

American Red Cross Disaster Logistics

Rosemary Parnell
Director

American Red Cross Mission

The American Red Cross, a humanitarian organization led by volunteers and guided by its congressional charter and the fundamental principles of the International Red Cross and Red Crescent Movement, will provide relief to victims of disasters and help people prevent, prepare for and respond to emergencies.

Fundamental Principles of the International Committee of the Red Cross and Red Crescent Movement

Humanity Impartiality Neutrality Independence
Voluntary Service Unity Universality



American
Red Cross

Disaster Services

American Red Cross

Disaster Services: The Red Cross responds to more than 70,000 disasters per year, from single family fires to tornadoes, floods, hurricanes and earthquakes

Preparedness, Health and Safety: The Red Cross saves lives through health and safety education and training, including first aid, CPR, swimming, lifeguarding, HIV/AIDS and Babysitter's Training

Blood Services: The Red Cross serves 4 million blood donors and millions of patients in need each year by delivering a wide range of high quality blood products and by providing blood donor and patient testing services

Service to the Armed Forces: The Red Cross trains and links members of the U.S. Armed Forces with their families during a crisis

International Services: The Red Cross Movement works together to alleviate suffering wherever it is found



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Disaster Services

Disaster Response Posture

Shelter:

500,000 individuals
Cots, blankets, comfort kits

Feed:

1,000,000 meals within 72 hours for 30 days

Bulk Distribution:

Stock for 500,000 families
Clean up kits, shovels, rakes, buckets,
disinfectant, insect repellent, etc.

Staff: 4,000 in 72 hours

Challenges of American Red Cross Logistics System

- Demand varies by disaster type
- Episodic logistics system rather than a well-oiled machine
- Mixed Sourcing of Resources:
- Adhoc distribution routes and sites
- Damaged and lost infrastructure
 - Roads
 - Utilities
 - Communications
- Competing demands (multiple disasters)
- No visibility of our supplies on a disaster relief operation once they leave the warehouses

Procurement

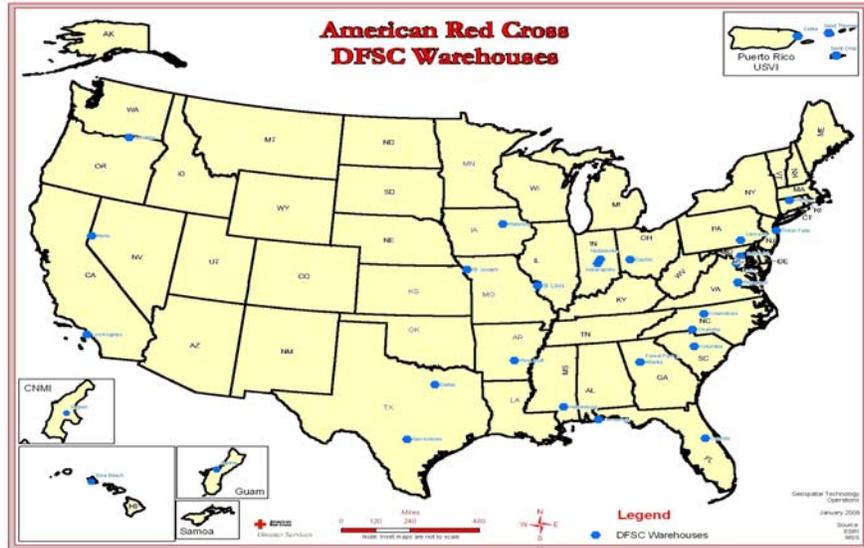
- **NHQ staff** procures and replenishes disaster supplies: Cots, blankets, comfort kits, shelf-stable meals, clean up kits, shovels, rakes, gloves, trash bags, etc.
- **Disaster Relief Operation (DRO) staff** procures or leases supplies for **only** the particular disaster relief operation: office supplies, copiers, port-a-potties, dumpsters, etc.

In-Kind Donations:

- **Solicits donations from private industry, individuals and governments**
- **Provides the donations to Disaster Relief Operations**
- **Ensures that donations are used appropriately and that the donors are recognized**

Facilities:

- **> 1.2 million sq ft of warehouse space**
- **32 National Disaster Field Supply Centers (DFSCs)**
- **1 Disaster Services Maintenance Center**
- **Disaster Relief Operation Hot Sites for Hurricanes:** Baton Rouge, Hattiesburg, Montgomery, Richmond, Greensboro
- **Disaster Relief Operation Headquarters and Warehouses:** Donations or Rentals



Transportation



Automation of the Supply Chain

Cradle to Grave Visibility

- Track supplies from when a requisition is offered to the supplier until the item is received by a client
- Track services rendered by service providers to the disaster
- Track all costs associated with providing goods and services

Pre-positioning:

Trailers for Pre-positioning supplies to the hurricane belt:

Shelter support trailers
Feeding support trailers
Bulk supplies support trailers



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Disaster Services

Measures of Effectiveness

- **Speed:** 24 hours from receipt of requisition by NHQ to delivery of supplies at the DRO
 - Includes time to pick and pack goods at the warehouse and transport to the disaster site
- **Losses** are less than 2% of supplies moved to the disaster
- **Costs** are acceptable with the American people and business standards