



# 2018 Program Information

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

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

2. Program Name: Disaster Cycle Services - Disaster Response

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**:

        \$6,500         +         \$91,543         =         \$98,043          
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?

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 operates under an unfunded Congressional mandate to provide Disaster Recovery Services. Therefore, the Disaster Response activities in Orrville and Wayne County in general will need to continue.

**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 operates under an unfunded Congressional mandate to provide Disaster Recovery Services. Therefore, the Disaster Response activities in Orrville and Wayne County in general will need to continue.

**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 Disaster Cycle Services programs.

## **Community Impact**

**8. Describe the target population and eligibility requirements for the Program:**  
The target population for American Red Cross Lake Erie/Heartland Chapter's Disaster Response services are any residents of Orrville, its surrounding areas

**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 provide 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?**

The American Red Cross Lake Erie/Heartland Chapter's Disaster Response services provide comfort, referral assistance and Direct Client Assistance to help meet the immediate needs of individuals facing a disaster event, most often 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**

### **Disaster Cycle Services**

As one of its core and congressionally mandated programs, the Red Cross Lake Erie/Heartland Chapter's Disaster Cycle Services helps residents throughout its seven county counties by preparing them for, responding to and assisting them in recovery from any disaster – natural or man-made.

### **Disaster Response and Disaster Action Teams (DATs)**

Unfortunately, no matter how good our prevention efforts are, there will be home fires, and they will change lives. Each year, the Red Cross helps well over 75 Wayne County residents rebuild their lives after a disaster, the majority of which are home fires. While some individuals and families are able to recover from a home fire with only minimal assistance, Wayne County's most vulnerable residents must often rely on the Red Cross to help them rebuild their lives.

The Red Cross Lake Erie/Heartland Chapter's Relief program, through its all-volunteer Disaster Action Teams (DATs), provides immediate relief and assistance to victims of local disasters. A DAT is most commonly dispatched to assist individuals who have been victims of a home fire either in single-family homes or multi-unit apartment complexes, which frequently impact and displace multiple individuals and/or families.

A typical Disaster Relief response adheres to the following protocol:

- The Red Cross is informed of a disaster event by first responders (fire and/or police) or the victims themselves
- The DAT is dispatched to the disaster scene, where, many times, DAT volunteers find individuals and/or families displaced from their home and in need of guidance on next steps
- DAT volunteers conduct an on-site assessment to determine immediate client needs, including funds for alternative housing at a local hotel/motel for up to three days if the home is determined unlivable and basic necessities such as food, clothing and replacement of critical medical supplies and/or equipment
- The following business day, a Red Cross caseworker contacts the client and assesses any further needs, including, but not limited to:
  - ❖ Assistance in replacing prescription medications, eyeglasses, dentures and other critical medical equipment
  - ❖ Burial assistance in the case of a fire or other disaster related fatality
  - ❖ Bus passes to assist with transportation to work or school
- For families who require additional supportive services, specially-trained mental health professionals, EMTs or nurses are available

After we help meet the most urgent basic needs, our case workers assist individuals and families with long-term recovery strategies so that they can rebuild their lives. We help people find new housing and can even assist with their first month's rent or a security deposit. We refer clients to furniture banks if they must furnish a new home. Our Disaster Mental Health volunteers provide free short-term counseling and can refer clients to agencies that offer long-term counseling, as needed. Whatever disaster-caused needs an individual or family may have, we either meet those needs or help them find appropriate community resources to do so.

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

All outcome measures for Disaster Response activities is maintained in Client Assistance System (CAS) 2.0, the American Red Cross's national database for confidential and secure maintenance of all client records. In addition, the American Red Cross monitors quality of all its Disaster Cycle Services 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 main challenge faced in the measuring of the success of the program is in securing the return of client surveys.

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

During the 2017 Fiscal Year, the American Red Cross Lake Erie/Heartland Chapter provided the following Disaster Response Services to residents of Orrville and its immediate surrounding areas:

- 44667 – 1 events, 1 people assisted, \$355 in Direct Cash Assistance
- 44618 – no activity
- 44645 – no activity

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

The American Red Cross Lake Erie/Heartland Chapter met all outcomes by responding to all home fire events within 2 hours of notification.

## **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 consists of the response to a disaster event, including a devastating home fires. Determining a unit cost is difficult as the number of individuals needing assistance, the type of assistance needed dramatically varies from one even to the next or even within multiple cases associated with one disaster event.

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

<b>Year</b>	<b>Number of Clients in zip codes 44667, 44618, 44645</b>	<b>Number of Clients in all of Wayne County</b>	<b>Clients on a Waiting List</b>
<b>2016 Actual</b>	44667 – 1 event, 1 person assisted, \$355 in Direct Client Assistance provided 44618 – no activity 44645 – no activity	25 events, 77 people assisted, \$14,145 in Direct Cash Assistance	0
<b>2017 Projected</b>	44667 – 10 people 44618 – 6 people 44645 – no activity	51	0
<b>2018 Projected</b>	44667 – 10 people 44618 – 6 people 44645 – no activity	51	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>2016 Actual</b>	77	\$78,089	\$1,014
<b>2017 Projected</b>	51	\$92,054	\$1,804
<b>2018 Projected</b>	51	\$98,043	\$1,922

**14. Individuals served**

Last year (actual): 77

This year (projected): 51

## Client Demographics

14.

	<b>NUMBER</b>
<b>Types of Clients:</b> Individuals	77
Information & Referral, Brochures	
Organizations	

PLEASE COMPLETE THE INFORMATION FOR INDIVIDUAL CLIENTS ONLY	
<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	77
<b>TOTAL INDIVIDUALS:</b>	<b>77</b>
<b>Gender:</b> Male	
Female	
Unknown	
<b>TOTAL INDIVIDUALS:</b>	<b>77</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	77	Unknown	77
<b>TOTAL INDIVIDUALS:</b>	<b>77</b>	<b>TOTAL INDIVIDUALS:</b>	<b>77</b>

\*NOTE: All TOTALS should be the same number

**Orrville Area United Way  
Supplemental Agency Questions**

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

September 6, 2019  
*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 %		



Board Chair

Governing board representative (name, title)



Executive Director

Administrative official (name, title)





**American Red Cross  
Wayne County  
Agency Budget**

	Actual FY-16	Actual FY-17	Budget FY-18
<b>REVENUE</b>			
Federated	12,222	10,986	10,966
Monetary Contributions	21,196	102,631	139,848
Net Special Events	10,725	8,290	4,988
Legacies & Bequests	5,224	21,006	-
In-Kind Contributions	3,721	3,721	4,620
Income From Endowments	99	99	107
Contracts	10,600	10,742	10,964
Products & Services	35,109	35,109	44,740
Other Revenues	3,043	1,257	1,393
Support from the Humanitarian Network	97,796	12,448	9,654
<b>TOTAL REVENUE \$</b>	<b>199,735</b>	<b>206,289</b>	<b>227,280</b>

	Actual FY-16	Actual FY-17	Budget FY-18
<b>EXPENSES</b>			
Compensation	82,279	83,282	94,706
Employee Benefits	24,781	27,781	26,846
Travel & Meetings	5,157	5,175	6,015
Financial Assistance	21,592	30,832	32,959
Supplies	3,420	3,890	2,800
Program Materials	4,033	5,398	4,394
Equipment Maintenance & Rentals	4,012	3,003	3,215
Buildings & Occupancy	17,885	17,094	13,737
Professional Fees	16,134	11,972	26,151
Contractual Services	12,371	12,361	10,536
Depreciation	8,071	5,501	5,921
<b>TOTAL EXPENSES \$</b>	<b>199,735</b>	<b>206,289</b>	<b>227,280</b>

FY-18 ARC Northern Board Members

Board Member	Company	Home Address	Phone	Committee	Term
Michael Palmer-Chair mspalmer15@gmail.com		1835 Cedar Point Rd. Sandusky OH 44870	H-(419) 621.1600 C-(419) 656.3132	Executive Nominating	Vol 7-1-2005 Board 7-1-2016
Jan Alexander jan1alex@aol.com		2081 Heritage Dr. Sandusky OH 44870	H-(419) 625.2848	PR/Marketing	Board 1/31/2009 Board 9-1-2016
David Brink daveb@pncpa.biz	Payne, Nickles & Co. 422 W. Market St. Sandusky OH 4487	1214 Ogontz St. Sandusky OH 44870	H-(419)625.4400 W-(419)668.2552	Funds Development (Chair)	Board 7-1-1999
Marscha Danhoff marscha_danhoff@mercy.com	Mercy Health 1100 Neal Zick Rd. Willard OH 44890	3975 Bullhead Rd Willard OH 44890	H-(419)933.4204 C-(567)224.1350 W-(419)455.7039		Board 7-1-2009 to 6-30-2015 Board 10-1-2016
Keith Nader Fakhoury keith.fakhoury@pnc.com	PNC Financial Services Group Asset Management Group 1900 E 9th St Mall Stop 87-YB13-02-4 Cleveland OH 44114	1457 Lindazzo Ave. Cleveland OH 44114	C-(541)609.8696 W-(216)222.1002	Funds Development	Board 10-20-2016
Mary Anne Jeffrey marvannetjeffrey@aol.com	Realty Executives Strayer Group 1604 E Perkins Ave Sandusky OH 44870	135 Marina Point Dr. Sandusky OH 44870	H-(419)625.4840 W-(419)625.2752	Nominating	Board 9-9-2013
Jeremy Jones Jeremy.jones@pepperidgefarm.com	Pepperidge Farm	1199 E Tiffin Willard OH 44890	W-(419)933.2611 ext 3850	PR/Marketing	Board 7-1-2010
Stacey Varuolo Stacey.varuolo@polyone.com	PolyOne Corporation 33587 Walker Rd Avon Lake OH 44012	30051A Center Ridge Westlake OH 44145	C-(440)308.4091 W-(440)930.1616	PR/Marketing	Board 1-4-2016