



## The American Red Cross of the Mohawk Valley Needs Your Help – Become a HERO in your community !

The concept is very simple. "Heroes for the American Red Cross" is a grassroots campaign that runs until June 30th 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 American Red Cross of the Mohawk Valley. 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 be used locally to support your neighbors in the Mohawk Valley.

- The American Red Cross is the only humanitarian organization in the United States with a Congressional charter to provide relief to victims of disasters and to help people prevent, prepare for and respond to emergencies
- The American Red Cross of the Mohawk Valley abides by the seven founding principles of the Red Cross movement: Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality
- The American Red Cross of the Mohawk Valley service area covers more than 221,000 local people in the Herkimer and Eastern Oneida Counties.

### 2008 American Red Cross of the Mohawk Valley Milestones

*(Fiscal Year 08)*

People trained in CPR, First Aid, Lifesaving	4,850	Local Red Cross volunteers	649
Local military families and soldiers served	673	Local disaster victims helped	200
Number of units of blood collected	6,642	Local Red Cross youth club members	40

### The \$1,000 I am raising will provide...

- Infant formula and supplies for **20 babies** after a disaster
- **476 Comfort Kits** containing personal hygiene items for people displaced from their homes
- **28 sleeping cots** or **198 blankets** for disaster victims who must sleep in a shelter
- Emergency clothing and shoes for **8 individuals** who lost all of their belongings
- Food for one week for **10 families** of three whose homes were destroyed

Join the league of businesses and community leaders who are becoming  
HEROES for the American Red Cross of the Mohawk Valley!!