



**American
Red Cross**

Cape Cod and Islands Chapter

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Media Alert

Martha's Vineyard Savings Bank Charitable Foundation to Support Red Cross Preparedness Initiative

Hyannis, MA, January 14, 2010 – The Martha's Vineyard Savings Bank Charitable Foundation has supported the American Red Cross, Cape Cod and Islands Chapter with a \$1,000 grant to support its Martha's Vineyard Preparedness Initiative, aimed at benefiting every resident on the Island.

Chris Wells, President of the Martha's Vineyard Savings Bank says: "*We are pleased to support this Preparedness Initiative as it supports and further expands the Red Cross Delivery of services to our Island residents.*"

The plan consists of the following elements:

- Pre-positioning the equipment and recruit, train and equip the volunteer team necessary to be prepared and respond to an emergency when the need arises on Martha's Vineyard.
- Expand volunteer recruitment and training initiatives
- Pre-position the materials and equipment to support shelter and mass care for 1,000.
- Modernize the emergency support vehicle to support response requirements.
- Enable each member of the Martha's Vineyard community to be part of the preparedness solution with specific focus on the youth and diverse members of Martha's Vineyard.
- Provide improved access training systems through targeted outreach programs increasing the number of residents trained in critical life saving skills training.
- Demonstrate that the Red Cross is committed to partner with other organizations and residents within the Martha's Vineyard community, e.g. through Memoranda of Understanding with the Medical Reserve Corps and a close working relationship with Emergency Managers on the Island.
- Demonstrate donor support will be directed to continuously improve the quality of Red Cross service delivery, community preparedness, education and disaster response on Martha's Vineyard.

The ultimate success of the initiative will be measured by having Red Cross volunteers trained, equipped and ready to operate disaster response shelters and the community to be prepared to respond to local emergencies if the need arises.

In the past two years, the Cape Cod and Islands Chapter has actively worked to build its disaster volunteer team on the Island. The chapter is finalizing the training 12 new disaster volunteers and already has 10 trained volunteers in place on the island, led by Zone Leader Jim Thomas from Oak Bluffs.

Thanks to donor funds from all over Cape Cod and the Islands, the Chapter has ensured that each community on Martha's Vineyard is equipped to shelter 48 people and a Red Cross response trailer with materials to support 100 evacuees is positioned on the island. In addition, the Chapter provided a Martha's Vineyard Emergency Response Vehicle. All Disaster Relief Support is provided free of charge and the Chapter is actively pursuing donor and foundation funds to support the Preparedness Initiative for and by Martha's Vineyard.

For more information about the Martha's Vineyard Preparedness Initiative or about the various programs, both online and in person, please contact the American Red Cross, Cape Cod and Islands Chapter, American Red Cross, 286 South Street, Hyannis, MA 02601 or via www.cciredcross.org or toll-free at (508) 775-1540.

About the Red Cross Martha's Vineyard Preparedness Initiative:

More specifically, the plan calls for the following:

- Increase pre-positioned shelter capacity to serve 1,000 clients/evacuees, consisting of 850 Regular and 150 Special Needs Cots, 1,000 blankets and 1,000 comfort kits, Disaster, Shelter Manager, Physical and Mental Health Services kits and Disaster administrative supplies, signage, storage and transportation cost
- Improved Red Cross Emergency technology and communications capabilities, such as Laptops, chargers, phone head sets, hot wire locations, printers, portable generator, two way radio, network link to county emergency radio system.
- Update aging Red Cross Emergency Response Vehicle (ERV) to support response activities, include prepping, insurance, logos, annual maintenance and fuel cost.
- Two all weather response jackets for emergency response volunteer calls
- Deliver ARC Development Training Program for Lead Volunteers. Training includes process and leadership skills courses for command, control, administration and leadership development
- Recruit and train 30 new Disaster Action Team Members. This consists of First Aid, CPR/AED, Fulfilling our Mission, Mass Care, Disaster Workshop, Shelter Operations/Simulations, ERV Workshop, Defensive Driving, Disaster Assessment, Field Response Workshop, picture ID and chapter pin. In addition, equip 30 disaster action team members with the following: Roller backpacks, helmets, flashlights, protective shirts and vests, Go Kits, gloves, health kits, basic first aid needs and replacement medications.

NOTE: All disaster relief support provided by the American Red Cross is free of charge. The Chapter does not receive government funding. It is totally dependent upon local support from foundations, individuals and businesses. A gift of any size to the American Red Cross will save the day when the next disaster strikes. When a neighbor's house burns down. When someone needs lifesaving blood transfusion. When a family needs to contact a deployed service member in an emergency. When a child needs a hug and a blanket. The gift that saves the day is the gift you give today. Your gift supports the lifesaving mission of the American Red Cross in your community, across the country and around the world.

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