

American Red Cross Statistics

- Current structure is built upon over **600** local chapters with over **2000** points of service delivery.
- Over **50,000** trained disaster volunteers
- Volunteers constitute **96%** of our Total Work Force.
- We respond to more than **70,000 disasters annually**, including about **200 home fires every day**.

Irene, Lee, Wildfires...

Irene was a “near miss?”

- Sheltered 27k people on a single night
- Deployed more than 4000 workers



Lee was “just a tropical storm?”

- 12 inches of rain
- Lots of inland flooding
- Thousands of homes and businesses destroyed



Texas wildfires “aren’t affecting many homes?”

- 2000+ homes destroyed



A Few Lessons of Last Ten Years

- If it's catastrophic, change your model
- Citizens are your first responders – listen to them!
- Centralized Readiness....Localized Capability

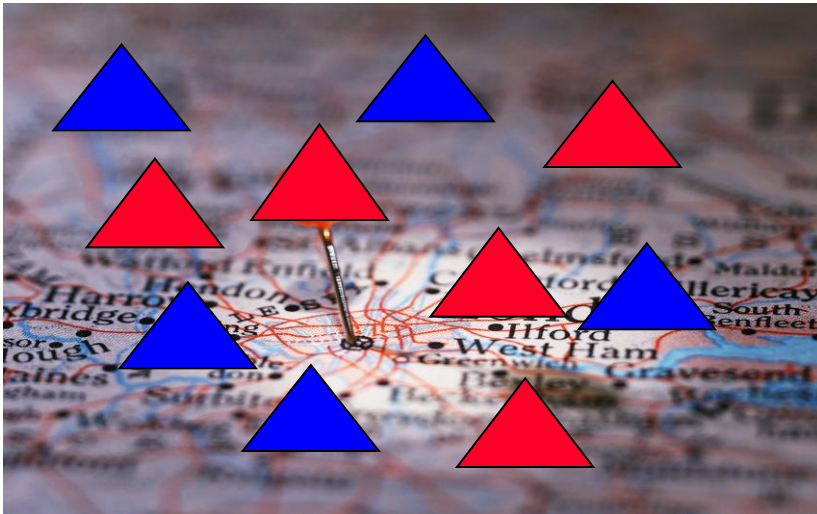
Evolving Business Model



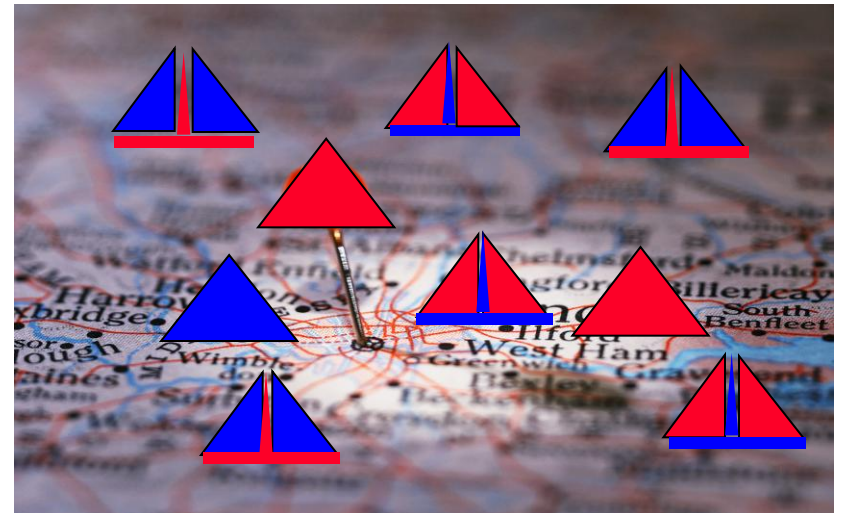
To move from ad hoc collaboration at best ...

... to a system and engagement strategy
for consistent collaboration

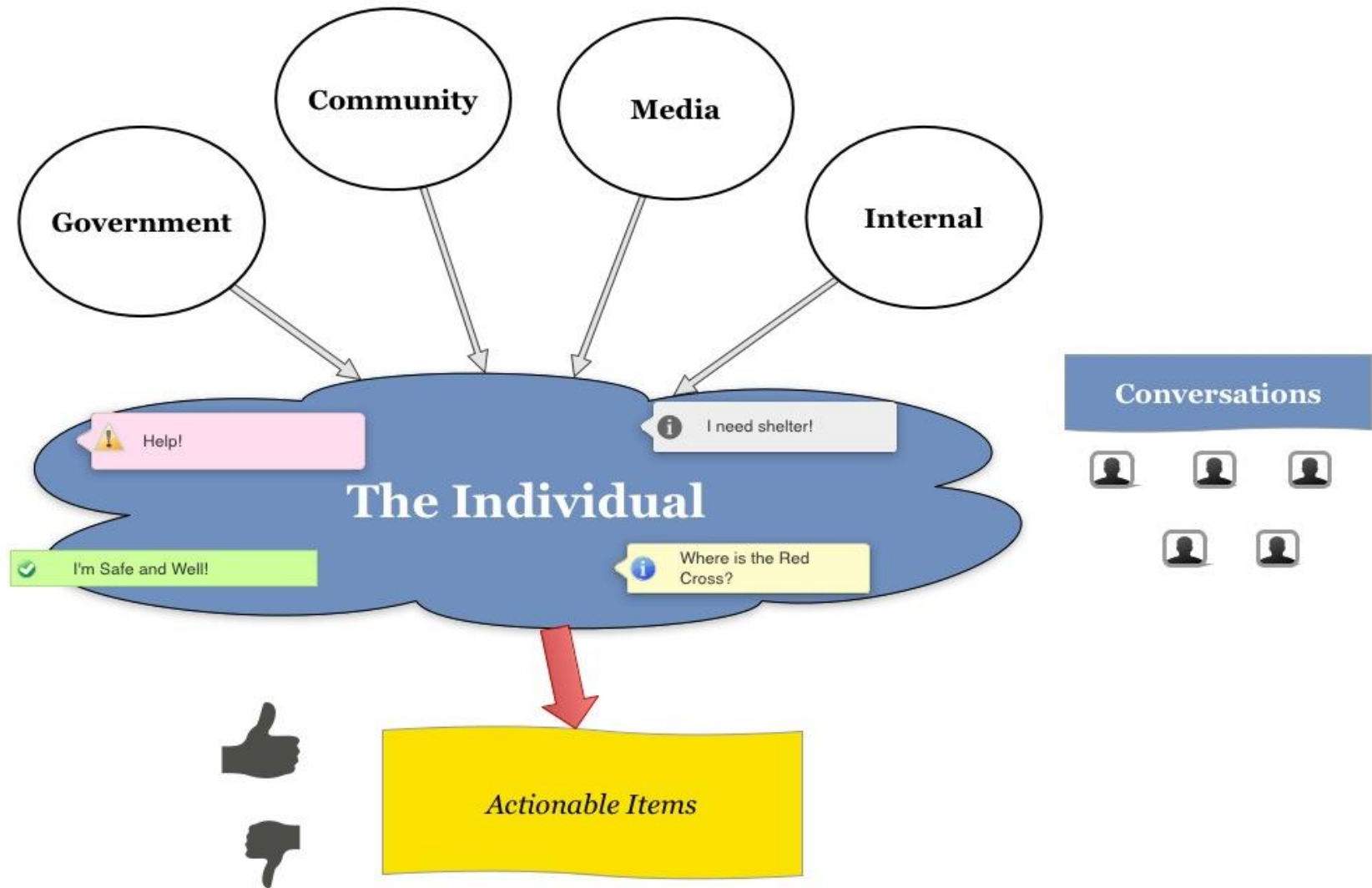
Pre-Katrina Shelters Operations



Current Shelters Operations

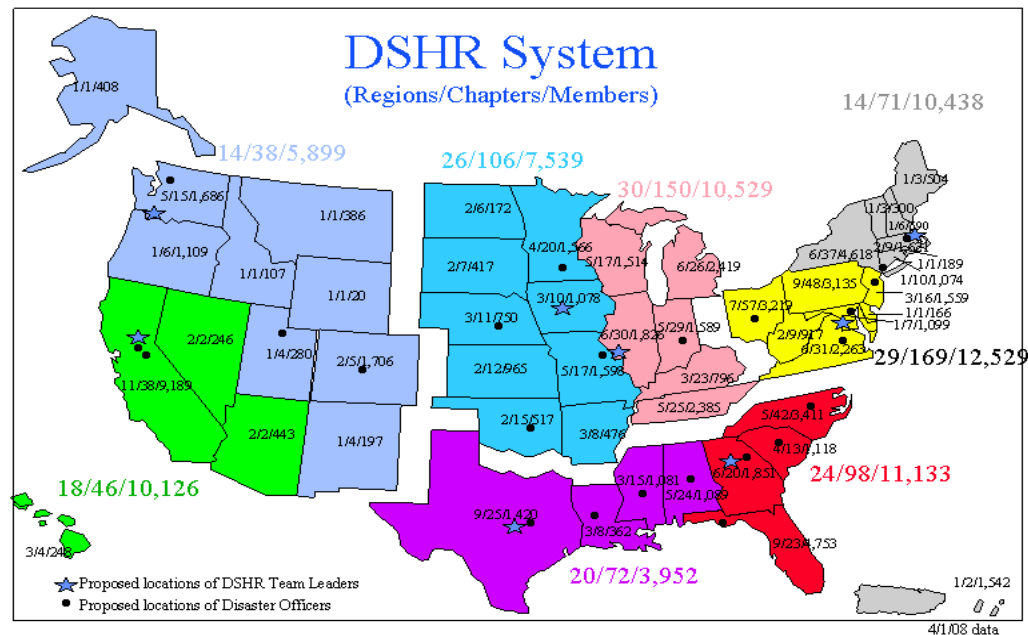


Connecting Through Social Media



Centralized Readiness...Localized Capability

- Locally focused
- ARC Chapter: Cornerstone of service delivery
- Regional Chapter: Supports local responses
- NHQ: Supports local responses in larger disasters
 - **Disaster Relief Operation**



Capability to establish relief operations equivalent to a large corporation...in 48 hrs

- Internal and external voice and data communications;
- The facility we use may be an empty building a schoolhouse, or a former retail store;
- Thousands of people with very specialized skills – the vast majority of them volunteers;
- We transport them, house them, and feed them;
- We see to their physical and emotional well-being...and in three weeks, we rotate that staff.

Partner Based Response Structure



THE HUMANE SOCIETY
OF THE UNITED STATES



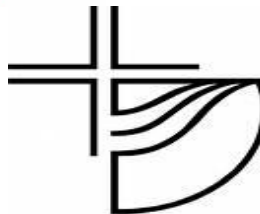
National Mental Health Association



American Humane
Dispensing Kindness Since 1877



NATIONAL VOLUNTARY ORGANIZATIONS ACTIVE IN DISASTER, INC.



NCLR
NATIONAL COUNCIL OF LA RAZA



WAL*MART



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