



Heroes FOR THE **American Red Cross** **Campaign**

Become a Hero!

**Raising Funds to Support the Vital Work of
Your Red Cross in South Hampton Roads**



**American
Red Cross**
Southeastern Virginia Chapter

Why We Do the Campaign

We are a nonprofit humanitarian organization that relies on financial contributions to accomplish our mission of preventing, preparing for and responding to emergencies in the communities of Chesapeake, Norfolk, Portsmouth and Virginia Beach. The Red Cross is *not* a government agency; we rely upon the generosity of the people and businesses of our community.

How it Works

The concept is very simple. Individuals or a group of individuals are recruited from Chesapeake, Norfolk, Portsmouth and Virginia Beach to raise a minimum of \$1,000 through any legal means. This is a *grassroots community fundraising campaign*, where the **Hero** has the ability to involve his/her employer or company, church, school, civic club or professional organization to support his/her fundraising efforts.



Who are Heroes?

Heroes can be anyone! They just need to be asked. And they can be found anywhere ... schools, scouting groups, high school clubs, colleges, sororities, fraternities, banks, credit unions, military spouse groups, civic groups, professional organizations, medical practices and hospitals, accounting and legal firms, retail and service stores, gas stations/convenience stores, , local and national chain restaurants, police and fire departments, churches, senior's clubs, manufacturing companies, insurance agencies, real estate companies, auto dealerships and more! **Heroes who sign-up by April 1st will receive recognition in our Virginian-Pilot advertisement, invitations to special campaign events and a campaign T-shirt. Call or email the campaign office by April 1st with your T-Shirt size!**

Other Campaign Opportunities

The Heroes Campaign also offers an excellent opportunity for significant sponsorship opportunities for local businesses in the community to show their commitment to the mission of the Red Cross and for their fellow neighbors. Funds raised during this campaign are specifically designated for the operational support of our local Chapter.

Campaign Details

Begins **March 2011**

Contact Emily Wolchko, Heroes Campaign Coordinator
Email: heroes@myredcross.net Phone: 757-446-7778

Office American Red Cross of Southeastern Virginia
Heroes Campaign
611 W. Brambleton Avenue
Norfolk, Virginia 23510

Online www.myredcross.net

Heroes Fundraising Ideas

The sky is the limit for a Hero's fundraising activities! Some examples include: company dress down days; sorority/fraternity challenges; selling *Red Cross Squares*; Rotary, Lions, Jaycees or Kiwanis adopt-a-campaign as a fundraiser; car washes; grocery raffles; **Facebook/Twitter fundraising with family, friends and co-workers**; company matching gifts; read-a-thons; donate-your-change campaigns; percentage of proceeds from food or retail sales; donate \$\$ for every test drive a customer takes; collections in front of grocery and retail stores; bake sales; garage sales; sell tickets to a progressive dinner; house tours; or poker evening. **What's your creative idea?**

Some Ways Your Heroes Campaign Pledge Helps Those in Need

\$1,000 provides shoes and clothing for two families of four who lost their home to a fire or natural disaster

\$1,000 provides bedding, a crib, and storage containers for a family of six who lost their home in a disaster

\$1,000 provides 198 blankets or 37 cots for disaster victims who must spend the night in a shelter

\$1,000 provides disaster preparedness education for 500 individuals

\$1,000 provides 29 individuals with Adult CPR/AED training

\$1,000 provides 100 individuals with training in Family Caregiving

\$1,000 provides 50 children with training in how to swim

\$1,000 provides 16 Norfolk senior citizens with dental services in our dental clinic



2011 Heroes Agreement and Registration Form

YES, I want to support the Red Cross and agree to become a 2011 Hero for the American Red Cross of Southeastern Virginia. I understand that as a "HERO", I agree to raise a minimum of \$1,000 for the Chapter.

All money collected during this campaign will support the Chapter's programs and services provided to our local community. Any money collected by me will be remitted to the chapter by **June 24, 2011** unless other arrangements are made in writing. Please note that any tax credit, from a donation made as part of this campaign, accrues to the original donor and not to me as an agent of the Red Cross. I also agree that any fundraising activity will be conducted in a legal manner, and that all representation of the American Red Cross will be made with honesty and integrity.

I give permission to the Red Cross to use my name, logo and/or picture in conjunction with publicity and recognition ads.

Full name of Hero (Individual and/or organization)

Contact Name

Street Address

City, State, Zip Code

Phone Number(s)

Email Address

Signature of Hero or Representative

Date

This form is due at the campaign office by **May 27, 2011**. Checks are payable to: American Red Cross of SEVA

Please contact me by Phone Email. I have some questions or need more information.

Become an Online Hero!

Manage your campaign and raise funds online.

Go to myredcross.net to set up your personal Heroes page starting February 1.

Your American Red Cross

Changing Lives Every Day in Many Ways

How the Red Cross serves you, your family and your neighbors



Disaster Services

The Red Cross is the leading provider of disaster relief services in Southeastern Virginia. Our local volunteer Disaster Action Team responds to a single or multi-family fire every 32 hours, providing immediate shelter, food, clothing, prescription medicine and rental allowance. Red Cross workers provide needed emotional support to help individuals and families get through the immediate devastation of their personal disaster. We also provide disaster planning and preparedness programs to help businesses and communities prepare for emergencies and disasters.

Service to the Armed Forces

The Red Cross links members of the U.S. Armed Forces with their families during a crisis. Twenty-four hours a day, 365 days a year, the Red Cross quickly sends emergency communications to service members on behalf of their family. We also help link military members with access to emergency financial assistance in partnership with the military aid societies, as well as information, referrals and assistance to veterans. Red Cross workers brief departing service members and their families regarding available support services, and explain how the Red Cross may assist them during their deployment.

Health, Safety and Community Education

Red Cross First Aid, CPR and AED classes provide the knowledge, skills and confidence to help people save lives. We provide teens with babysitter courses, pet owners with pet first aid and CPR classes, and Wilderness First Aid courses for outdoor enthusiasts. The Red Cross also provides training for professional rescuers and is one of the leading providers of aquatic programs.

International Services and Education

The Red Cross helps vulnerable people and communities around the world prepare for, respond to, and recover from natural disasters, humanitarian crises, and health emergencies by mobilizing the power of the world's largest humanitarian network. In all our work, we abide by the seven fundamental principles: humanity, impartiality, neutrality, independence, voluntary service, unity and universality. We provide education about the principles of international humanitarian law. And when families and loved ones are separated by armed conflict or disaster, the global Red Cross and Red Crescent network help to reconnect families through our tracing services. We also offer a Language Bank, which provides translation assistance by volunteers who speak over 60 languages.

Dental Clinic

The Southeastern Virginia Chapter boasts the country's only American Red Cross Dental Clinic. Since November 1999, the Clinic has offered restorative care to adult Norfolk residents who are at or below 125% of the federal poverty level.

Blood Services

Nearly 32,000 units of blood were collected in our region last year to meet the needs of the many local hospitals. Whole blood makes up the majority of the blood collected. We also provide apheresis (the collection of platelets for the treatment of cancer and trauma), bone marrow collection (used in treating leukemia and other blood disorders diseases) and stem cell collection (used in cancer treatment).

It's all possible because ...

We are led by volunteers

Volunteers are a part of every thread of the Red Cross experience!

The Red Cross is an organization led by volunteers including Health and Safety instructors, Disaster Action Team members, blood services greeters, canteen workers, delivery drivers, along with a volunteer Board of Directors.

We involve youth and young adults in volunteer and leadership development opportunities with the Red Cross. We even have Club Red opportunities available through schools, colleges and universities, as well as for young professionals.

We are funded by the public

Red Cross disaster relief is FREE to everyone. We are not a government agency. The programs of the American Red Cross are made possible by the financial support of the American people.