



American Red Cross

South Florida Region

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 South Florida Region 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 Greater South Florida Region provided the following services to the residents of Broward, Miami-Dade and Monroe counties:

Disaster Preparedness & Relief

- The Red Cross responded to 527 local disasters.
- 624 families received \$369,169 in direct assistance from the Red Cross for the provision of emergency food, clothing and shelter.
- 94,589 people attended community disaster education presentations.

International Services

- 148 International Social Services contacts were provided, including 114 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.
- 511 people attended courses in International Humanitarian Law, Measles/Malaria Initiatives and General International Services.

Health & Safety Education

- 15,707 were trained in lifesaving CPR, and First-Aid courses.
- 2,660 trained to be Authorized Instructors.
- 297,978 people enrolled in aquatic programs.

Service to the Armed Forces (SAF)

- 1,840 emergency messages with urgent news of family illness, deaths and births were delivered to and from local military families.
- 3,897 people participated in Get to Know Us presentations.
- More than 200 local military members and veterans from the VA Hospital received holiday stockings through the Red Cross's *Stockings for the Troops* program.
- Assisted 545 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 \$7.3 million

Fiscal Year 2010

Fundraising Campaigns	\$2,111,244
Special events (net)	1,067,618
Legacies and bequests	186,209
Grants	1,347,283
United Way	638,513
Inter Red Cross	1,113,020
In kind donations	70,000
Products and services	578,933
Other	24,766
Investments	166,529
Total	\$7,304,115

Total expenses for the year ending June 30, 2010 was \$6.7 million

Fiscal Year 2010

Disaster Services	\$2,339,615
Health & Safety Services	608,878
Services to the Armed Forces	1,485,283
International and diversity services	277,722
Community volunteer services	334,119
Membership and fundraising	1,154,835
Management and general	513,611
Total	\$6,714,063



2009 Greater Miami & The Keys Officers of the Board of Directors

Marielena Villamil, Chair
Michael Aller, Secretary
Sam Tidwell, Regional Chief Executive Officer

2009 Broward County Chapter Officers of the Board of Directors

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Alicia Laszewski, Chapter Executive

All of the services provided by the American Red Cross Greater Miami & The Keys are made possible through the generosity of individuals and community partners from Miami-Dade and Monroe counties. 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 visit www.southfloridaredcross.org.

With locations in Broward, Miami-Dade and Monroe counties.
www.southfloridaredcross.org • www.tucruzroja.org