



BE A HERO!

You are cordially invited to participate in the 1st Annual “Heroes for the American Red Cross” fundraising campaign...

WHAT IS THE HEROES CAMPAIGN?

“Heroes for the American Red Cross” is a grassroots campaign in which local business people, school groups, church groups, civic clubs, and individuals pledge to raise \$1,000, through any legal means they choose, for the Eastern Panhandle Red Cross Chapter. One fundraising idea is to sell “Red Cross Squares” in your business/organization. The squares can be sold at point of purchase for \$1 each. See following sheet for more information.

The Eastern Panhandle Chapter’s 1st Annual “Heroes for the American Red Cross” Campaign will kickoff **June 1, 2008** and run throughout the entire month.

This year, the Eastern Panhandle Chapter has set its sights on raising \$65,000 during the campaign. The funds will be used to support Red Cross services, such as disaster relief, assistance for fire victims, emergency military communications, first aid and CPR training and disaster preparedness information for our community. **All money raised will support your neighbors in the Eastern Panhandle.**

Heroes and the employer/organization they represent will be recognized in newspaper advertising (see sample ad attached) during the campaign. Additionally, Heroes will be invited to participate in a campaign launch event and a celebration at the conclusion of the campaign.

Please support this worthwhile cause!

Return your HEROES Pledge Sheet TODAY and help the American Red Cross prevent, prepare and respond to disaster in the Eastern Panhandle.

Governed by volunteers and supported by community donations, the Eastern Panhandle Chapter American Red Cross is dedicated to saving lives and helping people prevent, prepare for and respond to emergencies. Led by over 200 volunteers and 8 employees, the Eastern Panhandle Chapter mobilizes relief to families affected by disasters, trains area residents in lifesaving skills and exchanges emergency messages for U.S. military service personnel and their families. The Eastern Panhandle Chapter supplies 100% of the blood used in our hospitals and also assists victims of local, regional, and national disasters.



HEROES Pledge Sheet

YES, I want to be a HERO for the Eastern Panhandle Chapter's 2008 Campaign!

Your Name: _____

Place of Employment: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Please fax, mail, or email to your local Red Cross Office:

Email: Amy Grove, Red Cross Development Director at agrove@easternpanhandlearc.org

In Berkeley County:

617 Winchester Avenue, Martinsburg, WV 25401
ph: (304) 263-5241 fax: (304) 264-3873

In Jefferson County:

1948 Wiltshire Rd., suite 2, Kearneysville, WV 25430
ph: (304) 725-5015 fax: (304) 728-2735

In Morgan County:

187 S. Green St., suite 6, Berkeley Springs, WV 25411
ph: (304) 258-1210 fax: (304) 258-5109

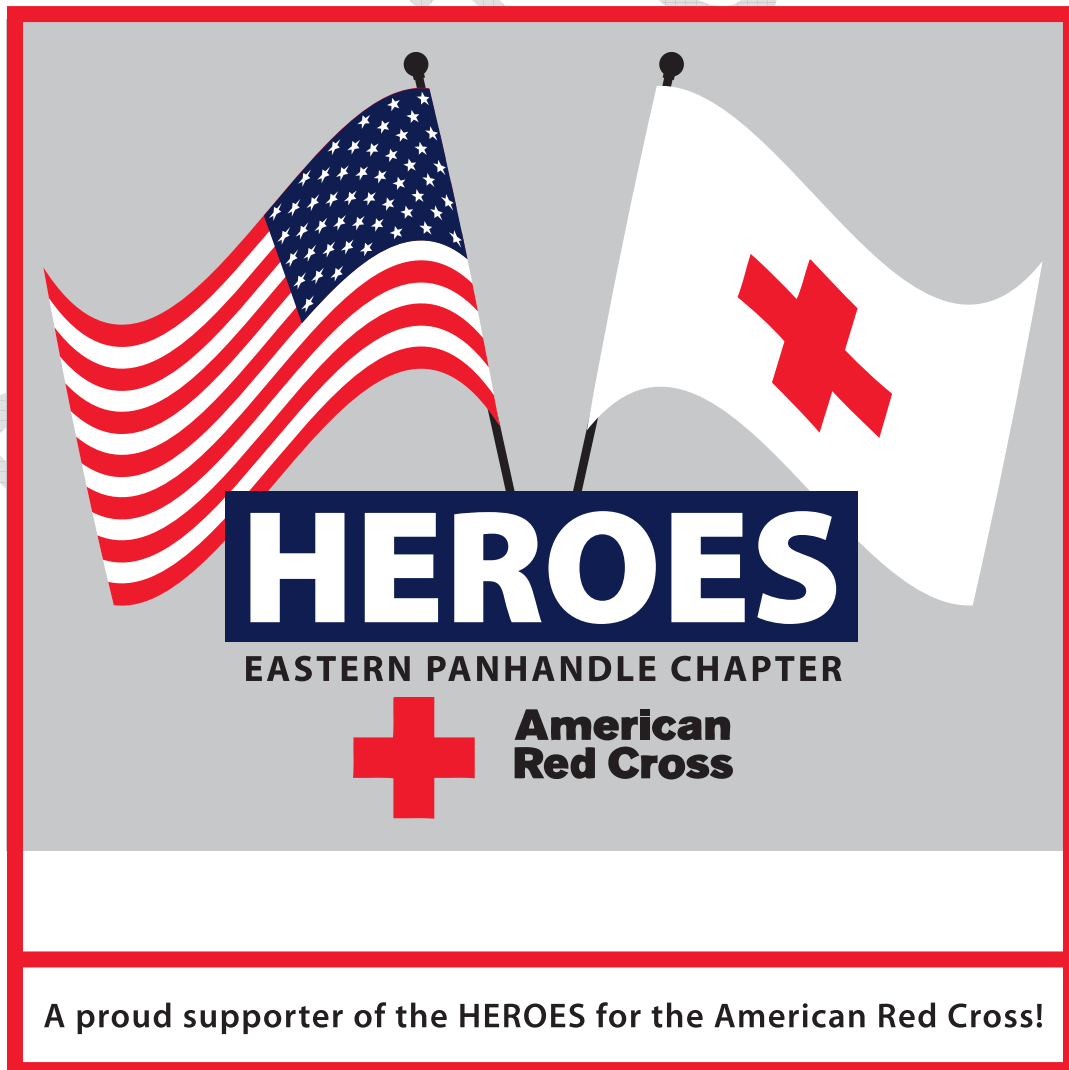
Thank You for Your Support!



American Red Cross

One simple and easy way to raise money for the **HEROES** program is to sell squares (squares are shown below) in your business for \$1.00 each.

Have your customers sign above the red line and display their generosity in your business. As always, Thank You for your support!





**American
Red Cross**

Eastern Panhandle Chapter

The Eastern Panhandle Chapter American Red Cross at Work in Your Community...

For over 150 years, the mission of the American Red Cross has centered on helping our communities prevent, prepare for and respond to emergencies. Now that mission is more important and more relevant than ever. Whether the American Red Cross is responding to a house fire or preparing a family to survive an emergency, our organization is saving lives, comforting those in need and bringing peace of mind to families.

Best of all, much of this work is done by people who donate their time and talent to the cause. When you think about it, a volunteer organization like the American Red Cross is really a treasure to our community. **Our chapter is not a government agency, but 100% funded by the generosity of local individuals, businesses and organizations.** Here are just a few of the ways your American Red Cross helps local citizens:

House fires are, by far, the most common disaster to which American Red Cross workers in our communities respond. Trained Red Cross caseworkers provide fire victims with their immediate emergency needs of food, clothing and shelter, at no charge - - EVER! **The Eastern Panhandle Chapter spent approximately \$100,000 assisting disaster victims in the last 12 months.**

The blood needs of Eastern Panhandle hospitals are 100% supplied by the Red Cross. In the last 6 months alone, we've held over 140 blood drives, collecting 4,445 pints of usable blood.

The chapter also helps to facilitate emergency communications between members of the military and their families. These emergency communications convey messages of births, deaths, or sudden illnesses to members of the military who are deployed domestically or overseas. **Over the last 12 months, the chapter facilitated emergency communications for 104 military families and assisted 1,009 local veterans by providing transportation to the area Veterans Administration Hospital.**

The Eastern Panhandle Chapter also provides local residents with vital, lifesaving training in American Red Cross courses like CPR/First Aid/AED. **Over 1,400 residents completed American Red Cross Health & Safety classes in the last 6 months.** All of these local people are now trained to save lives in our community!

The Eastern Panhandle Chapter is **over 200 volunteers** strong and active in the community - teaching people how to prepare for emergencies and ready to respond to disaster situations in a moments notice.

Please help us continue to provide our lifesaving training and disaster response programs by supporting the 2008 Heroes Campaign!

YOUR "HEROES" DONATION AT WORK

When you raise \$1000 for the American Red Cross your money touches the lives of families in many different ways. Here are just a few ways \$1000 can help your community:

\$1000 will provide 571 comfort kits full of toiletries for disasters victims who have lost their homes

\$1000 will provide 198 blankets or 37 cots for disaster victims who must spend the night in a shelter

\$1000 will provide clean up kits for 56 families who have flood or storm damage to their homes

\$1000 will provide groceries for up to 20 disaster victims

\$1000 will provide shoes and clothing for 2 families (of four) who lost their home to a fire or natural disaster

\$1000 will provide bedding supplies and linens for 4 families (of four) who lost their home to a fire or natural disaster

\$1000 will provide roof repairs for 2 storm damaged homes

\$1000 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

\$1000 will provide the "Masters of Disaster" disaster preparedness course for 28 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 (ARC 4416) and cost of items as acquired through GSD.



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HEROES

EASTERN PANHANDLE CHAPTER



**American
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