

# American Red Cross Statistics

- Current structure is built upon nearly **700** local chapters with over **2000** points of service delivery.
- Over **50,000** trained disaster volunteers
- Volunteers constitute **96%** of our Total Work Force.
- We respond to more than **70,000 disasters annually**, including about **200 home fires every day**.

# Big Lessons of Last Ten Years

- If it's catastrophic, change your model
- Citizens are your first responders
- Look at demand, not supply
- **Get to know partners before you need them**
  - *NGO's*
  - *Government*
  - *The Public*
- Manage expectations

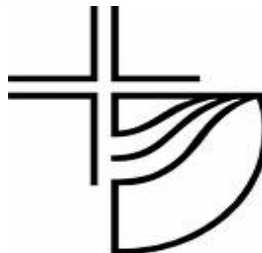
# Partner Based Response Structure



**American Humane**  
*Empowering Action  
Since 1877*



**NATIONAL VOLUNTARY ORGANIZATIONS  
ACTIVE IN DISASTER, INC.**



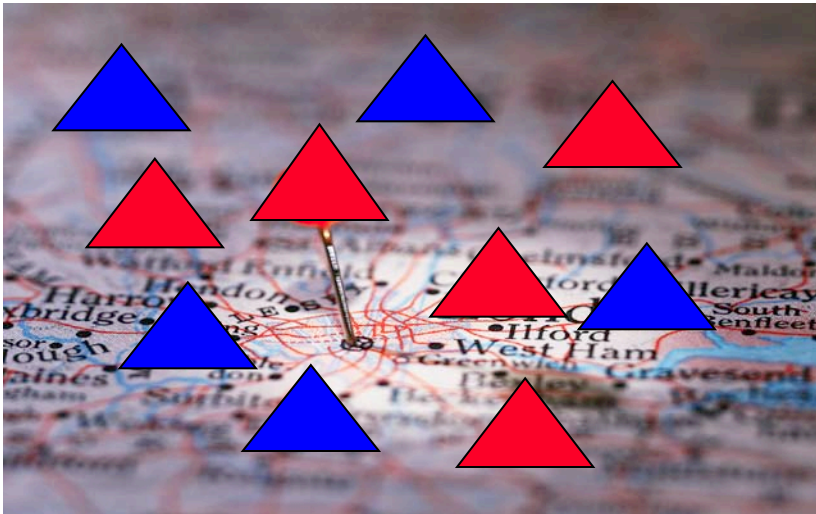
# Evolving Business Model



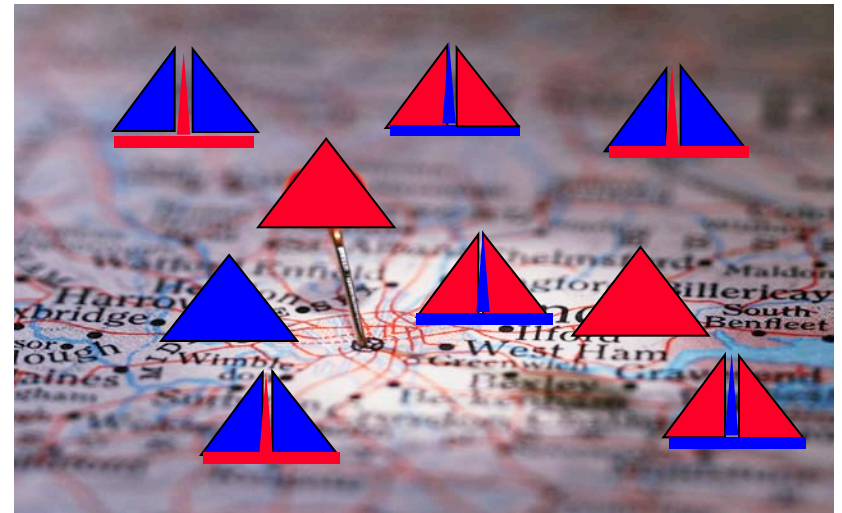
To move from ad hoc collaboration at best ...

... to a system and engagement strategy for consistent collaboration

## Pre-Katrina Shelters Operations

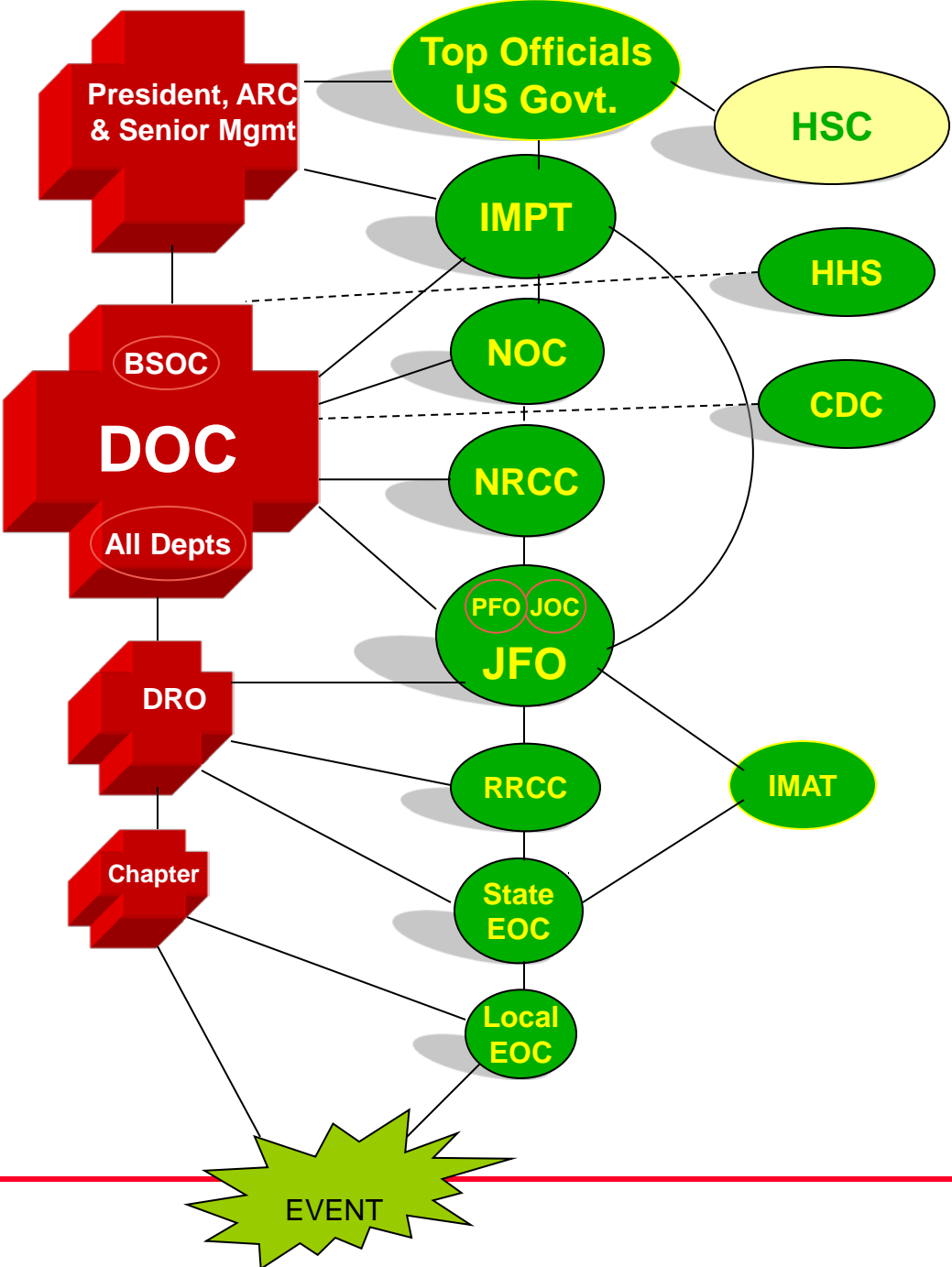


## Current Shelters Operations





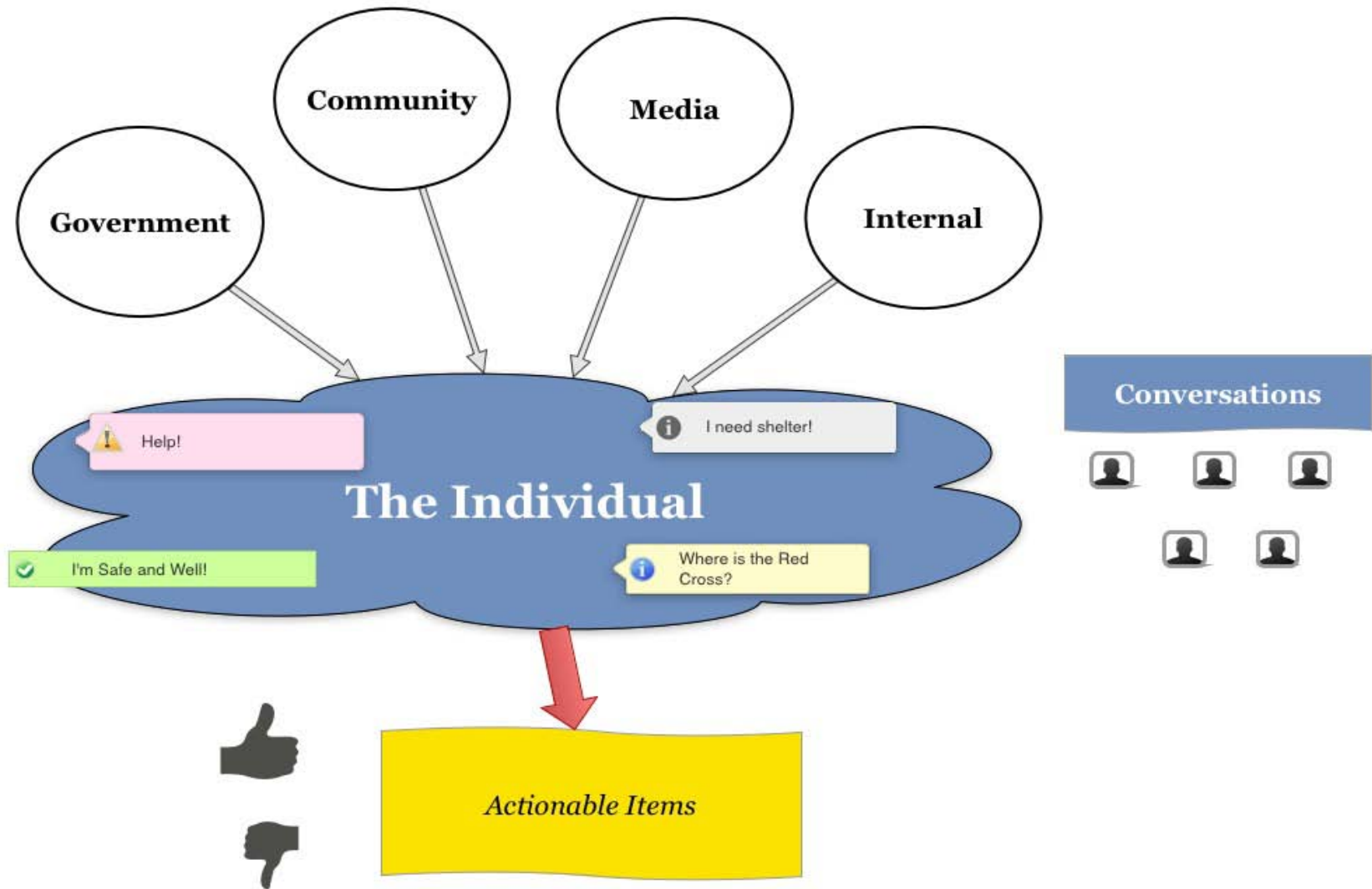
# Red Cross and Government



**Key**

- ARC** – American Red Cross
- BSOC** – Biomedical Services Ops Center
- CDC** – Centers for Disease Control in Atlanta, GA
- DHS** – Department of Homeland Security
- DOC** – Disaster Operations Center
- DRO** – Disaster Relief Operation
- EOC** – Emergency Operations Center
- FEMA** – Federal Emergency Management Agency
- HHS** – Department of Health & Human Services
- HSC** – Homeland Security Council at the White House
- IMAT** – Incident Management Assist Team (FEMA)
- IMPT** – Incident Management Planning Team (DHS)
- JFO** – Joint Field Office (FEMA)
- JOC** – Joint Operations Center (FBI lead); no ARC liaison here
- NOC** – National Operations Center (DHS)
- NRCC** – National Response Coordination Center (FEMA)
- NOC** – National Operations Center (DHS)
- PFO** – Principal Federal Official (DHS); no ARC liaison here
- RRCC** – Regional Response Coordination Center (FEMA)
- SA** – Service Area
- Note** – Solid line indicates automatic deployment of a Red Cross representative to the government entity; dotted line indicates deployment if requested

# Connecting Through Social Media



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