

2019

Annual Report

BRINGING COMMUNITIES HOPE



**American
Red Cross**





A MESSAGE FROM THE CHAIRMAN

For 138 years, the American Red Cross has served as a beacon of hope to people facing disasters and other emergencies. It's an honor to be able to help millions of people each year during their time of greatest need, but nothing we do would be possible without the dedication and commitment of our volunteers, donors, partners and employees who work tirelessly—day after day and year after year. We are deeply grateful for your support.

Whether installing smoke alarms in vulnerable neighborhoods, responding to the significant damage brought about by storms such as Hurricanes Florence and Michael, or delivering food and relief items in the aftermath of deadly wildfires in California, in fiscal year 2019, Red Crossers were there to provide safe shelter ... mental and spiritual support ... hugs ... and hope.

In addition to our domestic disaster response efforts, internationally, the American Red Cross also responds to disasters and crises around the world, including last year's destructive wildfires in Greece, deadly cyclones in Mozambique, drought and flash flooding in Afghanistan, and the ongoing global migration crisis. And we remain active internationally with disaster preparedness and disease prevention initiatives, including leading a successful measles and rubella vaccination campaign in Kenya. Since its inception in 2001, the Measles & Rubella Initiative has helped to save more than 21 million lives around the world through vaccinations.

Of course, last year our humanitarian organization also trained millions of people in first aid, CPR and AED skills, and provided about 40 percent of our nation's blood supply. The American Red Cross also delivered essential services to members of the military, veterans and their families.

It continues to be a tremendous privilege to serve as Chairman of this noble humanitarian organization. Working together, I am certain we will carry forward our mission to prevent and alleviate human suffering for many years to come. On behalf of everyone at the American Red Cross, thank you for your ongoing support and trust in our mission.

A handwritten signature in black ink that reads "Bonnie McElveen-Hunter". The signature is fluid and cursive.

Bonnie McElveen-Hunter

Chairman



A MESSAGE FROM THE PRESIDENT AND CEO

As I write this letter, I am filled with admiration and appreciation for the remarkable volunteers, donors and community partners who power the lifesaving work of the American Red Cross in communities across the country and around the world. In fiscal year 2019 (July 1, 2018–June 30, 2019), these dedicated men and women responded to 60,000 disasters, donated more than 4.5 million units of blood, trained millions of Americans in vital health and safety skills, delivered comfort and care to our military members and veterans, and assisted our neighbors abroad with vital disaster response and disease prevention initiatives.

This past year, I visited a number of places impacted by disaster including the Carolinas after Hurricane Florence, Florida after Hurricane Michael, and California after the destructive Camp Fire. While I witnessed scenes of unimaginable heartbreak during each of these visits, I also experienced the wonderful generosity and resiliency of the American people. Even after more than 11 years leading our humanitarian organization, I still am amazed at the compassion and commitment displayed by so many Red Crossers—who work around the clock to deliver comfort, relief and hope for tomorrow to those facing great need.

In addition to our responses to large-scale disasters, the Red Cross continued to build momentum for our lifesaving Home Fire Campaign in FY 2019—having now installed nearly two million free smoke alarms in vulnerable communities since the campaign began five years ago. Similarly, our Aquatics Centennial Campaign continued to make a positive impact—resulting in more than 2.3 million Red Cross swim lessons and water safety courses taught last year.

The past fiscal year also saw the Red Cross continue its critical efforts to ensure a safe and reliable blood supply for patients in need through some exciting and innovative new campaigns, as well as the ongoing work to help members of the military, veterans and their families prepare for and respond to the challenges of military service. In addition, working with our partners in the Measles & Rubella Initiative, we also helped to educate more than one million households around the globe on the importance of vaccination against measles and rubella.

As always, we would be unable to carry out our essential mission without the unwavering support and generosity of caring individuals, like you. On behalf of those we serve, thank you for standing with the American Red Cross.

A handwritten signature in black ink that reads "Gail McGovern". The signature is fluid and cursive, written in a professional style.

Gail McGovern
President and CEO

Providing Relief, Saving Lives

Trained Red Cross staff are ready to deploy within moments of a disaster to help.



Care for Those Displaced by Devastation

In November 2018, California experienced several devastating wildfires including the Woolsey Fire in the south and, in the north, the deadliest in the state's history—the Camp Fire. The fast burning wildfire devoured thousands of acres, including almost the entire town of Paradise. As this tragedy unfolded, the American Red Cross was on the ground to provide shelter, food and comfort through the fires and later to deploy Red Cross Reunification Services workers and technology to help reconnect loved ones.

Earlier that same fall, the Red Cross was with those affected by Hurricane Michael, which roared ashore near Panama City, Florida, bringing catastrophic losses to coastal areas in October, and Hurricane Florence that inundated communities with rising floodwaters across the Carolinas and parts of Virginia.

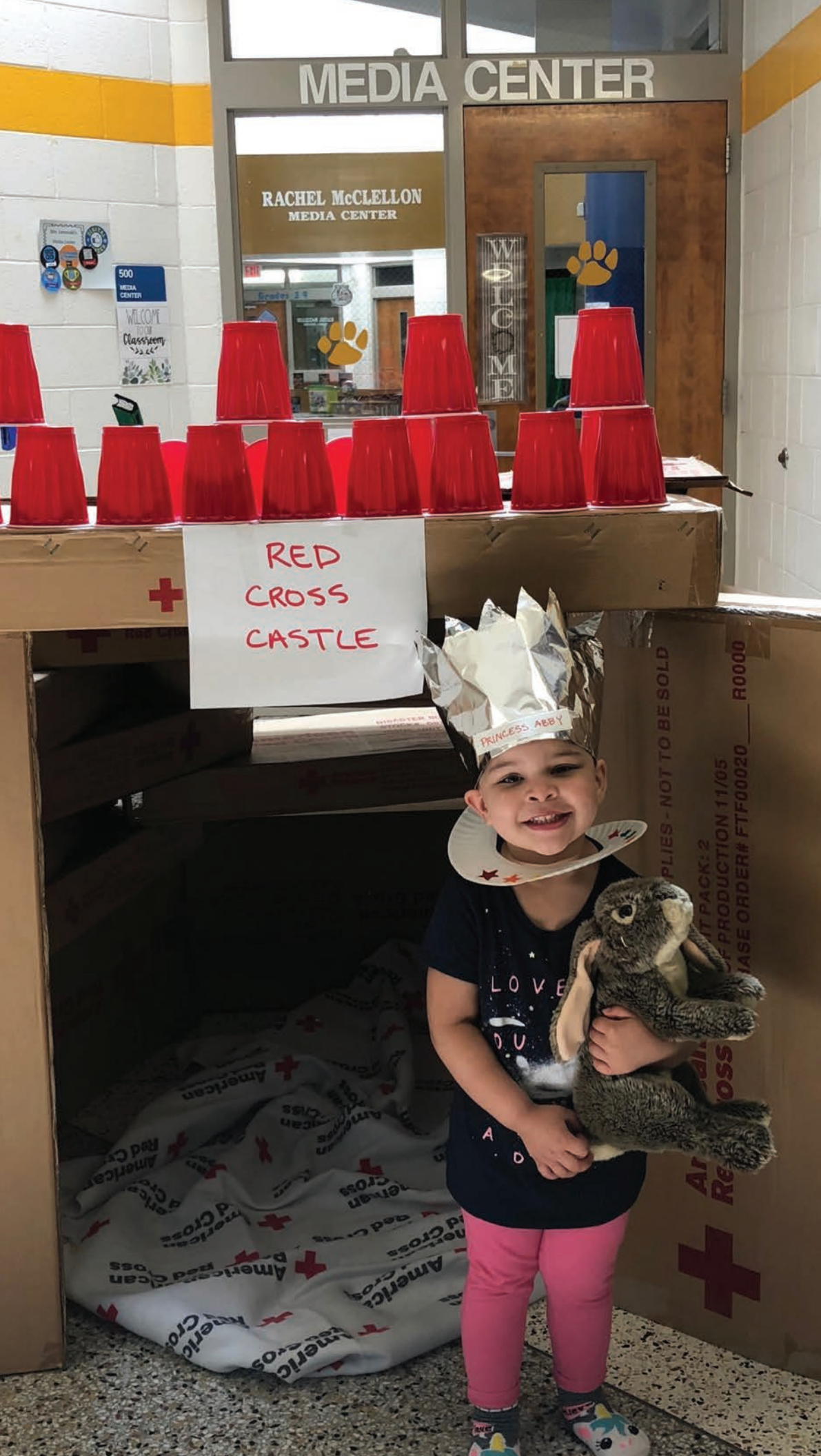
Thousands along the East Coast evacuated their homes during Florence including Abby, age four, and her family who spent several nights at a Red Cross shelter in Fayetteville, North Carolina.

“She had the biggest personality of anyone in the shelter,” recalled volunteer Chelsey Griggs about Abby. “She would always come around the corner of the registration desk to say good morning to everybody.”

Abby's cheer was rewarded when Griggs gathered a bunch of discarded cot boxes and built a kiddie castle for the delighted guest. It was a perfect way to help the pint-sized princess pass the time. Abby's face lit up at the sight of the box castle. Even the local sheriff's deputies got in on the fun, posing as guards in front of Abby's castle door.

Above: Red Cross President and CEO Gail McGovern, speaks with Billy and Joy-Dale Johnson of Port St. Joe, Florida, whose home was destroyed by Hurricane Michael.

Facing page: 4-year-old Abby proudly stands in front of her Red Cross castle.



Disaster Response Highlights



More than **248,200** overnight stays provided with partners



More than **4.8 million** nourishing meals and snacks served with partners



More than **1 million** vital relief items distributed



More than **186,700** health and mental health contacts



More than **97,300** households provided with recovery assistance

Home Fire Campaign Highlights



At least **658** lives saved



Nearly **2 million** smoke alarms installed



Over **822,000** households made safer



Over **1.5 million** children reached through home fire preparedness programs

From October 2014 to October 2019



Home Fire Campaign Saves Lives

The smoke alarm that saved the lives of Jackie Sturdivant's family was installed just three days earlier by Red Cross volunteers.

Sturdivant and her three children were asleep when an electrical fire set their home ablaze. Awakened by the smoke alarm, Jackie alerted her children to safely get out with their dog—just like they had discussed for their escape plan.

"If I didn't hear that smoke alarm, we probably wouldn't be with each other right now," Jackie said.

Jackie is among the hundreds of lives saved through the Red Cross Home Fire Campaign, which aims to reduce death and injury from home fires—the nation's most frequent disaster that claims seven lives a day in the U.S.

Because working smoke alarms can cut the risk of dying in a home fire by half, the Red Cross is working with community partners to install free smoke alarms in high-risk communities. This is done during the campaign's year-round *Sound the Alarm* events, when volunteers and partners go door-to-door to conduct home fire safety visits and help families create escape plans.

Red Cross volunteers also helped Jackie's family the night of the fire, providing emergency assistance and helping with urgent needs like lodging.

Home fires account for most of the disasters that the Red Cross responds to each year. Volunteers are often among the first to arrive, providing emotional support, addressing immediate needs and helping families begin to recover with emergency financial assistance or community resources.

Above: Red Cross volunteers and community partners install free smoke alarms and educate families about home fires in at-risk communities during the Home Fire Campaign's *Sound the Alarm* events.

Right: Jackie Sturdivant shows Alabama Region Red Cross employee Annette Rowland the devastation of an electrical fire that destroyed her family's home in May 2019. Jackie and her three children survived the fire because of smoke alarms installed by volunteers just three days prior.



Giving Hope Worldwide

As part of the world's largest humanitarian network, Red Cross Red Crescent teams provide relief and hope in nearly every corner of the globe.



Relief for Mozambique

Communities in Mozambique suffered their worst humanitarian crisis in decades when cyclones Idai and Kenneth made landfall in spring 2019. The tropical storms claimed lives, forced hundreds of thousands from their homes and cut off critical infrastructure. Red Cross and Red Crescent teams were among the first to provide lifesaving aid—often using boats and helicopters to reach isolated communities reeling from the disasters. With health facilities damaged or destroyed, two Red Cross field hospitals offered medical care to families in need.

The American Red Cross joined the global relief effort by providing financial support and people power. Eleven American Red Cross disaster specialists provided relief, communications, information technology and telecommunications, and information management expertise. In addition, the American Red Cross contributed \$617,000 to the relief operation to fund aid such as emergency shelter kits and livelihoods support.

Mozambique was one of 14 international disaster operations supported by the American Red Cross in fiscal year 2019, ranging from earthquakes and health pandemics to wildfires and even a volcano eruption. In total, the American Red Cross deployed 29 global disaster responders and contributed \$6.2 million to relief efforts abroad.

Ready to Help with First Aid Skills

Neighbors, friends, colleagues and loved ones are often the first people to help when emergencies strike. When community members have the skills and supplies to respond to immediate needs, they can tend to people in times of critical need.

That's why the American Red Cross teaches lifesaving skills in disaster-prone schools and neighborhoods around the globe. This includes teaching basic first aid to schoolchildren and community members in places like Myanmar and Bangladesh. The Red Cross also distributes disaster response equipment, such as fire extinguishers, life vests, first aid kits, stretchers, helmets and even solar panels to power community evacuation centers.

Above: In addition to providing lifesaving aid, the American Red Cross, Bangladesh Red Crescent and International Federation of Red Cross (IFRC) are training thousands of camp residents on first aid, early warning systems, search-and-rescue and other lifesaving skills to help people prepare for rain, flooding, landslides and cyclones as monsoon season sets in.

Facing page: Students at South Khali Girls School in rural Bangladesh practice their first aid skills. The girls have learned lifesaving skills—like basic first aid and cyclone preparedness—from the Red Cross and Red Crescent. As youth volunteers, they're confident they can act during natural disasters or other emergencies. The girls' teacher, Mr. Mohammad Shamil Hossain, has seen the confidence of his students grow as they learned new skills.



গোষ্ঠিক চিকিৎসা ব্যাগ
উপকূলীয় স্থায়ী ক্রম হ্রাস কর্মসূচী
Coastal Disaster Risk Reduction Program

International Services Highlights



More than **1 million** households visited to encourage vaccination against measles and rubella



29 specialists deployed to international disaster responses



15 countries supported by disaster response efforts internationally



More than **18,000** families reconnected through Restoring Family Links services



Nearly **1 million** people reached internationally with disaster preparedness activities





“If a disaster hits our school, I’ll be ready to help,” said Arkar Phone Myint, age 11, from Sein Lay Kone village, Myanmar. The American Red Cross and Myanmar Red Cross worked together to teach Arkar basic first aid and search-and-rescue techniques since his community is at risk of cyclones, storms, floods, tsunamis and earthquakes.

Door-to-Door Efforts to Prevent Measles and Rubella

Even with the incredible medical advances of our modern age, measles kills 300 children each day and rubella is a leading cause of preventable disability. The Measles & Rubella Initiative—which was co-founded by the American Red Cross in 2001—is determined to eliminate these devastating diseases.



Thanks to this lifesaving coalition, measles and rubella vaccines have saved more than 21 million lives since its founding.

One important role the American Red Cross plays in the coalition is to mobilize local Red Cross and Red Crescent volunteers to go door-to-door, identifying children missing routine vaccinations, determining the reasons why and working with partners to strengthen the immunization system. Last year in Kenya, Red Cross volunteers visited over 48,000 households and identified more than 4,000 children missing their vaccines.

“I volunteer because, as a mother, my desire is to have a healthier community free of diseases,” said Felista Njenga, a Kenya Red Cross volunteer.

Facing page: As part of a health screening before receiving a measles vaccine, Prince Osinachi gets his height and weight checked by a local nurse. “The Red Cross has educated me and my neighbors about the importance of our children receiving vaccinations. My son was four months late receiving one of his measles doses, so I was afraid of taking him to the health center—but the volunteer convinced me to go,” says Prince’s mother, Lydia Odinga.

Above: Students in Myanmar show off the disaster response equipment donated to their school by the American Red Cross. The kids—who live in an area at risk from cyclones, floods and other emergencies—also know basic first aid.

Right: Prince Osinachi receives a measles-rubella vaccine in Nairobi, Kenya. Lydia received a visit from Red Cross volunteer, Felista Njenga, who helps ensure kids in the dense urban community receive lifesaving vaccines—such as those for measles and rubella.

Delivering Lifesaving Blood

The American Red Cross fulfills the needs of the American people by providing our partners with safe, reliable, cost-effective and sustainable blood products and related services.



Bleed #ForTheThrone

In celebration of the final season of Game of Thrones, the American Red Cross partnered with HBO to challenge fans and blood donors alike to bleed #ForTheThrone. The highly-anticipated partnership kicked off with an immersive blood drive experience—unlike any other—at the South by Southwest Conference in Austin, Texas followed by blood drives in 43 states. More than 350,000 fans and blood donors answered the call to help those battling injury and illness by rolling up their sleeves and giving the gift of life.

The partnership concluded with a chance to win a full-sized Iron Throne from HBO's Game of Thrones and commemorative Bleed #ForTheThrone poster giveaway, in April.

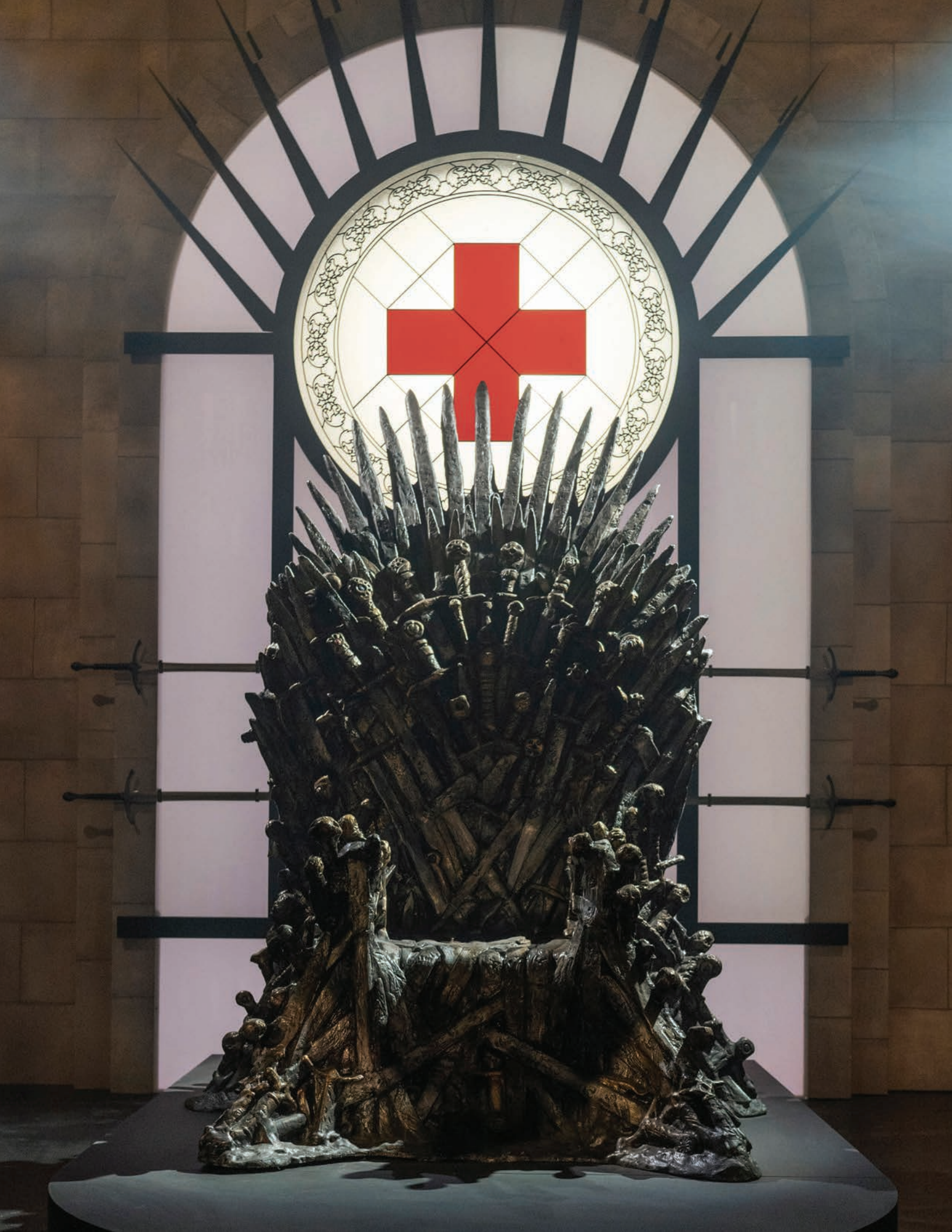
"We are thrilled that our global army of fans have banded together to fight for life," said Steven Cardwell, director of Program Marketing, HBO. "Through our partnership, the American Red Cross has collected 10 times more blood than all the fake blood spilled in the production of the past seven seasons of Game of Thrones, including the Battle of The Blackwater, the Red Wedding, Hardhome, The Fighting Pits of Meereen, and all the other iconic battles combined. It's a true testament to the incredible power and devotion of the fans to make a lifesaving impact."

Blood Donors Help Patients Fight Cancer

Troy Stemen received his first blood transfusion only hours after learning he had acute lymphoblastic leukemia at the age of 16 years old. In the course of a day, his whole world was turned upside down when he learned his persistent aches and random bruises were caused by cancer.

Above: A blood donor "bleeds for the throne" at HBO's immersive blood drive to help patients in need at the South by Southwest Conference.

Facing page: HBO hosted an immersive blood drive experience recreating the world of Westeros at South by Southwest (SXSW) in Austin, Texas.



Biomedical Services Highlights



Collected more than **4.5 million** blood donations and nearly **1 million** platelet donations



More than **2.5 million** Red Cross blood and platelet donors rolled up a sleeve



Provided more than **6.4 million** blood products to help patients



Distributed blood products to about **2,500** hospitals and transfusion centers across the country





Throughout his cancer treatments Troy relied heavily on blood and platelet transfusions to stay healthy enough to endure the rigorous treatments his doctors scheduled.

Today, Troy is cancer-free and enjoys spending time with friends, playing sports and learning to drive. His mother Veronica Stemen has a message for all blood and platelet donors, "I just want to say thank you so much for helping my son, Troy, get better, giving him strength, giving him life. It means the world to me."

Imagine a World Without A, B and O

From June 11 to June 30, the American Red Cross kicked off its second Missing Types campaign, partnering with iconic corporate and civic brands, celebrities and influencers to drop the letters A, B and O—the main blood groups—from logos and other public platforms to highlight the unmet need for blood donations, which are provided by just 3 percent of people in the U.S.

During the campaign, nearly 300,000 generous blood donors signed up to give, with over 40,000 of those appointments generated by new blood donors, an eight percent increase above typical appointment levels. Missing Types lead and supporting partners raised awareness in a number of creative ways, and hosted 275 blood drives with a goal of collecting more than 8,000 blood donations.

This year the Red Cross utilized a new blood donation feature on Facebook and Amazon's Alexa Blood Skill in addition to our award-winning Blood Donor App and website to encourage individuals to find opportunities to give blood and make donation appointments.



Above: Donating platelets is a surprising and meaningful way to help cancer patients.

Right: During the Missing Types campaign, iconic corporate and civic brands, celebrities, and influencers removed the A, B and O—the main blood groups—from signage, websites and other public-facing platforms to illustrate the critical role blood donors play helping patients.

Facing page: Troy Stemen, age 17, is a survivor of high-risk acute lymphoma leukemia. During his treatment, he received 37 platelet and 10 red blood cell transfusions from generous Red Cross donors.

Training Caregivers & Lifesavers

From caregivers to CEOs, fathers to first responders, American Red Cross training prepares people to save lives.



Lifesaving Awards Recognize Everyday Heroes

For more than 100 years, the core principle of the American Red Cross National Lifesaving Awards program has been to recognize individuals who act in an emergency to help save or sustain a life.

In February, Staff Sergeant Jonathan McClure, certified in Red Cross First Aid/CPR/AED, was eating lunch with his wife at a café when he witnessed a woman seated nearby, Jillian Romag, begin choking. He lept up and sprang into action dislodging a piece of steak from Romag's airway. McClure was awarded the Red Cross Lifesaving Certificate of Merit, which is one of the highest awards bestowed to individuals or groups who use the knowledge and skills they learned in a Red Cross training course to save or sustain a life.

4-year-old Boy Saved by Swim Skills

The Red Cross Aquatics Centennial Campaign was established in 2014 to commemorate the 100-year milestone of when the Red Cross added drowning prevention to its mission to help children and adults, in communities with drowning numbers or rates higher than the national average, develop swimming and water safety skills for life.

With the help of campaign funding, 4-year-old Jocean 'Joey' Chartier participated in a preschool aquatics program in April 2019, at the Susan B. English School pool in Seldovia, Ala. Over the summer, Joey had a close call with drowning. His grandfather was building a rain water catchment well for the garden when Joey, who was playing nearby, fell into the well. Joey remembered how he was taught to kick hard during lessons and used those skills to get himself to safety.

Above: Staff Sergeant Jonathon McClure receives Red Cross Lifesaving Certificate of Merit for saving the life of a woman who was choking.

Facing page: Elijah, 11 months, and mom, Ariel, participate in Parent and Child Aquatics classes as part of the Aquatics Centennial Campaign.





“Sometimes the resulting impact of what we do gets lost in the busy schedules of life,” said Lisa Standish, pool manager who taught Joey in class. “These are stories we need to remind us of the importance of our jobs.”

New Resuscitation and Lifesaving Courses

Training Services, assisted by members of the Red Cross Scientific Advisory Council, launched its new resuscitation education program that meets certification and licensing requirements for healthcare, EMS and other public safety professionals. The Red Cross Resuscitation Suite™ program consists of Basic Life Support (BLS), Advanced Life Support (ALS), and Pediatric Advanced Life Support (PALS) courses.

“The Red Cross curriculum reduces instruction time, organizational costs and improves resuscitation outcomes,” said David Markenson, MD, chief medical officer for Training Services. “We are proud that this new curriculum has been adopted by organizations such as the Military Health System and Department of Defense (DoD).”

First Aid for Severe Bleeding is an online course with content on how to recognize and care for life-threatening bleeding, including when and how to apply tourniquets. The First Aid for Opioid Overdoses online course was developed to teach people how to identify the signs and symptoms of a suspected overdose and provide appropriate care. The program and the organization’s commitment and efforts to help address this public health crisis were highlighted at an Opioid Crisis Summit at the White House.

Above: Chantel Corley, age one, learning fundamental skills in the Parent and Child Aquatics class as part of the Aquatics Centennial Campaign.

Left: Joey Chartier used swimming skills learned during a Red Cross Aquatics Centennial Campaign sponsored program to get himself out of a well.

Facing page: The Red Cross Resuscitation Suite™ program consists of Basic Life Support (BLS), Advanced Life Support (ALS), and Pediatric Advanced Life Support (PALS) courses.



Training Services Highlights



356 individuals received National Lifesaving Awards for heroic efforts resulting in saving **161** lives



More than **330,000** lifeguards and nearly **15,000** new water safety and basic swim instructors certified through Red Cross training



More than **2.3 million** sets of Red Cross swim lessons and water safety classes taught at **3,281** aquatic facilities across the U.S. and on installations overseas



1.7 million Red Cross app downloads, with more than **195 million** digital page views



More than **259 million** potentially lifesaving weather alerts were issued by Red Cross apps

Serving those Who Serve our Nation

Since its inception 138 years ago, the American Red Cross has helped members of the military, veterans and their families prepare for, cope with, and respond to, the challenges of military service.



Volunteers Support Veterans

The American Red Cross offers confidential services to all members of the military, veterans and their families by connecting them with local, state and national resources through their network of chapters in communities across the U.S. and offices on military installations worldwide. Hillary Sandy served for 24 years in the U.S. Army. Now she gives back by volunteering with the Red Cross Services to the Armed Forces.

“Working in the military, I see young soldiers coming back after the war; if we can give back and help support them, uplift them, that’s important,” said Sandy on why helping veterans is important.

“We provide service for veterans and active military members. We do education. We give information on how to take care of yourself and what to look out for. I make them aware or let them know, ‘hey, I’m a veteran and I know where you’re coming from and what you’ve been through,’ so they feel, ‘ah, this person will look out for me.’ It’s important to support veterans because they sacrificed so much for us and the country as a whole,” said Sandy.

The Red Cross Hero Care Center is available to help seven days a week, 24 hours a day, 365 days a year, providing messages to service members and their command when family emergencies occur back home. Additional services range from responding to emergency needs for food, clothing and shelter, as well as referrals to counseling services, respite care for caregivers and other resources that meet the unique needs of local military members, veterans and their families.

“I feel that I contribute to taking care of those that are in greatest need. I belong. I am part of a community. I am serving a purpose that will be remembered long after I’m gone,” said Sandy.

Support for Military Children

Being the child of a military parent can be stressful. Children may feel anxious about a parent’s deployment or face frequent moves because of their loved one’s transfer.

Above: Volunteering with the Red Cross for over 20 years, Suzan Stafford, who is trained as a psychologist, has been hosting workshops with veterans to help them with their transition back to civilian life.

Facing page: From the time of the military member’s swearing in, to ongoing help and support for veterans, the Red Cross is there.







The joy of homecoming is followed by a transition period as the entire family readjusts to being together. Family dynamics often change during the service member's absence, with partners assuming new roles and responsibilities, children who have grown and matured, and new family routines and schedules established. Both the service member and his/her family may have multiple challenges to manage as they readjust to these changes, reestablish bonds and confront the many details of managing a household.

The Red Cross offers free Reconnection Workshops to help with the difficult transitions facing active military members, veterans and their families. These Reconnection Workshops offer effective ways for both adults and children to work through the challenges of military life.

For kids, the Reconnection Workshops help them build effective coping and communication skills through two modules, *Confident Coping* and *Roger That! Communication Counts*.

Confident Coping helps children and teens find healthy techniques for handling stressful experiences. For example, the Illinois National Guard hosted a course during a pre-deployment event for ten young ones, most facing the deployment of one of their parents.

Through these fun, interactive workshops, children ages 5–18 learn easy ways to manage stress, increase self-esteem and make healthy, safe decisions. Workshops are available for children of active duty service members, veterans and members of the National Guard and Reserves.

Above: Military families rely on the Red Cross to help them identify their needs and connect them to the most appropriate Red Cross and community resources.

Facing page: The Red Cross provides counseling, guidance, information, referrals and other social services for all military personnel and their families.

Service to the Armed Forces Highlights



Nearly **355,000** emergency communication services provided to nearly **99,000** service members and their families



Nearly **173,000** critical community services delivered to about **143,000** service members and their families



Nearly **31,000** service members, veterans and their families helped improve coping skills and resiliency



Nearly **763,000** military family members educated on what to do when faced with a family crisis



More than **109,000** therapeutic activities provided to participating patients

THANKING OUR GENEROUS SUPPORTERS

Chairman's Council Members

Each member of the Chairman's Council has made an outstanding investment in the American Red Cross. Contributions from these individuals and families help the Red Cross provide lifesaving services—down the street, across the country and around the world.

Chairman's Council Members—\$1,000,000+ Cumulative Giving*

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Annual gifts from national corporations, foundations and organizations enable the American Red Cross to make a positive difference every day for those who rely on our services. Their generosity ensures the Red Cross is always there in times of need.

Mission Leader—\$3,000,000+ Annual Giving**

Latter-day Saint Charities

Annual Disaster Giving Program Members—\$1,000,000+ Annual Giving*

American Airlines	Enterprise Rent-A-Car Foundation	Nationwide Foundation
Anheuser-Busch Foundation	FedEx	State Farm
Anthem Foundation	The Home Depot Foundation	Verizon
Bank of America	Latter-day Saint Charities	VSP Global
Caterpillar Foundation	Lilly Endowment Inc.	Walmart and the Walmart Foundation
The Clorox Company	Lowe's Companies, Inc.	The Walt Disney Company
Costco Wholesale	Mazda North American Operations	
Delta Air Lines	Microsoft Corp.	

Annual Disaster Giving Program Members—\$500,000+ Annual Giving*

21st Century Fox	General Motors	PepsiCo Foundation
Altria Group	Grainger	Procter & Gamble
AmazonSmile	HCA Healthcare	PwC Charitable Foundation
Aon	Humble Bundle	Sands Cares
BMW of North America	IBM Corporation	Southwest Airlines
Capital One	International Paper	Target
Cisco Foundation	The J.M. Smucker Company	TD Ameritrade
Citi Foundation	Johnson Controls Foundation	The TJX Companies, Inc.
CSX	LHC Group	United Airlines
Darden Foundation	Merck Foundation	UPS
Discover	Mondelēz International Foundation	The USAA Foundation, Inc.
Energy Transfer/Sunoco Foundation	New Balance Foundation	The Wawa Foundation
Ford Motor Company	Nissan North America	Wells Fargo

Disaster Responder Members—\$250,000+ Annual Giving*

7-Eleven Cares Foundation	AXA Equitable Life Insurance Company	Duke Realty
Adobe	The Ball Foundation	Edison International
AdvoCare International L.P.	Barclays	Entergy Corporation
American Express	CarMax	GE Foundation
Assurant	Choice Hotels International	Harbor Freight Tools Foundation, LLC
AstraZeneca	Cox Enterprises	Hewlett Packard Enterprise Foundation
AT&T	DICK'S Sporting Goods	HP Foundation
AvalonBay Communities, Inc.	Duke Energy	Ingersoll Rand Foundation
Avangrid Foundation		

John Deere Foundation	Old Dominion Freight Line	The Starbucks Foundation
The Kraft Heinz Company Foundation	Prudential Financial	Tata Consultancy Services
Land O'Lakes, Inc.	Rodan + Fields Prescription for Change Foundation	Toyota
Mastercard	Ryder System, Inc.	U-Haul International
Medtronic Foundation	Security Finance's Lending Hand Foundation	United Technologies Corporation
Neiman Marcus Group	Southeastern Grocers Home of BI-LO Harveys Winn Dixie	U.S. Bank
Northrop Grumman Corporation		Visa
Northwestern Mutual and the Northwestern Mutual Foundation		

Blood Services Giving Program Members—\$250,000+ Annual Giving*

Boise Paper	Ray Hickey Foundation	Suburban Propane
Cedar Fair Entertainment	Steel Dynamics, Inc.	Walgreens
Herbalife Nutrition		

Service to the Armed Forces Giving Program Members—\$500,000+ Annual Giving*

Anheuser-Busch Foundation

Service to the Armed Forces Giving Program Members—\$250,000+ Annual Giving*

GIANT Food Stores	Reliance Steel & Aluminum Co.
Leonard Wilf	The USAA Foundation, Inc.

National Sound the Alarm Partners

Airbnb	Farmers Insurance
Delta Air Lines	Nissan North America

Additional Supporters—\$250,000+ Annual Giving*

Abbott	Margaret A. Cargill Philanthropies	United Way of Greater Cincinnati
Allstate	Metro United Way	United Way of Greater Houston
Alpine Bank	National Grid	United Way of Greater Kansas City
Ameriprise Financial	Pacific Gas & Electric Company	United Way of Greater Knoxville
Apple	Salesforce	United Way of Greater Milwaukee & Waukesha County
Circle K	Sammons Enterprises	United Way of Greater St. Louis
F. M. Kirby Foundation, Inc.	Tulsa Area United Way	United Way of Metropolitan Chicago
Google.org	United Way of Central Alabama	United Way of Miami-Dade County
HBO	United Way of Central Indiana	United Way of Southwestern Pennsylvania
JPMorgan Chase & Co.	United Way of Central Ohio	Walgreens
Liberty Mutual Foundation	United Way of Central Oklahoma	
Lockheed Martin Corporation	United Way of Greater Atlanta	

*Giving levels reflect annual, non-episodic financial and in-kind budget-relieving donations to the organization as of June 30, 2019.

**Giving levels reflect annual commitments of \$3 million or more, including financial and in-kind donations, as well as volunteerism as of June 30, 2019.

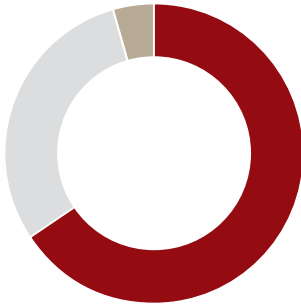


SOURCES OF FINANCIAL SUPPORT

American Red Cross operating funds come from four main funding sources: revenues from products and services, contributions, investment income, and other revenue. Total American Red Cross operating revenues and gains for fiscal year 2019 were \$2,868.8 million. American Red Cross total operating expenses were \$2,992.5 million. Net assets were \$1,442.1 million.

Fiscal Year 2019 (7/1/2018 – 6/30/19)

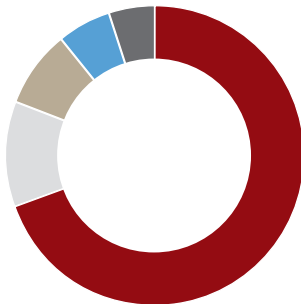
Net Assets (in millions): **\$1442.1**



Operating Revenues & Gains (in millions)*

■ Products & Services	\$ 1,883.7	65.7%
■ Contributions	860.9	30%
■ Investment Income & Other	124.2	4.3%

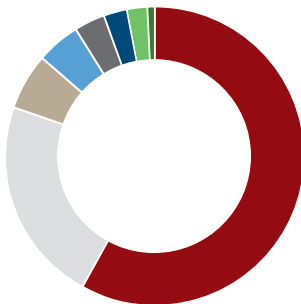
Total \$2,868.8



Contributions (in millions)

■ Corporate, Foundation & Individual Giving	\$ 599.5	69.7%
■ Legacies & Bequests	98.2	11.4%
■ Donated Materials & Services	70.0	8.1%
■ Contracts	51.6	6.0%
■ United Way & Combined Federated Campaign	41.6	4.8%

Total \$860.9



Operating Expenses (in millions)

■ Biomedical Services	\$ 1,740.7	58.2%
■ Domestic Disaster Services	667.4	22.3%
■ Training Services	144.1	4.8%
■ Service to the Armed Forces	73.8	2.5%
■ International Relief & Development Services	61.3	2.0%
■ Community Services	24.7	0.8%
■ Management & General	103.5	3.5%
■ Fundraising	177.0	5.9%

Total \$ 2,992.5

Note: The complete audited, consolidated financial statements of the American Red Cross for fiscal year 2019 may be obtained online at redcross.org/pubs or by contacting the American Red Cross Inquiry Center at 431 18th Street, N.W., Washington, DC 20006 (202) 303-4498.

Facing Page: After Hurricane Florence, Lashandra was overjoyed when the Red Cross truck pulled up to her house. She lives in a home with her seven kids and needed supplies badly. When asked what she needed she replied, "I'll take anything you've got, I have seven babies!" Lashandra's kids, ranging from ages 4 to 17, helped her carry the supplies to the house. The Red Cross gave the family everything from cleaning supplies to diapers and everything in between. Lashandra and her kids were all very thankful for the help from the Red Cross, hugs were given all around.

AMERICAN RED CROSS LEADERSHIP

Board of Governors (as of October 31, 2019)

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Donald J. Trump
President of the United States

Chairman

Bonnie McElveen-Hunter
*Chief Executive Officer
Pace Communications, Inc.*

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Enrique A. Conterno
*Senior Vice President and President,
Lilly Diabetes; President, Lilly USA,
Eli Lilly and Company*

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Enrique A. Conterno
*Senior Vice President and President,
Lilly Diabetes; President, Lilly USA
Eli Lilly and Company*

Y. Michele Kang
*Founder and CEO
Cognosante*

Bonnie McElveen-Hunter
*Chief Executive Officer
Pace Communications, Inc.*

Gail J. McGovern
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The American National Red Cross*

Joseph E. Madison
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Sirius XM Radio, Inc.*

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*President and CEO
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*President
Morehouse College*

Kirt A. Walker
*President and CEO
Nationwide, Inc.*

Dennis M. Woodside
*President
Impossible Foods*

Corporate Officers (as of October 31, 2019)

Bonnie McElveen-Hunter
Chairman

Gail J. McGovern
President and CEO

Brian J. Rhoa
Chief Financial Officer

Phyllis Harris
General Counsel

Jennifer L. Hawkins
Corporate Secretary

Executive Leadership

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Chief Transformation Officer

James "Chris" Hrouda
President, Biomedical Services

Melissa B. Hurst
Chief Human Resources Officer

Sajit Joseph
Chief Innovation Officer

Cliff Holtz
Chief Operating Officer

Neal Litvack
Chief Marketing Officer

Jack McMaster
President, Training Services

Floyd Pitts
Chief Diversity Officer

ABOUT THE AMERICAN RED CROSS

Mission Statement

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.

Principles of the International Red Cross and Red Crescent Network

Humanity ▪ Impartiality ▪ Neutrality ▪ Independence ▪ Voluntary Service ▪ Unity ▪ Universality

Connect with the American Red Cross

To learn more or to find out how you can donate your time, money or blood, visit redcross.org or cruzrojaamericana.org, follow us on Twitter at @RedCross, Facebook at facebook.com/redcross and Instagram at @americanredcross.

This report was produced by the national headquarters of the American Red Cross.

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Front and Back Cover: Devastation in Paradise, California caused by the Camp Fire wildfires. Amanda Ree is the executive director of the Northeast Calif. Red Cross. "These are my neighbors, my colleagues, friends, and friends of my family." Amanda is a Chico State graduate and is currently living and working in Chico, CA. Colleague Vicki Eichstaedt, a Red Cross volunteer, is there as Amanda grieves these unspeakable losses for her community.

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**American
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