



USA: NACS partners with the American Red Cross

Groups are developing resources for donation collection by c-store companies nationwide, and encourage assistance programs for Red Cross volunteers.

NACS and the American Red Cross announced a new partnership to advance community giving and disaster relief programs for NACS member companies. NACS is the first retail-focused association to partner with the American Red Cross for this kind of projects.

The groups are currently focusing on developing resources to facilitate donation collection by convenience store companies nationwide, as well as encouraging volunteer assistance programs for Red Cross volunteers around specific local or national events.

“Donations through their network of convenience stores and customers will allow the Red Cross to deploy volunteers, respond immediately with food and shelter during a disaster, as well as support disaster survivors through the recovery process,” said Don Herring, chief development officer at the American Red Cross.

Convenience stores contribute nearly \$1 billion a year to charitable organizations. Four in five convenience store companies (80%) say they’ve made donations when there was a specific emergency or crisis in the community, according to a 2016 NACS member survey.