2009 ANNUAL REPORT

SERVING MONMOUTH, OCEAN, ATLANTIC, CUMBERLAND, CAPE MAY, GLOUCESTER, and SALEM COUNTIES

American Red Cross
Jersey Coast Chapter
Regional Office

MISSION OF THE AMERICAN RED CROSS

The American Red Cross, a humanitarian organization led by volunteers, provides relief to victims of disasters and helps people prevent, prepare for and respond to emergencies.

FUNDAMENTAL PRINCIPLES OF THE INTERNATIONAL RED CROSS MOVEMENT

Humanity | Impartiality | Neutrality | Independence
Voluntary Service | Unity | Universality

AMERICAN RED CROSS JERSEY COAST CHAPTER - REGIONAL OFFICE

The American Red Cross Jersey Coast Chapter accomplishes its mission through services that are consistent with its Congressional Charter and the Fundamental Principles of the International Red Cross Movement.

The Jersey Coast Chapter provides immediate aid within our Regional area which is affected by an average of 8 disasters – fires, floods, building collapses, blackouts and other emergencies – a day. Given the uncertainties of today's world, the Chapter is accelerating its collaboration with partner agencies to develop and implement readiness plans to respond to major natural and man-made disasters.

The Chapter also helps New Jersey residents and businesses prepare for emergencies by offering hundreds of courses in First Aid, CPR and aquatics, and emergency preparedness training programs and resources.

The American Red Cross Jersey Coast Chapter is not a government agency. It relies on individual and corporate gifts, special events and grants from foundations to fund its essential programs and services.

Jersey Coast Chapter – Regional Office

MONMOUTH COUNTY OFFICE
1540 West Park Avenue
Tinton Falls, NJ 07724
732-493-9100

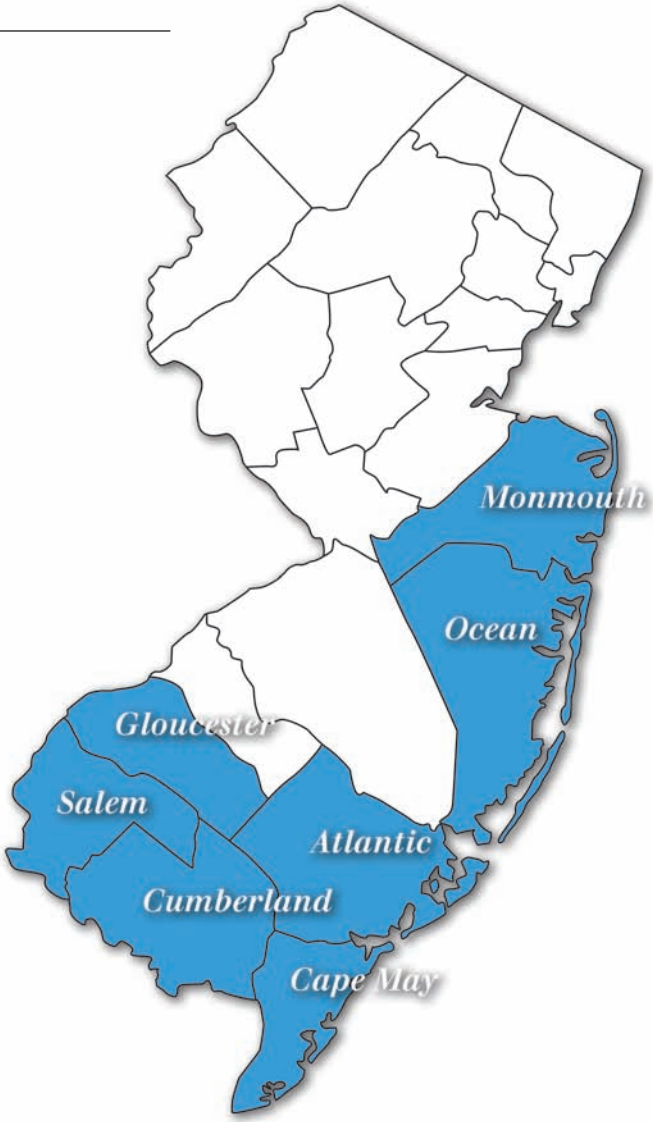
OCEAN COUNTY OFFICE
175 Sunset Avenue
Toms River, NJ 08753
732-349-2131

Community Chapters

GLOUCESTER
112 N. Broad Street
Woodbury, NJ 08096
856-845-8500

SALEM
258 Johnson Street
Carneys Point, NJ 08069
856-299-1027

SOUTHERN SHORE
850 N. Franklin Boulevard
Pleasantville, NJ 08232
609-646-8330



M E S S A G E F R

This fiscal year was a challenging year for everyone. As the country slipped into a recession, the need for American Red Cross services remained strong. Equally strong was our ability to meet those needs and fulfill our mission to provide help and hope for those that needed us the most – our neighbors, both near and far. Your Jersey Coast Chapter not only accomplished this locally in Monmouth and Ocean Counties, but continued to work collectively with our community chapters in Atlantic, Cumberland, Cape May, Gloucester and Salem Counties providing them leadership and guidance ensuring service delivery along the entire Jersey Shore.

The phenomenal work that the Jersey Coast Chapter Regional office is able to provide to our communities is only possible thanks to your support. You are the reason the American Red Cross is able to help those in need rebuild their lives after losing everything. We appreciate all you do as our volunteers, our partners and our donors. Because of your help, this year:

DISASTER RELIEF. We gave hope and help, and provided food, shelter and supplies to 1,323 children and adults whose homes were lost to a house fire or flood. Most importantly, these families received the support they needed to go to school or work, keep their families together and avoided homelessness because of your generous gifts.

COMMUNITY DISASTER EDUCATION. Because being prepared can make your family and community safer and sometimes minimize injury and destruction, we educated 51,567 adults and children through disaster education presentations in our communities.

HEALTH AND SAFETY SERVICES. We offered 4,668 classes and trained 54,175 adults and children in lifesaving skills through First Aid, CPR and AED, Babysitter Training, Swimming and Lifeguarding.

O M T H E C E O

SERVICE TO THE ARMED FORCES. The conflicts in Iraq and Afghanistan kept us busy again. 326 military families in crisis received help in contacting their deployed loved ones and arranging for temporary emergency leave through our Service to Armed Forces program.

BLOOD SERVICES. Thanks to our generous blood donors, the Jersey Coast Chapter collected 9, 147 units of blood through 222 blood drives in Monmouth and Ocean Counties, including our chapter's own Blood Donor Center.

VOLUNTEERS. More than 846 local volunteers, many with advanced emergency skills training, provide programs and services to our communities 24/7.

YOUTH SERVICES PROGRAM. Our Chapter's Youth Council program, consisting of 112 young members, between the ages of 11 and 17 years, offers tremendous leadership and training opportunities to our future leaders. The chapter provides our young members an invaluable outlet for learning the value of community service and charity and provides our future leaders training for disaster preparedness, first aid and emergency response while developing leadership skills, self-esteem and confidence.

MEASLES INITIATIVE. Measles is a leading vaccine-preventable childhood killer that can be prevented with a simple vaccination that costs less than $1.00 per child. This year, generous supporters of all ages from Monmouth and Ocean Counties have helped to vaccinate 3,465 children against the deadly disease of Measles through the American Red Cross Measles Initiative.

Thank you again, for your support of your local Red Cross. As you can see, your support helps strengthen our communities in so many ways. Our mission to help people prevent, prepare for, and respond to emergencies is realized each year because of the generous support of people like you. For more information about the programs and the individuals we serve, please visit our website at www.jerseycoast-redcross.org.

Thanks to the power of our volunteers, employees, partners and donors we continue to fulfill our mission and are always there:

DOWN THE STREET. ACROSS THE COUNTRY. AROUND THE WORLD.

Tara F. Kelly
Chapter CEO

OUR YEAR END FINANCIALS

STATEMENT OF ACTIVITIES FOR THE YEAR ENDED JUNE 30, 2009	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
CONTRIBUTIONS, REVENUES, AND GAINS				
Fund Campaign	$ 486,918	$ 22,792	$ -	$ 509,710
Legacies and Bequests	341,272	-	28,464	369,736
Grants	13,292	92,500	-	105,792
Other Contributions	411,847	1,000	-	412,847
Investment Income	(153,951)	(365,817)	(5,413)	(525,181)
Health and Safety	502,112	-	-	502,112
Inter Red Cross	157,636	767	-	158,403
Other Revenues	517,287	-	-	517,287
Reclass To/From Unrestricted Class	339,177	(339,177)	-	-
TOTAL CONTRIBUTIONS, REVENUES, AND GAINS	2,615,590	(587,935)	23,051	2,050,706
EXPENSES				
Armed Forces Emergency Services	25,353	-	-	25,353
Disaster Services	562,569	-	-	562,569
Biomedical Services	73,531	-	-	73,531
Health and Safety	491,947	-	-	491,947
Community Services	123,441	-	-	123,441
Service to Chapters	137,366	-	-	137,366
TOTAL PROGRAM SERVICES	1,414,207	-	-	1,414,207
Membership and Fundraising	399,006	-	-	399,006
Management and General	395,950	-	-	395,950
Chapter Assessment	253,960	-	-	253,960
TOTAL SUPPORTING SERVICES	1,048,916	-	-	1,048,916
TOTAL EXPENSES	2,463,123	-	-	2,463,123
Change in Net Assets	152,467	(587,935)	23,051	(412,417)
Net Assets at Beginning of Year	2,629,870	1,910,743	-	4,540,613
Net Assets at End of Year	$ 2,782,337	$ 1,322,808	$ 23,051	$ 4,128,196

BALANCE SHEET JUNE 30, 2009	
ASSETS	
Unrestricted Cash	$ 285,919
Temporarily Restricted Cash	1,965
Short Term Investments	540,623
Accounts Receivable, Net	86,262
Inventory	417
Other Current Assets	4,399
TOTAL CURRENT ASSETS	919,585
Long Term Investments	1,350,000
Charitable Gift Annuities	59,194
Property, Plant, and Equipment, Net	3,760,898
Prepaid and Other Assets	23,051
TOTAL NON-CURRENT ASSETS	5,193,143
TOTAL ASSETS	$ 6,112,728
LIABILITIES	
Current Portion of Long Term Debt	$ 101,963
Accounts Payable	76,573
Other Current Liabilities	94,553
TOTAL CURRENT LIABILITIES	273,089
Long-Term Debt	1,611,443
Other Liabilities	100,000
TOTAL NON-CURRENT LIABILITIES	1,711,443
TOTAL LIABILITIES	1,984,532
NET ASSETS	
Unrestricted	2,782,337
Temporarily Restricted	1,322,808
Permanently Restricted	23,051
TOTAL NET ASSETS	4,128,196
TOTAL LIABILITIES AND NET ASSETS	$ 6,112,728

The financial statement presented above has been extracted from the financial statements audited by WithumSmith+Brown, PC (Certified Public Accountants and Consultants) for the fiscal year ended June 30, 2009 on which an unqualified opinion was expressed dated August 18, 2009. This financial statement should be read together with the complete financial statements in order to have a full understanding of the Organization's financial position, the results of its activities and related restrictions.

WithumSmith+Brown, PC

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Executive Vice Chair
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Meridian Occupational Health

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Vice Chair, Governance
Direct Title Agency

Richard B. Kiernan
Vice Chair, Audit
Seabrook

Paul D. Hubert
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Citi Private Bank

Patricia Englert
Secretary
Englert, Inc.

Editor's Notes: The Annual Report Team would like to thank the individuals who made this annual report possible as well as the staff at the Jersey Coast Chapter. *Credits:* Tara Formica Kelly, Patty Douglas and Nancy Orlando, Co-Editors

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Cleo Hendrickson
Director of Community Initiatives

Maureen Buehl
Director of Community Resources

Al Figueroa
Director of Information Technology

Melissa DeGennaro
Director of Public Relations

To become a part of the Red Cross in your community go to

www.jerseycoast-redcross.org

American Red Cross

American Red Cross – Jersey Coast Chapter
Regional Office
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Tinton Falls, NJ 07724
732-493-9100 • 800-327-9111

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Cover Photo: Talia Frenkel / American Red Cross