
Japan Earthquake and Pacific Tsunami – March 22, 2011

FUNDRAISING

Q Why are you fundraising if the Japanese Red Cross and the government haven't asked for international assistance?

A When disaster strikes—wherever it occurs—Americans want to help. They organize community fundraisers, they arrange telethons and they text in \$10 increments. These activities are a reflection of their compassion and generosity. The American Red Cross is able to accept and channel this spontaneous support to partners directly involved in meeting humanitarian needs for those affected by the March 11 earthquake and tsunami and the evolving nuclear emergency. The Japanese Red Cross is our main partner on the ground responding to this disaster. It has thanked the American Red Cross for its financial support and told us that donations from the American people are much needed and will be put to good use. We pride ourselves on being able to assist people down the street, across the country and around the world, and we thank the American people for their part in helping save the day. We also pride ourselves on being accountable and responsive to our donors. As experts on the ground decide the best way to help survivors, we will share back with the public the impact of their contributions.

It's also important to know that the American Red Cross gave the Japanese \$10 million after the Kobe earthquake in 1995, and the Japanese Red Cross sent us contributions after September 11 (over \$17M) and Hurricane Katrina (\$12M). Finally, it is not unusual for Red Cross societies to gratefully accept funds without first asking for assistance. The American Red Cross never asked for assistance from other Red Cross societies during Hurricane Katrina—but we gratefully received over \$100 million to help people in need.

Q You've raised a lot of money. Why haven't you contributed more to the relief efforts in Japan?

A The American Red Cross is grateful for the generosity of thousands of donors whose contributions are being used to bring aid to the people affected by the Japan earthquake and Pacific tsunami. The American Red Cross is committed to providing assistance quickly, but with a thoughtful and well-planned approach that ensures the best service to meet long-term needs for recovery. The American Red Cross is working closely with its partners, including the Japanese Red Cross, to ensure that donations from the American public reach survivors and complement relief and recovery plans in development by Japanese authorities.

Less than five days after the earthquake and tsunami struck Japan, the American Red Cross contributed an initial \$10 million to assist its main partner in the country – the Japanese Red Cross – with its immediate relief and medical activities. We chose this initial amount based on what the Japanese Red Cross told us it could effectively manage and needed at the time and what donations had been received by the American Red Cross. As with any disaster, the initial fundraising totals include both cash in hand and pledges yet to be received. We often must wait until these pledges are fulfilled and our partners' long term plans are formed before we will make additional contributions in responsible installments. That said, the American Red Cross expects to make additional and sizable contributions to assist the Japanese Red Cross and other partners directly involved in response activities in Japan very soon.

Q Can I donate directly to the Japanese Red Cross? Will it be tax-exempt?

A If a donor wishes to support the Japanese Red Cross directly, they should feel free to do so. Our donors should be aware that the American Red Cross is assisting the Japanese Red Cross in their response efforts and that we are accepting donations to support this effort. As a recognized 501(c)3 U.S.-based nonprofit entity, all donations to the American Red Cross are tax-exempt.

The Japanese Red Cross is a Japan-based organization and is not recognized in the U.S. as a 501(c)3 organization. We encourage donors to consult a tax professional as to whether a donation to the Japanese Red Cross could be tax deductible.

Q How much of the money you've raised so far for the Japan earthquake and Pacific tsunami will go to help that country?

A All the money raised by the American Red Cross will go to help those affected by the Japan

earthquake and tsunami (as well as the evolving nuclear emergency), with the exception of our minimal, tsunami-related costs for operations along the U.S. west coast and Hawaii (supporting more than 2,500 in evacuation centers), and an average of 9 percent we typically charge for administrative costs.

Q How much of those funds do you anticipate going toward the U.S. west coast and Hawaii tsunami response?

A We are still calculating the costs of our response, but expect the total will be less than \$100,000.

Q What will the 9 cents of every dollar be spent on?

A On average, the American Red Cross spends 91 cents of every donated dollar on disaster relief operations and recovery efforts. The other 9 cents supports the general operations of the Red Cross such as human resources, information technology, communications, fundraising and corporate finance.

Our administrative costs are not tied to individual disasters and keep our organization running and ready to respond to the nearly 70,000 disasters that the American Red Cross responds to annually, in addition to collecting lifesaving blood, teaching skills that can save a life, and assisting our military members and their families.

Q What are the administrative costs for this disaster given the American Red Cross is not actually responding to the disaster with personnel or supplies?

A Our administrative costs are not tied to individual disasters and keep our organization running and ready to respond to the nearly 70,000 disasters that the American Red Cross responds to annually, in addition to collecting live saving blood, teaching skills that can save a life, and assisting our military members and their families.

The 9 percent covers the costs to maintain our IT systems; our Human Resources department so that we can recruit the best employees and volunteers; our legal department so that we can design contracts with partners for food, blankets and supplies; our audit department so that we ensure we are properly tracking our donors dollars; etc. These costs are incurred regardless of how we are involved in the operation.

Q How does the Red Cross compare with regard to the amount it spends on programs vs. administration?

A One of the Better Business Bureau's standards for accountability is that a charity should spend at least 65 percent of total expenses on program activities. The American Red Cross vastly outperforms on this measure, spending an organization-wide average of 91 percent of every dollar raised on humanitarian services. The Red Cross is a BBB-Accredited Charity and meets all 20 BBB Standards for Charity Accountability.

Q Where is the money raised through text donations (REDCROSS at 90999) going?

A The vast majority of the money raised through mobile giving, online giving and by mail for the Japan earthquake and Pacific tsunami will go to help those affected by the Japan earthquake and Pacific tsunami.

On average, the American Red Cross spends 91 cents of every donated dollar on disaster relief operations and recovery efforts. The other 9 cents supports the general operations of the Red Cross such as human resources, information technology, communications, fundraising and corporate finance.

Q How does fundraising for the Japan earthquake and tsunami compare with other recent disasters like Haiti, Chile or the last month's earthquake in New Zealand?

A So far with respect to the disaster in Japan, fundraising results have been significant, and as always we are grateful for the generosity of the American public. But every disaster is different and the level of media coverage – often a key variable in driving fundraising – varies widely, so it is extremely difficult to compare the level of donations we are now receiving for the Japan quake. We can say that the level and rate of donations we are now receiving are on par with other catastrophic disasters. We can also say that

we have seen substantial interest from all donor groups including individuals, corporations, organizations and foundations.

Q March is Red Cross month – do you expect the Japan disaster to hurt efforts by Red Cross chapters to raise money for local disaster preparedness and other future needs?

A Our experience has shown us that Americans are a very generous people and when people are in need, Americans respond. Last year we responded to nearly 70,000 disasters, ranging from a house fire down the street, floods or tornadoes across the country, and emergencies in Haiti and other countries around the world. The Red Cross is not a government agency, and depends on donations to support its humanitarian mission.

Q Have you heard of any scams associated with this disaster, and if so, what do they look like?

A Yes, there are several scams and frauds in the form of email and text messaging for donations on behalf of the American Red Cross for Japan, New Zealand and Haiti; the purchase of American Red Cross first aid supplies that are to be shipped abroad; and the impersonation of the British Red Cross.

We are asking our chapters to be on alert and make their local media and the public aware of these scams, which may—

- Direct individuals to phony or fake websites;
- Request donations of monies through money transfer companies, such as Western Union;
- Offer “employment” for individuals to collect monies on behalf of the American Red Cross for a percentage;
- Attempt to buy American Red Cross first aid kits, etc. from chapters to be shipped overseas (South Africa, India, Japan, etc.), but first the chapter must pay “a shipper” via Western Union, with cash or use of a credit card. The “buyer” of American Red Cross first aid kits will supply the chapter with either stolen or unauthorized credit cards to send money to the “shipper;” and/or
- State there is an appeal from the “British Red Cross” and request individuals to send monies to an email address, Western Union or via other transfer companies.

INTERNATIONAL

Q What is the main need at present?

A Priority needs—especially from the three worst-affected prefectures in Iwate, Miyagi and Fukushima—are fuel, temporary shelters, food, sanitation materials, clothing, medicines and household appliances.

Q How are food, medicines and other relief supplies being transported?

A Trucks are being used to deliver relief supplies. The Japanese Red Cross also has a specialist helicopter unit, which is being used to transport some urgent items and medical patients, when weather allows.

Q Ports have been completely destroyed. How are you able to access the most remote and affected areas? What are the biggest challenges you face?

A Access to affected areas is by land. The military has cleared some roads, but travel remains difficult. There are all sorts of logistical challenges, including weather, a shortage of fuel, power and water supplies, combined with the sheer numbers of people now housed in evacuation centers.

Q The nuclear explosions must have made search and rescue operations more difficult. How is the Japanese Red Cross able to reach areas affected by these explosions?

A The Japanese Red Cross is not operating within the 12 mile exclusion zone around the reactors or even the 19 mile radius in which people have been told to stay in their houses. As a result, there is no direct impact on operations at the moment.

Q What is the Japanese Red Cross Society doing about the nuclear risk?

A The Japanese government is leading the response to the evolving nuclear emergency, and the

Japanese Red Cross is playing a supporting role.

At the moment, Japanese Red Cross staff and volunteers are playing a key role in caring for the thousands of people evacuated from the exclusion zone surrounding the affected Fukushima plant. The Red Cross is not working within the exclusion zone. Most of the Japanese Red Cross Society's branches have basic nuclear, chemical, and biological decontamination teams and equipment, including special tents in which radioactive material can be washed off people who have been exposed to radiation.

Much of this equipment is located in hospitals and can decontaminate a limited number of patients who may then be admitted to the hospital. The equipment is designed to be used in conjunction with the government's specialist units, which have additional equipment and expertise to measure radiation. So far, there has been no request from the government to mobilize these teams.

With the support of government authorities, the Japanese Red Cross Society is monitoring the situation in hospitals close to the exclusion zone, in case radiation levels rise and pose a risk to patients.

Q Why has the Japanese Red Cross Society not launched an international appeal?

A So far, the Japanese Red Cross Society has been focused on supporting the survivors with medical assistance, emotional counseling and relief supplies. A lot of this has been done with resources currently available. The task of recovery and reconstruction will be so enormous that it is still too early to have a realistic idea of what is going to be involved.

The Japanese Red Cross Society has said very clearly that if people wish to help the survivors, the best way to do that is by donating money. The American Red Cross has been in contact with the Japanese Red Cross, and they have indicated they are grateful for donations from the American Red Cross and that they are much needed to support the response to the earthquake and tsunami.

Q Why is the American Red Cross giving money to the United Nations World Food Programme?

A WFP is supporting the Government of Japan's delivery of relief items to people affected by the devastating earthquake, tsunami and nuclear emergency by deploying personnel with logistical expertise and mobile warehouses to store relief items. The American Red Cross is funding approximately half (or \$500,000) of the United Nations World Food Programme's (WFP) logistical operation in Japan to help ensure relief supplies that are already in the country reach the most affected areas and people in need. Others, who directly donated to WFP, are also supporting the short-term project.

WFP has decades of experience in delivering food and other relief items in the most challenging environments. Due to its long track record in providing logistics support, WFP is mandated to lead logistics operations by UN agencies and nongovernmental organizations whenever a humanitarian emergency strikes. The American Red Cross also partnered with WFP following the earthquake in Haiti to provide food for about 1 million people.

Q What role are other organizations within the global Red Cross network playing?

A The Japanese Red Cross Society and a team of Red Cross and Red Crescent advisors from seven countries traveled to Japan last week to assess the situation on the ground and recommend strategies for relief and recovery. A small number of others who work in the region have also traveled to Japan to help manage the influx of media crews and attention.

Also, the International Committee of the Red Cross has been supporting the Japanese Red Cross Society through its family linking website that people both inside and outside Japan are using to re-establish contact with loved ones missing in affected regions.

Q How does the American Red Cross response to the Japan earthquake and tsunami compare with your response to other recent disasters like Haiti, Chile or last month's earthquake in New Zealand?

A The American Red Cross response to each disaster is different and depends upon whether there is a

partner Red Cross national society operating in the affected country. Another key factor is what assistance – if any – the affected country’s local Red Cross or Red Crescent organization needs. For example, the Japanese Red Cross has said it would be grateful for financial contributions from the American Red Cross, but has not requested any other types of assistance. The Japanese Red Cross is a highly experienced disaster relief organization with 2 million trained volunteers nationwide.

By way of comparison, after last year’s earthquake in Haiti, the Haitian Red Cross requested comprehensive assistance from the global Red Cross network, which includes the American Red Cross and 185 other national societies. As a result, the American Red Cross deployed dozens of emergency response experts, sent a wide variety of supplies – from blankets, to kitchen sets, tents and tarps as well as hygiene kits – and contributed money to the overall response effort of the Red Cross. One year later, we continue to work in Haiti, supporting a wide range of programs, from building transitional homes to providing grants for school vouchers and other loans, to health and hygiene promotion around the cholera epidemic and HIV/AIDS, among other diseases. To learn more about our ongoing work in Haiti, please visit our website at: www.redcross.org/haiti

SAF / MILITARY FAMILY DEPARTURES

Q Are there American Red Cross personnel working in Japan?

A Yes, there are 19 Service to the Armed Forces (SAF) staff at 8 military installations in Japan. They provide Red Cross services to the members of the U.S. military and their families stationed there.

Q What is the SAF staff doing in response to the recent earthquake and tsunami?

A The SAF teams are responsible for assisting with on-base emergency response activities. Some of their current activities are:

- Staffing the military installation’s Emergency Operations Center
- Assisting with military sheltering activities
- Providing canteen services for responding military rescue workers
- Assisting military families who are on voluntary departure flights out of Japan
- Helping military and their families communicate with families stateside through Safe and Well

Q What is the Red Cross doing to help U.S. military families who are leaving Japan?

A In Japan, the Red Cross is supporting military operations by providing canteen services; data entry for all passengers to process ticketing; helping-hand services to help people find restrooms, food, and where to secure all the required military clearances; and assisting people to the aircraft.

Once the families arrive in the U.S., the Red Cross supports the Dept. of Defense (and at some locations the USO) in providing families food, snacks and comfort items as they travel to their final destinations.

Q Will SAF staff be required to leave Japan?

A Currently, Red Cross SAF staff have the option to leave on a volunteer basis, just like any other American citizen or military family. No SAF staff members have left yet. If a mandatory evacuation of all noncombatant personnel begins, SAF staff will be required to leave.

Q Is the SAF team assisting Japanese citizens affected by the earthquake?

A No, our SAF staff is responsible for Red Cross services within the perimeter of their respective military installation.

DOMESTIC NUCLEAR INCIDENTS: RED CROSS READINESS AND PERSONAL PREPAREDNESS

Q Can potassium iodide protect people from radiation, and should people in the United States be taking it now?

A Unless directed by local authorities, there is no reason to take potassium iodide (KI). After a

radiological or nuclear event, radioactive iodine may be released into the air and then be breathed into the lungs. KI, a non-radioactive medicinal compound, can block the absorption of radioactive iodine into the thyroid gland. It's important to note that KI can't prevent radioactive iodine from entering a person's body, nor can it reverse health effects already caused by radioactive iodine. After a radiological or nuclear event, local public health or emergency management officials may advise certain communities to take KI or other protective actions. At this time, experts from the federal government say there are no public health risks expected in the U.S. related to the crisis in Japan. Additional information about the use of KI can be found at <http://emergency.cdc.gov/radiation/>.

Q Is the American Red Cross prepared for a nuclear incident?

A The Red Cross works very hard to maintain the trained workers, infrastructure and systems that would be used to get help to people after a nuclear incident in the United States. One key component of being ready for a nuclear incident is the close relationships we maintain with government agencies and community partners, since these crises create more needs than any one organization can meet on its own. Specifically, we have ongoing partnerships with the U.S. Department of Homeland Security, the Federal Emergency Management Agency, the U.S. Department of Health and Human Services, and the Centers for Disease Control and Prevention (CDC). In addition, Red Cross workers participate in regular disaster exercises with government and community partners to test the readiness of the entire United States response community to large-scale events like nuclear incidents. For example, just in the past six months, Red Cross senior leadership participated in two nuclear power plant exercises with federal partners.

Q How would the Red Cross respond to a domestic nuclear incident?

A People can rely on the American Red Cross to provide food, shelter, emotional support, health services, family linking services, and distribution of clean-up supplies and comfort items following a disaster. During a nuclear incident, the Red Cross would provide those same services as long as it is safe to do so. We do not send our volunteers or staff into areas that are not considered safe. Ultimately, the exact services provided by the Red Cross after a nuclear incident will be determined by the needs of the affected community for that specific event. For instance, if local authorities advised people to shelter in place, then the Red Cross may not open shelters.

Q Should Red Cross chapters be taking any special actions right now to prepare for a radiological event in the United States?

A At this time, experts from the federal government say there is no threat to U.S. interests. However, chapters should always be in close coordination with local and state government partners in preparation for disasters. This is also a good time to review and update response plans dealing with potential nuclear or radiological incidents.

Q Some people may now live near a nuclear power plant in this country. What should they do to prepare for the possibility of a nuclear incident?

A The best way to prepare for any emergency, including a nuclear incident, is to take three simple actions: 1) Get a kit. 2) Make a plan. 3) Be informed. During a nuclear event, you may be asked to shelter in place, so it's critical that every home have an emergency preparedness kit containing food, water and other basic supplies for each family member for at least three days. Don't forget to include a battery operated radio and extra batteries.

It's also important to learn about emergency plans for the schools, day care centers, nursing facilities, offices and other places where members of your household spend time before a disaster happens. If you live near a nuclear power plant, learn how your community will be notified of an emergency and what specific actions your local emergency officials recommend to get prepared. Stay informed by tuning into local radio and television stations so that you know what the current conditions are in your area.