



**American
Red Cross**

American Red Cross of Northwest Florida - July 2011



QUICK LINKS



Pictured left to right are: Matthew Durham, Eleanor McGee, Frank White, Brett Floyd, John Hosman, Tasa Wells.



Welcome New Board Members and New Chairman!

We welcome four new members to our American Red Cross of Northwest Florida Board of Directors. We're looking forward to the great things we'll do together!

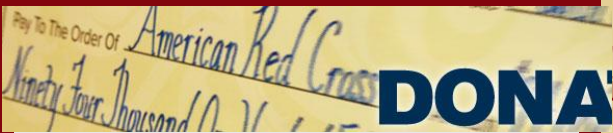
Matthew Durham - Regions, Morgan Keegan
Frank White, In-House Counsel - Sandy Sanding
Tasha Wells, Marketing Coordinator - Studer Group
Doug Woodward, Attorney - Moore, Hill & Westmoreland, P.A.

Our new Board President: Brett Floyd, Owner, Liberty Tax, Inc. Returning Board members are: John Hosman, Vice President, Eleanor McGee, Treasurer, and Scott Teel.

TAKE A CLASS

VOLUNTEER

New Chapter Disaster Director



Blood Needed

Critical Blood Shortage
Faces The Nation's Hospitals



CONTACTS

For more information on the American Red Cross, give us a call or stop by a Red Cross office. Hours vary by location, so it's a good idea to call first!

1-800-773-7620

Headquarters: 222 N. Baylen Street
Pensacola, FL 32502

Okaloosa County: 4100 S. Ferdon Blvd. B-4,
Crestview, FL 32536

Eglin AFB: Bldg. 210, Van Mater Avenue,
Eglin AFB, FL 32542

Pensacola NAS: Building 624 Room 232
NAS Pensacola, FL 32508

Santa Rosa County: 5629 Byrom Street
Milton, FL 32570

Online: www.yourredcross.org

Jerry Kindle, CEO

*Leanne Barger - Disaster Director/Volunteer
Coordinator*

*Ken Cromer, Senior Director of Disaster
Planning*

*Karen Benzenhafer, Services to Armed
Forces Coordinator*

*Susan Arner - Financial Development
Coordinator*

Shari Trujillo - Office Manager

By Leanne Barger

"The last four months have been an incredible journey for me, as I moved into the Disaster Director role. Before joining the Red Cross, when I thought about disaster, it was hurricanes, flooding, tornados, and earthquakes that came to mind. Now I know that house fires, although they don't have a direct impact on an entire community, are indeed a disaster to those affected. Our volunteers have taught me more than I ever thought possible. I've also seen how generous our community can be when the need arises. When our nation faced several disasters all at once this past spring, not only did our existing volunteers answer the call to help but so did many businesses and individuals that previously had no affiliation with the Red Cross. I will continue to work diligently to build relationships within our community to ensure we are as prepared as possible for any local disaster. This future, however, does need more than just my diligence; it depends on the strength and skill of our corps of volunteers. The Red Cross will continue to build strength and community resiliency by providing more volunteer training, and engaging more individuals to become part of our honorable legion of Red Cross volunteers!



Pictured are Ken Cromer, retiring Disaster Director and our new Disaster Director, Leanne Barger

Balancing and Building our Red Cross Budget

By Jerry Kindle, CEO

Like many other charities, we are in a competitive fundraising environment and our revenues are simply not keeping up with expenses. Financial projections for the next five years show that without changes, the Red Cross will have a rapidly rising deficit in the years ahead.

Through a recent series of cost-cutting measures,

*Michelle Holcomb - Branch Coordinator
Dee Bradley - Office Assistant / Crestview*

the Red Cross eliminated a \$209 million operating deficit over two years and finished its fiscal year last June with a modest surplus-all in the midst of tough economic times.

Streamlining our support services and systems will give chapters more time to focus their energies on mission delivery and preparing communities for emergencies and disasters. We are also investing in areas where we can grow more revenue, such as our training courses and fundraising capability.

These steps include staff reductions in some areas and hiring in others. Some of these reductions have taken place already and others will occur in the coming weeks.

The Red Cross is committed to ensuring that every chapter-large and small-has the capacity and resources to deliver on our mission in their local communities.

If you have questions about the Red Cross or the local changes in our services and systems, please email me kindlej@usa.redcross.org or call 850-432-7601.