

ARC serving Central East Alabama

Southeast and Caribbean Division · Alabama and Mississippi Region
AL · 14 counties · HQ Montgomery, AL · FEMA Region IV

840,814

People

336,978

Households

48.1%

Households below the ALICE survival threshold

14

Counties · 9,741 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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ARC serving Central East Alabama · 14 counties · AL

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

The chapter's footprint.

14
Counties

9,741
Square miles

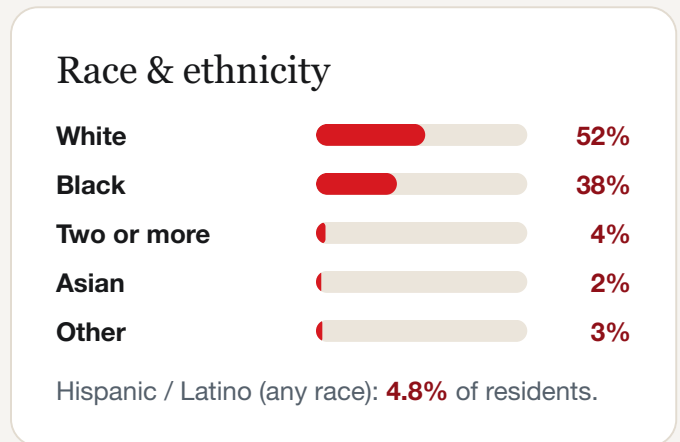
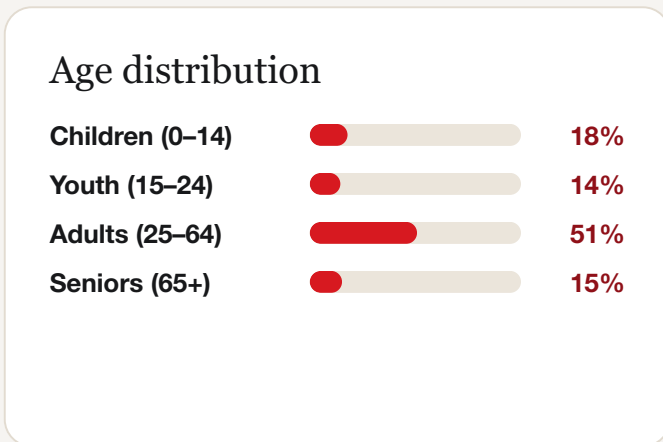
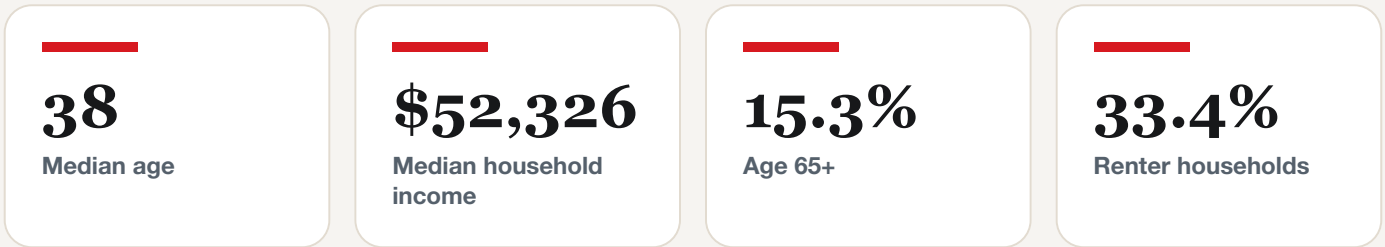
840,814
People

**Alabama and
Mississippi
Region**
Southeast and
Caribbean Division

COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Montgomery	228,502	800	27.2%
Lee	184,831	616	22.0%
Elmore	91,143	657	10.8%
Autauga	60,428	604	7.2%
Russell	59,916	647	7.1%
Chilton	45,587	701	5.4%
Tallapoosa	41,315	766	4.9%
Dallas	37,020	994	4.4%
Chambers	34,466	603	4.1%
Macon	18,788	613	2.2%
Bullock	10,327	625	1.2%
Coosa	10,217	666	1.2%
Lowndes	10,163	725	1.2%
Perry	8,111	724	1.0%

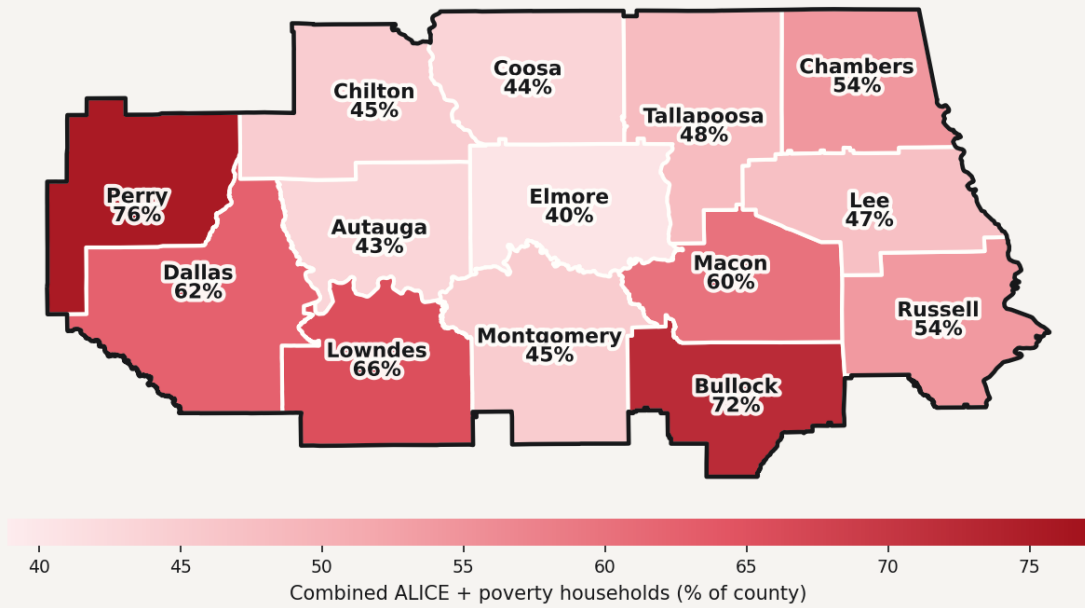
HQ: Montgomery, AL · FEMA Region IV. Counties sorted by population.

The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 14 counties; median age and income are population-weighted.

Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
Perry	8,111	\$28,085	52.1%	23.4%	75.6%
Bullock	10,327	\$29,460	44.5%	27.7%	72.2%
Lowndes	10,163	\$34,522	38.8%	26.7%	65.5%
Dallas	37,020	\$34,610	34.7%	27.8%	62.5%
Macon	18,788	\$40,087	37.5%	22.5%	60.0%
Chambers	34,466	\$46,137	36.2%	18.2%	54.4%
Russell	59,916	\$47,008	32.6%	21.5%	54.1%
Tallapoosa	41,315	\$50,556	31.9%	16.1%	48.0%
Lee	184,831	\$55,164	26.4%	20.9%	47.3%
Montgomery	228,502	\$52,729	28.1%	17.0%	45.1%
Chilton	45,587	\$56,271	31.1%	13.9%	45.0%
Coosa	10,217	\$49,207	30.9%	12.7%	43.6%
Autauga	60,428	\$64,332	33.3%	10.0%	43.3%
Elmore	91,143	\$59,066	30.2%	10.4%	40.5%

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.

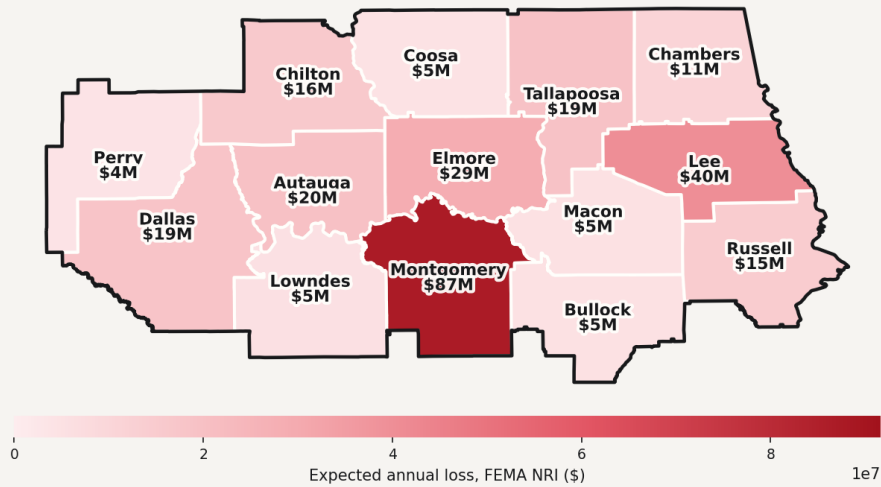
What this chapter is up against.

\$280.6M
Expected annual loss, all hazards

Montgomery
Highest-risk county

75.0%
Avg social vulnerability (SVI)

3
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
Montgomery	Relatively Moderate	\$87.3M	92.9%	1	24
Lee	Relatively Low	\$40.4M	64.5%	1	22
Elmore	Relatively Low	\$28.7M	44.0%	3	24
Autauga	Relatively Low	\$19.8M	26.6%	2	24
Tallapoosa	Relatively Low	\$19.1M	86.9%	3	20
Dallas	Relatively Low	\$18.5M	91.9%	2	27
Chilton	Relatively Low	\$16.1M	53.4%	1	24
Russell	Relatively Low	\$14.7M	89.6%	1	24
Chambers	Relatively Low	\$10.9M	83.0%	3	23
Lowndes	Very Low	\$5.5M	90.4%	1	20
Macon	Very Low	\$5.4M	96.6%	2	26
Bullock	Very Low	\$5.1M	89.8%	1	24
Coosa	Very Low	\$4.9M	48.1%	3	23
Perry	Very Low	\$4.1M	92.1%	1	24

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.

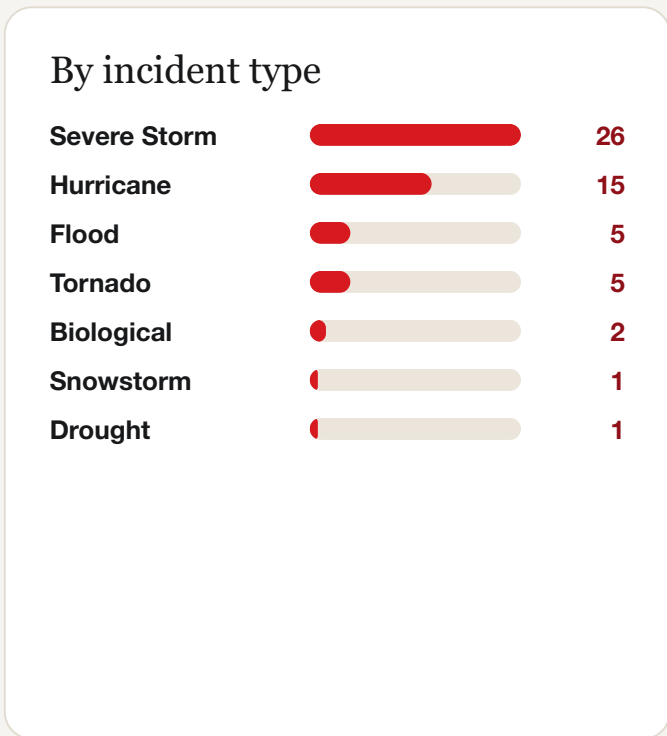
A chapter shaped by disaster.

55
Federal disaster declarations

15
Hurricanes

Severe Storm
Most common type

2024
Most recent

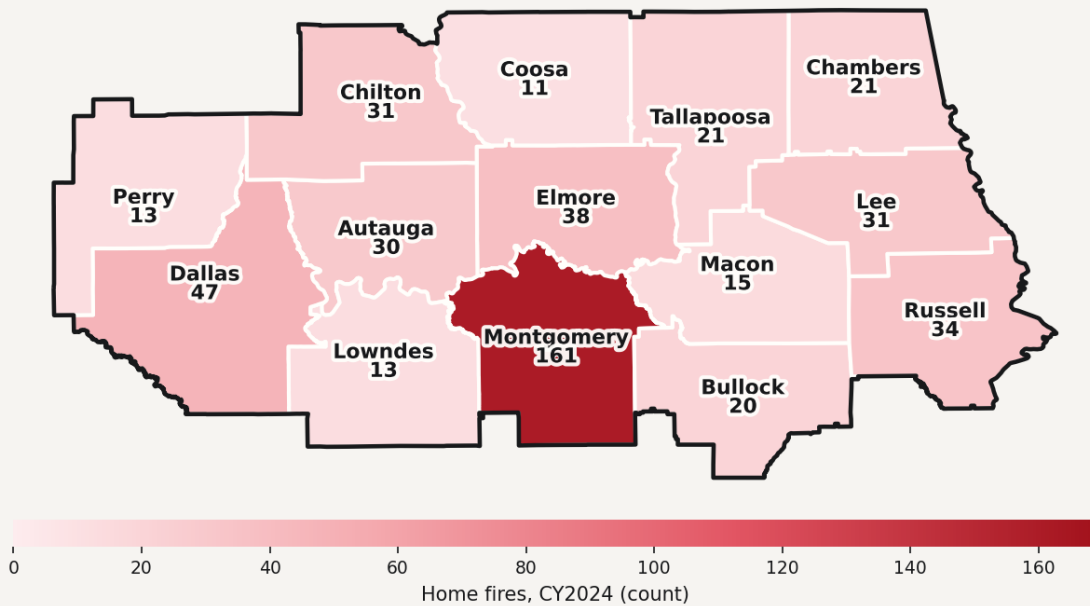
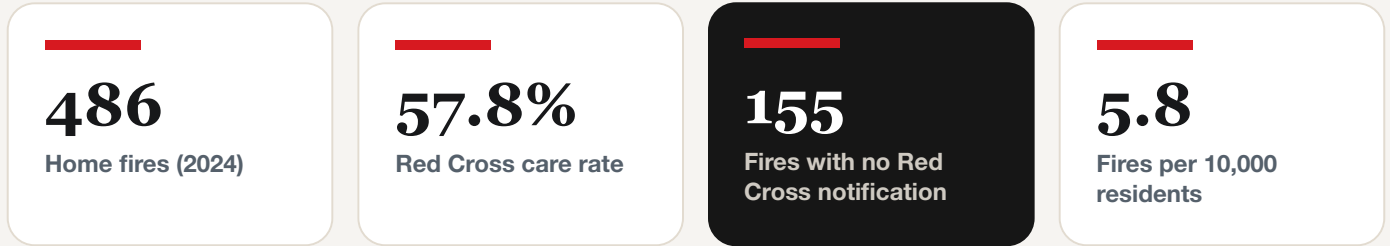


Most recent declarations

FY	DISASTER	TYPE
2024	Hurricane Helene	Hurricane
2023	Severe Storms, Straight-Line Winds, And Tornadoes	Severe Storm
2023	Severe Storms, Straight-Line Winds, And Tornadoes	Severe Storm
2021	Severe Storms, Straight-Line Winds, And Tornadoes	Severe Storm
2021	Hurricane Zeta	Hurricane
2020	Hurricane Sally	Hurricane
2020	Severe Storms, Straight-Line Winds, And Tornadoes	Severe Storm
2020	Severe Storms And Flooding	Severe Storm
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.

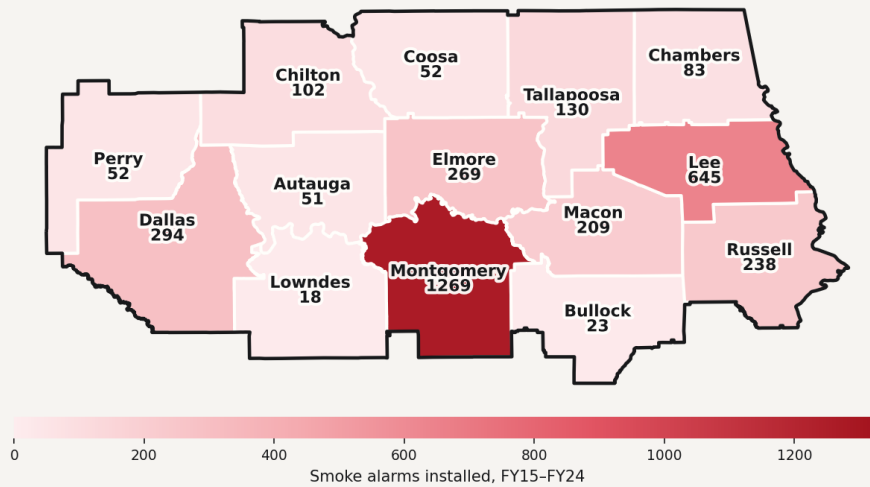


Red Cross cared for **58%** of home fires — but **155 (32%)** happened with no Red Cross notification: the prevention, smoke-alarm, and response opportunity, county by county.

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.

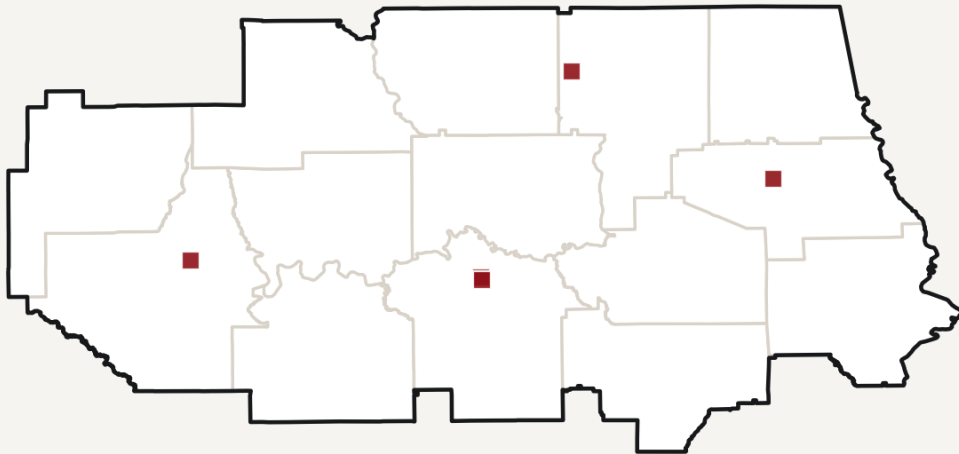
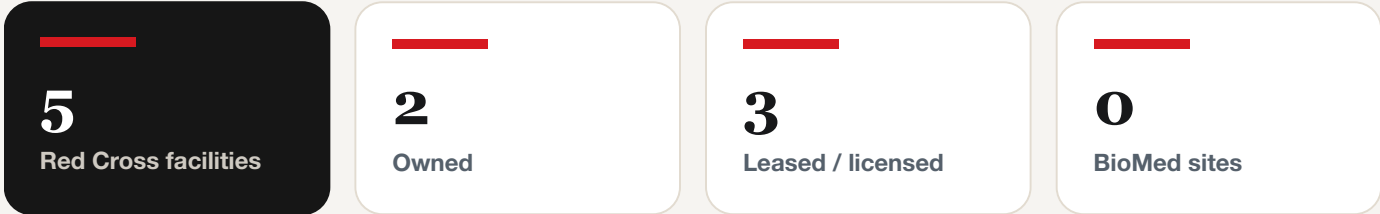
2,087 Home-fire calls answered (RC response)	1,982 Single-family fire responses	3,435 Free smoke alarms installed	105 Multi-family fire responses
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Red Cross answered **2,087** home-fire calls and installed **3,435** free smoke alarms across the chapter — 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 chapter's physical footprint.



By type / function

Partner / indirect site	2
Shared site	2
Humanitarian office	1

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.

\$488,730

Total giving, 3-year

21

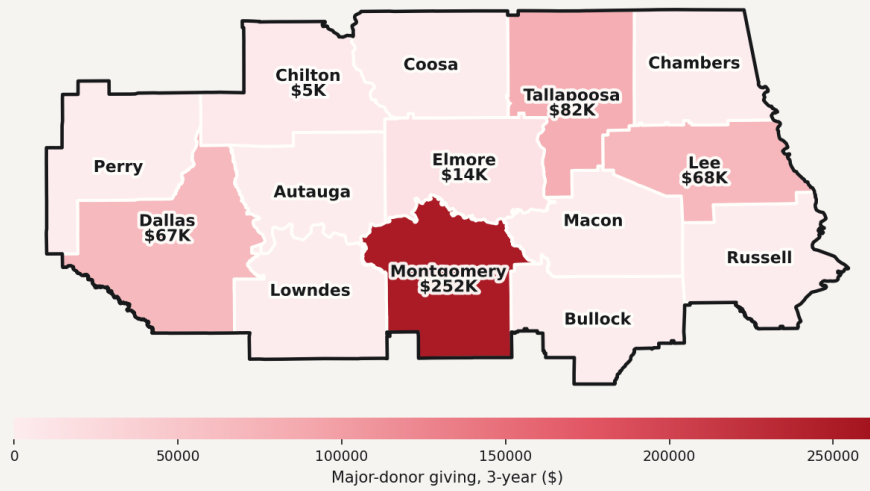
Major donors

\$71,990

Current FY · ▼ 67%
vs prior FY

\$251,889

Top: Montgomery



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
Montgomery	8	\$251,889
Tallapoosa	2	\$82,500
Lee	5	\$68,327
Dallas	4	\$67,339
Elmore	1	\$13,675
Chilton	1	\$5,000

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

Montgomery County



228,502
People

\$52,729
Median HH income

45.1%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		19%
Seniors (65+)		15%
Median age		37.6
ALICE households		26,077
Poverty households		15,753

Risk & response

Expected annual loss	\$87.3M
Social vulnerability (SVI)	92.9%
FEMA declarations (all time)	24
Home fires, CY2024	161
Fires, no RC notification	71
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$251,889

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

Lee County



184,831
People

\$55,164
Median HH income

47.3%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		12%
Median age		31.9
ALICE households		19,742
Poverty households		15,634

Risk & response

Expected annual loss	\$40.4M
Social vulnerability (SVI)	64.5%
FEMA declarations (all time)	22
Home fires, CY2024	31
Fires, no RC notification	10
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$68,327

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

Elmore County



91,143
People

\$59,066
Median HH income

40.5%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		15%
Median age		39.9
ALICE households		9,812
Poverty households		3,373

Risk & response

Expected annual loss	\$28.7M
Social vulnerability (SVI)	44.0%
FEMA declarations (all time)	24
Home fires, CY2024	38
Fires, no RC notification	18
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$13,675

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

Autauga County



60,428
People

\$64,332
Median HH income

43.3%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		19%
Seniors (65+)		15%
Median age		39.1
ALICE households		7,510
Poverty households		2,251

Risk & response

Expected annual loss	\$19.8M
Social vulnerability (SVI)	26.6%
FEMA declarations (all time)	24
Home fires, CY2024	30
Fires, no RC notification	8
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Russell County



59,916
People

\$47,008
Median HH income

54.1%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		20%
Seniors (65+)		15%
Median age		37.8
ALICE households		7,761
Poverty households		5,102

Risk & response

Expected annual loss	\$14.7M
Social vulnerability (SVI)	89.6%
FEMA declarations (all time)	24
Home fires, CY2024	34
Fires, no RC notification	15
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Chilton County

45,587

People

\$56,271

Median HH income

45.0%

Combined ALICE + poverty

Relatively Low

FEMA NRI risk

People & economy

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

Seniors (65+)  **16%**

Median age **40.4**

ALICE households **5,462**

Poverty households **2,439**

Risk & response

Expected annual loss **\$16.1M**

Social vulnerability (SVI) **53.4%**

FEMA declarations (all time) **24**

Home fires, CY2024 **31**

Fires, no RC notification **13**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **\$5,000**

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

Tallapoosa County



41,315
People

\$50,556
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
ALICE households		5,277
Poverty households		2,671

Risk & response

Expected annual loss	\$19.1M
Social vulnerability (SVI)	86.9%
FEMA declarations (all time)	20
Home fires, CY2024	21
Fires, no RC notification	2
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$82,500

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

Dallas County



37,020
People

\$34,610
Median HH income

62.5%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		20%
Seniors (65+)		18%
Median age		40
ALICE households		5,352
Poverty households		4,289

Risk & response

Expected annual loss	\$18.5M
Social vulnerability (SVI)	91.9%
FEMA declarations (all time)	27
Home fires, CY2024	47
Fires, no RC notification	3
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$67,339

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

Chambers County



34,466
People

\$46,137
Median HH income

54.4%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		20%
Median age		43.9
ALICE households		4,861
Poverty households		2,437

Risk & response

Expected annual loss	\$10.9M
Social vulnerability (SVI)	83.0%
FEMA declarations (all time)	23
Home fires, CY2024	21
Fires, no RC notification	3
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Macon County



18,788
People

\$40,087
Median HH income

60.0%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		15%
Seniors (65+)		17%
Median age		37.3
ALICE households		2,682
Poverty households		1,612

Risk & response

Expected annual loss	\$5.4M
Social vulnerability (SVI)	96.6%
FEMA declarations (all time)	26
Home fires, CY2024	15
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Bullock County



10,327
People

\$29,460
Median HH income

72.2%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		15%
Median age		38.2
ALICE households		1,537
Poverty households		957

Risk & response

Expected annual loss	\$5.1M
Social vulnerability (SVI)	89.8%
FEMA declarations (all time)	24
Home fires, CY2024	20
Fires, no RC notification	9
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Coosa County



10,217
People

\$49,207
Median HH income

43.6%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		14%
Seniors (65+)		22%
Median age		47.5
ALICE households		1,299
Poverty households		533

Risk & response

Expected annual loss	\$4.9M
Social vulnerability (SVI)	48.1%
FEMA declarations (all time)	23
Home fires, CY2024	11
Fires, no RC notification	0
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Lowndes County



10,163
People

\$34,522
Median HH income

65.5%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		19%
Median age		42.9
ALICE households		1,615
Poverty households		1,110

Risk & response

Expected annual loss	\$5.5M
Social vulnerability (SVI)	90.4%
FEMA declarations (all time)	20
Home fires, CY2024	13
Fires, no RC notification	0
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Perry County



8,111
People

\$28,085
Median HH income

75.6%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		18%
Median age		39.4
ALICE households		1,666
Poverty households		749

Risk & response

Expected annual loss	\$4.1M
Social vulnerability (SVI)	92.1%
FEMA declarations (all time)	24
Home fires, CY2024	13
Fires, no RC notification	2
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Perry 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
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
Montgomery	228,502	93,662	45.1%	Relatively Moderate	\$87.3M	161
Lee	184,831	73,281	47.3%	Relatively Low	\$40.4M	31
Elmore	91,143	34,071	40.5%	Relatively Low	\$28.7M	38
Autauga	60,428	23,171	43.3%	Relatively Low	\$19.8M	30
Russell	59,916	24,414	54.1%	Relatively Low	\$14.7M	34
Chilton	45,587	17,592	45.0%	Relatively Low	\$16.1M	31
Tallapoosa	41,315	17,491	48.0%	Relatively Low	\$19.1M	21
Dallas	37,020	15,568	62.5%	Relatively Low	\$18.5M	47
Chambers	34,466	14,179	54.4%	Relatively Low	\$10.9M	21
Macon	18,788	7,692	60.0%	Very Low	\$5.4M	15
Bullock	10,327	3,957	72.2%	Very Low	\$5.1M	20
Coosa	10,217	4,415	43.6%	Very Low	\$4.9M	11
Lowndes	10,163	4,254	65.5%	Very Low	\$5.5M	13
Perry	8,111	3,231	75.6%	Very Low	\$4.1M	13

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