



Annual Report - Fiscal Year 2009-2010



**American
Red Cross**
of the Greater Lehigh Valley



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

The tough economy presented many challenges for the American Red Cross at the national and local levels. In the face of these challenges, the Red Cross, like many other organizations, has taken steps to streamline operations, while keeping a steady focus on our mission.

Compensation has been frozen for the past two years, staff positions have not been filled, benefits have changed, travel policies tightened and the way we do business with vendors has changed.

We wish we did not have to go this route, but we have no choice. By taking a proactive approach to manage our costs, we will be better prepared to build upon our service delivery.

With many people struggling to make ends meet, fundraising is even more challenging. Our staff and leadership volunteers are looking at our current fundraising tools and developing new and creative ways to reach out to our donors to get our message out. No stone will be left unturned, no idea will be tossed aside as we look at ways to continue to earn the trust of our donors and be exceptional stewards of the donated dollars entrusted to us.

We are extremely grateful to our Clara Barton Society members, individual donors, companies and foundations for their generosity this past year to support our services during these times. We

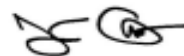
are proud to tell our donors that an average of 91 cents of each dollar they give goes toward programs that make a difference – programs that change lives.

When Americans are in need or our neighbors around the world are in need, America responds. The immediate outpouring of support by our community and the country as a whole to the people of Haiti is a sterling example.

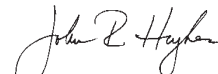
Your generosity provides a blanket to wrap around the survivor of a devastating house fire in Easton... helps get a family's emergency message to a soldier in Baghdad... teaches a learn-to-swim class that may help a drowning girl... allows senior citizens to live independently and safely at home... and provides blood and blood products to those in need.

So, yes, while these are uncertain times, we are confident that together – with the extraordinary support of our donors, volunteers and staff – we will rise to meet the challenges and come out an even stronger American Red Cross.

Sincerely,



Joe Lennert
Chairman



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.

The compassion and commitment of our volunteers at all hours of the day and night bring hope and help to people during their greatest time of need.

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

A new disaster response vehicle and trailer were added to the chapter's fleet of disaster vehicles this year. Funding for the 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 transport trailer, which will house 250 cots and blankets, was purchased with a \$7,500 grant from the Century Fund.

At a Glance 2009-2010

95 disasters

542 people assisted

184 families affected

\$90,638 in assistance



To help keep our communities safer and healthier, the Red Cross offers educational presentations to faith-based groups, civic organizations, companies, nonprofit agencies and others.

Service to the Armed Forces

At a Glance

2009-2010

675 emergency contacts

Briefed **775** members of the armed forces and their families through our “Get to Know Us” program

\$13,967 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, service members and their families learn about Red Cross support services, including programs that can assist them while they are deployed.

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

2009-2010

4 tracing and information and referral contacts

55 people trained through International Services classes

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 responds by deploying skilled people, mobilizing relief supplies or providing financial assistance.

That assistance was clearly evident when a catastrophic earthquake hit Haiti on Jan. 12, 2010. The American Red Cross and its sister societies rushed to help the millions of injured and homeless residents.

Because of the extraordinary support from the American public, the American Red Cross raised a total of \$468 million to assist in the relief efforts. Thousands of greater Lehigh Valley residents, organizations, schools, places of worship, businesses and corporations supported the relief efforts by donating nearly \$792,000.

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.

www.redcrosslv.org

Preparedness and Training

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, AEDs, Babysitter's Training and Pet First Aid. As a result, our communities are safer because of Red Cross training.

This year, seven local individuals were recognized for the ultimate selfless act: saving or sustaining a life. Four lives were saved by seven people who used the training they received through a Red Cross course in First Aid, CPR and AED.

Red Cross 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
2009-2010

22,047 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 on the medical device, someone can summon help for themselves quickly. This year Lifeline introduced AutoAlert, new technology that automatically calls for help when people cannot press their button due to a fall that leaves them disoriented or even unconscious. When fall victims receive help more quickly, they may experience less emotional distress and minimize potential costs of extended treatment, rehabilitation and supported living.



At a Glance

2009-2010

Nearly **1,900** 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

2009-2010

Testimonials from I'M OK facility managers indicate that **45** lives have been saved since the program began.

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 treatment, food banks, rental assistance, bereavement, support groups or a myriad of other topics, Valley Wide Help has the information.

Thanks to funding through the American Recovery and Reinvestment Act, Valley Wide Help received an upgrade in its database software, additional staff support to update its database and create an index of programs and extend its operating hours.

Also, a new Valley Wide Help printed directory was created for distribution and sale. The directory was made possible through a grant from Two Rivers Health & Wellness Foundation of Easton.



At a Glance

2009-2010

4,469 referrals provided

45,389 people served
by Valley Wide Help

Blood Services

At a Glance

2009-2010

1,036 units of blood were collected in Carbon, Lehigh and Northampton counties.



As the nation’s primary blood provider — supplying 43 percent of the country’s blood — the American Red Cross is unwavering in its commitment to both blood donors and blood recipients.

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 a safe and relaxed environment for our blood donors.



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

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, AED 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.

Volunteers include individuals who help with a single event or who help 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.

College students gain real-life work experience through credit and noncredit internships. In addition, the Red Cross engages 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

2009-2010

1,882 volunteers
gave nearly **20,000**
hours of their time to
the Red Cross.

More than **440** youth
and young adults are
Red Cross volunteers.

The Legacy Donor Honor Roll

The Robert R. Smith Legacy Society recognizes and honors individuals and families who, through their estate plans, have established a planned gift to benefit the American Red Cross of the Greater Lehigh Valley. We are truly grateful to all those listed below for their loyalty and generosity by joining the Legacy Society. It is with their commitment and vision that we will be able to continue to carry out the mission of the American Red Cross by helping our neighbors when they are most in need.



Legacy Donors

Irwin and Connie Burmil	James Harper
William Coles	David M. Leber
Robert J. Duld	Karl Reichstadter
Vaughn Gower	Lois S. Stein

Deceased Legacy Donors

Gifts received July 1, 2009 - June 30, 2010

Annie B. Fritch Trust	Estate of Melvin Friedman
Estate of Betty C. Engler	Estate of Sadie B. Thomas
Estate of Edith M. Merkle	Estate of Samuel B. Sexton
Estate of Laura S. Cortright	Paul W. Boger Sr. Trust
Estate of Marguerite S. Lichtenwalter	Pauline Bartoni Trust

The American Red Cross is one of the most respected and trusted brands in America. The Red Cross meets the strict standards for charity accountability established by the Better Business Bureau's Wise Giving Alliance. The BBB completes comprehensive, in-depth evaluations of the charity's governance, fundraising practices, solicitations and informational materials, as well as how it spends its money.

Community Partner



**Thank you to our
Community Partners.**

Red Level



White Level

Highmark Blue Shield

**KNBT,
A Division of National Penn Bank**

Lutron Electronics Company

RCN

Black Level

Campbell, Rappold & Yurasits LLP

Capital BlueCross

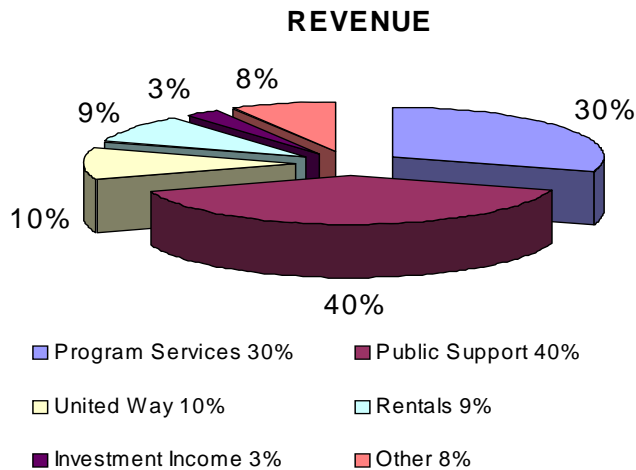
Crayola, Inc.

Klunk & Millan Advertising

**Mahoning Valley Nursing and
Rehabilitation Center**

**The Haddad Group at Morgan Stanley
Smith Barney**

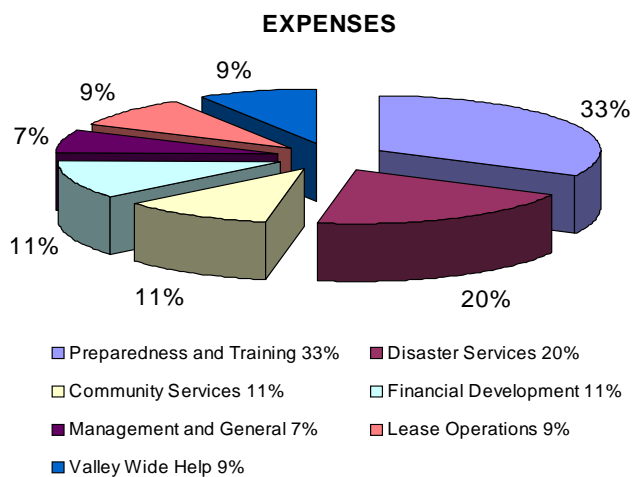
Financial Statements



Public Support & Revenue:

Program Services	\$ 667,014
Public Support	
Contributions	\$ 282,256
Special Events (net)	\$ 130,762
Grants	\$ 229,729
Legacies & Bequests	\$ 243,742
United Way	\$ 232,289
Rentals	\$ 210,559
Investment Income	\$ 55,630
Other and Unrealized Gain (Loss) on Investments	\$ 181,199

Total Public Support & Revenue	<u>\$ 2,233,180</u>
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Expenses & Losses:

Preparedness and Training	\$ 734,085
Disaster Services	\$ 450,199
Community Services	\$ 249,298
Financial Development	\$ 256,187
Management & General	\$ 156,997
Lease Operations	\$ 205,785
Valley Wide Help	\$ 195,768

Total Expenses	<u>\$ 2,248,319</u>
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Net Assets Beginning Year	\$ 4,303,986
Change in Net Assets	\$ (14,139)

Net Assets End of Year	<u>\$ 4,289,847</u>
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Financial Summary

Fiscal Year: July 1, 2009 – June 30, 2010

Statement of Financial Position

As of June 30, 2010

Assets:

Cash & Equivalents	\$1,585,005
Receivables	\$ 219,231
Inventories	\$ 0
Short-term Investments	\$1,172,362
Land, Building, Equip. (net)	\$1,534,695
Long-term Investments	\$ 125,276
Beneficial Interest in Perpetual Trust	\$ 229,906
Deferred Assets	<u>\$ 41,468</u>
<i>Total Assets</i>	\$4,907,943

Liabilities:

Accounts Payable	\$ 23,096
Deferred Revenue	\$ 0
Current Long-term Debt	\$ 75,000
Long-term Debt	<u>\$ 520,000</u>
<i>Total Liabilities</i>	\$ 618,096

Net Assets:

Unrestricted	\$3,659,754
Temporarily Restricted	\$ 289,379
Permanently Restricted	<u>\$ 340,714</u>
<i>Total Net Assets</i>	\$4,289,847

Total Liabilities & Net Assets **\$4,907,943**

Greater Lehigh Valley Chapter
2009-2010 Board of Directors

Joe Lennert, chair

Caruso Benefits Group, Inc.

Ronnie Hess, secretary/treasurer

Tallman, Hudders & Sorrentino

Bill Coles, vice chair

Community Volunteer

George Hlavac, past chapter chair

Tallman, Hudders & Sorrentino

Brian Bobeck

Molewski Financial Partners

Desty Bonstein

Embassy Bank for the Lehigh Valley

Peter Brown

First Savings Bank of Perkasie

Jon Conrad

Moravian College

Jim Dunleavy

Northampton Community College

Dona Fisher*

Crayola

Vaughn Gower

Community Volunteer

Brad Greenawald

Stifel, Nicolaus & Company, Inc.

Jack Gross

Gross McGinley, LLP

Ken MacKenzie

Stifel, Nicolaus & Company, Inc.

Mike Mickey

Mahoning Valley Nursing and

Rehabilitation Center

Christina Muthard

Youth Volunteer

Nila Patel

Wachovia

Craig Poliner

Medescort International

Soham Roy

Youth Volunteer

Evelyn Soto

PPL Electric Utilities

Anne Speck

Muhlenberg College

Joe Stockunas

Air Products & Chemicals

Dawn Washington

Ways to Work Family Loan Program

Betsy Torrence

Community Volunteer

Robin Wolak

Lehigh Valley Financial Group

*resigned



**American
Red Cross**

of the Greater Lehigh Valley

Partner agency



Ways to Reach Us

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Internet: www.redcrosslv.org
E-mail: lvarc@usa.redcross.org

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