



**American
Red Cross**

Helping During People's Darkest Hours



Every day, people in our community and around the world face emergencies, big and small. From more frequent and intense natural disasters, to life-threatening blood shortages, to the unique challenges placed on military families, to a global pandemic that has impacted nearly every aspect of our collective lives, never has the American Red Cross been more vital.

Our mission—alleviating human suffering in the face of emergencies—is only possible with generous support from philanthropists like you. Through the Red Cross, you can turn compassion into action during some of life's darkest moments.



Humanitarian Needs Are Urgent and Mounting

The Red Cross is witnessing first hand the effects of more extreme disasters—more intense storms, heavier rainfalls, higher temperatures, stronger hurricanes and historic wildfires—caused by climate change. In 2020, we averaged three major disaster responses a month in the U.S.—**triple the number from just six years ago**—the result of a steady increase in major disasters.¹ Meanwhile, home fires remain the country's most common and deadly disaster threat, **killing seven people daily**,² most in homes that lack working smoke alarms. Though we help everyone, some need it more than others: **When facing an unexpected \$400 expense, nearly 40% of U.S. adults would borrow money or sell personal items to cover it.**³ We provide emergency financial assistance to help families pay for basic needs like food, clothing and prescriptions.

After disasters, our aid saves lives, and so do the millions of blood products we deliver to patients each year. Every two seconds someone in the U.S. needs blood. The Red Cross promises to meet the constant demand as efficiently and effectively as possible. **Our trained staff use specialized equipment to collect, test and deliver about 40% of the nation's supply**—costly work that's worth every penny to save the lives of cancer patients, accident victims, people with sickle cell disease and other critical blood needs.

Finally, over the past decade, many U.S. military families have experienced multiple deployments and the associated challenges of physical and emotional separations, injuries and more. As we've done since our founding—**in war and peace—the Red Cross must continue to offer a web of support to military families and veterans** at home, on military installations and alongside deployed service members with emergency assistance, critical resources and care.



Saving Lives with Smoke Alarms

“Look at me—I’m a living survivor to let you know that a smoke alarm can save your life.”

Gilbert Toussaint, whose life was saved by free smoke alarms installed by the Red Cross.

¹Jan. 2014–Dec. 2020; Major disasters include Level 4+ domestic events only, which each cost \$250,000+. Averages are rounded.

²National Fire Protection Association, 2020; ³Board of Governors of the Federal Reserve System, 2019



We're There When Help Can't Wait

In times of need, the Red Cross alleviates suffering by delivering compassionate relief, comfort and hope.

- A family suffering in the wake of disaster is given food, shelter, emotional support and hope for recovery.
- Residents in an at-risk neighborhood are given free smoke alarms and learn how to safely escape a home fire.
- A child fighting cancer is provided with life-sustaining blood.
- A deployed service member separated from his family receives the message that his child was born.
- A woman experiencing cardiac arrest is saved by a trained bystander.
- A community impacted by an earthquake half way around the globe is given the resources to help them rebuild and recover.

These services represent the unique and meaningful mission of the American Red Cross.

Everywhere for Everyone

Emergencies don't discriminate when they destroy lives, and the Red Cross doesn't discriminate when we help people rebuild. We assist anyone who needs it, regardless of race, religion, gender identity, sexual orientation or citizenship status. But that's not enough. Our volunteers—who are from all walks of life—also learn about the challenges different groups face and work hard to provide safety and dignity for those we serve during difficult times.



Delivering Lifesaving Blood

“Blood donations mean life for our family. They allow our daughters to grow, learn, play and thrive. Receiving blood keeps me healthy and helps me be the best mother I can be to the girls.”

Tracy Antonelli and her three daughters Emmie, Rosie and Frannie, who all have beta thalassemia, an inherited blood disorder requiring blood transfusions every three weeks.

The Red Cross Difference

As part of the largest humanitarian organization in the world, our reach is vast. This scale also offers unparalleled efficiency—enabling the Red Cross to use your donation to assist more people, more quickly. On average, 90 cents of every dollar we spend is invested in helping those in need, which is far above the national nonprofit average and exceeds industry expectations. One secret to this success is our corps of volunteers, who comprise more than 90% of our workforce.



Help During People's Times of Greatest Need

When you support the Red Cross, you stand with disaster survivors, blood recipients, our military heroes, vulnerable communities around the world and many others.

Your gift can make an extraordinary impact, and there are countless ways to support this vital work. Cash donations, stocks, IRA distributions, donor advised funds and gifts by will—we are happy to help you explore the options. Your donation may be used to honor someone special or inspire others to join you in supporting our lifesaving work. To show our appreciation for your generosity, we are pleased to offer a variety of recognition and engagement opportunities.

Follow us: [redcross.org](https://www.redcross.org)



Some photos were taken before the coronavirus outbreak. We are adapting our mission to ensure the safety of our volunteers and the people we serve.