



American Red Cross

Broward County Chapter

2007-2008 Annual Report

Leadership Message

Since 1918, the American Red Cross, Broward County Chapter, has been your local Red Cross, serving the citizens of our community when you needed us most. As we celebrate our 90th Anniversary, we are proud to look back and see all that we have accomplished with your help.

While we were lucky to escape the worst that the 2007 Hurricane Season had to offer, that does not mean the American Red Cross, Broward County Chapter was not out responding to disasters. This year, we responded to hundreds of disasters including fire and floods and provided assistance to 1,200 people. Many of our clients could have fallen into homelessness and hopelessness if not for the kindness of our donors and compassion of our volunteers.

Our Health and Safety department has also been working overtime to make Broward County a safer place to live. Through aquatics training, nearly 104,000 people were trained in life saving water safety programs such as Learn to Swim and Life Guard training.

Additionally, we are striving every day to be good stewards of the money that is so generously donated to us. We welcome you to call and schedule a visit so that you can see first-hand the vital services we are able to provide because of your support.

All of our successes are possible because of the dedicated involvement of the Board of Directors, staff, donors and the hundreds of volunteers who lend a hand each day to provide a broad range of vital, life saving services to our community. This annual report is dedicated you.



Marie Lefere
Chair, Board of Directors



William B. Epps, Jr
President and Chief Executive Officer
American Red Cross, Broward County
Chapter

Red Cross Mission

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.

Red Cross History

In 1881, world-renowned philanthropist Clara Barton founded the American Red Cross after becoming inspired by her experience in Europe during the Franco-Prussian War. She led the group for 23 years while they conducted domestic and overseas disaster relief efforts and aided the US military during the Spanish-American War. In 1900, the group received its first congressional charter and a second in 1905, which remains in effect. This charter sets forth the purpose of the American Red Cross, which includes giving relief to and serving as a medium of communication between members of the American armed forces and their families and providing national and international disaster relief and mitigation. Prior to the First World War, the Red Cross introduced first aid, water safety, and public health nursing programs.

The American Red Cross has played a critical role in our nation's history bound by a timeless mission. The honorary chairman of the Red Cross is always the acting President of the United States, a long-standing tradition that reflects the importance of Red Cross services to the citizens of the United States and the communities in which they live. And although the American Red Cross is closely associated with the federal government in the promotion of its objectives, the Red Cross is an independent, volunteer-led organization that is financially supported by public contributions and not federal or state funding. To learn more about the history of the American Red Cross, visit the American Red Cross Museum in Washington, DC.

2007-2008 Board of Directors

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Programs and Services

Health & Safety Services

The American Red Cross is committed to helping everyday people save lives. Our Health and Safety team enables people to respond to potentially life threatening emergencies around them. Through water safety, CPR, HIV/AIDS prevention, and First Aid certification, workplace safety programs and a variety of other life-saving courses, the Health and Safety teams train, empower, and prepare for emergencies, and reach tens of thousands of Broward residents each year.

Disaster Services

Imagine that your home was ravaged by fire or destroyed by a flood, hurricane, or other natural disaster. Where would you go and who would you turn to? Nearly every day, a family in Broward County faces this crisis and turns to the Red Cross for support. Our volunteer disaster action team members respond to calls within 60 minutes of the disaster. We provide them with temporary lodging, financial support to help purchase food, clothing, and other life necessities.

The American Red Cross here in Broward also takes responsibility for reducing the instances of homelessness due to disasters. Without the Red Cross, many disaster victims would not have the means to pay a first month's rent and security deposit and would be homeless. In addition to helping them transition, the Red Cross focuses on preparedness education with our clients to prevent the need for repeat assistance. Community Disaster Education is provided through professional and volunteer facilitators on a daily basis to vulnerable populations in the community such as seniors, residents of mobile homes, new residents of Broward County, and residents living in the designated evacuation zone, through interactive workshops, presentations, mailings, local television networks, etc.

Nearly every day, the American Red Cross does all this right here in our community, and helps these families emotionally cope with the loss and devastation that they face.

Military Support

When a military family experiences a crisis, the American Red Cross is there to help. Twenty-four hours a day, 365 days a year, the Red Cross relays urgent messages containing accurate, factual, complete and verified descriptions of the emergency to service members stationed anywhere in the world, including on ships at sea and at embassies and remote locations. In addition, The American Red Cross offers confidential services to all military personnel — active duty, National Guard and Reserves — and their families. Counseling, guidance, information, referrals and other social services are available through our worldwide network of chapters and offices on military installations—free of charge.

Holocaust Tracing

The American Red Cross, as a member of the International Red Cross and Red Crescent Movement, provides restoring family links services to families separated by armed conflict, disasters or other humanitarian emergencies. Among the restoring family links services provided through the Broward County Chapter is the Holocaust and War Victims Tracing Service. For more than seventeen years, the American Red Cross Holocaust and War Victims Tracing Center (HWVTC) in Baltimore Maryland has documented the fates of more than 12,000 victims of Nazi persecution and reunited more than 1,200 people with loved ones missing for over 50 years.

Survivors needing documentation of internment, forced labor, deportation or information about the fates of missing loved ones can obtain available information at the International Tracing Service (ITS) in Arolsen, Germany simply by contacting the Broward County Chapter of the Red Cross and speaking to a caseworker. After completing a simple form, a global search is initiated. All tracing services of the American Red Cross are provided at no charge.

Volunteer Services

Every day, the American Red Cross helps people in emergencies -- whether it's half a million disaster victims or one child who needs CPR. Our vital work is made possible by the support of generous volunteers who selflessly give of their time and heart and quickly learn how good it can feel to lend a helping hand. Red Cross "everyday heroes" come from all walks of life and make the mission of the American Red Cross a true reality.

Special Events

2008 Designer's Showhouse

In March, the second annual Designers' Show House opened its doors to the public. After an incredibly successful inaugural house, the Chapter decided to double the fun, employing the unique concept of transforming two separate houses directly across the street from each other on Nurmi Drive, in the gorgeous Las Olas Isles community.

The 2008 American Red Cross Designer's Showhouse committee was chaired by Kendall Spencer and Christine Forman. Mariel Rubin (ASID) served as Design Chair and Monica Joyce (ASID) served as Project Manager supervising an exceptional team of designers.

Honorary Chairman, Michael Payne, of HGTV's "Designing for the Sexes," again played host at the February 29 Preview Party.

Thank You to Our Event Sponsors!

Grand Preview Party Patron

Austin and Christine Forman
Diáne Johnson
Gilbert and Kendall Spencer
Lorraine Thomas

Grand Show House Patron

Forum Publishing Group

Grand Show House Sponsor

Robert and Rosalind Perlmutter

In-Kind Contributors

Benjamin Moore
Farrey's Lighting & Bath
Miller's Decorative Plumbing & Hardware
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Special Events

Venetian Masquerade Ball

It was an evening of intrigue and elegance as 230 community leaders and corporate partners indulged in the opulence of Venice. Guests savored the delicacies of Italy and reveled in the enchantment at the most anticipated new event of the social season! The American Red Cross, Broward County Chapter hosted the Venetian Masquerade Ball on November 9, 2007 at the St. Regis Resort in Ft. Lauderdale.

The live auction included several exquisite vacation packages, a signed painting by Jimmy Stovall, a sapphire necklace by Daoud's Fine Jewelry and a golden retriever puppy.

Thank You to Our Event Sponsors!

Emerald

JM Family Enterprises
Premier Beverage Company

Ruby

Mrs. Lorraine Thomas

Sapphire

AutoNation
Phoenix Physicians, LLC
Spherion Corporation

Amethyst

ANESCO North Broward, LLC
BankAtlantic
City Furniture
Forum Publishing
Holland & Knight
Republic Services/All Service

Honor Roll of Donors

The American Red Cross, Broward County Chapter extends its heartfelt appreciation to the following individuals and organizations for their generous contributions. The Honor Roll of Donors consists of financial gifts given directly to the Chapter from July 2007 - June 2008.

Ivy Stranahan Founders Society Annual Gifts of \$49,999 - \$10,000

A & J Lowell Charitable
Foundation
American Express Company
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Inc.
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Mr. and Mrs. Bob Drinon
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Ivy Stranahan Benefactors Society Annual Gifts of \$9,999 - \$5,000

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Republic Services, Inc.
Mr. William Stanton

Ivy Stranahan Friends Society Annual Gifts of \$4,999 - \$1,000

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Mr. and Mrs. James Thomas
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Broward Health
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Community Foundation of
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Mrs. Carola U. Woodworth

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Annual Gifts of
\$999 - \$500**

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Colonel Edson B. Snow
Mr. Leonard H. Tower
Ms. Paula T. Valad
Ms. Stacie Weisman
Mr. & Mrs. Andrew O Wright

**Ivy Stranahan
Lifesavers Society
Annual Gift of
\$499 - \$250**

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Mr. and Mrs. John
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Broward County Board of
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Mr. Julio C. Castaneda
Mr. Jay D. Cline
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Consulting
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Cumulative Lifetime
Gifts of
\$50,000 and more**

A & J Lowell Charitable
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American Express Company
American Express
Foundation
Anesco North Broward,
L.L.C.
AutoNation, Inc.
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Mr. and Mrs. Gilbert Spencer
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United Way Of Broward
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USA Prescription, Inc.
Mr. Harry Uttal

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Estate of Edith W. Bellamy
Estate of Virginia M. Bohr
Estate of Margaret Canning

Estate of Florence Damm
Estate of R. Davies
Estate of Richard & Ruth
Englander
Estate of John F. Friese
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Estate of Esther I. Laughner
Estate of Gordon J. Logan
Estate of Moses Manis
Estate of Neil B. Millar
Estate of Edward M. Miller
Estate of Claire Osborne
Estate of Horace and
Merrion Overton
Estate of Arline Ridenour
Estate of Evert C. Rodgers
Estate of Pearl Sheriff
Estate of Antoinette L.
Sherman
Estate of Ruzena Singer
Estate of Fred Wiezorek

Every effort was made to print accurate information. We sincerely apologize if your name was omitted or misspelled. Please call 954-797-3816 to bring the matter to our attention. Thank you.

Staff Directory

MANAGEMENT

Bill Epps, Chief Executive Officer
Esther Zipper, Administrative Manager

DEVELOPMENT & EXTERNAL RELATIONS

Alicia M. Laszewski, Chief Development Officer
Cariann Moore, Director, Donor Relations
Janaur McCormick, Marketing Manager
John Karr, Director of Major Gifts & Stewardship

BUSINESS OFFICE/ACCOUNTING

Maxine Brown-Webster, Chief Financial Officer
Tony Annese, Information Technologist

HEALTH & SAFETY SERVICES

Hunter Ruffin, Director of Health & Safety Services
Lillian Mallett, Authorized Provider Specialist
Steven Osorio, AP/HIV-AIDS Coordinator
David Dweck, Logistics/Fulfillment Coordinator
Doris Marion, Program Support Specialist
Rodolfo Chavez, Sales Support Specialist
Patty Gonzalez, Branch Operations Coordinator
Patrick Beason, Aquatics Program Coordinator
Loriann Lewis, Instructor
Jorge Medina, Instructor
Janahra Garcia, Branch Registration Specialist
Ana Osejo, C.S. Specialist

EMERGENCY & VOLUNTEER SERVICES

Tony Carper, Emergency & Volunteer Services Director
Aniko Bahr, Emergency Preparedness Manager
Rigo Molina, Manager, Community & Volunteer Resources
Claudia Venegas, Manager, Emergency Response
Lorna Morgan, Disaster Specialist

NATIONAL HEADQUARTERS STAFF

Gloria Kaplan, Planned Giving Officer, Southeast Florida

Contact Us

American Red Cross
Broward County Chapter
6710 W Sunrise Blvd #111
Plantation, FL 33313
954-797-3800 Main Line
www.browardredcross.org

Audited Financials

Section 2

**BROWARD COUNTY CHAPTER OF THE
AMERICAN NATIONAL RED CROSS
STATEMENT OF FINANCIAL POSITION
June 30, 2008**

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total 2008</u>	<u>Total (Memorandum Only) 2007</u>
ASSETS:				
Current assets:				
Cash and cash equivalents	\$ 86,058	\$ --	\$ 86,058	\$ 60,950
Accounts receivable	121,035	--	121,035	117,833
Due from affiliate	1,224	--	1,224	--
Pledges and promises to give	--	336,500	336,500	229,705
Inventories	56,934	--	56,934	68,310
Investments	392,938	--	392,938	998,106
Other assets	<u>13,079</u>	<u>--</u>	<u>13,079</u>	<u>12,956</u>
Total current assets	671,268	336,500	1,007,768	1,487,860
Noncurrent assets:				
Pledges and promises to give	--	14,250	14,250	--
Property and equipment, less accumulated depreciation	272,852	--	272,852	341,456
Due from national organization	<u>167,007</u>	<u>--</u>	<u>167,007</u>	<u>176,034</u>
Total assets	\$ <u>1,111,127</u>	\$ <u>350,750</u>	\$ <u>1,461,877</u>	\$ <u>2,005,350</u>
LIABILITIES AND NET ASSETS:				
Current liabilities:				
Accounts payable	\$ 105,656	\$ --	\$ 105,656	\$ 83,523
Accrued liabilities	44,117	--	44,117	50,790
Due to national organization	155,605	--	155,605	73,726
Note payable	--	--	--	100,000
Accrued interest payable	--	--	--	343
Due to affiliate	<u>--</u>	<u>--</u>	<u>--</u>	<u>22,294</u>
Total current liabilities	305,378	--	305,378	330,676
Net assets:				
Unrestricted	805,749	--	805,749	1,513,007
Temporarily restricted	<u>--</u>	<u>350,750</u>	<u>350,750</u>	<u>161,667</u>
Total net assets	<u>805,749</u>	<u>350,750</u>	<u>1,156,499</u>	<u>1,674,674</u>
Total liabilities and net assets	\$ <u>1,111,127</u>	\$ <u>350,750</u>	\$ <u>1,461,877</u>	\$ <u>2,005,350</u>

The accompanying notes to financial statements are an integral part of these statements.

**BROWARD COUNTY CHAPTER OF THE
AMERICAN NATIONAL RED CROSS**
STATEMENT OF ACTIVITIES
For the Year Ended June 30, 2008

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total 2008</u>	<u>Total (Memorandum Only) 2007</u>
CHANGE IN NET ASSETS:				
Public support:				
Legacies and bequests	\$ 663,590	\$ 50,000	\$ 713,590	\$ 578,639
United Way allocation	195,854	250,000	445,854	164,207
Fundraising campaigns	417,613	24,086	441,699	682,052
Inter Red Cross revenue	122,221	--	122,221	147,170
Special events (less cost of direct benefits to donors of \$ 268,495 and \$ 203,918, respectively)	115,861	--	115,861	213,412
Grants	<u>42,000</u>	<u>--</u>	<u>42,000</u>	<u>64,178</u>
Total public support	<u>1,557,139</u>	<u>324,086</u>	<u>1,881,225</u>	<u>1,849,658</u>
Revenue:				
Other products and services	454,789	--	454,789	582,273
Interest and dividend income	18,763	--	18,763	31,471
Other income	<u>7,009</u>	<u>--</u>	<u>7,009</u>	<u>21,430</u>
Total revenue	<u>480,561</u>	<u>--</u>	<u>480,561</u>	<u>635,174</u>
Net assets released from restrictions:				
Expiration of time restrictions	<u>135,003</u>	<u>(135,003)</u>	<u>--</u>	<u>--</u>
Total public support, revenue and net assets released from restrictions	<u>2,172,703</u>	<u>189,083</u>	<u>2,361,786</u>	<u>2,484,832</u>
Operating expenses:				
Program services:				
Disaster preparedness and relief	915,224	--	915,224	875,436
Health services	766,143	--	766,143	932,544
Services to military families and veterans	227,137	--	227,137	230,059
Community volunteer services	<u>187,875</u>	<u>--</u>	<u>187,875</u>	<u>211,280</u>
Total program services	<u>2,096,379</u>	<u>--</u>	<u>2,096,379</u>	<u>2,249,319</u>
Supporting services:				
Membership and fundraising	457,338	--	457,338	574,396
Management and general	<u>225,107</u>	<u>--</u>	<u>225,107</u>	<u>247,530</u>
Total supporting services	<u>682,445</u>	<u>--</u>	<u>682,445</u>	<u>821,926</u>
Total operating expenses	<u>2,778,824</u>	<u>--</u>	<u>2,778,824</u>	<u>3,071,245</u>

