



The American Red Cross Of Licking County

Fiscal Year 2009 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 in Our Community

Disaster Relief and Community Disaster Education

This year we responded to 31 local disasters, including 30 residential fires, assisting 110 affected individuals with emergency food, shelter and supplies. We responded to Hurricane Ike in Licking County, providing 1,645 meals, 183 snacks, and 2,100 gallons of water. We also sent 400 meals to Hocking County to help those affected by the Ice Storm in January 2009. Because being prepared can make your family and community safer, we provided 3,077 individuals in the community with disaster education materials.



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, 5,578 individuals learned lifesaving skills through classes offered by the Licking County Chapter.



Services to the Armed Forces

The American Red Cross provides communication between those in the Armed Forces and their families. We are a part of a worldwide network that reaches service members wherever they are to communicate a birth, death or illness. This year we provided emergency connections for 63 military families in Licking County as well as provided other services to an additional 74 military families.



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 FY09, Licking County had 350+ blood drives, collecting 10,714 units of blood.



A Note about Our Volunteers

We depend on volunteers of all ages and backgrounds to carry on our work. Volunteers constitute 98 percent of our total workforce, serving as members of the board, instructors teaching lifesaving skills, disaster action team members, clerical helpers, event organizers and more. This year, 482 volunteers made the work of the Licking County Chapter possible, contributing 7,230 hours doing everything from working with victims of disasters to teaching life-saving skills such as CPR and First Aid.

Be Red Cross Ready

Statement of Financial Position For the Year Ending June 30, 2009

ENDING NET ASSETS **\$369,320**

Statement of Activities

TOTAL CONTRIBUTIONS,
REVENUES AND GAINS **\$385,531**

Expenses and Losses by Program Service

Service to the Armed Forces **\$ 51,637**
Disaster Services **\$118,193**
Blood Services **\$ 32,751**
Health Services **\$ 98,226**
Total Program Services \$300,807

Membership and Fund Raising **\$ 6,431**
Management and General **\$ 25,971**

TOTAL EXPENSES AND LOSSES \$375,144

From the Director's Desk

By Rod Cook, Executive Director

Fiscal Year 2009 (7/1/08 – 6/30/09) was a year full of new, and sometimes, unusual occurrences for the American Red Cross of Licking County. It all started in September 2008 when a hurricane (Ike) of all things struck Ohio and Licking County.

The Licking County Chapter immediately swung into gear, opening a shelter where 17 shelter nights were provided for storm victims. We also established six feeding sites around the county where more than 1,600 meals were served over a five day span. Additionally, the community of Fairfield Beach in Fairfield County was fed over a two day period and more than 2,100 gallons of water were distributed all over the county. All of this was accomplished by our dedicated disaster volunteers and community partners.

In January 2009, an ice storm struck Ohio once again. Luckily, Licking County was spared the brunt of this storm, unlike in 2004. However, this provided us the opportunity to truly test the newly acquired Emergency Response Vehicle (ERV). Utilizing the ERV, the Licking County Chapter was able to deliver 400 hot meals to residents of Hocking County.

Throughout the year, new community partnerships were forged and old ones strengthened through our expanded services to military families. More than 2,000 military resource guides were distributed throughout Licking County, a new course to help military families cope with the stresses of a deployed loved one was unveiled, and an alliance was formed with a fledgling support group for military moms. This group is now conducting meetings two times per month at the Licking County Chapter.

Finally, during FY09, the ground work was completed on implementing a new on-line learning system for CPR and First Aid courses. This system, Blended Learning, went live on July 1, 2009.

With all of the things taking place within our various programs, the one constant remained the strength of our volunteer staff. From Board Members to Safety City Teens to our wonderful

blood services volunteers, the true strength of the Licking County Chapter and the American Red Cross as a whole still lies in its volunteer base. For that, we can never express enough gratitude for all that you do for your community.

2009-10 Officers and Board of Directors

Roseann Wozniak
Chair

Debbie Matesich
Vice Chair

Sandra Benson
Chris Hiner
Paula Moreland
Lisa Perkey
Lorei Reinhard
Janet Wilson

Pat Lanker
Secretary

Doug Marston
Finance Chair

Walt Gemmell
Joe Moore
Mary Oliver
Bill Pierce
Jeff Walker

Staff

Rod Cook, Executive Director
Mindy Burden, Director of Preparedness
David Goldsberry, Emergency Services Dir.
Sharon Heidt-Vincent, AARP Program
Ashley Meek, AmeriCorps Member
Bill Quinlan, AARP Program
Fred Wolf, Financial Development Director



**American
Red Cross**

Licking County Chapter

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**American
Red Cross**

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Newark, Ohio 43058-4337



The close of Fiscal Year 2009 marked a “first” for our Licking County Chapter. With assistance from the Greater Columbus chapter, we were able to hire a full-time Financial Development Director.

This is an exciting time for the Red Cross, as we work towards securing a sound, strong financial base to meet the ever-growing needs of Licking County.

In the months ahead, you will be seeing new, exciting development programs, which in concert with our existing, successful fund-raising efforts will create a solid financial future for the numerous services the Red Cross provides to the Licking County community. In addition to fund-raising, the Development Director will be spearheading and coordinating our chapter volunteer recruitment efforts.