

2007-2008 ANNUAL REPORT



American Red Cross

Greater Los Angeles



**American
Red Cross**

Greater Los Angeles

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.

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OUR ACCOMPLISHMENTS

2007-2008 Fiscal Year Highlights

RESPONDING TO EMERGENCIES

- 338 responses to local disasters
- 530 families supported during disasters
- 1,660 people received disaster assistance
- \$549,541 direct financial assistance provided for disaster relief
(direct: food, clothing, hotel and rental assistance, household items and disaster health needs)

SERVING THE ARMED FORCES AND HELPING TO LOCATE LOVED ONES IN WAR-TORN AREAS

- 1,294 emergency services provided to Armed Forces and their families
- 927 National Guardsmen and family members receiving deployment briefings
- 183 international tracing and family services provided

INCREASING HEALTH, SAFETY AND COMMUNITY DISASTER PREPAREDNESS

- 101,204 enrollees in CPR, first aid, aquatics and water safety courses
- 11,438 enrollees in California Child Care, Nurse Assistant Training, disaster preparedness and other Red Cross Health and Safety courses
- 13,943 nurse assistant certification tests administered
- 15,950 disaster education informational materials distributed
- 7,877 people received community disaster education training

PROVIDING OPPORTUNITIES TO SERVE AND SUPPORT

- 2,825 instructors trained and authorized to teach Red Cross courses
- 1,440 volunteers provided direct service to the community
- 16,141 individuals, businesses, foundations and organizations donated funds to support the chapter

MESSAGE FROM THE CHAIRMAN AND CEO

Dear Friends of the American Red Cross of Greater Los Angeles,

Throughout our 92-year history, the American Red Cross of Greater Los Angeles has provided assistance to victims of Southland disasters large and small. However, during the last year, we focused a great deal of our time and resources on preparing for a catastrophic disaster.

Catastrophic Disaster Plan progress, partnerships

If a major earthquake hits Los Angeles, it is estimated our chapter may need to shelter and feed 250,000 people for up to seven days before outside assistance arrives. Frankly, this is a daunting challenge. We are happy to report that we have made significant progress in increasing our readiness capacity.

When the Catastrophic Disaster Plan was launched at the end of 2006, our chapter could realistically provide shelter spaces for about 20,000 people and feed approximately 6,000. This year, we have partnered with a number of community and governmental agencies to increase our capabilities. We have now identified shelter spaces for 88,000 people and can provide more than 800,000 meals per day.

We are also recruiting and training thousands of leadership and front-line volunteers to assist in a major disaster. Los Angeles County is helping our chapter reach that goal by allowing us to provide disaster training to its employees, starting with the L.A. County nurses. We have made a concentrated effort to increase our volunteer base, which paid off in the recruitment and training of 400 new Red Cross volunteers.

Working with city and county governments, we now have designated sites for 80 Red Cross disaster relief containers, each to be filled with enough food, water, cots and other supplies for 300 people for five days. And we have developed solid partnerships with a number of community organizations that have agreed to help us provide assistance to disaster victims.

Our financial goal to support our Catastrophic Disaster Plan is \$10 million. This is an ambitious target and is over and above our local response and program needs. To date, we have secured about 30 percent of what we need.

Southern California Wildfires response

Our chapter's response to the 2007 Southern California Wildfires last October and November was a good test of our ability to respond to a large disaster. We opened five shelters and provided more than 13,000 meals and snacks to accommodate those forced to flee their homes.

With wildfires raging in Los Angeles, San Bernardino and San Diego counties, our local tragedy escalated into a national disaster. The chapter continued to assist Los Angeles victims and also provided personnel to help with the national Red Cross relief effort. By the time the wildfires were contained, the Red Cross had provided overnight stays for more than 30,000 people in the three counties and meals and snacks to 1.4 million California residents.

Day-to-day services provided

In addition to implementing our Catastrophic Disaster Plan and responding to the Southern California Wildfires, our chapter provided assistance on a daily basis to people forced to flee their homes because of residential fires and other disasters. We also helped area residents prevent and prepare for emergencies by offering a variety of health and safety courses, including First Aid and CPR and our Nurse Assistant Training program. Through our International Services, we coordinated Holocaust and war victims tracing. Furthermore, we connected members of the military and their families when there was a family emergency.

We thank you for your continued support and invite you to be a part of our Red Cross team by volunteering, taking steps to prepare for a disaster and contributing financially to support our critical life-saving programs.



Edmond Lelo
Chairman
American Red Cross
of Greater Los Angeles



Paul Schulz
CEO
American Red Cross
of Greater Los Angeles

Helping families survive the Southern California Wildfires

On Oct. 21, 2007, Terry and Jim Tindell lived with their two children in Santa Clarita's Bouquet Canyon working for a horseback therapy program that helps people with disabilities.

By the next afternoon, the Tindell's trailer was destroyed by a ferocious, fast-moving wildfire, and as Terry said, "There was no going back."

Terry and the children barely escaped unharmed as they drove frantically through the flames to safety, and Jim suffered severe burns over his face, hands and back after staying behind to care for the owner's horses.



Terry Tindell (left) and her children were assisted by Red Cross disaster volunteer Linda Wright after the Southern California Wildfires.

The fire that destroyed the Tindell's home was the first in a series of wind-whipped wildfires that spread throughout Southern California for nearly three weeks in October and November 2007. The Greater Los Angeles chapter was there to help the Tindells and hundreds of victims.

And the national American Red Cross brought its full resources to help thousands of families pick up the pieces after wildfires prompted the evacuation of nearly half a million people and destroyed more than 1,000 homes.

Sheltering special clientele during the wildfires

The Agua Dulce wildfire came so close to LARC Ranch, a residential and day care facility for developmentally disabled adults in Saugus, it burned the swimming pool area and trees surrounding the facility.

With a "river of fire" all around the ranch, Executive Director Kathleen Sturkey needed to quickly evacuate 80 residents and 20 caregivers to safer ground. She was directed to the chapter's shelter at Golden Valley High School in Santa Clarita where the group spent three nights.

"The Red Cross personnel were incredible," said Sturkey. "My people were well-received, well-respected, and well-treated; we had everything we needed."

In addition to arranging for the group to be sheltered together in a small gym, the Red Cross provided meals and snacks and distributed

"Just walking in the door of the Red Cross was an immediate relief."

— Terry Tindell, Southern California Wildfires evacuee

The Red Cross provided shelter, food, emotional support, health and mental health services, clean-up supplies and other essential items for people forced from their homes. The Greater Los Angeles chapter alone opened five shelters, providing 424 overnight stays and more than 13,000 meals and snacks. As shelters closed, families continued to receive Red Cross assistance.

Terry Tindell and her children came to the Greater Los Angeles chapter's Santa Clarita District Office a few days after her dramatic escape. "Just walking in the door of the Red Cross was an immediate relief," said Terry.

At the Red Cross, she met volunteer disaster caseworker Linda Wright, who issued her a debit card for her immediate needs — food, clothes and bedding. Seven months later, Terry still had the card in her wallet. "I think a have a little money left on it, but I never wanted to spend it because it brought me good luck," she said.

Linda followed up with Terry numerous times over the next six months providing emotional reassurance as Terry's husband endured multiple surgeries for severe burns. For Linda, who has been a chapter volunteer for four years, her reward was helping the Tindells become whole again.

"Helping disaster clients, like Terry Tindell, is what I call 'paychecks of the heart.' It's my payback for being a Red Cross volunteer," said Linda.

Terry Tindell is one of 1,660 disaster clients the Greater Los Angeles chapter helped during the year due to single-family and multi-family (apartment) fires, wildfires and other disasters. Nearly \$550,000 was provided by the Red Cross to these clients for their immediate needs.



stuffed animals and other comfort items to the residents. A volunteer Red Cross Disaster Mental Health worker also assisted the group.

LARC Ranch residents, who spent three nights at the Golden Valley High School Red Cross shelter, are pictured with Red Cross volunteer Mike Schwartz (center).

Preparing for and responding to disasters and helping those in need

Shelter Operations

When 25 or more people are evacuated because of a disaster or threat of a disaster, a shelter is opened to provide immediate food and lodging. In addition to the five shelters opened during the Southern California wildfires, the chapter opened a shelter in July for nearly 40 people, including 11 children. The 12 families spent seven days at the Berendo Middle School Red Cross shelter in the Koreatown area of Los Angeles after an apartment fire required the evacuation of their building.

1,660
people received direct disaster assistance

Responding to natural and man-made disasters

The majority of disaster clients in Los Angeles assisted by the Greater Los Angeles chapter are victims of residential fires. However, the Red Cross provides emergency relief to victims of all natural and man-made disasters, including earthquakes, floods, wildfires, hazardous material spills, terrorist attacks, explosions and transportation accidents. In October, two dozen trucks crashed in a truck tunnel on Interstate 5, killing three people. The Red Cross was at the crash site providing food and drinks to emergency personnel and those involved in the rescue effort.



Red Cross workers Susie Klose, R.N. and Marji Iacovetti provide snacks to emergency workers at the Interstate 5 tunnel crash.

Assisting at relief operations around the state and country

As the second largest chapter in the nation, Greater Los Angeles is often asked to send personnel to other parts of California and to different states to assist during large-scale disasters. Local volunteers helped at floods in Nevada and wildfires in Northern California. More than a



Americorps-California Safe Corps members gave more than 50 earthquake presentations at area preschools utilizing an interactive puppet show featuring Sesame Street characters.

dozen chapter relief workers spent up to three weeks in the Central United States in June assisting victims of tornadoes and floods that destroyed 4,000 homes.

Preparing disaster volunteers

When it isn't responding to disasters, the Greater Los Angeles chapter is preparing for the unexpected by participating in exercises and disaster simulation drills. Twenty volunteers took part in a two-day Disaster Kitchen Training class in December where they learned to make meals for 500 people. The meals were delivered to Operation Gratitude volunteers who were assembling care packages for troops in Iraq and Afghanistan.



Red Cross volunteers (l to r) Don Dotson, Patrick Dougherty and Dave Roberts learn to prepare meals for 500 people as part of a Disaster Kitchen Training class.

Chapter disaster relief workers participated in a Los Angeles County disaster simulation drill in February responding to a "tsunami" that hit Southland beaches. The chapter also took part in the City of Los Angeles' simulated wildfire disaster exercise in Griffith Park. At the conclusion of that exercise, the Red Cross answered a call to help real disaster victims just blocks away

Community disaster training

More than 7,875 people received disaster training during the year. Members of the chapter's California Safe Corps, part of the national Americorps service program, helped provide disaster preparation and safety training to community groups, schools and senior citizens. Working with the chapter for a 10-month period, California Safe Corps members work primarily with underserved communities, including the elderly and young children.



"The free earthquake preparedness puppet show was well received by the 80 children and staff our school."

— Anna Martinez, director of Cypress I Preschool, East Los Angeles

Training to save a life

The 9-1-1 call is chilling, especially to parents of young children. A boy states, "My baby sister is dying." In the background, a distressed mother shouts, "She's not breathing, come on Bryanna." As dire as it sounds, this emergency had a happy ending because the mother, Robyn Fennessy, was CPR-trained and knew how to save her daughter's life.



Robyn Fennessy saved the life of her daughter, Bryanna, by using her Red Cross CPR skills.

said Robyn. "Then my Red Cross CPR training just kicked in --- I pinched her nose and started breathing." By the time the paramedics arrived, Bryanna was breathing on her own.

With three young children, the Santa Clarita resident knew it was important to learn CPR and infant CPR. "It's better to learn CPR and never have to use it than to be unable to help in an emergency."

Robyn urges everyone she knows to take a Red Cross CPR course. "If I can get one more person to take CPR because of my experience, it's all worth it."

Robyn was watering her yard and cooking dinner one warm evening in 2007 when she suddenly realized her 18-month-old daughter, Bryanna, wasn't there. Robyn looked for Bryanna inside the house and then frantically ran to the family swimming pool. To her horror, the lock on the pool gate was broken and Bryanna was submerged face down in the water.

Yelling to her 8-year-old son, Daniel, to call 9-1-1, Robyn pulled her unconscious daughter out of the water and began rescue breaths.

"She was blue, so I had to do something quickly,"

"It's better to learn CPR and never have to use it, than to be unable to help in an emergency."

— Robyn Fennessy, who used CPR to save her daughter's life

In 2008, the Los Angeles chapter enrolled 101,204 people in CPR, first aid, aquatics and water safety courses. In addition, there were 11,438 enrollees in chapter-developed courses including California Child Care (a course for child caregivers) and Nurse Assistant Training (courses to train individuals to work in the nursing field), as well as disaster preparedness and other Health and Safety courses. The chapter also administered 13,943 Nurse Assistant Training tests, a state competency exam for people who want to be trained nurse assistants.

101,204
people enrolled in CPR,
first aid, aquatics and water
safety courses



J. Paul Getty Museum personnel learn CPR from Red Cross instructor Pete Hernandez (center). The chapter provides training to employees at 700 businesses and organizations throughout the L.A. area.



Photos: (left to right)

Arizona Cardinals quarterback Matt Leinert demonstrates his CPR skills.

Children attend the kick-off of the ABCs of a Safe Summer campaign.

Randy Carmenty (right) distributes Red Cross literature at an earthquake preparedness fair.

Volunteers are the heart of the Red Cross

The American Red Cross is a volunteer-led humanitarian organization consisting of compassionate, dedicated and team-oriented volunteers making a positive difference in their communities. The common goal of volunteers is to fulfill the mission of the Red Cross and to “provide relief to victims of disaster and help people prevent, prepare for, and respond to emergencies.”

Art Rutherford is one of the chapter’s more than 1,400 volunteers who advance the Red Cross mission.

A retiree of the high-tech aerospace and defense industry, Art was looking for something to do when he saw a Red Cross recruitment ad



Art Rutherford (far right) participates in a training exercise with Michael Hicks (far left) and Rene Mortensen.

in 2001. He was not interested in pursuing hobbies or taking up golf, but with his background in flight testing and operational deployment of complex reconnaissance systems, he figured “it wouldn’t be hard to provide disaster relief to people.”

Art jumped in with both feet. He took the necessary training to become a member of (and later the leader of) the South Bay District’s

“Simply put, the Red Cross has to provide — on short notice — people, equipment and supplies in response to urgent needs.”

— Art Rutherford, Greater Los Angeles volunteer

Disaster Action Team. These volunteer teams provide Red Cross assistance to local residents who are displaced because of fires and other disasters. In the past seven years, Art also managed local disaster shelters, as well as national Red Cross shelters for San Bernardino wildfire evacuees in 2003 and 2007. He teaches Red Cross disaster classes for new volunteers and works with local communities on catastrophic disaster planning and preparedness. Along the way, Art developed a healthy respect for the complexities and teamwork involved in responding to disasters.



Art Rutherford

“Simply put, the Red Cross has to provide — on short notice — people, equipment and supplies in response to urgent needs,” said Art. “To accomplish all this promptly, professionally and usually in arduous conditions requires training, discipline and strong leadership.”

He adds, “There are hundreds of organizations where I could volunteer, but I chose to remain with the Red Cross because I see the good it does”.

Greater Los Angeles chapter volunteers help their neighbors in a variety of ways. Like Art, they assist devastated victims of local and national disasters. They also teach lifesaving courses, distribute preparedness information at community events, act in leadership roles as members of the board of directors, organize youth service projects and serve in a variety of other volunteer roles.

The chapter recruited and trained 400 new volunteers in fiscal year 2008, but the need is great. New volunteer orientation sessions are scheduled weekly.

1,440

volunteers provided service to the community



Photos (from left to right)

Volunteer Red Cross nurse at a chapter shelter during 2007 Southern California Wildfires.

Super Estrella radio station talent and volunteers help raise money for the International Red Cross to assist Peru earthquake victims.

Red Cross youth meet to plan activities.

Helping our men and women in the military in times of need

Serving his country in the U. S. Navy is important to Bosun's Mate Francisco Fuentes Hernandez. A college graduate, he plans to make the Navy his career and is assigned to the USS Emory S. Land, a submarine tender, whose home port is Bremerton, Washinton.

For Bosun's Mate Hernandez and others, serving in the military means they will sometimes be away from home when loved ones need them. Hernandez knows from experience, however, that the American Red Cross of Greater Los Angeles will be there to help when this happens.



Hernandez' mother, Santos, was diagnosed with cancer in December 2007. By March, she was quite ill and receiving treatments. Hernandez' sister, Anna, called to tell him to come home. Hernandez' commanding officer then called the American Red Cross to request verification of the illness so the military could grant emergency leave.

With Red Cross verification, the military granted the seaman 14 days emergency leave, and he rushed home to Southern California to be with his critically ill mother.

As the end of the leave neared, Hernandez prepared to go back to his duties. "Something told me I shouldn't go," he said. "It was a feeling." He requested and was granted 15 more days leave. His mother went into a coma.

The leave allowed the young sailor to be at his mother's bedside for a week and half "saying goodbye" before she died.

"I'm very grateful to the Red Cross for helping me get emergency leave so I could be with my mother," Hernandez said. "I'd do anything I could to help the Red Cross in the future."

Verifying the need for emergency leave for the men and women serving our country is just one of the important services the American Red Cross

1,294
members of the Armed Services and their families received emergency services

"I'm very grateful to the Red Cross for helping me get leave so I could be with my mother."

—Bosun's Mate Francisco Fuentes Hernandez, USS Emory S. Land, who with Red Cross assistance received emergency leave to be with his critically ill mother

provides around the clock, 365 days a year. Last year, the Greater Los Angeles chapter provided emergency services to 1,294 members of the Armed Forces and their families and briefed 927 National Guardsmen and their family members on these services.

Around the clock and around the globe

During times of personal crisis, the Red Cross helps members of the U.S. military and their loved ones stay in touch

Emergency communication services

The Red Cross is a lifeline to members of the U.S. Armed Forces, sending communications all over the world on behalf of family members who are facing emergencies or other important events. This network links military personnel any place in the world (including ships at sea, embassies and isolated military units) with their loved ones. The information is used to determine emergency leave.



Outreach to members of the National Guard/Reserves and their families.

Today's military families—active duty, National Guard, or Reserve—are spread across the U.S. and the world. Through our "Get to Know Us" program offered at Military Entrance and Processing Stations, service members learn that they or their loved ones can call 877-272-7337 day or night for help or support.



Photos (left to right)

Chapter CEO Paul Schulz talks with a community member.

Volunteer Sandy Hanagami (far left) provides mobile feeding to firefighters at Universal Studios fire.

Five shelters were opened by the chapter during the 2007 Southern California Wildfires.

Providing tracing services to those separated by the Holocaust and other worldwide conflicts

The Red Cross has assisted Marton Stark twice in his life: the first time in 1945 after his liberation from a Nazi concentration camp and more recently in 2008 helping him reclaim a diary he wrote about his Holocaust experiences.

Marton was just 15 when his Orthodox Jewish family was taken from Hungary to the extermination camp Birkenau. He watched as his



The Greater Los Angeles chapter helped Marton Stark reclaim a diary he wrote about his Holocaust experiences.

father and youngest brother went to the gas chamber. His mother and another brother were also tragically killed. Marton survived by working as a shoemaker and at odd jobs. As the Russians approached the camp, the Nazis marched Marton and thousands of prisoners for three days and nights in the freezing cold. Then they were put into open wagons where more than half of the prisoners died. Near death himself, Marton collapsed when he reached the camp, extremely ill with typhoid. When he woke up about two weeks later, he found himself liberated by the Americans.

International internship program launched

The chapter's International Services department introduced a new volunteer internship program in January for undergraduate and graduate students majoring in International Relations and other majors with a strong social services emphasis.

Eight students from UCLA, USC and Cal State Los Angeles acted as International Services "ambassadors" for six months serving as outreach coordinators and client caseworkers. The interns spent 4 to 15 hours a week helping trace family members separated by disaster or armed conflict, including Holocaust victims from World War II.

All students worked under the supervision of Hedihe Abaei, American Red Cross of Greater Los Angeles International Services specialist.

"If I made a million dollars, it wouldn't touch me as much as receiving this diary."

— Marton Stark, Nazi concentration camp survivor

Recuperating at a Swiss sanatorium, Marton met Elsie Welti, a Red Cross worker who befriended the young man. She encouraged him to record his experiences and helped translate his broken German into a typed document. She also asked the Red Cross to search for any relatives who might still be alive. Two years later, Elise's efforts paid off when Marton received a letter from his Uncle Samuel in Los Angeles. Shortly thereafter, he started a new life in America.

Marton corresponded with Elsie sporadically and even visited her in Switzerland before she died in the 1970s. More than 30 years after her death, Elsie's nephew, Dr. Heinz Bachman of Switzerland, received Marton's wartime diary.

Dr. Bachman was moved by the words in the diary and felt obliged to "find the child who had written those lines." Unsuccessful on his own, he turned to the American Red Cross International Tracing Service. Hedihe Abaei, International Services specialist from the American Red Cross of Greater Los Angeles, met with Marton and one week later he received the diary from Dr. Bachman.

183

international tracing searches were conducted by the L.A. chapter

"If I made a million dollars, it wouldn't touch me as much as receiving this diary," said Marton. "The Red Cross found my uncle for me after World War II, and all these years later, the Red Cross helped me find my diary," he said.

Marton's case was one of 183 international tracing searches the chapter conducted during the year. In coordination with the American Red Cross Holocaust and War Victims Tracing Center, the chapter helps people search for family members separated either because of the Holocaust or other worldwide conflicts.



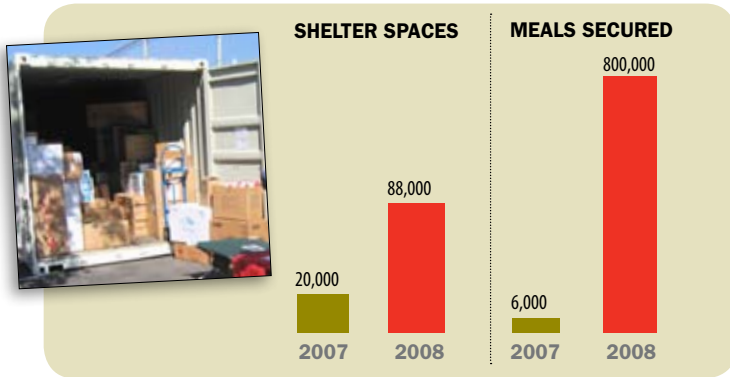
One of the students, Katrzyzna Klisowska, an international student from Poland and a senior at USC majoring in International Relations and Peace and Conflict Study, said of her internship, "This has been a meaningful, hands-on experience, where I have had the opportunity to assist the Red Cross in its important mission of helping locate family members who are separated because of conflict."

Katrzyzna Klisowska (left), a senior at USC majoring in International Relations, worked as an International Services intern under the supervision of International Services Specialist Hedihe Abaei.

Building readiness to respond to a catastrophic disaster

Los Angeles County, with more than 10 million people, is the most populous county in the United States. It is estimated that following a major earthquake or other catastrophic disaster, the American Red Cross will need to feed and shelter an estimated 250,000 people.

To address this challenge, the chapter's Catastrophic Disaster Plan was created in 2006. Since then, the Greater Los Angeles chapter made



significant strides in improving its readiness capabilities to prepare for this massive undertaking. The plan focuses on four key components:

Sheltering and feeding

Last year, the chapter increased its number of shelter spaces from 20,000 to 88,000 spaces. To feed a quarter of a million people, partnership agreements were signed with several large-capacity food vendors. These agreements have increased the chapter's ability to provide more than 800,000 meals per day, up from 6,000 meals per day. Using the same approach, the chapter will continue to increase its shelter and meal capacities during the coming years.

Training Volunteers

To provide food and shelter for 250,000 people after a catastrophic event, more than 1,000 trained leadership volunteers and 40,000 front-line volunteers are needed. Therefore, the chapter has partnered with the Los Angeles County Office of Emergency Management to train tens of thousands of employees as front-line volunteers. Hundreds of L.A. County nurses have received disaster training during the first phase of this plan.

"It is estimated our chapter may need to feed and shelter an estimated 250,000 people following a catastrophic disaster in Los Angeles. Although this is a daunting challenge, we have made significant progress in increasing our readiness capacity."

— Edmond Lelo, chapter board chair and executive vice president of Wells Fargo Commercial Banking Group of Greater Los Angeles

Communications during a major disaster

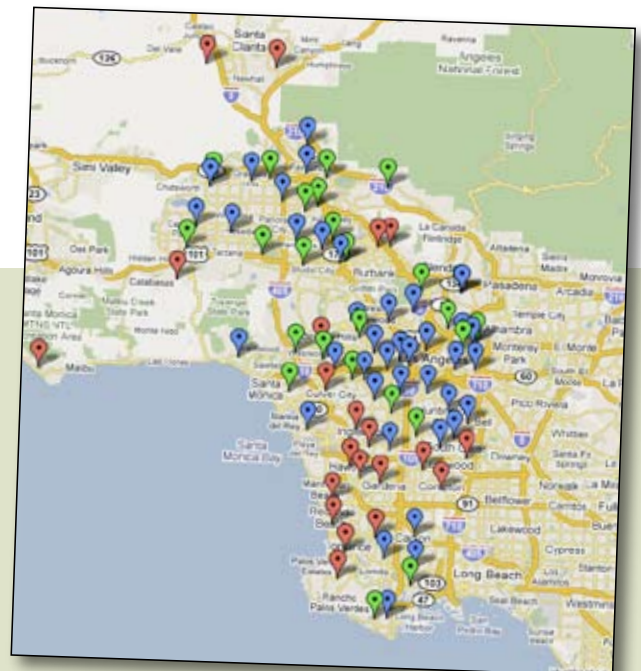
Working with Los Angeles city communications officials and other private partners, the chapter successfully re-established a primary communication system by acquiring and installing communications equipment on two strategically located mountaintops within the region. Plans have been approved for an Emergency Operations Center (EOC) to be built at the chapter headquarters, and seven satellite EOCs will be located at the district offices to assist during a catastrophic event.

Equipment and Supplies

The chapter sought and was awarded a City of Los Angeles Urban Area Security Initiative grant to purchase 80 storage containers and supplies to pre-position around the Southland. The disaster relief containers --- each to be filled with enough shelter equipment, food, water, cots, blankets and supplies for 300 people --- will be positioned at Los Angeles Unified School District schools, recreation and park sites and other locations identified to best serve the community. Additional containers are scheduled to be placed in the future.



Designated sites for 80 Red Cross disaster relief containers, each to be filled with enough equipment, food, water, cots, blankets and supplies for 300 people.



Partnering with community and government agencies

In building its capacity to feed and shelter people during large-scale disasters, the Greater Los Angeles chapter has created or renewed partnerships with a number of government, community and faith-based organizations.

Governmental agencies working closely with the chapter to coordinate disaster relief efforts include: the Los Angeles Unified School District; the City of Los Angeles; and the County of Los Angeles, especially the County's Department of Social Services and the County Health Department.



Doug Barr (left), president and CEO of Goodwill Southern California, and chapter CEO Paul Schulz signed an agreement which enables people to donate used clothing or household items during a major disaster to Goodwill Southern California, which will then provide vouchers to be given to Red Cross disaster clients.

In January, the chapter signed an agreement with Goodwill Southern California to coordinate in-kind clothing donations to assist Red Cross disaster clients in a major disaster. And the Red Cross is an active partner with Catholic Charities, the Salvation Army and the Southern California Baptist Convention to provide joint disaster assistance.

During the year, the Greater Los Angeles chapter became an integral part of Los Angeles County's Emergency Network Los Angeles,

Inc. (ENLA), a network of non-profit, community-based organizations and faith-based organizations that provides assistance to people following emergencies and disasters. ENLA is a member of the national Voluntary Agencies Active in Disaster (or VOAD).

The chapter celebrated the "Spirit of Partnerships" at its annual meeting in June by saluting the following partners: City of Los Angeles, County of Los Angeles, June Loo (representing ENLA and the Salvation Army) United Way of Greater Los Angeles, and Super Estrella 107.1 radio station, which coordinated fundraising efforts benefiting Red Cross international efforts to assist Mexico and Peru disaster victims.



James Featherstone (left), general manager of the Emergency Management Department for the City of Los Angeles, and Edmond Lelo, chapter chair, review Red Cross preparedness materials. The City of Los Angeles was instrumental in helping the chapter secure funding from the Urban Area Security Initiative to purchase 80 disaster relief containers to be pre-positioned around the Southland for use during a major disaster.



At the chapter's annual meeting, June Loo (left) representing the Salvation Army and the Emergency Network Los Angeles, received a Spirit of Partnership award. In February, the chapter conducted the first of three training sessions for Los Angeles County Department of Public Health nurses to become American Red Cross Health Services volunteers.

The chapter thanks the following donors who have contributed to the Catastrophic Disaster Plan as of June 2008:

Anonymous
 The Sheri and Les Biller Family Foundation
 Fritz B. Burns Foundation
 Diane Connolly
 The Jane Eisner Fund
 Forest Lawn Foundation
 George Hoag Family Foundation

Mr. and Mrs. Russell C. Horowitz
 Jewish Community Foundation
 B.C. McCabe Foundation
 Paul Schulz
 Thomas Slatkin
 S. Mark Taper Foundation
 Tiffany Circle Society Members

Union Bank of California
 Ultramar, Inc.
 Wachovia Bank
 The Walt Disney Company
 Weingart Foundation
 Wells Fargo Bank Foundation

Chapter headquarters re-dedicated, Central East District Office opened

In a unique celebration honoring the chapter's past and future, more than 100 Red Cross supporters gathered in March to help re-dedicate the American Red Cross of Greater Los Angeles headquarters and re-name the building the S. Mark Taper Headquarters.

92...

number of years the American Red Cross of Greater Los Angeles has served the Los Angeles area

The festivities ushered in a new era for the chapter and recognized the generous donation of the S. Mark Taper Foundation in furthering the Red Cross' humanitarian mission. Cynthia Taper Bolker, vice president of

the S. Mark Taper Foundation and granddaughter of S. Mark Taper, and Raymond F. Reisler, executive director of the S. Mark Taper Foundation, were among the event guests. Wells Fargo sponsored the festive event.

Employees wearing vintage Red Cross uniforms served as tour guides, and a permanent 25-foot-long timeline, which visually tells the 92-year history of the chapter, was unveiled.

The West Los Angeles building, located on the grounds of the Veterans Administration, is only the fourth headquarters in the chapter's history. Having undergone a major renovation, it now houses the majority of staff members.



Employees wear historical Red Cross uniforms in celebration of the re-dedication of the American Red Cross of Greater Los Angeles headquarters and the re-naming of the building the S. Mark Taper Headquarters.



Volunteer Dick Thorpe reviews the 25-foot-long historical timeline which was unveiled at the re-dedication ceremony.



Observing the chapter's re-dedication are (from left) Paul Schulz, Greater Los Angeles chapter CEO; Cynthia Taper Bolker, granddaughter of S. Mark Taper and vice president of the S. Mark Taper Foundation; Raymond F. Reisler, S. Mark Taper Foundation executive director; and chapter Board of Directors Chair Edmond Lelo.

In December, the chapter opened its Commerce-based Central East District Office with a community open house designed to inform and educate local families about Red Cross services and volunteer opportunities.

More than 200 people attended the family fair which offered activities, displays, games and booths for adults and children. The open house included interactive sessions on CPR and first aid, a simulated disaster shelter, a children's puppet show about earthquakes, and a booth where people had the opportunity to build customized disaster kits. Super Estrella radio station was on-site providing music throughout the three-hour event.



Children were treated to a puppet show about earthquake preparedness at the Central East District Office.



The facility replaces an East Los Angeles-based service center and serves 13 communities. The Los Angeles chapter has had staff and operations located on Los Angeles' east side since 1971.

CEO Paul Schulz welcomes families attending the open house, with assistance from Ricardo Alverno and Maria Elizondo, who translated his comments into Spanish.

Women leaders support disaster preparedness

In the summer of 2007, four members of the Greater Los Angeles chapter board of directors, Jill Valenti, Melani Hallock, Christine Neal and Lois Ingham, formed the Tiffany Circle Society of Los Angeles. The Tiffany Circle, a national initiative to support local chapters, is a society of women leaders and philanthropists who invest \$10,000 or more in their local Red Cross chapter.

By the end of the fiscal year, more than 20 women became local Tiffany Circle founding members with the goal of financially supporting the Greater Los Angeles Catastrophic Disaster Preparedness campaign.

The Tiffany Circle held its inaugural event for members and prospective members at a luncheon hosted by Larry Paul, a national

“Being a member of the Tiffany Circle provides a wonderful opportunity to support the vital work of the American Red Cross. It is an honor to help promote our Greater Los Angeles chapter’s programs and invaluable contributions.”

— Sherry Lansing, former chairman and CEO of Paramount Pictures’ Motion Picture Group

In the spring, Tiffany Circle member Sherry Lansing, former chairman and CEO of Paramount Pictures’ Motion Picture Group, hosted a luncheon at her home for Tiffany members. Bonnie

McElveen-Hunter, national American Red Cross chair, was the guest speaker at the event, which was also attended by Celebrity Cabinet members Nancy O’Dell, Leeza Gibbons and Patricia Heaton. Ms. Lansing, chair of the National Red Cross Celebrity Cabinet, spoke about her long affiliation with the American Red Cross, which included a 2006 trip to Benin, Africa, in support of the Red Cross Measles Initiative.

In June, local Tiffany Circle members attended a summit meeting in Washington D.C. where they met with high-ranking government officials.

The chapter is very grateful to all Tiffany Circle members listed below for their generous assistance. To learn more about the Tiffany Circle of Greater Los Angeles or about supporting its life-saving work, please call (310) 445-2685.



(photo) Attending a luncheon at Sherry Lansing’s home in support of the American Red Cross of Greater Los Angeles are (l to r) Jill Valenti, Los Angeles Tiffany Circle founding chair; Red Cross Celebrity Cabinet members Leeza Gibbons and Nancy O’Dell; Bonnie McElveen-Hunter, national American Red Cross chair, Celebrity Cabinet member Patricia Heaton; and Sherry Lansing, former chairman and CEO of Paramount Pictures’ Motion Picture Group and chair of the National Red Cross Celebrity Cabinet.



Board of Governors member, and his wife, Kathleen, at their home in Brentwood. Showing their support were American Red Cross Celebrity Cabinet members Jane Seymour, Patricia Heaton, Elisabeth Rohm and former Miss USA Susie Castillo.

At a March luncheon, American Red Cross Disaster Services Senior Vice President Joe Becker spoke to Tiffany members about the critical need for catastrophic disaster planning in Los Angeles, thanking Tiffany Circle members for their financial support of this effort. The event was generously sponsored by chapter board members Rod Hagenbuch and Joseph Cervantes.

Tiffany Circle Society of Los Angeles

A society of women leaders and philanthropists who support the American Red Cross of Greater Los Angeles by investing \$10,000 or more

Sponsored by



Members

- Anonymous Benefactor
- Christine Ball
- Vicky Balmot
- Jessica Cushman
- Meloni Hallock
- Lois Ingham
- Wilma Johansen
- Lynne Knox
- Janet Lang

- Sherry Lansing
- Wendy Marlett
- Wendy Smith Meyer
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- Jill Valenti
- Meridith Weiss

Corporate Benefactors

- The Capital Group Companies
- KB Home
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- Wells Fargo
- Wilmington Trust

Reaching out to the community

Established on Oct. 2, 1916, the American Red Cross of Greater Los Angeles is the second largest chapter in the nation.

With district offices located in eight communities around the Southland, chapter volunteers and staff are prepared to respond around the clock, 365 days a year to assure that Red Cross services are provided when they are needed. Chapter leadership is provided by a volunteer board of directors elected from the communities served by the chapter.

6.5 million
number of people served by the American Red Cross of Greater Los Angeles



Volunteers Michael Rohrkemper (left) and Joe Chizmadia provide snacks and drinks to firefighters at a fire near Miracle Mile.

Cities served by the American Red Cross of Greater Los Angeles

The Greater Los Angeles chapter serves a population of 6.5 million people in Los Angeles County (an area of 1,600 square miles), including 13 unincorporated areas and the following 37 cities:



West Valley District Red Cross youth members Candy DeLoera (left) and Jessica Guzman assemble earthquake emergency preparedness packets to distribute at community events.

- | | | |
|------------------|----------------------|-----------------------|
| Agoura Hills | Hermosa Beach | Rancho Palos Verdes |
| Bell | Hidden Hills | Redondo Beach |
| Beverly Hills | Huntington Park | Rolling Hills |
| Burbank | Inglewood | Rolling Hills Estates |
| Calabasas | Lawndale | San Fernando |
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| Compton | Lynwood | Torrance |
| Cudahy | Malibu | Vernon |
| Culver City | Manhattan Beach | West Hollywood |
| El Segundo | Maywood | Westlake Village |
| Gardena | Pacific Palisades | |
| Hawthorne | Palos Verdes Estates | |

District Offices

Headquarters
(310) 445-2685
11355 Ohio Avenue
Los Angeles, CA 90025

Central East District Office
(323) 780-7660
2227 S. Atlantic Blvd.
City of Commerce, CA 90040

Koreatown/Wilshire District Office
(213) 351-6765
501 Shatto Place
Suite 100
Los Angeles, CA 90020

West San Fernando Valley District Office
(818) 593-3500
6800 Owensmouth Avenue
Suite 140
Canoga Park, CA 91303

South Bay District Office
(310) 225-2900
1995 W. 190th Street
Suite 100
Torrance, CA 90504

South East District Office
(310) 642-0230
9800 S. La Cienega Blvd.
Suite 101
Inglewood, CA 90301

Santa Clarita Valley District Office
(661) 259-1805
23838 Valencia Blvd.
Suite 120
Santa Clarita, CA 91355

East San Fernando Valley District Office
(818) 842-5295
101 S. First Street, Suite 204
Burbank, CA 91502

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Chief Executive Officer

Timothy Archuleta
Health & Safety Officer

Mickie Faris
Chief Development Officer

Michael Kleiner
Emergency & Disaster Response Officer

Mauria McPoland
Volunteer Resources Officer

Mary Narducci
Human Resources Officer

Contact us:
(800) 627-7000

On the web:
www.RedCrossLA.org

Give blood:
(800) Give Life / (800) 448-3543
www.GiveLife.org

OUR BENEFACTORS

We recognize and thank our benefactors for donations of \$10,000 and above (Jan. 1, 2007 – June 30, 2008)

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For the sixth consecutive year, the American Red Cross was named a Four-Star



Charity by Charity Navigator, an independent charity evaluator. Charity Navigator provides unbiased ratings of more than 5,300 of America's largest charities.

Please support the American Red Cross of Greater Los Angeles in its efforts to prepare for and respond to individual and large-scale disasters in the region and provide other lifesaving, humanitarian services.

If you need assistance in making your donation, please contact the chapter's Development Department at (310) 445-2685 or visit www.RedCrossLA.org/donations.

You can assist in many ways, including:

- making a secure, online credit card donation to the chapter at www.RedCrossLA.org;
- sending a check to the American Red Cross of Greater Los Angeles;
- making a donation in memory or in honor of someone;
- donating appreciated assets including stocks to the chapter;
- establishing a charitable gift annuity through the chapter;
- donating through trusts;
- donating real estate;
- remembering the American Red Cross of Greater Los Angeles in a will or with a bequest (for language, please visit www.RedCrossLA.org/donations);
- becoming a member of our 1881 Society by donating \$500;
- joining our Clara Barton Society by donating \$1,000 or more; and
- joining our Tiffany Circle Society by donating \$10,000

OUR BENEFACTORS

McCoy Legacy Society

A society of donors whose future gifts will preserve the life-saving legacy of the Red Cross. Through their estate plans, members of the McCoy Society ensure that the Red Cross will always be ready with compassionate assistance.

Jose Luis Acosta
Paul Alarcon
Moses Albalas
Jorge Alfaro
Guillermo N. Arreola
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"I have supported the Red Cross for 28 years because I value its mission of people helping people in time of need, regardless of their race, creed or culture...and the Red Cross will always be there to help you."

— Bowen (Buzz) McCoy, member of the McCoy Legacy Society

16,141 individuals and organizations donated funds to support the chapter

Robert Ortego
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FINANCIAL REPORT

American Red Cross of Greater Los Angeles Condensed Financial Information

Statement of Activities Year Ended June 30, 2007 *(Dollars in thousands)*

REVENUE	2007	2008
Annual Giving	4,857	5,321
Legacies and bequests	2,608	2,805
Health, education courses	3,934	3,683
Other	<u>533</u>	<u>0</u>
Total Revenue	11,932	11,809
EXPENSES		
Disaster Services	3,884	4,801
Health and Education Services	5,643	4,941
Volunteer and Youth Services	983	846
Other	<u>502</u>	<u>276</u>
Total program services	11,012	10,864
Financial development	1,753	1,074
Management and general	<u>942</u>	<u>601</u>
Total supporting services	2,695	1,675
Total Expenses	13,707	12,539
Change in net assets before investment activities	-1,775	-730
INVESTMENT ACTIVITY		
Net investment income	1,211	1,236
Net unrealized and realized gains on investments	1,477	-1,338
Inter-Red Cross revenue	107	68
Gain on sale of assets – net	8,797	
Other revenue	<u>37</u>	<u>4</u>
Total Investment Activities	11,629	-30
Changes in net assets	9,854	-760
Net Assets		
Beginning of year, as restated	<u>28,132</u>	<u>37,986</u>
End of year	<u>37,986</u>	<u>37,226</u>

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July 1, 2007 – June 30, 2008

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The Fundamental Principles of the Red Cross

As members of the International Red Cross and Red Crescent Movement, the American Red Cross and other national societies have a key role in upholding and abiding by the seven Fundamental Principles:

Humanity

The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavors, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

Impartiality

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavors to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

Neutrality

In order to continue to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

Independence

The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

Voluntary service

It is a voluntary relief movement not prompted in any manner by desire for gain.

Unity

There can be only one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

Universality

The International Red Cross and Red Crescent Movement, in which all Societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.



**American
Red Cross**

Greater Los Angeles

11355 Ohio Avenue • Los Angeles, CA 90025

(800) 627-7000

www.RedCrossLA.org

To give blood, call: 800-GIVE-LIFE (800-448-3543)

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