



American Red Cross
Ready Rating™

It's free. It's easy. The time to prepare is now.

readyrating.org

American Red Cross

Agenda

- Why Prepare?
- Background?
- Highlights Since Launch
- Members
- 1-2-3 Assessment
- Next Steps
- Show You Care
- Program Sponsor

Why Prepare?

- **Up to 40% of businesses** fail following a natural or human-caused disaster
- **94% of small business** owners believe a disaster could seriously disrupt their business within the next two years
- **Disasters** come in many forms: hurricanes, tornados, snow storms, power outages, floods, medical emergency, death of a key employee...



Insurance coverage may not save the day!

Why Prepare?

- 4 out of 5 businesses fail after the loss of a key executive
- One-third of businesses surveyed have no business continuity plan
- Here's the good news: 82% of businesses agree - "If someone could make it easy for me to be prepared, I'd do it."



What is Ready Rating?

The Ready Rating Program:

The first emergency readiness program of its kind



Background

- **Established in 2008** by the St. Louis Red Cross with support of several large businesses.
- **Focus on mid size and small** business to help them measure, diagnose, and improve their level of emergency preparedness
- **Membership benefits** include:
 - Two assessment tools
 - Two OSHA compliant EAPs
 - Access to a library of resources



Program Overview

- Designed to allow businesses, schools and organizations to dramatically **improve** their level of **preparedness**
- **Quantifies** an organization's preparedness with a proprietary assessment tool
- Generates **customized reports** with confidential feedback to help members
- Enables creation of a customized **Emergency Response Plan** through an easy, on-line, self-paced tool
- **Free**, thanks to our generous sponsors



Who Are the Members?

- Businesses – small to large
- Schools – public and private
- Non-profits
- Healthcare organizations
- Financial institutions
- Insurance agencies
- Retailers
- Manufacturers
- Houses of worship



Benefits

- **Program is rich with content** and completion of an assessment generates a detailed report that gives specific recommendation on how to improve an existing plan.
- **Continued attention** to these recommendations will help improve the emergency action plan and lead increase the resiliency of the organization.
- **Management involvement** is key to success.

11,818
Ready Rating Members

- 10172 Bus/Orgs
- 1,1646 Schools

Needed Resources

- **Support in the** form of a Program Manager and other staff support.
- **Staff volunteers** to fill some key roles.
- **Ongoing training** and new employee orientation plan.
- **Periodic exercises** and medical drills.
- **Updated record keeping** including staff contact information.
- **Periodic review of insurance plans** and acquisition of support tools and supplies,



Where to Begin

Key steps:

Commit to preparing

- Join the Red Cross Ready Rating program
- Complete an online assessment to determine readiness level

Focus on up to 5 recommendations

Keep management involved

Return to the Ready Rating website periodically to update your profile and assessment score



Other Actions

Share your emergency action plan with business partners and vendors

- Encourage them to join.
- Help staff members develop a household emergency plan

Practice your plan

- Integrate preparedness in your organizational culture

Show your community you care

- Commit to helping your community get prepared



Visit the Site and Explore

DO YOU KNOW IF YOUR ORGANIZATION IS IN DANGER?
**YOU CAN FIND OUT BY ANSWERING
THREE SIMPLE QUESTIONS...**

[ANSWER NOW](#)

Make sure your organization is safe and ready

Become a Ready Rating Member to see how you compare and where you can improve.

Are you new to Ready Rating? If so check out this helpful video below for an outline of the program and the new site.

[New To Ready Rating?](#)



Become a member today! Click above if you are ready to become a member and use one of the two online self assessment tools available to measure your organization's level of preparedness.



The Ready Rating Program features two powerful template generator tools to customize and download an **Emergency Action Plan (EAP) template** for your organization.



Get the tools you need! Access the Ready Rating Resource Center where you will find one stop shopping for emergency preparedness information, checklists, tools and more.



Thank you

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