

# STATISTICAL HIGHLIGHTS

**EMERGENCY SERVICES** - Whether a home fire, flood or threat of a pandemic, the Red Cross is there to provide hope. Home fires are the most prevalent disaster causing destruction and sometimes the loss of life. Red Cross provides clothing, food, shelter, medical and other critical support immediately following a home fire and other disasters. Red Cross volunteers also connect local families with loved ones living in war-torn or disaster impacted areas around the world.



Disaster Operations	356
Total Families Assisted	528
Families Assisted Financially	379
Disaster Education Reach	71,565
Tracing Services	26

**SERVICE TO MILITARY FAMILIES** - The Red Cross commitment to members of our military and their families hasn't wavered since the days of Clara Barton. When families face emergencies at home and can't reach their loved one directly, Red Cross works with military installations around the globe to communicate the emergency message and verify the situation so that military authorities can decide whether to send the man or woman home.

Emergency Communications	478
Individuals Briefed (Military)	3,998

**COMMUNITY TRANSPORTATION** - Not everyone is able to drive themselves to medical appointments or have family nearby to take them. Fortunately, because they can turn to caring Red Cross drivers who pick them up at their door, walk them into the office and make sure they get home again, these individuals can continue living in their homes independently.

Transportation Trips	18,856
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**HUMAN RESOURCES** - Our human resources are our most valuable asset when it comes to providing critical services in the community. We pride ourselves on the caliber of our team.

Total Volunteers	1129
Total Full-time Paid Staff	55
National Disaster Volunteers	256

**HEALTH AND SAFETY SERVICES** - An important step towards being prepared is life saving training. The Red Cross is a leading provider of training in the community and for the workplace. This year, we launched a new service called Phillips Lifeline, a home medical alert system. More than 200 local citizens subscribed to the service.



CPR/First Aid/AED Enrollees	23,472
Aquatics Enrollees	20,528
Mission Related Caring	1,004
Childcare & Instructor Training	4,538
Community First Aid Stations	136

**BLOOD SERVICES** - The staff in our three county offices work with the residents in their communities to collect blood to support the Central Ohio Blood Region. Combined, they held 189 blood drives and collected 6,043 units of blood.

Pickaway County	2,390
Madison County	2,422
Fayette County	1,231

# ANNUAL REPORT

June 1, 2008 through July 30, 2009



## In these turbulent times, one thing you can count on is the American Red Cross

Your Red Cross hasn't strayed from our mission to help people prevent, prepare for and respond to disasters. During our fiscal year 2008-2009, more than 500 families received assistance after home fires. Nearly 600 local families, with loved ones serving in the military, turned to the Red Cross when emergencies disrupted their lives. Seniors continued to depend on us for transportation to medical appointments and more than 23,000 individuals learned first aid, CPR and AED skills. Our new partnership with Phillips Lifeline, America's most trusted medical alert system, resulted in 232 enrollees in the first year ... ahead of our target and, more importantly, helping to make sure that many seniors safer in their own homes. Our 25 AmeriCorps members serving in 9 Ohio counties reached 90,000

households with disaster preparedness education. You can see all of our service highlights inside this report.

To those of you who have journeyed with us in our humanitarian cause this year, we want to extend a special word of thanks. This has been a challenging fundraising year, but our donors have stuck by us. Charitable giving, especially from businesses, drove a fundraising result that was about 10% behind plan. On the bright side, fundraising was off only 2% year-to-year suggesting that contributors recognized the importance of supporting the Red Cross ... especially when times are tough ... and continue to have confidence that we are a good investment. Moving forward, we continue to face a depressed philanthropic climate. To

balance the budget and stop the erosion of our reserves while continuing to provide mission services, we have frozen all compensation, eliminated three of 60 positions, reduced the retirement benefit and made other tough cost reductions.

This has been a tough year, but we are proud of our volunteers and staff and take encouragement that our donors have helped us to fare much better than national averages for charitable organizations. Thanks for playing your part in our mission to prevent, prepare for and respond to disasters.

*Michael Conroy* CEO  
*Mary Jawano* Board Chair

### MISSION OF THE AMERICAN RED CROSS

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.



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# ANNUAL REPORT

June 1, 2008 through July 30, 2009

Statement of Financial Position as of June 30, 2009				
Assets	Unrestricted	Temporarily Restricted	Permanently Restricted	2009 Total
Cash & Investments	\$ 3,338,660	\$ 186,087	\$ -	\$ 3,524,747
Accounts Receivable	468,482	897,296	-	1,365,778
Other Assets	74,282	-	-	74,282
Net Fixed Assets	2,081,643	-	-	2,081,643
<b>Total Assets</b>	<b>\$ 5,963,067</b>	<b>\$ 1,083,383</b>	<b>\$ -</b>	<b>\$ 7,046,450</b>
Liabilities & Net Assets				
Total Liabilities	\$ 533,970	\$ 133	\$ -	\$ 534,103
Total Net Assets	5,429,097	1,083,250	-	6,512,347
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 5,963,067</b>	<b>\$ 1,083,383</b>	<b>\$ -</b>	<b>\$ 7,046,450</b>
Statement of Activities for the Fiscal Year Ended June 30, 2009				
Contributions, Revenue and Gains				
Federated (United Way)	\$ 78,458	\$ 869,447	\$ -	\$ 947,905
Legacies & Bequests	120,357	-	-	120,357
Other Contributions & Revenues	3,512,384	798,498	-	4,310,882
Net Assets Released from Restriction	3,058,050	(3,058,050)	-	-
<b>Total Contributions, Revenue and Gain</b>	<b>\$ 6,769,249</b>	<b>\$(1,390,105)</b>	<b>\$ -</b>	<b>\$ 5,379,144</b>
Expenses				
Services to Chapters	\$ 869,596	-	-	\$ 869,596
Services to Armed Forces (SAF)	150,421	-	-	150,421
Disaster Services	1,614,662	-	-	1,614,662
Biomedical Services	167,641	-	-	167,641
Health Services	1,853,411	-	-	1,853,411
Community Services	650,412	-	-	650,412
International Services	70,257	-	-	70,257
Membership and Fund Raising	858,218	-	-	858,218
Management and General	431,431	-	-	431,431
<b>Total Expenses &amp; Losses</b>	<b>\$ 6,666,049</b>	<b>-</b>	<b>-</b>	<b>\$ 6,666,049</b>
<b>Excess/(Deficit) of Revenue over Expenses</b>	<b>\$ 103,200</b>	<b>\$ (1,390,105)</b>	<b>\$ -</b>	<b>\$ (1,286,905)</b>
<b>Net Assets - Beginning of Year</b>	<b>\$ 5,325,897</b>	<b>\$ 2,473,355</b>	<b>\$ -</b>	<b>\$ 7,799,252</b>
<b>Net Assets - End of Year</b>	<b>\$ 5,429,097</b>	<b>\$ 1,083,250</b>	<b>\$ -</b>	<b>\$ 6,512,347</b>

## Across the country and around the globe



Reaching beyond our community, Central Ohio residents donated \$231,475 to the American Red Cross National Disaster Relief Fund and \$8,876 to the International Disaster Relief Fund.

Wildfires in Southern California and ice storms across 8 states, including Ohio, caused residents and firefighters to look to the Red Cross for shelter, food, water, clean-up and comfort kits, and medical and mental health services. In January, the American Red Cross contributed \$250,000 to support the work of the International Committee of the Red Cross (ICRC) to address the growing humanitarian needs for medical support, hospital supplies, and relief distributions during the conflict in the Gaza Strip. In April, a powerful 6.3 magnitude earthquake struck central Italy. In response, the American Red Cross donated \$50,000 for the purchase, transportation and distribution of essential relief supplies. The ARC also mobilized emergency responders, set up six camps to provide food, shelter and medical care.

The appearance of a deficit of \$1,390,105 in the Temporarily Restricted class is primarily attributable to a change in the allocations schedule by the United Way of Central Ohio; beginning in 2010, funding will be awarded on a calendar-year basis. With only a six-month allocation recognized in this statement, the estimated negative impact is about \$948,000 and will likely be reversed, at least in part, in December 2009. In addition, the Chapter expended in FY08-09 a one-time State of Ohio restricted grant for disaster readiness of about \$334,000 that had been recognized in FY07-08.

## LEADERSHIP TEAM

2009 - 2010

Mary Navarro, **CHAIR**, Huntington National Bank  
 Kirt Walker, **VICE CHAIR**, Nationwide Insurance  
 Shah Hasan, **TREASURER**, Ohio Dominican University  
 Nevada Fine Smith, **SECRETARY**

### DIRECTORS

Laurie Aquilina	Time Warner Cable
Brent Baker	Continental Building Systems
Nick Bandy	engage
Betsy Blake	Safelite AutoGlass
Frank Breedlove	Community Volunteer
Michael Buzek	Grange
Nancy Crooks	JPMorgan Chase & Co.
Carla M. Curtis	The Ohio State University
Corey Dayhuff	Dayhuff Group
Brian Dytko	Clear Channel Radio
John Ertmann	The Ertmann Group
Valerie Harrell	Ohio Treasurer's Office
Rob Hernandez	Knight Electric
Kevin Hill	IBM
John Houck	Donatos
Lisa Kathumbi	Ohio Dept of Health
Ken Katz	The Fishel Co.
Jean Nemeti	The Columbus Dispatch
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Michael Schoedinger	Schoedinger Funeral Services
Rick Schumacher	Alliance Data
Kendell Sherrer	Cardinal Health
Keven Shook	Frost, Brown, Todd, LLC
Julie Swick	Battelle
Sheri Tackett	Delta Energy
Craig Wallace	Versitec/Cranel
Jim Williamson	Madison County Auditor

Visit [columbus.redcross.org](http://columbus.redcross.org) to find out how you can make a difference.

## Rhonda Poirier — 2009 Exceptional Volunteer



Emergency Services volunteer, Rhonda Poirier, was named the 2009 Exceptional Volunteer. On standby to answer calls from emergency personnel 10 weeks a year, Rhonda dispatches volunteer teams to the aid of families at home fires and spends more than 20 hours every week coordinating the volunteer schedule to ensure that no family is left without help after disaster strikes. Her role at the scene of a disaster requires her to make vital service delivery decisions in midst of intense stress, fatalities and other extraordinary situations. Her experience and calm personality enable her to act in accordance with ARC policy while also ensuring that the clients' emergency needs are met with compassion and respect. Thank you, Rhonda!

**I always wondered why somebody didn't do something about that. Then I realized I was somebody.**

— Lily Tomlin



The condensed financial data is summarized from combined financial statements which include the financial activity of the American Red Cross of Greater Columbus prepared in accordance with accounting principles generally accepted in the United States of America which are audited by Schneider Downs & Co., Inc. Copies of the audit report are available at the Chapter's accounting department. The data above is designed to depict operations for the American Red Cross of Greater Columbus on a pro forma basis and accordingly, is not prepared in accordance with accounting principles generally accepted in the United States of America.

 **American Red Cross**  
of Greater Columbus

The American Red Cross thanks all of our donors and supporters. Visit [columbus.redcross.org](http://columbus.redcross.org) to view a complete list.



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