February 20, 2020

Report to San Diego UDC

Red Cross Territory Realignment

Southern California Region

American Red Cross

One Red Cross Territory Re-Alignment

- Realignment of Biomedical Services and Humanitarian Services regions.
- All employees and volunteers will be within the same boundary – a *One Red Cross region*
- Shared structure with joint goals to more effectively serve the mission in every community
- 58 Humanitarian Regions to 50 Regions

What Will Change

- Regional Disaster Officer – Debbie Leahy
- Increase of immediate available **Workforce**
- Increased of immediately available **Resources**
- Best Practice sharing
- Enhanced workforce training and exercises
- Name of the Region **Southern California Region**

American Red Cross

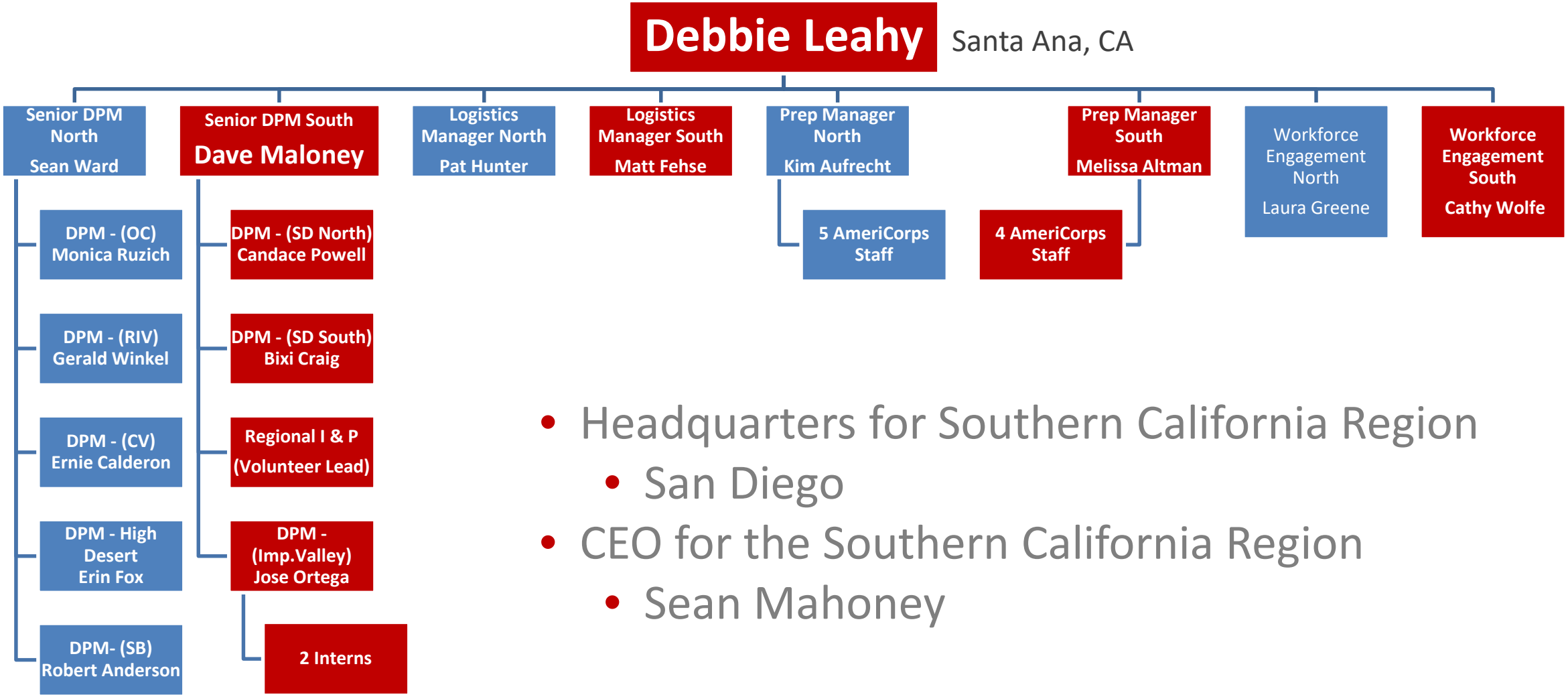
American Red Cross - Southern California Region
April 6th, 2020

What Won't Change

- Red Cross Commitment to serve San Diego County
- Staffing footprint
- Budget
- Name of Chapter:
- "**American Red Cross of San Diego & Imperial Counties**"
- The Mission of the American Red Cross

American Red Cross

Disaster Cycle Services



- Headquarters for Southern California Region
  - San Diego
- CEO for the Southern California Region
  - Sean Mahoney

American Red Cross

All Red Boxes serve San Diego and Imperial Counties Directly.

Debbie Leahy joined the organization in 1987 and started at the Red Cross as the first full-time Health and Safety staff instructor. Soon after she was promoted to Associate Director of Corporate Training, eventually becoming the Director of Health, Safety and Preparedness Services.

In 2012, Debbie became the Regional Disaster Officer, playing a vital role in the regionalization of disaster services in Orange, Riverside and San Bernardino Counties. In addition to overseeing all disaster programs for the Desert to the Sea Region she has deploy to numerous national disasters responses.

On April 6, 2020, Debbie will become the Regional Disaster Officer for the five southern California Counties, including San Diego and Imperial Counties

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Debbie Leahy

Regional Disaster Officer

Southern California

American Red Cross

The American Red Cross
prevents and alleviates
human suffering
in the face of emergencies
by mobilizing
the power of volunteers
and the generosity of donors

American Red Cross

ANY
QUESTIONS