

The American Red Cross of Massachusetts Bay

2008 Report to the Community



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Red Cross**
of Massachusetts Bay

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Dear Friends:

Fiscal year 2008 was a busy and productive year for the American Red Cross of Massachusetts Bay. It was a year in which we continued to fulfill our day-to-day mission of providing indispensable disaster relief while significantly increasing our community outreach programs. In the midst of an economy that continues to be a challenge, we responded to a dramatic increase in the need for our services that provide for the most basic needs in our community.

- We expanded our community disaster education program and reached more people with the critical message of how families and communities should prepare for the unexpected including a 22,000 door-to-door household fire safety initiative.
- Our network of pantries in Boston, New Bedford and other locations, put more food on the table for working families with children.
- We took measures to address disparities in health care in Boston by training Boston public school students to become certified nurse assistants (C.N.A.), as the first step on the ladder for a career in nursing. We expanded and modified the C.N.A. program to reduce geographic and language barriers for interested students including expanding the program in the Merrimack Valley area and adding an English as a Second Language component to our training curriculum.
- Red Cross health and safety curriculums introduced on-line learning, which harnessed the internet to expand its reach in the community.
- Youth services increased its members by over 1,000 through our network of high school and college clubs. The overall dollar value of volunteer hours contributed by youth and young adults increased by \$60,000.

This past year was also an important year for organizational growth. In July 2008 our chapter was designated by the national office of the American Red Cross to serve as a regional chapter with responsibility for a larger geographic and service territory. In this role we assumed oversight responsibility for all of eastern Massachusetts, covering 190 cities and 4.4 million people, nearly 70% of the population. The chapter now plays an increasingly important leadership role in delivering and supporting response efforts for local, national and international disasters as part of the American Red Cross system.

Thanks to our generous donors, we had our most successful Clara Barton and Women Who Care events to date and recruited new members into our Tiffany Circle Society of Women Leaders. As the need for services becomes even greater, the growth of these key sources of revenue for the organization was essential in our efforts to sustain the critical work of our chapter.

Each and every year we rely on many dedicated partners including our volunteers, Board of Directors, donors, corporate and governmental partners, and talented employees. Once again this year, these partners made it possible for the American Red Cross of Massachusetts Bay to fulfill its mission and its commitment to our community.

Thank you.

Deborah Jackson
Chief Executive Officer

Geri Denterlein
Chair

2008 Service Delivery

Disaster Preparedness and Response

- Responded to 462 local emergencies
- Provided over \$500,000 in financial assistance
- Provided emergency assistance to 3,185 individuals
- Educated over 85,000 people through community outreach

When a disaster threatens or strikes, Red Cross relief teams provide on-site and follow-up disaster assistance by helping clients with a place to stay, food to eat, necessary medication or health items, clothes to wear and mental health services to address their basic human needs, recover from the disaster and resume their normal daily activities. The American Red Cross teaches individuals, families, businesses, places of worship, community groups, and students how to prevent, prepare for, mitigate and respond to disasters. Through presentations, community partnerships and events, Red Cross teaches the importance of understanding our region's vulnerabilities and the steps needed to prepare for emergencies.

Health and Safety Training

- Trained 109,915 people
- 61,249 in CPR and First Aid
- 42,296 in life-guarding and water safety
- 6,370 in other health-related courses

American Red Cross Preparedness programs help people lead safer and healthier lives. Our training programs are developed in conjunction with leading medical authorities and the American Red Cross name and emblem carry a guarantee of quality, trust and reliability.

International Social Services/Services to Armed Forces

- Connected over 1,000 people to loved ones in homelands affected by unrest or disaster
- Served 1,037 military cases
- Held numerous pre-deployment orientations

The American Red Cross works with a global network of Red Cross, Red Crescent and equivalent societies to restore hope and dignity to the world's vulnerable people. When conflict or natural disasters separate families, the Red Cross is often the link that reunites them. The Red Cross assists military members and their families during emergencies or other important events. In addition, Red Cross workers brief departing service members and their families regarding available support services and explain how the Red Cross may assist them during their deployment.

Health Care Job Training and Certification

- Trained 1,404 people
- 61,801 served in our testing programs

The Massachusetts Bay Red Cross chapter is the largest provider in the region for training nurse assistants and home health aides. Through a contract with the Commonwealth of Massachusetts, it is the state's sole testing and certification agency for Nurse Aides and Medication Administration. The paraprofessionals we train play a key role in the daily care of the elderly and infirmed.

Food and Nutrition Programs

- 264,482 clients served across Massachusetts
- 25,341 clients in Mass Bay pantries
- Delivered 5,541,836 meals across Massachusetts
- 1,008,666 meals provided in Mass Bay pantries

Locally, the Red Cross is a key provider in the region's hunger relief system, operating food pantries in Boston, East Boston, Melrose, New Bedford and Waltham. In addition, the local Red Cross is a leader in bulk food collection and distribution through Food Drive for the Hungry, a food transportation program operated collaboratively with Project Bread.

Volunteerism and Youth Services

- 3,480 registered local volunteers
- 120,830 volunteer hours of service
- 1,794 Red Cross Club youth members

The Red Cross depends on volunteers who constitute 97 percent of our nationwide work force and carry out our humanitarian work. Five high school and six university Red Cross Clubs engage the next generation in support of critical Red Cross programs.



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\$50,000 and above

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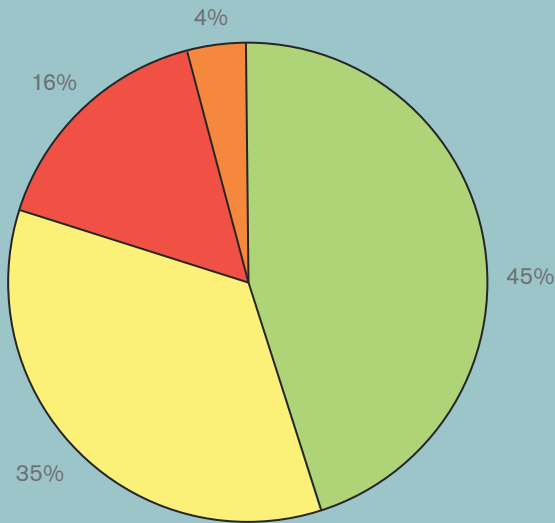


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Mrs. Karen Teller
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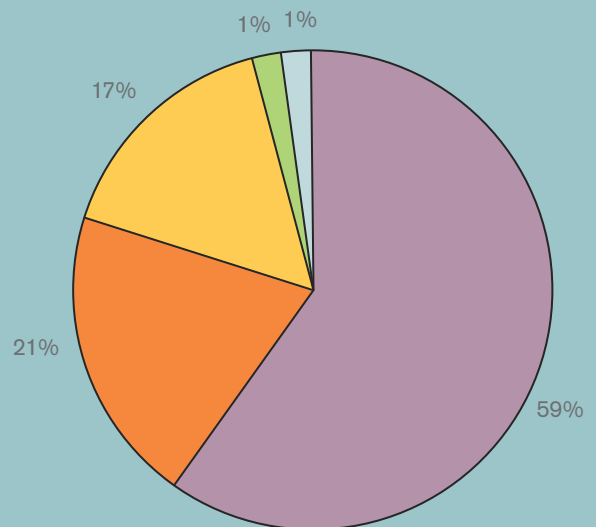
**a leadership giving society*

Summary Statement of Activities - Fiscal Year 2008 (July 1, 2007 - June 30, 2008)



Revenues	
Program and Contract Revenue	5,419,295
Individual and Institutional Contributions	4,128,866
In Kind Donations	1,907,199
Investment and Other Revenues	504,972
Total Revenue	\$11,960,332

Expenses	
Community and Health Services	7,820,496
Disaster Services	2,199,268
International Services	190,893
Services to Armed Forces	177,213
Support Services	2,790,896
Total Expenses	\$13,178,766



**American Red Cross of Massachusetts Bay
Headquarters
139 Main Street
Cambridge, MA 02142
617-274-5200
www.bostonredcross.org**

Other Locations

**Southeast Area Office
281 Pleasant Street
Brockton, MA 02301
508-586-4790**

**Ames Relief Fund
179 Green Street
Melrose, MA 02176
781-665-1351**

**North Area Office
85 Lowell Street
Peabody, MA 01960
978-531-2280**

**MetroWest Area Office
867 Main Street
Waltham, MA 02451
781-642-7000**

**Fall River Training Site
315 Pleasant Street
Fall River, MA 02721
508-676-8276**

**South Coast Area Office
995 Rockdale Avenue
New Bedford, MA 02740
508-996-8286**

**Quincy Training Site
1495 Hancock Street
3rd Floor
Quincy, MA 02169**

**Food and Nutrition Programs
1033 Massachusetts Avenue
Boston, MA 02116
617-375-0735**

The American Red Cross, a humanitarian organization led by volunteers, 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.

