



HUMANITARIAN  
OF THE YEAR

# EVENT REPORT 2010

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American Red Cross  
of Greater Columbus

# 2010 HUMANITARIAN OF THE YEAR

## EXECUTIVE OVERVIEW



The Humanitarian of the Year award, presented annually by the American Red Cross of Greater Columbus, recognizes local people whose efforts and accomplishments have made our communities better places to live and work. Based on the Fundamental Principles of the World Red Cross Movement—humanity, impartiality, neutrality, independence, volunteer service, unity and universality—the award finds focus in the first of these principles—humanity.

On Tuesday, April 27, 2010, nearly 600 Columbus business and community leaders joined the American Red Cross of Greater Columbus at the Hyatt Regency to recognize Jay and Jeanie Schottenstein for their philanthropy and dedicated volunteerism, which have enormously impacted the well-being of people locally, nationally and internationally. Additionally, Jay and Jeanie have instilled the values of community service and philanthropy in their children to impact lives in countless ways for years to come.

As one of the most distinguished families in philanthropy, Jay and Jeanie are well-known for their generosity to numerous local, national and international projects. Concerned about the quality of life for all, Jay has a deep commitment to health and education issues while Jeanie's community involvement entails a strong commitment to issues relating to women's health, education and awareness of domestic violence.



Humanitarian of the Year also served to raise much-needed funds for our local Red Cross chapter. This annual luncheon, which has grossed more than \$2.8 million since its inception in 1997, raised more than \$260,000 this year to support the life-saving services and programs of the Red Cross in Franklin, Fayette, Madison and Pickaway Counties.

Because of the support of many generous corporate contributions, such as yours, the Red Cross was able to publicly honor outstanding individuals, who have demonstrated great leadership, volunteer service and openhandedness for the betterment of our community and those whose lives they touch.



While raising important funds for our Chapter, the event also became a vehicle for telling the Red Cross story behind the life-saving work of our organization in this community. Humanitarian “anchor” Angela Pace, Director of Community Affairs at WBNS 10TV, led a news broadcast themed program to illustrate the stories of Red Cross clients and volunteers, demonstrating the many ways in which your Red Cross Chapter saves and improves lives in central Ohio.

*The Red Cross Report* began with international news regarding the Haitian earthquake. From the anchor desk Angela tells the audience that the rebuilding in Haiti continues today after that devastating January 12th event. The earthquake and subsequent aftershocks killed approximately 220,000 people and left more than one million people instantly homeless.

Making his debut as a news correspondent, Michael Carroll, CEO of the American Red Cross of Greater Columbus, elaborates on how the American public is helping through the Red Cross. The American people, many facing hard times themselves, have provided the American Red Cross with over \$400 million to aid in the relief and recovery efforts in Haiti. With the Haitian Red Cross immediately activating their disaster response plan, the American Red Cross and twenty-nine other Red Cross/Red Crescent societies from around the world immediately joined the United Nations in rushing disaster experts and supplies to the incapacitated country.

continued on next page ...

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## EXECUTIVE OVERVIEW



Continuing the international affairs segment, the audience was introduced to a heartwarming story of a local Somali woman, separated from her mother and daughter since fleeing her country 15 years ago. It was the American Red Cross of Greater Columbus that played a direct role in reuniting Ishla with her family. Conflict and disaster leave millions of people around the globe in urgent need of humanitarian assistance every year and through the strength of the global Red Cross and Red Crescent network and the assistance of local tracing volunteers around the world, families reconnect.



The next topic on *WARC* is an example of how the Red Cross Service to Military Families program helped bring home a military son stationed in New York to help care for his ill father who lives here in central Ohio. Patricia Caudill took the stage and along with her son Josh, who participated via Skype, shared the Red Cross roll in getting Josh home quickly. The program is designed to keep families connected by relaying emergency messages and providing military authorities the information they need in order to grant emergency leave so that families can confront and resolve emergencies together. The Caudill family used this resource a second time when Josh's grandmother passed away.

After lunch *WARC* focused on local news... this story comes from Jean Patrick whose home caught fire recently. One ordinary day turned into the Patrick's nightmare. The fire started in Jeanie's garage and quickly spread to the rest of her home. The advice from the 911 operator was "get out of the house"! While the Patricks had personal resources to support their long road to recovery, for Jeanie, seeing the Red Cross truck coming down the road was a reassuring sight. Many families that suffer a house fire lack insurance and already face daily financial challenges. Red Cross assistance and case management services prevent many from becoming homeless. Make a commitment to Be Red Cross Ready and ensure that your family knows how to "get out" quickly.

The program ended with a powerful message from Andy Cecil of Cecil & Geiser, a law firm located in downtown Columbus. While in a board meeting for a trial lawyer organization, a friend and colleague collapsed on the floor and no one in the room knew what to do. Across the hall were folks being trained in CPR who did. Though Andy's friend suffered a massive heart attack and did not survive, it was a total wake-up call for Andy. Andy has pledged that all employees of Cecil & Geiser would be trained by the Red Cross in CPR, use of an AED and first aid. Recertification will be an annual event at the law firm. Don't wait until after a crisis occurs to contact the Red Cross ... call today to get certified.

Michael Carroll reiterated how the mission of the American Red Cross, passed to us by generations of community leaders before us, is part of the fabric of our community. He challenged the audience to make sure the Red Cross will remain strong for future generations — by engaging as a volunteer, or making a financial contribution to support the life-saving mission: provide relief to victims of disaster and help people prevent, prepare for and respond to emergencies.



After presenting the Humanitarian of the Year Award to Jay and Jeanie Schottenstein and listening to a packed room give applause for their humanitarian efforts, the event came to a close. Having entertained and informed nearly 600 guests, and having honored the very deserving Schottensteins for their good work, we count this fourteenth Humanitarian of the Year award luncheon among our successes. We hope you agree!

## *Thank You.*

# 2010 HUMANITARIAN OF THE YEAR

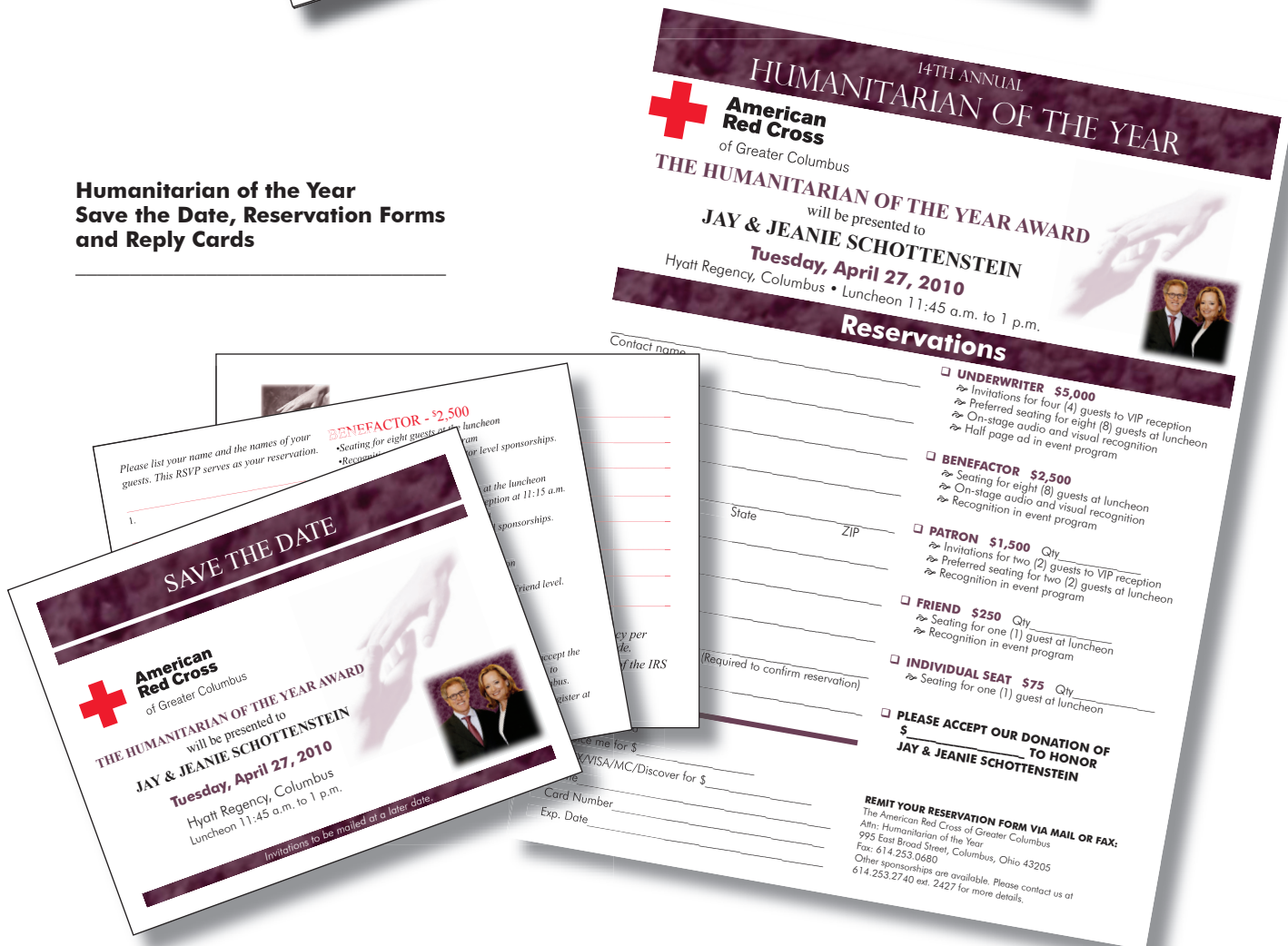
## CREATIVE/PROMOTIONAL MATERIALS



### Humanitarian of the Year Invitation and Insert

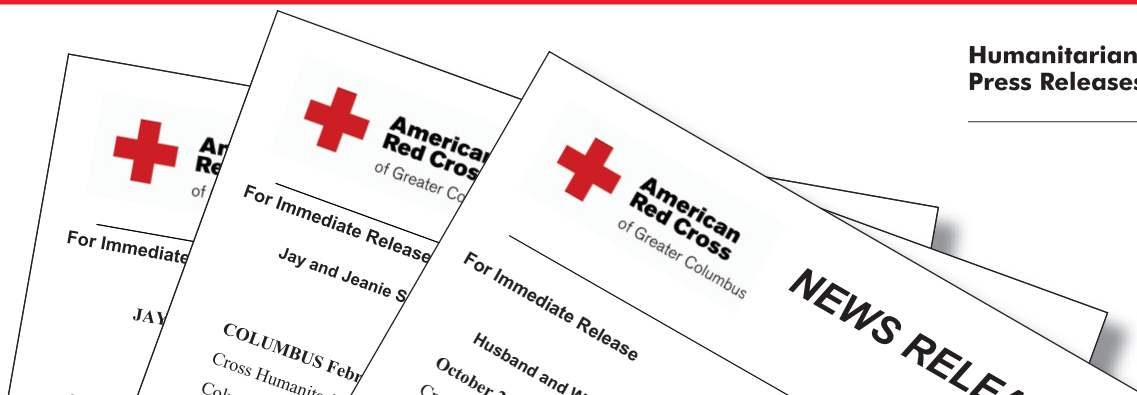


### Humanitarian of the Year Save the Date, Reservation Forms and Reply Cards



# 2010 HUMANITARIAN OF THE YEAR

CREATIVE/PROMOTIONAL MATERIALS



## Humanitarian of the Year Promotion Press Releases

## :30 "Show You Care" Vignette Ran March and April, 2010



## Web Site

## Clear Channel Radio PSA

### Show You Care - Support The Arts

Client: **AMERICAN RED CROSS**  
 Event: **"2010 Humanitarian of The Year"**  
 Writer: **Ted Smith**  
 Date: **02-04-09**  
 Length: **:30** **RADIO**  
 Contact: **Lynn Cook 253-2740 x:2477**  
**cookL@usa.redcross.org**  
 (music under announcer)

Hello, I'm Angela Pace, Community Affairs Director at WBNS-10TV. Jay and Jeanie Schottenstein are well known for their generosity to numerous local, national and international projects. Because of their commitment to so many issues, **The American Red Cross** and **AEP** has honored the Schottensteins with this year's Humanitarian of the Year award. Join us Tuesday, April 27<sup>th</sup> at the Hyatt Regency Columbus when we pay tribute to Jay and Jeanie Schottenstein. Call 251-1950 or visit the web at Columbus dot redcross dot org


WBNS-10TV 770 Twin Rivers Drive Columbus, OH 43216-1010  
 phone: 460-3880 fax: 460-2856 e-mail: ted.smith@10tv.com

# 2010 HUMANITARIAN OF THE YEAR

CREATIVE/PROMOTIONAL MATERIALS





**Humanitarian of the Year Business First of Columbus ads  
Event Promotion and Sponsor Recognition**



**HUMANITARIAN OF THE YEAR**

14th Annual Humanitarian of the Year  
**AWARD LUNCHEON**


**American Red Cross**  
of Greater Columbus

Join the American Red Cross of Greater Columbus in honoring **Jay & Jeanie Schottenstein** as the Humanitarians of the Year


**Tuesday, April 27, 2010**  
11:45 a.m. - 1 p.m.  
Hyatt Regency Columbus

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**HURRY! RESERVE YOUR SEAT BY APRIL 5<sup>TH</sup>!**  
Register online today at [columbus.redcross.org](http://columbus.redcross.org)  
or call (614) 253-2740 ext. 2427.




**American Red Cross**  
of Greater Columbus

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**HUMANITARIAN OF THE YEAR**

14th Annual Humanitarian of the Year  
**AWARD LUNCHEON**



Jay and Jeanie Schottenstein were honored at the 2010 American Red Cross Humanitarian of the Year Luncheon on April 27. Proceeds from the event support the American Red Cross mission to provide relief to victims of disasters and help people prevent, prepare for and respond to emergencies.


The American Red Cross of Greater Columbus appreciates the generous support of our sponsors.

**Thank You**

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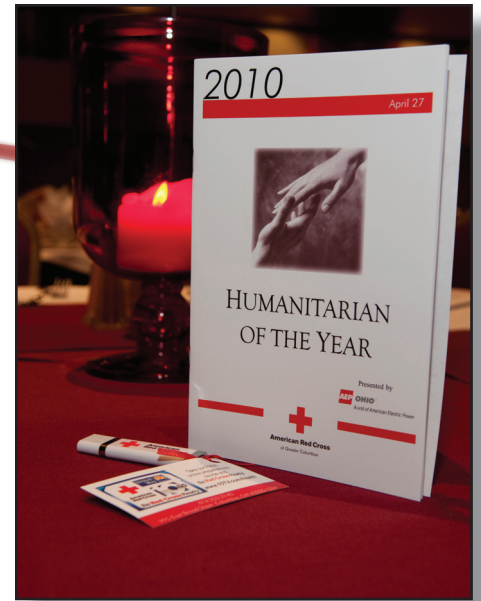
# 2010 HUMANITARIAN OF THE YEAR

CREATIVE/PROMOTIONAL MATERIALS



Flash Drive Branded with AEP logo and American Red Cross logo provided to all attendees

Event Program with Sponsor Ads and Event Information



# 2010 HUMANITARIAN OF THE YEAR

SNAPSHOTS OF THE EVENT





# 2010 HUMANITARIAN OF THE YEAR

SNAPSHOTS OF THE EVENT



# 2010 HUMANITARIAN OF THE YEAR

SUPPORTING THE CAUSE



The Humanitarian of the Year event is one fundraising program providing financial support for the programs and services of the American Red Cross of Greater Columbus.

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, provides relief to victims of disaster and helps people prevent, prepare for and respond to emergencies.

For more than 128 years, the American Red Cross has reached out to individuals, families and communities when, and before, they faced disasters and other emergencies. Established locally in 1916, the American Red Cross of Greater Columbus and its supporters make Clara Barton's vision of humanitarian service a reality for local residents. While much has changed, the need for the Red Cross has never been greater.

The American Red Cross of Greater Columbus serves Franklin, Fayette, Madison and Pickaway Counties with the following programs and services:

- **Disaster Relief**, including financial assistance, shelter, food, counseling and other immediate needs caused by disasters.
- **Health & Safety Training**, including community and workplace training in CPR and First Aid, the use of Automated External Defibrillators (AEDs), Aquatics Safety, AIDS and Communicable Disease Transmission Education, Family Care Giving and Emergency Preparedness.
- **Community Transportation** to vital appointments, such as dialysis or chemotherapy, for elderly or persons with disabilities.
- **Emergency Communication** to help connect military men and women with their families in times of emergencies.

**Your sponsorship of the Humanitarian of the Year luncheon helps our Red Cross chapter serve our community. With your continued support, we will remain ready to assist in times of disaster — and, more importantly — we will persevere in preparing our communities so that every family and every workplace is ready when disaster strikes.**



**American  
Red Cross**  
of Greater Columbus

[columbus.redcross.org](http://columbus.redcross.org)