

## What is the American Red Cross Home Fire Campaign?

Most of us don't realize we have just two minutes to escape a home fire — which is the nation's most frequent disaster. On average:

- **7 people die every day from a home fire**, most impacting children and the elderly
- More than **30 people suffer injuries from home fires** every day
- More than **\$7 billion in property damage occurs from home fires** every year

That's why the American Red Cross and our partners are preparing families to act quickly through our Home Fire Campaign. We have already made a lifesaving difference, **achieving our initial goals of installing 2.5 million free smoke alarms and helping to make 1 million households safer in at-risk communities**. But home fires remain a daily threat, so the Home Fire Campaign continues across the country.

<https://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/fire/prevent-home-fire.html>

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## How We Can Get Involved

- Help the Red Cross Sound the Alarm about home fire safety through education, volunteering and providing financial support.
- Participate in Sound the Alarm- helping install fire alarms in areas in need. No date yet.
- Direct people to our microsite:  
<https://www.redcross.org/donate/cm/bramlett-emp.html/>

Imagine the impact we could have if everyone donated \$30 a month/2 smoke detectors a month?!