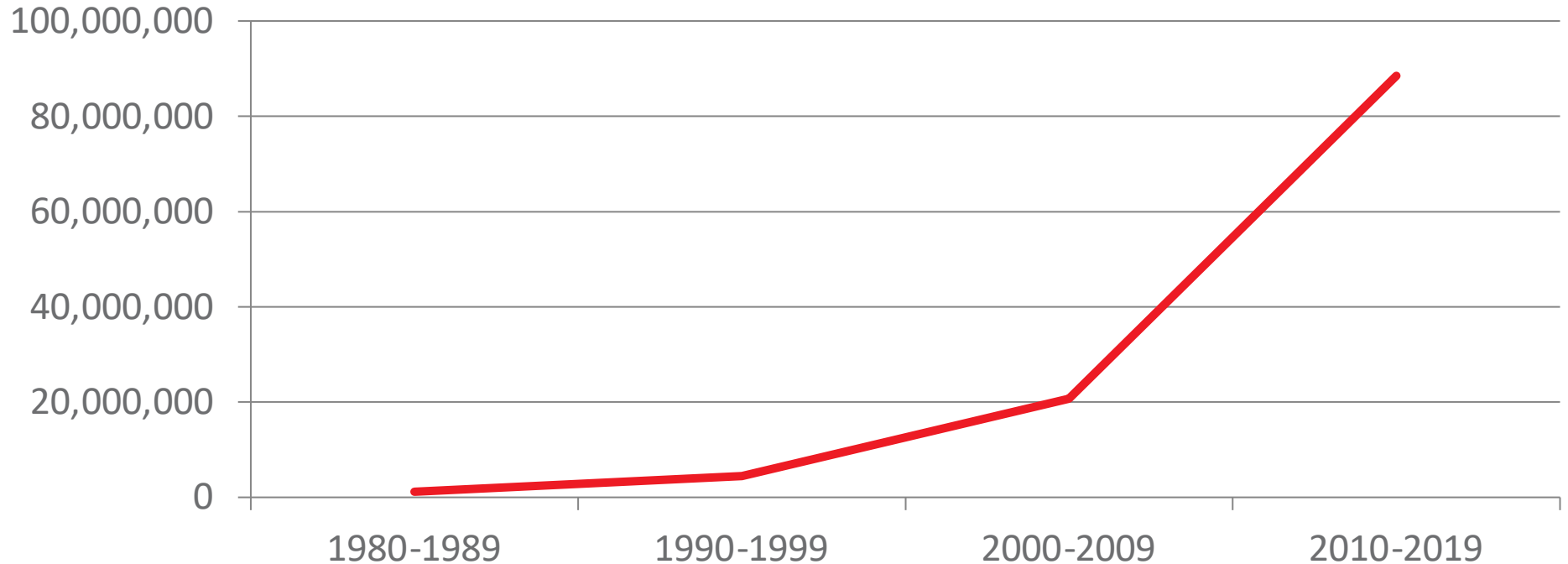
<sup>1</sup>The Washington Post. "More than 40 percent of Americans live in counties hit by climate disasters in 2021"

<sup>2</sup>Internal Displacement Monitoring Centre. "Global Internal Displacement Database"



# The Pace of Disasters is Intensifying

More people need help after disasters than ever before.<sup>1</sup>



<sup>1</sup>Centre for Research on the Epidemiology of Disasters, 2020

# Adapting Our Mission to Meet Urgent Needs

The Red Cross is uniquely positioned to help address problems faced by impacted communities.



# Whenever and Wherever We're Needed

The Red Cross responds to more than 60,000 disasters annually — from single-family house fires to hurricanes that sweep entire regions.





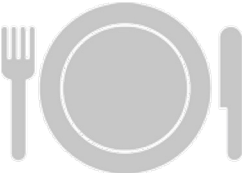
# FY21 Large-Scale Disasters

Last year, the Red Cross responded to 342 large-scale U.S. disasters.

**1.5 million**  
overnight stays provided with partners




**3.7 million**  
meals and snacks provided



**610,500**  
Vital relief items provided



**32,300**  
households provided recovery support



# Harnessing the Power of Volunteers

A full 90% of our 22,000 trained disaster workers are volunteers. They:

- Respond to disasters of all shapes and sizes, day or night, both virtually and in person.
- Deliver supplies and food that's generally pre-packaged to minimize COVID-19 exposure.
- Secure shelter, Today we are back opening congregate shelters following the strictest safety guidelines.
- Provide comfort and encouragement to those in need.



# Positioning Critical Resources

To provide services as quickly as possible, the Red Cross prepares for disasters well in advance by:

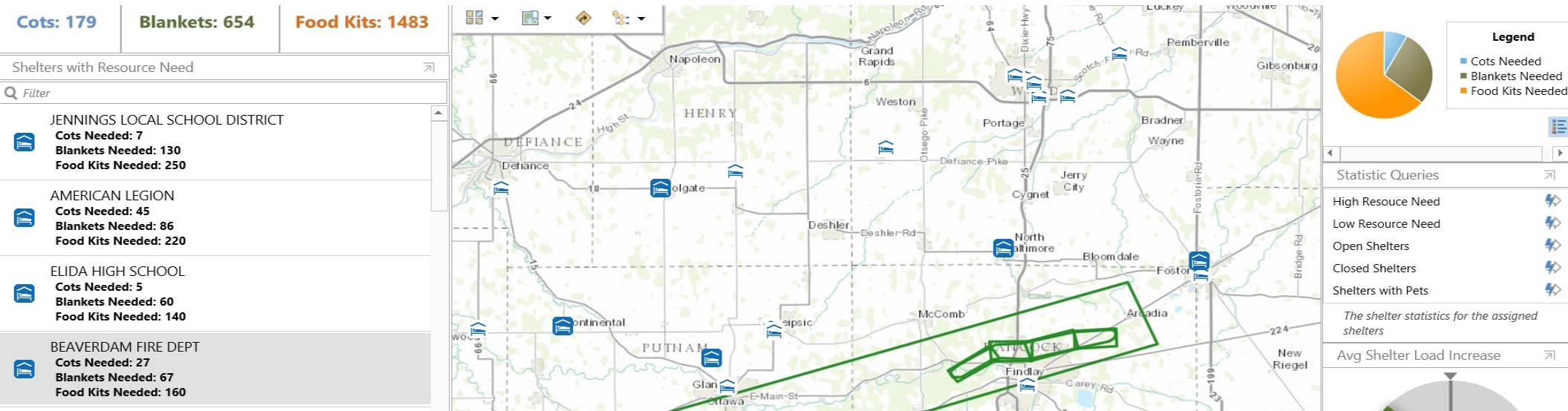
- Purchasing food and emergency supplies.
- Warehousing materials in strategic locations.
- Securing shelter locations across the U.S.
- Maintaining vehicles for distributing food and supplies.
- Pursuing next-generation technology.



# Adding Cutting-Edge Technology

Our new disaster management system—RC View—is revolutionizing response.

- Advanced mapping includes damage assessment and detailed demographics.
- Targets hard-hit areas so we can tailor services to specific communities, neighborhoods and streets.
- Shares data with other responses agencies, making us better and smarter partners.
- Streamlines the dispatch and management of volunteers.



# Nourishment for Thousands

We are equipped to serve thousands of meals per day. Our national infrastructure includes:

**300**  
emergency  
response vehicles  
to deliver meals on  
mobile routes

Feeding partnerships with  
**The Salvation Army**  
and **Southern Baptists**  
**Disaster Relief**



# Sheltering on A Large Scale

When shelters must open, we take dozens of steps to keep survivors and workers safe.

Enough shelter supplies to support

**350,000**  
people

Shelter safety precautions include **enhanced cleanings, providing masks and temperature checks for all residents.**



# Meeting Medical and Mental Health Needs

Our health and mental health workers provide critical care, in many cases via video or phone. They are trained to serve disaster survivors and responders.

Nationally

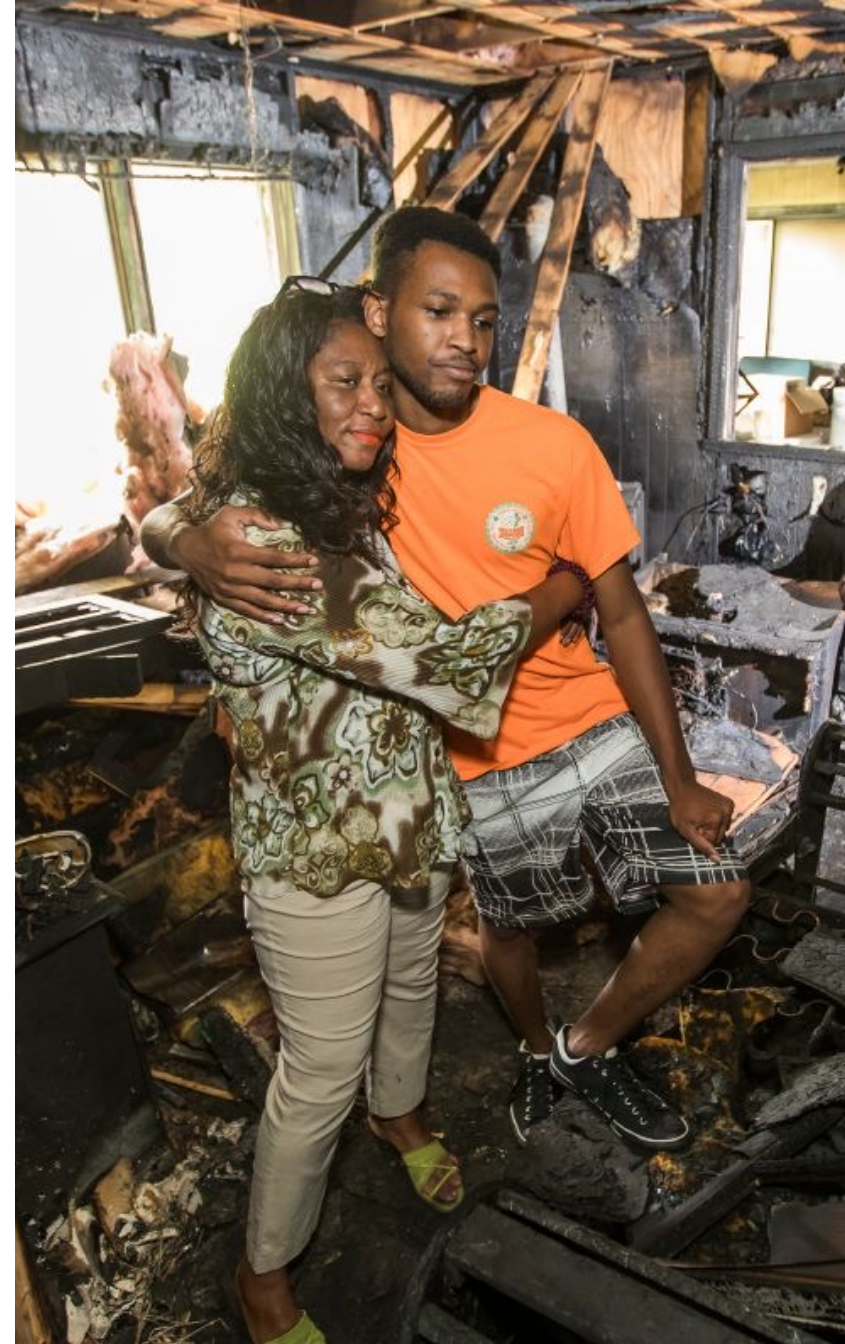
**Thousands**  
of health and mental  
health professionals



# There After Home Fires

When their home burned down, **Janette and Timothy Washington** leaned on the **Red Cross** for support.

Home fires accounted for more than 90 percent of Red Cross disaster responses. We make sure families have the basics—warm clothes, a place to sleep and plenty of food—and we help as they recover.





# The Daily Disaster: Home Fires

Every day, seven people die in U.S. home fires.<sup>1</sup> As responders, we wanted to change the odds. That's why we launched *Sound the Alarm*.

Since October 2014, we've made a tremendous difference:

**2,302,000**

new alarms  
installed



**843,000**

home fire  
escape plans  
made



**975,000**

Households  
made safer



*As of February 2022*

**Working smoke alarms reduce the risk of death during a home fire by 55%.**

<sup>1</sup>National Fire Protection Association, 2021

# Sound the Alarm – helping save lives





# Preparing People for the Unthinkable

Always ready, the Red Cross also works to build strong, resilient communities that can bounce back faster after a disaster hits by:

- Convening local community members and stakeholders to identify and fill preparedness gaps.
- Investing in technology and tools to provide lifesaving resources and information to keep people safe.
- **Focusing on children and other vulnerable groups disproportionately impacted by disasters.**



# Disaster and Emergency Preparedness



# Disaster and Emergency Preparedness

**Before:** Prepare and get ready now

**During:** Know how to respond

**After:** Know how to recover

# BEFORE

## Prepare and Get Ready Now

- Get informed
- Assess your needs
- Build your support network
- Develop your plan
- Create a communication plan
- Gather the supplies you'll need
- Prepare the documents you'll need



# **BEFORE**

## **Prepare and Get Ready Now**

### **Get informed**

- Identify likely local emergencies
- Learn about your community response plans - EPO
- Sign up for alerts and warnings
- Get trained



# **BEFORE**

## **Prepare and Get Ready Now**

### **Alerts and Warnings**

- Rossmoor Nixle
- Contra Costa County's Community Warning System
- Walnut Creek's "WCAAlert"

# Wildfire Alerts

## Fire Weather Watch

Fire weather conditions are possible in 12-72 hours

- Monitor updates.

## Red Flag Warning

Fire weather conditions are occurring

- Be ready.

## Extreme Fire Behavior Alert

Wildfire is out of control

- Take immediate actions.



# BEFORE

## Prepare and Get Ready Now

### Assess your needs

- Medical, physical and cognitive
- Think about how you would respond
- Take an inventory



# **BEFORE**

## **Prepare and Get Ready Now**

### **Build your support network**

- Identify helpers
- Meet with your helpers to plan together
- Make a contact information list

# BEFORE

## Prepare and Get Ready Now

### Develop Your Plan

- Assess your power needs
- Learn how to turn off the water, gas and electricity
- Prepare for home fires



# **BEFORE**

## **Prepare and Get Ready Now**

### **Develop Your Evacuation Plan**

- Plan for local disasters
- Plan to stay or evacuate
- Plan for help to stay in your home
- Plan to receive help while evacuating

# **BEFORE**

## **Prepare and Get Ready Now**

### **Develop Your Evacuation Plan**

- Choose 2 exits from your home should one be blocked
- Evacuate when told!!!
- Review, practice and refresh


# BEFORE

## Prepare and Get Ready Now




# Develop Your Evacuation Plan

### Be Prepared for Fire Season

**Know Your Zone**  
**Have a Fire Evacuation Plan**



Fire Evacuation Zones  
and Routes on the Back

<https://www.rossmoorepo.org/>


**Get Ready (Pack Valuables Including Important Documents)**

- Get to know your neighbors and make plans to help each other in case of a wildfire evacuation.
- Maintain defensible space around your home against flying embers.
- Prepare your family and home ahead of time for the possibility of having to evacuate.
- Choose an out-of-area friend or relative as a check-in contact; Write their phone number on the phone list inside.
- Have an escape plan; Know where to meet your family, what to take, and where to go.
- Ask friends or relatives outside your area if you would be able to stay with them, should the need arise. Check with hotels, motels, and campgrounds to learn if they are open.

**Get Set (Monitor News Reports and Follow Directions from Public Safety Officials)**

- Review your Evacuation Checklist.
- Alert family and neighbors.
- Dress in appropriate clothing (Cotton clothing is best- long pants, long sleeved shirt, hat, face cover.)
- Ensure that you have a Grab n' Go Bag that includes all necessary items, such as battery powered radio, spare batteries, emergency contact numbers, and ample drinking water.
- Tune in to any local radio or TV station for updates and information.
- Remain close to your house and keep an eye on your family and pets until you are ready to leave.

Scan this QR Code for information on  
How to Assemble a Grab n' Go Bag




**Go (Evacuate Now. Look for Information on Resources and Support)**

*The terms "Voluntary" and "Mandatory" are used to describe evacuation orders. However, local jurisdictions may use other terminology such as "Precautionary" and "Immediate Threat." These terms are used to alert you to the significance of the danger. All evacuation instructions provided by officials should be followed immediately for your safety.*

- In an intense wildfire, they may not have time to knock on every door.
- Leave any time that you do not feel safe.
- If you are advised to evacuate your area, don't hesitate, leave immediately!
- Cover up to protect against heat and flying embers. Wear long pants, long sleeve shirt, heavy shoes/boots, cap, N95 mask or face cover, goggles or glasses. 100% cotton is preferable.
- Locate your pets and take them with you.
- Follow direction from public safety officials.

Scan this QR Code for  
More Information on  
Ready, Set, Go



**What to do if You Become Trapped**

**While in your home:**

- Stay calm and keep your family together.
- Call 911 and inform authorities of your location.
- Fill sinks and tubs with cold water.
- Keep doors and windows closed but unlocked.
- Stay inside your house.
- Stay away from outside walls and windows.

**While in your vehicle:**

- Stay calm.
- Park your vehicle in an area clear of vegetation.
- Close all vehicle windows and vents.
- Cover yourself with a wool or cotton blanket or jacket.
- Lie on vehicle floor.
- Use your cell phone to advise officials—Call 911.

**While on foot:**

- Stay calm.
- Go to an area clear of vegetation, a ditch or depression on level ground if possible. (Golf Course)
- Lie face down and cover up your body.
- Use your cell phone to Call 911.

**Life Threatening Emergencies: Call 911**

**Non-Emergency Phone Numbers**

Walnut Creek PD.....(925) 943-5844  
Contra Costa Fire Protection District.....(925) 941-3300

**Rossmoor Public Safety & Security**

Front Gate Emergency .....(925) 939-0693  
Non-Emergency Request for Assistance.....(925) 988-7899



# BEFORE

## Prepare and Get Ready Now

### Create a Communication Plan

- Share your Plan and contact information with your support network, family and friends
- Learn how to use alternate communication methods
- Write down phone numbers for emergency services



# BEFORE

## Prepare and Get Ready Now

### Gather Supplies You'll Need

- Prepare a Grab'n Go Bag for each member of the household including pet
- During an Evacuation, grab it and go!!!



# **BEFORE**

## **Prepare and Get Ready Now**

### **Gather Supplies You'll Need**

- Personalize your kit to address medical and personal needs
- Gather enough items for yourself and everyone in your household



# 1. Get a Grab'n Go Bag for Home, Office and Car

## Recommended Supplies

- ✓ Water: 1 gallon a day per person for 3 days
- ✓ Food: non-perishable, canned, dried; can opener
- ✓ Medication, prescription and non-prescription- 30 days
- ✓ First Aid Kit
- ✓ Flashlight + batteries
- ✓ Battery-powered radio/crank radio
- ✓ External battery pack





# Get a Grab'n Go Bag

Other supplies:

- ✓ Toiletries & sanitation supplies
- ✓ Blanket



- ✓ Cash and coins
- ✓ Important papers: in the cloud or on a flash drive



**American Red Cross**  
Northern California  
Coastal Region

# Top Tips for Keeping Your Pets Safe During a Disaster

If it's not safe for you to stay in your home during an emergency, it's not safe for them either!

Include supplies for your pet in your Grab'n Go Bag, or assemble a Grab'n Go Bag for your pet.

Make an evacuation plan for you and your pets. Many hotels and shelters do not accept animal guests, other than service animals.



# BEFORE

## Prepare and Get Ready Now

### Prepare the Documents You'll Need

- Locate important documents
- Gather medical information
- Keep and share a contact list
- Keep a copy of your plans
- Safeguard documents



# DURING

## Know How to Respond

- Stay informed
- Know how to take action to protect yourself
- Stay or go? TEP?
- Locate public shelters
- Ask for help





# AFTER

## Know How to Recover

- Return home safely
- Work with trusted sources
- Managing property damage



# AFTER

## Know How to Recover

- When in doubt, throw it out!
- Be aware of the risk of electrocution
- Only use a generator outdoors and away from windows

# TIPS FOR CAREGIVERS

## How to Help With Planning and Response

- Understand what you may be expected and required to do
- Ensure you've received training in first aid and CPR
- Know how to provide additional emotional and behavioral support
- Have a current picture of the person you're caring for

# Red Cross Mobile Apps



Red Cross mobile apps offer vital information for you to prepare and respond to emergencies

## To download

- ✓ Visit [redcross.org/apps](https://redcross.org/apps)
- ✓ Search “American Red Cross” in your mobile app store

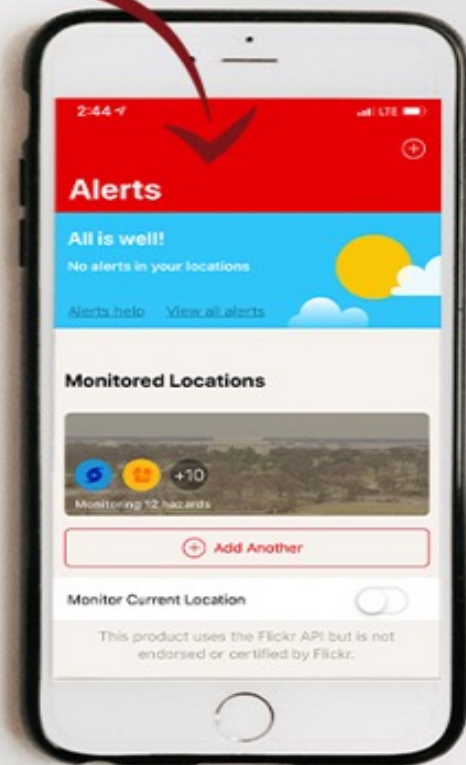


**American Red Cross**  
Northern California  
Coastal Region



# Download the Red Cross Emergency App!

Monitor over 35 different  
severe weather and  
emergency alerts to keep  
you and your loved ones safe.

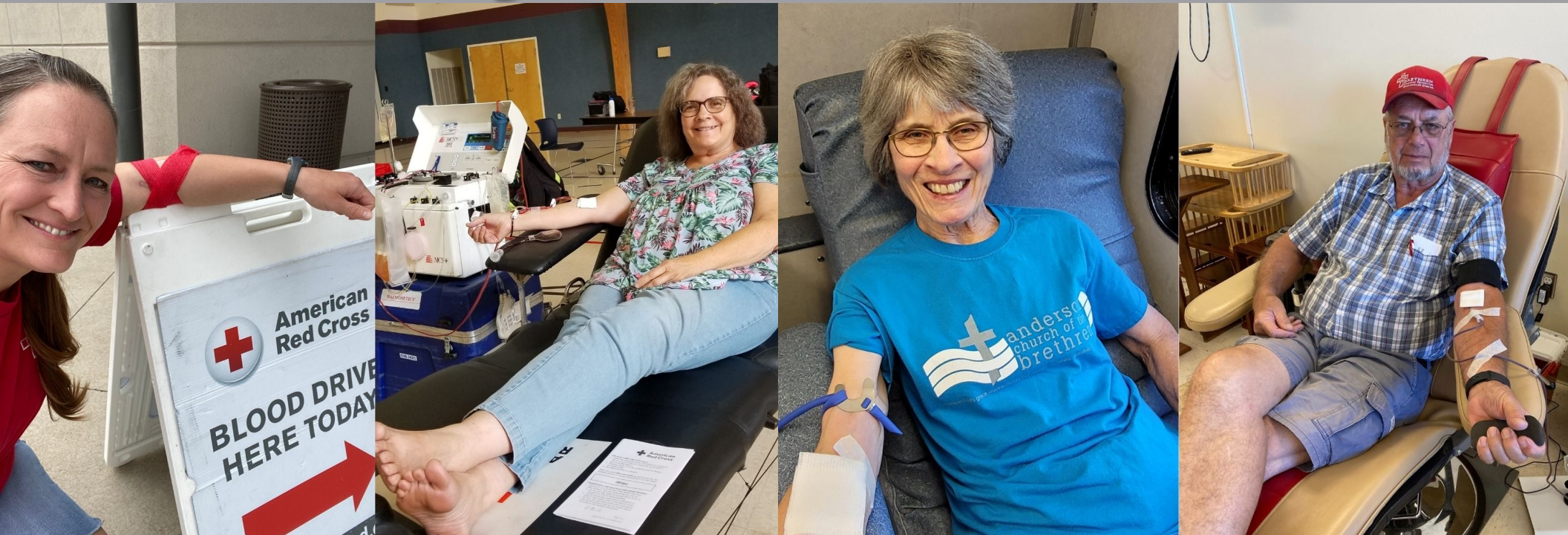


Be **Red Cross** Ready Prepare so you can protect.

V.3 2020.07.10



# We provide more blood than any other blood bank.





**We assist  
military heroes  
when they need  
us most.**

A group of diverse children are in a swimming pool. Some are leaning on the white tiled edge, while others are in the water. The water is bright blue and splashing. The children are smiling and looking towards the camera. The background shows more people in the pool and a concrete deck.

**We teach  
lifesaving skills  
like water safety,  
first aid and CPR.**





**We help  
vulnerable  
people around  
the world.**

# Ukraine Crisis: Red Cross Provides Relief and Support



Fighting in Ukraine has continued to displace millions and bring devastating impacts to lives across the region. The American Red Cross has joined with our partners in the global Red Cross and Red Crescent network to provide critical aid to individuals and families coping with this destructive conflict — both in Ukraine and in nearby European countries.

*Thank you*



**American  
Red Cross**