

American Red Cross Lee County Chapter

Local Facts

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 disasters and help **people prevent, prepare for and respond to emergencies.**

Those We Served in Lee County in 2007-2008:

Families and Individuals - We responded to **109** single-family disasters within Lee County, providing volunteer support, meals, and assistance to both victims and first responders. Individuals and families presenting emergency needs received immediate food, shelter, and clothing assistance. **2** temporary shelters were opened and staffed to assist victims of multi-family unit fires.

Men and Women in the Armed Forces – Red Cross volunteers helped coordinate **323** military emergency contacts between families and their service men and women on active duty. The American Red Cross Lee County Chapter conducted **278** outreach briefings for family members and others as a part of the Red Cross “Get to Know Us” information program.

Community Preparedness – The 2007-2008 fiscal year saw no hurricane episodes or major fires in our community. Nevertheless, Red Cross preparedness training continued so that our citizens may be ready to confront whatever challenges may come. **7420** disaster education materials were distributed and **3,347** individuals attended disaster presentations and demonstrations. **5,167** individuals were trained in First Aid, CPR, and Automated Emergency Defibrillation (AED), and **19,337** individuals participated in aquatics training, certification, and programming. **149** individuals attended HIV/AIDS Education programs. **2,650** referrals were made from the Red Cross of Lee County to community partner agencies for client assistance. **129 new volunteers were oriented to our program and we had 450** volunteer participants enrolled in a variety of Red Cross volunteer training as preparation for serving clients in all of the Chapter’s programs.

School Students – **19,000** school-aged children completed Longfellow’s WHALE Tales swimming instruction. **100** students participated in ‘Masters of Disaster’ program lessons and activities.

Activity since end of FY 2008, July 08 to now:

We have had increased activity in disaster response, Service to the Military and Community Preparedness since July 08. Additionally our chapter managed response to Tropical Storm Fay which involved managing a shelter for over 600 people for 2 months in Estero, FL with our incredible volunteers!!



American Red Cross Lee County Chapter

You Can Help

The American Red Cross of Lee County receives no government funding for its operations. All operating revenue is raised locally through private donations, event sponsorships, private grants, and gifts-in-kind. We depend on support from **individuals, businesses** and other **organizations** throughout this community who believe that Red Cross services help assure the safety and well-being of everyone who lives or works in Lee County.

Direct Donations: Contributions made to the American Red Cross Lee County Chapter stay in Lee County to provide Disaster Relief, Health & Safety Training and Services, Armed Forces Emergency Services, Volunteer Recruitment and Training, and Community Preparedness Education.

Legacy Gifts: Gifts in the form of various financial or estate planning vehicles including Bequests, Charitable Life Income Trusts, Charitable Gift Annuities, gifts of Life Insurance among other methods, all enable donors to create a lasting legacy that will help secure the future of the American Red Cross Lee County Chapter.

Gifts In Honor or In Memory of a Loved One: The American Red Cross Lee County Chapter is linked closely with many families and individuals in special ways. Each has experienced loss or adversity because of some local or regional disaster. Some have particular reason to remember help provided to them or to a loved one by a Red Cross volunteer. You may wish to make a gift *in honor of* or *in memory of* someone close to you.

Event Sponsorship: StarStruck is the Chapter's high-profile benefit social event held in March. Sponsorship levels range from \$20,000 to \$2,000. A new event, a Walkathon, is being organized for the first time in December 2009. Sponsorship opportunities at a range of levels are available. The annual **Legacy Award** breakfast honors a leader in the field of charitable estate planning who has made an outstanding contribution to strengthening not-for-profit organizations and enhancing the life of this community. An event sponsor strengthens the Red Cross's ability to raise much-needed support, and receives substantial community recognition as a Red Cross supporter.

Third Party Events: Many organizations create funding opportunities by hosting their own dinners, golf tournaments, dances, or in-house fund drives, with proceeds designated for the American Red Cross Lee County Chapter. Because most of our volunteer efforts concentrate on *direct community service activities*, we welcome the efforts of community organizations that create their own events or activities to support this Chapter.

Volunteer Your Time & Energy: Volunteers are the backbone of the Red Cross workforce. Many Red Cross volunteer opportunities are available, including disaster action teams, health & safety program instructors, speaker's bureau, and event committee membership. Schools, civic organizations, and businesses fulfill employee community service requirements through Red Cross volunteer service.



American Red Cross Lee County Chapter *Your Gift Helps*

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|--|---------------|--|
| <i>Disaster Services</i> | Annual | \$348,491 (supplies and materials, financial and materials assistance) |
| <p>The Lee County Chapter of the American Red Cross responds to over 100 disasters each year. The majority are single-family house fires. In the midst of disaster, the Red Cross provides immediate relief such as emergency shelter, food, clothing, emotional support, and emergency medication. Local disasters also include wildfires, chemical emergencies, and worksite accidents. Recent hurricane activity hit Lee County hard; volunteers and staff respond to many disaster related needs, including delivery of 110,000 meals and snacks, coordination of 7 emergency shelters, damage site assessment, mental health support, and individual client support and assistance. On average, it costs \$1,000 to assist a family of four during a typical emergency.</p> | | |
| <i>Armed Forces Emergency Services</i> | Annual | \$52,123 (casework, supplies and materials, training) |
| <p>When a family emergency arises, the American Red Cross Armed Forces Emergency Services (AFES) program is often the ONLY available connection between families and their service person overseas. AFES transmits an average of 10 emergency messages to service persons overseas each week. Local volunteers are on-call 24 hours a day. (In fact, most emergency messages are delivered between the hours of 6:00 pm and 6:00 am.) We train volunteers for this special duty, manage client cases, and support local families throughout this process.</p> | | |
| <i>Health & Safety Services</i> | Annual | \$301,450 (scholarships, supplies, First Aid and CPR training equipment, course development) |
| <p>The Lee County Chapter provides a variety of life-saving skills training to community residents and to local employees in their workplace. Our workplace safety course is developed in accordance with strict OSHA standards. We provide training in First Aid/CPR/AED, Lifeguard Training, and Water Safety. Through our youth education programs, we bring health training directly to students in local schools.</p> | | |
| <i>Community Services & Volunteer Preparedness</i> | Annual | \$59,334 (basic training supplies, communication equipment, advanced training, database expense) |
| <p>Volunteers provide the heart as well as the muscle for the Red Cross mission. Every dollar you give works to bring relief and hope to people in need. All training is provided free to volunteers, but the <i>Red Cross of Lee County bears the expense of training supplies, equipment, and staffing 24-hour response services.</i></p> | | |

* calculations bases on 2007-2008 audit numbers



American Red Cross Lee County Chapter

Leadership

BOARD OF DIRECTORS

Randolph D. Toscano, Jr., Lee Memorial Health System, Chair

Jason Duke, Morgan Stanley
Susie Ellis, Community Volunteer
Anne Gainey, Northern Trust Bank
Judith Hartner, M.D., Lee County Health Department
Theresa Himschoot-Mitchell, Crews Environmental
Margaret Mazzei, Community Volunteer
Susan Nasworthy, SunTrust Bank

Cole Peacock, CHICO'S FAS
Dan Pearson, News-Press
Bill Smith, Community Volunteer
Cindy Starnes, Oswald Trippe & Co.
John Steakley, Chairman, Smith Barney
William B. Wiltshire, Wiltshire, Whitley, Richardson & English, CPA
Robert Zarranz, M.D., Physician

PROFESSIONAL TEAM

Heidi Ruster, MPA, Executive Director

John Cain, Coordinator of Disaster Services FT
Colin Downey, PR/Marketing Coordinator FT
Merry Hathaway, Office Manager FT
Kari Hennagin, Development Director, FT
Bud Kristek, Information Specialist PT
Geri McArdle, PhD, Volunteer Coordinator
Danielle Sense, Database Specialist PT

Karen Prohaska, Health & Safety Coordinator FT
Ken Skirka, Finance Director FT
Dana Vargas, Health & Safety Specialist FT
AmeriCorps Members:
Ann Boehm PT Judy Cadman PT
Nate Chase PT Ron Saberton PT
Beverly Collins PT Gloria Jones PT
Carmen Munoz FT

VOLUNTEER LEADERSHIP

Janet Biagioni, Disaster Action Team
Bruno Cyr, Community Services
Jan George, Client Services
Tom Lee, IT & Material Support
Janet Michell, Disaster Mental Health
Alan Stafford, Training
John Doramus, Disaster Assessment

Maryann Conlin, DAT and Fin/Statistic Info
Carmen Munoz, Hispanic Affairs
Ferol Page, Staff Support
Joseph Pescatrice, Partner Services
Norm Scott & Christine Dudley, Service to Armed Forces
Carlene Sharples, Disaster Chair
Bob Tanis & Jim Shuerk, Logistics

(Working together with over 350 other trained volunteers)

ADVISORY COMMITTEE

Charles Idelson, Investors' Security Trust
Robert Janes, Lee County Commissioner, District 1
James Nathan, Lee Memorial Health System

Tom Smoot, Jr., Attorney
Bill Vernay, North American Van Lines
Trudi Williams, TKW Consulting Engineers, Inc.

Office Location

6310 Techster Boulevard, Suite 7
Fort Myers, Florida 33966
Phone: 239-278-3401
Fax: 239-278-4829
www.arclcc.org

*(We are located in the Daniels – Metro Commercial Park,
behind the 'Shrimp Shack' on Metro Parkway)*



American Red Cross Lee County Chapter *Financial Facts*

Financial Report (FY 2008 Annual Report of Activity) July 1, 2007 – June 30, 2008

| | |
|-------------------------------|--------------------|
| Income | |
| United Way | \$ 145,409 |
| Public Support | \$ 406,354 |
| Legacies/Bequests | \$ 371,724 |
| Grants | \$ 58,953 |
| Products and Services | \$ 107,589 |
| Other Income & Investments | \$ 69,334 |
| Total Income | \$1,159,363 |
| Expenses | |
| Armed Forces Services | \$ 52,123 |
| Disaster Services | \$ 348,491 |
| Health/Safety Services | \$ 301,450 |
| Community Services | \$ 59,334 |
| International Services | \$12,939 |
| Total Program | \$ 774,337 |
| Fund Raising & Memberships | \$116,051 |
| Management & General | \$ 195,754 |
| Total Support Services | \$311,805 |
| Total Expenses | \$1,086,142 |
| Excess/(deficit) | \$ 73,221 |

The American Red Cross headquarters helps fund large disaster operations; however, our Local **Lee County Chapter** must raise all of the funding that provides local services, including house fires, brush fires, Armed Forces Emergency Services, disaster preparation, education and planning, health and safety education, volunteer training and recruitment.

Our population in Lee County continues to increase each year, causing a surge of residents unfamiliar with disaster preparation in a coastal community. Population growth also drives increased numbers of Armed Forces Emergency Services contacts, preparedness education, disaster planning, volunteer training and recruitment, and health and safety services.

The Red Cross receives no government subsidy. Chapter funding sources are as follows:

United Way – 12%
Health & Safety Program Income - 9%
Grants – 5%
Contributions & Legacies – 67%
Other – 7%



American Red Cross Lee County Chapter

Executive Director's Letter

Dear Friend,

Every day, trained volunteers from the American Red Cross Lee County Chapter are “on call,” ready to help a fire victim or other disaster victim in need. Every day, a life is saved by a person with life-saving skills learned through a CPR course from the Red Cross. Each summer, children and adults enjoy the self-confidence and skills gained by learning Red Cross swim instruction. In addition, every day, we help connect families with their loved ones serving courageously in the Armed Forces.

The following is an excerpt from a speech made by a young mother of six children.

“My family and I were involved in a fire on May 28, 2007. The American Red Cross responded quickly and provided assistance for my children and me. We had no other resources to help us get back on our feet. We are very grateful for the work of the American Red Cross.”

The Red Cross of Lee County serves all Lee County residents, from Cape Coral to Bonita Springs to Lehigh Acres to Sanibel Island, and all places in between. Our trained volunteers are on on-call, 24-hours a day to respond to house fires, brush fires, military calls, and to teach and train others in preparedness, and health & safety awareness. During our hurricanes season, you can rely on the Red Cross to open shelters, distribute food and water, and to provide case management and general assistance to those who need it as they struggle to cope in the aftermath of disaster or other emergency.

Won't you join us today? Please review this packet to learn more about the American Red Cross Lee County Chapter, and how your help might make a real difference.

Sincerely,



Heidi Ruster, Executive Director
American Red Cross Lee County Chapter



American Red Cross Lee County Chapter

2008-2009 Sponsorship Opportunities

StarStruck March 2010

TBD, Estero, S. Ft. Myers or Bonita Springs, Florida

Please join us for this spectacular fundraiser to benefit the programs and services of the American Red Cross Lee County Chapter. Lee County celebrities will compete with professional dancers for top recognition. Last year's competitors included: **Nick Thompson, Fl Legislator; Rita Keltner, administrator Grosse Point Development; Scott Whitney, CFO Bonita Bay; Nancy Near, Community philanthropist and volunteer; Todd Swaney, Owner, Infiniti Spa; Maria Paterno, Owner, All Out Bail Bonds.** Previous dancers include Gary Trippe with Oswald, Trippe and Co., Steve Marino with Home Tech, Pam Cronin with Shell Factory and Marietta Mudgett with Ft. Myers Chamber of Commerce. Corporate sponsorships range from \$20,000 to \$2,000. To help sponsor this event or for ticket information, contact the Chapter at (239) 278-3401.

Walk/Run 2009 December, 2009

A new event being planned. Naturally, the event's emphasis includes Health and Safety and Preparedness. To help sponsor this event or for information, contact the Chapter at (239) 278-3401.

Legacy Award Breakfast October 2009

Each year, the American Red Cross Lee County Chapter Legacy Award honors an individual who promotes philanthropy, charitable estate planning, and planned giving in Lee County. The honoree is nominated by estate planners and financial professionals and is recognized at an award breakfast and ceremony. Past recipients include Linda Treise, William Horowitz, Paul Flynn, Craig Folk, John W. Sheppard, and Tom Smoot, Jr.



American Red Cross Lee County Chapter *Response Form*

Yes! I want to help the American Red Cross of Lee County! Please select all that apply:

_____ I would like to contribute a gift of \$ _____ to the American Red Cross Lee County Chapter.

_____ I would like additional information about creating a planned gift.

_____ I would like someone to contact me about opportunities to volunteer.

Please fill out and return to the American Red Cross Lee County Chapter

Name _____
Home Address Line One: _____
Home Address Line Two: _____
City _____
State _____
Zip _____
Home Phone: _____
Email Address: _____

Here are some examples of how your gift of support will help:

\$5,000 could provide communications supplies (radio, communications base station, and hand-held units) for use during major disasters, when electric power and other services are disabled.

\$3,000 could provide 9 Automated External Defibrillators (AED) Trainers Kits for use in our classes or to be shared with local partner agencies.

\$2,500 could provide 250 blankets for needy families who have fled to local disaster shelters.

\$1,500 could provide materials and supplies for one CPR/First Aid/AED Training Course for 35 students.

\$1,000 could provide immediate emergency food, shelter, and clothing for a family of four affected by a single-family fire, or other disaster.

\$ 500 could provide 50 comfort kits, distributed to victims after a fire, storm, or emergency event.

\$ 325 could provide an oxygen tank and regulator, (vital for health and safety training courses).

\$ 250 could provide 75 meals, served from an ERV (Emergency Response Vehicle) after a storm.

\$ 100 could provide Armed Forces Emergency Services Case Support for 20 contacts.

\$ 25 could provide one cot for use by an emergency shelter resident in the wake of a storm.

Individuals may make contributions in variety of ways: cash, gifts of appreciated assets, or planned gifts. Contact your financial advisor if you have questions regarding gift contributions and tax-benefits. Please make your gift to: American Red Cross Lee County Chapter, 6310 Techster Boulevard, Suite 7, Fort Myers FL 33966.

