

## The Ready Rating™ Program Works

### Membership Testimonials:

“We have found that Ready Rating is a great framework for those that already have a solid business continuity program in place. The Red Cross offers the expertise and resources to evaluate your plan looking through a different lens.

...We are looking at ways to get employees prepared at home as well as at work. The same holds true for our large network of vendors and distributors. By having a comprehensive business continuity program in place, we were able to reduce our insurance premiums and increase our coverage, resulting in a significant cost savings for us.”

—Gene Weber  
Director-Global Safety, Express Scripts

“Teaching children about emergency preparedness helps them to stay more relaxed in the event of an actual emergency. When we are able to plan and prepare in advance, children have a better sense of safety and security. It has been great to see how excited the children are to share this newfound knowledge with their parents—a process that only helps us spread this important message.”

—Dr. Brian Lane  
Assistant Superintendent  
Mehlville School District, St. Louis, MO

“Businesses have been looking for a program that gives them an easy, achievable path to preparedness, and Ready Rating gives companies of all sizes the roadmap. The U.S. Chamber of Commerce is eager to see this important program expand into more areas of the country.”

—Al Martinez-Fonts  
U.S. Chamber of Commerce

## Red Cross Ready Rating™ Program

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

The Ready Rating™ Program can guide your business, organization or school with simple, measurable steps to become better prepared for emergencies. The Red Cross has information, tools and resources to assist you in improving your readiness.

**THE TIME TO PREPARE IS NOW.**

Visit [readyrating.org](http://readyrating.org) or call 877-715-0123.



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## Red Cross Ready Rating™ Program

If an **emergency** strikes, will your business or school **be ready?**



# What is the **Red Cross Ready Rating™** Program?

The Red Cross Ready Rating Program is a free, web-based, membership program designed to help businesses, organizations and schools become better prepared for emergencies. Members complete an online self assessment of their current readiness level and receive immediate customized feedback with tips to improve preparedness.

The Red Cross helps Members get better prepared with these five manageable and important steps:

## 1. Commit to preparing.

Make preparedness a priority by committing to become a Member and take the online assessment.

## 2. Conduct a hazard vulnerability assessment.

Gather information about internal risks and external threats that could impact your organization's ability to respond to a disaster and recover.

## 3. Develop or enhance an emergency response plan.

Create a plan describing the steps your organization or school will take to protect employees, staff and students before, during and after an emergency.

## 4. Implement your emergency response plan.

Follow through on recommendations for improvement and integrate preparedness into your culture.

## 5. Help others.

Commit to helping your community prepare for emergencies.

*Ready Rating was developed under the guidance of the national Scientific Advisory Council.*

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

*Source: Insurance Information Institute*

## Why **Prepare?**

Disasters happen. At home, at work, even at school.

With a preparedness plan in place, your business, organization or school can:

### Minimize losses during an emergency

Having an emergency plan in place allows you to respond more quickly and efficiently to contain costly situations.

### Enhance productivity

The Ready Rating Program offers tools and resources to help employees, faculty and staff become prepared at home, enabling them to return to work faster.

### Gain trust

By being proactive about emergency preparedness, your organization or school demonstrates a commitment to not only your employees and students but also the community as a whole.

## Membership **Benefits**

The American Red Cross will provide the tools and resources to make executing the program convenient and practical for your organization or school:

- Evaluation of organizational preparedness with the Ready Rating Assessment tool.
- Access to an information-rich Ready Rating Program Guide developed by Red Cross experts.
- Immediate customized feedback and recommendations to improve preparedness.
- Optional public recognition of your commitment to preparedness through a Member listing on [readyrating.org](http://readyrating.org).
- Ready Rating Program Member Seal to display at your facility.

## Where to **Begin?**

- Commit to becoming a Member of the Ready Rating Program by creating a Member Profile at [readyrating.org](http://readyrating.org).
- Complete the online Ready Rating Assessment to determine your current level of emergency preparedness.
- Receive immediate customized feedback to improve your readiness efforts.

**82%** of Americans agree "if someone could make it easy for me to be prepared, I'd do it."

*Source: American Red Cross Wirthlin Worldwide Preparedness Survey*