

SUPERSTORM SANDY

THREE-MONTH UPDATE | JANUARY 2013



**American
Red Cross**

A Message From the President and CEO

Superstorm Sandy battered much of the Eastern Seaboard three months ago, and the devastation—altered landscapes, lost homes, lives forever changed—will be felt for months to come. With widespread support from people and businesses from across the country and around the world, the American Red Cross is helping people counter sorrow with hope.

The Red Cross response to Sandy is our largest U.S. operation in more than five years. Even before the storm made landfall, the Red Cross opened shelters across multiple states, and over the past three months, a total of more than 16,800 trained workers—90 percent of whom are volunteers—have rotated through and delivered help, with more than 1,000 workers still on the ground.

The Red Cross has received more than \$254 million in donations and pledges for Sandy. By January 31, we will have spent or made commitments to spend an estimated \$145 million, and the remaining Sandy donations will be used to help individuals and communities affected by this storm with their long-term needs. Our spending represents both direct services and support we provide to other agencies.

Disasters of this size and scope require an integrated effort across the affected communities and cooperation among nonprofit and government partners. We developed our recovery plan alongside FEMA and others, coordinating efforts and identifying unmet needs. Our federal government partners requested that we first focus on people identified as most in need—those whose homes were destroyed and who cannot meet their needs through insurance, federal and state resources.

This disaster hit close to home for me. Born, raised and having spent much of my adult life in the area, I know well many of the places hardest hit in New York City and New Jersey. I'm heartbroken for those affected by Sandy—and I assure you that the American Red Cross is committed to spending every dollar we raised wisely to give help and hope to the survivors of this storm as they rebound. Thanks to those who opened their hearts, we can provide services and support for months to come.

Gail McGovern

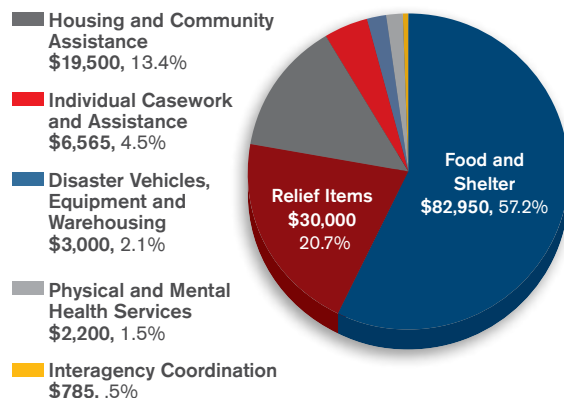


Mike McGregor/American Red Cross

To view a Superstorm Sandy video message from Gail McGovern, please click [here](#).

Superstorm Sandy Response*

Estimated Expenses and Commitments through January 31
\$145M (in thousands)



*An average of 91 cents of every dollar the Red Cross spends is invested in humanitarian services and programs.

Food and Shelter

The Red Cross opens shelters to ensure people have a safe place to stay before, during and after the storm. The Red Cross serves meals at shelters, as well as from emergency response vehicles moving through neighborhoods and fixed feeding sites in affected communities. This includes donations to food banks.

Relief Items

The Red Cross distributes a range of relief items, including comfort kits with hygiene items like toothbrushes and toothpaste, cleaning supplies, flashlights, batteries, trash bags, cold-weather essentials (gloves, blankets, hand-warmers) and shovels.

Housing and Community Assistance

The Red Cross provides assistance to meet housing needs for those whose homes were most seriously damaged by the disaster. This includes assistance for items such as repairs, mold removal, move-in assistance, security deposits, furniture and appliances.

Individual Casework and Assistance

Red Cross caseworkers meet with individuals affected by disaster to offer

assistance, identify special needs and help them plan their long-term recovery. Assistance can include groceries, clothing, lodging and other aid to help a family get back on its feet.

Disaster Vehicles, Equipment and Warehousing

Red Cross workers drive through neighborhoods to distribute water, food and relief supplies in more than 300 feeding trucks as well as rental cars, trucks and other vehicles. This also includes costs associated with warehousing, fleet management, fuel and other necessities.

Physical and Mental Health Services

The Red Cross provides physical and emotional support services to clients, including first aid and replacement of prescription medicines.

Interagency Coordination

The Red Cross is providing funding to National Voluntary Organizations Active in Disasters (VOAD) and other agencies that work to coordinate efforts and improve efficiency.

Stories of Relief Following Sandy

Superstorm Sandy was filled with stories of heartbreak and hope—survivors and volunteers shared tales that brought tears, gave inspiration and reminded us of what can be accomplished through the lifesaving mission of the Red Cross. Here are some of the stories that touched us deeply as we responded to Sandy.

Compassion “Not in Short Supply” at the Red Cross —*Deborah DiMicelli, Little Silver, N.J.*

Deborah DiMicelli of Little Silver, N.J., and her 90-year-old mother evacuated their neighborhood before Sandy struck. After the storm, they found extensive damage to their homes and barely any of their belongings were salvageable. Deborah had lost her husband in a car accident three years earlier, and many of her photos and other mementos of him were lost, deepening her anguish. Deborah was put in touch with Red Cross caseworkers who provided her with advice and counsel, connecting her with the relief agencies she needed to begin to get on the road to recovery. Red Cross mental health counselors also helped Deborah and her mother decompress from the crisis, listening as they expressed their worries for the future.

“Knowing that somebody really cares when you are in the middle of a disaster is so important,” Deborah said. “Everybody is trying to be brave and put on a good front and march on. But it is difficult, and compassion is always welcome and fortunately not in short supply with the American Red Cross.”

“Every Day It Gets Better” —*George Cabel, Staten Island, N.Y.*

The floodwaters that inundated George Cabel’s Staten Island, N.Y., home the night Sandy made landfall were high enough to cover his porch—and anyone who might have been standing on it. With the salt from the storm surge corroding every metal component in their home and mold covering the walls, George and his wife, Shirley, were staying with relatives as December began. But the couple worked hard to salvage their house, scrubbing away mold and rewiring even as the days grew colder.

“Every day it gets better,” George said. The effort that he and Shirley put into their damaged home was paying off. After installing an oven, the couple enjoyed a belated Thanksgiving turkey dinner—the first home-cooked meal in their home since Sandy hit New York, and a heartening milestone in the couple’s recovery.

“The Red Cross has come here with everything,” George said as he surveyed the damage on his street. “Things that we need to clean and meals and the whole nine yards. They’re doing an absolutely wonderful job.”

A Helping Hand From Across the World —*Volunteer Joseph Jetnil, Saipan, Northern Mariana Islands*

Joseph Jetnil hails from Saipan, part of the Commonwealth of the Northern Mariana Islands, a U.S. territory in the South Pacific that is a world away from the boroughs of New York and coasts of New Jersey devastated by Sandy. But Joseph was eager to make the long journey.

Relying on his experience responding to hurricanes in North Carolina and flashfloods in Kansas and Missouri, Joseph was tasked with managing warehouse logistics and supply distribution. He coordinated the shipment of relief items, such as cleanup kits containing shovels, rakes, buckets and bleach, as well as personal care items like shampoo, toothpaste and soap, from the Red Cross warehouse in Somerset, N.J. to families and individuals in need.

“I decided I had been lucky in life and should give back,” Joseph said of his volunteering. After a three-week deployment in New Jersey, Joseph returned home to continue his efforts at the Northern Mariana Islands Chapter.

Timeline of Red Cross Response (Continued From One-Month Update)

NOVEMBER 20

The last shelter in New Jersey closes, more than three weeks after Sandy made landfall.

NOVEMBER 29

The Red Cross opens two service centers in southern New Jersey for people whose homes are uninhabitable due to Sandy. Affected people meet with caseworkers to make recovery plans and learn more about the next steps they need to take.

DECEMBER 6

More than a month after landfall, the Red Cross warehouse in Jersey City, N.J., continues its efforts to categorize, inventory and process bulk supplies, preparing them for distribution to affected areas.

DECEMBER 16

The last shelter on Long Island, housed at Nassau Community College, closes. The shelter opened on October 28—50 days earlier—before Sandy’s landfall.

Emergency Relief to Recovery

Propelled by the generosity of the American public, the American Red Cross response to Superstorm Sandy delivered immediate relief for weeks after the storm hit in late October. Aided by the resources, expertise and generosity of more than 60 partner organizations—such as the Canadian Red Cross, Islamic Relief USA, Children's Disaster Services, the Mexican Red Cross, the NAACP, Southern Baptist Convention and United Methodists Committee on Relief—we worked to meet community needs as quickly as possible during relief operations.

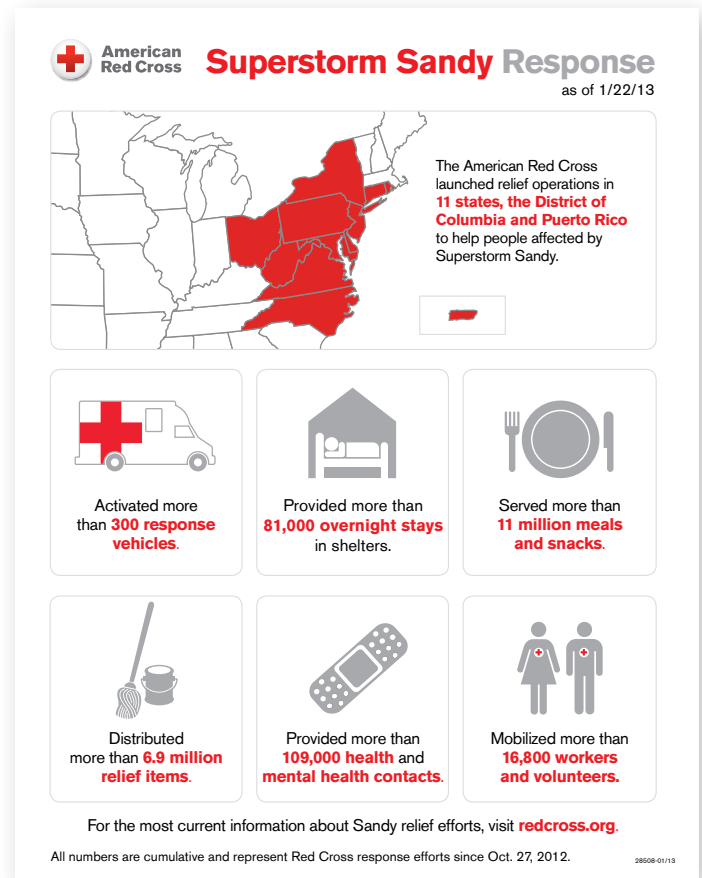
As the Red Cross transitions services from emergency response to long-term recovery, our donors' compassion continues to support people as they take steps toward rebuilding their lives, while our partners remain crucial allies in the recovery phase.

As requested by the federal government, the Red Cross is currently focusing our assistance on three groups of people identified as having the most critical needs:

- People in the affected area whose houses were heavily damaged and are living in hotels.
- People in states that did not immediately receive federal disaster money for Sandy.
- People whose homes are destroyed and have not had their needs met through insurance, FEMA and state resources.

The Red Cross is providing resources to these people to either repair their homes or move into longer-term housing.

Most of the Red Cross recovery efforts involve working one on one with families who need some extra help making recovery plans and accessing all of the resources that are available to them. Red Cross workers provide expertise and a sounding board during the process. Whether a family needs help identifying child care resources or with insurance paperwork or



any of the myriad of needs that could arise, Red Cross case managers ensure no one has to tackle recovery alone.

Additionally, the Red Cross is supporting the work of a broad coalition of other nonprofit groups in New York and New Jersey such as City Harvest and the Food Bank for New York City, which are helping Sandy survivors have access to meals in New York, as well as Operation Hope, which is working to provide assistance and financial counseling to survivors.

The Red Cross is honored, thanks to our donors' care and confidence in our mission, to be a part of the effort to help people recover in Sandy's wake.

Timeline of Red Cross Response (Continued From One-Month Update)

DECEMBER 24-25	JANUARY 1	JANUARY 6	JANUARY 7-PRESENT
Over the holiday, the Red Cross serves more than 48,000 meals and snacks in New York.	In New York, the Red Cross has distributed approximately 5 million relief supplies, provided more than 5.4 million meals and snacks and reached nearly 67,000 people to assess needs and provide recovery guidance.	In New Jersey, the Red Cross has served more than 4.1 million meals and snacks, distributed approximately 1.5 million relief items and made more than 28,000 health and mental health contacts.	The Red Cross relief and recovery operation continues in full force.

Our Deepest Thanks

Generous donations to the American Red Cross after Superstorm Sandy provided food, water, shelter and supplies to survivors after the disaster and are now being used for longer-term recovery.

In addition to an event like Sandy, the American Red Cross spends an average of more than \$360 million every year, preparing for and responding to nearly 70,000 disasters, ranging from home fires to hurricanes, wildfires and tornadoes, across the country and around the world. This includes the costs to feed, shelter, distribute supplies and provide other types of support to the victims of these disasters each year. Helping us in our preparedness and response efforts are our Annual Disaster Giving Program members, whose annual donations enable the Red Cross to be ready to respond to all disasters. The remarkable generosity of our supporters—individuals, corporations and foundations—drives our ability to react and provide relief.

The American Red Cross is grateful to have the trust and support of our donors. Through their heartfelt gifts, our mission becomes reality. Thank you for making our services possible, and for countering Sandy's challenges with help, comfort and the confidence that recovery is within reach.

A Red Cross volunteer comforts a resident of Point Pleasant Beach, N.J.

