

MAJOR DISASTER RESPONSES SURGE IN 2016

MEETING THE CHALLENGE FOR PEOPLE IN NEED

NOVEMBER 2016



American Red Cross

Extraordinary Disaster Activity Taxes Red Cross Resources

This year, 15 major disasters have left families across the country reeling and American Red Cross resources stretched to the limit. Amid catastrophic floods and raging wildfires, our dedicated volunteers and employees brought hope to people struggling to put their lives back together.

Today, Red Cross workers are again helping people who face devastation from a major disaster—Hurricane Matthew—which damaged or destroyed thousands of homes and brought record flooding to the Carolinas.

Your Support is Needed

The Red Cross estimates* our responses to 2016's numerous major disasters will collectively cost nearly \$87 million, but as of October 26, we've only raised \$53 million to cover these events—a **gap of nearly \$34 million**. And that's not counting smaller emergencies, such as home fires, which account for most of the nearly 66,000 disasters that we respond to each year.

This work is only possible because donors like you fund the materials, infrastructure and volunteer training that allow us to bring vital relief quickly, when it's needed most. That's why we need your commitment now to help replenish our Disaster Relief resources, including the restocking of our warehouses with relief supplies.

Together, we can ensure that the Red Cross is there with shelter, food, supplies and comfort for people who have lost everything. And with your help, we will support disaster survivors as they face the difficult challenges

“This year, we've responded to an increasing number of major disasters. We've helped thousands of people, but this extraordinary activity has taxed our resources. We haven't raised the millions of dollars needed to provide this support, and our work is far from over.”

Harvey Johnson, senior vice president, Red Cross Disaster Cycle Services



Volunteers ready a response vehicle for food distribution in Manning, S.C. About 24,000 Red Cross workers have mobilized for disasters in 2016, compared to about 7,800 for the same period in 2015. Daniel Cima/American Red Cross

of recovery, and will work to make their communities better prepared for and more resilient against future emergencies.

*These costs include the logistics, staff and technology expenses that make our services possible. Figures are estimates and could change. An average of 91 cents of every dollar the Red Cross spends is invested in humanitarian services and programs.

Response at a Glance

Since January, **24,000 Red Cross volunteers and staff** have responded to major disasters.



More than **191,000 overnight stays** provided in **604 shelters**



More than **3.6 million meals and snacks** served



More than **1.8 million relief items** distributed

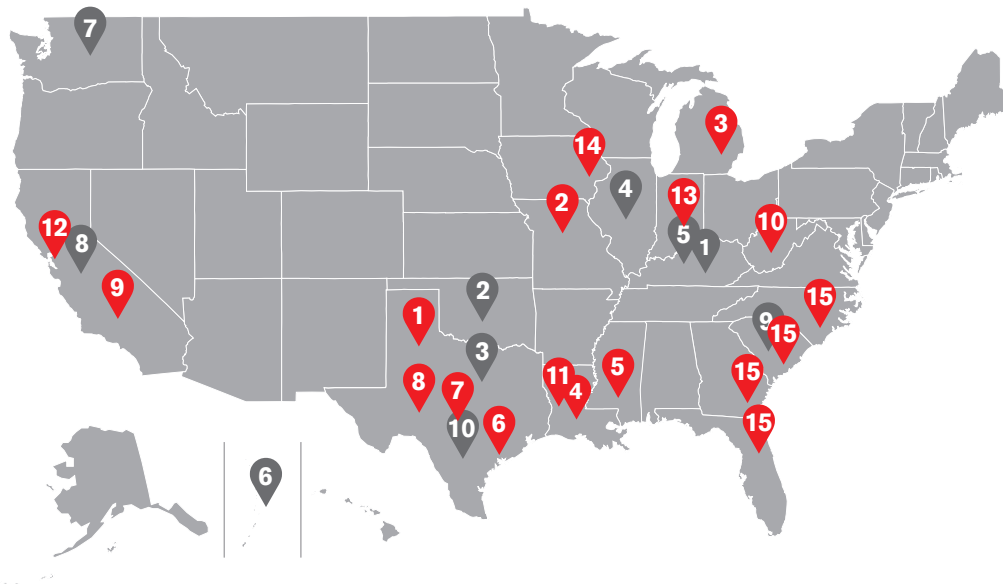


More than **27,000 cases** opened to provide one-on-one support

—Figures cover disaster responses that each cost \$250,000 or more during the 2016 calendar year, as of Oct. 25, 2016.

Red Cross Responds to Extraordinary Disaster Activity in 2016

We've responded to **15 major U.S. disasters*** so far—**50 percent more** than last year.



Calendar Year 2016

1. North Texas Tornadoes
2. Missouri Winter Flooding
3. Flint, Michigan Water Crisis
4. Louisiana Spring Flooding
5. Mississippi Flooding
6. Texas Gulf Coast Floods and Tornadoes
7. Texas Spring Flooding
8. Texas Floods and Tornadoes
9. Erskine, California Wildfire
10. West Virginia Flooding
11. Louisiana Summer Flooding
12. Clayton, California Wildfire
13. Indiana Floods and Tornadoes
14. Eastern Iowa Flooding
15. Hurricane Matthew (Fla., Ga., S.C., N.C.)

Calendar Year 2015

1. Kentucky Flooding
2. Oklahoma Tornadoes
3. Texas Floods and Tornadoes
4. Illinois Floods and Tornadoes
5. Louisville, Kentucky Flooding
6. Typhoon Soudelor
7. Wenatchee, Washington Wildfire
8. California Wildfires
9. South Carolina Flooding
10. Texas Fall Storms

How You Can Help

Help people affected by disasters like floods, hurricanes and countless other crises by making a gift to American Red Cross Disaster Relief.

Your gift enables the Red Cross to prepare for, respond to and help people recover from disasters big and small. Visit redcross.org/donate, or call 1-800-RED CROSS. Contributions may also be sent to your local Red Cross chapter, or to the American Red Cross, P.O. Box 26902, Lehigh Valley, PA 18002-6902.

*Major domestic disaster responses Level 4 and above, each costing the Red Cross \$250,000 or more. Responses shown from January 1, 2016 – October 25, 2016.