

American Red Cross Impact Report

California Gold Country Region
January 1, 2020 - December 31, 2020



Disaster Response & Preparedness Training

The American Red Cross mission is to prevent and alleviate human suffering – work that is carried out by local volunteers daily. Most of our disaster response involves home fires but 2020 also brought wildfires throughout much of Northern California -- all during the coronavirus pandemic. We were able to provide no-cost assistance while maintaining social distancing protocols, protecting the health of volunteers and those we serve. While we are always prepared to respond to disasters, we also work to prevent them through free, virtual preparedness education. Knowing what to do when an emergency occurs can save lives. We help families, organizations and corporations become better prepared for crises via programs such as Be Red Cross Ready, the Pillowcase Project and Prepare with Pedro.



Provided 38,903 daily
& monthly hotel/motel
rental units



Served more than
167,000 meals and snacks



Responded to
500 home fires



Hosted virtual preparedness
training for 443
adults and youth

Home Fire Campaign

Each year, the American Red Cross responds to an average of more than 60,000 disasters, the vast majority of which are home fires. Home fires take seven lives a day in the U.S., but working smoke alarms can cut the risk of death by half. That's why the Red Cross is installing free smoke alarms and sharing fire safety information through our Home Fire Campaign. Since the campaign launched in 2014, we've helped save more than 820 lives across the country. This critical work is made possible with the support of our partners, who have helped us install more than 2.1 million free smoke alarms in vulnerable homes.



Installed 822 free
smoke alarms for the
Home Fire Campaign



Created more than 380
home fire preparedness plans



**American
Red Cross**

Training Services

The American Red Cross teaches and empowers more than 4.8 million people annually through training courses. In the last year, 22,848 individuals in the California Gold Country Region learned critical skills through Red Cross courses, including first aid/CPR/AED, water safety and caregiving classes.



Enrolled 16,329 people
in first aid/CPR/AED training



Enrolled 2,256 people
in water safety/aquatics



Enrolled 4,263 people in
other health and safety courses

Service to the Armed Forces

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



Managed 2,074
total cases



Briefed 1,856 people via
Get to Know Us initiative



Provided emergency services
for 2,118 people

Blood Services

We provide nearly 40% 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. If you've fully recovered from a verified COVID-19 diagnosis, your convalescent plasma donation may help up to 4 coronavirus patients!



Hosted 302 regional
blood drives



Received convalescent plasma
donations from 2,330 individuals
throughout Northern California



Collected 5,785
units of blood



American Red Cross

Thank You to Our Generous Volunteers and Partners

Nearly 1,300 volunteers support the mission of the American Red Cross throughout 26 counties in the California Gold Country Region. **THANK YOU** for all you do!

Annual gifts from corporations, foundations, organizations and individuals enable the Red Cross to make a positive difference every day for those who rely on our services. Their generosity ensures the Red Cross is always there in times of need.

ANNUAL DISASTER GIVING PROGRAM

VSP Global

PRESIDENT'S COUNCIL

KCRA News

PG&E

Stephen Paboojian

LEADERSHIP SOCIETY GOLD

Sacramento Region Community Foundation

Sierra Health Foundation

Sutter Health

LEADERSHIP SOCIETY

Arthur Tom

Cynthia Teixeira and Crowley Children's Fund

David Ford and Lynne Cannady

Hard Rock Hotel & Casino, Sacramento

McClellan Park

Nugget Markets

SMUD

Wells Fargo

HUMANITARIAN CIRCLE

Adventist Health System West

Antonio Velasquez & Effie Bertlin-Velasquez Charitable Fund

AT&T

Black Oask Casino Resort

Blue Diamond Growers

Bogle Vineyards Winery

Carlsen Muir Family Foundation

Carol Burger

Century 21

Chicken Ranch Casino

Circle K

Claire Hartman

Cynthia Decant

Deborah Moskovitz

Dinwiddie Family Foundation

Dorothy Bradshaw

Ed and Betty Manoyan Foundation

Eleanor & Paul Ziegelmaier G. Endowment Fund

Farm Credit West

Firehouse Subs

Gagandip Batth

iHeart Radio

JA Palmer Charitable Fund

Jackson Rancheria Casino Resort

James Chamberlain

Jewish Federation

Joe Siau and Wells Capital Inc.

Judy Dewolf

Karen Hoberg & Rancho Murieta Homes & Land, Inc.

Mendocino Presbyterian Church

Nerli Quilici Charitable Foundation

North Valley Community Foundation

Oracle Corporation

Patti Donlon

Quick Quack Car Wash

Red Hawk Casino

Redding Rancheria

Robin Bevier

Sacramento Kings Foundation

Twain Harte Market

US Bank Foundation

Vic and Sandra Makau