

American Red Cross Response to ProPublica

While we don't report funds raised for each of our partners or platforms, we can report that as of today, the American Red Cross has raised approximately \$15.4 million in designated donations and pledges to support Louisiana flood victims. We estimate that it will cost approximately \$35 – \$40 million to fund this massive relief effort, and we continue to urge the public to support Louisiana by making a financial donation to the Red Cross, including through these easily-accessible platforms provided by our partners.

Since the flooding began on August 12th, more than 3,200 Red Crossers – from all 50 states, the District of Columbia and Puerto Rico – have tirelessly supported relief efforts in Louisiana. Over 90 percent of these trained disaster workers are volunteers, and have served more than 657,000 meals and snacks, distributed more than 371,000 relief items, provided more than 62,000 overnight stays in emergency shelters, handled more than 29,000 calls from people seeking help, and have provided more than 21,000 health services and emotional support contacts.

Cause marketing partners have a long history of generously supporting the Red Cross. When we respond to a significant disaster, like the Louisiana floods, our fundraisers work with existing partners and present opportunities for involvement either through a financial donation or activating customer/employee donation programs. In addition, during disasters we are often approached by new cause marketing partners to get involved.

Both The Advocate and The Advertiser have printed our responses to their earlier reporting on the relief operation:

http://www.theadvocate.com/baton_rouge/opinion/letters/article_e98b71c2-6af9-11e6-ba97-839947055fff.html?sr_source=lift_amplify

<http://www.theadvertiser.com/story/opinion/2016/08/29/joachim-red-cross-places-well-being-shelter-residents-first/89536470/>