



City Council Report

DATE: March 24, 2026

TITLE: Proclamation Declaring the month of March 2026 as “American Red Cross Month” in the City of Campbell

RECOMMENDED ACTION:

That the Mayor proclaim the month of March 2026 as “American Red Cross Month” in the City of Campbell.

BACKGROUND

March was first proclaimed as Red Cross Month in 1943 by President Franklin D. Roosevelt as a way to raise awareness of the organization and its humanitarian mission in the midst of war. Since then, every United States President has designated March as Red Cross Month. The American Red Cross is synonymous with helping people which it has been doing for over 140 years.

American Red Cross was established as a humanitarian organization, guided by seven fundamental principles—including humanity, impartiality, and independence—to provide services to those in need regardless of race, religion, gender, sexual orientation, or citizenship status. Today, the American Red Cross is one of the largest humanitarian organizations in the world. It delivers its mission every day to prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors. Their voluntary and generous contributions are many — whether it’s delivering shelter, food and comfort during disasters; providing critical blood donations for hospital patients; supporting service members, veterans and their families; saving lives with first aid, CPR, AED and other skills; or delivering international aid and reconnecting loved ones separated by global crises. Additionally, the Red Cross aspires to help all members of our armed services and their families find support and comfort whenever needed and ensure everyone in our country has access to safe, lifesaving blood and blood products.

DISCUSSION

Locally, the Silicon Valley Chapter of the American Red Cross has a long history of helping our neighbors in need by deploying Red Cross trained responders all over the U.S. to deliver shelter, care, and hope during disasters. Not only by providing lifesaving blood to those in need but through programs such as the Home Fire Campaign, the American Red Cross helps residents, military, veterans, and their families. The Silicon

Valley Chapter of the American Red Cross serves more than 1.9 million people in Santa Clara County and has the support of more than 1,500 local volunteers.

March is American Red Cross Month, a time to recognize the humanitarian organization that eases people's suffering during life's emergencies in the City of Campbell, across the United States, and around the world. This proclamation would designate the month of March as American Red Cross Month throughout the City of Campbell. It would support, honor, and celebrate the everyday heroes who donate their time, money, and blood to fulfill the mission of the American Red Cross.

FISCAL IMPACT

There is no fiscal impact associated with this action.

PREPARED BY: Kristen Epolite, Deputy City Clerk

Report Approval Details

Document Title:	Report - Proclamation - Red Cross Month 2026.docx
Attachments:	Proclamation - Red Cross Month 2026.docx
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This document and all of its attachments were approved and signed as outlined below:



Will Fuentes, Finance Director



Andrea Sanders, City Clerk



Brian Loventhal, City Manager