



A Defining Investment in America's Future

Accelerating Health, Safety and Resilience in America's 250th Year and Beyond



A Moment for Extraordinary Leadership

As we approach the nation's 250th anniversary, we invite (donor name) to shape its future. This celebration is also an inflection point. It offers a once-in-a-generation opportunity to invest in a uniquely American institution that stands the test of time and actively strengthens our nation.

For 145 years, the American Red Cross has been the quiet, constant force behind the health, safety, and resilience of the U.S. From battlefields to blood banks, wildfires to swimming pools, our vital services are synonymous with the American journey.

In this milestone year and amidst growing human need, we respectfully ask (donor name) to make an extraordinary leadership commitment of \$2,500,000 to the American Red Cross. You will join a handful of business and philanthropic leaders in accelerating the innovation and community mobilization that propels our lifesaving mission. Your gift is a statement of faith in America 250 and beyond.

Now More Than Ever

The American Red Cross delivers compassion at scale because of an unrivaled network of volunteers and business and community partners who champion our cause nationwide. These partners make us:

- **Universal:** Serving all who need us, whether down the block, across the country, or around the world
- **Essential:** Providing 40% of the nation's blood, averting crisis daily and delivering the gift of life
- **Immediate:** Responding to 65,000+ disasters annually, from news making storms to daily home fires
- **Nonpartisan:** Trusted by the American public as a community-based force for good coast-to-coast
- **Multiplier:** Powered by 175,000 trained volunteers, the largest of any nonprofit in America
- **Dependable:** Delivering when systems fail, weather impedes, and needs are at their greatest
- **Innovative:** Investing in technology/AI to strengthen systems, solutions, services and people.

Built for Change

The Red Cross continually adapts to meet the nation's evolving needs. Today we focus on:

- **Climate response:** Scaling operations for wildfires, floods, and extreme weather
- **Digital modernization:** Transforming blood services and disaster logistics
- **Public health readiness:** Expanding our role in national preparedness
- **Mission impact / access:** Delivering services where they are needed most to all who need them.

Investing in the Future

As we prepare to celebrate, let's also strengthen one of the nation's most vital assets. An institution that stands for America. When homes burn, we respond. When blood is needed, we deliver. When families are in crisis, we connect. When the nation is tested, we perform. We are your American Red Cross.

Our mission to prevent and alleviate human suffering in the face of emergencies is needed now more than ever. Respectfully, we ask (Donor name) to mark the occasion with an extraordinary gift of \$2.5M.



Your gift will garner significant recognition (if desired). Thank you for considering this special appeal and for your continued faith in and support of the American Red Cross.