



American Red Cross



THREE-MONTH PROGRESS UPDATE ON THE AMERICAN RED CROSS RESPONSE

April 12, 2010

PROGRESS IS VISIBLE YET SIGNIFICANT NEED REMAINS

Signs of progress can be seen throughout Haiti three months after the devastating magnitude 7 earthquake, with ongoing food and water needs largely being met, tarps and tents distributed to nearly all of those left homeless, and Haitians beginning to rebuild their lives and their livelihoods.

The crisis is far from over, and the needs in Haiti remain great, but significant progress has been made, thanks to the generous donations made to the American Red Cross. We have distributed tens of thousands of tarps, blankets and other supplies. In fact, thanks to your donations, 43 percent of the items distributed by the global Red Cross network were provided by the American Red Cross.

Since the January 12 earthquake, the American Red Cross has received approximately \$409 million in donations. We have spent more than a quarter of the money raised to meet the immediate needs of survivors and we have a long-term plan to help Haitians recover over the next three to five years. All of these dollars will be spent helping the Haitian people.

During these first few months following the earthquake, people have asked why the Red Cross has not spent money more quickly when the needs in Haiti remain great. In a disaster this large there are two phases of relief: short-term and long-term. The American Red Cross could have adopted an approach of spending this money as quickly as possible, focusing all of our efforts on short-term assistance.

But this isn't a race to the finish line to see how fast we can spend the money. While we have already spent \$111 million in just 90 days, our relief efforts have only just begun. We believe it is our responsibility to not only try to provide short-term aid immediately after the disaster, but to also allocate funding for long-term needs such as more permanent shelter, water and sanitation systems and assistance with livelihood programs.

The American Red Cross response in Haiti is different than what many people are accustomed to seeing here in the United States, where we often send hundreds—and sometimes thousands—of volunteers to help. While we could have sent large numbers of American Red Cross volunteers to Haiti, most would not have been able to speak the language or known the country. It also would have been expensive to transport so many people to Haiti, and those volunteers would have used tents, food and water that could otherwise have gone to earthquake survivors.

Instead, the American Red Cross has deployed a total of 165 people, including many highly trained disaster specialists who work with the Haitian Red Cross to deliver relief supplies through its 10,000 Haitian volunteers. This way, we can empower the Haitian Red Cross to continue the work after other aid organizations have left and help the Haitian people become more self sufficient. This model has worked well over decades of international disaster responses because local Red Cross societies know the people, language and geography and have established relationships with other organizations and the government.

CONTRIBUTIONS AND SPENDING

Since the earthquake, the American Red Cross has seen an outpouring of support from compassionate individuals, corporations and foundations throughout the United States. The American Red Cross has received approximately \$409 million (as of April 6, 2010) for Haiti relief and recovery efforts.

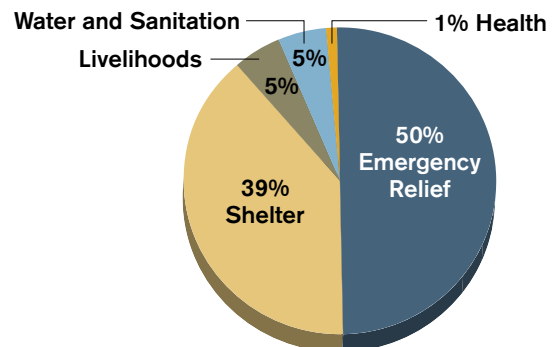
In three months, we have already spent \$111 million—more than one-fourth of the total funds raised—to meet the immediate needs of hundreds of thousands of survivors. While the rate of spending was intense during the first few weeks following the earthquake to address lifesaving needs, the relief effort reached more of a transitional phase over the past month with efforts focused more on distribution of the materials that have been purchased and on planning for the long-term recovery. It's likely that spending will spike and fall at different points in the months ahead.

To date, approximately 50 percent of the money spent thus far has gone toward emergency relief, such as food and relief supplies; 39 percent has been for shelter; 5 percent has been dedicated for livelihood development; 5 percent for water and sanitation; and 1 percent for health. As the response progresses and recovery continues, the Red Cross will support these priority areas through its longer-term assistance initiatives until the last donated dollar is spent.

Effective management of our Haiti Assistance Program and honoring donor intent are the highest priorities for the American Red Cross. An average of 91 cents of every dollar received is invested directly into humanitarian services and programs.

American Red Cross Funds Spent for Haiti Earthquake Response

Total: \$111 Million



Reflects funds spent as of 4/7/10.

LOOKING AHEAD

Throughout the next three to five years, the American Red Cross will continue to help families and communities recover from Haiti's devastating earthquake. The American Red Cross expects to spend approximately \$200 million to meet the survivors' immediate needs—mostly in the first 12 months following the earthquake. The remainder of the funds raised, also approximately \$200 million, will be for long-term recovery.

During this multiyear period, the American Red Cross expects to allocate 39 percent of the total funds raised for shelter; 18 percent for emergency relief; 17 percent for water and sanitation projects; 16 percent for helping families rebuild their lives through grants, loans and other financial assistance; 5 percent for helping communities prepare for future disasters such as floods, hurricanes and earthquakes; and 5 percent for strengthening health programs.

The American Red Cross relief and recovery plan, which must remain flexible and responsive to the needs on the ground, also includes funding for building the capacity of the Haitian National Red Cross Society. Drawing on our experience in the U.S., the American Red Cross will advise the local Red Cross in areas such as volunteer management, health and safety, disaster preparedness, contingency planning and restoring family links. This will ultimately improve the ability of the Haitian National Red Cross Society to save lives in future emergencies.

In areas where the American Red Cross does not have extensive expertise, we will work through partnerships with other organizations to meet survivors' needs. For example, we already have partnered with Habitat for Humanity, United Nations World Food Programme and Fonkoze, relying on their experience in shelter construction, food distribution and livelihood development. To quickly meet the needs of the people in a cost-effective way, many of these combined efforts are not stamped with the Red Cross logo.

FACTS AT A GLANCE

Since the earthquake struck three months ago, the global Red Cross network has:

- Handed out tarps, tents and shelter kits to nearly 373,000 people.
- Provided relief items for 400,000 people.
- Distributed 60 million liters of clean drinking water.
- Built more than 1,300 latrines.
- Treated more than 86,000 people at Red Cross hospitals or mobile clinics.
- Helped vaccinate more than 152,000 people against deadly diseases.
- Coordinated the shipment of more than 2,100 units of blood to medical facilities in Haiti.
- Registered more than 28,400 people on its family linking Web site.
- Deployed more than 900 responders to Haiti, including 165 from the American Red Cross.

Shelter

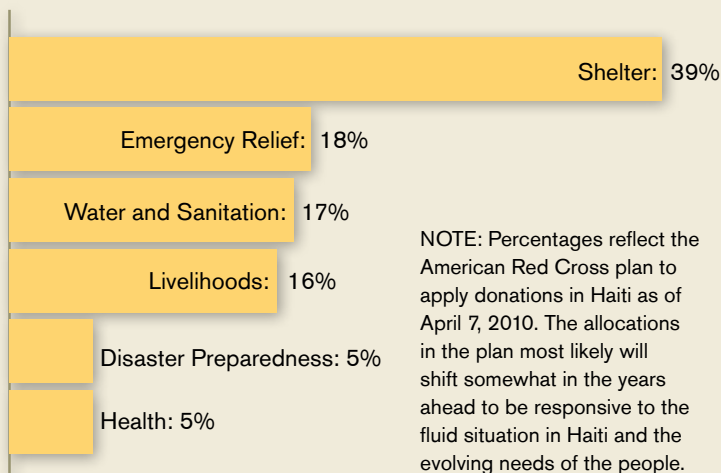
In one of the fastest shelter-relief operations in recent years, the Red Cross and other humanitarian agencies had reached nearly 1.1 million people—90 percent of the 1.3 million homeless—with emergency shelter supplies as of April 5. Efforts are on track to provide emergency shelter supplies to the remaining families in need by May 1. The Red Cross alone had reached 93 percent of its stated goal of providing 400,000 people with tarps, tents and tool kits in Port-au-Prince, Leogane, Carrefour and Jacmel—making the Red Cross the single largest contributor of emergency shelter in Haiti.

Like many others, the Red Cross wishes that the pace of help could be faster, and we are deeply concerned about the continuing dire and heartbreaking situation in Haiti, especially with the threat of a second humanitarian disaster looming through the current rainy and Atlantic hurricane seasons. Recognizing that tarps and tents are not enough to protect against hurricanes and other severe weather, the Red Cross is working toward providing enclosed, transitional shelters for 250,000 people currently living in settlements at risk for catastrophic flooding. These shelters are safe and robust and can be moved or extended by families where space and resources allow.

But without access to land it will not be possible to build transitional shelters nor will it be easy to evacuate those living in makeshift settlements whose tarps and tents may become flooded during heavy rains. In most cases, we must wait for the Haitian authorities to identify, approve and prepare the land before construction can begin. Despite this persistent challenge, the Red Cross has been successful in securing two sites for shelters in Cite Soleil, a neighborhood in Port-au-Prince. Soon, these sites will support 500 wood-framed shelters.

The American Red Cross has contributed \$43 million to the collective shelter effort and is exploring future opportunities to build permanent homes with earthquake-resistant construction techniques.

American Red Cross Haiti Assistance Program's Relief and Recovery Plan



NOTE: Percentages reflect the American Red Cross plan to apply donations in Haiti as of April 7, 2010. The allocations in the plan most likely will shift somewhat in the years ahead to be responsive to the fluid situation in Haiti and the evolving needs of the people.

Disaster Preparedness

The Red Cross is seeking to mitigate the impact of heavy rains through disaster preparedness activities. These efforts, which will benefit approximately 300,000 people living in 120 at-risk settlements, include establishing early warning systems such as alerts and evacuation routes; training community members in first aid as well as basic search and rescue skills; pre-positioning medicine and relief supplies for 125,000 people; replacing latrines with elevated toilets; and digging new drainage ditches and cleaning out existing ones. In preparation for the hurricane season, the Red Cross is also designing temporary community structures where families can seek shelter in a storm, and wants to build 300 of these structures in safe areas in future settlements.

Food, Water and Other Relief Items

Distribution of essential relief items continues, with up to 5,000 earthquake survivors receiving food, hygiene items and other supplies each day. Teams from the American Red Cross, Haitian National Red Cross Society and eight other sister societies have worked together to bring items including blankets, water containers, kitchen sets, mosquito nets, hygiene kits, soap and detergent to 400,000 people so far. Red Cross workers are also providing 1.8 million liters of clean water to more than 314,000 people each day, totaling 60 million liters to date, in more than 118 locations throughout Port-au-Prince, Leogane, Petit Goave and Jacmel.

Health and Sanitation

As many medical organizations wind down their operations in Haiti, local hospitals and clinics increasingly rely on the Red Cross for support. Each day, teams of doctors and nurses from Red Cross societies around the world treat up to 2,000 patients at their temporary facilities in Port-au-Prince, Leogane, Carrefour and Jacmel. To date, more than 86,000 people have been treated by the Red Cross. An additional 152,000 adults and children have been vaccinated against measles, diphtheria, pertussis and tetanus by the Red Cross and its partners since the earthquake. Red Cross sanitation teams have also constructed more than 1,300 latrines in 87 settlements, to serve 200,000 people in Port-au-Prince and Leogane. In addition, they have installed hand-washing facilities and showers as well as provided bins and equipment for trash collection in the settlements. The American Red Cross has also coordinated the shipment of more than 2,100 units of blood to Haiti to treat the ill and injured.

INVESTING IN LIVELIHOODS

To complement ongoing aid distributions in Port-au-Prince and reach additional families in need, the American Red Cross is providing financial assistance through a partnership with Fonkoze, Haiti's largest microfinance institution. This collaboration will help an initial 16,000 families purchase and replace essential items. Among this group are 10,000 women who have lost their homes, businesses or both. They are receiving small grants to help meet their families' immediate needs as well as a small loan to restart their businesses. In addition to restoring these families' source of income, 6,000 host families in rural communities will receive grants to help them care for loved ones who fled the disaster zone and are now living with relatives.

WORKING WITH PARTNERS

The American Red Cross works closely with a wide range of partners who seek to mobilize support following a disaster. The American Red Cross was fortunate to have the support of Univision and its viewers almost immediately following the January 12 earthquake. The media outlet quickly offered to use its airtime to broadcast *Unidos por Haiti*, a 5-hour, commercial-free telethon, which aired throughout the U.S. and in 10 countries in Latin America on January 23. Hosted by Don Francisco (Mario Kreutzberger), the star of the popular show *Sabado Gigante*, and featuring musicians like Daddy Yankee, who serves on the American Red Cross Celebrity Cabinet, the telethon was the largest in Univision history, reaching more than 3 million people and raising \$7.25 million for relief and recovery efforts in Haiti.

"The people of Haiti suffered an unimaginable devastation and needed assistance. We partnered with the American Red Cross, one of the world's most recognized, charitable organizations, because we needed to inform the caring and generous Hispanic community in the U.S. on how they can contribute to the disaster relief effort," said Joe Uva, president and CEO with Univision Communications, Inc.

As a conduit to the Latino community, Univision helped the American Red Cross by rallying viewers and leveraging the popularity of artists to garner support for relief operations in Haiti. The amazing display of philanthropy from viewers highlights the solidarity that the Hispanic community feels with Haiti, which shares geographic and historic connections.



Red Cross volunteers unload and distribute rice bags full of relief items for families now living in settlements near Centreville, a neighborhood in Port-au-Prince.

The American Red Cross seeks to keep partners, donors and interested people updated with information on our response in Haiti at redcross.org/Haiti. Regular updates also are available through the Red Cross MobileApps, Blog, Disaster Online Newsroom, Flickr, Twitter, Facebook and YouTube sites.