

PANEL 2  
Services To Armed  
Forces

**COVER SHEET 2017 GRANTS - ORRVILLE AREA UNITED WAY**

AGENCY NAME: American Red Cross Lake Erie/Heartland Chapter

Mission Statement: The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

AGENCY DIRECTOR/PRESIDENT: Name Lara Kiefer

Telephone 330-624-9383 Fax N/A E-Mail lara.kiefer@redcross.org

Board President: Name Chris Davis

Address 255 W. High Street City Orrville E-Mail davisdq@gmail.com

<u>Compute your Agency's overhead using your most recent 990 using this formula</u>		
Add Management & General (Part IX, Line 25, Column C)		\$ <u>118,033,560</u>
Fundraising (Column D)	+	\$ <u>180,933,909</u>
	=	\$ <u>298,967,469</u>
<b>TOTAL</b>		
Divide total by Part VIII, Line 12, Column A (Total Expenses)		<u>10.9</u> %

**Program Funding Requests:**

1) Disaster Cycle Services New Request? No

Funded 2016 \$ 6,500 2017 Requested \$ 9,000

2) Service to Armed Forces New Request? No

Funded 2016 \$ 2,500 2017 Requested \$ 4,000

3) Home Fire Preparedness Campaign New Request? No

Funded 2016 \$ 4,000 2017 Requested \$ 9,000

4) \_\_\_\_\_ New Request? \_\_\_\_\_

Funded 2016 \$ \_\_\_\_\_ 2017 Requested \$ \_\_\_\_\_

\$ \$22,000 Sum Total of all Dollars Requested for 2017

I affirm that I have reviewed this application for funding, and, to the best of my knowledge, confirm that the information presented here is a financially, statistically, and programmatically accurate representation of our agency.

Lara Kiefer

Chief Professional Officer Signature

9/8/2016  
Date

Chris Davis, Board Chair  
Board President or Treasurer' Name (Please indicate which)

Chris Davis  
Board President or Treasurer's Signature

9/8/16  
Date

# 2017 Program Information

**Please use a separate form for each program.**

1. Agency: American Red Cross Lake Erie/Heartland  
Chapter \_\_\_\_\_

2. Program Name: Service to the Armed Forces

A. Based on the targeted outcomes of this program, from which of the following community impact areas are you requesting funding?

\_\_\_\_\_ **Nurturing Children & Youth**

(Provides positive outcomes that help children and youth succeed in school and develop into successful adults)

  x   **Helping In Hard Times**

(Provides emergency assistance: food, shelter, clothing, and legal help)

\_\_\_\_\_ **Developing Life Skills**

(Provides positive outcomes with programs that enable individuals and families to become more emotionally, physically, and/or financially stable)

\_\_\_\_\_ **Promoting Health & Wellness**

(Provides positive outcomes with programs that enable individuals and families to have access to prevention and/or treatment in the health arena, enabling them to become and/or stay healthier emotionally, physically, and/or financially)

B. Is this Program

\_\_\_\_\_ New program

\_\_\_\_\_ Expanded program

  x   Continuation of a previously funded program

3. Please complete the following for **each program**:

<u>  \$4,000  </u>	+	<u>  \$7,503  </u>	=	<u>  \$11,503  </u>
Funds Requested From OAUW		Funds Requested/Received From Other Sources		Total Program Funds

4. If previously funded program, are you asking for increased dollars of support?

  x   Yes      \_\_\_\_\_ No

5. If yes, why are you requesting more money?

The American Red Cross Lake Erie/Heartland Chapter is in the processing of targeted recruiting and training additional volunteers in Wayne County in general, with a particular emphasis on Orrville. With this additional volunteer workforce, the American Red Cross Lake Erie/Heartland Chapter anticipates increasing its services across this part of its service area. Therefore, there is a request for additional dollars for Service to Armed Forces programming that will be expanded as volunteer recruitment and training allows.

**6. If your program was not funded for the full amount you requested for 2016, what impact did this have on your program? What adaptations did you have to make?**

The American Red Cross Lake Erie/Heartland Chapter operates under an unfunded Congressional mandate to offer Service to Armed Forces programming (specifically Emergency Communications). Therefore, if funding were reduced, then the American Red Cross Lake Erie/Heartland Chapter would first seek other funding sources to continue its full array of programming. If other funds could not be secured the Chapter would have to strategize about which Services to Armed Forces programming above Emergency Communications would need to be reduced or eliminated.

**7. How will the agency adapt this program next year if your requested funding level cannot be met or if a decision is made that the program will not be funded at all next year?**

The American Red Cross Lake Erie/Heartland Chapter operates under an unfunded Congressional mandate to offer Service to Armed Forces programming (specifically Emergency Communications). Therefore, if funding were reduced, then the American Red Cross Lake Erie/Heartland Chapter would first seek other funding sources to continue its full array of programming. If other funds could not be secured the Chapter would have to strategize about which Services to Armed Forces programming above Emergency Communications would need to be reduced or eliminated

**8. Please describe the fees and reimbursements associated with this program.**

The American Red Cross Lake Erie/Heartland Chapter, as all American Red Cross Chapters across the United States, does not charge fees for any of its Service to Armed Forces programs.

**Fees:**

**Sliding Fee Schedule:**

**Insurance Reimbursement:**

**Government Subsidies:**

## **Community Impact**

### **8. Describe the target population and eligibility requirements for the Program:**

The American Red Cross Lake Erie/Heartland Chapter's Service to the Armed Forces Emergency Communications program is targeted at the following populations:

- Service Members on active duty in the Army, Marines, Navy, Air Force or Coast Guard
- an activated member of the Guard and Reserve of all branches of the U.S. Armed Forces
- a civilian employed by or under contract to the Department of Defense and stationed outside the Continental United States
- a cadet or midshipman at a service academy; ROTC cadet on orders for training
- a Merchant Marine aboard a U.S. Naval Ship

In addition, other Service to Armed Forces programming is open to:

- Service Members on active duty in the Army, Marines, Navy, Air Force or Coast Guard
- an activated member of the Guard and Reserve of all branches of the U.S. Armed Forces
- Veterans from all branches of the U.S. Armed Forces

### **9. What agencies or programs in the community provide similar services? Please be specific about how we can differentiate this program from others.**

While the Wayne County Veterans Services Commission provides assistance to Veterans in accessing all rights and benefits due to them. The American Red Cross Lake Erie/Heartland Chapter's Service to Armed Forces programs focus on Emergency Communications, referrals to appropriate services, volunteer engagements and some direct services to Service Members and their families.

## **Impact Analysis**

### **10. Describe the targeted outcomes of this program. In other words, you ran this program, you gave clients certain skill sets, you increased their knowledge, and you treated their illness, which is all good. But how have you changed the lives of those people, and as a result, our community?**

The Service to Armed Forces program of the American Red Cross Lake Erie/Heartland Chapter provides critical services to Service Members and their family members who reside within Orrville itself of Wayne County in general. These comfort, communication and referral services are only provided by the American Red Cross Lake Erie/Heartland Chapter in the target area. Without those services, many Service Members, their families and Veterans would not receive the information and services required to be productive community members.

**Please include the following information in your narrative *and limit this to 2 pages:***

- **Description of the activities and resources you use to accomplish these outcomes**

Service to Armed Forces programming continues to grow and develop to meet the needs of a changing military.

#### EMERGENCY COMMUNICATIONS

When an emergency occurs, the Red Cross, under authorization of the Department of Defense, relays urgent messages to soldiers stationed anywhere in the world. Red Cross-verified information assists the soldier and commanding officers with making a decision regarding emergency leave.

#### INFORMATION & REFERRAL

The American Red Cross offers confidential services to all military personnel and their families by connecting them with Red Cross and community resources across the United States and offices on military installations worldwide.

#### LOCAL PROGRAMS

*-Get to Know Us Before You Need Us:* The Red Cross offers these sessions for new enlistees, soldiers, and their families to introduce them to the many services offered by the Red Cross. By providing families with information about our services at the outset, we are hoping to alleviate some of the stress and strain that can occur during a crisis.

*Reconnection Workshops:* These workshops focused on individuals and small groups are designed to help family members reconnect and service members reintegrate successfully. These free workshops are open to service members, veterans, and their families/ support networks.

*-Coping with Deployments:* Psychological First Aid for Military Families was developed out of the Red Cross' continuing commitment to serving military families wherever they reside. The course provides useful information on how to strengthen the participants' ability to respond to challenges that may arise throughout the deployment cycle. It was designed specifically for the spouses, parents, older children, siblings and significant others of the service member.

*-Outreach During Active Duty:* The Red Cross provides support to active duty service members and to their families in Northeast Ohio. Families can always reach out to the Red Cross for emotional support during this difficult time.

- **Information about the tools you use to measure outcomes**

The main tool that the American Red Cross Service to Armed Forces program uses to track program outcomes is its LMS system. This electronic database captures and stores information on the number of community presentations (including attendance) and events held by Service to Armed Forces staff and volunteers. Emergency communications are tracked directly through the American Red Cross call centers in which they are received. In addition, the American Red Cross monitors quality of all its Service to Armed Forces activities through a thorough system of client surveys. These surveys can be accessed both on-line and through the U.S. mail. Reporting of the results of these surveys is conducted through American Red Cross National Headquarter.

- **Dialogue about the challenges you face in measuring the success of the program**

The biggest challenge in measuring the success of the Service to Armed Forces program is in getting clients to fill and turn in surveys after completion of services.

- **Specific information about the recorded outcomes you achieved last year**

During the American Red Cross Lake Erie/Heartland Chapter's 2016 Fiscal Year (July 1, 2105 – June 30, 2016), the following Service to Armed Forces cases were opened in the Orrville area:

44667: 10 cases

44618: 3 cases

44645: 0

- **Discussion of whether or not your outcomes met, exceeded or fell short of your desired outcomes**

The program outcomes met the levels of desired outcomes.

## Program Outputs

- 11. Define a unit of service. If it is not possible to define one unit, please state why.**

Remember that whatever the method of measurement, you are consistent from year-to-year.

A unit of service is comprised of all Service to Armed Forces programming received by one discrete individual. Please note that services are customized to meet the needs of each individual Service Member, their family member or Veteran.

- 12. Complete the following if the agency is seeking United Way funding for this program.**

Year	Number of Clients in zip codes 44667, 44618, 44645	Number of Clients in all of Wayne County	Clients on a Waiting List
<b>2015 Actual</b>	44667: 10 cases 44618: 3 cases 44645: 0	75	0
<b>2016 Projected</b>	44667: 11 cases 44618: 4 cases 44645: 0	77	0
<b>2017 Projected</b>	44667: 12 cases 44618: 5 cases 44645: 0	80	0

**13. Unit Cost: Please explain changes either up or down in your cost.**

<b>Year</b>	<b>Individuals or Units of Service</b>	<b>Total Cost of Program</b>	<b>Unit Cost (Cost/Units)</b>
<b>2015 Actual</b>	75	13,649	\$182
<b>2016 Projected</b>	77	11,503	\$149
<b>2017 Projected</b>	80	11,683	\$146

**14. Individuals served**

Last year (actual): 75

This year (projected): 77

**Client Demographics**

14.

	<b>NUMBER</b>
<b>Types of Clients: Individuals</b>	75
Information & Referral, Brochures	
Organizations	

<b>PLEASE COMPLETE THE INFORMATION FOR INDIVIDUAL CLIENTS ONLY</b>		
<b>Age Group:</b>	Under 5	
	6 thru 12	
	13 thru 17	
	18 thru 34	
	35 thru 54	
	55 thru 64	
	65 thru 74	
	75 thru 84	
	85 and over	
	Unknown	75
<b>TOTAL INDIVIDUALS:</b>		<b>75</b>
<b>Gender:</b>	Male	
	Female	
	Unknown	75
<b>TOTAL INDIVIDUALS:</b>		<b>75</b>

	NUMBER		NUMBER
Household Income:		Ethnic/Racial Background:	
\$0 thru \$11,999		White	
\$12,000 thru \$14,999		Black or African American	
\$15,000 thru \$24,999		Hispanic or Latino	
\$25,000 thru \$49,999		American Indian or Alaska Native	
\$50,000 thru \$74,999		Asian	
More than \$75,000		Native Hawaiian or Pacific Islander	
Unknown	75	Unknown	75
<b>TOTAL INDIVIDUALS:</b>	<b>75</b>	<b>TOTAL INDIVIDUALS:</b>	<b>75</b>

\*NOTE: All TOTALS should be the same number



**American Red Cross  
Wayne County  
Agency Budget**

	FY16				
	FY14 Results	FY15 Budget	FY15 Results	Preliminary Results	FY17 Draft Budget
<b>REVENUE</b>					
Federated	29,431	22,500	25,049	15,222	25,535
Monetary Contributions	121,028	133,373	54,716	22,796	71,781
Net Special Events	40,513	40,000	12,478	10,725	9,372
Legacies & Bequests			12,841	5,224	
Income From Endowments			95	99	100
Contracts	7,934	7,934	11,561	7,704	8,490
Products & Services	53,305	55,970	39,536	41,739	41,739
Other Revenues			2,974	3,043	2,695
Support from other ARC units	163,556	159,550	41,351	87,835	55,510
<b>TOTAL ACTUAL REVENUE</b>	<b>415,768</b>	<b>419,327</b>	<b>200,602</b>	<b>194,386</b>	<b>215,222</b>

	FY16				
	FY14 Results	FY15 Budget	FY15 Results	Preliminary Results	FY17 Draft Budget
<b>EXPENSES</b>					
Compensation	171,108	173,800	81,396	74,682	83,050
Employee Benefits	55,084	55,128	26,494	23,970	26,601
Travel & Meetings	9,716	9,731	6,103	5,361	6,257
Financial Assistance	42,165	42,849	10,833	26,789	32,677
Supplies	5,182	4,129	2,968	3,021	2,671
Program Materials	6,546	5,215	4,598	5,219	5,458
Equipment Maintenance & Rentals	7,816	8,472	5,890	6,029	5,640
Buildings & Occupancy	57,490	60,382	27,052	17,805	20,189
Professional Fees	19,301	17,695	12,119	12,401	11,476
Contractual Services	13,935	12,776	11,483	11,328	11,564
Depreciation	27,427	29,150	11,664	7,783	9,638
<b>TOTAL ACTUAL EXPENSES</b>	<b>415,768</b>	<b>419,327</b>	<b>200,602</b>	<b>194,386</b>	<b>215,222</b>
<b>ACTUAL SURPLUS (DEFICIT)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

**American Red Cross  
Wayne County  
Services to Armed Forces Budget**

	FY16				
	FY14 Results	FY15 Budget	FY15 Results	Preliminary Results	FY17 Draft Budget
<b>REVENUE</b>					
Federated	3,500	3,500	4,000	2,500	4,000
Monetary Contributions	4,697	4,428	2,259	359	238
Contracts	7,934	7,934	5,330	7,204	7,204
Products & Services	51	53	76	57	57
Support from other ARC units	6,348	6,383	1,984	1,384	184
<b>TOTAL ACTUAL REVENUE</b>	<b>22,530</b>	<b>22,298</b>	<b>13,649</b>	<b>11,503</b>	<b>11,683</b>
<b>EXPENSES</b>					
Compensation	7,714	7,000	6,940	5,892	6,075
Employee Benefits	2,445	2,192	2,207	1,836	1,882
Travel & Meetings	728	799	534	496	510
Financial Assistance	1,972	1,980	667	149	87
Supplies	143	329	162	200	94
Program Materials	199	457	160	171	144
Equipment Maintenance & Rentals	270	247	210	236	234
Buildings & Occupancy	4,111	4,347	660	417	474
Professional Fees	968	922	378	160	166
Contractual Services	1,927	1,835	1,466	1,771	1,798
Depreciation	2,053	2,190	265	175	219
<b>TOTAL ACTUAL EXPENSES</b>	<b>22,530</b>	<b>22,298</b>	<b>13,649</b>	<b>11,503</b>	<b>11,683</b>
<b>ACTUAL SURPLUS (DEFICIT)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>



**American Red Cross**  
Lake Erie/Heartland Chapter

**FY 2016 Board Roster** updated 8/1/2016

Board Member	Company	Home Address	Phone	Term
Chris Davis- Chair <a href="mailto:davisdq@gmail.com">davisdq@gmail.com</a>	Dairy Queen 225 W High St Orville, OH 44667	1239 Dogwood Dr. Orville, OH 44667	330-988-2478 (C)	
			330-683-1701 (H)	
Peggy Debartolo <a href="mailto:Pdebartolo69@gmail.com">Pdebartolo69@gmail.com</a>		3671 Pheasant Run Wooster, OH 44691	330-749-2070 (C)	
			330-601-0317 (H)	
John Hall <a href="mailto:ihall@farmersbankgroup.com">ihall@farmersbankgroup.com</a>	Farmers Bank Group	731 N. Smsyer Road Wooster, OH 44691	330-466-8472 (C)	
Kim Hall <a href="mailto:khall@cci.com">khall@cci.com</a>	Critchfield, Critchfield & Johnston Ltd. 138 E. Jackson St. Millersburg, OH 44654	1004 Quinby Ave. Apt. 1 Wooster, OH 44691	330-674-3055 (W)	
			330-231-6276 (C)	
Ami Hammond <a href="mailto:Ami.hammond@csb1.com">Ami.hammond@csb1.com</a>	Commercial & Savings Bank 405 E. Liberty Wooster, OH 44691	2513 Imperial Street Wooster, OH 44691	330-262-0891 (H)	
			330-263-1955 (W)	
Chris Hiner <a href="mailto:chiner@richlandbank.com">chiner@richlandbank.com</a>	Richland Bank 3 North Main Street Mansfield, OH 44902		(740) 323-6455 (C)	
			(419) 525-8714 (W)	

<p>Greg Long <a href="mailto:greg@lcs-cpa.com">greg@lcs-cpa.com</a></p>	<p>Long, Cook &amp; Samsa Inc. 505 N Market St Wooster, OH 44691</p>	<p>857 East Highland Ave. Wooster, OH 44691</p>	330-345-7256 (H)	
			330-201-4333 (C)	
			330-262-7111 (W)	

Board Member	Company	Home Address	Phone	Term
<p>Ron Nagy <a href="mailto:ron@nagys.com">ron@nagys.com</a></p>	<p>Nagy's Collision Centers</p>	<p>6445 Fairland Road Clinton, OH 44216</p>	330-603-8699 (C)	

<p>Dan Pyne <a href="mailto:dpayne@svm4487.com">dpayne@svm4487.com</a></p>	<p>Service Master Clean PO Box 101 Creston, OH 44217</p>	<p>4981 Angling Rd. Ext. Wooster, OH 44691</p>	330-435-4043 (W)	
			503-369-4616 (C)	

<p>Jarad Roberts <a href="mailto:Jarad.roberts87@gmail.com">Jarad.roberts87@gmail.com</a></p>	<p>Roberts Funeral Home 7067 Cleveland Rd Wooster, OH 44691</p>	<p>301 W. Wayne Ave. Wooster, OH 44691</p>	330-345-5665 (W)	
			330-465-3811 (C)	

<p>Sean Uljk <a href="mailto:suljk@consumersbank.com">suljk@consumersbank.com</a></p>	<p>Consumers Bank</p>	<p>4026 Dressler Road NW Canton, OH 44718</p>	330-994-1365 (W)	
			330-206-9105 (C)	

<p>All Board Members have a 75% attendance rate at meetings.</p>				

**Orrville Area United Way  
Supplemental Agency Questions**

American Red Cross Lake Erie/Hearland Chapter  
*Agency Name*

September 7, 2016  
*Date*

*Please check the appropriate box in answer to each question.*

	Yes	No	Don't Know
Does the agency have checks/balances and distribution of responsibilities such that tasks such as opening mail, paying bills, signing checks, bookkeeping, producing internal financial reports do not rest in the hands of too few persons?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have the board and top administrative officers discussed/reviewed/agreed upon what is appropriate in terms of division of these responsibilities?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the agency have a board approved Fiscal Policy?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did the auditor meet with the board and top administrator to discuss audit results?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the board conduct an annual evaluation of the top administrative officer?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are the evaluation results in written form?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the agency have written by-laws to which they adhere?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the board and/or a Financial Committee or Executive Committee review complete financial statements monthly including cash flow statements?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are the agency goals/objectives/plans in written form?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do the agency by-laws/guidelines specify a length of term for board members?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are board members required to rotate off the board for some minimum amount of time upon completion of some maximum time of service?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is the agency currently compliant with guidelines for submitting an Audit including the management letter, 990, Agency Agreement, and Verification of Registration with the State of Ohio Attorney General's Office to United Way?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What percentage of your Board financially supports your agency?	100 %		

  
*Governing board representative (name, title)*

*Rosa Kiefer*, Executive Director  
*Administrative official (name, title)*