



American Red Cross

Together, we can save a life

THE MARKET

Through a network of almost 1,000 local chapters in virtually every market, the American Red Cross links people with critical needs together with caring people who want to help. People committed to ensuring the safety of their families and their communities work through their local Red Cross to provide disaster relief; reliable information on preparing for and preventing 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 half of the nation's blood supply, the American Red Cross works with corporate and civic groups to sponsor local blood drives that offer people the opportunity to give the gift of life.

The American Red Cross actively seeks both local and national partnerships with corporations and other organizations to share in its mission of helping people prevent, prepare for, and respond to emergencies.

ACHIEVEMENTS

In 2002, in collaboration with millions of committed supporters, the American Red Cross met the urgent needs of the victims of almost 72,000 disasters, from hurricanes to house fires. Local chapters trained nearly 12 million people in lifesaving skills such as first aid, CPR, and water safety, making every community a safer place to live.

More than half a million families separated by military service received help from the Red Cross in exchanging vital information about family emergencies, and Red Cross workers deployed with U.S. service members to locations around the world. About 3,000 hospitals from coast to coast relied on the American Red Cross to supply them with blood and blood products.

Beyond these well-recognized services, many local Red Cross chapters provide additional services geared specifically toward the needs of their own communities, such



as transportation services for elderly or handicapped individuals and food programs.

The key to this high level of community service is the 1.2 million people who proudly call themselves American Red Cross volunteers and millions more who support the American Red Cross with their financial gifts and blood donations.

HISTORY

In 1862, Swiss businessman Henry Dunant wrote of witnessing 40,000 troops killed or wounded and left without help on a battlefield in Northern Italy. His conviction that he could provide lifesaving help by enlisting the aid of other concerned individuals ultimately led to the birth in 1863 of the International Committee of the Red Cross (ICRC) and, later, to the Geneva Conventions, a series of international treaties designed to protect victims of war and armed conflict. Dunant was a co-recipient of the first Nobel Peace Prize in 1901.

During the American Civil War, the visionary Clara Barton cared for the wounded on the battlefield. Later, while working in relief efforts for civilians during the Franco-Prussian

War, she learned about the Red Cross movement. Upon her return to the United States, Barton received assurance that the U.S. government would sign the Geneva Conventions. She founded the American Red Cross on May 21, 1881.

Among Barton's unique contributions to the growing 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 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 American Red Cross has developed programs to meet the critical needs of people confronting them. Over the years, the American Red Cross has worked in local communities across the country to combat emerging crises, from influenza epidemics to tuberculosis to HIV and AIDS. To the list of natural disasters to which the Red Cross responds have been added transportation accidents such as airline crashes,



manmade disasters such as chemical spills, and catastrophic events such as the Oklahoma City bombing and the terrorist attacks of September 11, 2001.

THE PRODUCT

The best-known product of the Red Cross is its disaster services. Red Cross disaster workers use donated resources to meet immediate disaster-caused needs, such as shelter, food, and health and mental health services. If needed, the Red Cross helps with such necessities as groceries, clothing, temporary housing, emergency home repairs, transportation, essential household items, medicines, and occupational tools. Disaster victims needing long-term recovery assistance can also turn to the Red Cross when all other resources — including insurance benefits, community and personal resources, and government assistance — have been exhausted. Assistance is based on verified disaster-caused needs.

Red Cross disaster workers feed disaster victims and emergency workers, handle inquiries from concerned family members outside the disaster area, and help those affected by disaster access other community resources. The Red Cross also provides blood and blood products to disaster victims as needed.

RECENT DEVELOPMENTS

The American Red Cross welcomed a new president and CEO in August 2002. Before coming to the Red Cross, Marsha Johnson Evans served for 29 years in the U.S. Navy, retiring as rear admiral, and went on to become executive director of the Girl Scouts USA.

Evans is working to create during these uncertain times a greater understanding of the vital role Red Cross chapters and Blood Services regions play in preparing local communities. Her priorities include initiatives to better inform donors about how their contributions are used, updating systems for response to major disasters, showcasing the contributions of Red Cross volunteers, and establishing partnerships with civic, business, and governmental organizations that share the Red Cross mission.

Under her leadership, the Red Cross is also working closely with governmental organizations and other blood banking groups to encourage blood



donation and to continue to improve both the safety and availability of blood and blood products.

PROMOTION

With almost 1,000 local chapters, 36 Blood Services regions, stations at U.S. military bases around the world, and 1.2 million volunteers, the American Red Cross comprises an unparalleled grassroots network of caring individuals, poised to respond to

emergencies at a moment's notice. Linked by their own internal Web site, local units and volunteers are able to keep constantly updated about emerging crises.

The American Red Cross's much-visited public Web site, www.redcross.org, is widely recognized as one of the best sources of safety and preparedness information on the Internet and was a pioneer in online fund raising. Visitors to the site can also receive information on disaster response 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 creates award-winning multimedia advertising campaigns to promote its brand to the public. Like many nonprofits, the Red Cross relies on public service advertising for most of its placements, but also works to obtain sponsored advertising. Further media exposure is gained through cooperation with media production companies, which know that a Red Cross poster or prop, or technical assistance, can effectively set the stage and add authenticity and credibility.

Over the years, celebrities from Shirley Temple to Jane Seymour have lent their names and images to American Red Cross efforts. The Red Cross recently formalized these arrangements by creating a Celebrity Cabinet made up of well-known personalities — from actors and musicians to sports stars and authors — who commit to giving time for one year to help the American Red Cross.

Always on the lookout for innovative ways to partner with groups that share its mission, the Red Cross pairs with others on an array of local and national initiatives. Many corporations find Red Cross support an effective way to demonstrate to customers, employees, and shareholders that they are committed to safety and compassion.

Target Corporation and Federal Express are among the founding members of the Annual Disaster Giving Program, in which companies make substantial leadership contributions to the Red Cross Disaster Relief Fund. This reserve fund gives the Red Cross the financial means to move people and equipment

immediately to the sites of major disasters, without regard to eventual fund-raising potential.

Many retailers, including Lowe's Home Improvement Warehouse, 7-Eleven and Food Lion, invite their customers to donate to local chapters and to national disaster relief efforts when making a purchase. CoinStar has programmed its machines to accept contributions.

Other companies, such as AT&T Wireless, share their products and technical expertise with the Red Cross. Online companies including Yahoo!, eBay, and AOL have found innovative ways to work with the Red Cross to help people. The organization recently launched an affinity credit card with Capital One Services, Inc. and MasterCard International, Inc. The robust and innovative card program is designed to strengthen core support for local chapters while recruiting the next generation of Red Cross supporters.



BRAND VALUES

The American Red Cross brand stresses people and partnership in providing lifesaving services in every community. The slogan, "Together, we can save a life," emphasizes the feeling of accomplishment and satisfaction individuals and organizations receive by joining in the Red Cross mission by volunteering their time, their financial support, and their blood.

THINGS YOU DIDN'T KNOW ABOUT THE AMERICAN RED CROSS

- Ninety-two percent of the disasters to which the Red Cross responds are house and apartment fires.
- Every Red Cross chapter is a locally supported institution with its own volunteer board of governors.
- Only 5 percent of people who are eligible to give blood actually donate.

