

About the American Red Cross

What We Do

The American Red Cross' mission is to prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors. Every day, we're at work across the country helping individuals and communities prepare for disasters and other emergencies.

The American Red Cross is part of the world's largest volunteer network found in nearly 200 countries. An average of 90 cents of every dollar the American Red Cross spends is invested in delivering care and comfort to those in need. Everything we do depends on the needs of the people that we serve.



How Your Support Makes a Difference

Red Cross supporters are at the heart of all this work. By helping us fundraise, you're helping to support the urgent needs of our lifesaving work – for hospital patients who need critical blood every two seconds; for people who need food, shelter and care after disasters of all sizes; for military families who need emergency assistance; and for people who rely on others to save their lives with skills like first aid and CPR. **A gift of any size will help support the urgent needs of the American Red Cross mission.**

Disaster Relief Donation Amount	Description of Donation Impact
Any Amount	<ul style="list-style-type: none"> A gift of any size can help ensure that lifesaving blood and blood products are available.
\$2	<ul style="list-style-type: none"> Provides 1 measles vaccination. This vaccination is a safe and cost-effective way to protect a child living in a low-income country against measles and severe health complications associated with the disease, such as pneumonia, diarrhea and encephalitis
\$10	<ul style="list-style-type: none"> Provides 1 hot meal and additional snacks to a person impacted by a disaster. These nourishing meals that include a main course, snacks and a drink are provided by Red Cross workers and distributed at shelters or through mobile feeding in communities by Red Cross emergency response vehicles.
\$26	<ul style="list-style-type: none"> Provides emergency communications and critical community services to a military family.
\$50	<ul style="list-style-type: none"> Provides a full day of food and shelter for one person displaced by a disaster. This includes breakfast, lunch and dinner; a cot; two blankets; and a comfort kit with necessities like toiletries.
\$120	<ul style="list-style-type: none"> Provides a complete emergency kit for family of five with hygiene supplies, blankets, tarps, water containers, a kitchen set and more after an international disaster.
\$200	<ul style="list-style-type: none"> Covers the daily cost to deploy an Emergency Response Vehicle.

Fundraising Talking Points

- The American Red Cross mission is to prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.
- As part of the world's largest humanitarian network, the Red Cross touches millions of lives each year to:
 - Shelter, feed and provide emotional support to victims of disasters.
 - Supply about 40 percent of the nation's blood.
 - Teach skills that save lives.
 - Provide international humanitarian aid.
 - Support military members and their families.
- More than 90 percent of the Red Cross workforce is volunteers.
- Your donations are key to saving lives because they make the Red Cross mission possible.
- An average of 90 cents of every dollar the Red Cross spends is invested in delivering care and comfort to those in need.
- The need to help people is constant.
 - Consider that every two seconds, someone needs blood.
 - And every eight minutes, someone affected by a disaster is helped by donations to the Red Cross.
 - Through all its free, lifesaving services, the Red Cross helps people facing life's crises every day and is committed to helping all those in need.



Why the Red Cross Needs Your Help

Each year on average, the American Red Cross:

- Responds to more than **60,000** disasters across the country.
- Trains more than **4.8 million** people in First Aid, water safety and other lifesaving skills.
- Collects more than **4.6 million** blood donations and nearly **1 million** platelet donations from more than **2.6 million** volunteer donors.
- Provides nearly **471,000** services to military members, veterans and their families.
- Helps **230 million** people outside the U.S. through American Red Cross disease prevention activities and disaster services.



Need Help?

We're here for you! Please contact charitystream@redcross.org with any questions you have.