



**American
Red Cross**

of Greater Columbus



Annual Report 2002 - 2003



Together, we can save a life

American Red Cross of Greater Columbus...



To the rescue
Members of the First Aid Service Corps provided first aid to 566 people who were injured at some 100 community events in greater Columbus last year.

Helen Preston was one of the residents – many of them elderly and disabled — forced out of her warm home and into a cold night when a three-alarm blaze raced through the Bexley House Apartments in December.

There to provide support and some warmth were members of the American Red Cross of Greater Columbus Disaster Action Team.

When the fire was finally extinguished, 30 people still couldn't return home. Some managed to find relatives and friends to house them for the night, the Red Cross provided others with lodging at area hotels and funds for meals.

Helen, who is in her 80s, needed more help from the Red Cross. Unable to return to the apartment complex, the Red Cross helped her locate a new place to live.

"The Red Cross really made the difference," said Dave Preston, Helen's only local relative. "I don't know what we would have done without your help."



HIV/AIDS class for international guests

The American Red Cross of Greater Columbus hosted a group of educators and health professionals from various African countries to help them gain a better understanding of how the Red Cross provides HIV/AIDS education – especially for youth.

Debbie Shannon of Columbus was diagnosed in March with a rare form of cancer.

Her son, Army Spc. Derek Shannon, was many miles from home in the Middle East during this crisis. The family turned to the Red Cross for help.

Caseworkers verified Debbie's serious condition with her doctors and delivered the message to Derek and his unit commander. Within hours Derek was on the phone with his family and on his way home. His two-week emergency leave allowed the 22-year-old to be with his family during Debbie's surgery and the beginning of her treatments.

"There were so many things that we didn't know...so many risks...so many potential outcomes. It made a huge difference having the family together not only for me but for all of them," Debbie said. "The care and compassion of the Red Cross workers was utterly amazing."

Debbie doesn't know what the future might bring, but she knows a call to the Red Cross made a big difference in her family's life.

working to make communities safer and stronger



Message from home
Kate Kirkpatrick sent an emotional video email to her husband serving in the Marines in Iraq. The Red Cross launched Project Homelink with partners Blue Water Solutions, RetroBox and WBNS 10TV as a way to keep local military families and loved ones serving overseas connected during their separation.

Jeff Laughlin of greater Columbus was enjoying his daughter's soccer game when he heard his wife scream from 30 feet away. His wife was with an elderly man slumped over in his chair, very pale and foaming at the mouth.

Jeff ran over to them and immediately got the elderly man on the ground. He checked for breathing and a pulse – there was neither. Jeff is trained in American Red Cross first aid and CPR.

"Another woman identified herself as a nurse and we began CPR as others called 911," said Jeff. The adrenaline kept Jeff and the nurse going for 10 minutes until the ambulance arrived, having had to drive through 27 muddy soccer fields. The paramedics administered one shock from an Automated External Defibrillator (AED) which caused the man's heart to resume a normal rhythm.



AEDs save lives

Linda Glaze of Alliance Data Systems used an AED to save the life of a fellow employee in January. Doctors told 41-year-old Jeff Rarick that CPR alone wouldn't have been enough to save him. Ms. Glaze learned how to use the AED through a Red Cross course. Alliance Data offers Red Cross Health and Safety training to its employees.

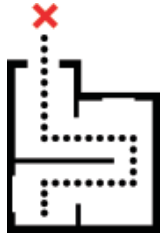
As a person ages or suffers from certain illnesses, the ability to remain independent becomes a challenge, as Robert Bush knows all too well. Until two years ago, the 79-year-old retiree was able to drive himself where ever he needed. But when the effects of Parkinson's Disease made it unsafe for him to drive he hung up his keys and sold his automobile.

"I felt like I lost my independence and that was hard for me to accept," Robert said.

Between therapy and visits to his physicians, Robert had several appointments a week and he had few transportation options.

"I could go to friends and neighbors, but you can do that only so often," Robert said. "Taxis are out...they become too expensive for someone like me." At the urging of a neighbor, Robert called the Red Cross to learn more about the Community Transportation Program and has been a client ever since.

"I could not exist without the Red Cross," Robert said. "You are my lifeline to the outside world."



It has often been said ... if the Red Cross didn't exist; it would have to be created. One need only glance at today's headlines to understand that the need for an organization, led and sustained by volunteers, fueled by charitable giving, and focused on making families and communities safer, has never been greater.



Even as we work harder to prepare our own staff and volunteers to respond effectively when, not if, a major disaster strikes our community, we're introducing new products and working harder to help families prepare to first avoid, and then, cope effectively with any emergency – from a terrorist attack to a house fire. Through our participation in the national Red Cross "Together We Prepare" campaign, we want to convince every household in greater Columbus to take 5 simple steps.

Message from leadership



5 Actions for Emergency Preparedness

- Make a plan
- Build a kit
- Get trained
- Volunteer
- Give blood




We have a Vision of the future in which our communities are the safest in America ... but Visions don't happen magically ... they require resources ... people willing to volunteer, donate money, and give blood.

In this Annual Report, we have tried to capture some of the work we are doing to make greater Columbus a stronger and safer community. We can only deliver these and other services that form the Mission of the Red Cross with the support of our financial contributors, the United Way, and our selfless volunteers.

We need the support of this community more than ever. When we come together as one we become something bigger than all of us. Together, we can save a life.




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Volunteers

The following list honors the volunteers of the American Red Cross of Greater Columbus. Volunteers are the backbone, muscle and heart of our organization. We recognize those who have donated their time and talents between July 1, 2002 and August 30, 2003.

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 Mary Carpenter
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 Timothy Freund
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 Shana Frost
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 Kate Fulkert
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 Nancy Kreider
 Ione Krumm
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 Kevin Langen
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 Mamie Ringenbach
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 Zachary Zumber



Business and community leaders joined family and friends on March 27 to pay special tribute to Alex Shumate, who was honored as the 2004 Humanitarian of the Year. More than 400 guests attended the event, which featured a live newscast by the Ohio News Network. The program focused on actions that all Americans should take to prepare themselves and their families for emergencies.

Each year, the American Red Cross of Greater Columbus honors a local individual, recognizing his or her dedication to humanitarian causes demonstrated through community service. Alex joins a group of honorees, including Dimon R. McFerson, John G. and Jeanne McCoy, Frank W. Wobst, John H. McConnell, Reverend Leon Troy and Loann Crane .

With the support of Honorary Chair Phil Urban, President and CEO of Grange Insurance, and the following sponsors, the event grossed \$181,000 for local Red Cross programs and services.

Humanitarian of the Year



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ESPN Broadcaster and former OSU Buckeye Kirk Herbstreit welcomed 268 golfers as they arrived at The Ohio State University's Scarlet and Gray Golf Courses on August 4 for the 16th Annual American Red Cross Golf Classic. Golf Classic Chair Tom Feeney led the Sales Committee in securing a new sponsorship record, totaling more than \$280,000 to benefit local programs and services provided by the Red Cross.

For the first time in Golf Classic history, the tournament had to be cancelled because of torrential rains. Long time Classic supporters and past Honorees Archie Griffin and Coach Cooper still enjoyed themselves, despite their wet feet. Thanks to their support, and that from more than 60 sponsor organizations, the Red Cross will continue its work to help people prevent, prepare for and respond to disasters—including floods!



Golf Classic

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Experience Columbus
The Memorial Tournament

The American Red Cross of Greater Columbus depends on the generosity of area residents who support our efforts in this community. We gratefully acknowledge the following individuals, corporations, foundations, and organizations that supported us with financial gifts between July 1, 2002 and June 30, 2003. Thank you. Together, we can save a life.

Legacy Society

Members of the Legacy Society are honored for their foresight, generosity and commitment to the American Red Cross of Greater Columbus. Everyone is eligible who designates the Greater Columbus Chapter as a beneficiary in their will, life insurance policy, retirement plan or trust, or creates a gift annuity. We invite you to join the Legacy Society by notifying us that you have included the American Red Cross of Greater Columbus in your estate plans.

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Henry Dunant Society

The Henry Dunant Society honors those whose generosity has kept alive a proud tradition of humanitarian service through the American Red Cross. Members of the society are recognized for their total lifetime giving to the Chapter.

Chairman's Circle \$500,000+
 Estate of Ethel L. Folden

Clara Barton Society

No name better symbolizes the spirit of caring and of active volunteerism than Clara Barton, founder of the American Red Cross. Her determination and leadership brought the fledgling International Red Cross Movement to America, with its dedication to easing human suffering and its reliance on voluntary support.

The Clara Barton Society is comprised of those who share her caring and commitment through their generous support of the American Red Cross. Our thanks to the following donors, and those who chose to be anonymous, for making the work of the American Red Cross of Greater Columbus possible.

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Each friend of the Red Cross is important to us. We want to thank the 7,577 donors who supported the American Red Cross of Greater Columbus this past year. Space precludes our listing every name, but please know that your contribution, whatever the amount, is important and appreciated. If we have unintentionally omitted your name from any of the lists, please accept our apology and call 614-253-2740 ext. 2427 to help us correct our records.

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The American Red Cross of Greater Columbus

- Serves 1.1M residents of Ohio's Franklin, Madison, and Fayette counties; the 50th largest chapter when measured by population and 30th when ranked by expense and income.
- Is governed by a deeply committed Board of Directors, sustained by nearly 600 volunteers and supported by 53 full-time paid staff. Tom Feeney is the Chapter Chair and the CEO is 25-year Red Cross veteran Michael Carroll.
- Is inspired by a Vision to deliver traditional ARC services with excellence, be the most trusted and respected charity in greater Columbus, and be a leader in resolving the critical needs of the community.



At-a-glance



The **American Red Cross** is dedicated to saving lives, easing suffering and restoring hope at home and around the world. Last year the American Red Cross of Greater Columbus:

- Responded to 366 local disasters and mobilized volunteers to national disasters.
- Committed \$272,391 in direct financial aid and other assistance to 500 local families devastated by disaster.
- Trained 40,055 area residents in first aid, CPR, water safety, HIV/AIDS Education and other life-saving courses.
- Transported 1,707 seniors and people with disabilities to medical and other important appointments.
- Conveyed 843 emergency messages between military members and their families.
- Is a proud member of the Worldwide Red Cross Movement which includes the International Committee of the Red Cross, (ICRC) and the Federation of Red Cross and Red Crescent Societies, (IFRC), and national societies, including Magen David Adom.
- Enjoys a productive partnership, and a building, with ARC Blood Services, Central Ohio Region. The region, among the strongest in the country, accepts voluntary blood donations in 27 Ohio counties and is the primary provider of blood and blood products in regional hospitals.

Statement of Financial Position as of June 30, 2003

	Unrestricted	Temporarily Restricted	Permanently Restricted	2003 Total
Assets				
Cash & Investments	\$ 3,230,980	\$ 317,516	\$ -	\$ 3,548,496
Accounts Receivable	349,657	2,138,748	-	2,488,405
Other Assets	88,047	-	-	88,047
Net Fixed Assets	2,413,661	-	-	2,413,661
Total Assets	\$ 6,082,345	\$ 2,456,264	\$ -	\$ 8,538,609

Liabilities & Net Assets

Total Liabilities	\$ 397,920	\$ 42,610	\$ -	\$ 440,530
Total Net Assets	5,684,425	2,413,654	-	8,098,079
Total Liabilities & Net Assets	\$ 6,082,345	\$ 2,456,264	\$ -	\$ 8,538,609

Statement of Activities for the Year Ended June 30, 2003

Contributions, Revenue and Gains

Federated (United Way)	\$ 24,952	\$ 1,957,426	\$ -	\$ 1,982,378
Legacies & Bequests	189,904	128,895	-	318,799
Other Contributions & Revenues	2,642,573	326,429	-	2,969,002
Net Assets Released from Restriction	2,494,786	(2,494,786)	-	-
Total Contributions, Revenue and Gain	\$ 5,352,215	\$ (82,036)	\$ -	\$ 5,270,179

Expenses

Lead Chapter Disaster/Gov't Relations	\$ 226,412	\$ -	\$ -	\$ 226,412
Armed Forces Emergency Services (AFES)	402,561	-	-	402,561
Disaster Services	1,229,363	-	-	1,229,363
Biomedical Services	43,245	-	-	43,245
Health Services	1,517,811	-	-	1,517,811
Community Services	498,545	-	-	498,545
International Services	57,443	-	-	57,443
Membership and Fund Raising	825,965	-	-	825,965
Management and General	366,215	-	-	366,215
Total Expenses & Losses	\$ 5,167,560	\$ -	\$ -	\$ 5,167,560

Excess of Revenue over Expenses

\$ 184,655	\$ (82,036)	\$ -	\$ 102,619
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Net Assets - Beginning of Year

5,499,770	2,495,690	-	7,995,460
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Net Assets - End of Year

\$ 5,684,425	\$ 2,413,654	\$ -	\$ 8,098,079
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The condensed financial data is summarized from financial statements prepared in accordance with accounting principles generally accepted in the United States of America which are audited by Hausser & Taylor LLC. Copies of the audit report are available at the Chapter's accounting department. The data above is designed to depict operations on a pro forma basis and accordingly, is not prepared in accordance with accounting principles generally accepted in the United States of America.

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