



BE A HERO!

HELP CAN'T WAIT FOR THE
NEXT MAJOR DISASTER...

HEROES OF THE AMERICAN RED CROSS

We are proud to announce the **HEROES** campaign that welcomes contributions from individuals and the whole community.

"HEROES" for the American Red Cross is a grassroots fundraising campaign allowing the Red Cross to partner with community groups and individuals to raise funds for the services we provide *24-hours a day, 365 days a year*.

With your help, the **South Georgia Chapter**, which services 11 counties, can reach its goals: raising **\$15,000** for programs and services, increasing visibility of the Red Cross in the community, involving current volunteers and recruiting new ones!

- Each HERO has a \$1,000 monetary goal.
- Each HERO involves as many of his or her friends, family members, co-workers, as possible to **raise** the money to reach their goal.
- Each HERO may raise funds using their own creative (and legal!) fundraising methods. Keep it fun!

Every eight minutes a disaster occurs. The American Red Cross will be there for people whenever and wherever disaster strikes. However, we depend on the contributions of the American people to perform our services. Among the vital elements that *your* contributions will help cover are the cost of training and coordinating volunteers ahead of time, sites from which to plan relief activities, modern communication systems, response vehicles, cots, clothes and food.

The American Red Cross is here to help everyone, because disasters and emergencies can happen to anyone.

For more information on the Heroes 2012 Campaign,
Please contact the South Georgia Chapter at (229) 242-7404

BE A HERO NOW!!!



YOUR "HEROES" DONATIONS AT WORK

When you raise \$1,000 for the American Red Cross, your money touches the lives of families in many different ways. Here are just a few ways \$1,000 can help your community:



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

\$1,000 will provide **571 comfort kits** full of toiletries for disaster victims who have lost their homes.

\$1,000 will provide clean up kits for **56 families** who have flood or storm damage to their homes.

\$1,000 will provide groceries for up to **20 disaster clients**.



\$1,000 will provide shoes and clothing for **two families (of four)** who lost their home to a fire or natural disaster.

\$1,000 will provide temporary lodging (up to three nights) for **10 families (of four)** who lost their homes to fire or natural disaster.



\$1,000 will provide **11,750 disaster preparedness brochures** for your community so local citizens can learn how to create a family disaster plan or build a disaster supply kit.

\$1,000 will provide the "Masters of Disaster" disaster preparedness course for **elementary or middle school classrooms** so children understand how to stay safe in an emergency.

*The above figures are based on the American Red Cross Standardized Emergency Assistance Price List



2012 Heroes Pledge Sheet

I pledge to raise \$_____ by May 30, 2012.

As a member of the **HEROES for the American Red Cross** team, I accept the challenge to help build the team to reach our goals for a healthier and safer community in which to work, live and visit. As a Red Cross volunteer, I will fulfill my commitment to the event to help reach our goal.

Name: _____

Address: _____

Phone number: _____ **E-mail:** _____

Signature: _____ **Date:** _____

All donations are tax deductible.

American Red Cross Mission Statement

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.

Services of your local American Red Cross

Disaster Services

The American Red Cross provides assistance to disaster clients to include food, clothing, emergency lodging, medicine, counseling and other emergency needs.

*Last year our chapter came to the aid of **630** adults and children who lost their homes and possessions to fires, tornadoes and other local disasters totaling \$62,000.*

Armed Forces Emergency Services

We act as the communication link between military members and their families, delivering emergency messages. *Last year we delivered **264** messages.*

Health & Safety

We teach CPR, First Aid, AED, water safety training, babysitting and HIV/AIDS prevention to help people lead safer and healthier lives. *Last year we provided over **3000** health & safety certifications.*

South Georgia Chapter Summary

It is the mission of the **South Georgia Chapter of the American Red Cross** to provide relief to the victims of disasters and help people prevent, prepare for and respond to emergencies. The most frequently occurring disasters that we respond to are the "quiet" disasters, mostly residential fires, which do not make the headlines or front-page news.

But they do happen, every single day.

Indisputably, the American Red Cross of South Georgia has been there to serve the community, but we could not have done it without your support, both financially and through volunteerism. You can help ensure we are there the next time- and every time we are needed so that no one in our community must ever face a disaster alone.

How can I raise \$1,000? Some fundraising ideas...

- Family and friends! Think of them first!
- "Sell" American Red Cross squares! This is a great way to show off support of the American Red Cross. Purchase a square, sign it, and display it! It's fast and it's easy! Great for banks, restaurants, schools and grocery stores!
- "Sell" American Red Cross Proud Sponsor signs! (\$50) Great for businesses! Sell 20 and you're done!
- Designate a Red Cross month* at work, school, or church. Ask your participants to donate a certain amount at least once during that month. In a workplace of 50 employees, 20 business days and a dollar-a-day from each employee makes the \$1,000 goal! (*March is the official Red Cross month)
- Mail or give a Heroes brochure with a personal letter to 40 of your closest contacts and ask for \$25-50 per person.
- FOOD! If you cook it they will follow... sell hot dogs and hamburgers one Friday afternoon at work. Throw a pizza party! How about a bake sale?
- EVEN MORE FOOD... If there are several departments where you work, designate several Friday afternoons for your food drives, then assign a bake sale for one department, hot dogs for another, breakfast one day, lunch another - before you know it you'll have every Friday afternoon (and your tummies)full.
- Conduct a "Dress-Down-Day" at work for a donation!
- Sell "chances" on a day off!
- Hold a garage sale – get your co-workers to bring their unwanted treasures!
- Bring your change to work or school! Hold penny, nickel, —DOLLAR drives!
- Schools can designate "hat day" for \$1 or "get-out-of-detention" pass for \$5.
- School Principals! Challenge your faculty and staff to raise a minimum \$1,000 for you to dye your hair red, white, and blue! Or dress in costume! For a twist on this activity, come up with one daring feat and have students cast their vote (\$1) as to which member of the faculty gets to do it. The faculty member with most votes "wins," of course.
- Hold a Car-wash-a-thon!
- Guessing Games- fill a big jar with candy or pennies and charge \$1-5 per guess. Participants can enter as many guesses as they want provided they pay for each guess. The winner gets to have what's in the jar!
- A large medical practice could ask their doctors to donate \$100 each.
- STOP traffic! Law enforcement personnel can raise money at the light!
- Blind Auction-get a bunch of your friends and acquaintances together, asking each one to bring a wrapped package (may be cleverly disguised as to hide weight and shape), either with something humorous or something of actual value. Attendees will bid on any item other than their own.
- Will you take a check? For 1,000 that's 10 \$100-checks, 20 \$50-checks, 40 \$25-checks, 50 \$20-checks, or 100 \$10-checks. YOU CAN DO IT!

GOOD LUCK and HAVE FUN!

Success Stories

- A college fraternity raised their \$1,000 from contributions from members and parents.
- A county sheriff's department held a traffic stop for four hours on a Sunday afternoon and raised \$3,500.
- A grocery store raffled off a \$250 gift certificate raising \$1,120.
- A high school service club held a car wash-a-thon and raised \$1,150.
- A hospital cafeteria asked employees and visitors to donate change at the end of the line and raised \$1,587.
- A member of a civic club asked the club and its members for support and raised \$1,150.
- A parking meter monitor in a small town asked for donations from people she saw on her day-to-day rounds and raised \$2,100.
- A physician in a large medical practice asked the other doctors for at least \$100 each and raised \$2,600.
- A pizza restaurant sold Red Cross Squared to customers raising \$1,200.
- A popular radio disc jockey asked listeners to make him a HERO and raised \$3,300.
- A restaurant asked each customer to donate change after paying their tab and raised \$1,600.
- A retired farmer sat in the local gas station and convenience store for three days asking customers and raised \$2,900.
- A running club conducted a small run and raised \$1,600.
- An administrator of a technical school asked employees and students to contribute and raise \$1,089.
- An auto dealership offered to give \$25 for each time someone took a test drive for a three-week period and raised \$1,450.
- Firemen held a boot drive for one day at a local Wal-Mart and raised \$3,900.
- Four branches of a bank sold Red Cross Squares to customers and raised \$2,400.