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Bank of the West

Michele Druker  
Wellmark

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Hy-Vee, Inc.

Swallow Yan  
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In Memory  
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Central Iowa Chapter  
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Center of Expertise Leader

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Development Director

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Dan Cataldi  
Regional Response Specialist

Jessie Snyder  
Response Coordinator

Jeff Mau  
Health and Safety Director

Mary Kruger Eyler  
Director of Volunteers

Linda Salato  
Executive Assistant

## Save the Day

Our work is made possible by people like you. When you donate your time, money or blood, you help save the day for someone.

To find out more about the Red Cross and how you can get involved, visit us at

[www.desmoines-redcross.org](http://www.desmoines-redcross.org)



2116 Grand Avenue  
Des Moines, IA, 50312-5382  
515-471-8335  
[www.desmoines-redcross.org](http://www.desmoines-redcross.org)

### Mission Statement

*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.*



# 2010 Annual Report: Giving Hope



# The Red Cross in Our Community

## Disaster Response and Preparedness

When a disaster threatens or strikes, the Red Cross provides onsite and followup assistance, helping clients with a place to stay, food, emotional support, comfort items and cleanup kits. This year, we responded to 228 local disasters-mostly fires-and helped 299 individuals and families when they needed it.

## Services to the Armed Forces

The American Red Cross provides communication between those in the Armed Forces and their families. We helped 1258 military families send emergency messages, received financial assistance and get counseling and referrals. We also briefed 2550 families facing deployment on how to access our services anywhere in the world.

## Health and Safety Programs

From first aid, CPR and AED training to swimming and lifeguarding, American Red Cross programs help people lead safer and healthier lives. This year, 46,624 individuals learned lifesaving skills through classes offered by the chapter. Classes are held at the chapter, community center, workplaces, schools and more.

## International Services

The international tracing program helps reconnect families separated internationally by war, internal conflict or disaster. This year, we helped reconnect 17 families with loved ones in foreign lands through tracing, and sent 6 messages by RCM. We also taught courses in international humanitarian law to students of all ages.

## Community Services and Events

Hy-Vee Triathlon: Provided first aid services to participants and attendees at this world class event.

Iowa State Fair: Provided first aid services to participants, attendees, and staff for the duration of the 14 day event.

Heroes of the Heartland: Red Cross Signature Special Event honoring everyday heroes throughout the region at this breakfast with over 500 attendees.

## A Note About Volunteers

We depend on volunteers of all ages and constitute 97 percent of our total workforce, serving as members of the board, instructors backgrounds to carry on our work. Volunteers teaching lifesaving skills, disaster action team members, office administrators, event organizers and more.



## Statement of Financial Position For the Year Ending June 30, 2010

ENDING NET ASSETS	\$7,110,153
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### Statement of Activities

TOTAL CONTRIBUTIONS, REVENUES AND GAINS	\$3,266,459
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### Expenses and Losses

Program Services	
Service to the Armed Forces	\$98,567
Disaster Services	\$353,901
Health and Safety Services	\$705,797
Community Services	\$497,571
International Services	\$0.
<b>Total Program Services</b>	<b>\$1,936,768</b>

Membership and Fundraising	\$371,161
Management and General	\$279,900

TOTAL EXPENSES AND LOSSES	\$2,725,174
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[Note: The expense breakdown by program, fundraising and administrative categories is required for accrual basis reporting chapters only. Cash basis chapters do not need to break out expenses between these categories.]

### Programs and Services Distribution

