



Your American Red Cross

**North Carolina Emergency
Management Forum
February 4, 2015**

American Red Cross

Mission

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.



Who We Are

- Congressional Charter to provide disaster relief
- Co-lead with FEMA Mass Care (ESF #6)
- Not a government agency
- Rely on charitable contributions to fund operations

Disaster Reengineering

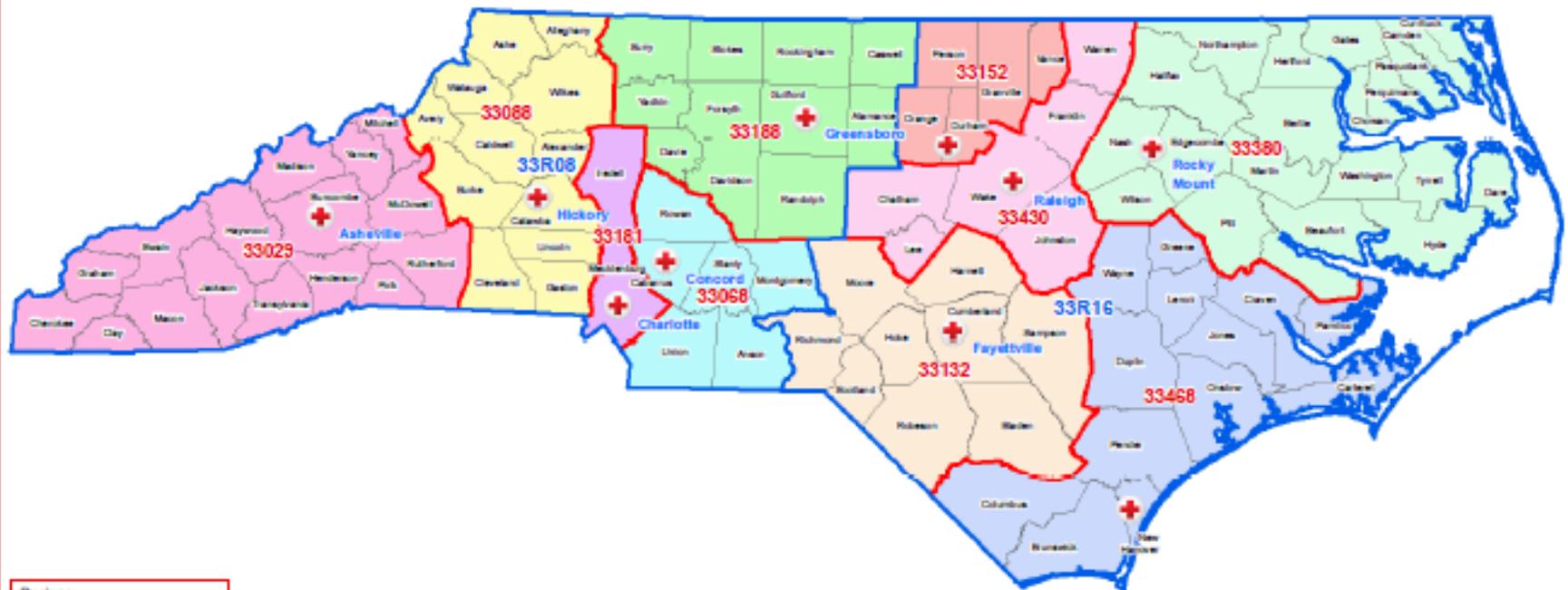
- Puts more decision-making power in the hands of our front-line disaster workers
- Makes greater use of local volunteers in disasters
- Builds more resilient communities
- Establishes metrics to assess our delivery of high-quality service

Need for Change

- Demand for our services have grown
- Three year plan:
 - lower the cost of operations by finding more efficient ways to do our work
 - expanding volunteers in every community
- Our goal is to help more people at less cost

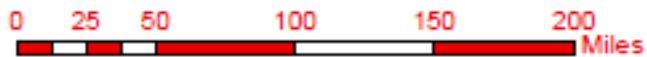
Consolidating Chapters

- Consolidated regional structure
- Provide more robust and consistent services across a wider geography
- Shift donor dollars from costs associated with delivering service to the actual services themselves
- Increase both the number of clients served and the resources made available to them



Regions:
 Eastern North Carolina (33R16)
 Region Headquarters:
 Raleigh, NC (33430)
 Western North Carolina (33R08)
 Region Headquarters:
 Charlotte, NC (33181)

Division:
 Mid-Atlantic
 026



North Carolina Regions



- Legend**
- + Chapter Headquarters
 - Region Boundaries
 - Chapter Boundaries
- Chapters by County**
- The ARC of the Cape Fear Area Of North Carolina
 - The ARC of the Triangle Area of North Carolina
 - The ARC serving the Asheville-Mountain Area of North Carolina

- The ARC serving the Blue Ridge Piedmont of North Carolina
- The ARC serving the Charlotte Metro of North Carolina
- The ARC serving the Piedmont Triad of North Carolina
- The ARC serving the Southern Piedmont of North Carolina
- The American Red Cross of Central North Carolina
- The American Red Cross of Northeastern North Carolina
- The American Red Cross of the Sandhills of North Carolina

Geospatial Technology

Map Created:
 January 2015

Red Cross Geography
 as of December 2014

Source:
 ARC Humanitarian Services
 Operations

Volunteers

- Volunteers have always been and continue to be the backbone of the Red Cross
- Their importance will increase as we look to deliver services in more communities across the country
- We want to make Red Cross the best place in America to work and volunteer

There to Serve

- Increase the number of home fires we respond to
- Increase our budget for direct client assistance by 10%
- Develop a local structure that allows us to deliver services more efficiently and be in even more local communities

Blood Services



7.9 million units
of blood and
blood products

Services to the Armed Forces

331,000 emergency assistance services to service members and their families



International Services

- Respond to disasters.
- Build safer, more resilient communities.
- Educate future humanitarians.



Disaster Relief



Respond to
nearly 70,000
disasters large
and small

Align with Government

- Optimized government relationships
- Align with federal, state, and local governments to provide a more seamless disaster preparedness, response and recovery experience for our clients
- Communicate, coordinate, cooperate and collaborate with government
- Share insight and information

State Relations Disaster Liaison

- SRDL serves as the primary support to the Division Disaster State Relations Director (DDSRD) for relationship management with State Emergency Management and the State ESF #6 lead agency
- Expected to collaborate, communicate and coordinate state level activities

Government Operations

- Work closely with local, state and federal officials before, during and after a disaster
 - Provide liaisons to the State EOC and RCCs
 - Provide liaisons to every county and County EOC when activated
 - Help offset Stafford declaration cost share

Home Fire Campaign

- Our goal is to reduce the number of fire deaths and injuries in the United States by 25% within five years.



Cornerstones to the Strategy

- Door-to-door installation of smoke alarms and completion of home-safety checklists and plans
- Engagement of youth
- Marketing and public relations campaign to motivate ordinary people to take action to save themselves, their families and neighbors by checking smoke alarms and practicing evacuating

Home Fires in North Carolina

- On average 8-10 families lose their homes to fires everyday
 - Red Cross provides food, clothing, shelter, Health Services, and Emotional support
 - On any given night 130-140 folks are sheltered across our state
 - This includes hotel nights and rental nights where Red Cross paid the rent / deposit for the family to move into a home from the hotel
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Pillow Case Project

- Preparedness education program for children in grades 3 – 5,
- Teaches students about personal and family preparedness, local hazards, and basic coping skills
- New Orleans chapter originally developed the project after Hurricane Katrina



Pillowcase Project Pledge

“I pledge to be prepared for emergencies by **Learning** how emergencies happen, **Practicing** how to stay safe, and **Sharing** what I’ve learned at home and with my friends.”







sara.hicks@redcross.org greg.mack@redcross.org
lee.stocks@redcross.org