



**American
Red Cross**
of Central New Jersey

GUARDIAN

A QUARTERLY NEWSLETTER PUBLISHED BY THE AMERICAN RED CROSS OF CENTRAL NEW JERSEY • March 2006

Serving Hunterdon, Mercer, Middlesex, and parts of Somerset Counties

March Is Red Cross Month



**American
Red Cross**

Together, we can save a life

*Thank you to our Central New Jersey
Red Cross Family of
dedicated volunteers,
blood donors,
and financial supporters.*

You make it all happen!

History of Red Cross Month

Since Clara Barton created the Red Cross in 1881, the organization was largely dependent for publicity and funds on the spontaneous support of people who learned of catastrophic events and the Red Cross response to them. However, during war times, the Red Cross called for help from the people to support its aid to the military and civilians affected by war.

In November 1941, with war in Europe, the Red Cross conducted a highly successful 25th Annual Roll Call. A few days later the Japanese attacked Pearl Harbor and the United States entered World War II. As it had done in the previous World War, the Red Cross responded immediately by declaring a War Fund campaign. By June 1942, it had raised more than \$66 million.

Rather than go back to the public with a third appeal in one year, the Red Cross decided to cancel its 1942 Roll Call. Instead, after discussions with President Roosevelt, the honorary chairman of the Red Cross, the whole month of March 1943 was declared "Red Cross Month." Since then, presidents customarily issue a proclamation each year declaring March as Red Cross Month.

It is throughout this month that we have the opportunity to acknowledge and thank our Red Cross family of volunteers, employees, major donors, blood donors, and community supporters, as well as remind people that the "place" where Americans make a difference is the American Red Cross.

Chairman's Challenge

To our Red Cross Family,

ONE MILLION SAFE

The chapter is hoping to increase our reach throughout our community. We want to make more of our citizens safer through preparedness and safety education; reach new geographical areas and groups within our community with education and services; and encourage greater community participation—which is particularly important should we experience a large-scale disaster in New Jersey.

ONE MILLION SAFE is an internal campaign for all within the chapter's Red Cross family, aimed to heighten our knowledge about all chapter activities and therefore expand that knowledge throughout our community.

At the start of the fiscal year, 7/1/05, we began to count safety "reaches" that will be added toward our *ONE MILLION SAFE* goal. The safety "reaches" are individual Red Cross services we provide that, in any way, make one safer.

Why are we counting?

The numbers of "reaches" are being counted solely as a benchmark for the campaign's success. There is no competition, only cooperation between us all to work *together* to increase the "reaches" and help make *ONE MILLION SAFE* within our community.

How many can *you* reach?

Visit the new VOLUNTEER ACTIVITY PAGE on our website at njredcross.org and click on *ONE MILLION SAFE* to find additional campaign information, highlights about exceptional ways volunteers and staff are increasing their reach, and updates on where we stand with the count.

While you're there, check out what other volunteers from other departments are doing and ways that you can help.

Robert Humes, Chairman of the Board



American Red Cross
of Central New Jersey

GUARDIAN

Editor: Diane Concannon

707 Alexander Road, Suite 101
Princeton, NJ 08540-6331
(609) 951-8550

349 Rt. 31 South, Suite 501
Flemington, NJ 08822
(908) 782-4121

www.njredcross.org

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Yes Virginia, There Is A Place

On November 5th, Virginia Lott and her six year-old granddaughter Jacquasia were lying in bed watching television in their Ewing home. Without warning, faulty wiring on a space heater sparked a fire which soon caught the bed linens and immediately engulfed the bed into flames. "It happened so quickly," said Virginia, "all I could think was to grab Jacquasia and get out of there." The two ran downstairs shouting "fire" to Virginia's fiancée Louis and all three bolted out of the home with nothing but the clothes on their backs.

Virginia's son Jacques returned home and learned that the fire destroyed the second floor and the first floor suffered heavy water damage. Jacques also lived in the home with his fiancé and Jacquasia's brothers and sister - a four year-old and a set of two year-old twins. They all stood outside their home in the dark, shocked at all they had lost and wondering what they would do next. "We had nowhere to go - it was a nightmare," said Virginia.

But they did have a place to go. Virginia soon learned that the Red Cross was there to help. Disaster Relief Volunteer Curtis Hoberman had arranged two hotel rooms for a few nights and provided vouchers for food and clothing as well as special supplies for the babies. The family was also supplied with referrals to other agencies to help with their long-term needs. "The Red Cross was right there for us that night," said Virginia. "I was so relieved."

Weeks later, Virginia was surprised to learn that the Red Cross disaster assistance her family received was not funded by the government. "It's not like a FEMA?" she asked. There was a quiet pause after Virginia learned that the help she received after that horrible experience was a gift from her neighbors - her neighbors across Central New Jersey that donate to the local Red Cross chapter for this very purpose. "Oh my," she responded softly. "I didn't know that." She added, "I truly appreciate everything the Red Cross did to help my family, and I'd like to say thank you to all my neighbors."



"We had nowhere to go - it was a nightmare," said Virginia, pictured above with her fiancé Louis.



Local Disaster Response

November 8, 2005 - February 14, 2006

- 42 Disaster responses (41 fires)
- 64 Families assisted
- 185 People assisted with food, clothing and/or shelter (121 adults, 64 children)
- 230 First responders provided with canteen services
- 65 Volunteers there to help

Free Assistance Provided: \$41,412

Safety Steps To Take

- Install a smoke alarm outside each sleeping area and on each additional level of your home. If people sleep with doors closed, install smoke alarms inside sleeping areas, too. Use the test button to check each smoke alarm once a month. Replace all batteries at least once a year. Replace your smoke alarms every 10 years.
- Consider having one or more working fire extinguishers in your home.
- Determine at least two ways to escape from every room of your home. Consider escape ladders for sleeping areas on the second or third floor.
- Select a location outside your home where everyone would meet after escaping. Practice your escape plan, especially with children, at least twice a year and revise as necessary.



Visit www.njredcross.org for additional safety information

American Red Cross School Safety Initiative Saves Lives in Trenton

The more frequently participants take CPR courses and the earlier they start the training shows a significant rise in their confidence to actually use these skills to save a life. With this in mind, our chapter partnered with Trenton Public Schools to provide a Red Cross First Aid and CPR Program to teachers and students in various grade levels throughout the Trenton school system and to assist the district with integration of this program into their current curriculum.

The Program began in April, 2004, with training of 21 high school teachers/nurses to certify them as instructors for the Community First Aid & Safety Course, which includes Red Cross CPR and First Aid instruction. That May, 28 elementary and middle school teachers were oriented with the First Aid for Children Today and Basic Aid Training courses, which introduce children to age appropriate first aid procedures and safety information.

Training of students began September '04 and continued through June '05. The Program provided safety information to 6,877 participants. Not even six months into the program, two students used their skills to save two lives!



Trenton School Safety Initiative		
Program	Grade Level	Participants
Community First Aid & Safety	11	570 students
Basic Aid Training	3-5	2,491 students
First Aid for Children Today	K-3	3,795 students

"I actually had the opportunity to use some of the skills when a kid I was watching started to choke. I was able to use abdominal thrusts to get the hot dog out. The parents were very grateful and I felt really good about what I was able to do." - Trenton High School Student Ashley Hines, pictured left in training.

Who Made It Possible

The driving force behind the effort was David J. Long, President of Long Motor Company. David is champion of the Initiative and believes strongly in creating a culture in which teaching children how to save lives will influence them to appreciate life and be more compassionate to others.

David helped secure funding for the Trenton Initiative from Saturn of Bordentown, Greenfield Dodge, Princeton BMW/MINI, Precision Acura of Princeton, Volvo of Princeton, Lawrenceville Toyota, and Allen Haldeman Dealerships. The New Jersey Coalition of Automotive Retailers, who also provided funding through the Charles E. Walton Charitable Foundation, coordinated the funding provided by these dealerships.

A long-time supporter of our chapter, David donated several cars for use in our yearly raffles. This year, Long Motor Company and Volvo Cars of North America have donated a Passion Red 2006 All New Volvo C70. This sporty coupe goes to stylish convertible in less than 30 seconds thanks to its unique three-piece retractable hardtop and warrants an ambitious goal of raffle ticket sales – all for a very good cause.



David Long discusses the importance of CPR with members of Red Cross Youth Council

You can help support the expansion of this initiative to school districts throughout Central New Jersey by supporting the *2006 Red Cross Car Raffle*.

2006
Red Cross Car Raffle

Feel the Freedom

in an all new

Volvo C70

Raffle tickets—\$100



Drawing — Monday, June 5, 2006

Maximum tickets sold—2500

When you buy a raffle ticket
It's a win-win...

You help disaster victims
in your own backyard...

"Thanks for lending us a hand
to get back on our feet. ."

And help support...

The
School Safety Initiative

A program provided to area schools
to train students of all ages
the life saving skills of First Aid and CPR.

You can help save a life!

Thank you to
Long Motor Company
and
Volvo Cars of North America
for their generous donation of the Volvo C70.



**2006 RED CROSS CAR RAFFLE
CONTACT INFORMATION—Please Print**

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

E-mail address _____

of tickets _____ @ \$100.00 ea. = _____

PAYMENT INFORMATION

Check Credit Card MC VISA AMEX

Checks payable to: American Red Cross of Central New Jersey

Account # _____

Name on Card _____

Exp. Date _____ Total Amt. _____

Signature _____ Date _____

Mail or fax this form to: American Red Cross of Central NJ
707 Alexander Rd., Suite 101, Princeton, NJ 08540
Fax: (609)951-9787 For additional info: (609)951-8550

When payment is received, raffle ticket(s) will be mailed to the address provided.
Please check out our web site at—www.njredcross.org
for purchase of raffle tickets online as well as more information
about the programs and services provided by our chapter to the
counties of Mercer, Middlesex and Hunterdon. THANK YOU!



Hunterdon Branch Holds Ribbon Cutting Ceremony



Pictured left to right: American Red Cross of Central New Jersey Financial Development Administrator Jennifer Durant, CEO Kevin Sullivan and Chairman of the Board Robert Humes, are joined by Hunterdon County Chamber of Commerce President Suzanne Lagay, State Senate Minority Leader Leonard Lance (R., Hunterdon), and County Freeholders Erik Peterson and Nancy Pelladino.

On January 12th, the chapter held a ceremony to publicize the Flemington location and inform the community where we are and how we can help. Visitors learned through displays and demonstrations about Red Cross products and services available to Hunterdon County residents.

"The Red Cross is here for Hunterdon County and here to stay." Kevin Sullivan, CEO

Congratulations to

Merrill Lynch

Awarded with the

2006 Bob Clancy Culture of Caring Award

In recognition of their time, energy and financial support to the American Red Cross of Central New Jersey

February 25, 2006



The
American Red Cross
of Central New Jersey

and the volunteer committee of the

2006 Red Cross Mardi Gras Gala

gratefully acknowledge the following for their generous support

Celebration Sponsor

Bristol-Myers Squibb
Johnson & Johnson
Long Motor Company
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Mardi Gras Table

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Robert Wood Johnson Foundation
Washington Group International
Yardville National Bank

Special Thanks to

Johnson & Johnson Consumer Company
V2
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King of the Mardi Gras

Mr. and Mrs. Robert Humes

Mardi Gras Harlequins

Mr. and Mrs. Frederic Ball
Mr. and Mrs. Marc Baranski
Mr. and Mrs. Pete Callaway
Mr. and Mrs. John Chamberlin
Mr. and Mrs. Michael Kollar

Hosting Edison Job Corps for National Job Shadow Day



On Monday, February 1st, the American Red Cross of Central New Jersey welcomed thirteen students from Edison Job Corps to participate in National Job Shadow Day, a youth-focused career mentoring initiative.

Job shadowing provides an opportunity for students in at-risk situations to be exposed to various career options they otherwise might not have the chance to explore.

The day included a panel discussion with Chief Executive Officer Kevin Sullivan and senior staff, mentoring sessions with key staff providing insight with their job responsibilities and daily activities, and demonstrations from both Emergency Services and Health & Safety departments.

This is not the first time the two organizations have worked together. The Edison Job Corps Red Cross Club has assisted Red Cross response to local and national disasters and the club conducts several Red Cross blood drives throughout the year.



Health & Safety Instructor Mike Speck teaches students the proper response to a choking victim during National Job Shadow Day.

"Today was a great learning experience for the students," said Job Corps Volunteer Coordinator Olga Carrillo. "They were able to interact with Red Cross staff and see first-hand what goes into carrying out the various programs and services at the chapter."

WOULD YOU RATHER RECEIVE THE NEWSLETTER VIA EMAIL?

If you prefer, we can send you the GUARDIAN newsletter via email. This could help us greatly reduce our printing and mailing costs, and we would still be able to keep you informed with the GUARDIAN in an electronic format. Just send an email to: newsletter@njredcross.org and list your name, company (if applicable), address, phone number and email address. Thank you!



Good Friends Help Out

Once a month, students from the Friends School of Princeton help bring a meal and a smile to Red Cross Home Delivered Meals clients as part of the school's community outreach program.

"It's great that these children are learning the benefits of community service at a young age," said Meals On Wheels Coordinator Alicia Vincelette. "And we really appreciate their help."

Pictured left to right: Friends School of Princeton students Jackie Kay (13), Jeremiah Blitz (11), Horah Hannel (13), Adriana Saggiomo (12), Jayce Waltz (12). Front center: Alexandria Jesse (8)



707 Alexander Road, Suite 101
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LEAVE A LASTING LEGACY...PUT THE AMERICAN RED CROSS OF CENTRAL NEW JERSEY IN YOUR WILL.

MARK YOUR CALENDAR!

APRIL

4/1/06

New Volunteer Orientation and Open House

Learn about various volunteer opportunities at the chapter. Registration preferred.

8:30 AM–1:30 PM

707 Alexander Road, Princeton

Contact: Sharon Hurley - 609-951-8550

4/22/06

Red Cross Dance-A-Thon

A day of dancing and fun for the whole family

3:00–10:00 PM

Crossroads North (Middle School Building), 635 Georges Road, Monmouth Junction

Organized by Red Cross Youth Council

Contact: Joyce Gorsky - 609-951-8550

JUNE

6/5/06

Red Cross Golf Classic

The Ridge at Back Brook, Ringoes

Tee off: 11:00 AM

100 Players Maximum- Sponsorships available

Contact: Valerie Mangrum - 609-951-8550

For additional information about these events, contact the chapter at 609-951-8550 or visit www.njredcross.org