
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.

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Helping Floridians impacted by deployment to Afghanistan & Iraq



A SOUTHERN COMPANY



American Red Cross

of Northwest Florida

4100 S. Ferdon Blvd., Suite A1
Crestview, FL 32536
850.682.3356
www.yourredcross.org

Serving Escambia, Santa
Rosa, Okaloosa, and
Walton counties



American Red Cross of Northwest Florida

2009
Annual Report



With support from United Way and the
Combined Federal Campaign

The Red Cross—Helping In Our Communities

Disaster Relief and Community Disaster Education

When a disaster threatens or strikes, the Red Cross is there. The chapter's Disaster Action Teams (DATs) provide emergency assistance to victims of disaster 24 hours a day, 365 days a year. This year we responded to 166 local disasters, including residential fires. We helped 197 affected individuals and families with emergency food, shelter, and supplies.

Following through on a determination to help families prevent, prepare for, and respond to emergencies, the chapter trained individuals in a variety of disaster courses. In addition, more than 22,596 disaster preparedness brochures were distributed at community meetings, educational events, and neighborhood preparedness events.

International Services

The international tracing program helps local families find relatives with whom they have lost contact because of a natural disaster, war, or internal conflict. The chapter responded to two international disaster welfare inquiries in FY09 and assisted with 45 information and referrals.

Services to Armed Forces

Providing emergency communications for our U.S. military members and their families is a priority for the Red Cross. It's another job we do 24 hours a day, 7 days a week. This year the chapter provided 1,667 emergency communications to and from local military families. In addition, 20,061 briefings on Red Cross programs and services were given to dozens of units and family members.

A Note about Volunteers

There's no such thing as a typical Red Cross volunteer. Some of our volunteers work 9-to-5, others work nights and weekends. Many are retired or students. They may be full-time parents, single, or empty nesters. They make their homes in the city, on military bases, in the suburbs, and in every neighborhood of our four-county service area. They reflect the ethnic and cultural diversity of our communities.

But all our volunteers have one thing in common: **commitment!** If there is a fire in the middle of the night, a first aid class that needs to be taught, someone needed to provide free blood pressure screenings, or a special fundraiser to plan, they can always be counted on. Our volunteers bring their skills, talents, knowledge, and compassion to their volunteer service.

This year, 899 volunteers made the work of the chapter possible, contributing an untold number of hours in support of the chapter's work. In addition, dozens of local volunteers traveled to chapters across the country to help in larger disasters—including the Iowa floods, Hurricane Ike in Texas, and others.

Health and Safety Services

During the past year, 12,402 students participated in First Aid, CPR, and AED courses – all designed to help save lives. Another 100 took advantage of training in care giving classes. On the aquatics side, 1,774 students enrolled in Red Cross aquatic programs.

This year the Chapter also held two CPR Saturday events, which provided life saving skills at no charge to the public.

Community Services

The chapter's Community Services include volunteer support—such as gas, training, and materials for more than 800 volunteers.

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

ENDING NET ASSETS	394,298
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Statement of Activities

TOTAL CONTRIBUTIONS, REVENUES AND GAINS	\$1,305,827
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Expenses and Losses

Program Services	
Armed Forces Emergency Services	116,805
Disaster Services	575,797
Biomedical Services	0
Health Services	214,014
Community Services	14,834
International Services	0
Total Program Services	\$ 921,450

Membership and Fund Raising	47,711
Management and General	119,109

TOTAL EXPENSES AND LOSSES	\$1,227,238
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