

# American Red Cross Los Angeles Region

Down the street. Across the country. Around the world.



## 2010 Annual Report



**American  
Red Cross**  
Los Angeles Region

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**Mission Statement**

The American Red Cross, a humanitarian organization led by volunteers, guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disasters and help people prevent, prepare for, and respond to emergencies.

## What We Did in 2009-2010

Los Angeles Region *(includes Arcadia, Antelope Valley, Claremont, Glendale-Crescenta Valley, Los Angeles, San Gabriel Pomona Valley and Santa Monica Chapters)*

### Responding to Disasters

- 382 Responses to wildfires, home fires and other emergencies
- 1,816 Individuals received financial and other disaster assistance
- 640 Overnight shelter stays provided to disaster evacuees
- 31 Disaster shelters opened
- \$4.75 million Funds spent on disaster services



### Serving the Armed Forces and Helping Locate Loved Ones in War-Torn Areas

- 1,953 Members of the Armed Forces and their families received emergency and other services
- 4,480 National Guard members, reservists and their families received briefings on Red Cross services
- 604 Individuals received international services assistance (includes international and Holocaust tracing)

### Offering Health, Safety and Disaster Preparedness

- 158,285 Individuals trained in CPR, first aid, aquatics and water safety courses
- 6,507 Individuals trained in California Child Care, Nurse Assistant Training, disaster preparedness and other Red Cross Health and Safety courses
- 16,769 Nurse assistant certification tests administered
- 54,139 Individuals received community disaster education training

### Providing Opportunities to Serve and Support

- 5,645 Instructors trained to teach Red Cross courses
- 5,886 Volunteers who helped provide direct service to the community
- 1,220 Youth volunteers helped prepare our community
- 50 Red Cross youth clubs (located primarily at high schools)
- 113,178 Individuals, foundations, corporations, and organizations from the Los Angeles Region made financial donations to the American Red Cross

## At Home and Abroad, “One Red Cross” Supports People in Need

Gail McGovern, president and CEO of the American Red Cross, met with hundreds of local Red Cross supporters in December 2009 to request our help in moving the organization forward to become “One Red Cross.”

It’s a simple concept that takes monumental coordination: Red Cross chapters in the same geographical area work together to gain the efficiencies of one region but maintain the individuality that reflects our various communities.

Seven Red Cross chapters in our area — Arcadia, Antelope Valley, Claremont, Glendale-Crescenta Valley, Los Angeles, San Gabriel Pomona Valley and Santa Monica — embraced that challenge and turned it into reality. We ended the 2010 fiscal year as the Greater Los Angeles Chapter and started our new fiscal year as the much broader Red Cross Los Angeles Region.

Going forward, our chapters will utilize many of the same systems, programs and procedures, which will make our service delivery less expensive and more effective. We are committed to maintaining all seven chapters and value local volunteers and volunteer leadership in helping us plan for the future of the Red Cross. Our goal over the coming year is to become more community-oriented and volunteer-driven by utilizing the strength of our volunteers throughout the entire region.

As a region, we are one of the largest and strongest Red Cross teams in the country. With 14 locations, we serve more than 8.8 million people in an area covering 21,426 square miles. During the 2010 fiscal year, we provided financial and other disaster assistance to 1,816 individuals and opened 31 disaster shelters. More than 158,000 local residents took life saving courses, and over 54,000 people received disaster education training. You can read more about our major accomplishments on the facing page.

We saw many examples during the fiscal year why the Red Cross remains the preeminent international humanitarian organization. The local community donated generously to help the Red Cross mount quick and effective responses to devastating national and international

disasters, most notably the massive earthquake in Haiti. At home and abroad, people look to the Red Cross as a trusted organization that supports people in need.

None of these achievements would be possible without the generosity of our donors and the dedication of our volunteers. We would like to thank you for your continued support because you are truly the leaders of a revitalized Red Cross.

If you have not yet had a chance to become part of the new Red Cross, we welcome you to join us!



**Jeff Sakaguchi**  
Board Chair, American Red Cross  
Greater Los Angeles Chapter



**Paul Schulz**  
CEO, American Red Cross  
Los Angeles Region



## Providing Shelter During the Largest Wildfire in L.A. County History

In late August and early September 2009, the Red Cross responded to the Station Fire — the largest wildfire in Los Angeles County’s history — by opening five shelters for the thousands of residents forced to evacuate their homes. With more than 12,000 structures threatened, shelters were opened at Golden Valley High School in Newhall, Marie Kerr Park in Palmdale, Verdugo Hills High School in Tujunga, Crescenta Valley High School in La Crescenta and La Cañada High School in La Cañada Flintridge. The fire destroyed more than 200 homes and other structures.

In addition to responding to the Station Fire, the Red Cross opened four other shelters in California for wildfire evacuees. All statewide wildfire disaster operations were coordinated at the Los Angeles Region Emergency Operations Center.

By the time the final shelter closed, the Red Cross provided 700 overnight stays at shelters, 5,700 meals, 530 comfort kits and 50 clean-up kits. Nearly 500 Red Cross volunteers from throughout California assisted with the wildfire relief efforts.



**A mother and her son wait at the Marie Kerr Park Red Cross shelter in Palmdale during the Station Fire.**



“The Red Cross provided us with financial assistance to purchase clothing and food and arranged for us to stay at a hotel, which gave us time to sort out other housing options.”

— Raymon Williams

## Lending Around-the-Clock Assistance to Home Fire Victims

The Red Cross Los Angeles Region assisted more than 500 families displaced by home fires during fiscal year 2010. Los Angeles resident Raymon Williams went through the heart-wrenching experience.

Raymon, 26, collected comic books, movie character figurines and related memorabilia for more than 16 years. During the evening of May 14, 2010, his collection of nearly 200 limited edition items all went up in smoke.

Raymon, who lived with his mother and cousins, woke up that evening when he smelled smoke in another bedroom. He desperately tried to extinguish the fire with buckets of water and a hose. Luckily, the whole family safely escaped from the house, and someone managed to get the family dog out through a bedroom window.

Meanwhile, the fire department arrived to extinguish the flames, but not before the fire damaged household items, clothing, and Raymon’s memorabilia collection, which had been hanging on display in the living room. The plastic packaging around each figurine had melted away and the comic books were destroyed.

The walls and ceilings were blackened with smoke, and the bedroom where the fire started was reduced to a shell of exposed wooden beams with a large gaping hole in the roof.

Shortly after the fire was out, American Red Cross Los Angeles

Region disaster volunteers arrived to assist Raymon and his family.

“The Red Cross volunteers were amazing and really helped put us back on our feet,” said Raymon. “They provided us with financial assistance to purchase clothing and food and arranged for us to stay at a hotel, which gave us time to sort out other housing options.”

Raymon and his family still hope someday to move back into the house they shared together, but for now, he said, “Some of the things I lost I can get back over time, and I don’t dwell on the things I can’t. The worst is over and it’s time to move on.”



**Chris Nevil (right) is one of the Red Cross disaster volunteers who provided financial and emotional assistance to Raymon Williams and his family after a fire destroyed their home.**

## Helping Members of the Military at Home and Around the World

Many Southern California families have loved ones serving in the military in Iraq, Afghanistan and other places around the world. When emergencies require them and their families to communicate, the American Red Cross is there to help.

During 2009-2010, the American Red Cross Los Angeles Region briefed more than 4,000 Army reservists, members of the National Guard and their family members about how the Red Cross Service to Armed Forces assists in linking members of the military with their families during a crisis.

The majority of these briefings were through Department of Defense-



sponsored Yellow Ribbon Reintegration Program events held specifically for Army reservists just weeks prior to deployment.

The American Red Cross is available 24 hours a day, 365 days a year to relay urgent messages to service members stationed

anywhere in the world, including on ships at sea, embassies and remote locations. The Red Cross can help send emergency messages regarding the death or serious illness of a family member, the birth of a child, or other family emergencies. If the problem requires the service man or woman to be at home, the Red Cross can provide that person's commander with fast, reliable information to help make decisions regarding emergency leave.

Working with military aid societies from the Air Force, Army, Coast Guard and Navy-Marine Corps, the Red Cross may also assist the family in obtaining financial aid related to the crisis, including money for emergency travel and burial of a loved one. Counseling, guidance, information, referrals and other social services are also available to active duty military personnel and their families.

### Fulfilling Vets' Wish Lists



Utilizing an \$80,000 grant, the Greater Los Angeles Chapter's Service to Armed Forces unit purchased much-needed items to assist veterans at the West L.A. Veterans Administration Hospital, as well as the Veterans Home of California in Lancaster and West Los Angeles. Red Cross volunteers gathered in May 2010 to label, sort and deliver items requested by the veterans' organizations. These included laptop computers and CD/DVD players for community libraries, in addition to Wii consoles with games that have proven to help vets with post traumatic stress disorder.

## Providing Answers to Loved Ones Separated by War or Disaster

During the past year, more than 600 people in the Greater Los Angeles area received assistance from the American Red Cross Los Angeles Region with locating loved ones from whom they have become separated due to war or disaster.

The Red Cross International Services provided information and referral services and initiated tracing requests for these people who were separated from a family member, some as long ago as World War II. The American Red Cross has a dedicated Holocaust and War Victims Tracing Center that utilizes the worldwide network of Red Cross societies, as well as the International Tracing Service (ITS) located in Arolsen, Germany. The ITS is the largest repository of Nazi documentation of Holocaust victims in the world, housing more than 47 million records.





“When I started doing chest compressions, I saw life coming back into him.” — Dale Vintinner

## CPR Training Becomes Lifesaving Recipe for Local Cook

On a Sunday afternoon in October 2009, Thomas Fittro, 64, and a friend enjoyed a day of fishing with the Marina Del Rey Sportfishing Company. He caught three fish and was excited to bring them home for his wife, Linda, to cook for dinner.

Ten minutes after the boat docked, Thomas suffered a heart attack and collapsed in a nearby parking lot. Dale Vintinner, a cook for the fishing company was still on board when he saw the commotion and ran to see what happened.

Dale, a Vietnam veteran and Navy Seal, admits he was afraid when he discovered one of his customers lifeless on the ground with a face that appeared “rubbery and purple.” He began using his American Red Cross CPR training. “When I started doing chest compressions, I saw life coming back into him,” he said.

Dale had been certified in CPR and First Aid earlier in the year as part of the American Red Cross of Greater Los Angeles workplace training program. It was the first year his company provided training to its employees, and it was 51-year-old Dale’s first time taking a CPR course.

Thomas, a father of two and grandfather of four, was taken to Marina Del Rey Hospital, where his condition was “really touch and go,” according to Linda Fittro. She has no doubt that her husband, with whom she has shared 38 years, was saved by Vintinner and other emergency responders.

Thomas does not remember the afternoon he almost died, but he

does remember his love of fishing. “Hopefully, one day we can go fishing together again,” he said.

For more information about Health and Safety classes and programs, please call 1-800-627-7000.

### Nurse Assistants Help With the Cure



The Red Cross Los Angeles Region offers a 22-day training program that prepares students to become Certified Nurse Assistants working in skilled nursing facilities, hospice care, rehabilitation hospitals and other facilities for the elderly. Nursing instructor Cynthia Arline, top right, works with student Samsia Varusai, upper left, on the proper positioning of a patient, played by student Omolade Animasaun, bottom, during a Nurse Assistant Training class in Torrance.



## From Refugee Camp to Red Cross Volunteer

**Dan Lam** and his family were not able to leave Saigon, Vietnam, with other refugees in 1975, but five years later, Dan, then 22, fled on foot to start a new life. Little did he know that 30 years later he would be living in Southern California and volunteering with the American Red Cross to help individuals and families affected by disaster.

Dan spent nearly a year in a refugee camp near the border of Thailand and Cambodia operated by the International Red Cross. While he was there he became acquainted with a Swiss Red Cross worker, Denyse, who he describes as courageous and a role model, and whose memory motivated him to become a Red Cross volunteer.

“She and other Red Cross workers there protected us with their lives, literally with their own bodies,” he said. “If she heard a gun battle nearby, she would put on her Red Cross vest, climb into a pickup truck and head to the battle area. We refugees would gather, praying for her safety.”

After leaving the camp, Dan was transferred to a “transit center,” where he was interviewed and accepted for relocation in the U.S. In 1998, he moved to Santa Clarita, where he works as a computer systems engineer at the Alfred Mann Foundation. Dan lives with his wife and has three children attending college.

“I wanted to be a Red Cross volunteer for so long, but I did not know

where to start. I thought Red Cross workers had to leave home for a period of time and dedicate their lives to the job as Denyse had done.”

Then the destructive Sayre Fire in 2008 brought him to the American Red Cross. After an orientation and shelter training class, he was assigned to work at a disaster shelter. Since then, he joined the Disaster Action Team in the Santa Clarita Valley and has helped at residential fires and the 2009 wildfires.

“All I’ve got to offer a disaster victim is a small good deed, but I know many small deeds will have a larger impact. That’s why I joined the American Red Cross.”

### **Become a Red Cross Volunteer**



Visit [www.RedCrossLA.org/volunteer](http://www.RedCrossLA.org/volunteer) for more information on how to become a Red Cross volunteer, or contact us at [volunteer@arcla.org](mailto:volunteer@arcla.org)



“As a Red Cross volunteer, you are surrounded by self-motivated people who love being part of a team that truly helps people in need.”

— Myrna Spektor

## Fulfilling a Lifetime Dream

**Myrna Spektor**, 74, was first introduced to the American Red Cross by her mother in the 1940s when she learned how to roll bandages for World War II soldiers. She never forgot that experience and yearned to become a Red Cross volunteer again someday.

More than 50 years later, after raising her own children and enjoying a successful 38-year career as a teacher and rehabilitation counselor, Myrna decided it was time to become a Red Cross volunteer. She is one of more than 5,800 Los Angeles Region volunteers who help disaster victims.

Myrna began taking disaster training classes after retiring in 1996. As a Disaster Mental Health volunteer, she works with disaster victims to provide emotional assistance and helps them develop a recovery plan.

Since joining the Red Cross, Myrna has assisted at numerous local disasters and at 20 national disasters. These include hurricanes in the Gulf Coast, tornadoes in the Midwest, New York after Sept. 11, and most recently, the Tennessee floods in May 2010.

“We are all there for the same purpose — to help people get back on their feet again after a devastating loss. As a Red Cross volunteer, you are surrounded by self-motivated people who love being part of a team that truly helps people in need.”



Snap this QR code with your mobile phone and watch a PSA narrated by Myrna Spektor. New model phones come with QR readers. If yours doesn't, visit the app store and search QR Reader.

## Almost Late for Labor Day

**Ricardo Alterno's** passion for the Red Cross was evident during the 2009 Station Fire, when his desire to help almost prevented him from experiencing the birth of his son, Ricardo Jr.

Ricardo was volunteering when his wife, Susana, called him with an urgent matter. In the last stages of her pregnancy, Susana's doctors had decided to induce labor that day. Ricardo luckily made it in time for the birth. However, even with his personal emergency, Ricardo made it a point to check in with his fellow volunteers after the birth.



Ricardo wears many hats as a volunteer. He is a Disaster Action Team member, Health & Safety instructor, event photographer and a Public Affairs Associate, specializing in getting the Red Cross message out to Spanish language media.

Ricardo began volunteering at 16 when he joined the Red Cross youth club in his native Costa Rica. After he graduated from the University of Costa Rica as an emergency technician, he became a member of Costa Rica's first private ambulance service and later worked as an emergency operator for Costa Rica's 9-1-1 Emergency System. When he moved to the U.S. in 2007, Ricardo started volunteering with the Greater Los Angeles chapter and continues volunteering while working a full-time job.

## 2009-2010 Outstanding Volunteers Across the Region



**Gail McGovern, right, president and CEO, American Red Cross, congratulates Kathy and Art Rutherford, Greater Los Angeles Chapter Volunteers of the Year.**



**Diane Hart Kalman, Glendale Volunteer of the Year**



**Jennifer Jones, Santa Monica Volunteer of the Year**

### **Greater Los Angeles Chapter**

*Chapter Excellence Awards (the Chapter's highest awards)*

**Volunteers of the Year:** Art and Kathy Rutherford

**Health and Safety Services:** Sally Walsh

**Red Cross Youth:** Nikta Jaberzadeh

**Disaster Services:** Sally O'Sullivan

**Leadership:** Louisa Cardenas

**Jessie Thompson Award:** Kirk Nelson

*Candlelight Awards (awarded to outstanding volunteers in the L.A. Chapter's seven districts)*

**Volunteer of the Year:** Joe Green, Fereydoun Faridian, Terry Larsen, Ricardo Alterno, Catherine Thompson, Sue Hammarlund, Jimmy Russell

**Leadership Award:** Christina Jurado, Mike Stajura, Ken Rieger, Linda Wright, Jo Lasky, Elmer Walters  
**Disaster Services, Disaster Volunteer Award:** Paul Friedman, Alta Abbott, Debbie Leavitt, Jack Jonathan, Bruce Thompson, Dwaine Dodson, Michael Hicks, Jerome Thierry

**General Services Award:** Araceli Matamoros, Nikki Davis, Peter Kohn, Thumper Bloomquist, Louise Goudchaux, Bill Frazer, John and Julie Fernandez

**Outstanding Youth Volunteer Award:** Jimmy Andreoli, Kiyoko Nakano, Stephanie Lee, Richard Kawata, Brittany Voth, Esmeralda Jinez

**Good Neighbor Award:** The Doubletree Los Angeles – Commerce, Donna Nuzzi

**Health and Safety Services Award:** Leon Jost, Leo Taylor, Rick Gerald

**Registered Nurse Award:** Cheri Larson, Susan Klose  
**Disaster Mental Health Services Award:** Jean Scott

### **Glendale Chapter**

**Outstanding Volunteer:** Diane Hart Kalman

**Outstanding Board Member:** Rosemary Montana

**Outstanding Community Supporter:** Ara Kalfayan

### **San Gabriel Pomona Valley Chapter**

**The Clara Barton Award (the Chapter's highest award):** Ed Barlow, Service to the Armed Forces  
**Volunteer of the Year:** Jenny Kim (Development), Lestary Gunawan (Administration & Operations), Naomi Nandino (Emergency Services), Paul Emmons (Rose Parade), Kay Schneider (First Aid Stations), Leegan Lim (Youth Services), Tobi Hajjar (International Services)

**Special Citation for Exceptional Volunteer Service:** Pam Haner, Chun Chan

### **Claremont Chapter**

**Volunteer of the Year Award:** Frida Ross-Palomino

**Special Citation for Exceptional Volunteers:** Rob Poy, Bill Buehler, Alicia Palomino, Jami Hoffman, Okay Hill, Kevin Coduto

**Rookie of the Year Award:** Mark Beraksa

**Youth Volunteer of the Year (ages 12-17):**

Alexander Yip

**Young Adult Volunteer of the Year (ages 18-24):**

Amanda Van Esch

**"Extra Mile" Award:** Run for the Red (R4R) Committee

**Good Neighbor Award:** Claremont Unified School District

### **Santa Monica Chapter**

**Volunteer of the Year:** Jennifer Jones

**Development:** Dr. Robert Amonic, Judy Chambers Beck, Anna Lisa Debois, Hanna Hartnell, David Joyner, Liora Krasnow, Christine Ofesh, Gail Outcalt, Sally Pai

**Office of Volunteers & Youth Services:** Marian Blount, Kris Johnson, Peter Picanso, Dana Johnson, Tara Raoufi, Sydney Howard, Jonathan Quintana, Tanya Choo, Genny Scheer, Tommy Knockers, Raymunda Santos, Sandra Jay Dunbar, Maureen Sullivan, Jonathan Gobrial, Stanley Williams, Rachel Polikolsky, Joy Hines, John Gobrial

**Preparedness and Response:** Karen Donoho, Kevin Flick, Cynthia Riley, Retno Sulistijo, Jennifer Jones, Nicole Leiser

### **Antelope Valley Chapter**

**Volunteer of the Year:** George (Bud) Reams

**Leadership Award:** Nicol Gerstein

**Disaster Services Volunteer Award:** Jesse Nixon

**General Services Award:** David Balian

**Good Neighbor Award:** McDonalds, Palmdale

**Health and Safety Award:** Alonzo Whitaker

### **Arcadia Chapter**

**Outstanding Volunteers:** Phyllis Bailey, Don Best, Elizabeth Casillas, Connie Paul, Alice Whichello



Gail McGovern, Red Cross CEO, visits Haiti.

## Southern California Residents Dig Deep to Meet Urgent Needs of Haiti Earthquake Survivors



Alexandra Miller, Westwood Charter Elementary School, is one of thousands of Southern California residents who raised money for Haiti relief.

Alexandra Miller, age 8, was having dinner with her family on January 12, 2010 when she first saw the disturbing images of injured, displaced and distraught Haitians following the catastrophic 7.0 earthquake in Port-au-Prince, Haiti.

The next day, the third grader mounted a fundraising campaign at Westwood Charter Elementary School that yielded more than \$4,000 for Red Cross Haiti relief efforts.

Alexandra was one of thousands of Southland residents young and old who were moved by the humanitarian crisis in Haiti and opened their hearts and pocketbooks to raise approximately \$468 million nationwide — more than \$32 million through mobile (text) messaging alone — to provide Red Cross assistance in Haiti.

Shortly after the quake, the Haitian Red Cross began helping those in need. The global Red Cross community soon launched the largest international response since the 2004 Indian Ocean tsunami, helping almost 2 million Haitians in the first six months.

The Red Cross has improved the quality of life for hundreds of thousands of Haitians with emergency shelter, food, water, latrines, medical treatment and other supplies. It also invested in longer-term projects such as building homes and improving water and sanitation services and will continue recovery efforts over the next three to five years.

“The American Red Cross will support earthquake survivors in the months and years to come and will be in Haiti until the last donated dollar is spent,” said Gail McGovern, president and CEO of the American Red Cross.



Channel 4 News co-anchor Colleen Williams helps Luca Ordenez pour a bag of coins into a cooler of change at the Haiti relief fundraiser sponsored by NBC4.

## Partners Join Volunteers in Getting Ready for the Big One



If a devastating earthquake jolts Southern California, the Red Cross Los Angeles Region anticipates that more than 2.5 million people may look to the Red Cross for meals each day and a half a million people will need shelter for up to five days until outside assistance arrives. To meet this need, the Red Cross relies on its disaster volunteers to coordinate relief operations and its business partners to supply goods and services.

In fiscal year 2010, the Red Cross partnered with several companies, including SYSCO Foods and OhCal Foods, to provide food at Red Cross shelters. OhCal Foods is the Woodland Hills-based development agency for Los Angeles Subway franchises, which agreed to supply the Red Cross with approximately 350,000 sandwiches daily. Agreements with these vendors and numerous local vendors gives the Red Cross the capacity to serve more than 1.7 million meals — an increase of 850,000 in fiscal year 2010. The Los Angeles Region also has identified shelter space for 215,000 residents who may be displaced — an increase of more than 116,000 spaces.



**Claudia Hanrahan (left), vice president, OhCal Foods, meets with Red Cross volunteer Colleen Betty about local Subway stores providing meals for Red Cross shelter residents during catastrophic and seasonal disasters.**

With the real possibility of a damaged transportation network, the Red Cross has pre-positioned 85 Red Cross Relief Containers around Los Angeles County in schools, parks and religious institutions. With grants provided by Los Angeles County, the Red Cross can now purchase additional cots, blankets and other supplies for containers that were not filled to capacity. The container supplies will be used to open shelters for up to 300 people at each of the 85 locations.

Volunteers are the heart of all disaster response operations, large and small. During the fiscal year, the Red Cross Los Angeles Region increased the number of trained volunteers to more than 5,800 people. The Red Cross thanks all of its volunteers, including the following 2009-2010 Emergency and Disaster Response Leadership Volunteers:

### **Greater Los Angeles Chapter**

#### **District Chairs and Vice Chairs**

Central East District — Joe Green, Chair, and Christina Jurado, Vice Chair  
 East San Fernando Valley District — Linda Wright, Chair, and Patrick Dougherty, Vice Chair  
 Santa Clarita District — Daisy Jarquin, Chair, and Jo Lasky, Vice Chair  
 South Bay District — Ken Rieger, Chair, and Daniel Kopti, Vice Chair  
 South East District — Michael Hicks, Chair, and David Behar, Vice Chair  
 West San Fernando Valley District — Dave Roberts, Chair, and Art Hammurland, Vice Chair  
 West Los Angeles District — Lisa Bialac-Jehle, Chair, and Paula Clamurro, Vice Chair

#### **Committee Chairs**

Client Casework — Peter Kohn  
 District Chairs — Pat MacNeil  
 Disaster Services Technology — Bill Carpenter  
 Mass Care — Bill Frazer, and Vice Chairs, Sue Hammarlund (Sheltering) and Dave Roberts (Feeding)  
 Logistics — Joe Chizmadia  
 Operations Management — Kirk Nelson  
 Partner Services — Louisa Cardenas  
 Staff Services — Paula Clamurro and Christina Milstein

#### **Claremont Chapter**

Chair — Jewel Novack

#### **Santa Monica Chapter**

Co-chairs — Karen Donoho and Jennifer Jones

#### **San Gabriel Pomona Valley Chapter**

Chair — Frances Weigand

#### **Glendale-Crescenta Valley Chapter**

Chair — Mike Duarte  
 Vice Chairs — Betty Finch, Roy Vargas and Anita Preizler

**Special thanks to the Weingart Foundation for providing a total of \$2 million to support Catastrophic Disaster Planning. The Foundation's challenge to the L.A. community generated more than \$4.5 million to support the Red Cross' comprehensive preparedness efforts.**



(front left) Meloni Hallock, Tiffany Circle member, and Nini Sakaguchi, Greater Los Angeles Chapter Tiffany Circle co-chair, along with (top left) Michael Howard, director, Tiffany & Co., and Jeff Sakaguchi, chair of the Greater Los Angeles Board of Directors, attend a star-studded event at the Beverly Hills Tiffany & Co.

## Women Leaders Ensure Disaster Readiness

The Tiffany Circle is a network of women leaders and philanthropists who each invest at least \$10,000 annually to ensure that the American Red Cross has the capability to help people prepare for and respond to natural and man-made disasters.



Melanie Sabelhaus (left), founding chair of the national Tiffany Circle Society; Rhonda Fleming, Santa Monica Chapter Tiffany Circle co-chair; and Cesar Aristeiguieta, member, national Board of Governors, enjoy An Evening of Legendary Style at Tiffany & Co.

The Los Angeles

Region Tiffany Circle hosted several high profile events during the year, including a luncheon in Dec. 2009 featuring American Red Cross President and CEO Gail McGovern. Actresses Rhonda Fleming, Jane Seymour, and Sally Pressman, as well as TV-radio personality Leeza Gibbons were there to support the work of the Red Cross.

In May 2010, more than 100 Red Cross supporters attended the star-studded "An Evening of Legendary Style" at Tiffany & Co. in Beverly Hills. The Santa Monica and Greater Los Angeles Chapters hosted the reception, which featured guest speakers Melanie Sabelhaus, founding chair of the national Tiffany Circle Society, and Michelle Portugali, Tiffany & Co. representative who experienced a home fire and was helped by the Red Cross. Actors James Van Der Beek and Isaiah Mustafa were among the numerous celebrities on hand to support the Red Cross. Shannon Lynn, Miss North America 2010, modeled Tiffany jewelry.



### Tiffany Circle Los Angeles Region

**Greater Los Angeles Chapter Co-chairs:** Nini Sakaguchi and Christine Neal

**Santa Monica Chapter Co-chairs:** Rhonda Fleming and Judy Chambers Beck

**Honorary Chair:** Sherry Lansing

**Founding Chair:** Jill Valenti

**Members :** Anonymous, Christine Ball, Vicky Balmot, Judy Chambers Beck\*, Christine Chiu, Christine Cronin, Rhonda Fleming, Meloni Hallock\*, Joan Herman, Lois Ingham, Lynne Knox, Marianne Lamutt, Janet Lang, Christine Neal, Sally Pai, Kathleen Paul, Jada Pinkett Smith\*\*, Lisa Reed, Nini Sakaguchi, Wendy Smith Meyer, Jill Valenti\*, Suzi Weiss-Fischmann, Denita Willoughby

\* Lifetime Member \*\* Honorary Member

#### Corporate Benefactors

Acacia Wealth Advisors, AT&T, City National Bank, Schaeffer Family Foundation, Louis and Sandra Berkman Foundation, Skechers, The Capital Group Companies Charitable Foundation, Unified Grocers, Wells Fargo

## Individuals and Family Foundations

We recognize and thank the following individuals and family foundations for their donations (made between July 1, 2009 – June 30, 2010) of \$2,000 or more:

\* Board Member \*\* Member, National Board of Governors

### Elite Level (\$100,000+)

Linwood Boomer Family Fund

### Visionary Level

(\$50,000 - \$99,999)

Anonymous

Mr. and Mrs. James Burrows  
The Saban Family Foundation  
Stone Family Fund

### Benefactor Level

(\$25,000 - \$49,999)

Anonymous

Mr. and Mrs. Stephen I. Chazen  
Ms. Diane E. Jaffee  
Suzanne Nora Johnson\*\* and David  
Johnson Foundation  
Ms. Joann Lin  
Jack & Adele Mason Family Foundation, Inc.  
Mr. and Mrs. Bowen H. McCoy\*  
Mr. Sean R. Ryan  
Kae H. Shin  
Mr. David Spade

### Pacesetter Level

(\$10,000 - \$24,999)

The Apatow Family Foundation, Inc.  
Mr. and Mrs. Shalom Babay  
Burt F. Bacharach Trust of 1983  
Bergen Foundation  
The Louis and Sandra Berkman  
Foundation  
The Louis L. Borick Foundation  
Mr. Zachary Braff  
Mr. Charles Chambers  
Mr. Samuel Chen  
Mr. Eric S. Choi and Ms. Sun M. Yoon  
Ms. Christine Cronin and Mr. Mark Hurst  
Ms. Chris Dembrowski  
Devito/Perlman Family Foundation  
Mr. Michael Douglas and Ms. Catherine  
Zeta Jones  
Mr. Russell J. Dreyfus  
Mr. John K. Dunn  
Ms. Keri Durkin  
Mr. Hany S. Fangary  
Mr. Craig Ferguson  
Alex Guarachi  
Ms. Meloni Hallock\* and Mr. Rick Noecker  
Mrs. Margaret A. Halvorson  
Elham A. Hashemi  
Mr. and Mrs. Brian J. Hennigan  
Ms. Joan Herman\* and Mr. Richard M. Rasiej  
Mr. David Holmes  
David Jones Fund  
Aideen M. Honzay  
Mr. Harald J. Kloser  
Mr. and Mrs. Barry J. Lang  
Mrs. Marion S. Leonhard  
Mr. and Mrs. Steven D. Lockshin  
Mr. Erik A. Ludwick  
Ms. Veronica Santa Maria

Ms. Donna M. Matson  
The Barry and Wendy Meyer Foundation  
Ms. Christine Neal\*  
Ms. Joan A. Payden  
Mr. and Mrs. Ernest Posey  
Ms. Karen F. Ritchie  
Ms. Charlotte I. Rubin  
Mr. and Mrs. Kenneth A. Ruby  
Mr. and Mrs. Jeffrey B. Sakaguchi\*  
Mr. and Mrs. Sherwood Schwartz  
Mr. Ridley Scott  
Mr. Anthony L. Scott  
Mr. Patrick M. Shields  
Mr. Jonathan Shuken  
Drs. William and Susan Tully  
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Christine Webster Revocable Trust  
Mr. Charles E. Wert\*  
Ms. Jacqueline White  
Mr. and Mrs. Johnson and Jean Wong  
Mr. Philip Yang and Ms. Betty Y. Bai

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(\$5,000 - \$9,999)

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Dr. Cesar Aristeiguieta\*\*  
Mr. and Mrs. Temo A. Arjani  
Mr. Johnathan Aroesty  
Mr. Timothy D. Armour  
Mrs. Phyllis A. Bailey  
Ms. Rene Balcer  
Ms. Tyra L. Banks  
Ms. Janis Bell  
Mr. Andrew P. Bird  
Mr. Louis L. Borick  
Mr. James Bradish  
Breen Family Foundation  
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Mr. William Calhoun  
M.J. Carlyle Foundation  
Mr. David Carpenter  
Ms. Lucyanne R. Cavallo  
Ms. Martha Cheung  
Lon P. Cohen Trust  
Michael J. Connell Foundation  
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Mr. and Mrs. Donald de Brier  
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Mr. Sam Dowlat  
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Mr. Alan Engle  
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Ms. Megan Ferguson  
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Dr. Karen Halligan\*  
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David and Judy Shore Foundation, Inc.  
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Mr. Stanley M. Trilling  
Mr. Aaron Walton  
Mr. Brett White  
Mr. and Mrs. Darren R. Williams  
Mr. Keith S. Wishon  
Shuman Yang and K-Thia Yao Family Trust  
Mr. Stanley Zax

### Patron's Level (\$2,500 - \$4,999)

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Mr. and Mrs. David C. Allen\*  
Dr. and Mrs. Robert Amonic\*  
Ms. Elizabeth P. Anderson  
Anonymous  
Mr. Joseph E. Aragon  
The Emanuel Bachmann Foundation



*"My involvement with the American Red Cross goes back to my childhood when I was raising funds on behalf of the Junior Red Cross. I believe we all have a responsibility to help out in any way we can. The Red Cross is an organization that is always going to be there for people when they need it the most, and that is why I have supported them all these years."*

— Gil Smith, Former Member, Board of Directors, Greater Los Angeles Chapter

## Individuals and Family Foundations (continued)

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 Mr. Robert K. Barth  
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 Jesse Bochco  
 Mr. Chris Brandt \*  
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 Mrs. Joan D. Vitale  
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 Dr. Clyde V. von Der Ahe  
 Dana Walden  
 Mr. Desmond J. Walsh  
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 Mr. Robert Alperson  
 Anonymous  
 Mr. and Mrs. Frank G. Arnstein  
 Mr. Johnson Au  
 Ms. Rosie Boulware  
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 Mr. James Butler  
 Mr. Jean Calhoun  
 Mr. Americo Cascella  
 Mr. Amnart Charoensukvanich  
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 Mr. and Mrs. Jim J. Cochran  
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 Mr. Larry David  
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 Mr. Brad A. Whitaker  
 Mr. Alan S. Wood  
 Ms. Helen Yang



*"I choose to support the Red Cross financially because even though they have a global reach, they have a local touch, and it's important that we all give back."*

— Ellis M. Stanley, Sr.  
 Vice President, Dewberry,  
 and Member, Board of  
 Directors, Greater Los  
 Angeles Chapter

## Businesses, Organizations and Foundations

We recognize and thank the following businesses, organizations and foundations for their donations (made between July 1, 2009 – June 30, 2010) of \$10,000 or more:

### Elite Level (\$100,000+)

ABC7  
Alcoa, Inc.  
Allstate  
American Honda Motor Co., Inc.  
Amgen  
Anonymous  
Anonymouse  
Aon, Inc.  
Avon Foundation  
Bank of America  
Best Buy  
Capital Group Companies  
CB Richard Ellis  
CBS2 / KCAL9  
Chevron Corporation  
City National Bank  
ConAgra Foods Foundation  
Costco  
Credit Suisse (USA), Inc.  
Deloitte  
DIRECTV  
Entertainment Industry Foundation  
Farmers Insurance Group  
FedEx Corporation  
Gibson, Dunn & Crutcher, LLC  
Goldman Sachs  
Green Foundation  
Home Depot  
J.P. Morgan Chase  
Lowe's  
McGuireWoods LLP  
Morgan Stanley Smith Barney  
NBC4  
Northern Trust Charitable Giving Program  
Northrop Grumman Corporation  
Northwestern Mutual  
Parsons Corporation  
Peter Morton Foundation  
PricewaterhouseCoopers  
Raytheon  
Sony  
Staples  
Stars For A Cause, Inc.  
Sysco  
Target  
Toyota Motor Sales, U.S.A., Inc.  
Verizon  
The Walt Disney Company  
Weingart Foundation  
Wells Fargo Bank Foundation  
W.M. Keck Foundation  
Zurich

### Visionary Level (\$50,000 - \$99,999)

Abbott Laboratories Employee Giving  
Anonymous  
Blue Shield of California  
California Community Foundation  
Gelson's Markets  
WW Grainger  
Herbalife Family Foundation  
I-Kuan Tao USA  
La Curacao

MacDonald Family Foundation  
Nestle USA  
Pharmavite, LLC  
Sprint  
Willis  
Young-Nak Presbyterian Church of Los Angeles

### Benefactor Level (\$25,000 - \$49,999)

Allied Physicians of California  
Anthem Blue Cross  
Avery Dennison Corporation  
Big 5 Sporting Goods  
The Ellen DeGeneres Show  
The Dr. Phil Foundation  
Edison International  
General Assembly of the Korean Presbyterian Church In America  
iHerb, Inc.  
Los Angeles Kings, Ltd. and Kings Care Foundation  
Mattel, Inc.  
Ming Ya Buddhist Foundation of L.A.  
The Kenneth T. and Eileen L. Norris Foundation  
Occidental Petroleum Corporation  
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Smith Barney  
SUBWAY Franchises of L.A.  
Toyota Financial Services  
Toyota Motor Credit Corporation  
Toyota Motor Engineering & Manufacturing North America, Inc.  
Toyota Motor North America, Inc.  
United Relief Committee  
Zenith Insurance Company

### Pacesetter Level (\$10,000 - \$24,999)

3Day Blinds  
Alexandria Real Estate Equities, Inc.  
AT&T  
AT&T Foundation  
The Austry Foundation  
Belkin International, Inc.  
California Costume Collections, Inc.  
California Market, LLC  
Calvary Baptist  
The Capital Group Companies Charitable Foundation  
Chaparral Parent Faculty Club  
Dan Murphy Foundation  
The Davidow Charitable Fund  
Delizous Farms  
Dilbeck Realtors and Associates Charitable Foundation  
Dolly Parton Enterprises  
Joseph Drown Foundation  
eHarmony  
Flaiss Trust  
G & C Equipment Corp.  
Good Community Church of Torrance  
Grainger Foundation

The Greater Los Angeles African American Chamber Of Commerce  
Hale Foundation  
Harry Winston  
Hawthorne School District  
Hennigan, Bennet & Dorman, LLP  
Hob Entertainment, Inc.  
Hollywood Roosevelt Hotel  
Hsing-Yi Charity Foundation Association  
Iglesias de Restauracion, Inc.  
Khalsa Care Foundation  
L.A. Lakers Youth Foundation  
Thomas and Dorothy Leavey Foundation  
LegalZoom.com  
Los Angeles Sa-Rang Community Church  
Makeyourself Foundation  
Marinello Schools of Beauty  
McDermott Will & Emery Charitable Foundation  
Callie D. McGrath Foundation  
Metal Tite Products, Inc.  
Milstein, Adelman & Kreger, LLP  
Mitchell, Silberberg & Knupp, LLC  
Morley Group, Inc.  
One Kings Lane, Inc.  
OPI Products, Inc.  
Pffaffinger Foundation  
Peake PR  
Princess Cruises  
Property J D Coporation  
Reliance Steel and Aluminum, Co.  
Roadium Open Air Market  
Ross Asset Management Partners  
SA Studios Agency, LLC  
Schwarzkopf, Inc.  
The Sence Foundation  
Soka Gakki International  
Sonny Foundation  
Sunrider Corporation  
Surf Management, Inc.  
THQ, Inc.  
Timely Prefinished Steel Door Frames  
Tokidoki Retail, LLC  
Top Properties Corporation  
Torrance Health Association  
Unified Grocers  
Union Bank of California Foundation  
J.B. & Emily Van Nuys Charities  
Video & Audio Center  
Wilmington Trust  
Yoga Works

*"The American Red Cross has a long history of providing relief to victims of natural disasters. For that reason, we selected the Red Cross when deciding to match funds raised by our employees to assist the citizens of Haiti after the devastating earthquake."*

*—Erin M. Kuhlman, Vice President, Corporate Relations, Parsons Corporation*



*"The Norris Foundation contributes to the Red Cross because it has been so successful for such a long time helping people. Personally, I have seen the Red Cross in action when I was in the military in 1971. I was notified that my father was dying, and the Red Cross quickly made arrangements to get me home from South Korea to be with him. I was home in less than 36 hours and got the opportunity to be with my Dad for the most important 45 days of my life."*

*—Ron Barnes, Executive Director, Kenneth T. and Eileen L. Norris Foundation*

## McCoy Legacy Society

We honor these forward-thinking people who have made a donation to the American Red Cross through a planned gift. Many are unrestricted gifts that support programs and services where the need is greatest. Donations made by McCoy Legacy Society members provide the largest source of unrestricted funding each year. These generous individuals are honored with a certificate and pin from the McCoy Legacy Society and invited to educational programs and receptions during the year.

Ms. N. A. Anderson	Mr. and Mrs. Rodney D. Hagenbuch	Mr. and Mrs. Bowen H. McCoy	Ms. Gloria P. Roberts
Mrs. Nancy C. Anderson	Ms. Felicia Hamad	Dr. N. Jeanine McMahon	Ms. Peggy Roffe
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Mr. John B. Charnay	Ms. Elizabeth Kasparian	Mr. Robert Ortego	Mrs. Signe Sponsler
Ms. Carol A. Chvala	Ms. Marie T. Kistler	Ms. Yuko Otani	Mr. and Mrs. Dean H. Spurgeon
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Mr. and Mrs. Sanford Gerber		Mrs. Margarita B. Reyes	
Drs. Kenneth B. and Amy Gross			

If you have remembered the Red Cross in your will, please contact Dana Williamson or Amy Gross, PhD, Gift Planning Officers, at (310) 445-2685.

## Bequests

The following generous donors remembered the American Red Cross in their wills, trusts and estates (July 1, 2009 – June 30, 2010). Their memory lives on through their support of the programs of the American Red Cross.

Mr. Otto Arnold	Mr. Daniel Gibgot	Ms. Florence Neilan	Ms. Irene Derfus Shaw
Ms. Ruth Bartling	Ms. Ruth D. Goodman	Ms. Nadine V. Nightingale	Ms. Christine F. Sonnenberg
Ms. Rose L. and Ms. Naomi Beeny	Mr. Vernard A. Grant	Ms. Dorothy E. Paulson	Mr. R.K. and Ms. Elizabeth S. Strauss
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Mr. Charles Herbert Fish	Ms. Ruth Mindling	Mr. Daniel S. Shannon	



*"My original contact with the Red Cross was in 1943 when I was given a furlough during World War II. I had no money and the Red Cross gave me \$75 to buy a train ticket to get home so I could get married. Now I never forget to give the Red Cross a donation from my retirement fund because it is the number one charity in the world!"*

— Saul Salka



*"I have a friend who lost everything during Hurricane Katrina — all she had was the clothes on her back. When she came to Los Angeles, the Red Cross helped her with everything. I give to the Red Cross because it does what it says it's going to do."*

— Dr. Geraldine Branch, 102, Charitable Gift Annuity donor

# Financial Statement

## American Red Cross of Greater Los Angeles Region Condensed Financial Information

(Includes Greater Los Angeles, Santa Monica, and Antelope Valley chapters)

Statement of Activities Year Ended June 30, 2010

(Dollars in thousands)

<b>REVENUE</b>	<b><u>2010</u></b>
Annual Giving	6,623
Legacies and bequests	1,666
Health, education	4,734
<b>Total Revenue</b>	<b><u>13,023</u></b>
<b>EXPENSES</b>	
<b>Program services:</b>	
Disaster Services	4,786
Health and Education Services	5,390
Volunteer and Youth Services	1,314
Other	295
<b>Total program services</b>	<b><u>11,785</u></b>
<b>Supporting services:</b>	
Financial development	1,470
Management and general	851
<b>Total supporting services</b>	<b><u>2,321</u></b>
<b>Total Expenses</b>	<b><u>14,106</u></b>
<b>Change in net assets before investment activities</b>	<b><u>(1,083)</u></b>
<b>INVESTMENT ACTIVITY</b>	
Net investment income	816
Net unrealized and realized gains on investments	1,499
Inter-Red Cross revenue	182
Other revenue	81
<b>Total Investment Activities</b>	<b><u>2,577</u></b>
<b>Changes in net assets</b>	<b><u>1,495</u></b>
<b>NET ASSETS</b>	
Beginning of year	<u>32,286</u>
End of year	<u><u>33,781</u></u>

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Greater Los Angeles Chapter

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Leadership Volunteer

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LA County Fire Department

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**Ellis M. Stanley, Sr.**

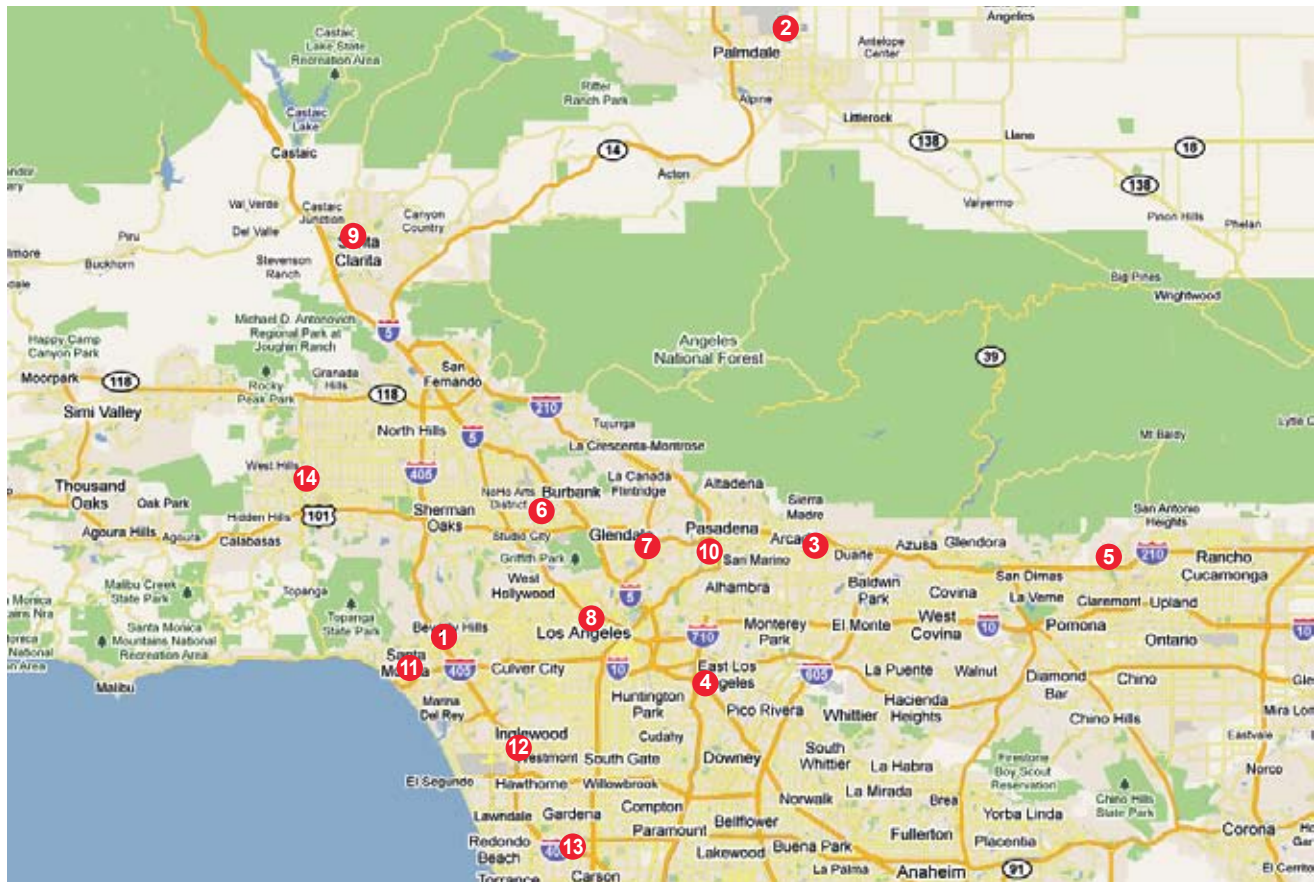
Vice President  
Dewberry

**Csaba Takach**

Senior Vice President  
Worldwide Logistics &  
International Operations  
Mattel, Inc.

**Jill Valenti**

Leadership Volunteer



## American Red Cross Los Angeles Region

- |   |   |  |
|---|---|--|
| <p><b>1</b> Greater Los Angeles Red Cross Headquarters<br/>(310) 445-9900<br/>11355 Ohio Avenue<br/>Los Angeles, CA 90025</p> | <p><b>6</b> East San Fernando Valley District Office<br/>(818) 842-5295<br/>731 N. Hollywood Way<br/>Burbank, CA 91505</p>              | <p><b>11</b> American Red Cross of Santa Monica<br/>(310) 394-3773<br/>1450 11th Street<br/>Santa Monica, CA 90401</p>                       |
| <p><b>2</b> Antelope Valley Red Cross<br/>(661) 267-0650<br/>2715 East Avenue P<br/>Palmdale, CA 93550</p>                    | <p><b>7</b> Glendale-Crescenta Valley Red Cross<br/>(818) 243-3121<br/>1501 S. Brand Blvd.<br/>Glendale, CA 91204</p>                   | <p><b>12</b> South Bay District Office<br/>(310) 225-2900<br/>1995 W. 190th Street, Suite 100<br/>Torrance, CA 90504</p>                     |
| <p><b>3</b> Arcadia Red Cross<br/>(626) 447-2193<br/>376 West Huntington Drive<br/>Arcadia CA 91007</p>                       | <p><b>8</b> Koreatown/Wilshire District Office<br/>(213) 351-6765<br/>501 Shatto Place, Suite 100<br/>Los Angeles, CA 90020</p>         | <p><b>13</b> South East District Office<br/>(310) 642-0230<br/>9800 S. La Cienega Blvd., Suite 101<br/>Inglewood, CA 90301</p>               |
| <p><b>4</b> Central East District Office<br/>(323) 780-7660<br/>2227 S. Atlantic Blvd.<br/>City of Commerce, CA 90040</p>     | <p><b>9</b> Santa Clarita Valley District Office<br/>(661) 259-1805<br/>23838 Valencia Blvd., Suite 120<br/>Santa Clarita, CA 91355</p> | <p><b>14</b> West San Fernando Valley District Office<br/>(818) 593-3500<br/>6800 Owensmouth Avenue, Suite 140<br/>Canoga Park, CA 91303</p> |
| <p><b>5</b> Claremont Red Cross<br/>(909) 624-0074<br/>2065 N. Indian Hill Boulevard<br/>Claremont, CA 91711</p>              | <p><b>10</b> San Gabriel Pomona Valley Red Cross<br/>(626) 799-0841<br/>430 Madeline Drive<br/>Pasadena, CA 91105</p>                   |  |



Serving communities throughout Arcadia, Antelope Valley, Claremont, Glendale-Crescenta Valley, Los Angeles, San Gabriel Pomona Valley and Santa Monica

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