

North Alabama/Tennessee Valley
Regional Report

American Red Cross
At a Glance

ANNUAL REPORT

Year Ending
JUNE 30, 2010



Our Mission

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

*The programs of the American Red Cross are
made possible by the voluntary services
and financial support of the American people.*

A Message from the Regional Chair and Regional Director

The American Red Cross is an organization that is at its best when times are at their worst. From the fire that leaves a family without a home, to lifesaving transfusions, to emergency communication for soldiers and their families, when people rely on the Red Cross, the Red Cross is there.

Let's think for a moment beyond the services provided.... to the people that make Red Cross services possible. First there are the dedicated volunteers. They comprise the majority of the Red Cross workforce, and they are the ones responding to the disaster scene in the middle of the night, giving briefings to deploying soldiers and family members, teaching lifesaving training, serving in leadership roles and just being there when needed.

Next, is the small cadre of employees who work in partnership with volunteers to ensure services are provided day and night. Their support and willingness to do what it takes to get the job done enables the Red Cross to be there when needed without fail.

Leading the effort is the Board of Directors. They provide governance and oversight to ensure the Red Cross operates wisely and meets its mission to help people prevent, prepare for and respond to emergencies. They also are personally involved, validating that the Red Cross is an organization led by volunteers.

Another very special group of people are blood donors. Every two seconds, someone needs blood or blood products and these generous donors make sure that the right type is there at the right time.....truly lifesaving.

All of the Red Cross services require funding, so financial donors are a big part of the picture. Whether individuals, groups, companies or foundations, each financial donor is a critical part of our ability to be there when needed.

Community partners complete the circle. There are community funders such as United Way and United Givers. Churches, schools, civic groups and many other community entities provide their buildings, members and material resources essential to successful service delivery. Government officials, fire fighters, rescue workers, and other non-profits partner with us to meet emergency needs in the community.

We are proud to present this annual report which provides info about our Red Cross services and our audited financial statements for the FY10 Fiscal Year. We are so very thankful for the people that made all of this possible...it couldn't have been done without you! It has been an honor to serve along side you so we could be there when we were needed. There is nothing more heartwarming than the generosity of the human spirit.



Gretchen Everts
Regional Chair



Mary Moreillon
Regional Director

DISASTER SERVICES

Red Cross disaster relief focuses on meeting people's immediate emergency disaster-caused needs. When a disaster threatens or strikes, the Red Cross is on the scene to provide food, shelter, clothing, prescription medication and mental health services to address basic human needs. The core of Red Cross disaster relief is the assistance given to individuals and families affected by disaster to enable them to resume their normal daily activities independently. The Red Cross also feeds emergency workers, handles inquiries from concerned family members outside the disaster area, provides blood and blood products to disaster victims and helps those affected by disaster to access other available resources.



Fiscal Year 2010

Disaster Operations Responded To.....475
 Number of Families Assisted Financially.....450
 Disaster Prevention Education Attendees..... 218,944

Be Prepared: Have a plan. Keep an emergency kit with medicine, water, food, etc. ready at all times and discuss with your family where to meet if you are separated.

Service to the Armed Forces (SAF)



The American Red Cross Service to the Armed Forces (SAF) program is congressionally mandated to ensure that service members, veterans and their families have worldwide, around-the-clock 365 days a year, access to timely and reliable communication services, comfort and emotional support. Volunteers and staff provide this vital communication link between service members and their families all over the world. All Chapters in the region brief departing service members and their families regarding available support services and explain how the Red Cross may assist them during the deployment. Both active duty and community-based military can count on the Red Cross to provide emergency communications that link them with their families back home. Access to financial assistance, counseling and assistance to veterans is available, if needed.

Fiscal Year 2010

Number of Emergency Communication Services.....1,825
 Armed Forces Community Outreach..... 2,578

Be Prepared: All Armed Forces personnel should maintain current information regarding their service member's unit address and Social Security number. This will ensure the expediency of their emergency message during life changing events.

STATEMENT OF FINANCIAL POSITION

June 30, 2010

ASSETS

CURRENT ASSETS

Cash and cash equivalents	\$ 1,135,123
Investments	266,996
Receivables:	
Contributions, pledges, receivables	72,840
Other Receivables	32,277
Inter-Red Cross receivables	17,240
Prepaid and other assets	<u>7,244</u>

TOTAL CURRENT ASSETS **1,531,720**

NON-CURRENT ASSETS

Land, buildings and major equipment, (less accumulated depreciation)	<u>1,043,887</u>
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TOTAL NON-CURRENT ASSETS **1,043,887**

TOTAL ASSETS **2,575,607**

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Debt	\$ 7,598
Accounts payable	51,731
Accrued liabilities	75,872
Inter-Red Cross payables	<u>33,486</u>

TOTAL CURRENT LIABILITIES **168,687**

NON-CURRENT LIABILITIES

Debt	<u>77,960</u>
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TOTAL NON-CURRENT LIABILITIES **77,960**

TOTAL LIABILITIES **246,647**

NET ASSETS

Unrestricted	2,236,120
Temporarily restricted	<u>92,840</u>

TOTAL NET ASSETS **2,328,960**

TOTAL LIABILITIES AND NET ASSETS **\$ 2,575,607**

STATEMENT OF ACTIVITIES

CONTRIBUTIONS, REVENUE AND GAINS:	
Contributions:	
Federated	\$ 736,318
Monetary Contributions	512,596
Special Events	179,916
In-kind	131,221
Grants	16,085
Investment Income	(3,326)
Contracts	3,736
Products and services	540,059
Inter-Red Cross revenue	358,591
Other revenues and gains	<u>25,368</u>
TOTAL CONTRIBUTIONS, REVENUE AND GAINS	2,500,564
EXPENSES AND LOSSES:	
PROGRAM SERVICES	
Armed Forces Emergency Services (AFES)	189,268
Disaster services	562,952
Biomedical services	125,196
Health and Safety services	618,565
Community and Youth services	134,881
International Services	<u>2,106</u>
TOTAL PROGRAM SERVICES	1,632,968
SUPPORTING SERVICES	
Membership and fund-raising	359,990
Management and general	<u>266,948</u>
TOTAL SUPPORTING SERVICES	626,938
National Sector—Chapter Assessment	<u>268,939</u>
TOTAL EXPENSES	2,528,845
CHANGE IN NET ASSETS—DECREASE	(312,902)
NET ASSETS, beginning the year	<u>2,642,862</u>
NET ASSETS, ending the year	<u>\$ 2,328,960</u>

Financial Statements for the North Alabama/Tennessee Valley Region
were independently audited by
Warren, Averett, Kimbrough & Marino, LLC

For a complete copy of the
Audited Financial Statements
contact 256-536-0084 ext. 226

HEALTH & SAFETY SERVICES

For nearly a century, the American Red Cross has been saving lives through health and safety education and training. From first aid, CPR, and bloodborne pathogens training, to swimming and lifeguarding, and Babysitter's Training, American Red Cross programs help people lead safer and healthier lives. The Red Cross constantly strives to respond to the preparedness concerns of Americans at home, in school and in the workplace.

Today's innovative programs also include teaching laypersons and professionals how to use Automated External Defibrillators (A.E.D.s) to respond to victims of sudden cardiac arrest. Volunteers, employees and Authorized Providers, provide life-saving skills training. Annually, through our region, almost 64,753 people received training in First Aid/CPR, Water Safety and Lifeguarding, Babysitting and other life-saving information.



Fiscal Year 2010

First Aid/CPR/Lifesaving Graduates	22,887
Water Safety/Life-guarding Graduates	21,035
Be Red Cross Ready Presentation Attendees.....	14,691
Mission-related Caregiving Attendees	3,539

Be Prepared: Enroll in a CPR/First Aid Course. When a life threatening situation occurs, you will have the knowledge and experience needed to take action.

BLOOD SERVICES

The American Red Cross Blood Services mission is to fulfill the needs of the American people for the safest, most reliable and most cost-effective blood, plasma and platelet services through voluntary donations.

The Alabama and Central Gulf Coast Blood Services Region is one of 35 blood service regions operating in the United States and Puerto Rico by the American Red Cross. For over 55 years, Red Cross has provided blood and blood products to local community hospitals in Alabama, the Florida Panhandle and along the Mississippi Gulf Coast. We supply blood to nearly 70% of Alabama's hospitals and many along the Mississippi Gulf Coast and in the Florida Panhandle.

Be Prepared: Become a regular blood donor. When a local or national disaster strikes, blood supplies run low. If you donate on a regular basis, the blood supply will remain stocked and be readily available in times of need.



VOLUNTEER/YOUTH SERVICES



Volunteers are the heart and soul of the American Red Cross. Volunteers comprise 97% of the workforce in the American Red Cross. Almost 3,000 volunteers serve regionally in all areas of service. 538 youth volunteers serve in local hospitals, work numerous community projects, are members of Red Cross Clubs and hold leadership roles to develop life-long skills while serving their community. This diverse group of dedicated volunteers associated with our Red Cross Region ensure that community needs are met.

Fiscal Year 2010

Total Adult Volunteers (all services) 2,954
Total Youth Volunteers (all services)..... 538

Be Prepared: Help your community through the Red Cross. Call now or check out our website (www.redcrossrelief.org) to learn more about American Red Cross Volunteer opportunities.

REGIONAL GROUPING CHAPTERS

Dekalb Co., Ft. Payne, AL ~ 256.845.0202
www.dekalbcountyredcross.org

Lawrence Co., Lawrenceburg, TN ~ 931.762.1599
arc109@bellsouth.net

Limestone Co., Athens, AL ~ 256.232.6820 ~ CFC # 80542
redcross@hiwaay.net

Lincoln Co., Fayetteville, TN ~ 931.433.5561 ~ CFC # 42801
redcross@fpunet.com

Madison/Marshall Co., Huntsville, AL ~ 256.536.0084 ext. 220 CFC # 97854
redcross@helpcantwait.org ~ www.redcrossrelief.org (*Includes Jackson Co.*)

Morgan-Lawrence Co., Decatur, AL ~ 256.353.4891 ~ CFC # 56120
www.morglawredcross.org

Northwest Alabama, Florence, AL ~ 256.764.2911 ~ CFC # 17100
www.redcross-nwal.org (*Includes Lauderdale, Colbert & Franklin Counties*)



**Regional Board of Directors
2009-2010 Fiscal Year**

** Denotes Executive Committee Member*

OFFICERS

Board Chair:

*Gretchen Everts, Intergraph

Vice Chair of Philanthropy:

*Pat Shields, Merrill Lynch

Vice Chair of Administrative Services:

*Ed Seigler, Community Volunteer

Vice Chair of Service Delivery:

*Scott Bence, UAB Regional Med. Campus

Secretary:

*Nina Roberts, Crystal Mountain Natural Spring Water-
The Roberts Group, Inc.

Regional Oversight Chair:

*Eddie Williams, Sanmina-SCI

EX-OFFICIO MEMBERS

Alan Chou, Grissom High

Andrew Dennis, Huntsville High

Annette Myers, Chair of Volunteers

Alice Myles, Redstone Arsenal Honorary Chair

Lori Smith, Redstone Arsenal Resource Chair

ADVISORY MEMBERS

Donna Brewington, Dynetics

Trevor Fraser, Oakwood College

Ernie Blair, 911 Center

BOARD MEMBERS

Cynthia Almodovar, Intuitive Research and Technology Corp.

Tommy Batts, Twickenham Resource Group

David Bracey, Lawrence County, TN

Penny Billings, BancorpSouth

Howie Chan, Huntsville High

John Coon, Morgan-Lawrence Co.

Beverly Edmond, Alabama A&M University

Gwen Fewell, ThermoFisher -Open Biosystems

Norman Grede, H&R Block

Fred Holland, WTKI

Carol Laney, DeKalb Co.

Judy Link, Community Volunteer

Nate Mitchell, Limestone Co.

David Mixon, Bradley, Arant, Rose & White LLP

Buddy Moore, Northwest Alabama

Kathy Neyman, Redstone Federal Credit Union

John Ofenloch, J &H Consulting

Rob Peavy, Madison County Baptist Association

Rob Seitz Applied Genomics, Inc.

Marta Schonhoff, Crestwood Hospital

Caryl Shaw, Turner Universal

Stephanie Walsh, Qualis Corporation

Elsie West, Lincoln County, TN

Ron Wood, First Commercial

Regional Chapter
Madison/Marshall Co. Chapter
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