



**American
Red Cross**
of Central New Jersey

GUARDIAN

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Serving Hunterdon, Mercer and Middlesex Counties

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2004-2005

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For 90 years the American Red Cross has played an integral role in the lives of those who live and work in central New Jersey by being there when help can't wait. Your support gives us the ability to help people to prepare, respond and prevent emergencies.

Thank You!



"When Jared was one day old, I saw him choking and turning blue. I gave him back blows, just like I learned from the Red Cross... and he was fine... What the Red Cross teaches you can save lives."

Michael Septer



"The men and women of the Red Cross make a great difference in the lives of our servicemen and women and for that we thank you."
50th Finance Battalion



"The American Red Cross stepped right in to help us and our five children. We were so grateful to your giving us a place to stay for a few days, vouchers for food and clothing."

Disaster Victim

Letter from the Executive Officer



With the holiday season just ahead, and most of 2004—including the hurricane season—behind us, this is an ideal time to reflect on the past year and look towards the future. 2004 offered more than its share of challenges, but as I look back, I feel a deep sense of gratitude and tremendous pride. I am thankful that we were prepared to meet and surpass those obstacles. This was never more apparent than during the brutal

hurricane season that tested our skills, resources, and hearts for months, and will continue to do so for many more. We rose to the occasion and responded with the greatest natural disaster relief operation in our history.

At the Red Cross, we are able to save lives through accessible and safe blood supplies, shelter and disaster relief, emergency vehicles and equipment and superior training in safety and lifesaving skills. But in order to continue to meet the needs of people living and working in Hunterdon, Middlesex and Mercer counties we need to expand.

Recently, we launched a fundraising campaign to the public entitled “Keeping a Promise for a Safer Community.” The three-year campaign began nearly a year ago and we have already raised more than \$3 million. Our goal is to raise \$6 million so that the Red Cross will always be there to serve members of our community.

We live in a world filled with new dangers and new definitions of “disaster.” As a disaster response organization it is our mission to be prepared and to prepare others. The funding for this campaign will help us achieve that goal. It will be used for new facilities, equipment and expanded lifesaving programs. This campaign requires an unprecedented community investment in this chapter’s capacity to meet unprecedented needs and public expectations.

During this holiday season and into the new year we ask for your continued support. Your contributions are vital to the strength of this chapter and to those we serve. Help us keep our promise for a safer community. You’ll be glad you did!

Happy Holidays,

Kevin Sullivan, CEO



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Together We Prepare

Action Step—Give Blood



**GIVE THE GIFT OF LIFE
THIS HOLIDAY SEASON**

PLEASE DONATE BLOOD

*We need your help! Please call
1-800-GIVE-LIFE today to
schedule an appointment. In Hunterdon County,
call NJ Blood Services at (908) 782-9286.*



Local students make a difference. Giving up lunch periods and lunch money, students from Grice Middle School in Hamilton, NJ collected donations from their peers as well as teachers and parents to raise over \$440 for disaster relief in their community.

Community Partner Selective Insurance Group



In recent months, hurricanes and flooding have caused extensive damage to communities locally and in the southeastern states. While the outpouring of support directed toward the disaster relief effort continues, funding for regular day-to-day operations needs to be sustained. The American Red Cross of Central New Jersey would like to thank Selective of Hamilton, NJ for generously donating \$5,000 to benefit local Red Cross programs and services. “Donations from corporations like Selective are critical to our chapter. It helps to support programs and services that touch the lives of people living and working in central New Jersey,” said Kevin Sullivan, CEO, American Red Cross of Central New Jersey.

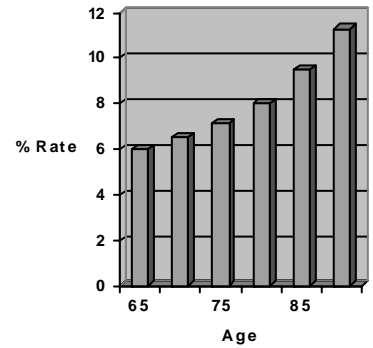
Red Cross Gift Annuity Offers Guaranteed Income for Life

Elizabeth turned 65 and wanted to make a meaningful gift to the American Red Cross of Central New Jersey while at the same time providing for her future financial well-being. She wanted something that would be more reliable and provide a better rate of return than her current stock portfolio—something that would give her a federal tax deduction and quarterly income.

Elizabeth chose the Red Cross *Gift Annuity Program* which allowed her to lock into the significant gain realized from highly appreciated securities. Based on her age, she will actually receive a rate of return that is substantially higher than a savings account or CD. Best of all, this rate is guaranteed for life.

Everyone over the age of 65 can participate in the annuity program. For more information about Planned Giving, contact Angela Nicodemus at 908-782-4121 Ext. 203. Set up a personal meeting to help create your individual plan, and learn how to get the most from your gift to the American Red Cross.

Sample Gift Annuity Rates



Hunterdon County - People You Should Know

Linda and Frank Allen



Linda and Frank Allen are not your typical retirees. Rather than spending their free time playing golf or taking cruises they volunteer for the Red Cross.

Inspired to join following the 9-11 terrorist attacks, the Allen's have taken numerous Disaster Services classes to help others in need when disaster strikes. In the past three years, they have responded to nearly a dozen disasters within New Jersey including apartment fires in High Bridge and Edison, flooding in Burlington County and the tornado that struck Delaware Township.

Recently, the Allens spent three weeks in Asheville, North Carolina aiding families following the destruction of hurricanes Frances and Charley.

Each day, they visited victims' houses handing out

water, clean-up kits, bleach, food and anything else people needed because they were without electricity and running water.

So what's their reward for their service to the community? According to Linda Allen, "To help so many people makes you feel so good."



Do You Know How to Prepare for a Winter Storm?

Winter Storm Quiz

- 1) To prepare for a winter storm, you should make disaster supply kits for both your home and your car. True or False?
- 2) Your disaster supply kit should contain a battery operated radio. True or False?
- 3) A gallon of water is enough to store in case of a winter storm. True or False?
- 4) A winter storm watch means a winter storm is possible in your area. True or False?
- 5) If you get stuck in your car in bad weather, you should leave the engine running to stay warm. True or False?

Answers on next page

Mark Your Calendar!

9th Annual Red Cross Ball

Saturday, April 9, 2005 -- 6:30 PM
Jasna Polana, Princeton, NJ

13th Annual Red Cross Golf Classic

Monday, June 6, 2005 -- 10:30 AM
Cherry Valley Country Club and The Bedens Brook Club,
Skillman, NJ

For more information call 609-951-8550 or visit
www.njredcross.org. In Hunterdon, call 908-782-4121.

Your Gift Saves Lives

This year more than ever, many families are giving thanks for the simple things in life most of us take for granted, like a hot meal or a roof over our heads. They are giving thanks because they know how easily those simple things can slip away and how grateful they are to have an organization like the American Red Cross to meet those basic needs.

Thousands of people are helped each year by the American Red Cross of Central New Jersey and it is the generosity of our supporters just like you that give families hope. To meet the needs of those we serve, we ask for your continued support. Below are just a few ways your gift helps in our community.

- + \$440 will provide a family of four basic clothing after losing their home to a fire.
- + \$250 will train five youths in the skills necessary to save a life.
- + \$400 will purchase an AED trainer, which will help teach others how to save lives.
- + \$1,020 will provide a hot meal each day for a year for an elderly, homebound person.

Answers from Winter Storm Safety Quiz

- 1) *True, prepare a disaster supply kit for both your home and your automobile.*
- 2) *True, you should keep a battery-powered radio handy for all weather-emergencies, as well as extra batteries.*
- 3) *False, you should keep a gallon of water per person per day; enough for three days on hand.*
- 4) *True, a watch means a winter storm is possible in your area. A winter storm warning means a winter storm is headed for your area, and a blizzard warning means strong winds, blinding wind-driven snow and dangerous wind chill are expected.*
- 5) *False, Start the car and use the heater for about 10 minutes every hour. Keep the exhaust pipe clear so fumes won't back up in the car.*



LEAVE A LASTING LEGACY...PUT THE AMERICAN RED CROSS OF CENTRAL NEW JERSEY IN YOUR WILL.

Have a Safe and Happy Holiday Season!

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