

Notables

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From left: GL Homes President Misha Ezratti, American Red Cross South Florida Region Chief Development Officer Tzaicel Hernandez, GL Homes Senior Director of Community Relations Sarah Alsofrom

[TRACEY BENSON PHOTOGRAPHY]

American Red Cross among nation's most beloved institutions – and for good reason

Last year's busy hurricane season showed why the organization is vital for all Floridians.

By **Steve Dorfman** • Notables Staff Writer

Whenever and wherever disaster strikes – no matter how big or how small – they're immediately on the scene rendering aid and providing support.

A storm ravages an entire region? They're there.

An apartment-building fire leaves multiple families displaced and possession-less? They're there.

This dedication and dependability are why the American Red Cross is one of the nation's most beloved institutions – a nonprofit organization committed to service dating back to its 1881 founding by Clara Barton and several of her like-minded humanitarians.

And they're also the reasons why – in the midst of World War II – President Franklin D. Roosevelt declared in 1943 that March would be American Red Cross Month.

Over the last century-plus, there are countless examples of the American Red Cross' domestic and international service.

But we Floridians need merely look at our recent history of hurricane devastation to see how vital the

Red Cross has been to our region.

For instance, in 2022 two massive storms

– Hurricanes Ian and Nicole – ravaged the state just six weeks apart.

Yet throughout the immediate and long-term aftermaths of both disaster zones, Red Cross disaster aid workers – some 90% of whom are volunteers – remained in the region for weeks on end.

The importance of the Red Cross is why GL Homes has been one of the organization's most ardent benefactors in recent years.

Since 2019 GL Homes and the Red Cross have been linked in a

variety of meaningful ways, including:

October 2019: GL Homes served meals to



Eric Roby,
executive director
of the American
Red Cross Palm
Beach and Treasure
Coast Chapter

See **RED CROSS, 2D**



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RED CROSS

from 1D

Hurricane Dorian refugees. In the aftermath of the powerful storm that devastated the Bahamas, GL Homes responded to a call for help from the Red Cross by delivering boxes of fresh fruit and serving healthy meals to more than 60 Bahamian refugees who were temporarily housed in West Palm Beach.

August 2021: American Red Cross recognized GL Homes with the Inaugural Community Ambassador Award for the company's philanthropic support of the Red Cross and its mission to provide for those in need.

April 2022: GL Homes and its employees donated \$130,000 to the American Red Cross in support of humanitarian relief efforts in Ukraine and for Ukrainian refugees.

November 2022: GL Homes donated \$100,000 for hurricane relief efforts to help victims of Hurricanes Ian and Nicole.

November 2022: American Red Cross Honored GL Homes with its Hope Around the World Award.

"When our colleagues and community were impacted by two devastating hurricanes to hit our state in one storm season, GL Homes couldn't sit on the sidelines," said Misha Ezratti, GL Homes President. "Our company trusts the Red Cross to get the right resources to those most in need. Our donations provide immediate aid



Eryn Ireland, Rachel Cooper, Lourdes Waite

[TRACEY BENSON PHOTOGRAPHY]



Jill Schimming Taddeo, Gustavo Mejia, Clara Correa

for families to rebuild their homes and their lives."

Red Cross leaders are forever grateful for the support the organization receives from the philanthropic and humanitarian generosity it has received from GL Homes.

"Thanks to the generous support of donors like GL Homes to help us deliver comfort and care to families when they need it most, we are able to reach even more people in need of Red Cross support," said Eric Roby, Executive Director of the American Red Cross Palm Beach and Treasure Coast Chapter.

To fundraise for the Red Cross' noble

mission, the 62nd Annual International Red Cross Ball will be held at 7 p.m. on March 18 at The Breakers Palm Beach (1 S. County Road, Palm Beach). More than a dozen foreign ambassadors and two dozen former U.S. ambassadors are scheduled to attend.

IF YOU GO

What: 62nd Annual International Red Cross Ball

When: Saturday, March 18, 7 p.m.

Where: The Breakers Palm Beach

Call: Eric Roby at 561-851-3439

Website: redcross.org/local/florida/south-florida