



**American
Red Cross**

South Central Michigan Chapter
729 West Michigan Avenue
Jackson, Michigan 49201
517-782-9486
www.redcross-scmichigan.org

Annual Report

A YEAR OF CHANGE AND SUCCESS July 2004 – June 2005



Letter from Linda Furgason, Board Chair

The American Red Cross of South Central Michigan Chapter has made wonderful progress toward achieving many goals this year.

The Board and staff have worked together to develop our **Five Year Strategic Plan** that addresses three areas of strategic direction. They are: 1) Be our community's partner and leader in mobilizing people to help prevent, prepare for and respond to disasters and other life-threatening emergencies; 2) Inspire a new generation of volunteers and supporters to enrich our traditional base of support; and, 3) Strengthen our financial base, infrastructure and support systems to continuously improve our service delivery. Our strategic plan will help ensure our forward momentum.

The Chapter's Continuity of Operations Plan (COOP) has also been developed. This plan provides the necessary guidance for our Chapter to prepare and facilitate specific plans and procedures in the event of an on-site emergency. The plan will ensure the safety of the Chapter's paid staff, volunteers and clients; allow for the reduction of disruptions to operations; and, provide the necessary planning to protect our essential equipment, records and other assets.

In the event of a community or national disaster, the Chapter has developed a **Disaster Fundraising Action Plan (DFRAP)** that outlines the steps and actions that will be initiated by a cabinet of individuals, the board, volunteers and staff, to spearhead fundraising efforts should a disaster over-reach the Chapter's financial base.

Additionally, the Chapter was successful in obtaining funding for an AmeriCorps volunteer to participate in the State of Michigan's **Together We Prepare Program**. This volunteer will help the Chapter recruit other volunteers, both youth and young adult, as well as volunteers with bilingual skills. The AmeriCorp volunteer will also provide disaster preparedness and safety presentations to educate the community on fire safety, tornado safety, hazardous materials concerns and terrorism.

And, thanks to our Hillsdale Community partnership with The Shane Group, the Chapter was able to secure in-kind office space in Hillsdale. The Chapter office, located at 200 Industrial Drive in Hillsdale, will be open every Tuesday and Wednesday.

In cooperation with United Way of Jackson County, which spearheaded the sale of the building, we sold our portion of the building and are actively looking for a new home for the Chapter.

The Chapter received funding to hire an administrative assistant to support fundraising events and activities and to help in the administration of the Chapter.

I would like to give a special thanks to the entire Board of Directors for their strong leadership in helping the Chapter move forward this year. Also, thank you to our wonderful volunteers! Without their service and commitment to our mission, we could not accomplish all that we do in our community.

And finally, thank you to Chapter Management for their vision, drive and determination and to the staff for their commitment and flexibility as our Chapter moves forward to achieve even greater accomplishments.

Thank you,

Linda M. Furgason, Board Chair
American Red Cross, South Central Michigan Chapter

**AMERICAN RED CROSS of
South Central Michigan
Fact Sheet — July 2004—June 2005**

GENERAL

Counties Served	Jackson & Hillsdale Counties (214,796 individuals)
Regular Employees	4.5 plus 4 per diem instructors
Registered Volunteers	439
Instructors	135
Budget (7-04—6-05)	\$340,900
United Way Contribution	\$7,186 (includes designations)
City Development Block Grant	\$10,000
Bequests	
Brandau gift	\$5,000
Connell bequest	\$25,000
Lovell bequest	\$292,651
National Assessment	\$42,371
Percent of expenses for Programs	82%
Value of volunteer service Hours	8,496 volunteer hours x \$16.54/hr = \$140,524 in FY 2004

READINESS AND RESPONSE

Disaster operations	68
Families assisted	64
Individuals assisted	234
Value of assistance	\$64,600 (\$950 per operation)
National Volunteers	21
National assignments	21 volunteers to 7 different operations
Armed Forces Emergency Service emergency Communications	298

PREPAREDNESS & PREVENTION EDUCATION

CPR/First Aid	2,948 participants
Aquatics	670 participants
Babysitter	126 participants
Total:	3,744 participants

Mission Statement

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 emergencies.

**American Red Cross of
South Central Michigan
July 2004—June 2005 Board
of Directors**

Members

Chair: Linda M. Furgason
Vice Chair: Michael Longenecker
Secretary: Sarah Ermatinger
Treasurer: S. Brian Jurasek

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Lorenz Kielhorn, M.D.
Jay Mann
David Trosin
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Christine E. Ward
Michael Whiteside
Pat Willis
Joe Filip, Legal Advisor

American Red Cross

South Central Michigan Chapter
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Phone: 517-78986

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ADDRESS CORRECTION
REQUESTED

THE CLARA BARTON SOCIETY

The Clara Barton Society is the chapter's premier society honoring individual donors and organizations who make annual Leadership gifts of \$1,000 to \$25,000. The gifts sustain our core services and help provide resources for new or expanded services throughout our counties. The generosity of these donors demonstrates their commitment to the South Central Michigan Chapter of the American Red Cross and encourages others to give generously.



The giving levels with The Clara Barton Society are described as follows:

Clara Barton Benefactor	\$25,000 and up
Clara Barton Pacesetter	\$10,000 - \$24,999
Clara Barton Sponsor Society	\$5,000 - \$9,999

Full Spectrum Solutions
Samuel Higby Camp Foundation

Clara Barton Friend Society	\$1,000 - \$4,999
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Alro Steel Group
Paul Joseph Batchelder
Citizens Bank
Helen G. Crary
Eaton Corporation
Industrial Steel Treating Co.
Jackson Area Firefighters—Summit-Jackson
Pat Willis

American Title Company of Jackson
John C. Butterfield
Comcast Foundation
Dorothy Dawson Food Products, Inc.
Linda M. Furgason
Jackson Area Association of Realtors
Melling Tool Company
Jim Winter Buick