

# FUNDING APPLICATION

## GENERAL INFORMATION

### Organization Information

<b>Legal Name:</b> American National Red Cross		<b>Federal Tax ID#:</b> 53-0196605		<b>501(c)(3) Public Charity</b> 509 (a)(1)	
<b>Address:</b> 3642 E. Houston		<b>City:</b> San Antonio		<b>State:</b> TX	
				<b>Zip Code:</b> 78219	
<b>Website:</b> www.redcross.org/centralandsouth texas		<b>Fax:</b> (800) 733-2767		<b>United Way Funded:</b> Yes	

**Fiscal Year:**  
July 01 to June 30

### Head Of Organization

<b>Name:</b> Gail McGovern		<b>Title:</b> President	
<b>E-Mail Address:</b> Gail.McGovern@redcross.org		<b>Phone:</b> (512) 318-1108	

### Application Contact

<b>Name:</b> Jessica Grigsby		<b>Title:</b> Regional Philanthropy Officer		<b>E-Mail Address:</b> jessica.grigsby@redcross. org		<b>Phone:</b> (512) 318-1108	
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**Has the organization applied to the Najim Family Foundation in the past and been declined?**  
No

<b>Grant Amount Requested \$:</b>		<b>Total Project Budget \$:</b>		<b>Organization's Annual budget \$:</b>	
\$50,000		\$1,738,900		\$4,788,561	

**Mission Statement:**  
American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

## PROJECT INFORMATION

**Program / Project Title:**  
To support the Youth Preparedness Program to include the Pillowcase Project and Prepared with Pedro introducing children to emergency preparedness.

### PROJECT TIMELINE

<b>Start Date</b>		<b>End Date</b>	
08/05/2019		05/29/2020	

**Harvey E. Najim Family Foundation Priorities:**  
Education

**Education Priorities:**  
Elementary to High School

**Program / Project Description:**

The Greater San Antonio American Red Cross has an exceptional Youth Preparedness Program that is making a lifesaving impact in our community. The Pillowcase Project is our signature youth preparedness program designed for youth in grades 3-5. The curriculum educates students about personal and family preparedness, home fire safety, coping skills and region-specific hazards, such as tornadoes, wildfires, hurricanes, earthquakes or floods. The program features home fire safety and emergency preparedness because every day, seven people die in home fires in the United States. Home fires kill more people than all other natural disasters combined in the U.S. Smoke inhalation and home fires are the third leading cause of death for children under 15. The education we provide has been proven effective, our most recent report sent on February 18, 2020 shows 715 lives have been saved nationwide. The children's lessons are built on the Learn, Practice, Share framework, which was created based on input from industry experts. The children's Pillowcase Project participants Learn about the science of home fires and other locally-relevant hazards and how to best prepare for them. Practice what to do if a disaster occurs and how to cope with related fear and stress. Share the information and skills they have learned with their family and friends, so everyone in the household knows what to do.

Our Youth Preparedness Program also incorporates Prepare with Pedro, the Red Cross developed Prepare with Pedro, as a request from educators and community demand, which introduces students to emergency preparedness in a fun and educational way. Prepare with Pedro is designed for children in grades K-2 and is delivered in 30-minute, classroom-based presentations. Prepare with Pedro uses storytelling and hands-on activities to help students build muscle memory for activities such as their home fire escape plan (e.g., "get low and go"), as well as basic coping skills. Participants receive a Prepare with Pedro take-home storybook, which includes a family safety checklist and allows families to learn and repeat preparedness actions together.

**Evaluation Plan:**

Each year since its inception, The Pillowcase Project has experienced growth and improvement in school partnerships, retention, training standardization and total number of students reached annually. With generous support from Disney, the program is now offered by all Red Cross regions nationwide and has reached over 1 million students since 2013. As a result of our extensive outreach, the Red Cross has documented at least 11 lives saved as a result of Pillowcase Project.

Critical success factors to The Pillowcase Project stem from the program's field-based origin, extensive field-testing and adaptability. The Field-Based Program was originally inspired by university students who used pillowcases to carry their belongings while evacuating from Hurricane Katrina in New Orleans. The Field-Testing program uses quantitative and qualitative data, as well as lessons learned. Finally, Adaptability was optimally designed for delivery in elementary school classrooms, the program is brief and customized to reflect local hazard risks.

**Plans to sustain project beyond the term of this request:**

From 2013 - 2017, the Pillowcase Project was fully funded by Disney. The Red Cross is now seeking new partners to support the important work of the entire Youth Preparedness Program, with an annual budget of \$2.1 million. With generous support from donors like The Najim Family Foundation, we can continue to build more resilient youth, families and communities.

**Children Impacted:**

**How many unduplicated children will the TOTAL PROJECT INITIATIVE impact?**

3,500

**How many unduplicated children will NFF REQUESTED FUNDS impact?**

3,500

**Please provide the percentage of each group below that will be served by the project in which funds are being requested. Do not leave any area blank. If that specific group will not be served, include zero. The percentage should total 100%.**

A. Population Served Age		B. Population Served Ethnicity	
Infants (0-5)	0%	African American	10%

Children (6-13)	100%	Asian American	2%
Young Adults (14-18)	0%	Caucasian	10%
<b>TOTAL:</b>	<b>100%</b>	Hispanic/Latino	74%
		Native American	1%
		Other and Define	3%
		<b>TOTAL:</b>	<b>100%</b>

**City Council District for Which Children are Being Served:**

District2, District10

**Line item Budget:**

Line Item Description	Total Project Funds Allocation	Najim Funds Allocation
Disaster Services Program (includes Pillowcase Project)	\$1,738,900	\$50,000
<b>TOTAL:</b>	<b>\$1,738,900</b>	<b>\$50,000</b>

**OTHER FUNDING RESOURCES**

**For Project being Requested: Funding sources and amounts, pending and committed.**

**PROJECT - PENDING**

Funder Name	Amount Requested
United Way of Central Alabama	\$250,000
Najim Family Foundation	\$50,000
The Ewing Halsell Foundation	\$100,000
Marietta Lee	\$250,000
Donald (Zack) & Emily Greinke	\$100,000
Laurice A. Hachem	\$50,000
Kevin and Jeanne Milkey	\$250,000
The Spurlino Foundation	\$70,000
Ela Landegger	\$250,000
Redner Family Foundation Inc	\$250,000
El Sol Neighborhood Resource Center	\$250,000
Crowe LLP	\$50,000
Natural Grocers	\$250,000
Pema Foundation	\$100,000
Inspire Brands	\$250,000
Facebook, Inc.	\$100,000
The Chickasaw Nation	\$250,000
Enable Midstream LLP	\$100,000
Ed Rachal Foundation	\$250,000
Wayne Duddlesten Foundation	\$250,000
ConocoPhillips (Headquarters)	\$250,000
<b>TOTAL:</b>	<b>\$3,720,000</b>

<b>PROJECT - COMMITTED</b>	
<b>Funder Name</b>	<b>Amount Requested</b>
Kevin and Jeanne Milkey	\$25,000
The Spurlino Foundation	\$70,000
Ela Landegger	\$25,000
Pema Foundation	\$100,000
<b>TOTAL:</b>	<b>\$220,000</b>
<b>Other funding sources and amounts, pending and committed not specific to this request.</b>	
<b>ALL OTHER ORGANIZATION REQUESTS - PENDING</b>	
<b>Funder Name</b>	<b>Amount Requested</b>
USAA Foundation, A Charitable Trust	\$300,000
United Way of San Antonio & Bexar County	\$178,869
Gambrinus Co.	\$100,000
South Texas Outreach Foundation	\$50,000
Carl C. Anderson Sr. and Marie Jo Anderson Charitable Foundation - Austin	\$50,000
Lola Wright Foundation	\$30,000
Zachry Construction Corp	\$25,000
Alamo Insurance Group, Inc.	\$25,000
Wellmed Medical Management-HQ	\$25,000
Broadway Bank-HQ	\$25,000
Valero Energy Foundation	\$25,000
Bank of America - San Antonio	\$25,000
Jenkins Restorations-San Antonio	\$25,000
The Junior League of Austin	\$25,000
W.D. Kelley Foundation	\$25,000
Taco Cabana-HQ	\$20,000
William E. Dean III Charitable Foundation	\$20,000
Charles H. Phipps Foundation	\$20,000
Rebecca's Foundation	\$20,000
Dehan Family Foundation	\$20,000
Austin Community Foundation	\$20,000
Silver Eagle Distributors	\$15,000
Ruth and Paul Connor Foundation	\$15,000
Waterproof Foundation	\$15,000
The Arnold J. & Irene B. Kocurek Family Foundation	\$15,000
Joeris General Contractors	\$10,000
Lakeland Marketing	\$10,000

iHeartMedia	\$10,000
Argent Financial	\$10,000
Documation	\$10,000
CCC Group, Inc.-HQ	\$10,000
Corridor Title	\$10,000
Lowe Foundation	\$10,000
Stark Martin Charitable Trust	\$10,000
Carolyn Bartlett Charitable Foundation	\$10,000
The Rachael and Ben Vaughan Foundation	\$10,000
Beloved in Christ Foundation	\$10,000
Adobe Systems - San Antonio	\$5,000
Baptist Health System- San Antonio	\$5,000
Citi San Antonio	\$5,000
Jamco Ventures	\$5,000
iHeartMedia	\$5,000
HOLT CAT	\$5,000
Ernst & Young	\$5,000
Nationwide Insurance-San Antonio	\$5,000
LCRA Employees United Charities	\$5,000
Hannah Foundation	\$5,000
McLaughlin Doty Foundation	\$5,000
Achieve New Heights	\$2,500
Wukasch Foundation	\$2,500
The O'Kelley-Hemminghaus Foundation	\$2,500
<b>TOTAL:</b>	<b>\$1,296,369</b>
<b>ALL OTHER ORGANIZATION REQUESTS - COMMITTED</b>	
<b>Funder Name</b>	<b>Amount Requested</b>
The Peierls Foundation	\$680,000
The Greehey Family Foundation	\$100,000
Yacktman Asset Management	\$100,000
NuStar Foundation (Parent)	\$50,000
Eugene Edge III Charitable Trust	\$30,000
James Avery Craftsman	\$25,000
Hal & Charlie Peterson Foundation	\$20,000
The Link Foundation	\$20,000
Finn Family Foundation	\$15,000
Argo Group	\$10,000
Austin Apartment Association	\$10,000
SC McAfee Family Foundation	\$10,000

The Keith M. Orme Charitable Foundation, Inc.	\$10,000
Achieve New Heights	\$5,000
Rackspace Hosting-HQ	\$5,000
Security Service Federal Credit Union -	\$5,000
Pevehouse Family Foundation	\$5,000
The Arnold Foundation	\$2,500
<b>TOTAL:</b>	<b>\$1,102,500</b>

## BOARD OF DIRECTORS

**What percentage of your board contributes financially to the organization?**  
100%

**If Board giving is not at 100%, please explain why?**

**How are board members expected to participate in your organization?**  
A Board Member is a passionate leader who desires to make a positive impact on the community through their engagement in the Red Cross mission.  
In partnership with the local Executive, a board member will focus outwardly into the community to effectively mobilize support and resources around the Red Cross mission:  
o Serves as the "Face of Red Cross" to maximize Red Cross presence and connectivity in a community  
o Actively develops and grows financial resources to live out the mission  
o Helps support mission delivery by connecting to and building relationships with strategic partners and volunteers  
o Supports and advocates for "One Red Cross," as appropriate - Disaster, Service to the Armed Forces, Blood, Health and Safety, and International

## LIST OF BOARD DIRECTORS

Name & Office Held	Corporate Affiliation
Donald Gleason Board Chair	Achieve New Heights
Marty Del Boaque Immediate Past Chair	Jefferson Bank
Ranjeet Gadhoke Member	Zachry Construction Corp.
Nathan Rizzo Member	RX-Tech
Jonathan Tijerina Member	CPS Energy
Jason Massiatte	Ward North American Van Lines
Jeremy Roberts	Adobe
Victoria Gonzalez-Gerlach	City of San Antonio Mayor's Office
Tracy Meritt	Generations Federal Credit Union

**Signature**  
Michael Vela