

# WBA Renews American Red Cross Partnership



The WBA has renewed its agreement with the American Red Cross to help raise funds and awareness for major Red Cross disaster relief efforts in the state. The partnership, called “WBA Saves The Day,” was formed in 1998, then renewed for the twelfth year at the WBA Board Meeting in January. Through the “WBA Saves The Day” partnership, WBA member radio and television stations agree to provide one day of public service programming within three days of a major state disaster to support Wisconsin Red Cross disaster relief operations that are expected to exceed \$50,000. The agreement was activated once during 1998 to support Red Cross disaster relief efforts for the Wisconsin floods that affected Sheboygan, Milwaukee, Waukesha and Rock counties in August of 1998. WBA’s participation helped the Red Cross raise more than \$200,000 for that disaster relief operation.

The agreement was activated three times in 2001: April 18, 2001 - Flooding in La Crosse, Buffalo, Trempealeau, Pierce, Crawford, Grant and Vernon Counties in Wisconsin and also in Houston County in Minnesota (by La Crosse). June 19, 2001 - activated as result of the tornado in Siren on June 18, windstorm damage in the counties of Barron, Calumet, Jackson, Outagamie, Polk, Rusk, Winnebago, Waupaca, Waushara and Wood on June 11, and tropical storm Allison in Texas and Louisiana. As a result WBA members helped raise more than \$650,000. The agreement was activated after the September 11 tragedies where WBA helped raise \$12.5 million in total efforts in the state of Wisconsin. The program was activated once in 2007 to provide aid for the flooding in Southwest Wisconsin.

In September 2001, at the Red Cross’ Annual Board meeting, the WBA received the Red Cross’ Excellence Award for In-Kind Support. This award is given at the state level and recognizes the outstanding work of an organization in support of the mission of the Red Cross. In 2003, the Red Cross presented the WBA with an award that was part of their Disaster Partners program as a result of our continued commitment to the program, as well as the resources we provide.