



**American
Red Cross**

FOR IMMEDIATE RELEASE

Iowa Tornadoes Disaster
Operations
Cedar Falls, IA 50615
www.hawkeyechapter.org

News Release
NEWS RELEASE

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Red Cross Services to Clients Going Strong in Northeast Iowa

Costs Continue to Grow as Red Cross Services Continue to Meet the Needs of the Communities

CEDAR FALLS, Thursday, June 6, 2008 — After the tornado struck northeast Iowa, the American Red Cross immediately deployed feeding vehicles, supplies and volunteers into the storm-stricken area. Hundreds of homes and businesses sustained major damage, and the American Red Cross responded immediately. *Donations received by the Red Cross have enabled the community to be served in the following ways:*

Food and Shelter

Shelters were opened immediately, meals, drinks and snacks flowed out of feeding locations and Red Cross volunteers held hands and listened to tragic stories following the storm. Even after providing over 42,000 meals, the Red Cross in partnership with the Southern Baptists, continue to feed hundreds each day.

Searching and Saving Personal Treasures

Eager to sift through their ravaged homes, residents flooded back to what was left to begin to clean up. To keep them safe and assist them in that process, over 26,000 bulk items have been distributed. Dust masks, safety glasses, work gloves, shovels and trash bags have helped families recover precious items found on their properties. One of the most sought after items being provided by the Red Cross has been large, plastic totes to hold those treasures.

Critical Counseling

The people of Parkersburg, New Hartford, Dunkerton and others have experienced an extremely traumatic event. They've seen, heard and been personally affected by injuries, the loss of friends and family and the realization that some personal items of great sentimental value will never be seen again. The Red Cross has met with over 1,500 people at the Red Cross service center or through mobile outreach to help them cope. The Red Cross listens to people's feelings, helps them cope with what they've been through and eventually helps them plan for their recovery. Those who wish to access this service are encouraged to come to the Service Center at St. Patrick's Catholic Church, 304 Second Street in Parkersburg or call 1-866-GET-INFO if they need someone to come to them.

Financial Assistance for Emergency Needs – Casework

Once the basic needs of food and shelter are met, families may also recognize the needs for other necessities such as clothing, shoes, medicines, eye glasses, etc. Once someone arrives at the Service Center at St. Patrick's Catholic Church, 304 Second Street, they will be connected with a trained Red Cross volunteer who will help determine their need for emergency assistance. Red Cross financial assistance is standardized based on number of family members and the urgent need for basic items including food, clothing, medication, or other essentials. Red Cross financial assistance is not intended to replace or supplement insurance and is not

based on the dollar amount of loss. This assistance is intended to meet emergency needs until insurance and resources such as FEMA are available. If financial support from the Red Cross is not appropriate in a certain case, the Red Cross will work to connect the family with other resources that can help in the recovery plan.

Long Term Recovery Services

This disaster is larger than any one organization can support and the recovery will take months or years. As an extension of our casework process noted above, Red Cross disaster relief efforts include long-term recovery assistance when other resources are not available or are inadequate. If your family is not eligible for government assistance or if that assistance is inadequate to meet your needs, Red Cross may be able to provide further assistance or refer you to other agencies which can assist with your needs. The Red Cross role in long term recovery services also includes working with specialized, experienced partners through our participation in Volunteer Organizations Active in Disasters (VOAD), a group of organizations who work together to support communities following this type of tragedy.

Red Cross Volunteers Helping Northeast Iowa

Beyond the financial and material resources necessary to put a town back together again, it takes a lot of human resources. In the Iowa Tornado disaster relief effort, over two-thirds of the hundreds of Red Cross volunteers responding to this disaster are local volunteers from eastern Iowa and across the state. This is truly neighbors helping neighbors. These volunteers must also be supported while they give generously of their time and talents to help others. To this end, the necessary feeding, sheltering and transportation of Red Cross volunteers is supported by the donations received for each disaster effort.

Those sending their donations to the American Red Cross can be proud that they are supporting a trustworthy, organization that cares for people when their lives are torn apart. They can feel assured that their donations will be used as they requested. And they can trust in the American Red Cross to be there next time too, anywhere disaster strikes with the same compassionate, efficient and thorough care and support that the people of Northeast Iowa are experiencing now.

All American Red Cross disaster assistance is free, made possible by voluntary donations of time and money from the American people. You can help the victims of thousands of disasters across the country each year, disasters like floods, tornadoes and hurricanes, by making a financial gift to the American Red Cross Disaster Relief Fund, which enables the Red Cross to provide shelter, food, counseling and other assistance to victims of disaster. The American Red Cross honors donor intent. If you wish to designate your donation to a specific disaster please do so at the time of your donation. Call 1-800-REDCROSS or 1-800-257-7575 (Spanish). Contributions to the Disaster Relief Fund may be sent to your local American Red Cross chapter or to the American Red Cross, P. O. Box 37243, Washington, DC 20013. Internet users can make a secure online contribution by visiting www.redcross.org.

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