



## Illinois Tornado Relief Effort 2015

A Campaign of the McCormick Foundation

“The McCormick Foundation has allowed us to make a real difference in the long-term recovery of people affected by these devastating tornadoes. We are so grateful for that support.”

– Fran Edwardson, CEO,  
American Red Cross of Chicago  
& Northern Illinois



# 2015 Impact Report



**Tornadoes devastate lives. They destroy homes and businesses. They take away one's sense of personal safety.**

That's why the Robert R. McCormick Foundation teamed up with WGN Radio, *Chicago Tribune*, WGN-TV and *Hoy* to raise money to help our friends and neighbors in North Central Illinois. They have been struggling with the damage, destruction and grief from the record-breaking storms that hit Rochelle and Fairdale on April 9, 2015.

The Illinois Tornado Relief Effort 2015, a McCormick Foundation Campaign, supported nonprofit agencies providing disaster relief and recovery efforts to those communities hardest hit by the tornadoes. The McCormick Foundation matched the first \$500,000 raised at 50 percent for an additional \$250,000. All administrative costs were covered by the Foundation and its Partners. This allowed 100 percent of all funds raised, plus the match, to be granted directly to the nonprofit organizations highlighted in this report who helped those affected by the storms.

It is our hope that through these grants, these hard hit communities can rebuild their homes and their lives, becoming stronger through the process.

This report tells the story of the extraordinary work being done. We hope you find it as uplifting as we do. Remember – none of this would have been possible without your help.

Thank you for your compassion and support.



# Illinois Tornado Relief Effort 2015

A Campaign of the McCormick Foundation



## Rebuilding Hopes and Homes



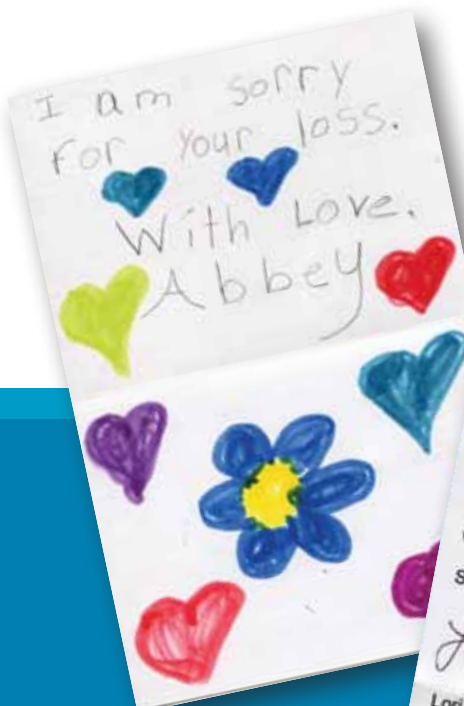
### American Red Cross, Greater Chicago Region: \$350,000

After the storms, the American Red Cross sprang into action, dispatching more than 100 Red Cross trained volunteers to participate in the response effort. Dedicated volunteers prepared and distributed hot meals, hearty snacks, coffee and other relief items to residents, first responders and recovery crews. They built emergency aid stations with access to medication replacement, mental health services, food, relief items and casework and referral services. In an effort to leave no stone unturned, volunteers canvassed neighborhoods to meet clients at their own homes and distribute supplies. The Red Cross led efforts to open two multi-agency resource centers in Rochelle and Kirkland, convening more than 20 public, private and non-profit organizations to

provide services in a single location. As case management continues for affected families, the Red Cross is helping with direct financial assistance and developing household recovery plans. Since the night of the storms, 8,000 hot meals, 12,000 hearty snacks, 13,000 relief items and 430 clients have been served through comprehensive case-management.

### Salvation Army, Heartland Division: \$150,000

When disaster strikes, the Salvation Army is there. Teams focused their emergency response to the hard hit Rochelle-Ashton-Hillcrest areas in DeKalb County. As a multi-agency resource center, the Salvation Army provided immediate and long-term care assistance, including meals, lodging, clean-up and reconstruction assistance and spiritual care to 100 tornado victims throughout the region.







David Hiller, McCormick Foundation President & CEO, and Cheryl Scott, ABC 7 Chicago Meteorologist

“The generosity of so many will make a tremendous difference in rebuilding the hope and homes of those impacted by the devastating tornadoes. It is truly inspiring to be part of a community that steps up to help others when they are in need.”

– David Hiller, President and CEO, Robert R. McCormick Foundation



Hardest hit communities:

- Rochelle, IL
- Fairdale, IL

### Team Rubicon: \$12,000

Team Rubicon’s mission is to unite the skills and experiences of military veterans with first responders to rapidly deploy emergency response teams. After the April tornadoes, the Team deployed 25 veteran volunteers to Fairdale, Illinois where they coordinated damage assessment, debris removal, roof and shelter repair, tree removal and water safety management. Knowing that detailed tracking of this data helps communities in proving the need for state and federal assistance, Team Rubicon tracked all work and gathered data on damage sustained and support provided by responding organizations.

### Rochelle Area Community Foundation: \$150,000

Since 2005, the Rochelle Area Community Foundation has provided a simple way for community members to support local causes and organizations they care about most.

Local foundations are key players in maintaining healthy communities by supporting the philanthropic programs that help their residents remain strong. The Rochelle Area Community Foundation and the DeKalb County Community Foundation will be providing long-term help for needs not met through traditional sources.

The Unmet Needs Roundtable is the ultimate safety net for those recovering from the devastation. When all other avenues have been explored and exhausted, the Roundtable provides critical funding to help those in the Rochelle area and DeKalb County with their individual recovery circumstances.

### DeKalb County Community Foundation: \$388,659

By proactively addressing community needs and expanding, managing and distributing financial resources, the DeKalb County Community Foundation enhances the lives of families throughout the county.

“It’s our job to ensure, to the best of our ability, that we will be able to meet those future needs as well as the ones in front of us right now.”

– Kim Montgomery, Executive Director, Rochelle Area Community Foundation



ROBERT R.  
**McCORMICK**  
FOUNDATION

205 N. Michigan Ave, Ste. 4300, Chicago, IL 60601



## Illinois Tornado Relief Effort **2015 Impact Report**

### Thank you for your support!

- **\$800,659** Raised from
- **6,596** Donors
- **With \$250,000** In matching funds
- **\$1,050,659 granted**  
To help those impacted rebuild their lives

### Your support is helping to:

- Provide emergency relief for basic needs
- Offer assistance for unmet needs
- Repair and restore communities – stronger than they were before
- Recover the hopes and dreams of our Illinois neighbors

### About the Robert R. McCormick Foundation:

The Robert R. McCormick Foundation is committed to fostering communities of educated, informed and engaged citizens. Its Communities Program strengthens communities by giving disadvantaged people the opportunities they need to improve their lives. The Foundation partners with media outlets and sports teams across the country to raise money, provide matching dollars, and make grants for maximum impact.

The Foundation and its Fund Partners raise money year-round to help those in need. Every gift is matched at 50 percent by the Foundation and all expenses are paid by the Foundation and the Fund Partners. One hundred percent of the donations raised, plus the match, are granted through our Fund Partners to nonprofit organizations that empower disadvantaged children, adults, and families to improve their lives, become self-sufficient and strengthen their community.

The Foundation has a long history of helping communities struggling in the aftermath of a disaster: responding to Hurricane Katrina, southern California wildfires, Hurricane Sandy, and most recently, the 2013 and 2015 Illinois tornadoes. The Foundation has a framework in place to ensure a quick response in fundraising and grantmaking for disaster situations.

**To learn more, visit: [McCormickFoundation.org](http://McCormickFoundation.org)**

*The Robert R. McCormick Foundation is a recognized 501(c)(3) organization, IRS registration #36-3689171.*