



## Donating to the American Red Cross of Alaska

The American Red Cross of Alaska serves the entire state of Alaska, and you can count on us to be there to help you in times of need. As a member of the local, national, and international Red Cross Movement network, the American Red Cross of Alaska is dedicated to providing relief to disaster victims and assisting people in preventing, preparing for, and responding to emergencies. Governed by volunteers and supported by community donations, the American Red Cross of Alaska is part of a nationwide network. We deliver our mission to our four service delivery areas in the state.

Alaska is a self-supported region in the Pacific Division of the American Red Cross. We operate with dollars that we raise through our incredible portfolio of individual and corporate donors, which we continue to grow each year. Ninety cents of every dollar we raise goes to our mission. If you or your company would like to donate to the American Red Cross of Alaska, visit [redcross.org/donate](https://redcross.org/donate) or reach out anytime to our Regional Philanthropy Officer, Cameron Morrison, in Anchorage at [cameron.morrison@redcross.org](mailto:cameron.morrison@redcross.org)

## Lines of Service

The Red Cross of Alaska supports its communities by operating and fundraising for these five lines of service:

- **Disaster Relief**—Alaska has some of the roughest winters and extreme weather in the United States, including natural disasters such as earthquakes, floods, mudslides, and volcanoes. Our team of volunteers responds as quickly as possible to rural and urban areas of Alaska, providing shelter, food, financial assistance, and aid in times of crisis.
- **Service to the Armed Forces**—Since our founding, the Red Cross has supported those in uniform. We assist with emergency services and help build family resiliency for our members of the armed forces on our bases in and throughout Alaska. We staff volunteer offices on both JBER and Fort Wainwright and offer programs and services on-site at these locations.
- **Blood Services**—Every two seconds, someone in the U.S. needs blood. Although we do not manage blood services in Alaska, we still actively fundraise in our state to support the national effort to be the largest supplier of blood in the U.S. We help ensure new moms, premature babies, cancer patients, and accident victims have access to safe, lifesaving blood.
- **Training and Certification**—The Red Cross is the leading developer and provider of education and training that helps prevent, prepare for, and respond to health and safety emergencies. More than 4.5 million people receive Red Cross training in CPR, first aid, water safety, and other skills annually.
- **International Services**—in 2023 alone, the Red Cross helped 72 million people in 108 countries through its international humanitarian efforts and network of volunteers worldwide.

## Partnership Opportunities

There are a few ways that we rely on our partners in Alaska to continue delivering our mission to people across the state. From volunteer opportunities, life-saving safety classes, and donor-driven sponsorship fundraising\*, listed below are just some of the ways we work with others to operate and deliver our Red Cross mission:

- **Sound the Alarm and Home Fire Campaign**- Every day, seven people die in U.S. home fires, most in households that lack working smoke alarms, with low-income families, Native Americans, African Americans, and older Americans disproportionately killed and/or injured. As a response to these local



tragedies, the American Red Cross wanted to do more. We call this year-round effort the Home Fire Campaign; installing smoke alarms, helping families make escape plans, and teaching preparedness courses to adults and children.

- **March is Red Cross Month** — It is incredibly easy to set up a workplace giving, customer donation, or co-venture program to fundraise with the Red Cross of Alaska during March, which is Red Cross Month. Set a goal for staff members, utilize the microsite that we set up, get involved with spreading the message of our mission, and fundraise for any line of service that may fit your community giving plan.
- **Real Heroes Awards** — Each year for the past 25 years, we have gathered for a Real Heroes event and celebrated the outstanding members of our community. We have captured the inspirational stories of heroes in 10 different categories to share. At our upcoming reception, you will also hear from our award sponsors, learn important preparedness tips, and hear more about the lifesaving work of the Red Cross. The event and individual awards are sponsored by generous community donors throughout Alaska.
- **Volunteer Recruitment** — Did you know that the American Red Cross workforce is 90% volunteers? Committed and compassionate volunteers are the heart and soul of the American Red Cross of Alaska. Volunteers play a vital role in fulfilling the Red Cross's mission to strengthen our communities, from becoming certified safety trainers, fundraising stewards, and community support representatives, to being on call to respond to disasters big and small.
- **Emergency Response Vehicle Sponsorship** — Every hour, the American Red Cross helps about 1,000 people face emergencies. Last year in Alaska, the Red Cross responded to 381 home fires and other disasters. Our iconic emergency response vehicles remain at the heart of our disaster relief and recovery work. We continually upgrade this fleet of vehicles in Alaska through sponsorship partnership opportunities with businesses in Alaska and offer copious recognition through brand recognition in return for their generosity.

## Our Partners

The Red Cross of Alaska is proud to partner with some of the leading corporate entities in the state. Some of our most prominent sponsors and partners include:

**Alaska Commercial Company**  
**Alaska Airlines**  
**ConocoPhillips Alaska**  
**GCI**  
**Global Credit Union**  
**Marathon Petroleum**  
**Mat-Su Health Foundation**  
**Rasmuson Foundation**  
**Richard L. and Diane M. Block Foundation**  
**TOTE Maritime**

*\*It is incredibly important that our partners know that any fundraising dollars we raise in Alaska, unless otherwise designated to do so, **stay in Alaska** and **support Alaskan needs**.*