

HAITI EARTHQUAKE RESPONSE

FIVE-YEAR UPDATE | JANUARY 2015



A Message From the President and CEO

Five years after the deadly earthquake devastated Haiti, millions of Haitians are safer, healthier, more resilient, and better prepared for future disasters, thanks to generous donations to the American Red Cross.

These donations have provided lifesaving services, repaired and constructed homes, built and supported hospitals, established cholera prevention and treatment programs, and helped people and communities rebuild and recover since the 2010 Haiti earthquake. These donations gave people help—and they gave people hope.

Our generous donors—which included major corporations, customers who gave at the cash register, people who donated \$10 by text and school children who took up collections—contributed a total of \$488 million to the American Red Cross for our Haiti work.

Throughout the past five years, the American Red Cross has pledged to spend the donations for Haiti wisely and efficiently, and we believe we have done that. We have spent or made commitments to spend all \$488 million of these donations for the Haiti earthquake for projects and programs impacting more than 4.5 million Haitians.

I have seen firsthand the destruction and shock in the days right after the earthquake, where people were just trying to get through the day with minimal food, water and health care. I have seen the steady progress and the return of a spirit of resiliency as Haitians have rebuilt their lives and communities. The pace of progress on the road to recovery is never as fast as we would like, but everywhere you look, there is a marked difference in Haiti, and I'm very proud of all that we have accomplished.

Because of your generosity, people have reopened or launched new businesses and have rebuilt their homes; rubble that used to stretch as far as the eye could see has been removed; families have better access to quality medical care, clean water and sanitation facilities; youth are accessing job training; and neighborhoods are better prepared for emergencies such as hurricanes.

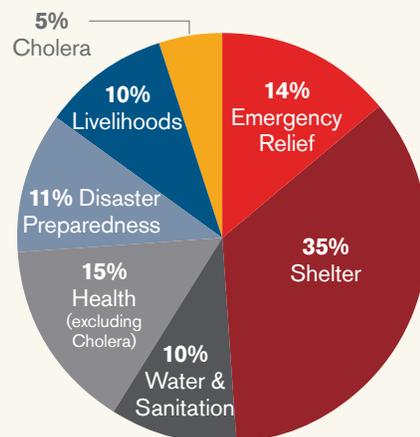
It's also important to know that we do this work in partnership with the Haitian Red Cross and local Haitian organizations, in order to support and sustain a permanent culture of preparedness.

Five years is a long time, so it may be hard for some to remember the devastation and tremendous needs in Haiti. I can assure you the Red Cross hasn't forgotten—and, thanks to your help, we have worked with Haitians to build a better future.

A handwritten signature in black ink that reads "Gail McGovern".

Gail McGovern

Total Funds Spent and Committed



The American Red Cross received \$488 million in donations in response to the Haiti earthquake, and has spent or committed to spend 100 percent of these funds. An average of 91 cents of every dollar the American Red Cross spends is invested in humanitarian services and programs.

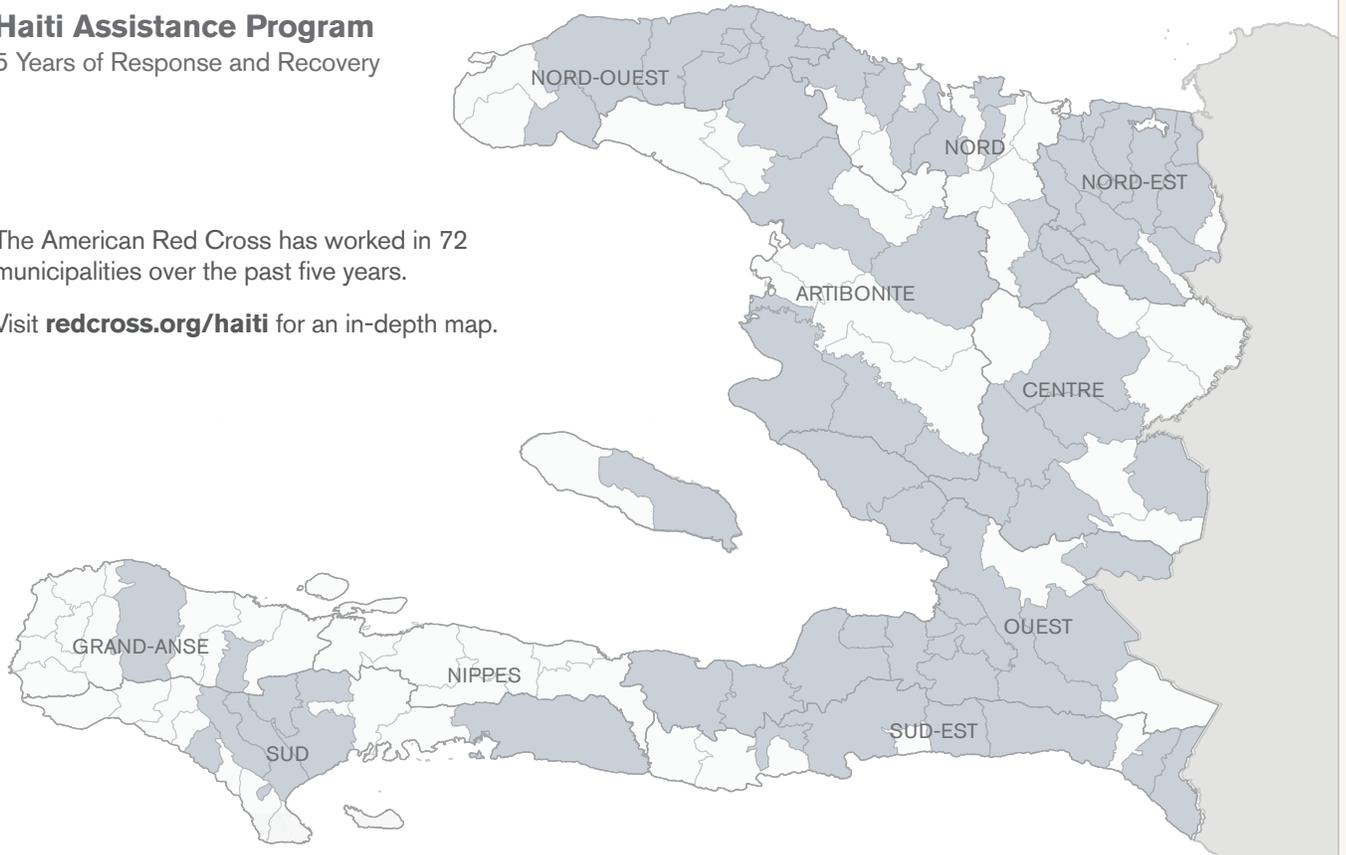


Haiti Assistance Program

5 Years of Response and Recovery

The American Red Cross has worked in 72 municipalities over the past five years.

Visit redcross.org/haiti for an in-depth map.



Program Highlights

4.2 million people

benefiting from hygiene promotion activities



551,000 people covered by disaster preparedness and risk reduction activities



388,000 people benefiting from livelihoods assistance



3.5 million people benefiting from cholera prevention and outbreak response services



867,000 people benefiting from community health services



More than 4.5 million total people reached*



132,000 people reached through housing/neighborhood recovery



556,000 people benefiting from access to improved water and sanitation



*Many of the people reached by the American Red Cross in Haiti received multiple services.



Rebuilding Lives and Neighborhoods

The earthquake demolished buildings, filled streets with rubble and strained an already fragile economy. Restoring communities has meant much more than just rebuilding infrastructure. Instead, the road to recovery touches a wide range of needs such as health care, water and sanitation, housing, livelihoods, youth programs and preventing violence against women.

The American Red Cross LAMIKA program (an acronym for “A Better Life in My Neighborhood” in Creole) takes a holistic approach to recovery in the neighborhood of Carrefour-Feuilles. We worked alongside community members to learn about their most pressing needs. Then, we took action together.

Community members told us that rebuilding damaged homes and infrastructure was vital. They prioritized specific homes, schools and public buildings and other spaces to be rebuilt as part of the American Red Cross program in this area.

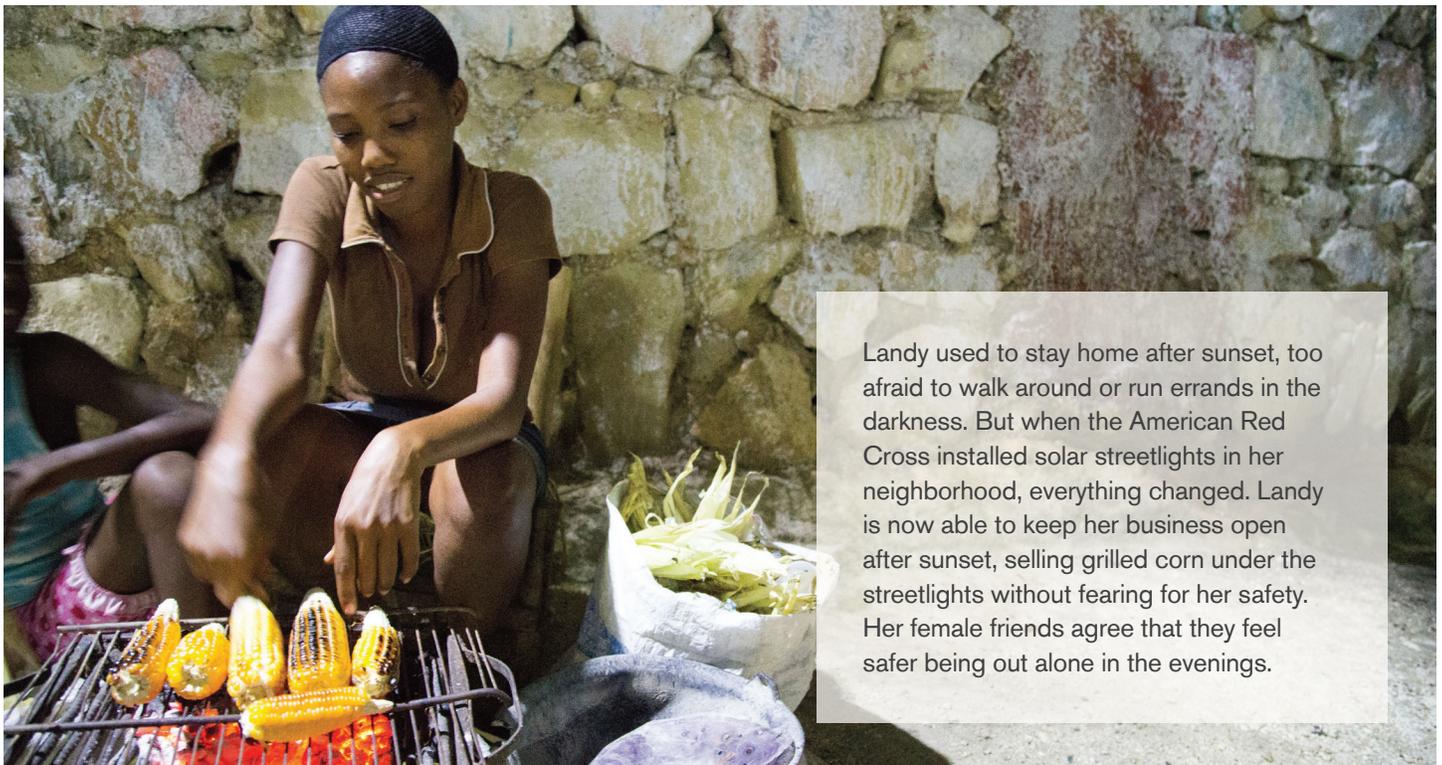
Because of the unreliable power grid in Haiti, the community was so dark that residents were afraid to be out at night and kids were unable to do their homework after sunset. Solar-powered streetlights now help prevent crime, increase the

safety of residents, and extend the hours during which residents can walk and conduct business. The Red Cross has trained local residents to maintain and repair the streetlights, helping keep the community safer for years to come.

Based on its geography, Haiti will continue to be at risk from natural disasters. The Red Cross has trained volunteer teams in first aid and light search and rescue, and has equipped them with supplies such as bullhorns, shovels and first aid kits that allow them to respond to disasters. Early-warning systems now alert residents to threats and families follow community action plans they helped to write.

The Red Cross works closely with schools to improve facilities and train students and teachers in first aid and disaster response. We also provide health education and hygiene promotion in schools to prevent the spread of deadly diseases like cholera.

From educating people about gender-based violence, to health campaigns and job training, the Red Cross is focused on a wide range of need in Carrefour-Feuilles, recognizing that bricks and mortar are just one part of rebuilding a community.



Landy used to stay home after sunset, too afraid to walk around or run errands in the darkness. But when the American Red Cross installed solar streetlights in her neighborhood, everything changed. Landy is now able to keep her business open after sunset, selling grilled corn under the streetlights without fearing for her safety. Her female friends agree that they feel safer being out alone in the evenings.



Creating Healthier Communities

Ever since she found out she was pregnant, Elièse Louis has been coming to the new Mirebalais Hospital, built in part with American Red Cross funding, to receive ongoing prenatal, birth and postnatal care. In June 2014, she gave birth to a beautiful baby boy, Lovensky, who is snuggled next to her in the maternity ward. “They’ve taken very good care of me,” said Elièse, who travels to the hospital from the neighborhood of Bel Air. “The hospital offers a very good service. I pray for it to never change.”

The earthquake severely strained an already fragile Haitian health care system. Since the earthquake, the American Red Cross has committed \$98 million to improve access to vital health care in Haiti.

Our help was immediate—and sustained—and included delivery of 5,300 units of blood in the aftermath of the earthquake; an intensive campaign to prevent and treat cholera; the repair, construction and operation of medical facilities; vaccination programs; and large-scale health education programs. To date, community-based health

services such as the distribution of mosquito nets, promotion of malaria awareness, and first aid, have reached more than 867,000 people.

In the months following the earthquake, Haiti was struck with an outbreak of cholera. Working with local and international authorities, the American Red Cross has reached more than 3.5 million Haitians to combat the threat of cholera by helping to prevent the disease, providing rapid treatment for those already infected, and addressing the underlying conditions in Haiti that allow cholera to spread.

Combatting cholera requires the establishment and resourcing of specialized cholera treatment units, improvements to water and sanitation systems, as well as large-scale public education campaigns that encourage safe hygiene practices. The American Red Cross has spent nearly \$47 million to ensure that families have access to clean water, latrines and improved sanitation, including the construction of the Morne-à-Cabrit treatment plant, the first waste water treatment facility in Haiti.





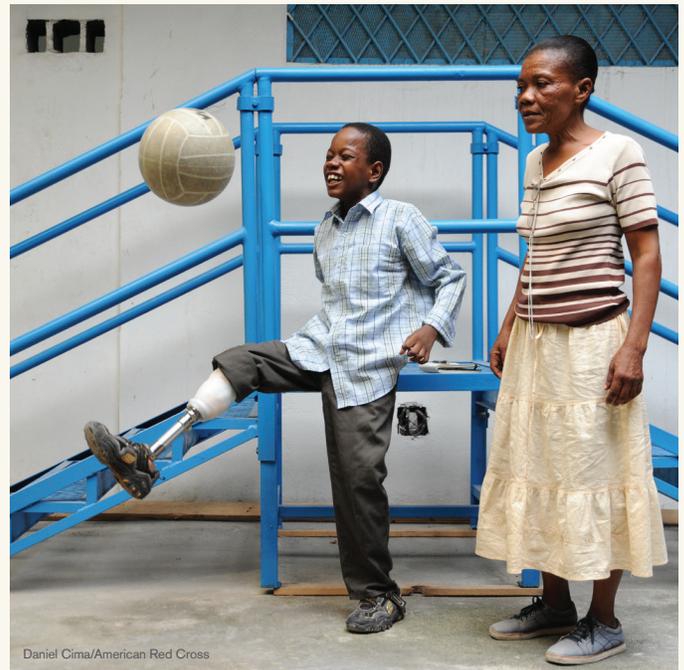
Repairing and Building Hospitals and Clinics

In the week of the earthquake, an estimated 300,000 people were injured, leading to a huge need for both immediate medical care and long-term physical therapy. The American Red Cross has spent millions to repair, construct and operate eight hospitals and clinics, including operational expenses for Bernard Mevs Hospital and the University Hospital.

The American Red Cross contributed \$10 million for the reconstruction of Saint Michel Hospital in Jacmel, the only hospital in the southeast region of Haiti.

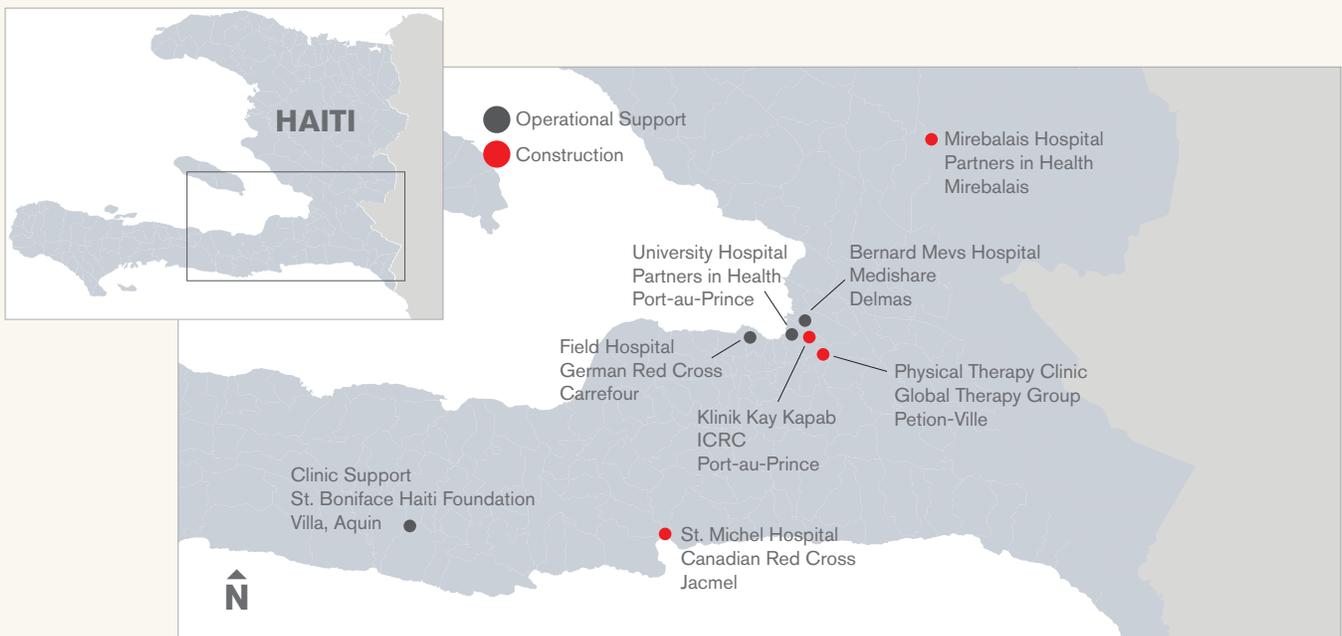
The new Mirebalais Hospital, a training hospital with more than 300 beds that offers patients high-quality care, opened in 2013. The American Red Cross provided \$5.5 million in funding for its construction.

A prosthetics and physical rehabilitation clinic was rebuilt in 2012. This center is now providing services to some of the thousands of people who were severely injured.



Daniel Cima/American Red Cross

American Red Cross Investments in Health Infrastructure





Transitioning to Safe Housing

Destruction and damage to homes from the earthquake forced more than 1.5 million people to move into camps in and around Port-au-Prince. An immediate priority for Haitians was the construction of shelters for people then living under tarps and tents, so the American Red Cross has helped 132,000 Haitians to live in safer conditions—ranging from providing temporary homes and rental subsidies to repaired and new homes.

The American Red Cross has not only repaired thousands of damaged structures, but also retrofitted homes with stronger building materials to ensure they are more resistant to future

disasters. To date, we have enabled the construction, upgrading or repair of more than 15,000 transitional and permanent homes, and have helped more than 27,000 people by subsidizing their rent.

We have trained more than 9,800 people in construction techniques, as well as maintenance of these newly repaired houses, so the homes can keep people safe far into the future.



It's early morning and the hot Haitian sun has barely risen as Junior Ducasse gets ready for work. He steps out of his home and locks the door—a simple gesture that would have been impossible a few months ago. In August 2014, Junior moved from a camp to a safe, earthquake-resistant home in the Carrefour-Feuilles neighborhood of Haiti. “Yesterday it rained. It was a joy for me to sit down at home. I laughed when I realized that I wasn’t getting wet. It was a bliss for me.”



Improving Lives and Opportunities

Ginette Antenor opened her beauty salon in Port-au-Prince in 2011. She has since been selected for an American Red Cross program that helps entrepreneurs sharpen their business and marketing skills. After the earthquake, there were few opportunities for young people, so Ginette forged her own path and is hoping to grow her business with newly learned skills such as market analysis, customer relations and advertising. “As long as you treat your customers well, you are also managing your business properly,” said Ginette.

The earthquake took a devastating toll on Haiti’s economy, as millions of people lost their sources of income. The American Red Cross has spent or committed \$48 million to job training and creation, cash grants and livelihood programs in Haiti.

With more than half of Haiti’s population under the age of 24 and high levels of youth unemployment, improving access to economic opportunities is essential. To address this critical need, the Red Cross started a program to help entrepreneurs improve their business and marketing skills. These small business owners learn how to define their market, to assess their advantage over the competition, and to reach new customers.



The Red Cross will also be expanding economic opportunities in the emerging area of Canaan, outside Port-au-Prince, and to vulnerable youth in the urban areas of Cité Soleil and Martissant.

Economic Recovery Programs

Cash grants and loans distributed to more than 250,000 people allowed families to purchase household items and other essential supplies, as well as pay for school fees. This cash assistance allowed more than 2,700 children to quickly get back to school.

While cash grants and loans assist people in times of greatest need, creating employment opportunities is essential for a sustainable economic recovery. More than 78,000 Haitians have been employed by American Red Cross-funded projects that include removing rubble and building infrastructure.

To improve economic opportunities in the area, the Red Cross is offering vocational and job training for women and men—mostly youth—through internships and small business support.



Moving Forward

The American Red Cross has helped more than 4.5 million people since the 2010 earthquake, and 100 percent of the money raised has been spent or committed to help Haitians recover and ensure lasting progress for Haiti. We will continue to focus on health, economic opportunity and helping communities prepare and respond to any future disasters that may come their way. To follow the American Red Cross recovery program progress in Haiti, please visit redcross.org/haiti.

Thank You

The mission of the American Red Cross is to prevent human suffering in the face of emergencies. The remarkable generosity of our supporters—individuals, corporations and foundations—drives our ability to provide relief to those in need and assist our partners in the global Red Cross network.

