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The American Red Cross Of Licking County

*Fiscal Year 2011
Annual Report to the Community*

Mission Statement

“The American Red Cross, a humanitarian organization led by volunteers, guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disasters and help people prevent, prepare for and respond to emergencies.”



American Red Cross

Licking County Chapter

The Red Cross Licking County

Disaster Relief and Community Disaster Education

This year we responded to **41** local disasters, assisting **54** families and **147** individuals with emergency food, shelter and supplies. We also distributed **1,317** pieces of Disaster Preparedness materials through CDE presentations and mass distribution projects with partners such as Denison University students.



Health and Safety Services

From first aid, CPR and AED training to swimming and lifeguarding lessons, American Red Cross programs help people lead safer and healthier lives. This year, **5,855** individuals learned lifesaving skills through classes offered by the Licking County Chapter. This was accomplished with the help of **267** Certified Red Cross Instructors.



Services to the Armed Forces

The American Red Cross provides emergency communication between those in the Armed Forces and their families. This year we provided emergency communications for **60** military families in Licking County as well as provided other services to an additional **162** military families in Licking County. We also provided support to the Licking County Military Support Group and helped send **225** care packages to Licking County soldiers overseas.



Blood Services

Every two seconds, someone in the United States needs blood. Thanks to generous blood donors, the Red Cross collects and distributes nearly half the nation's blood supply. In FY10, Licking County had **350+** blood drives, collecting **11,200** units of life-saving blood.



A Note about Our Volunteers

Volunteers constitute 98 percent of our total workforce, serving as members of the board, instructors, disaster responders, military case workers, event organizers and more. This year, **606** volunteers made the work of the Licking County Chapter possible, contributing more than **8,000** hours doing everything from working with victims of disasters to teaching life-saving skills such as CPR and First Aid to helping to collect life-saving blood.

Be Red Cross Ready

Statement of Financial Position For the Year Ending June 30, 2011

ENDING NET ASSETS	\$421,496
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<i>Statement of Activities</i>	
TOTAL CONTRIBUTIONS, REVENUES AND GAINS	\$446,110

Expenses and Losses by Program Service	
Service to the Armed Forces	\$ 67,752
Disaster Services	\$ 73,722
Blood Services	\$ 39,072
Health Services	\$ 99,906
Total Program Services	\$280,452

Membership and Fund Raising	\$ 55,406
Management and General	\$ 38,663
National Assessment	\$ 40,189

TOTAL EXPENSES AND LOSSES	\$414,710
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“IT’S ABOUT THE MISSION”

By Rod Cook, Executive Director

A common saying is that ‘one certainty in life is change’. This past year this saying definitely holds true with the American Red Cross as we continue to evolve as an organization, both nationally and locally. We have experienced a historic transformation of the American Red Cross that should position us to continue providing vital services to Licking County citizens for the next 95 years.

As painful as some of the change has been, one common thread that keeps us going is the mantra that ‘it’s about the mission’. The American Red Cross is such a vital part of the nation’s fabric that it is unimaginable what communities would do without us. This is why it was crucial that we made necessary changes...to ensure that we can continue to provide our vital and life-saving services across the nation, around the world and right here in our own backyard.

We have now centralized almost all of our back office functions (accounting/finance, marketing, human resources, and IT) so that we are much more efficient in our operations. This results in more local dollars going back into local communities.

All of our program services have undergone massive restructuring in order to gain the most efficiencies possible while still effectively serving local communities. There have been some stumbles along the way and we have had to say goodbye to some loyal and dedicated colleagues. However, I am confident that once issues are resolved every aspect of our operation will work smoothly and seamlessly. Quite frankly, we have to because of our mission.

As we enter into a new era for the American Red Cross, I want to once again thank the hundreds of citizens of Licking County who help us serve our community, our volunteers and donors. To all of you, I want to remind everyone to keep your focus on our mission of serving our community and helping our neighbors when they need us the most.

Thank you for all that you do for the American Red Cross of Licking County because it is truly all about the mission.

2011-12 Officers and Board of Directors

Debbie Matesich
Chair

Chris Hiner
Vice Chair

Sandra Benson
Dan Hare, Jr.
Andrea Kubik
Bill Pierce
Carol Thress
Greg Wallis

Pat Lanker
Secretary

Joe Moore
Finance Chair

Nicole Forziati
Jane Haynes
Julie Moorehead
Mike Smith
Jeff Walker
Janice Wheaton

Staff

Rod Cook, Executive Director
David Goldsberry, Disaster Field Specialist
Rob Rodgers, Financial Development Director
Todd Baldosser, AmeriCorps Member
Linda Moats, AARP Program
Marvella Bullock, AARP Program



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FY12 MAJOR CHAPTER EVENTS

- August 16, 2011: Grateful Life Tour Blood Drive, OSU-N
- September 25, 2011: Ride for the Red, Moose Lodge
- October 15, 2011: Volunteer Appreciation Picnic & Annual Meeting, CVL
- December 26, 2011: Holiday Media Blood Drive, Indian Mound Mall
- February 11, 2012: AMIGO Challenge (see website for details), CVL
- “March is Red Cross Month”: various activities
- March 14, 2012: Heroes Breakfast, Cherry Valley Lodge
- May 4, 2012: Power of the Purse, Cherry Valley Lodge

Join us on our Facebook page at: American Red Cross of Licking County

