



AMERICAN RED CROSS DISASTER SERVICES

Vision, Mission and Major Initiatives

VISION: OUR PASSION

As a result of its performance, American Red Cross Disaster Services will be the recognized leader in helping more people better anticipate, survive and recover from disasters.

Everyone touched by Disaster Services will believe we are fulfilling our mission and will find the association rewarding.

MISSION: OUR CAUSE

American Red Cross Disaster Services reduces human suffering by helping people prevent, prepare for, and recover from natural and other disasters.

MAJOR INITIATIVES: OUR COMMITMENTS

- I. Deliver the full range of fundamental disaster services.
- II. Expand the range and scope of our services to respond to emerging needs and expectations.
- III. Attract, select, train, place, evaluate, develop, utilize and retain employee and volunteer human resources in ways that are personally and organizationally rewarding.
- IV. Strengthen chapters and states.
- V. Expand mitigation and preparedness activities to improve the safety and self-reliance of individuals, families, and communities potentially or actually impacted by disasters.
- VI. Enhance diversity throughout all facets of the Disaster Services program.

