



# American Red Cross

## South Florida Region

# ANNUAL REPORT TO THE COMMUNITY

FISCAL YEAR 2011

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 South Florida Region offers Disaster Preparedness & Relief, International Services, Preparedness Health & Safety Services, and Service to the Armed Forces. Between July 1, 2010 and June 30, 2011, the American Red Cross South Florida Region provided the following services to the residents of Broward, Miami-Dade and Monroe counties:

### Disaster Preparedness & Relief

- The Red Cross responded to 449 local disasters.
- 593 families received food, clothing and shelter from the Red Cross.
- 4,359 people attended community disaster education presentations.

### International Services

- 1,930 International Social Services contacts were provided, including 155 tracing services related to natural disasters, armed conflict and the Holocaust.
- Nationally, the Red Cross collected more than \$300 million to aid the earthquake and tsunami victims in Japan.
- 1,313 people attended courses in International Humanitarian Law, Measles/Malaria Initiatives and General International Services.

### Preparedness Health & Safety Services

- 14,446 were trained in lifesaving CPR, and First-Aid courses.
- 2,145 trained to be Authorized Instructors.
- 299,053 people enrolled in aquatic programs.

### Service to the Armed Forces (SAF)

- 1,341 emergency messages with urgent news of family illness, deaths and births were delivered to and from local military families.
- 8,774 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.



### Regional total of revenue and gains for the year ending July 1, 2010 was \$6.6 million

Corporate, foundation and individual giving	\$1,970,169
United Way and other federated	630,933
Legacies and bequests	587,889
Services and materials	53,904
Products and services	658,709
Contracts	440,781
Inter-Red Cross revenues	2,270,722
Investment income	(20,527)
Other revenue	32,296
<b>Total</b>	<b>\$6,624,876</b>

### Regional total of expenses for the year ending June 30, 2011 was \$6 million

Domestic disaster services	\$1,831,829
Health & Safety Services	1,038,775
Service to the Armed Forces	213,635
Community services	396,885
Fundraising	1,346,242
Management and general	335,199
Field support and chapter assistance	234,455
International relief and development services	88,343
Chapter assessment	605,262
<b>Total</b>	<b>\$6,090,625</b>



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All of the services provided by the American Red Cross South Florida Region are made possible through the generosity of individuals and community partners from Broward, 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 visit [www.southfloridaredcross.org](http://www.southfloridaredcross.org).

With locations in Broward, Miami-Dade and Monroe counties.  
[www.southfloridaredcross.org](http://www.southfloridaredcross.org) ▪ [www.tucruzroja.org](http://www.tucruzroja.org)