

ARC serving Central West Alabama

Southeast and Caribbean Division · Alabama and Mississippi Region
AL · 12 counties · HQ Tuscaloosa, AL · FEMA Region IV

546,144

People

219,696

Households

51.0%

Households below the ALICE survival threshold

12

Counties · 9,267 sq mi

Nearly **51% 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 West Alabama · 12 counties · AL

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

The chapter's footprint.

12
Counties

9,267
Square miles

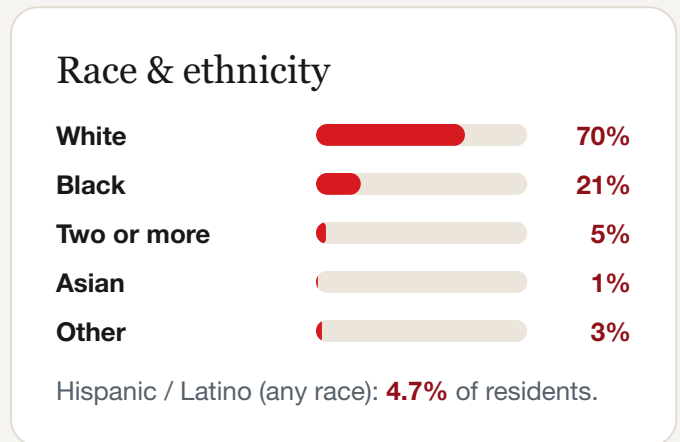
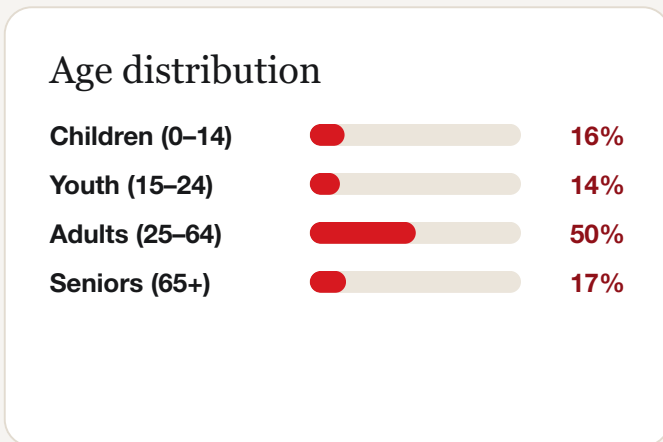
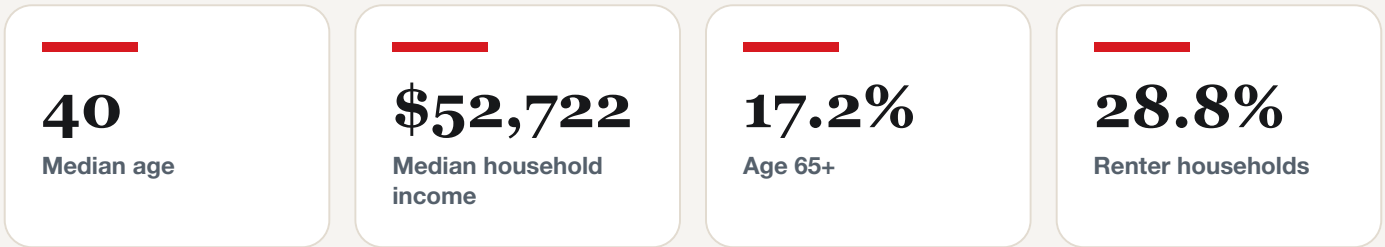
546,144
People

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

COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Tuscaloosa	234,316	1,351	42.9%
Cullman	90,522	755	16.6%
Walker	64,513	805	11.8%
Marion	28,986	744	5.3%
Winston	23,255	632	4.3%
Bibb	22,252	626	4.1%
Pickens	18,701	890	3.4%
Fayette	15,975	629	2.9%
Hale	14,575	657	2.7%
Lamar	13,743	605	2.5%
Sumter	11,912	913	2.2%
Greene	7,394	660	1.4%

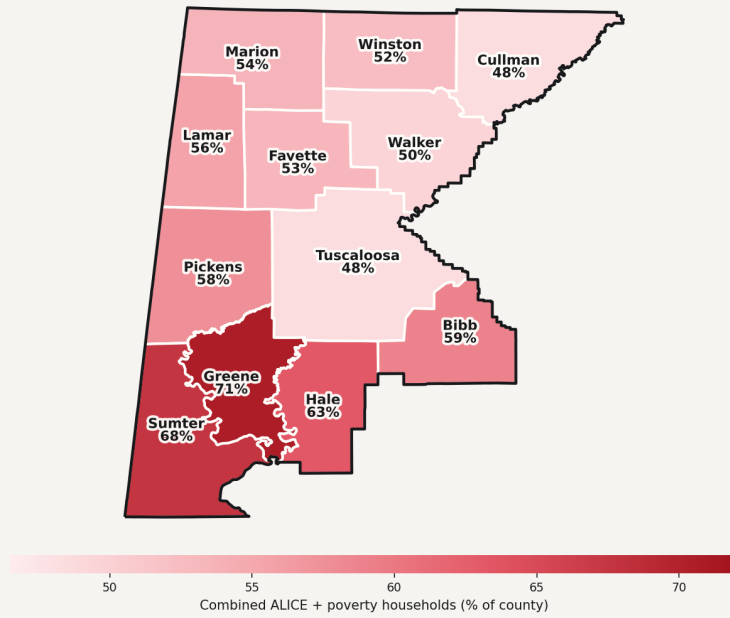
HQ: Tuscaloosa, AL · FEMA Region IV. Counties sorted by population.

The people of this chapter.



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

Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
Greene	7,394	\$28,740	34.8%	36.0%	70.7%
Sumter	11,912	\$28,555	43.0%	24.6%	67.6%
Hale	14,575	\$38,144	36.0%	27.3%	63.2%
Bibb	22,252	\$56,167	38.4%	20.5%	58.9%
Pickens	18,701	\$46,191	35.9%	21.5%	57.5%
Lamar	13,743	\$42,186	37.6%	18.0%	55.6%
Marion	28,986	\$44,410	34.2%	19.4%	53.6%
Fayette	15,975	\$46,192	33.3%	20.0%	53.3%
Winston	23,255	\$45,623	32.0%	20.4%	52.4%
Walker	64,513	\$47,730	30.4%	19.1%	49.5%
Cullman	90,522	\$56,443	29.0%	19.4%	48.4%
Tuscaloosa	234,316	\$58,541	30.4%	18.0%	48.4%

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.

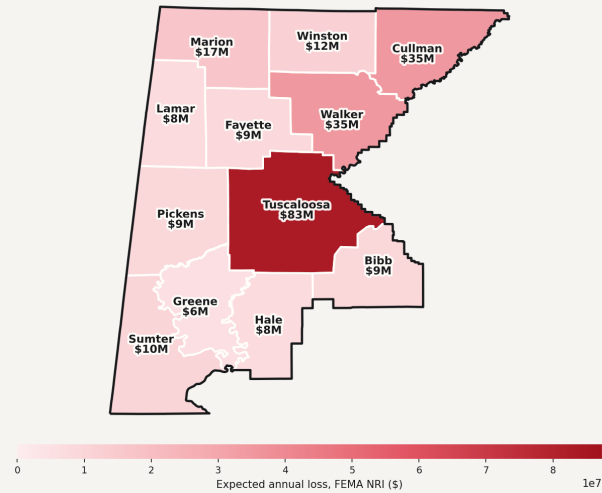
What this chapter is up against.

\$239.3M
Expected annual loss, all hazards

Tuscaloosa
Highest-risk county

73.1%
Avg social vulnerability (SVI)

2
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
Tuscaloosa	Relatively Moderate	\$83.1M	65.1%	1	28
Walker	Relatively Moderate	\$34.8M	64.0%	1	25
Cullman	Relatively Moderate	\$34.8M	49.1%	1	32
Marion	Relatively Low	\$16.6M	69.5%	2	26
Winston	Relatively Low	\$12.4M	61.3%	1	25
Sumter	Relatively Low	\$9.9M	92.5%	2	20
Bibb	Very Low	\$9.0M	84.5%	1	20
Pickens	Relatively Low	\$8.9M	89.2%	1	19
Fayette	Very Low	\$8.6M	74.6%	1	21
Hale	Very Low	\$7.8M	88.3%	2	23
Lamar	Very Low	\$7.6M	47.3%	1	26
Greene	Very Low	\$5.6M	91.6%	2	22

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.

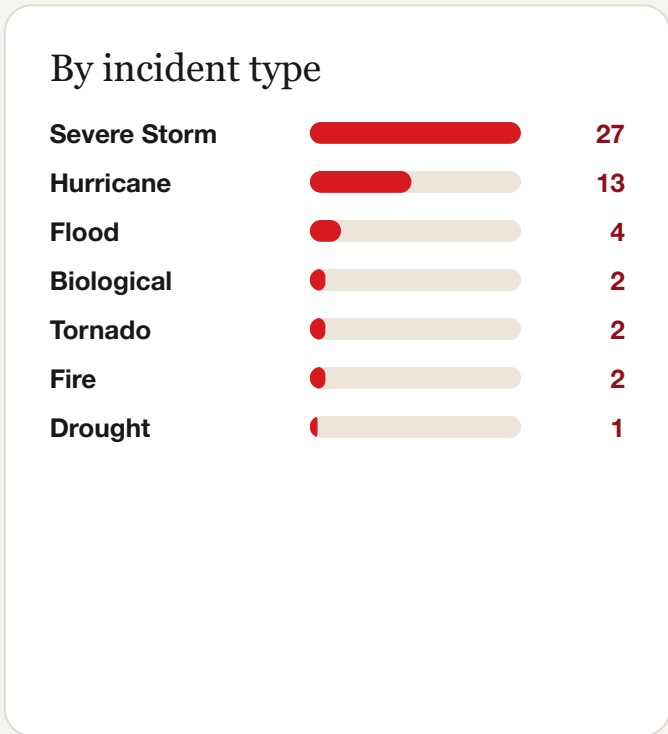
A chapter shaped by disaster.

52
Federal disaster declarations

13
Hurricanes

Severe Storm
Most common type

2024
Most recent

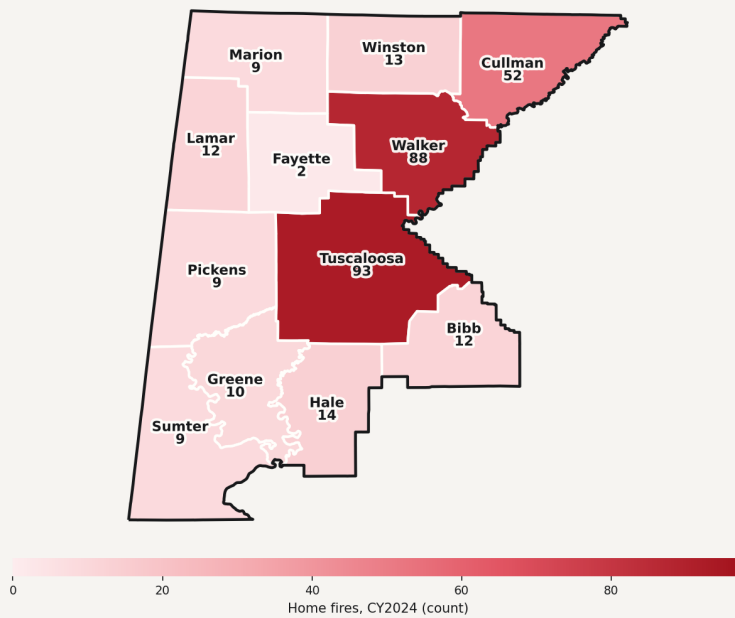
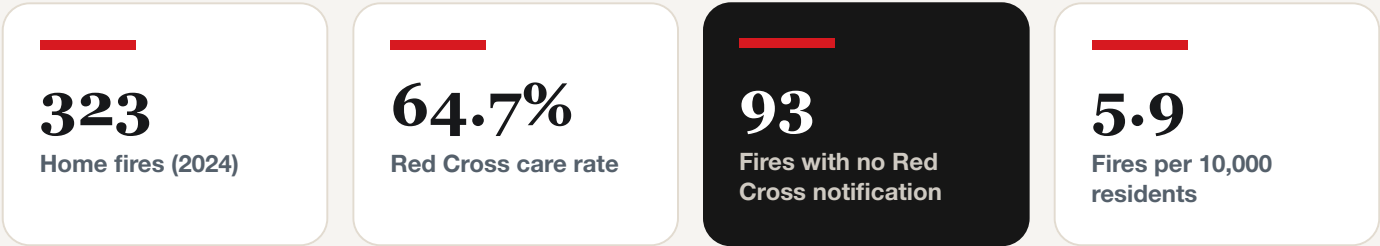


Most recent declarations

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 Thunderstorms	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 **65%** of home fires — but **93 (29%)** 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.

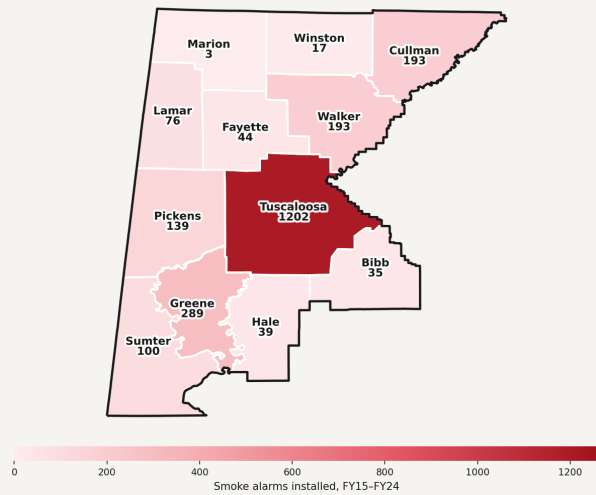
Red Cross shows up — and prevents.

775
Home-fire calls answered (RC response)

761
Single-family fire responses

2,330
Free smoke alarms installed

12
Multi-family fire responses



Red Cross answered **775** home-fire calls and installed **2,330** 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).

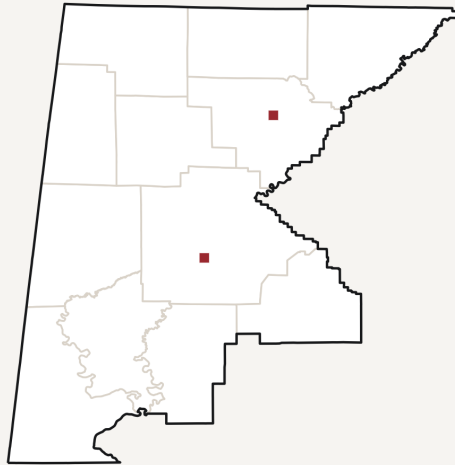
The chapter's physical footprint.

2
Red Cross facilities

1
Owned

1
Leased / licensed

0
BioMed sites



By type / function

Humanitarian office	2
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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.

\$94,236

Total giving, 3-year

10

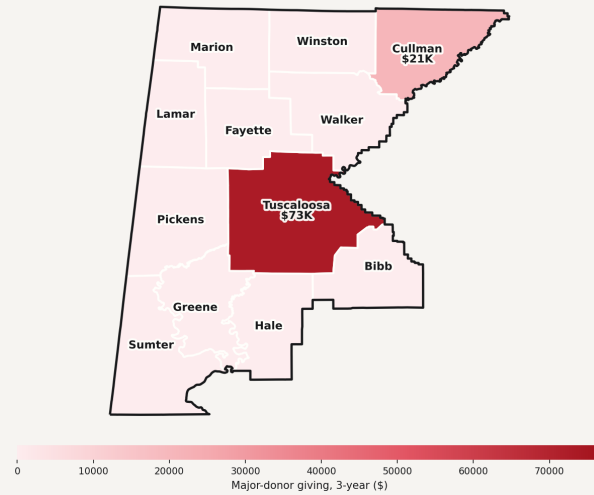
Major donors

\$16,782

Current FY • ▼ 74%
vs prior FY

\$73,236

Top: Tuscaloosa



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
Tuscaloosa	7	\$73,236
Cullman	3	\$21,000

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

Tuscaloosa County



234,316
People

\$58,541
Median HH income

48.4%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		14%
Median age		34.9
ALICE households		28,556
Poverty households		16,878

Risk & response

Expected annual loss	\$83.1M
Social vulnerability (SVI)	65.1%
FEMA declarations (all time)	28
Home fires, CY2024	93
Fires, no RC notification	37
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$73,236

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

Cullman County



90,522
People

\$56,443
Median HH income

48.4%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		19%
Median age		42.6
ALICE households		10,436
Poverty households		6,971

Risk & response

Expected annual loss	\$34.8M
Social vulnerability (SVI)	49.1%
FEMA declarations (all time)	32
Home fires, CY2024	52
Fires, no RC notification	10
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$21,000

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

Walker County

64,513

People

\$47,730

Median HH income


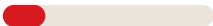
49.5%

Combined ALICE + poverty

Relatively Moderate

FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		20%
Median age		44.4
ALICE households		7,549
Poverty households		4,736

Risk & response

Expected annual loss	\$34.8M
Social vulnerability (SVI)	64.0%
FEMA declarations (all time)	25
Home fires, CY2024	88
Fires, no RC notification	39
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Marion County



28,986
People

\$44,410
Median HH income

53.6%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		21%
Median age		44.9
ALICE households		3,714
Poverty households		2,110

Risk & response

Expected annual loss	\$16.6M
Social vulnerability (SVI)	69.5%
FEMA declarations (all time)	26
Home fires, CY2024	9
Fires, no RC notification	3
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Winston County



23,255
People

\$45,623
Median HH income

52.4%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		21%
Median age		46.2
ALICE households		2,987
Poverty households		1,899

Risk & response

Expected annual loss	\$12.4M
Social vulnerability (SVI)	61.3%
FEMA declarations (all time)	25
Home fires, CY2024	13
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Bibb County



22,252
People

\$56,167
Median HH income

58.9%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		16%
Median age		40
ALICE households		2,908
Poverty households		1,552

Risk & response

Expected annual loss	\$9.0M
Social vulnerability (SVI)	84.5%
FEMA declarations (all time)	20
Home fires, CY2024	12
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Pickens County



18,701
People

\$46,191
Median HH income

57.5%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		15%
Seniors (65+)		18%
Median age		42.1
ALICE households		2,496
Poverty households		1,496

Risk & response

Expected annual loss	\$8.9M
Social vulnerability (SVI)	89.2%
FEMA declarations (all time)	19
Home fires, CY2024	9
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Fayette County



15,975
People

\$46,192
Median HH income

53.3%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		21%
Median age		44.9
ALICE households		2,015
Poverty households		1,212

Risk & response

Expected annual loss	\$8.6M
Social vulnerability (SVI)	74.6%
FEMA declarations (all time)	21
Home fires, CY2024	2
Fires, no RC notification	0
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Hale County



14,575
People

\$38,144
Median HH income

63.2%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		19%
Median age		42.6
ALICE households		1,992
Poverty households		1,510

Risk & response

Expected annual loss	\$7.8M
Social vulnerability (SVI)	88.3%
FEMA declarations (all time)	23
Home fires, CY2024	14
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Lamar County

13,743

People

\$42,186

Median HH income

55.6%

Combined ALICE + poverty

Very Low

FEMA NRI risk

People & economy

Children (0-14)  **16%**

Seniors (65+)  **22%**

Median age **46**

ALICE households **1,875**

Poverty households **896**

Risk & response

Expected annual loss **\$7.6M**

Social vulnerability (SVI) **47.3%**

FEMA declarations (all time) **26**

Home fires, CY2024 **12**

Fires, no RC notification **0**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **—**

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

Sumter County



11,912
People

\$28,555
Median HH income

67.6%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		15%
Seniors (65+)		17%
Median age		37.5
ALICE households		2,048
Poverty households		1,172

Risk & response

Expected annual loss	\$9.9M
Social vulnerability (SVI)	92.5%
FEMA declarations (all time)	20
Home fires, CY2024	9
Fires, no RC notification	0
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Greene County



7,394
People

\$28,740
Median HH income

70.7%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		19%
Median age		43.4
ALICE households		1,056
Poverty households		1,092

Risk & response

Expected annual loss	\$5.6M
Social vulnerability (SVI)	91.6%
FEMA declarations (all time)	22
Home fires, CY2024	10
Fires, no RC notification	0
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Greene 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
Tuscaloosa	234,316	93,640	48.4%	Relatively Moderate	\$83.1M	93
Cullman	90,522	35,929	48.4%	Relatively Moderate	\$34.8M	52
Walker	64,513	26,249	49.5%	Relatively Moderate	\$34.8M	88
Marion	28,986	12,135	53.6%	Relatively Low	\$16.6M	9
Winston	23,255	9,807	52.4%	Relatively Low	\$12.4M	13
Bibb	22,252	7,974	58.9%	Very Low	\$9.0M	12
Pickens	18,701	7,267	57.5%	Relatively Low	\$8.9M	9
Fayette	15,975	6,525	53.3%	Very Low	\$8.6M	2
Hale	14,575	6,101	63.2%	Very Low	\$7.8M	14
Lamar	13,743	5,894	55.6%	Very Low	\$7.6M	12
Sumter	11,912	4,895	67.6%	Relatively Low	\$9.9M	9
Greene	7,394	3,280	70.7%	Very Low	\$5.6M	10

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