



**American
Red Cross**
of Greater Cleveland

Part of LifeTM *your*



2009-2010 annual report

your

Life



Dear Friends,

In a 2009 Red Cross survey, only 12 percent of Americans had undertaken the three basic preparedness steps—Build a Kit, Make a Plan, Be Informed. Being prepared is not something that most people naturally think about.

As families and businesses across the nation continue to deal with ongoing economic challenges, we understand how being prepared might fall to the bottom of the priority list.

And yet, we know first hand that being prepared can save lives. The Ali Family lost their home to a fire back in January, but the sound of the smoke alarms supplied by the Red Cross and installed by their local fire department, along with the quick thinking of 14-year-old Tahj, ensured that all members of their extended family escaped unharmed.

And while most people visit their local recreation center to relax and work out, the truth is that staff members must be ready to spring into action if someone is in need of medical assistance—like Debbie Bush did in April. Red Cross certified in CPR and First Aid, she saved the life of a 53-year-old man who had collapsed while using a treadmill.

The truth is, the Greater Cleveland Red Cross has worked hard to leverage its resources wisely during these challenging times, providing disaster assistance and humanitarian aid to more than 1,600 people in the last year. We trained approximately 30,000 individuals in CPR, AED and First Aid

during this same period. You depend on us to be there. With the generous support of individuals, foundations, and corporate funders, we continue to provide the highest level of disaster services, lifesaving training, and preparedness information to families in Cuyahoga, Geauga, Lake and Ashland Counties—just as we set out to do 105 years ago when the Cleveland Red Cross first embarked on its mission.

We cannot do what we do without our donors, our volunteers, and the men, women, and children who take our training classes. With your help, we remain the community leader in emergency preparedness, responding to disasters with humanitarian aid and providing health and safety training. Won't you take a moment to ensure you are prepared for anything that life throws your way? Make the Red Cross a part of your life.

Sincerely,



A handwritten signature in dark ink that reads "Dick Pogue".

Richard W. Pogue
Chairman, Board of Directors



A handwritten signature in dark ink that reads "MA Frank".

Mary-Alice Frank
Chief Executive Officer



Tahj Ali

“I am grateful that my son, Tahj, had the presence of mind to alert us and get us out of the house, and I am grateful to the Red Cross for the assistance we received.” – Bilalia Ali

The Ali Family

On January 28, 2010, Bilalia Ali and her three children—14-year-old Tahj, seven-year-old Tabari and four-year old Naila—were tucked in for the night after a happy celebration. Inell Ferguson, who is Bilalia’s grandmother, lived with the family and had celebrated her birthday that day. As the winter night closed in, the family settled down to go to sleep.

At 2 a.m., Tahj woke up to the smell of smoke and the screeching of smoke alarms that had been installed only weeks before.

With great presence of mind, Tahj dialed 911, and then hurried to wake his mom, his sister and brother. As Bilalia struggled to get Inell out of her third-floor room and down the stairs, Tahj got his brother and sister outside into the frigid air and then ran to wake up the neighbors who lived below them in the Shaker Heights duplex.

“He was so calm,” his mother marveled, the scenario still crystal-clear in her mind’s eye even now on this day months later. “He just stayed calm and got everyone up and out and called for help. I was trying to get my grandmother, who couldn’t walk, out of the third-floor bedroom, and Tahj handled everything else.”

Bilalia said the assistance of Red Cross Disaster Action Team volunteers was invaluable once the family gathered on the sidewalk and the fire department put out the flames.

“The two Red Cross volunteers knew just what to tell me to do,” she explained. “In that situation, your mind is so confused. They took me through it, step by step, as we sat in the van.

“First, you need to do this. Next you need to do this. You need to get your children school clothes so they can go back to school and regain some normalcy. They made it as smooth and as easy as could be expected under the circumstances.”

Bilalia said her younger children were given coloring books that dealt with the topic of a house fire. They also got a stuffed Mickey Mouse that they fight over to this day. “It was the only toy left.”

The Red Cross placed the Ali family in a motel immediately after the fire, and Inell Ferguson was put in a nursing home where she had been on a waiting list. The family eventually moved to temporary housing owned by a local university. In July, they moved into a permanent home.

“I am grateful that my son, Tahj, had the presence of mind to alert us and get us out of the house, and I am grateful to the Red Cross for the assistance we received,” Bilalia said.

For more information on Operation Save-A-Life, a program that provides free smoke alarms, batteries and installations, visit www.redcross-cleveland.org or call 216.361.5535. To support the Greater Cleveland Red Cross, call the Development Office at 216.431.4878.





Be Prepared

YOUR NEXT RED CROSS CLASS COULD BE A LIFESAVER.

Luckily, most of us likely will not have to deal with the aftermath of a hurricane or aviation disaster. But, you never know when the unexpected might occur. That is why it is important to think ahead and follow three simple steps—Build A Kit; Make a Plan and Be Informed—by taking a Red Cross class.

Najee Patterson had completed a Red Cross Lifeguard Training class at Glenville Recreation Center on April 9. The very next day, while at home, Najee heard his neighbor cry out for help because her infant son was not breathing. Najee grabbed his new pocket mask and went to help. Requesting that someone call 911, he quickly started rescue breathing and CPR on the baby. Within a few minutes, the child was crying and had his color back. EMS arrived and took the infant to the hospital, telling Najee his quick thinking and CPR saved the baby's life.

Also in April, Debbi Bush, a pool supervisor and certified Red Cross CPR instructor at the City of Solon's Recreation Department, was called to the fitness area to find a middle-aged man lying on the floor. A 911 call had been placed. Debbie, with assistance from two recreation center patrons, checked his vital signs and found that he was not breathing and had no pulse. She started CPR and rescue breathing, and administered shocks with the facility's Automated External Defibrillator. When the EMS team arrived, the man was transported to a medical facility and is happy and healthy today.

You never know what might happen, but you can always be prepared for what to do if something does happen. Learn more about our many class offerings and products by visiting www.redcross-cleveland.org.





Community Partners

ADCOM GROUP OF COMPANIES, THE CLEVELAND FOUNDATION, FIRSTENERGY FOUNDATION AND RPM INTERNATIONAL, INC. HELP US CONTINUE OUR 105-YEAR MISSION OF PROVIDING HUMANITARIAN AID TO THE GREATER CLEVELAND COMMUNITY.

Economic challenges during the past two years have affected families and businesses across the Greater Cleveland area, and the Red Cross is no exception. We continually strive to meet the needs of the community regarding preparedness planning and disaster response, and thanks to the generous support of our funders, we continue our 105-year humanitarian mission.

We are pleased to recognize four organizations that have continued to help us during this time of unprecedented economic challenge.

Adcom founder and CEO Joseph Kubic has provided invaluable in-kind support for Red Cross events and special initiatives. Staff at Adcom Group of Companies have logged countless hours creating videos and websites and providing counsel to help us leverage our brand and increase awareness of the Red Cross' mission, enhancing our fund raising efforts in the community.

Support from The Cleveland Foundation has enabled us to recruit and engage new volunteers to assist our

disaster response and health and safety training efforts. Our volunteers are the mainstay of our organization and this effort ensures that we have the human capital that is necessary to bring Red Cross classes and compassionate response to families in these counties.

The FirstEnergy Foundation makes it possible for us to directly touch more than 86,000 people in the communities we serve with disaster response, lifesaving training, preparedness planning, free smoke alarms and batteries, and to provide services to members of the Armed Forces and their families.

In today's world, an organization cannot exist without a web presence. Thanks to the generous support of RPM International Inc., the American Red Cross of Greater Cleveland is able to have a web site that keeps people informed about how they can prevent, prepare for and respond to emergencies. RPM hosts our web site free of charge and provides all of the support necessary to keep it functional and up-to-date. Without their generosity, the American Red Cross of Greater Cleveland would not have the broad outreach it does today.

Support from Adcom Group of Companies, The Cleveland Foundation, FirstEnergy Foundation and RPM International, Inc. means that the Red Cross continues to have the resources it needs to carry out its mission. We are deeply grateful for this commitment as the national economy struggles and an ever-increasing number of families and individuals turn to the Red Cross for assistance.



Our Vision

Emergency Services

Disaster Response

With the help of hundreds of trained volunteers, we provide immediate relief and assistance to victims of local disasters including food, clothing, shelter and debit cards to assist in relocation, utilities, major appliances and beds.

Services to the Armed Forces

When local families with a loved one in the military experience a crisis, they can contact the Red Cross 24 hours a day, 365 days a year. The Red Cross verifies their information and transmits it through a worldwide network to military authorities.

Holocaust and War Victims

Tracing and Information Center
The Red Cross searches to help families find missing information and discover the fate of loved ones separated during the Holocaust and World War II.

International Tracing

The Red Cross helps families gain information about one another in times of crisis.

Training/Classes

CPR, AED and More

Life-saving training is offered including first aid, CPR, Automated External Defibrillator (AED), babysitting certification and even pet first aid. These classes can be tailored to groups and individuals.

Workplace Safety Training

We offer a full range of programs that meet OSHA and other workplace training program requirements.

Water Safety and Swimming

We offer a full range of classes and courses, including learn to swim, lifeguard, boating safety, aquatic exercise and aquatic examiner classes.

Nurse Assistant Training

A 110-hour training course, including 24 hours of supervised clinical experience, designed for individuals who wish to work in nursing home and home health care settings. Upon completion of the course, students are eligible to take the Ohio state test.

Products

First Aid Kits

We offer many different types of first aid kits from family packs to pet kits to road hazard kits. We also can customize a kit to fit your needs.

Lifeline

Lifeline is an easy-to-use personal response service that ensures older adults and physically challenged individuals can get quick assistance whenever it may be needed. When help is needed, they press a button and within seconds, a certified Lifeline professional responds, assesses the situation and summons appropriate help.

AEDs

We offer the top brands of Automated External Defibrillators (AEDs) and the related accessories and supplies, in addition to the training on how to properly use the equipment in an emergency response situation.

Volunteerism

The Red Cross is a volunteer-led organization. We could not fulfill our mission without trained volunteers who assist in emergency response; by serving on our board of directors and on committees providing their knowledge, counsel and expertise; in administrative support roles; in marketing, communications, graphic design and public relations; human resources; special events and more.

Volunteers

Individual volunteers decide the amount of time they are able to give. There are a variety of different volunteer opportunities to fit any person's busy schedule. People can volunteer once a week, once a month or even once a year depending on the type of volunteer opportunity chosen.

Here are just a few of the Red Cross volunteer positions offered:

Blood Drive

Disaster Action Team Member
Internships
Management Support
Marketing/Advertising
Office/Clerical/Data Entry
Special Events





The American Red Cross of Greater Cleveland saves and improves the quality of lives as the community leader in emergency preparedness, responding to disasters with humanitarian aid, and providing health and safety training.

Programs

GenerationReady™

A citizens' emergency preparedness initiative designed to help prepare seniors for emergencies. Its components are:

1. Get a kit.
2. Make a plan.
3. Be informed.

Operation Save-A-Life

The Red Cross, in cooperation with local fire departments, distributes and installs smoke alarms and batteries in the homes of economically disadvantaged and at-risk individuals and families. Since 1991, more than 130,000 smoke alarms have been installed in more than 30,000 homes in Cleveland and other area communities.

Business Continuity Planning

The Red Cross of Greater Cleveland brings together knowledge, expertise and experience to help businesses, nonprofits and government agencies think of all the "what ifs," then guides them in developing the answers to prepare for potential emergencies and deal with actual disasters. Conferences and seminars are offered to businesses to help them develop their emergency plans.

Cause-Related Marketing

Promote your company in conjunction with the Red Cross brand, raising money for our organization while enhancing your company's reputation, demonstrating its values, enlisting customer loyalty and stimulating the purchase of your products and services.

Co-Branded Products

Co-branded products, such as first aid kits, feature the Red Cross logo as well as your company's logo. Products are sold at retail or distributed through your company's distribution channels with a percentage or dollar amount per product benefitting the Red Cross.

Coupon Promotions

Your company can provide free merchandise coupons, which we distribute through our training and education courses, to potential consumers of your products. This results in increased traffic or customers for your business.

Sponsorship of Programs

We offer opportunities to sponsor programs or initiatives, such as Operation Save-a-Life and GenerationReady™. Sponsorships include benefits to your company such as recognition on marketing literature, press releases, annual report, newsletter and our website.

Philanthropy & Giving

The Red Cross depends upon donations to ensure its many programs and services can continue to be offered to more than 2 million people in Ashland, Cuyahoga, Geauga and Lake counties. You can give as undesignated general support; designate to a specific program; designate to an endowment; and customer/employee donation programs, planned giving.

Matching Gifts

Maximize the value of your gift by applying for a match and sending us the matching gift form along with your donation.

Many companies encourage employee charitable giving through a matching donation program.

Charitable Annuities

This is a contract in which the charity agrees to pay the donor income for life in exchange for an irrevocable gift. The amount of fixed payment is based on the donor's age, ranging from 5.5% at age 65 to 9.5% at age 90.

In-Kind Support

The Red Cross accepts large in-kind donations to assist disaster victims and its day-to-day office work. Items can include paper, pens, binders, blankets, batteries, water, snacks and more.

Meet, Greet and Learn

Learn more about the Red Cross mission, our programs, products, services and volunteers through our interactive one-hour session.

Event Sponsorship

The Red Cross of Greater Cleveland holds many events that offer corporations and organizations visibility and marketing benefits while at the same time providing financial support to our local chapter.

Red Cross Ball of Cleveland

Cleveland's premier gala brings together our community's corporate, philanthropic and social leaders. An elegant, black-tie affair, the Ball is one of the largest, most visible and anticipated events in Cleveland.

Hero Awards

Red Cross Hero Awards recognizes local heroes—unsung, ordinary citizens who have performed extraordinary acts of kindness and humanitarianism. This inspirational event draws a large crowd and showcases the best in humanity.

Golf Outing

This fun-filled golf outing features challenging golf on a beautiful course. Afterward, a 19th Hole Reception and Auction features vacation packages, sports memorabilia, fine dining gift certificates and tickets to local sporting events.

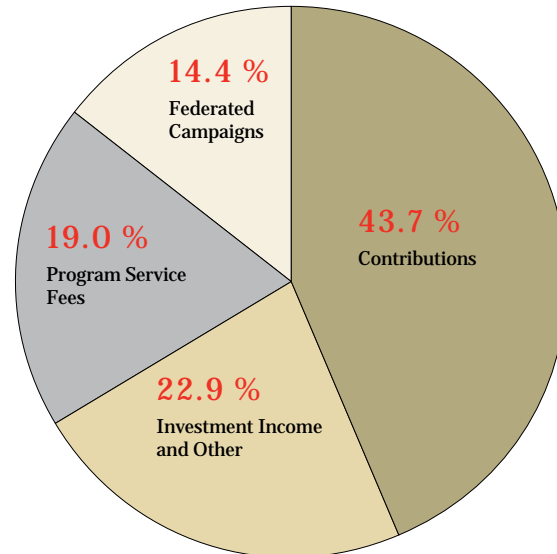
SERVICE STATISTICS

(July 1, 2009 through June 30, 2010)

DISASTER SERVICES	
Disaster Incidents	314
Disaster Clients	1,626
Mass Care Incidents	7
Individuals served with Mass Care	555
Individuals reached through Community Disaster Preparedness demonstrations or information	12,980
Information or referral calls	1,320
Participation in Emergency Preparedness Drills	7
OPERATION SAVE-A-LIFE	
Smoke alarms distributed/installed	4,326
INTERNATIONAL TRACING SERVICES	
Cases served	25
SERVICES TO THE ARMED FORCES	
Cases served	604
Military/Families briefed on Red Cross services/contacts with new military inductees	4,424
PROGRAMS AND PARTICIPANTS TRAINED	
CPR/First Aid/Automated External Defibrillators (AED)	30,581
Sports Safety Training	580
Learn to Swim, Lifeguard and Boating Safety	16,193
Babysitting — ages 11 through 15	549
Generation Ready™	2,332
Active Volunteers	620
HEALTH CARE JOB TRAINING AND ENHANCEMENT	
<i>Participants trained:</i>	
Nurse Assistant Training	378
Child-care personnel	504

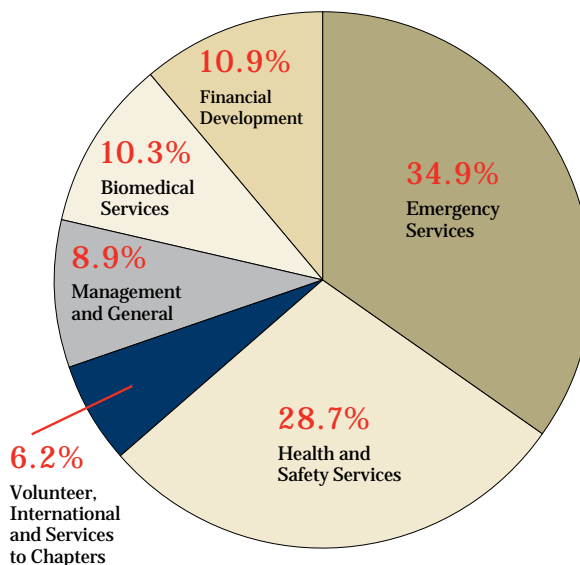
TOTAL REVENUES

Contributions	\$3,439,814
Federated Campaigns	1,131,019
Program Service Fees	1,499,157
Investment Income and Other	1,802,827
REVENUES	\$7,872,817



TOTAL EXPENSES

Emergency Services	2,646,808
Health and Safety Services	\$2,178,039
Financial Development	830,529
Biomedical Services	780,979
Management and General	676,878
Volunteer, International and Services to Chapters	473,123
EXPENSES	\$7,586,356



Net assets, June 30, 2010: **\$11,764,174**



Generous Support

FOR RELIEF EFFORTS FOLLOWING THE EARTHQUAKE IN HAITI

Months after the devastating January 2010 earthquake, Haiti is filled with signs of hope and progress as well as reminders of the immense needs that still remain. The American Red Cross has improved the quality of life for hundreds of thousands of Haitians with emergency shelter, food, water, latrines, medical treatment and other supplies – and we also are investing in longer-term projects such as building homes and improving water and sanitation services.

The Greater Cleveland community generously supported the relief efforts of the Red Cross in Haiti, and a complete list of donors is available on our website, www.redcross-cleveland.org, and in hard copy upon request from the Financial Development Office of the Greater Cleveland Red Cross. Please email Bricknerk@redcross-cleveland.org to request a copy, or call 216. 431.3083.

The crisis in Haiti is not over and the recovery process will be long and difficult. The American Red Cross will support earthquake survivors in many ways in the months and years to come.

FISCAL YEAR 2009/2010 DONORS

The American Red Cross of Greater Cleveland salutes our 2009/2010 supporters. These individuals, family foundations and organizations made generous contributions that allowed the Red Cross to fulfill its mission to help the people of our community prevent, prepare for and respond to emergencies. Please note that the following list includes gifts of \$250 or more received between July 1, 2009, and June 30, 2010.

Our thanks to the 16,736 donors who supported the Chapter this past year. Although we cannot list every name, please know that your contribution is important and appreciated. If your name has been omitted or does not appear as you would like, please accept our sincere apologies, and contact Katie Brickner at 216.431.3083 or BricknerK@redcross-cleveland.org.

TIFFANY CIRCLE SOCIETY

The Tiffany Circle Society of Women Leaders of the American Red Cross is a powerful leadership network of women whose annual gifts of \$10,000 or more change lives, save lives, and strengthen their communities through a focused investment of their time, talent, and treasure.

Anonymous (2)
Lorraine Dodero
Mary-Alice Frank
Laurie J. Laidlaw

Elin Leonard
Nonneman Family Foundation in
memory of Mrs. Julia G. Nonneman
Laura Pedersen

Margaret P. Pennington
Shelley J. Seifert
Jean H. Taber
Ann Yan

Corporate Member:
Fifth Third Bank



HENRY DUNANT SOCIETY

** Denotes deceased + Denotes staff*

Henry Dunant, a Swiss businessman, initiated relief efforts that led to the founding of the International Red Cross and Red Crescent Movement. It is in his name that we honor individuals and family foundations whose lifetime giving in cash contributions, securities or property to the Greater Cleveland Chapter exceeds \$50,000.

Founder's Circle \$250,000 +

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Ms. Dorothea W. Hamilton*
Mr. John C. Heege*
The Albert M. Higley Jr. Family
Ms. Josephine Kmiolek*
Mrs. Dorothea F. Larsen*
Miss Iris Marshall*
David* and Inez* Myers
Mr. John J. O'Brien*
Ms. Leona L. Siller
The Kent H. Smith Charitable Trust
John Wootton*

Chairman's Circle \$100,000 - \$249,999

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Ms. Esther M. Barega*
Mr. Paul R. Brahaney*
Britton Fund
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The Martha B. Carlisle Memorial Fund
Helen C. Cole* Charitable Trust

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The Murch Foundation
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Mr. and Mrs. Robert J. Tomsich
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Leader's Circle \$50,000 - \$99,999

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Miss Florence Cellar*
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Mrs. David H. Jacobs*
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Ms. Thelma K. Kettle*
Ms. Emma Kimack
The Lenox Foundation, Inc.
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The Nord Family Foundation
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Kenneth F.* and Roseanne Snyder
Miss Pauline Thesmacher
Mr. Raymond Thoms
Hugh and Sherry Whiting



CLARA BARTON SOCIETY

** Denotes deceased + Denotes staff*

Clara Barton, the founder of the American Red Cross, was a leader in the movement to relieve human suffering. The Clara Barton Society recognizes individuals and family foundations who donated \$1,000 or more to the Greater Cleveland Chapter in the 2009/2010 fiscal year to support all the vital services provided by the Chapter.

Visionary Circle \$25,000 +

Anonymous (4)

Corinne L. Dodero Trust for
the Arts and Sciences
Mr. and Mrs. William J. Dodero
The Albert M. Higley Jr. Family

The Higley Fund,
a supporting org of TCF
Nonneman Family Foundation
The P.K. Ranney Foundation

The Sherwick Fund
The Kent H. Smith Charitable Trust
Hugh and Sherry Whiting
Ms. Frances R. Zverina

CLARA BARTON SOCIETY

* Denotes deceased + Denotes staff

Humanitarian Circle \$15,000 - \$24,999

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Louise and Leonard Fletcher
Foundation
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Clark and Tricia Khayat
Mr. and Mrs. Joseph T. Kubic
Irvin and Elin Leonard
Brad Roller and Laura Pedersen
Mr. and Mrs. William B.
Summers Jr.

Chairman's Circle \$10,000 - \$14,999

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Mr. and Mrs. Creighton B. Murch
The Murch Foundation
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Mr. and Mrs. Richard W. Pogue
Shelley and John Robert Seifert
Mr. and Mrs. Ratanjit S. Sondhe
Ms. Jean H. Taber
Ann and Ellis Yan
The Robert Zverina Family

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Teri S. and Mark Levine
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Mrs. Elizabeth F. McBride
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Mr. and Mrs. Shawn M. Riley
Carol and Charles A. Rini Sr.
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Fareed and Laura Siddiq
Mr. Frank C. Sullivan

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Mr. and Mrs. Kenneth L. Conley
Mrs. Gay C. Cull
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David and Karen Doll
Mr. and Mrs. Henry H. Frank
Mary-Alice+ and Richard Frank
Mr. and Mrs. Daniel C. Hagen
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Mr. and Mrs. Eric A. Hillenbrand
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Ms. Phoebe M. Brockman
Mr. Stephen J. Knerly Jr.
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Mr. and Mrs. Edward C. Martinelli
Mr. and Mrs. Hugh E. McKay
Mr. Kevin L. Moore
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Mr. and Mrs. Robert A. Perona
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Mr. and Mrs. Jeffrey L. Thompson
Mr. Tinkham E. Veale II
The Wuliger Foundation
Mr. and Mrs. Timothy F. Wuliger

Friend \$1,000 - \$4,999

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Ms. Carol N. Rolf
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If you are interested in becoming a Red Cross volunteer, please visit www.redcross-cleveland.org and click on the volunteers link to get started.

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