



**American
Red Cross**

Greater Kalamazoo Area

*Chapter Overview for
Fiscal Year 2009 (FY09)
July 1, 2008 - June 30, 2009*

Serving the people of Allegan, Cass, Kalamazoo and St. Joseph Counties.

Blood Services

Recruits volunteer blood donors, assures volunteer staffing at drives and works with Great Lakes Regional Red Cross Blood Services in all aspects of blood services. Educates people regarding blood donations. **In FY09 there were 486 blood drives held and 19,830 units of blood collected. At least 4,260 people were first-time blood donors in FY09.**

Chapter and Community Volunteer Services

Coordinates recruitment and placement of volunteers for Chapter and Community activities. Provides support for Red Cross volunteers in hospitals, community volunteer placements and student internships. **Fiscal Year 2009 was an extraordinary year for Red Cross volunteers.** Early spring flooding in Iowa, Minnesota and North Dakota, wildfires in California and Hurricanes Gustav and Ike all saw volunteers from southwest Michigan respond. The effects of Hurricane Ike created a serious **local flooding disaster**. While 35 of the Chapter's highly trained and experienced disaster volunteers were responding to the hardest hit areas of coastal Texas, the local crisis motivated many of our current volunteers to help their fellow citizens, taking a new assignment as soon as they arrived home, and several to come out of retirement to help in the effort. But, just as importantly, our 128 established Disaster Services volunteers—the dedicated people who respond to house fires, tornadoes, floods and other area disasters—had an unprecedented year of work as they responded to **7 multi-unit, multi-family fires.**

Disaster Relief and Preparedness

Helps victims of disasters, including house fires, by meeting emergency needs for food, clothing, shelter, prescriptions and medical equipment, and crisis counseling. Helps people prepare for, cope with and respond to disasters through community education efforts. **For FY09 there were 109 local disaster responses, including 103 house and apartment building fires. We provided aid to 366 area families who were affected by these disasters. Fiscal Year 2009 was certainly the most costly year for direct financial assistance to clients since the 1980 tornado in Kalamazoo. In addition, we reached 2,427 people with community disaster preparedness presentations.**

Health & Safety Services

Teaches critical lifesaving skills like First Aid, CPR, Lifeguarding; other courses include Babysitter's Training, Swimming and Water Safety, and Blood Borne Pathogen training. **In FY09, 10,025 people were enrolled in our First Aid & CPR courses, 3,053 in Water Safety and 679 in Babysitter's Training.**

International Services

Provides tracing and other social services for local persons separated from family members due to war, disaster or civil strife in other countries. Includes tracing for Holocaust and War Victims. **These are complex cases which extend over several months. There was one case served in FY09.**

Service to the Armed Forces (SAF)

Provides verified information & emergency communication access to military financial aid societies, counseling and referrals for local members of the U.S. Armed Forces & their families. Provides transportation for medical care at VA Hospital for Kalamazoo Co. veterans. **In FY09 we provided 274 SAF related services, including assistance with 240 emergencies involving military personnel and their families. We also provided 616 veterans' rides.**



Fire burns at the Dover Hills Apartments complex in October, 2008. Disaster Action Teams responded to 7 multi-unit fires in FY2009.

For additional information please contact the:
Greater Kalamazoo Area Chapter American Red Cross
5640 Venture Court Kalamazoo, MI 49009

Phone: (269) 353-6180; toll-free in 269 area code: (800) 382-6382

Internet: www.greaterkzooredcross.org

Notice to Financial Contributors

The members of our board of directors are serious about their responsibility for stewardship of charitable contributions and want to be sure we have handled your gift as you intended. Your acknowledgment letter contains information about how your recent gift has been allocated, either in the text of the letter or in the receipt box at the bottom of the letter. If you intended for your contribution to be used for something other than what is stated there, please contact Sandra Keagle to request a correction. Phone: (269) 353-6180, ext 165, or e-mail: mail@greaterkzooredcross.org.

For further guidance, here are the most common areas for which gifts are intended:

- * "American Red Cross" or "Red Cross" - these unrestricted gifts are the most flexible and are used to support local services within our local annual operating budget and annual plans that are reviewed and approved by our board of directors.
- * "American Red Cross National Disaster Relief" or comparable wording will direct your gift to the fund that supports major incidents anywhere in the United States - hurricanes, tornadoes, wildfires, floods, apartment fires, hazardous material incidents and future terrorist attacks are examples.
- * "International Red Cross" or "International Response Fund" - refers to Red Cross/Red Crescent/Magen David Adom work in other countries. Most often this is for catastrophic disasters, war or refugee relief in these countries. If a specific country is designated the gift is directed to that country.
- * "Local disaster" gifts are used for our local response to house and apartment fires and other incidents such as windstorms and blizzards; and to recruit, train and support the volunteers who respond to those disasters with needed equipment, supplies and infrastructure. Those gifts also may be used to distribute emergency preparedness materials to seniors, children and other vulnerable populations.
- * Other program areas that typically receive directed donations are Blood, Volunteer Recognition, Armed Forces and Veterans, and Health & Safety.

Gifts that are made directly to our national headquarters via the Internet or national 800 phone number are acknowledged by our national headquarters and indicate the gift purpose. If a mistake was made in these, please call us to correct it.

We cannot accept gifts directed for an individual client. Help for local clients is provided according to uniform guidelines. If you wish to help a specific family, please make your gift directly to them.

You are ALWAYS welcome to review our audit or talk with volunteers, employees and board members about how contributions are used to deliver services. And, we encourage contributors to get involved as volunteers. Being involved in delivering service, whether it is on the front line or in an administrative support or governance role, enables you to be included in another part of the process, watching how your donation supports services.

Thank you for your belief in our mission. We could not fulfill that mission without the caring support of contributors like you!