

ANNUAL REPORT



**American
Red Cross**

Greater Carolinas Chapter

90 Years
2007

Humanity

Impartiality

Neutrality

Independence

Voluntary Service

Unity

Universality

Uncompromising Service for



Pat. Div.
Subdiv. 15806
MAY 21 1918
THE NATIONAL WAR FINANCE COMMITTEE
OF THE
RED CROSS

On March 9, 1917, the American National Red Cross granted a congressional charter to the Red Cross Chapter of Charlotte. This was spurred by America's entrance into World War One on April 10, 1917. By the year's end over \$50,000 was raised for the national drive and the Chapter was 2,000 volunteers strong. There have been many changes over the years in Chapter leadership, organization, name, location and programs, but the Greater Carolinas Chapter of the American Red Cross has been steadfast in helping people when they are most vulnerable. We currently provide service to Mecklenburg and Iredell counties – **ninety years later.**

90 Years

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Letter from our Leaders...

Dear Friends,

The Greater Carolinas Chapter of the American Red Cross looks different today than it did 90 years ago when it was formed on March 9, 1917.

Technology unimaginable 90 years ago now gives us a new way to teach our community life-saving techniques. On-line training programs on how to save a life or prepare for an emergency are now just a mouse-click away. It is easier than ever to "Be Red Cross Ready"...to be prepared for the unexpected.

Volunteers are the backbone of the Red Cross. Just as important are the community partnerships that our Chapter maintains that enable us to prepare for and respond to local disasters. One example is our partnership with Hummer and the creation of H.O.P.E. (Hummer Owners Prepared for Emergencies), a national partnership at work in our community.

Or our Faith Based Initiative to create partnerships with our local faith based organizations and train their members to set up their space to operate as a shelter during a large scale disaster operation.

And yet another is this chapter's leadership role in the creation of a local Voluntary Organizations Active in Disasters (VOAD). This is a coalition of groups that have formal disaster response plans. Nearly 40 groups are a part of this local coalition, such as the Salvation Army, Goodwill, Crisis Assistance Ministry, Loaves and Fishes, and Project Halo, among many others.

Communities in the 21st century face a variety of challenges. Our communities in Charlotte, Lake Norman and Statesville face floods, fires, hurricanes, ice storms, tornadoes, threat of weapons of mass destruction and much more. Being prepared for the unexpected can often mean the difference between life and death.

We have a wealth of information to help you prepare for disaster, however research indicates that at most, only 20 percent of the American population has taken action to prepare their families for disaster. Yet another 82% say they would get prepared if only they knew how. Your local Red Cross can show you the way to safety.

When you take the responsibility to prepare yourself, the Greater Carolinas Chapter of the American Red Cross is always there to help.

With on-line CPR/First Aid training, on-line training to make a disaster kit, and pandemic flu training, our Red Cross is on the front-line protecting our community.

We challenge you to go on-line... learn life saving techniques... prepare your family for the unexpected... then, if you can, volunteer your time to help your community – your neighbors – prepare as well.

Because it takes neighbors like you to help the Red Cross serve our community.

Being prepared will keep our Red Cross protecting and serving this community for another 90+ years.

Thank you very much!



Sharon Blalock

SHARON BLALOCK
CHAIRPERSON,
BOARD OF DIRECTORS



Pamela E. Jefsen

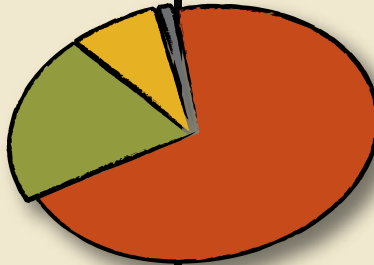
PAMELA E. JEFSEN
CEO

FINANCIAL STATEMENTS The following statements of the Greater Carolinas Chapter of the American Red Cross for the fiscal year ended June 30, 2007 have been examined by the independent accounting firm of Cherry Bekaert & Holland.

A complete copy of the audited financial statements may be obtained by contacting the Chapter's CEO, Pamela Jefsen at 704.347.8230.

SOURCES OF SUPPORT

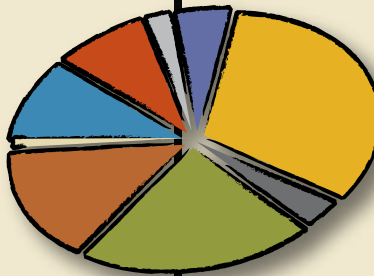
Public Support	\$2,933,534	70%	▶
Service	\$880,349	21%	▶
Miscellaneous	\$340,949	8%	▶
Grants	\$20,015	1%	▶



NOTE As a matter of American Red Cross policy, national headquarter's units, chapters including the Greater Carolinas Chapter, and blood service regions have voluntarily implemented certain standards of the Sarbanes-Oxley Act. **FOR MORE INFORMATION**, please contact Jeff Woodall, 704.347.8357.

USES OF SUPPORT

Service to Chapters	\$94,782	2%	▶
Military Family Services	\$205,609	5%	▶
Disaster Services	\$1,331,869	31%	▶
Blood Services	\$137,148	3%	▶
Health Education & Safety	\$896,731	28%	▶
Community Services	\$632,029	13%	▶
International Services	\$47,591	1%	▶
Management & General	\$420,629	9%	▶
Development	\$336,409	8%	▶



ASSETS

Cash and Investments	\$2,269,383
Receivables-Funds	1,356,886
Other Receivables	335,609
Inventory	1,132
Other Assets	0
Land, Building & Equipment	1,025,471
Total Assets	\$4,988,481

LIABILITIES AND NET ASSETS

Accounts Payable	\$3,025
Accrued Expenses	168,406
Notes Payable	0
Net Assets-Unrestricted	3,306,611
Net Assets-Temporarily Restricted	1,392,125
Net Assets-Permently Restricted	118,314
Total Liabilities & Net Assets	\$4,988,481

SOURCES AND USES OF SUPPORT

PUBLIC SUPPORT & REVENUE

Public Support	\$2,933,534
Service	880,349
Miscellaneous	340,949
Grants	20,015
Total Revenues	\$4,174,847

EXPENSES

Program Services	
Service to Chapters	\$94,782
Military Family Services	205,609
Disaster Services	1,331,869
Blood Services	137,148
Health Education & Safety	896,731
Community Services	632,029
International Services	47,591
Total Program Services	\$3,345,759

Supporting Activities

Management & General	\$420,629
Development	336,409
Total Supporting Activities	\$757,038
Total Expenses	\$4,102,797
Change In Net Assets	\$72,050

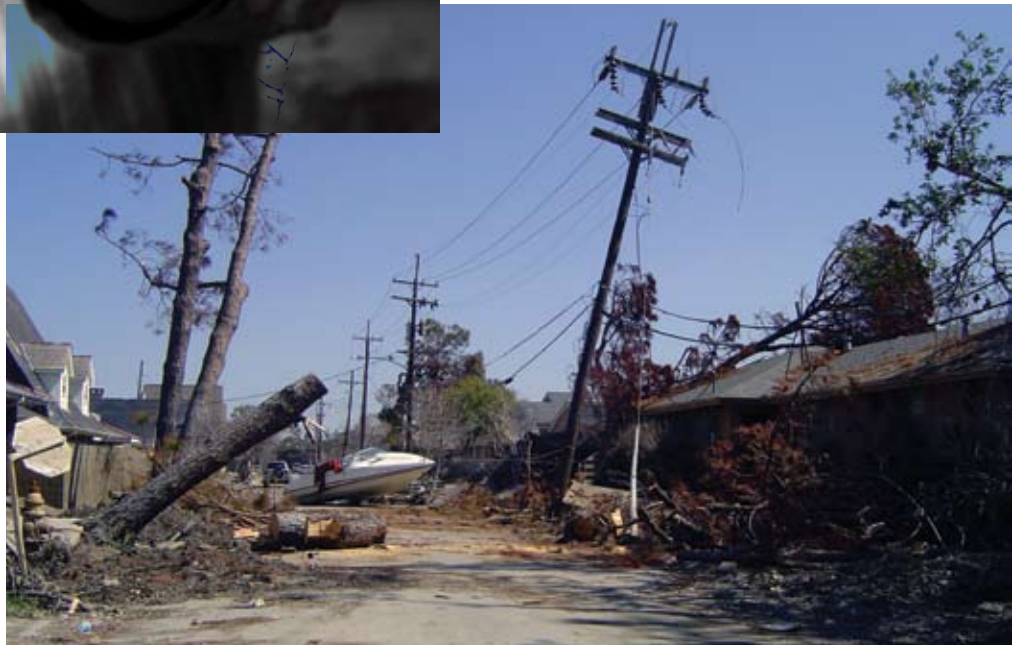
YOUR DONATIONS

Enable Our Help



Although the American Red Cross works closely with government organizations, the Red Cross functions independently from the government and gets no funding from the government. All assistance provided by the Red Cross is completely free of charge, and is made possible by generous gifts from the Mecklenburg and Iredell public.

We are there to help during a large scale disaster like Katrina. But every other day we are in your neighborhood responding to a fire, flood, or other emergency. Over 3,000 of your neighbors and first responders, like the Charlotte Fire Department and Medic, needed our help last year.



In 2006-2007

Prevent, Prepare and Respond...



We are proud of these numbers because they prove that everyday our community grows more prepared. But our community in Mecklenburg and Iredell counties includes over 970,000 people and is projected to grow to over 1,100,000 by 2012*. With less than 6% of our community prepared, we can't wait until the next hurricane or ice storm to take action.

*ESRI business information solutions

332 families in Mecklenburg and Iredell Counties received emergency disaster assistance.

17,437 neighbors received a free ride to a critical medical appointment.

2 super shelters and 6 faith based partnerships were secured to develop our Chapter Readiness.

56,258 individuals became certified in Red Cross life-saving training.



GET PREPARED!



19,935 residents learned how to prepare their families for a disaster.

634 military families were helped in communicating and reuniting with deployed family members.



50,847 blood products were collected, processed and distributed, maintaining a safe and adequate blood supply.

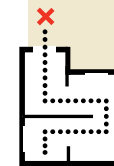


Over the next five years the Greater Carolinas Red Cross is building the capacity to be able to shelter over 25,000 people during a disaster. In building this capacity, our Chapter will be prepared to sustain the first five days of a catastrophic disaster without outside help. But we can't do it alone, and Personal Preparedness is the cornerstone of Red Cross Disaster Response – your ability to take care of yourself and your family for 72 hours immediately following a disaster is critical to your safety and well being. But rest assured we will be there to help you as quickly as possible.

As a first step to Personal Preparedness, we challenge every household and business to hit the Red Cross Preparedness Trifecta:



1. Keep a Disaster Kit at home, in the car & at work.



2. Have a Family and Business Emergency Plan.



3. Be trained in First Aid and CPR.

HOW WE HELP OTHERS

The story of Heather, Paul, their two young boys and two cherished family dogs.

A Family in Need of Help



London, one of the beloved family members, didn't make it out of the burning house that cold night, but the Red Cross was there, so they wouldn't be alone anymore.

Heather and Paul, their two young boys, and two cherished family dogs thought they were settled in one night a few days before Thanksgiving 2005. It was a cold Carolina night and everybody was tucked warmly in their beds with the dogs asleep on the bedroom floor.

At 4 am, the entire family was awakened by the piercing wails of their smoke alarms, as they quickly came to the terrifying realization that their home was on fire.

Mom was quickly jolted out of bed and ran out of her bedroom to see that the two boys were already running toward the front door. In a matter of moments, the entire family was safely out of the burning house and standing in the front yard with only their pajamas.

The first thing that mom noticed was that it was very cold outside and she could see the breath of her kids as they breathed in and out quickly. Filled with fear, panic and shock, the family suddenly realized that one of the family dogs, Brandy, was missing and did not make it out of the house.

It started to settle in that their beloved friend and family member was gone. The fire had claimed the one and only victim in what

seemed like a snap of a finger. They suddenly felt alone, violated and helpless as they watched their only home, filled with memories and a lifetime of treasures, burn to the ground. But all of a sudden, mom saw a member of the Red Cross running toward them. She was not alone any more.

The Red Cross gave them comfort, and the most essential help – a hotel room, money to buy clothes and food, and basic toiletries like toothpaste, shampoo and soap. We were there almost immediately with aide, comfort and a caring hand. The healing process was already set in motion, even if the family didn't realize it.

That family had the ability to provide all they needed following the fire. But in that very moment during the fire, that family was no different than any other family in the world that has nothing but the thin clothes on their cold backs.

Because of that experience, this family gives back; they volunteer, they tell their family and friends about the Red Cross. They are now new friends of the people they help, as the cycle of neighbor helping neighbor continues across the Greater Carolinas.



ONCE A BEAUTIFUL HOME.



EVERYTHING WAS BURNED.

OTHER DAY SOMEONE NEEDS OUR HELP AFTER A DEVASTATING HOUSE FIRE.

A LIFE-CHANGING STORY

The story of how Juddson Rupp's life was saved by Red Cross CPR training.

90 years Training Does Save Lives



Juddson Rupp and his family on a trip to the Grand Canyon. Juddson found out just how valuable CPR was. In fact, emergency CPR saved his life.

During the course of a day, a person's thoughts run the gamut from what needs to be done to where they need to go, but chances are, they do not think about what they would do if they found themselves in an emergency situation. Too often, those situations are cast aside as mere "what ifs". However for Juddson Rupp, the "what if" became a reality when he went into cardiac arrest at the Dowd YMCA.

Rupp, as a healthy 38 year-old, was not expecting to suffer from a life-threatening emergency. However, Rupp almost joined the 1 in 3 that will die from heart disease or stroke.

"You could say that I was lucky, but it was much more than luck," said Rupp. "I was resuscitated by a good Samaritan. A local physician was working out on the same floor and came to my rescue by performing CPR and using an AED (Automated External Defibrillator), which ironically, the YMCA had just raised money to purchase. I guess I was the first one to try it out."

Doctors later told Rupp that the CPR saved his life.

"What a lucky blessed person I am that I was in a place where people were educated and heart friendly," expressed Rupp. "Now every floor at the local YMCA's has a defibrillator."

Since the accident, Rupp has become CPR certified at the Greater Carolinas Red Cross and his wife and daughters have all been taught how to use a defibrillator. For Rupp, the accident stressed the importance of being able to reach out to neighbors in the same way that they reached out to him.

"It is huge that the Red Cross offers these classes for the local community," stated Rupp. "It is a tremendous effort especially now that the rate of strokes and heart disease are increasing."

"There is nothing that can replace the spirit of saving someone's life," Rupp said. "It is a universal tool that can be used anywhere. I have a debt of gratitude to the people at the gym that day and what they did for me."



OF SURVIVAL AFTER A SUDDEN CARDIAC ARREST DROPS 7-10% EVERY DEFIBRILLATION IS NOT USED.



300,000 LIVES ARE SAVED YEARLY BY PUBLIC AEDS.



LISA AND JUDDSON RUPP.

Greater Carolina RED CROSS

Celebrating 90 Years of Serving Our Neighbors...

90 is not just the number of years we have been serving our neighbors...



90 seconds could save a life using CPR training from the Greater Carolinas Red Cross.

Mayor McCrory and our neighbors write birthday greetings!



90 minutes allows one donor to give platelets and to help a patient fight cancer.





90 days allows the Red Cross transportation services to make 6,057 trips to and from medical appointments.

90 years allows our local chapter to respond to more than 20,000 local disasters.



Walter G. Byers and Dilworth Elementary Schools sing "Happy Birthday" to the Greater Carolina Chapter of the American Red Cross.



Photos by Cindy Harris,
Reflections Photography

“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 following lists recognize generous individuals, foundations, organizations and corporations that contributed to the American Red Cross Greater Carolinas Chapter between January 1, 2006 and June 30, 2007. We are grateful for the leadership and support of these donors.

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Greater Carolinas Chapter

The Greater Carolinas Chapter
American Red Cross

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Thank you to Ideas Squared for donating their time and talents to designing our annual report.