

Non-Profit News

December 16, 2007

By Jennifer D. Ryan

Executive Director

American Red Cross, Lee County Chapter

jryan@leeredcross.org

Calling All Heroes!

Who are your heroes? Are they teachers, ministers, police or fire fighters? Are they famous actors, singers or sports stars? Maybe they are your parents, members of your family or members of our military. They may be people close to you or people you have never met. What makes them heroes? Did they beat the odds to become successful? Have they made a difference in the world? Have they overcome physical or financial hardship? Now is your chance to be a Hero to someone in our community.

Everyday our local Red Cross chapter needs to raise approximately \$1,200 just to keep our doors open and provide basic Red Cross services to those in need. These “needy people” are our neighbors – and maybe even our own family and friends- who have survived disasters like house fires; who need precious blood; who have loved ones deployed with our military and are in a family crisis; who need life saving skills such as first aid and CPR. They are not nameless, faceless statistics, but living and breathing people who need our help. The Red Cross is a volunteer led organization that relies on the gifts of your time, talents, treasure and blood. Without this support, our local Red Cross chapter and these vital programs would not exist.

The annual “Heroes for Red Cross” program will kick off January 10 with a reception from 5-7 p.m. at the Hilton Garden Inn. Campaign Chairman Sheriff Jay Jones is counting on our community to support this program, not just because he carries a firearm, but because it is the right thing to do. The campaign will run from January through March (National Red Cross Month) and will raise funds to support local Red Cross programs and clients throughout the year. “Heroes” are asked to raise a minimum of \$1,000 and “Super Heroes” have a goal of raising \$5,000. This is truly a grass-roots effort, in that everyone can get involved. You can become a Hero yourself, or you can contribute to another Heroes goal. No gift is too small, as every dollar helps.

Don Turner is a Red Cross volunteer who brought his Heroes event idea all the way from the frozen Platt River in Nebraska. Don and his wife Donna relocated to Alabama in 2002. One of the events that was successful for them in Nebraska was the “Hoggy Doggy Splash”. During this event volunteers agreed to jump into the river on Ground Hog’s day as long as they could collect at least \$100 each in donations. Now, we don’t have the Platt River, but we have lots of swimming pools around here! The Reserve Apartments in Auburn have generously agreed to let Don Turner use their pool for the event, so on February 2 at 8:00 a.m. Red Cross supporters will be braving the icy water to raise funds. Don has been out and about recruiting “jumpers” and “donors”. If you would like to get involved with this event, or become a “Hero” yourself, call the Red

Cross at 334-749-9981. More information and sign up forms are available at the Red Cross office or on the website at www.leeredcross.org.

Another great Heroes event is the 5th annual Fly-In that will be held on Saturday, March 8 at the Auburn-Opelika Airport. Mark your calendars now so you don't miss it! Sponsors, food vendors and volunteers are needed now. Call today to get involved.

-END-