



**American
Red Cross**

**Connecticut and
Rhode Island Region**
209 Farmington Avenue
Farmington, CT 06032
1 (877) 287-3327
ctredcross.org

April 30, 2013

George C. Jepsen, Attorney General
The Office of the Attorney General
State of Connecticut
55 Elm Street
P.O. Box 120
Hartford, CT 06141-0120

Dear Mr. Jepsen:

On behalf of the American Red Cross, I am writing in response to your March 28, 2013 letter, and attaching the responses of the American Red Cross to the Request for Sandy Hook Relief Information. As we previously communicated to Ms. Santoro in your office, we apologize for our delayed response. The original letter had an incomplete address, and we did not receive the letter until April 15, 2013, after the deadline of April 12, 2013.

The American Red Cross, a not-for-profit organization chartered by the U.S. Congress to carry out humanitarian disaster relief in the United States and throughout the world as a national Red Cross society, prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors. The American Red Cross serves the victims of approximately 70,000 disasters a year, ranging from single house fires to hurricanes, each one devastating to the people involved.

The tragic shooting at Sandy Hook Elementary School in Newtown on December 14, 2012, was a terrible event and a disaster that the American Red Cross responded to immediately. At the request of local authorities, the American Red Cross provided food, water and emotional support for the affected families and first responders, as well as the larger community as the days passed. We supported grief counseling centers for the families and Newtown residents, and provided licensed mental health professionals and spiritual care professionals to offer support to the community. Details of our continuing work in the community are contained in the enclosed responses.

We look forward to working with you and your staff to answer any questions that you may have. Please do not hesitate to contact me directly if I can be of further assistance.

Very truly yours,

A handwritten signature in blue ink, appearing to read "Mario Bruno", with a long horizontal flourish extending to the right.

Mario Bruno
Regional Chief Executive Officer
American Red Cross

Encl.

Sandy Hook Relief Information

Name of Organization American Red Cross

1. What is the approximate dollar amount of donations and pledges that your organization has received to date in response to the Sandy Hook Tragedy?

The American Red Cross did not accept any financial donations or pledges specifically designated to the Sandy Hook tragedy.

We advised people that the American Red Cross had what it needed to support its response efforts and explained to donors that we were not accepting funds for Sandy Hook. For those who wanted to donate to support the affected families of Sandy Hook, we directed those donors to the United Way of Western Connecticut.

There were a few dozen corporate and individual donors who, though advised the American Red Cross was not accepting donations for Sandy Hook, still wanted to give funds to the American Red Cross for general disaster relief. Those corporations and individuals donated just under \$5,000 designated to American Red Cross Disaster Relief.

The American Red Cross also received in-kind donations of goods and services from various businesses including food, hotel rooms and transportation, as well as professional mental health services and health services, which were used in the response to the Sandy Hook tragedy. Those in-kind donations were valued at approximately \$153,000.

2. Will these funds be used solely for the victims of the Sandy Hook Tragedy? If not, approximately what portion will be used for relief for victims and what other purposes, and in what proportions, will funds be used for?

The American Red Cross did not accept any financial donations to be used solely for the victims of the Sandy Hook Tragedy, but we did receive in-kind donations of goods and services that were used solely for the response to Sandy Hook.

3. Approximately how much has your organization spent to date on Sandy Hook Tragedy?

The American Red Cross has spent approximately \$143,000 as of March 31, 2013 for our Sandy Hook response. The American Red Cross covered the cost of this response with its own general disaster relief funds and is not seeking reimbursement.

In addition, approximately \$153,000 was provided in in-kind goods and services.

4. What services has your organization provided to those affected by the Sandy Hook Tragedy? What populations or class of victims are being served by your organization in response to Sandy Hook? What services does it expect to provide in the future?

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In the days after the shooting, the American Red Cross mobilized several response vehicles and more than 160 trained workers – most of them volunteers – to serve almost 17,000 meals and snacks in Newtown. These volunteers included American Red Cross Spiritual Care volunteers, who are clergy members, and Disaster Mental Health Team members, who are licensed mental health professionals. Spiritual Care and Disaster Mental Health personnel moved throughout the community to offer individual support, sometimes as a compassionate listener and sometimes to simply hold someone's hand. The American Red Cross also provided more than fifty units of blood, platelets and plasma to a local hospital.

The American Red Cross established a Family Assistance Center, which provided mental health services, spiritual care services, health services and direct financial assistance to affected individuals, specifically those people who lost a loved one in the shootings (please also see our response to question 6). The Family Assistance Center closed on December 31, 2012.

The American Red Cross also supported residents of Newtown by providing mental health support, referrals and food at a town Grieving Center set up at the Reed Intermediate School. In addition, the American Red Cross provided food, water and emotional support to first responders at the Incident Command Center in Newtown.

During an interfaith Memorial Service at Newtown High School on Sunday, December 16, 2012, American Red Cross workers handed out nearly 1,000 blankets, hot coffee and more than 1,200 stuffed animals to hundreds of residents who waited outside in a cold rain to participate in the service. American Red Cross mental health workers were also present to provide comfort to those attending the vigil inside and outside the auditorium. The American Red Cross distributed tissues, bottled water and stuffed animals at the December 19 multi-town Memorial Service at Western Connecticut State University, attended by approximately 3,000 participants.

The American Red Cross also provided assistance to the Town of Newtown, particularly as subject matter experts to advise the town in handling unsolicited in-kind donations and as a convener to bring together the town officials, town staff and community groups to address expectations in the short and long term.

The American Red Cross continues to provide input and advice upon request to community leaders in Newtown and to monitor emerging needs, including acting as a member of the Newtown Long-Term Recovery Working Group. Just recently, for example, many Newtown residents travelled to the 2013 Boston Marathon, which honored the 26 victims and included runners from charities supporting the Newtown victims. Tragically, two bombs exploded at the finish line of the race. While no one from Newtown was physically injured by those explosions, there were concerns about emotional support needs. In response and in collaboration with the Town of Newtown, the American Red Cross set up a Newtown Support Center at the Cyrenius H. Booth Library in Newtown to run from Wednesday, April 17 through Sunday, April 21 to provide mental health support for any Newtown residents in need.

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- 5. Has your organization provided funding to other organizations for purposes related to the Sandy Hook Tragedy? If so, which organizations have received those funds and what is the approximate dollar amount provided to them? How does your organization determine the need for funding?**

The American Red Cross has not provided funding to any other organizations for purposes related to the Sandy Hook Tragedy.

- 6. Has your organization provided or does it intend to provide direct financial assistance to individuals, families or businesses for Sandy Hook relief? If so, what is the approximate dollar amount that your organization has provided to date and approximately how much direct financial assistance does it expect to provide in the future?**

The American Red Cross has provided approximately \$32,000 in direct financial assistance to individuals and families. We have not provided direct financial assistance to any businesses.

As is typical in our disaster response, the American Red Cross provided direct financial assistance of \$1,000 to each of the families who lost a loved one. We also provided up to \$500 to those who were hospitalized or injured due to the shooting.

The American Red Cross does not expect to provide additional financial assistance in the future to individuals, families or businesses for Sandy Hook relief.

- 7. Does your organization have a plan in place on how to use any surplus funds not spend for the Sandy Hook tragedy? If so, please describe that plan.**

The American Red Cross does not have any surplus funds designated for the Sandy Hook tragedy.

Mario J. Bruno, Regional CEO

Name and Title of Representative

Please email this document with your responses to Nancy.Santoro@ct.gov by April 12, 2013. You may obtain an electronic copy of this document at <http://www.ct.gov/ag/lib/ag/charities/sandyhookfundraising-web.doc> or by emailing a request to Nancy.Santoro@ct.gov.

Calder, Caitlin M.

From: Santoro, Nancy
Sent: Monday, April 15, 2013 9:44 PM
To: Calder, Caitlin M.
Subject: FW: American Red Cross response - Sandy Hook Relief Information

From: Cisneros, Mary Elizabeth [MaryElizabeth.Cisneros@redcross.org]
Sent: Monday, April 15, 2013 5:07 PM
To: Santoro, Nancy
Subject: RE: American Red Cross response - Sandy Hook Relief Information

Ms. Santoro:

Thank you so much for your reply. We will work to get you the information as soon as possible.

Again, we are deeply sorry for the administrative glitch in getting the letter to our offices.

Mary Elizabeth Cisneros | VP and Deputy General Counsel
2025 E Street, NW, Washington, DC 20006
(202) 303-5353 (p) | (202) 303-0143 (f)
MaryElizabeth.Cisneros@redcross.org



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From: Santoro, Nancy [<mailto:Nancy.Santoro@ct.gov>]
Sent: Monday, April 15, 2013 4:54 PM
To: Cisneros, Mary Elizabeth
Subject: RE: American Red Cross response - Sandy Hook Relief Information

Mary,

Thank you for your response. The deadline was the 12th so The American Red Cross will be posted as a non-response for now when the information hits our website tomorrow. Our information will be updated at some point so if you could get us the information as soon as possible that would be great.

From: Cisneros, Mary Elizabeth [<mailto:MaryElizabeth.Cisneros@redcross.org>]
Sent: Monday, April 15, 2013 4:32 PM
To: Santoro, Nancy
Subject: American Red Cross response - Sandy Hook Relief Information

Dear Ms. Santoro:

Today our Public Inquiry Department informed the Office of the General Counsel that it had received a hard copy of the March 28, 2013 letter from Attorney General Jepsen regarding donations for the Sandy Hook tragedy. We are unsure

why there was such a delay in transmitting the letter to the appropriate department here at our National Headquarters, but nonetheless we are deeply sorry for the logistical challenges.

Now that we have the letter, we will work to respond to your questions as soon as possible. May we request an extension of time until Friday, April 26 to respond to the questions?

Thank you for your consideration, and please do accept our apologies,

Mary Elizabeth Cisneros

Mary Elizabeth Cisneros | VP and Deputy General Counsel
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