

PANEL 4  
Home Fire  
Preparedness

**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

**Compute your Agency's overhead using your most recent 990 using this formula**

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>
TOTAL		
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

Chris Davis

Board President or Treasurer's Signature

9/8/16

Date

Board President or Treasurer's Name (Please indicate which)

# 2017 Program Information

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

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

2. Program Name: Home Fire Preparedness Campaign

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)

**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

Continuation of a previously funded program

3. Please complete the following for each program:

<u>\$9,000</u>	+	<u>\$28,654</u>	=	<u>\$37,654</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?

Yes  No

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

The American Red Cross Lake Erie/Heartland Chapter is in the process of increasing its volunteer workforce and strengthening its relationship to the Orrville Fire Department. Both of these activities will increase the chapter's capacity and connections to expand the Home Fire Preparedness Campaign in the Greater Orrville

**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 would continue to offer the Home Fire Preparedness Campaign in the Orrville area and Wayne County in general despite cuts in funding. Continuation of this program would be based on the ability of the agency to raise program funding from other philanthropic sources in the Wayne County area and throughout the American Red Cross Lake Erie/Heartland Chapter's seven county service area.

**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 would continue to offer the Home Fire Preparedness Campaign in the Orrville area and Wayne County in general despite cuts in funding. Continuation of this program would be based on the ability of the agency to raise program funding from other philanthropic sources in the Wayne County area and throughout the American Red Cross Lake Erie/Heartland Chapter's seven county service area.

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

**Fees:**

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 Disaster Cycle Services programs, including the Home Fire Preparedness Campaign.

**Sliding Fee Schedule:**

**Insurance Reimbursement:**

**Government Subsidies:**

## **Community Impact**

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

The target audience for the Home Fire Preparedness Campaign are those residents of Orrville, its surrounding areas and Wayne County in general who are in need of installation of working smoke alarms and education around preparedness for the possibility of a home fire event.

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

The American Red Cross is Congressionally mandated to provide Disaster response services and no other agency in Orrville or Wayne County provides this service.

## 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?**

All recipients of the Home Fire Preparedness Campaign become better prepared in the event of a home fire.

**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**

### **The Home Fire Campaign (HFC)**

Fire Departments across the United States are called to home fires approximately 1,000 times per day, every day. Home fires not only destroy homes; they also cause serious injury and even death. Every 40 minutes, someone suffers a home fire-related injury, and seven times a day, someone dies in a home fire. This means that each year, nearly 13,000 people are injured and 2,500 people die in home fires in the United States.

The ARC responds to nearly 70,000 disasters every year, including more than 100 annually in Summit County alone, the majority of which are home fires. Often, these injuries and deaths could have been prevented if people were armed with the proper tools and education. That is why the Red Cross has launched the HFC.

The need for the HFC is not limited to prevention activities. In many cases, those who experience a home fire are only left with whatever they could grab as they fled the fire. Even more tragic, many low-income residents, who are among those most likely to experience a home fire, do not have homeowner's or renter's insurance and are left with nothing after a fire. Individuals and families require immediate assistance including food, clothing, and shelter, as well as help finding new homes and casework to help rebuild their lives.

### *HFC Program Activities*

Because of the grievous harm that home fires can inflict, the ARC is not content to only provide assistance to those who experience a disastrous fire in their home. The HFC focuses on affirmative steps to help individuals and families prevent fires and to be prepared in the case that they do experience a home fire.

A key aspect of the campaign is community canvassing, or "Fire Walks" that help communities reduce the risk of home fires and of fire-related injuries. ARC volunteers will go door to door in Orrville and its surrounding areas (Dalton and Marshallville) to install smoke alarms and replace smoke alarm batteries, complete fire safety checklists, and help families and individuals develop a fire escape plan.

Each Fire Walk involves one or two volunteers going door to door to distribute literature about the program in the days before the walk, and a group of five to six volunteers participating in the walk itself. On the day of the walk, the volunteers visit each home in local neighborhoods to ask

residents if they may inspect their smoke alarms. The volunteers, who are often firefighters or other first responders, will check each home's alarms to ensure that they are adequate for the home and are functioning properly. If they find a non-functioning alarm, the volunteers will replace its batteries or replace it with a new smoke alarm. If the home has no smoke alarms, if they are in the wrong place within the home, or if there is not an adequate number of alarms, the volunteers will install new alarms to ensure that every home has adequate protection.

In addition to inspecting and installing smoke alarms, the volunteers will also help individuals and families to complete fire safety checklists in their home and to develop fire escape plans. These plans allow a family to discuss how they will deal with a fire emergency, find the safest exits from their home, and select a meeting point that ensures that first responders can quickly know if anyone is left in the home during a fire.

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

HFC staff and volunteers will report all preparedness activities on American Red Cross approved forms (including number of fire walks, number and type of smoke alarm installed, number of volunteers and hours, number of home fire safety inspections completed and number of evacuation plans completed) directly to John Gareis, Regional Preparedness Manager, DCS, Northeast Ohio Region. Mr. Gareis then reports that information to the American Red Cross National Headquarters for capture on their online reporting system.

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

The biggest challenge to measuring the success of the Home Fire Preparedness Campaign is ensuring that all participating volunteers turn in their report forms to Mr. Gareis in a timely and efficient manner.

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

In Fiscal Year 2016 (July 1, 2015 – June 30, 2016), the American Red Cross Lake Erie/Heartland Chapter installed 69 alarms in 29 households in Wayne County.

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

Program results met desired outcomes for the Home Fire Preparedness Campaign in the Wayne County area.

## **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.

The unit of service is the cost of installation of a smoke alarms in an appropriate residence.

**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
2015 Actual	0	66	0
2016 Projected	100	250	0
2017 Projected	200	350	0

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

Year	Individuals or Units of Service	Total Cost of Program	Unit Cost (Cost/Units)
2015 Actual	N/A	N/A	N/A
2016 Projected	250	\$34,539	\$138
2017 Projected	350	\$37,654	\$108

14. Individuals served

Last year (actual): 66

This year (projected): 250

### Client Demographics

14.

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

PLEASE COMPLETE THE INFORMATION FOR INDIVIDUAL CLIENTS ONLY	
Age Group: 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	250
<b>TOTAL INDIVIDUALS:</b>	
	<b>250</b>
<b>Gender:</b> Male	
Female	
Unknown	250
<b>TOTAL INDIVIDUALS:</b>	
	<b>250</b>

	NUMBER		NUMBER
<b>Household Income:</b>		<b>Ethnic/Racial Background:</b>	
\$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	250	Unknown	250
<b>TOTAL INDIVIDUALS:</b>	<b>250</b>	<b>TOTAL INDIVIDUALS:</b>	<b>250</b>

\*NOTE: All TOTALS should be the same number

**American Red Cross  
Wayne County  
Agency Budget**

	FY14 Results	FY15 Budget	FY15 Results	FY16	
				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>

	EXPENSES				
	FY14 Results	FY15 Budget	FY15 Results	Preliminary Results	FY17 Draft Budget
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  
Home Fire Campaign Budget**

	FY16	
	Preliminary Results	FY17 Draft Budget
<b>REVENUE</b>		
Federated	4,000	9,000
Monetary Contributions	6,293	16,158
Support from other ARC units	24,246	12,496
<b>TOTAL ACTUAL REVENUE</b>	<b>34,539</b>	<b>37,654</b>
<b>EXPENSES</b>		
Compensation	12,636	14,726
Financial Assistance	17,715	19,946
Smoke Alarms	4,116	2,822
Program Materials	72	160
<b>TOTAL ACTUAL EXPENSES</b>	<b>34,539</b>	<b>37,654</b>
<b>ACTUAL SURPLUS (DEFICIT)</b>	<b>0</b>	<b>0</b>

**Orrville Area United Way  
Supplemental Agency Questions**

American Red Cross Lake Erie/Hearland Chapter

September 7, 2016

*Agency Name*

*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)

 , Executive Director

Administrative official (name, title)



**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 Orrville, OH 44667	1239 Dogwood Dr. Orrville, 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:dpyne@svm4487.com">dpyne@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>				