

# American Red Cross Impact Report

Gold Country Region  
for Fiscal Year 2019  
July 1, 2018—June 30, 2019



## Disaster Response

The Red Cross mission is to prevent and alleviate human suffering – a work that is carried out by 1,800 volunteers daily. In responding to two of the largest wildfires in California history -- the Carr and Camp fires -- the Red Cross provided food, shelter and comfort to individuals and families in need, as well as casework and recovery assistance for disaster survivors. All Red Cross disaster assistance is free. While we are always prepared to respond to disasters, we also work to prevent them. Swift action when an emergency occurs can save a life, so we help families, individuals, organizations and corporations become better prepared for crises through free education and training services.



Supported by approximately  
1,800 active volunteers



Responded to the Carr  
and Camp wildfire disasters



Provided 45,478 overnight stays  
during Carr and Camp fires

## Home Fire Campaign

On average, 7 people die and 36 more suffer injuries each day in the U.S. due to home fires, which make up more than 90 percent of Red Cross domestic disaster responses. Research shows that working smoke alarms reduce the risk of fatalities in a home fire by 50 percent. The Red Cross Home Fire Campaign aims to reduce the number of fire deaths and injuries by increasing the number of working smoke alarms in at-risk communities. This year we held our second annual Sound the Alarm national installation event. In a little over 2 weeks' time, in over 100 communities across the country volunteers installed more than 100,000 new smoke alarms in at-risk homes, making thousands of homes safer.



Installed 4,277 free  
smoke alarms for the  
Home Fire Campaign



2 confirmed lives  
saved in our region



1,735 homes made safer  
through educational visits and  
creating preparedness plans



**American  
Red Cross**

## Training Services

Swift action when an emergency occurs can save a life. The American Red Cross teaches and empowers nearly 5.9 million people annually through training courses. During fiscal year 2019, 42,322 individuals in the Gold Country Region learned critical skills through Red Cross courses, including 32,438 people enrolled in first aid/CPR/AED and 3,895 people who attended other community disaster education and preparedness programs.



Enrolled 32,438  
people in  
first aid/CPR/AED courses



Enrolled 3,985 people  
in other health  
and safety courses

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## Service to the Armed Forces

The Red Cross Hero Care Network provides support to service members and their family's pre-deployment, during deployment and when they return home, through emergency communication services, financial assistance programs, re-integration and veteran services.



Enrolled 305 people  
in resiliency workshops



Briefed 1,866 people  
through our 'Get to  
Know Us' program



Provided 3,799 emergency  
services to military members  
veterans and families

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## Blood Services

The Red Cross is the single largest supplier of blood in the United States, providing nearly 40 percent of the nation's blood supply. Blood and platelets are needed for many reasons— accident and burn victims, heart surgery patients, organ transplant patients, and those receiving treatment for leukemia, cancer or sickle cell disease may all need blood.



58,833 blood  
and platelet donors



2,619 blood  
drives



Supported by 745  
active volunteers