American Red Cross Statistics

- Current structure is built upon over **600** 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**.
Irene, Lee, Wildfires…

Irene was a “near miss?”
- Sheltered 27k people on a single night
- Deployed more than 4000 workers

Lee was “just a tropical storm?”
- 12 inches of rain
- Lots of inland flooding
- Thousands of homes and businesses destroyed

Texas wildfires “aren’t affecting many homes?”
- 2000+ homes destroyed
A Few Lessons of Last Ten Years

• If it’s catastrophic, change your model

• Citizens are your first responders – listen to them!

• Centralized Readiness….Localized Capability
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
Connecting Through Social Media

The Individual

Government
Community
Media
Internal

Conversations

Actionable Items
Centralized Readiness...Localized Capability

- Locally focused
- ARC Chapter: Cornerstone of service delivery
- Regional Chapter: Supports local responses
- NHQ: Supports local responses in larger disasters
  - Disaster Relief Operation

[Map showing the DSHR System with regions and chapter information]
Capability to establish relief operations equivalent to a large corporation...in 48 hrs

• Internal and external voice and data communications;

• The facility we use may be an empty building a schoolhouse, or a former retail store;

• Thousands of people with very specialized skills – the vast majority of them volunteers;

• We transport them, house them, and feed them;

• We see to their physical and emotional well-being...and in three weeks, we rotate that staff.
Partner Based Response Structure

[Logos and badges of various organizations are shown, indicating partnerships and collaboration in disaster relief.]
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