



Position	CHAPTER BOARD EXPECTATIONS					
Dimensions	<ul style="list-style-type: none"> ➤ Participate in establishing chapter strategic and business plans in alignment with regional strategies ➤ Participate in fundraising activities to help ensure the chapter has adequate resources ➤ Participate in building community awareness of chapter activities and relevance ➤ Participate in oversight of total chapter and regional grouping performance 					
Attributes	<table border="1" style="width: 100%;"> <thead> <tr> <th style="background-color: red; color: white; text-align: center;">Functional</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> ➤ Develop and Grow Financial Revenue/Resources ➤ Partner with Chapter Management to achieve High Performance ➤ Maximize Red Cross Presence in the Community </td> </tr> </tbody> </table>	Functional	<ul style="list-style-type: none"> ➤ Develop and Grow Financial Revenue/Resources ➤ Partner with Chapter Management to achieve High Performance ➤ Maximize Red Cross Presence in the Community 	<table border="1" style="width: 100%;"> <thead> <tr> <th style="background-color: red; color: white; text-align: center;">Leadership</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> ➤ Promote Effective Board Relations ➤ Act as a Visionary ➤ Demonstrate Red Cross Organizational Citizenship ➤ Lead Change Effectively ➤ Build Collaboration and Consensus-Building </td> </tr> </tbody> </table>	Leadership	<ul style="list-style-type: none"> ➤ Promote Effective Board Relations ➤ Act as a Visionary ➤ Demonstrate Red Cross Organizational Citizenship ➤ Lead Change Effectively ➤ Build Collaboration and Consensus-Building
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Board Member Expectations	<ul style="list-style-type: none"> • Attend the majority of six board meetings per year. • Serve on at least one standing committee. • Participate in the Annual Board Giving Campaign. • Attend American Red Cross fundraising and other special events. • Accept leadership position during tenure on board. • Complete background check required of all volunteers and staff through Volunteer Connection, and sign and abide by the American Red Cross Code of Business Ethics and Conduct. • Commit to continuous learning to gain an understanding of American Red Cross—locally, nationally and internationally. • Review materials; ask questions and participate actively; take actions to stay informed of critical issues. • Respond promptly to requests for support or information. • Serve as volunteer leaders of the American Red Cross at the local level. • Partner with and provide guidance to the chapter Executive Director to: <ul style="list-style-type: none"> ▪ Ensure delivery of mission-related services ▪ Ensure successful fundraising and resource generation activities ▪ Support efforts to enhance community presence and outreach ▪ Support board administration and the Executive Director 					



Position

CHAPTER BOARD EXPECTATIONS

(continued)

Qualifications

- Knowledge of and influence in community served by chapter
- Willingness to support Red Cross Mission through fundraising, building partnerships, building visibility and/or building service delivery capacity
- Expertise in an area of interest that can support Red Cross services
- Ability to participate regularly in Board/Committee meetings
- Leadership skills, including planning, monitoring and evaluating chapter's programs and services, and public speaking

Continuing Education

- Orientation to American Red Cross
- Board Orientation
- Continuous education in governance and fundraising
- Continuous Learning and Education in areas of interest (e.g. disaster, health and safety, human resources, services to armed forces, volunteerism)

Term of Service

- Board members are elected to a three-year term; after a review of the board member's performance and of the chapter and board needs, the board member may be re-elected for two additional consecutive three year terms.

Personal Development Opportunities

- Opportunity to serve the community as a valued member of an organization that saves lives and educates people
- Red Cross training, conferences, seminars, national convention
- Beyond-the-chapter opportunities with Subject Matter Expert pools, national task forces and committees

Role of Chapter Executive to Support Board Members

- Ensuring effective delivery of services
- Meeting fundraising and budget targets
- Ensuring that chapter is engaged in collaborative relationship with other segments of Red Cross
- Stewardship of all United Way relationships
- Cultivating relationships with community partners
- Developing and growing financial resources
- Engaging volunteers
- Increasing community awareness



American Red Cross
Lake Erie/Heartland Chapter

About the Board

- Chapter Jurisdiction: (Southern: Ashland, Holmes, Richland and Wayne Counties)
(Northern: Erie, Huron and Lorain Counties)
- 30 voting Board Positions
- Two lifetime (non-voting) members
- Representative of chapter jurisdiction

Rev. April 18, 2017



Board Member Expectations

As a Board Member, I pledge to:

- Attend the majority of six board meetings per year.
- Serve on at least one standing committee.
- Participate in the Annual Board Giving Campaign.
- Attend American Red Cross fundraising and other special events.
- Accept leadership position during tenure on board.
- Complete background check required of all volunteers and staff through Volunteer Connection, and sign and abide by the American Red Cross Code of Business Ethics and Conduct.
- Commit to continuous learning to gain an understanding of American Red Cross—locally, nationally and internationally.
- Review materials; ask questions and participate actively; take actions to stay informed of critical issues.
- Respond promptly to requests for support or information.
- Serve as volunteer leaders of the American Red Cross at the local level.
- Partner with and provide guidance to the chapter Executive Director to:
 - Ensure delivery of mission-related services
 - Ensure successful fundraising and resource generation activities
 - Support efforts to enhance community presence and outreach
 - Support board administration and the Executive Director

Board Member Name: _____

Signature: _____

Date: _____



Engagement Pledge

In addition to the expectations of all Red Cross Board Members, I also pledge to get involved in the following ways *(See Chapter Highlights for Opportunities to Get Involved)*:

- I will make Red Cross one of my top three charities.
- I will encourage my company/organization to be an event/activity sponsor.
- I will talk to other companies I know about supporting the Red Cross (through financial, in-kind and volunteer contributions).
- I will tell my Red Cross story to at least 1 person between now and the next Board meeting.
- I will take a class, encourage others to take a class.
- I will host a Citizens CPR or Pillowcase Project event in my workplace.
- I will promote Red Cross resources in my workplace, such as the Ready Rating Program.
- I will donate blood.
- I will host a blood drive in/for my workplace.
- I will get involved in the ARC Home Fire Campaign.*
- I will volunteer for a Red Cross community event.

Board Member Name: _____
Signature: _____
Date: _____



CHAPTER HIGHLIGHTS

Regional Organization	<ul style="list-style-type: none"> ➤ Crossroads Division (OH/IN/KY/WV/MI) ➤ Northeast Ohio Region: Summit, Portage, Medina, Trumbull, Mahoning, Cuyahoga, Geauga, Ashtabula, Lake, Lorain, Huron, Erie, Stark, Columbiana, Jefferson, Harrison, Tuscarawas, Holmes, Wayne, Ashland and Richland Counties ➤ Regional chapter – Greater Cleveland ➤ Local Chapter Jurisdiction: Summit, Portage, and Medina Counties
FY 2014 Service Facts	<ul style="list-style-type: none"> ➤ Since August 2015, our Chapter has installed over 1,200 free smoke detectors in homes in Summit, Portage and Medina Counties through our home fire campaign – Operation Save a Life. ➤ Last year, our chapter responded to 120 local disasters within the community. ➤ Nearly 500 individuals – men, women and children – were provided emergency food, shelter and clothing immediately following a disaster to help restore some sense of normalcy and calm when chaos was all around them. ➤ Nearly 150 families were provided with financial assistance following a disaster and, when appropriate, additional casework was provided to assist with longer-term needs. ➤ Specially trained staff and volunteers managed over 700 active-duty military cases as part of our Service to the Armed Forces program, which provided a continuum of care to over 250 community-based men and women - from enlistment through active duty to life after the military. ➤ Over 3,000 community residents received information on disaster planning, safety training, fire safety and other preparedness topics through community events such as Dominion Preparedness Day. ➤ Nearly half a million community members accessed the information through our website and Facebook page. ➤ The Summit Donor Center (501 West Market Street Red Cross Building) collected more than 154,000 units of whole blood from more than 100,000 donors, and provided other unique services such as directed donations and Dendron donations.
Chapter Location Facts	<ul style="list-style-type: none"> ➤ 41,500 square foot, three-story structure. The largest conference room (First Energy East/West, lower level) can also be converted to use as a 100-person overnight shelter or a disaster response command and control center. ➤ 1,200 square foot Blood Donation Center with 12 blood collection stations. ➤ Five separate multi-use conference rooms totaling 6,000 square feet. In addition to Red Cross use for meetings and training programs, the rooms are available to area nonprofit agencies, community groups and similar organizations for meetings, conferences, trainings, and more. ➤ Features a 150 Kilowatt/260amp generator to provide electricity during a local power failure. ➤ Fully compliant with the American with Disabilities Act (ADA).
Administrative & Support Functions	<ul style="list-style-type: none"> ➤ Volunteer Services (e.g. Recruitment, Orientation, Training and Development, Volunteer Connection, Awards and Recognition) ➤ Financial Development (e.g. Regional & Chapter Fundraising Goals) ➤ Communications & Marketing (e.g. Building and maintaining strong relationships with media, donors and community; Maintain brand standards) ➤ Community Partnerships (e.g. Disaster response partners - EMA/Fire/Police; Disaster Shelter partners - schools, churches and community centers; Non-profit partners; training providers) ➤ Corporate Responsibilities (e.g. Carry out mission related services within jurisdiction; Support disasters beyond jurisdiction with human resources and fundraising; Report finances and services statistics)



CHAPTER HIGHLIGHTS

**Opportunities
to
Get
Involved**

Classes & Certifications:

- Take a class and encourage family and friends to take a class - Individual classes and certification available (CPR, First Aid, AED, Disaster Response, Pet First Aid, aquatics, babysitter training)
- Search available classes and track your classes and certifications by zip code at: www.redcross.org
- Host a workplace class, Citizen CPR (non-certification, brief instruction for hands-only CPR that gives everyone the skills to save a life) or Pillowcase Project (disaster preparedness program for children).
- Learn more about free workplace resources on the Red Cross website, such as: the Ready Rating Program, a free online preparedness rating to help businesses, schools and organizations evaluate and improve emergency preparedness; and free workplace posters and informational materials for download.

Blood Services:

- Donate blood in our very own blood services unit on the first floor of our 501 West Market St. building.
- Find blood drives by zip code and track your donations at www.redcross.org.
- Support donor services by hosting a workplace blood drive.

Home Fire Campaign / Operation Save a Life:

- Volunteer or help assemble a volunteer team to join local Fire Department teams for canvassing and installation events and teams in key neighborhoods throughout Summit, Portage and Medina Counties.
- Help make connections in communities we want to work with for installation.
- Host an annual "FireWalk" during which volunteers visit neighborhoods to distribute fire safety, and other disaster preparedness information such as flood and tornado safety.

Volunteer:

- Volunteer or assemble a volunteer team for upcoming events such as Home Fire Campaign Canvassing and Installation Events.
- Become a trained member of our local Disaster Action Team.

Events:

- Be a sponsor or donor for upcoming events such as Power of the Purse on September 22, 2016 and Acts of Courage on March 2, 2017.
- Nominate a community member to be honored as a hero at the 2017 Acts of Courage event.
- Promote ticket sales for events among your co-workers, colleagues and friends.
- Join our team of volunteers for Dominion Preparedness Day (April 2017, dates TBD) to preparedness kits at local malls.

*501 W. Market Street
Akron, OH 44303
330-535-6131
www.redcross.org/neo*



AMERICAN RED CROSS CODE OF BUSINESS ETHICS AND CONDUCT

The American Red Cross is a not-for-profit charitable organization dedicated to providing services to those in need. The Red Cross has traditionally demanded and received the highest ethical performance from its employees and volunteers. In an effort to maintain the high standard of conduct expected and deserved by the American public and to enable the organization to continue to offer its services, the American Red Cross operates under the Code of Business Ethics and Conduct outlined below. All employees and volunteers are required to sign the Code of Business Ethics and Conduct form certifying that, in delivering Red Cross services and in all other Red Cross activities, they shall be mindful of the following standards:

- **Compliance Requirements.** All employees and volunteers are required to comply with applicable federal, state and local laws and regulations and with American Red Cross corporate policies and regulations.
- **Actions Prohibited by the Code of Business Ethics and Conduct.** No employee or volunteer shall engage in the following actions:
 - a. **Personal Use.** Authorize the use of or use for the benefit or advantage of any person, the name, emblem, endorsement, services or property of the American Red Cross, except in conformance with American Red Cross policy.
 - b. **Financial Advantage.** Accept or seek on behalf of or any other person, any financial advantage or gain of other than nominal value offered as a result of the employee's or volunteer's affiliation with the American Red Cross.
 - c. **Red Cross Affiliation.** Publicly use any American Red Cross affiliation in connection with the promotion of partisan politics, religious matters or positions on any issue not in conformity with the official position of the American Red Cross.
 - d. **Confidentiality.** Disclose any confidential American Red Cross information that is available solely as a result of the employee's or volunteer's affiliation with the American Red Cross to any person not authorized to receive such information, or use to the disadvantage of the American Red Cross any such confidential information, without the express authorization of the American Red Cross.
 - e. **Improper Influence.** Knowingly take any action or make any statement intended to influence the conduct of the American Red Cross in such a way as to confer any financial benefit on any person, corporation or entity in which the individual has a significant interest or affiliation.
 - f. **Conflict of Interest.** Operate or act in a manner that creates a conflict or appears to create a conflict with the interests of the American Red Cross and any organization in which the individual has a personal, business or financial interest. In the event there is a conflict, the American Red Cross has a structured conflict of interest process. First, the individual shall disclose such conflict of interest to the chairman of the board or the chief executive officer of the individual's Red Cross unit or the general counsel of the American Red Cross, as applicable. Next, a decision will be made about the conflict of interest, and, where required, the individual may be required to recuse or absent himself or herself during deliberations, decisions and/or voting in connection with the matter.
 - g. **Retaliation.** Retaliate against any employee or volunteer who seeks advice from, raises a concern with or makes a complaint to a supervisor or other member of management, the ombudsman, the Concern Connection Line, the Biomedical Regulatory Hotline or any other whistleblower program, about fraud, waste, abuse, policy violations, discrimination, illegal conduct, unethical conduct, unsafe conduct or any other misconduct by the organization, its employees or volunteers.
 - h. **Contrary to the Best Interest of the Red Cross.** Operate or act in any manner that is contrary to the best interest of the American Red Cross.



- **Ombudsman Program – Informal Dispute Resolution.** The American Red Cross has an organizational ombudsman designated as the neutral or impartial dispute resolution practitioner whose major function is to provide confidential and informal assistance to the many constituents with concerns or complaints about the Red Cross. The constituents who seek the ombudsman’s services are internal stakeholders, such as employees and volunteers, and external stakeholders, such as Red Cross clients, donors, suppliers, vendors and the public at large. The ombudsman provides a voluntary, confidential and informal process to facilitate fair and equitable resolutions and explore a range of alternatives or options to resolve the problems. If a formal investigation is what the individual seeks, referrals to the whistleblower hotlines may be appropriate.
- **Investigations, Compliance and Ethics – Formal Dispute Resolution.** Distinguishing from the actions of the ombudsman, the Office of the General Counsel and the Office of Investigations, Compliance and Ethics (IC&E) conduct formal investigations into allegations of fraud, waste, abuse, Red Cross policy violations, illegal or unethical conduct or other improprieties regarding the Red Cross. Usually, the allegations arise from whistleblower complaints of Red Cross employees and volunteers seeking formal review or investigations of their allegations of wrongdoing.
- **Whistleblower Hotline Programs.** The American Red Cross encourages open communications. All employees and volunteers are encouraged to bring any concerns they have regarding the organization or its employees and volunteers to their direct supervisor. If individuals seek an informal and confidential resolution, the ombudsman may be the appropriate choice. If a formal IC&E investigation is sought, the hotlines described below are the appropriate choice.
- If an employee or volunteer suspects or knows about misappropriation, fraud, waste, abuse, Red Cross policy violations, illegal or unethical conduct, unsafe conduct or any other misconduct by the organization or its employees or volunteers, that individual should alert his or her supervisor or other member of local management. In those cases where an employee or volunteer is not comfortable telling his or her supervisor or local management, the employee or volunteer may contact the Concern Connection Line at 1- 888-309-9679.
- For concerns about the collection, manufacturing, processing, distribution or utilization of blood or blood components (e.g., violations of FDA or OSHA regulations, falsification, quality failures, training, Biomedical Services computer and equipment issues), an employee or volunteer who is not comfortable with contacting his or her supervisor or local management may contact the Biomedical Regulatory Hotline at 1-800-741-4738.



American Red Cross
Lake Erie/Heartland Chapter

THE CODE OF BUSINESS ETHICS AND CONDUCT

I, _____, certify that I have read and understand the Code of Business Ethics and Conduct of the American Red Cross and agree to comply with it, as well as applicable laws that impact the organization, at all times. I affirm that, except as listed below, I have no personal, business or financial interest that conflicts, or appears to conflict, with the best interests of the American Red Cross. I agree to discuss any conflicts listed below with the chairman of the board or the chief executive officer of my unit or the general counsel of the American Red Cross and to refrain from participating in any discussions, deliberations, decisions and/or voting related to the matter presenting the conflict until such time as it is determined by the Red Cross that the conflict is mitigated or otherwise resolved.

Describe any potential conflicts:

At any time during the term of my affiliation with the American Red Cross, should an actual or potential conflict of interest arise between my personal, business or financial interests and the interests of the Red Cross, I agree to: (1) disclose promptly the actual or potential conflict to the chairman of the board or the chief executive officer of my Red Cross unit or the general counsel of the American Red Cross; and (2) until the Red Cross approves actions to mitigate or otherwise resolve the conflict, refrain from participating in any discussions, deliberations, decisions and/or voting related to the conflict of interest.

Signature: _____ Date: _____

Print Name: _____