

# MISSION RED



## INTERNATIONAL SERVICES

*Helping to Save Lives Around the World*

### WHO WE HELP

- From helping communities devastated by disasters or working alongside health organizations to eliminate global disease by reconnecting families separated by crises the International Services of the American Red Cross works everyday to provide relief.
- We help provide immediate relief and long-term support to victims of crisis around the world through supplies, technical assistance and other support to help those in need.
- Not only do we respond to emergencies — such as earthquakes, droughts, and health epidemics — but also help neighborhoods prepare for future disasters and ensure that children receive the vaccines they need to stay healthy.



*Red Cross worker Marine helps distribute emergency relief supplies to residents of Abaco, Bahamas to help bridge the road to recovery in the wake of Hurricane Dorian.*

## Delivering International Aid

From Latin America and Africa to Asia and Europe, the American Red Cross helps people in some of the world's most at-risk communities. This work is powered by the generosity of volunteers and donors.



**Over 2 Billion**

children vaccinated through measles and rubella campaigns since 2001



**Nearly 185 Million**

people benefitting from American Red Cross international assistance



**29 Million**

people in at-risk communities put on the map through our Missing Maps project



**More Than 9,000**

families reconnected internationally with support of the American Red Cross

## Giving Hope Worldwide

The scope of our mission is vast. Millions of volunteers, in countries across the globe work to help save lives.



**Over 17 Million**

volunteers worldwide



**Nearly 200**

countries with a Red Cross or Red Crescent society



**1 in 25 People**

around the world is helped by the Red Cross and Red Crescent each year



**150+ Years**

of aid to the most vulnerable

# MISSION RED



## HOW WE HELP

In the face of crises like earthquakes, typhoons, conflict, severe drought, and famine, the American Red Cross and global Red Cross Red Crescent network unite to ease people's suffering. Whether it's a typhoon in the Philippines, a migration crisis in the Middle East, wildfires in Chile, or extreme cold weather in Mongolia, our teams are helping.

## Our Global Impact



**Helped 4.6 million**

people affected by disasters  
or crises abroad



**Reunited +9,900**

families separated by conflict  
or disaster



**1 in 470**

people is a Red Cross or Red  
Crescent volunteer



**Every Year**

the global Red Cross  
network reaches on average  
nearly 100 million people  
affected by disasters.

### International Disaster Preparedness

- The American Red Cross supports disaster response and contingency planning and help strengthen Red Cross and Red Crescent societies around the globe. We work alongside communities to increase their resilience and safety before disasters strike.

### International Disaster Response

- The American Red Cross provides financial and technical assistance to global disaster response efforts – focusing on expanding urgent relief to underfunded disasters and strengthening its global network of relief efforts.
  - For example, the Red Cross helps with providing financial resources and supplies for disaster relief operations and recruiting and training a roster of international disaster response specialists to deploy.



*Paid for by the American Red Cross, the pathway leads to a cyclone evacuation shelter in Bangladesh where families threatened by dangerous weather can go to keep safe.*

### International Disaster Recovery

- The American Red Cross works in partnership at the local level with impacted communities to strengthen capacities, skills and resources of people to power their own disaster recovery.
  - For example, the Red Cross Red Crescent network helps with:
    - Repair and reconstruction of housing and essential infrastructure, such as water and sanitation systems.
    - Livelihood support to improve access to financial resources, training, and income-generating opportunities,
    - Asset replacement, restoration of services, and psychosocial support.
    - Disease prevention and improvement in access to essential healthcare.



*An American Red Cross and Mexican Red Cross team survey damage in a small Mexican city that suffered massive damage when a 7.1 magnitude earthquake struck in 2017.*

# MISSION RED



## Helping to Make a Difference



**2+ Billion**

children vaccinated against measles  
since 2001



**79% Reduction**

in global measles deaths



**80+ Countries**

with Measles & Rubella Initiative  
vaccination campaigns



**Approx. 20.3 Million**

measles-related deaths prevented

### Measles and Rubella Initiative

- Since 2001, the American Red Cross and our partners in the [Measles & Rubella Initiative](#) have vaccinated children in places such as Kenya, Benin and Ethiopia to protect them from these deadly diseases.
- This partnership helps provide substantial funding, advocacy, and technical support in critical gap areas, such as underserved informal settlements and middle-income countries.
- We work to strengthen routine immunization programs by identifying clusters of unvaccinated and under-vaccinated children and determining why at-risk communities were missed by prior vaccination efforts
  - It costs about \$2 to vaccinate a child against measles and rubella, making it one of the most cost-effective health interventions available.

### Reconnecting Families

- The American Red Cross helps families to reconnect and maintain contact with loved ones separated by international crises through our Restoring Family Links program. The program is a critical resource that helps with tracing the location of loved ones whose whereabouts are unknown in the wake of a disaster or crisis.
- American Red Cross caseworkers gather available information and work with our international partners to try to locate the sought person, as well as helping facilitate communication between separated family members in instances where the sought person's location is known, but regular means of communication are unavailable.



*The American Red Cross and the Kenya Red Cross have been working together to strengthen community-level routine immunization systems in both rural and urban counties.*



*Through the Restoring Family Links program, Red Cross volunteers help reconnect families separated during the 2018 Lombok earthquakes in Indonesia.*



*The American Red Cross purchased three new flatbed trucks for the Bahamas Red Cross to move PPE, food and supplies around the islands, to combat COVID-19, assist food insecure people, and prepare for each hurricane season.*



## HOW YOUR SUPPORT MAKES A DIFFERENCE

- Each year, disasters and crises devastate millions of people. By helping us fundraise, you’re helping support the urgent needs of our lifesaving work and international services around the world - providing immediate relief and long-term support to help those in need. **Asking for a gift of any size helps but here are some suggested amounts you can use to help showcase the impact of each donation.**

Donation Amount	Description of Donation Impact
\$2	<ul style="list-style-type: none"> <li>• <b>Provides 1 measles and rubella vaccination.</b> This vaccination is a safe and cost-effective way to protect a child living in a low-income country against measles and severe health complications associated with the disease, such as pneumonia, diarrhea and encephalitis</li> </ul>
\$25	<ul style="list-style-type: none"> <li>• <b>Provides 1 Kitchen Set.</b> Kitchen sets allow a family of five the ability to cook and serve food for themselves in the aftermath of a disaster. Disasters can destroy even the most basic family possessions; restoring a community’s ability to be self-sufficient is essential in recovery.</li> </ul>
\$70	<ul style="list-style-type: none"> <li>• <b>Provides 1 temporary shelter kit.</b> Kits including tarps, rope, wood and assembling tools allow a family of five to construct a temporarily shelter in the aftermath of a disaster.</li> </ul>
\$125	<ul style="list-style-type: none"> <li>• <b>Provides 1 complete emergency kit.</b> Complete emergency kits provide a family of five with hygiene supplies, blankets, tarps, water containers, kitchen set, crank-powered combination lamp, radio and cellphone charger in the aftermath of a disaster.</li> </ul>
\$5,000	<ul style="list-style-type: none"> <li>• <b>Covers the cost to deploy a highly trained Red Cross international disaster specialist.</b> A cost to deploy a specialist includes travel, transportation, sleeping accommodations, food and vital technology systems that support the deployment.</li> </ul>

## SAMPLE SOCIAL MEDIA POSTS TO HELP

- Please help me raise \$[AMOUNT] to help the victims of countless crises around the world with the American Red Cross. Tune in to my charity stream and together we can help make a difference for at-risk communities around the globe through supplies, technical assistance, and more. A gift of any size can help save a life. #redcross #donate #international [FUNDRAISER LINK]
- Every day, the Red Cross helps people in some of the world’s most at-risk communities – reconnecting families separated by crises, helping to rebuild communities devastated by disasters, or working alongside health organizations to eliminate global disease. That is why I’m helping the Red Cross with a charity stream, but I can’t do it alone. Please help me reach my \$[AMOUNT] goal to help make a difference. A gift of any size can help save a life. #redcross #donate #international [FUNDRAISER LINK]
- Measles is one of the most contagious and severe childhood diseases. Every day, it takes the lives of hundreds of children around the world. That’s why I’m helping the American Red Cross with a charity stream. With just \$2, you can provide a vaccination for a child against measles and rubella Please help, tune in and show your support! #redcross #donate #international [FUNDRAISER LINK]

## NEED HELP?

- Please visit [www.redcross.org/gamers](http://www.redcross.org/gamers) or contact [charitystream@redcross.org](mailto:charitystream@redcross.org) with any questions you have. Also, please join the official Red Cross Discord for help, updates and info at [www.discord.gg/redcross](http://www.discord.gg/redcross).