

Why Prepare?

15-40% of businesses fail following a natural or man-made disaster

94% of small business owners believe a disaster could seriously disrupt their business within the next two years

- **Close to 60% of Americans** are wholly unprepared for a disaster of any kind
- **One-third of businesses** surveyed have no business continuity plan
- **Here's the good news: 82% agree:**

If someone could make it easy for me to be prepared, I'd do it.





 http://readyrating.org/



BUSINESSES ▾

SCHOOLS ▾

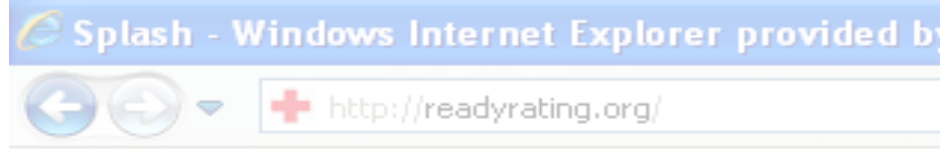
HOW IT WORKS ▾

JOIN

NEWS

[Skip Intro](#)

Introducing the Red Cross Ready Rating™ Program: the first emergency readiness program of its kind.



Program Overview

- Join Ready Rating at readyrating.org
- It's free, self-paced, web-based
- Provides the Ready Rating Assessment, a proprietary tool
- Makes readiness measurable, with customized, confidential feedback
- Requires annual improvement

Join the Red Cross
Ready Rating™ Program.

It's free. It's easy. It's necessary.

Is Your Business
or Organization Ready?

How It Works

1.

Commit to preparing

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

2.

Conduct a hazard vulnerability assessment

- Understand possible threats to your facility / business and assess possible impact



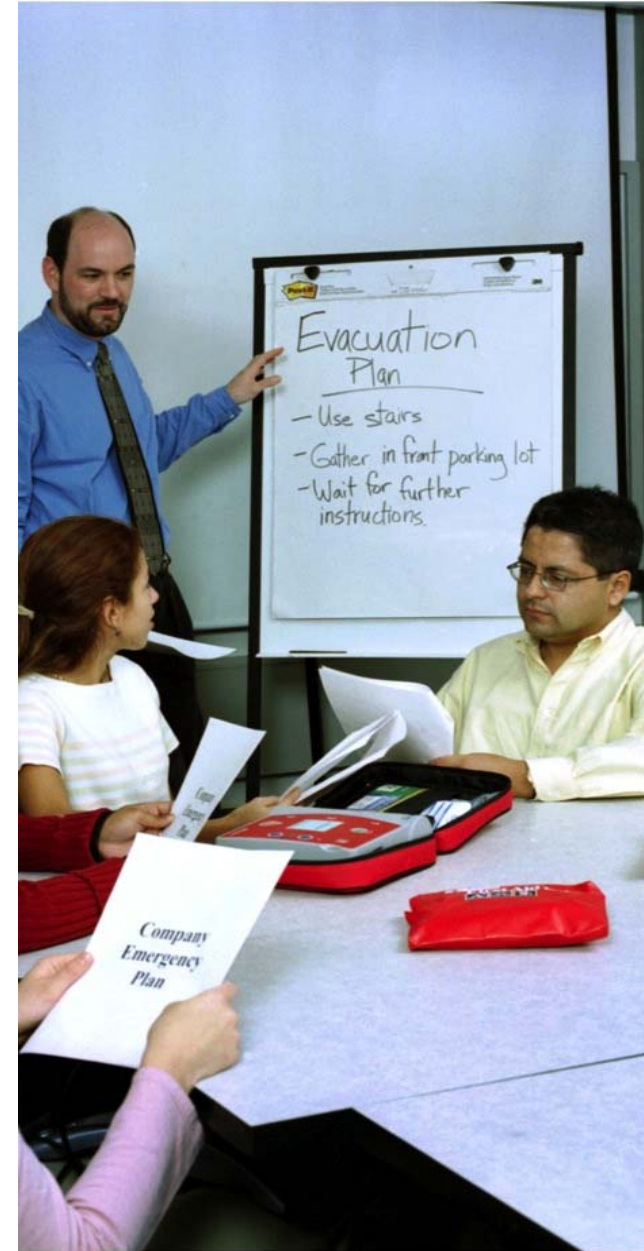
How It Works

3. Develop or enhance an emergency response plan

- Create an action plan for before, during and after emergencies

4. Implement your emergency response plan

- Integrate preparedness in your organizational culture



How It Works

5.

Help others

- Make a commitment to support overall community preparedness



How It Works

Membership
Benefits

Frequently Asked Questions
About the Program

- **Tracks to DHS/FEMA's voluntary Private Sector Preparedness standards (PS-Prep)**
- **Future access to online forum**
- **Public recognition:**
 - ✓ **Member Seal**
 - ✓ **Member listing on [readyrating.org](http://www.readyrating.org)**

**Red Cross
Ready Rating™
Program**



MEMBER 2011

The program provides members with tools to evaluate and improve emergency preparedness.

How It Works

Membership Benefits

Member Testimonials

Current Member Listing

Current Members

730 members and growing

- Anheuser-Busch
- Edward Jones
- Enterprise Holdings
- Express Scripts
- National Multiple Sclerosis Society
- Grainger
- Sam's Club
- The Kane Company
- Monsanto
- Municipal City Governments
- San Francisco Unified Schools




Members Only

Members Only

123 Assessment

- Resources
- Glossary of Terms
- Manage My Account

Red Cross Ready Rating Program



3. Plan - Develop an emergency response plan.

3.1 We have a plan in place designed to protect our business and employees before, during and after an emergency or disaster. We have completed the following activities as part of our emergency response planning:	Points Available	Member Score	Sub-Section Score
A. We have a planning committee of key stakeholders that is responsible for and empowered to develop and implement an emergency response plan. <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	5	5	10
B. Our senior management supports the planning, commits to its implementation and approves the written plans annually. <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	5	5	
Total	10	10	

3.2 We have a written plan describing how our business or organization will respond during a disaster or medical emergency. This plan includes the following components:	Points Available	Member Score	Sub-Section Score
A. Clearly designated leadership structure that details chain of command designations for emergency situations. <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	2	2	9
B. Creation and/or maintenance of a system for warning and alerting employees and other stakeholders about emergencies. <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	1	0	
C. System for storing employee emergency contact information and other important business files in both on- and off-site locations. <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1	1	

Business/Organization
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Member Survey Results

In the St Louis Pilot:

- Members rated the program's ease of use a 9 out of 10
- 100% of members surveyed had implemented changes to their plans
- Member organizations improved their scores by an average of 47% after two years
- Program had a 98% renewal rate after one year



Program Sponsors

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Join us.
The time to prepare is now.

readyrating.org