

# SERVICE HIGHLIGHTS

**DISASTER SERVICES** - The Red Cross devotes resources to ensure we are ready should a major disaster occur in Central Ohio. At the same time, Red Cross volunteers provide families with hope after a flood, tornado, severe winter weather, or the most prevalent disaster, a home fire, disrupts their life. Safe shelter, financial assistance to replace food and clothing, medical and other critical support is provided immediately following a disaster.



Disaster Operations	334
Total Families Assisted	448
Direct Assistance	\$188,000
Disaster Education Reach	20,541

**SERVICE TO MILITARY FAMILIES** - With Red Cross workers stationed at military installations around the globe offering support to members of the armed forces, military families facing emergencies at home can contact their local Red Cross. Volunteers verify the emergency so that military authorities can determine if emergency leave is necessary. Assistance accessing financial resources and other support is also part of this service.

Emergency Communications	496
Deployment Briefings	6,071

**COMMUNITY TRANSPORTATION PROGRAM** - Many older adults are not able to drive themselves to medical appointments or have family nearby to take them. Fortunately, because they can turn to caring Red Cross drivers who pick them up at their door, walk them into the building and make sure they get home again, these individuals can continue living in their homes independently. This year, with funding from JPMorgan Chase, this program expanded into the Weinland Park neighborhood, providing families free transportation to and from their medical appointments.

Transportation Trips	14,594
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**INTERNATIONAL SERVICES** - Red Cross connects local families with loved ones living in war-torn or disaster impacted areas around the world. This year, through this service, a Somali woman, living in Columbus, was reconnected, after 15 years, with her grown daughter living in a Nigerian refugee camp. They now correspond regularly and hope to be reunited in the future.

Tracing Services	27
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**HEALTH AND SAFETY SERVICES** - An important step towards being Red Cross Ready is life saving training. The Red Cross is a leading provider of training in the community and for the workplace teaching first aid and CPR in the classroom and online. This year, three workers at a local recreation center used the skills they learned from Red Cross training to save the life of a man who suffered sudden cardiac arrest while at their facility. They received the highest award given by the Red Cross.



CPR/First Aid/AED Enrollees	22,240
Aquatics Enrollees	17,437
Babysitter's Training	890
Childcare & Instructor Training	4,737
Philips Lifeline Subscribers	334
Community First Aid Stations	244

**BLOOD SERVICES** - Because of compassionate citizens, the Central Ohio Blood Region collects about 650 units of lifesaving blood each day and provides blood products to 41 hospitals and transfusion facilities throughout a 27-county region. Last year, more than 206,000 units of whole blood and nearly 17,000 apheresis units were collected. Contributing to this success was a change in donation criteria that allowed 16-year-olds to donate blood with parental consent.

**HUMAN RESOURCES** - Our human resources are our most valuable asset when it comes to providing critical services in the community. We pride ourselves on the caliber of our team and thank our volunteers for their profound commitment to the community we serve.

Total Volunteers	1,104
Total Full-time Paid Staff	55
National Disaster Volunteers	137

# ANNUAL REPORT

July 1, 2009 through June 30, 2010



## More than just a number, your American Red Cross was there

Annual Reports are generally filled with important numbers. As a supporter, you provide time and money and we are accountable for the numbers that reflect the services we provided and the money we spent wisely. As you read this report, take pride in some smaller numbers ... like the one life that was saved on March 2 because three heroes, Jessica Virginac, Morgan Lewis, and Courtenay Chaffin, were trained by the Red Cross and ready to save a life.

When the call came that a man was not breathing in the locker room, Jessica, Morgan and Courtenay quickly assessed the situation. They activated the Automated External Defibrillator (AED) and applied chest compressions and watched as the man began breathing again. They breathed their own sigh of relief when they learned later that he was going to make it. We're proud that over 45,000 citizens enrolled in a Health and Safety course last year – but maybe a little prouder that three of them used that training to save one life.

Last year our volunteers helped 448 families after 334 local disasters, but almost every night, we focused on just one family that needed a place to stay and a little financial assistance to jumpstart their recovery.

We sent 496 emergency messages for local families with loved ones in the armed forces, but were relieved each time we learned that one servicemember made it home to see his ailing Dad. Our drivers provided 15,000 trips for seniors to medical appointments but each night remembered the one hug they got as they walked our client to the door.



The good hearts of our volunteers and financial supporters can't be described in numbers – large or small. While our staff is exceptional, services couldn't be delivered without the sacrifices of

volunteers and the remarkable generosity of people who donate even when facing their own tough times.

Thanks for making the promise of the Red Cross a reality for those who need us.

*Michael Camp* CEO  
*Stephanie* Board Chair

### MISSION OF THE AMERICAN RED CROSS

The American Red Cross, a humanitarian organization led by volunteers and 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.



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# ANNUAL REPORT

July 1, 2009 through June 30, 2010

Statement of Financial Position as of June 30, 2010				
Assets	Unrestricted	Temporarily Restricted	Permanently Restricted	2010 Total
Cash & Investments	\$ 3,320,105	\$ 192,501	\$ -	\$ 3,512,606
Accounts Receivable	641,291	847,817	-	1,489,108
Other Assets	19,157	-	-	19,157
Net Fixed Assets	1,977,505	-	-	1,977,505
<b>Total Assets</b>	<b>\$ 5,958,058</b>	<b>\$ 1,040,318</b>	<b>\$ -</b>	<b>\$ 6,998,376</b>
Liabilities & Net Assets				
Total Liabilities	\$ 415,647	\$ 13,831	\$ -	\$ 429,478
Total Net Assets	5,542,411	1,026,487	-	6,568,898
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 5,958,058</b>	<b>\$ 1,040,318</b>	<b>\$ -</b>	<b>\$ 6,998,376</b>
Statement of Activities for the Fiscal Year Ended June 30, 2010				
Contributions, Revenue and Gains				
Federated (United Way)	\$ 93,340	\$ 1,660,621	\$ -	\$ 1,753,961
Legacies & Bequests	130,926	-	-	130,926
Other Contributions & Revenues	3,839,510	607,015	-	4,446,525
Net Assets Released from Restriction	2,324,398	(2,324,398)	-	-
<b>Total Contributions, Revenue and Gain</b>	<b>\$ 6,388,174</b>	<b>\$ (56,762)</b>	<b>\$ -</b>	<b>\$ 6,331,412</b>
Expenses				
Lead Chapter Disaster/Govt. Rel.	\$ 781,952	-	-	\$ 781,961
Services to Armed Forces (SAF)	158,918	-	-	158,918
Disaster Services	1,495,022	-	-	1,495,022
Biomedical Services	156,716	-	-	156,716
Health and Safety Services	1,790,149	-	-	1,790,149
Community Services	640,336	-	-	640,336
International Services	70,049	-	-	70,049
Membership and Fund Raising	844,346	-	-	844,346
Management and General	337,373	-	-	337,373
<b>Total Expenses &amp; Losses</b>	<b>\$ 6,274,861</b>	<b>-</b>	<b>-</b>	<b>\$ 6,274,861</b>
<b>Excess/(Deficit) of Revenue over Expenses</b>	<b>\$ 113,313</b>	<b>\$ (56,762)</b>	<b>\$ -</b>	<b>\$ 56,551</b>
<b>Net Assets - Beginning of Year</b>	<b>\$ 5,429,098</b>	<b>\$ 1,083,249</b>	<b>\$ -</b>	<b>\$ 6,512,347</b>
<b>Net Assets - End of Year</b>	<b>\$ 5,542,411</b>	<b>\$ 1,026,487</b>	<b>\$ -</b>	<b>\$ 6,568,898</b>

## Largest International Relief Effort in History

Striking just outside the capital of Port-au-Prince on a January afternoon, a magnitude seven earthquake, the strongest to hit Haiti in two centuries, killed 220,000 people and injured 300,000. Homes were destroyed leaving at least 1.3 million, about the population of greater Columbus, homeless.

With the Haitian Red Cross responding immediately, American Red Cross and twenty-nine other Red Cross/Red Crescent societies immediately joined the United Nations and many other organizations in rushing disaster experts and supplies to the stricken country.

Because of the generosity of our donors, including almost two million dollars in donations from Central Ohio citizens and businesses, in six months since the earthquake, the American Red Cross has spent and signed agreements to spend \$183.5 million to meet the most pressing needs of earthquake survivors. The American Red Cross will continue to responsibly invest the money entrusted to us by the American people into essential programs and projects in Haiti. Visit [www.redcross.org](http://www.redcross.org) for more detailed reports.

### Financial Highlights

Continuous improvement relative to expense reductions and operating efficiencies, the generosity and loyalty of our contributors and strong United Way support enabled the ARCGC to post a positive change in Net Assets of \$57K on volume of about \$6.3M in a tough philanthropic and economic environment.

Notably, corporate and individual contributions grew by 2.4% in a year that saw giving drop 11% nationwide. The Tiffany Circle, a group of fourteen women committed to the mission and legacy of our founder Clara Barton and willing to make annual gifts of at least \$10K, contributed a new record \$145K.

**The American Red Cross thanks all of our donors and supporters. Visit [columbus.redcross.org](http://columbus.redcross.org) to view a complete list.**

## LEADERSHIP TEAM

2010 - 2011

Kirt Walker, **CHAIR**, Nationwide  
 Jamie Richardson **VICE CHAIR**, White Castle  
 Shah Hasan, **TREASURER**, Ohio Dominican University  
 Laurie Aquilina, **SECRETARY**, Time Warner

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### DIRECTORS EMERITUS

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Michael Schoedinger	Sandy Clary	<b>HONORARY</b>
Howard Seckler	Terri Flora	William Blaine, Jr.
Richard Sims		Patrick Tiberi

## Volunteers are the Heart



"... We arrived to find a woman in tears – she lost almost everything in the fire. She was holding a wedding picture, only slightly singed by fire. You could sense the relief as we arrived on-scene to help."  
 - Ariana Lowe



For Ted, volunteering with the Red Cross has been more than just a kind act, but an experience that has led him to reflect on his own values. "When we come out on the scene in our Red Cross uniforms and vehicles people are really surprised and grateful." - Ted Durkee



"I volunteer one day a week with the Red Cross for Community Transportation, driving people around Columbus to various medical appointments. It is such a pleasure getting to know our clients who are truly grateful."  
 - Dee Dee English

The Red Cross depends on volunteers - they are the heart and soul of the organization. Learn more about their unique experiences on the Red Cross blog. You can also follow us on Facebook and Twitter. Join these remarkable individuals, Ariana, Ted and Dee Dee, by becoming a volunteer. Call 614.253.2740 ext. 2355 for more information.

[columbusredcross.wordpress.com](http://columbusredcross.wordpress.com)

facebook.com search: American Red Cross of Greater Columbus

[twitter.com/ColsRedCross](http://twitter.com/ColsRedCross)

The condensed financial data is summarized from combined financial statements which include the financial activity of the American Red Cross of Greater Columbus prepared in accordance with accounting principles generally accepted in the United States of America which are audited by Schneider Downs & Co., Inc. Copies of the audit report are available at the Chapter's accounting department. The data above is designed to depict operations for the American Red Cross of Greater Columbus on a pro forma basis and accordingly, is not prepared in accordance with accounting principles generally accepted in the United States of America.

