

# The institutional affiliation essays example

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## **The American Red Cross, Its Goals and Ethical Values**

The American Red Cross can be best described in three words: kindness, love, compassion. It has been synonym for help and refuge, rely and hope for more than a hundred years now.

The organization conducts its activity throughout the globe helping people in different countries to survive natural disaster and recover from cataclysms.

The American Red Cross covers several different areas such as “ disaster relief, supporting America’s military families, lifesaving blood, health and safety services, international services” (The American National Red Cross, n. d.). It helps victims of tragedies that affect both large territory and a single family. The Red Cross involves volunteers and partners who can help donating, raising funds, giving blood, teaching classes, participating in volunteer projects, advocating.

The goals of the organization are aimed on “ turning compassion into action” (ANRC, n. d.). First one is taking care about people who suffered from earthquakes, hurricanes, floods, wildfires, etc., providing them with shelters and necessities. Another goal is to train staff members and communities throughout the Unites States to be prepared for catastrophe. The American Red Cross also ensures that everyone in the country has an access to blood products and blood when it's vital for life. The organization spends a lot of time on supporting military and their families. Besides, the Red Cross strives to locate services in different cities so that people everywhere can feel safe in case of emergency.

The above mentioned goals are closely tied to the ethical principles of the organization which are humanity, impartiality, neutrality, independence,

voluntary service, unity and universality (ANRC, n. d.). The Red Cross bring assistance and hope to people on different continents which promotes mutual respect among different nations. It makes life of a human being the most important value regardless the race, religion and other beliefs. In order to implement the goals the Red Cross must stay aside any political or social discussions and remain neutral. The organization collects funds and donations aimed to be transferred to people, which, naturally, makes its activity nonprofit. The ethical values determine methods of conducting the activity. Humanity and impartiality require health and life protection of any person everywhere in the world. Neutrality and independence ensure stability, confidence and invulnerability to external factors. Being a voluntary service helps to achieve effectiveness since most funds and resources are invested in charity. Unity and universality are important because they establish equal duties and opportunities for every person in any of 187 countries involved in the Red Cross network.

The Red Cross “ prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and generosity of donors” (ANRD, n. d.). Age story and infinite number of saved lives vastly depend on ethical principles which cultivate responsibility, dedication and desire to serve.

## **Reference Page**

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