

Resourcing Disaster Response Operations of the American Red Cross

Every eight minutes, the American Red Cross responds to someone in crisis. The organization provides vital relief services, including shelter, food and healthcare, in over 60,000 disasters each year. The American Red Cross solicits donations of IT products, such as laptops, iPads or cell phones, to help their field staff maintain connectivity and facilitate critical services in the aftershock of a disaster. To enable more efficient deployment of IT donations, the organization partnered with Fidelity Investments, who enlisted a team of volunteers to develop a web application that enables staff to collect, intake, and distribute IT donations to areas of need. The technology was first deployed in Puerto Rico, after the January 2020 earthquake, and is being integrated into American Red Cross's IT operations nationwide.

✓ FOCUS ON PREPAREDNESS

The American Red Cross enlisted Fidelity's support in advance of the fall 2020 hurricane season, so that the organization would be better equipped to rapidly match IT resources to needs when disasters strike. The increased connectivity for aid workers will facilitate even more efficient and effective life-saving services.

✓ SEPARATE RESPONSE AND RESILIENCY EFFORTS

Fidelity supports the American Red Cross with product and monetary donations in the aftermath of disasters – particularly those that affect Fidelity's home communities, such as Florida, Texas, and North Carolina. Fidelity recognized the opportunity to amplify these short-term investments in relief programming by strengthening the organization's long-term infrastructure through pro bono.

✓ YOU'RE NOT THE EXPERT

A cross-sector team formed of American Red Cross experts in field operations and Fidelity IT specialists were well-equipped to craft a technical solution customized for the American Red Cross's staff and constituents' needs.

"The development of a custom application that tracks gifts to our organization helps us to better match those gifts with our need. This means our aid workers are equipped with the technology that enables them to provide swift and effective services, that meet the needs of vulnerable communities, families, and individuals in times of crisis."

-Rod Tolbert, Vice President of Disaster Services Technology at American Red Cross



"At Fidelity, we're committed to building resilient, thriving communities in our home regions and beyond! One of the most powerful ways we can do this is to offer up the time and talent of our associates to help nonprofits optimize their organizations. In the case of the American Red Cross, we were honored and humbled to share our technical expertise with an organization on the front lines of saving lives every day. Their mission and beneficiaries have inspired us all!"

-Frine Carbonell, Vice President of Real Time Integration Solutions, Fidelity Brokerage Technology