

## American Red Cross Estimates Hurricane Charley Relief Costs to Top \$50 Million

### *Need for support spurs nationwide campaign for Red Cross Disaster Relief Fund*

National Headquarters  
2025 E Street, N.W.  
Washington, DC 20006  
[www.redcross.org](http://www.redcross.org)

**Contact:** Kara Bunte  
**Phone:** (202) 303-4479  
**Cell:** (202) 409-0232  
[buntek@usa.redcross.org](mailto:buntek@usa.redcross.org)

**WASHINGTON, Monday, August 23, 2004** — Initial assessments of the projected costs of the American Red Cross response to Hurricane Charley stand at an estimated \$50 million to date, potentially being the fifth most expensive response effort in American Red Cross history. This has prompted the organization to launch a nationwide fundraising campaign. Donors are encouraged to call 1-800-HELP-NOW or visit [www.redcross.org](http://www.redcross.org) to help support the Red Cross's massive relief response.

Leading the effort, long-time Red Cross supporter Lilly Endowment Inc. (<http://www.lillyendowment.org>) has made a gift of \$5 million to the Disaster Relief Fund (DRF), which is being used to provide immediate food, shelter, and counseling to victims of disaster. "Support from our philanthropic donors and individual Americans allows us to mount an instantaneous and expansive disaster operation," said American Red Cross President and CEO, Marsha J. Evans. "The fact is, unlike other entities facing similar revenue challenges, we cannot cut back programs or services – we must simply always be there for those who need us, as soon as they need us. The Lilly Endowment's leadership in assisting us to fulfill our promise is truly inspiring and is to be commended."

Initial support in response to Hurricane Charley includes \$1 million from Toyota ([www.toyota.com](http://www.toyota.com)), \$1 million from the Rich and Helen DeVoss Foundation and The Orlando Magic Foundation, a \$1 million match to all in-store and online donations on [www.lowes.com](http://www.lowes.com) from Lowe's Companies, Inc., \$750,000 from the Robert Wood Johnson Foundation ([www.rwjf.org](http://www.rwjf.org)), and \$500,000 gifts from the Pew Charitable Trust ([www.pewtrusts.com](http://www.pewtrusts.com)) and Office Depot ([www.officedepot.com](http://www.officedepot.com)). From August 13-23, the Red Cross estimates that it has received \$19 million in pledges, \$4.5 million of which have already been received. "The public and our friends in the corporate and philanthropic world are answering the call for help – but much more is still needed to ensure that the Red Cross is able to respond now and in the near and distant future," Evans said.

In response to Hurricane Charley, the Red Cross has mobilized a massive relief effort. More than 250 shelters were opened across the affected area to provide emergency shelter and food to local residents. The Red Cross is currently serving over 200,000 meals and snacks a day. Many shelters remain open to provide housing to people whose homes have been damaged or destroyed by what is being called "the worst storm to hit the state in more than a dozen years."

The Red Cross response to Hurricane Charley was largely made possible by members of the American Red Cross Annual Disaster Giving Program (ADGP). ADGP members pledge to help ensure sufficient and reliable funding for Red Cross disaster relief services. Their continuing support is crucial to the Red Cross' ability to immediately meet the needs of those affected by disasters of all sizes, at no cost and regardless of income.

American Red Cross Annual Disaster Giving Program (ADGP) members include:

American Express Foundation  
AT&T  
Bristol-Myers Squibb Company  
Citigroup Foundation  
ConAgra Foods, Inc.  
Delta Air Lines  
FedEx Corporation  
Halliburton  
JCPenney  
Lowe's Companies, Inc.  
Marriott International, Inc.  
Merck & Co., Inc.  
Morgan Stanley  
Nationwide Foundation  
Raytheon Company  
Sears, Roebuck and Co.  
Sony Corporation of America  
State Farm®  
Steelcase Foundation  
Sun Microsystems  
Target Corporation (including Mervyn's and Target Stores)  
Woodmen of the World/Omaha Woodmen Life Insurance Society

All American Red Cross disaster assistance is free, made possible by voluntary donations of time and money from the American people. You can help the victims of Hurricane Charley and thousands of other disasters across the country each year by making a financial gift to the American Red Cross Disaster Relief Fund, which enables the Red Cross to provide shelter, food, emergency medication, counseling, and other assistance to those in need. Call 1-800-HELP NOW or 1-800-257-7575 (Spanish). Contributions to the Disaster Relief Fund may be sent to your local American Red Cross chapter or to American Red Cross, P. O. Box 37243, Washington, DC 20013. Internet users can make a secure online contribution by visiting [www.redcross.org](http://www.redcross.org).

