

American Red Cross Impact Report

Florida's Coast to Heartland Chapter
for Fiscal Year 2019
July 1, 2018—June 30, 2019



Disaster Response

The Red Cross mission is to prevent and alleviate human suffering – a work that is carried out by 252 volunteers daily. In responding to 100 disasters last fiscal year, the Coast to Heartland Chapter provided food, shelter and comfort to individuals and families in need, as well as casework and recovery assistance for disaster survivors. All Red Cross disaster assistance is free. While we are always prepared to respond to disasters, we also work to prevent them. Swift action when an emergency occurs can save a life, so we help families, organizations and corporations become better prepared for crises through free educational presentations.



Supported by 252
active volunteers



Responded to 100
disasters in the chapter



Assisted 303 people
following local disasters

Home Fire Campaign

On average, 7 people die and 36 more suffer injuries each day in the U.S. due to home fires, which make up more than 90 percent of Red Cross domestic disaster responses. Research shows that working smoke alarms reduce the risk of fatalities in a home fire by 50 percent. The Red Cross Home Fire Campaign aims to reduce the number of fire deaths and injuries by increasing the number of working smoke alarms in at-risk communities. This year we held our second annual Sound the Alarm national installation event. Since launching in 2014, the campaign has reached more than 1.8 million people and saved at least 610 lives across the country.



Installed 1,008 free
smoke alarms locally



Saved 610 lives
nationwide



560 local homes made safer
through educational visits and
creating preparedness plans



**American
Red Cross**

Training Services

Swift action when an emergency occurs can save a life. The American Red Cross teaches and empowers nearly 5.9 million people annually through training courses. During fiscal year 2019, 3,726 individuals in Florida's Coast to Heartland Chapter learned critical skills through Red Cross courses, including 1,121 people enrolled in first aid/CPR/AED, 1,250 people enrolled in water safety/aquatics and 1,312 people who attended our community disaster education and preparedness programs.



Enrolled 1,121 people
in first aid/CPR/AED



Enrolled 1,250 people
in water safety/aquatics



Enrolled 1,355 people
in other health
and safety courses

Service to the Armed Forces

The Red Cross Hero Care Network provides support to service members and their family's pre-deployment, during deployment and when they return home, through emergency communication services, financial assistance programs, re-integration and veteran services.



Made more than
195 health and
mental health contacts



Briefed 252 families
through our 'Get to
Know Us' Program



Provided 685 services
to military members
veterans and families

Volunteer Services

Every day, the American Red Cross delivers vital services to help families and communities prevent, prepare for and recover from emergencies-ranging from hurricanes to home fires. Nearly 90 percent of all services are performed by a dedicated network of volunteers from across the country.



More than 250
Red Cross
active volunteers



More than 21,000
hours worked by
chapter volunteers