

The American Red Cross

It was established on May 21, 1881.

As the American Red Cross entered its second century of service, it continued its tradition of providing relief to victims of both natural and man-made disasters. One hundred years had passed since Clara Barton had carried in her purse the funds to conduct the tiny Red Cross operations. The organization had greatly expanded since 1881. Yet, the millions of relief workers in the 1980s and 1990s were motivated by the same concern for human life and well-being as the relief workers who had provided aid during the first American Red Cross relief efforts. An early 1990s national survey by Yankelovich Partners showed that the American Red Cross was the most highly regarded of major U.S. charities, and Money magazine named the Red Cross one of the ten best-managed charities in the country.

As our society continues to become larger and more complex, and correspondingly less personal, the need for the American Red Cross continues to

grow. In addition to annual natural disasters, we will apparently always be faced with such tragedies as the Centennial Olympic Park and TWA Flight 800 bombings. And when faced with such emergencies, we're always thankful the American Red Cross is there. Knowing all of this, I believe, enhances the collector's perception of what his covers actually represent, and there are certainly Red Cross covers in existence. See "The American Red Cross," *RMS Bulletin*, September 2014

[Information courtesy of the American Red Cross]

