

F.M. KIRBY FOUNDATION SOLICITATION EVALUATION FORM

DATE: March 21, 2023
Last grant acknowledgment: Yes
Program Area: Human Services

REQUEST DATE: February 23, 2023

APPLICANT:
American Red Cross
National Headquarters
431 18th Street NW
Washington, DC 20006

CONTACT: Ms. Janet Hines, Senior Director of Foundation Relations
PHONE: (908) 797-3300 x 14
PAYEE OTHER THAN ADDRESSEE: American National Red Cross

AMOUNT REQUESTED: \$300,000 **NATURE OF REQUEST:** Toward National Disaster Relief

GRANT HISTORY

SUPPORT: 1989 - 2022 **# OF GRANTS:** 29 **TOTAL DOLLARS:** \$11,470,000

LAST GRANT DATE: 5/2/2022 **LAST GRANT AMOUNT:** \$300,000
FYE DATE: 6/30/2022 **AFS DATE:** 10/26/2022

2018	\$250,000	4/23/2018	For: National Disaster Relief Fund
2019	\$250,000	4/15/2019	For: National Disaster Relief Fund
2020	\$250,000	4/29/2020	For: National Disaster Relief Fund
2021	\$250,000	5/3/2021	For: National Disaster Relief Fund
2022	\$300,000	5/2/2022	For: National Disaster Relief Fund

DLK COMMENTS: Financial analysis attached.

JFT COMMENTS: The American National Red Cross was established by an Act of the U.S. Congress on January 5, 1905 for the primary purposes of furnishing volunteer aid to the sick and wounded of the Armed Forces in time of war and to carry on a system of national and international relief in time of peace to mitigate suffering caused by fire, famine, floods, and other great natural calamities. Program activities include Services to the Armed Forces, Biomedical Services, Community Services, Disaster Services, Training Services, and International Relief and Development Services.

In FY22, the American Red Cross/National (ARC/National) responded to 354 large-scale disaster operations across the country (26 were major disaster operations each costing over \$250K+). Major disasters included historic flooding across the state of Tennessee, wildfires on the West Coast (and the Marshall Fire in Colorado), Hurricane Ida, and Southern and Midwestern tornados. In addition to major disasters, in FY 22, the ARC-N responded to over 65K disasters nationwide of which 60K were home fires.

Aside from disaster relief, ARC/National provided information on Preparedness and Prevention programs. More than 280K people attend ARC disaster education presentations annually. Despite

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their best efforts, their goal was not met for their preparedness initiative, Sound the Alarm (volunteers go door-to-door in vulnerable communities to install free smoke alarms, identify safety hazards, and create escape plans), but the youth preparedness and prevention initiative Pillow Case Project and Prepare with Pedro, exceeded their adjusted (due to the pandemic) goal by 17%, reaching over 174K youth. FY23 goals are again hefty for disaster relief preparedness, which, once again, I don't believe can be achieved, since data provided through 12/31/22 does not comprise even 50% of the targeted goals.

The first 6 months of FY23 have seen 154 "significant disasters," 32 of which were large-scale events, including wildfires, floods, tornadoes, and hurricanes. I regularly receive updates on major disasters from Janet, and on 3/13/23, I was notified of the two *active* Disaster Relief Operations in Northern/Central and Southern California which are currently at level 5 (\$2.5M to \$4.9M) and level 3 (\$50K to \$250K) respectively. From the email, "More than half of California is under a state of emergency as heavy rain on top of melting snow inundates communities with dangerous floodwaters. Thousands of people face evacuation orders as conditions worsen, threatening their homes and creating significant safety hazards. In addition, impassable roadways can make it difficult for people to reach job sites, compromising families' incomes and livelihoods. The Red Cross has been providing sorely needed assistance to people impacted by the heartbreaking California storms and floods since late December when another severe weather outbreak struck. Since then, with partners, The ARC/National: • Provided nearly 11,300 overnight stays. • Served over 76,000 meals and snacks. • Distributed relief items to over 6,600 households." The ARC/National provides critical storm/flood safety tips and critical storm preparedness tips via mobile apps, texts, and their website.

Additional FY22 highlights include: 1) over 17K volunteers and staff were deployed for disasters; 2) more than 40 SAF (Services to the Armed Forces) staff were deployed to 10 sites since the onset of the Ukrainian crisis, providing comfort to more than 47K clients and distributing more than 138K care items to deployed service members; 3) addressed a blood crisis early in the fiscal year and maintained a good inventory since then; 4) continued Aquatics Centennial Campaign [100 years of water safety and first aid training] supporting nearly 60 programs in 2022; and 5) enhanced opportunities for dialog and learning in DEI.

As noted last year, and touched on in our 11/16/22 Lunch and Learn, the ARC/National has embarked on a 5-year, 1B+ Climate Crisis Campaign. For 2023, we had budgeted \$100K over two years to support the campaign only to be informed that, according to Janet who spoke to her superiors, "The initiative is limited to donors giving at the \$1 million level, ... [who are] identified as campaign leaders -- the Red Cross will include them in public-facing materials we produce, and donors can use this designation on their public-facing materials. Since the F.M. Kirby Foundation's proposed gift falls below the \$1 million level, it won't be identified as a Climate Crisis gift." While we were discouraged to hear this, we freed up some funding for the Human Services docket for 2023 and can (if still interested) budget funds for later in the campaign (2025/2026).

The 15-member Board of Governors saw 2 members transition off and added 2 new members.

It seems each day we hear of yet another major disaster. One would hope the need for Red Cross aid would diminish, but it keeps escalating. I recommend continued support at the budgeted \$300K as designated below.

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JJK COMMENTS: It's a sign of the ever-growing "normalcy" of disasters that, if you are not personally affected by a disaster, to forget what named hurricane befell us this year or where in the West this past summer the wildfires were worse. Hurricanes, superstorms, complex wildfires, bomb cyclones, tornado supercells, and atmospheric rivers: these are just some of the natural disasters that have become part of our lexicon as we see, presented in stark evidence in ARC's own data, the frightening increases in disasters of all sizes.

While ARC cannot prevent these natural phenomena, the organization *can* help communities, families, and individuals prepare as much as possible. It was good to see that, as Hurricane Ida was forming, the donor-funded RC View system allowed ARC to "identify the most at-risk communities in Ida's path and target resources accordingly, directing emergency response vehicles full of supplies." Such predictive technology lets ARC get to the communities that need their help faster than before; in disaster recovery, every hour can count in terms of saving lives and working towards recovery, so this is an important step.

The guiding philosophy of FMKF when it comes to disaster philanthropy has been to be proactive, not just reactive. We know there will always be disasters, large and small; it is a tragic fact. As such, I recommend \$300K for the national disaster relief fund. I'm feeling less and less compelled, however, to contribute to their capital campaign. In fact, I would encourage us to think about coming back down to \$250K in 2024. It is still one of the top 5 largest grants this foundation makes, but it would also help us develop a little more breathing room for assorted other interests.

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DISPOSITION:

- Declination
- Hold for review on/about:
- Approval for: **\$300,000**
- Hold for Board Review
- Insert Information: **For: National Disaster Relief Fund**
- Other:

Initials: JAK Date: 3/28/23
Check #: _____ Date: _____