



American Red Cross
Bay Area Chapter

increase disaster frequency and impact but preparedness saves lives



more disasters, fewer deaths

Mission of the Red Cross

Help Communities

- Prevent
- Prepare for
- Respond to
- Recover from

Disasters

- Natural
- Man-Made

...mostly... Single-House & Apartment Fires



Five Key Constituents

- Clients
- Donors
- Partners
 - ✓ Government: OES, DPH, HSA, FD, PD
 - ✓ Non-Government Entities
 - ✓ Community-Based & Non-Profit
 - ✓ Faith-Based Organizations & Congregations
- Red Cross Volunteers & Employees
- General Public



American Red Cross Bay Area Chapter ARCBA

Six (6) Counties

- ✓ Alameda
- ✓ Contra Costa
- ✓ Marin
- ✓ San Francisco
- ✓ **San Mateo**
- ✓ Solano



American Red Cross
Bay Area Chapter

Gateway to the Golden State Region

Ten (10) Counties

✓ ARCBA (6 Counties)

and

✓ Monterey Bay Area Community Chapter

- Monterey County
- San Benito County

✓ Santa Cruz Community Chapter

✓ Silicon Valley Community Chapter

- Santa Clara County

We Are

- ✓ 24/7 in every community
- ✓ 94-97% are volunteers
- ✓ Non-Governmental Organization
- ✓ Chartered by Congress to provide disaster relief
- ✓ Depend on the generosity of the American public to be ready
- ✓ \$0.91* of every donated dollar goes to Humanitarian Services and Disaster Relief

* average





Federal Charter

The American Red Cross is an independent entity that is organized and exists as a nonprofit, tax-exempt, charitable institution pursuant to a charter granted by the United States Congress.

Red Cross does not receive any Federal or State Funds*

- ✓ **1881** – Clara Barton established the American Red Cross
- ✓ **1905** – ARC received the Congressional Charter to provide disaster relief

American National Red Cross

- ✓ As the Nation's largest mass care service provider, the American Red Cross provides sheltering, feeding, bulk distribution of needed items, basic first aid, welfare information, and casework, among other services at the local level as needed.
- ✓ In providing these services, the American Red Cross fulfills its humanitarian mission, acting on its own behalf, **in partnership with**, but not on the behalf of the Federal Government or any other government entity.

Emergency Support Function – ESF #6

- ✓ Emergency Support Function #6 – coordinates the four primary functions of Mass Care, Emergency Assistance, Housing and Human Services when local, tribal, and State response and recovery needs exceed their capabilities.
- ✓ When activated, EFS #6 reports to the National Response Coordination Center Operations Section.
- ✓ There are many agencies that support EFS #6.

FEMA and the American Red Cross

- ✓ FEMA and the American Red Cross now share the leadership of the mass care portion of ESF #6 to include feeding, sheltering, bulk distribution and family reunification.
- ✓ Red Cross does not take the co-lead role for all aspects of ESF #6, but just the portion of ESF #6 specific to mass care services.

Superstorm Sandy – Local Response

- Gateway to the Golden State Region deployed
 - ✓ **97** Volunteers & Staff from the Bay Area Chapter
 - ✓ **69** Volunteers & Staff from the Silicon Valley Chapter
 - ✓ **64** Volunteers & Staff from the Santa Cruz Chapter
 - ✓ **18** Volunteers & Staff from the Monterey Bay Chapter
 - ✓ **6** ERVs (Emergency Response Vehicles) from the Region
- 300 Deployments overall (multiple deployments)



Superstorm Sandy

(as of March 2013)

- 700+ Red Cross Workers on the ground
- 12.5 millions meals & snacks
 - ✓ Average of 30,000 meals & snacks per day in NY
 - ✓ \$6 million grant to food banks in NY
- Currently assisting 9,000 (est) families
 - ✓ Longer-term housing
 - ✓ Cleanup & repair of their homes
 - ✓ \$5 million grant for mold remediation



Superstorm Sandy – To Date

- 113,000 Health Services & Emotional Support contacts
- 21,000 Disaster Recovery contacts
- 7 million relief items (ex. cleanup supplies)
- 16 million meals and snacks
- 163, 000 shelter stays
 - 81,000 stays provided by the Red Cross
- 17,000 trained Red Cross workforce
 - ✓ 90% are volunteers





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Ready Neighborhoods Initiative

- Ready Neighborhoods programming will empower community organizations and local residents with the skills and tools they need now—before disaster strikes—to effectively respond to disasters of any kind.
- Individuals learn how to safely respond to disasters, can take care of their household needs for a minimum of three days and understand neighborhood resources.
- Local businesses, schools and nonprofits are equipped with the skills, plans, networks and supplies necessary to mitigate the effects of and safely respond to all hazards
- Communities are pre-trained to initiate shelter sites in partnership, support feeding and caring of their neighbors in a culturally appropriate way and assist in the response and recovery efforts

Community Support

- DAT (Disaster Action Team) – respond to local fires and other emergencies
- HS (Disaster Health Services) – Licensed Health Professionals
- DMH (Mental Health Services) – Licensed Mental Health Professionals
- Client Caseworkers – Recovery Planning



All American Red Cross
Disaster Assistance Is Free



American Red Cross
Bay Area Chapter

When Disaster Strikes, Red Cross Activates Five Essential Functions

- ✓ Mass Care: Sheltering & Feeding
- ✓ Disaster Assessment
- ✓ Government Operations
- ✓ Public Notification
- ✓ Fundraising (when appropriate)

and

- ✓ Health Services
- ✓ Mental Health Services





American Red Cross

Disaster Relief

BREAKFAST SERVED

9:30 - 10:30 AM

IF YOU NEED ASSISTANCE

CALL 650-259-1765



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SHELTERING: ROLES AND RESPONSIBILITIES

	MODEL 1	MODEL 2	MODEL 3	MODEL 4
	Red Cross Shelters	Red Cross / Partner Shelters	Red Cross Supported Shelters	Independently Managed Shelters
Administrative Control	<i>Red Cross</i>	<i>Red Cross</i>	<i>Community Agency</i>	<i>Community Agency</i>
Shelter Operations Expenses	<i>Red Cross</i>	<i>Red Cross</i>	<i>Red Cross Assisted</i>	<i>Community Agency</i>
Adheres to Disaster Code of Conduct	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>No</i>
Red Cross Branding	<i>Red Cross Only</i>	<i>Co-logo: "In Cooperation with"</i>	<i>"Supported by Red Cross"</i>	<i>None</i>
Liability	<i>Shared</i>	<i>Shared</i>	<i>Shared</i>	<i>Community Agency</i>
Reporting and Communication	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>No</i>
Agreement to Use	<i>Standard Red Cross Shelter Agreement*</i>	1) <i>Welcome Letter of Agreement</i> 2) <i>Standard Red Cross Shelter Agreement*</i>	<i>Shelter Support Services Agreement for Community Agencies</i>	<i>None</i>

Shelter Supplies

- The Red Cross has stocked moveable trailers with shelter supplies that can be taken to shelter sites to begin operations
 - Strategically positioned seven (7) 100-person trailers throughout San Mateo County
- Warehouse in Alameda with additional supplies
- National Disaster Field Supply Center (DFSC) in Reno, NV

Connecting with Red Cross

American Red Cross Bay Area

<http://www.redcrossbayarea.org>

FaceBook

<http://www.facebook.com/RedCrossBayArea>

Twitter

<http://twitter.com/RedCrossBayArea>

<https://twitter.com/ARCBASMCo>

YouTube

<http://www.youtube.com/redcrossbayarea>

For More Information Contact

Olga Crowe

Disaster Services Manager

American Red Cross San Mateo County

650-259-1777 Office

Olga.Crowe@redcross.org

1710 Trousdale Drive

Burlingame CA 94010

Thank You!



- Be Red Cross Ready:**
1. Make a Plan
 2. Build a Kit
 3. Stay Informed



Voluntary Organizations Active in Disaster (VOAD)

- National Voluntary Organizations Active in Disaster (VOAD) is a nonprofit, nonpartisan, membership based organization that serves as the forum where organizations share knowledge and resources throughout the disaster cycle—preparation, response and recovery —to help disaster survivors and their communities.
 - To fulfill this mission, National VOAD fosters more effective service to people affected by disaster through convening mechanisms, outreach, advocacy, and as a champion and facilitator for the application of our values and core principles.
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Coastside Emergency Action Program (CEAP).

- CEAP is the vehicle for coordinating private sector, non-profit and community-based organizations, and government agencies serving human and animal needs following a disaster.
 - CEAP is a local VOAD for the entire Pacific Coast region of San Mateo County.
 - Voluntary Organizations Active in Disasters (VOAD), a state and national program
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CEAP Mission

- The mission of CEAP is to foster effective service delivery to those affected by disasters in Coastside San Mateo County through the collaboration of community agencies and organizations throughout the entire disaster cycle – preparedness, response/relief, recovery, and mitigation.
 - **CEAP is not a service delivery organization.** Instead, it upholds the privileges of its members to independently provide relief and recovery services while supporting their efforts to do so by providing a forum where agencies active in disaster can ***cooperate, communicate, coordinate, and collaborate.***
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CEAP Primary Goals

- Increase communication and coordination among disaster response/recovery organizations before and after a disaster.
 - Eliminate duplication of effort among responding agencies and maximize service delivery.
 - Recruit agencies who can commit to collaborate in providing disaster services and resources.
 - Increase cross-agency disaster response and recovery planning.
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CEAP Primary Goals (continued)

- Enhance communication and coordination among voluntary (faith-based and non-profits), private, and government emergency management organizations.
 - Participate with public and private agencies in promoting individual and organization disaster preparedness and providing a forum for information exchange and training.
 - Address the unmet needs of our community's most vulnerable individuals and groups during disaster recovery.
 - Assist with the formation of a long-term recovery organization following a disaster in Coastside San Mateo County.
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Want to get involved?

- CEAP meets the first Friday of the month at 9:30 am at the DOC, 537 Kelly Ave., HMB
 - Contact Charise McHugh
 - (650) 726-8380 x101
 - charise@hmbchamber.com
 - Join us in keeping our community safe and preserving our community's economic stability.
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