



2004 / 05 ANNUAL REPORT



**American  
Red Cross**

Heartland  
Chapter



# When National Policies *Come Home to Roost*

LETTER FROM THE CHAIRMAN AND THE CHIEF EXECUTIVE OFFICER

**O**n February 4, 2005, Chief Operating Officer of the American National Red Cross, Alan McCurry, sent an urgent message to Red Cross entities coast-to-coast concerning the Department of Homeland Security's release of the National Response Plan (NRP). The NRP is the comprehensive national blueprint under which all the major players commit to working together during major disasters and other incidents of national significance. McCurry reminded every Red Crosser that Red Cross is the only nongovernmental organization tasked under the NRP with primary responsibilities as the lead for mass care in providing emergency support.

"Be ready," he warned. "Be familiar with your role. Ensure that your plans, training, correspondence and activities are in place. Validate your capacity to respond. Possess a thorough knowledge of the Red Cross role, responsibility and capacities and be ready to articulate that role."

## **Tall orders.**

Then, on September 2, the call came: in all likelihood, Omaha would receive evacuees from Hurricane Katrina. Are you ready to respond?

In fewer than 48 hours, Heartland Chapter staff, volunteers and partners assembled an emergency shelter at the Omaha Civic Auditorium with a capacity to accommodate 500. Leadership from all major committees turned out on a moment's notice, fully engaged and ready to serve. Even more remarkable, normal chapter operations continued and as the shelter operation was unfolding, Red Cross volunteers responded to a rush of local house fires, providing victims with emotional and financial support.

In the local response to Hurricane Katrina, the Heartland Chapter not only fulfilled the Red Cross role as defined in the NRP, but continued in this role over the next several weeks, providing emergency services to more than 1,000 additional evacuees who came to Omaha on their own.

To all who were involved in the shelter operation – volunteers, financial donors, community partners – we thank you. Whether the emergency is a national hurricane or a local house fire, you are ready. You demonstrate to our community every day that the American Red Cross is here, a conduit of compassion in a crisis.

## **Good to know.**

**Edwin A. Willis**  
*Chairman of the Board*

**Judith A. Peschio**  
*Chief Executive Officer*



# Financial *Summary*

## CONTRIBUTIONS, REVENUES AND GAINS ALL FUNDS

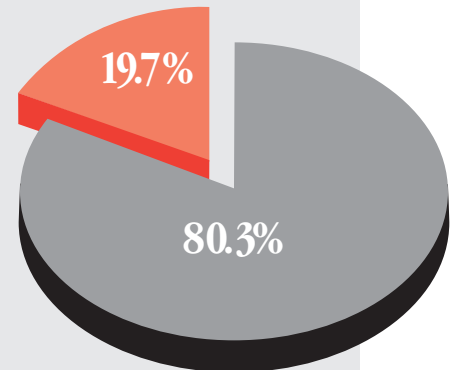
United Way Allocation . . . . .	\$1,358,189
Monetary Contributions . . . . .	\$653,953
Special Events (Net) . . . . .	\$81,475
Legacies and Bequests . . . . .	(\$1,200)
Investment Income . . . . .	\$190,548
Government and Private Grants . . . . .	\$66,326
Products and Services . . . . .	\$433,580
Inter-Red Cross Revenues . . . . .	\$31,447
Income from Endowment . . . . .	\$159
Other Revenues . . . . .	\$57,524
<b>Total Contributions, Revenues and Gains . . . . .</b>	<b>\$2,872,001</b>

## EXPENSES AND LOSSES

Services to Chapters in Nebraska and South Dakota . . . . .	\$127,457
Services to Military Families . . . . .	\$210,249
Disaster Services . . . . .	\$532,437
Health Services . . . . .	\$771,540
Community Services . . . . .	\$532,062
TOTAL Program Services . . . . .	<b>\$2,173,745</b>
Management and General . . . . .	\$260,308
Membership and Fundraising . . . . .	\$274,638
TOTAL Fundraising and Administrative Costs . . . . .	\$534,946
<b>Total Expenses and Losses . . . . .</b>	<b>\$2,708,691</b>

Excess (Deficiency) of Revenues over Expenses . . . . .	\$163,310
Transfer of Net Assets from Red Cross Unit . . . . .	\$0
Change in Net Assets . . . . .	\$163,310
Net Assets at Beginning of Year . . . . .	\$5,892,367
Net Assets at End of Year . . . . .	\$6,055,677

**Where the Money Went in 2004-2005**  
 80.3% Total Program Services  
 19.7% Total Fundraising and Administrative Costs



*The financial statement of the Heartland Chapter has been audited by KPMG. A complete copy of this statement is available by contacting Accounting, American Red Cross Heartland Chapter, 2912 South 80th Avenue, Omaha, NE 68124.*

# Return on *Investment*



## HOW DONOR DOLLARS IMPACT THE COMMUNITY

The American Red Cross Heartland Chapter provided services to nearly 90,000 people throughout Douglas, Sarpy, Cass, Saunders and Washington counties during fiscal year 2004/2005. The resulting impact is reflected in the totals below:

### **DISASTER RESPONSE AND EMERGENCY SERVICES**

- Responded to 171 incidents resulting from house fires, flooding and tornado damage. Provided mental health counseling, shelter, food, clothing, and/or financial assistance to 234 households affecting 705 adults and children.
- Sixty-four percent (64%) of those receiving assistance had no insurance.
- Provided assistance for pantry, utility payments, or summer cooling to 17,530 adults and children.
- Provided loan assistance through the Sudanese Loan Program to 477 adults and children.
- Provided information and referral services to 24,899 individuals.

### **MILITARY FAMILY SUPPORT AND INTERNATIONAL SERVICES**

- Provided emergency communication services to 915 individuals.
- Responded to 51 tracing and message requests.
- Scheduled, taped and distributed 412 live video messages to deployed troops from their family members.
- Briefed 3,559 military family members about available Red Cross services.
- Presented international program information to 1,640 students.

### **PREPAREDNESS, HEALTH AND SAFETY TRAINING AND EDUCATION**

- Certified 18,466 people in CPR, first aid and automated external defibrillator (AED) training.
- Certified 20,306 children, youth and adults in swimming and lifeguard training.
- Certified 1,155 youth in Babysitter's Training.
- Provided HIV/AIDS and injury prevention education to 455 individuals.
- Provided family caregiver training to 391 people.
- Provided community disaster education and disaster preparedness education and disaster preparedness information to 10,901 children and adults.
- Distributed 305 smoke detectors to homes and provided fire prevention education to 817 youth.

### **VOLUNTEER SERVICES**

- Organized and facilitated opportunities for 1,593 volunteers to provide more than 80,000 hours of service for blood collection, disaster response, classroom instructors, governance, administrative functions and other services.
- Assisted thousands of people in area hospitals.

