

2018 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:

\$1,000 + \$37,813 = \$38,813
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 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 (Wayne, Holmes, Ashland, Richland, Huron, Lorain, Huron and Erie counties).

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?

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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.

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 to respond 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 Red Cross 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 Red Cross 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. Red Cross 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, Disaster Cycle Services, 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 2017 (July 1, 2016 – June 30, 2017), the American Red Cross Lake Erie/Heartland Chapter installed 217 alarms and 94 households in Wayne County, a 314% and 323% respective increase from FY17.

- **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
2016 Actual	0	282	0
2017 Projected	200	250	0
2018 Projected	250	300	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)
2016 Actual	250	\$34,540	\$138
2017 Projected	300	\$38,163	\$138
2018 Projected	350	\$38,813	\$108

14. Individuals served

Last year (actual): 282

This year (projected): 300

Client Demographics

14.

	NUMBER
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	300
TOTAL INDIVIDUALS:	300
Gender: Male	
Female	
Unknown	300
TOTAL INDIVIDUALS:	300

	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	300	Unknown	300
TOTAL INDIVIDUALS:	300	TOTAL INDIVIDUALS:	300

*NOTE: All TOTALS should be the same number

**Orrville Area United Way
Supplemental Agency Questions**

American Red Cross Lake Erie/Hearland 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**

	<u>Actual FY-16</u>	<u>Actual FY-17</u>	<u>Budget FY-18</u>
REVENUE			
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
TOTAL REVENUE	\$ 199,735	\$ 206,289	\$ 227,280

	<u>Actual FY-16</u>	<u>Actual FY-17</u>	<u>Budget FY-18</u>
EXPENSES			
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
TOTAL EXPENSES	\$ 199,735	\$ 206,289	\$ 227,280

FY-18 ARC Northern Board Members

Board Member	Company	Home Address	Phone	Committee	Term
Michael Palmer-Chair mspalm15@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
Marsha Danhoff marsha_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 B7-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 maryannejeffrey@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