



**American
Red Cross**



2011

ANNUAL REPORT

DOWN THE STREET ■ ACROSS THE COUNTRY ■ AROUND THE WORLDSM



American Red Cross
South Central New York



Mission Statement

The American Red Cross, a humanitarian organization led by volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disaster and help people prevent, prepare for, and respond to emergencies.

Principles of the International Red Cross and Red Crescent Network

Humanity • Impartiality • Neutrality • Independence • Voluntary service • Unity • Universality

A Message from the CEO: An Incredible Year

During the past year, America and the Red Cross experienced one of the most intense disaster years since Hurricane Katrina in 2005. From wildfires in Texas to flooding in the Dakotas to the massive outbreak of tornados across the southern and mid U.S., hundreds of lives were lost and the damage was extraordinary.

We saw the devastation on the evening news in Tuscaloosa, Alabama as well as in Joplin, Missouri. The Red Cross response was immediate, strong and long-lasting. We opened hundreds of shelters to house thousands of displaced people, provided food, clothing and other necessities to meet their needs. Local volunteers traveled to the South and Midwest to help.

In our region, which includes 10 counties and the cities of Binghamton, Corning, Cortland, Elmira and Ithaca, we helped 292 families who suffered from 218 local disasters, mostly fires. We helped 357 military families by providing emergency communications and other related services to their loved ones serving around the world. Through our Preparedness program, we reached 49,895 people, instructing them on how to be more prepared before and during a disaster. We also taught 28,753 people how to save a life through Red Cross first aid, CPR and Aquatics training. We did all this in FY11 with a small paid staff and 1,187 dedicated volunteers.

The community has been very supportive of the Red Cross through donations for disasters—down the street, across the country, around the world. With your support and the support of United Ways, foundations and corporations, your Red Cross stands strong, ready to meet the needs of our neighbors, near and far. Without your support as a blood donor, volunteer or financial donor, we would not be able to deliver our essential human services. Thank you for being part of the Red Cross.

Yours in service to humanity,

Hugh J. Quinn
Interim Regional CEO
South Central New York Region
American Red Cross

You Make It Possible

The American Red Cross of South Central New York provides vital services to the region 365 days a year—from responding to home fires in local neighborhoods to teaching first aid and CPR to community groups.

We're able to provide these services thanks to a corps of 1,187 dedicated volunteers and the generosity of our donors. The American Red Cross puts these donations to good use—we are proud to tell donors that we invest an average of 91 cents of every dollar in humanitarian services and programs, well above the industry standard.

How do we do it? By practicing what we preach: preparedness. We train our volunteers. We plan ahead for the types of disasters that strike in our community. And we train individuals, businesses and community groups so that they too can be prepared.

The South Central New York American Red Cross serves the regional communities in Broome, Chemung, Chenango, Cortland, Delaware, Otsego, Schuyler, Steuben, Tioga and Tompkins counties, you'll learn about how we help our neighbors—down the street, across the country and around the world.



Volunteers:

The Heart of the Red Cross

Our work is made possible by the 1,187 regional volunteers who help people every day. Whether it's a thousand disaster victims or one sick child who needs blood, the vital work of the Red Cross is made possible by its humanitarian corps of volunteers that provides relief to victims and helps people prevent, prepare for and respond to emergencies.

Down the Street

House Fires to Hurricanes

We're ready to respond to disasters 7 days a week, 365 days a year throughout the region, providing shelter, food, clothing and emotional support at no cost to those in need. As part of a nationwide network of Red Cross chapters that work together, we are prepared to respond to large and small scale relief efforts whenever needed.

Home fires are the most common disaster to which the Red Cross responds. Although many of these fires don't make the news as hurricanes or other large-scale events do, they are devastating for those who have suddenly lost their homes, possessions and sense of security.

In fiscal year 2011, Red Cross workers throughout the 10-county region responded to 218 regional disasters and provided aid to 292 families in need.

The Red Cross also teaches families, organizations and corporations how to be prepared for emergencies through free educational presentations. Helping people prepare for unexpected emergencies is an important part of what the Red Cross does.

Last year, a total of 49,895 people attended 152 disaster preparedness events throughout the region.

Preparing for the Unexpected

We teach people the lifesaving skills they need to protect themselves and their families, including first aid, CPR and water safety.

We offer these trainings in multiple ways: online training, traditional classroom settings and full-service courses where we bring the training to your workplace or organization.

Last year, 28,753 individuals learned critical skills in Red Cross courses:

- 18,367 people enrolled in first aid/CPR/AED
- 9,321 people enrolled in water safety/aquatics
- 654 people enrolled in other health and safety courses

Being prepared is easy and involves three simple steps:

- **Get a Kit**—make an emergency three-day kit with supplies for each family member and pet.
- **Make a Plan**—make an emergency plan for home, work and school.
- **Be Informed**—stay tuned in so you know what is happening and what to do.



The Red Cross Delivers

Whether an entire region is devastated by floods or snow, or a family home is destroyed by fire, the Red Cross provides food, shelter, clothing and other necessities to those in need.

Red Cross disaster workers respond to emergencies whenever they are called upon by first responders. They are extensively trained into specific jobs and are deployed to disasters *down the street, across the country or around the world.*



Military Lifeline

The Red Cross has partnered with the U.S. Armed Forces for over 75 years, assisting thousands of military families every day.

To the men and women stationed far from home, the Red Cross is a 24/7 lifeline, delivering urgent messages regarding the birth of a child or serious illness or death in the family.

Serving the Military, Their Families and Veterans

A core service of the Red Cross is to give support to active-duty military members, National Guard and Reserve members, veterans and their families. We provide pre-deployment briefings, called "Get to Know Us Before You Need Us," and connect families with needed resources when their loved ones are deployed.

Deployed service members also count on us to deliver emergency messages, such as notification of an illness or death in the family. Military families rely on these verified communications, which help commanders decide when to grant leave. We also provide support for the sick and wounded at military and veterans hospitals and assistance in obtaining emergency financial support.

During FY11, chapters throughout the region:

- Delivered 203 emergency communications
- Administered 5 MASRU loans to military members
- Supported 406 military members/family members

Blood—Making Sure It's Available

We supported the efforts of the American Red Cross NY-Penn Blood Services Region, which processes, tests and safeguards blood collected from donors across South Central New York. With the cooperation of hundreds of blood sponsors, we were able to hold almost 1400 blood drives in FY11 which collected almost 60,000 units of blood. The Red Cross is the sole supplier of blood to many of the region's hospitals.

Blood means life to those who need it, from critically ill newborns to trauma victims. The American Red Cross plays a critical role in our nation's healthcare system through its blood services. It is the largest single supplier of blood and blood products in the U.S., collecting and processing more than 40% of the blood supply and distributing it to 3,000 hospitals and transfusion centers nationwide.

Local Efforts, Global Reach

As part of a worldwide humanitarian network, the Red Cross works to deliver international humanitarian aid in the wake of disasters; prevent disease and teach preparedness; reconnect families separated by armed conflict; and educate the public about International Humanitarian Law.

Here in the South Central New York Region, we:

- Enrolled 827 people in International and Humanitarian Law and other International Services programs
- Provided 2 international tracing services

The International Red Cross & Red Crescent Movement

The term refers to a global network of 186 national and international organizations allowed to use the Red Cross or Red Crescent emblem in their activities to relieve human suffering throughout the world. The movement is one of the largest humanitarian networks in the world with a presence and activity in almost every country.

Responding to Community Needs

Project Share. This is a collaborative program with New York State Electric and Gas (NYSEG). As administrators of this program, the Red Cross delivers financial assistance to low and fixed income residents who are facing termination of their utilities. Over the past 25 years, the Red Cross has dispersed hundreds of thousands of dollars to residents, helping them keep their heat and lights on.

Homeless Services. This program serves those who are homeless or who are at risk of being homeless in Tompkins County by providing temporary shelter and appropriate services that help people regain their independence by obtaining safe and secure housing and the financial means to keep it.



Japan Earthquake & Tsunami

A record 9.0 magnitude earthquake struck Japan on March 11, 2011 near the city of Sendai, generating a powerful 32-foot tsunami. Reportedly, almost 16,000 people lost their lives.

The American people responded with donations to help their Japanese neighbors. The American Red Cross contributed over \$256 million to aid the Japanese Red Cross in relief and recovery efforts.

Across the Country

Through a network of nearly 600 chapters, 36 blood services regions and a presence on military installations across the country, the American Red Cross helps people when they need it most: when disaster strikes; when a hospital patient is in need of lifesaving blood; when a military family needs emergency assistance; and when people want to learn the skills needed to protect themselves and their family.

2011 at a Glance

Across the country, the American Red Cross:

- Responded to 68,387 disasters.
- Provided 386,320 services to military families.
- Collected 6.2 million units of blood.
- Taught 8,298,330 people lifesaving skills.

Helping Families After Disaster

The American Red Cross responds to nearly 70,000 disasters every year across the United States. Ranging from single-family house fires to tornadoes and hurricanes, the Red Cross is always on call to provide immediate care and comfort to those in need.

Winter 2011 brought severe winter storms to a large portion of the U.S., knocking out power for thousands of people and closing schools and businesses. In January, Red Cross workers operated shelters from Florida to Connecticut to help those affected by storms. Severe weather continued into February as a massive winter storm buried the country in ice and snow from the Rocky Mountains to Maine. The Red Cross responded in 19 states, offering food, comfort and a safe place to stay to hundreds of people.

Multiple disasters in spring 2011 made it one of the deadliest seasons in U.S. history. A severe outbreak of tornadoes across the South and Midwest—which hit communities such as Tuscaloosa, Ala., and Joplin, Mo.—took lives and destroyed homes. Red Cross workers were on the ground immediately to help, providing shelter for people whose homes were damaged or destroyed, and fanning out across affected areas to assess the damage. Red Cross nurses and mental health workers were also deployed to help people cope with the aftermath of these disasters.

As North Dakota, Minnesota and towns along the Mississippi River fought floods last spring, Texas grappled with the opposite extreme, as an exceptional drought continued and wildfires burned millions of acres. The Red Cross supported first responders as they fought the fires, and provided food, shelter and emotional support to people whose homes were threatened or destroyed.

In total, the Red Cross worked in 31 states in response to the spring tornadoes, floods and wildfires, opening more than 283 shelters, providing 3.2 million meals and snacks, and distributing 1.5 million relief items.



When deadly tornadoes struck Alabama in April 2011, Red Cross volunteers provided shelter, meals and emotional support to stunned residents.

Supporting Military Families

When a U.S. service member is deployed and a crisis happens at home, the Red Cross is there to help. Through its hundreds of chapters in the U.S., as well as offices on military installations around the world, the Red Cross works 24 hours a day, 365 days a year to verify and relay emergency messages to deployed service members, including those in remote locations and on ships at sea.

In fiscal year 2011, the Red Cross provided more than 386,000 services to service members, veterans and their families.

To further support military families, the Red Cross briefed more than 1.3 million people through the “Get to Know Us Before You Need Us” program, which helps service members and their families understand how the Red Cross can help them in times of need.

The Red Cross also provided training scholarships to more than 2,800 military family members in courses such as first aid and CPR, Nurse Assistant Training, and Family Caregiving, and provided training for nearly 400 dental and medical assistants on military installations.

Teaching Lifesaving Skills in New Ways

Nearly 8.3 million people across the country learned lifesaving skills such as first aid and CPR from the Red Cross last year. In addition, some 3.6 million people attended preparedness presentations.

The Red Cross also launched a campaign to educate people in hands-only CPR, releasing the “Citizen CPR” course that teaches the technique in just 30 minutes. Supplementing this are a hands-only CPR video and a quick-reference sheet available on redcross.org. The video is also available on YouTube.

In partnership with Dr. Oz and ShareCare, the Red Cross developed an application for Android mobile devices that provides real-time instructions for emergency situations. Users can follow step-by-step videos with demonstrations by Dr. Oz, and 3-D animations are included for the more complex scenarios, such as hands-only CPR and choking. The app even has an audio and visual counter for giving real-time CPR compressions.

In May 2011, the Red Cross launched www.ReadyRating.org nationwide to help schools and businesses with their emergency planning and preparedness efforts. Members of this free program can use an online assessment to measure their current preparedness efforts and receive customized feedback about how to improve their preparedness level.



At military hospitals across the country, volunteers deliver items such as toiletries, clothing, books, computer games and snack items for patients and their family members.



The Red Cross wants to educate 5 million people about hands-only CPR, a potentially lifesaving technique that doesn't involve mouth-to-mouth contact.

Celebrating Blood Donors, Raising Awareness

Someone receives a blood transfusion from a generous Red Cross donor 21,000 times a day—and many of us have either needed blood or know someone who has needed it. The Red Cross serves the needs of communities across the United States by providing approximately 43 percent of the nation's blood supply. While we already have one of the safest blood supplies in the world, we continually seek to improve safety.

The Red Cross held more than 200,000 blood drives last year, collecting 6.2 million units of lifesaving blood. These donations were then processed into 9.1 million blood products for transfusion to meet the needs of nearly 3,000 hospitals across the United States.

For the third year in a row, the Red Cross celebrated blood donors through Red Cross Racing with the help of Greg Biffle, driver of the No. 16 3M Ford Fusion, who helped raise awareness about the ongoing need for blood donations. The Red Cross also had the chance to honor our military heroes at the AAA Texas 500 race in November 2010. The Red Cross held a pre-race "Salute Our Troops" concert that day and hosted 150 U.S. troops, giving them special viewing access during the race.



Young people ages 16 to 24 form a vital part of the blood donor community.

Around the World

With your support, the American Red Cross responds to disasters, builds safer communities and educates future humanitarians around the world every day. This past year, we worked with our partners in the global Red Cross and Red Crescent network to assist 229 million people in 76 countries.

Responding to Disasters

When disasters hit, the local Red Cross or Red Crescent can often handle the crisis alone, but sometimes they reach out for help. The American Red Cross helps meet urgent needs by deploying disaster specialists, mobilizing relief supplies and contributing financial assistance. During the past fiscal year, the American Red Cross provided assistance to more than 8.6 million people, from Japan to Haiti.

For example, after a devastating earthquake and tsunami hit Japan in March 2011, the American Red Cross joined the Japanese Red Cross to help provide water and new appliances, as well as repair damaged medical facilities. As of June 2011, the American Red Cross has provided \$230.8 million to the Japanese Red Cross and other partners to support relief operations, reaching more than 200,000 people with assistance.

Last year, the American Red Cross continued to help people in Haiti rebuild and recover from the January 2010 earthquake. The Red Cross is helping Haitians rebuild their lives through activities such as constructing homes, delivering clean water, supporting hospitals, improving sanitation and trash disposal, providing income-generating opportunities and fighting outbreaks of disease such as cholera.

Building Safer, Healthier Communities

The American Red Cross works with its 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.

Continuing the highly successful Measles Initiative, the American Red Cross helped lead the program toward vaccinating 1 billion children in the last decade, putting us on the continued path toward eradicating this deadly disease. Since the Measles Initiative began in 2001, measles deaths have decreased by 78 percent worldwide.

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 United States, 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.

Last year, the American Red Cross educated 139,000 people in more than 40 states in International Humanitarian Law, teaching students about humanitarian issues around the world and the critical need to protect civilians as well as combatants in times of war and conflict.



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

2011 at a Glance

The American Red Cross:

- Worked to reconnect more than 5,300 families separated by international wars and disasters.
- Equipped communities and Red Cross partners in 33 countries to be better prepared for the next disaster.
- Helped protect 220 million children worldwide from measles in 2011, and 1 billion in the last decade.

Your Red Cross in South Central New York

Chapter	Officer	Office
SOUTHERN TIER Broome & Tioga Counties	Hugh Quinn <i>Interim Regional CEO</i>	620 E Main St Endicott NY 13760 607 785 7207
Chenango County		27 W Main St Norwich NY 13815 607 334 4565
Delaware County		21 Liberty St Sidney NY 13838 607 561 2643
Otsego County		101 Main St Cooperstown NY 13326 607 547 2441
CORTLAND COUNTY	Barry Stein <i>Executive Director</i>	111 Port Watson St Cortland NY 13045 607 753 1182
GREATER STEUBEN	Brian McConnell <i>Executive Director</i>	123 W Market St Corning NY 14830 607 936 3766
Steuben County		110 Liberty St Bath NY 14810 607 776 7008
		24 Maple St Hornell NY 14843 607 324 6511
SULLIVAN TRAIL	Joel Robinson <i>Executive Director</i>	911 Stowell St Elmira NY 14901 607 734 3317
Bradford PA County		328 Broad St Waverly NY 14892 607 565 2061
TOMPKINS COUNTY	Barry Stein <i>Executive Director</i>	201 W Clinton St Ithaca NY 14850 607 273 1900

How to Get Involved

Volunteer your time and skills. **Get trained** in lifesaving skills. **Make a financial donation**

Visit us at www.1RedCross.org. And find us on social media: [Facebook.com/pages/South-Central-New-York-American-Red-Cross/171398566222699](https://www.facebook.com/pages/South-Central-New-York-American-Red-Cross/171398566222699)

[Twitter.com/#!/SoCNYRedCross](https://twitter.com/#!/SoCNYRedCross)

Sources of Financial Support

In Our Community

The American Red Cross is able to provide vital services to the South Central New York Region—from responding to home fires to teaching first aid and CPR—thanks to your generous contributions.

The South Central New York Region of the American Red Cross received \$2,093,836 in total contributions for fiscal year 2011 (July 1, 2010 - June 30, 2011). This included:

- \$1,214,888 in corporate, foundation and individual giving—All charitable cash contributions given during the year to the Red Cross, including gifts from all types of entities, for various purposes supporting the mission of the Red Cross.
- \$755,587 in United Way and other federated—Funds raised for the Red Cross through United Way, Combined Federal Campaign (CFC) and other agency campaigns.
- \$60,142 in legacies and bequests—All cash and other assets received by the Red Cross as a result of a donor's will, trust or annuity.
- \$63,219 in services and materials—The valuation of non-cash donations of materials, property, equipment, office space and utilities for fixed sites, and personal services given to support the mission of the Red Cross.

Contributions to the American Red Cross of South Central New York Fiscal Year 2011

Corporate, foundation and individual giving	\$1,214,888
United Way and other federated	\$ 755,587
Legacies and bequests	\$ 60,142
Services and materials	\$ 63,219
Total	\$2,093,836

Across the Country

The American Red Cross works in communities across the country to prepare for and respond to disaster; teach lifesaving skills; serve military members, veterans and their families; and provide nearly half the nation's blood supply. As part of the International Red Cross and Red Crescent network, the American Red Cross also works to prevent and relieve suffering in countries around the world. Total contributions to the American Red Cross for fiscal year 2011 were \$914,040,000.

Nationwide Contributions to the American Red Cross (in thousands) Fiscal Year 2011

Corporate, foundation and individual giving	\$685,947
United Way and other federated	\$111,273
Legacies and bequests	\$81,548
Services and materials	\$35,272
Total	\$914,040



The Red Cross Helps Rebuild Lives

Whether an entire region is devastated by floods or tornadoes, or a family home is destroyed by fire, the Red Cross will be there to provide relief and support.

A Brief History of the American Red Cross



Clara Barton and a circle of acquaintances founded the American Red Cross in Washington, D.C. in 1881. She had heard of the Swiss-inspired International Red Cross Movement while visiting Europe following the Civil War. Returning home, she campaigned for an American Red Cross society and for ratification of the Geneva Convention protecting the war injured.

Prior to WWI, the Red Cross introduced its first aid, water safety and public health nursing programs. With the outbreak of war, the organization experienced phenomenal growth. After the war, the Red Cross focused on service to veterans, disaster relief and enhanced its programs in safety training, accident prevention, home care for the sick and nutrition education.

During WWII, the government called upon the Red Cross to provide extensive services to the U.S. military, Allies and civilian war victims. It enrolled more than 104,000 nurses for military service, prepared 27 million packages for American and Allied prisoners of war, and shipped more than 300,000 tons of supplies overseas. At the military's request, the Red Cross also initiated a national blood program that collected 13.3 million pints of blood for use by the armed forces.

After WWII, the Red Cross introduced the first nationwide civilian blood program that supplies nearly 50 percent of the blood and blood products in this country today.

The Red Cross has continued to expand its services to the American public through CPR/AED training, sheltering and supporting disaster victims, teaching emergency preparedness, and serves as the principal provider of mass care in federally declared disasters.

The American Red Cross and the Federal Government

People sometimes think the Red Cross is an agency of the federal government. In fact, it is a quasi-governmental organization, operating under Congressional charter and receives no funding from the U.S. government. In fact, all Red Cross operational funding comes from donations from the American public.

The Red Cross received its first congressional charter in 1900 and a second in 1905 which was amended in 2007. This charter sets forth the purposes of the organization which include giving relief to and serving as a liaison between members of the American armed forces and their families, and providing national and international disaster relief and mitigation.



**American
Red Cross**

redcross.org