



Annual Report - Fiscal Year 2008-2009





Our Mission Statement

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.

Fundamental Principles of the International Red Cross and Red Crescent Movement

Voluntary Service ● Unity ● Universality
Humanity ● Impartiality ● Neutrality ● Independence

www.redcrosslv.org

Executive Message

When you take a step back and look at the numbers of how many people in the greater Lehigh Valley were helped last year, and in so many different ways, it really is quite something. But even more special is the fact that the only reason that we can do this work is because of the generosity of our financial donors and volunteers.

Even in these tough economic times, your support and compassion, enabling us to do extraordinary things in this community every day, is simply magnificent.

We were there to provide assistance when 526 of our neighbors and friends lost their home and worldly possessions following a fire or other emergency last year.

More than 21,000 people took a lifesaving training class such as first aid, CPR/AED, swimming, lifeguarding and water safety, or babysitting. We also worked to save lives long before disaster strikes by helping families and communities learn how to prepare for disasters.

We helped military families trying to cope with the stress of having a spouse deployed overseas. In addition, we continued to provide emergency communications between our troops overseas and their families at home.

In communities like Jim Thorpe, Lehighon, and Bethlehem, people willingly rolled up their sleeves to save someone's life at a Red Cross blood drive.

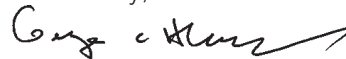
Our senior services programs — Lifeline and I'M OK — are saving lives every minute of the day. Through our Valley Wide Help program we continue to bring people and services together.

More than 1,500 people volunteered at the Red Cross, donating over 16,000 hours last year. Our financial donors — 3,155 people — gave generously to our organization.

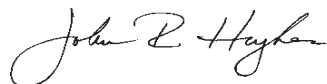
For everyone who has given their time, provided a financial contribution or donated blood — please know that you have made a difference in someone's life — including your own.

We understand how precious gifts of time, money and blood are to members of this community. We are committed to continuing to be good stewards of the gifts and trust that you place in us.

Sincerely,



George Hlavac
Chairman of the Board



John R. Hughes
Executive Director

Disaster Services

On average, the Red Cross responds immediately to a disaster once every three days. The majority of disasters are residential fires, but may also include floods, sink holes, hazardous materials spills, and other natural and human-made disasters.

Red Cross disaster relief focuses on meeting peoples' urgent disaster-caused needs. When a disaster threatens or strikes, the Red Cross provides shelter, food, clothing, shoes, toiletry items, medication and eyeglass replacement, emotional counseling, and more.

This year, the chapter strengthened its disaster response fleet with the addition of a third response vehicle and a new trailer.

The new vehicle was financed in part by \$45,000 in grants from the Commonwealth of Pennsylvania, Department of Community and Economic Development through Senators Lisa Boscola and Pat Browne; and Representatives Craig Dally, Julie Harhart, Jennifer Mann, Doug Reichley and Steve Samuelson. The Harry C. Trexler Trust provided \$10,000 in funding for the vehicle.

The trailer, which will house 250 cots and blankets, was purchased with a \$7,500 grant from The Century Fund.

At a Glance

102 disasters

526 people assisted

174 families affected

\$97,849 in assistance



Disaster services is more than response. It's also preparedness education and training. To help keep our communities safer and healthier, Red Cross offers educational presentations to faith-based groups, civic organizations, companies, nonprofit agencies and others.

Service to the Armed Forces

At a Glance

679 emergency contacts

Briefed **1,670** members of the armed forces and their families through our “Get to Know Us” program

\$13,130 in emergency grant assistance to veterans, military personnel and civilians



The Service to the Armed Forces program ensures that service members, veterans and their families have worldwide, around-the-clock access to timely and reliable humanitarian services.

The American Red Cross keeps pace with a changing military. The Red Cross sends communications on behalf of family members who are facing emergencies or other important events to members of the U.S. armed forces serving all over the world.

Prior to deployment, Red Cross workers educate service members and their families regarding available Red Cross support services, including assistance they can seek during deployment.

Both active-duty and community-based military rely on the Red Cross to provide access to vital services such as financial assistance, counseling, family support groups and information and referrals to medical professionals.



International Services



At a Glance

4 tracing and information and referral contacts

134 people trained through International Services classes

The American Red Cross extends its humanitarian mission beyond our community in partnership with the Red Cross and Red Crescent societies around the globe.

The American Red Cross helps vulnerable people around the world prepare for and respond to emergencies. When disaster strikes and a Red Cross or Red Crescent society in another country requests assistance, the American Red Cross can respond by deploying skilled people, mobilizing relief supplies or providing financial assistance.

The American Red Cross global health programs combat some of the world's most deadly infectious diseases: measles, malaria and HIV/AIDS.

The Red Cross helps reconnect families separated internationally by war or disaster. When families have nowhere else to turn, the Red Cross assists by delivering family news in refugee camps, informing relatives of their loved one's fate and locating family members in the aftermath of disaster. As with all other Red Cross international services, this assistance is free of charge.

A sound knowledge of the rules found in the Geneva Conventions is essential to reduce human suffering caused by armed conflict. Accordingly, as a part of our mission, the American Red Cross educates the public about international humanitarian law and universal standards of human dignity.

Health and Safety

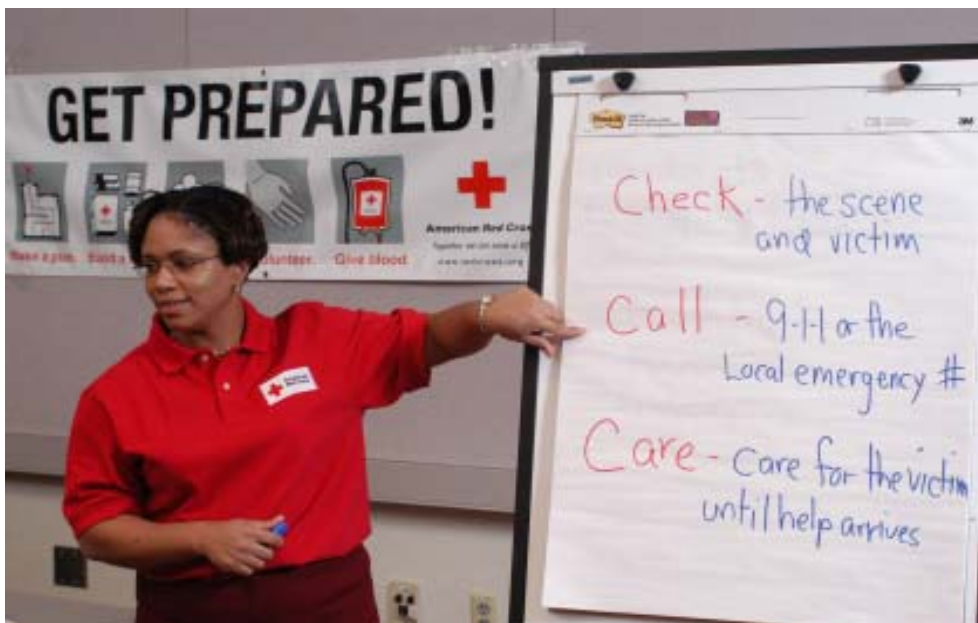
American Red Cross training and educational programs help to save lives and empower people to respond to disasters and other life-threatening emergencies – from a fire to a heart attack.

Each year thousands of people gain lifesaving skills and preparedness information – including first aid, CPR and the use of defibrillators. As a result, our communities are safer because of Red Cross training.

Our classes are contemporary, interactive and available to anyone. Classes are held at the Red Cross, workplace sites, community centers, schools and other venues. Trained professional Red Cross instructors give people the confidence and skills they need to be prepared for life's emergencies.

At a Glance

21,000 people learned lifesaving skills



Senior Services

Lifeline

Lifeline is a 24-hour personal emergency response service that allows older adults and physically-challenged people to live independently and safely at home.

With a simple push of a button, help is summoned quickly.



At a Glance

More than **2,000** residents are Lifeline subscribers.

I'M OK

Through the I'M OK program, residents in 17 greater Lehigh Valley apartment facilities are looking out for each other. The program brings neighbors together and saves lives. No fancy technology is required. All that is needed is a laminated door hanger. Each morning residents put their door hanger out at an appointed hour. A hall monitor checks each door. If a hanger is not visible, help is summoned.

At a Glance

To date, **36** lives have been saved through the I'M OK program which began locally in 2002.

Valley Wide Help

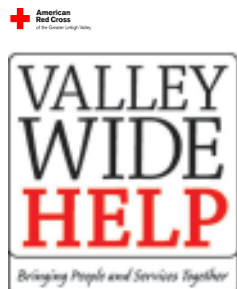
Valley Wide Help is a free and confidential information and referral program of the American Red Cross.

With a database of more than 1,000 national, state and local social services agencies at its fingertips, Valley Wide Help brings people and services together.

Whether it's information about drug abuse, food banks, rental assistance, bereavement, support groups or a miriade of other topics, Valley Wide Help has the information.

This year, through grant funding from the Two Rivers Health & Wellness Foundation, Valley Wide Help produced a comprehensive Valley Wide Help Resource Directory with indexing of the 1,000 providers of services for people in need in the chapter's service area of Carbon, Lehigh and Northampton counties.

This directory provides local agencies with the information to connect their clients with the services they need to help and improve their lives.



At a Glance

4,709 referrals provided

45,135 people served by
Valley Wide Help

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Blood Services



At a Glance

1,047 units of blood were collected

Millions of Americans change lives each year through the simple act of donating blood. Did you know that every two seconds someone in the United States needs blood? It's true.

We are proud to help our community's and nation's blood supply by sponsoring blood drives throughout our three-county service area.

Our chapter works side-by-side with the American Red Cross Northeastern Pennsylvania Blood Services Region and is committed to providing our blood donors with a safe and relaxed environment.

**The need is constant.
The gratification is instant.
Give blood.™**

Get the Facts

- Four million people need blood every year. That's one person every 2 seconds.
- Students donate about 20 percent of the blood used in the U.S.
- You can donate blood every 56 days.
- You can't get HIV from giving blood.
- Blood donors must be at least 17 years old (in some states, including Pennsylvania, 16 years old with parental permission).

www.redcrosslv.org

Volunteer Services

The American Red Cross of the Greater Lehigh Valley has been able to provide services for our community in large part because of the tireless and dedicated work of volunteers.

Local Red Cross volunteers help people affected by local disasters such as house fires or floods; teach lifesaving skills such as CPR and First Aid; assist with special fundraising events; perform administrative duties; help with blood drives; provide marketing and communications support...and the list goes on.

This special family includes individuals who help with a single event or who volunteer several times a month. Many Red Cross volunteers have been involved in our community for 5, 10, 20, even 50 years, providing lifesaving services, leadership and helping to prevent, prepare for and respond to emergencies.

Our volunteers live in cities and towns all around the greater Lehigh Valley – Jim Thorpe, Walnutport, Allentown, Macungie, Easton, Pen Argyl and Bethlehem, to name a few. They speak different languages, are of all different ages and represent different races and ethnicities.

College students gain real-life work experience through credit and noncredit internships. In addition, the Red Cross engages more than 650 youth and young adults with meaningful opportunities for education, training and volunteer/community service through its Youth Committee and Red Cross Clubs.

Committed, compassionate volunteers are the heart and soul of the Red Cross.



At a Glance

1,500 volunteers gave more than **16,000** hours of their time to the Red Cross.

More than **650** youth and young adults are Red Cross volunteers.

www.redcrosslv.org



How to Reach Us

Main office:

2200 Avenue A
Bethlehem, PA 18017
610.865.4400 (phone)
610.865.5871 (fax)

www.redcrosslv.org

lvarc@usa.redcross.org

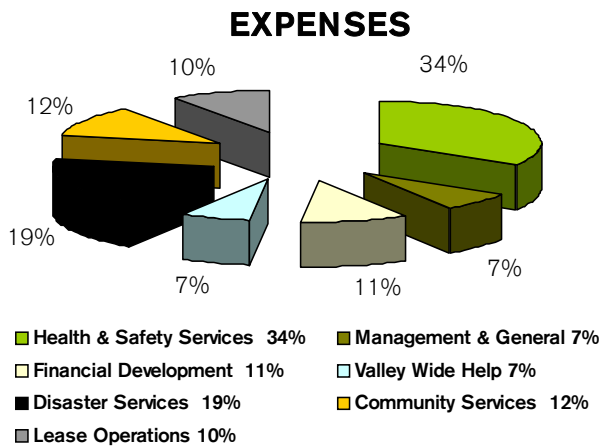
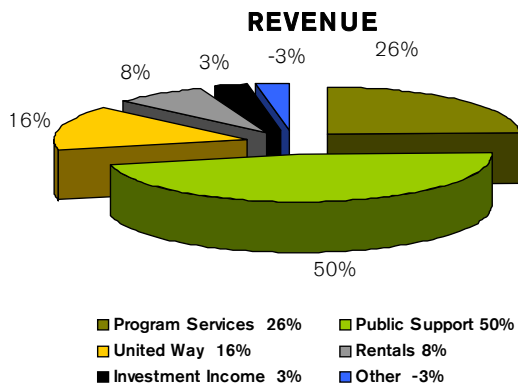
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Financial Statements



Public Support & Revenue:

Program Services	\$ 694,197
Public Support	
Contributions	\$ 288,519
Special Events (net)	\$ 96,614
Grants	\$ 183,173
Legacies & Bequests	\$ 760,908
United Way	\$ 412,727
Rentals	\$ 204,698
Investment Income	\$ 76,769
Other and Unrealized Gain (Loss) on Investments	\$ (55,865)

Total Public Support & Revenue	\$ 2,661,740
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Expenses & Losses:

Health & Safety Services	\$ 793,953
Disaster Services	\$ 446,608
Community Services	\$ 285,007
Financial Development	\$ 244,830
Management & General	\$ 171,419
Lease Operations	\$ 225,509
Valley Wide Help	\$ 153,523

Total Expenses	\$ 2,320,849
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Net Assets Beginning Year	\$ 3,963,095
Change in Net Assets	\$ 340,891

Net Assets End of Year	\$ 4,303,986
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Financial Summary

Fiscal Year: July 1, 2008 - June 30, 2009

Statement of Financial Position

As of June 30, 2009

Assets:

Cash & Equivalents	\$1,683,426
Receivables	\$ 293,231
Inventories	\$ 13,754
Short-term Investments	\$1,145,613
Land, Building, Equip. (net)	\$1,623,293
Long-term Investments	\$ 42,147
Beneficial Interest in Perpetual Trust	\$ 207,228
Deferred Assets	<u>\$ 47,392</u>
<i>Total Assets</i>	\$5,056,084

Liabilities:

Accounts Payable	\$ 27,317
Deferred Revenue	\$ 59,781
Current Long-term Debt	\$ 70,000
Long-term Debt	<u>\$ 595,000</u>
<i>Total Liabilities</i>	\$ 752,098

Net Assets:

Unrestricted	\$3,738,051
Temporarily Restricted	\$ 322,899
Permanently Restricted	<u>\$ 243,036</u>
<i>Total Net Assets</i>	\$4,303,986

Total Liabilities & Net Assets	\$5,056,084
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**American
Red Cross**

of the Greater Lehigh Valley

American Red Cross
of the Greater Lehigh Valley
2200 Avenue A
Bethlehem, PA 18017

610.865.4400

Partner agency



United Way of the
Greater Lehigh Valley

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