



American Red Cross



THREE-MONTH PROGRESS REPORT ON THE AMERICAN RED CROSS RESPONSE

April 12, 2010

PROGRESS IS VISIBLE YET SIGNIFICANT NEED REMAINS

Signs of aid can be seen throughout Haiti, three months after a devastating, magnitude 7 earthquake, but there is no question the needs remain great. Earthquake survivors will face additional threats with the arrival of the rainy season this month and, later this summer, hurricane season.

The Haiti earthquake is perhaps the most challenging disaster the international humanitarian community has faced in many decades, with 1.3 million people unable to return to their homes, an infrastructure that has been destroyed, lack of available land for shelter and loss of livelihoods further complicating the recovery progress. Rebuilding Haiti is a responsibility far greater than any single organization can manage alone, and it will take years for this island nation to recover fully.

The American Red Cross relief and recovery plans are part of a broader coordinated effort by other Red Cross societies from around the world as well as hundreds of other international aid groups and governments. Ultimately, our

Haiti Assistance Program, which is likely to be needed for at least the next three to five years, will address many complex issues facing Haitians as well as improve the resiliency and capacity of their communities for the future.

While the crisis is far from over, the Red Cross has made significant progress in the past 90 days. Together, Red Cross and Red Crescent teams from 40 nations, including the American Red Cross, have overcome many hurdles to meet the emergency needs of approximately 2 million especially vulnerable people.

Shelter

In one of the fastest shelter-relief operations in recent years, the Red Cross and other humanitarian agencies had reached nearly 1.1 million people—90 percent of the 1.3 million

FACTS AT A GLANCE

Since the earthquake struck three months ago, the global Red Cross network has:

- Assisted a total of 2 million people.
- Handed out tarps, tents and shelter kits to nearly 373,000 people.
- Provided relief items for 400,000 people.
- Distributed 60 million liters of clean drinking water.
- Built more than 1,300 latrines.
- Treated more than 86,000 people at Red Cross hospitals or mobile clinics.
- Helped vaccinate more than 152,000 people against deadly diseases.
- Coordinated the shipment of more than 2,100 units of blood to medical facilities in Haiti.
- Registered more than 28,400 people on its family linking Web site.
- Deployed more than 900 responders to Haiti, including 165 from the American Red Cross.

“You can see the progress that’s been made just by looking at people’s faces. Three months ago, fear, pain and shock were the only expressions to be found. Today, you’ll see people walking down the streets in Port-au-Prince with a sense of purpose, offering an occasional smile. The roads are cleared; vendors line the sidewalks; and children are even found flying kites made from bed sheets.”

—Gail McGovern, president and CEO of the American Red Cross, following her second visit to Haiti since the earthquake.

homeless—with emergency shelter supplies as of April 5. Efforts are on track to provide emergency shelter supplies to the remaining families in need by May 1. The Red Cross alone had reached 93 percent of its stated goal of providing 400,000 people with tarps, tents and tool kits in Port-au-Prince, Leogane, Carrefour and Jacmel—making the Red Cross the single largest contributor of emergency shelter in Haiti.

Like many others, the Red Cross wishes that the pace of help could be faster, and we have expressed deep concern about the continuing dire and heartbreaking situation in Haiti, especially with the threat of a second humanitarian disaster looming through the current rainy and Atlantic hurricane seasons.

Recognizing that tarps and tents are not enough to protect against hurricanes and other severe weather, the Red Cross is working toward providing enclosed, transitional shelters for 250,000 people currently living in settlements at risk for catastrophic flooding. These shelters are safe and robust and can be moved or extended by families where space and resources allow. An initial shipment of building supplies for 1,000 shelters has already arrived in Haiti, and enough materials for an additional 5,000 shelters will be delivered in coming weeks. Together, these first batches of materials will house up to 30,000 people once constructed.

Recently, the Red Cross began training earthquake survivors, as well as volunteers from the Haitian National Red Cross Society, as carpenters who will go on to train hundreds of others. Using materials donated by the American Red Cross and its partners, teams in each settlement will construct their community's transitional shelters, which will give the residents new skills in addition to full ownership of the structure and supplies.

But without access to land it will not be possible to build transitional shelters nor will it be easy to evacuate those living in makeshift settlements whose tarps and tents may become flooded during heavy rains. In most cases, we must wait for the Haitian authorities to identify, approve and prepare the land before construction can begin. Despite this persistent challenge, the Red Cross has been successful in securing two sites for shelters in Cite Soleil, a neighborhood in Port-au-Prince. Soon, these sites will support 500 wood-framed shelters.

Ultimately, the Red Cross plans to support construction of 50,000 transitional shelters in Leogane, Gressier and Jacmel as appropriate land there becomes available. The American Red Cross has contributed \$43 million to the collective shelter effort and is exploring future opportunities to build permanent homes with earthquake-resistant construction techniques.

In the meantime, to help families whose homes were damaged but not destroyed, Red Cross teams continue to distribute tools, timber and corrugated metal sheets

needed to repair homes. Repairing their homes not only helps meet their basic shelter needs but also speeds the emotional recovery of affected families.

Disaster Preparedness

In addition to its efforts to provide shelter, the Red Cross is seeking to mitigate the impact of heavy rains through disaster preparedness activities. These efforts, which will benefit approximately 300,000 people living in 120 at-risk settlements, include:

- Establishing early warning systems, including alerts and evacuation routes.
- Training community members in first aid as well as basic search and rescue skills.
- Pre-positioning medicine and relief supplies for 125,000 people.
- Replacing latrines with elevated toilets.
- Digging new drainage ditches and cleaning out existing ones.

In preparation for the hurricane season, the Red Cross is also designing temporary community structures, where families can seek shelter in a storm. At other times, the facilities can be used as community centers or temporary educational sites. The Red Cross aims to build 300 of these structures in safe areas in future settlements.

Food, Water and Other Relief Items

At the same time the Red Cross is preparing for a potential second wave of disasters, distribution of essential relief items continues, with up to 5,000 earthquake survivors receiving food, hygiene items and other supplies each day. Teams from the American Red Cross, Haitian National Red Cross Society and eight other sister societies have worked together to bring items including blankets, water containers, kitchen sets, mosquito nets, hygiene kits, soap and detergent to 400,000 people so far.

Red Cross workers are also providing 1.8 million liters of clean water each day, totaling 60 million liters to date, to more than 118 locations throughout Port-au-Prince, Leogane, Petit Goave and Jacmel. This critical service reaches more than 314,000 people each day.

The American Red Cross has provided 43 percent of the items distributed by the global Red Cross network in Haiti.



Red Cross volunteers unload and distribute rice bags full of relief items for families now living in settlements near Centreville, a neighborhood in Port-au-Prince.

INVESTING IN LIVELIHOODS



To complement ongoing aid distributions in Port-au-Prince and reach additional families in need, the American Red Cross is providing financial assistance through a partnership with Fonkoze, Haiti's largest microfinance institution. This collaboration will help an initial

16,000 families purchase and replace essential items. Among this group are 10,000 women who have lost their homes, businesses or both.

Mothers like Docina Marie-Laurent, pictured above, have received small grants to help meet their families' immediate needs as well as a small loan to restart their businesses.

Marie-Laurent, a widow with four children, lives several hours west of the Haitian capital in the rural community of Petit Goave. She makes the trip between her home and Port-au-Prince several times each week to sell fuel and vegetables at the market. Her entrepreneurial spirit provides for her children, who now live with her in a small tent near the damaged house they once rented.

"The loan will help a lot because I need more money to invest in my business. It will help me to move forward," she said in gratitude to the American Red Cross.

In addition to restoring these families' source of income, 6,000 host families in rural communities will receive grants to help them care for loved ones who fled the disaster zone and are now living with relatives.

Health and Sanitation

As many medical organizations wind down their operations in Haiti, local hospitals and clinics increasingly rely on the Red Cross for support. Each day, teams of doctors and nurses from Red Cross societies around the world treat up to 2,000 patients at

teams have provided information on hand washing, water purification and other safe practices to 100,000 people in 40 settlements throughout Port-au-Prince. In partnership with mobile telephone carriers, the Red Cross also sent millions of text messages to hundreds of thousands of people in difficult-to-reach areas.

An additional 152,000 adults and children have been vaccinated against measles, diphtheria, pertussis and tetanus by the Red Cross and its partners since the earthquake.

Red Cross sanitation teams have also constructed more than 1,300 latrines in 87 settlements, to serve 200,000 people in Port-au-Prince and Leogane. In addition, they have installed hand-washing facilities and showers as well as provided bins and equipment for trash collection in the settlements.

Since the earthquake, no major outbreaks of disease have been reported in Haiti in large part due to these types of prevention and education activities. Red Cross health teams, however, expect outbreaks of diseases like malaria, which typically occur in Haiti during the hurricane season, will present greater challenges post-disaster. They are, therefore, preparing for a potential increased need for medical care and disease control in the months ahead.

The American Red Cross has also coordinated the shipment of more than 2,100 units of blood to Haiti to treat the ill and injured.

"The misery and the risks they face are very difficult to describe. But doing this work, I realize that the smile we provoke can be, in spite of everything, an opportunity. We are bringing them hope; they are giving us hope."

—Farah Suzi Charles, Haitian National Red Cross Society volunteer

their temporary facilities in Port-au-Prince, Leogane, Carrefour and Jacmel. To date, more than 86,000 people have been treated by the Red Cross.

Red Cross teams are also finding innovative ways to communicate health and hygiene information, including through street theater and free text messages via mobile phones that advise survivors how to stay safe in difficult living conditions. To date, outreach



Red Cross volunteers share health and hygiene messages with young earthquake survivors in Carrefour.

LOOKING AHEAD

Throughout the next three to five years, the American Red Cross will continue to help families and communities recover from Haiti's devastating earthquake.

The American Red Cross expects to spend approximately \$200 million to meet the survivors' immediate needs—mostly in the first 12 months following the earthquake. The remainder of the funds raised, also approximately \$200 million to date, will be allocated for long-term recovery.

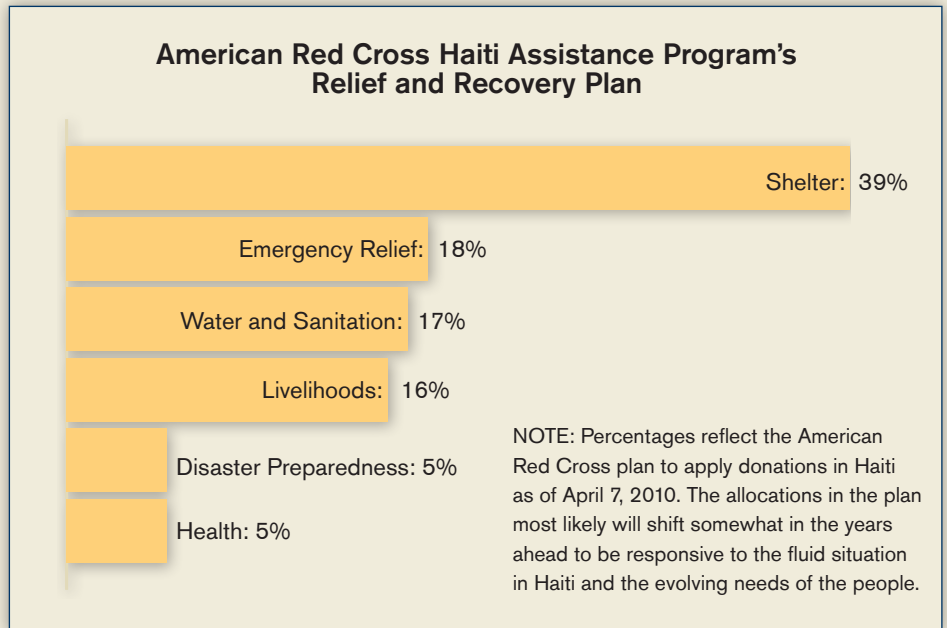
During this multiyear period, the American Red Cross expects to allocate:

- 39 percent of the total funds raised for shelter;
- 18 percent for emergency relief;
- 17 percent for water and sanitation projects;
- 16 percent for helping families rebuild their lives through grants, loans and other financial assistance;
- 5 percent for helping communities prepare for future disasters such as floods, hurricanes and earthquakes; and
- 5 percent for strengthening health programs.

The American Red Cross relief and recovery plan, which must remain flexible and responsive to the needs on the ground, also includes funding dedicated to building the capacity of the Haitian National Red Cross Society. Drawing on our experience in the United States, the American Red Cross will guide the local Red Cross in areas such as volunteer management, health and safety, disaster preparedness, contingency planning and restoring family links. This support will ultimately improve the ability of the Haitian National Red Cross Society to save lives in future emergencies.

In areas where the American Red Cross does not have extensive expertise, we will work through partnerships with other organizations to ensure the survivors' needs are met. For example, we already have partnered with Habitat for Humanity, United Nations World Food Programme

and Fonkoze, relying on their experience in shelter construction, food distribution and livelihood development. In coming months, we plan to work with other groups, including the survivors themselves, to help Haiti increase its resiliency to future disasters and rebuild people's lives.



PERSONAL REFLECTIONS FROM HAITI

Former Governor of Oklahoma Frank Keating and his wife, Cathy, long-time supporters of the American Red Cross, visited Haiti to see firsthand the Red Cross relief operations in action.

After arriving at the Port-au-Prince airport, just a temporary metal building, we stepped outside and were greeted by several hundred people gesturing, hoping, for a glimpse of a friend or relative who might have been aboard our flight.

Matt Marek, a Creole-speaking American Red Cross employee, met us and we boarded Red Cross-marked vans that whisked us around two-lane mountain roads through the capital city. Trucks filled with water and provisions squeezed by as we twisted and turned from camp to distribution center where the main work of sharing and caring took place.

On either side of the street were the pulverized remains of houses, businesses, schools and what had a few short months before been sites of activity. Now it was all broken glass, shattered stones, crushed and splintered cars. And silence. Nothing lived there anymore.

Areas spared of rubble are now filled with tents—lots of them in multiple colors—where the displaced temporarily house themselves. American Red Cross responders, speaking Creole and walking with their Haitian counterparts, explained the need for water purification to families we passed along the way.

What wonderful people are these Red Cross professionals! Living in tents themselves, they are up early and late, consoling and providing fresh water, medicines and food to people who have nothing. As the rainy season continues and hurricanes move in from across the ocean, the Red Cross will be there.

Thank you Red Cross. For holding up people whose only mistake was to be at the wrong place at the wrong time. For providing the hope that keeps pain and despair at bay. I know you will not forget Haiti because this is what you do. When bad things happen to good people, you come, selfless and courageous. And that is why we are so grateful to the American Red Cross.

*—Frank and Cathy Keating
American Red Cross supporters*



HISPANIC COMMUNITY COMES TO HAITI'S AID

The American Red Cross was fortunate to have the support of Univision and its viewers almost immediately following the January 12 earthquake. The media outlet quickly offered to use its airtime to broadcast *Unidos por Haiti*, a 5-hour, commercial-free telethon, which aired throughout the U.S. and in 10 countries in Latin America on January 23. Hosted by Don Francisco (Mario Kreutzberger), the star of the popular show *Sabado Gigante*, and featuring musicians like Daddy Yankee, who serves on the American Red Cross Celebrity Cabinet, the telethon was the largest in Univision history, reaching more than 3 million people and raising \$7.25 million for relief and recovery efforts in Haiti.

"The people of Haiti suffered an unimaginable devastation and needed assistance. We partnered with the American Red Cross, one of the world's most recognized, charitable organizations, because we needed to inform the caring and generous Hispanic community in the U.S. on how they can contribute to the disaster relief effort," said Joe Uva, president and CEO with Univision Communications, Inc.

As a conduit to the Latino community, Univision helped the American Red Cross by rallying viewers and leveraging the popularity of artists to garner support for relief operations in Haiti. The amazing display of philanthropy from viewers highlights the solidarity that the Hispanic community feels with Haiti, which shares geographic and historic connections.

FINANCIALS

Since the earthquake, the American Red Cross has seen an outpouring of support from compassionate individuals, corporations and foundations throughout the United States. The American Red Cross has received approximately \$409 million (as of April 6, 2010) for Haiti relief and recovery efforts.

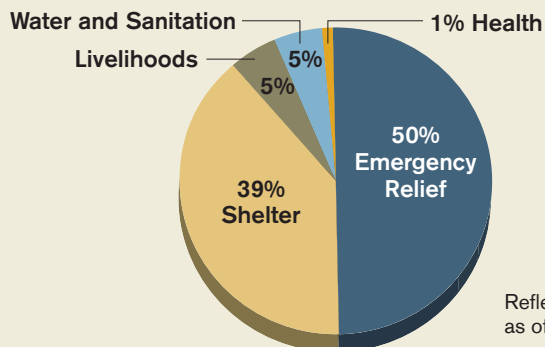
In less than three months, we have already spent more than one-fourth of the total funds raised (\$110 million) to meet the immediate needs of hundreds of thousands of survivors, and we have announced a long-term plan to support the recovery and reconstruction of Haiti.

While the rate of spending was intense during the first few weeks following the earthquake to address lifesaving needs, much of the remaining funds donated to the American Red Cross will be invested throughout the next three to five years, ensuring that Haitians receive more than immediate relief. They will receive resources, services and training that will help them for years to come.

To date, approximately 50 percent of the money spent thus far has gone toward emergency relief, such as food and relief supplies; 39 percent has been for shelter; 5 percent has been dedicated for livelihood development; 5 percent for water and sanitation; and 1 percent for health. As the response progresses and recovery continues, the Red Cross will support these priority areas through its longer-term assistance initiatives until the last donated dollar is spent. Thank you for enabling the American Red Cross to turn your compassion into action at a record-setting pace.

American Red Cross Funds Spent for Haiti Earthquake Response

Total: \$111 Million



Effective management of the Haiti Assistance Program and honoring its donors' intent are the highest priorities for the American Red Cross. An average of 91 cents of every dollar received is invested directly into humanitarian services and programs.

THANK YOU

Thank you for coming to the aid of the families left homeless, hungry and frightened by the January Haiti earthquake. To follow the American Red Cross response as it evolves, please visit redcross.org/haiti. You can also receive regular updates through the Red Cross Mobile Apps, Blog, Disaster Online Newsroom, Flickr, Twitter, Facebook and YouTube sites.

You can help the victims of countless crises, like the recent earthquake in Haiti, around the world each year by making a financial gift to the American Red Cross International Response Fund, which will provide immediate relief and long-term support through supplies, technical assistance and other support to help those in need. The American Red Cross was able to respond immediately to this earthquake—even before donations were received—because of contributions already made to the International Response Fund. Please consider helping the Red Cross as we prepare for the next emergency. Call **1-800-RED CROSS** or visit redcross.org.