

2006-2007 ANNUAL REPORT



**American
Red Cross**

Greater Los Angeles

2006-2007 Annual Report

Mission Statement	2
Fundamental Principles	3
Letter from Chapter Chair	4
Message from Chapter CEO	5
Statistical Highlights	6
Highlights of the year	
Local Disaster Relief	8-9
Catastrophic Disaster Plan	10
Health and Safety	11
International Services	12
Communications Between Military and Families	12
Red Cross Volunteers	13
Chapter Changes	14
Red Cross Financial Support	15
Chapter Information	
Areas We Serve	16
Service Centers	17
Financial Report	18
Benefactors	19
Board of Directors	20



FUNDAMENTAL PRINCIPLES OF THE RED CROSS

HUMANITY

The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavors, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

IMPARTIALITY

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavors to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

NEUTRALITY

In order to continue to enjoy the confidence of all, the Movement may not take sides in hostilities or engage in any time in controversies of a political, racial, religious or ideological nature.

INDEPENDENCE

The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their government and subject to the laws of the respective countries, must always maintain their autonomy so that they may be able at all time to act in accordance with the principles of the Movement.

VOLUNTARY SERVICE

It is a voluntary relief movement not prompted in any manner by desire for gain.

UNITY

There can be only one Red Cross or one Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

UNIVERSALITY

The International Red Cross and Red Crescent Movement, in which all Societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.

LETTER FROM CHAPTER CHAIR

Dear Friends of the American Red Cross of Greater Los Angeles:

As we celebrate our achievements of the past year, we continue to look for ways to better serve the 6 million people in our jurisdiction. With this goal in mind, we have undergone quite a transformation at the **American Red Cross of Greater Los Angeles**.

The changes come from the top down. We welcome our new CEO, Paul Schulz, who is uniquely qualified to lead our chapter with his extensive background in both the non-profit and business sectors, most recently as a Senior Vice President of Yahoo!

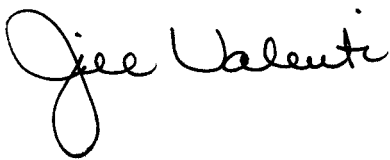
One of our key goals for this chapter is shoring up our ability to respond to a catastrophic disaster, such as Hurricane Katrina. That horrific event reminds us of the importance of preparing for the inevitable in our own backyard. If a major earthquake or other disaster happens in the Los Angeles area, our chapter may need to shelter an estimated 250,000 people for up to seven days before outside assistance arrives. To prepare for a disaster of this unimaginable magnitude, we developed a multi-year Catastrophic Disaster Plan and launched a \$10 million fundraising drive.

In addition to leadership changes, we are in new physical facilities. Two years ago, we decided to sell our large headquarters building and service center buildings around the region, and then lease space in these same communities. We are nearing completion of this project and have kept our commitment to maintain a presence in eight Southland communities. During this time, we also completely renovated the facility on the Veteran's Administration grounds in West Los Angeles, which is our new headquarters.

This initiative and other actions enabled us to lower operating costs and improve our balance sheet, thus making better use of the generous financial support from individuals, corporations and foundations. The actions also insured our financial stability for the short and long term.

We have undergone these major changes while responding to nearly one local disaster every day, as well as providing our ongoing health and safety programs and classes, including first aid, CPR and nurse assistant training.

As we move forward, we encourage you to become a part of our Red Cross team by volunteering, taking steps to prepare your family for a disaster, enrolling in health and safety classes and contributing financially to support these critical programs in our community.



Jill Valenti
Chapter Chair, 2006-2007

CEO MESSAGE

Building on a well-established history of service and dedication to the community, I am pleased to be the new CEO of the American Red Cross of Greater Los Angeles — the second largest American Red Cross chapter in the country. In transforming our organization, we always look for ways to improve service delivery to those who need us most, the people who are hardest hit during a disaster.

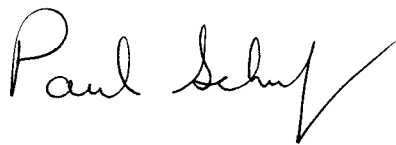
After joining the organization in February, one of my first goals was to recruit a top-notch leadership team to oversee the delivery of our Red Cross services to the public. This new team includes Michael Kleiner, Emergency & Disaster Response Officer; Mickie Faris, Chief Development Officer; Myra Jolivet, Chief Marketing Officer; Timothy Archuleta, Preparedness Officer; and Mauria McPoland, Volunteer Officer. They join Jim Quinn, Chief Financial Officer, and Mary Narducci, Human Resources Officer. This group shares my commitment to excellence and innovation.

Another one of my goals has been (and continues to be) fundraising for both local disaster relief, which takes place on a daily basis, as well as for our critically important Catastrophic Disaster Plan. The funds raised for this plan will allow us to take a number of steps to prepare for a cataclysmic disaster in the Los Angeles area, including: acquiring the latest communications and data technology, securing shelter equipment and supplies, recruiting and training thousands of volunteers, pre-positioning critical supplies, and many other activities.

I'm happy to report we are making progress toward reaching the \$10 million fundraising goal for the Catastrophic Disaster Plan with generous support from individuals, corporations and foundations. We are now carefully spending this money only where we know it will build and sustain our communities' readiness for a major disaster.

It is inspiring to work on a daily basis with such a dedicated group of volunteers, including Jill Valenti, who ably served as Chapter Chair for two terms from 2005-2007, and Edmond Lelo, our 2007-2008 Chapter Chair.

Your Red Cross has a renewed vigor and energy around our critical mission. I'd like to invite you to experience first-hand the changes we have made; I think you'll like what you see.



Paul Schulz
Chief Executive Officer



Edmond Lelo
Chapter Chair, 2007-2008

STATISTICAL HIGHLIGHTS

What we did in 2006-2007

RESPONDING TO EMERGENCIES...

345	responses to local disaster incidents
354	families received disaster assistance
\$198,503	provided for emergency lodging and rental assistance
\$425,798	total provided by chapter for disaster relief (includes rent and lodging)
\$3,884,000	total cost of emergency response

INCREASING HEALTH, SAFETY AND COMMUNITY DISASTER PREPAREDNESS...

109,777	persons trained in CPR, first aid, aquatics and water safety
1,254	persons took California Child Care, care giving, Nurse Assistant Training and HIV/AIDS classes and babysitter training
11,477	nurse assistant certification tests administered
10,698	pieces of disaster education materials distributed
5,402	persons received community disaster education

ASSISTING WITH PERSONAL EMERGENCIES...

1,520	emergency services provided to armed forces and their families
282	National Guardsmen and family members receiving deployment briefings
159	international family services provided

PROVIDING OPPORTUNITIES TO SERVE AND SUPPORT...

3,162	instructors authorized to teach Red Cross courses
413	youths volunteered (18 and younger)
494	young adults volunteered (19-24)
242	seniors volunteered (65 and older)
2,985	total volunteers provided service to the community
20,865	individuals and organizations donated funds to support the chapter



HIGHLIGHTS OF THE YEAR

Providing services to our community



Helping families displaced by disasters

“The compassionate way the volunteers spoke to us and their kind gestures were just what we needed at that stressful time.”

— Tamalyn Moss

Tamalyn Moss was about to take a short nap at the end of a long work week when she thought she smelled smoke. Opening her upstairs bedroom door, she saw thick smoke and knew her 1928 home was on fire.

Tamalyn bolted out the front door calling 911 but was helpless to do anything. “It was like something out of a scary movie — the

walls were crying,” said Moss.

As minutes turned into hours and the rest of her family arrived at their Hancock Park home, the fire department captain asked Tamalyn if they had anywhere to spend the night. When she responded that they did not, the fire captain told her he would call the Red Cross; they would help.

Two Red Cross disaster volunteers, Jerome Thierry and Shaneeka Thomas, arrived at the fire scene that January evening and conducted a damage assessment. Then they arranged for temporary housing at a nearby hotel and provided food and clothing vouchers to the family.

“They were like two angels,” said Moss. “The compassionate way they spoke to us and their kind gestures were just what we needed at that stressful time.”

Tamalyn’s family is one of the 354



The chapter assisted Tamalyn Moss and her daughter, Keshia, after fire damaged their home.

families assisted by the chapter during the fiscal year who were displaced by single-family and multi-family (apartment) fires, wildfires and other types of disasters. These families were provided with \$425,798 in financial assistance to purchase food, replace clothing and shoes, fill emergency medical prescriptions and meet other immediate needs. Of that, \$198,503 was provided to cover emergency lodging, first month’s rent or a security deposit.

Red Cross disaster volunteers Shaneeka Thomas and Jerome Thierry assisted Tamalyn Moss and her family with their immediate needs. Jerome, a Red Cross volunteer for 28 years (since junior high school), and Shaneeka, a volunteer since 2001, responded to the Friday evening call.



354

displaced families were provided with \$425,798 in financial assistance.

Ten-year volunteer Michael Hicks (left) learned to prepare large quantities of food for disaster victims in a mobile kitchen during a two-day disaster kitchen training class.



Shelter operations

When more than 25 people or five families are displaced because of a disaster or threat of a disaster, a shelter is opened to accommodate their immediate needs. The chapter opened six shelters during the year, including one at Marshall High School in May when homes were threatened by a wildfire in Griffith Park. Disaster volunteers, including several nurses, provided food, water, hygiene items and comfort to the 40 nervous evacuees who checked in at the shelter and the 29 who remained overnight. Other volunteers provided drinks and snacks to firefighters and emergency workers who fought the two-day blaze.



Volunteer Patrick Dougherty (far right) briefs Los Angeles Mayor Antonio Villaraigosa about Red Cross shelter operations during the Griffith Park fire.



Santa Clarita volunteer Joy Grahn provides refreshments to firefighters.

Preparing for the unexpected

Red Cross disaster response volunteers regularly participate in training classes and disaster simulation exercises to prepare for the unexpected.

In January, volunteers learned to prepare meals on a massive scale in a 30-foot mobile kitchen donated by SYSCO foods. Participants learned about feeding requirements for a large-scale disaster response and practiced by preparing 200 lunches and 300 dinners, which were donated to residents

of the Los Angeles Mission. The kitchen is capable of producing 8,000 meals a day.

In May, Red Cross responders participated in a full-scale, simulated aircraft disaster to test the LAX emergency management system. Two hundred “mock” victims

perished in the simulated crash landing and Red Cross mental health professionals were charged with providing compassionate caregiving to the families, which is the Red Cross’ designated role during an aviation disaster.

The Red Cross was one of 20 organizations participating in a full-scale, simulated aircraft disaster exercise at LAX.



CATASTROPHIC DISASTER PLAN

Planning for the unimaginable

“We want Los Angeles to be the example of how disaster preparedness should work.”

—Edmond Lelo, 2007-2008 chapter board chair and executive vice president of Wells Fargo Commercial Banking Group for Greater Los Angeles

Even while the chapter responds to local disasters on an almost daily basis, it is working to prepare for a disaster of catastrophic proportions. Hurricane Katrina was a sober reminder that if a major earthquake or other disaster hits the Los Angeles region, the chapter may need to shelter 250,000 people for seven days before outside assistance arrives.

To prepare for this massive undertaking, the chapter developed a Catastrophic Disaster Plan and launched a \$10 million fundraising campaign to secure the core elements of the plan. These include:

acquiring the latest communications and data technology, securing shelter equipment and supplies, recruiting and training 20,000 volunteers, pre-positioning supplies and other important readiness steps.

Along with Wells Fargo and the Los Angeles Business Journal, the chapter hosted a breakfast in August for more than 100 business and civic leaders. Edmond Lelo, 2006-2007 board vice chair and executive vice president of Wells Fargo Commercial Banking Group for Greater Los Angeles, helped kick off the fundraising campaign by pledging \$500,000 on behalf of the Wells Fargo Foundation.

The Weingart Foundation joined the effort with a challenge grant of \$2 million. Additionally, a \$500,000 gift was made in honor of William D. Schulte for the development of a main Emergency Operations Center.

“With the support of the Weingart Foundation and others, we are in a much better position to implement our Catastrophic Disaster Plan,” said Edmond Lelo. “We want Los Angeles to be the example of how disaster preparedness should work.”

In April, chapter CEO Paul Schulz and Los Angeles Unified School District Superintendent David Brewer announced the Red Cross’ plan to pre-position disaster containers — each filled with enough supplies to operate a shelter for 300 people — at secondary schools throughout LAUSD.

“I am pleased to partner with the Red Cross to make our schools and communities safer,” said Brewer.

Five containers have already been placed at LAUSD and Las Virgenes School District schools.



(l to r) Edmond Lelo, Jill Valenti, and noted seismologist Dr. Lucile Jones helped kick off the chapter’s Catastrophic Disaster Preparedness Campaign.

250,000...

number of people the chapter is preparing to shelter in the event of a catastrophic disaster.



Chapter CEO Paul Schulz (left) and LAUSD Superintendent David Brewer join forces at Birmingham High School to announce the chapter’s plans to pre-position disaster supplies in shipping containers at Los Angeles secondary schools.



The chapter is pre-positioning supplies around the Southland to prepare for a catastrophic disaster.

Trained to save lives

“Two people are alive today because of the heroic actions of Anne and Aileen. Their stories are proof positive that taking Red Cross health and safety classes do save lives.”

—Jill Valenti, 2006-2007 chapter board chair, American Red Cross of Greater Los Angeles

Anne Ullstrom, a staff member at the Westside Family YMCA, was in a meeting when she heard that someone collapsed near the handball court. Ben Goldman, 77, a retired businessman lost consciousness after playing one of his three weekly handball games.

Goldman’s teammates started performing CPR, but Ullstrom determined that since he had no pulse and wasn’t breathing, she would need to use the Automated External Defibrillator (AED) to revive him. About the size of a laptop computer, an AED analyzes the heart’s rhythm for abnormalities and determines if a shock is needed.

Ullstrom prepared Goldman’s chest for application of the AED pads and the shock was delivered to his heart. He immediately responded and was transported by paramedics to the hospital.

Anne Ullstrom was able to help save

Ben Goldman’s life because of her American Red Cross safety training skills. She is certified once a year in CPR and AED training and every three years in first aid training.

Ullstrom, along with Aileen Poehls, who helped save a colleague’s life by administering abdominal thrusts to dislodge food, were honored in October for using their Red Cross skills to save another person’s life.

“Two people are alive today because of the heroic actions of Anne and Aileen,” said Jill Valenti, chapter chair. “Their stories are proof positive that taking Red Cross first aid, CPR and AED classes do save lives.”

Last year, the chapter trained 109,777 people in lifesaving techniques, including CPR, AED, first aid, aquatics and water safety. An additional 1,254 people received California Child Care, care giv-



Chapter Chair Jill Valenti (center) presents a life-saving medal and certificate to Aileen Poehls (left) and Anne Ullstrom (right) for helping save another person’s life by using Red Cross safety training skills.

ing, nurse assistant training, HIV/AIDS and babysitter training. The chapter’s Nurse Assistant Training (NAT) class is a specially-developed 163-hour course for people interested in working in the nursing field and is designed to help respond to the critical nurse shortage. Candidates learn all the necessary skills to pass a state competency exam and train for half of the program at a long-term care facility.

109,777

people were trained in Red Cross lifesaving techniques, including CPR, AED, first aid, aquatics and water safety.



Students from the Bishop and Mammoth Lakes area successfully completed the 30-hour American Red Cross water safety instructor course in June and were authorized by chapter instructor Eugene Bivol (back row, center) as Red Cross water safety instructors.



Students in the Nurse Assistant Training program learn the necessary skills to work at assisted living and nursing home facilities and with home health care patients.

Providing Holocaust and war victims tracing

"I'm happy to finally have some answers, and I still have a glimmer of hope..."

—Ellen Kaufman, Red Cross client

Ellen Kaufman believes she is the last living member of her family to survive the Holocaust, but she's not 100 percent certain. That's why she contacted the chapter to help her find information regarding the fate of her aunt, uncle and



cousins who were taken away by the Nazis in 1942.

Through the American Red Cross International Tracing Service, located in Bad Arolsen, Germany (the largest repository of original Nazi documents in the world), the chapter learned that Ellen's aunt and uncle's names were on a list of people transported from Berlin to Aushwitz concentration camp on Dec. 14, 1942. Another cousin's name was on a list of people transported to Minsk, Russia. Although that's where the trail ends, the Red Cross will continue to search for other evidence related to Ellen's relatives.

"I'm happy to finally have some answers, and I still have a glimmer of hope that maybe my cousins escaped," said Kaufman.

The chapter opened 159 international

tracing searches during the year to help people like Ellen search for family members who were separated either because of the Holocaust or other worldwide conflicts and wars.

In February, the chapter was one of five Red Cross chapters selected to join the American Red Cross Holocaust and War Victims Tracing Center in a partnership with Yad Vashem, The Holocaust Martyrs' and Heroes' Remembrance Authority in Jerusalem, to help document all the Jewish victims of the Holocaust.

"It's important for survivors to know their family members did not just vanish; that there is a record of them somewhere," said Hedihe Abaei, International Services specialist.

The chapter helped Ellen Kaufman receive information about relatives she was separated from during the Holocaust.

COMMUNICATIONS BETWEEN FAMILY AND THE MILITARY



Since its founding, the Red Cross has provided help to the members of the armed forces and their families; in fact, it's spelled out in the Congressional charter given to the Red Cross in 1905. Even in this age of cell phones and email, that assistance is still required, especially during the current deployments supporting the war on terror. Last year, the chapter coordinated 1,502 emergency services for families here in Los Angeles and service members overseas. It also provided pre-deployment briefings to 282 national guardsman and their families and social service referrals to hundreds of military personnel and their families.

RED CROSS VOLUNTEERS

When disaster strikes, clients come to the Red Cross in desperate need of our services. As a Red Cross volunteer, I am able to assist them with basic necessities to help get them back on their feet, which gives me a lot of satisfaction.

—Mary Cirioco, Red Cross volunteer for 56 years

Volunteers are the heart of the Red Cross...volunteers like Carmela Burke and Mary Cirioco. The two Los Angeles chapter volunteers were featured in a national Red Cross "Hometown Heroes" print advertising campaign that paired outstanding volunteers with celebrities to encourage volunteerism and highlight the diversity of the Red Cross volunteer corps.

Burke, a chapter volunteer since 1992, helps primarily with public information duties during disasters, and Cirioco has volunteered for more than 56 years helping coordinate disaster response services. She also represents the Red Cross at community fairs, gives group presentations, assists at blood drives, provides administrative support and helps the chapter staff whenever she is called. Along with eight other outstanding volunteers, Mary won the 2007 Spotlight Award, the chapter's highest volunteer award.

"When disaster strikes, clients come to the Red Cross in desperate need of our services," said Mary. "As a Red Cross

volunteer, I am able to assist them with basic necessities to help get them back on their feet, which gives me a lot of satisfaction," said Cirioco.

Last year, 2,985 volunteers provided service to the community, including volunteer instructors, general volunteers and members of the Disaster Services Human Resources program who respond to local and national disasters. Among those volunteers are nearly 500 young adults, 242 senior citizens and 413 young people who are 18 years old or younger.

Twenty-four of these teenagers, representing eight local high schools, were among the first Red Cross volunteers in the nation trained to teach the "Be Red Cross Ready" community disaster educa-



Los Angeles volunteers Carmela Burke (left, pictured with Jamie Lee Curtis) and Mary Cirioco (with actress Aisha Tyler) appeared in national magazine advertisements honoring Red Cross "Hometown Heroes."

tion modules to community members. This campaign encourages residents to take three steps for disaster preparedness: Get a Kit; Make a Plan and Be Informed. To help prepare the public, the chapter distributed nearly 10,700 disaster education materials to community members during the year.

2,985

volunteers provided service to the community.



Red Cross youth from eight high schools attended a half-day training session to learn how to teach community members about community disaster education.



Genna Rochlin, president of the 2006-2007 Palisades Charter High School Red Cross Youth Club, practices CPR during a Red Cross Infant and Child Care class the club members took during the 2006 winter break.

CHAPTER CHANGES

Changes to better serve the community

To more effectively serve the community and better utilize donor dollars, the Board of Directors continued to implement a two-year plan to sell outdated buildings or those in poor condition, while leasing other space in the communities it serves. To this end, the board sold the East Los Angeles and Inglewood Service Centers and opened new offices in Inglewood, Commerce and Burbank that are used for classes, volunteer meetings, and a base for disaster relief response efforts.

Renovation of the West Los Angeles Service Center, which now serves as the chapter's administrative headquarters, began in January. By June the majority of staff members had relocated to this facility, which was completely reconfigured to accommodate more staff, meeting rooms and a blood donation facility.

Chapter leadership changes

Roger Dickson, the chief executive officer for the past four years, retired in September after 34 years with the American Red Cross. Chapter Chief Financial



Joining the grand opening for the new Red Cross Burbank Service Center are (l to r) Nhung Truong from Congressman Adam Schiff's office; Paul Schulz, chapter CEO; Mary Cirieco, longtime volunteer; Jill Valenti, chapter chair; Marsha Ramos, vice mayor, City of Burbank; Jack Scott, state senator; and Patrick Dougherty, volunteer disaster chairman for the Burbank district.

Officer James Quinn was interim CEO until Paul Schulz took over the helm in February. As a former Senior Vice President at Yahoo!, Schulz joined the chapter with significant business experience, as well as extensive involvement with non-profit organizations.

As CEO for the last half of the fiscal

year, Schulz conducted a major review of chapter operations, recruited a number of new officers, met with numerous community leaders and donors and has placed a major emphasis on shoring up the chapter's catastrophic disaster readiness capabilities.



David Leit (left), vice president of CRESA Partners (corporate real estate service advisors) and Paul Schulz, chapter CEO, display one of 135 Red Cross disaster survival kits that CRESA Partners purchased for Los Angeles employees and clients.



Renovation of the West Los Angeles Service Center began in January 2006. By June, the majority of staff members had relocated to the new chapter headquarters.

“Sometimes people, through no fault of their own, are confronted with a disaster, and the Red Cross is always there to try and alleviate the shock of losing everything.”

—Dr. Geraldine Branch, Red Cross donor

The American Red Cross of Greater Los Angeles is a local branch of the nation’s leading human services organization. It is led by local volunteers and funded solely through local donations. The chapter is extremely grateful to the 20, 865 organizations and individuals who donated funds this past fiscal year to support the chapter’s humanitarian services...individuals like Dr. Geraldine Branch.

The straight-shooting, 98-year-old Dr. Branch believes in honoring her commitments and has spent a lifetime doing so. An obstetrician/gynecologist who later worked as medical director of the Watts Health Center, Dr. Branch has helped people her whole life. Since the American Red Cross of Greater Los Angeles mirrors her beliefs in helping others and honoring its commitments, she makes direct donations to the chapter and it has established three charitable gift annuities.

“Sometimes people, through no fault of

their own, are confronted with a disaster, and the American Red Cross is always there to try and alleviate the shock of los-

ing everything — the Red Cross always does what it says it’s going to do,” said Dr. Branch.



Dr. Geraldine Branch (center), who helped deliver thousands of babies during her career as an obstetrician-gynecologist, visits with neighborhood pre-school children. Dr. Branch established three charitable gift annuities with the American Red Cross of Greater Los Angeles.

Please support the American Red Cross of Greater Los Angeles in its efforts to prepare for and respond to individual and large-scale disasters in the region and provide other lifesaving, humanitarian services.

You can assist in many ways, including:

- making a secure, online credit card donation to the chapter at www.RedCrossLA.org;
- sending a check to the American Red Cross of Greater Los Angeles;
- making a tribute donation;
- donating stocks to the chapter;
- establishing a charitable gift annuity through the chapter;
- donating through trusts;
- donating real estate;
- remembering the American Red Cross of Greater Los Angeles in a will or with a bequest;
- joining our Clara Barton Society by donating \$1,000 or more; and
- joining our Tiffany Circle Society by donating \$10,000 or more.

If you need assistance in making your donation, please contact the chapter’s Development Department at (310) 445-2685.

CHAPTER INFORMATION

Areas We Serve

Established on Oct. 2, 1916, the American Red Cross of Greater Los Angeles is the second largest chapter in the nation. It serves a population of 6.5 million people in Los Angeles County (an area of 1,600 square miles), including the city of Los Angeles, as well as 36 cities (see list below) and 13 unincorporated areas.

With service centers located in eight communities around the Southland, chapter volunteers and staff are prepared to respond around the clock, 365 days a year to assure that Red Cross services are provided when they are needed. Chapter leadership is provided by a volunteer board of directors, elected from the communities served by the chapter.



CITIES SERVED BY THE AMERICAN RED CROSS OF GREATER LOS ANGELES

Los Angeles	Compton	Huntington Park	Pacific Palisades	South Gate
Agoura Hills	Cudahy	Inglewood	Palos Verdes Estates	Torrance
Bell	Culver City	Lawndale	Rancho Palos Verdes	Vernon
Beverly Hills	El Segundo	Lomita	Redondo Beach	West Hollywood
Burbank	Gardena	Lynwood	Rolling Hills	Westlake Village
Calabasas	Hawthorne	Malibu	Rolling Hills Estates	
Carson	Hermosa Beach	Manhattan Beach	San Fernando	
City of Commerce	Hidden Hills	Maywood	Santa Clarita	

1,600...

the number of square miles served by
the American Red Cross of Greater
Los Angeles.



CHAPTER INFORMATION

Service Centers

CHAPTER HEADQUARTERS

11355 Ohio Avenue
Los Angeles, CA 90025
Phone: (310) 445-9900

BURBANK SERVICE CENTER

101 South First Street, Suite 204
Burbank, CA 91502
Phone: (818) 842-5295

EAST LOS ANGELES SERVICE CENTER

2227 S. Atlantic Blvd.
Los Angeles, CA 90040
Phone: (323) 780-7660

INGLEWOOD SERVICE CENTER

9800 S. La Cienega Blvd, Suite 101
Inglewood, CA 90301
Phone: (310) 642-0230

KOREATOWN/WILSHIRE SERVICE CENTER

501 Shatto Place, Suite 100
Los Angeles, CA 90020
Phone: (213) 351-6765

SANTA CLARITA VALLEY SERVICE CENTER

23838 Valencia Blvd., Suite 120
City of Santa Clarita, CA 91355
Phone: (661) 259-1805

TORRANCE SERVICE CENTER

1995 W. 190th Street, Suite 100
Torrance, CA 90504
Phone: (310) 225-2900

WEST VALLEY SERVICE CENTER

6800 Owensmouth Ave., Suite 140
Canoga Park, CA 91303
Phone: (818) 593-3500



FINANCIAL REPORT

AMERICAN RED CROSS OF GREATER LOS ANGELES CONDENSED FINANCIAL INFORMATION

*Statement of activities year ended June 30, 2007
(Dollars in thousands)*

	<u>2006</u>	<u>2007</u>
REVENUE		
Annual Giving	5,092	5,390
Legacies and bequests	4,126	2,608
Health and Education Services	<u>3,903</u>	<u>3,934</u>
Total Revenue	13,121	11,932
EXPENSES		
Program services:		
Disaster Services	3,993	3,884
Health and Education Services	5,658	5,643
Volunteer and Youth Services	971	983
Other	<u>536</u>	<u>502</u>
Total program services	11,158	11,012
Supporting services:		
Financial development	1,862	1,753
Management and general	<u>1,892</u>	<u>942</u>
Total supporting services	3,754	2,695
Total Expenses	14,912	13,707
Change in net assets before investment activities	-1,791	-1,775
INVESTMENT ACTIVITY		
Net investment income	500	1,211
Net unrealized and realized gains on investments	-268	1,477
Inter-Red Cross revenue	142	107
Gain on sale of assets – net	15,398	8,797
Other revenue	<u>87</u>	<u>37</u>
Total Investment Activities	15,859	11,629
Changes in net assets	14,068	9,854
Net Assets		
Beginning of year, as restated	<u>14,064</u>	<u>28,132</u>
End of year	<u>28,132</u>	<u>37,986</u>

BENEFACTORS

WE RECOGNIZE AND THANK THE FOLLOWING FOR DONATIONS OF \$10,000 AND ABOVE (JULY 1, 2006 - JUNE 30, 2007)

21st Century Insurance Group	The H. Leslie and Elaine S. Hoffman Foundation	Estate of Ronald Ponder
ANE Productions	Houlihan Lokey Howard & Zukin	Queens Care Charitable Division
Anonymous	David G. Johnson	George W. Rose Trust
Estate of Imre Barson	Norman D. Kay 2000 Revocable Living Trust	Barbara M. Ross Charitable Trust
Bruck Trust	Brian D. Kilb	Kenneth A. Ruby
Fritz B. Burns Foundation	Kraus Revocable Trust	Paul Schulz
California Community Foundation	Walter Lantz Foundation	Elizabeth See Trust
Max W. Capel Revocable Trust	Diana Levin Trust	Bradley Senet
The Capital Group Companies Charitable Foundation	Luciano Trust	Sony Pictures Entertainment
Chartwell Charitable Foundation	Martin Family Trust	Leon Strauss Foundation
David H. Chase	Jack & Adele Mason Family Foundation, Inc	Flora L. Thornton Foundation
Chevron Corporation	Allen W. Mathies	Toyota Motor Sales, U.S.A., Inc.
Kwang J. Chung	Mattel, Inc.	Unified Western Grocers, Inc.
Estate of Albert Cohn	Estate of Nell B. McCormick	United Way of Greater Los Angeles
Dorothea Cole Trust	Medtronic MiniMed and Advanced Bionics	Jill Valenti
The Walt Disney Company	Ruth Mehlberg Family Trust	J.B. & Emily Van Nuys Charities
Carrie Estelle Doheny Foundation	Merrill Lynch	Jan Van Uchelen Trust
Russell Dreyfus	The Barry and Wendy Meyer Charitable Foundation	Warner Music Group Services
Michel Dunia Charitable Trust	Edward D. and Anna Mitchell Family Foundation	Weingart Foundation
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