



**American
Red Cross**

Connections

SERVING AMELIA, CHESTERFIELD, GOOCHLAND, HANOVER, HENRICO, NEW KENT, POWHATAN AND RICHMOND

RED CROSS IN ACTION

After Receiving Red Cross Training, Richmonders Save Co-Worker

Companies demonstrate responsible corporate citizenship by having employees trained in CPR and AEDs.

Early in October, Joe Bailey, Repair Shop Manager for Richmond's Royal Chevrolet, was having a typical morning at work when someone yelled for him to come quickly. One of the dealership's salesmen was having a heart attack.

Joe ran to his co-worker's side, where he was joined by Bob Moore, New Car Manager. Using their Red Cross training, Joe and Bob proceeded to clear the man's airway and check for vital signs. They did chest compressions and rescue breathing for nine minutes until the ambulance arrived. Due to their efforts, the co-worker is alive and rehabilitating.

Being a responsible corporate citizen, Royal Chevrolet trained their employees for such a crisis. Unfortunately, many heart attack victims die due to lack of immediate action. Having employees trained in CPR, First Aid, and AED (automated external defibrillator) use could save the life of an employee or customer.

"Imagine three jumbo jets crashing each day and killing all on board—that is approximately the number of people who die each day of sudden cardiac arrest," says Mark Whiting, Vice President of the American Red Cross. "Now imagine a simple device about the size of a lunchbox and the price of a laptop that could potentially save many of those lives. With an AED and CPR,

people literally have the power to save a life at their fingertips."

When used properly, AEDs can read a person's heartbeat, determine if it is irregular, and deliver a shock if necessary. Since their inception, AEDs have saved countless lives.

Another local company, Genworth Financial, worked with the Red Cross to train associates and to place AEDs throughout its facilities worldwide. Genworth Financial agrees that training not only saves lives, it demonstrates concern for employees and customers.

"At Genworth, we demonstrate 'Heart'—one of our core values—by being focused on the well-being of our associates, our customers, and our community," said Beverly Grubbs, Property and Crisis Manager for Genworth Financial. "CPR is



American Red Cross training teaches how to use an AED in conjunction with CPR.



Joe Bailey and Bob Moore of Royal Chevrolet saved the life of a co-worker.

a lifesaving skill that benefits our associates, family members and our community in an emergency. Providing CPR and AED training is one way we show our associates that we are focused on their safety."

Studies have shown that when people have been trained, they will use an AED more promptly and confidently. In a sudden cardiac arrest the chance of survival drops by 10% for every minute of delay.

Del Mugford, General Manager of Royal Chevrolet, said that the incident in his dealership reinforced the need for employees to be trained.

"I saw the value of having some of my employees trained in CPR, but I never thought it was high on the priority list until this incident occurred. The training that my employees received in CPR saved a man's life. Now, CPR and AED training is on the top of our priority list, just as factory training for technicians is to fix an automobile. Thank you American Red Cross for providing this training to companies like ours."

—Del Mugford, Royal Chevrolet

For more information on AEDs, CPR, or any of our health and safety training courses, please contact the Center for Corporate & Community Education at 780-2286.

SHARE THE SEASON

Red Cross Seeks Community's Help to Brighten the Holidays for Veterans

Holiday drive to benefit McGuire Veterans Medical Center patients.

The American Red Cross needs the community's help in collecting items for patients at McGuire Veterans Medical Center.

Donations will also help military families staying in the area for the duration of their loved one's recovery and rehabilitation. Items can be delivered to the American Red Cross, 420 East Cary Street through Friday, December 15. Office hours are 8:30 am – 4:30 pm.

Appropriate gifts include:

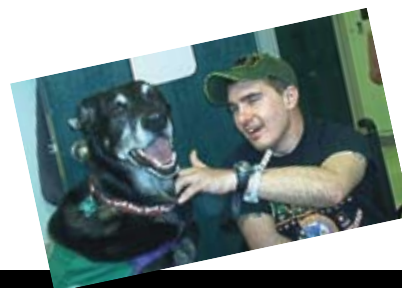
- Tickets to community events (sporting events, fairs, concerts)
- Gift certificates for movie rental stores

- New books for the patient library
- Gift certificates to department stores/retailers to purchase personal items
- New picture frames so patients may have loved ones by their side
- Gift certificates to movie theaters
- Gift certificates for casual dining restaurants (typically take 10 patients per outing)
- New DVDs or gift certificates to purchase DVDs
- Gift certificates to pet stores for supplies for therapy dogs
- New hand-held games, stationary, playing cards, puzzle books and board games

The Greater Richmond Chapter has partnered with McGuire for many years, providing funds and support to families of patients, support groups for military families, trained therapy dogs for companionship and volunteer support for patients and hospital staff.

"These donations will be incredibly helpful to soldiers recovering at McGuire," said Camille Gaffney, Director of the Armed Forces Emergency Services Program.

"Something as small as attending a baseball game or seeing a movie with friends can be therapeutic to someone who has been injured at war. Having some of the comforts of home will make life easier for military families staying in Richmond for months on end as their husband, wife, son, or daughter recuperates."



The holiday gift drive will benefit veterans like Jason (pictured with Alex, a therapy dog), who is recovering at McGuire from injuries sustained while fighting in Iraq and Afghanistan.

GENERATIONS



Board Chair Percy Wootton, M.D., with Interim CEO Granville Valentine.

Dear Red Cross Friends,

The forecast was for a very active and severe hurricane season this year, so we are relieved that we had only one event that affected Greater Richmond. Good news for most, but not for those affected by Ernesto. For Richmond's Battery Park residents who faced severe flooding and evacuation, the Red Cross was there to help.

It was a time for our chapter to use two new collaborative agreements: one with the City of Richmond for sheltering assistance, the other with the Central Virginia Food Bank for the provision of meals during a disaster response. I am happy to report that the time spent preparing for a disaster under the two agreements—which included planning and practice exercises—was well spent and the results were superior.

Over 60 Red Cross volunteers helped the Battery Park residents face their futures with aid such as lodging, clothing and medications. In conjunction with the Central Virginia Food Bank, we served over 1,700 meals.

We are now entering the time of year when the weather gets colder and the number of house and apartment fires begins to escalate. Please make sure you have checked your smoke detectors, ensuring they are in good working order and that your family has an escape plan.

I am very proud to have the privilege of serving as your Chief Executive Officer (Interim). We are one of the best. Thank you for supporting our very important work, whether through volunteering your time or your financial contributions, or in many cases both.

Sincerely,

Granville Valentine
Interim CEO

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(804) 780-2250.

www.greaterrichmond.redcross.org

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Red Cross Spirit Runs in Family

Eighty-nine year-old Red Cross instructor continues to spread Red Cross message of water safety

In celebration of the 125th anniversary of the American Red Cross, we are recognizing people who exemplify the Red Cross mission of saving lives. Kitty Bryant stands out as one such woman.

An energetic resident of Westminster Canterbury, Kitty Bryant grew up on Richmond's West Cary Street in the early 1900s. She frequented Highland Park and Ginter Park swimming holes, making her an accomplished swimmer by the age of 13. She quickly achieved her Red Cross Lifesaving Certifications and began to teach swimming at area schools and camps.

Kitty's first real job was at the Richmond division of the College of William & Mary—later Richmond Professional Institute, now VCU—where she taught Red Cross Water Safety to students. Kitty taught fellow college students how to swim the length of the pool, a skill required for graduation.

After completing her degree, Kitty got married and had children. She and her husband bought a house on the Chesapeake Bay. The first summer on the beach, she was spotted teaching her kids how to swim and was asked to teach the neighborhood youth. For years Kitty continued to be recertified as a Red Cross lifeguard and swim instructor, teaching swimming and water safety at the ocean and in creeks, lakes and pools. She continued to train lifeguards and little swimmers into her early 70s.

"I saw many changes in the water requirements throughout the years," Kitty said. "I did it for so long, I saw the evolution of swimming!"

One of Kitty's sons followed in her footsteps and also became a swimming instructor. Kitty's granddaughter, Chrissy Cannaday, was a Greater Richmond Chapter Health & Safety CPR instructor as well as a Disaster Action Team member. Chrissy



Kitty shares old water safety instruction manuals with her granddaughter, Chrissy.

parlayed her CPR knowledge and desire to help others in to a career as an Emergency Medical Technician with the Lakeside Volunteer Rescue Squad.

Kitty will never know the realm of her influence in creating safer waters and in probably saving a few lives. She is yet another humanitarian who has helped keep the Red Cross a part of many generations of American families.

WRAP IT UP!

Need Gift Ideas?

Give Lifesaving Items this Holiday Season!

Trying to find the perfect gift for your boss, neighbor, or that "hard to buy for" person on your list? Try some of these suggested gifts from the American Red Cross.



Deluxe Emergency Preparedness Kit* \$64.95

Includes a battery powered flashlight and radio, first aid items, light sticks, duct tape, food bars, a poncho, and many other items that would be beneficial during an emergency.

Deluxe Family First Aid Kit* \$24.95

The perfect kit for at home or on-the-go, this kit contains all of the essentials for treating your family's minor injuries. Is set up in a "book" format so that instructions are on the left and coordinating content is on the right.



Emergency Radio* \$60.00

An ideal emergency radio. It has AM/FM, NOAA, TV, VHF capabilities, is water-resistant, has LED lights, and a cell phone charger for when you most need it. Includes an internal rechargeable battery pack.



"Handle With Care" Baby Onesie* \$15.00

What is more precious cargo than our smallest loved ones? This infant one-piece reminds all to "handle with care."

Pet First Aid Class \$40.00

Learn how to administer immediate, temporary care that will sustain your pet until you can get to the vet. You'll also learn emergency procedures such as CPR and rescue breathing, and you'll get to take home tips on providing daily care and helping your dog or cat be healthy and happy. For a schedule, call the Greater Richmond Chapter at 780-2250.



Safety Tube* \$4.95

This tiny tube, which can be thrown in a purse, briefcase, or glove compartment, contains the essentials for an emergency: a water pouch, dust mask, light stick, and whistle.

***Available at www.redcrossstore.org.**

VOLUNTEERS

Red Cross Volunteers Weave a Web of Hope for Thousands

Community knitting group is warming hands and hearts around the world.

The Web of Hope is an American Red Cross program comprised of hundreds of volunteers who knit, sew, and crochet items like mittens, sweaters, and blankets to be distributed to under-served populations. Once a month, the volunteers bring their completed items to the Chapter, where items are sorted by size and type, and shipped locally and internationally to places such as veteran's hospitals, orphanages and shelters. Sometimes the grateful recipients send pictures of themselves wearing the lovingly-made mittens or sweaters.



The Chester Web of Hope volunteers display their handmade, wearable works of art.

Some Web volunteers knit at home while others meet in their respective neighborhoods. One such group meets regularly at Chester Baptist Church.

"Our work keeps cold children warm and also warms us inside," said Chester knitter Sung Lee. Last July, Mrs. Lee's husband, Dr. Yung Lee, took 60 Web items with him on a church trip to Peru.

Each volunteer has different sewing skills and knitting techniques, but each shares a passion for helping others by using their talent.

Midlothian resident Dorothy Waters, 87, began making items for the Web when she lived in St. Louis.

"I met Nancy Ketner (the Web's founder) when I was in Richmond visiting my daughter, and she told me all about the Web of Hope," Waters said. "So I got involved and started shipping things to her. Now I live here and I can knit with everyone."

Waters makes sure to include a small trinket with each of her impeccable handmade items. She sticks a small stuffed animal in each pocket, or sews a hair barrette to a hat, or ties a fountain pen to a sleeve.

"It's just a little goodie for a child who is deprived," Waters said. "If you can get a kid to smile, it's more helpful than a bottle of medicine."

Eighty-two year old Web volunteer Lucile Lewis who served in the United States Navy during World War II, knits when she's not at the bowling alley. Fellow knitters brag that she just bowled a score of 203.

One of the unique aspects of volunteering for the Web is that participants don't have to spend a cent. Many local organizations generously donate yarn and fabric as well as funds for shipping. Novice knitters are encouraged to attend the knitting group, as Web volunteers are excellent teachers and love to share their skills.

"The Web of Hope has so many beautiful volunteers who care from their heart about people in need all over the world," said Linda Southward, Web Coordinator. "It is a wonderful experience to see the smiling faces of children and adults who we have made happy and warmer by the hands of our volunteers."

The group always needs new skeins of yarn and bolts of fabric. Volunteers could also use clean—preferably new—fleece blankets, which can be made in to ponchos.

For the month of September, the Web had a record-breaking shipment of 1,093 items. Since its inception in 1990, the Web has shipped over 72,000 items.

For more information on the Web of Hope, or to donate supplies for the knitters, please contact Camille Gaffney at 780-2250.

TOGETHER We Prepare

5 ACTIONS FOR EMERGENCY PREPAREDNESS

1

Make a Plan

2

Build a Kit

3

Get Trained

4

Volunteer

5

Give Blood

For more information go to www.greaterrichmond.redcross.org or call 780-2250.

RED CROSS SAFETY TIPS

Time to Prepare for Old Man Winter!

Stay safe, cozy and fire-free during the cold winter months.

Emergency preparedness doesn't end with hurricane season. A heavy snowfall can wreak just as much havoc as Gaston or Ernesto, bringing us to a city-wide standstill and leaving people stranded in their homes and cars. Lower temperatures also mean breaking out space heaters, which account for many house fires. The Red Cross offers these tips on how to "winterize" yourself, your family, your home, your car, and your pets for the season.

- Always have extra layers—blankets, sweaters, scarves, socks—on hand for everyone in your household. Keep extra clothing in your car as well.
- Practice an escape plan so that in the event of a fire, people will know what to do. If your home is on fire, crawl low, under the smoke, feeling closed doors with the back of your hand. If hot, use another exit. Meet at a designated place outside. Never return to a burning building.
- Plug space heaters directly in to wall sockets, keeping them three feet from other objects. Unplug them when not in use. Don't leave children or pets unattended with space heaters, and don't leave them on while sleeping.
- Use caution with candles. Keep them out of reach of children and pets, never leave unattended, and don't display lit candles near windows or exits. Do not use candles for light if the power goes out, use a flashlight.
- Install a smoke detector in every bedroom and one on every level of your home. Check the detector batteries monthly and replace them annually.
- Keep a fire extinguisher in the kitchen and know how to use it.

- Get your car tuned up and checked out before harsh weather hits. Car problems tend to be worse during cold weather. Check tires, fluid levels, windshield wipers, and the heating system.
- When a winter storm is approaching, make sure to fill the gas tank in your car. If driving in a storm, always notify someone of your route. Make sure to have an automobile disaster supply kit containing nonperishable food, water, first aid kit, flashlight, and battery-powered radio.
- If you are stranded in your car during a winter storm, do not attempt to walk to safety. Tie a brightly colored cloth to the antenna for rescuers to see. Start the car and use the heater for 10 minutes every hour and keep the exhaust pipe clear.
- If you have an outdoor pet, make sure they have adequate shelter to protect them from wind, moisture, and the cold.
- Make sure your pet's water is not frozen. Consider purchasing a heated water bowl to keep water thawed. Outdoor pets usually need extra calories to sustain their body temperature.

Greater Richmond Chapter

fast facts

JULY TO
AUGUST 2006

So far this year, the Greater Richmond Red Cross has:

- Responded to 77 local emergencies, with most being house fires, assisting 91 families or 309 individuals with 140 being 19 years and younger.*
- Provided 217 people with 4,224 free, one-way trips to life-sustaining medical appointments.
- Trained 7,070 individuals in First Aid, CPR, AED and other lifesaving skills.
- Created and shipped 2,955 garments and blankets for the underserved through the Web of Hope, producing a total of 74,477 items since the program's inception 16 years ago.
- Served the Greater Richmond community 24/7 through 2,355 volunteers and 33 paid staff.
- Involved 42 youth members, ages 11 and above, on our Youth Council as interns and Peer Educators. We have 510 students in 17 Red Cross school clubs.
- 85 at-risk youth received Community Disaster Education.
- Reached approximately 1,275 people through multicultural initiatives serving Latino/Hispanic, African American, Asian American, and Muslim communities.
- Assisted in 281 military emergency cases and helped 54 military families through programs at McGuire Veterans Affairs Medical Center. Conducted several pre-deployment briefings, reaching 138 military members and their families.**
- Concluded 19 international tracing cases
- Interpreted and translated in 2 instances through the Chapter's Language Bank.
- Referred 409 individuals to sources of information and community services.
- Prepared 2,002 people with disaster training.
- Distributed 12,237 disaster preparedness brochures to 5,486 individuals.

*This does not include the 168 Battery Park residents we assisted with hotel lodging, food, clothing, and financial assistance following Tropical Storm Ernesto.

**In August, Red Cross military services were also featured in a front-page article on the National Guard's statewide newsletter, which reached 9,000 military families.

CLOSE TO HOME

Richmond Red Cross Continues to Support Battery Park Recovery

Following Tropical Storm Ernesto, the Red Cross helped 168 people with hotel accommodations, food, clothing, medications, and other emergency needs. We also provided 1,732 snacks and meals to residents and emergency workers through our partnership with the Central Virginia Food Bank. Sixty volunteers participated in the relief efforts.

Red Cross officials are working closely with the City of Richmond to create a solution to avoid similar situations in the future. Red Cross volunteers recently assisted the City with distributing emergency preparedness kits to Battery Park residents in flood-prone areas, should they need to quickly evacuate again.



Volunteers recently distributed comfort and clean-up kits for the continuing recovery process.



Toasting the Red Cross!

Several members of Woodville Elementary School's Toastmasters Club recently participated in a tour of the Chapter's Emergency Response Vehicle. The children also learned about fire safety and disaster relief and prevention and then delivered speeches on the Red Cross to fellow classmates. The Club's sponsor is Dr. Virgie Binford, a longtime member of the Chapter's Board of Directors.

Left, a Woodville Elementary student explores the Chapter's new ERV.

CAN YOU PLEASE HELP?

Hurricane Katrina left a word of caution in her terrible wake. She reminded us that all disasters are local – and that the disaster response is only as strong as the local capacity to provide it.

The Greater Richmond Chapter of the American Red Cross is a major player in local disaster planning and response, which has become a top priority in every community since 9/11 and the steady march of natural disasters over the years. This year, we recently helped 168 Battery Park flood victims with food, shelter, and clothing needs after the heavy rains of Ernesto.

Your Red Cross is unique. No one else provides disaster relief and emergency preparedness services on such a broad scale, as part of a Congressional mandate. But this mandate does not come with government funding – we count on the generous support of people like you so that we can continue to grow in our mission.

Please join us to meet the people on the front lines of emergency and disaster response. We invite you to bring your community group for a one-hour tour. Leave inspired by the work of your American Red Cross. For more information, call 780-2269.

Invest in your local Red Cross – People here at home need your help.



The American Red Cross Welcomes Magen David Adom and the Red Crystal

For over 50 years, Magen David Adom has provided Israel with disaster relief, humanitarian aid, and emergency medical care. The American Red Cross is proud to welcome the Red Crystal into the International Red Cross and Red Crescent Movement.



A Family Affair

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Volunteers

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Special thanks to our generous supporters.



Commonwealth of Virginia Campaign



American Red Cross

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