Red Cross of Utah Sound The Alarm Campaign

Description: Home fires are Utah's and the nation's largest, deadliest and costliest disasters. Seven times a day, someone dies from a home fire in the U.S. and every 40 minutes an injury from a home fire is reported. The Red Cross of Utah is seeking $300,000, $100,000 per year, to purchase and install properly-working smoke alarms, which are proved to save lives and prevent property damage.

Purpose: The statewide purpose of the Red Cross's Sound the Alarm Campaign is to install properly-working smoke alarms in order to prevent and minimize the devastating effects of home fires.

Private Not for Profit

$300,000 Ongoing General Fund
January 30, 2019

Appropriations Request

Request Made By: Rep Steve Handy

Beneficiary: American Red Cross of Utah

Purpose: Sound the Alarm: Installation of Smoke Alarms in Utah

Itemized Budget for $100,000 ongoing 2020 through 2022, $300,000 total.

- Goal of 4950+ smoke alarms throughout the state of Utah installed by June 30th of each fiscal year at average of $15/each base cost. $19/installed which includes escape plan and home fire safety education materials.
- Expectation that this will make at least 2000-2500 Utah homes safer per year with specific community canvassing to identify vulnerable neighborhoods where residents may not have the access to, or the financial means, to obtain and install smoke alarms.
- As of December 2018, the American Red Cross has installed 12,706 smoke alarms in Utah and have made over 5000 individual fire escape plans.
- National Sound the Alarm campaign has been directly documented to saving over 500 individuals from home fires.
- Pillowcase Project – Goal of providing education to over 4600 3rd through 5th grade students on Disaster Preparedness and Home Fire Safety.
- The American Red Cross ultimate goal is to reduce the number of lives lost due to home fires to zero.
- The American Red Cross is very efficient with all funds donated with over $0.91 of every $1 going directly toward mission.