



American Red Cross
New Hampshire and
Vermont Region

August 19, 2019

Town of Effingham
Attn: Brian Burke, Town Administrator
68 School St
Effingham, NH 03882

Dear Brian,

Our mission at the American Red Cross is to prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

Last year, the American Red Cross of New Hampshire and Vermont provided the following services throughout the region:

- We assisted a local family in the face of disaster, on average, once every 17 hours, helping nearly 1,000 individuals.
- We installed more than 4,000 and carbon monoxide detectors in homes through our Home Fire Campaign.
- Trained almost 24,000 people in first aid, CPR, and water safety skills.
- We collected 76,150 units of blood at over 2,500 blood drives. All 40 hospitals in NH and VT depend on Red Cross collections.
- In our region, over 250 service members were connected with their families through the Emergency Communications efforts of our Service to the Armed Forces department.

In order to provide these essential services, the American Red Cross of New Hampshire and Vermont is grateful to receive municipal support from our friends in the Town of Effingham. ~~This year, we respectfully request an appropriation of \$250,000. These funds will stay right~~ here in our region, so that we can continue to serve your friends and neighbors during their hours of greatest need.

For more information about the work we've been doing in your area, please refer to the attached Impact Sheet for Carroll County.

On behalf of the 1,300 volunteers and staff throughout New Hampshire and Vermont, I thank you for your consideration of this request and your generous history of supporting this essential work.

Sincerely,

A handwritten signature in black ink, appearing to read "Rachel Zellem".

Rachel Zellem
Regional Development Specialist

New Hampshire Headquarters • 2 Maitland Street, Concord, NH 03301
Vermont Headquarters • 32 N Prospect Street, Burlington, VT 05401
1-800-464-6692

www.redcross.org/nhvt



American Red Cross
New Hampshire and
Vermont Region

Carroll County Service Delivery

July 1, 2018 - June 30, 2019

Disaster Response

In the past year, the American Red Cross has responded to **3 disaster incidents**, assisting **11 residents of Carroll County**. Most commonly, these incidents were home fires. Red Cross workers were on the scene to provide food, clothing, lodging, emotional support, and more to families during their hours of greatest need. Our teams also provide Mass Care to first responders. Things like food, water, and warm drinks strengthen the brave men and women of your local Fire and Police Departments as they answer the call to keep your residents safe.

Town/City	Disasters	Individuals
Effingham	1	5
Tamworth	1	2
Wakefield	1	4

Home Fire Campaign

Last year, Red Cross staff and volunteers worked throughout **Carroll County** to educate residents on fire, safety and preparedness. We installed **21 free smoke alarms** in homes and helped families develop emergency evacuation plans.

Service to the Armed Forces

We proudly assisted **44 of Carroll County's Service Members, veterans and their families** by providing emergency communications and other services, including counseling and financial assistance.

Blood Drives

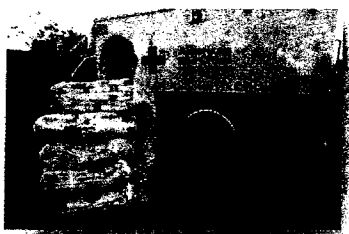
During the last fiscal year, **Carroll County** hosted **31 Blood Drives** with the American Red Cross, collecting an impressive total of **885 pints** of lifesaving blood.

Training Services

Last year, **Carroll** hosted **225 courses**, where **1,794 residents** were taught a variety of important lifesaving skills such as First Aid, CPR, Babysitting Skills and Water Safety.

Volunteer Services

Carroll County is home to **20 American Red Cross Volunteers**. We have volunteers from all walks of life, who are trained and empowered to respond to disasters in the middle of the night, to teach safety courses, to help at our many blood drives, and so much more. The American Red Cross is proud that 90% of its staff is made up of volunteers; they are truly the heart and soul of our organization.



Town of Effingham Non-Profit Funding Request

Budget Information Form

This form must be filled out in its entirety. In addition, proof of non-profit status must be submitted with the completed form. Failure to provide requested information may affect consideration of your application.

Agency: American Red Cross

Mailing Address: 2 Maitland St Concord, NH 03310

Contact Person: Rachel Zellem

Telephone: 802 391-6499

Title: Development Specialist

We are a: Non-Profit

IRS Status: 501(c)(3) **Federal ID #:** 53-0196605

Amount of Funds Requested: \$650.00

Type of Request: Outright Grant

Purpose for which funds are requested: General Operating

Are Other Funds Available For This Purpose? Yes

If other agencies perform same or similar services within area, why are town funds requested? The American Red Cross provides unique services that are not offered by any other organization.

Policy Making Body: Board of Directors

Board Officers, Names/Titles and Addresses: See Attached

Organization's Purpose: The mission of the American Red Cross is to prevent and alleviate human suffering in the face of disaster by mobilizing the power of volunteers and the generosity of donors. Through our disaster relief services, we provide financial and emotional support to individuals in the face of disaster – most commonly home fire. In the hours of greatest need, we provide people with food, shelter, clothing, counseling, and referrals to an array of necessary services.

Service Area: The American Red Cross is a national organization. The New Hampshire and Vermont Region specifically serves individuals in these two states. All monetary contributions made to our region stay in our region.

State accreditation, licenses, permits, etc. required for Agency operation: The American Red Cross is registered to do business within each state as a National entity.

Staffing: We have 20 full-time paid staff members.

Cost of one unit of service? Disaster relief services are provided to all individuals who need them at no cost, regardless of income. Based on FY19 service delivery and expenses, we estimate that the cost of one unit of service last year was approximately \$1,200.00. This figure will change year over year.

Fiscal year in which Agency operates: July 1 – June 30

Period for which funds are being requested: July 1 2019 – June 30 2020

Number of Effingham Clients Served in Pervious Year: See Attached Report of Services

Number of Effingham Clients Projected in Proposed Year: This cannot be projected.

Number of Total Clients Served in Previous Year: See Attached Report of Services

Number of Total Clients Projected for Proposed Year: This cannot be projected.

Amount Charged to Clients: N/A

Please write or attach any additional data you feel may be of value in reviewing this application: See Attached Report of Services

Sources of Revenue:

General Operation Income

See Attached Financial Report

Special program/project income (funds which must be utilized for operation and/or maintenance of specific programs): N/A

Other Town Funding: See Attached Report of Municipal Funding

Operations Expenses:

See Attached Financial Report

of Effingham Children (or Residents) and % of Effingham Children (or Residents): See Attached Report of Services

of participants starting / # of participants now: See Attached Report of Services

Requirements for eligibility: There are no requirements for eligibility for our services

SALARY DETAIL

Salary information should be provided for each full or part time employee of your organization. Following each position title place an "F" for full time or a "P" for part time. If you identified contract employees in your expense statement, identify types of service they provide.

Respectfully, is not our policy to disclose salary information.

Does your organization receive a Town of Effingham real estate tax exemption or abatement? No

Of the total services provided by your organization, what percentage is provided to residents of the Town of Effingham? Due to the unpredictable nature of our work, this

cannot be calculated. You may refer to the attached report of services, which illustrates our work last year, regionally and specifically in Effingham.

What percentage of every dollar spent last year spent is overhead (administrative costs and fundraising costs)? 9%

I certify that the above information is true and accurate to the best of my knowledge and belief, and that I am duly authorized by the requesting agency to represent them as their agent.

Signature: 

Print Name & Title: Development Specialist Rachel Zellen

Date: 10/21/19



**American
Red Cross**

New Hampshire & Vermont
Board of Directors

Jeanne Albertson, VT - Northfield Savings Bank
Emile Anderson, NH - NHTI Concord Community College
Roxanne Benzel, NH - BAE Systems
Jessica Chambers, NH - CHA Consulting, Inc.
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David DeLuca, VT - Vermont Mutual Insurance Group
Eric Gagnon, VT - University of Vermont
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Stephan Hamilton, NH - Whitney Consulting Group, LLC
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Mark Lambert, NH - Unitil Energy Systems
James S. LaMontagne, NH - Sheehan Phinney Bass & Green
Michael Lash, VT - Business Advisor
Caroline Leonard, NH – Gallagher, Callahan & Gartrell
Michael MacConnell, VT - Vermont Sports Properties
Emily Manire, NH - Nashua Center
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Christine Nickola, NH - ESRI
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Randy Roy, VT - Co-Operative Insurance Companies
Patrick Santoso, NH - Axiomatic, LLC
Greg Soden, NH – Optisure Risk Partners
Timothy Stickney, NH - Lincoln Financial Group
Allison Trepaney, NH - MMG Insurance
Justin Vartanian, NH - Planet Fitness

American Red Cross – 2019 Report of Services for Effingham, NH

New Hampshire and Vermont Region

The American Red Cross of New Hampshire and Vermont is on call to help our community 24 hours a day, 7 days a week, and 365 days a year. A local Red Cross volunteer is often the first "neighbor on the scene" after a disaster strikes – offering a hot cup of coffee, a warm blanket, and a glimmer of hope to those in need. Supported primarily by volunteers, the Red Cross provides emergency support for victims of fire, flood, and other disasters as well as instruction in health, safety, and aquatics courses. Whether we are helping one family recover from a devastating home fire, providing emergency shelter and supplies to hundreds of families after a major disaster, or food and water for first responders, we have historically been a vital part of the local community.

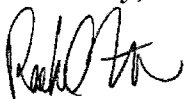
2019 was especially busy across our region and the Red Cross provided vital services to our community.

- Responded to 245 disaster incidents in our region, providing essential support to 958 individuals. We were on the scene at 1 disaster event in Effingham, where we provided services to 5 individuals.
- Collected 76,157 pints of blood and blood products at over 2,500 drives. 31 of these drives were in Carroll County, where we collected 885 pints of life-saving blood.
- Empowered more than 1,000 trained volunteers to assist their neighbors during times of need. 2 of our dedicated volunteers call Effingham home.
- Trained 47,300 people in our various health and safety courses, including 9 courses in Effingham, where 85 of your friends, neighbors, and colleagues were taught lifesaving skills, including First Aid and CPR.
- Installed 3,300 free smoke detectors in homes and worked with families to create fire-evacuation plans. We installed 4 smoke detectors in homes in Effingham.
- We provided supportive services to 1,400 military members, including emergency communications with their families and loved ones through of our Service to the Armed Forces department. Of these, 44 call Carroll County home.
- We are proud to have an efficiency rating of 91%, meaning .91 cents of every dollar goes directly to support the programs and services provided by the American Red Cross.

Since the Red Cross is not a government agency, we rely on individuals, businesses and local communities to support our efforts in helping to prevent, prepare for, respond to, and recover from emergencies. To that end, we are asking each community for a donation in support of our work. We would greatly appreciate your support in the amount of \$650.00 for next year. Your partnership will help ensure that the American Red Cross has the resources to support communities throughout Vermont and New Hampshire when they need it most.

If you or someone you know experiences a fire, flood or other disaster and needs assistance, please call (802) 660-9130 option 1, anytime 24/7.

Sincerely,



Rachel Zellem
Development Specialist

NEW HAMPSHIRE AND VERMONT REGION
For the Year Ended June 30, 2020

	BUDGET REGION TOTAL
REVENUE	
Fundraising and Federated Revenue	1,486,433
In-Kind Contributions	101,615
Income From Endowments	77,214
Contracts	102,839
Products & Services	1,197,228
Other Revenues	23,211
TOTAL LOCAL BUDGETED REVENUE	2,988,540
Support from other ARC units	1,904,092
TOTAL BUDGETED REVENUE	4,892,632
EXPENSES	
Compensation	2,160,758
Employee Benefits	594,547
Travel & Meetings	227,117
Financial Assistance	606,176
Supplies	74,830
Program Materials	120,176
Equipment Maintenance & Rentals	134,785
Buildings & Occupancy	158,724
Professional Fees	489,007
Contractual Services	198,636
Depreciation	127,877
TOTAL LOCAL BUDGETED EXPENSES	4,892,632
Support to other ARC units	-
TOTAL BUDGETED EXPENSES	4,892,632
BUDGETED SURPLUS (DEFICIT)	-

Handwritten notes and calculations:

- 606,176 out
- 4,892,632 - 606,176 = 4,286,456
- 12,390

Town/City Name	State	FY19 Rcvd Funds
Albany	VT	\$250.00
Alexandria	NH	\$700.00
Alton	NH	\$2,000.00
Amherst	NH	\$500.00
Antrim	NH	\$1,200.00
Barnet	VT	\$250.00
Bath	NH	\$500.00
Belmont	NH	\$4,000.00
Bennington	NH	\$700.00
Bethel	VT	\$250.00
Bloomfield	VT	\$250.00
Boscawen	NH	\$1,786.00
Brattleboro	VT	\$1,000.00
Bridport	VT	\$500.00
Brighton	VT	\$250.00
Brookline	VT	\$250.00
Burlington	VT	\$2,000.00
Cambridge	VT	\$1,000.00
Candia	NH	\$3,250.00
Carroll	NH	\$356.00
Cavendish	VT	\$400.00
Center Harbor	NH	\$2,000.00
Chatham	NH	\$200.00
Chester	NH	\$2,481.00
Corinth	VT	\$500.00
Craftsbury	VT	\$500.00
Danville	NH	\$500.00
Deerfield	NH	\$550.00
Duxbury	VT	\$250.00
East Kingston	NH	\$1,200.00
East Montpelier	VT	\$250.00
Eden	VT	\$250.00
Ellsworth	NH	\$100.00
Errol	NH	\$159.00
Essex	VT	\$2,000.00
Fairlee	VT	\$500.00
Fayston	VT	\$500.00
Fletcher	VT	\$70.00
Freedom	NH	\$1,300.00
Fremont	NH	\$1,450.00
Gilmanton	NH	\$750.00
Granby	VT	\$250.00
Granville	VT	\$100.00
Greenfield	NH	\$500.00
Greensboro	VT	\$250.00
Halifax	VT	\$250.00
Hampstead	NH	\$1,500.00
Hampton	NH	\$2,000.00
Hampton Falls	NH	\$1,000.00

Hebron	NH	\$283.00
Hinesburg	VT	\$400.00
Hinsdale	NH	\$750.00
Hollis	NH	\$2,000.00
Hooksett	NH	\$1,550.00
Hubbardton	VT	\$250.00
Hudson	NH	\$5,000.00
Hyde Park	VT	\$250.00
Jamaica	VT	\$500.00
Jay	VT	\$250.00
Jefferson	NH	\$508.00
Johnson	VT	\$235.00
Kingston	NH	\$750.00
Lee	NH	\$500.00
Leicester	VT	\$500.00
Lemington	VT	\$250.00
Lincoln	NH	\$500.00
Londonderry	NH	\$1,316.00
Londonderry	VT	\$500.00
Lowell	VT	\$500.00
Lyndeborough	NH	\$400.00
Madbury	NH	\$1,000.00
Maidstone	VT	\$250.00
Marlboro	VT	\$500.00
Merrimack	NH	\$1,000.00
Middlebury	VT	\$2,000.00
Middlesex	VT	\$250.00
Milan	NH	\$300.00
Monkton	VT	\$250.00
Mont Vernon	NH	\$300.00
Montpelier	VT	\$1,950.00
Mount Holly	VT	\$500.00
Mount Tabor	VT	\$250.00
Nelson	NH	\$350.00
New Boston	NH	\$1,000.00
New Castle	NH	\$300.00
New Hampton	NH	\$1,000.00
New Ipswich	NH	\$300.00
Newark	VT	\$250.00
Newfane	VT	\$500.00
Newmarket	NH	\$1,000.00
North Hampton	NH	\$500.00
Northumberland	NH	\$2,200.00
Pawlet	VT	\$500.00
Pittsford	VT	\$1,000.00
Plainfield	VT	\$100.00
Plymouth	NH	\$3,141.00
Plymouth	VT	\$250.00
Portsmouth	NH	\$1,000.00
Rochester	VT	\$250.00

Rupert	VT	\$250.00
Rye	NH	\$2,500.00
Ryegate	VT	\$200.00
Saint Albans Town	VT	\$2,500.00
Saint Johnsbury	VT	\$1,800.00
Seabrook	NH	\$1,811.00
Sheffield	VT	\$250.00
Shelburne	VT	\$1,000.00
Sheldon	VT	\$330.00
St. George	VT	\$250.00
Stamford	VT	\$250.00
Stark	NH	\$275.00
Stewartstown	NH	\$1,356.00
Stoddard	NH	\$800.00
Stowe	VT	\$500.00
Strafford	VT	\$500.00
Stratham	NH	\$800.00
Stratton	VT	\$500.00
Sudbury	VT	\$125.00
Sugar Hill	NH	\$292.00
Sutton	VT	\$500.00
Temple	NH	\$200.00
Thetford	VT	\$500.00
Thornton	NH	\$1,118.00
Tinmouth	VT	\$250.00
Townshend	VT	\$500.00
Tunbridge	VT	\$500.00
Underhill	VT	\$750.00
Wallingford	VT	\$750.00
Waltham	VT	\$250.00
Warren	NH	\$425.00
Washington	NH	\$500.00
Weathersfield	VT	\$250.00
Westfield	VT	\$500.00
Westmore	VT	\$250.00
Weybridge	VT	\$250.00
Williamstown	VT	\$1,500.00
Winchester	NH	\$800.00
Woodbury	VT	\$250.00
Woodstock	NH	\$750.00
		\$109,217.00