



American Red Cross

Greater Miami & The Keys

ANNUAL REPORT TO THE COMMUNITY

FISCAL YEAR 2010

The American Red Cross is a non-profit humanitarian organization that provides relief to victims of disaster and helps people prevent, prepare for and respond to emergencies. The American Red Cross Greater Miami & The Keys offers Disaster Preparedness & Relief, International Services, Health & Safety Education, and Service to the Armed Forces. Between July 1, 2009 and June 30, 2010, the American Red Cross Greater Miami & The Keys chapter provided the following services to the residents of Miami-Dade and Monroe counties:

Disaster Preparedness & Relief

- The Red Cross responded to 348 local disasters.
- 445 families received \$265,434 in direct assistance from the Red Cross for the provision of emergency food, clothing and shelter.
- 7,264 people attended community disaster education presentations.

International Services

- 129 International Social Services contacts were provided, including 114 tracing requests related to natural disasters, armed conflict and the Holocaust.
- Nationally, the Red Cross collected more than \$400 million in response to the Haiti earthquake and comforted 19,504 U.S. citizens who were flown to South Florida from Haiti.
- 375 people attended courses in International Humanitarian Law, Measles/Malaria Initiatives and General International Services.

Health & Safety Education

- 9,015 people were trained in lifesaving CPR, and First-Aid courses.
- 1,402 trained to be Authorized Instructors.
- 100,215 people enrolled in aquatic programs.

Service to the Armed Forces (SAF)

- 1,410 emergency messages with urgent news of family illness, deaths and births were delivered to and from local military families.
- 2,684 people participated in Get to Know Us presentations.
- More than 200 local military members and veterans from the VA Hospital received holiday stockings through the Red Cross's *Stockings for the Troops* program.
- Assisted 358 veterans of the Iraq/Afghanistan conflicts with emergency housing and other needs through the BRAIVE Fund.
- Sent 81 volunteer translators from South Florida and various states to the hospital ship USNS Comfort following the Haitian earthquake.



Total support and revenue for the year ending June 30, 2010 was \$5.1 million

Fiscal Year 2010

Fundraising Campaigns	\$1,793,281
Special events (net)	896,800
Legacies and bequests	85,371
Grants	1,291,783
United Way	361,343
Inter Red Cross	329,945
In kind donations	70,000
Products and services	234,150
Other	13,170
Investments	117,384
Total	\$5,193,227

Total expenses for the year ending June 30, 2010 was \$5.1 million

Fiscal Year 2010

Disaster Services	\$1,753,893
Health & Safety Services	500,195
Services to the Armed Forces	1,298,110
International and diversity services	277,722
Community volunteer services	196,642
Membership and fundraising	790,506
Management and general	349,576
Total	\$5,166,644



2009 Officers of the Board of Directors

Marielena Villamil, Chair
Michael Aller, Secretary
Sam Tidwell, Chief Executive Officer

American Red Cross Greater Miami & The Keys

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All of the services provided by the American Red Cross Greater Miami & The Keys are made possible through the generosity of individuals and community partners from Miami-Dade and Monroe counties. The American Red Cross is not a government agency and relies on the goodwill of the community to fulfill its humanitarian mission. Your contribution can ensure that the Red Cross will always be ready to respond to our neighbors in need. To donate, please call 305-644-1200 or visit www.southfloridaredcross.org.