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Red Cross Month kicks off to honor community heroes

Join the annual celebration by donating on Red Cross Giving Day (March 27), giving blood, volunteering or taking a lifesaving skills course

FEBRUARY 29, 2024 — The American Red Cross of Wisconsin is kicking off its annual Red Cross Month celebration in March to honor local community heroes who help ensure their neighbors never face crises alone.



Red Cross Month is a national tradition that began in March 1943 when President Franklin D. Roosevelt issued the first Red Cross Month proclamation — and each U.S. president has followed ever since. Locally, Gov. Tony Evers has signed a proclamation that declares March as Red Cross Month in Wisconsin. CEO and Regional Executive for the Red Cross of Wisconsin Mark Thomas, and Executive Director of the Southwest Wisconsin Chapter of the American Red Cross Kyle Kriegl, were in attendance when Gov. Evers presented the official proclamation on Thursday morning at the State Capitol.

“During Red Cross Month, we are proud to honor the people in our community who step up to support one another when help can’t wait during emergencies,” said Thomas. “This relief and hope wouldn’t be possible without these local heroes. Please consider joining in their commitment by donating, volunteering, giving blood or platelets, or taking a lifesaving skills course.”

Join the Red Cross Month celebration by visiting redcross.org to make a financial donation, give blood or platelets, become a volunteer or take a lifesaving skills course. Those who donate at redcross.org/givingday on **March 27** will be part of the **10th annual Red Cross Giving Day**, which aims to rally 30,000 supporters nationwide to help provide shelter, food, relief items, emotional support and other assistance for people affected by disasters big and small.

As we approach the final weeks of winter, the public is urged to book a time to donate blood or platelets now as we continue to strengthen the blood supply heading into spring. Much like pets provide comfort and support, so does the Red Cross in local communities. As a thank-you for providing comfort during Red Cross Month, all come to give blood or platelets March 1-24 will get a \$10 e-gift card to a pet supply merchant of choice, plus automatically be entered for a chance to win a \$3,000 gift card. There will be five winners. See rcblood.org/Pets for details.

HELP CAN’T WAIT WHEN EMERGENCIES STRIKE Volunteers comprise **90%** of the national Red Cross workforce to power its lifesaving mission, along with generous blood, platelet, and financial donors; people trained in skills like first aid and CPR; and other supporters. Powered by dedicated volunteers and generous donors in 2023, the American Red Cross of Wisconsin:

- Responded to over 750 disasters and assisted over 3,800 people with comfort & essentials
- Installed more than 3,000 free smoke alarms in local homes

- Hosted approximately 10,000 local blood drives and collected over 230,000 units of blood
- Provided nearly 3,500 services to support veterans, military members, and their families
- Trained 17,664 people in first aid/CPR/AED and empowered over 46,000 people with water safety or lifeguarding skills
- Provided nearly 3,500 services to support veterans, military members, and their families

JOIN A REWARDING DAY OF GIVING BACK Home fires are the most frequent disaster response for the Red Cross, which is also working to help families stay safe by installing free smoke alarms during its *Sound the Alarm* home fire safety events in at-risk communities. Volunteers are needed for an event on April 13 in Green Bay and May 4 in Milwaukee. To learn more and register visit our website www.redcross.org/local/wisconsin.

About the American Red Cross:

The American Red Cross shelters, feeds and provides comfort to victims of disasters; supplies about 40% of the nation's blood; teaches skills that save lives; distributes international humanitarian aid; and supports veterans, military members and their families. The Red Cross is a nonprofit organization that depends on volunteers and the generosity of the American public to deliver its mission. For more information, please visit redcross.org or CruzRojaAmericana.org, or follow us on social media.

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