



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 2008-2009:

Families and Individuals - We responded to **95** 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. **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!**

Men and Women in the Armed Forces – Red Cross volunteers helped coordinate **398** military emergency services between families and their service men and women on active duty. The American Red Cross Lee County Chapter conducted **304** outreach briefings for family members and others as a part of the Red Cross “Get to Know Us” information program.

Community Preparedness – The 2008-2009 fiscal year saw no major hurricane episodes or major fires, but Tropical Storm Fay played havoc with more than 600 individuals in our community. This made our continuous preparedness efforts of even greater consequence so that our citizens may be ready to confront whatever challenges may come.

- **More than 9,000** disaster education materials were distributed and **6,063** individuals attended emergency preparedness presentations and demonstrations.
- **4,705** individuals were trained in First Aid, CPR, and Automated Emergency Defibrillation (AED).
- **13,835** individuals participated in aquatics training, certification, and programming.
- **130** individuals attended Prevention Education programs such as Babysitting and disease prevention.
- **More than 3,000** referrals were made from the Red Cross of Lee County to community partner agencies for client assistance.
- **229** new volunteers were oriented to our program
- **550** volunteer participants enrolled in a variety of Red Cross volunteer training as preparation for serving clients in all of the Chapter’s programs.
- **13,360** school-aged children completed Longfellow’s WHALE Tales swimming instruction.
- **1,120** students participated in ‘Masters of Disaster’ program lessons and activities.

More information, class registration and on-line donation available at www.arclcc.org

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. Consider a gift to the American Red Cross, Lee County chapter in honor of a loved one's milestone: birth, birthday, wedding or other special occasion. One may want to give in Memory of a loved one, who had a special affinity to the American Red Cross. 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 \$2,000 to \$20,000. A new event, Quest for Red, is being held for the first time on November 1, 2009 at 2pm at Centennial Park (Kick Off Sept 17, 7:30am Broadway Palm). 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 (Scott White – October 27, 2009 at Broadway Palm, 7:30am). 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.

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American Red Cross Lee County Chapter *Your Gift Helps*

<i>Disaster Services</i>	Annual	\$361,007 (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>Service to the Armed Forces</i>	Annual	\$38,532 (coordination, casework, supplies and materials, training)
<p>When a family emergency arises, the American Red Cross Service to the Armed Forces (SAF) program is often the ONLY available connection between families and their service person overseas. SAF 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. We also manage financial support to Active, and veteran military when there are justified financial difficulties and provide case management, budget and additional referrals in relation to a variety of challenging situations. We continually partner with a variety of veteran and active military organizations in our area – including Veterans Administration Clinic and Lee Memorial military support group(supports and gets care packages out to actively deployed military members and families). Additionally, in April 2009, we started a Veteran Family support group which has 15 active families.</p>		
<i>Health & Safety Services</i>	Annual	\$316,546 (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 encourage youth volunteerism throughout our programs and bring health training directly to students in local schools.</p>		
<i>Community Services & Volunteer Preparedness</i>	Annual	\$59,249 (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 2008-2009 audit numbers

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American Red Cross Lee County Chapter

Leadership

BOARD OF DIRECTORS

Cole Peacock, CONSULTANT, Chair

James Browder, Lee County School District
Pete Doragh, Doragh Law Firm
Jason Duke, Morgan Stanley
Susie Ellis, Community Volunteer
Greg Frith, Fire Service
Judith Hartner, Lee County Health Department
Margaret Mazzei, Community Volunteer

Susan Nasworthy, SunTrust Bank
Dan Pearson, News-Press
Sonya Sawyer, Home-Tech
Cindy Starnes, Oswald Trippe & Co.
John Steakley, FAC Wealth Management
Randolph D. Toscano, Jr., Lee Memorial Health System
Robert Zarranz, M.D., Physician

PROFESSIONAL TEAM

Heidi Ruster, MPA, Executive Director

John Cain, Disaster Director FT
Colin Downey, Communications Coordinator FT
Merry Hathaway, Office Manager FT
Kari Hennagin, Development Director FT
Bud Kristek, Information Specialist PT
Jeremy Gentile, Armed Forces Coordinator

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

VOLUNTEER LEADERSHIP

Carlene Sharples, Disaster Chair
Janet Biagioni, Disaster Action Team (DAT) Chair
Bruno Cyr, Mass Care
Jan George/Robin Moore, Client Services
Tom Lee, IT & Material Support
Janet Michell, Disaster Mental Health
Alan Stafford, Training
Christine Dudley, Service Armed Forces (SAF) Chair

Kathy Maloney, Financial/Statistical Info
John Doramus, Disaster Assessment
Tom Conlin, DAT Lead
Michelle, Hispanic Affairs
Ferol Page, Staff Support
Joseph Pescatrice, Partner Services
Michelle Percello, Community Svc, SAF
Bob Tanis & Jim Shuerk, Logistics

(Working together with over 400 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 2009 Annual Report of Activity) July 1, 2008 – June 30, 2009

Income	
United Way	\$ 140,000
Public Support	\$ 373,391
Legacies/Bequests	\$ 216,591
Grants	\$ 54,359
Products & Services	\$ 111,234
Other Income & Investments	\$ 73,997
Total Income	\$969,572
Expenses	
Armed Forces Services	\$ 38,532
Disaster Services	\$ 361,007
Health/Safety Services	\$ 316,546
Community/Volunteer Services	\$ 59,249
International Services	\$12,408
Total Program	\$787,742
Fund Raising & Memberships	\$121,225
Management & General	\$ 206,160
Total Support Services	\$327,385
Total Expenses	\$1,115,127
Excess/(deficit)	\$ (145,555)

The American Red Cross headquarters helps fund large disaster operations through the National Disaster Relief Fund; 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 is not increasing due to the economic downturn but the needs of many families we assist have increased. Additionally the threat of emergencies and need for preparedness and prevention education is a constant no matter the economic times. Our income has lessened in the last year but with our continued support of generous citizens and organizations of our community, we can stay the strong, stable organization. Our community relies on the American Red Cross to assist with preventing or preparing for disasters that happen on individual family levels to full communities or when emergencies happen.

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

United Way – 14%
Health & Safety Program Income - 9%
Grants – 5%

Contributions & Legacies – 67%
Other – 7%

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American Red Cross Lee County Chapter

Executive Director's Letter

Dear Friend,

Clara Barton, the Founder of the American Red Cross, once stated: "To you--the people of America--this sacred trust is committed, in your hands the charge is laid. To none will your help ever be so precious as it has been to me, for in its proud growth and strength none will ever so need you." Our organization has become bedrock of our community, country and strong international presence. Studies show that citizens expect our services in an emergency, but do not always fully understand how that assistance is provided. You know that without the continued incredible generosity of our local residents and organizations, the expectation cannot always be fully serviced. Therefore, we count on our donors and volunteers to provide for our incredible mission, everyday. This support allows us to provide: ongoing prevention education - CPR/First Aid, water safety, hand washing skills; Disaster preparedness; Volunteer recruitment and training; Service to our Armed Forces (active, veterans and families) and to individuals, families and communities when disaster strikes in concert with our amazing partner organizations in Lee County (United Way and their partners, Lee County government, Lee Memorial Health System, Veterans Administration, FGCU and many others).

The following is an excerpt from a statement made by a family that was assisted:
"We would have been lost without the American Red Cross, they came when our house burned down and provided much needed shelter, and (financial resources) to get clothing and related needs"

The Red Cross of Lee County serves all Lee County residents, from Pine Island/Cape Coral to Bonita Springs to Alva/Lehigh Acres to Sanibel and Captiva Island, and all places in between. Our trained volunteers are 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 hurricane season, wildfire season, and other hazardous situations 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.

Change a life, beginning with your own!! Please review this packet to learn more about the American Red Cross Lee County Chapter, and how your help can make a real difference.

Sincerely,



Heidi Ruster, Executive Director
American Red Cross Lee County Chapter



American Red Cross Lee County Chapter

2009-2010 Sponsorship Opportunities

StarStruck March 13, 2010 International Design Center, 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. This year's competitors included: **Dierdre Mann, CEO Family Thrift; Samira Beckwith, CEO Hope Healthcare; Sonya Sawyer, CFO Home Tech; John Iacuone, CEO Children's Hospital-Lee Memorial Health System; Roman Gomez, Artist/Photographer; Steve Slosburgh, Interior Decorator.**

Previous dancers include Nick Thompson, Fl Legislator; Rita Keltner, administrator Grosse Point Development; Nancy Near, Community philanthropist and volunteer; 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.

Quest for Red 2009 November 1, 2009

A new event similar to "The Amazing Race" but centered in downtown Ft. Myers – done individually or in teams to figure out the clues and get to the end. Naturally, the event's emphasis includes the American Red Cross! To help sponsor this event or for information, contact the Chapter at (239) 278-3401.

Legacy Award Breakfast October 27 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. This Year's honoree is Scott White. Past recipients include Linda Treise, William Horowitz, Paul Flynn, Craig Folk, John W. Sheppard, and Tom Smoot, Jr.

More information, class registration and on-line donation available at www.arclcc.org



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.

\$2,000 could provide materials for one CPR/First Aid/AED Training Course for 35 students.

\$ 1500 could provide Armed Forces Emergency Services Financial support/transportation for family members.

\$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 support for hotel night for volunteer attending out of town training

\$ 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.

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