



**American Red Cross**  
**Sonoma County Association of Retired Employees**

August 22, 2023



**American  
Red Cross**



**American  
Red Cross**

# Vincent Valenzuela

**Executive Director, North Bay Chapter**

**Serving Marin, Napa, Sonoma, and Solano Counties**

American Red Cross | Northern California Coastal Region

[Vincent.Valenzuela@RedCross.org](mailto:Vincent.Valenzuela@RedCross.org)

- 23 Years Non-Profit Experience
  
- 5 Years with Red Cross
  - Disaster Program Manager Solano & Marin County
  - North Bay Chapter, Executive Director
  
  - Deployments:
    - Lake County Fire – Shelter Work
    - Hurricane Florence / North Carolina – DES (Distribution of Emergency Supplies)
    - Guerneville Floods – DA (Disaster Assessment)
    - Kincade Fire – Site Director at Marin Fair Grounds
    - LNU Lighting Fire – District 1 Director & Staff Advocate
    - Atmospheric River Floods – EOL (Elected Official Liaison)



## 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.



**American  
Red Cross**



# Our Work

Down the Street

Across the Country

Around the World



Disaster Cycle Services



Biomedical Services



Service to the Armed Forces



International Services



Training Services

# Our Commitment to Diversity, Equity & Inclusion

**We focus on three key areas:**

## **Supporting an Ongoing Dialogue**

about diversity, equity and inclusion through ongoing educational programs.

## **Increasing Workforce Diversity**

through trainings on overcoming bias in hiring, requiring diverse candidate pools and tracking workforce demographic data.

## **Delivering our Mission Equitably**

through programs and initiatives tailored to the diverse groups we serve.



# American Red Cross Resource Groups

Latino Resource Group

Umoja Resource Group

PRIDE

Ability Network

Asian American and Pacific Islander  
Resource Group

Veterans Resource Group

Women's Resource Group



# We Impact Lives Every Day

Nearly **20,000** people are assisted by the American Red Cross daily.

**170**

times a day,  
we help a family  
affected by a  
**disaster**.



**12,000**

times a day, the  
Red Cross must  
collect **blood** donations  
to help patients in need.



**1,400,000**

**weather alerts**  
are sent by Red  
Cross apps  
every day.



**1,500**

times a day, we  
provide services to  
**military members**,  
veterans and  
their families.



**400,000**

children receive a  
**measles or rubella**  
**vaccination** each  
day worldwide  
with partners.



**13,000**

times a day, a  
person receives  
**lifesaving** Red  
Cross training.





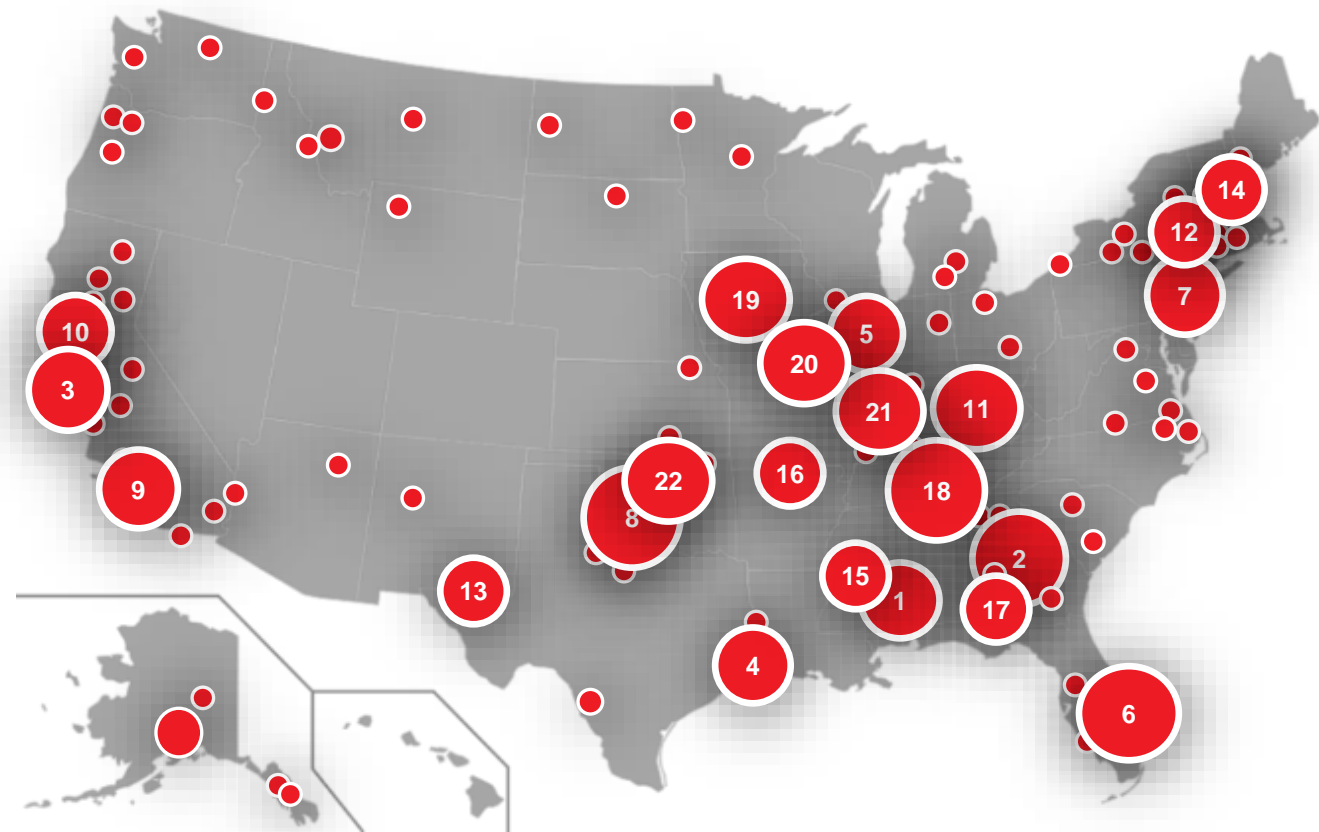
**We help  
after disasters  
big and small.**



# Red Cross Responded to 81 Large Disasters

1. Alabama-Mississippi Tornadoes (Level 4)
2. Georgia Tornadoes (Level 4)
3. Half Moon Bay, CA Civil Disturbance (Level 3)
4. Texas Tornadoes (Level 3)
5. Lake Park, IL Multifamily Fire (Level 3)
6. Miami Gardens, FL Multifamily Fire (Level 3)
7. Silver Spring, MD Multifamily Fire (Level 3)
8. Oklahoma Tornadoes (Level 3)
9. Southern California Floods (Level 3)
10. California Atmospheric Rivers (Level 5)
11. Kentucky Floods (Level 3)
12. Yonkers, NY Multifamily Fire (Level 3)
13. Southwest Border Operations (Level 3)
14. Whippany, NJ Multifamily Fire (Level 3)
15. Southern Tornadoes, AL/MS (Level 6)
16. Southern Tornadoes, MO/AR (Level 5)
17. Southern Tornadoes, GA (Level 4)
18. Southern Tornadoes, TN (Level 4)
19. Southern & Midwest Tornadoes , IA (Level 3)
20. Southern & Midwest Tornadoes, IL (Level 3)
21. Southern & Midwest Tornadoes, IN (Level 3)
22. Oklahoma Wildfires (Level 3)

**Including 22 very large domestic disasters**



Jan. 1 – March 31, 2023  
“Large” includes domestic disaster operations with costs of \$10,000+ (i.e., level 2 and higher).  
“Very large” includes domestic disaster operations with costs of \$50,000+ (i.e., level 3 and higher).  
Disasters listed chronologically.

# Caring During Life's Darkest Moments

Whether a single home has burned or an entire town has been decimated, disaster survivors can turn to the Red Cross.

## We provide:



Basic needs like food and shelter



Cleanup supplies



Financial assistance and health and mental health care



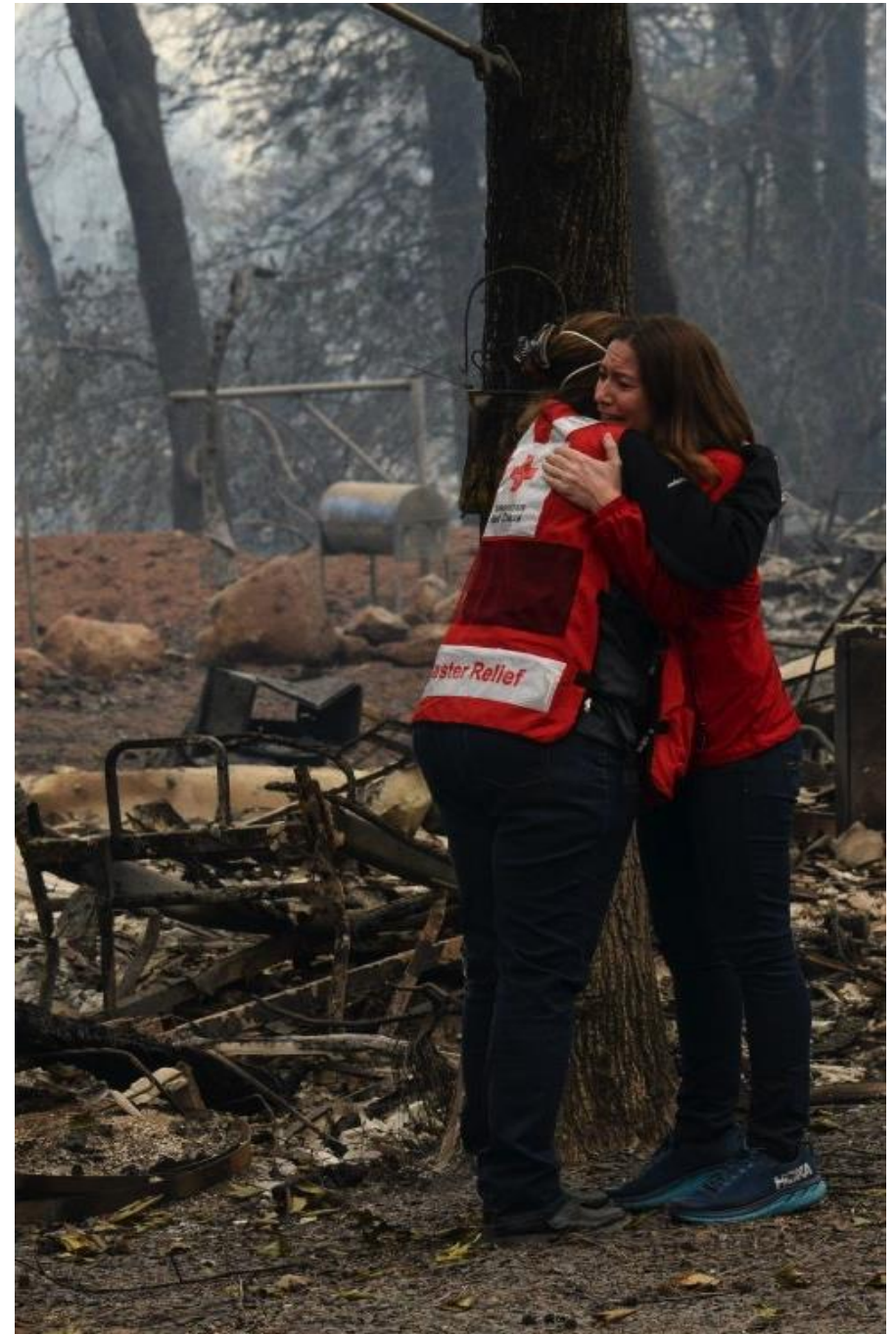
Prescriptions and glasses



Comfort and more



We meet with individuals and connect them to additional resources to help them put their lives back together.



# Domestic Response Impact

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This quarter, nearly **3,050 Red Cross disaster workers** provided critical services in lockstep with our partners across the U.S.



**282,800**  
meals and snacks  
served with  
partners



**20,700**  
overnight stays in  
emergency lodgings  
provided with partners



**18,000**  
households  
provided relief  
items



**14,100**  
households  
provided recovery  
support

FY23  
Totals

3.2 million

130,400

142,500

28,300

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# PREPAREDNESS PROGRAMS



**SOUND THE ALARM**  
Save a Life



Prepare with Pedro

The Pillowcase Project  
**Learn. Practice. Share.**

**Be Red Cross Ready**

Prepare so you can protect.



**American Red Cross**  
Northern California  
Coastal Region

# BRCR BOOKLET

## Be Red Cross Ready

Be Prepared. Get Connected. Take Action.



**American Red Cross**  
Northern California  
Coastal Region

## Be Red Cross Ready

Prepare so you can protect.

SCAN ME



BRCR Book- English  
<https://tinyurl.com/BRCRbookNCCR>



BRCR Book- Spanish  
<https://tinyurl.com/BRCRbookSpanish>



BRCR Book- Chinese  
<https://tinyurl.com/BRCRbookChinese>



BRCR Book- Vietnamese  
<https://tinyurl.com/BRCRbookVietnamese>



**American Red Cross**  
Northern California  
Coastal Region

# Helping People Impacted By Home Fires



# The Daily Disaster: Home Fires

Every day, seven people die in U.S. home fires.<sup>1</sup> As responders, we wanted to change the odds. That's why we launched *Sound the Alarm*.

Since October 2014, we've made a tremendous difference:

**2,511,000**

new alarms  
installed



**921,000**

home fire  
escape plans  
made



**1,000,000**

Households  
made safer



*As of January 2023*

**Working smoke alarms reduce the risk of death during a home fire by 55%.**

*<sup>1</sup>National Fire Protection Association, 2022*

# Home Fire Campaign Impact

This quarter, **6,490 dedicated Red Cross home fire workers** provided critical services to help families prepare for and recover from home fires in lockstep with our partners across the U.S.



**63,400**  
smoke alarms  
installed



**25,700**  
homes made  
safer



**15,600**  
home fire  
responses



**59,800**  
individuals  
received financial  
assistance



**55,400**  
youth reached with  
preparedness  
education

FY23  
Totals

152,000

60,525

46,000

176,000

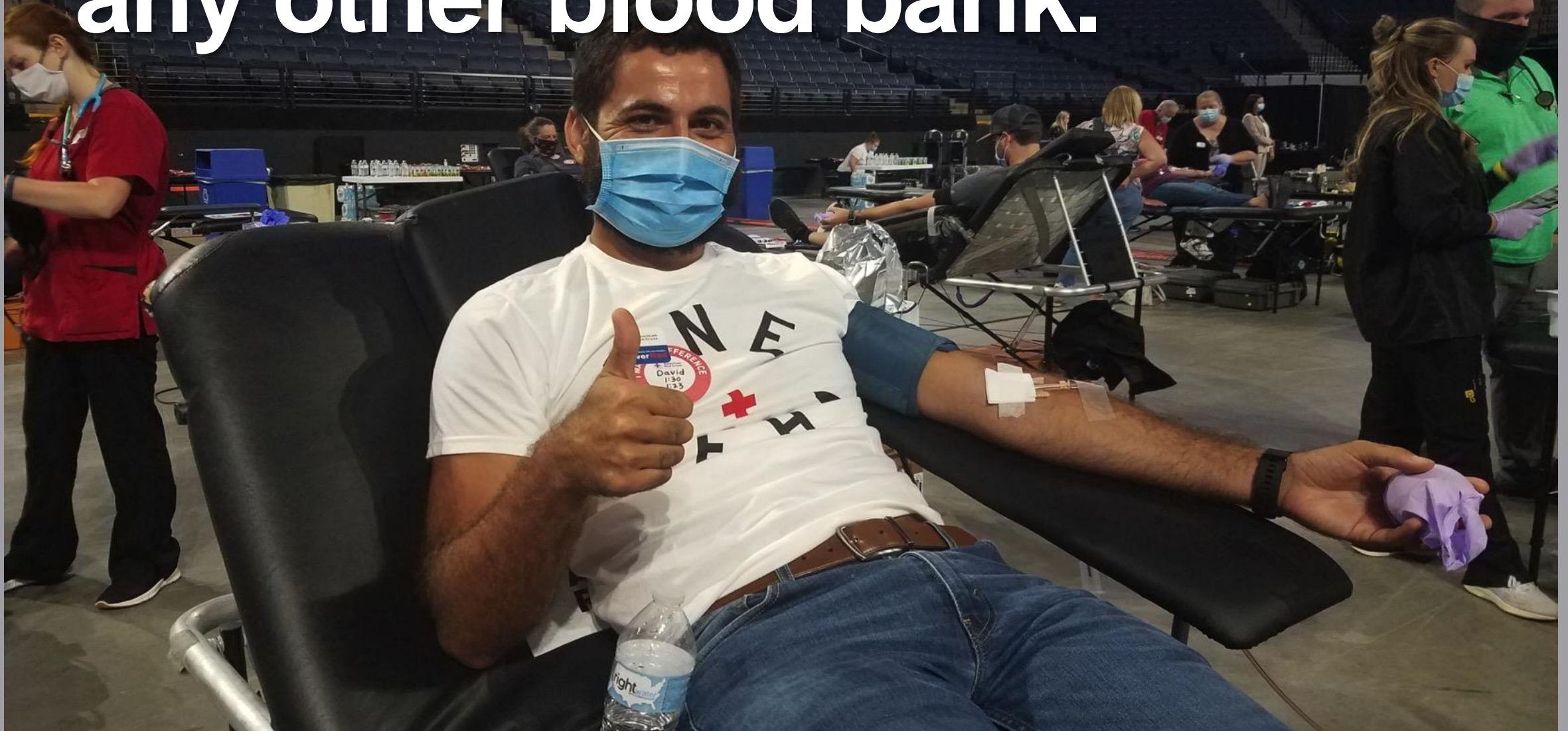
148,200



# **Saving Lives Through Blood Services**



We provide more blood than any other blood bank.



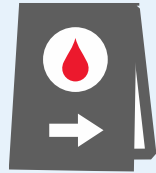
# Blood Services Impact

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The Red Cross ensures people in need receive safe blood on a remarkable scale. Over the past three months:



**984,700**  
blood donors  
engaged



**46,400**  
blood drives  
hosted



**1.4 million**  
units of blood  
collected



**14 million**  
tests conducted



**1.3 million**  
blood products  
delivered

**FY23  
Totals**

**1.9 million**

**139,700**

**4.2 million**

**42 million**

**3.8 million**

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**Tyler (left) donated blood for the first time to support her best friend, Shanelle, and others who are fighting against sickle cell disease.**

Sickle cell disease is the most common genetic blood disorder in the U.S., and **blood transfusions help alleviate the disease's painful symptoms**. The Red Cross is committed to providing the most compatible blood for transfusion.

**Helping Patients Fight Sickle Cell Disease:** As of March 2023, the Red Cross had collected **86,000 blood units from donors who identify as African American**, and we are projected to reach our goal of 130,000 units collected by the end of the fiscal year. We have also expanded national partnerships with media personalities and influencers, including Fantasia, Tionne “T-Boz” Watkins and Larenz Tate, and are facilitating the [Sickle Cell Fighters High School Scholarship Program](#) at **11 schools** and [HBCU Ambassador Leadership Programs](#) at **24 schools nationwide**.

# Supporting Military and Veteran Families



A soldier in full camouflage uniform, including a cap and tan boots, is smiling and holding a young girl. The girl is wearing a purple long-sleeved top, a blue skirt, and pink shoes. They are standing on a paved path in a garden-like setting with green bushes and trees in the background. The text is overlaid on the right side of the image.

**We assist  
military heroes  
when they need  
us most.**

# We Go Where They Go



**With our expansive worldwide network, we stand with service members and their families throughout their military careers and beyond.**

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## **Preparing For Military Life**

- Providing briefings to families on Red Cross services
- Holding Coping with Deployment workshops
- Assisting with career services for military spouses
- And more

## **Responding During Difficult Times**

- Verifying emergencies back home
- Providing access to financial help during difficult times
- Assisting with crisis intervention
- Supporting in areas of armed conflict
- And more

## **Recovering With Medical, Family and Community Support**

- Providing medical and rehabilitative care through hospital volunteers
- Holding Reconnection Workshops for adults and children
- And more

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# Military Support Impact

This quarter, **over 8,600 compassionate Red Cross Service to the Armed Forces workers** have provided critical services in lockstep with our partners.



**11,800**

new members and relatives learned about Red Cross services



**73,100**

care and therapy items distributed at medical facilities



**43,300**

hospitalized people helped through rehabilitation and morale programs



**18,900**

families supported through personal emergencies

**FY23  
Totals**

**42,400**

**356,500**

**161,800**

**54,700**

*\*These are select examples from the wide range of services we provided to military members, veterans and their families from Oct. – Dec. 2022.*



# International Services Regional Programs

International Humanitarian Law (IHL)

Youth Action Campaign (YAC)

Restoring Family Links (RFL)

Education and Outreach



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# Training for the Moments That Matter



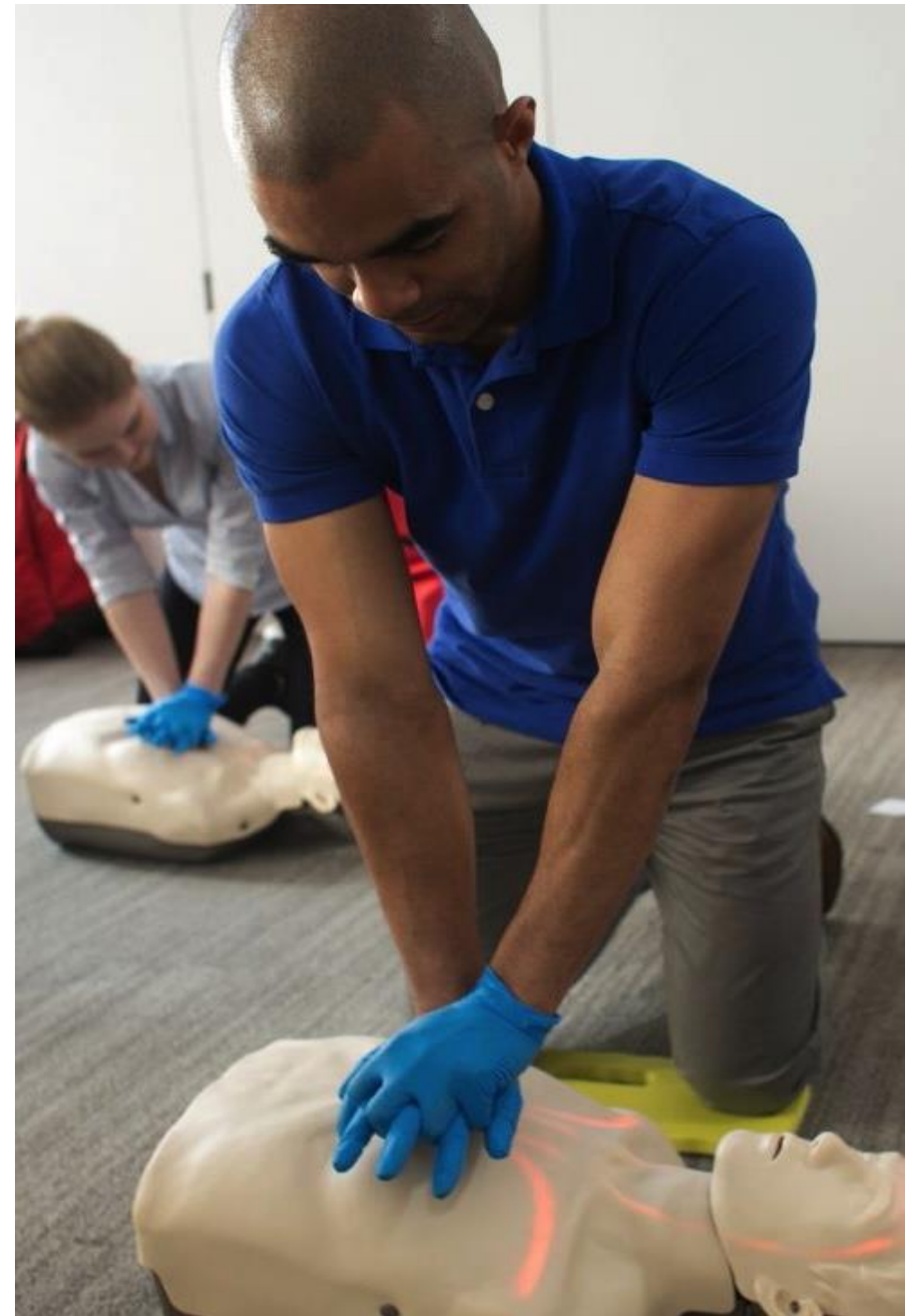
A group of diverse children are in a swimming pool. Some are leaning on the white tiled edge, while others are in the water. The water is bright blue and splashing. The children are smiling and appear to be enjoying their time. The background shows more people in the pool and some pool equipment.

**We teach  
lifesaving skills  
like water safety,  
first aid and CPR.**

# Equipping Citizens to Save Lives

We empower people — **about 5.2 million last year** — with the knowledge and skills they need to save lives.

- First Aid, CPR and AED prepare people to help during emergencies.
- Swim and lifeguard classes keep everyone safer in, on and around the water.
- The suite of emergency preparedness apps puts lifesaving information in people's pockets.



# Training Services Impact

Over the last quarter, we have equipped nearly **1.5 million** community members to help neighbors, friends and family members with vital skills:



**728,000**

people trained in First Aid, CPR and AED, making every community safer



**739,500**

people learned how to be safe in, on and around the water through our Aquatics and Water Safety training



**17,600**

individuals trained in caregiving courses, empowering participants to provide quality care to people of all ages

**FY23  
Totals**

**1.9 million**

**1 million**

**52,900**



“I’m thankful I had that strength and courage to move forward.”

Sasha Welch-Moore, who performed CPR on a man at her gym in Peoria, Illinois, ultimately helping save his life

In January, Sasha (left) received the Red Cross Certificate of Merit — the highest lifesaving award from the organization.

**CPR Trained Red Crosser Saved a Life:** Sasha was all too familiar with the pain of losing a loved one to a medical emergency. Her father died of a heart attack years earlier. Thinking of him, she wanted to do everything she could to help the man at the gym. **“Everybody has something to live for,”** Sasha continued. **“I felt like I owed it to him and maybe his kids or his wife to give it all I got and just to keep going. I feel like that’s what carried me through that situation.”**

# Deepen Your Engagement

**Help your employees, customers and others stay engaged this season!**



**Be prepared to help until help arrives!** You can become a hero in someone's life by being trained to help in the moments that matter. Our latest 90-minute course will teach you the lifesaving skills you need to be the help until it arrives.

- [Register today to train for the moments that matter.](#)

**Don't wait till there's a crisis to give!** The Red Cross needs donors of all blood types – especially type O blood donors and those giving platelets – to help keep the blood supply strong enough to support critical patient care all season long.

- [Host a blood drive](#) or [Schedule an appointment to donate blood.](#)



**Expand your impact with workplace giving.** Workplace giving is a great way to engage employees and support the lifesaving work of the Red Cross.

- [Check out Red Cross Workplace Giving Resources.](#)



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# How to get involved

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**For more information on how to be prepared:**

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Go to [redcross.org/NCCRprepare](https://redcross.org/NCCRprepare)

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**To volunteer:**

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Go to [redcross.org/volunteer](https://redcross.org/volunteer)

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**To request a presentation/appointment**

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Send an email to [PrepSupportNCCR@redcross.org](mailto:PrepSupportNCCR@redcross.org)





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# Questions





Thank you!