



**American
Red Cross**

Disaster Relief



**American
Red Cross**

Help When It's Needed Most

Disaster Update: Fiscal Year 2017

JULY 1, 2016 – JUNE 30, 2017

Ready To Respond When Disaster Strikes

A message from the Senior Vice President, American Red Cross Disaster Cycle Services

The 2017 fiscal year saw millions of people affected by disasters around the U.S. Between July 1, 2016 and June 30, 2017, the American Red Cross responded to 260 large-scale disasters¹ in 46 U.S. states and territories—a 50 percent increase over our prior fiscal year. Thanks to generous donations to Disaster Relief, we were ready and able to respond in the face of crises like the historic August 2016 Louisiana Floods and Hurricane Matthew. We were also there with immediate aid following destructive storms and tornadoes in the Midwest and South and wildfires that ravaged homes and communities in Tennessee and across the West.



These major events made up only a portion of our total disaster responses. Every day, compassionate Red Cross volunteers and employees worked around the clock in communities in every state, responding to thousands of events that, while not making national headlines, were major disasters for those impacted. In the aftermath of disasters big and small, we were there to support survivors as they began to recover and rebuild their lives. Just as importantly, the Red Cross continued its work to help families become better prepared and more resilient through efforts like our Home Fire Campaign, preparedness education and mobile apps.

The unwavering support of donors makes our lifesaving work possible. Thanks to you, our nearly 29,000 disaster workers—90 percent of them volunteers—had the training, supplies and necessary infrastructure to carry out these critical disaster response, recovery and preparedness efforts. I am deeply grateful to our supporters for the meaningful impact of your Disaster Relief contributions over yet another challenging year.

Sincerely,

Harvey Johnson
Disaster Cycle Services

Response at a Glance: Around the Country

On average, the Red Cross responds to nearly 64,000 disasters big and small every year across the U.S. From July 1, 2016 to June 30, 2017, **nearly 29,000 disaster relief workers** brought vital relief to communities all over the country, including:



More than **3.6 million meals and snacks** served



More than **1.4 million relief items** distributed



More than **123,000 health and mental health contacts** administered



More than **210,000 overnight shelter stays** provided



More than **36,000 response and recovery cases** opened

For more information on how the American Red Cross helps disaster survivors here at home, please visit redcross.org.

Bringing Help to People in Need Across the Country

In fiscal year 2017, compassionate supporters and dedicated volunteers helped the Red Cross deliver relief to families across the U.S.—from devastating flooding, powerful storms and wildfires to mass casualty events, local emergencies and the tens of thousands of home fires that make up most of our disaster responses.



Marko Kovic/American Red Cross

Louisiana Floods

Following torrential rains and record flooding that devastated southern Louisiana communities in August 2016, Red Cross volunteers and employees joined the emergency response to help people facing heartbreaking losses. Here, volunteer Eleni Vincent, from Atlanta, helps unload flood recovery items, including rakes, shovels, trash bags and more, during a Red Cross relief supply distribution in New Iberia Parish, Louisiana.



Daniel Cima/American Red Cross

Hurricane Matthew

In October 2016, Hurricane Matthew pummeled the coast from Florida to the Carolinas with high winds and heavy downpours that inundated communities. Red Cross volunteers like Jacob Smith and Chelsea Potter delivered relief for impacted families. Here, they share a moment with Lumberton, N.C., resident Angela and her 1½ year-old twins Randall and Brandon, who endured a harrowing escape through chest-high floodwaters.

Bringing Help to People in Need Across the Country



Daniel Cima/American Red Cross

Tennessee Wildfires

November 2016's wildfires forced thousands to flee from their homes in the Great Smoky Mountains of Tennessee, with over 2,000 houses and other structures destroyed by fast-moving blazes in the Gatlinburg area alone. Hundreds of Red Cross volunteers from all over the country provided relief and recovery assistance, as well as sorely needed emotional support. Here, mental health volunteer Karen speaks with wildfire survivor Antonio and his daughter Sindy at a Red Cross shelter in Gatlinburg.



Marko Kolic/American Red Cross

California Floods and Oroville Dam Evacuation

Winter storms flooded homes and businesses across California—particularly in hard-hit San Jose. And in the Sierra Nevada foothills, approximately 188,000 people were ordered to evacuate when the Oroville Dam's emergency spillway threatened to fail. Thanks to donor investments in Disaster Relief, thousands of evacuees found refuge and comfort to ease their fears. Sharon Tatham, pictured here with volunteer Dana Epstein at a shelter in Chico, was grateful. "I've never seen such an important and impressive display of hope [as] what the Red Cross is doing," she said.

Bringing Help to People in Need Across the Country

Whenever and Wherever We're Needed

Through another challenging year, the Red Cross was there when rising waters inundated communities across the Midwest and into the South, including major flooding in Indiana, Iowa, Missouri, Arkansas and Oklahoma. In addition, we brought help and hope after tornadoes ripped through towns and neighborhoods, including severe weather outbreaks that ravaged Wisconsin, Louisiana, Mississippi and Georgia in spring 2017.

These large-scale disasters made up only a fraction of our disaster responses. Local Red Cross chapters were also at work in communities in every state across the country each day, responding to thousands of crises that, while not making national headlines, were lifechanging events for those impacted. With your help, the Red Cross brought relief and comfort to countless people affected by these and other everyday disasters in fiscal year 2017, including more than 55,000 home fires.



Red Cross disaster workers respond to thousands of home fires each year, like this May 2017 fire in New York City. Brad Zerivitz/American Red Cross

Standing with Families and Communities as They Recover

Red Cross support didn't end when the floodwaters receded and TV cameras moved on. With our deep community presence and knowledgeable local employees and volunteers, we stood by disaster-affected families to offer help with longer-term recovery needs. Red Cross caseworkers met individually with survivors to help them plan their recoveries, fill out complex paperwork, replace necessities, find rental housing and clean up or repair their damaged homes, remaining in touch long after the disaster to make sure their needs were being addressed.

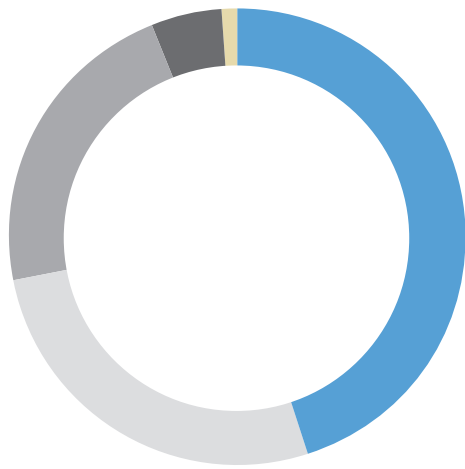
When our resources allowed, the Red Cross also supported broader recovery initiatives and projects to help communities meet specific disaster-related needs. We provided grants to local nonprofits and other community and government partners to assist in community recovery, such as organizations aiding people who lost wheelchairs, walkers and handicap ramps following Hurricane Matthew, and to partners assisting people with rebuilding and furnishing housing following the August 2016 floods in Louisiana.



Tornado survivor Johnny Burgess, of Albany, Georgia, speaks with a Red Cross disaster worker in January 2017. Several members of Johnny's family lost their homes in the storm. Daniel Cima/American Red Cross

Bringing Help to People in Need Across the Country

Fiscal Year 2017 Domestic Disaster Services Spending \$372.1 Million



- Individual Emergency Assistance and Recovery 45%
- Food, Shelter and Relief Items 27%
- Disaster Preparedness 22%
- Health and Emotional Support 5%
- Community Recovery 1%

Responding to Crises Worldwide

In the wake of worldwide emergencies, we provided lifesaving help through the strength of the global Red Cross network. In fiscal year 2017, the American Red Cross and our global Red Cross partners brought vital aid to people affected by crises in more than 23 countries, including Hurricane Matthew in Haiti,

flooding in Peru and population movement crises such as those in Europe, Syria and Africa. We also continued to support longer-term recovery for communities impacted by disasters like Typhoon Haiyan in the Philippines and the Nepal Earthquake.

Response at a Glance: Around the Globe

Working with our global Red Cross and Red Crescent partners, the American Red Cross helped millions of people around the world during fiscal year 2017:



Disaster Response

Assisted **1.5 million people** affected by crises in **23 countries**.



Reconnecting Families

We helped reconnect more than **5,000 families** separated by conflict or disaster.



Disaster Preparedness and Risk Reduction

We helped families and communities in **32 countries** prepare for potential disasters.

For more information on how the American Red Cross helps people around the world, please visit redcross.org.

Responding to Crises Worldwide

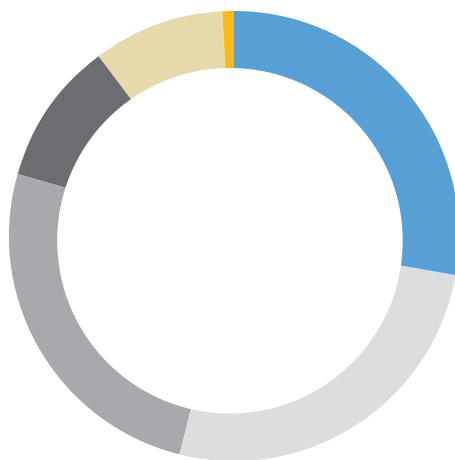


Jethro Joseph Sérémé/American Red Cross

Hurricane Matthew in Haiti

After Hurricane Matthew ravaged Haiti, the American Red Cross joined the Haitian Red Cross to provide immediate aid, including relief supplies for stricken communities, reconnection assistance for families separated from loved ones and cash transfers to help survivors meet immediate needs. Since the hurricane, we have continued working to restore shelter, replace household items, ensure access to safe water, provide cholera prevention supplies and education to combat serious diseases, and assist families struggling with lost income. Here, American Red Cross worker Rode Jean Philippe educates residents in Locality Gardois on the risks of cholera and how to obtain a cholera prevention kit from a local health center.

Fiscal Year 2017 International Disaster Relief Spending \$83.3 Million



| | |
|--|-----|
| ■ Disaster Preparedness | 28% |
| ■ Disaster Recovery and Response (not including catastrophic) | 26% |
| ■ Haiti Assistance Program | 25% |
| ■ Typhoon Haiyan Response | 11% |
| ■ Nepal Earthquake Response | 9% |
| ■ West Africa Ebola Outbreak | 1% |

Preparing for the Next Disaster

Helping individuals, families and communities become better prepared is a key element of the Red Cross disaster relief cycle. We provide knowledge and resources to make them ready for and more resilient in the face of emergencies of all kinds—from home fires to mass casualty events and natural disasters like hurricanes, tornadoes and floods.

Supporting Readiness at Home

Our Home Fire Campaign—a cornerstone of our preparedness efforts—continued to save lives and help families across the U.S. become better prepared for these emergencies in fiscal year 2017. Red Cross volunteers joined local fire departments and community groups to canvass neighborhoods, installing smoke alarms and helping families make emergency escape plans.

The results have been tremendous. Thanks to committed supporters, we have served more than 1 million people through home visits—installing more than 941,000 free smoke alarms in more than 11,000 cities and towns, replacing more than 50,000 batteries in existing smoke alarms and helping create nearly 332,000 escape plans as of June 30, 2017.

Children are a special focus of our preparedness outreach. In fiscal year 2017, we educated more than 316,000 youths through National Youth Preparedness Programs and other initiatives like the Pillowcase Project, sponsored by Disney, the Monster Guard App and the Paradigm Challenge. Our mobile apps have collectively been downloaded more than 10.3 million times since their initial launch, putting preparedness right in people's pockets and providing access to lifesaving tools and information when it's needed most.

Reducing the Risks of Disaster Overseas

Internationally, the American Red Cross is committed to helping communities become more resilient against the threat of natural disasters and other crises. In fiscal year 2017, we supported disaster management, capacity building, and recovery and preparedness programs worldwide in 32 countries. The American Red Cross and our partners worked with community members to understand the risks they face, develop community action plans highlighting evacuation routes, and identify cost effective early warning systems to better predict and react to threats.

The Missing Maps Project—a collaborative effort to map parts of the world that are vulnerable to natural disasters, conflicts and disease epidemics—is one example of this work. Using satellite imagery and OpenStreetMap, remote volunteers create a basic map of roads and buildings. Next, volunteers and relief organizations use their local knowledge to fill in data gaps, such as health facilities, water points, places of worship and other important community resources. This data helps the global Red Cross network and our partners plan and carry out disaster preparedness and response programs.



American Red Cross Disaster Risk Reduction Manager Nadège Joanis speaks with residents at a relief distribution site in the Nord-Ouest Department, Haiti. Anderson Laforêt /American Red Cross

Thank you!

The American Red Cross is deeply grateful for those companies and organizations that give to our Annual Disaster Giving Program (ADGP) and Disaster Responder Program. Their pre-investment ensures that we are prepared to respond immediately and compassionately to meet the needs of those affected by disasters.

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

| | | |
|---------------------------|----------------------------------|------------------------------------|
| American Airlines | Enterprise Rent-A-Car Foundation | Microsoft Corp. |
| Anheuser-Busch Foundation | FedEx | Nationwide Foundation |
| Anthem Foundation | General Motors Foundation | State Farm |
| Bank of America | Grainger | Target |
| Caterpillar Foundation | The Home Depot Foundation | UPS |
| Costco Wholesale | LDS Charities | VSP Global |
| Delta Air Lines | Lowe's Companies, Inc. | Walmart and the Walmart Foundation |
| Disney | Mazda North American Operations | The Wawa Foundation |

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

| | | |
|-------------------------------------|-----------------------------------|------------------------------|
| Altria Group | Farmers Insurance | The Pew Charitable Trusts |
| American Express | Ford Motor Company | Procter & Gamble Company |
| Aon | Humble Bundle | PwC |
| Boise Paper | John Deere Foundation | Reynolds American Foundation |
| Capital One | Johnson Controls | Ryder |
| Cisco Foundation | McDonald's Corporation | Southwest Airlines |
| Citi Foundation | Medtronic Foundation | Sunoco |
| CSX | Meijer | TD Ameritrade |
| Darden Restaurants, Inc. Foundation | Merck Foundation | The TJX Companies, Inc. |
| Discover | Mondelēz International Foundation | United Airlines |
| Edison International | PepsiCo Foundation | Wells Fargo |

Disaster Responder Members | \$250,000+ Annually*

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| Adobe | Harbor Freight Tools Foundation | Northwestern Mutual and the Northwestern Mutual Foundation |
| Alcoa | Hewlett Packard Enterprise Foundation | Prudential Foundation |
| Alliance Data | Hi-Rez Studios | PuroClean Disaster Recovery |
| Astellas USA Foundation | HP Foundation | SC Johnson |
| AT&T | IBM Corporation | SERVPRO |
| AvalonBay Communities, Inc. | IHG Foundation | Southeastern Grocers Home of BI-LO |
| AXA | Ingersoll Rand Foundation | Harveys Winn Dixie |
| The Ball Foundation | The J.M. Smucker Company | Toyota |
| BNY Mellon | Land O'Lakes, Inc. | U-Haul International |
| CarMax | Mastercard | United Technologies Corporation |
| The Clorox Company | Morgan Stanley | The USAA Foundation |
| Cox Automotive | Neiman Marcus Group | U.S. Bank |
| Duke Energy | New Balance Foundation | Visa |
| Entergy Corporation | Northrop Grumman Corporation | |



You Bring Our Mission to Life

Compassionate donors power the Red Cross mission to alleviate human suffering in the face of emergencies. Whether it was shelter and a hot meal for a flood survivor, a Red Cross caseworker offering comfort and helping a family find the resources they need to put their lives back together after a fire or financial assistance, materials and skills training that helped communities rebuild after a hurricane, your contributions have turned heartbreak into hope for people affected by disasters in communities here at home and around the world. Thank you.

Cover photo: With their Lumberton, N.C., home severely damaged by floodwater and without power following Hurricane Matthew, Kendrick and Katlynn enjoy a lunchtime visit from a Red Cross emergency response vehicle. Photo: Daniel Cima/American Red Cross