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RICH WOODRUFF  
AMERICAN RED CROSS  
6616 S 900 E  
SALT LAKE CITY, UT 84121-2492

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**IC Group has decided to reallocate its sales budget for the past couple of months by making a donation on behalf of you and our other valued clients to The American Red Cross.**

Dear Rich Woodruff,

I hope that you and your loved ones have been able to stay safe and healthy and that American Red Cross is weathering the COVID-19 storm. I appreciate our ongoing partnership and look forward to working with you as we begin what we all hope is a steady and strong recovery.

As our sales team has been grounded and unable to visit with our clients in person recently, IC Group has decided to reallocate its sales budget for the past couple of months by making a donation on behalf of you and our other valued clients to The American Red Cross. This organization, powered by dedicated staff, willing volunteers and generous donors, continues to make invaluable contributions to the communities that you and I live and work in, and across the US and the entire globe. I've provided an overview of their efforts during the COVID-19 epidemic with this letter and I am delighted that IC Group has been able to make a donation on your behalf to support their work. I have also provided information on opportunities to give blood, volunteer or donate if you would like to help the American Red Cross during the COVID-19 epidemic.

Thank you again for your continued support. I look forward to seeing you in the near future and to brighter days ahead.

Sincerely,

Dave Loach

Printed CMYK on one of our Xerox Rialto 900 MP inkjet presses on Domtar 24lb laser bond

## AMERICAN RED CROSS HIGHLIGHTS

**13,000+**

home fires responded to

**53,000+**

home fire victims helped

**17,500+**

emergency overnight  
stays provided

**40,000+**

relief items supplied

**\$720,000**

contributed to slow the  
spread of COVID-19



# How The Red Cross Is Helping People During Covid-19

During the COVID-19 pandemic, life's emergencies don't stop and neither does the work of the American Red Cross. Each day, people still rely on the Red Cross to help prevent and alleviate their suffering, supported by generous donors who make the Red Cross mission possible. The American Red Cross continues to work closely with public health officials to deliver its services safely and coordinates its efforts with government agencies and partners.

## GIVING COMFORT AND SUPPORT AFTER HOME FIRES

Stay-at-home orders, the risk of home fires hasn't gone away. Since the coronavirus outbreak began to escalate in our country in February, Red Cross workers have helped more than 53,000 people recover from more than 13,000 home fires nationwide by providing hotel stays and emergency financial assistance, delivering hot meals, helping them create recovery plans and locate available assistance.

## PROVIDING REFUGE FROM DISASTERS

In addition to home fires, Red Cross volunteers are helping people displaced by disasters like recent tornadoes across several states in the U.S. Adapting its responses due to COVID-19, American Red Cross has provided more than 17,500 overnight stays in emergency hotel lodging since April 16, instead of opening traditional shelters for tornadoes, large home fires affecting multiple families and other crises.

The Red Cross is also working with public health officials on its COVID-19 plans to respond as needed to the ongoing threat of spring flooding, severe storms, wildfires and the above-normal hurricane season forecast for this year.

## DELIVERING RELIEF WHERE IT'S NEEDED MOST

The Red Cross is working closely with local partners to address people's emergency needs, which vary by community, but include:

### • SUPPORTING QUARANTINE SHELTERS:

Fulfilled more than 200 requests to support local quarantine and isolation facilities with over 40,000 relief items, such as cots, blankets and hygiene kits

### • DISTRIBUTING FOOD:

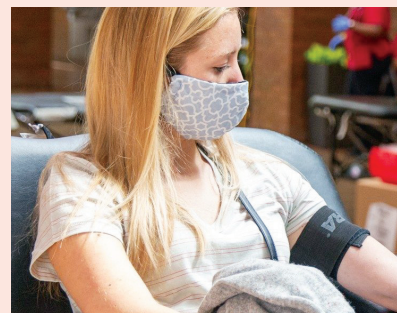
Working with community partners to provide food where there are government-ordered quarantines or mandatory stay-at-home orders. Following social distancing protocols and setting up food distribution sites where possible, including critical feeding missions for some of the hardest-hit areas, including New York City.

### • CONNECTING FAMILIES:

In places such as Arizona, families are using the Safe and Well system to know when loved ones are transferred from smaller rural hospitals to larger urban ones.

### • PROVIDING HEALTH AND MENTAL HEALTH SERVICES:

Red Cross volunteers are supporting health and mental health needs in several areas, including Kentucky where they're helping to answer questions about COVID-19 as part of a state health department hotline, and in Rhode Island where volunteers are calling older adults to provide wellness checks and a sense of community for a state government-led effort.







## FULFILLING ITS LIFESAVING MISSION

Beyond disasters, people are being helped through other parts of the Red Cross mission:

### **MAINTAIN 40 PERCENT OF THE NATION'S BLOOD SUPPLY:**

Thanks to the many who give blood the Red Cross has been able to meet immediate patient needs. Donors are encouraged to keep scheduled appointments and make new ones during the pandemic to ensure a stable supply for patients relying on lifesaving blood transfusions.

### **TRAIN PEOPLE WITH LIFESAVING SKILLS:**

Providing COVID-19 safety tips and online courses, including a new free Mental Health First Aid for COVID-19 course to help manage stress while caring for yourself and supporting your family and coworkers. To support critical health care and essential workforce needs for training in resuscitation, CPR and first aid, courses are offered, where permitted, with social distancing approaches and follow public health guidance.

### **PROVIDE 24/7 GLOBAL SUPPORT TO MILITARY FAMILIES AND VETERANS:**

Through its network of chapters and Red Cross stations on military bases worldwide, providing support like sending emergency messages between deployed service members and loved ones at home. The Red Cross also supports military and veteran hospitals, assisting efforts to map and help contain the spread of COVID-19, providing online stress-relieving workshops, working with volunteers to sew face coverings, giving comfort kits with hygiene items to military families sheltering in place, and helping them navigate COVID-19 changes.

### **AID COMMUNITIES WORLDWIDE:**

Overseas, Red Cross volunteers are helping communities cope with the virus through a variety of lifesaving actions — from transporting patients to hospitals in Italy to installing more handwashing facilities in Bangladesh's refugee camps. The American Red Cross has made a \$720,000 contribution to international Red Cross efforts to help mitigate the spread of this virus and has deployed (both physically and virtually) specialists in mental health, communications and data management.

## How You Can Help

### **GIVE BLOOD:**

Make an appointment to donate if you are healthy and feeling well, by using the Red Cross Blood Donor App, visiting [RedCrossBlood.org](https://www.redcrossblood.org) or calling 1-800-REDCROSS (1-800-733-2767).

### **DONATE:**

Support all of the urgent humanitarian needs of the American Red Cross by donating to Where It Is Needed Most at [redcross.org](https://www.redcross.org) or calling 1-800-REDCROSS (1-800-733-2767). A donation of any size makes a difference.

### **VOLUNTEER:**

The need for volunteers is constant and continues to evolve during this health crisis. Visit [redcross.org/volunteer](https://www.redcross.org/volunteer) for opportunities, including supporting blood donations and providing help from home.