



**American
Red Cross**
Orange County Chapter

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CITY OF GARDEN GROVE
CITY CLERK'S OFFICE

AGENDA ITEM NO. 3.a.

Santa Ana, CA 92705
Tel (714) 481-5300
www.oc-redcross.org

2009 AUG 24 P 1:21

August 20, 2009

The Honorable William Dalton
City of Garden Grove
11222 Acacia Parkway
Garden Grove, CA 92842

Dear Mayor Dalton:

Every region of the country is vulnerable to disasters of some type, including natural and human-made, and Orange County is no different. Whether it's wildfires that seem to happen each fall, the pandemic flu that has been in the news so much lately, or the ever-looming earthquake threat, our community is at risk.

We at the American Red Cross of Orange County want to partner with you to make sure your residents are ready for any emergency, small or extreme, manmade or natural, by sharing our knowledge, resources, and expertise. I encourage you to join with the Red Cross to remind the public that we can all be affected by a sudden emergency; therefore, we must be diligent.

In recognition of National Preparedness Month, a nationwide effort sponsored by the U.S. Department of Homeland Security each September to raise public awareness about the importance of preparing for all types of disasters, I am reaching out to you to share information about what the Orange County Chapter of the American Red Cross is doing to help prepare our community. The enclosed pages highlight the tens of thousands of local residents we reached last fiscal year through our health and safety training, disaster responses, services to the armed forces, and youth programs. They also note opportunities for us to partner to reach out to residents of your city to ensure the public is prepared.

If you are interested in working with us to help people prevent, prepare for and respond to emergencies, please contact me or Music Watson, our Director of Marketing and Public Affairs, at (714) 481-5376 or mwatson@oc-redcross.org. We would be happy to arrange a free community disaster education training session for your employees or for members of the public on disasters, or to discuss with you more specifically the Red Cross presence in your city.

Thank you for your support.

Sincerely yours,

Stanley V. Purdue
Chief Executive Officer

Approved for Agenda Listing

Matthew Fertal
City Manager

Enclosures

**Orange County Chapter
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Janet Whitcomb, COO



FACT SHEET

601 North Golden Circle Drive
Santa Ana, CA 92705

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www.oc-redcross.org

ABOUT THE ORANGE COUNTY CHAPTER

The Orange County Chapter of the American Red Cross was officially recognized on July 1, 1965, but has, in various forms, been serving the local community since 1917. The Chapter relies on donations of time, money and blood from volunteers, donors, partners and employees to support local Red Cross humanitarian work that helps prevent and ease human suffering in Orange County.

An important part of the Red Cross mission is to prevent and prepare for disasters before they occur. The **Health and Safety (H&S)** Department trains the community on topics including CPR for the lay and professional rescuer, first aid, aquatics and lifeguarding, childcare and babysitting, and use of Automatic External Defibrillators (AEDs). Through *Community Disaster Education* sessions, the *Disaster Preparedness Academy*, and the *Disaster Preparedness and Recovery Alliance*, H&S also delivers trainings for businesses and community groups that are interested in preparedness and operational continuity after a disaster.

Several departments of the Orange County Chapter work closely with community partners to identify what resources will be needed for specific disasters and how those resources should be coordinated and used. Supplies and vehicles are strategically located around the counties, ready to move into a disaster-affected area at a moment's notice. The H&S *Ready When the Time Comes* program connects the Red Cross with businesses which agree to provide their employee resources to the Red Cross during large-scale disaster situations.

The **Disaster and Client Services (D&CS)** Department trains a volunteer workforce to enable the Red Cross to meet response needs locally (through *Disaster Action Teams*) and nationally or internationally (through the *Disaster Services Human Resources* system) after natural or man-made disasters. When a disaster threatens or strikes, the Red Cross provides safe shelter, food, basic first aid, and mental health services to address immediate disaster-caused needs. Whether one family is affected or dozens, the Red Cross seeks to meet immediate needs and enable individuals and families effected by disaster to resume their normal daily activities independently.

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KEY FACTS

- The Chapter serves approximately 3.1 million people throughout Orange County
- The Chapter is the 15th largest in the country in terms of population served
- In Fiscal Year 2008-2009, the Orange County Chapter:
 - responded to 118 incidents across the county
 - gave financial assistance and/or services to 973 individuals impacted by disasters
 - provided 3,934 meals, beverages, and snacks for disaster victims and emergency responders
 - provided disaster preparedness information to more than 66,500 people
 - trained more than 35,300 residents in first aid and CPR
 - taught more than 46,800 residents water safety and lifeguard skills
 - reached nearly 3,500 youth with presentations
 - briefed nearly 600 local military members and their families about Red Cross services
 - spent 85 cents out of each dollar raised on local programs and services
- The Chapter has 66 employees and more than 1,400 volunteers





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After a disaster, trained Red Cross caseworkers meet one-on-one with individuals and families to determine their disaster-caused needs. Assistance may include providing the means for clients to pay for lodging, food, new clothes, rent, emergency home repairs, and medicines. Further, Red Cross caseworkers let clients know about other community or government resources available to them for additional needs they may have.

D&CS also is responsible for providing *Service to the Armed Forces*—supplying 1,500 local military members and their families with emergency communications, financial assistance and support—and *Safe and Well*, a website and phone link to connect families and friends with individuals displaced by a disaster situation. Another D&CS program, *International Social Services*, restores the link between family members separated by disaster or conflicts and clarifies the fate of persons reported missing through the auspices of the International Red Cross.

With a focus on the younger residents of Orange County, the **Youth Services** Department shows youth between the ages of 7 and 18 how to prevent, prepare for and respond to emergencies using training, education and relevant experiences such as *Red Cross Clubs* on high school and college campuses.

The Orange County Chapter is committed to making a special effort so that all Red Cross programs and services are available to the largest number of residents in our incredibly diverse community. As such, the **Community Outreach** Program includes newly-formed volunteer councils focused on reaching out to and getting feedback from the Latino and Asian Pacific Islander communities. The Chapter also utilizes volunteer *community ambassadors* who distribute Red Cross information at events and fairs across the county.

The Chapter's fiscal year 2009 budget included \$6.6M in expenses and \$6.5M in revenue. Sources of income include monetary contributions, planned giving, special events, in-kind donations and employee designations. Additional sources of revenue are generated from products and services, interest and rental income.

For additional information about the Orange County Chapter of the American Red Cross, call (714) 481-5300, or visit www.oc-redcross.org.

The American Red Cross is a humanitarian organization, led by volunteers, that provides relief to victims of disasters and helps people prevent, prepare for, and respond to emergencies. It does this through services that are consistent with its Congressional Charter and the Fundamental Principles of the International Red Cross Movement.

Revised 8/17/09





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GET INVOLVED!

The Orange County Chapter of the American Red Cross would like to invite you, your staff, and residents to become engaged in the important work we are doing within your city.

Contact Music Watson, Director of Marketing and Public Affairs, at (714) 481-5376 or mwatson@oc-redcross.org to arrange **special offerings** such as:

- Partnering on a proclamation in honor of National Preparedness Month (September 2009)
- Trainings for your staff or members of the public on how to prevent, prepare for, and respond to emergencies
- Updates on Red Cross disaster responses in your city
- Tours of the Red Cross Emergency Operations Center in Santa Ana
- Red Cross Community Ambassador presence at events in your city
- Coordinating a blood drives at in your community

The following represent some **additional opportunities** for you to interact with the Red Cross:

Great California ShakeOut

What: At 10:15 a.m., millions of Californians will participate in the largest earthquake drill ever to practice how to protect ourselves during earthquakes, and to get prepared at work, school, and home.

Date: October 15, 2009

Location: Across the state

Disaster Preparedness Academy

What: An all-day training offering a selection of workshops on the latest in emergency planning, mitigation, response and recovery

Date: November 4, 2009

Location: Anaheim Convention Center

Uncork Your Passion for Red

What: An evening of wine tasting featuring award-winning wines for sampling and purchase to support the American Red Cross

Date: November 18, 2009

Location: The Center Club, 650 Town Center Dr., Costa Mesa, CA 92626

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