

## 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.

**\_\_ ARC serves all residents of Story County. They have 28 registered volunteers in Story County. They have responded to 4 single family fires, partnered with REG to install 118 smoke detectors in 49 homes in our county, and in recent years ARC has focused more on the ISU student population and getting them involved with their organization through their annual blood drive as well as other programs.**

**See attachment for program details of this year's blood drive with Iowa State University. The American Red Cross is now the only program to provide blood drives on campus. They've named a local Red Cross Hero that you can also read about.**

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**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.

**Nationally recognized and trusted non profit agency for fundraising**

**Large resources throughout their organization to assist in disaster and fire responses.**

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**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.

**Finding a fit for United Way funding priorities that is specific to one of their programs**

**Small geographic service area that can have a wide ranging change in funding needed from year to year depending on disaster services requested**

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**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.

**\_\_ This agency has strong financial statements**

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**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.

**Regional level director, little to no expenses to have a presence in Story County, yet still able to provide essential services. Highly involved board of directors, mostly based in**

**Polk County but they use social media and other advertising sources to ensure their organization is known about in Story County.**

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**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.

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**GENERAL ASSESSMENT:**