

ARC history
and statistics

THE AMERICAN NATIONAL RED CROSS



help us help

FINANCIAL AND STATISTICAL FACTS PERTAINING TO ACTIVITIES DURING 1965-66^(a)

The American people through their Red Cross spent:

\$40,998,000	or 34% of the total Red Cross expenditures for Services to Members of the Armed Forces, Veterans, and their Families
\$15,568,000	or 13% of the total Red Cross expenditures for Blood Program services
\$25,976,000	or 22% of the total Red Cross expenditures for Disaster Services
\$ 8,947,000	or 7% of the total Red Cross expenditures for Nursing and Safety Services
\$ 4,803,000	or 4% of the total Red Cross expenditures for children and youth services

A grand total of nearly \$120,820,000 was spent for Red Cross services during 1965-66 in contrast to the nearly \$108,100,000 spent for Red Cross services during 1964-65



(a) The numerous services provided by Red Cross for these and for other 1965-66 expenditures are reported in part in the attached pages

October 26, 1966

Office of Administrative Analysis,
Information and Statistics



VIET-NAM VIGNETTES

1965 - 1966



19 Red Cross centers and clubmobile units staffed by young women, all college graduates, provided recreational activities to 475 military units each week in isolated Korea and in strife stricken Viet-Nam. These Red Cross workers traveled an estimated 200,000 miles during the year and presented an estimated 17,000 program events attended by a monthly average of 107,000 U. S. servicemen.

Emergency messages were transmitted during 1965-66 to and from Viet-Nam by the American Red Cross at an average rate of 1 every 5 minutes to relieve the anxieties of servicemen and their families.

Each month during 1965-66, Red Cross workers served over 18,000 servicemen in the Far East. 8,100 of these servicemen were stationed in Viet-Nam.

In June 1966, at stations and in hospitals, a total of 12,000 servicemen were served by Red Cross in Viet-Nam. This number is a fivefold increase over the 2,000 served in Viet-Nam in June 1965.

Red Cross staff serving members of the armed forces in the Far East totaled 370 on June 30, 1966. Over 190 of this number were stationed in Viet-Nam.

Case services given by Red Cross workers to servicemen in stations and hospitals in Viet-Nam jumped from 2,100 in June 1965 to more than 11,600 in June 1966.

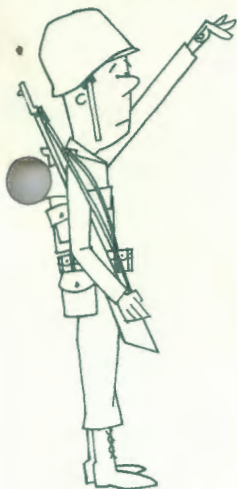
The amount of financial assistance provided in loans and grants to servicemen in Viet-Nam during 1965-66 increased 42% over that provided in 1964-65, while the 1965-66 increase worldwide was only 5%.

Red Cross, upon request of the Department of Defense, provided some 177,000 units of blood that were processed into derivatives for treatment of ill and injured servicemen in the Viet-Nam conflict. Red Cross collected some 168,000 of the total donations and procured 9,000 units through cooperating blood banks.

American Red Cross material assistance to South Vietnamese nationals during 1965-66 totaled some \$538,000, of which more than \$500,000 worth was provided by American Red Cross youth.

American Red Cross youth shipments to South Vietnamese youth in 1965-66 included: 152,000 friendship boxes valued at \$304,000; 50,145 friendship kits valued at \$100,290; 900 regular and modified school chests valued at \$90,000; 500 world globes and first aid kits valued at more than \$5,000; and 3,000 cans of sweetened condensed milk valued at some \$1,000.

The American Red Cross has sent a 7-man team to be assisted by 7 members of the South Viet-Nam Red Cross in operating a refugee camp in South Viet-Nam. The team will provide health services, teach classroom crafts, and organize training activities in a variety of work projects for the refugees to help prepare them for resettlement and normal living.



Services to Members of the Armed Forces and Their Families

1965 - 1966



These Services

by

These Workers

Red Cross chapter workers in Service to Military Families provided 141,400 services to families of members of the armed forces each month, an increase of 31% over 1964-65

84,000 servicemen received Red Cross service each month at stations and in military medical facilities around the world, an increase of 9% over 1964-65

Service to Military Families workers in chapters served 1 among every 3 families of servicemen and Red Cross workers at stations and in military medical facilities served 1 among every 4 members of the armed forces

463,300 emergency welfare messages were transmitted to and from overseas by Red Cross to relieve the anxiety of members of the armed forces and their families

Patients in 307 military medical facilities and servicemen at 2,050 military posts here and overseas were served by Red Cross

During the year more than 17,000 program events were planned by Red Cross clubmobile workers who in teams of 2 provided recreational activities to 475 military units each week in isolated Korea and in Viet Nam. A total of nearly 200,000 miles was traveled in providing these recreational programs

107,000 U. S. military each month participated in the recreational activities provided by Red Cross clubmobile workers in Korea and in Viet Nam

\$12,208,000 were provided in loans and grants by Red Cross to servicemen and their families. A major portion of each year's loans is repaid

23,200 Red Cross volunteers in chapters gave 1,516,100 hours while serving families of servicemen

3,532,000 hours were given by 64,000 Red Cross volunteers in serving servicemen at stations and in military medical facilities around the world

The 5,100,000 hours spent by volunteers serving servicemen and their families around the world is the equivalent of the time of a full-time staff of 2,550 persons

Of the 9,250 chapter career workers, 4,750 or 51% of the total are engaged in service to servicemen and their families

Of the total 12,900 grand total career staff in Red Cross, some 6,900 or 53% are engaged in serving servicemen, veterans, and their families in chapters and overseas

For every Service to Military Families career worker in chapters there are 5 volunteer workers who provide Red Cross services to active service families

13,000 Red Cross volunteers serving overseas during the year gave Red Cross services to U. S. servicemen in the European and Far Eastern Areas

Some 3,400 youth volunteers provided Red Cross services to servicemen in stations and in military medical facilities

Red Cross sent emergency and welfare messages to and from servicemen overseas at the average rate of 1 per minute



Services to Veterans and Their Families

1965 - 1966



These Services

by

These Workers

775,000 patients were treated in VA medical facilities where 47,000 Red Cross volunteers served during the year

38,000 veterans and their families were given assistance each month by Red Cross Service to Military families workers in chapters

10,600 veterans were given aid through Red Cross chapters in obtaining government benefits each month

Red Cross field directors in VA offices aided more than 6,400 new veteran claimants each month in obtaining veterans benefits

Each month, over 1,500 veterans' families received loans and grants from Red Cross chapters, for an annual total of \$370,000 in financial assistance

Service to Military Families workers in chapters counseled 5,000 veterans' families each month in regard to personal and family problems

Each month, Red Cross field directors in VA offices assisted 13,200 veterans and their families in presenting some 15,000 claims for government benefits

During the year, Red Cross workers in VA offices made some 157,100 claims presentations in behalf of veterans and their surviving dependents before VA rating boards and other VA officials

Some 165,000 units of blood donated through Red Cross were provided for treatment of patients in VA hospitals

16,600 new powers of attorney were given to Red Cross during the year by veterans and surviving dependents of veterans

2,026,300 hours were given by Red Cross volunteers who served patients in VA medical facilities

The time given by Red Cross volunteers while serving patients in VA medical facilities is the equivalent to that spent by a staff of 1,013 persons on duty full time

Some 12,000 Red Cross volunteers served patients in VA medical facilities each month and gave an average of 169,000 hours of service each month

Each month 300 men provided Red Cross services to patients in VA medical facilities and during the year gave 65,200 hours to these services

14,200 Red Cross volunteers spent over 306,700 hours during the year assisting with recreational services for patients in VA medical facilities

4,000 Red Cross volunteers spent some 195,600 hours during the year while assisting with therapeutic services to patients in VA medical facilities

The nursing staff in VA medical facilities were assisted in their service to patients by 9,700 Red Cross volunteers who gave 580,900 hours during the year to this work

During the past year, some 3,150 young people gave 264,000 hours of volunteer service in various divisions of VA hospitals on behalf of patients

A staff of 4,750 Service to Military Families career workers and over 23,200 volunteers were available in chapters during the year to assist servicemen, veterans and their families needing Red Cross services throughout the year

Red Cross staff in VA offices and Service to Military Families workers in chapters exchanged over 203,500 communications during the year in assisting veterans and surviving dependents of veterans with their claims for government benefits



Disaster Services

1965 - 1966



These Services

357 disaster relief operations were conducted by Red Cross, among which were:

- 5 following hurricanes
- 36 following tornadoes
- 20 following other storms
- 67 following floods
- 203 following fires, and
- 26 following other disasters

Red Cross gave additional assistance in over 1,660 chapters to 27,300 families who were victims of 13,700 disaster-type emergencies

572,900 persons received emergency mass care and over 41,600 families were assisted in recovery during Red Cross disaster relief operations

Of the total families who suffered disaster loss and damage to their homes, 7,100 received Red Cross aid in the rebuilding and repairing of such homes

Red Cross chapter Service to Military Families workers handled some 48,800 inquiries regarding the welfare of persons who lived where disasters occurred

To the victims of Hurricane Betsy in September, Red Cross gave emergency aid to 296,200 persons and aided 34,600 families in recovering from their losses

Of every Red Cross disaster relief dollar, 90 cents was spent for direct relief to families and individuals for food, clothing, shelter, medical care and long-term family recovery

Of a total of 206,000 families who suffered disaster losses during the year, Red Cross gave long-term assistance to about 41,600 to help them return to normal living

by

These Workers

83,500 volunteers served during the year in disaster preparedness activities and in providing relief to disaster victims in some

- 1,660 chapters in
- 50 states, the District of Columbia, American Samoa, Guam, Puerto Rico, and St. Thomas-St. John, V. I.

Of the 73,400 nurses participating in chapter activities, over 45,000 were enrolled in the Red Cross. Many of these participated in Red Cross disaster preparedness and relief activities

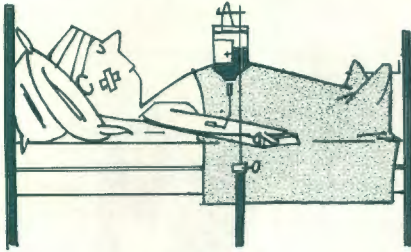
72,000 registered nurses are enrolled with Red Cross to serve during local emergency needs

Some 21,000 volunteer nurses received training in over 1,000 conferences designed to provide special preparation for service in disaster emergencies

Victims of disaster received 10,700 days of Red Cross volunteer nursing service, the equivalent of nearly 30 calendar years

Some 5,650 Red Cross nurse assignments were made during the year to care for disaster victims. Of these assignments, 97% were volunteer and 3% were paid

Some 850 Red Cross disaster specialists from 48 states and 11,000 Red Cross volunteers gave assistance to victims of Hurricane Betsy from September 1965 until well after Christmas



Blood Program Services

1965 - 1966



These Services

56 Red Cross Regional Blood Programs operated through 1,700 chapters in which some 114,600,000 persons reside

Red Cross chapters collected a total of 2,994,200 donations of blood during the year from volunteer donors

A grand total of 832,000 first-time donors contributed blood through Red Cross during 1965-66, an increase over 1964-65 of more than 20%

Each month an average of more than 249,500 donations of blood were collected in the 56 Red Cross Regional Blood Programs

Of the total blood collected by Red Cross, 17% was donated through centers and 83% was donated through 129 mobile units operating throughout the 1,700 participating chapters

Some 4,300 civilian and federal hospitals in 47 states, the District of Columbia, Puerto Rico, and the Virgin Islands received Red Cross blood to use in treating patients

Red Cross provided 1,021,200 units (1 ml) of gamma globulin to hospitals and clinics

72,000 units of serum albumin were provided by Red Cross for use in treating shock

To meet medical and related needs of the nation, Red Cross provided more of the blood used than any other single agency in the United States

Bloodmobiles traveled 1,635,700 miles in making some 27,825 visits throughout the 1,700 Red Cross chapters participating in the Blood Program. This mileage is the equivalent of 65 trips around the world at the equator

by

These Workers

For each career worker, there were 146 volunteers who provided Red Cross Blood Program services during 1965-66

During the year, a total of 302,000 volunteers served in Red Cross Blood Program activities

3,100 Blood Program aides were trained to assist in providing Red Cross Blood Program services during 1965-66

Some 2,676,000 hours were spent by volunteers in collecting the blood donated through Red Cross

The time given by volunteers in collecting blood donated through Red Cross is the equivalent of the time of a staff of 1,340 persons working full time throughout the year

Now active in Red Cross Regional Blood Programs are more than 67,300 registered nurses trained in Red Cross Blood Program activities. Of these, 9,300 were trained during 1965-66

The grand total time spent by volunteers serving in the Red Cross Blood Program is the equivalent of more than 300 full calendar years

Approximately 50% of the total Red Cross blood collecting operations were directed by volunteer physicians

Upon request of the Department of Defense, Red Cross collected and procured 176,700 units of blood for use in treating ill and injured servicemen in Viet Nam. Some 7,950 units in this total were procured through cooperating blood banks



Nursing Services

1965 - 1966



These Services

by

These Workers

240,200 certificates were awarded to persons trained through Red Cross nursing service in chapters

5,650 nurse assignments were made by Red Cross to care for victims of disaster

Classes in Red Cross home nursing instruction were conducted at an average rate exceeding 1,110 each month

Through nearly 1,050 Disaster Nursing Conferences Red Cross trained 20,900 nurses to provide care to disaster victims housed in emergency shelters

13 major disaster relief operations required the assignment of Red Cross nurses to assist physicians in caring for ill and injured victims

More than 1,275,400 persons received service from Red Cross nurses who helped to staff first aid units, emergency stations at community events, and clinics

Red Cross trained more than 2,100 paid aides in Care of the Sick and Injured

55,400 persons attended informal instruction groups conducted by Red Cross nursing services

During 1965-66 there were 72,000 nurses voluntarily enrolled with Red Cross for emergency services in their communities

73,400 nurses provided a variety of nursing services in Red Cross chapters during the year

Red Cross nurses serving disaster victims gave 10,700 days of nursing service during the year.

The days of Red Cross volunteer nursing service given disaster victims during 1965-66 is the equivalent of nearly 30 calendar years

13,900 qualified persons volunteered to serve as instructors of Red Cross home nursing classes

9,300 nurses volunteered during the year for training in Red Cross blood program activities

6,450 student nurses volunteered their services with Red Cross and earned achievement cards for this service during the year. This is twice the number reported for 1964-65

Of the total Red Cross nurse assignments to disaster relief operations, 97% were volunteer assignments

During Hurricane Betsy, the largest hurricane Red Cross relief operation in 84 years, some 800 volunteer nursing personnel, including student and practical nurses, provided over 2,300 days of nursing care to 24,400 ill and injured, 900 of whom were hospitalized

An estimated nearly 3,800,000 hours were spent by persons earning certificates for completion of training given by Red Cross Nursing Service. Of this time, over 800,000 hours was time spent by instructors providing this training



First Aid Service

1965 - 1966



These Services

by

These Workers

1,161,700 certificates were issued to persons completing Red Cross first aid classes

69,300 classes were completed in Red Cross first aid instruction

Red Cross conducted first aid classes during 1965-66 at an average rate of 5,800 each month

During the year, 1,050 Red Cross chapters operated first aid stations, mobile units, and detachments to serve accident victims

27,800 highway first aid stations, detachments, and mobile units provided Red Cross first aid services during 1965-66

2,206,300 persons were given informal Red Cross first aid instruction during the year

Among the best sellers in the United States is the Red Cross Standard First Aid Textbook of which 900,000 were sold in 1965-66, bringing the total to more than 27,000,000 copies sold from the time of its initial release

Some 1,550 medals and certificates of appreciation were earned by persons for their considerable participation in some phase of Red Cross safety services

A total of 73,400 qualified persons volunteered to provide Red Cross first aid instruction during 1965-66

The time spent by volunteer instructors in providing Red Cross first aid training during the year totaled 2,700,000 hours

Persons given Red Cross first aid certificates during 1965-66 spent 17,200,000 hours receiving their instruction. This is the equivalent of 1,963 full calendar years invested in learning how to prevent accidents and to give emergency care to accident victims

240 volunteers trained in Red Cross first aid were awarded certificates of merit because of their having given life-saving assistance to persons needing emergency first aid

5,280 volunteers trained in first aid were available at the 1,760 first aid stations to provide emergency first aid along the highways

Nearly 2,700 Red Cross first aid detachment members gave emergency first aid services at nearly 100 detachments in chapters

Since 1910, the beginning of Red Cross first aid instruction, a grand total of more than 28,100,000 certificates have been issued to persons trained in first aid



Water Safety Services

1965 - 1966



These Services

2,100,000 persons received informal water safety instruction in Red Cross chapters

245,550 classes were completed in Red Cross water safety and small craft instruction during 1965-66

Red Cross conducted water safety and small craft courses at an average rate of over 680 each day and issued certificates to persons completing these classes at an average rate of more than 7,100 each day

Among the Red Cross water safety certificates issued in 1965-66:

352,500 were in life saving
2,214,100 were in swimming, and
27,100 were small craft certificates

Red Cross has distributed some 578,000 copies of "Teaching Johnny to Swim" as an aid to parents in instructing small children how to swim safely. Of this total, over 42,300 were distributed in 1965-66

16,000 certificates were earned by persons participating in the Swim and Stay Fit Program. These persons swam a total distance of 335,400 miles

2,604,000 certificates were issued to persons trained in Red Cross water safety and small craft courses

Since 1914, a grand total of nearly 33,000,000 certificates have been issued in Water Safety and Small Craft

by

These Workers

122,700 qualified persons volunteered to provide Red Cross water safety and small craft instruction

Red Cross volunteers in some 3,160 or 92% of the total Red Cross chapters provided safety services during the year

3,000 volunteers acquired special training while attending the 30 Red Cross national aquatic schools held to train leaders of aquatic programs in school and communities

The time spent by Red Cross water safety and small craft instructors in providing training courses totaled over 9,500,000 volunteer hours

Persons given Red Cross water safety and small craft instruction spent more than 87,000,000 hours receiving their instruction

The time spent by volunteers giving the instruction and by persons receiving instruction in Red Cross water safety and small craft classes totaled 96,500,000 hours. This is the equivalent of 11,000 calendar years invested in learning how to safely enjoy swimming and boating



Red Cross Youth Services

1965 - 1966



These Services

1,045,000 certificates were issued to youth in schools and colleges upon completion of Red Cross training courses

304,200 friendship boxes and friendship kits valued at \$608,400 were filled in enrolled schools and shipped overseas

1,120 regular and modified school chests containing health, recreational, and other supplies valued at \$112,000 were shipped to overseas schools

325 international school correspondence albums were exchanged between enrolled schools in this country and schools in other lands

The International School Art Program provided 2,800 original paintings for shipment to 87 countries

International shipments made by American Red Cross youth were valued at \$778,300 of which \$30,700 was the value of aid to child victims of 6 overseas disasters and \$500,300 was the value of shipments to Viet Nam

Nearly 2,000 partnerships have been arranged between U. S. schools and schools in 52 countries for the exchange of communications, art, musical albums and other items of interest

Some 1,200 chapters provided 600,000 special Red Cross youth magazines (8 issues of each) for use by students in the 49,000 enrolled elementary and secondary schools

by

These Workers

49,000 elementary and secondary schools were enrolled by 1,154 Red Cross chapters

40,000 students from colleges and universities were volunteer participants in Red Cross chapter programs

Now providing leadership in chapter and local Red Cross programs are 6,000 youth who shared their Red Cross training and experience through attendance at Red Cross centers

In a single month, 3,150 Red Cross members from high schools and colleges served patients in VA medical facilities

Some 6,550 young people gave Red Cross services to servicemen at military stations and in military medical facilities and to patients in VA medical facilities

6,450 volunteer student nurses earned achievement cards during 1965-66 in Blood Program activities

The 264,000 volunteer hours given by Red Cross youth who served patients in VA hospitals is the equivalent of a staff of 132 persons working full time during the year

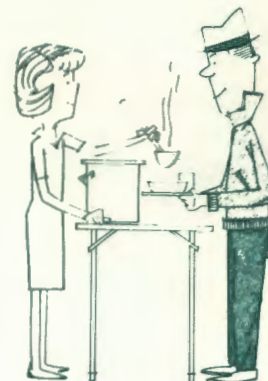
Included in the \$500,300 worth of assistance shipped by American Red Cross youth to youth in war-stricken Viet Nam were:

152,000	friendship boxes valued at \$304,000
54,145	friendship kits valued at \$100,290
300	school chests and 600 modified chests valued at \$90,000
234	first aid kits and 234 world globes valued at over \$5,000, and
3,000	cans of sweetened condensed milk valued at nearly \$1,000



Red Cross Community Services

1965 - 1966



Community service provided each year by Red Cross volunteers is a sizable contribution to community welfare. In 1,470 of the 3,380 chapters all services were given by volunteers

2,200,000 volunteers engaged in Red Cross program activities gave an estimated grand total of 100,000,000 hours of volunteer service. These volunteers outnumbered career workers 171 to 1. Both the career and volunteer staff provided Red Cross services in this country and in overseas localities wherever the military were on duty. What the Red Cross volunteers do in a year would require the addition of 50,000 more full-time workers to the career staff

The 1965-66 total membership consisted of more than 30,464,200 persons each contributing \$1 or more to the annual fund drive

Some \$92,686,100 was contributed through the 1965 annual Red Cross fund drive by Americans interested in making Red Cross services available to fellow citizens who might need them

Some 210,000 qualified persons volunteered for authorizations to teach Red Cross health and safety courses in schools and to other community groups

Over 72,200 registered nurses were voluntarily enrolled with Red Cross for community emergency nursing services

The 2,994,200 units of blood collected by Red Cross were given by a monthly average of more than 249,500 voluntary donors including 16,000 members of the armed forces

Some 832,000 persons became first-time Red Cross blood donors during the year, an average of 69,300 each month

4,300 hospitals in Puerto Rico, the Virgin Islands and the District of Columbia, and in 47 states were provided blood by Red Cross. Of this total, 2,400 received from Red Cross the total supply of blood used in treating their patients

A grand total of more than 4,000,000 certificates were awarded to persons completing Red Cross courses in health and safety services

Some 83,500 volunteers were engaged during the year in Red Cross disaster prevention and relief activities

The hours given by volunteers serving in Blood Program activities increased from 2,500,000 in 1964-65 to 2,700,000 in 1965-66 in the Red Cross Regional Blood Programs, a gain of 8%

Excluding Blood Program activities, a total of 28,500 community groups and agencies were given Red Cross service by chapters and 15,600 different groups were volunteer participants in chapter activities during 1965-66



American Red Cross International Services



1965 - 1966

\$2,204,000 was the grand total value of supplies and services provided by and through the American Red Cross to other countries, the League of Red Cross Societies, and the International Committee of the Red Cross

Of the total international assistance,

\$ 203,000 worth of relief was provided for disaster sufferers in 11 other countries. The major portion of this disaster assistance included:

\$ 57,500 worth of assistance to flood victims in Indonesia

\$ 41,200 worth of assistance to earthquake victims in Chile

\$ 25,300 worth of assistance to famine victims in India

\$ 14,000 worth of assistance to victims of hurricanes in the Bahamas

\$ 10,000 worth of assistance to victims of disasters in each of these countries: Brazil, India, Korea, Pakistan and the Philippines, and the remaining

\$ 15,000 worth of assistance to disaster victims in Burundi, Jordan, and Senegal

Also included is

\$ 743,000 worth of government-donated supplies for the feeding program for refugees in Brazil, British Guiana, and the Fiji Islands

395 overseas visitors, representing 36 Red Cross societies, the League, and the International Committee studied American Red Cross methods and services and obtained other specialized training in this country

12 American Red Cross personnel were sent on special missions to work with the League and other societies to assist in disaster organization, technical advisory missions, etc.

Red Cross societies in over

60 other countries cooperated with the American Red Cross foreign location inquiry service in locating persons separated from families and friends by war and other catastrophes

A total of

4,000 inquiries were received by American Red Cross for such aid in locating family and friends

106 national societies, among them the United States, constitute the international Red Cross family -- the League of Red Cross Societies -- with a membership of some 194,000,000 people

THE AMERICAN NATIONAL RED CROSS

NEWS SERVICE

FOR IMMEDIATE RELEASE
MONDAY, JUNE 27, 1966

SAFETY PRECAUTIONS
FOR HURRICANE SEASON

WASHINGTON, D.C., June 27 -- Alma, the first hurricane of 1966 and the earliest one in many years, has heralded the arrival of the hurricane season, Robert C. Edson, national director of American Red Cross Disaster Services, said today.

Through the outstanding efforts of the U.S. Weather Bureau, the American Red Cross, the Civil Defense and other agencies -- plus the prompt action of people living in the path threatened by Hurricane Alma -- the loss from the first storm of the season was held to a minimum in the Florida - Georgia area, Mr. Edson said.

"During the coming months," he pointed out, "all the related agencies will be on constant alert for tropical storms that could move toward the United States and become full fledged hurricanes." Through the cooperation of news media, warnings will be given to threatened areas as far in advance as possible, Mr. Edson said.

During the years, this cooperation with press and broadcasters has given increasingly more effective early warning to people likely to be affected. The accuracy and detail of weather information provided by the U.S. Weather Bureau has also enabled rapid mass evacuation of families from danger areas to safe shelter areas inland through the combined efforts of the Red Cross, Civil Defense and government agencies.

"The American Red Cross Hurricane Action Plan has also contributed to the effective protection of families in the hurricane's path," Mr. Edson said. "Under this plan all Gulf and Atlantic coastal areas have been divided into districts. When the U.S. Weather Bureau announces a Hurricane Watch, each district headquarters

concerned is alerted and manned by ARC disaster workers," he explained. Shelters are set up by Red Cross volunteers to house, feed and provide first aid, medical and nursing service and the other basic elements of emergency mass care to evacuees.

"There is no way of knowing what is ahead for us during the hurricane season," Mr. Edson said, "but being prepared for anything might be the precaution that will save your life. For those directly in the path of a hurricane, the safest course is early evacuation. Keep in constant touch with the news and weather reports and be ready at all times to move to prepared shelters in more protected areas inland," he emphasized.

In addition, the Red Cross official offered these 10 safety tips which can save lives and protect property with a minimum of discomfort to the families concerned:

1. Watch your newspapers and television for official weather bureau reports and listen for them on radio. A battery operated radio set is a wise precaution in the event of power failure to the house.
2. Store garbage cans, garden furniture and tools, awnings and such objects in a safe place. Wind-driven, these can become dangerous weapons.
3. Put storm shutters in place or board up windows.
4. If you are told to evacuate -- don't delay. Get out quickly and follow instructions.
5. If you live in a low-lying area, don't risk being swamped or marooned. Get away from beaches and all low areas likely to be swept by the hurricane tide surge and high winds.
6. Don't go outside during the storm. Stay indoors preferably in a brick or concrete building.
7. Keep away from windows.

8. Should the "eye" of the hurricane pass directly overhead, there will be a deceptive period of calm that may last a half-hour or longer. Don't be misled, stay where you are. The other side of the storm will return with winds from the opposite direction.
9. Fill bottles and utensils with drinking water and fill the bathtub. Keep on hand a supply of extra food which requires no cooking. Be sure to have a supply of candles and flashlights, and before the storm hits, turn up your refrigerator to the coldest setting to preserve food as long as possible in case power fails later on.
10. Don't touch fallen wires. Report the damage to the police or power company.

From Southern Texas to Northern Maine, a network of Red Cross chapters serving as district offices make up the Hurricane Action network. All of these, Mr. Edson said, are prepared to go on instant alert and to house, feed and care for storm refugees. They will also serve as staging points for disaster staff workers brought in to assist volunteers in coastal chapters with emergency and long term relief work.

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NEWSLETTER

PUBLISHED MONTHLY BY THE AMERICAN NATIONAL RED CROSS AT WASHINGTON, D.C.

Vol. XVI, No. 3

HELP US HELP

March 1967

SNOWSTORMS that struck across the Midwest and the eastern seaboard have caused a flurry of disaster activity in many chapters. Hardest hit were northern Illinois and Indiana, where communities were paralyzed for several days.

Thousands of people were cared for in the Chicago area, where the ARC operated some 26 shelters.

The Kankakee County Chapter (Ill.) was hard put to locate a volunteer nurse to staff a shelter until one of a group of stranded motorists, a registered nurse, offered her services.

In Decatur, Ill., the ARC chapters borrowed generators from local business firms and the Civil Air Patrol and delivered them to surrounding communities without heat and power. The chapter's short wave communication center was in contact with other units in the country throughout the emergency with power supplied from a generator.

SOCIAL WELFARE. Many ARC representatives will be attending the 94th Annual Forum of the National Conference on Social Welfare. The meetings will be held May 21-26 in Dallas, Texas.

During the conference more than 250 meetings will be held around the theme "Humanizing the City," a study of social welfare's role in coping with urban problems. Two significant sessions will be cosponsored by the Red Cross, one titled "Field Service: Who Needs It?" and the other titled "The Meaning of Money." The Dallas County Chapter is planning a coffee hour for the delegates.

U.S. LADY. Mrs. Michael Hicks-Beach of Amarillo, Tex., wife of an air force master sergeant serving in South Vietnam, has been named U.S. Lady of the Year by *U.S. Lady*, the service family journal.

Each year the magazine bestows the U.S. Lady title on a service wife "who best exemplifies selfless devotion to her family, service, community, and country." Mrs. Hicks-Beach was chosen because of her outstanding volunteer work with the Red Cross. She is currently serving almost full time as a national field volunteer during the week and as a volunteer in the Amarillo Air Base hospital on weekends.

PRESIDENT LAUNCHES MARCH FUND APPEAL

President Lyndon B. Johnson launched the ARC March campaign for members and funds with a strong appeal that "...every American *give* what he can so the Red Cross *can* remain strong and *always* be there." The message was carried on radio and television networks February 28.

About 1,800 of the more than 3,000 Red Cross chapters will launch March campaigns this month. The balance received all or most of their money from United Fund drives in the fall. Many chapters that have attained their goals the united way will conduct educational campaigns to inform the public of ARC

activities and thereby aid nearby chapters.

The Red Cross requirements for the fiscal year beginning July 1, 1967, will be \$118,846,200, the highest fund campaign goal since World War II. An estimated \$47,470,000 will be allocated for ARC services to the armed forces, an increase of \$8.4 million over the amount spent for this purpose in fiscal year 1964-65. This sharp increase, resulting from expanded services to the armed forces in Vietnam, plus mounting requirements for blood and the organization's activities in health, safety, and other fields, has made the current campaign a critical one.

Red Cross Chairman E. Roland Harriman and National Fund Cochairmen Robert W. Sarnoff and Dan C. Williams have expressed confidence that the upward trend in ARC fundraising will continue for the ninth straight year. The slogan is "Help Us Help."

Aiding chapters in their campaign efforts are many promotional materials and arrangements developed in close cooperation with the Advertising Council of America and the J. Walter Thompson Company, serving as volunteer task agency for the tenth successive year. Invaluable support is also given by the Outdoor Advertising Association of America, the National Cartoonists Society and many others.

PRESIDENT JOHNSON'S MESSAGE 1967 RED CROSS CAMPAIGN

For 85 years the American Red Cross has never failed to help those who needed help. In war and flood and storm, wherever and whenever tragedy strikes, the Red Cross is always there. Though it is chartered by the Congress, it depends for its very life on our private generosity. May I suggest that every American *give* what he *can* so the Red Cross *can* remain strong and *always* be there.

NOTE. Stories in the Red Cross Newsletter may be reprinted without special permission.



Ellen (left) and Deirdre O'Brien, sisters from New York City, now have identical uniforms and identical ambitions: to bring a touch of home to U.S. servicemen in South Vietnam. Both were members of the most recent clubmobile class at national headquarters.

WORLD RED CROSS DAY will be celebrated on May 8 by ARC chapters throughout the United States and Red Cross societies in 108 countries with special ceremonies in tribute to the memory of Henri Dunant, Swiss-born Red Cross founder.

The theme for 1967 is "Protect Health -- Prevent Accidents -- Save Life -- Through Your Red Cross." This is the twentieth consecutive year that World Red Cross Day has been celebrated.

Henri Dunant's experiences nursing wounded at Solferino during the Franco-Austrian War of 1859 prompted him to bring together a small committee of influential men to formulate plans for an international organization to aid the suffering. In 1863, delegates from 16 countries came to Geneva and approved the committee's plans, and the Red Cross was born.

"MAKE SOMEONE HAPPY" is the byword of three generations in one Indianapolis, Ind., family. Six members have found much satisfaction in serving more than 10,600 hours as Red Cross volunteers.

Mrs. Marshall Kerr knitted for the ARC during World War II and now does canteen duty at the city's induction center. Her daughter, Mrs. James M. Graham, has been a Red Cross volunteer for a dozen years and is now transportation chairman. The four Graham children -- Jane, 18; Susan, 16; Mary Louise, 14; and Jimmy, 13 -- are active in youth programs.

Even in the "boondocks" of South Vietnam, S/Sgt. Herman Johnson of Gaithersburg, Md., can show his buddies how Red Cross helped him. The November Newsletter carried a photo of Sergeant Johnson and his family, who were reunited in Japan through ARC help. Here he tells Pfc. Clermon Acklin about it.



IN THE SWIM. Harold Powers, elementary school principal and chairman of Water Safety in the McMinn County Chapter, Athens, Tenn., has a swimming program to be proud of. Through an agreement with the Recreation Department, pools are kept open for school classes after the regular swimming season. The program began 5 years ago with the seventh and eighth grades and now includes grades 4 through 8. A survey indicated that of some 600 students, only six to eight could *not* swim.

LOST AND FOUND. Sometimes, in a short span of time, the services of Red Cross volunteers can range from offering help and comfort in time of tragedy to bringing news of great joy. Mrs. Arthur R. Cowdery, Sr., longtime Service to Military Families volunteer and disaster reserve worker from Rochester, N.Y., found this fact to be true during one of her weekly half-days of volunteer duty for the Rochester Chapter.

Mrs. Cowdery's first call was a sad mission involving the loss of a son -- a visit to the home of the parents of a navy pilot who was killed in Vietnam. Red Cross sympathy and offers of help were extended.

In striking contrast, the next home visit involved news of finding a son. Mrs. Cowdery had the pleasure of telling a mother that a Red Cross international check showed that a son she thought had died in childhood was alive and well in Austria. The mother had left her infant son in the care of a family 30 years ago because she was unable to provide for him.



Dr. John Mitchell, Oakland (Calif.) Chapter water safety chairman, presents Certificates of Merit to three counselors who saved a man from drowning at Parks Job Corps Center in Pleasanton. On the right is the ARC field director at the center, David W. Jones of Youngstown, Ohio. The trio (center) credited with saving the life of a job corpsman are Gene Hemphill, Rock Hill, S.C.; Charles Guy, Mobile, Ala.; and Charles Broadus, Vallejo, Calif.

AWARD. Following a 4-year assignment as ARC field director at Keesler Air Force Base in Mississippi, Johnnie F. Almond, Tutwiler, Miss., was awarded the Air Training Command's Certificate for Outstanding Services. The certificate and a letter of commendation from Maj. Gen. R. W. Puryear, commander of the Technical Training Center at Keesler, were presented to Field Director Almond at Eglin Air Force Base in Florida, where he is now stationed.

FRIENDSHIP MEXICO. Forty-five highly qualified college students sponsored by chapters will take part in the ARC program "Friendship Mexico," scheduled for this coming summer.

The students will spend 6 weeks in communities throughout Mexico, teaching health and safety. The international volunteer program, planned jointly with the Mexican Red Cross, is an extension of last year's highly successful pilot program "Project Mexico."

Participants will be divided into small groups of from two to four students and assigned to cities selected by the Mexican Red Cross. An experienced student from last year's project will serve on each team.

OCFC. This year will mark the first Department of Defense Overseas Combined Federal Campaign. The American Red Cross, 12 National Health Agencies, and 9 American Overseas Agencies will cooperate with the Department in the campaign, running from March 1 through April 15.

In announcing the special overseas campaign, President Lyndon B. Johnson said the organizations "are doing a tremendous job in alleviating pain and suffering and seeking cures...in helping the young, in providing assistance to the aged, the crippled, the hungry, and in bringing help and hope to those in overseas lands."

The President also lauded the single fund effort as saving time and expense, making it possible for the first time for federal employees and servicemen living abroad to set aside a single annual pledge to be paid by payroll allotment if desired.

In previous years the three groups conducted separate drives overseas. The new combined campaign was established to meet employee wishes for a single campaign, to reduce costs to the government, and to increase contributions to voluntary health and welfare activities.

The campaign slogan will be "Give Your Fair Share."

Mrs. Nora Potts, Red Cross volunteer at Fort Gordon, Ga., assists Captain W.A. Webb as he works on a patient. ARC volunteers assist in many ways at the dental clinics at Fort Gordon and other military installations in the United States and overseas.

(U.S. Army Photo)



MALAYSIA AID. A contribution of \$3,000 was sent by the ARC to the Malaysian Red Cross Society to assist victims of floods in the country in response to a worldwide appeal by the League of Red Cross Societies in Geneva.

The American Mission to Malaysia estimated that some 50,000 to 100,000 persons were made homeless by the flooding.



Erlinda Afuan (standing) and Karen Yap are two high school volunteers active with the Hawaii State Chapter and working with Project Head Start at the Kaulewela School. Here they "play" with children, using educational toys. When the project started, the youngsters were at a complete loss to know what to do with the games. Now, with the help of the volunteers, they are making good progress.

NUMISMATICS. Freda Scribner, president of the Societe Commemorative de Femmes Celebres, has presented the American Red Cross with a solid platinum coin-medal honoring Clara Barton, the sixth famous woman so honored by that society.

E. Roland Harriman accepted the award on behalf of the ARC at the Board of Governors meeting held at national headquarters in February.

A coin, slightly larger than a silver dollar, is issued every 2 months by the Societe. Three solid platinum proofs are struck, one for the organization associated with the person commemorated, one to be retained by the Societe for special exhibitions, and one for the Smithsonian Institution for the national archives. Then each of the 3,223 members of the Societe receive solid sterling silver proofs, each numbered and registered. The dies are then destroyed.

In addition to Clara Barton, the Societe has honored Joan of Arc, Betsy Ross, Madam Curie, Florence Nightingale, and Amelia Earhart.

BETTER LATE. The Golden Gate Chapter (Calif.) reports having received an unsigned letter from Albany, N.Y., with \$25 and the following note:

"In April 1906 our college class took up a collection to help victims of the San Francisco Fire-Quake. Enclosed is the money I was supposed to send but didn't."

OBSERVANCE SET. Red Cross Sunday has been set for March 5 this year with the concurrence of the National Council of Churches and the National Catholic Welfare Conference. Accordingly, Red Cross Sabbath will be March 4.

TOGETHER AGAIN. After 18 years, Irene Hana Holemar is home again.

Home for Irene is in Eugene, Oregon, with her parents, Ladislav and Anna Holemar, whom she had not seen since she was 3 months old.

In late 1948 the Holemars fled from Czechoslovakia. Knowing the dangers of the escape and the difficult conditions in displaced persons camps, they left Irene with her grandparents, hoping she could join them after they became settled. A year later, they were accepted for immigration to Australia and since that time have made many attempts to reunite their family.

They continued their efforts after moving to the United States in 1956. Over the years they had enlisted the help of church and private groups, diplomats, and congressmen -- all to no apparent avail. Finally, the desperate parents turned to the American Red Cross. Working with the Lane County Chapter and the family, the Office of International Services at national headquarters sent an appeal to the Czechoslovakian Red Cross Society.

The Red Cross had warned the Holemar family that past efforts to reunite families from Czechoslovakia had met with little success.

In 1962-63, the year before the first appeal through Red Cross channels, of 11 such appeals made to the Czechoslovakian Red Cross, only one was successful.

Then, as preparations were being made for a renewed effort, the red tape of the past 18 years fell aside and Irene was permitted to join her parents. A short time later, a letter from a Lane County Chapter worker said "there is supreme happiness and joy in this home!"

During the past year, 11 requests were sent to the Czechoslovakian Red Cross on behalf of families with relatives in Czechoslovakia. To date there have been successful conclusions in three of the cases. This trend gives hope for further closer and increased cooperation in reuniting separated families as the ARC continues working toward this end with the Czechoslovakian Red Cross Society.

ORDER OF MERIT. George E. Hand, ARC director of operations in the Far East since 1964, was honored with the Silver Order of Merit from Japanese Red Cross President Jitsuzo Kawanishi.

The award, given with the knowledge of His Majesty the Emperor, Hirohito, was presented in a special ceremony in Tokyo just before Mr. Hand's departure for Atlanta, Ga., where he is presently serving as a regional manager.

John C. Wilson (left) ARC executive vice president, talks with ARC refugee team members while inspecting building materials at one of the camps for South Vietnamese civilians. Mr. Wilson took a firsthand look at all ARC activities while in South Vietnam.



Governor John A. Burns (left) presents the Hawaii State Chapter's Red Cross "Volunteer of the Year" award to Herbert Kaneshige at the chapter's annual recognition ceremony. Mr. Kaneshige was honored for his organization and direction of the chapter's disaster communications and survey committees for the past 5 years. (Photo by John Reed)



SIGN LANGUAGE. There are many servicemen traveling around the country these days, and Service to Military Families in the Polk County Chapter is making sure military men passing through Des Moines, Iowa, know where to turn if they need assistance.

With the cooperation of airport personnel and the Trailways and Greyhound bus terminals, signs have been erected offering servicemen ARC assistance with telephone number contacts. Efforts have been worthwhile, according to the chapter manager, who reports the chapter has acted on a number of requests from servicemen in transit who saw the signs, and called Red Cross for help.

ANNIVERSARY GIFT. At the U.S. Navy Hospital, Oakland, Calif., the hospital field director received a call from a woman who explained she and her husband were about to celebrate a wedding anniversary. They had decided to donate money ordinarily spent on themselves for the patients. The hospital field director explained a number of special needs, and shortly afterward, a check for \$100 arrived. Another check for the same amount was sent by a friend of the couple who heard of their project. Meanwhile, the first donors also supplied an electric razor and a 4-quart electric ice cream freezer to be used on the wards.

(Space below for remailing)

TO: