
Haiti Earthquake – February 19, 2010

Relief Operation

Q What relief is actually reaching the people in Haiti?

A

- In just over one month since the earthquake in Haiti, the Red Cross has helped more than 1.3 million people and will continue to aid hundreds of thousands more in the months ahead until the last donated dollar is spent.
- Due to the many complexities of this disaster – and the extraordinary needs of the Haitian people – the emergency relief phase could last up to 12 months. And because of its permanent presence in Haiti, the Red Cross expects to be involved in recovery efforts for much longer than that.
- **Food & Relief Supplies:**
 - Volunteers from around the world, including those from the American Red Cross, are actively distributing food and other supplies, like tarps, rope, hygiene kits, water containers and cooking items. So far, at least 1.3 million people have received these basic, yet life-sustaining items.
 - Distributions continue regularly throughout urban settlements and in surrounding areas reaching approximately 12,500 people each day.
- **Water & Sanitation:**
 - The Red Cross has delivered more than 25 million liters of safe drinking water in 110 different settlements since the earthquake. That translates to approximately 1.25 million liters per day – enough for 320,000 people.
 - To address sanitation needs and prevent the spread of disease, 450 latrines have also been installed.
- **Health:**
 - More than 20,000 people have been treated by Red Cross health care facilities and mobile teams. That translates to approximately more than 1,000 patients per day.
 - The American Red Cross has also donated more than 900 units of blood for earthquake survivors.
 - These hospitals and clinics will continue to provide medical services for the community for at least the next five months.
 - In partnership with the Haitian government and UN agencies, the Red Cross is helping to promote a vaccination campaign in Haiti to protect children against measles and other infectious diseases. So far, nearly 15,000 have been vaccinated.
 - This first phase of the campaign will continue for at least four more weeks and aims to reach 250,000 people.
 - Fifteen million text messages have been sent to survivors, sharing important health messages, such as how to prevent the spread of disease and safely prepare food outdoors.

▪ **Restoring Family Links:**

- The Red Cross has the unique responsibility and expertise to help reconnect separated families in Haiti.
- Caseworkers are helping people register at the official family linking Web site, place phone calls to loved ones abroad and find family members scattered throughout different settlements in Port-au-Prince. So far, nearly 33,000 people have been assisted in this way.
- The American Red Cross is also supporting Haitian-Americans and others living in the United States who are looking for immediate relatives in Haiti.

Q What is the Red Cross doing to provide shelter in Haiti?

A

- The Haitian government is working to provide shelter to all who need it. This will take a long time to achieve, but Red Cross has already begun finding some temporary solutions to support the government and addressing this complex situation.
- Initially, the Red Cross plans to provide emergency shelter supplies – tents, tarps or tools – for 400,000 people before the rainy season officially begins. We have already provided these items to nearly 180,000 people, and thousands more will be distributed in the days ahead.
- Looking ahead, Red Cross shelter experts are working with the Haitian community to identify appropriate transitional shelter options for 150,000 of the most vulnerable people before the Caribbean hurricane season starts.
- **REACTIVE ONLY:** This is one of the most challenging and complex relief operations in recent Red Cross history. We are deeply concerned about the rapidly approaching rain and hurricane seasons. Among the many complicating factors is the tremendous amount of rubble which must be cleared away before transitional shelters can be built.

Q Why are some Haiti survivors getting tents and others tarps?

A

- The ultimate goal of the government of Haiti and the Red Cross is for all who need shelter to have safe, long-term shelter. This will take a long time to achieve.
 - The decision to provide a tarp or a tent during the relief phase is made in conversation with the survivors. It is based on determining who is most vulnerable, the size of the family unit, the survivors' needs, and which item would work best for them as a transitional shelter until a more permanent one can be found or built.
 - Additional factors include:
 - In some instances the family is living next to their home and attempting to repair or waiting for an assessment of the structure's integrity. These families may prefer tarps.
 - More than 500,000 people have left the cities, and of those, 90 percent are being supported by "home staying" with relatives or

- close friends. These families may not need any shelter support.
- In the urban setting in particular, there may only be enough space cleared and available for a tarp.
 - As new land is cleared and prepared for smaller settlements to shelter people while construction and reconstruction occurs, we will be able to distribute more tents or transitional shelter kits.

Q What has the American Red Cross has spent in Haiti so far?

A

- In just over a month, the American Red Cross has already spent or allocated \$80 million of the \$276 million donated to meet the most urgent needs of Haiti's earthquake survivors (current as of 5:00 p.m., Feb. 16).
- To meet the survivors' immediate needs, the American Red Cross has spent or allocated 69 percent of the \$80 million for food and water; 20 percent for shelter; and 11 percent for health and family services. (See [pie chart](#).)
- As the response progresses and recovery begins the Red Cross will continue to support these priority areas and longer-term assistance initiatives. The Red Cross will continue to invest the money entrusted to us by the American people in the most responsible way until the last donated dollar is spent.
- Because of the generosity of donors, people in Haiti will receive more than immediate relief – they will receive resources, support and training from the Red Cross that will help them recover and rebuild in the years ahead.

Q How is the American Red Cross allocating the remaining \$175 million that was raised?

A

- The American Red Cross has spent or allocated \$80 million in just over a month in order to meet immediate needs of Haitians in a fast, responsible way. The Red Cross will continue to spend the money raised, as quickly as possible, with the significant focus now on emergency shelter – tents and tarps ahead of the rainy season.
- The Red Cross plans to get provide tarps for 80,000 families. This means the Red Cross will be providing emergency shelter for almost half a million people within the next few months.
- The recovery effort in Haiti has a long road ahead. The American Red Cross was first on the ground after the earthquake struck Haiti and will see Haiti through this initial relief phase and beyond.
- The scale of the disaster, significant number of people in need, rubble that remains in the city and a weakened government all provide ongoing challenges to the operation.
- The Red Cross is one of the few agencies that, despite these challenges, has been able to organize hundreds of tons of supplies, get it into Haiti by sea, truck and plane, and then get it in the hands of those who need it.
- The Red Cross will remain focused on finding communities and populations in need in Haiti, and giving them the things they can use to survive this difficult

situation, until the last donated dollar is spent.

Q Why isn't the American Red Cross acting more quickly to help the relief and recovery of Haiti earthquake survivors?

A

- In just over one month since the earthquake in Haiti, the Red Cross has helped more than 1.3 million people and will continue to aid hundreds of thousands more in the months ahead until the last donated dollar is spent.
- Right now, it's important to get relief there as quickly as possible, but also to be thoughtful and responsible in how we spend the money the American people have entrusted to us.
- While we are working to alleviate the immediate suffering of the Haitian people, we are also facing many hurdles to delivering aid, especially transitional shelters, in an expeditious manner.
 - Among those challenges: the city is covered in rubble which must be cleared away before a significant number of tents or traditional shelters can be set up; the Haitian government owns most of the land and yet land records were destroyed during the quake; it is up to the government to decide whether it wants to encourage people to move out of the city to emergency shelters which have yet to be built.
- It is also essential to avoid another humanitarian tragedy that could stem from disease, unsanitary living conditions, unclean water and related health concerns. Through the delivery of clean water, nutrition, and other services, the American Red Cross, working with the global Red Cross and Red Crescent network and other partners, is addressing these challenges.
- We are committed to providing assistance quickly, but with a thoughtful and well-planned approach that ensures the best service to meet long-term needs for recovery. The American Red Cross is working closely with the International Federation of Red Cross and Red Crescent Societies, the World Bank, the UN and others to ensure that relief and recovery work is done in a comprehensive and sustainable way.
- **REACTIVE ONLY:** The needs in Haiti are immense, and no one organization can help Haiti recover. Haiti was already one of the poorest countries in the Western Hemisphere, and it is clear that what took minutes to destroy will take many years and the collective support from governments and relief agencies around the world to repair. The millions donated by the American public are, however, helping to meet the immediate needs of hundreds of thousands of Haitians. The American Red Cross will work in close coordination with other organizations to collaborate on and support long-term recovery projects.

Q According to a news reporter, s/he didn't see the Red Cross on the ground. Where is the Red Cross?

A

- The Red Cross continues to provide urgent humanitarian assistance, such as water, food, and shelter, to families in and around Port-au-Prince. With the need

so great in Haiti, it is impossible for one organization to be everywhere.

- The Red Cross is working with other organizations to get aid to people and areas who need it most.
- We have been assigned certain neighborhoods to work in so we don't duplicate services. Also, our relief and health teams are also mobile, constantly moving throughout neighborhoods to provide aid where it is needed most.

Q What is the Red Cross doing big-picture?

A

- The American Red Cross is in Haiti as a part of the broader and coordinated Red Cross and Red Crescent network.
- The American Red Cross has deployed more than 100 people to help with the relief efforts in Haiti, including staff members who were there at the time of the earthquake.
- In total, more than 600 Red Cross and Red Crescent workers from more than 30 countries are in Haiti, supporting the more than 2,500 Haitian Red Cross volunteers from Port-au-Prince.
- Each Red Cross society team has its own roles and expertise on the ground. Working together, the global Red Cross network forms a very powerful engine for relief.
- This is the largest single-country relief operation in global Red Cross history. The number of international teams in Haiti is greater than the number that responded to the 2004 Indian Ocean tsunami, which spanned 14 countries.

Q What is the Red Cross doing for long-term relief?

A

- Because of the generosity of donors, people in Haiti will receive more than immediate relief – they will receive resources, support and training from the Red Cross that will help them recover and rebuild in the years ahead.
- The American Red Cross is working in close coordination with other organizations and will collaborate on and support long-term recovery projects.
- The American Red Cross is applying experience gained following other major disasters including the 2004 Indian Ocean tsunami. For the past five years, we have been working with partners to construct water and sanitation systems, providing emotional support and healthcare, building shelters, restoring livelihoods and preparing communities for the next disaster. We plan to offer a similar level of support in close collaboration with Red Cross partners and other international and local aid organizations in Haiti.

Q How will American Red Cross support of the World Food Program work?

A

- The American Red Cross supported the World Food Program (WFP) to alleviate immediate suffering and to support the recovery of up to one million affected people in Haiti over one month through the provision of emergency food aid.
- This relationship leverages the existing strengths of both organizations to

create a more streamlined, timely and effective system for meeting feeding needs in the existing region.

Q The World Food Program is part of the United Nations. Why is the American Red Cross sending funds to the UN?

A

- The American Red Cross is working with partner organizations — such as the World Food Program — to ensure that the money donated by the American people will go where it is needed most and in the most effective manner possible.
- Through these partnerships, each organization can focus on its core competencies while helping to avoid a duplication of services. The approach emphasizes a streamlined and efficient use of resources and ensures that the people most in need receive support quickly and effectively.

Q Why have you supported shelter in Haiti, while you don't rebuild houses after disasters in the United States?

A

- The disaster response mechanisms of the American Red Cross differ in international and domestic disaster. In an international disaster, our role is dependent on several factors, including the needs of survivors, the role and capacity of governments, our technical expertise, the roles already filled by other government and non-governmental agencies, cultural considerations, and other considerations.
- Our top priorities in a domestic disaster always are to ensure that people have food and water, temporary shelter, mental health support, access to basic first aid and clean up and comfort supplies.
- When responding in the United States, we are a part of the Department of Homeland Security's National Response Framework and our role is more defined and predictable. Under the Framework we are a principle provider of food, and shelter in the emergency phase of domestic disaster. The United States government and other non-government organizations work within this plan to provide longer-term housing when it is needed.

Q Why is the American Red Cross distributing funds to other organizations? Shouldn't it be doing the work itself?

A

- The American Red Cross is working on the ground and coordinating closely with partners to ensure that the experts in the field are providing for the most urgent needs of survivors.
- Sometimes, this means that the American Red Cross itself is not the direct distributor of services; rather, we partner with an organization that has extensive prior experience in providing a particular type of disaster recovery service.
- This allows donor dollars to be spent in a planned, coordinated and

efficient manner. Conversely, the American Red Cross helps to lend expertise to other organizations that may lack certain specialties.

Q Is the American Red Cross simply serving as an agency to distribute funds?

A

- Absolutely not – the American Red Cross is playing an important role in the overall relief effort with responders on the ground who have expertise in international relief and recovery.
- More than 20 seasoned American Red Cross response workers complement other Red Cross and Red Crescent experts, and there are more than 100 American Red Cross representatives in country, including existing staff and volunteers currently assisting in translation and support on the USNS *Comfort*.
- In order not to duplicate relief efforts, we provide resources to our trusted relief partners so that disaster victims get help for their most urgent needs in a streamlined and effective way.
- The American Red Cross has a long history of providing expertise and technical guidance in the wake of international disasters, including Honduras after Hurricane Mitch and multiple countries after the 2004 Indian Ocean tsunami.

Q How does Haiti compare with other disasters, like the tsunami and Hurricane Katrina?

A

- The American Red Cross is applying experience gained following the 2004 Indian Ocean tsunami. For the past five years, we have been working with partners to construct water and sanitation systems, providing emotional support and healthcare, building shelters, restoring livelihoods, and preparing communities for the next disaster. We plan to offer a similar level of support in close collaboration with Red Cross partners and other international and local aid organizations in Haiti.
- As we look to today's crisis and future disasters, the Red Cross will also apply the lessons learned from Hurricane Katrina to improve our service delivery, management oversight and public accountability.
 1. We have bolstered our engagement with partner organizations at home and abroad, focusing on the needs of diverse communities and suppliers.
 2. Our logistical operations and their supporting technologies have been bolstered to improve our supply-chain management.
 3. We have become more donor-focused in the avenues we offer the public to give, like mobile texting, and in our ability to communicate how their donations are used.
- The Red Cross is proud that it was able to provide direct emergency assistance to 1.4 million families following Hurricanes Karina, Rita and Wilma.

Q Is the Red Cross helping to evacuate U.S. citizens from Haiti?**A**

- The U.S. State Department is responsible for evacuating U.S. citizens from Haiti and the American Red Cross coordinates with the State Department and other government agencies to support these citizens when they reach the United States.

Q Is the Red Cross helping individuals arriving from Haiti to the United States?**How?****A**

- As we have in the past, some Red Cross chapters are providing services at points of entry, e.g., South Florida, as citizens arrive in the United States from Haiti. These may vary slightly depending on the needs of those individuals and families as they arrive. Services may include: shelter, food, emotional support, basic first aid, comfort kits and referrals to other community services.

Q How many people have been helped in this way?**A**

- More than 27,000 people have been repatriated to the US and helped by the Red Cross upon their arrival.
- Of these, more than 17,000 have been American citizens. The remainder have been third-country nationals transiting through the US on their way home.
- This compares to the most recent repatriation of American citizens, which occurred from Lebanon in 2006, when 11,538 people were assisted by the Red Cross as they arrived in the US.

Q How is the Red Cross helping to provide shelter to Haitians who lost their homes in the earthquake?

- Shelter remains a critical need for the people of Haiti, and the approach of the rain and hurricane seasons make the need all the more urgent.
- The Red Cross is providing emergency shelter items like family-sized tents and shelter kits that include tarps, ropes and tools to repair damaged homes or assist in constructing a new shelter. These emergency shelter items will help families weather the rainy season and provide the tools needed for construction and home repairs.
- At the same time, the overall Red Cross shelter strategy will meet medium- and long-term housing needs in collaboration with other organizations providing shelter in Haiti. Transitional shelter options, such as direct support for host families, will help families as hurricane season unfolds.
- The Red Cross will remain actively engaged in providing support for the multiple types of shelter solutions required in order to help the Haitian people's ability to transition to long-term housing.

Q How is the American Red Cross reaching out to the Haitian-American community at home?

A

- Haitian-Americans can contact their local American Red Cross chapter, which can offer mental health services and spiritual care, and help to reconnect Haitian-Americans with their loved ones in Haiti.
- American Red Cross chapters are in ongoing contact with the Haitian-American community in cities with the largest Haitian-American populations, namely Miami, Greater New York, Northern New Jersey, Massachusetts Bay, Philadelphia and Chicago.
- We have [translated important information into Creole](#), particularly about locating loved ones. We provide Creole interpretation on the domestic disaster hotline: 1-866-GET INFO.
- We have also recruited and trained Creole-speaking volunteers to support medical personnel aboard the U.S. naval hospital ship Comfort.
- Our chapters have been at the airports to greet Haitian-Americans repatriated to the United States after the earthquake. In Florida hundreds of evacuees have received clothing and other support upon their arrival. The most common immediate services that clients are currently requesting are mass care, mental health and health services.

Q Is the Red Cross bringing Haitian refugees into the US?

A

- The American Red Cross does not transport refugees into or out of the United States and does not have plans to do so in the future. The federal government takes the lead in all efforts regarding the migration of international persons into this country. Any decisions regarding these issues are made by government officials and not the American Red Cross.

Q How can people find a missing relative in Haiti?

A

- The International Committee of the Red Cross has established a family linking Web site, enabling persons in Haiti and abroad to search for and register the names of relatives missing since the earthquake: www.icrc.org/familylinks
- The information given on this website is not confidential and can be viewed by anyone.
- American Red Cross chapters should contact Elena Grover, Tracing Caseworker, at GroverE@usa.redcross.org or 202-303-5216. **Members of the public should not be directed to contact NHQ.**
- U.S. citizens in Haiti in need of consular services should contact the U.S. embassy via email at ACSPaP@state.gov or Haiti-earthquake@state.gov. They can also call the embassy's Consular Task Force at 509-2229-8942, 509-2229-8089, 509-2229-8322 or 509-2229-8672.
- If you're trying to reach a U.S. citizen living or traveling in Haiti, you should contact the U.S. Department of State, Office of Overseas Citizens Services, at 1-888-407-4747; outside of the U.S. and Canada, call 202-501-4444. Inquiries for US citizens can also be sent to Haiti-earthquake@state.gov with the following information

(http://travel.state.gov/travel/cis_pa_tw/pa/pa_haiti_info_number.html):

- Full name, date of birth, and passport info (if known) of the persons in Haiti you are trying to contact.
- Their contact info in Haiti – telephone numbers, e-mail addresses, hotel name and address (if known).
- Inquirer's name and contact information and relationship to the person in Haiti.
- Any special or emergency circumstances.

Q Is the Red Cross accepting volunteers or goods for Haiti?

A

- We appreciate these heartfelt offers, but we are only deploying Red Cross volunteers specially trained to manage international emergency operations. At this time, what we need the most are financial contributions – whether by check, online or by phone. There is nowhere to store or sort items like clothing, or a way to ship them to Haiti at this time. Visit www.cidi.org for a list of organizations that are accepting volunteers and personal and household goods.
- For future reference, if you would like to become a volunteer for the American Red Cross for domestic disasters, please contact your local Red Cross chapter. Please go to our homepage, www.redcross.org, and enter your zip code on the far right side.

Q What about Creole-speaking volunteers?

A

- Thank you for your interest in volunteering with the American Red Cross.
- Currently, we have a sufficient number of Creole-speaking volunteers. However, as our needs change we will make a public request for more Creole-speaking volunteers at that time.

Q What about medical volunteers?

A

- The American Red Cross is not recruiting medical volunteers for the Haiti response.
- There are two options for registering medical volunteers and/or to find organizations that are recruiting medical volunteers: www.cidi.org. Health and Human Services (HHS) has also set up an e-mail where medical professionals can send offers of volunteer medical care services. If you are interested in volunteering with HHS, please send an e-mail to Haiti.volunteer@hhs.gov and include your name, clinical area, specialty skills, degrees, and language capabilities (in particular, whether you speak Haitian Creole or French and if so, your level of fluency).

Q Is the American Red Cross doing something to help facilitate adoptions of Haitian children in the US?

A

- The American Red Cross does not handle adoptions as part of its menu of programs. Our mission is primarily on providing the basics of relief and recovery to families in Haiti, and we know this will be a long-term effort.
- **For information about adopting Haitian children**, please visit the U.S. Department of State's website at <http://adoption.state.gov/news/Haiti.html>.
- **U.S. citizens with pending adoptions** of Haitian children can contact the U.S. Department of State at AskCI@state.gov for information about their case.
- For additional information on adoptions: http://blogs.state.gov/index.php/site/entry/haiti_and_adoption.

Q What about orphans coming to the US?

A

- Various organizations and federal agencies are currently coordinating evacuation of orphans into the United States. These efforts are supported by local organization and child services agencies. While the American Red Cross should try to support if requested, this activity is primarily the responsibility of the sponsoring individuals, agencies and organizations.

Q Are we providing flights (through donated miles) for people who are adopting Haitian children? Can I donate miles to people who are adopting Haitian children?

A

- Please visit *Air Care Alliance* <http://www.aircareall.org/> for help.

Q Are children in Haiti becoming victims of human trafficking?

A

- The American Red Cross has heard concerns that in the wake of the earthquake some individuals, particularly unaccompanied minors, may become victims of human trafficking. The U.S. State Department reports that it is working closely with the Haitian government to protect children at risk. We continue to monitor the situation.

Q How can my organization form a partnership with the American Red Cross to meet the needs of the Haitian people?

A

- At this time, the American Red Cross is working with the Haitian Red Cross and other Red Cross/Red Crescent partners to assist those in need. We have already formed partnerships with non-Red Cross organizations, such as the World Food Program, to provide emergency food aid, and we are currently planning for potential partnerships for recovery.
- The American Red Cross will seek additional operational partners once further assessments and recovery planning are further developed. However, at this time we are not accepting proposals for partnerships.
- USAID has been particularly helpful in matching potential donors with NGO needs. Please visit www.usaid.gov/haiti to register to provide or receive assistance on the ground.

Q Can the American Red Cross help my Haitian loved one/friend/colleague secure a (humanitarian) visa for travel to the U.S.?

A

- The American Red Cross is unable to provide assistance in this way as these matters are strictly the jurisdiction of the United States Government. Please visit the U.S. Citizenship and Immigration Services (www.uscis.gov) to learn more about the response of the Department of Homeland Security and the U.S. Department of State in this regard.

Q I know a person/people in need of assistance on the ground in Haiti (inside or outside of Port-au-Prince). Where should I tell them to go?

A

- The situation on the ground is fluid and changing constantly as authorities and relief crews try to reach disaster areas as best they can. Please visit the U.S. Department of State website (www.state.gov/haitiquake) for more information about current methods the U.S. Government is using to collect information from people on the ground.
- The State Department has been encouraging people in Haiti to text "4636" to register their needs and sign up for further information on relief efforts. You can also sign up someone else's phone number by texting REGISTER or REGISTRE and the person's location and number to 4636. This is also available internationally by texting REGISTER or REGISTRE and the person affected in Haiti's number and location to 011-4673 749 4535. (source: http://blogs.state.gov/index.php/site/entry/text_4636_in_haiti).
- If you know a person who is trapped and alive, please text the location to 4666.

Q Can the American Red Cross help us get supplies to a particular entity – e.g., hospital, orphanage, etc. – on the ground in Haiti?

A

- The U.S. government facilitates the work of U.S. organizations through the U.S. Agency for International Development. It also facilitates the work of international actors on the ground in Haiti. If your organization needs assistance, please write to rebuildhaiti@usaid.gov.

Q What is the position of the American Red Cross on the idea of creating a new pooled disaster fund for major disasters, as described in a Feb. 2 New York Times story?

A

- Proposals to change the way money is collected following a disaster should be measured against the core principles of whether the idea gets aid to people as fast as possible, improves coordination of services and honors the intent of donors.
- The most important thing following a major disaster is getting needed relief on the ground and to the people as quickly as possible. In a disaster, speed is life, and anything we do must be assessed against the imperative of improving speed

and coordination of relief to those in need.

- The American Red Cross works closely and in coordination with other relief groups in times of disaster – both internationally and domestically. The American public is generous in its support to the Red Cross in times of disaster, and we share those donations with other groups to help those in need.
 - Nearly half (46%) of the \$581 million received by the American Red Cross following the tsunami in 2004 is going to 20 UN and NGO partner groups.
 - This was especially the case in the initial relief phase, when 79% of the \$110 million spent on short-term efforts following the tsunami went to partners. (In the recovery phase, 38% of the \$471 million has been allocated to partners.)
 - The American Red Cross partners with a number of groups in the U.S. on disaster response in providing food and shelter following disasters to help get needed assistance to people in their communities.
 - A big lesson that we learned during Katrina is that building relationships with other non-profits in the community is absolutely essential to help serve people in need.
 - We built relationships with local churches, synagogues, mosques. We're partnering with community organizations like 100 Black Men, the NAACP, other agencies like Salvation Army, Southern Baptist Convention and Catholic Charities. Our model is to be collaborative, inclusive and diverse. It really does take an entire community to be able to respond to a major disaster.
 - Following Hurricanes Ike and Gustav in 2008, one in four Red Cross shelters were operated by our partners, but the Red Cross paid the expenses.
 - And that's what we're doing now in Haiti. The American Red Cross is in Haiti now as part of the global Red Cross network. Many relief items are being distributed by our own workers on the ground, but we are also providing supplies, food and logistical items to other Red Cross societies.
- In times of disaster, donors are choosing who to entrust their contributions to, and they want to know that their money will be well-spent. In fact, the trend is for corporate donors to seek more specificity and choice in their donations, not less.
 - People and corporations who donate to the American Red Cross trust us to make informed decisions on how we spend their donations and who we partner with.
 - We provide them with stewardship reports on how their money was spent
 - And watchdog groups such as BBB are watching non-profits and what we do.
 - The Red Cross spends an average of 91 cents of every donated dollar on disaster relief. This is a strong ratio.

Fundraising

Q How much has the American Red Cross raised so far?

A

- **REACTIVE ONLY:** Since the earthquake struck in Haiti on January 12, the American Red Cross has raised approximately \$284 million (as of 5:00 p.m. 02/18/10) for the Haiti relief and recovery efforts. More than \$32 million has been pledged through mobile giving.
- The American Red Cross has received \$6 million from MTV's Hope for Haiti Now telethon. This money will be used to assist 36,000 families (about 180,000 people) with basic shelter materials and relief supplies such as mosquito nets, family tents and hygiene kits.
- People can donate in support of the relief effort in Haiti at www.redcross.org or by calling 1-800-REDCROSS. Mobile donors can text "Haiti" to 90999 to make a \$10 contribution.
- A \$10 donation would provide a first-aid kit equipped with enough ointment and bandages for a Red Cross responder to treat 15-20 injured earthquake survivors. A \$10 donation also can provide a family with two water cans to store clean drinking water, basic first aid supplies or a blanket.

Q Do you think the American Red Cross has raised too much money for Haiti relief?

A

- No. The American Red Cross is honored by the outpouring of contributions of millions of donors who displayed amazing generosity to Haiti relief and recovery, but there are significant long-term needs in Haiti.
- The American Red Cross honors donor intent and all money donated for Haiti will go to restoring lives and communities in the earthquake-affected region.

Q How much money has been raised for previous international disasters by the American Red Cross?

A

- Sichuan Earthquake (May 2008) raised \$55 million
- Indian Ocean tsunami (December 2004) raised \$581 million
- Hurricane Mitch (October 1998) brought in \$51 million
- Balkans Crisis (March 1999) raised \$39 M
- African Famine (1985) raised \$24.5 M
- Mexico Earthquake (September 1985) raised \$19.7 M
- India Earthquake (January 2001) raised \$14.5 M

Q How do I know my donation is being used wisely by the American Red Cross?

A

- The American Red Cross is committed to administering programs that are carefully planned and effectively implemented. Keeping our administrative

costs as low as possible ensures the American Red Cross can deliver more help to people affected by this devastating disaster.

Q How can donors be sure that their contributions to a certain disaster, Red Cross program or their local chapter are designated to their intended program?

A

- Donors should designate their gift at the time of their donation. All donors will receive an acknowledgment letter confirming that the donation they made was and applied to their intended program. If after receiving this letter, donors discover an error was made, they can have it changed by calling 800-797-8022 and selecting option 2.

Q How will you ensure that funds sent to other organizations are meeting the intent of donors?

A

- Any funds sent to partner organizations are closely monitored through agreements, programmatic monitoring, regular reporting and annual audits. Furthermore, funds are sent from the American Red Cross directly to another national Red Cross society only when accompanied by detailed agreements with exact reporting and monitoring requirements are built in.

Q What are Red Cross administrative costs on relief operations?

A

- On average 91 cents of every donated dollar will be spent on disaster relief operations and recovery. The other 9 cents supports the general infrastructure/back office operations of the Red Cross such as HR, IT, communications, fundraising, corporate finance, etc.
- Regarding our mobile text program, 100 percent of the \$10 donations sent via mobile texting—"HAITI" to "90999"—will be given to the Red Cross by the mobile carriers.

Q Reports on giving to Haiti often mention Charity Navigator and its ratings of charities. Why isn't the Red Cross a four-star charity in the Charity Navigator ratings?

A REACTIVE ONLY:

- It is important to know that the Charity Navigator rating is currently based solely on financial information, not service delivery outcomes.
- While ideally suited to universities, YMCAs and similar organizations, Charity Navigator's ratings do not accurately capture the type of work the American Red Cross performs as part of its mission (e.g., disaster fundraising). Instead, our ratings fluctuate from year-to-year based on a formula, not our actual performance.
- Red Cross actions to tighten its belt, reduce expenses and increase efficiencies in the past have actually hurt its ratings with Charity Navigator.
- In fact, the Red Cross has among the lowest administrative and fundraising expenses in the non-profit sector--exactly the kinds of factors donors value when

choosing a charity.

- The Red Cross does meet the strict standards for charity accountability established by the Better Business Bureau's Wise Giving Alliance.
- The Red Cross believes that a critical flaw in the Charity Navigator rating methodology is the failure to include data on services and outcomes, and Red Cross officials have approached Charity Navigator about making needed revisions to its methods.

Q How can I donate to the American Red Cross response in Haiti?

A

- **For your convenience, we have several ways in which donors can provide financial support to the American Red Cross.**
- You can call in your donation, by dialing 1.800-HELP-NOW.
- You can mail in a check to:
American Red Cross
P.O. Box 37243
Washington, DC 20013
- You can text 'HAITI' to 90999 to automatically donate \$10. Please note: standard text messaging rates apply.
- You can make an online donation by visiting www.redcross.org, and then selecting the DONATE option at the upper right hand corner of the page.

Q What could my gift actually buy?

A

- \$5 provides a water container to store clean drinking water
- A \$10 donation made through mobile giving would provide a first aid kit equipped with enough ointment and bandages for a Red Cross responder to treat 15-20 injured earthquake survivors.
 - Alternatively, \$10 can provide a family with two water cans to store clean drinking water, basic first aid supplies or a blanket appropriate to the climate.
- \$25 provides a family of 5 with a kitchen set giving them the ability to cook and serve food (a disaster can destroy even the most basic family possessions and restoring family's self-sufficiency is essential). This includes two cooking pots, a frying pan, bowls, plates, cups, and utensils.
- \$30 provides essential hygiene materials to 5 people for one month (ensuring adequate hygiene after a disaster is essential in promoting the health of those affected). This includes items like a toothbrush and toothpaste, shampoo, body soap, laundry soap, toilet paper, sanitary pads, a razor and a towel.
- \$60 provides tarps, rope, wood and tools for a family of five to build a temporary shelter. (2 tarps, rope, hoe, machete, tin snips, handsaw, roofing nails, shovel, long nails, tie wire, claw hammer)
- \$100 provides a cooking set, hygiene pack, blankets, and water containers for one family of five following a disaster.
- \$500 provides a family tent for a family of 5

Q How can I make a donation via wire transfer?

A

- Please refer them to <http://american.redcross.org/wiretransfer>. When persons or organizations need to send funds to the American Red Cross by wire transfer, they will require the following instructions:
- For Domestic (within the US) wires
 - Account Name: American National Red Cross
 - Bank Name: JP Morgan Chase
 - Location: 1166 Ave of the Americas, 16th Floor
New York, NY 10036
 - ABA Number: 021 000 021 (for Fed Wires) or 071000013 (ACH transfers)
 - Account Number: 51-05080
 - Reference: Any details which will tell us how to apply the funds.
- For International wires
 - Account Name: American National Red Cross
 - Bank Name: JP MorganChase
 - Location: 1166 Ave of the Americas, 16th Floor
New York, NY 10036
 - Swift Number: CHASUS33
 - Account Number: 51-05080
 - Reference: Any details which will tell us how to apply the funds.

Q What if a donor has a question about their donation? (Amount donated, change their designation, etc.)

A

- Just call (800) 797-8022 and select option 2.

Q Someone called me and wants to raise money for the Red Cross – what can I tell them?

A

- If the company or individual is interested in conducting a third party fundraiser, customer donation program or cause related marketing campaign and plans to conduct their campaign outside of a single regional chapter jurisdiction, please ask them to visit the main Red Cross website, click on the “Giving and Getting Involved” tab, and then select “By raising funds for disaster” from the list (you may also direct them to the link www.redcross.org/raisefundsfordisaster). This site will give the prospective partner the ability to start the application process for the legal agreement that the Red Cross requires of all of its fundraising partners. Once details of the proposal have been submitted, the Corporate Partnerships unit will manage the review of the proposal and further correspondence with the prospective partner.
- If the partner does not have access to the internet, or www.redcross.org is temporarily down, please direct the partner to contact the Corporate Partnerships unit at corppartnerships@usa.redcross.org or (202) 303-8380.
- If the fundraising will take place in your chapter’s jurisdiction alone then you are

responsible for putting an agreement in place and managing the relationship. Template agreements specifically for our response in Haiti are [available on CrossNet](#).

Q A corporation in my area called and wants to make a donation; what do I do?

A

- If you have any questions, please reach out to the [Relationship Manager for your state](#). You can also contact Corporate Partnerships at corppartnerships@usa.redcross.org or (202) 303-8380. Checks can be sent to the address below. Please specify which fund you would like to donate to at the time of donation on the check and in the cover letter.

American Red Cross
International Response Fund
PO Box 22679
Network Place
Chicago, IL 60673

Q Our foundation would like to make a contribution. How do we go about this?

A

- Foundations can send checks to the Foundation and Government Grants lockbox. Please provide a cover letter describing the designation of the donation and any contact information for the foundation. Please specify which fund you would like to donate to at the time of donation on the check and in the cover letter. Please send checks to:

American Red Cross
Foundation & Government Grants
24480 Network Place
Chicago, IL 60673-1244

Q An individual called and wants to make a donation of \$5,000 or more. Who can help me with this gift?

A

- Please contact the [Planned Giving officer in your state](#), they are happy to assist you.

Q Does the American Red Cross accept in-kind donations for the disaster in Haiti?

A

- The International Services and the In-Kind Teams are **reviewing** offers of **large, bulk quantities** of products and services that will support the needs of those affected by the earthquake in Haiti.
- Please note the International Federation has precise specifications for all items. Therefore, Red Cross needs to capture as much information about donation offers as possible, including:
 - Detailed Description of Available Supplies

- Quantity (i.e., Total number of units available)
 - Size of Individual Unit (e.g., 8 oz, 1 gallon)
 - Packaging (e.g., Shrink-wrapped, Palletized, etc.)
 - Product Expiration Date
 - Timeframe Product is Available
 - Current Location of Product
 - Ability to Transport Product Within the US and/or Internationally
- Due to the complexities of an International disaster relief operation, **all viable in-kind offers must be routed through the NHQ In-Kind Team**. Offers will be reviewed on a regular basis by the International Team for a decision on whether to accept, decline or defer the offer. While the focus will be on the immediate needs, the In-Kind Team is logging all offers of large, bulk quantities appropriate for disaster relief so we may follow up if and when the operation has a need.
 - Please send potentially viable offers with details to ikdunit@usa.redcross.org.
 - You may also leave a message on the IKD Hotline: 1-800-7-INKIND.
 - **At this time only immediate needs will be considered, all other offers will be declined or deferred for possible acceptance at a later date.** Please feel free to refer donors to other organizations participating in the relief efforts listed on our referral list.

Q Can the Red Cross accept donations of breast milk for children?

A

- Unfortunately, the American Red Cross is not able to accept donations of breast milk as part of its relief effort in Haiti. Such donations pose problems of transportation, screening, supply and storage.
- While the Red Cross appreciates these heartfelt offers to help survivors of the Haiti earthquake, we cannot accept donations of goods and services in response to an international disaster. A limited number of emergency responders, complex supply chains and specific needs identified by experts on the ground inform how the Red Cross purchases and delivers aid through our relief workers and partners.
- At this time, what we need most are financial contributions – whether by check, online or by phone. These donations allow the Red Cross to use resources in the most effective manner possible in order to get aid quickly to those who need it.

Q Why isn't the Red Cross seeking bulk donations of water?

A

- In fact, there is enough water in Haiti today--it just needs to be purified and trucked to where it is needed most. Focusing on restoring local supplies of fresh water is more efficient and cost-effective than bringing in bottled water. In addition, it helps with the long-term recovery of Haiti, and provides commercial activity to stimulate the local economy. Moreover, there aren't sufficient sanitation services in place today to remove the packaging waste, which would add to the already overburdened waste-management system.

Q Are we providing flights (through donated miles) for people who are adopting Haitian children? Can I donate miles to people who are adopting Haitian children?

A

- Please visit *Air Care Alliance*, <http://www.aircareall.org/> for help.

Q I have several companies who want to participate in a Workplace Giving campaign, what do I do?

A

- Workplace giving can include payroll deduction, employee matching gifts or corporate volunteer days. A company may conduct a workplace giving campaign annually or in response to a special event or disaster. Please refer to the [Workplace Giving Disaster ToolKit](#) for more information.

Q How can an employee have their gift matched by their employer?

A

- The employee should first verify if their company is participating in the matching process with the American Red Cross. Employee matching gift programs are often managed by the company's human resources department. Employees will need to ask their employer how the matching gift program is being administered and what percentage of their gift will be matched.
- If their employer does participate in matching gifts, they should also provide instructions on how to proceed with their matching gift. Typically, an employee will obtain a matching gift form from their company's human resources department. Individual donors can then mail their donation and the completed form to:

American Red Cross
Attn: Matching Gift Processing Unit
P.O. Box 37295
Washington, DC 20013

Q My local news station called me and wants to push donations to the Red Cross, what can I tell them?

A

- They can scroll on screen any of the options below –
 - Call 1-800-HELP-NOW
 - Donate online at www.RedCross.org
 - Text "HAITI" to 90999 to automatically donate \$10.

Q I've collected more credit card numbers and/or checks than I know what to do with. What do I do?

A

- Contact the Disaster Fundraising team (DisasterFundraising@usa.redcross.org) and we can help you send them to an outside vendor who can help.
- People can donate in support of the relief effort in Haiti at www.redcross.org or

by calling 1-800-REDCROSS. Mobile donors can text “Haiti” to 90999 to make a \$10 contribution.

- A \$10 donation made through mobile giving can provide a family with two water cans to store clean drinking water, a blanket appropriate to the climate or other supplies to give people the ability to cook for their families.

Q I heard rumors of fraudulent e-mails; is this true?

A

- There are reports of fraudulent emails that are abusing the Red Cross emblem to solicit donations globally. Please forward all suspicious emails and Web sites to fraudissues@ifrc.org.

Financial

Q Does the Red Cross place any controls on what it sends?

A

- The American Red Cross is keenly focused on establishing accountability and transparency for every dollar donated and every element of our relief programs, today and in the months and years to come.
- Before any funds are spent, we establish financial controls and an audit trail so we can track every dollar as it moves through the system.
- Funds are directed according to the priorities of the relief operation. Our immediate priority will be to use the funds to provide supplies—items like tarps, rope and tools—for temporary shelters and food and water in Haiti.
- Looking ahead, we know families affected by the earthquake will need Red Cross help for months and years to come, and as we finalize specific relief programs, we will allocate specific funds to each element of our plan.
- As always, the Red Cross will publicly report the details on how we use all donations to our relief programs in Haiti.

Q Has the Red Cross had to tap any bank loans or credit lines since the Haiti earthquake?

A

- No. We have not had to borrow any money for this event.

Q Before the Haiti disaster, the Red Cross clearly was in a budget crunch. How has the Haiti disaster affected that?

A

- The American Red Cross has made significant progress in reducing its operating deficit, which was \$209 million at the end of our fiscal year on June 30, 2008, and had been reduced to \$33.5 million a year later, as of June 30, 2009. We are committed to ending that operating deficit this year. With regard to our Haiti response, we won't have a chance to evaluate its impact on the Red Cross for several weeks.

Service to The Armed Forces

Q Can the American Red Cross obtain verifications for U.S. service members concerning the welfare of family members in Haiti?

A

- Specific to requests from service members, remember, this is not a U.S. disaster. There is no option in Haiti to obtain verifications for leave purposes or provide information in response to welfare inquiries. American Red Cross will NOT create a case simply to say that we are unable to verify due to geographic location. Military authorities have access to the news. If necessary, please advise commands that the disaster is being managed by the International Red Cross and Red Crescent network, not the American Red Cross; that International Red Cross and Red Crescent network efforts are focused on getting immediate relief for basic needs (shelter, water, food, medical care) to those affected by the disaster; that travel to Haiti may be restricted to relief workers for the foreseeable future; and that, in any event, the American Red Cross is unable to obtain verifications from the Haitian Red Cross, which is also focused on rescue and relief.

Q How should chapters handle requests from families in Haiti to inform service members of their welfare?

A

- Regarding families in Haiti reaching the American Red Cross, if you receive a call from a family in Haiti trying to get news of their family's status to a military service member, you may accept the case and send an ECM.

Blood

Q Is the American Red Cross sending blood to Haiti?

A

- Yes. The American Red Cross is coordinating shipments of blood and blood products to Haiti at the request of the Pan American Health Organization (PAHO). PAHO officials are coordinating with the National Blood Transfusion Program at the Ministry of Health in Haiti to distribute blood to local hospitals according to the needs of the earthquake victims.

Q Does the American Red Cross anticipate future requests for blood and blood products?

A

- Future shipments will be coordinated with PAHO by the American Red Cross and filled through a cooperative effort with other blood collectors in the United States.

Q Is there an urgent need for blood donors right now?**A**

- The American Red Cross continues to meet the current needs of this tragedy from our existing blood supply. At this time we do not anticipate the need for a general donor appeal to support our efforts.

Q What blood types are most needed?**A**

- There is an urgent need for eligible donors with Type O negative blood in this country to schedule a blood donation appointment as soon as possible. Type O negative blood is universal and can be given to anyone, regardless of their blood type, and is frequently used in emergency situations. To donate blood, call 1-800-RED CROSS or visit us online at redcrossblood.org to make an appointment.

Q Can I request that my blood donation be used in Haiti?**A**

- Your blood donation will become part of the nation's blood supply and will help ensure that we are prepared for any blood needs that arise right here in our community or wherever blood is needed.