

# FUNDING APPLICATION

## GENERAL INFORMATION

### Organization Information

<b>Legal Name:</b> American National Red Cross		<b>Federal Tax ID#:</b> 53-0196605		<b>Are you a 501(3)(c) charity?</b> Yes	
<b>Address:</b> 3642 E. Houston St.		<b>City:</b> San Antonio		<b>State:</b> Tx	
				<b>Zip Code:</b> 78219	
<b>Website:</b> www.redcross.org			<b>Fax:</b> (210) 563-5384		

### Head Of Organization

<b>Name:</b> Michael Vela		<b>Title:</b> Executive Director	
<b>E-Mail Address:</b> michael.vela@redcross.org		<b>Phone:</b> (512) 318-1108	

### Application Contact

<b>Name:</b> Jessica Grigsby		<b>Title:</b> Regional Philanthropy Officer		<b>E-Mail Address:</b> jessica.grigsby@redcross.org		<b>Phone:</b> (512) 318-1108	
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**Has the organization applied to the Gordon Hartman Family Foundation in the past and been declined?**

No

<b>Grant Amount Requested \$:</b>	<b>Total Project Budget \$:</b>	<b>Organization's Annual budget \$:</b>
\$25,000	\$1,699,030	\$4,562,023

**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.

**PROJECT INFORMATION**

**Program / Project Title:**

Home Fire Campaign Program

**PROJECT TIMELINE**

<b>Start Date</b>	<b>End Date</b>
07/01/2020	06/30/2021

**Program / Project Description:**

Home Fires don't stop during a pandemic and neither do we. Since February 2020, when the coronavirus pandemic began to escalate in the U.S., the Red Cross has assisted more than 53,000 people after home fires. On average, home fires take seven lives per day in the U.S. -- most often, in homes without working smoke alarms and bed shaker smoke alarms for individuals with disabilities. To help prevent needless tragedies, the American Red Cross is installing free smoke alarms, bed shaker smoke alarms and educating families about fire safety through our Home Fire Campaign. To date we have saved 761 lives!

Working with our partners, the Red Cross Home Fire Campaign combines grassroots neighbor-to-neighbor engagement with comprehensive marketing and public relations outreach to decrease injuries and needless loss of life from home fires. The Home Fire Campaign focuses on populations that are more vulnerable to home fires, such as youth, elderly and individuals with disabilities and individuals with low incomes, providing lifesaving fire prevention and preparedness information and tools.

The Red Cross serving the Greater San Antonio community provided \$311,113 in relief and recovery assistance to 1,450 people last year. Of the people we served, almost 200 were individuals with disabilities, 318 were children and 253 were adults over the age of 65. Through investments in home fire preparedness, we aim to save lives, diminish injuries and reduce the number of clients served as well as the amount of financial resources needed for relief and recovery assistance.

**Problem:**

Home fires in the United States kill more than 2,700 people and cause an average of more than 11,000 injuries annually. (These figures do not include firefighter deaths or injuries.) Fire departments respond to approximately 363,000 home fires each year. A home fire occurs every 87 seconds.

Home fires are also expensive for individuals and the public, accounting for 73% of all structure fires, an increase from 72% in 2017. Residential fires destroy approximately \$8 billion of property every year. In the Greater San Antonio area, there were 251 fires reported last year.

These alarming numbers have remained steady over the last 10 years.

**Solution:**

Nearly two-thirds of all fire-related deaths occur in homes that have no functioning smoke alarms, no hard of hearing smoke alarms or bed shaker smoke alarms for individuals with disabilities and best estimates suggest that five million households have no smoke alarms. Working smoke alarms not only cut the risk of dying in home fires by half, but also help reduce the number of fires that occur, especially for individuals with disabilities who require special needs and equipment to help keep them safe during a home fire.

To reduce fire deaths and injuries in the U.S., the Red Cross is implementing a three-pronged approach that includes:

Door-to-door installation of more than 425,000 smoke alarms each year and completion of home-safety checklists and home fire escape plans in vulnerable neighborhoods.

Reaching young people in classrooms and after-school programs through technology and interactive programming to teach them the science of fires, how to prevent them and what to do if a fire occurs.

A marketing and public relations campaign designed to raise awareness of simple and important preparedness steps.

During this campaign, our goal will be to:

Develop a community coalition with participants from government, nonprofit and business sectors.

Complete door-to-door installation of smoke alarms and complete home-safety checklists and home fire escape plans in households in vulnerable neighborhoods.

Engage youth in classroom and after-school activities by offering free education in personal and family preparedness, helping foster a generation of children who are knowledgeable about natural hazards and empowered to take preparedness actions.

Implement a marketing and public relations campaign that motivates ordinary people to take action to save themselves, their families and their neighbors by checking smoke alarms and practicing evacuating when an alarm goes off.

If Awarded the Money:

Funds provided to support the Home Fire Campaign will be used for the following purposes:

Financial assistance to disaster clients including individuals with disabilities to provide emergency basic needs like food, clothing and shelter

Program materials, including smoke alarms, bed shaker smoke alarms, batteries, ladders, drills, etc.

Personnel (compensation and benefits) for staff that:

Recruit, train and manage volunteers that are critical to the program delivery

Convene coalition partners to deliver the campaign locally

Organize, plan and support canvassing efforts

Develop and support social media awareness campaigns

Provide home fire relief- and recovery-support services to home fire survivors

**Evaluation Plan:**

We will report on the following metrics via internal tracking:

Documented Lives Saved  
Households Made Safer  
Smoke Alarms Installed  
Bed shaker smoke Alarms installed  
People Served through Home Visits: individuals with disabilities  
Youth Reached through Campaign Programs  
Coalition Partners Engaged  
Batteries Replaced  
Home Fire Escape Plans Made

Since the Home Fire Campaign's inception through June 2020, the Red Cross and our partners have achieved the following outcomes in the Greater San Antonio area:  
6,375 smoke alarms have been installed ; 2,316 households have been made safer ; 600 bed shaker smoke alarms  
\$1,624,314 has been offered in financial assistance  
8,008 individuals have been helped ; 600 individuals with disabilities

**Plans to sustain project beyond the term of this request:**

If cash and in-kind donations do not meet expectations, the campaign will be scaled down. Funds for this project will come from: 1) money raised specifically for the campaign and 2) money raised for Disaster Cycle Services (given that the campaign is a program within Disaster Cycle Services) and unrestricted money raised for the Red Cross (if necessary). This Home Fire campaign program is funded locally.

**Line item Budget:**

Line Item Description	Total Project Funds Allocation	Gordon Hartman Funds Allocation
Federated	\$140,000	\$25,000
Monetary Contributions	\$959,692	\$0
In-Kind Contributions	\$126,598	\$0
Contracts	\$8,409	\$0
Support from the Humanitarian Network	\$464,331	\$0
<b>TOTAL:</b>	<b>\$1,699,030</b>	<b>\$25,000</b>

**BOARD OF DIRECTORS**

**LIST OF BOARD DIRECTORS**

Name & Office Held	Corporate Affiliation
Luis Rodriguez Board Chair	Modern Managed IT
Marty Del Bosque Immediate Past Chair	Jefferson Bank
Ranjeet Gadhoke Member	Zachry Construction Corp
Nathan Rizzo Member	RX Tech
Jonathan Tijerina Member	CPS Energy
Rita Phillip Member	The Lane Construction Corp
James Lewis Member	J12 Designs
Jason Massiatte Member	Adobe
Victoria Gonzalez- Gerla Member	City of San Antonio Mayors Office

Tracy Merritt Member	Generations Federal Credit union
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