



# Early Action Saves Lives

FY 2009 International Review



**American  
Red Cross**

## A Message From the President and CEO

As we come to the end of another productive year together, I want to take a moment to personally thank you for your support and share an update on what you have helped us accomplish.

Each year, disasters around the world devastate the lives of millions of people, and millions more die from easily preventable diseases. Through your support, the American Red Cross is taking early action to save lives.

Together with you and our Red Cross partners, we have helped millions rebound from disasters around the world—from hurricanes in the Caribbean to an earthquake in Italy. In the five years since the tsunami devastated coastal communities around the Indian Ocean, we have helped more than 4 million people rebuild their lives and prepare for the future.

At the same time, the Red Cross is working to give people the knowledge and resources to act before disasters and disease outbreaks occur. Studies indicate that every dollar spent on prevention saves at least four dollars on emergency response—a wonderful return on your investment. For this reason, we have dramatically expanded our disaster preparedness portfolio, which now includes programs in 15 countries.

Our disease prevention activities also are growing. I'm delighted to report that more than 600 million children have now been vaccinated since we became a founding partner in the Measles Initiative in 2001. Millions have been reached with our malaria and HIV prevention activities as well.

We are pleased with this progress, but we can do so much more. Imagine a world where everyone knows what to do when an earthquake or hurricane strikes, where people recognize and abide by the limits on war, and where measles and malaria no longer kill hundreds of children every day.

As the world's largest humanitarian network, the Red Cross has the power to do more than imagine. With your continued support, we have more than 97 million volunteers in 186 countries that can turn your compassion into action, ensuring a safer, healthier future for vulnerable communities around the world.

Thank you for helping the Red Cross implement our lifesaving, life-changing programs worldwide. With your continued support, the communities and families we serve around the world will be better prepared for the next emergency.

Gail McGovern, President and CEO



Madam Jiang Yiman, Executive Vice President of the Red Cross Society of China, and Gail McGovern, President and CEO of the American Red Cross, meet in Washington, D.C., to discuss earthquake recovery plans.

Daniel Cima/American Red Cross

# Year in Review

## Our Impact in Fiscal Year 2009

In Fiscal Year 2009 (July 2008 through June 2009), the American Red Cross expanded programs in disaster management and disease prevention. Through our work as part of the global Red Cross network, we provided assistance to vulnerable populations in more than 60 countries.



### Disaster Management

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**Preparedness:** The American Red Cross worked to enable communities to become more prepared. We helped the local Red Cross and Red Crescent societies and communities in 15 countries build and reinforce their skills to better respond to the next disaster.

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**Response:** We responded to disasters. We worked through our global Red Cross network to provide urgent assistance to more than 5 million people in 34 countries.

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**Recovery:** We helped people recover and rebuild. Following disasters such as the 2004 Indian Ocean Tsunami and recent earthquakes in China and Peru, we helped millions of people in 15 countries rebuild their communities, homes and livelihoods.

### Disease Prevention

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**Measles:** We saved lives. Thanks in large part to the Measles Initiative, more than 117 million children in 26 countries were vaccinated in the past year. Since the Initiative began work in 2001, measles deaths have been reduced by an estimated 74 percent worldwide, saving the lives of more than 3.6 million children.

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**Malaria:** We protected families. Through home visits, volunteers educated 1.1 million people about the proper use of mosquito nets to protect themselves from the deadly malaria parasite.

13

**HIV/AIDS:** We responded to a health pandemic. We helped reduce the risk of contracting HIV/AIDS for more than 171,000 people across seven countries and expanded services for families living with HIV/AIDS.

### Restoring Family Links

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**We reconnected families.** Working with Red Cross and Red Crescent societies around the world, we helped reconnect 864 families separated by war and disaster.

### International Humanitarian Law

15

**We preserved human dignity.** We educated 10,000 people in the United States about international humanitarian law and the protections it affords civilians and combatants in times of war and conflict.

### Financials and Looking Ahead

16

**We were faithful stewards of the International Response Fund.** We expended \$156 million to implement our core international programs and the Tsunami Recovery Program.

### World Map

**We helped 126 million people in 67 countries.**

# Disaster Management

Every day, the American Red Cross responds to disasters in the U.S. and overseas. We manage disasters on multiple levels, often linking preparedness, response and recovery activities.



Together with our Red Cross and Red Crescent partners, this integrated approach to disaster management ensures rapid, appropriate assistance and better prepares communities for future disasters.

Through our work, we help people mitigate the impact of disasters, become better prepared, increase resilience and reduce the amount of time it takes to recover.

## Community Comes Together to Find Higher Ground



Daniel Cirina/American Red Cross

Piyasili (right) and other community volunteers carry cement to build a staircase for an evacuation route.

When the 2004 Indian Ocean Tsunami hit Sri Lanka, 65-year-old Piyasili Palliyaguru was powerless to avoid the nine-foot high surge. She clung to her home's rafters to survive, along with her 32-year-old daughter and 18-year-old granddaughter.

Other family members were not as fortunate. Piyasili lost her stepmother, two cousins and her nephew that day. More than 450 other families in Dickwella South suffered similar losses.

To help prepare the community for future disasters, Piyasili joined her neighbors in forming a disaster management committee. The Red Cross supported them by helping develop strategies to survive common hazards such as floods and landslides. Piyasili's committee identified a need for an evacuation route to help families get to higher ground in the event of a flash flood or tsunami.

One village resident offered his land on a hillside, and community members volunteered to build a stairway up the slope. A local construction worker offered his time to create the evacuation route.

The community has also formed four response teams, each with 10 people. Trained by the Red Cross and other organizations, members can assist with early warning, search and evacuation, first aid and shelter management. When the next disaster hits, they won't be caught off guard.



Colin Chaparon/American Red Cross

The Red Cross delivers supplies in Myanmar.

## FY 2009 Disasters at a Glance

Red Cross and Red Crescent partners benefiting from preparedness programs	15
Countries receiving disaster assistance	34
People benefiting from disaster assistance <sup>1</sup>	5.2 million
Countries receiving recovery assistance	15
People benefiting from recovery assistance	2.2 million
<b>Total value of assistance provided</b>	<b>\$37 million</b>

<sup>1</sup> Made possible through joint contributions by the American Red Cross and the global Red Cross network.





# Disaster Preparedness

Bangladesh · El Salvador · Guyana · India · Indonesia · Kenya · Mexico · Peru · Philippines · Somalia · Sri Lanka · St. Lucia · Thailand · Trinidad and Tobago · Vietnam

We cannot stop earthquakes or hurricanes from occurring, but early action can save lives and avert costly damages. The Red Cross prepares communities before disasters strike and ensures disaster responders are equipped to rapidly assist crisis-affected communities.

In St. Lucia, communities can face severe storms and hurricanes each year, resulting in loss of life, damage to homes and infrastructure, and a prolonged impact on the tourist-based economy. Working together, the Red Cross and community members identified evacuation routes to safer ground and conducted evacuation drills. We also trained builders and volunteers in techniques to strengthen roofs against hurricane-force winds.

We helped the local Red Cross improve response plans and needs assessments. We also trained volunteer teams in first aid and shelter management and supplied them with basic equipment such as first aid kits, rubber boots and hammers.

Our support in St. Lucia is just one example. In the U.S. and around the world, Red Cross volunteers are tirelessly preparing communities for the next disaster.



Children practice a disaster evacuation drill in Calang, one of the most tsunami-affected communities in Indonesia.

## Goal

Build safer, more resilient communities by equipping them with the knowledge, skills and tools to face future emergencies

## Action

- Helped communities plan and practice for disasters, with a focus on establishing safe havens and mapping evacuation routes
- Established or enhanced early warning systems by improving collaboration between community members, Red Cross and Red Crescent societies, and local governments
- Created or supported opportunities to build disaster management skills through hands-on training

## Impact

- Tens of thousands reached through community-based disaster preparedness activities in 15 countries in the Caribbean, Latin America, Asia and Africa
- 40 Red Cross and Red Crescent partners reached through disaster management and first aid trainings

## Next Steps

- Expand community-based activities in the Caribbean, Latin America and Asia
- Initiate activities in Africa, with a focus on helping vulnerable villages adapt to the impacts of a changing climate
- Expand school-based disaster preparedness activities, particularly in South and Southeast Asia
- Begin programs to reduce disaster risks specific to urban settings, starting with Indonesia, Colombia and Peru

## Red Cross Expands First Aid Courses in the Americas

In response to overwhelming interest from our Red Cross partners, the American Red Cross has offered a series of first aid and CPR trainings for instructors in neighboring hurricane-prone countries.

Based on our U.S. curriculum, the trainings are adjusted to make the information relevant in each local community. For example, while we advise people in the U.S. to call 9-1-1 for an ambulance, in countries where ambulances are not plentiful instructors recommend summoning a taxi to take the injured to the hospital.

In more than a dozen countries, our Red Cross partners are now using the curriculum and donated equipment to train hundreds of volunteers, families and businesses before the next hurricane strikes.

# Disaster Response

Tropical Storms · Earthquakes and Wildfires · Conflicts and Displacement · Silent Crises

From earthquakes to flooding, from drought to conflict, in the past decade almost 2 billion people worldwide have been affected by disasters. Often, the local Red Cross or Red Crescent can handle these emergencies alone, but sometimes a helping hand is needed.

When a Red Cross partner reaches out for international assistance, the American Red Cross can respond by deploying skilled people, mobilizing relief supplies or providing financial assistance.

In Fiscal Year 2009, the American Red Cross responded to crises in 34 countries. With support from the International Response Fund, we helped an estimated 5 million people.

<b>Goal</b>	Help Red Cross and Red Crescent partners and communities around the world respond to immediate disaster needs
<b>Action</b>	<ul style="list-style-type: none"> <li>▪ Deployed skilled disaster responders to provide expertise in needs assessment, relief distribution and emergency shelter</li> <li>▪ Mobilized relief supplies, including tarps, blankets, kitchen sets, hygiene kits and mosquito nets</li> <li>▪ Contributed financial assistance for emergency relief distributions, shelter, healthcare, water and sanitation services, and emotional support</li> </ul>
<b>Impact</b>	<ul style="list-style-type: none"> <li>▪ Together with our Red Cross and Red Crescent partners around the world, provided emergency relief to an estimated 5 million people</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>▪ Provide recovery and preparedness assistance for disaster-affected communities in Haiti</li> <li>▪ Strengthen the skills of Red Cross and Red Crescent disaster responders through specialized trainings and field-based simulations</li> </ul>

## A Helping Hand to the American Red Cross From a Red Crescent Partner

When Hurricanes Katrina and Rita struck in 2005, many of our Red Cross and Red Crescent partners reached out to help.

The Kuwait Red Crescent Society provided the American Red Cross with \$25 million, on behalf of the people and State of Kuwait, to help improve disaster response infrastructure along the Gulf Coast. The generous donation from Kuwait funded new Red Cross buildings across disaster-affected areas, including Baton Rouge, New Orleans, Mobile and Tallahassee.

In July 2009, the Louisiana Capital Area Chapter, in Baton Rouge, moved into their new offices. Built in large part due to the 2006 Kuwaiti donation, the new facilities will enable the chapter to better respond to disasters and provide community services. New classrooms were constructed, so more individuals can become certified in first aid and CPR, and an industrial kitchen is now available to prepare as many as 2,000 meals a day.

Kuwait's gift remains the single largest donation in the history of the American Red Cross.



These new facilities will enable the Red Cross to meet community needs both before and after disasters.

Pat Favon



## Tropical Storms

The Bahamas • Bangladesh • Cuba • Guatemala • Haiti • Honduras • Jamaica • Nicaragua

The Red Cross responds to tropical storms—across the U.S. and around the world. Our early action—contingency plans, rapid response teams and pre-positioned relief supplies—is critical to minimizing damage and meeting urgent needs. During the 2008 hurricane season, we responded to storms impacting 19 U.S. states and eight countries.

### Haiti

During late summer in 2008, multiple storms hit Haiti within a two-week period, leaving 423 people dead and affecting 800,000. With ongoing

programs in Port-au-Prince, the American Red Cross was able to provide immediate support, deploying a disaster specialist to assess needs and a team to distribute incoming supplies. In addition, we mobilized relief supplies from our regional warehouse and provided financial assistance. In total, the Red Cross network provided \$8.6 million, including \$1.5 million from the American Red Cross, to help the Haitian Red Cross provide health-care, shelter and relief items to 50,000 people. The American Red Cross is also launching a program to better prepare Haitians for the next storm.

### Cuba

The worst hurricane to hit the country in 50 years, Hurricane Gustav damaged half a million homes in Cuba and, combined with other storms, affected 2 million people. The global Red Cross network provided assistance valued at \$6.3 million. This enabled the Cuban Red Cross to provide 60,000 people with immediate help including food, shelter, first aid and emotional support. As part of this response effort, the American Red Cross contributed \$1 million from our International Response Fund to purchase roofs for more than 10,000 needy families.



Greg Matthews/American Red Cross

In Gonaives, Haiti, a young girl uses a water jug distributed by American Red Cross to carry safe drinking water produced by the Spanish Red Cross.

### Preparing for a Better Future After the Hurricanes in Haiti

Arsemene shook her head, thinking of the last string of hurricanes that pummeled her hometown of Gonaives. This time, they left more than 400 people dead and damaged nearly every home.

"The waters swept away the roof and walls of my house. Only the floor remained," explained the soft-spoken 49-year-old widow. Arsemene and her four children were forced to take refuge in a neighbor's house.

Fortunately, Arsemene was living in a neighborhood where volunteers from the Haitian Red Cross were repairing homes.

Following the hurricane, Red Cross volunteers arrived at Arsemene's door with bags of cement, wood and nails, and a basic knowledge of masonry and carpentry developed through Red Cross training.

"We made sure the roof, walls and doors were sound and would withstand the heavy rains that come every year," said Ketia, a local Red Cross volunteer. When the hurricanes come next time, these residents of Gonaives will be better prepared.



# Earthquakes and Wildfires

Australia · Costa Rica · Italy · Pakistan

Experts cannot predict the exact moment an earthquake will devastate a community. Wildfires start and spread at a moment's notice and require quick action to halt their advance. Despite this uncertainty, we know that many lives can be saved with preparation, knowledge and a plan for immediate action. Just as the American Red Cross responded to earthquakes and wildfires in California last year, we also helped Red Cross and Red Crescent partners respond to these challenges around the world.

## Italy

In April 2009, a 6.3 magnitude earthquake left 48,000 people homeless overnight. Italian Red Cross search and rescue teams raced to the scene. Red Cross volunteers followed, providing medical care, emotional support, shelter and food. Today, the Red Cross is still on the ground, rebuilding homes and lives. American Red Cross support for the response and recovery efforts totaled more than \$1 million.

## Australia

In February 2009, the worst wildfires in Australian history struck the southeastern state of Victoria, destroying more than 1,000 homes, displacing 20,000 people and burning 800,000 acres. The Red Cross responded immediately by providing relief items to survivors and reconnecting separated families. Today, the Red Cross continues to work with families to rebuild homes and restore lives. American Red Cross support totaled nearly \$1.8 million.



A child is comforted by an Italian Red Cross volunteer in a shelter outside the Italian city of L'Aquila following the April 2009 earthquake.

Filippo Monteforte/Getty Images





## Conflicts and Displacement

Colombia · Ecuador · Gaza · Georgia · Israel · Pakistan · Panama · Sri Lanka · Tanzania · Uganda · Venezuela · Yemen

War can create complex, far-reaching humanitarian needs, and sometimes only those wearing the Red Cross or Red Crescent are allowed access to survivors. The American Red Cross responded to conflicts and population movements across 12 countries this past fiscal year.

### Gaza and Israel

In 2008, escalating conflict between Gaza and Israel left 1,400 people dead, thousands injured and homes damaged along both sides of the border.

The Red Cross and Red Crescent helped meet enormous needs. The Palestine Red Crescent Society staffed hospitals, evacuated wounded trapped in homes and worked with the Egyptian Red Crescent Society to transfer critically injured patients to hospitals in Egypt. Magen David Adom (the Israeli equivalent of the Red Cross) provided ambulances and medical teams to help those injured in Israel. Finally, the International Committee of the Red Cross deployed medical teams and distributed relief items.

The Red Cross and Red Crescent network provided assistance valued at \$39 million, including nearly \$1 million from the American Red Cross for civilians in both Gaza and Israel.

### Colombia

The ongoing Colombian civil conflict has caused many people to flee to safer areas within Colombia and across borders into neighboring Ecuador, Panama and Venezuela.

Since 2001, the Red Cross has worked to meet the needs of these displaced families. We provide basic healthcare

to the displaced and help host communities meet the needs of new arrivals, from emergency shelter to emotional support.

Since the program began, nearly 500,000 people have benefited from American Red Cross assistance valued at nearly \$7 million, including more than \$860,000 provided this past fiscal year.



The Panama Red Cross provides dental care as part of a project to support Colombian refugees and their host communities.

Roberto Brito/American Red Cross



## Silent Crises

**Floods:** Colombia · Costa Rica · Namibia · Nepal · Panama · Suriname · Ukraine · Vietnam | **Food crises:** Djibouti · Ethiopia · Kenya · Somalia | **Disease outbreaks:** Sudan · Zimbabwe

Every day, natural disasters and conflict cause enormous humanitarian needs, but most do not capture headlines. In the past fiscal year, the American Red Cross responded to “silent crises” in 14 countries, ranging from floods to disease outbreaks.

### Zimbabwe

While much of the world was focused on escalating oil costs and financial insecurity this year, a cholera epidemic broke out in Zimbabwe. The epidemic quickly escalated due to neglected water and sanitation systems and limited medical care. As of April 2009, more than 4,100 people had died and nearly 100,000 people had been reported ill.

The Zimbabwe Red Cross Society responded, distributing supplies such as soap and clean water and launching an awareness campaign to share prevention and treatment measures. International Red Cross partners deployed experts in medical care and water and sanitation. In total, the Red Cross reached more than 1.5 million people, providing assistance valued at \$10 million, including \$100,000 from the American Red Cross.

*Matthew Cochrane, based in South Africa for the Red Cross, shares his thoughts about the Red Cross response in Zimbabwe.*

*I found myself thinking a lot about Nyengera, the nurse running the clinic in Kyekye. He and his team were working 22-hour days during the peak of the outbreak, sleeping fitfully and fleetingly. They were absolutely overwhelmed, but that was not a reflection on their commitment or competency. They didn't have the resources or the necessary support. That's where we—the international aid workers—could and did help.*

*This morning, we went to the local Zimbabwe Red Cross training centre. There, Rachel Meaghers, a public health specialist from the Canadian Red Cross, was running a workshop for about 40 nurses from the province.*

*She explained to me that many of these nurses hadn't much experience in responding to this kind of health emergency, so for the past weeks the Red Cross Red Crescent has been running a series of refresher courses for the people who work on the front line of the crisis. Such a simple idea, yet so effective.*



Women in Zimbabwe collect clean water during the 2009 cholera epidemic.

*According to Rachel, the training sessions have contributed to profound drops in the number of cholera deaths—up to 80 percent in some districts.*

*Through trainings like the one Rachel holds and by providing clean water and sanitation, the Red Cross is doing more than saving lives in this one outbreak. These actions are also helping prepare communities for the next emergency.*

Matthew Cochrane/IFRC





## Disaster Recovery

Bangladesh · China · El Salvador · Honduras · India · Indonesia · Kenya · Maldives · Myanmar · Peru · Pakistan · Somalia · Sri Lanka · Tanzania · Thailand

Though disasters can inflict damage in seconds or hours, it can take years for a community to recover. The Red Cross supports communities as they rebuild and prepare for the future.

### 2004 Indian Ocean Tsunami

Five years after an enormous tsunami devastated coastal areas bordering the Indian Ocean, the Red Cross has helped build stronger, more resilient communities. Hundreds of thousands of people have new homes, access to clean water and restored livelihoods. Equally important, these communities are now better prepared to withstand future disasters.

The American Red Cross has trained local volunteers to help communities recognize potential hazards and mitigate their worst effects. Communities and schools across the region have made disaster contingency plans, established and trained teams of emergency responders and conducted drills to test readiness.

We also supported smaller-scale disaster mitigation projects that were tailored to individual community needs. These projects engage community members in initiatives such as building evacuation routes to higher ground and clearing debris from drainage pipes to prevent flooding. Thousands have been trained to offer emotional support to others after any devastating experience, making these communities more resilient both physically and emotionally.

#### Goal

Help communities and Red Cross and Red Crescent partners recover in the months and years following a disaster

#### Action

- Rebuilt homes and restored water and sanitation systems
- Rebuilt vaccination infrastructure
- Restored livelihoods through grants and loans
- Trained volunteers and community members to provide first aid and emotional support
- Trained communities so they can confidently face future emergencies

#### Impact

- Helped more than 4 million people recover across 10 tsunami-affected countries
- Helped 125,000 people recover following disasters in Bangladesh, China and Peru

#### Next Steps

- Continue assistance for earthquake-affected communities in China
- Conclude assistance to communities affected by the 2004 tsunami

### 2008 China Earthquake

The devastating 2008 Sichuan earthquake left 87,000 people dead and 15 million homeless, but the outpouring of assistance was equally powerful. Red Cross teams were among the first on the scene and relief items pre-positioned in local warehouses met immediate needs. In the weeks

and months that followed, our support helped reach hundreds of thousands of people.

More than a year later, the Red Cross is still helping families and communities rebuild. Supplementing assistance from the Chinese government, we are helping 70,000 people build new homes and access clean water.



Following the 2008 China earthquake, Red Cross assistance is helping tens of thousands recover.

Francis Markus/IFRC

We are also working to protect millions from future disasters by conducting preparedness training in communities and restocking supplies in local warehouses. Around the world, Red Cross and Red Crescent partners mobilized more than \$182 million to support relief and recovery efforts in China, including \$55 million from the American Red Cross.

# Disease Prevention

The death toll caused by infectious disease is staggering. Malaria kills more than a million people each year, and HIV/AIDS kills twice that number.

While there are low-cost methods to prevent these deaths, many people in the developing world lack access to them. By mobilizing communities and Red Cross and Red Crescent volunteers, the American Red Cross and our partners support health programs that help millions. American Red Cross disease prevention efforts concentrate on measles, malaria and HIV/AIDS.

## Life after HIV/AIDS in Vietnam

When Tran Quoc Huy learned he was HIV positive, he noticed changes in how his colleagues and family acted around him. His work responsibilities were reduced, and occasionally, he'd catch his father crying.

In 2003, when Huy joined the For You, For Me group supported by the Red Cross in Hanoi, he slowly began to get his life back. In time, Huy was able to serve as a counselor for the Red Cross, providing the same comfort to others that he received himself.

It was in the peer support group that he met his wife, Do Thi Lien. Since learning of her own HIV status in 2002, the experiences of discrimination had left scars. Lien explains, "People did not allow me to walk near them because they were afraid that the virus could spread and infect others."

That was before Lien joined the For You, For Me group. In Dong Da Hospital, Lien received good medical care, and she grew stronger and more confident from the support of group members like Huy. Over time, Huy and Lien fell in love.

From living in the shadows of discrimination to giving and receiving support at the Red Cross, Huy and Lien no longer consider themselves misfortunate. Not only do they have each other, but in 2009, they gave birth to a daughter named Lam.

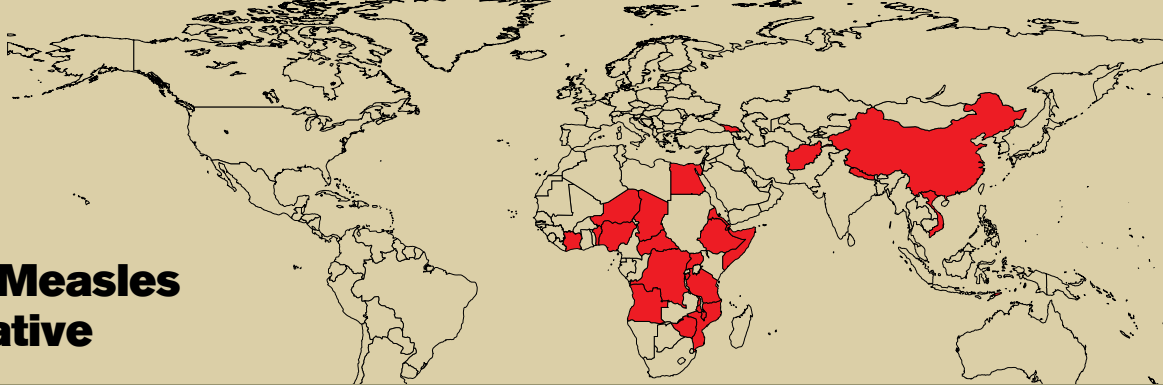


HIV-positive parents Tran Quoc Huy and Do Thi Lien show off newborn daughter Lam.

Patrick Burke/American Red Cross



# The Measles Initiative



Afghanistan · Angola · Benin · Burundi · Cape Verde · Central African Republic · Chad · China · Cote d'Ivoire · Democratic Republic of the Congo · Djibouti · Egypt · Eritrea · Ethiopia · Georgia · Malawi · Mozambique · Nepal · Nigeria · Somalia · Tanzania · Timor Leste · Uganda · Vietnam · Zimbabwe

The Measles Initiative is a sterling example of how lives can be saved through early action. Nearly a decade ago, an estimated 750,000 children died from measles every year, particularly in regions where immunization rates were low. Eight years after the Measles Initiative began, 600 million children have been vaccinated, cutting measles deaths by 74 percent globally and by 89 percent in Africa.

This year alone, the American Red Cross and our Initiative partners helped vaccinate more than 117 million children in 26 countries, largely in Africa and Asia. Our activities were successful because communities understood their importance well before the vaccinations arrived. We trained local Red Cross volunteers to travel door-to-door to boost awareness and motivation among families. Mothers felt safe bringing their children to receive a previously unheard-of vaccination because they knew and trusted the Red Cross volunteers.

<b>Goal</b>	Reduce global deaths due to measles by 90 percent between 2000 and 2010
<b>Our Partners</b>	UNICEF, United Nations Foundation, U.S. Centers for Disease Control and Prevention, and the World Health Organization
<b>Action</b>	<ul style="list-style-type: none"> <li>▪ Educated vulnerable communities on the importance of vaccination</li> <li>▪ Vaccinated children in country-wide campaigns</li> <li>▪ Established effective disease surveillance and strengthened treatment for those with measles</li> <li>▪ Raised awareness and financial support from communities across the United States</li> </ul>
<b>Impact</b>	<ul style="list-style-type: none"> <li>▪ Supported the vaccination of more than 600 million children since 2001, including 117 million in 26 countries last year</li> <li>▪ Reduced measles deaths in Africa by 89 percent and world-wide by 74 percent since 2000</li> <li>▪ Saved more than 3.6 million lives</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>▪ Mobilize more families to bring their children to be vaccinated against this deadly disease</li> <li>▪ Conduct vaccination campaigns in more than 20 countries</li> <li>▪ Expand activities in India, where the majority of measles deaths now occur</li> </ul>



Tom VanCakenbergh/IFRC

A child in Nepal receives a measles vaccination from the Red Cross.

*“ We always have our fears because sometimes medicines make our children sick, but the Red Cross people explained the purpose of this exercise. If it was not for the Uganda Red Cross, I could not have brought my children for immunization because I do not trust other people.”*

**— Babirye Betty  
Kampala, Uganda**



# Malaria

Cambodia · Haiti · India · Indonesia · Madagascar · Mozambique

In many regions of the world, mosquitoes carrying the malaria parasite transmit the deadly disease each and every day. As a result, a million children die each year. Through early action, the Red Cross is working to protect their lives.

Each year, the Red Cross distributes millions of mosquito nets—the most effective protection for families at risk of malaria. Our Hang-up campaigns follow to help ensure the nets are properly used.

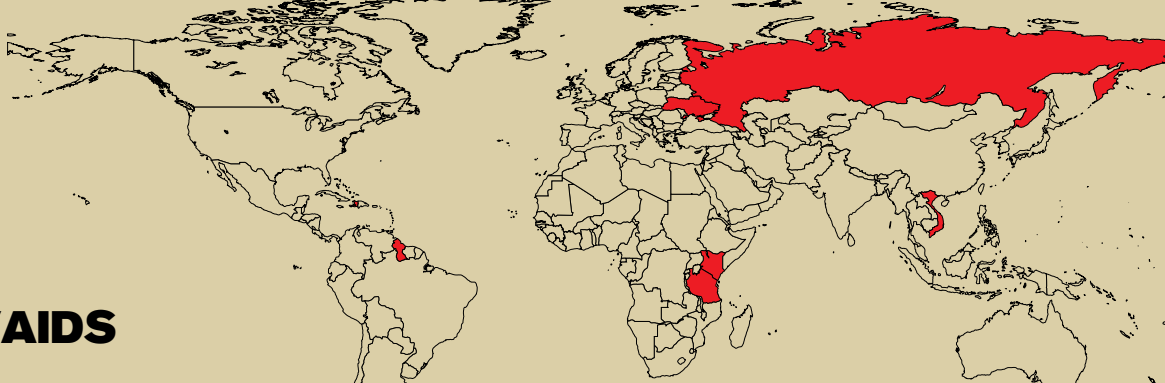
The American Red Cross has trained local Red Cross volunteers in six countries to help village families understand why they need to use mosquito nets and how to use them correctly. This door-to-door personal instruction increases the consistent, effective use of nets, protecting families. Through this program, the American Red Cross has helped protect more than 1.1 million people in the past year alone.

<b>Goal</b>	Reduce global deaths and sickness due to malaria
<b>Action</b>	<ul style="list-style-type: none"> <li>▪ Distributed mosquito nets through measles campaigns and after disasters</li> <li>▪ Trained volunteers to visit homes to ensure proper use of nets</li> <li>▪ Expanded Hang-up activities within Mozambique and into Cambodia</li> </ul>
<b>Impact</b>	<ul style="list-style-type: none"> <li>▪ Supported the distribution of more than 37 million mosquito nets since 2002, including 5 million last year</li> <li>▪ Educated 1.1 million people about how to use nets properly</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>▪ Expand malaria education activities into Uganda</li> </ul>



A family in Cambodia receives an insecticide-treated mosquito net to protect against malaria. During Red Cross campaigns, 1.1 million people learned how to protect themselves from this disease last year.

Daniel Cima/American Red Cross



## HIV/AIDS

Guyana · Haiti · Kenya · Russia · Tanzania · Ukraine · Vietnam

Despite strides in halting the advance of HIV, someone in the world dies from AIDS every 15 seconds. Our Red Cross network has formed a Global Alliance to tackle HIV/AIDS in nearly 60 countries. Our programs integrate prevention education with care and support for those living with HIV/AIDS.

Since 2004, our prevention programs have helped slow HIV infection, and we are now expanding these activities within Tanzania, Kenya and Haiti. Working with communities, youth volunteer leaders teach their peers how to avoid situations and behaviors that put them at risk of HIV. We are also working to reduce stigma against those affected by HIV/AIDS by addressing misconceptions and providing safe spaces to explore beliefs.

At the same time, we are helping improve daily life for people living with HIV/AIDS, with new services now provided in Kenya and Tanzania. For example, we train family members to provide home-based care for their relatives living with HIV. In addition, we provide healthcare and counseling support for orphans and vulnerable children in areas highly affected by HIV/AIDS.

### Goal

Reduce HIV transmission and improve the quality of life for people living with and affected by HIV/AIDS

### Action

- Shared HIV-related information and life skills training to help youth make safer sexual decisions, and promoted safer sex by distributing free condoms
- Provided counseling, peer support and home-based care to improve the quality of life for people living with HIV, with new programs in Kenya and Tanzania
- Supported initiatives to reduce HIV/AIDS-related stigma and discrimination

### Impact

- Since 2004, nearly 1 million youth—including more than 171,000 in the past year—have learned to reduce their risk of infection through our Together We Can program in Guyana, Haiti and Tanzania
- 5,300 people living with HIV have been reached with care and support services in Kenya, Russia and Vietnam

### Next Steps

- Launch HIV/AIDS care and support activities in Ukraine and Central Asia
- Expand HIV/AIDS prevention activities to new areas of the Caribbean
- Double the size of existing program in Vietnam by offering services at a new hospital



The American Red Cross funds HIV/AIDS prevention activities in communities like Busia, Kenya, where community members come together to promote awareness about HIV/AIDS.

Beverly Sanchez





## Restoring Family Links

Afghans · Bosnians · Burundians · Cambodians · Congolese · Cubans · Ethiopians · Eritreans · Holocaust Survivors and Their Families · Hungarians · Liberians · Rwandans · Somalis · Sudanese

The chaos and confusion that accompany war and disaster can separate families when they need each other most. When this happens, the Red Cross joins the search across international borders, offering a unique service that allows families to reconnect.

At local chapters in the U.S. and in nearly every other country, Red Cross caseworkers help families locate missing relatives by working with partners around the world. Once a family member is found, the Red Cross helps them reconnect. Messages can be very brief, but the three short words “I am alive” may be all that is needed to ease the minds of distraught relatives half a world away. Red Cross messages can also be exchanged between families and their loved ones in refugee camps and detention centers to allow them to keep in contact and share family news.

This past year, the American Red Cross helped reconnect more than 860 families—ending years of separation and renewing critical links between new communities in the U.S. and their families around the world.

### Joy after Decades of Grief

The most joyful day of Eugenia Kawczak's life was when the 85-year-old New Jersey resident was reunited with her siblings, thanks to the work of the Red Cross. It was the first time she saw their faces in more than six decades.

Eugenia had not seen her 90-year-old sister Melania Babenko since 1943, when Eugenia was taken by the Nazis from their home in rural Ukraine. She lived with decades of unanswered questions until the Red Cross connected the sisters through the Restoring Family Links program.



American Eugenia Kawczak (right) is reunited with her sister Melania Babenko in Ukraine.

Aleksandr Kozachenko/American Red Cross

In 2009, Eugenia and her daughter Nadija traveled to the Ukraine, where her siblings still live, to see them for the first time since they were young. Surrounded by four generations of relatives, Eugenia leapt from her wheelchair to embrace Melania and she wept when she saw her brother Arkadiy, who she thought had not survived the war.

Eugenia exclaimed, “I couldn’t believe that after all these years, they found my sister.”

**Goal** Reconnect families separated internationally by war or disaster

**Action**

- Worked on behalf of 6,260 individuals through new and ongoing casework
- Worked with the global Red Cross network to make family linking services more accessible worldwide

**Impact**

- Reconnected 864 families by locating missing family members
- Helped connect families through the exchange of 321,000 messages across the global Red Cross network, including 327 messages delivered by local American Red Cross chapters

**Next Steps**

- Expand our U.S. outreach to refugee communities, including Liberians, Somalis, Burundians and Congolese





# International Humanitarian Law

Arizona · California · Colorado · Connecticut · District of Columbia · Florida · Georgia · Illinois · Indiana · Iowa · Kansas · Louisiana · Maine · Maryland · Massachusetts · Michigan · Minnesota · Missouri · Montana · Nebraska · New Hampshire · New Jersey · New Mexico · New York · North Carolina · North Dakota · Ohio · Oklahoma · Oregon · Pennsylvania · South Carolina · Tennessee · Texas · Utah · Virginia · Washington · Wisconsin

Even in war, there are limits. The Geneva Conventions help protect civilians, prisoners of war and wounded soldiers. The American Red Cross helps the U.S. public understand and respect these humanitarian laws.

The Red Cross Exploring Humanitarian Law (EHL) program offers more than 30 hours of activities for teachers to integrate into classes such as social studies and history. EHL connects lessons of the past with issues in the present, challenging students across the U.S. to investigate current situations and discuss the important humanitarian questions of today.

In one exercise, students organize a camp for people displaced by war. They discover the wide range of needs that must be met and explore the ethical and humanitarian dilemmas at play. Even more, students learn how an individual can make an impact in the face of widespread need.

By focusing on our nation's students, we help educate our future soldiers, political leaders and community leaders on the importance of humanitarian protections.

*“Today the law of war touches us all. Our media are filled with news about our armed forces, war in other countries, torture and war crimes trials. There is no better, more authoritative source on IHL for young people than the American Red Cross Exploring Humanitarian Law program.”*

— **Gary Solis,**  
former director of the  
U.S. Military Academy at West  
Point's law of war program



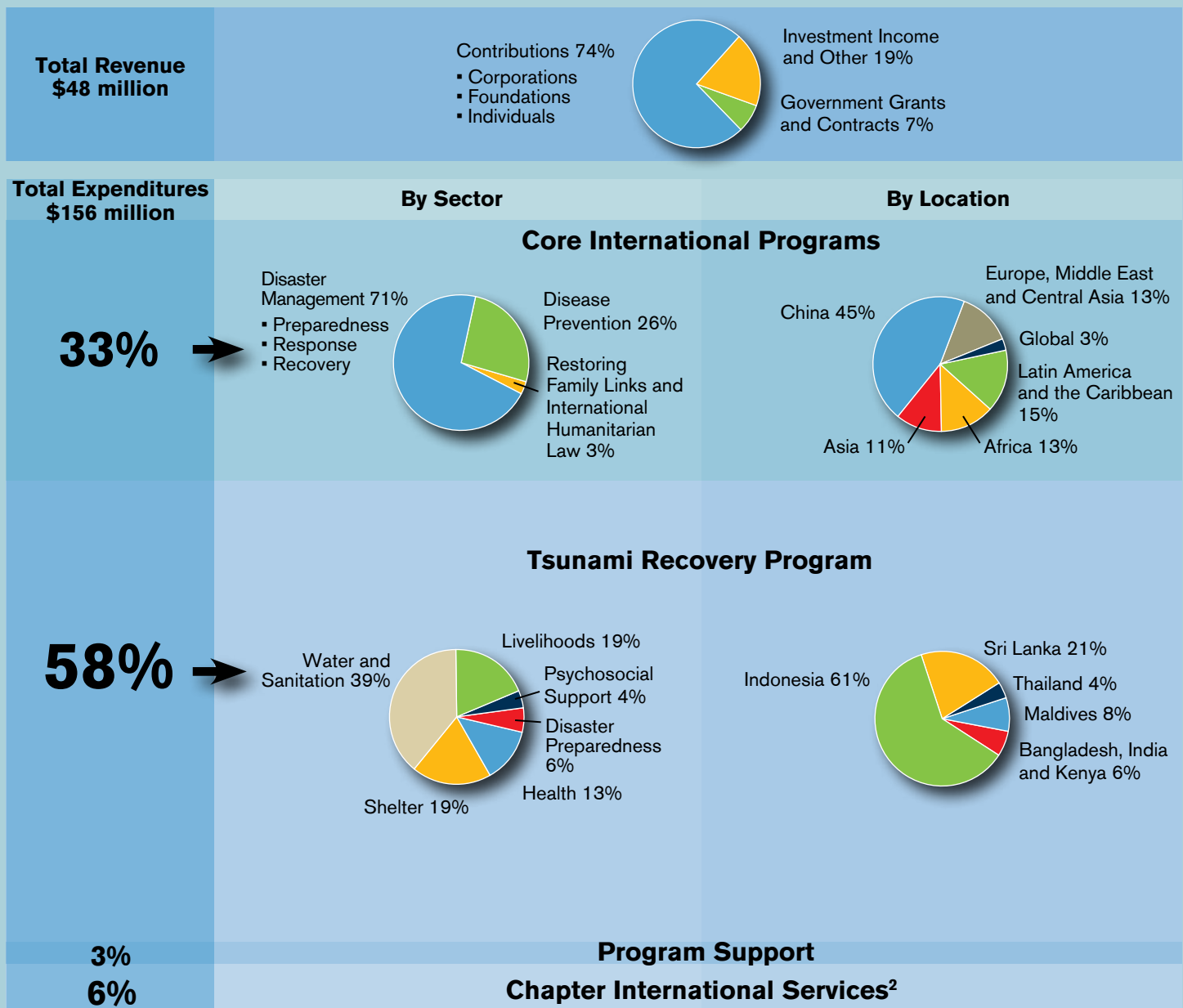
Brennan Banks/American Red Cross

International humanitarian law helps protect civilians in conflict, like these Congolese refugees arriving at Red Cross camps in Uganda. The American Red Cross helps the U.S. public understand and respect laws like the Geneva Conventions.

<b>Goal</b>	Safeguard respect for international humanitarian law and our humanitarian mission through public education
<b>Action</b>	<ul style="list-style-type: none"> <li>▪ Promoted the importance of international humanitarian laws and principles in response to current events in the media</li> <li>▪ Trained 328 middle and high school teachers to integrate the Exploring Humanitarian Law (EHL) curriculum into their classrooms</li> <li>▪ Trained 56 new International Humanitarian Law (IHL) instructors and improved outreach tools for more than 200 IHL adult education instructors around the country</li> </ul>
<b>Impact</b>	<ul style="list-style-type: none"> <li>▪ Educated 10,000 people about humanitarian laws and principles in colleges, universities and adult education programs</li> <li>▪ Trained teachers to reach an estimated 500 classrooms to increase understanding of international humanitarian law</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>▪ Train 500 new teachers in EHL</li> <li>▪ Circulate an online petition to incorporate EHL into classrooms around the United States</li> </ul>

# FY 2009 Financials

In Fiscal Year 2009, the American Red Cross International Response Fund received \$48.1 million in revenue. Our expenditures totaled \$156.0 million: \$52.1 million for core international programs (33%) and \$90.6 million for our Tsunami Recovery Program (58%)<sup>1</sup>, for which funding was raised in previous fiscal years.

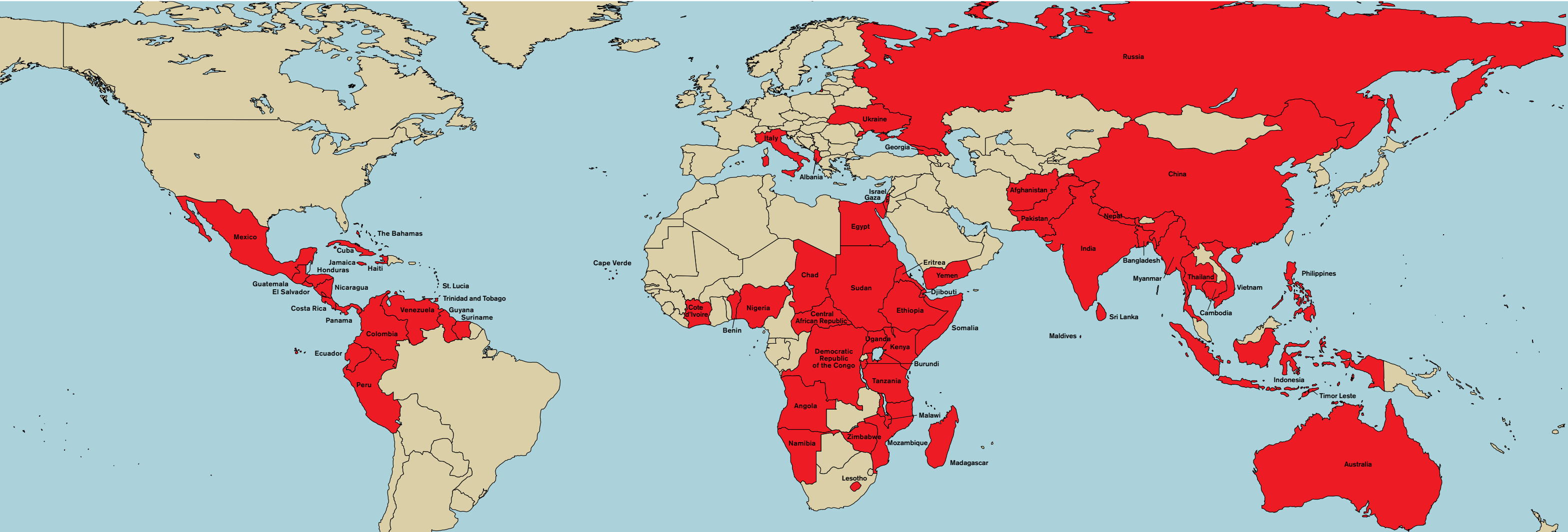


<sup>1</sup> Since 2004, the Tsunami Recovery Program has spent \$509 million of the \$581 million it received in total donations. The remaining balance for programs will be expended in 2010.

<sup>2</sup> This includes chapter-based international programs to provide Restoring Family Links services and educate the public on International Humanitarian Law.

# Helping People Worldwide

Shaded countries represent areas where the American Red Cross provided international assistance with your support in Fiscal Year 2009. Our actions ranged from disaster response and immunization campaigns to multi-year disaster preparedness, recovery and disease prevention programs.



**Afghanistan:** Measles Initiative  
**Albania:** Child health<sup>1</sup>  
**Angola:** Measles Initiative  
**Australia:** Wildfires  
**The Bahamas:** Tropical storm  
**Bangladesh:** Tsunami Recovery Program, Tropical storm, disaster preparedness and recovery  
**Benin:** Measles Initiative  
**Burundi:** Measles Initiative  
**Cambodia:** Malaria, capacity building, child health<sup>1</sup>  
**Cape Verde:** Measles Initiative  
**Central African Republic:** Measles Initiative  
**Chad:** Measles Initiative  
**China:** Measles Initiative, disaster recovery

**Colombia:** Conflicts and displacement, floods  
**Costa Rica:** Earthquake, floods  
**Cote d'Ivoire:** Measles Initiative  
**Cuba:** Tropical storm  
**Democratic Republic of the Congo:** Measles Initiative  
**Djibouti:** Measles Initiative, food insecurity  
**Ecuador:** Conflicts and displacement  
**Egypt:** Measles Initiative  
**El Salvador:** Disaster preparedness and recovery  
**Eritrea:** Measles Initiative  
**Ethiopia:** Measles Initiative, food insecurity, water and sanitation  
**Gaza:** Conflicts and displacement  
**Georgia:** Measles Initiative, conflicts

and displacement  
**Guatemala:** Tropical storm  
**Guyana:** HIV/AIDS, disaster preparedness  
**Haiti:** Malaria, HIV/AIDS, tropical storm  
**Honduras:** Tropical storm, disaster recovery  
**India:** Tsunami Recovery Program, malaria, disaster preparedness and recovery  
**Indonesia:** Tsunami Recovery Program, malaria, disaster preparedness  
**Israel:** Conflicts and displacement  
**Italy:** Earthquake  
**Jamaica:** Tropical storm  
**Kenya:** Tsunami Recovery Program, HIV/AIDS, food insecurity, water and sanitation, disaster preparedness  
**Lesotho:** Capacity building<sup>1</sup>

**Madagascar:** Malaria  
**Malawi:** Measles Initiative  
**Maldives:** Tsunami Recovery Program  
**Mexico:** Disaster preparedness  
**Mozambique:** Measles Initiative, malaria, capacity building<sup>1</sup>  
**Myanmar:** Tsunami Recovery Program  
**Namibia:** Floods  
**Nepal:** Measles Initiative, floods  
**Nicaragua:** Tropical storm  
**Nigeria:** Measles Initiative  
**Pakistan:** Disaster recovery, conflicts and displacement, earthquake  
**Panama:** Conflicts and displacement, floods  
**Peru:** Disaster preparedness and recovery  
**Philippines:** Disaster preparedness

**Russia:** HIV/AIDS  
**Somalia:** Tsunami Recovery Program, Measles Initiative, food insecurity, disaster preparedness  
**Sri Lanka:** Tsunami Recovery Program, conflicts and displacement, disaster preparedness  
**St. Lucia:** Disaster preparedness  
**Sudan:** Polio outbreak  
**Suriname:** Floods  
**Tanzania:** Tsunami Recovery Program, Measles Initiative, HIV/AIDS, conflicts and displacement, capacity building<sup>1</sup>  
**Thailand:** Tsunami Recovery Program, disaster preparedness  
**Timor Leste:** Measles Initiative  
**Trinidad and Tobago:** Disaster preparedness

**Uganda:** Measles Initiative, conflicts and displacement  
**Ukraine:** HIV/AIDS, floods  
**Venezuela:** Conflicts and displacement  
**Vietnam:** Measles Initiative, HIV/AIDS, floods, disaster preparedness, capacity building<sup>1</sup>  
**Yemen:** Conflicts and displacement  
**Zimbabwe:** Measles Initiative, cholera epidemic

The map used does not imply the expression of any opinion on the part of the American Red Cross concerning the legal status of a territory or of its authorities.

<sup>1</sup> During Fiscal Year 2009, these programs concluded, with the American Red Cross handing over responsibility for activities to Red Cross or Red Crescent partners.



# Looking Ahead

## The Power of Early Action

By supporting the International Response Fund over this past year, you helped the Red Cross respond to emergencies around the world, no matter when they strike. Your early action has made all of this important work possible.

Thank you for your support, and please stand with us again this year as we continue our mission to relieve suffering around the world.

**Disaster Preparedness:** Money invested in disaster preparedness saves lives. Across the Caribbean, Latin America and Southeast Asia, we are beginning new projects to bolster the skills of Red Cross and Red Crescent partners and communities. For \$60, you can equip a community leader to develop a hazard map, identify evacuation routes and develop community contingency plans to respond to the next disaster.



A young boy in Haiti looks on while Red Cross volunteers and community leaders discuss the needs of hurricane survivors taking refuge in a shelter.



Ceramic water filters from the Red Cross have helped provide clean water to tens of thousands in Sri Lanka.

**Disaster Response:** Families who have lost everything in a disaster need immediate help. For \$100, you can provide a family of five with basic goods to make it through the first month: a cooking set, toilet paper and a toothbrush, water containers, and a blanket to keep warm.

**Disaster Recovery:** Rebuilding homes and lives takes time. For those who have lost their homes, \$60 can provide tarps, rope, wood and tools to build a temporary shelter so a family can sleep protected while they rebuild.

**Measles Initiative:** Needs are greatest in India, where measles deaths remain high, and progress in Africa must be sustained. For \$1, you can help vaccinate a child and provide lifetime protection against measles.

**Malaria:** Programs are expanding to Uganda and to additional locations in Haiti and Madagascar. A \$10 donation provides a mosquito net and ensures that a family will be educated to use it.

**HIV/AIDS:** Activities are expanding in Kenya, Tanzania and Vietnam, and beginning across Central Asia. For \$75, you can purchase a bike for a Red Cross volunteer to share disease prevention messages in remote communities.

You can help the victims of countless crises around the world each year by making a gift to the American Red Cross International Response Fund, which will provide immediate relief and long-term support through supplies, technical assistance and other support.

For more information, please visit [www.redcross.org/international](http://www.redcross.org/international).



A Red Cross delegate interviews a refugee who fled conflict in the Democratic Republic of the Congo and gave birth along the way.





Children eavesdrop on an adult community-led hygiene education program in Roche Platte, Haiti.

David Meltzer/American Red Cross

## **Thanks to your support in 2009, the Red Cross helped change the lives of millions around the world.**

- We helped more than 7 million people through disaster preparedness, response and recovery activities.
- We protected 118 million people against measles, malaria and/or HIV/AIDS.
- We reconnected 864 families separated by international war and disaster.
- We educated 10,000 people in the United States about international humanitarian law.



**American  
Red Cross**