

REFLECTING ON A YEAR OF MOMENTS

by Robert Warren and Steffen Strayer

Our remembrance of September 11, 2001 passed with dignity and solemnity. It is in this spirit that we at the Tampa Bay Chapter stop to reflect upon the extraordinary events, response, and outpouring throughout this unique period of American history.

The Tampa Bay Chapter was certainly affected in no small way. Our resources were stretched. The headquarters office received over 10,000 phone calls in the first week after the attacks, and over the following months, we sent 35 volunteer and paid staff members to work at the relief centers in New York and New Jersey - some up to three times. Staff members went to speaking engagements throughout our area to help people mourn and heal, and local case workers helped the families of the victims with assistance and comfort. The Tampa Bay Chapter offices processed \$3 million of the \$10 million the Bay area gave to the Liberty Fund (the remainder was submitted directly to the national offices). This alone kept us very busy.



The national September 11 campaign, which featured children thanking Americans, ran locally courtesy of the Tampa Tribune, Bay News 9, Channel 8 and 970-WFLA.

But while the terror attacks remained at the forefront of American consciousness, we continued our normal business of service to our community and nation. Life went on.

Days after the attacks, we were under immediate threat from Tropical Storm Gabrielle. Later that year, we sent staff to floods and wildfires across the country. We assisted the families affected by fires at Dolphin Cove in Clearwater and The Commons in Tampa, among hundreds of others. We presented our workshop on "Preparing for the Unexpected." Kathleen George, North Pinellas Branch Manager, was awarded first prize by the Suncoast Safety Council for the school bus safety program. The COMETs youth educators produced a series of meaningful puppet shows to teach safety to children. Volunteer Art Hart, Sr. continued to drive people to their medical appointments every Friday through our transportation program. We still called hundreds of people every month for "Telephone Reassurance," and Edna Rose, who celebrated her 100th birthday, continued to get library books from our "Books-To-Go" program. Dedicated "Language Bank" volunteers helped Bay area families conquer language barriers. We worked with local schools to assemble school supplies for Afghan children and played host to Linda Klein when she visited from the American Red Cross Tracing Center to promote our work on behalf of Holocaust survivors. We also found innovative ways to expand our life-saving classes, such as teaching them in Spanish and making them available to migrant workers and refugees.

We know that disasters can and will happen at any time, and that lives are saved every day by knowledge, courage, and the willingness to act. Regardless of the challenges, we will continue to support the Tampa Bay community to the best of our abilities.

It's our duty, and the reason we are here.

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FISCAL YEAR 2002 AUDIT

by Davis Henderson

The Tampa Bay Chapter of the American Red Cross plays a trusted role in our community. We're a place where services are delivered, where volunteers give their time and where community members donate their dollars. And just as we take our mission to help people prevent, prepare for and respond to disasters seriously, so do we take our role as stewards of public donations seriously.

We are audited annually by an outside firm. I'm pleased to report that our audit for fiscal year 2002, which ended June 30, was recently completed by KPMG. We received a clean report.

Being audited takes a great deal of time and energy. The auditors examine every line item and detail for the past year of our operation. Not only did they find that we processed our Liberty Fund donations accurately and efficiently, but also our general cash management is excellent.

I'm very proud of our chapter for its careful handling of your funds and your trust. I thank our community for allowing us to serve you, and pledge that we will continue to keep our stewardship of your donations paramount.

HELPING IN EVERY WAY WE CAN

In the weeks preceding the anniversary of September 11, 2001, we stretched out a helping hand to the Bay area schools.

Because this anniversary may well bring back frightening memories, a supply of brochures with age-appropriate messages was given to each school. Routine and acceptance is stressed for young children. Older children are encouraged to get involved with service to others. The brochures also help identify physical and emotional signs of distress. Available in both English and Spanish, the brochures were free to those who needed them.

To get copies of the brochures, please visit our website, www.redcrosscbc.org.



TRAINING SAVES A LIFE

by Robert Warren

"Chance favors a prepared mind." - Louis Pasteur

On the afternoon of August 8, 2002, John Chronin of Temple Terrace came upon a multi-car collision as he approached the intersection of South and Kennedy Boulevards in Tampa. One of the vehicles had spun out of control and hit a pedestrian, whose body flew through the air and fell to the pavement like a rag doll. His head came to rest only inches away from the front tire of a nearby car.



Others stood around the injured man, debating how best to help. Should we move him out of the street, one asked, at least just to get traffic moving again? Has anyone called an ambulance? Is he still breathing? What about the blood?

John, an American Red Cross Disaster Action Team volunteer for Hillsborough County, had taken First Aid courses through the Greater Columbus (Ohio) Chapter in 2001 and CPR courses through the Tampa Bay Chapter earlier this year. He tried to recall his training and for a hard moment drew a blank. "Suddenly I just couldn't remember. But I knew we had to stop the

bleeding. I collected myself and the training all came back."

The injured man had suffered serious head trauma. A red pool was widening under his head; he was barely coherent, babbling. John took off his own shirt to make a compress bandage. "His fingers were turning blue. I was afraid he'd go into shock. That spreading pool, that's the main thing I was worried about."

He yelled out for somebody with a cell phone to call an ambulance.

Working quickly, John managed to stem the bleeding. Confident that the man was breathing and that his blood loss was under control, John and another onlooker covered him with a blanket to keep him warm until emergency crews could arrive to take over the scene.

Thanks to John's quick action, the man is alive today and in stable condition at Tampa General Hospital - conscious, aware, and communicating. John visited with him recently.

Refusing any credit for himself, John stresses the vital importance of Red Cross First Aid and CPR training. The training, he says, made all the difference. "It could be your wife or best friend in trouble. Everyone should have this," John says. "If I hadn't, I would have been just like everyone else out there that day, wanting to help but not knowing how. We could have done more damage, just trying to help.

"That training saved his life."

If you would like to sign up for a First Aid or CPR course, please visit www.redcrossbc.org or call us toll free at (877) 741-1444, ext. 850.

Local Nurses Honored

by Robert Warren

Two Tampa area nurses were recognized by the American Red Cross and *Nursing Spectrum* magazine for their selfless acts of life-saving heroism.

Charla A. Moye, RN, a clinician in Tampa General Hospital's coronary ICU, was at home one day when she heard a crash outside and screams of pain. An SUV had jumped over a neighbor's curb, plowing into a father and three young children. She immediately ran outside to assess the victims and to perform CPR on a 7-year-old girl until fire rescue vehicles arrived.

Throughout the children's hospitalization, Moye visited the family daily to help the parents understand their care. She also developed a care plan for them as part of her course work to earn her bachelor's degree in Nursing.

Diane Muhl-Ludes, RN at All Children's Hospital in St. Petersburg, was off-duty when she came upon a truck overturned in a sewer-retention pond. She dove into slimy, snake-infested water to pull out the teenaged driver, who was pinned under the hood. She performed CPR and first aid to stabilize him until EMS arrived.

Every year the American Red Cross and *Nursing Spectrum* magazine conduct a nationwide search for nurses who have either saved or attempted to save a life under adverse conditions outside of his or her defined duties. Moye and Muhl-Ludes were among those "nurse heroes" honored on September 23, 2002 at the national American Red Cross headquarters in Washington, D.C.

SHOP SAVE SUPPORT

Once again, as a thank you to our donors, volunteers and paid staff, we are participating in a spectacular shopping event at local area Burdines stores. Plan to shop Saturday, November 2, 2002 from 8:00 A.M. - 12:00 noon and receive an additional 20% off all purchases.

Tickets to this private shopping event will be sold in advance for only \$5.00 each, and are valid at all area Burdines stores. One ticket is all you need for four hours of shopping; simply present your ticket at the register for each and every purchase to receive the 20% discount.

Ticket holders will have this private shopping opportunity from 8:00 A.M. - 10:00 A.M. while enjoying refreshments, gift wrapping and door prizes compliments of Burdines, who is holding this event for the ninth year. Your discount continues to be valid until noon, although the store will open to the general public at 10:00 A.M.

Kick off your holiday shopping season knowing that 100% of your ticket price remains with the Tampa Bay Chapter of the American Red Cross.

If you would like tickets or more information, please contact your nearest branch office or Karen Barnett in Financial Development toll free (877) 741-1444 x 869 or barnett@tampabay.redcross.org.

Participating Burdines in our area include:

Citrus Park Mall, Tampa
University Square Mall, Tampa
Westshore Plaza, Tampa

Gulfview Square Mall, Port Richey
Countryside Mall, Clearwater
Tyrone Square Mall, St. Petersburg
Brandon Town Center, Brandon

RED CROSS TAGS

SAVE LIVES AND MONEY

When you purchase an American Red Cross tag for your vehicle, you're helping Florida stay safe from disasters.



We want your loved ones to stay safe, too.

Bring your Vehicle Registration form to your local Tampa Bay Chapter branch office and you can save money when you enroll in a Red Cross First Aid or CPR class, or purchase a home/auto first aid kit. It's our way of saying *Thank You* for showing your support.

Fifty percent of annual fees go to the Red Cross for use in statewide education and disaster relief. Fifty percent of annual use fees go to three poison control centers to combat bio-terrorism.

BUILD YOUR OWN GINGERBREAD HOUSE

Enjoy delicious holiday refreshments and a fun-filled opportunity to win fabulous prizes by decorating your own gingerbread house in time for the holidays. Gingerbread house and decorations are supplied.

Sign up today!

- December 2, 2002, 11:00 A.M. – 1:00 P.M., Don CeSar Beach Resort and Spa, \$75.00 - \$100.00, call Teri Taylor or Diane Schmidt, (727) 898-3111
- December 7, 2002, 10:30 A.M. – 1:30 P.M., University of Tampa, Adults \$50; youth 12 and up \$45, call Sharon Miller, (813) 251-0921
- December 7, 2002, 10:30 A.M. – 2:00 P.M., Safety Harbor Resort and Spa, Adults \$50; children 12 – 17 \$40, call Kathleen George, (727) 446-2358
- December 14, 2002, 12:00 noon – 3:00 P.M., Putters at River Ridge Golf and Country Club, New Port Richey, \$25, call Connie Jackson (727) 849-7794

A PRIVILEGE TO SERVE

by Steve McGuire

The volunteers of the American Red Cross are the heart, soul and body of this organization. Without volunteers the American Red Cross would not have the legs to reach the millions of Americans in need of our services, the hands to provide for those needs and the soul to comfort and care for the people affected.

One of these special volunteers for the Tampa Bay Chapter is Elsie Gregory. Elsie moved to this area in 1976 after retiring from a career in education. During her career she earned a B.A. Degree, an M.A. Degree, and a C.A.S. Certificate. She's only fifteen hours away from a Doctorate Degree.

From 1976 to 1989 she was an American Red Cross volunteer at the Palms of Pasadena Hospital in St. Petersburg where she was appointed Personnel Chairman. In 1989 Elsie became Chairman of Community Volunteer Services. From 1993 to 1997 she was appointed to the American Red Cross Florida Human Resources Committee and was Chairman of Nominating and By Laws for that committee. Over the years she has helped to recognize and award countless volunteers for their time and service and she has received many awards herself, including the prestigious Clara Barton and Volunteer of the Year Awards. She says she enjoys a wonderful working relationship with all the volunteers, the committee chairmen and the staff.

Over the last twenty-five years Elsie has seen the Tampa Bay Chapter “grow and evolve with the needs of the community” and is quite confident that the chapter will continue “meeting the needs of people who are hard to reach”. She has watched the volunteer office expand from four to seven thriving programs. She attributes that growth to the dedication and hard work of all the volunteers.

One of the most memorable programs for Elsie was called “Hugs for Humanity”. Hugs provided small headrest pillows, hand-made by volunteers, to agencies that helped abused children and also Hospice. At one point the program needed money for the pillow stuffing. Elsie spearheaded a drive to raise money by having a group of volunteers sew a hand-made quilt with an American Red Cross theme. Each square of the quilt was sponsored by individuals or families who donated money. The beautiful quilt with all the names of the sponsors in each square is framed today for all to see at the South Pinellas Branch. The quilt raised the needed funds to continue “Hugs for Humanity” until the program was discontinued.

Elsie has made a positive impact on the Tampa Bay Chapter with her dedication and selfless hard work. She considers it a privilege to serve the American Red Cross, but to anyone who knows her, they will tell you it is also a privilege to work with her.



DIRECT LANGUAGE

by Nicole Paksoy

In order to better recognize, verify and confirm the intentions of our donors, this summer the American Red Cross announced new disaster fund-raising practices. These policy clarifications, known as Donor DIRECT, were put into place as a follow-up to the events of September 11.

Donor DIRECT, which stands for D(onor), I(ntent), RE(cognize), C(onfirmation), and T(rust), makes 4 important changes in our fundraising policies:

- 1) Changes wording in all disaster fund-raising solicitation to clarify that the donations will help victims of these and other disasters across the country each year;
- 2) Asks donors to confirm that they understand how their donation will be used;
- 3) Acknowledges the donation and gives donors a contact number if they have questions; and
- 4) Informs the public when we feel enough donations have been received to meet the needs of the victims of a specific disaster.

The Tampa Bay Chapter of the American Red Cross has reviewed and revised all our fund-raising language to comply with Donor DIRECT. Our donors are an integral part of our team, and the work we do would be impossible without them. Because we are an organization that continues to improve based on lessons learned, we believe the clearer the communications with our valued donors, the stronger we all are.



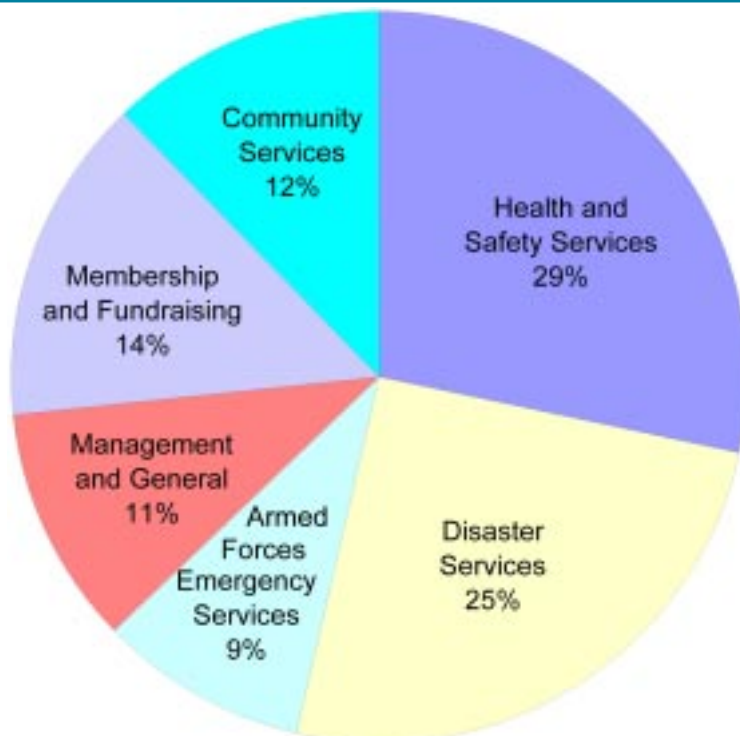
WILLS, WILLINGNESS and WILL POWER

At the Tampa Bay Chapter of the American Red Cross, we have discovered that many of our friends and supporters are quite willing to consider placing the Tampa Bay Chapter in their estate plans. They believe in our mission and want to invest part of their estates in our future financial health. Additionally, including the Tampa Bay Chapter in their wills can help reduce the taxes on their estates.

Knowing the value of having a will and being willing to include the Tampa Bay Chapter is commendable and appreciated. But good intentions alone can fail to bring the peace of mind a good will can produce. Nor do good intentions lock in a bequest to an organization you care about. A will can help you use the power and freedom you have as an individual to make your own choices regarding the disposition of your estate.

Let this little message be a boost to your will power and move you to action. Call your attorney and make an appointment. If we can help in any way, contact Esperanza Alvarez toll free at (877) 741-1444, ext. 860 or visit us online at www.redcrossdbc.org.

YOUR 2002 DONATIONS AT WORK



AN EVENING OF LIFE

by Robert Warren

"Onye wetere oji, wetere ndu."

("He who brings Kola, brings life.")

- Igbo proverb

The Tampa Bay Chapter of the American Red Cross was honored recently to partake of the Kola Nut with the members of the Igbo Association Tampa Bay, Inc. at the fourth annual Igbo Day celebration on August 31 in Tampa. It was a wonderful evening, full of food, drink, music, and gracious hospitality; those of us who attended left that evening greatly enriched by the experience.

At the celebration, the Chapter was presented with a donation to be applied toward the work of the Red Cross in Nigeria, traditional home of the Igbo people. Chapter representatives were also presented with the Kola Nut, a symbolic show of honor, welcoming, and life.

Kola, a very strong-flavored nut native to West Africa and India, plays a vital role in many aspects of Igbo culture; in Igbo society, the presentation of Kola to a guest is a sign of great respect and greeting, often reserved for chieftains and guests of high honor. To accept the Kola is to accept the host's hospitality, likewise a sign of respect.

The Tampa Bay Chapter would like to thank the executive committee and members of the Igbo Association for their gracious donation and for allowing us the opportunity to share in their celebration.

DON CESAR & RED CROSS TEAM UP



by Teri Taylor

"Will the sand be grainy or powdery?" "What if I can't finish my sand sculpture within the 6 hours?" "What is the exact dimension of the plotted area?" "May I bring a team just to carry buckets?" Serious about their contests? Oh, yeah.

At 6:00 A.M. on Saturday, September 7, the contestants for the 22nd Annual Sandcastle Event made their way to the lovely white sand beach behind the historic Don CeSar Beach Resort and Spa on St. Petersburg Beach. It was a promotion for the Don CeSar with proceeds donated to the Tampa Bay Chapter of the American Red Cross. The event was sponsored by WBBY 107.3 "The Bay", Bay News 9 and Budweiser.

Throughout the day, the participants labored over their creations. Several displayed pictures of what they were trying to achieve. Beach strollers stood with tilted heads staring at a work of art, trying to figure out what the end result might be. All in all, it was a beautiful day to be at the beach supporting the Red Cross. Special thanks to our sponsors and all the volunteers who helped with the event.

PARROT HEADS: COMMUNITY FUN AND CONSCIENCE

"I thought I'd found the life to suit my style."

*- Ballad of Spider John
by Jimmy Buffett, 1974*

In August, the Tampa Bay Parrot Heads in Paradise Club donated \$1,000 to the Tampa Bay Chapter as a thank you for the work we did surrounding September 11, as well as what we do everyday. This group is the largest Jimmy Buffett fan club in the world. With a motto of *"Let's Leave the World a Little Better Than We Found It and Have a Blast Doin' It!!!"*, it is no wonder they turned their attention to the good work of the Tampa Bay Chapter.



To commemorate September 11, the Tampa offices of the Aetna Insurance Company decided to have a patriotic day, encouraging their employees to wear red, white and blue to work. Aetna also distributed "Remembrance Pins" to their 710 employees.

Some employees asked to give contributions to the Tampa Bay Chapter of the American Red Cross. Aetna collected donations through September 13 and delivered them to a grateful chapter.



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Red Cross**

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North Pinellas Branch

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Clearwater, FL 33765
(727) 446-2358

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6520 Ridge Road
Port Richey, FL 34668
(727) 849-7794

South Pinellas Branch

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(727) 898-3111

MacDill Air Force Base Installation Office

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(813) 828-3156
Toll Free: (866) 372-2337

Mission of the American Red Cross

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

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