



**You will note in the first ten paragraphs, there is no mention of campaign. There is only a description of the remarkable role of the Red Cross in Philadelphia and Southeastern Pennsylvania.**

Our Red Cross is one of the premier nonprofits in the region. Along with William Penn, soft pretzels, and the cheesesteak, Red Cross House is another fantastic Philly first.

Red Cross House of Southeastern Pennsylvania is unique to Philadelphia. No other chapter in the United States has a facility like it. It is command central for all our disaster relief and recovery efforts.

It is also a safe haven providing temporary shelter for up to one hundred and twenty people every day. Because of Red Cross House, families are kept together and receive counseling and other services while they rebuild their lives.

American Red Cross is a humanitarian organization that provides emergency assistance, disaster relief and recovery, and health and safety education throughout the United States. Local chapters are established to be able to respond within minutes to regional disasters.

We're not very good at talking about ourselves.

Like Nike's slogan—*Just do it!*— we just do it! We don't talk about it.

It's probably why people don't know much about us except for our famous Red Cross logo. In fact, lots of people think we're part of the government. We aren't.

We are solely dependent on volunteers and donations from this community.

Our volunteers are our best asset, 10,000 of them. Our volunteer corps allows us to do as much as we do.

The number of disasters in our five-county area is increasing. More people need help, and donations aren't keeping up with the need. It's time we tell people what we do at the American Red Cross Southeastern Pennsylvania Chapter (ARC SEPA Chapter).

**These are the closing paragraphs. A call to action and a promise of careful stewardship. And the first mention of the goal.**



We've made a promise to people in the communities we serve. A promise to help them recover quickly from a disaster should they need help. The fire and police departments, the city of Philadelphia, and the state are depending on us to keep that promise.

The generous philanthropy of this community has allowed SEPA Chapter to keep its promise for over 90 years. It's also give us the ability to go beyond being just reactionary.

It's enabled us to be proactive in developing nationally recognized awareness, prevention, preparedness, and extended-care programs.

In uncertain economic times, we need a way to ensure consistent funding in order to keep our promise for another 90 years and well into the future.

We need to raise \$30 million to create a *Relief and Recovery Endowment Fund*— money that will keep Red Cross House operating. Invested in perpetuity, annual income from the fund will help us continue to anticipate and meet the needs of those urgently requiring our relief and recovery services.

Endowment giving has been called the greatest gift the present can give the future.

An endowment is an act of trust. It's an incredible expression of your belief in the value of our work, bringing dignity, comfort, respect, and support to those in need every hour, every day throughout the year, every year. Your gift is an acknowledgement that our Chapter makes a difference. It signals your confidence in our ability and commitment to save lives and preserve human dignity in the face of disaster.

In return for your gift, we make this pledge:

We promise to invest the funds as if they were our own. We will provide rigorous, transparent oversight. You will know how funds are invested and the return generated.

We will regularly issue a report. You will see when and where monies are spent. Please be assured, revenue generated from the endowment will only be used to support our relief and recovery programs.

Jerry Panas