

LIAISON REPORT

AGENCY: American Red Cross

LIAISON: Michelle Fullerton

- 1. Need for Program.** Describe who the target population is and whether their numbers are increasing or decreasing. Indicate the source of this information. Also, indicate how the program/service is different and how it is similar to others and what would happen if the program/service ceased to exist. List the priorities established by ASSET Funders, which the programming addresses.

The American Red Cross has 23 registered volunteers in Story County. They serve in times of need or disaster within our county, state, and country. In the last 3 months they have responded to 4 incidents in Story County, 87 in the State of Iowa, and several statewide volunteers were deployed throughout the country for hurricane response. The agency assists with the largest blood donation program in the state of Iowa held at Iowa State University annually.

- 2. Program Strengths.** Pick two to four factors that contribute most importantly to the program/service outcomes. Do not list everything that is satisfactory. We will assume that things not mentioned are okay. For each strength describe some supporting evidence.

They are an international organization with large resources available to assist in emergencies for Story County citizens such as fires and natural disasters.

National recognition and fundraising capabilities.

- 3. Program Weaknesses.** Select factors that detract most from the program/service achieving its outcomes. Present details as described above. Recommendations for reducing these weaknesses should follow the discussion of each weakness.

Small geographic area for one county of service not knowing from year to year the # of citizens that will served.

Lack of regular prevention service programs. Finding a fit for United Way funding priorities

- 4. Financial Outlook.** Current funding concerns should be described. In addition, the assessment of the program's plan to cope with shrinking resources should be given.

The agency as a whole has strong financial resources.

- 5. Internal Management Practices.** Summarize your assessment of the management of the agency, and the role of the Board. If there are deficiencies, details should be provided. Conclude with recommendations when appropriate.

The agency eliminated the FT director position for Story County a number of years ago to better utilize resources. Much of the prior director's expenses were covered by United Way funding, so this was a large savings once operations to oversee our county were moved to a more regional level based in Des Moines. Services have not been interrupted by this structural staffing change.

Fire prevention services, such as smoke alarm installation projects have been completed in recent weeks in the community of Huxley and the agency is looking to use social media more to recruit volunteers and spread the word about the services provided.

6. Agency Suggestions/Comments. Make note of any suggestions, comments or questions agencies may have with regard to the ASSET process, budget forms and or anything else that relates to the process.

GENERAL ASSESSMENT: