



Building Disaster Resilient Communities

NALEAO Policy Institute

American Red Cross

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.



Our Services

Down the Street. Across the Country. Around the World.®



Disaster Relief



Biomedical



**Preparedness,
Health &
Safety Services**



International



**Service to
the Armed
Forces**

Disaster Readiness

- Every 8 minutes, the Red Cross responds to a disaster in the United States, mostly house fires in local neighborhoods and communities
- Tropical storms, tornadoes, hurricanes, wildfires, floods, aviation accidents, school shootings, and terrorist events
- Not a government agency – fundamental principle of Independence

Preparedness in Your Pocket



- Red Cross mobile apps offer vital information you need to prepare and respond to emergencies—big and small.
- To download, visit [redcross.org/apps](https://www.redcross.org/apps), text 'APPS' to 90999 or search 'American Red Cross' in your mobile app store.
- Select Red Cross apps also available in Español!

Proactive Outreach



Examples From Arizona, New Mexico and Texas

- Home Fire Campaign in fire prone areas
- El Paso, Hobbs, Phoenix: Latinos Preparados
- Houston: partnership with Mexican Consulate
- Laredo: partnership with Texas A&M Colonias in Webb and Zapata Counties
- Beaumont: Consulate and Archdiocese, youth programs; expanding to include Conroe, TX

Working with Your Local Red Cross

- Meet with the local Red Cross CEO/Executive Director
- Encourage people to become Red Cross volunteers
- Newsletters/updates to constituents
- Social Media
- Invite us to your events
- Attend our events
- Visit a disaster site/shelter
- Help recruit board members for your local Red Cross
- Connect us with community leaders
- Presentations at civic/chamber meetings

Legislative/Regulatory Opportunities

- Fire code/standards for safer homes
- Flood mitigation
- “Paid leave” for state/local employees who serve as Red Cross volunteers on disasters
- Tax issues – hotel taxes for displaced disaster victims
- First Aid/CPR/AED training for teachers, students, coaches
- Appropriations/Donations to local Red Cross

Always a privilege to serve!



Contact Information

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