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Red Cross Provides Relief To Edison Fire Victims

It is never pleasant to think of the worst that could happen...losing your home to disaster, losing your precious belongings or even worse losing a loved one. But everyday dozens of your neighbors throughout central New Jersey are suffering these types of unimaginable losses. The American Red Cross of Central New Jersey stands ready -- twenty-four hours a day, seven days a week -- to be there when needed providing relief to these families and helping them to cope. On Friday, January 23rd your Red Cross did just that, when more than 20 families residing in Edison, New Jersey's North Ridge Apartments lost their homes to a devastating blaze that ravaged and nearly destroyed the three-story structure of building #9. More than 125 firefighters battled the blaze in frigid temperatures, ultimately gaining control of the fire but not before it took one life and injured six.

The American Red Cross mobilized nearly two-dozen volunteers to respond to the needs of victims. Using space provided by nearby Middlesex County College, Red Cross volunteers met with victims to determine their immediate needs and provided food, clothing, prescription medications and emotional support. The Red Cross worked with the Middlesex County Office of Emergency Management to arrange shelter for the displaced families. "Everything is gone -- furniture, clothing, jewelry," said resident Tamer Khodier after meeting with Red Cross volunteers who worked to assess his needs.

While many Red Cross volunteers worked to comfort victims, others provided warm beverages and snacks to the firefighters working in dangerously cold temperatures to contain the deadly fire. "The dedication and support of our volunteers is such an important component of what we do. Without them and the generosity of all of our supporters, we could not do this," said Kevin Sullivan, Red Cross CEO.



The Red Cross assistance provided to these and all local disaster victims is free, a gift from the American people -- community residents just like you. Many people seldom think about what they and their loved ones would do in the face of disaster. One thing that central New Jersey residents can count on is that their Red Cross will be there. The relief provided to victims of the North Ridge Apartments fire consumed nearly 20% of the total local disaster relief budget...one of the most expensive relief efforts in central New Jersey in recent years. On average the local Red Cross provides disaster relief to more than 200 families every year and requires a substantial local disaster relief fund to ensure that whenever and wherever needed, relief is provided. We need the support of every community resident and business to ensure that this remains true always.

To help support your local Red Cross visit the web site at www.njredcross.org or call 609-951-8550. +

Together We Prepare

In each issue of the Guardian, we will spotlight the activities undertaken by individuals, organizations and businesses throughout central New Jersey in an effort to create safer communities.

Making a Resolution to Save Lives

Giving blood is one of the greatest gifts you can give to another human being. To a person needing blood, every donor is a hero. Blood donations in the state of New Jersey are insufficient to meet the demand throughout the state. Therefore, blood is often imported from other parts of the country to meet the needs of area hospitals. With the local demand far exceeding the supply and the national blood levels critically low it is more important than ever that all eligible donors help to ensure a sufficient blood supply in central New Jersey.

Here's what some of your neighbors are doing to help...

A Milestone Reached At Region's First And Only Fully Automated Blood Donor Center

This past October, the American Red Cross of Central New Jersey officially opened the region's first and only fully automated Blood Donor Center. Now volunteers can donate whole blood or the specific components needed

on a given day to serve area patients. On opening day, Lawrenceville resident, Robert Morgan became the center's first donor. A chapter board member, longtime volunteer and blood donor, Morgan's lifetime blood donations reached the 10-

gallon (80 pints) mark with the donation made that day. When asked what inspired him to become a regular blood donor, Morgan explained that while in high school he was able to help out his ailing great-grandfather by donating blood. Ever since, he has made it a part of his life, which includes coordinating blood drives and serving on a blood services committee. "I enjoy the anonymity of donating blood. It's such an easy thing to do and it makes a significant difference in the lives of others," said Morgan.

Local Businesses Show They Care

Janssen Pharmaceutica of Titusville, NJ, a long-time supporter of the Red Cross Blood Services Program and host of numerous blood drives, has trained three employees as "Apheresis Ambassadors." Through the apheresis process, blood donors give one specific component of the blood, such as platelets, red cells or plasma, instead of the traditional pint

of whole blood. As ambassadors, these employees will work to educate and encourage their colleagues and others in their community to become apheresis donors.

At an October blood drive, **Tyco International, Inc.** of Princeton, NJ challenged its employees to donate blood by making a \$100 contribution to the local Red Cross for every pint of blood donated. The generosity of Tyco and its employees resulted in a \$1300 donation being made to support the local programs and services of the American Red Cross.

Now is the time to get involved. If you would like to save lives by donating blood call 1-800-GIVE LIFE (1-800-448-3543) to schedule an appointment today. If you would like to host a blood drive at your business, place of worship or school call (609) 951-8550 to find out how or visit our web site at www.njredcross.org. **+**

Ensuring the Future Through Youth Leadership

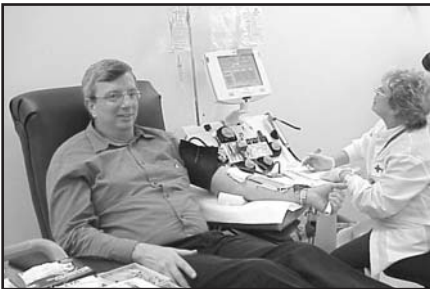
The years spent in high school are synonymous with growth, learning and new experiences. Defining moments that shape lives and determine futures are abundant. The American Red Cross of Central New Jersey recognizes that during this crucial period of transition between childhood and adulthood, meaningful opportunities for education, training and volunteer/community service must be provided to give our youth the skills necessary to affect change within their communities and become the leaders of tomorrow.

Beginning August 8th through the 14th the American Red Cross of Central New Jersey will co-sponsor the World Youth Leadership & Activism Conference (WYLAC) at Rutgers University in New Brunswick, New Jersey. WYLAC is 100% interactive and designed to build the confidence, skills, and leadership abilities of participating youth. The high-school age youngsters will participate in a variety of programs such as team building, networking, resource development and fundraising, all designed to provide a better understanding of ways to develop and implement projects to benefit their communities. Participants will also have the unique opportunity to hear from nationally renowned community activists as part of the universal WYLAC process for training youth for activism and cross-cultural understanding, locally and globally.

This year's conference welcomes a group of students traveling from Moldova, the second smallest of the former Soviet states. Moldova does not have volunteer organizations that young people can join to tackle social issues or the level of development needed to enable citizens to start their own organizations. For the visiting Moldovans, WYLAC offers the opportunity to learn how to organize for action, meet youth leaders from around the world, make friends and experience the United States.

Along with the Red Cross, WYLAC is supported by some of the strongest and most experienced community developed organizations in central New Jersey including: Rutgers University Center for Global Security and Democracy (CGSD), the Rutgers Citizen and Service Education (CASE) Program, and Global PACT.

As co-sponsor of the event, the American Red Cross of Central New Jersey will provide certification training to students in American Red Cross Adult, Infant and Child CPR and emergency response training. "Young people are an essential part of our serv-



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Keep your  open for helpful information designed to keep you and your loved ones safe. Brought to you weekly by the American Red Cross of Central New Jersey and the Trenton Times. - Beginning March 2004 -

Mark Your Calendar!

The Eighth Annual Red Cross Gala

When: Saturday, April 3, 2004 at 6:30 PM

Where: Hyatt Regency Princeton

Legal Issues and Business Continuity Planning Workshop

When: Thursday, April 8, 2004 at 8:30 AM

Where: Robert Wood Johnson Foundation, Plainsboro, NJ

The Twelfth Annual Red Cross Golf Classic

When: Monday, June 7, 2004 at 10:30 AM

Where: The Bedens Brook Club and Cherry Valley Country Club, Skillman, New Jersey

ice delivery and enhance our ability to respond to the needs of our communities. By providing them with Red Cross training they learn important safety habits and develop the confidence to prepare for and respond to emergencies," says Kenneth Armwood, administrator of youth services & community education for the local American Red Cross chapter. Young people up to age 24 account for 40 percent of all Red Cross volunteers.

Cost & Registration: Log on to www.njredcross.org/programs/youthlead-conf.asp to download a registration form. Register by April 1st and pay only \$575. Regular registration is due by June 1st and costs \$650. Registration includes dormitory accommodations, daily meals and snacks, Global PACT manual, conference T-shirt, Red Cross CPR and emergency response training and conference bag and giveaways. Spots are filling up quickly; so don't wait to register. +

AEDs...An Investment in Human Life

It was no ordinary Christmas Eve mass at St. Leo's Church in Elmwood Park, NJ. As the church's beloved reverend stood on the altar to lead the choir in a hymn, he suddenly collapsed, a victim of sudden cardiac arrest (SCA). Two emergency medical technicians in the pews immediately rushed forward and began administering CPR but they were unable to establish a heartbeat. A potentially tragic outcome was averted when three patrol officers arrived on the scene with an Automated External Defibrillator (AED). They used the device to deliver an electrical shock to the reverend's heart, thereby saving his life.

In this particular instance, help arrived quickly and a life was saved, but in many others help isn't there in time. SCA statistics reveal that every minute it takes for an AED to arrive, a person's chance of survival decrease by 10%. Businesses, religious and educational institutions throughout central New Jersey are learning that having an AED on the premises and people trained in their usage means precious moments are spared and the chances of survival are greater.

One local church that knows the value of an AED is St. Demetrius Ukrainian Orthodox Cathedral in Carteret, New Jersey. It all started with three incidents this past summer in which church parishioners required medical attention, two of which were cardiac-related.

"We were thankful that we had nurses within our church that were medically trained to help the victims, but we realized we really needed to do more," said Father Taras Chubenko. Initially, the church looked into getting emergency oxygen, but then it was suggested that they take it a step further by securing an AED. "It became a

"Preparedness is a big part of saving lives. God forbid we need to use the AED, but it's nice knowing we have one should something happen."

--- Father Taras Chubenko,
St. Demetrius Ukrainian Orthodox Cathedral

very easy decision for us. Everyone agreed it was important to have one. At that point, I said just do it, we'll find a way to pay for it." With the support of the entire congregation, a fund was developed and within three months enough money was raised to purchase an AED from the American Red Cross of Central New Jersey. "Preparedness is a big part of saving lives. God forbid we need to use the AED, but it's nice knowing we have one should something happen. It was well worth the investment," said Chubenko. St.

Demetrius Ukrainian Orthodox Cathedral's next step is to have a Red Cross instructor train and certify their members in the proper usage of AEDs. Their goal is to have 25 people certified.

The American Red Cross has a vision of all Americans being no more than four minutes away from an AED with individuals trained in its usage. Help can't wait, and shouldn't. Statistics show that 100,000 deaths could have been prevented last year if an AED had been available for immediate use. Be an advocate for safety in your workplace, religious or educational institution. Have your Human Resources (or other appropriate) representative contact the Red Cross at 609-951-8550 or visit www.njredcross.org to find out how to create a safer environment through

AEDs and safety training. +

In Loving Memory of Those We Lost

In memory of Robert E. Clancey ... Board Member, Volunteer, Friend. Bob truly believed that in a world surrounded by violence, through participating in the Red Cross ideals we could create a "culture of caring." He was a true friend to us all and will be missed dearly.

In memory of Rose Mack ... Staff Member, Volunteer, Mother to Us All. We know that Rose will be watching over us as we continue to provide our services to the community. Our thanks to her for her devotion and caring.

In memory of Rosanne Amendo ... Staff Member, Volunteer, Friend. She leaves a tremendous gap at the Red Cross and for those of us who had the privilege to call her friend she will always have a special place in our hearts.

Please visit our web site to read more about how these three wonderful individuals impacted the lives of so many through their years of service to the Red Cross. +

**Your Local Red Cross...
Now Serving Even More of Central New Jersey**

Exciting and sweeping changes are taking place at all levels of the American Red Cross. Our national organization has begun to implement a regional headquarters concept that promises to bring greater support to chapters, combine area resources and improve efficiency in everything we do. These changes have been researched and in the planning stage for over a year.

In March, National Red Cross Month, the American Red Cross of Central New Jersey will officially consolidate with the Hunterdon County Chapter. This will bring many new and wonderful programs, services and opportunities for the expanded central New Jersey Red Cross service area. This positive step has won the unanimous approval of the Board of Directors of both chapters and the endorsement of the Board of Governors of the American National Red Cross.

As the nation's premier disaster relief and humanitarian aid society, the American Red Cross must be dynamic and responsive to

an ever-changing world, to the efficiency of new technology, to new threats to families and homes and to the growth of communities. This is all part of a coordinated plan to improve service delivery, develop strong and modern business systems, maximize the impact of our donor's generosity and better focus our resources to accomplish our primary mission, "to provide relief to victims of disasters and help people prevent, prepare for, and respond to emergencies."

More than ever before in our 122 year history, the Red Cross is mobilizing local communities to prepare for and respond to disasters of all types, both natural and man-made. Look for your Red Cross throughout central New Jersey, serving the counties of Mercer, Middlesex and now Hunterdon – establishing disaster response teams in your neighborhood, organizing blood donation drives at your place of worship, teaching first aid and CPR at your town's Community Center and visiting your child's school with health and safety education programs. We are bringing the Red Cross mission into your hometown and we need you, our dedicated Red Cross volunteers and donors to help lead the way. Together, we prepare and together we can save a life! **+**



**Buy Your Ticket Today!
2004 American Red Cross
of Central New Jersey Raffle**

Four Exciting Chances to Win!

- 1st Prize: 2004 Silver Volvo XC-90 SUV. Retail Value: \$42,600
- 2nd Prize: Miele Fabric Care System (Washer & Dryer). Retail Value: \$3,298
- 3rd Prize: Miele Dishwasher. Retail Value: \$1,249
- 4th Prize: Miele Solaris Electro Plus Vacuum Cleaner. Retail value: \$799

DRAWING: April 3, 2004 at the Hyatt Regency Princeton (Presence not required)

TICKET PRICE: \$100.00 (Maximum of 1750 tickets will be sold)

To purchase your ticket, please call 609-951-8550 or visit our web site at www.njredcross.org

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