



American Red Cross

Broward County Chapter

ANNUAL REPORT TO THE COMMUNITY

FISCAL YEAR 2010

The American Red Cross is a non-profit humanitarian organization that provides relief to victims of disaster and helps people prevent, prepare for and respond to emergencies. The American Red Cross Broward County Chapter offers Disaster Preparedness & Relief, International Services, Health & Safety Education, and Service to the Armed Forces. Between July 1, 2009 and June 30, 2010, the American Red Cross Broward County Chapter provided the following services to the residents of Broward County:

Disaster Preparedness & Relief

- The Red Cross responded to 179 local disasters.
- 275 families received \$103,735 in direct assistance from the Red Cross for the provision of emergency food, clothing and shelter.
- 87,325 people attended community disaster education presentations.

International Services

- 19 International Social Services contacts were provided, including tracing requests related to natural disasters, armed conflict and the Holocaust.
- Nationally, the Red Cross collected more than \$400 million in response to the Haiti earthquake and comforted 19,504 U.S. citizens who were flown to South Florida from Haiti.
- 136 people attended courses in International Humanitarian Law, Measles/Malaria Initiatives and General International Services.

Health & Safety Education

- 6,692 people were trained in lifesaving CPR, and First-Aid courses.
- 1,258 trained to be Authorized Instructors.
- 197,763 people enrolled in aquatic programs.

Service to the Armed Forces (SAF)

- 430 emergency messages with urgent news of family illness, deaths and births were delivered to and from local military families.
- 1,213 people participated in Get to Know Us presentations.
- 231 military cases were processed.
- Assisted 187 veterans of the Iraq/Afghanistan conflicts with emergency housing and other needs through the BRAIVE Fund.
- Sent 81 volunteer translators from South Florida and various states to the hospital ship USNS Comfort following the Haitian earthquake.



Total support and revenue for the year ending June 30, 2010 was \$2.1 million

Fiscal Year 2010

Fundraising Campaigns	\$317,963
Special events (net)	170,818
Legacies and bequests	100,838
Grants	55,500
United Way	277,170
Inter Red Cross	783,075
Products and services	344,783
Other	11,596
Investments	49,145
Total	\$2,113,888

Total expenses for the year ending June 30, 2010 was \$2 million

Fiscal Year 2010

Disaster Services	\$585,722
Health & Safety Services	558,683
Services to the Armed Forces	187,173
Community volunteer services	137,477
Membership and fundraising	364,329
Management and general	164,035
Total	\$1,997,369



2009 Officers of the Board of Directors

- Mark Holmes, Chair
- Rocki Rockingham, Vice Chair
- Reena Panikar, Secretary
- Alicia Laszewski, Chapter Executive

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All of the services provided by the American Red Cross Broward County Chapter are made possible through the generosity of individuals and community partners from Broward County. The American Red Cross is not a government agency and relies on the goodwill of the community to fulfill its humanitarian mission. Your contribution can ensure that the Red Cross will always be ready to respond to our neighbors in need. To donate, please call 954-797-3816 or visit www.southfloridaredcross.org.