



American Red Cross

HAITI EARTHQUAKE RELIEF

ONE-YEAR EXECUTIVE SUMMARY

A Message From the President and CEO

The first anniversary of the Haiti earthquake is an opportunity to look back at the significant work done to assist Haitians, the challenges that must be overcome and the imperative to move forward to help Haiti and its people recover.

Our country responded quickly to help Haiti, whether it was through the millions of people who donated by text messages, the companies and foundations that made large contributions, or the child who sent in a crumpled dollar bill left by the tooth fairy.

These donations have made a real difference in the lives of the people of Haiti.

This support has enabled the American Red Cross, in partnership with the Haitian Red Cross and others, to help hundreds of thousands of Haitians survive. We have provided them with emergency shelter, food, water, medical treatment and emergency relief supplies. Without this help, many more lives would have been lost.

We raised \$479 million and have spent and signed agreements to spend \$245 million in the first year, which is more than half of the total raised. We have remained flexible to address emerging needs, such as providing financial support to keep Haitian hospitals open, responding to the ongoing cholera outbreak and helping families before and after Hurricane Tomas struck.

I have been to Haiti four times since the earthquake, and I've seen real progress. But while I'm proud of all that's been accomplished, I must confess it hasn't been easy.

Haiti was a difficult place to live even before the earthquake; the rebuilding process has been slow and the path forward is challenging.

The Haitian government is working to establish land ownership, despite a decimated workforce and little documentation. As a result, it is taking longer than we would have hoped to obtain appropriate land to build homes.

Nevertheless, in the year ahead we will be supporting efforts to repair damaged homes, clear rubble and build many more transitional homes. In the long term, we plan to support the construction of permanent homes, in both brand new and existing communities.

Because of the extent of the destruction, the pace of change is slow; however, I continue to be inspired by the strength of the Haitian people. I want to assure you that we will not lose sight of our goal: the American Red Cross is committed to spending your donations wisely to alleviate the suffering of the Haitian people, and we will be there until the last dollar that was so generously donated for Haiti is spent.

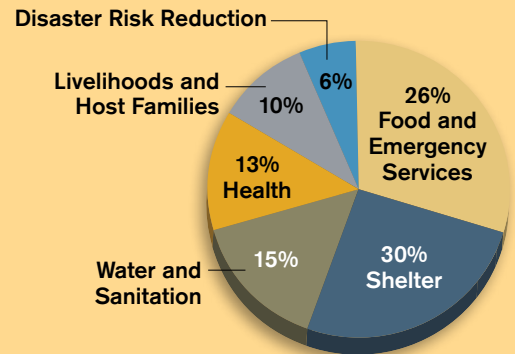
Gail McGovern
President and CEO

Key Achievements

The American Red Cross, together with the global Red Cross network, has provided:

- Medical care for nearly 217,000 patients
- Cash grants and loans to help 220,000 people
- Latrines for 265,000 people
- Daily drinking water for more than 317,000 people
- Emergency shelter materials for more than 860,000 people
- Vaccinations for nearly 1 million people
- Food for 1.3 million people for one month

American Red Cross Spending to Date



The American Red Cross has received \$479 million in donations to date. This chart reflects \$245 million in spending as of January 12, 2011.

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From Camps to Homes to Call Their Own

The global Red Cross network plans to provide 30,000 transitional or basic homes for 150,000 Haitians. The American Red Cross is helping build at least 6,500 of them, many in partnership with other humanitarian organizations, including Habitat for Humanity.

These homes will be able to withstand inclement weather, include access to water and latrines, and are designed so they can be dismantled should residents need to move and reuse the materials to enhance a future more permanent home. As of the writing of this report, 2,889 homes have been completed for 14,400 Haitians.

Although a transitional home can be assembled considerably faster than a permanent one, construction has been slowed down by a series of complex obstacles such as persuading land owners to donate or sell appropriate land; removing tons of rubble left behind by the earthquake; and working with community leaders to identify the most vulnerable people to be recipients of these homes.

Rebuilding for the Future

In order to truly recover, Haitians will need durable permanent homes located in communities with functioning roads, water and sanitation systems and near an economic base for sustained livelihoods.

Although specifics of the American Red Cross plan for building permanent homes are still being worked out, possible options include:

1. Repairing damaged homes and rebuilding destroyed homes in existing communities in Port-au-Prince to allow affected households to remain close to their pre-earthquake support systems.
2. Building a new community outside of Port-au-Prince to allow for easier construction of new affordable homes and infrastructure.
3. Exploring innovative solutions to convert rubble into building materials, whether we repair existing homes or build new ones.

Empowering Haitians With Microfinance and Cash Grants

After January 12, many Haitians lost their primary source of income and were left without the means to meet basic needs. At the same time, hundreds of thousands of displaced survivors moved in with friends or family outside the capital, stretching already limited resources for these host families. To alleviate some of these pressures, the American Red Cross has been providing millions of dollars in financial assistance through partnerships with organizations like Fonkoze.

Cash grants funded by the American Red Cross have enabled tens of thousands of Haitians to buy food and cooking fuel, repay debts, send their children to school or restock small businesses. Due to concerns expressed by the Haitian government, the American Red Cross cancelled a program to give financial assistance to families living in camps, and is now working to re-allocate these funds for other activities.

Most recently, the American Red Cross has expanded cash-for-work programs, which provide Haitians with much-needed cash and skills while working on community improvement projects like building homes and improving roads.



Daniel Cima/American Red Cross

“Working together, Habitat for Humanity and the American Red Cross are making a difference in the lives of many families impacted by the earthquake.”

— Jonathan Reckford, CEO, Habitat for Humanity International

ONE-YEAR EXECUTIVE SUMMARY

Responding Rapidly to Cholera

Within days after the first cholera cases were identified in Haiti, the Red Cross launched public education campaigns around the country, including in the densely-populated camps of Port-au-Prince.

The campaigns were, in fact, an expansion of health and hygiene promotion efforts that had been underway almost since the earthquake struck. Hundreds of health volunteers and staff have traveled tent to tent to talk to residents about how to prevent, identify and treat cholera, as well as to provide soap and water purification tablets.

These efforts were complemented by millions of text messages as well as weekly Red Cross radio broadcasts with information on important topics such as public health and disaster preparedness. At the same time, the Red Cross set up three cholera treatment centers to help treat hundreds of patients.

Providing Medical Care, Clean Water and Sanitation

A year after the earthquake, the global Red Cross network continues to help meet urgent medical needs. The American Red Cross has provided millions of dollars to support three hospitals in Port-au-Prince, which collectively provide medical care to tens of thousands of Haitians. These include Bernard Mevs, a critical care hospital; University Hospital, the largest public hospital in Haiti; and the German Red Cross field hospital.

The global Red Cross network is providing daily access to drinking water and sanitation services to hundreds of thousands of Haitians every day. In addition to delivering clean drinkable water, building latrines and promoting proper hygiene, the American Red Cross is supporting a toll-free hotline to help identify and dispose of garbage that is piling up outside underserved camps around Port-au-Prince in coordination with metropolitan sanitation authorities. We are also equipping our transitional homes with family latrines, rainwater collection systems installed on roofs and water storage containers.

Reducing the Risks of Future Disasters

The American Red Cross worked for months after the earthquake to help tens of thousands of camp residents prepare for the hurricane season by reinforcing steep embankments with sandbags, digging trenches to allow for runoff during heavy rainstorms, clearing ditches to improve drainage, installing early warning systems and teaching first aid. The global Red Cross network also pre-positioned enough relief supplies for 125,000 people to facilitate rapid distributions after a disaster. Red Cross-trained response committees were also critical in alerting camp residents to prepare when Hurricane Tomas struck Haiti in early November.

“While we know that the spirit of the Haitian people is dominant and resilient, we also know that there must be a real commitment of time, effort and funds to rebuild the community. The American Red Cross is one of the groups that is making a daily difference in the lives of so many Haitians.”

—Congressman Donald M. Payne (D-NJ)



A Haitian girl collects drinking water from a Red Cross water point.

Marko Kolic/ICRC

LOOKING TOWARD THE FUTURE

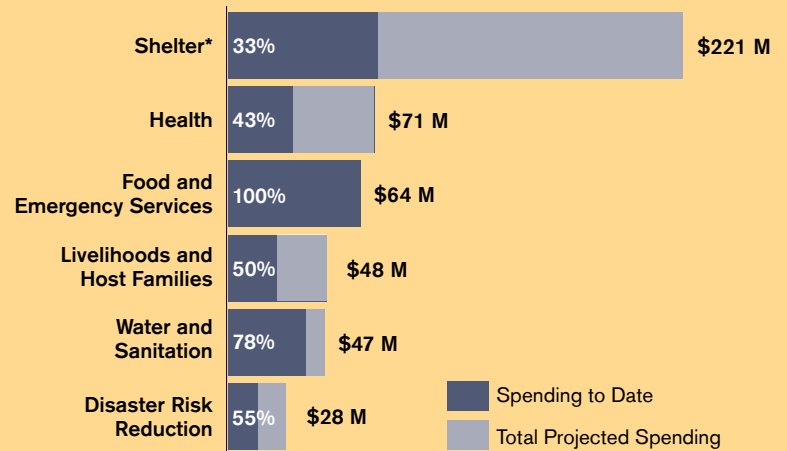
The Road Ahead

In the coming years, the American Red Cross will continue to help Haitians rebuild their lives, including their homes, livelihoods and neighborhoods in Port-au-Prince. In addition to building permanent homes, we plan to support rubble removal, vaccinate millions against life-threatening diseases and rebuild water supply systems. And we will continue to work to reduce the risks of future disasters, educate camp residents about cholera prevention and support livelihood opportunities to help Haitians get back on their feet.

Significant challenges remain, but the American Red Cross will do its best to overcome these and will be there to support the Haitian people until every last donor dollar has been spent.

Progress Toward Program Objectives

(in Millions)



This chart illustrates our total spending plans and progress by program area.

*Shelter includes emergency shelter as well as transitional and permanent homes.

Thanks to Everyone Who Helped

The overwhelming generosity of the American public in response to the Haiti earthquake shows yet again that Americans are there when people are in need. All of the work of the American Red Cross in Haiti is made possible by the tremendous outpouring of support from individuals, businesses and organizations throughout the United States.

The American Red Cross is committed to spending your donations wisely to provide relief to the people of Haiti and to help them—and their country—recover from this tragedy.

Please consider helping the American Red Cross prepare for the next emergency down the street, across the country and around the world. Visit redcross.org, call 1-800-RED CROSS or contact your local American Red Cross chapter.

American Red Cross Partners

Agency for Technical Cooperation and Development (ACTED) ▪ American Refugee Committee
Concern Worldwide ▪ Catholic Relief Services ▪ Fonkoze ▪ French Red Cross ▪ German Red Cross
▪ Habitat for Humanity International ▪ Haitian Red Cross ▪ Handicap International
Haven ▪ International Committee of the Red Cross ▪ International Federation of Red Cross and Red Crescent Societies
▪ International Medical Corps
International Organization for Migration ▪ International Rescue Committee
JP/HRO ▪ Mercy Corps ▪ Pan American Health Organization ▪ Partners in Health
Project Medishare for Haiti ▪ Spanish Red Cross ▪ United Nations Foundation
UNOPS ▪ World Food Programme

Martine Jozef proudly holds her new school uniform. With financial support from the American Red Cross, Haitian children like Martine are returning to school.

Photo: Talia Frenkel/American Red Cross

