



# Community Installation Partnership



“I’m so grateful ... I wouldn’t have my family if it hadn’t been for those smoke alarms.”

Thanks to alarms installed through the Red Cross *Sound the Alarm* initiative, Vickie Rhodes and her family were able to escape a fire that destroyed their home.

## Installing Alarms and Saving Lives

Every day, seven people die in U.S. home fires, most in households that lack working smoke alarms, with low-income households, Native Americans, African Americans and older Americans disproportionately killed and/or injured.<sup>1,2</sup> As a responder to these local tragedies, the American Red Cross wanted to do more.

That’s why we launched our Home Fire Campaign in 2014 and began knocking on doors. We call this year-round canvassing effort *Sound the Alarm*, and we’ve made a tremendous impact, installing millions of alarms nationwide and making a huge difference here in our community.



We’re in homes installing alarms year round.

### In just eight years...



new alarms installed



escape plans made



homes made safer

## Broad Recognition for Featured Regional Supporters

With events in major metro areas across the U.S., our home fire safety push will not only help people on a tremendous scale, it will also have media reach. For partners, this means visible alignment with a trusted brand through a national promotion and additional tactics throughout 2023.

Benefits include:

## We Are the Nation's Best-Known Nonprofit.

Few organizations enjoy the worldwide recognition that is equated with the Red Cross. According to 2022 research from Morning Consult, a data intelligence company, the American Red Cross is:

- The nation's best-known nonprofit.
- The charity with the biggest community impact.
- The nonprofit with the most reported buzz.

Plus, we are ranked the most trusted charity among U.S. adults, Morning Consult found.

## An Efficient Charity

We constantly adapt, using new technology and refined methods to do more with less.



**90¢ of every dollar that we spend delivers care.**



**20 out of 20 standards for charitable accountability met.**



**90% of our workforce is volunteer.**

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**“Sound the Alarm” with Us**

*Thank you!*



<sup>1,2</sup>National Fire Protection Association, 2021