

FY10 United Way Mid-Year Report

Program: Disaster Services (Readiness and Response)

Agency: American Red Cross – Central Virginia Regional Chapter

Date: 1 July 2010 through 31 December 2010

1. For the current funding period, please highlight your program's goals, activities and results, noting any changes to your original plan/proposal. Include any relevant budget and/or financial information. Limit your response to no more than one page.
 - Goals: Support, Deliver and Build the American Red Cross Disaster Relief Services Program (Readiness and Response) to the city of Charlottesville and the counties of Albemarle, Fluvanna, Greene, Louisa and Nelson.
 - Results: Disaster Action Teams responded to 100% of requests for disaster relief assistance, delivering \$10,403 of direct financial relief to 20 families (54 individuals) displaced by home fires. Although fire client numbers during the first half of FY11 are below projections, an increase in January 2011 and early February 2011 assistance provided (22 additional clients so far) is trending toward meeting overall FY11 projections.
 - In addition to direct disaster response, the Red Cross delivered over 200 hours of disaster preparedness training for communities and volunteers, and participated in exercised designed to enhance readiness to response capacity in the Thomas Jefferson United War area of responsibility.

2. Please share a success story from your program. We are especially interested in stories that show a long-term impact on a person or family, and stories that show collaborations or referrals with other community programs in meeting a client's multiple needs.
 - The American Red Cross Central VA Chapter staff and volunteers rapidly respond 24/7/365 to provide the most basic of human needs – food, clothing and shelter. There is no other organization in the region that is trained, equipped ready and able to provide this disaster response community service.
 - No journey can begin without the initial few steps – this is especially true for recovery from a devastating home fire. The immediate response, near term recovery focus of Red Cross Disaster Relief programs enabled all of these families to begin their recovery process from significant disruption in their lives from major damage up to total loss to their homes.
 - Although individual client comments are confidential, disaster victims routinely expressed their gratitude, thanking chapter volunteers for quickly coming to their aid providing recovery guidance, arranging lodging and dispensing funds for food, clothing and other needs. An often heard comment is, "I wouldn't know where to turn if you hadn't come to help." Of note, families are provided with a copy of the Thomas Jefferson United Way Referral Guide and are briefed on partner agencies that also might be able to assist with mid-/long-term recovery needs. At our last "Every Second Counts" mission tour, Charlottesville Fire Chief Charles Werner stated that "the Red Cross is a gift to our community – the fire fighters try to save homes and the Red Cross builds the bridge toward recovery.

3. Complete the following Outcome Measurement update (based on your application for funding) for the fiscal year to date.

**Projected Number of Intended
FY11 Primary Beneficiaries:
(Full Year) 152**

**Actual Number of
Primary Beneficiaries
(FY-YTD): 54**

Projected FY10 Outcomes	FY10 Indicators Tracked	FY10 Outcome Results (provide specific numbers and percentages)
Disaster displaced individuals (clients) are provided emergency solutions for immediate disaster-caused needs (food, clothing, shelter)	Client case files: Individuals Assisted; Residence Damage vs financial assistance provided	<i>Assistance provided to 54 individuals displaced from their homes by 20 Single/Multi Family Residential Fires</i>
Red Cross provides immediate emergency relief in the aftermath of a disaster (within 2 hours of client request for assistance)	Disaster Action Team response time from notification (County Emergency Dispatch or Individual Client request)	100% of disaster responses occurred within goal parameters. Laudatory comments for prompt service were received from Fire Chiefs & Emergency Coordinators within the TJ Area United Way
Continue community disaster education and internal staff/volunteer training toward increased readiness and reponse capability (capacity building)	National American Red Cross Metrics: Chapter Statistical Report, Chapter Performance Standards, Chapter Disaster Readiness Assessment	Central Virginia Regional Chapter continues to build volunteer response capacity; education, readiness and response programs significantly contributed to Chapters "Highly Performing Chapter" designation

4. Impact Report.

Community Needs or Issues Your Program Addresses – *American Red Cross Disaster Relief Services programs provide our community with a system of disaster planning, preparedness and response in a rapid, uniform and consistent manner – toward the ultimate goal of providing immediate emergency relief to our community in the aftermath of a disaster.*

- American Red Cross Disaster Services programs provide our community with a system of disaster planning, preparedness and response in a rapid, uniform and consistent manner.
- Primary focus areas for individual disaster-displaced families, and also for providing/coordinating immediate Mass Care relief (ie sheltering and feeding) stemming from larger scale disasters, are not provided by any other community organization. County Emergency Services Managers and Dispatchers contact the on-call Red Cross Disaster Action Teams to respond.

Your Program’s Solutions that United Way Community Impact Funds Support

- Provides and sustains well-trained, community-based response teams and their capability to assist individual community members recover from disasters, such as home fires, flooding, and damage from wind storms.
- Provides individual emergency assistance to obtain food, clothing and temporary shelter – helping them begin their long-term recovery process. The recovery journey continues as clients are able to access and use their own resources to rebuild and/or are referred to partner United Way and city/county/state resources for additional assistance.

Actual Results – With financial donations from our Thomas Jefferson Area United Way partners, the Central VA Regional American Red Cross Chapter provided immediate, direct assistance to 54 individuals who were displaced from the security of their homes by fires. Funded, trained, capable and caring volunteers – members of our community - are out there “taking care of their communities.”

Financial Impact of Donations -- The FY11 Thomas Jefferson Area United Way donation of \$17,239 toward disaster services is projected to provide 152 individual clients with an average of \$113 each toward recovering from a disaster scenario - most typically a fire which completely destroys or causes major structural damage to their home and also destroys most or all of their possessions.