

TAKE FIVE TO MEET CHAMBER MEMBER

American Red Cross

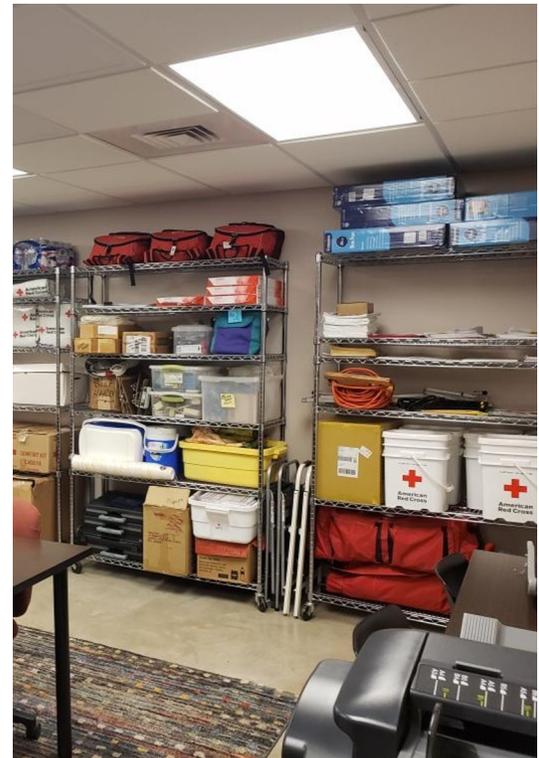


1. Can you please give us a three-sentence summary of your personal background?

I am Sherry Dryden, serving as the Executive Director of the Central and Western Kansas Chapter of the American Red Cross. The Chapter covers 60 counties in Central and Western Kansas. I am a Kansas native that has worked in various capacities of nonprofits for over 30 years. During the 90s, I was a first-aid instructor and I have family and friends who have received services from the American Red Cross. Ninety percent of the work of the Red Cross is carried out by volunteers so my role is the support work for continuing service to our communities.

2. What is it about your business that is unique or special? What separates you from your competitors. The Mission Statement of the American Red Cross is: 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. The Vision Statement of the ARC is: The American Red Cross, through its strong network of volunteers, donors and partners, is always there in times of need. We aspire to turn compassion into action so that...

- i. ... all people affected by disaster across the country and around the world receive care, shelter and hope;
- ii. ...our communities are ready and prepared for disasters;
- iii. ...everyone in our country has access to safe, lifesaving blood and blood products;
- iv. ...all members of our armed services and their families find support and comfort whenever needed; and
- v. ...in an emergency, there are always training individuals nearby, ready to use their Red Cross skills to save lives.



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3. In general, how is demand for your product or service?

The ARC provides five types of services:

- i. **Disaster Relief:** We respond to an emergency every 8 minutes. No one else does this. From small house fires to multi-state natural disasters. We go wherever needed. We respond to an average of more than 62,000 disasters every year. Every day, more than 35,000 people receive assistance from the American Red Cross – that is more than 1,400 people helped every hour of the day. 95% of our disaster relief workers are volunteers. 90% of disasters we respond to are home fires. Nearly 180 times a day – or every 8 minutes – ARC workers help a family affected by a home fire or other disaster.
- ii. **Blood Services:** The Red Cross must collect more than 13,000 blood donations every day to meet the constant need for lifesaving blood. Blood is perishable and the only source of lifesaving blood for patients is volunteer blood donors. Red blood cells have a shelf life of only 42 days and platelets just five days, so they must constantly be replenished.
- iii. **Preparedness and Training:** More than 16,000 people each day receive lifesaving Red Cross health and safety training and information, making our communities safer. Each year, more than 6 million people receive Red Cross training in first aid, water safety and other skills that help save lives.
- iv. **Services Armed Forces:** Every day, nearly 1,100 services are provided to members of the military, veterans and their families, helping them prepare for, cope with, and respond to the unique challenges of military life.
- v. **International Services:** On average, more than 482,000 children a day receive a measles or rubella vaccination from the Red Cross and our partners.

4. How long has your firm been in business and why are you operating in the Salina region?

The Red Cross has been around for over 130 years. Red Cross volunteers are located in communities through the nation and world, including many volunteers here in Salina as well as in other communities within our chapter providing services to those in need 24 hours a day, 365 days a year. Salina is home to our chapter headquarters, but we are in communities throughout Central and Western Kansas every day.

5. What are some of the plans you have for the future of your business?

The American Red Cross is working on goals to enhance visibility and viability for service provision.

As demands for Red Cross services continues to grow, the red Cross is working to be more efficient in order to provide more services to more people.

American Red Cross | 120 W. Prescott Ave., Salina, KS

www.redcross.org