



## Haiti One Year Later: The Continuation of Hope

From the very beginning, 2010 was off to a rough start. Mother Nature rang in the New Year with one of the largest disasters in history. On January 12, at 4:53 a.m., an earthquake measured at 7.0 magnitude at the epicenter of Port au Prince shook Haiti placing over 3 million people in need of emergency aid. Though the disaster lasted only seconds, the devastation will continue for years.

Before the earthquake struck, Haiti already suffered and was a very poor country.



American Red Cross volunteers continue to provide help and hope to Haitians.

More than 70% of Haitians lived on less than \$2 a day, one in three Haitians had no access to a safe source of water, and the illiteracy rate is 45%. In addition to all of these problems, Haiti experienced one of the worst natural disasters in the history of the Western Hemisphere. Not only did the earthquake kill an estimated 230,000 people and injure hundreds of thousands more, but it also destroyed much of Haiti's capital, government and office buildings, and homes.

Unfortunately, the earthquake wasn't the final strike. Shortly after the earthquake, Haiti was hit with a hurricane, a deadly cholera outbreak, and violence and unrest over government elections.

While the devastation and issues facing Haiti are extreme, there is hope and the continuation of progress. Thanks to your support and the financial contributions of thousands worldwide, the American Red Cross and network of Red Cross and Crescent Societies have been able to provide life-saving relief to hundreds of

thousands of Haitians and is now helping them rebuild their lives for the future.

To date, the Red Cross has raised \$479 million to help the Haitian people rebuild after this quake, more than \$32 million of which was raised from text messaging at \$10 a text. At the one year mark, we're happy to report funds dispersed or committed through signed contracts – more than half of that total has been spent to make a difference.

Within the year, the American Red Cross has provided emergency relief by providing funds to feed more than a million people and providing clean and drinkable water and emergency shelter for 860,000 to protect against the sun and rain. The American Red Cross provided grants to help 220,000 earn a living, funded a UN vaccination campaign that vaccinated nearly 1 million Haitian men, women, and children against deadly diseases and provided funds to continued to keep two critical hospitals open to service those affected by the earthquake. To ensure that

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### HOW CAN YOU HELP?

Visit our website [www.evansvilleredcross.org](http://www.evansvilleredcross.org) or call us at 812-471-7200 for more information about giving the gift of time or more

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We're on  
**facebook**  
Evansville Red Cross

## Blood Donor Wins Big While Inspiring Others to Give

There are two things Mary Deutsch never thought she'd do in her life – be a lifetime blood donor or win a car just by rolling up her sleeve to give the gift of life. But now, more than 30 years after giving for the first time – Mary has become an inspiration to her family, friends and now her community.

"In 1978, when I donated blood for the first time – it was very emotional because of a man who I met and became my inspiration to give every 56 days thereafter," Deutsch said. "I was walking down the hospital hall when a man stopped me and noticed the band around my arm from where I had donated and asked me what blood type I was. I responded A-, when he suddenly hugged me saying 'I'm here for a transfusion,'" Deutsch added. It would be Mary's A- blood donation that would be used, changing her life, changing a complete stranger's life, and serving as the reason why she became a regular donor.

Thirty-three years later, Mary continues



Mary Deutsch ecstatically enjoys the view from her front seat of her new car that she won from the Focus on Saving Lives promotion.

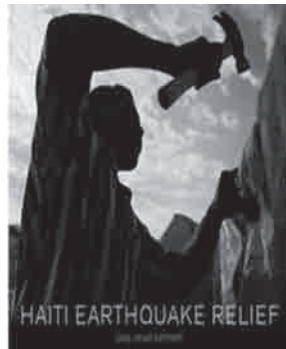
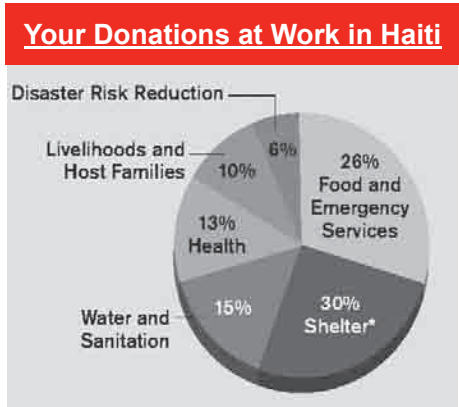
to feel great every time she donates – remembering always that gentlemen, her inspiration, who she knows nothing more about except "the sheer joy and emotion he expressed while hugging me for what I was doing," Mary said. "I now give platelets and recruited my husband, children, friends, neighbors, church congregation, and just about anyone that I could talk to and inspire

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# Haiti One Year Later: The Continuation of Hope continued from front page

when the next disaster strikes, the citizens of Haiti are better prepared, the American Red Cross provided residents with basic disaster preparedness training and tools.

What took seconds for the earthquake to destroy will take years to rebuild. It is anticipated that the Red Cross will be in Haiti for the next three to four years helping to rebuild a bruised and damaged country and community. Thanks to supporters like you, we are confident the needs of the Haitian people will continue to be met today, tomorrow, and in the months and years of rebuilding ahead.



**NOW AVAILABLE ONLINE:**  
**HAITI: ONE YEAR REPORT**

[www.evansvilleredcross.org](http://www.evansvilleredcross.org)

### Be Red Cross Ready

[www.tristateredcross.org](http://www.tristateredcross.org)

### Are You RED CROSS Ready for an Earthquake?

**Prepare at Home**

- Develop a family earthquake plan
- Identify safe places in each room
- Practice DROP, COVER AND HOLD
- Take a CPR/First aid class
- Inform all caregivers of your plan

**Eliminate Hazards**

- Bolt tall furniture to wall studs.
- Install strong latches on cupboards.
- Strap the water heater to wall studs.

**What to Do When the Shaking Begins**

- DROP, COVER, AND HOLD ON
- Move to a safety away from windows.
- If in bed: use pillows to protect your head
- If outdoors: drop & cover in a clear spot
- If in a car, slow down & find a clear place



**DO MORE THAN CROSS YOUR FINGERS™**

Be Ready for Severe Weather and other Emergencies  
Get a kit. Make a plan. Be informed.

**Disaster Kits On Sale**  
**Starting at \$39.95**  
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Open Monday - Friday 8:30 - 5:00

**A sound investment in your family's safety**

## Blood Donor Wins Big While Inspiring Others to Give continued from front page

like that gentlemen inspired me.” Donating blood is a quick and easy process that can help save lives with each donation. In Mary’s case – donating platelets helps give back in another way. “I know my platelets are helping leukemia or cancer patients when they need the platelets most – and I hope it touches their lives



to pay it forward for others in their lives.” Ironically, Mary believes good things come to those who wait and that saying came true this summer as she landed behind the wheel of a brand new car. As part of the Focus on Saving Lives campaign, Mary like thousands of others, gave blood at a summer blood drive and became eligible

### Donor Center Hours

**Stockwell Road Facility**  
Monday: Closed  
Tuesday Noon - 6 p.m.  
Wed -Thurs 10 a.m. - 4 p.m.  
Friday: 7 a.m. - 3 p.m.  
First Saturday of each month:  
7 a.m. - 2 p.m.

**Locust Creek Facility**  
Third Monday of each month:  
1 p.m. - 7 p.m.

**Schedule your appointment:**  
**1-800-RED-CROSS**  
**(1-800-733-2767)**  
[www.redcrossblood.org](http://www.redcrossblood.org)

to win a 2010 Ford Focus. After weeks of waiting, Mary’s name was chosen as a finalist and in front of a crowd of family and friends this fall, Mary turned the key and “the engine started and I just sat there trying to realize I just won a brand new car, all because I gave blood,” Deutsch added.

When asked about what’s next, Mary didn’t say she was going to Disney World, but does plan to “drive my new car everywhere because blue is my favorite color, and it’s a compact car and is good on gas mileage. I’m going to thoroughly enjoy it.”

If Mary’s story and even her inspiration to give isn’t enough to encourage you to become a blood donor for the American Red Cross, she has one last message for you. “You never know who’s going to need the blood you donate; after a car accident, for children in the NICU, or for surgery; and thanks to the Red Cross we know it’s going to be available. They need us now more than ever. Please give and become a 30-year blood donor like me.”

You can help give the gift of life by calling 1-800-RED CROSS (1-800-733-2767) or visit [redcrossblood.org](http://redcrossblood.org) to make an appointment or for more information. All blood types are needed to ensure a sufficient supply for patients.

Congratulations to Mary and thank you for helping save hundreds of lives with her blood donations over the past 30 years!



## Urgent Message from

**Matt Bertram, Regional CEO**

Have you ever wondered what happens next for a friend or neighbor who suffers a devastating house fire? Fortunately, the Red Cross is what happens next - stepping in to help meet their emergency needs including shelter, food, clothing, mental health counseling, prescription replacements and more. We all may take for granted how precious those basic necessities can be and I was reminded of that fact earlier this week. After responding to a fire, a volunteer recapped their response for me with tear filled eyes saying "This little boy was overjoyed because I was able to provide him new clothes and even shoes. He thought I was Santa Claus."

Those words emphasize how important our work with clients post disaster is. Most question, "What happens next?" Thanks to your continued support, the Red Cross is able to say "We're what happens next" working with each client - making resources available to them all to help get them back on their feet.

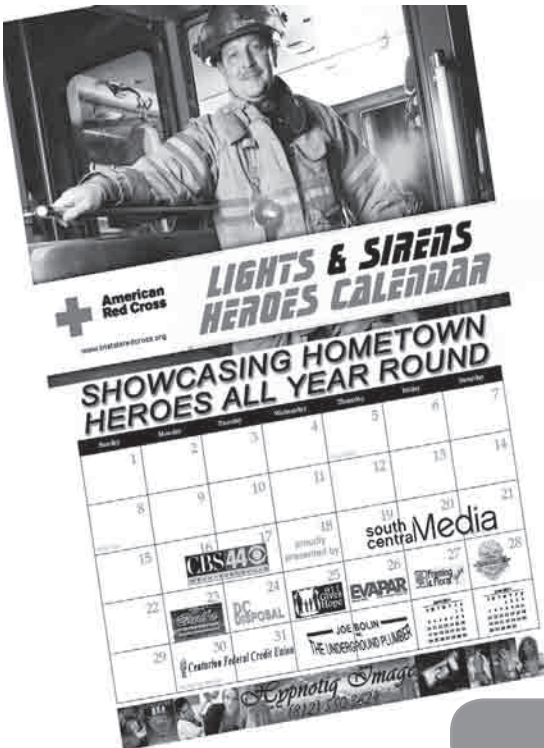
Now more than ever though, we need your support to be there for these individuals and families. We have seen a dramatic increase in the number of responses and even more so the number of individuals relying on us to help them make it through tragic local disasters. Your financial support ensures our volunteers can deliver tangible resources to a person in need when they need it most. We are often the first to arrive when disaster strikes and often the very last to leave!

There is no charge for our disaster relief services, such as blankets, emergency vouchers, shelter, or food. But to continue to respond and meet the need of our communities - we need your support. Your gifts are vital to our ability to assist our neighbors, our community, and our nation.

*I would like to ask for your help by using the enclosed envelope and make a gift to the American Red Cross. If you can spare just \$10 or even increase your gift by \$10 - we could help even more families in need. As a thank you for your \$10 gift or increasing your gift by \$10 - I will reserve a 2011 Lights and Sirens Calendar for you to pick-up at our office FREE as a reminder of how your gift is helping the Red Cross all year long.* The 2011 Lights & Sirens Calendar features 13 local first responders - true partners in our community that, like us, are there for the community when we need them most.

So please help us stay prepared by sending a generous gift today. Do it for the sake of your friends, neighbors, loved ones, and everyone else in our community. I'm sure you'll do the best you can. Thanks so much!

**P.S. Thanks for being such a wonderful friend to the American Red Cross. I hope I can count on your support because it helps us change lives in our community!**



# 2011 LIGHTS & SIRENS CALENDAR



**YOUR COPY FREE WITH A \$10 DONATION TO SUPPORT THE AMERICAN RED CROSS**

[www.redcrosscalendar.org](http://www.redcrosscalendar.org)



## Volunteer Spotlight: Bill Knight

Employees at the Red Cross like to start their day with a bold cup of coffee; however, Bill Knight enjoys beginning his day by volunteering at Red Cross blood drives.

While many retired citizens are enjoying early morning fishing on the beaches in Florida, Bill spends his mornings welcoming blood donors at several drives throughout the community. If you've donated blood, we can almost guarantee you've met Bill.

"After years of seeing what the American Red Cross has done for my community, I decided I wanted to be a part of that as well," Bill responded on why he began volunteering. "I volunteer because I know I'm helping a wonderful organization provide necessary needs to others in our community. Donating blood is such an important gift you can give—just by rolling up your sleeve you can save up to three lives!"

In 2010, Bill volunteered for more than half of the Red Cross blood drives, sometimes waking up and arriving at the blood drive location before sunrise.

"It is such a rewarding experience to help others. Not only am I making better use of my time, but I meet some wonderful people

doing it. Seeing the number of people come in to donate their blood for a stranger in need is so humbling."

Bill's passion and modesty for his volunteer work are just another example of the triumphant human spirit that embodies our volunteers. If Bill's story has inspired you to volunteer your time, please contact us. We welcome the chance for you join our team.

**VOLUNTEER YOUR TIME**

**BECOME PART OF OUR TEAM TODAY**

**CALL (812) 471-7200**

American Red Cross

# BALL DROP



**YOUR CHANCE TO WIN \$50,000 IS COMING IN APRIL**

[www.redcrossballdrop.org](http://www.redcrossballdrop.org)



2011  
Heroes Campaign  
is presented by:



Heroes in our community don't have capes or the ability to fly from one part of town to the other; they don't have super-strength or the ability to read or persuade minds. While most visions of superheroes are formed from what our media has shown us, the tri-state Red Cross is providing a new vision for our community superheroes.

### 2011 HEROES KICK-OFF

On February 28, the 2011 Heroes Campaign will kick-off for what we hope is our most exciting campaign ever. Kevin Martin, 2011 Chairman is working on building his team of fundraisers. "We couldn't make this campaign a success without the great

supporters who make up the Heroes team – each person plays an integral role in helping the Red Cross meet its goal to better serve our community in their hour of need," Martin said.

Sponsored for the 10th straight year by Toyota Motor Manufacturing, Indiana, the Heroes Campaign aims to raise funds to ensure that when volunteers need resources most—including food, clothing, shelter, and toiletries to help victims of disaster – they are available. Your support of the Heroes Campaign ensures those material resources are available, and without you lives would not continue to be changed in the tri-state area.

### YOU CAN BE A HERO

Currently, Heroes fundraisers throughout our area, including company CEOs, school teachers, students, and more are brainstorming fun and creative ways to help raise money for the Red Cross. There's no hero training camp or special schooling required to be a hero. All that is required is the drive to make a difference and help raise funds for our organization. This is your chance to make a difference and to help someone in need. Act now and join our team! Kevin Martin and his team of Heroes

fundraisers have a cape ready for you. Learn more about the Heroes Campaign and how you can get involved by visiting our website [www.evansvilleredcross.org](http://www.evansvilleredcross.org) or by calling (812) 471-7200.

## 2011 Heroes Awards Banquet

Thursday, April 14th  
6:00 p.m. - 8:30 p.m.  
Casino Aztar  
Conference Center

**TICKETS ON SALE NOW**

**CALL TO ORDER:**  
**(812) 471-7200**

**CLICK TO ORDER:**  
[evansvilleredcross.org](http://evansvilleredcross.org)



NOW OFFERING  
**2 YEAR CERTIFICATIONS**  
FOR ALL CPR/AED & FIRST AID COURSES

Join the  
**NEXT GENERATION**  
of Red Cross Training

The start of a New Year is the perfect time to make a change for the better, and new for 2011 the American Red Cross has unveiled its "Next Generation" of First Aid, CPR, and health and safety training. "The American Red Cross is the quality leader in providing lifesaving training to our community," said Mindy Morrow, Health & Safety Director. "We are excited about this 'next generation' of training because it builds on our great history of preparing people for emergencies while incorporating cutting-edge updates

showing students can retain the lifesaving skills they are being taught for more than two years – but only if their classroom experience is hands on versus lecture," Morrow added. "We want to ensure our training remains interactive, streamlined, and accessible for everyone."

Response, Preparedness, Services to our Armed Forces, Blood Collection, and more. "We can't help others in our community without individuals, groups, businesses, and schools willing to choose the Red Cross for its training. We're committed to our local community and offering the best possible training!" said Morrow.

**CITIZEN CPR**

In addition to shortening regular training courses, the Red Cross launched a major initiative in January to help train five million individuals nationwide in hands-only compression CPR. "Our Citizen CPR initiative is a 30-45 minute Hands-Only CPR course designed for everyday community members who want to learn to save lives but might not be interested in or available for the full CPR certification," added Morrow. Citizen CPR is available to the general public and can be customized for your favorite workplace, civic group, faith based organization, or club. Costs range from \$10-\$15 per person to help cover materials.

**You Can Learn to Save a Life through CPR & First Aid**  
Call (812) 471-7200 to sign up for an upcoming course.

Won't you join us by taking a CPR/AED, First Aid Course or sign up to learn compression only CPR? Download our course calendar online at [www.evansvilleredcross.org](http://www.evansvilleredcross.org) or call one of our preparedness specialists who can help find the right training for you..

**2011 COURSE CALENDAR**  
**NOW AVAILABLE ONLINE**  
[www.evansvilleredcross.org](http://www.evansvilleredcross.org)

**Two Year Certifications**  
**NOW AVAILABLE IN:**

- Adult CPR
- Adult CPR/AED
- Child CPR
- Child CPR/AED
- Infant CPR
- Standard First Aid

that make this training more accessible in today's busy lifestyle." One of the biggest changes being implemented includes offering two-year certifications (replacing the previous one-year certification) on all First Aid, CPR, and AED training classes, reducing the overall cost to students who must maintain a current certification. Included with these certifications are free online refreshers so students can keep sharp between certification classes.

**DIGITAL DOWNLOADS**

Over the past 12 months, the Red Cross watched as technology inspired cell phone users to text to give and help support relief efforts in Haiti. This is just an example of how the Red Cross, as an organization is working to stay ahead of the curve with its training. Now, our participants have the option to purchase course materials or access new digital course materials at no cost. Not only is this more convenient for students, it is also another way for them to save money while obtaining lifesaving skills. Add to that shortening the amount of time participants will have to spend in the classroom will be greatly reduced. "As an organization, we've seen the research



What has not changed about Red Cross training in the new generation is our commitment to help safeguard our community through the education and empowerment of individuals willing to learn how to save a life. Plus, every dollar invested in our training, gets reinvested into all Red Cross services including Disaster

**RED CROSS STORE**



**Breathing Barrier Keychain \$5.00**



**101 Piece First Aid Kit \$15.00**

To place your order visit the Red Cross Store (29 S. Stockwell Road) during business hours or call (812) 471-7200



**American  
Red Cross**

Southwestern Indiana Chapter

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Tricia Hollander Henning, Board Chair  
Matt Bertram, Regional CEO

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## How You Can Help

The Red Cross is in need of the following items to help us serve our community:

- Multipurpose & Pastel Colored Paper
- Ink Pens, Blue or Black Ink
- Boxes of Avery Labels
- Paper Towels & Napkins
- Febreze Fabric Refresher
- Garbage Bags (Kitchen & Utility)
- Bottled Water & Bottled Gatorade
- Cases of 12oz. or 16oz. Drinking cups
- Cases of 10oz. or 12oz. Coffee cups
- Coffee, Sweeteners & Stirrs

Call (812) 471-7200 for more information.

Items can be dropped off at Red Cross Office Monday - Friday 8:30am- 5:00pm



Karen learned how to change  
a life at Crossing Paths

Have Lunch on us & learn how the  
Red Cross is changing lives by attending  
**Crossing Paths**

Presented by:  **Northwestern Mutual**  
FINANCIAL NETWORK\*



Roger was that life. Now he's  
working on changing others.

[www.evansvilleredcross.org](http://www.evansvilleredcross.org)