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Save the Day

Our work is made possible by people like you. When you donate your time, money or blood, you help save the day for someone.

To find out more about the Red Cross and how you can get involved, visit us at www.batonrouge.redcross.org.



**American
Red Cross**

4655 Sherwood Common Boulevard
Baton Rouge, LA, 70816
225/291-4533
info@batonrouge.redcross.org
www.batonrouge.redcross.org

Mission Statement

The American Red Cross, a humanitarian organization led by volunteers, guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disasters and help people prevent, prepare for and respond to emergencies.



2010

Report to the Community

 **American
Red Cross**
Louisiana Capital Area Chapter

The Red Cross in Our Community

Disaster Response and Preparedness

When a disaster threatens or strikes, the Red Cross provides onsite and followup assistance, helping clients with a place to stay, food, emotional support, comfort items and cleanup kits. This year, we responded to 499 local disasters-mostly fires-and helped 1685 individuals and families when they needed it.

Because being prepared can make your family and community safer and often minimize injury and destruction, we made 55 disaster education presentations in the community, reaching 6129 individuals.

Health and Safety Programs

From first aid, CPR and AED training to swimming and lifeguarding, American Red Cross programs help people lead safer and healthier lives. This year, 8829 individuals learned lifesaving skills through 988 classes offered by the chapter. Classes are held at the chapter, in community centers and the workplace, at universities and school facilities and more.

International Programs

Despite the economic downturn, a catastrophic oil spill and the lingering effects of Katrina and Gustav, residents of our 10 parishes responded with generosity to the people of Haiti after the earthquake. Contributions continued beyond the end of the fiscal year, generating more than \$250,000 in support of that response.

Services to the Armed Forces

The American Red Cross provides communication between those in the Armed Forces and their families. We helped 352 military families send emergency messages, receive financial assistance and get counseling and referrals. We also briefed more than 3000 families facing deployment on how to access our services anywhere in the world.

A Year of Change

The chapter moved to new, response-centered quarters, made possible by a post-Katrina gift for Gulf Coast infrastructure from the people of Kuwait. We said goodbye to CEO Vic Howell, who was promoted to a national vice-presidency. Midway through the year, we welcomed a new CEO, Bobbi Zaunbrecher and a new Emergency Services Director, Barbara Riester. We continued a consolidation of back office functions that will result in efficiencies and provided the core services our community expects.

A Note About Volunteers

We depend on volunteers of all ages and backgrounds to carry on our work. Volunteers constitute 97 percent of our total workforce, serving as members of the board, instructors teaching lifesaving skills, disaster action team members, office administrators, event organizers and more.

This year, 521 volunteers made the work of the chapter possible, contributing 4326 hours, for a contribution estimated at \$54,000.

Statement of Financial Position For the Year Ending June 30, 2010

ENDING NET ASSETS	10076786
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Statement of Activities

TOTAL CONTRIBUTIONS, REVENUES AND GAINS	1471720
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Expenses and Losses

Program Services	
Service to the Armed Forces	
Disaster Services	902627
Health and Safety Services	110100
Community Services	
International Services	
Total Program Services	1674094

Membership and Fundraising	357981
Management and General	131010

TOTAL EXPENSES AND LOSSES	(980928)
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[Note: The expense breakdown by program, fundraising and administrative categories is required for accrual basis reporting chapters only. Cash basis chapters do not need to break out expenses between these categories.]

