

# Spotlight on The American Red Cross for National Preparedness Month

September marks National Preparedness Month, a time dedicated to emphasizing the importance of being ready for emergencies and disasters. At Southwest, we remain committed to continuously finding ways to keep all our communities prepared and resilient.

In honor of National Preparedness Month, we're highlighting the role of the American Red Cross during disasters and why it's important to help all our communities build resilience for future disasters.

## The Role of the American Red Cross

The American Red Cross has a long-standing commitment to disaster preparedness, response, and recovery. In 2023 alone, the organization served over 3.7 million meals and snacks, delivered \$108 million in financial assistance, and provided more than 943,600 overnight shelter and emergency hotel stays with partners. Its efforts extend beyond immediate relief, focusing on long-term recovery and resilience-building for affected communities.

As a partner of the Red Cross Disaster Responder Program, Southwest works year-round with the [American Red Cross](#) to evaluate needs and to prepare proactive and reactive disaster response plans. When disaster strikes, Southwest stands ready to support impacted communities through the Red Cross and other national and local organizations.

“As extreme weather events increase in frequency and intensity, we continue to count on forward-thinking Disaster Responder members like Southwest Airlines to help power our relief efforts,” said Anne McKeough, Chief Development Officer, American Red Cross. “We’re so very grateful for Southwest Airlines’ donation, which underscores their commitment to compassion in times of crisis.”

## Building Resilience for the Future

As we celebrate National Preparedness Month, it's essential to acknowledge the importance of community resilience. Preparedness is not just about having a plan; it's about empowering individuals and communities to take proactive steps to protect themselves and their loved ones.





National Preparedness Month is an opportunity to celebrate the efforts of organizations like the American Red Cross in supporting communities during times of crisis. At Southwest, we are thankful to work alongside organizations like the American Red Cross to help support our communities during times of crisis. You can donate to any of our national disaster and crisis response partners below:

- [American Red Cross](#)
- [Feeding America](#)
- [Team Rubicon](#)

You can also support our disaster and crisis response partners by participating in our [Points for a Purpose program](#), where you can donate your Southwest Rapid Rewards® points. Your point donations will support frontline organizations as they transport staff and volunteers to assist in response and recovery efforts.

Together, we can help support long-term recovery efforts in building a safer and more resilient future.