



# Central California Region American Red Cross

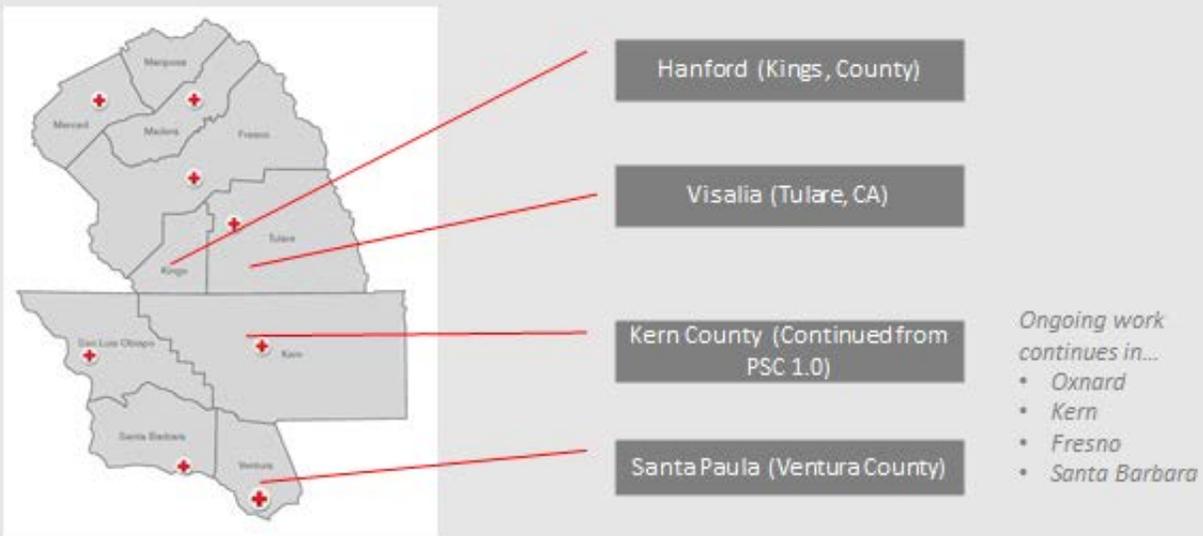
## Fiscal Year 2017

PrepareSoCal 2.0 - Annual Progress Update

Published: October, 2017

*The American Red Cross Central California Region serves over 4.4 million residents throughout ten counties: Mariposa, Madera, Merced, Fresno, Tulare, Kings, San Luis Obispo, Kern, Santa Barbara, and Ventura.*

## 2.0 Vulnerable Community - Focus Areas



This report reflects fiscal year 2016-2017 (second year; July 1, 2016 to June 30, 2017).

Central California (serves Fresno\*, Kern, Kings\*, Tulare\*, Madera\*, Mariposa\*, Merced\*, Ventura, Santa Barbara\*, and San Luis Obispo\* Counties). **Special focus areas for PrepareSoCal 2.0 includes Visalia, Hanford, and Santa Paula.**

### CENTRAL CALIFORNIA REGION OBJECTIVES

1. Increase disaster awareness, preparedness capacity and overall resiliency in vulnerable communities.
  - i. Deliver targeted programs and activities that provide information, education and training on lifesaving skills and disaster preparedness to individuals, households, businesses and communities.
  - ii. Implement Community Volunteer Leader program as the lynchpin to mobilize teams and organize the efforts to build resilient communities.
  - iii. Strengthen regional readiness and capacity through recruiting volunteer leaders and teams, from the community, whom reflect and understand the unique needs of their communities.
2. Increase regional resilience through county-wide readiness, disaster communications, and public awareness initiatives.
  - i. Strengthen relationships with community partners and agencies with the goal of increasing readiness and recovery both at the county and local community levels.
3. Create and implement a tiered, multi-channel communications plan that informs, educates and engages the Southland in disaster preparedness and reinforces the development strategies for building resilient communities

## MESSAGE FROM CEO, *JIM MCGEE*

Few things are more powerful than garnering the support of your community to help those in need during a time of disaster. This year was filled with delivering our mission – but in order to do so-- we needed to make sure that we were prepared. With a focus on vulnerable communities, Red Cross of the Central California region was able to provide various platforms of preparedness to the communities we serve.

2016 was filled with our ongoing commitment to building resilient communities. Our partner and community centric approach relies on the strength and resilience of hundreds of partners and communities throughout Central California. The power of Red Cross and Prepare SoCal is the breadth of our programs, scale of our volunteer workforce, and the ability, through partnerships, to go deeper in communities that need help the most.

A few of our successes this past year that we are most proud of is the ongoing recovery work in vulnerable communities impacted by fires in 2015. Red Cross is continuing our work with Lake Isabella and surrounding communities impacted by the Erskine Fire, strengthening partnerships and increasing presence as we help those communities recover and build greater levels of resilience. We are also proud of our Red Cross Clubs, high school and college students who bring a humanitarian spirit, time, and passion to giving back in their communities. It is our high school students who have been most active in our ongoing home fire campaign programs, a flagship community outreach program.

We have much work ahead of us as we continue to be the best Red Cross in the communities we serve, only possible because of our amazing partners and volunteers and generosity of our donors. We are endlessly thankful for the support of Southern California Edison in supporting us to focus on vulnerable communities which ultimately helps us deliver our mission: to prevent and alleviate human suffering during the time of an emergency.

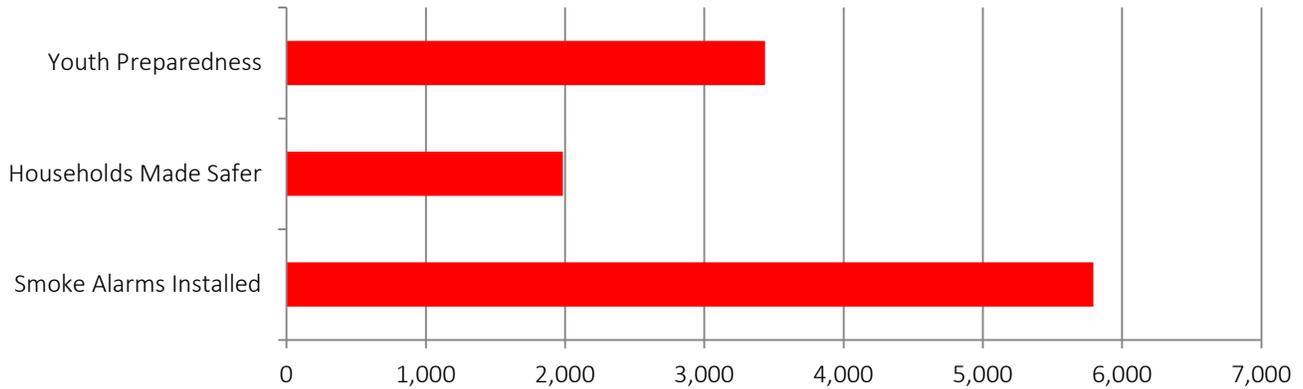
It's been another busy year, and we look forward to another year of success!

With appreciation,

A handwritten signature in blue ink, appearing to read "Jim McGee".

Jim McGee

## PREPAREDNESS & BUILDING RESILIENCY



## HOME FIRE CAMPAIGN

Throughout 2016-17, Home Fire Campaign (HFC) teams of employees, volunteers, and community partners canvassed neighborhoods to install a total number of 5,793 smoke alarms in residents' homes throughout the Central California Region, including within the following **target communities**:

- July 23, 2016: 170 smoke alarms installed in San Buenaventura (Ventura County)
- August 20, 2016: 236 smoke alarms installed in Simi Valley (Ventura County)
- October 8, 2016: 294 smoke alarms installed in the City of Santa Paula
- October 15, 2016: 76 smoke alarms installed in Tehachapi (Kern County)
- February 18, 2017: 465 smoke alarms installed in Bakersfield (Kern County)
- April 8, 2017: 158 smoke alarms installed in Camarillo (Ventura County)
- April 8, 2017: 638 smoke alarms installed in the City of Visalia
- May 13, 2017: 351 smoke alarms installed in the City of Hanford
- May 20, 2017: 111 smoke alarms installed in Port Hueneme (Ventura County)

### Success Stories: MLK Day of Service



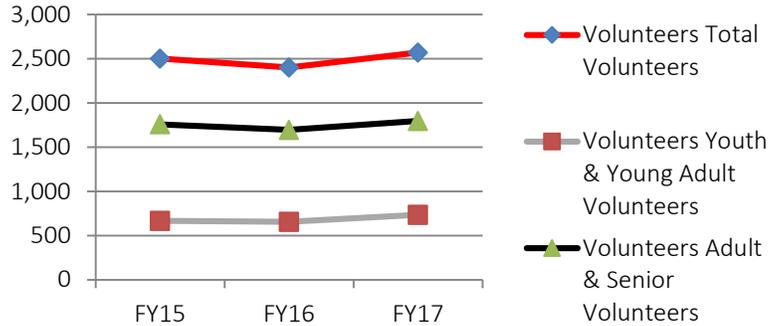
**One Day, 300+ Volunteers, 1413 smoke alarms**

### Martin Luther King, Jr. Day of Service

January 14<sup>th</sup> marked the largest Home Fire Campaign our region has ever put on, and it was a huge success! Three events were held in Oxnard, Bakersfield, and Fresno, hosting over 300 volunteers and installing 1,413 smoke alarms. Through the power of volunteers, nation-wide, the Red Cross installed 15,000 smoke alarms over MLK Day weekend.

## VOLUNTEERS

Our Volunteer Services team has worked hard to increase the number of Red Cross volunteers living and/or working in PREPARE SOCAL 2.0 target communities by **46%** (across Kings, Tulare, and Ventura Counties!) between January- September of 2017.



## COMMUNITY VOLUNTEER LEADERS

We are also proud of our progress around the community ambassadors, or Community Volunteer Leaders (CVLs), to mobilize teams and organize efforts to build resilient communities, specifically with our Home Fire Campaign events. Amongst these successes, in particular, were the home fire campaigns lead by our CVLs who were mobilizing their community to help with preparedness efforts. Highlights of leadership volunteers are below:

- **Karl Kassner** (Kings County/Hanford & Visalia) – Karl is a firefighter with the Visalia Fire Department and has been very active in our Home Fire Campaign events. A resident of Corcoran, Karl has a deep understanding of Kings County and helps to build stronger relationships with the Red Cross in all Kings County communities.
- **Darrin Hughes** (Kings County/Hanford & Visalia) – Darrin is a battalion chief with Visalia Fire Department and has been instrumental in building our relationship with Tulare County fire departments and elected officials. Darrin also has a passion for our preparedness work and has helped on multiple Home Fire Campaign events.
- **Kim Damico** (Fresno County\*) – Kim is a former ambulance company executive and has worked very hard to build deeper relationships with emergency managers, non-profits and fire departments in Fresno County.
- **Lynn Northrop** (Madera & Mariposa Counties\*) – Lynn is an actress and ranch owner who resides in Mariposa County. Lynn has a deep passion for the Red Cross and has been an active disaster volunteer for many years. Lynn works to build deeper relationships with community partners and elected officials in Madera and Mariposa Counties.
- **Cindy Huger** (Kern County) – Cindy is a former broadcaster and longtime volunteer of the American Red Cross. She has been on over a dozen national deployments and also acts as a public affairs volunteer for the Kern County Chapter (*Retained & Enhanced Role*).



### Community Volunteer Leader Spotlight

**Gail Johnson** (Santa Barbara County) – Gail is a retired Information Technology software engineer and technology manager. She is a wife, mother, and grandmother, and is passionate about serving the community and environment. She is a proud part of the Red Cross and helps to build stronger relationships within Santa Barbara County. After several years serving in an administration role with the Red Cross, she is now focused on community centric needs in her new position as a Community Volunteer Leader.

## VOLUNTEER ENGAGEMENT CONTINUED: PREPAREDNESS CAPACITY AND RESILIENCY

### YOUTH CLUBS

We have successfully engaged youth volunteers in 13 different schools by onboarding or renewing Red Cross Club memberships within the following PREPARESOCAL 2.0 **designated communities**:

- ✓ Bakersfield College (Kern County), new membership
- ✓ Bakersfield Christian High School (Kern County), new membership
- ✓ Centennial High School (Kern County), new membership
- ✓ Stockdale High School (Kern County), new membership
- ✓ Frontier High School (Kern County), new membership
- ✓ Highland High School (Kern County), renewed membership
- ✓ Westlake High School (Ventura County), renewed membership
- ✓ CSU Channel Islands (Ventura County), renewed membership
- ✓ Moorpark High School (Ventura County), renewed membership
- ✓ Oxnard High School (Ventura County), renewed membership
- ✓ Oak Park High School (Ventura County), renewed membership
- ✓ Simi Valley High School (Ventura County), renewed membership
- ✓ Ventura High School (Ventura County), renewed membership



### Central California Region Spirit of the Pacific Award Recipient

Riley Sexton from the Kern County Chapter was named Spirit of the Pacific Regional Winner in November of 2016! Riley was nominated for her tremendous leadership of the Porterville High School Red Cross Club. Her school adviser writes glowingly, “Riley is always willing to step forward to volunteer,” and “she’s an exemplary, effective role model for all students, especially with her ability to inspire responsibility.” As president of the Porterville Red Cross Club, she has grown its membership to 180 members, and still found time to organize a food drive for St. Vincent’s Food Closet over her Thanksgiving break. Congratulations Riley!



## PREPAREDNESS TRAINING & PARTNERSHIPS

Red Cross facilitates and hosts several workshops and one Regional Training Institute annually, delivered to meet the unique needs of the community.

Our training Institute this year was a huge success in partnership development, leadership development, and regional team building. We offered 33 courses over the weekend of June 2-4, 2017 at California State Bakersfield. Our 142 attendees included local volunteers, community partners, and first/disaster responders, as well as attendees from three other local Red Cross Regions: Los Angeles Region, Northern California Coastal Region, and Washington State.



### Home Fire Campaigns

- Visalia, Hanford, Santa Paula...and more!
- Community Partnerships

### Centennial Celebrations

- Three Volunteer Appreciation Events

### Regional Disaster Institute

- Training
- Investing in Leaders
- Community Partnerships

### Tribal Summit

- Building Trust
- Preparedness in Vulnerable Communities

### Community Partnerships

**Tribal:** We hosted our second annual Tribal Summit in April of 2017, located on tribal land near Porterville, CA. The summit was partner and volunteer-driven, focused on **“Growing Partnerships Beyond a Handshake.”** **13 tribes attended from across the state of California,** and multiple county, federal and nonprofit agencies were represented in this successful event.

**Supplies:** Additionally, in order to better partner with community agencies (including fire departments), the Central California Region purchased new preparedness and supplies trailers for Tulare and Kern Counties.

**Training with partners:** Approximately one dozen trainings / drills were held in conjunction with volunteers & partners across the region and these same partners were extended an invitation to Central California’s training institute.

**Faith Partners:** Approx. one dozen faith partners were established and/or retained through engagement including but not limited to: HFC, volunteers, trainings & shelter site locations.



## COMMUNICATIONS AND MARKETING

This year the Central California Region was able to utilize Prepare SoCal resources in a meaningful way to mass communicate the importance of emergency preparedness to our most vulnerable communities. Through both print and television mediums, the local Red Cross was able to reach hundreds of thousands of residents with important home fire and wildfire safety messaging.

### KGET NBC-17 HOME FIRE CAMPAIGN

Through a longstanding partnership with Nexstar, the Red Cross was able to secure a comprehensive home fire safety campaign with KGET, the NBC affiliate and number one station in the Bakersfield market.

The Home Fire Campaign public service announcement featured long time local TV anchor Jim Scott educating families on home fire safety tips such as installing smoke alarms inside every bedroom, testing smoke alarms once a month, and having a fire escape plan. The ad ran during prime time view hours, such as the Sunrise News show, the Today Show, and the evening news. The campaign included complimenting digital web banners on kget.com, as well as a bonus Beautiful Bakersfield sponsorship, which included mention in sponsored promos, additional web banners, and PSA's during the Beautiful Bakersfield awards show.

In total, this campaign made 750,000 impressions, many of which were in our most vulnerable and high priority communities.

### PACIFIC COAST BUSINESS TIMES LEGACY BOOK

This year's centennial anniversary was a once in a lifetime opportunity for us to celebrate the last 100 years of the local Red Cross. Since 1917, the Red Cross Central California Region has been providing relief and hope to local residents facing disaster, and educating them on the importance of emergency preparedness. As part of this centennial celebration, the Red Cross partnered with the Pacific Coast Business Times (PCBT) to create a keepsake legacy book, honoring the work of the Red Cross.

This full color, 50 page booklet explores the history of the local Red Cross all the way up to modern day. Thanks to funding from SCE and the Prepare SoCal campaign, this book made its way to tens of thousands PCBT readers in the tri-county area. Several thousand more were printed for distribution throughout the Central California Region.

As part of the Prepare SoCal commitment to building resilient communities prior to disasters striking, the legacy book features an interactive wildfire safety worksheet, co-branded by SCE and Red Cross. The worksheet invites readers to identify a meeting place in case families are separated during a wildfire, as well as list emergency contact information and evacuation routes.

