

Memorandum of Understanding

between

*American Red Cross,
Los Angeles Region*

and

the City of Commerce



**American
Red Cross**

I. Purpose

The purpose of the Memorandum of Understanding (MOU) is to document the relationship between the American Red Cross Los Angeles Region and the City of Commerce. This MOU provides a broad framework for cooperation between the two organizations in providing services, activities and training. Both Red Cross and City of Commerce. are a “Party” under this MOU.

II. Independence of Operations

Each party to this MOU will maintain its own identity in providing services. Each organization is separately responsible for establishing its own policies and financing its own activities.

III. Organization Descriptions

American Red Cross

The American Red Cross, founded in 1881, is dedicated to helping people in need throughout the United States and, in association with other Red Cross networks, throughout the world. The Red Cross depends on the many generous contributions of time, blood, and money from the American public to support its lifesaving services and programs. Through its mission, the Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors. The Red Cross provides services to those in need regardless of citizenship, race, religion, age, sex, national origin, disability, sexual orientation, veteran status or political affiliation.

The American Red Cross Los Angeles Region serves over 10 million people in 88 cities and unincorporated areas within Los Angeles County. We also serve Inyo and Mono Counties and the eastern third of Kern County. We are dedicated to helping victims of disaster and providing programs and services that help our communities prevent, prepare for, and respond to emergencies.

We responded to 457 home fires, assisted 2,541 victims of disasters with financial or other needs, of which 668 were children. Red Cross Services include but are not limited to the following:

Serving Military Members and their Families

Assisted 1,226 people with military family emergency communications requests, coordinated 8,000 emergency family communications and participated in 6 Veteran ‘Stand Down’ events, including a Women and Caregiver event that we sponsored. Provided 10,475 comfort kits to veterans, including homeless veterans.

Helping Keep the Community Safe and Healthy (through CPR/First Aid and other courses)

Trained 139,188 individuals in CPR/First Aid, AED and Water Safety. Over 2,000 volunteers installed 8,174 free smoke alarms in 2,888 homes in 52 cities, educating the residents of over 3,000 homes about the importance of fire safety.

Community and Volunteer Engagement

Participated in 333 community events, sharing life-saving preparedness information.

Instructed nearly 5,200 children in the Disney Pillowcase Project- (a disaster preparedness event), helping kids and their families become more resilient.

Volunteers collectively donated over 150,000 hours, supporting the mission of the Red Cross.

Teaching People How to Prepare for and Respond to Disasters

Taught preparedness education to 35,476 individuals across the Los Angeles Region.

Connect Our Communities in Preparedness

Taught 5,106 children how to prepare for disaster. 5,915 volunteers donated 155,958 hours to fulfilling and promoting the Red Cross mission. Engaged 3,726 youth volunteers who served 17,040 hours of community service.

Connect Families Around the World

Worked to restore family links between 96 clients and their family members separated through war, conflict or migration. Signed 4 Memorandums of Understanding with the consulates from Ecuador, Germany, France, and Brazil, increasing our reach and support to the disparate members within Los Angeles.

We also work in partnership with the American Red Cross Southern California Regional Blood Services to ensure there is a safe and adequate blood supply in the area. Provided 145,933 units of donated blood from residents of Los Angeles.

IV. Methods of Cooperation

In order to establish a partnership between the Red Cross and the City of Commerce to provide humanitarian assistance to Los Angeles County communities.

1. Communication between organizations

Representatives of the Red Cross and the City of Commerce will maintain open communication. Both participants will encourage their respective organizations and affiliates to maintain open communications at the state and local levels. Each participant will share current data regarding humanitarian programs and services across Los Angeles County
See Attachment A: Organization Contact Information.

Describe the partnership activities

1. Supporting Community Blood Drives:
 - a. The Red Cross and the City of Commerce will share information regarding their presence in markets across the LA Region in order to facilitate collaboration that will increase blood donations.
 - b. This collaboration may take the form of blood drives hosted by the City of Commerce, educational information about the need for regular blood donations and donor eligibility through established communication channels, and/or active blood donor recruitment to established Red Cross blood collection facilities.
 - c. City of Commerce staff can reach out individually to 1-800-RED-CROSS to schedule blood donations or go to www.redcrossblood.org to find donation opportunities, schedule an appointment and get information about giving blood.
2. Community Preparedness/ Response Activities:
 - a. Red Cross encourages City of Commerce staff to take the Red Cross free, online, disaster preparedness tutorial, '**Be Red Cross Ready.**' and other preparedness training.
 - b. City of Commerce may collaborate in supporting the Red Cross Home Fire Safety Campaign by mobilizing City staff for installations events.
 - c. Red Cross supports the City of Commerce sheltering services during significant disaster events impacting the community.
3. Red Cross HS Youth Clubs and Leo Clubs:
 - a. The Red Cross Clubs are recognized, student-led school clubs for students ranging in age from middle school to college. Red Cross Clubs participate in Region-sponsored projects and events ranging from Red Cross Blood Drives to Community Disaster Education. Clubs help with fundraising and spreading awareness of the American Red Cross mission of alleviating suffering. Leo and YRC Clubs may coordinate an annual leadership camp together.
4. Other cooperative actions:
 - a. The Red Cross and the City of Commerce will actively seek to identify other areas within their respective organizations where cooperation and support will be mutually beneficial.

NOTE: *Each partnership will have its own activities specific to the mission and goals of the partnering organizations. See the example below.*

V. General

- a. Both parties agree not to use or display any trademarks of the other without first receiving the express written permission to do so; however, the use of the trademarks of the other party is permitted for internal meeting notes and plans that are not publicly distributed and used during the normal course of business related to the purpose of MOU. If either party desires to use the intellectual property of the other, the “requesting party” should submit the proposed promotional/marketing materials, press releases, website displays or otherwise proposed use of the trademarks to the “owning party” for review in advance of dissemination or publication.
- b. American Red Cross LA Region and the City of Commerce will keep the public informed of their cooperative efforts.
- c. American Red Cross, LA Region and the City of Commerce will widely distribute this MOU within the respective departments and administrative offices of each organization and urge full cooperation.
- d. American Red Cross, LA Region and the City of Commerce will allocate responsibility for any shared expenses in writing in advance of any commitment.
- e. The City of Commerce agrees to adhere to *Attachment B - the Principles of Conduct for the International Red Cross and Red Crescent Movement and NGO's in Disaster Response Programs* as it applies to disaster-caused situations in the USA.

VI. Periodic Review and Analysis

Representatives of the Red Cross and the City of Commerce will jointly evaluate their progress in implementing this MOU every year and revise and develop new plans or goals as appropriate.

VII. Term and Termination

This MOU is effective as of the date of the last signature below and expires in 2025. The parties may extend this MOU for additional periods not exceeding five years each time, and if so, should confirm this in writing. This MOU may be terminated at any time upon written notice from either party to the other.

VIII. Miscellaneous

Neither party to this MOU has the authority to act on behalf of the other party or bind the other party to any obligation. This MOU is not intended to be enforceable in any court of law or dispute resolution forum. The sole remedy for non-performance under this MOU shall be termination, with no damages or penalty.

IX. Signatures

American Red Cross Region

By: _____
Signature

Name: Jarrett Barrios

Print Name

Title: Regional CEO

Print Title

Date: _____

City of Commerce

By: _____
Signature

Name: Hugo Argumedo

Print Name

Title: Mayor

Print Title

Date: 09/18/2018

American Red Cross

By: _____
Signature

Name: Joselito Garcia-Ruiz

Print Name

Title: Regional Disaster Officer

Print Title

Date: _____

City of Commerce

By: _____
Signature

Name: Lena Shumway

Print Name

Title: Administrative Services Director &
City Clerk

Print Title

Date: 09/18/2018

American Red Cross

By: _____
Signature

Name: N/A

Print Name

Title: N/A

Print Title

Date: _____

City of Commerce

By: _____
Signature

Name: Noel Tapia

Print Name

Title: City Attorney

Print Title

Date: 09/18/2018

ATTACHMENT A – Organization Contact Information

Primary Points of Contact

The primary points of contact in each organization will be responsible for the implementation of the MOU in their respective organizations, coordinating activities between organizations, and responding to questions regarding this MOU. In the event that the primary point of contact is no longer able to serve, a new contact will be designated and the other organization informed of the change in writing.

NOTE: When Attachment A is updated, the revised attachment is inserted in the MOU. The MOU *does not* need to be signed again.

Relationship Manager Contact*

American Red Cross, Los Angeles Region		City of Commerce	
Contact	Joselito Garcia Ruiz	Contact	
Title	Regional Disaster Officer	Title	
Office phone	310-477-1419	Office phone	
Mobile	310-775-5830	Mobile	
e-mail	joselito.garcia Ruiz@redcross.org	e-mail	

*The Relationship Manager is the person that works with the partner organization in developing and executing the MOU.

Operational Contact**

American Red Cross, Los Angeles Region		City of Commerce	
Contact	Guillermo Sanchez	Contact	
Title	Disaster Preparedness Manager	Title	
Office phone	562-490-4016	Office phone	
Mobile	562-277-4261	Mobile	
e-mail	guillermo.sanchez@redcross.org	e-mail	

**The Operational Contact is the person each organization will call to initiate the disaster response activities as defined in the MOU.

Organization Information

American Red Cross, Los Angeles Region		City of Commerce	
Department	Nelson Cox, Disaster Program Mgr.	Department	
Address	2227 South Atlantic Blvd. Commerce	Address	
e-mail	nelson.cox@redcross.org	e-mail	
Mobile	323-246-0396	Mobile	

ATTACHMENT B

Principles of Conduct for The International Red Cross and Red Crescent Movement and NGOs in Disaster Response Programs

Principle Commitments:

1. The Humanitarian imperative comes first.
2. Aid is given regardless of the race, creed or nationality of the recipients and without adverse distinction of any kind. Aid priorities are calculated on the basis of need alone.
3. Aid will not be used to further a particular political or religious standpoint.
4. We shall endeavor not to act as instruments of government foreign policy.
5. We shall respect culture and custom.
6. We shall attempt to build disaster response on local capacities.
7. Ways shall be found to involve program beneficiaries in the management of relief aid.
8. Relief aid must strive to reduce future vulnerabilities to disaster as well as meeting basic needs.
9. We hold ourselves accountable to both those we seek to assist and those from whom we accept resources.
10. In our information, publicity and advertising activities, we shall recognize disaster victims as dignified human beings, not hopeless objects.

More information about the code of conduct can be found at <http://www.ifrc.org/en/publications-and-reports/code-of-conduct>

The Code Register

The International Federation keeps a public record of all the humanitarian organizations that become [signatories of the code](#). The contact details of each organization are verified.

Humanitarian organizations wishing to become a signatory to the code should download and complete the [registration form](#).