

HEADQUARTERS
American Red Cross
Southwestern PA Chapter
225 Boulevard of the Allies
Pittsburgh, PA 15222
412.263.3100

FAYETTE COUNTY BRANCH
American Red Cross
108 Morgantown Street
Uniontown, PA 15401
724.438.2567

GREENE COUNTY BRANCH
American Red Cross
22 West High Street, Suite 201
Waynesburg, PA 15370
724.627.3834

WASHINGTON COUNTY BRANCH
American Red Cross
524 East Maiden Street
Washington, PA 15301
724.222.4750



2007 EXECUTIVE MESSAGE

TO ALL THE FRIENDS OF THE AMERICAN RED CROSS SOUTHWESTERN PENNSYLVANIA CHAPTER:

OUR MISSION: THE AMERICAN RED CROSS, A HUMANITARIAN ORGANIZATION LED BY VOLUNTEERS AND 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 DISASTERS AND OTHER LIFE-THREATENING EMERGENCIES.

We would like to thank you for your continuous and dedicated support of our Chapter and our Mission to help people prevent, prepare for and respond to disasters and emergencies. We are honored to provide our vital services to all 1.6 million people throughout southwestern Pennsylvania.

This year, we provided critical assistance to nearly 2,000 of our neighbors who were impacted by local disasters and emergencies – occurring once every 22 hours on average. We trained 47,000 people to help save lives through our skill classes, fulfilled more than 500 emergency communications among area families and their armed service family members and provided educational materials to more than 35,000 people. And, all told, we provided an incredible total of nearly 700,000 community services to the people of southwestern Pennsylvania!

We have been and will always be there to serve our neighbors during their greatest time of need. But perhaps our Chapter's most exciting challenge this year is in the area of preparedness. Through our *Promise to Prepare* campaign, we will emerge as the region's leading source of education, information and resources to becoming prepared. Along with our media partners at WTAE-TV and ThePittsburghChannel.com and through the generosity of our 100% funding partners at the Colcom Foundation and The Laurel Foundation, we will launch a mass media consumer awareness and educational campaign over the next 12 months. Our goal is aggressive, yet doable – to make southwestern Pennsylvania the MOST prepared region in the USA!

Again, we appreciate your continued support for and confidence in the work that we do. We're here for everyone in southwestern Pennsylvania whenever and wherever our neighbors might need us!


Larry S. Blaj, Board Chair


T.L. (Tim) Tassone, Chief Executive Officer



PREPAREDNESS
TRAINING
PEACE OF MIND

WORRY
PANIC
HELPLESSNESS

Your response to a disaster can be made more positive if you have the education and training to manage it with confidence. This comes from being prepared.



The new, locally created campaign, Promise to Prepare, is meant to persuade citizens to prepare for emergencies by taking easy and appropriate steps, such as stocking emergency supplies in the home or practicing fire drills with the family.

COMMUNITIES BECOME STRONGER THROUGH PREPAREDNESS – A CASE STUDY ON THE MON VALLEY

Houses that lie along the Turtle Creek and the Monongahela River are prone to river flooding. So, when local Red Cross officials began seeking out new solutions to help neighborhoods become more self-reliant, they focused on the 26 towns in the Upper Mon Valley region.

Aided by an \$80,000 grant from the United States Steel Foundation, Red Cross leadership armed these town leaders with skills and tools necessary for disaster response. First, Red Cross trained countless community volunteers with the skills to start and manage their own shelter at a moment's notice. Then, Red Cross bought and pre-positioned shelter equipment and supplies (including five trailers) and housed bulk supplies at five secure locations scattered across this targeted area.

The result? A shelter response that typically could take four hours now takes just 20 minutes with minimal coordination, a vital improvement for this area of the region. Red Cross believes this will not only save time, but could possibly save lives.

Since Hurricane Katrina, this community-led concept has become an efficient American Red Cross model for sheltering residents. The concept, which was tested here through this project, is now noteworthy as being one of the first successes in the country.

2007 RESPONSE

OUR FUNDAMENTAL PRINCIPLES:

HUMANITY
IMPARTIALITY
NEUTRALITY
INDEPENDENCE
UNITY
UNIVERSALITY
VOLUNTARY SERVICE

2007 STATS AT A GLANCE

THE BREADTH AND DEPTH OF OUR SERVICES ARE MEASURED AND MANAGED CONSTANTLY, YET WE NEVER LOSE SIGHT OF THE FACT THAT EACH STATISTIC REPRESENTS A LIVING, BREATHING PERSON. ONE PERSON WITH A NEED. LINKED WITH ONE PERSON WITH A HEART. LINKED WITH ONE PERSON WITH A DOLLAR OR ONE PERSON WITH A PINT OF BLOOD.

Emergencies we responded to	401	Volunteers in the Foster Grandparent Program	240
<i>After a disaster:</i>			
Individuals helped with food, clothing or shelter	1,904	Interactions Red Cross volunteers had with children & young adults	468,000
Local families receiving financial assistance	700	Individuals enrolled in First Aid, CPR or other lifesaving courses	47,604
Individuals given disaster education	35,949	Percent of individuals who felt prepared to respond after taking a course	99
Local military families who used Red Cross emergency help	588	Young adults who took lifesaving Babysitter's Training	412
Volunteer hours spent helping military families	4,579	Seniors now living independently, thanks to Lifeline	465
Red Cross volunteers	1,500	Instructors teaching lifesaving courses in four counties	1,183
New disaster response volunteers	25	Nurse's aid testing candidates	1,902
Hours donated by volunteers	333,463	Families helped by our Homeless Prevention services	573
Volunteers in the Retired & Senior Volunteer Program	804		

Every 22 hours, our disaster responder volunteers were called to the scene of an emergency – usually a house fire. Volunteers tirelessly worked with families left homeless and helpless – and arranged for them a safe place to sleep, some new clothes and groceries.





Top, left to right: 1. Area Girl Scouts get a lesson during "Together, We Prepare" day. 2. Red Cross's Renee Willow shows a local Boy Scout troop what to stock in a first aid kit. 3. Deloitte employees receive training in CPR during "Deloitte Impact 2007." 4. Volunteer Wanda Dietrich reviews a checklist with Loretta Cahill as part of a disaster drill. 5. US Steel Corporation's Jim Garraux and Local Red Cross CEO Tim Tassone celebrate a partnership toward preparedness. 6. Red Cross's Mike Adametz helps volunteer Lou Lantzy stock a trailer with supplies.

THE YEAR IN REVIEW 2007



THE YEAR IN REVIEW 2007

Everyone has the power to prepare, says the Red Cross. This philosophy inspired the official launch of the Chapter's local *Promise to Prepare* campaign. In a press conference with officials from government, public safety and business, the Red Cross unveiled its strategy for educating and motivating regional citizens toward preparedness leadership. To date, more than 1,000 individuals sought out the Red Cross and promised to take one of four actions toward preparedness this year. The goal? 10,000 citizens making that promise. The ultimate goal? To be the most prepared region in the United States.

PRACTICING DISASTER RESPONSE

The local Red Cross practiced the art and science of efficient and high-quality disaster response by participating in several disaster drills. Below are two of the many drills completed.

CDREE (Chapter Disaster Readiness Exercise & Evaluation). This two-day drill challenged Red Cross workers on delivering the resources and sound judgment necessary for high-level response. The drill, which was facilitated and assessed by national American Red Cross auditors, was an audit of response capabilities and sharpened the skills of all involved. The chapter received high marks for its preparedness and is now considered one of the top markets for its response plan.

Pittsburgh International Airport Drill. As part of the Federal Family Assistance Plan for Aviation Disasters, the Red Cross is named by the government as the lead agency for family care and mental health as part of any air disaster. That is one reason why local Red Cross workers provided leadership to a drill initiated by USA 3000 and facilitated by the Allegheny County Airport Authority this year. The drill, which simulated an airline crash, gave many organizations the opportunity to practice and discuss the response management of such a catastrophe – should it happen here.

OFFICERS (As of the 2007 Annual Meeting)

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2007 FINANCIAL POSITION

DONORS REALIZE THAT THEIR INVESTMENT IN THE RED CROSS IS TRULY AN INVESTMENT IN THE PREPAREDNESS OF THEIR OWN COMMUNITY. THE MORE SERVICES DELIVERED BY THE RED CROSS, THE STRONGER AND MORE SELF-RELIANT OUR NEIGHBORHOODS ARE BECAUSE OF IT.

ASSETS		LIABILITIES AND NET ASSETS	
CURRENT ASSETS	JUNE 30, 2007	CURRENT LIABILITIES	JUNE 30, 2007
Cash	\$ 562,352	Payments due within one year on long-term debt	\$ 17,000
Investments	\$ 125,169	Accounts payable	\$ 388,225
Receivables		Accrued expenses	\$ 81,516
Contributions receivable	\$ 739,053	Inter-Red Cross payables	\$ 213,095
Other receivables, net	\$ 174,177		
Inventories	\$ 44,860	Total Current Liabilities	\$ 699,836
Prepays and other assets	\$ 6,603		
Total Current Assets	\$ 1,652,214		
INVESTMENTS	\$ 164,992	LONG-TERM DEBT	\$ 95,908
		Total Liabilities	\$ 795,744
ANNUITIES AND INVESTMENTS HELD IN TRUST	\$1,809,463	NET ASSETS	
		Unrestricted	\$ 929,427
LAND, BUILDINGS AND EQUIPMENT, NET	\$1,040,194	Temporarily restricted	\$1,121,099
		Permanently restricted	\$1,820,593
Total Assets	\$4,666,863	Total Net Assets	\$3,871,119
		Total Liabilities and Net Assets	\$4,666,863

STATEMENTS OF ACTIVITIES & CHANGES IN

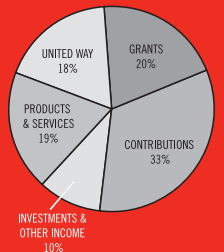
CONTRIBUTIONS, REVENUES AND GAINS	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
United Way	\$ 12,233	\$ 962,945	-	\$ 975,178
Monetary contributions	\$ 743,255	\$ 258,650	-	\$ 1,001,905
Special events	\$ 204,983	\$ 15,457	-	\$ 220,440
Legacies, bequests, etc.	\$ 355,517	-	-	\$ 355,517
In-kind contributions	\$ 43,302	\$ 138,419	-	\$ 181,721
Grants	-	\$1,088,446	-	\$ 1,088,446
Investment income	\$ 106,918	\$ 3,374	\$169,167	\$ 279,459
Income from endowment	\$ 5,475	-	-	\$ 5,475
Products and services	\$ 986,698	-	-	\$ 986,698
Inter-Red Cross revenues	\$ 17,385	\$ 91,385	-	\$ 108,770
Other revenues and gains	\$ 112,139	\$ 1,236	-	\$ 113,375
Net assets released from restrictions/reclassifications	\$2,636,212	(\$2,636,212)	-	-
Total Contributions, Revenues and Gains	\$5,224,117	(\$76,300)	\$169,167	\$ 5,316,984

EXPENSES	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Program services:				
Armed Forces Emergency Services (AFES)	\$ 234,343	-	-	\$ 234,343
Disaster services	\$1,297,381	-	-	\$ 1,297,381
Health and safety services	\$1,273,545	-	-	\$ 1,273,545
Community services	\$1,580,461	-	-	\$ 1,580,461
International services	\$ 48,186	-	-	\$ 48,186
	\$4,433,916	-	-	\$ 4,433,916
Supporting services:				
Membership and fundraising	\$ 456,226	-	-	\$ 456,226
Management and general	\$ 517,636	-	-	\$ 517,636
	\$ 973,862	-	-	\$ 973,862
Total Expenses	\$5,407,778	-	-	\$ 5,407,778
Changes in Net Assets	(\$183,661)	(\$76,300)	\$169,167	(\$90,794)

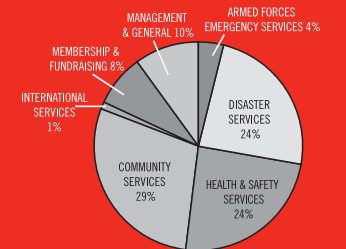
NET ASSETS	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Beginning of year	\$1,113,088	\$1,197,399	\$1,651,426	\$3,961,913
End of year	\$ 929,427	\$1,121,099	\$1,820,593	\$3,871,119

NET ASSETS 2007

Operating Revenue



Operating Expenses



Financial information contained in the annual report was taken from the June 30, 2007 audited financial statements performed and certified by Schneider Downs & Co., Inc. Complete audited financial statements are available upon request.

2007 DONORS

THESE INDIVIDUALS
AND ORGANIZATIONS HAVE
CONTRIBUTED TO OUR
RED CROSS CHAPTER FROM
7/1/06 TO 6/30/07.
THANK YOU FOR YOUR
GENEROSITY AND SUPPORT.

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TO ENSURE THE ACCURACY
OF THESE RECORDS,
WE APOLOGIZE FOR ANY
ERRORS OR OMISSIONS.



**All American Red Cross
Disaster Assistance Is Free**

VOLUNTEER CALL 412.263.3181 OR E-MAIL SWPAVOLS@REDCROSS.ORG.

VISIT SWPA.REDCROSS.ORG TO **DONATE** OR CALL 888.217.9599, TOLL-FREE, 24 HOURS-A-DAY OR MAIL CHECK PAYABLE TO:
AMERICAN RED CROSS SOUTHWESTERN PA CHAPTER, 225 BOULEVARD OF THE ALLIES, PITTSBURGH, PA 15222.

TO REGISTER FOR A LIFESAVING COURSE, CALL 412.263.3100 OR TO LEARN HOW TO **PREPARE** FOR PERSONAL
AND COMMUNITY-WIDE EMERGENCIES, CALL 412.263.3147.