



## **AMERICAN RED CROSS FACT SHEET/TRAINING INFORMATION**

**1-800-HELP-NOW ~ “Blue Sky”/Steady-state**

### **OUR MISSION**

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

### **ABOUT US**

As one of the nation’s premier humanitarian organizations, the American Red Cross is dedicated to helping people in need throughout the United States and, in association with other Red Cross networks, throughout the world. We depend on the many generous contributions of time, blood, and money from the American public to support our lifesaving services and programs.

The supporters, volunteers and employees of the American Red Cross provide compassionate care in five critical areas:

- People affected by disasters big and small in America
- Support for members of the military and their families
- Blood collection, processing and distribution
- Health and safety education and training
- International relief and development

### **ADDRESSES/CONTACTS**

- **WEBSITE:** [www.redcross.org](http://www.redcross.org)
- **For all donation related questions (receipt, address change, etc.) contact:**  
<http://www.redcross.org/contact-us/financial-donation-inquiry/>
- **All other contact information:**  
<http://www.redcross.org/contact-us>
- **Phone Numbers**
  - Blood Donation/ Services 1-800-GIVE-LIFE (1-800-448-3543)
  - Donation 1-800-HELP-NOW (1-800-435-7669)-This is our telephone number.  
Español: 1-800-257-7575; TDD Operator: 1-800-220-4095
  - Get Info (about receiving help) 1-866-Get-INFO (1-866-438-4636)
  - Disaster Assistance and Services to the Armed Forces 1-800-Red Cross

- National Fundraising and Donor Relations Department 1-800-797-8022
- Public Inquiry 202-303-4498

## FINANCIAL DONATIONS

### Ways to Give

- **Online Donations:**  
<http://www.redcross.org/charitable-donations>
- **For Mail in Donations:**  
American Red Cross  
PO Box 4002018  
Des Moines, IA 50340-2018
- **Text to Give**  
Text **REDCROSS to 90999** to give \$10 to American Red Cross Disaster Relief, which helps people affected by disasters big and small.
- **Phone**  
**English:** 1-800-RED CROSS (1-800-733-2767)  
**Español:** 1-800-257-7575  
**TDD Operator:** 1-800-220-4095
- **In Memory Of and In Honor Of**  
Dedicate your donation to a loved one by visiting <http://www.redcross.org/donate>
- **Holiday Giving Catalog**  
This Holiday, give something that means something.  
For the Holiday Giving Catalog direct donors to <http://www.redcross.org/gifts>
- **Monthly/Sustainer Giving**  
Provides a steady stream of funding for critical response and relief efforts year round. Our monthly donors make our work possible. Monthly giving is also the most convenient and efficient way to provide help where it's needed most.  
**Currently only available online.** Direct donors to the following page from RedCross.org:  
<http://www.redcross.org/support/donating-fundraising/donations/donate-monthly>
- **Further information on the following programs available at**  
<http://www.redcross.org/support/donating-fundraising/donations>
  - Corporate or Foundation Donations
  - Matching Gifts and Workplace Giving
  - Annual Disaster Giving Program
  - Donor Advised Funds
  - Planned Gift
  - Stock or Mutual Fund
  - Vehicle Donation Program

- Airline Miles

### **Designations**

During Blue Sky or steady-state/non disaster times, financial donations can be made to any of the following causes:

- **Where It's Needed Most**  
Support the urgent needs of the American Red Cross mission, whether it is responding to a disaster, collecting lifesaving blood, teaching skills to save a life, or assisting military members and their families during emergencies.
- **Disaster Relief**  
Help people affected by disasters big and small.
- **Your Local Red Cross Chapter**  
Provide for local Red Cross programs and services in your community.
- **Other**  
If you would like to donate to a specific cause, you can mail in a check noting the specific cause. Please indicate the name of the cause on the memo line of your check. If we are not raising funds for a specific cause and/or donations exceed American Red Cross expenses for a specific cause, your donation will be used where it's needed most.
  - **Other – donors who are donating \$5k+ may designate to a specific open cause – connect donor to Donor Services Dept.**

### **Fire Safety and Preparedness Campaign**

To help people affected by disasters like home fires and countless other crises make a donation to support American Red Cross Disaster Relief. Your gift enables the Red Cross to prepare for, respond to and help people recover from disasters big and small.

The Red Cross responds to nearly 70,000 disasters each year in the United States – and the vast majority are home fires. In 2014, the Red Cross helped more people affected by home fires than all other disasters combined. Day after day and in neighborhoods from coast to coast, our biggest disaster threat isn't from tornadoes, hurricanes and floods, but home fires.

The Red Cross has been teaming with local fire departments and community groups to launch an unprecedented, nationwide effort to combine new technology and innovation with old-

fashioned neighbor-to-neighbor outreach; we will save lives, reduce injuries, and cut down on needless losses.

Our goal is to reduce the number of fire deaths and injuries in the United States by 25% within five years.

### **Percent of Donation Used**

On average, 91 percent of every dollar spent is invested in humanitarian services and programs.

### **Minimum Donation**

The Red Cross requires a minimum donation of \$5. Like any other online credit card processing system we are charged by credit card companies. We don't want donors' well-intended gifts to be offset by processing fees.

### **Receipts**

When a donation is completed, the American Red Cross automatically mails or emails a receipt to the donor, depending on how the gift was received.

The American Red Cross will gladly send out replacement receipts to our donors; however we do not have that capability at this location. Please refer all receipt inquiries to the National Fundraising and Donor Relations Department 800-797-8022 or <http://www.redcross.org/contact-us/financial-donation-inquiry/>

### **Anonymous Gifts**

Donations can be made anonymously, however we do need contact and all other information for processing and tax receipt/acknowledgement purposes.

### **Match Campaigns**

The Red Cross greatly appreciates your interest in supporting our recent match campaigns. Match opportunities depend on the generosity of corporate partners and individual donors like you. To better assist you in completing your gift to this event I will transfer you to our Donor Services Team. Thank you for helping us maximize the generous matches Red Cross receives.

### **Donation for Specific Family**

Occasionally you will speak to a donor who wishes to donate to a specific family who was affected by a disaster. Please use the following language:

“We understand your desire to help a family at a difficult time, but unfortunately gifts for a specific family or person cannot be made through The American Red Cross. We need to provide help and assistance fairly and equitably to all families and communities who need to recover

from emergencies and cannot support just one particular family. Please check with local social services to see how to direct your donation to a specific family.”

### **Tribute Donations**

The donor can make a ‘tribute’ donation in honor of or in memory of an individual online or through a two step process over the phone. Accept and process the financial portion of the transaction. Once the financial transaction has been completed transfer the donor to the Donor Services Dept to complete the tribute card portion of the transaction.

You can make your donation a "tribute" to someone—in their honor, or in memory of a lost loved one. The American Red Cross will mail a Tribute card to the honoree (or their family) announcing that an in-honor or memorial donation has been made in their name. The donor will also receive a card/receipt acknowledging their gift.

Tribute cards generally take 2-3 weeks for delivery via mail.

### **Exchange of Information**

The American Red Cross does not share any donor information with other organizations and no privileged or confidential information is ever disclosed to unauthorized parties.

## **NON-FINANCIAL DONATIONS**

### **Collections or Donations of Household Items**

The American Red Cross does not accept or solicit small quantities of individual donations of items for emergency relief purposes. Items such as food, used clothing, and shoes often must be cleaned, sorted, and repackaged. The American Red Cross does not have enough staff, volunteers or funds for these activities during relief operations.

The Red Cross, in partnership with other agencies, suggests that the best use for those types of donations is to support needy agencies within donors' local communities.

### **Donate Blood**

The American Red Cross is the largest single supplier of blood and blood products in the United States, collecting and processing more than 40 percent of the nation’s blood supply and distributing it to nearly 3,000 hospitals and transfusion centers across the country. Additionally, the Red Cross is a leader in research and testing to protect the safety of the blood supply. Every

two seconds someone needs blood in the United States, so the need for blood donations is constant.

If a caller is interested in being a blood donor, please ask them to call 1-800-GIVE-LIFE (1-800-448-3543) where they will be connected with the Red Cross Blood Center nearest them or to visit [www.redcrossblood.org](http://www.redcrossblood.org) for more information on the process.

## **OTHER INQUIRES**

### **Getting Assistance due to an Emergency**

- **Disaster or Emergency Shelter**

If a caller is in immediate need of shelter during a disaster, please use the map at the following link (<http://www.redcross.org/find-help/shelter>) to locate the nearest options, or direct them to contact their local Red Cross chapter. (Collect the donors zip code to look up their local Red Cross Chapter)

A caller can also download smart phone apps for specific disasters. Please reference the app list below and encourage to visit [redcross.org](http://redcross.org) to review the current list of Red Cross apps.

- **Contact & Locate Loved Ones**

War and disaster can tear families apart when they need each other the most. Through the strength of the American Red Cross, the global Red Cross and Red Crescent network, and the assistance of volunteers, we can help families reconnect, whether the separation was caused by a recent emergency here at home, war or natural disaster overseas, or events as far back as the Holocaust.

- **Register or Search the Safe and Well Listings**

The American Red Cross Safe and Well website is a central location for people in disaster areas in the United States to register their current status, and for their loved ones to access that information. It helps provide displaced families with relief and comfort during a stressful time.

<https://safeandwell.communityos.org/cms/index.php>

- **Facebook and other social media sites can also serve to alert family & friends**

- **Find Family Internationally After Crisis**

Direct the caller to contact their local Red Cross – the critical link in your community to the vast network of the International Red Cross and Red Crescent.

- **Military Family Services**

When a military family experiences a crisis, the American Red Cross is there to help. Wherever their military service takes them, service members can rest assured that the Red Cross will deliver notification of an emergency.

The American Red Cross works under partnership agreements with the Air Force Aid Society, Army Emergency Relief, Coast Guard Mutual Assistance, and Navy-Marine Corps Relief Society to provide quality, reliable financial assistance to eligible applicants

24/7/365. Assistance can include funds for emergency travel, burial of a loved one, emergency food and shelter, etc.

For Military Services please contact your local chapter.

### **Take a Class**

To learn more classes offered direct the caller to the following website or to contact their local chapter: <http://www.redcross.org/take-a-class>.

The Red Cross currently offers classes such as:

- Babysitting
- Bloodborne Pathogens
- Child Care
- Emergency Preparedness Education
- Family Caregiving
- Family First Aid
- First Aid (CPR, AED)
- HIV/AIDS Prevention Education
- Instructor Training
- Lifeguarding
- Medical Career Training
- Nurse Assistant Training
- Pet First Aid
- Small Craft Safety
- Swimming Lessons
- Water Safety Education
- Youth Courses

*\*Note – Classes may change – please visit [redcross.org](http://www.redcross.org) to view current class offering*

### **Volunteer**

Volunteers constitute 94% of the total workforce to carry out our humanitarian work. For more information on ways to volunteer, visit: <http://www.redcross.org/support/volunteer>.

### **Mobile Apps**

Red Cross provides a number of different mobile apps to help people prevent, plan, and respond to emergencies. All apps are available on the iTunes and Google Play app stores. To learn more direct callers to [www.redcross.org/mobile-apps](http://www.redcross.org/mobile-apps).

#### **Offered Apps**

- Tornado App
- Hurricane App
- Shelter Finder App
- Flood App
- Earthquake App
- Wildfire App
- Blood App

- First Aid App
- Volunteer App
- Swim App
- Pet First Aid

*\*Note – apps may change – please visit [redcross.org](http://redcross.org) to view current apps*

### **Financial Assistance**

We are very sorry to hear of your difficult circumstances. However, your request is outside the scope of our services, therefore the American Red Cross is unable to provide financial assistance. As stewards of donated funds, our funds can only be used for Red Cross programs and services.

**You may call "211" to be referred to resources in your community which may be available to assist you.**

Please note that most Red Cross programs and services are organized through your local Red Cross Chapter, would you like the phone number of your local chapter?

Best wishes for a swift resolution to your current challenges.

### **MEDIA INQUIRY**

If you receive any type of media inquiry, please communicate the following:

We are not prepared to answer questions from the media at this phone number. You can visit our website at [www.redcross.org](http://www.redcross.org).

### **TAX ID NUMBER/ TAX INFORMATION**

The American Red Cross is a 501(c)(3) not for profit organization.  
Our federal tax identification number is 53-0196605.

If the caller inquires about any further tax information, please refer them to National Fundraising and Donor Relations Department 800-797-8022 or <http://www.redcross.org/contact-us/financial-donation-inquiry/>