



**American  
Red Cross**

**Assisting Those in Crisis**

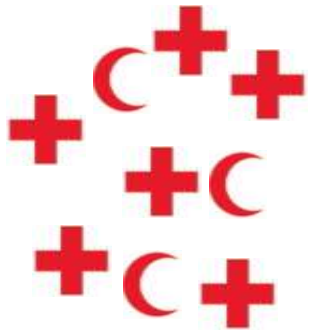
Celena Roldán  
Regional Chief Executive  
American Red Cross of Chicago & Northern Illinois



- CEO of the Chicago & Northern IL Red Cross since 2016.
- Social worker at heart – MSW from University of WI
- Fourth largest Red Cross region nationally, covering 21 counties and serving 9.5M people.
- Region responds to 1,400 local disasters annually with 3,000 local volunteers. Deploys hundreds of volunteers nationally.
- Annual budget of approximately \$16 million.
- Teaches more than 250K people in Chicagoland annually health, safety and disaster preparedness skills, including CPR and first aid.

# The Global Red Cross Network

Aligned by mission and humanitarian service...



**190 National Societies**

*(all independent)*



**IFRC or Federation**

International Federation of Red Cross  
and Red Crescent Societies

*("Association" serving the National  
societies.)*



**ICRC**

International  
Committee of the  
Red Cross

*(sister org leading in  
conflict zones)*

# Dedicated to the Seven Fundamental Principles



American  
Red Cross

# Mass scale & scope...



**World's largest humanitarian network** with a permanent presence in virtually every country in the world

**1 in 470 people** in the world is a Red Cross volunteer

**1 in 25 people** in the world is helped by the Red Cross each year

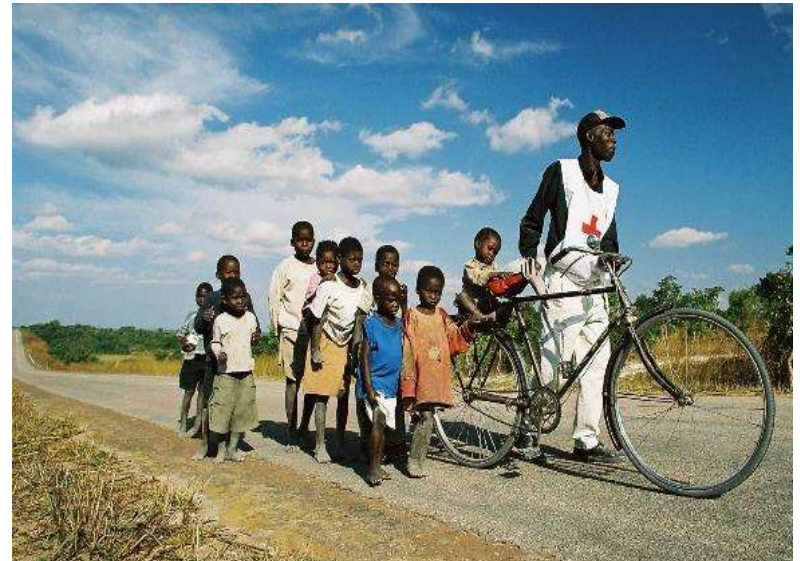


# The Red Cross Globally, Nationally, Locally Unparalleled access...



**Neutrality & respect** – allowed into places no other humanitarian organizations go

**Local knowledge & trust** – neighbor helping neighbor



# The mission of the American Red Cross is to prevent and alleviate human suffering in the face of emergencies



**Disaster  
Services**



**Blood  
Services**



**Preparedness,  
Health and  
Safety Services**



**International  
Services**



**Service to the  
Armed Forces**

The Red Cross works in both 'Blue Sky' and 'Gray Sky'



# Responding to Local Emergencies



**Annually 64,000 disasters; 1,400 local**



# Seven Major Relief Efforts in Five Months

Over 29,000 workers—**over 90 percent volunteers**—responded in five months to U.S. disaster events. We also supported the Mexican Red Cross earthquake response and provided Disaster Mental Health support at mass casualty events in Las Vegas, Texas and Florida.

In total in 2017, 56,000 disaster workers were mobilized to help after 242 significant disaster events.



*Locally in Chicago & Northern IL — **volunteers** respond to 3-4 home fires per day and other events such as flooding and microbursts, and many were deployed nationally.*

# Hurricane Harvey





# George R. Brown Convention Center Shelter





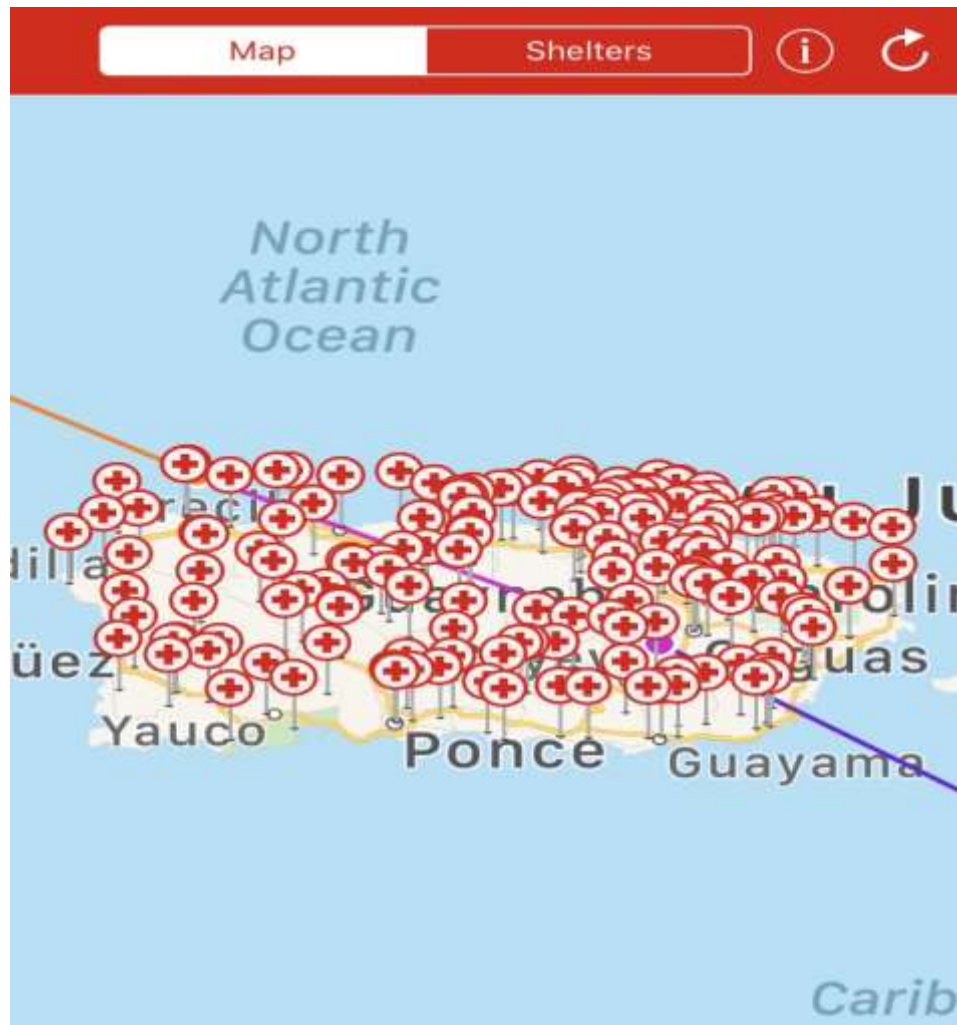
# My Houston Team Out in the Field



# Back Home...



# Hurricane Maria





# Hurricane Maria – Chicago





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# Deployment Once Again...







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# Where the Need is Most...









# Leadership at the Red Cross... What I Know For Sure



- I don't know anything for sure.
- **Flexibility** and **adaptiveness** are key
- As an organization comprised of 90% volunteers – **People** are the resource that makes service to humanity possible
- **TEAM** – Always be willing to do what you are going to ask of others

# Leadership at the Red Cross... What I Know for Sure



- Knowing who you are and what you stand for - will help you through the rough spots.
- Disaster is chaos by definition – challenges and criticisms are inevitable
- The Red Cross will continue to be there

**Can you imagine a world without the Red Cross?**

# Questions?



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Red Cross**





**Thank You!**

