



**American
Red Cross**

Coronavirus Outbreak (COVID-19)

SIX-MONTH UPDATE | NOVEMBER 2020

Red Cross Continues to Deliver Critical Services Amid the COVID-19 Pandemic

Emergencies like accidents, home fires, illnesses and natural disasters don't stop during a pandemic — and neither does the vital work of the American Red Cross.

As the challenges presented by this coronavirus outbreak came into focus in early March, the Red Cross began preparing to ensure the continued delivery of our lifesaving mission. In our planning, we examined the potential impacts of COVID-19 on how we deliver essential services — including blood collection and disaster relief — while protecting the health and safety of our volunteers and employees.

We then worked to identify additional investments needed to safely support people across the U.S. who count on those services for help and hope when it's needed most.

Our donors graciously stepped up for those we serve in this uncertain time. Thanks to their generosity, the Red Cross was able to continue meeting critical needs for blood and disaster relief over the past six months.

We invested in maintaining and equipping the workers who collect life-sustaining blood for patients with serious medical conditions, raised awareness about the critical ongoing need for blood donations during the pandemic, and adapted the ways we respond to disasters and care for survivors.

“The past six months have been a difficult time for people across our nation as we cope with the impact of the COVID-19 pandemic and the myriad challenges and uncertainties that it presents in our daily lives. Amid these unprecedented circumstances, thousands of trained Red Crossers have worked tirelessly to respond to disasters big and small — including Hurricanes Laura and Sally, the Midwest derecho and the devastating wildfires in California, Oregon and Washington. Our heroic phlebotomists and Biomedical Services workers also continue to do what it takes to provide lifesaving blood products for cancer patients, accident victims and others. As we come together to meet these ongoing needs, I'm deeply grateful for the generous commitment of our donors, who have helped us continue to deliver our critical mission every day.”

Gail McGovern, President and CEO, American Red Cross

Maintaining the Nation’s Blood Supply for Patients with Serious Medical Needs

To ensure that patients with serious illnesses, mothers giving birth, accident victims and many others receive the lifesaving blood they need, Red Cross employees need to collect about 13,000 blood donations and more than 2,600 platelet donations every day — approximately 40% of our nation’s blood supply. In the U.S., an unprecedented number of blood drive cancellations during the early stages of the coronavirus outbreak caused a severe blood shortage in March. And as the pandemic continues to impact our ability to hold blood drives, we have seen a loss of more than 1 million uncollected blood donations across the country as of September 10 due to cancellations of planned drives.

Added to the challenges of the COVID-19 pandemic, this shortfall represented a potential crisis for patients like 28-year-old Dayshana Jones. In July, Dayshana experienced a painful sickle cell crisis that caused her to miss several weeks of work and precious time with her three-year-old son Tristan. Red Cross blood donors play a critical role in Dayshana’s health, and she is thankful that they know the importance of their lifesaving gift.

“When I receive blood transfusions,” Dayshana said, “I feel like the best version of myself. The pain goes away, and I feel a lot stronger.”

To share the critical needs of patients like Dayshana with the public, the Red Cross launched an awareness and outreach campaign, funded by financial contributions from donors as well as generous in-kind support. From

mid-March to mid-June, we received in-kind paid advertising from partners valued at approximately \$33.1 million as well as additional donated media placements across all channels (TV, radio, digital, print and out-of-home) — translating to over 1.8 billion impressions (the number of times that consumers saw our advertising).



Dayshana Jones (center), pictured with her family, requires regular blood transfusions to ease the painful symptoms of sickle cell disease. The Red Cross collects thousands of blood donations daily to help meet the needs of patients like Dayshana. Photo by American Red Cross

Working to Maintain a Sufficient Blood Supply

Mitigation Efforts Reduced Net Loss of Collected Units: Even with unprecedented cancellations, your support helped us significantly offset lost collections:



Increased performance:
Over **280,000 units** were collected from additional donors presenting at retained drives.



New drives added:
Over **289,000 units** were collected from additional drives added at short notice.



Thanks to the impact of mitigation measures, the Red Cross has reduced our net loss of blood collections by **over 55%** to date.

In response, thousands of blood donors across the country answered the call, rolling up their sleeves to give the lifesaving gift of blood. They have helped us recoup more than half of the donations that were lost since the public health emergency began — more than 570,000 units were collected through increased productivity at retained blood drives and new drives added at short notice. All told, the Red Cross collected over 2.2 million units of blood over the last six months. Thanks to these efforts and the generosity of our volunteer blood donors, we successfully met the needs of hospital patients requiring transfusions during this period.

As selfless volunteer donors stepped up to help neighbors in need during this difficult time, the Red Cross made critical investments to ensure that our blood donation centers had appropriate safety protocols in place for donors and staff. We purchased equipment like infrared thermometers for temperature checks, additional personal protective equipment (PPE) like masks and gloves, as well as hand sanitizer, disinfectant and supplies for enhanced cleaning measures.



The Red Cross is thankful for the selfless and compassionate blood donors who responded to our public awareness campaign, as well as supporters who funded the additional resources and supplies needed to meet updated safety guidelines. Powered by their commitment, the Red Cross helped stabilize the nation's blood supply in the early days of this coronavirus outbreak, and we have continued our work to provide sufficient blood and blood products for patients with ongoing needs as the COVID-19 pandemic continues. To do this, we are maintaining the blood collections staff and equipment needed to safely collect, process and deliver donated blood to hospitals as the public health situation evolves.

Blood is perishable and cannot be stockpiled, so the Red Cross must continue to balance ongoing fluctuations in demand by scheduling blood drives nationwide. Thanks to the remarkable commitment of both financial and blood donors, we can continue to invest in our dedicated staff, essential safety equipment and public awareness outreach needed to meet the critical needs of patients across the U.S.

“I am very proud to be an ‘essential worker’ for Red Cross blood services, especially during this tragic COVID-19 pandemic. I am optimistic that whatever comes, I will be here with my team to help save more lives through blood collection. I am also glad we have been provided with adequate PPE and cleaning supplies to help keep our staff and donors safe.”

Ivan Sherman, Site Supervisor, American Red Cross
Biomedical Services

Helping Thousands of Disaster Survivors Through an Active Spring and Summer

Since the beginning of this coronavirus outbreak in the U.S., the Red Cross has continued responding to emergencies every day in communities across the country. Beginning with tornadoes, storms and flooding that impacted the Southeast through much of March and April, the Red Cross responded to 185 large-scale events between March 10, 2020, and September 10, 2020.

In addition to these larger-scale disasters, Red Cross volunteers and employees were on hand to help people after daily emergencies like home fires that — while not

making national headlines — still cause incredible hardship for the impacted individuals and families. After disasters big and small, Red Cross workers were there with relief and comfort for people facing their darkest hours. Wearing masks and practicing social distancing, they delivered food, shelter, relief and cleanup supplies, basic health services — such as help replacing prescription medications and eyeglasses — and emotional support. We also provided many hard-hit survivors with financial assistance to help them find lodging for the night, pay for groceries and clothing, and meet other urgent needs.

To help ensure the safety of our disaster response operations during this ongoing public health emergency, we purchased essential supplies, including gloves, gowns, hand sanitizer, disinfecting wipes, thermometers, face shields and goggles. These were distributed to all 50 Red Cross regions across the country for use by people affected by disasters and our disaster relief and recovery workforce.

We also have provided our disaster relief services virtually where possible, necessitating additional investments in IT equipment like mobile phones and laptops. In addition, when families displaced from their homes by disasters turned to us for help, we have worked with government, business and community partners to provide them with safe refuge. In a significant change to our normal operations, we have sheltered thousands of disaster survivors in hotel rooms, providing over 537,900 overnight hotel stays — and, when necessary for larger emergencies, in congregate shelters — while applying appropriate social distancing and other enhanced safety measures to help prevent the spread of COVID-19.

Between March 10 and September 10, 2020, more than 7,700 Red Cross disaster responders deployed to disasters big and small more than 13,100 times (56% were

virtual deployments), with some responders deploying multiple times. They helped provide vital aid to thousands of people affected by disasters across the U.S. — and they were equipped to safely provide these essential services amid the ongoing COVID-19 pandemic thanks to generous support from our donors.



Red Cross volunteer Cheryl Thomas gives food to Marc Sasso and his daughter Rachel, who took shelter at a hotel following a tornado that struck Onalaska, Texas, in April. Photo by Scott Dalton/American Red Cross

Providing Resources, Comfort and Care for People Impacted by COVID-19

As the coronavirus outbreak spread, inflicting heartbreaking losses on individuals and families across the country, the Red Cross launched a Virtual Family Assistance Center (VFAC). While the Center was originally intended to provide support and information to families who have lost a loved one due to COVID-19, the hardships that are being experienced by communities across the country have led many people to contact us who have not had a death in the family, but are experiencing stress nonetheless.

The heart of the VFAC is a virtual team of Red Cross volunteers with training in mental health, spiritual care and health services, who are available 24/7 to provide compassion and comfort for callers in need. They also help connect people with available national and local resources, such as grief counseling, legal resources, funeral information, financial information services or veterans' assistance, online courses to foster resilience and facilitate coping skills, and much more.



“The Integrated Condolence Care Program has special meaning to me after recovering from COVID-19. I have felt the personal grief — and upheaval of life — that this virus can cause. I am truly lucky to be alive, and I want to help alleviate anyone’s suffering due to this virus and let them know that they are not alone.”

Cathy, VFAC team volunteer and COVID-19 survivor

Red Cross volunteers have worked with grieving families to locate assistance for burial expenses; helped an 83-year-old widower find a way to help her neighbor get to a doctor's appointment without putting her own health at risk; found support for a young mother who lost her job and was caring for her son while experiencing

homelessness; and provided emotional support and comfort for a woman mourning the loss of two family members from COVID-19 and unable to attend their funerals due to quarantine. These are just a few examples out of the many families supported by the Red Cross VFAC.



“Serving as a member of the VFAC team has been very rewarding. I have personally been impacted with the loss of loved ones due to COVID-19, and my faith tradition has uniquely helped me process my losses and equipped me for such a time as this. [I am] thankful to serve others as they process their grief and loss of loved ones.”

Kevin, VFAC team volunteer

Generous Donors Power our Lifesaving Mission

Thanks to our generous donors, the American Red Cross has raised \$100.8 million, including the value of critical donated goods and services, to continue delivering its lifesaving mission nationwide due to this public health emergency. As of September 10, 2020, we had already spent or made commitments to spend approximately \$87.5 million in additional funding to support the safe delivery of blood and disaster relief services during the COVID-19 pandemic.

There is no known end date in this fight against the coronavirus, and the Red Cross will continue working to ensure the health and safety of our blood collection employees, volunteers and donors to maintain our collection capacity and meet increases in demand.

We will also continue to purchase the supplies needed to safely deliver our vital disaster relief services, both in-person and virtually. We also will work to safely shelter people displaced by disasters, either in available hotel space or — when necessary and in coordination with local government officials — in congregate shelters with appropriate PPE and enhanced safety, social distancing and cleaning protocols.



In Lyons, Oregon, Red Cross volunteer Eric Carmichael gives hand sanitizer to Elena Perez at a supply pick-up location for residents affected by the Oregon wildfires.

Coronavirus Outbreak (COVID-19) Expenses and Commitments (in millions) as of September 10, 2020 (\$100.8 million raised)		
Expense Categories	Total	Expense %
Implement public awareness and targeted outreach campaign to increase blood donations In-kind donations of paid advertising, paid search, special offers for donors, augmented donor recruitment workers	\$33.6	38%
Ensure availability of frontline workers to safely collect and manufacture blood Retain workers and backfill expected vacancies; expand capacity where needed	\$25.5	29%
Provide resources to safely collect blood Provide supplies and equipment in line with safety protocols; includes thermometers, masks, gloves and handheld equipment at blood drives	\$6.1	7%
Total Biomedical Services Expenses	\$65.2	74%
Provide a safe environment for people affected by disasters and disaster workers Handwashing stations, critical hygiene items, enhanced cleaning, accommodations in line with social distancing guidelines	\$11.4	13%
Work with community partners as requested to provide supplies and meals Cots, blankets, comfort kits, meals	\$1.5	2%
Create increased capability for disaster service delivery Virtual assistance workers, provision of laptops and additional IT equipment	\$0.7	1%
Total Disaster Services Expenses	\$13.6	16%
Total Program Expenses	\$78.8	90%
Management, general and fundraising ¹	\$8.7	10%
Total Expenses	\$87.5	100%
Program dollars remaining to be spent	\$12.0	
Management, general and fundraising remaining to be applied	\$1.3	
Total Budget	\$100.8	

¹Management, general and fundraising expenses support our work at its core and are indispensable to running the organization and helping people in need. They include the people and systems to maintain our enterprise-wide computer and telecommunications capabilities, HR and payroll systems for approximately 19,000 employees and more than 300,000 volunteers, fundraising and communications functions, and other support services across all program lines. 90 cents of every dollar received for the Coronavirus Outbreak will be spent to enable continued delivery of our blood and disaster relief services due to this public health emergency.

Thank you!

In this challenging time for people across the country, those in need turn to the Red Cross for vital support when help can't wait. Your donation helps us fulfill this promise. The Red Cross is deeply grateful for the remarkable commitment of our donors, which has already made a meaningful impact for those we serve, and will continue to enable vital services as we carry out our lifesaving mission amid the ongoing COVID-19 pandemic.