



Centennial Chapter  
*Serving the Communities of Northern Colorado*  
120 Saturn Drive  
Fort Collins, CO 80525  
970.226.5728  
www.northerncolorado.redcross.org

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### **Mission Statement**

The American Red Cross, a humanitarian organization led by volunteers, guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disasters and help people prevent, prepare for and respond to emergencies.



# 2007 Report to The Community

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### **Officers and Board of Directors**

**Vic Hencken**     **Connie Nelson-Cleverly**  
*Chair*             *Secretary*

**Brad Florin**     **Erin Mounsey**  
*Vice Chair*       *Executive Director*

**John Blair**  
*Treasurer*

### **Members At Large**

**Scott Baker**  
**Mark Carnes**  
**Damion Cordova**  
**Derek Filkins**  
**Angel Gomez**  
**Skip Johnson**  
**David Jordan**  
**Henry Laughlin**

(cont...)

**Shannon Lyons**  
**Nancy Lee McBryde**  
**Rajan Nagarajan**  
**Anna Olsen**  
**Gary Schrenk**  
**Jane Sullivan**  
**Greg Yancey**

# Be Red Cross Ready



## Financial Condition

At the end of FY 07, as is the case every year, the Chapter Board of Directors retained the services of an independent auditor. A copy of that audit is available to any who request it. Please call Erin Mounsey, Executive Director, Centennial Chapter, at 970-226-5728 to request a copy. The Red Cross is dependent on the generosity of people like you to deliver our services. We need your help as volunteers and donors. Please call our office at 970-226-5728 to get involved in your American Red Cross.

## Community Support

All of the funds used to support the Centennial Chapter are raised within the Chapter. We do not receive government funds or support from the National American Red Cross. We request grants and contracts through direct applications and negotiations, and we solicit corporate and individual donations by mail, through special fundraising events, and through direct personal requests.

## Administrative Costs

Administrative costs for the National American Red Cross are nine percent of total expenses, and the organization is recognized as one of the most efficient organizations in the nation by several independent rating agencies, including BBB and Charity Plus. The Centennial Chapter's administration and fundraising costs are twenty two percent of expenses, below the BBB requirement of 25 percent.

Thank you for your continuing support of the mission of the American Red Cross. Together, we can save a life!

## Challenges

The Chapter's financial condition struggled during FY 07, taking a downturn that required a reduction in force in April 2007. The Chapter continued to hold expenses level, but was unable to offset the shortfall in revenue. As Chapter services are provided completely by the generosity of the community, a new and innovative fundraising strategy has been adopted by the Board of Directors.

<b>Chapter Financial Summary FY 07</b>	
<u>Revenue</u>	
Federated	27,415
Monetary Contributions	320,526
Class fees & materials	286,824
Grants	3,500
Special events	79,647
In-Kind donations	8,766
Investment income	46,368
Other	45,961
Inter-Red Cross	80,403
<b>Total Contributions, Revenues &amp; Gains</b>	<b>899,410</b>
<u>Expenses</u>	
Armed Forces Emergency Services	38,628
Disaster Services	231,761
Health Services	317,601
Community Services	51,504
Management & General	77,254
Fundraising	141,632
National Sector – Chapter Assessment	136,376
<b>Total</b>	<b>994,756</b>
Excess/Deficit	(95,346)



## The Red Cross in Our Community

As a part of the nation's leading humanitarian aid organization, we in Northern Colorado have an unparalleled record of helping people prevent, prepare for and respond to emergencies. We deliver:

- Relief services to victims of disaster
- Emergency communications for military families and access to financial assistance
- Health and safety training for anyone who seeks to prepare themselves, their businesses or their organizations for emergencies
- International projects in cooperation with Red Cross units around the world
- Community programs, including our new Care Giving program, which trains families to provide non-nursing support to patients and families in nursing homes, hospitals and home care.

The Centennial Chapter covers about 28,000 square miles of northern Colorado, reaching to the borders of Utah, Wyoming, Nebraska and Kansas. Chapter lines follow the borders of the 12 northern Colorado counties. Population in this area exceeds 650,000. The vast distances provide an opportunity for Chapter employees and volunteers to provide services to all of the Chapter's residents utilizing a strong network of local volunteers and a commitment to recruit and train volunteers in every northern Colorado community.

We pride ourselves in responding to EVERY disaster in our chapter within two hours of notification by local emergency managers. While our programs help the citizenry as a whole respond to emergencies through our governmental and charitable partners, we also emphasize the importance of each person, family, business or organization being prepared for the eventualities they may face. The Centennial Chapter is an active partner in the Be Red Cross Ready initiative.

### *Disaster Relief and Community Disaster Education*

When a disaster threatens or strikes, the Red Cross is there. This year we responded to 53 local disasters, including 43 residential fires. We helped 202 affected individuals and families with emergency food, shelter and supplies. In addition, 7 emergency snow shelters were opened with a capacity of 350.

### *Health and Safety Services*

From first aid, CPR and AED training to swimming and lifeguarding, American Red Cross programs help people lead safer and healthier lives. This year, 30,010 individuals learned lifesaving skills through classes offered by the chapter.

### *International Services*

In addition to providing Disaster Welfare Inquiry to local residents with relatives facing a disaster in another country, the Chapter took part in the American Red Cross Measles Initiative, an effort to vaccinate 200 million African children against measles. Measles in Africa, where few children are vaccinated, is a serious disease that weakens children and allows other opportunistic diseases to infect and

kill tens of thousands. The goal of this five-year program is to create awareness in Africa and save lives by vaccinating those 200 million children at a cost of \$1 each. In America, that vaccination costs more than \$30.

### *Armed Forces Emergency Services*

The American Red Cross provides communication between those in the Armed Forces and their families. We have a worldwide network that reaches service members wherever they are to communicate a birth, death or illness. This year we provided emergency connections for 1283 military families.

### *Community Services*

As an impartial partner organization with experience in human services casework, we provided dozens of families with financial assistance on behalf of the United Way of Weld County during a non-disaster humanitarian crisis affecting the Greeley community.

### *A Note About Volunteers*

We depend on volunteers of all ages and backgrounds to carry on our work. Volunteers constitute 97 percent of our total workforce, serving as members of the board, instructors teaching lifesaving skills, disaster action team members, office administrators, event organizers and more.

This year 1,179 volunteers made the work of the chapter possible, contributing approximately 214,578 hours. Based on national statistics\*, that is an estimated value of at \$2,414,002 of service.

\*Network for Good