

Madison/Marshall County Chapter
& Jackson County

American Red Cross
At a Glance

ANNUAL REPORT

Year Ending
JUNE 30, 2009



**American
Red Cross**

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 Board Chair and Executive 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, serving sick or injured children in school first aid rooms, 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 FY09 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.



Eddie Williams
Chapter Chairman



Mary Moreillon
Executive 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 2009

Disaster Operations Responded To.....218
Number of Families Assisted Financially.... 191
Community Information and Referrals.....2,098
Disaster Prevention Education Attendees..... 8,518

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



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. The Madison/Marshall County Chapter briefs departing service members and their families regarding available support services and explains 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 2009

Number of Emergency Communication Services..... 1,151
Armed Forces Community Outreach..... 1,585

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, 2009

ASSETS

CURRENT ASSETS

Cash and cash equivalents	\$ 667,003
Certificates of deposit	100,000
Receivables:	
Contributions, pledges, receivables	630,873
Other Receivables	39,040
Inter-Red Cross receivables	50,250
Inventories	10,712
Prepaid and other assets	<u>888</u>

TOTAL CURRENT ASSETS 1,498,766

NON-CURRENT ASSETS

Certificates of deposit	50,000
Receivables:	
Contributions, pledges, receivables	17,000
Land, buildings and major equipment, (less accumulated depreciation)	<u>651,168</u>

TOTAL NON-CURRENT ASSETS 718,168

\$ 2,216,934

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable	\$ 28,882
Accrued liabilities	50,081
Inter-Red Cross payables	15,957
Capital lease-current position	<u>5,694</u>

TOTAL CURRENT LIABILITIES 100,614

NON-CURRENT LIABILITIES

Capital lease-long term	<u>13,700</u>
-------------------------	---------------

TOTAL NON-CURRENT LIABILITIES 13,700

TOTAL LIABILITIES 114,314

NET ASSETS

Unrestricted	1,563,564
Temporarily restricted	539,056

TOTAL NET ASSETS 2,102,620

TOTAL LIABILITIES AND NET ASSETS \$ 2,216,934

STATEMENT OF ACTIVITIES

CONTRIBUTIONS, REVENUE AND GAINS:	
Contributions:	
Federated	\$ 339,837
Monetary Contributions	226,066
Legacies and bequests	551,209
Special Events (net of \$81,665 direct benefit cost of events)	121,380
In-kind	50,207
Grants	63,778
Investment Income	2,027
Products and services	473,863
Inter-Red Cross revenue	350,825
Other revenues and gains	<u>34,311</u>
TOTAL CONTRIBUTIONS, REVENUE AND GAINS	2,213,503
EXPENSES AND LOSSES:	
PROGRAM SERVICES	
Armed Forces Emergency Services (AFES)	97,478
Disaster services	377,011
Biomedical services	113,991
Health and Safety services	453,275
Community and Youth services	112,748
International Services	<u>12,918</u>
TOTAL PROGRAM SERVICES	1,167,421
SUPPORTING SERVICES	
Membership and fund-raising	126,622
Management and general	<u>143,783</u>
TOTAL SUPPORTING SERVICES	<u>270,405</u>
TOTAL EXPENSES	<u>1,437,826</u>
CHANGE IN NET ASSETS—INCREASE	775,677
NET ASSETS, beginning the year	<u>1,326,943</u>
NET ASSETS, ending the year	<u>\$ 2,102,620</u>

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, HIV/AIDS education 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, Paid Staff and Authorized Providers, provide life-saving skills training. Annually, through our local chapter, almost 53,000 people receive training in First Aid/CPR, Water Safety and Lifeguarding, HIV/AIDS Education and Prevention and other life-saving information.

Fiscal Year 2009

First Aid/CPR/Lifesaving Graduates	13,270
Water Safety/Life-guarding Graduates	16,847
Be Red Cross Ready Presentation Attendees.....	13,349
Mission-related Caregiving Attendees	4,532
HIV/AIDS Education Attendees.....	4,844

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. Over 1,700 volunteers serve locally in all areas of service to include hospital and school first aid room programs. Almost 400 youth volunteers teach fire safety education to small children, serve in local hospitals, work numerous community projects and hold leadership roles to develop life-long skills while serving their community. This diverse group of dedicated volunteers associated with our Red Cross chapter insure that community needs are met.

Fiscal Year 2009

Total Adult Volunteers (all services)	1,355
Total Youth Volunteers (all services)	391
Community Volunteer Services	
School First-Aid Room Visits from sick or injured children	21,046
Hospital Volunteer Services to patients and families	9,855
Services provided for and by Youth.....	2,436

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 ~ redcrossdekalbco@bellsouth.net	
Lawrence Co., Lawrenceburg, TN ~ 931.762.1599 ~ arc109@bellsouth.net	
Limestone Co., Athens, AL ~ 256.232.6820 ~ redcross@hiwaay.net	CFC # 80542
Lincoln Co., Fayetteville, TN ~ 931.433.5561 ~ redcross@fpunet.com	CFC # 42801
Madison/Marshall Co., Huntsville, AL ~ 256.536.0084 ext. 220 redcross@helpcantwait.org ~ www.redcrossrelief.org (<i>Includes Jackson Co.</i>)	CFC # 97854
Morgan-Lawrence Co., Decatur, AL ~ 256.353.4891 ~ www.morglawredcross.org	CFC # 56120
Northwest Alabama, Florence, AL ~ 256.764.2911 ~ www.redcross-nwal.org (<i>Includes Lauderdale, Colbert & Franklin Counties</i>)	CFC # 17100



**Board of Directors
2008-2009 Fiscal Year**

** Denotes Executive Committee Member*

OFFICERS

Board Chair:

*Eddie Williams, Sanmina-SCI

Vice Chair of Financial Development:

*Pat Shields, Merrill Lynch

Vice Chair of Administrative Services:

*Gretchen Everts, Intergraph Corp.

Secretary:

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

Treasurer:

*Ed Seigler, Teledyne Brown
Engineering

EX-OFFICIO MEMBERS

Annette Myers, Chair of Volunteers

Alice Myles, Redstone Arsenal Honorary
Chair

John Bishop, Youth Committee Second
Co-Chair (Randolph School)

Amanda Sams, Youth Committee First Co-
Chair (Hazel Green High School)

ADVISORY MEMBERS

Ernie Blair, Madison County 911 Center

Trevor Fraser, Oakwood College

John Pea, NASA

BOARD MEMBERS

Matthew Akenhead, Youth Committee
Chair (Randolph School)

Cynthia Almodovar, Intuitive Research
and Technology Corporation

Tommie Batts, Twickenham Resource
Group

Scott Bence, UAB

Penny Billings, BancorpSouth

Dan de Grandpre, dealnews.com

Lynn Dingo, Crestwood Medical Center

Beverly Edmond, Alabama A&M

Norman Grede, H&R Block

Fred Holland, Cumulus Broadcasting

Judy Link, Community Volunteer

Charlene Miller, BancorpSouth-
Guntersville

David Mixon, Bradley, Arant, Rose &
White, LLP

Kathy Neyman, Redstone Federal Credit
Union

John Ofenloch, J. H. Consulting

Rob Peavy, Madison Baptist Association

Rob Seitz, Applied Genomics, Inc.

Caryl Shaw, Turner Universal

Lori Smith, Redstone Arsenal

Ron Wood, First Commercial Bank

Madison/Marshall County Chapter
1101 Washington Street,
Huntsville, AL 35801
(256) 536-0084 ext. 220
redcross@helpcantwait.org
www.redcrossrelief.org



97854



Community Partner