

FISCAL YEAR 2011

# Global Impact Report



American  
Red Cross

## A Message From the President and CEO

Disasters devastate millions of people around the globe each year. For many, the only comfort is that the Red Cross will be there to meet their most urgent needs. Thanks to you, our valued donors, we are able to help whenever and wherever we're needed.

This past year, I had the opportunity to travel to Japan after the country experienced a massive earthquake and tsunami. Although I saw it with my own eyes, it's still difficult to comprehend the enormous power and destruction unleashed on entire communities. Within minutes, a single wave rolled in and took with it lives, entire towns and valuable farmland for hundreds of miles along the coastline. But amid all of this tragedy, I did find inspiration. Generous gifts from the American people arrived just as quickly as the tsunami, and with your support, the American Red Cross had the great privilege of assisting our Japanese Red Cross colleagues as they delivered immediate assistance and helped survivors get back on their feet.



Although Japan was the biggest international disaster of the past year, it's important to know that the American Red Cross has also been responding to dozens of other emergencies around the globe—from massive flooding in Pakistan to the conflict in North Africa. All the while, we diligently continued our work to help survivors recover from Haiti's January 2010 earthquake.

But disaster response is only part of our mission. The American Red Cross strategically and proactively invests in building stronger communities around the world—communities resilient enough to withstand the natural disasters and health crises they will face.

Although thousands perished in the tsunami that hit Japan, we can draw some comfort from knowing that hundreds of thousands more survived thanks to proactive preparedness efforts. Effective early warning systems helped more than 300,000 people quickly and successfully evacuate to higher ground before the tsunami struck. I'm proud to report that throughout the past year American Red Cross disaster preparedness programs have helped build safer communities in more than 30 countries.

We also have other reasons to be proud: our Measles Initiative partnership reached an incredible milestone this year—1 billion children have now been vaccinated against measles—ensuring that they won't fall victim to this deadly, but preventable, disease.

While we deliver our services around the world, we also promote the values that underpin the work of the American Red Cross by educating young people in the U.S. to recognize their role as humanitarians. A new survey, which you'll read about in this report, has made an even more compelling case for these efforts.

The Red Cross has delivered lifesaving assistance to more than 229 million people around the world this past year. In 2012, we plan to expand this work to help even more individuals, communities and countries. With your help, I'm confident the American Red Cross will continue to have a lasting impact on vulnerable communities around the globe.

You are the heart and soul of this organization. Again, thank you for joining with us in our lifesaving mission.

Gail McGovern

# The Year in Review

With your support, the American Red Cross responds to disasters, builds safer communities and educates future humanitarians around the world every day. In fiscal year 2011 (July 1, 2010 to June 30, 2011), we worked with our partners in the global Red Cross and Red Crescent network to assist **229 million vulnerable people** in **76 countries**.

## Responding to Disasters

### Response

We provided urgent assistance to more than **5.3 million people**, from Japan to Tunisia.



### Recovery

We continued efforts to help **3.3 million people** in Haiti rebuild their lives.



### Reconnecting Families

We worked to reconnect **5,378 families** separated by war and disaster.



## Building Safer Communities

### HIV Prevention and Care

We have taught **1.7 million people** how to prevent HIV over the past 8 years.



### Measles Prevention

We helped lead the Measles Initiative toward vaccinating **1 billion** children in the last decade, putting us on the path toward eradicating this deadly disease.



### Disaster Preparedness

We equipped communities and Red Cross partners in **33 countries** to be better prepared for the next disaster.



## Educating Future Humanitarians

### International Humanitarian Law Education

We educated **139,000 people** about humanitarian issues around the world and the critical need to protect civilians as well as combatants in times of war and conflict.



All of this work was made possible by generous donations to the American Red Cross. Each year, American Red Cross Disaster Relief helps the victims of countless crises in the U.S. and around the world, providing immediate relief and long-term support through supplies, technical assistance and other support. For more information about our work, please visit [redcross.org](http://redcross.org).



Toshiharu Kato/Japanese Red Cross

## Responding to Disasters

Down the street, across the country and around the world, the American Red Cross helps people affected by disasters. Internationally, we accomplish this by working with the global Red Cross network and other partners to deliver lifesaving services. We help meet these urgent needs by—

- Deploying disaster experts to assess humanitarian needs, organize relief distributions and provide emergency shelter;
- Mobilizing relief supplies, ranging from tarps and blankets to cooking items and hygiene supplies; and
- Contributing financial assistance to support the local purchase and delivery of relief supplies, and other essential services such as emergency shelter, health care, clean water and emotional support.

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

# Floods

Bolivia • Colombia • Costa Rica • Mexico • Namibia • Pakistan • Panama • Vietnam



Floods are the most common type of disaster around the world—affecting more people than all other disasters combined in 2010. Heavy rains cause rivers and lakes to overflow, sending water rushing into vulnerable communities. Some floods build up slowly over extended periods of time and others happen in the blink of an eye, but all can force people to flee their homes, destroy food supplies and contaminate water sources. This past fiscal year, the American Red Cross responded to floods in eight countries, including Pakistan.

## Pakistan

In July 2010, heavy monsoon rains began in Pakistan and continued for months, causing unprecedented floods and significant humanitarian needs. International 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.



Kelby Mueller / International Federation

A boy plays with a volunteer from the Pakistan Red Crescent in Sindh province. Volunteers visit villages daily and use fun activities to help children recover from trauma.

To prevent large disease outbreaks, the American Red

Cross worked with our Measles Initiative partners to vaccinate children. Local Red Crescent volunteers, like the one pictured, also organized games to help children cope with the psychological toll of the disaster. Other teams helped reconnect separated families and restore livelihoods.

## By the Numbers: Pakistan Floods

- 2.6 million people received food, relief items and emergency shelter supplies
- 950,000 people received clean water and sanitation
- 935,000 patients received health services at mobile medical units
- \$8.2 million in assistance contributed by the American Red Cross

**2.6 million people reached**



Rabia Ajaib / International Federation

Kulsoom Bibi and her daughter, Shahida, leave their newly constructed home, built using a cash grant from the global Red Cross and Red Crescent network.

>> **Did you know** that the 2010 floods in Pakistan affected 20 million people?

*That is more than those impacted by the 2004 tsunami, 2005 Pakistan earthquake and 2010 Haiti earthquake combined.*

# Earthquakes and Tsunamis

Indonesia • Japan • New Zealand



Although earthquakes and tsunamis cannot be prevented, their impact can be mitigated through community preparedness, timely warning and effective response. Around the world, the Red Cross is on constant alert, preparing both communities and first responders. This year, the American Red Cross turned this preparedness into action, responding to major earthquakes and tsunamis in three countries, including Japan.

## Japan

When Japan suffered a massive earthquake and tsunami in March 2011, survivors turned to the Red Cross to help meet their basic needs. With support from the American public, the Red Cross helped improve conditions for families staying at evacuation centers. These families received water, relief items and emotional support every day for months. 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 special support programs.

### By the Numbers: Japan Earthquake and Tsunami

- 36,000 families received appliance sets for use in their new homes
- 75,600 people received medical services
- 38,000 Japanese Red Cross volunteers mobilized
- \$230.8 million in assistance contributed by the American Red Cross

**200,000 people reached**



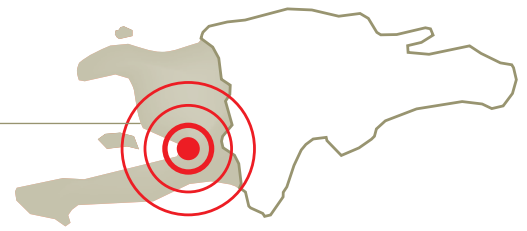
NoBUYUKI Kobayashi/Japanese Red Cross

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

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

– Tadateru Konoé  
President, Japanese Red Cross

# Recovery in Haiti



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.

For people whose homes were damaged or destroyed, we have provided emergency shelter supplies and semi-permanent houses, as well as supported repairs to damaged homes. We have also begun planning for the construction of permanent homes and, as a complement to our shelter program, have provided clean water, built latrines, and collected trash.

We have ensured access to critical health services—leading health and hygiene education campaigns to reduce the impact of disease outbreaks such as cholera, supporting hospitals and cholera treatment facilities, and funding the reconstruction of a rehabilitation clinic for disabled Haitians.

We are also providing Haitians with an opportunity to earn an income by supporting cash-for-work programs, market fairs for local vendors, cash grants and micro-finance activities. At the same time, we are preparing communities for the next disaster, from reinforcing hillsides to installing simple early warning systems and training local disaster response committees.

## By the Numbers: Haiti Recovery

- Over 9,000 people received safer, more secure homes from the American Red Cross
- 221,757 people benefited from support for host families and livelihoods
- 329,317 people in camps and communities are better prepared for the next disaster
- 2.7 million people reached with community health and hygiene promotion
- \$295 million in assistance contributed by the American Red Cross, to date\*

## 3.3 million people reached

\* See FY 2011 financials on page 16 for more information.



International Federation

## A New Home, a Fresh Start

Marie Cherilus is one of the many Haitians benefiting from new homes provided by the Red Cross. She and her son, Luckson, were among hundreds of thousands of Haitians displaced by the 2010 earthquake.



International Federation

The Red Cross plans to help 30,000 Haitian families move out of makeshift camps and into communities. Red Cross housing programs are being integrated with water and sanitation services, including latrines, showers and drainage systems, in an effort to provide safe and healthy living conditions.

# Conflict and Other Disasters



**Conflict and Population Movements:** Colombia • Liberia • Panama • Sudan • Tanzania • Tunisia  
**Disease Outbreak:** Dominican Republic • Haiti • Paraguay | **Tropical Storms:** Barbados • Belize-Philippines • Saint Lucia • Saint Vincent and the Grenadines | **Volcano:** Indonesia

Each year, the Red Cross responds to humanitarian needs generated by many types of disasters. While the scale of needs vary from a house fire to a hurricane, the Red Cross is there, consistently meeting the needs of the community. In fiscal year 2011, we responded to a range of emergencies—from conflicts to volcanoes—in 12 different countries. This included a multicountry response to the social and political unrest across North Africa and the Middle East, with a focus on helping people who were fleeing Libya.

## Tunisia

Soon after violence broke out in Libya in February 2011, hundreds of thousands of people fled to neighboring countries, with the greatest number arriving in Tunisia. Along the border, Red Crescent volunteers greeted the initial droves of migrant workers and provided them with first aid, shelter, food, blankets, clean water, sanitation services, and phone calls to loved ones until they could make arrangements to return to their homelands. To support these efforts, the American Red Cross also led teams of Red Cross and Red Crescent workers from around the world to build and support a tent community in Tunisia for families escaping the violence across the border.

*“The Red Cross response in North Africa is a great example of how we can all come together, put aside our political thoughts, our religion, our everything to help people in need.”*

– Colin Chaperon  
Relief Coordinator, American Red Cross

### By the Numbers: Population Movements in Tunisia

- 35,000 people received relief items
- 560,000 meals served
- \$300,000 in assistance contributed by the American Red Cross

### 38,000 people reached



Two young boys play in the family area of the Red Cross and Red Crescent transit camp near the Tunisian-Libyan border.

Gina Guinzir/American Red Cross



Thousands of Bangladeshis decided to walk the six miles between the Tunisian border and the nearest camp in search of a safe place to stay.

Benoit Matsher-Carpentier/International Federation



# Reconnecting Families

## Primary Populations Receiving Services from the American Red Cross:

Afghans • Burundians • Congolese • Eritreans • Ethiopians • Hungarians • Iraqis  
Somalis • Sudanese • WWII/Holocaust Survivors

In times of crisis, people are often forced to flee their homes, and in the chaos, some inadvertently become separated from their loved ones. Each year, the American Red Cross helps locate people missing as a result of war or disaster and sends messages between immigrants and refugees in the U.S. and their loved ones overseas.

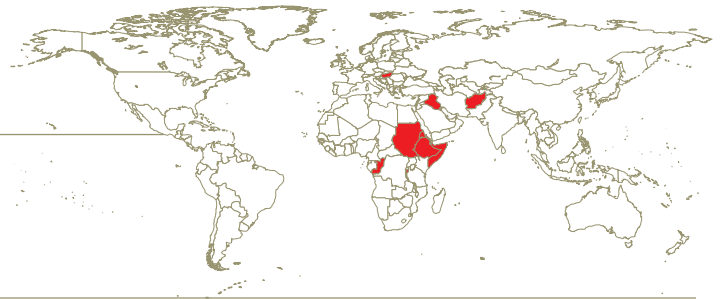
Additionally, Red Cross caseworkers in the U.S. and abroad relay family news between prisoners of war, political detainees and their relatives. Caseworkers also obtain information about the fate of civilians, including those separated during the Holocaust and World War II.



## United States

Onesphore Ndaribitse knows the confusion and chaos caused by war firsthand. When the Tanzanian refugee camp where he was living closed in 1996, Onesphore was separated from his wife and four young daughters. They were sent to different camps and had no way to communicate. More than a decade later, settled in Chicago but still haunted by the loss, Onesphore reached out to

the Red Cross for help in finding his family. After many letters over several months, the Red Cross located his family in Rwanda and helped him make travel arrangements for a joyful reunion. Today, Onesphore and his family have peace of mind and the chance to be part of each other's lives once again.



## By the Numbers: Finding and Connecting Loved Ones

- 454 Red Cross messages exchanged between separated family members
- Inquiries about missing family members researched in 99 countries
- 781 families reconnected

**5,378 families served**





## 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.

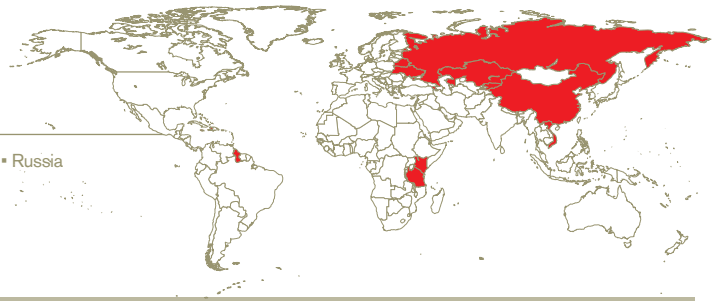
Our volunteers—

- Teach their neighbors how to be better prepared.
- Reduce risks in their communities.
- Teach simple health and hygiene practices that save lives.

This past year, we worked in 61 countries to help prepare communities.

# HIV Prevention and Care

Armenia • Bahamas • Belarus • China • Guyana • Haiti • Jamaica • Kazakhstan • Kenya • Kyrgyzstan • Russia  
Tanzania • Ukraine • Vietnam



Despite progress in slowing the spread of HIV, someone in the world dies an AIDS-related death every 18 seconds. The Red Cross is engaged in the global fight against this powerful disease, working to reduce HIV transmission and provide care and support to people living with the disease.



Christy Gawitz/American Red Cross

Tanzanian Red Cross volunteer Catherine Francis heads off to visit another patient at home in Ushirombo, Tanzania.

## Tanzania

Obtaining proper medical support can be a challenge for people with HIV and AIDS. Trained Red Cross community health care providers in Tanzania make twice-monthly household visits, bringing care and support directly to people's front doors. Volunteers also provide counseling, and nutrition and hygiene education. Together, these services help improve the quality of life for people living with HIV and AIDS, particularly those who cannot leave their homes to seek proper treatment.

**GOAL:** Reduce HIV transmission and improve the quality of life for people affected by HIV and AIDS

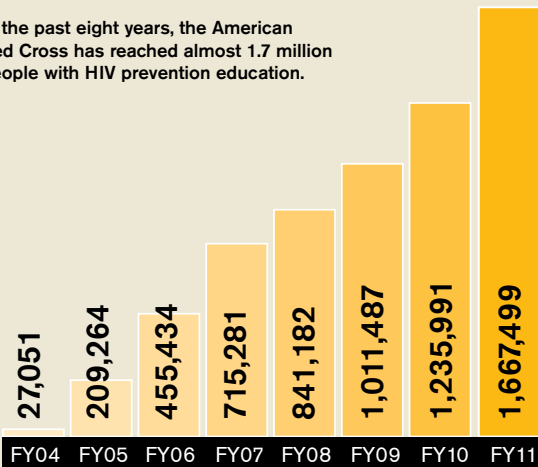
### ACTIONS

- Educated people in high-risk groups about how to reduce the risk of contracting HIV
- Provided counseling, peer support and home-based care for people living with HIV and AIDS
- Helped reduce stigma and discrimination by educating communities about HIV and AIDS

**RESULTS:** Almost 1.7 million people reached since 2004

## American Red Cross Global HIV Prevention Education

In the past eight years, the American Red Cross has reached almost 1.7 million people with HIV prevention education.

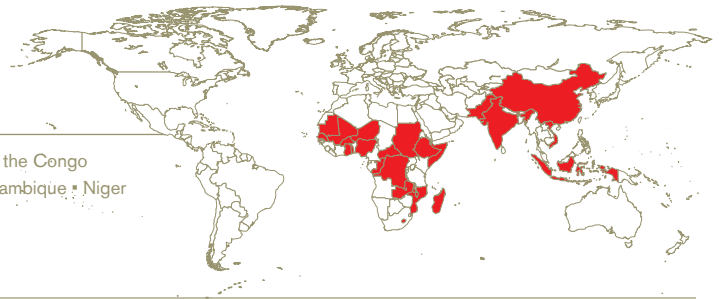


Christy Gawitz/American Red Cross

Tanzanian Red Cross volunteer Catherine Francis provides a home visit to a man living with HIV in a village in Ushirombo.

# Measles Prevention

Burkina Faso • Central African Republic • China • Comoros • Congo • Democratic Republic of the Congo  
Ethiopia • Ghana • India • Indonesia • Lesotho • Madagascar • Malawi • Mali • Mauritania • Mozambique • Niger  
Nigeria • Pakistan • Senegal • Somalia • Sudan • Togo • Vietnam • Zambia



In village after village 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.

## Central African Republic

Under the warm morning sun, Benedicte Sarki carried her 10-month-old daughter, Rafaella Shekina, across the threshold of the Red Cross clinic in Bangui. Inside, a nurse was waiting to protect Rafaella against some of the world’s leading childhood diseases. Within minutes, she delivered vitamin A drops and vaccines to protect Rafaella against diphtheria, tetanus, hepatitis, polio and pertussis.



Benedicte Sarki holds her newly vaccinated daughter, Rafaella Shekina, outside of Red Cross clinic in the Central African Republic.

**GOAL:** Reduce measles deaths by 95 percent worldwide between 2000 and 2015

### ACTIONS

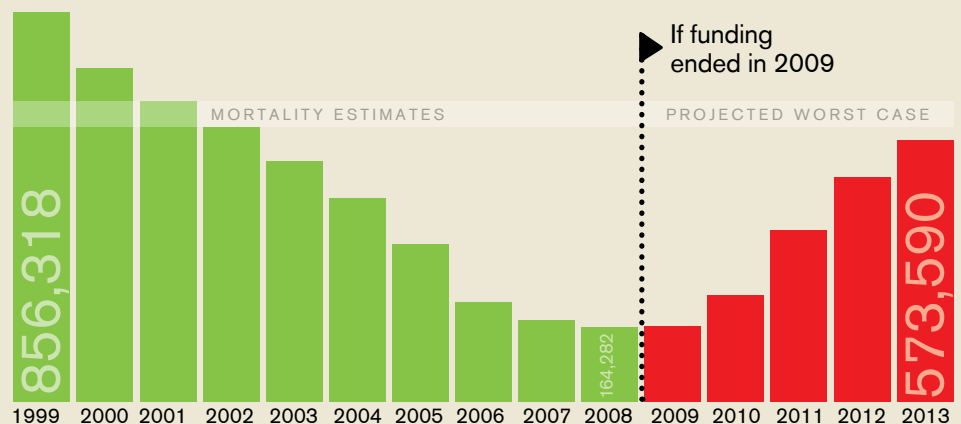
- Educated vulnerable communities on the importance of vaccination
- Vaccinated children in countrywide campaigns
- Strengthened national systems to monitor and treat those with measles

**RESULTS:** 1 billion children vaccinated since 2001

While she was at the clinic, Red Cross volunteer Salle Leontine told Benedicte of a special measles vaccination campaign planned for the following week and urged her to take advantage of this lifesaving opportunity. Knowledgeable and trustworthy members of the community, like Salle, give parents peace of mind and give children the best shot at a healthy life.

>> **Did you know** that without continued investment in the Measles Initiative nearly all of this progress could be wiped out in just five years?

## Measles Initiative Progress Threatened



At the time this report went to print, the latest measles data available was from 2008. Data for 2009/2010 is forthcoming.

*“The Measles Initiative has clearly shown what can be achieved through large-scale vaccination campaigns. The results speak for themselves.”*

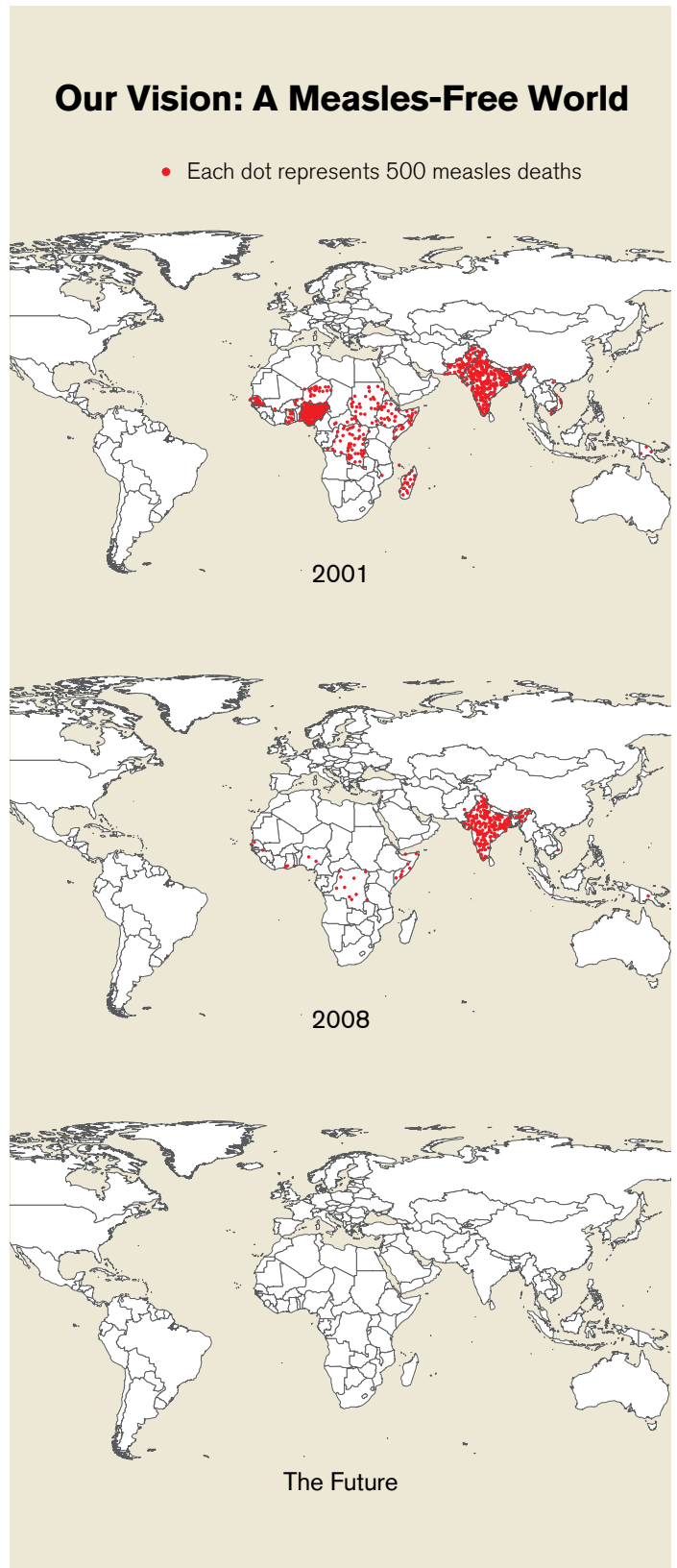
– **Kofi Annan**  
7th Secretary-General of the United Nations

Other volunteers like Regina use mass media, rallies, door-to-door visits and educational entertainment to reach families in distant villages and urban settlements who typically do not have access to routine health services. Their personal outreach has led parents like Benedicte to bring their children in to be vaccinated. This type of community mobilization has increased participation in mass vaccination campaigns by as much as 10 percent, leading to greater immunization coverage and warding off outbreaks.

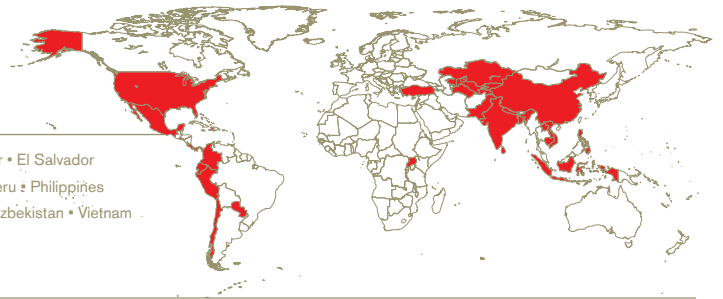


Daniel Cima/American Red Cross

Regina, a Red Cross volunteer and mother of eight from the Central African Republic, talks with other mothers in her community about the benefits of bringing their children to be vaccinated against measles.



# Disaster Preparedness



Antigua and Barbuda • Bahamas • Bangladesh • Cambodia • Chile • China • Colombia • Costa Rica • Ecuador • El Salvador  
 Haiti • India • Indonesia • Kazakhstan • Kyrgyzstan • Laos • Mexico • Nepal • Pakistan • Panama • Paraguay • Peru • Philippines  
 Saint Kitts and Nevis • Saint Lucia • Sri Lanka • Tajikistan • Turkey • Turkmenistan • Uganda • United States • Uzbekistan • Vietnam

>> **Did you know** that every dollar invested in community disaster preparedness saves at least \$4 in post-disaster response costs?

More than 200 million people are affected by disasters each year, but small investments can make a significant difference in saving lives, safeguarding homes and protecting personal assets. The American Red Cross is working with Red Cross and Red Crescent national societies in the world's most disaster-prone countries to build safer communities.

The American Red Cross tailors our global preparedness programs to respond to the unique hazards and needs of each community—from earthquakes in Peru to flooding in Uganda.

**GOAL:** Build safer communities in the world's most disaster-prone countries

## ACTIONS

- Helped communities and/or schools plan and practice for disasters
- Strengthened early warning systems
- Eliminated community hazards to reduce risks
- Built the skills of professional responders with trainings and simulations

**RESULTS:** Communities protected in 33 countries

## American Red Cross Preparedness Programs: An increasing global impact

In the past four years, the American Red Cross invested \$35 million in community disaster preparedness, supporting trainings and programs across 43 countries.

In 2007, the American Red Cross had disaster preparedness programs in five countries. Through the years, this number has multiplied, with the American Red Cross working in more than 30 countries in 2011.

**33** countries supported in 2011

**16** countries supported in 2009

**5** countries supported in 2007



Yoshi Shimizu/International Federation



Daniel Rojas/Chilean Red Cross



Indonesian Red Cross



Javier Omeno/Peruvian Red Cross

## Peru

The game Riesgolandia, or Dangerland, has become a popular way for Red Cross employees and volunteers across Latin America to engage and protect the youngest members of their communities. In the community of Chincha, these children learn about the dangers of disasters, such as earthquakes and volcanoes, and how to take simple steps to protect themselves. When children learn these lessons, they bring them back home, educating the entire family and extending the program's reach and benefits.

## Uganda

After years of frequent flooding, Atiang Madeleena and her husband, Emegu, look forward to a future where floods will no longer destroy their home. Local Red Cross volunteers helped them install thick plastic sheeting inside their hut's walls, making their home nearly impenetrable to future floodwaters. The veranda and floor have also been raised, preventing running water from flowing in. Floods may come frequently to Uganda, but thanks to the Red Cross, they no longer need to spell disaster.



Julie Arrighi/American Red Cross

## Nepal

For Sabin Dulal, a 15-year-old student in Nepal, earthquakes no longer make him feel powerless. "If there is a disaster, I can immediately help myself and those around me," he explained. "Now I know I can make a difference." Sabin is among a growing number of students aged 11-16 being trained by the Red Cross in first aid, triage, light search and rescue, and basic disaster management planning. Because of the Red Cross disaster preparedness program, Sabin can rest easily, knowing he has the skills he needs to save lives.



David Swanson/IRIN

*"If there is a disaster, I can immediately help myself and those around me. Now, I know I can make a difference."*

– Sabin Dulal  
15-year-old student  
Kathmandu, Nepal



Salva Ahmed/American Red Cross

## Educating Future Humanitarians

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

Across the country, American Red Cross chapters help both adults and youth understand international humanitarian law and its relevance to our daily lives and the issues we face as a country.

This past year, we worked to grow future humanitarians in more than 40 U.S. states by exposing them to world issues, rules of war and our fundamental principles of humanity, impartiality and neutrality. This outreach has inspired hundreds of students, parents and teachers to make positive choices and contributions in their lives, communities and beyond.



# International Humanitarian Law Education

United States



Even in war there are limits. The Geneva Conventions protect civilians, prisoners of war and wounded soldiers. The American Red Cross helps people in the United States to understand and respect these laws.



Red Cross chapters around the country offer seminars and trainings in their communities. Our Exploring Humanitarian Law program provides teachers with activities and lesson plans that easily integrate into social studies or history curricula. By helping relate humanitarian issues to current

affairs, these efforts educate our citizens, soldiers and leaders about the importance of humanitarian principles and preserving human dignity.

This past year, as we commemorated the 150th anniversary of the beginning of the American Civil War, the Red Cross commissioned a survey to take stock of where today's youth stand on key humanitarian issues. The results revealed that 80 percent of young people think there should be more education about the rules of war before they are old enough to vote and enlist in the military, confirming that our work to promote humanitarian values is vitally important.

**GOAL:** Build respect for international humanitarian law and our humanitarian mission through public education

## ACTIONS

- Trained middle school and high school teachers to integrate Exploring Humanitarian Law into their curricula
- Trained new instructors to educate adults in their communities about international humanitarian law
- Improved outreach tools available to teachers, helping students better relate humanitarian values with current and historical events

**RESULTS: 139,000 people reached**

*"[The program] creates within the individual... a sensitivity to what happens in the world...[and] begins to change their moral compass. Students start to ask themselves important questions... "if I act or if I don't act, what will be the consequences?"... Students become more conscious of their responsibilities—to their family members, their neighbors, their communities, the entire world."*

— Ibe Crawley  
Exploring Humanitarian Law Educator  
Whitman Middle School  
Alexandria, Virginia



Cara Cullio/American Red Cross

# FY 2011 Financials

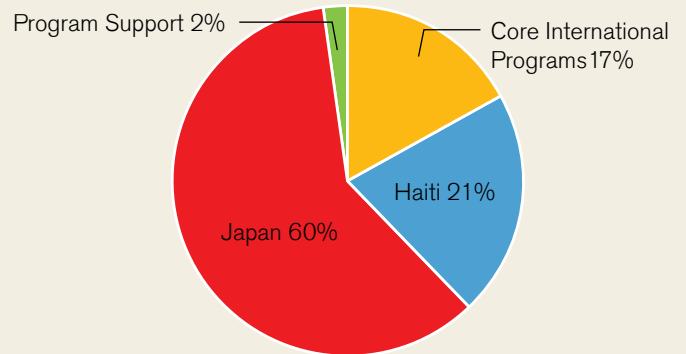
(July 1, 2010 – June 30, 2011)

In Fiscal Year 2011, the American Red Cross received \$329.9 million in revenue for international programs. Our expenditures totaled \$340.1 million.

## Total Revenue \$329,874,867

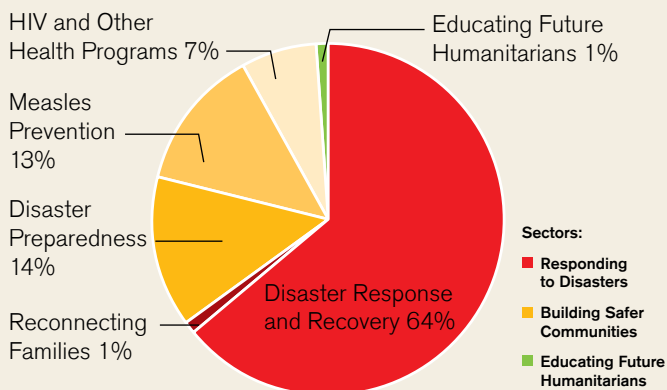
In Fiscal Year 2011, the American Red Cross received \$329.9 million in revenue for international programs, of which \$274.8 million was allocated for the Japan earthquake and tsunami response.

## Total Expenditures \$340,106,000

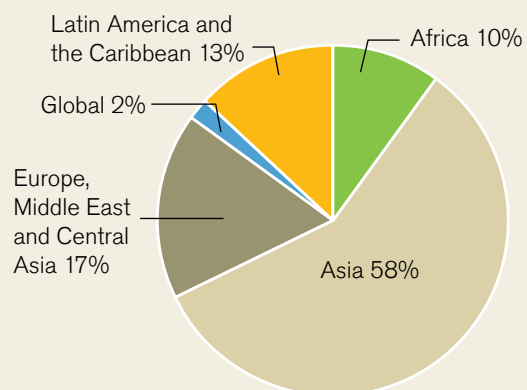


## Core International Programs

### Expenditures by Sector

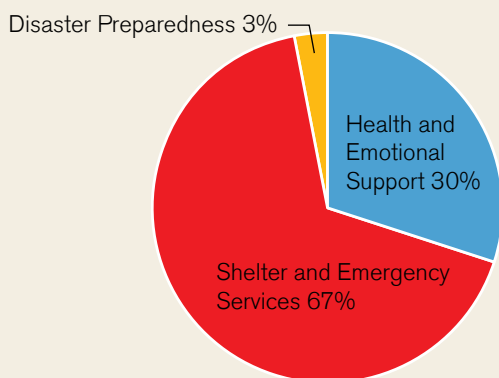


### Expenditures by Location

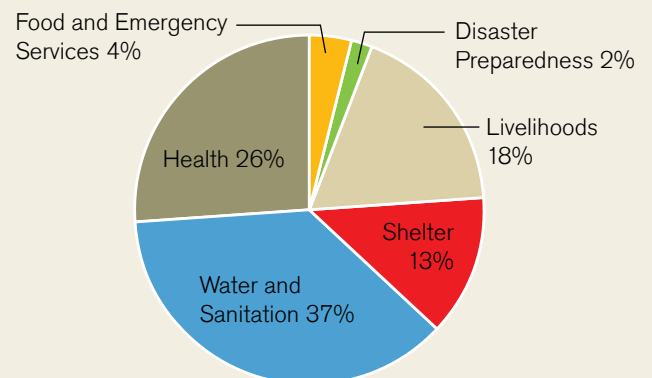


## Major Disaster Response and Recovery Expenditures

### 2011 Japan Earthquake and Tsunami Response



### 2010 Haiti Earthquake Recovery



# Looking Ahead

You made it possible for the Red Cross to respond to countless emergencies around the world last year, helping to bring hope to families devastated by disasters, disease and war.

Our mission is not over. When people are hurting, the Red Cross mobilizes the power of humanity to ease their suffering. To address increasing vulnerabilities around the world, we are expanding efforts to address the most pressing humanitarian needs.

## Responding to Disasters

The Red Cross will continue to stand with communities in their time of greatest need as it works to increase the speed and efficiency of our disaster response programs, as well as improve efforts to reconnect separated families.



Anthony Kitchener / New Zealand Red Cross

**K.C. Miller collects drinking water at a Red Cross water collection point at Cowles stadium in Christchurch, New Zealand.**

We will expand our investments in technology to increase the speed of relief distributions. For example, we are piloting the use of electronic barcodes on distribution tickets and wristbands to more quickly register disaster survivors and speed up the delivery of critical relief items.

We will also better harness geographic information systems (GIS) and mobile data devices to improve disaster assessments and more quickly identify needs. At the same time, we are increasingly using cell phones and partnering with local banks around the world to quickly provide cash to disaster survivors to allow them to purchase food and medicine, which also stimulates hard-hit local economies.

## Preparing for Disasters

More than 200 million people around the world are affected by disasters each year. Experts predict that another 100 million—a 50 percent increase—will be added to this number by 2015 as a result of changing weather patterns, population growth and urbanization.

In response, we will continue to ramp up our efforts to prepare for disasters and reduce community risks. Not only is this the most cost-effective approach to managing disasters, but, more importantly, it save lives.

To support this vital work, the American Red Cross is establishing a center dedicated to improving disaster preparedness globally, researching and promoting the most innovative and effective approaches, and replicating activities that save lives and minimize property damage.

## Eradicating Measles

Looking ahead to its second decade, the Measles Initiative will lay the groundwork for the eventual global eradication of measles.

The first milestone will be to reduce measles mortality by 95 percent by 2015 (compared to 2000). Already, campaigns are planned for 31 countries next year, but these can only take place with sustained support.



Daniel Cima / American Red Cross

**Beatrice Nguinzanonazo takes comfort from receiving advice from doctors after her baby was admitted to a hospital in Bangui, Central African Republic.**

## Educating Future Humanitarians

The American Red Cross is helping students in the U.S. become global citizens, expanding the number of classrooms where our Exploring Humanitarian Law curriculum is taught. In addition to high school students, we will reach students in community colleges and universities this next year.

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



International Federation

## Thank You

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

Anne Ray Charitable Trust  
U.S. Agency for International Development  
U.S. President's Emergency Plan for AIDS Relief  
U.S. Department of State's Bureau of Population, Refugees, and Migration

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

### Annual Disaster Giving Program

3M  
Altria Group  
Aon  
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Dr Pepper Snapple Group  
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Lowe's Companies, Inc.  
Merck  
Morgan Stanley  
Nationwide Insurance Foundation

Northrop Grumman  
Optum  
PepsiCo and the PepsiCo Foundation  
Ryder Charitable Foundation  
Southwest Airlines  
State Farm  
State Street Foundation  
Target  
The TJX Companies, Inc.  
UnitedHealthcare  
UPS  
Walmart

### Disaster Responder Program

American Express  
ArcelorMittal  
AXA Foundation  
General Motors Foundation  
Starbucks Coffee Company and Starbucks Foundation  
US Airways

