

# The ARC of the Sandhills of North Carolina

Southeast and Caribbean Division · North Carolina Region  
NC · 10 counties · HQ Fayetteville, NC · FEMA Region IV

975,269

People

376,880

Households

47.9%

Households below the ALICE survival threshold

10

Counties · 6,200 sq mi

Nearly **48% 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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Bespoke chapter intelligence — every figure traces to a named source.

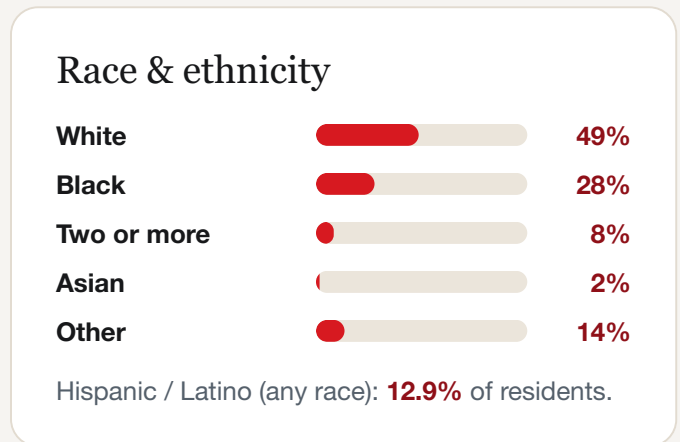
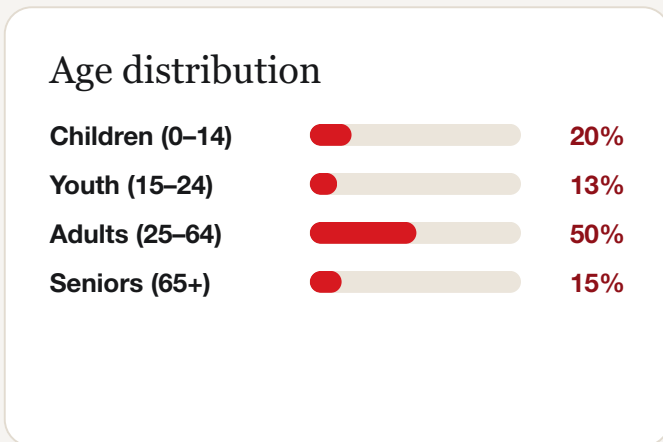
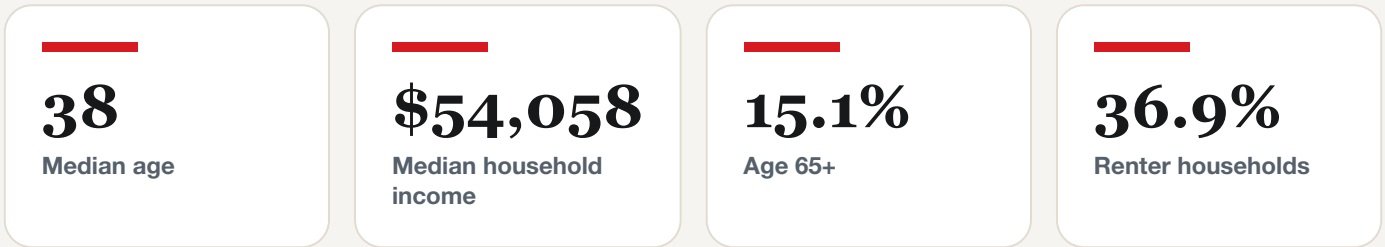
# The chapter's footprint.

<b>10</b> Counties	<b>6,200</b> Square miles	<b>975,269</b> People	<b>North Carolina Region</b> Southeast and Caribbean Division
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COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Cumberland	337,037	658	34.6%
Harnett	138,876	601	14.2%
Robeson	113,227	951	11.6%
Moore	103,885	706	10.7%
Lee	65,475	259	6.7%
Sampson	58,309	946	6.0%
Hoke	53,776	392	5.5%
Richmond	42,338	480	4.3%
Scotland	33,654	320	3.5%
Bladen	28,692	887	2.9%

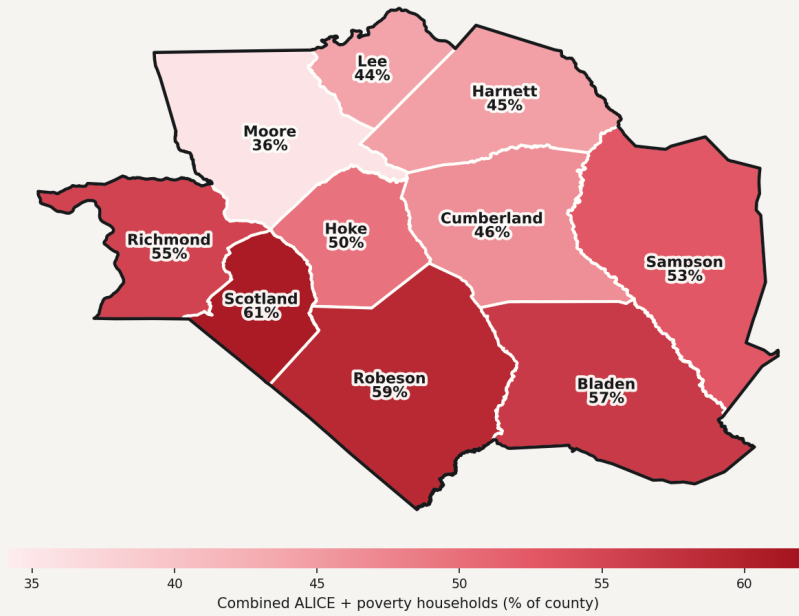
HQ: Fayetteville, NC · FEMA Region IV. Counties sorted by population.

# The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 10 counties; median age and income are population-weighted.

# Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
<b>Scotland</b>	<b>33,654</b>	<b>\$41,100</b>	<b>36.0%</b>	<b>25.0%</b>	<b>61.0%</b>
<b>Robeson</b>	<b>113,227</b>	<b>\$38,063</b>	<b>31.2%</b>	<b>27.7%</b>	<b>59.0%</b>
<b>Bladen</b>	<b>28,692</b>	<b>\$38,607</b>	<b>32.4%</b>	<b>24.2%</b>	<b>56.6%</b>
<b>Richmond</b>	<b>42,338</b>	<b>\$39,669</b>	<b>31.2%</b>	<b>24.2%</b>	<b>55.4%</b>
<b>Sampson</b>	58,309	\$50,593	34.5%	18.1%	52.6%
<b>Hoke</b>	53,776	\$52,762	31.7%	17.9%	49.7%
<b>Cumberland</b>	337,037	\$54,416	32.3%	14.2%	46.5%
<b>Harnett</b>	138,876	\$64,234	31.3%	13.3%	44.6%
<b>Lee</b>	65,475	\$58,103	29.4%	14.8%	44.1%
<b>Moore</b>	103,885	\$71,125	22.9%	12.7%	35.6%

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.

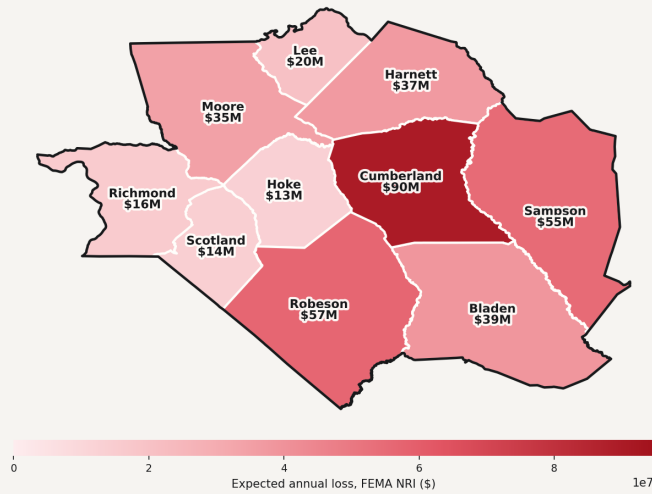
# What this chapter is up against.

**\$375.5M**  
Expected annual loss, all hazards

**Cumberland**  
Highest-risk county

**85.5%**  
Avg social vulnerability (SVI)

**5**  
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
<b>Cumberland</b>	Relatively Moderate	\$90.2M	94.3%	4	23
<b>Robeson</b>	Relatively Moderate	\$56.9M	99.6%	4	24
<b>Sampson</b>	Relatively Moderate	\$54.8M	94.6%	4	25
<b>Bladen</b>	Relatively Moderate	\$38.6M	83.3%	4	27
<b>Harnett</b>	Relatively Low	\$37.3M	73.7%	4	23
<b>Moore</b>	Relatively Low	\$34.6M	33.1%	5	23
<b>Lee</b>	Relatively Low	\$20.2M	89.5%	5	23
<b>Richmond</b>	Relatively Low	\$15.8M	98.6%	4	20
<b>Scotland</b>	Relatively Low	\$14.0M	99.6%	4	19
<b>Hoke</b>	Relatively Low	\$13.1M	89.1%	4	20

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.

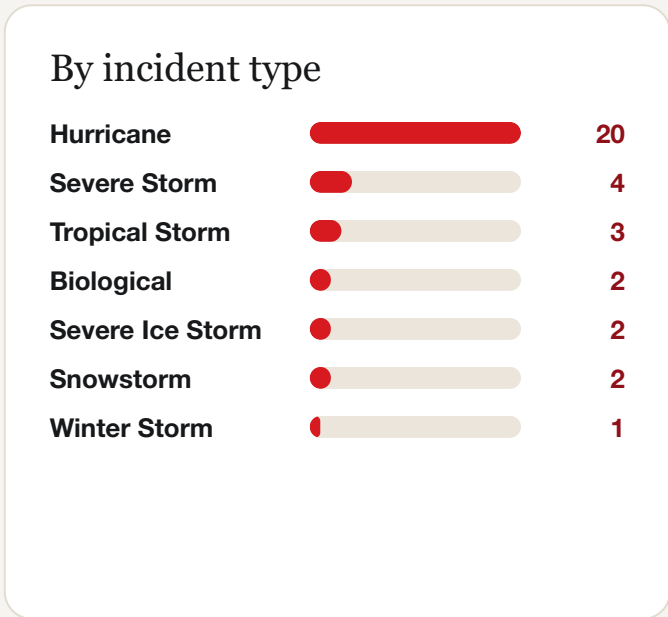
# A chapter shaped by disaster.

**38**  
Federal disaster declarations

**20**  
Hurricanes

**Hurricane**  
Most common type

**2026**  
Most recent

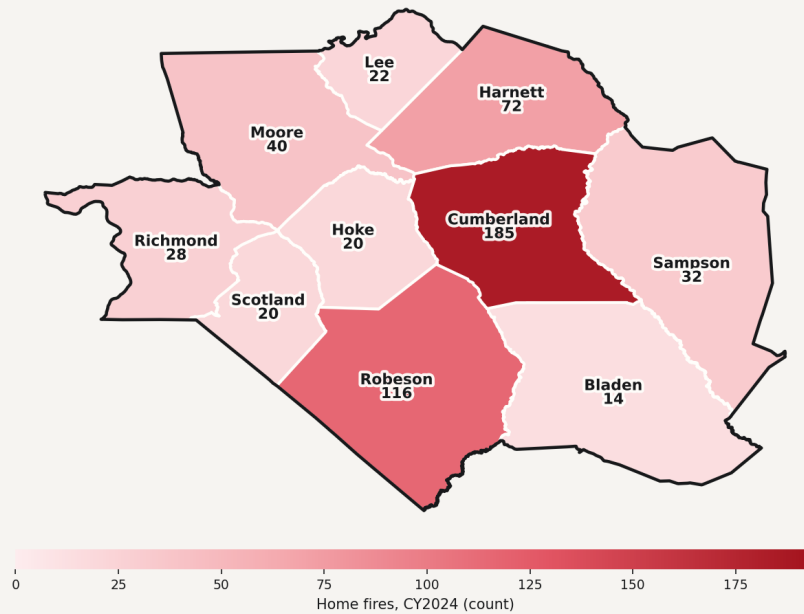
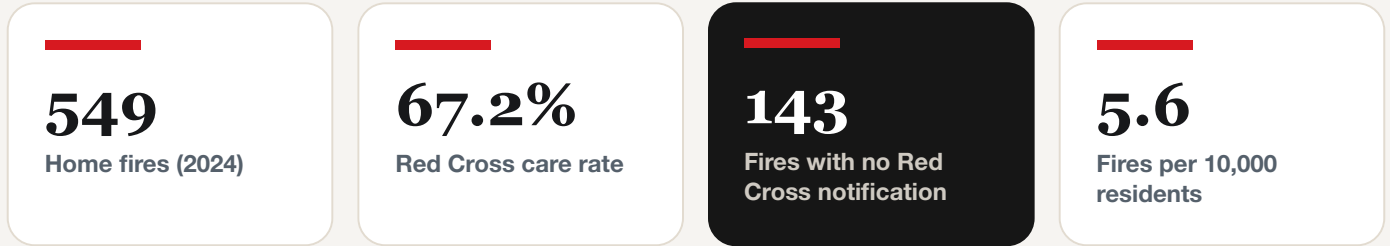


### Most recent declarations

FY	DISASTER	TYPE
2026	Severe Winter Storm	Winter Storm
2025	Tropical Depression Chantal	Tropical Depression
2024	Tropical Storm Helene	Tropical Storm
2024	Hurricane Helene	Tropical Storm
2024	Tropical Storm Debby	Tropical Storm
2023	Hurricane Ian	Hurricane
2021	Tropical Storm Eta	Severe Storm
2020	Hurricane Isaias	Hurricane
2020	Covid-19 Pandemic	Biological
2020	Covid-19	Biological

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

# Every home fire is a Red Cross moment.



Red Cross cared for **67%** of home fires — but **143 (26%)** 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.

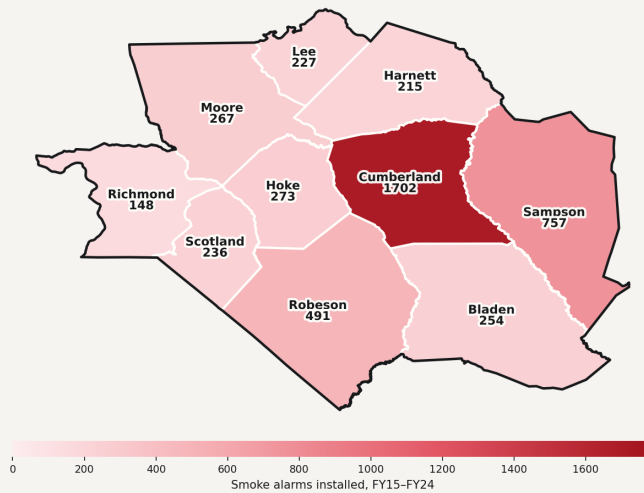
# Red Cross shows up — and prevents.

**5,779**  
Home-fire calls answered (RC response)

**5,312**  
Single-family fire responses

**4,570**  
Free smoke alarms installed

**463**  
Multi-family fire responses

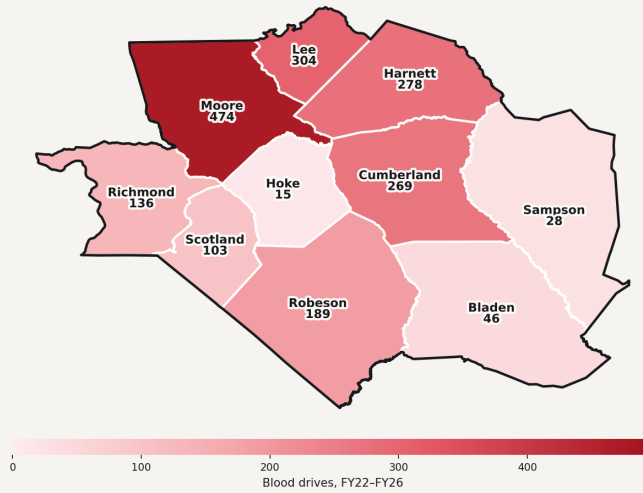


Red Cross answered **5,779** home-fire calls and installed **4,570** free smoke alarms across the chapter — response and prevention, county by county.

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.

<b>41,838</b> Blood units collected (FY22–26)	<b>1,842</b> Blood drives held	<b>299</b> Drives in FY2026	<b>10</b> Counties with drives
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Blood drives are active in **10 of the chapter's 10 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.

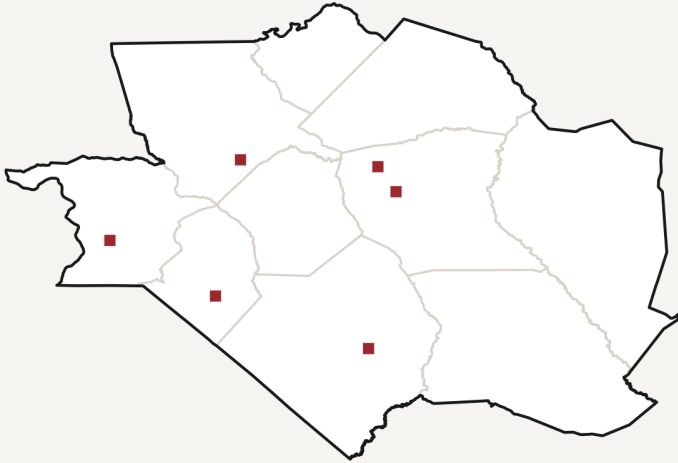
# The chapter's physical footprint.

**6**  
Red Cross facilities

**1**  
Owned

**5**  
Leased / licensed

**0**  
BioMed sites



**By type / function**

<b>Partner / indirect site</b>	<b>5</b>
<b>Humanitarian office</b>	<b>1</b>

**BioMed facilities**

No BioMed fixed sites in this chapter.

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.

\$297,827

Total giving, 3-year

24

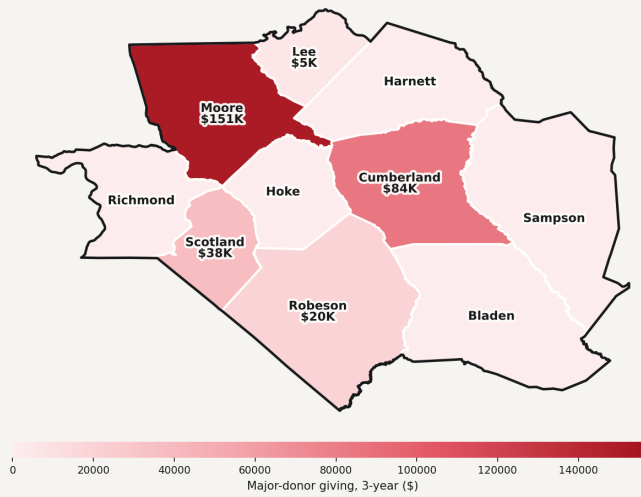
Major donors

\$32,000

Current FY · ▼ 84% vs prior FY

\$150,865

Top: Moore



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
<b>Moore</b>	12	\$150,865
<b>Cumberland</b>	9	\$84,462
<b>Scotland</b>	1	\$37,500
<b>Robeson</b>	1	\$20,000
<b>Lee</b>	1	\$5,000

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

# Cumberland County



**337,037**  
People

**\$54,416**  
Median HH income

**46.5%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		12%
Median age		33.9
ALICE households		42,466
Poverty households		18,674

### Risk & response

Expected annual loss	\$90.2M
Social vulnerability (SVI)	94.3%
FEMA declarations (all time)	23
Home fires, CY2024	185
Fires, no RC notification	73
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$84,462

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

# Harnett County



**138,876**  
People

**\$64,234**  
Median HH income

**44.6%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		22%
Seniors (65+)		13%
Median age		35.5
ALICE households		15,423
Poverty households		6,538

### Risk & response

Expected annual loss	\$37.3M
Social vulnerability (SVI)	73.7%
FEMA declarations (all time)	23
Home fires, CY2024	72
Fires, no RC notification	19
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Robeson County



**113,227**  
People

**\$38,063**  
Median HH income

**59.0%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		15%
Median age		37
ALICE households		13,619
Poverty households		12,089

### Risk & response

Expected annual loss	\$56.9M
Social vulnerability (SVI)	99.6%
FEMA declarations (all time)	24
Home fires, CY2024	116
Fires, no RC notification	17
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$20,000

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

# Moore County



**103,885**  
People

**\$71,125**  
Median HH income

**35.6%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		16%
Seniors (65+)		25%
Median age		48.7
ALICE households		10,626
Poverty households		5,904

### Risk & response

Expected annual loss	\$34.6M
Social vulnerability (SVI)	33.1%
FEMA declarations (all time)	23
Home fires, CY2024	40
Fires, no RC notification	17
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$150,865

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

# Lee County



**65,475**  
People

**\$58,103**  
Median HH income

**44.1%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		16%
Median age		39.7
ALICE households		7,238
Poverty households		3,643

### Risk & response

Expected annual loss	\$20.2M
Social vulnerability (SVI)	89.5%
FEMA declarations (all time)	23
Home fires, CY2024	22
Fires, no RC notification	5
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$5,000

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

# Sampson County

**58,309**

People

**\$50,593**

Median HH income

**52.6%**

Combined ALICE + poverty

**Relatively Moderate**

FEMA NRI risk

## People & economy

Children (0-14)  **19%**

Seniors (65+)  **17%**

Median age **40.4**

ALICE households **7,352**

Poverty households **3,861**

## Risk & response

Expected annual loss **\$54.8M**

Social vulnerability (SVI) **94.6%**

FEMA declarations (all time) **25**

Home fires, CY2024 **32**

Fires, no RC notification **5**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **—**

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

# Hoke County

**53,776**

People

**\$52,762**

Median HH income

**49.7%**

Combined ALICE + poverty

**Relatively Low**

FEMA NRI risk

## People & economy

Children (0-14)  **25%**

Seniors (65+)  **10%**

Median age **34.1**

ALICE households **5,953**

Poverty households **3,363**

## Risk & response

Expected annual loss **\$13.1M**

Social vulnerability (SVI) **89.1%**

FEMA declarations (all time) **20**

Home fires, CY2024 **20**

Fires, no RC notification **4**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **—**

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

# Richmond County



**42,338**  
People

**\$39,669**  
Median HH income

**55.4%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		18%
Median age		41.5
ALICE households		5,267
Poverty households		4,083

### Risk & response

Expected annual loss	\$15.8M
Social vulnerability (SVI)	98.6%
FEMA declarations (all time)	20
Home fires, CY2024	28
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Scotland County

**33,654**

People

**\$41,100**

Median HH income

**61.0%**

Combined ALICE + poverty

**Relatively Low**

FEMA NRI risk

## People & economy

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

Seniors (65+)  **17%**

Median age **40.3**

ALICE households **4,452**

Poverty households **3,098**

## Risk & response

Expected annual loss **\$14.0M**

Social vulnerability (SVI) **99.6%**

FEMA declarations (all time) **19**

Home fires, CY2024 **20**

Fires, no RC notification **0**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **\$37,500**

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

# Bladen County


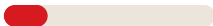
**28,692**  
People

**\$38,607**  
Median HH income

**56.6%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		17%
Seniors (65+)		21%
Median age		44.2
ALICE households		3,772
Poverty households		2,813

### Risk & response

Expected annual loss	\$38.6M
Social vulnerability (SVI)	83.3%
FEMA declarations (all time)	27
Home fires, CY2024	14
Fires, no RC notification	2
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Bladen 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](https://experience.arcgis.com)

## Disaster Response Intelligence

Spatial disaster-response intelligence

Experience Builder app

## Red Cross Real Estate

Facilities & market intelligence

[experience.arcgis.com](https://experience.arcgis.com)

## Service Area Planning

Service-area geography & planning

Experience Builder app

## Community Mobilization V

Local resource & mobilization map

[experience.arcgis.com](https://experience.arcgis.com)

## Biomed

Blood & BioMed footprint

[experience.arcgis.com](https://experience.arcgis.com)

## FEMA RAPT

Resilience analysis & planning

[www.fema.gov](https://www.fema.gov)

## Census Community Resilience

People & resilience context

[www.census.gov](https://www.census.gov)

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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
<b>geography + 2023 demographics</b>	ALICE master / Red Cross reference table	2023
<b>ALICE + poverty households</b>	MASTER counties ALICE+demographics	2023
<b>flare</b>	flare_fire_incidents (public AGOL, CY24)	CY2024
<b>smoke_alarms</b>	GIS_MAP_FY15_to_FY24 (AGOL item b09f21d9...)	FY15–24
<b>lives_saved</b>	Lives_Saved_Map_30_Apr_2026 (AGOL item ff313330...)	2026
<b>blood</b>	Biomed Collections 22-26 by chapter/county	FY22–26
<b>risk + disaster history</b>	FEMA NRI 2025 · CDC SVI 2022 · FEMA declarations (red-cross-data county master)	FEMA NRI 2025 · SVI 2022
<b>fema disaster history</b>	FEMA Disaster Declarations Summaries v2	2026
<b>facilities / real estate (no costs)</b>	Red Cross facilities portfolio — reintel.jbf.com (locations, types & ownership only; no cost/lease terms)	FY25
<b>home-fire RC responses (SFF/MFF)</b>	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
<b>Cumberland</b>	337,037	130,969	46.5%	Relatively Moderate	\$90.2M	185
<b>Harnett</b>	138,876	50,170	44.6%	Relatively Low	\$37.3M	72
<b>Robeson</b>	113,227	42,469	59.0%	Relatively Moderate	\$56.9M	116
<b>Moore</b>	103,885	43,831	35.6%	Relatively Low	\$34.6M	40
<b>Lee</b>	65,475	25,595	44.1%	Relatively Low	\$20.2M	22
<b>Sampson</b>	58,309	22,378	52.6%	Relatively Moderate	\$54.8M	32
<b>Hoke</b>	53,776	19,313	49.7%	Relatively Low	\$13.1M	20
<b>Richmond</b>	42,338	17,304	55.4%	Relatively Low	\$15.8M	28
<b>Scotland</b>	33,654	12,759	61.0%	Relatively Low	\$14.0M	20
<b>Bladen</b>	28,692	12,092	56.6%	Relatively Moderate	\$38.6M	14

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