

Since the year began, people in communities across the United States have faced the unimaginable.

On average, the American Red Cross has launched a new disaster relief operation every 12 days in 2019, putting us in a constant state of response and recovery. What's more, home fires—America's most common disaster—continue to take the lives of seven people every day, most occurring in homes that lack working smoke alarms. Additionally, our nation continues to experience periods of critical blood shortages, potentially delaying lifesaving medical treatments for those in need.

We can't stop crises, but we can ensure people never face them alone. Powered by our network of dedicated volunteers, generous donors and steadfast partners, the Red Cross mobilizes when help can't wait.

DISASTER RELIEF

Sadly, the disaster landscape is shifting, and we must keep pace. Research indicates that our climate is changing globally, with an increase in the frequency and intensity of extreme weather events.

With your support, we can continue to provide safe shelter, nourishing food, comfort and more to disaster survivors. With our partners, we can serve tens of thousands of meals daily and shelter about 350,000 disaster survivors at a time. Strategically located within 250 miles of any U.S. community, our warehouses store enough supplies to help 500,000 people. Using our cutting-edge technology, we can monitor and share disaster conditions in real time and rapidly direct the right aid to the right people. And within minutes of registry, eligible households can receive Red Cross financial assistance to meet their immediate needs.

HOME FIRE PREPAREDNESS

A home fire occurs in the U.S. every 88 seconds. Moments later, the Red Cross is there to provide relief items like emergency financial assistance, food, personal care items, health and mental health services and one-on-one connections to recovery assistance.

With your support, we can continue this critical work. When a fire breaks out in a home without smoke alarms, the chance of death doubles. That's why we're also working to "Sound the Alarm" about home fire prevention and preparedness. To date, our Home Fire Campaign has saved over 600 lives and 2 of those have been local to our region. This year alone, we have installed over 4,200 smoke alarms and trained hundreds of residents on home fire safety and preparedness.

BIOMEDICAL SERVICES

Every two seconds, someone in America needs blood—from an accident victim to a child receiving a lifesaving treatment. With your support, we can continue to meet the ongoing demand. Every day, we hold approx. 520 blood drives in locations like workplaces, schools and community-based centers. Behind every blood drive, there are skilled staff, specialized equipment and transportation vehicles that are critical to this work. All told, each blood drive costs an average of \$3,900. With so many drives a year, that's a huge expense, but it's worth every penny to save lives.

As a faithful partner, you helped us deliver hope and help to thousands of people last year. **Thank you!** **This holiday season we ask that you please continue to support our cause by making a gift to disaster relief, home fire preparedness, or biomedical services.** We must be ready to help people impacted by future crises.



Proudly serving the counties of Alpine, Amador, Butte, Calaveras, Colusa, El Dorado, Glenn, Lassen, Modoc, Nevada, Placer, Plumas, Sacramento, San Joaquin, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity, Tuolumne, Yolo and Yuba

\$1,000	Provides food and shelter for a family of 4 for 5 days -This service includes providing breakfast, lunch and dinner, the costs to mobilize and distribute a cot, two blankets and a comfort kit as well as the costs of Red Cross workers to provide this support.
\$1,750	Covers the cost to deploy a Red Cross volunteer to an operation – This includes travel, transportation, lodging, food and vital support systems like our Volunteer Connection portal. The average length of a disaster deployment is 12 days.
\$2,500	Average cost to install 17 smoke alarms for the deaf and hard of hearing. This includes the costs of Red Cross workers to provide this service.
\$3,900	Provides the daily cost of setting up and operating a blood drive. This includes the skilled staff, specialized equipment and transportation vehicles that are critical to this lifesaving work.
\$5,000	Average cost of opening or preparing a shelter for 1 night – This service includes providing breakfast, lunch, dinner and snacks, the costs to mobilize and distribute a cot, two blankets and a comfort kit for 150 people. This figure also includes the costs of Red Cross workers to provide this support.
\$10,000	Enables the Red Cross to provide reliable blood so that an adult with sickle cell disease can receive lifesaving transfusions for six months. (This is an estimate. An actual sickle cell patient may require more or less blood, depending on the person's specific condition.)
\$11,000	Average cost of fully stocking an ERV with needed supplies for 3 days - This service includes providing lunch, dinner and snacks, the travel costs to deploy 2 staff members to operate the Emergency Response Vehicle (ERV) and vehicle maintenance and fuel costs.
\$20,000	Average cost to deploy 12 trained volunteers to a disaster. Volunteer response requires an average of two weeks of service. Volunteers respond to disasters across the country and internationally.

Our work is powered by a workforce of more than 90% volunteers and generous public donations. The Red Cross is proud that an average of 90 cents of every dollar we spend is invested in delivering care and comfort to those in need. Your financial support can make a lifesaving difference. To make a gift or for more information, please contact the **Development Department** at **916-993-7082**.

