

Haitian Earthquake Relief & Recovery



A SMILE AMIDST DEVASTATION A volunteer with the American Red Cross reaches out to one of the many children whose lives were uprooted by the earthquake.

Shortly after the devastating 7.0 magnitude earthquake struck Haiti on January 12, 2010, heart-wrenching images of destruction and human suffering began filling the airwaves here at home. As Tri-Staters watched the Haitian people digging through the rubble looking for loved ones, the American Red Cross was already at

work, with 15 volunteers from our field office in Haiti beginning to help coordinate relief efforts.

As news reports broadcast stories of survival, viewers also learned of the American Red Cross' pledge of financial support through the International Relief Fund to help get recovery and relief efforts underway.

Since those first hours, the American Red Cross, in cooperation with the International Federation of Red Cross and Red Crescent Societies, has been working to meet the emergency needs in Haiti. Collectively, the 186 member organizations of the International Federation give the Red Cross the expertise, scale and scope to manage catastrophic disasters from the moment they strike.

Within hours, the American Red Cross released supplies from our warehouse in Panama, such as tarps, mosquito nets

and cooking sets. Disaster management specialists were immediately deployed to the area to help coordinate relief.

In the first week of the disaster relief efforts, the American Red Cross worked with the U.S. government to find ways to get much needed aid through the bottlenecks and into the hands of the Haitian people. Thanks to these efforts, in the first seven days, thirty-two flights carrying Red Cross aid arrived in Haiti and each subsequent day more and more aid arrived by planes and trucks. Three million pre-packaged meals from the American Red Cross were distributed in partnership with the World Food Program. Onboard the USNS Comfort, offshore Haiti, nearly 70 American Red Cross Creole-speaking volunteers serve as interpreters for patients seeking medical care.

We are in Haiti as a part of the broader and coordinated Red Cross and Red Crescent network. Each Red Cross team has its own roles and expertise, and they are working

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HOW CAN YOU HELP?

Visit the web site at www.evansvilleredcross.org or call us at 812-471-7200 for more information on how to volunteer or donate.

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The Ice Storm, A Year Later

One year after the ice storm, the American Red Cross of Southwestern Indiana is better prepared for any type of disaster that may strike.

Since the first call for help reached the Red Cross the evening of January 27, 2009, we have worked hard to meet the needs of our friends and neighbors and to make sure that we are even better prepared when the next disaster strikes. We have taken measures to increase our capacity to serve our community and we have developed new initiatives to help educate the public to help them be better prepared when disaster strikes.

Perhaps one of the best lessons learned from the Ice Storm of 2009 was that while we don't face the threat of hurricanes, wildfires or Nor'easters that challenge other areas of our country, we are not immune to crippling disasters. We learned that we all have a responsibility to prepare



A RESPITE FROM THE STORM. With homes left dark and cold from the ice storm, Red Cross shelters were home to over 900 persons.

our families to survive for at least 3 days without reliable infrastructure such as utilities, transportation or the ready availability of the most basic of human needs — food, warmth and communication with the rest of the world. During the ice storm, Tri-Staters faced bitter cold temperatures without electricity, downed phone lines and no cell phone service. Treacherous

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HEROES 2010

Searching for everyday citizens doing extraordinary things.



he·ro Pronunciation: \hir-ō\

To the Red Cross, a HERO is an everyday citizen or group of persons doing extraordinary things. During **March is Red Cross Month**, as proclaimed by Congress, your American Red Cross conducts our HEROES Campaign. HEROES is a multi-faceted campaign, focusing both on the recognition of hometown heroes throughout our service delivery area and our HEROES fundraisers that join together to raise \$120,000 for our local chapter during the month of March.

Do you know a hero?

We are accepting nominations for Heroes now. Do you know someone that deserves to be recognized for their extraordinary actions? Do you know someone who has gone above and beyond all expectations to save the life of another? Someone that serves your community selflessly? Someone who has made an impact on the lives of others? Nominate them as a Red Cross Hero! We recognize heroes in the following categories:

- Youth (under 18)
- Law Enforcement
- Firefighter
- Adult Role Model
- Educator
- Group
- Workplace
- Medical
- Military
- Adult Rescue
- Volunteer
- Community

Visit us at www.evansvilleredcross.org and follow the link to download the Heroes Nomination form and help us to find the heroes in our community.



2009 Law Enforcement Heroes honored for bravely risking their lives in an attempt to save a young drowning victim.

Who is your hero?

Our annual Heroes Essay contest challenges area students to tell the story of their hero, or to share their definition of a hero in 500 words or less. It is open to students throughout the Tri-State from Kindergarten to Grade 12. \$500 Savings Bonds will be awarded to the winning essays in categories K-2, Grades 3-5, Grades 6-8 and Grades 9-12. Winners will be recognized at our Tribute to Heroes Banquet on April 15, 2010 at The Centre.



2009 K-2 Essay Winner Olivia Olsen reads her winning essay to the audience as emcee Ann Komis looks on.

My dad is my hero. His name is Scott Olsen. He is a firefighter in Evansville... My dad helped people the night of the November 6, 2005 tornado and during January's ice storm. I think he is very strong and brave.

—Olivia Olsen, essay winner

Visit us at www.evansvilleredcross.org to download the Heroes Essay Contest form and rules and let us hear about your hero.

You can be a hero!

The team members of our Heroes fundraising campaign are heroes in their own right. Because they accept the challenge to raise \$1,000 or more for their Red Cross, we are able to answer the call when our community needs us.

Because of the support of our Heroes fundraisers, we are there when –

- a fire strikes a family, leaving them with nothing, the Red Cross is there providing food, clothing and shelter
- a unit of blood can mean the difference between life or death, the Red Cross is there supplying 19 area hospitals
- an emergency message must get to a member of our military, the Red Cross ensures that it gets to them quickly
- life-threatening emergencies strike throughout our area, there are more than 12,000 people Red Cross trained to respond with First Aid and CPR.

90,516 times last year your American Red Cross touched our community through vital services. Without our Heroes Fundraisers this might not be possible.

It is easy to get started! Contact Pam Ewing by phone at (812) 471-7200 or by email pewing@arcswin.org and let her know that you want to be a HERO for your Red Cross.

You can honor Heroes

Join us for our Tribute to Heroes banquet on April 15, at The Centre in Evansville from 6 - 8 p.m.

Hear the inspiring stories of our Heroes Award Winners and meet the winners of our Heroes Essay Contest.

Tickets on sale now!

Tickets are only \$25 per person (including dinner) and are available at the chapter office, 29 S. Stockwell Rd. or by calling (812) 471-7200.

Haiti relief & recovery

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DIGGING FOR SURVIVORS One of many Red Cross volunteers who spent countless hours searching for survivors of the January 12, 2010 earthquake in Haiti.

together. That is a very powerful engine for relief.

Terrible times like these bring out the best in people, and we are grateful for the support being given to the American Red Cross. Due to the outpouring of concern and support from our community, we offered extended hours throughout the weekend following the earthquake so that area residents could make their donations at the chapter office.



RED CROSS VOLUNTEERS help Camzuehgean Peter with blankets, tarps, kitchen kits and hygiene kits distributed by the American Red Cross at Camp Simon, Le Betemont.

Online at www.evansvilleredcross.org and through social media networking sites like Facebook and Twitter, we have been providing regular updates regarding the

efforts in Haiti and methods for donors to easily make a gift to our relief fund. We appreciate the gifts that have come in during these first days following the tragedy as this is already the largest single-country relief operation in global Red Cross history. It is also clear that what took minutes to destroy will take many years and the collective support from governments and relief agencies across the world to help mend. The American Red Cross is working in close coordination with other responding organizations and will undoubtedly collaborate on joint, long-term recovery projects.



RED CROSS VOLUNTEERS sort cleaning supplies and hygiene kits at Hopital General, Port-au-Prince. January 23, 2010

We are applying experience gained following the 2004 Indian Ocean tsunami. For the past five years, we have been constructing water and sanitation systems, providing emotional support and healthcare, building shelters, restoring livelihoods, and preparing communities for the next disaster. We plan to offer a similar level of support in close collaboration with Red Cross partners and other international and local aid organizations in Haiti.

Thanks to the support of our donors we are able to make long-term commitments in Haiti to ensure they are able to recover from this year's worst natural disaster to date. Your help is still greatly needed as our work continues around the clock.

From the desk of the Executive Director --

As I watch all the great work being performed by volunteers in Haiti and reflect back on last year's devastating ice storm – there is one commonality through it all – volunteers. Being a volunteer led organization, we are fortunate to have dedicated individuals that are willing to help our community, our nation and our world in a moments notice. Over the past 12 months, volunteers have helped us touch the lives of more than 90,000 people in the Tri-State.

Volunteers are the backbone of our organization and make it possible for us to change lives everyday. Red Cross volunteers are there when the community needs help the most. Be it a house fire or ice storm, helping collect blood, processing emergency messages for military families or teaching lifesaving CPR – our volunteers wear many hats.

As a Red Cross volunteer, you are a HERO to each individual or family that you encounter and are vital to the success of the American Red Cross of Southwestern Indiana. Without you, there would be no us and for that we are truly grateful. On behalf of all those we serve, I want to extend our thanks, gratitude, admiration and appreciation to all of our wonderful volunteers.

Recognition of everyday HEROES is what Red Cross Month is all about and is celebrated annually each March. The annual HEROES campaign is a time where we honor exceptional people and groups and we join forces with individuals and businesses to raise critical funds for the chapter and our work right here in our community.

Thank you for being part of the Red Cross family. Please encourage your friends and family to join us as well. There are so many ways to touch lives through the work of the Red Cross!

As always, feel free to call or e-mail me with any questions or concerns.

Sincerely,

Matt Bertram
Regional Chapter Executive
(812) 471-7200
mbertram@arcswin.org

YOUR HELP IS NEEDED NOW!

Please consider making a donation to the International Response Fund. Every dollar raised can do a world of good and support our efforts in Haiti.



You may mail or drop off your donation to our office:
29 S Stockwell Rd.
Evansville, IN 47714
or you may donate online at our website, www.evansvilleredcross.org
or you may call us at (812) 471-7200

Red Cross Leads Community Effort for Veterans

400 "Totes of Hope" Delivered

Determined to go beyond simply honoring those who have served our military this past Veterans' Day, the Southwestern Indiana chapter launched a brand new program, **Totes of Hope**. "Services to our Armed Forces and Veterans is a vital component of Red Cross Services and when we heard some of our local veterans were lower income or homeless and needed vital supplies to survive, we knew this was a community problem we wanted to help combat," said Matt Bertram, Regional Chapter Executive.

On October 16, the community was challenged to help fill the totes with basic items such as soap, shampoo, razors, shaving cream, toothbrushes and toothpaste that would be placed in a tote and distributed to homeless and low income veterans in our area. Within days the response was overwhelming. Collection boxes located at our facility, local schools and businesses overflowed due to the outpouring of support.



VET CENTER STAFF and Red Cross volunteers unload totes for clients at the Vet Center

On November 10, volunteers from Vectren and Toyota joined students from Club Red, our youth group, to form an assembly line to fill over 400 totes.

Our partnership with the VA Clinic helped to spotlight this need that our veterans, who worked to defend our freedom, were going without the simplest items in their day to

day lives," said Joyce Cosby, Emergency Services Manager. "As an organization we strive to meet the emergency needs of disaster clients and rose to the occasion to meet their emergency needs because it's the right thing to do."

Thanks in part to the support of Alcoa Warrick Employees and the Services to Armed Forces Grant, we were able to make the delivery of these totes more meaningful. On Friday, November 13, Red Cross volunteers delivered over 400 totes and box lunches to the VA Clinic and Vet Center and was able to provide both with over 2,500 bus tokens to ensure local veterans have access to reliable transportation. "The community made this program a success and offered hope to our veterans," Bertram added. We look forward to continuing this program again this year and hope to expand it in other ways if possible.

The Ice Storm, One Year Later

continued from front page



NATIONAL GUARD VEHICLES help to transport stranded residents to Red Cross shelters.

road conditions made travel risky at best and some found themselves unable to safely leave their homes.

While generators were flying off the store shelves as quickly as the stock arrived, your Red Cross was sheltering over 900 individuals and serving over 6,500 meals and snacks. Without the generous support of our financial donors and the unselfish service of our many volunteers, we could not be here when our communities need us the most.

Thanks to Old National Bank, we have more cots and we now have Red Cross blankets to provide comfort and warmth to our shelter residents. Because of the support of our donors, we now have easily accessible, watertight outdoor storage for our shelter

supplies and we have upgraded our kitchen to exceed health department standards.

After the January ice storm, we learned it takes the entire community, to come together in preparing for and responding to a disaster. That's why the Red Cross launched Project R.E.D., which stands for "Ready Everyday for Disaster." The initiative is a three step way to better equip the Red Cross with essential personnel to ensure the community's safety during times of disaster. Step one allows us to increase our roster of trained volunteers by partnering with businesses, faith-based organizations and individuals to recruit new volunteers to attend Project R.E.D. training. Step two encourages each and every family to take a few simple steps within their home to make sure they are prepared for a disaster. Step three is for at least one person in every household to take a pledge to prepare; learn CPR and life-saving skills to help your family and neighbors when seconds count.

Get Ready for a Disaster

Are you better prepared for a disaster? You and your family need to take three steps: Get a Kit, Make a Plan, Be Informed. Before a disaster strikes, every household needs to have a disaster pack with supplies your

family will need immediately following an incident. The Red Cross encourages you to make a plan of what your family will do when disaster strikes; have a pre-determined safe place to meet away from your home and an out-of-town contact. Most importantly, be informed of what disasters can strike your community and what resources are available to you and your family after disaster strikes.



Take the Pledge to Prepare

Taking a few minutes now to Be Red Cross Ready is essential to ensure our community is safer. We are asking everyone to Take the Pledge to Prepare by visiting www.tristateredcross.org and tell us your preparedness plans. Will you take a few minutes to review our safety brochure and make a plan with your family? Will you gather the necessary supplies to ensure you have a 3-Day disaster kit? Will you take lifesaving CPR training to ensure when seconds count you can save a persons life?

Mt. Carmel Teen Saves Co-worker

CPR skills inspire community



RED CROSS AWARD RECIPIENT SHAINTAILE PERRY (center) pictured with her mother, Penny Hedge and American Red Cross' Wabash Service Center Manager, Chester Miles.

While most people measure their lives in years, Lois Holcomb measures her life in minutes. Six minutes, one tenth of an hour, 360 seconds; that is the amount of time any person has before a heart attack can cause serious damage if CPR is not started. Lucky for Lois, when she suffered a heart attack while working at the Snack and Grill Restaurant in Mt. Carmel, Illinois on September 6, 2009, seconds is all it took for co-worker, Shaintaile Perry to begin CPR. "Shaintaile is my angel, she watched out for

me on that day. I can never repay her for that," said Lois Holcomb.

That Sunday began as an ordinary work day for Lois Holcomb. Quickly, ordinary turned to life-threatening. As Shaintaile, a waitress at the Snack and Grill, walked by she realized that Lois looked dazed. Suddenly, Lois collapsed, fell backwards and hit the ground. As another waitress called 911, Shaintaile sprang into action remembering her CPR training. She knew CPR would need to be given in order to try and save Lois' life. Shaintaile began mouth-to-mouth rescue breathing along with chest compressions and continued CPR until the paramedics arrived to take over. Today, Holcomb is alive and credits Perry for knowing the techniques that saved her life. They've become good friends from different generations, both with a message for the community that CPR can save lives. During a school assembly at Mt. Carmel High School on Wednesday, December 16, 2009, the American Red Cross of Southwestern

Indiana had the privilege of honoring Shaintaile, a senior, for her quick thinking and heroic actions.

Luckily for Lois, Mt Carmel High students receive CPR training as part of their PE Class. When tragedy struck, Shaintaile was able to remember her CPR training and was prepared to spring into action. Many deaths can be prevented if a victim receives CPR promptly from a bystander until trained professionals arrive. Shaintaile's story is proof that one person can change the life of another. Just ask Lois.



Photo courtesy Daily Republican Register
LIVES CHANGED Holcomb (L) shown with Perry who performed CPR when Holcomb suffered a heart attack at work.

Enroll in a CPR class and learn to save a life. Call (812) 471-7200 or view our course schedule online at www.evansvilleredcross.org

Blood donation saves donor's life

Local man celebrates donation milestone



Donald Schoenbachler (center) talks with Fox 7 personalities, Randy Moore (L) and Ron Rhodes (R) about his 88th blood donation.

Over the years, our local Red Cross has been blessed with many faithful blood donors. Milestones come and go with little fanfare as blood donors continue to roll up their sleeves, not for accolades, but for the satisfaction of knowing that the simple act of donating blood is truly giving a Gift of Life.

Donald Schoenbachler is one of those faithful blood donors that gladly gives of himself to help save lives. In fact, Donald tells us that his donation during our Give Thanks, Give Life Blood Drive on November 23, 2009 marked the 88th time that he had rolled up his sleeves for the Red Cross! The eleven gallons of blood he's donated since April of 1978 marks potentially hundreds of lives saved just by Mr. Schoenbachler. Yet, Mr. Schoenbachler credits being a regular

“ You could say that by donating blood I may have saved my own life. ”
Donald Schoenbachler

blood donor with giving him early warning that he was beginning to develop high blood pressure. "Each time you donate they take your blood pressure and by comparing those records, I realized that my blood pressure was a bit higher each time and because of that I knew I needed to see

Blood Donor Center Hours

Stockwell Road Facility

Monday: Closed

Tuesday - Thursday: 10 a.m. - 6 p.m.

Friday: 7 a.m. - 3 p.m.

First Saturday of the month:

7 a.m. - 2 p.m.

Locust Creek Facility

Open the third Monday of the

month: 1 p.m. - 7 p.m.

my doctor. You could say that by donating blood I may have saved my own life."

Thanks to unsung heroes like Donald Schoenbachler, when people here in our community need lifesaving blood products, the Red Cross is there changing lives, one life at a time.

Won't you consider following Donald's lead and become a regular blood donor for your American Red Cross if you aren't already?

Attention Motorcycle Fans!



RIDE FOR THE RED

American Red Cross

**SATURDAY
JUNE 19, 2010**



Be **Red Cross** Ready in 2010

and be prepared for the unexpected

Purchase Your Disaster Kit Today!

**Starting at only
\$39.95**



**Available at our Red Cross Store
Store Hours Mon - Fri
8:30 - 5:00**

Wayne Parke, Board Chairman
Matt Bertram, Executive Director

29 S. Stockwell Rd.
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