



Yvonne became a Hero to raise money and give back



When Roger lost everything, she gave him back his hope

Changing Lives, One **Hero** at a Time



**Heroes**  
for the



Southwestern Indiana Chapter

Heroes Campaign Recruitment Information

## About the Heroes Campaign

Heroes for the American Red Cross is a grassroots fundraising effort that recruits individuals, organizations and businesses to help raise necessary dollars for the Southwestern Indiana Chapter. The Heroes Campaign is our largest and most visible fundraiser and is held during March, centered around the proclamation of "*March is National Red Cross Month*".

## About Heroes Key Events

The 2010 Heroes Campaign will kick off with an inspirational breakfast on Monday, March 1, 2010 hosted in the Executive Boardroom of Old National Bank. Congressman Brad Ellsworth will be on hand to help present special recognition to an everyday citizen for their heroic act.

Beginning March 1st and concluding April 30th, our Heroes fundraisers work within their network of friends, family and business associates to raise awareness and funds for our chapter. The Heroes Campaign helps put the FUN back in FUNDRAISING.

The Heroes campaign concludes on April 15, 2010 with the "Our Heroes, a Tribute to Heroism Awards Banquet" held at The Centre in Evansville. This evening promises to be memorable as we recognize and thank our Heroes Fundraisers and Sponsors while showcasing the heroic acts of bravery and courage everyday citizens have demonstrated in our community during the past year.

## About Heroes Fundraisers

As a **HEROES** Fundraiser you play a vital role in our fundraising efforts and the monies raised ensure that we will continue to be there for our communities when they need us the most. All **HEROES** fundraisers agree to raise at least \$1,000 for the Heroes Campaign. Also, part of this campaign individuals can agree to be a **SUPERHERO** and help raise \$1,000 but also recruit 5 other individuals, companies or organizations to do the same.

**HEROES** and **SUPERHEROES** have the full support of the American Red Cross staff to assist with planning, promoting and implementing their fundraising efforts. You can also expect:

- Brand alignment with the American Red Cross in seven counties in Indiana and Illinois
- Media exposure through News Releases and Interviews
- Recognition in:
  - Newspaper advertising with the Evansville Courier & Press
  - E-mail marketing campaigns & weekly Heroes E-mail Blasts
  - Social Media Networking (*Facebook, Twitter, Chapter Blog, Flickr*)
  - Our Heroes Awards Program
  - Our quarterly newsletter, *The Tribute*
- Invitation/Tickets to key Heroes Campaign Signature events
- Access to *Team Raiser* to accept online contributions for your team efforts

## Why should you be a Hero?

Everyday, the American Red Cross of Southwestern Indiana is changing lives. When an emergency strikes, when a disaster hits, be it an earthquake or ice storm, a call for blood or a call for help, that's when the triumphant human spirit rises to the occasion. When people right here in our community put their need to give into action to help fulfill the needs of people in crisis. It's during that time that the money you can help raise part of the 2010 Heroes Campaign can become the blankets wrapped around a family, the blood that goes into the body of a person who needed it most, or the training one receives to save another's life. ***Every dollar raised during the 2010 Heroes Campaign helps to change lives, won't you consider helping us?***

## About the American Red Cross

Chartered in 1917, the Southwestern Indiana Chapter of the American Red Cross has proudly served the Tri-State area helping people prevent, prepare for and respond to disasters and emergencies. Last year, the Southwestern Indiana Chapter touched the lives of more than 90,000 individuals and families through blood collection, CPR & First Aid Training, Disaster Response, Services to Armed Forces and community events. During this time, the chapter responded to the largest single disaster ever – the January Ice Storm, sheltering over 900 people for 6 days and providing more than 6,000 meals.

**For more information, contact Pam Ewing at (812) 471-7200 or [pewing@arcswin.org](mailto:pewing@arcswin.org)**

# Red Cross by Numbers

## Service in 2009

**90,516** times your American Red Cross touched our community through vital services.

**87** times Red Cross volunteers responded to local disasters.

**172** disaster volunteers trained to help people prepare for & respond to disasters.

**247** local military families were provided assistance during times of crisis.

**275** volunteers canvased **15** square miles, visiting **14,000** homes conducting welfare checks during the Ice Storm

**475** military family members were educated about *Services to Armed Forces*.

**380** individuals were assisted with food, clothing & shelter after a disaster

**900** individuals sought shelter from the Red Cross during the January Ice Storm.

**3,702** individuals supported the Red Cross by volunteering or making a donation.

**9,000** meals were served during fixed & mobile feeding sites during the 2008 Ike Wind Storm and January Ice Storm

**12,024** people learned life-saving First Aid and CPR skills, including **1,769** people trained to use AED's (*Automated External Defibrillators*) during a cardiac emergency.

**12,672** individuals turned to the Red Cross for first aid during local events.

**14,961** people learned to *Be Red Cross Ready* for natural disasters during community presentations.

**21,606** pints of blood were collected in our area helping to save lives.

