



American Red Cross

THE MARKET

Through a nationwide network of nearly 550 local chapters and 36 Blood Services regions, 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. Red Cross chapters provide disaster relief; reliable information on preventing, preparing for, and responding to emergencies; the latest training in first aid, CPR, and defibrillator use; classes in water safety and life-guarding; meaningful volunteer opportunities; and more.

As the supplier of more than 40 percent of the nation's blood, the Red Cross works with corporate and civic groups to sponsor blood drives that offer people the opportunity to give the gift of life. Additionally, the Red Cross actively seeks local and national partnerships with corporations and other organizations to share its mission of helping people prevent, prepare for, and respond to emergencies.

ACHIEVEMENTS

In 2011, the Red Cross worked in 31 states to respond to 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. Local chapters taught lifesaving skills to more than 8.2 million people, making many communities safer.

Red Cross aid extends beyond local communities. In 2011, the organization helped communities in 33 countries prepare for seasonal and



unexpected hazards. Through a worldwide network of 58 Service to the Armed Forces stations, the Red Cross provided nearly 400,000 services to military members, veterans, and civilians.

The Red Cross held more than 200,000 blood drives in 2011, collecting blood from nearly 3.7 million people. The key to this high level of community service is the 650,000 people who proudly call themselves Red Cross volunteers and the millions more who demonstrate support for the Red Cross through their financial gifts and blood donations.



Few organizations — nonprofit or for-profit — enjoy the worldwide recognition and high regard associated with the American Red Cross. Whether the organization is providing disaster relief, facilitating blood donations, promoting emergency preparedness, or providing services to the Armed Forces, people trust the Red Cross to do its job in a straightforward and reliable way.

HISTORY

Clara Barton founded the American Red Cross in 1881. Among her unique contributions to growing the worldwide Red Cross movement was mobilizing volunteers and donors to help disaster victims. In 1910, the Red Cross extended this powerful idea to address a rash of industrial accidents by instituting first aid training; four years later, the soaring number of accidental drownings prompted the introduction of programs in water safety and swimming.

During World War I, the Red Cross raised more than \$400 million in supplies and donations to support its services. As the United States entered World War II, under the direction of Dr. Charles Drew, a pioneer in the development of plasma, the Red Cross laid the groundwork for its national blood program.

As new emergencies have arisen, the Red Cross has developed programs and responses to meet the critical needs of people confronting them. Over the years, the Red Cross has worked to combat emerging crises, from influenza epidemics to tuberculosis to HIV and AIDS. The Red Cross has responded to transportation accidents such as airline crashes, human-caused disasters such as chemical spills, and catastrophic events like the September 11, 2001, terrorist attacks, Hurricane Katrina, and the Haiti earthquake.

THE PRODUCT

Disaster Services. The 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.

Preparedness, Health and Safety Services. 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 not only impart important skills but also 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 lifesaving skills to more people.

International Services. The Red Cross responds to disasters, builds safer communities, and educates future humanitarians around the world every day. This past year, the organization worked with its partners in the global Red Cross and Red Crescent network to assist 229 million people in 76 countries. In 2011, more than 5,000 families turned to the Red Cross to find missing loved ones in the wake of wars and disasters.

Service to the Armed Forces.

Clara Barton founded the American Red Cross after caring for troops during the Civil War, and she 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 Red Cross staff members work at more than 50 U.S. military installations around the world, including in Afghanistan, Iraq, and Kuwait. In 2011 alone, the Red Cross provided more than 386,000 emergency assistance services to military members and their families.

Biomedical Services. Every two seconds, someone in the United States needs blood. Through the generosity of its donors, the Red Cross is able to distribute more than 9 million blood products each year to patients at approximately 3,000 hospitals and transfusion centers across the country — literally a lifesaving service. Blood donors prove that one person can make a difference in the lives of many, as one blood donation can help save up to three lives.

RECENT DEVELOPMENTS

The Red Cross adopted a new visual identity in early 2012 as a systematic evolution of its 130-year history. The new identity reflects the Red Cross as it is today: modern, authentic, and innovative.

The presentation of the Red Cross logo is similar to the lapel pins and buttons worn by Red Cross supporters in the early 20th century. While most people think of disaster relief and blood donation when they think of the Red Cross, the updated brand identity is meant to invite people to learn more about the organization and its mission, serving as a personal, grassroots expression of support for the Red Cross.

PROMOTION

Promoting and protecting the Red Cross brand is essential to keeping this symbol of safety meaningful to the people and communities that rely on the Red Cross to be there in times of emergency. The Red Cross website, redcross.org, is the leading source of safety and preparedness information on the Web and was a pioneer in online fundraising. redcross.org receives more than 55,000 unique visitors a day, a number that can spike into the millions during a disaster. During disasters, visitors can find information on response and relief efforts in the United States and around the world, and see who is working with the Red Cross to make their communities safer. The Red Cross Spanish language site, cruzrojaamericana.org, also offers lifesaving information and resources.

The Red Cross plays an essential role in helping communities during emergencies and strives

to keep people engaged in its work through award-winning multimedia advertising campaigns to promote its brand. Like many nonprofits, the Red Cross relies on public service advertising for most of its media placements, garnering an estimated

\$35 million in donated advertising value each year. The primary goal of Red Cross brand advertising is to sustain and continually build awareness of the Red Cross by ensuring that the brand remains top of mind locally and nationally. The combination of national and local promotional and programmatic activities creates momentum that ultimately leads to donations of time, money, and blood.

The Red Cross also has a long and proud tradition of working with the entertainment industry to deepen engagement with its brand. The Red Cross National Celebrity Cabinet was created in 2002 and includes well-respected actors, musical artists, television personalities, athletes, and other public figures who donate their time, talent, and passion to help others. The Red Cross also works to integrate the brand in television and film properties via product and storyline placement.

Many corporations find that partnering with the Red Cross on innovative projects is an effective way to demonstrate to customers, employees, and shareholders that they are committed to

safety and compassion. The Red Cross has a portfolio of opportunities through which corporations can support its work and gain valuable access to the Red Cross brand. The Annual Disaster Giving Program (ADGP) allows corporations to make financial or in-kind contributions that help meet disaster relief expenses. Supply warehousing costs; shelter, feeding, and transportation costs; and the resources needed to reconnect individuals separated during disasters are just a few. Distinguished ADGP partners such as FedEx, the GE Foundation, and Walmart directly touch lives through their contributions.

The holiday season also brings the Red Cross to mind every year. Through the Red Cross Holiday Campaign in November and December, partners can allow their customers to give back while shopping, banking, staying in hotels, or even paying bills. The Holiday Campaign's integrated media promotion lets companies like Circle K West and Simon Malls raise funds at registers and online.

BRAND VALUES

The brand values of the American Red Cross are embodied by its brand essence: "Sleeves up. Hearts open. All in." Although this is not an external tagline, it speaks to the core of the Red Cross. Volunteers roll up their sleeves to give blood, take a CPR class, or lend a hand when help is needed. Their hearts are open since they are a part of the world's largest humanitarian organization. And lastly, volunteers are all in this together. The American Red Cross is composed of countless everyday heroes who come together by helping one another after a disaster, preparing for an emergency, learning lifesaving skills like first aid, or reaching out to military families.

THINGS YOU DIDN'T KNOW ABOUT THE AMERICAN RED CROSS

- About every 9 minutes, the Red Cross responds to a disaster.
- An average of 91 cents of every dollar the Red Cross spends is invested in humanitarian services and programs.
- The Red Cross is not a government agency; it relies on donations of time, money, and blood to do its work.
- 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.
- 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.
- Since 1914, the American Red Cross has been the leader in aquatics training, teaching hundreds of millions of Americans to enjoy the water safely.