

around the bay

Four Generations of the Jeong Make the Red Cross Their “Number One Charity”



Long-time Red Cross volunteer Audrey Jeong makes it her mission to make the Red Cross her number one charitable priority, and ensures that her children and grandchildren do the same. The Jeong family is involved with the Red Cross across four generations.

Jeong credits her mother for initially inspiring her to support Red Cross programs in their Chinatown neighborhood, and more broadly, to all of San Francisco and the world beyond. Jeong immediately understood the importance of supporting not only her local community but also vulnerable people in countries around the world.

Jeong encouraged her children to become involved with the Red Cross. Her oldest son Gordon volunteered to pick up donated cookies from a local bakery and deliver them to the Red Cross for distribution to victims of local fires who were left temporarily homeless. Jeong's other children Angela and Gerald have also been generous supporters of the Red Cross since childhood.

“I always told my children and grandchildren to make the Red Cross charity number one in their lives,” Jeong said.

Jeong and her husband George are still always among the first to donate to the Red Cross when a disaster strikes in San Francisco's Chinatown, or when funds are needed for the chapter's youth programs. Jeong also encouraged her grandchildren



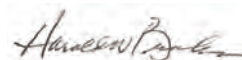
The American Red Cross Bay Area Chapter strives to contribute to our local community not only by offering resources in lifesaving skills and disaster preparedness, but also by offering opportunities for community members of all ages to get involved.

We want our community to feel that they are part of our larger humanitarian network, and offer that chance to individuals regardless of age. It is important for our community members to feel that they are part of the Red Cross network, from our brand new youth services members, to our long time supporters and volunteers.

Be it children raising funds at their local schools for Haiti relief, or Red Cross volunteers who dedicated years to educating their community about emergency preparedness, there is no shortage of ways people can make an impact in our community and around the world.

In this issue of **around the bay** you will hear the story of a young AmeriCorps disaster volunteer as well as the generational story of a family who remains devoted to the Red Cross as their family continues to grow.

Your ongoing support of the American Red Cross allows us to provide these opportunities to our local community and helps foster a dynamic and cohesive network of volunteers.



Harold Brooks
Chief Executive Officer
American Red Cross Bay Area Chapter

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to hold fundraisers through their local Red Cross Youth Clubs by offering to match the funds each one of them raised.

Now, Jeong's granddaughters Taylor and Madison are carrying on the family tradition by becoming involved with the Red Cross clubs at their respective schools. Taylor recently graduated from high school and is in her first year at University of California, San Diego. Taylor was involved with the Red Cross Club at Washington High School in Fremont, and plans to continue her work with the club at UC San Diego.

"I like volunteering with the Red Cross, because I get a chance to understand where other people in my community come from," Taylor said of her volunteering experience. "It is very eye-opening and rewarding."

Taylor's younger sister Madison has already become involved with the Red Cross Club at Washington High School, even as a freshman. Madison is excited to follow in the footsteps of her family members and give back to her local community by supporting the Red Cross in any way she can.

Jeong and her family understand the importance of supporting organizations like the Red Cross in order to help local communities in times of crisis as well as countries abroad.



Local Elementary Schools Raise Funds for Haiti



After seeing the devastation caused by the recent earthquakes in Haiti, Bay Area residents of all ages jumped into action to raise money to help those affected by the massive disaster.

Local elementary schools from across the area held fundraisers, bake sales and coin drives, donating proceeds to the American Red Cross Haiti Relief and Recovery Fund. Among the schools that raised funds for the Red Cross were The Hamlin School in San Francisco and Proctor Elementary School in Castro Valley.

Members of the fourth grade caring committee at Hamlin knew they needed to do something to lend a hand in the effort to assist the ravaged country of Haiti. Within days of the earthquake, they decided to spearhead a coin drive to raise money for victims of the disaster. Along with a few additional donations from faculty members, the committee was able to raise more than \$5,000 to donate to the Red Cross. Board members Susan Atherton and Hope Jarvis were on hand to accept the funds from the students.

Proctor Elementary School had similar fundraisers that brought in more than \$1,400. The Proctor student body held bake sales and coin drives to raise as much funding as possible. Board member Gregory Portillo was happy to accept the funds from their efforts.

The Hamlin School and Proctor Elementary School are just two of many schools who raised funds for Haiti. Youth from around the Bay Area were touched by the tragedy they saw. Through the Red Cross, they are able to make a difference immediately, paving the way for a future of humanitarian service.

How You Can Help

The American Red Cross Bay Area Chapter relies on the support of our generous donors and volunteers in order to keep our community safe, and teach people how to react before, during and after disaster strikes. Find out how you can help at www.redcrossbayarea.org.

Health and Safety Instructor Dennis Kim Makes a Difference in Retirement

As a retired war veteran in his native state of Hawaii, Dennis Kim knew that he wanted to spend his retirement helping others and making a difference. In 1993 he approached the American Red Cross Hawaii State Chapter, asking what he could do to help. The chapter sent him to instructor training, and he was later able to become an instructor for lifeguarding, CPR and first aid.

Kim served in combat duty with the 7th Marine Regiment in Vietnam from 1969-1970. He was injured during parachute training in the Marine Corps Reserves in 1987. Knowing that he would have to retire from the military, Kim decided to get involved and make a difference in other ways.

"I was impressed with the mission of the American Red Cross and the public image of the American Red Cross," Kim said when asked why he decided to volunteer with the Red Cross. "I wanted to be a part of that."

Even after becoming a health and safety instructor, Kim decided to get involved even further with the Red Cross working as a disaster responder and with blood services testing blood donations for HIV.

Kim moved to Missouri in 1996 where he became a volunteer and council member for the chapter there. While in Missouri he remained active in disaster services, teaching and doing outreach at local high schools, educating students about the importance of being prepared for a disaster.

Kim came to the San Francisco Bay Area in 1998 and has remained in the area since then. He returned to his roots as a health and safety instructor and currently teaches in San Mateo County and also in Silicon Valley.

Now, Kim admits that his favorite part of volunteering is teaching people and contributing to his local community.

"I like to teach first aid classes. I know that by teaching I am saving a life, if indirectly through my students," Kim said. "I feel like I am helping my community by teaching lifesaving skills."

Volunteer In Retirement

Retirement is a great time to put your time and skills to work by giving back to your community. To find out more about the various volunteer opportunities provided by the Red Cross, please visit www.redcrossbayarea.org.



Guaranteed Income for Life

Some of the American Red Cross Bay Area Chapter's most satisfied donors are those who have made a charitable gift that increases their own income and saves on taxes. Many of our donors then use this money to supplement their income in retirement. Ultimately, our chapter uses the gift to implement our lifesaving mission. If you would like to talk to someone in confidence about these types of charitable gifts, please contact Bill Ruettinger, director of planned giving, at (415) 427-8989 and ask about life income gifts.

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around the bay is a publication of the American Red Cross Bay Area Chapter ©2010.



85 Second Street, 8th Floor
San Francisco, CA 94105

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around the bay • SUMMER 2010

AmeriCorps Volunteer Serves People of New Jersey Affected by Floods

When Eric Gordon decided to move to San Francisco from his home in Potomac, Maryland in 2009, he had no idea that he would find a job that fit with his interests so perfectly. Gordon had spent seven months in Peru working on disaster response and development projects in 2008, and the work he did there resonated with him. "I wanted to find employment opportunities involving disaster response," Gordon said.

He was lucky enough to find an AmeriCorps position with the American Red Cross Bay Area Chapter. His work with the Red Cross allowed him to serve on the local Disaster Action Team, and respond to dozens of local emergencies.

His first national deployment with the Red Cross, however, came in late March 2010 when he was sent to New Jersey to assist with severe flooding. "The scattered flooding led to the establishment of a Red Cross emergency shelter that housed more than 600 individuals," Gordon describes.



"The operation saw over 500 volunteers come together from around the country to provide help to those in need."

As a public affairs volunteer, Gordon was responsible for communicating with people in the community about what the Red Cross was doing to help. In between writing press releases and contacting media outlets, Gordon also used his bilingual skills to reach out to a huge Latino population.

Working with the Red Cross has been a unique experience that has inspired Gordon to continue work in disaster relief in the future.

Mission

The American Red Cross, a humanitarian organization led by its volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disasters and help people prevent, prepare for, and respond to emergencies.