

The ARC of the Cape Fear Area Of North Carolina

Southeast and Caribbean Division · North Carolina Region
NC · 12 counties · HQ Wilmington, NC · FEMA Region IV

1,121,109

People

457,154

Households

42.6%

Households below the ALICE survival threshold

12

Counties · 7,494 sq mi

Nearly **43% of households** across this chapter live below the ALICE survival threshold — the working families one disaster away from crisis.

In this report · Economic vulnerability · Who lives here · Home fire mission (FLARE) · mission delivery & the bespoke relationship strategy to follow

Sources: American Red Cross geography + 2023 demographics reference table; United Way ALICE + poverty (latest county year).

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The ARC of the Cape Fear Area Of North Carolina · 12 counties · NC

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Bespoke chapter intelligence — every figure traces to a named source.

The chapter's footprint.

12
Counties

7,494
Square miles

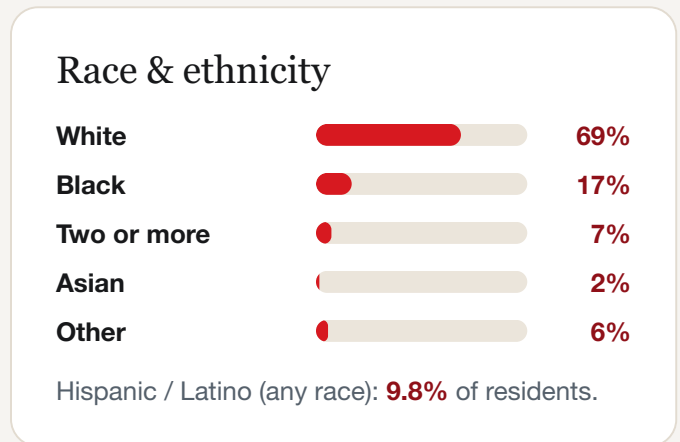
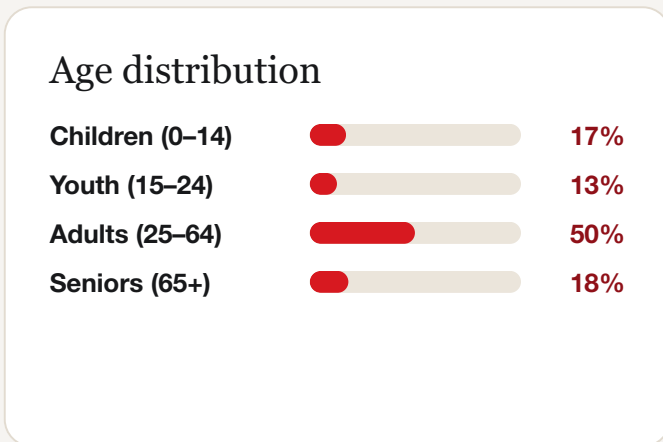
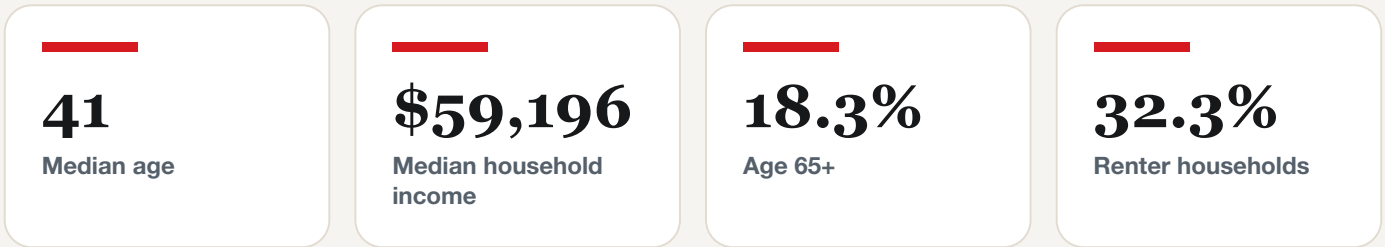
1,121,109
People

**North
Carolina
Region**
Southeast and
Caribbean Division

COUNTY	PEOPLE	SQ MI	% OF CHAPTER
New Hanover	234,539	205	20.9%
Onslow	211,839	761	18.9%
Brunswick	152,762	865	13.6%
Wayne	115,886	557	10.3%
Craven	101,230	728	9.0%
Carteret	68,761	507	6.1%
Pender	64,750	871	5.8%
Lenoir	54,106	403	4.8%
Columbus	49,170	954	4.4%
Duplin	46,923	822	4.2%
Pamlico	12,110	348	1.1%
Jones	9,033	473	0.8%

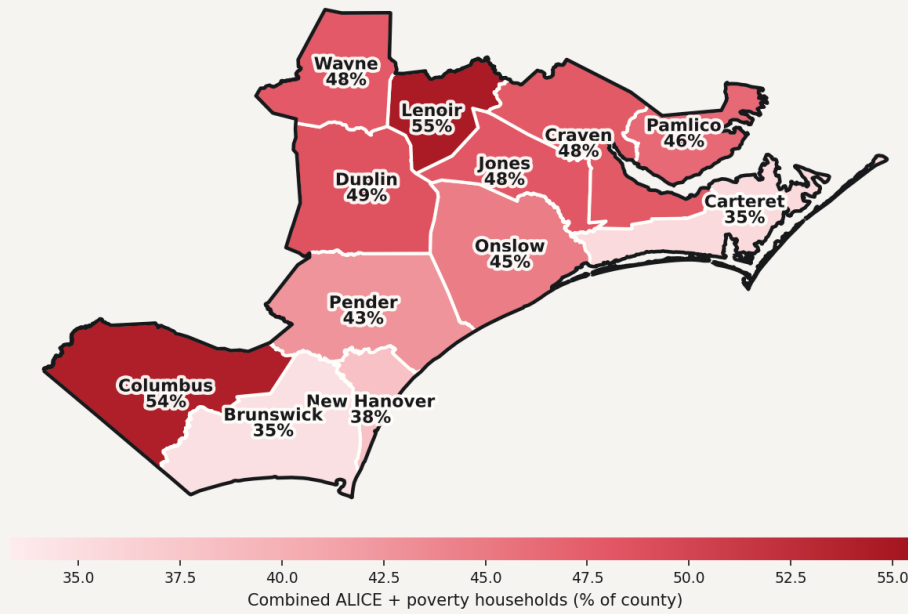
HQ: Wilmington, NC · FEMA Region IV. Counties sorted by population.

The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 12 counties; median age and income are population-weighted.

Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
Lenoir	54,106	\$41,975	32.7%	21.9%	54.6%
Columbus	49,170	\$44,806	35.4%	18.8%	54.2%
Duplin	46,923	\$49,735	32.3%	16.2%	48.6%
Jones	9,033	\$41,184	27.4%	20.6%	48.0%
Wayne	115,886	\$51,201	31.3%	16.6%	47.9%
Craven	101,230	\$57,983	30.4%	17.3%	47.8%
Pamlico	12,110	\$54,293	33.1%	13.4%	46.5%
Onslow	211,839	\$54,821	32.8%	11.8%	44.7%
Pender	64,750	\$66,321	31.8%	10.8%	42.6%
New Hanover	234,539	\$68,621	26.0%	12.2%	38.2%
Carteret	68,761	\$61,816	23.1%	12.3%	35.4%
Brunswick	152,762	\$68,551	23.5%	11.2%	34.7%

Combined = households in poverty plus ALICE households (above poverty, below the cost of basics), as a share of all county households. Source: United Way ALICE, latest county year.

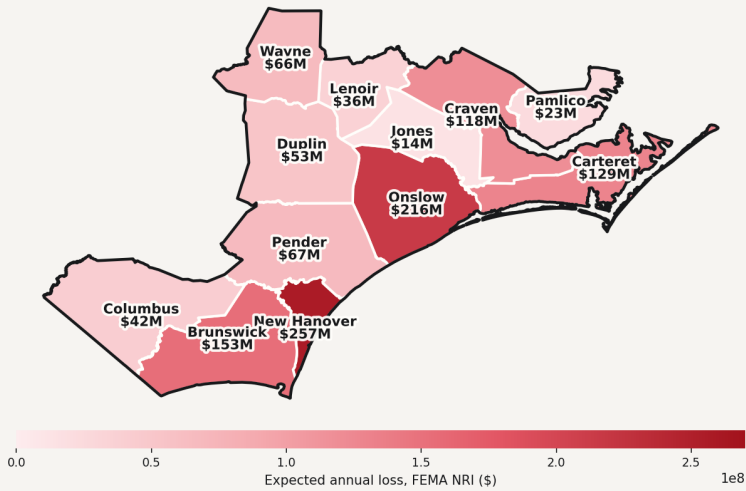
What this chapter is up against.

\$1174.6M
Expected annual loss, all hazards

New Hanover
Highest-risk county

68.8%
Avg social vulnerability (SVI)

6
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
New Hanover	Relatively High	\$257.1M	42.9%	5	32
Onslow	Relatively High	\$215.7M	79.5%	5	30
Brunswick	Relatively High	\$153.3M	22.8%	6	35
Carteret	Relatively Moderate	\$129.1M	38.9%	5	30
Craven	Relatively Moderate	\$118.3M	81.3%	4	32
Pender	Relatively Moderate	\$66.9M	56.1%	4	31
Wayne	Relatively Moderate	\$66.3M	95.6%	4	28
Duplin	Relatively Moderate	\$53.1M	91.4%	4	26
Columbus	Relatively Moderate	\$42.1M	93.7%	4	29
Lenoir	Relatively Moderate	\$35.7M	99.8%	4	29
Pamlico	Relatively Low	\$22.6M	56.2%	4	30
Jones	Relatively Low	\$14.3M	67.4%	4	27

Sources: FEMA National Risk Index 2025 (risk rating, expected annual loss), CDC/ATSDR SVI 2022 (social-vulnerability percentile), FEMA disaster declarations — via the Red Cross national county database.

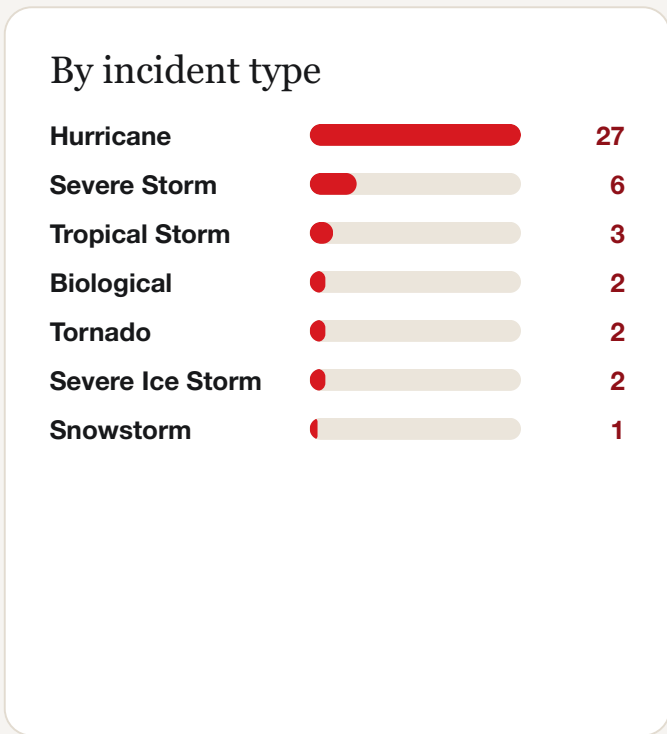
A chapter shaped by disaster.

46
Federal disaster declarations

27
Hurricanes

Hurricane
Most common type

2026
Most recent

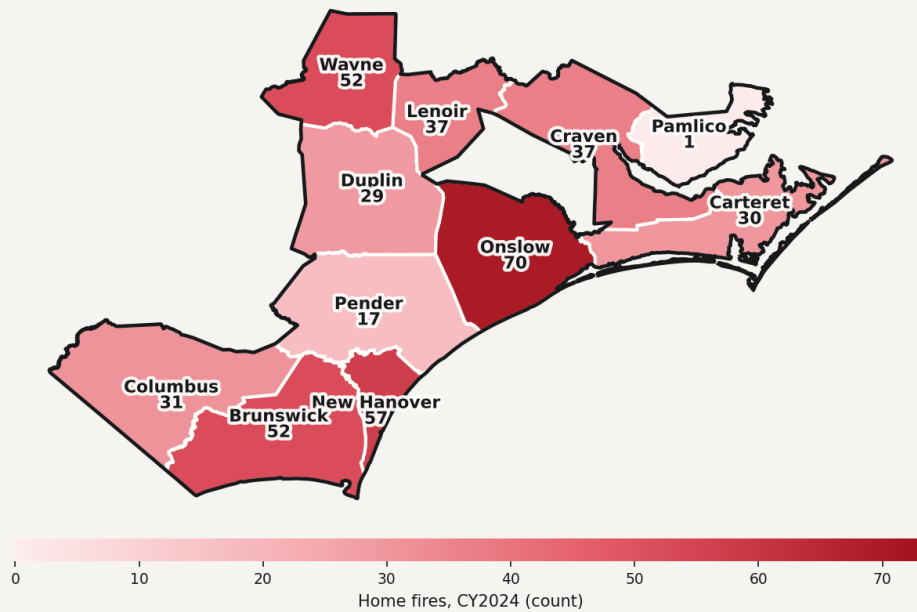
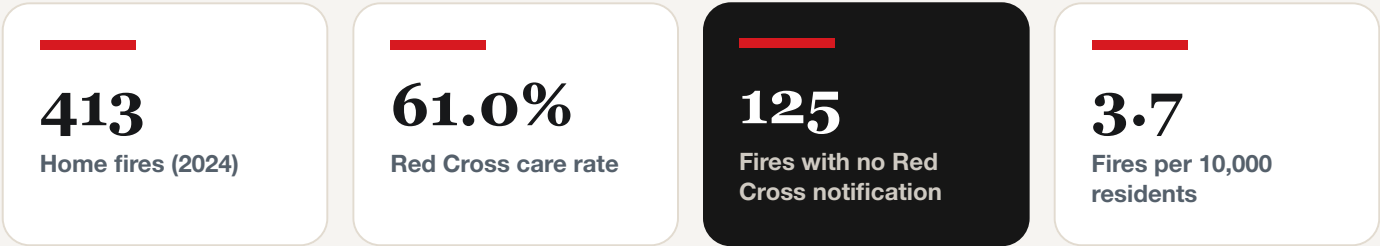


Most recent declarations

FY	DISASTER	TYPE
2026	Severe Winter Storm	Winter Storm
2025	Sunset Drive Fire	Fire
2025	Potential Tropical Cyclone Eight	Tropical Storm
2024	Hurricane Helene	Tropical Storm
2024	Tropical Storm Debby	Tropical Storm
2023	Hurricane Ian	Hurricane
2021	Tropical Storm Eta	Severe Storm
2021	Hurricane Isaias	Hurricane
2020	Hurricane Isaias	Hurricane
2020	Severe Storms, Tornadoes, And Flooding	Severe Storm

Source: FEMA Disaster Declarations Summaries v2 — county-level, deduplicated to unique disasters.

Every home fire is a Red Cross moment.



Red Cross cared for **61%** of home fires — but **125 (30%)** happened with no Red Cross notification: the prevention, smoke-alarm, and response opportunity, county by county.

Source: FLARE Fire Incidents 2024 (American Red Cross, public layer). "With care" = Red Cross provided assistance; "no notification" = the Red Cross was never alerted to the fire.

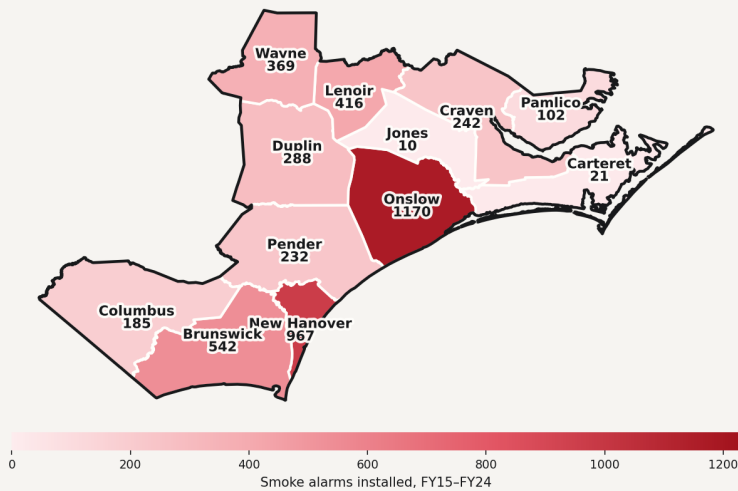
Red Cross shows up — and prevents.

3,965
Home-fire calls answered (RC response)

3,683
Single-family fire responses

4,544
Free smoke alarms installed

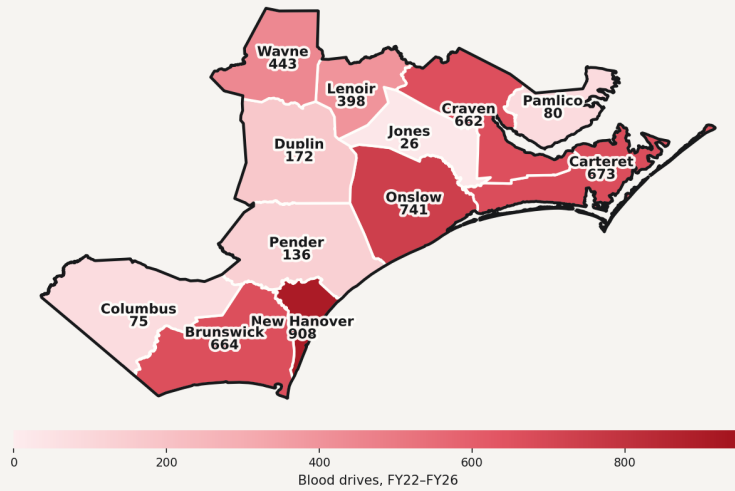
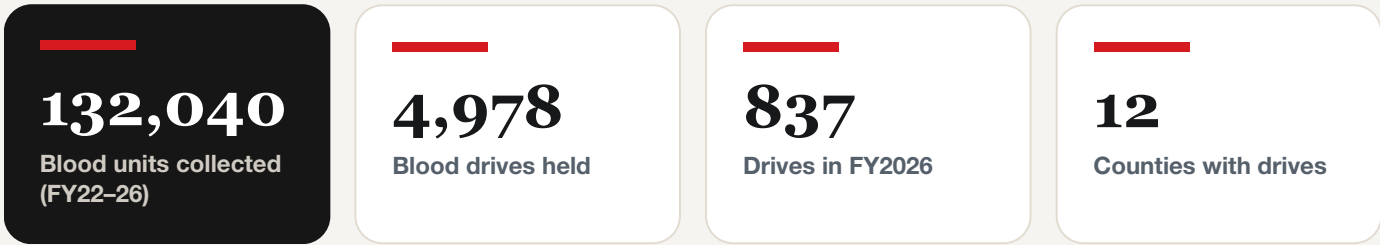
280
Multi-family fire responses



Red Cross answered **3,965** home-fire calls and installed **4,544** free smoke alarms across the chapter — response and prevention, county by county.

Sources: DRO National 800-RedCross Calls by County (RC fire responses); Smoke Alarm Installs FY15-FY24 (American Red Cross).

The blood mission's local footprint.



Blood drives are active in **12 of the chapter's 12 counties** — every county without one is an employer or civic opening: a host site, a sponsored drive, a standing partnership.

Source: BioMed Collections FY22–FY26 (American Red Cross). Drives = collection events; units = products collected.

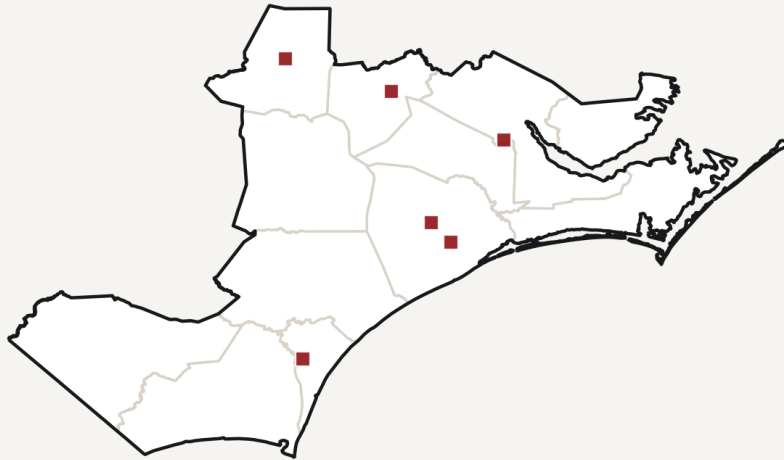
The chapter's physical footprint.

6
Red Cross facilities

2
Owned

4
Leased / licensed

1
BioMed sites



By type / function

Partner / indirect site	4
Shared site	2

BioMed facilities

Wilmington NC Blood Donation Center	Platelets & Red Cells
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Sources: Red Cross real-estate portfolio (reintel.jbf.com) + BioMed facilities (biomed.jbf.com). Locations, types and functions only — no cost, square footage, or lease terms are disclosed.

Who gives here.

Major-donor giving across the chapter — three fiscal years. Internal planning data.

\$4,130,731

Total giving, 3-year

65

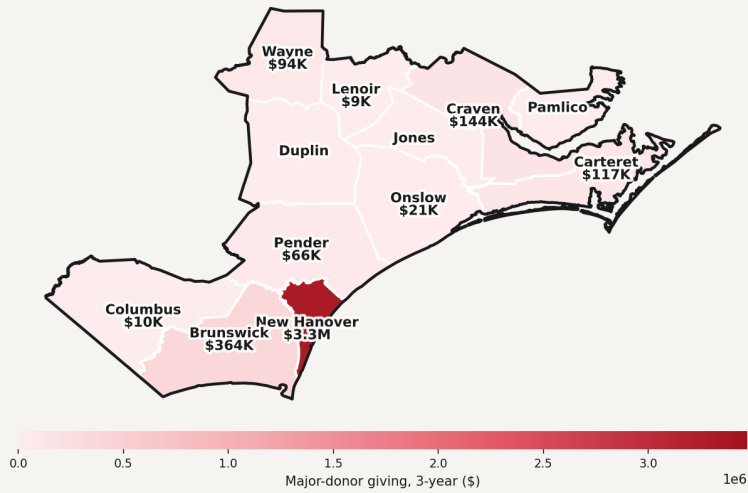
Major donors

\$137,528

Current FY • ▼ 96% vs prior FY

\$3,305,341

Top: New Hanover



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
New Hanover	29	\$3,305,341
Brunswick	14	\$363,911
Craven	7	\$144,350
Carteret	5	\$116,875
Wayne	4	\$93,504
Pender	2	\$66,375
Onslow	2	\$21,000
Columbus	1	\$10,000
Lenoir	1	\$9,375

Source: Red Cross major-donor giving by county, three fiscal years. Internal / executive-director planning use — not donor-facing.

New Hanover County



234,539
People

\$68,621
Median HH income

38.2%
Combined ALICE + poverty

Relatively High
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		17%
Median age		40.1
ALICE households		27,630
Poverty households		13,025

Risk & response

Expected annual loss	\$257.1M
Social vulnerability (SVI)	42.9%
FEMA declarations (all time)	32
Home fires, CY2024	57
Fires, no RC notification	18
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$3,305,341

New Hanover County · sources: Red Cross demographics 2023, United Way ALICE, FEMA NRI & declarations, FLARE CY2024.

Onslow County



211,839
People

\$54,821
Median HH income

44.7%
Combined ALICE + poverty

Relatively High
FEMA NRI risk

People & economy

Children (0-14)		21%
Seniors (65+)		10%
Median age		29.4
ALICE households		25,223
Poverty households		9,080

Risk & response

Expected annual loss	\$215.7M
Social vulnerability (SVI)	79.5%
FEMA declarations (all time)	30
Home fires, CY2024	70
Fires, no RC notification	28
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$21,000

Onslow County · sources: Red Cross demographics 2023, United Way ALICE, FEMA NRI & declarations, FLARE CY2024.

Brunswick County



152,762
People

\$68,551
Median HH income

34.7%
Combined ALICE + poverty

Relatively High
FEMA NRI risk

People & economy

Children (0-14)		14%
Seniors (65+)		28%
Median age		51.4
ALICE households		17,141
Poverty households		8,136

Risk & response

Expected annual loss	\$153.3M
Social vulnerability (SVI)	22.8%
FEMA declarations (all time)	35
Home fires, CY2024	52
Fires, no RC notification	25
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$363,911

Brunswick County · sources: Red Cross demographics 2023, United Way ALICE, FEMA NRI & declarations, FLARE CY2024.

Wayne County



115,886
People

\$51,201
Median HH income

47.9%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		19%
Seniors (65+)		16%
Median age		38.6
ALICE households		14,705
Poverty households		7,818

Risk & response

Expected annual loss	\$66.3M
Social vulnerability (SVI)	95.6%
FEMA declarations (all time)	28
Home fires, CY2024	52
Fires, no RC notification	11
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$93,504

Wayne County · sources: Red Cross demographics 2023, United Way ALICE, FEMA NRI & declarations, FLARE CY2024.

Craven County



101,230
People

\$57,983
Median HH income

47.8%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		19%
Median age		39.8
ALICE households		12,514
Poverty households		7,112

Risk & response

Expected annual loss	\$118.3M
Social vulnerability (SVI)	81.3%
FEMA declarations (all time)	32
Home fires, CY2024	37
Fires, no RC notification	10
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$144,350

Craven County · sources: Red Cross demographics 2023, United Way ALICE, FEMA NRI & declarations, FLARE CY2024.

Carteret County



68,761
People

\$61,816
Median HH income

35.4%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		14%
Seniors (65+)		24%
Median age		49.5
ALICE households		7,962
Poverty households		4,248

Risk & response

Expected annual loss	\$129.1M
Social vulnerability (SVI)	38.9%
FEMA declarations (all time)	30
Home fires, CY2024	30
Fires, no RC notification	15
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$116,875

Carteret County · sources: Red Cross demographics 2023, United Way ALICE, FEMA NRI & declarations, FLARE CY2024.

Pender County



64,750
People

\$66,321
Median HH income

42.6%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		20%
Median age		44.4
ALICE households		7,673
Poverty households		2,609

Risk & response

Expected annual loss	\$66.9M
Social vulnerability (SVI)	56.1%
FEMA declarations (all time)	31
Home fires, CY2024	17
Fires, no RC notification	5
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$66,375

Pender County · sources: Red Cross demographics 2023, United Way ALICE, FEMA NRI & declarations, FLARE CY2024.

Lenoir County

54,106

People

\$41,975

Median HH income

54.6%

Combined ALICE + poverty

Relatively Moderate

FEMA NRI risk

People & economy

Children (0-14)  **17%**

Seniors (65+)  **20%**

Median age **43.4**

ALICE households **7,498**

Poverty households **5,026**

Risk & response

Expected annual loss **\$35.7M**

Social vulnerability (SVI) **99.8%**

FEMA declarations (all time) **29**

Home fires, CY2024 **37**

Fires, no RC notification **3**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **\$9,375**

Lenoir County · sources: Red Cross demographics 2023, United Way ALICE, FEMA NRI & declarations, FLARE CY2024.

Columbus County



49,170
People

\$44,806
Median HH income

54.2%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		19%
Median age		42.1
ALICE households		6,799
Poverty households		3,617

Risk & response

Expected annual loss	\$42.1M
Social vulnerability (SVI)	93.7%
FEMA declarations (all time)	29
Home fires, CY2024	31
Fires, no RC notification	3
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$10,000

Columbus County · sources: Red Cross demographics 2023, United Way ALICE, FEMA NRI & declarations, FLARE CY2024.

Duplin County



46,923
People

\$49,735
Median HH income

48.6%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		20%
Seniors (65+)		17%
Median age		40.4
ALICE households		6,498
Poverty households		3,261

Risk & response

Expected annual loss	\$53.1M
Social vulnerability (SVI)	91.4%
FEMA declarations (all time)	26
Home fires, CY2024	29
Fires, no RC notification	7
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Duplin County · sources: Red Cross demographics 2023, United Way ALICE, FEMA NRI & declarations, FLARE CY2024.

Pamlico County



12,110
People

\$54,293
Median HH income

46.5%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		13%
Seniors (65+)		26%
Median age		51.6
ALICE households		1,731
Poverty households		701

Risk & response

Expected annual loss	\$22.6M
Social vulnerability (SVI)	56.2%
FEMA declarations (all time)	30
Home fires, CY2024	1
Fires, no RC notification	0
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Pamlico County · sources: Red Cross demographics 2023, United Way ALICE, FEMA NRI & declarations, FLARE CY2024.

Jones County



9,033
People

\$41,184
Median HH income

48.0%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		21%
Median age		46.3
ALICE households		1,073
Poverty households		805

Risk & response

Expected annual loss	\$14.3M
Social vulnerability (SVI)	67.4%
FEMA declarations (all time)	27
Home fires, CY2024	—
Fires, no RC notification	—
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Jones County · sources: Red Cross demographics 2023, United Way ALICE, FEMA NRI & declarations, FLARE CY2024.

The chapter's Experience Builder apps & federal tools.

Red Cross Intelligence Briefing

Chapter risk, hardship, hazards & county drilldowns

experience.arcgis.com

Disaster Response Intelligence

Spatial disaster-response intelligence

Experience Builder app

Red Cross Real Estate

Facilities & market intelligence

experience.arcgis.com

Service Area Planning

Service-area geography & planning

Experience Builder app

Community Mobilization V

Local resource & mobilization map

experience.arcgis.com

Biomed

Blood & BioMed footprint

experience.arcgis.com

FEMA RAPT

Resilience analysis & planning

www.fema.gov

Census Community Resilience

People & resilience context

www.census.gov

Red Cross Experience Builder apps give the live, drill-down companion to this report; federal tools add official context.

Every number, traceable.

Tools produce facts; humans own decisions. Each figure in this report traces to a named source and vintage.

METRIC	SOURCE	VINTAGE
geography + 2023 demographics	ALICE master / Red Cross reference table	2023
ALICE + poverty households	MASTER counties ALICE+demographics	2023
flare	flare_fire_incidents (public AGOL, CY24)	CY2024
smoke_alarms	GIS_MAP_FY15_to_FY24 (AGOL item b09f21d9...)	FY15–24
lives_saved	Lives_Saved_Map_30_Apr_2026 (AGOL item ff313330...)	2026
blood	Biomed Collections 22-26 by chapter/county	FY22–26
risk + disaster history	FEMA NRI 2025 · CDC SVI 2022 · FEMA declarations (red-cross-data county master)	FEMA NRI 2025 · SVI 2022
fema disaster history	FEMA Disaster Declarations Summaries v2	2026
facilities / real estate (no costs)	Red Cross facilities portfolio — reintel.jbf.com (locations, types & ownership only; no cost/lease terms)	FY25
home-fire RC responses (SFF/MFF)	DRO National 800-RedCross Calls by County (org AGOL)	FY24–26

Geography: American Red Cross chapter↔county reference. The full machine-readable source ledger ships with the data bundle.

Full county table.

COUNTY	POP	HOUSEHOLDS	HARDSHIP	NRI RISK	EXP. ANNUAL LOSS	FIRES '24
New Hanover	234,539	102,661	38.2%	Relatively High	\$257.1M	57
Onslow	211,839	73,041	44.7%	Relatively High	\$215.7M	70
Brunswick	152,762	68,657	34.7%	Relatively High	\$153.3M	52
Wayne	115,886	45,690	47.9%	Relatively Moderate	\$66.3M	52
Craven	101,230	41,405	47.8%	Relatively Moderate	\$118.3M	37
Carteret	68,761	30,723	35.4%	Relatively Moderate	\$129.1M	30
Pender	64,750	24,789	42.6%	Relatively Moderate	\$66.9M	17
Lenoir	54,106	22,623	54.6%	Relatively Moderate	\$35.7M	37
Columbus	49,170	19,871	54.2%	Relatively Moderate	\$42.1M	31
Duplin	46,923	18,697	48.6%	Relatively Moderate	\$53.1M	29
Pamlico	12,110	5,155	46.5%	Relatively Low	\$22.6M	1
Jones	9,033	3,842	48.0%	Relatively Low	\$14.3M	—

One row per county. Combined hardship = poverty + ALICE households. Fires = FLARE CY2024.