

# ARC serving Mid Alabama

Southeast and Caribbean Division · Alabama and Mississippi Region  
AL · 9 counties · HQ Birmingham, AL · FEMA Region IV

1,306,921

People

521,830

Households

43.8%

Households below the ALICE survival threshold

9

Counties · 6,361 sq mi

Nearly **44% 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 Mid Alabama · 9 counties · AL

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

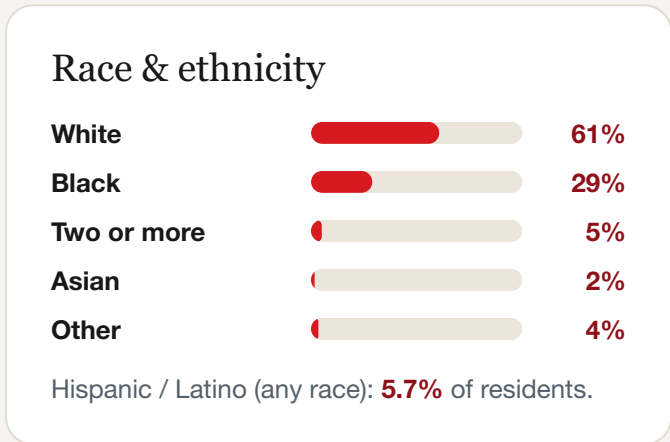
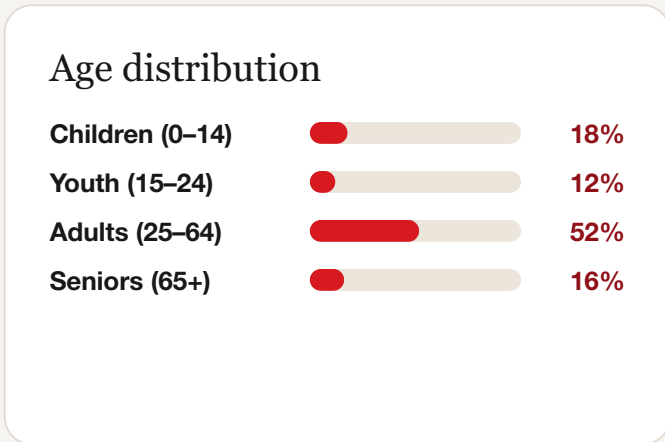
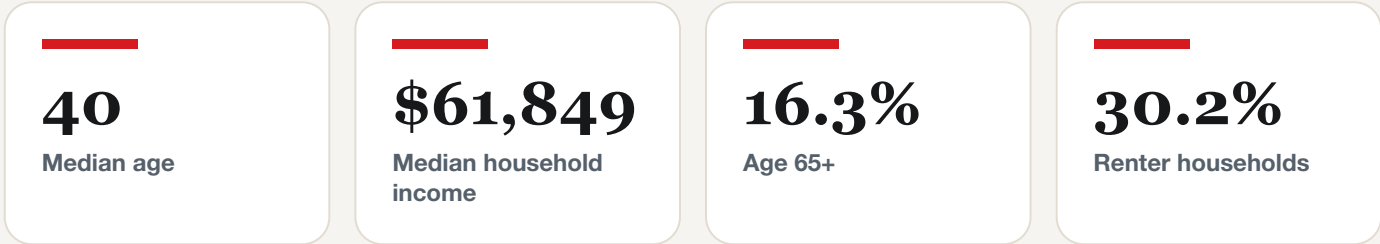
# The chapter's footprint.

<b>9</b> Counties	<b>6,361</b> Square miles	<b>1,306,921</b> People	<b>Alabama and Mississippi Region</b> Southeast and Caribbean Division
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COUNTY	PEOPLE	SQ MI	% OF CHAPTER
<b>Jefferson</b>	673,039	1,124	51.5%
<b>Shelby</b>	231,872	810	17.7%
<b>Calhoun</b>	115,312	612	8.8%
<b>St. Clair</b>	93,642	653	7.2%
<b>Talladega</b>	81,994	760	6.3%
<b>Blount</b>	59,594	651	4.6%
<b>Randolph</b>	21,956	584	1.7%
<b>Cleburne</b>	15,139	561	1.2%
<b>Clay</b>	14,373	606	1.1%

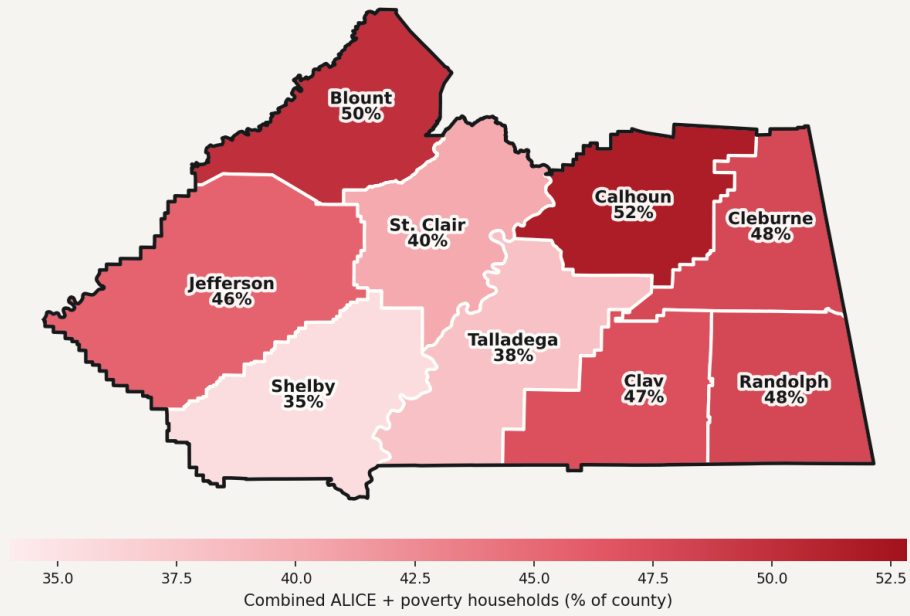
HQ: Birmingham, AL · FEMA Region IV. Counties sorted by population.

# The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 9 counties; median age and income are population-weighted.

# Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
Calhoun	115,312	\$50,156	29.9%	21.9%	51.8%
Blount	59,594	\$57,484	34.2%	15.8%	50.0%
Randolph	21,956	\$48,207	27.5%	20.4%	47.9%
Cleburne	15,139	\$49,001	32.3%	15.5%	47.8%
Clay	14,373	\$46,283	29.1%	18.0%	47.1%
Jefferson	673,039	\$58,025	30.0%	15.5%	45.5%
St. Clair	93,642	\$63,829	29.6%	10.7%	40.2%
Talladega	81,994	\$47,334	19.9%	18.2%	38.1%
Shelby	231,872	\$87,314	25.7%	9.6%	35.4%

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.

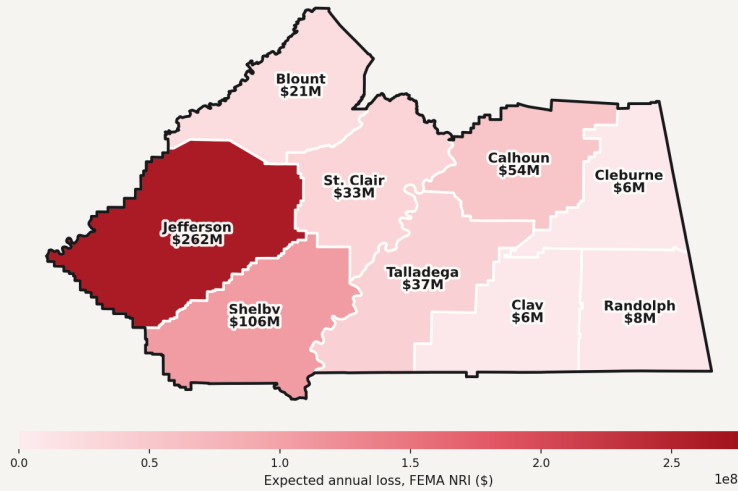
# What this chapter is up against.

**\$532.7M**  
Expected annual loss, all hazards

**Jefferson**  
Highest-risk county

**57.2%**  
Avg social vulnerability (SVI)

**2**  
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
<b>Jefferson</b>	<b>Relatively High</b>	<b>\$262.4M</b>	<b>72.5%</b>	<b>2</b>	<b>39</b>
<b>Shelby</b>	Relatively Moderate	\$105.8M	12.4%	2	26
<b>Calhoun</b>	Relatively Moderate	\$53.8M	81.5%	1	23
<b>Talladega</b>	Relatively Moderate	\$37.0M	90.8%	1	25
<b>St. Clair</b>	Relatively Low	\$32.6M	25.9%	1	30
<b>Blount</b>	Relatively Low	\$21.3M	61.7%	1	25
<b>Randolph</b>	Very Low	\$7.9M	55.9%	2	25
<b>Cleburne</b>	Very Low	\$6.0M	52.0%	1	22
<b>Clay</b>	Very Low	\$5.9M	62.2%	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.

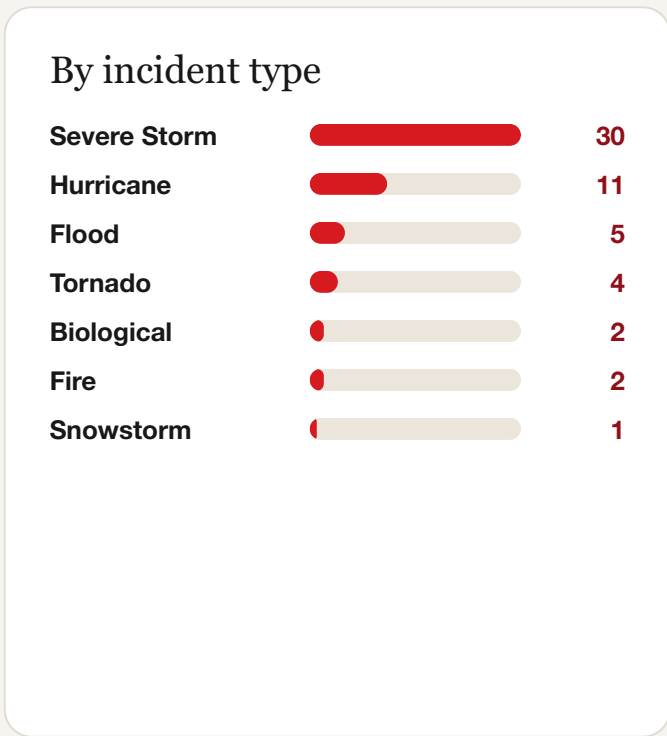
# A chapter shaped by disaster.

**56**  
Federal disaster declarations

**11**  
Hurricanes

**Severe Storm**  
Most common type

**2024**  
Most recent

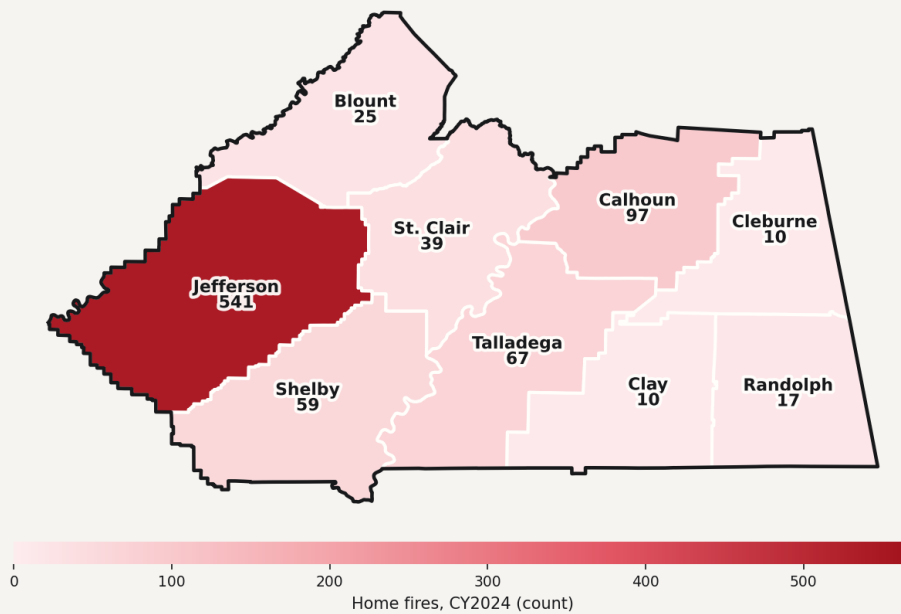
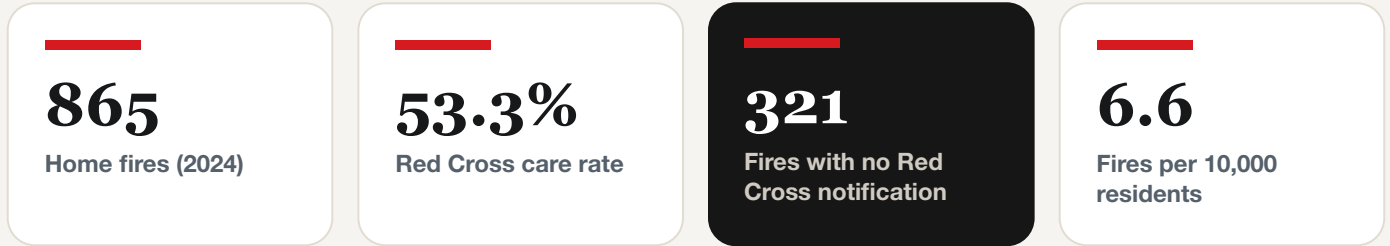


### Most recent declarations

FY	DISASTER	TYPE
2024	Hurricane Helene	Hurricane
2023	Severe Storms, Straight-Line Winds, And Tornadoes	Severe Storm
2022	Severe Storms And Flooding	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.

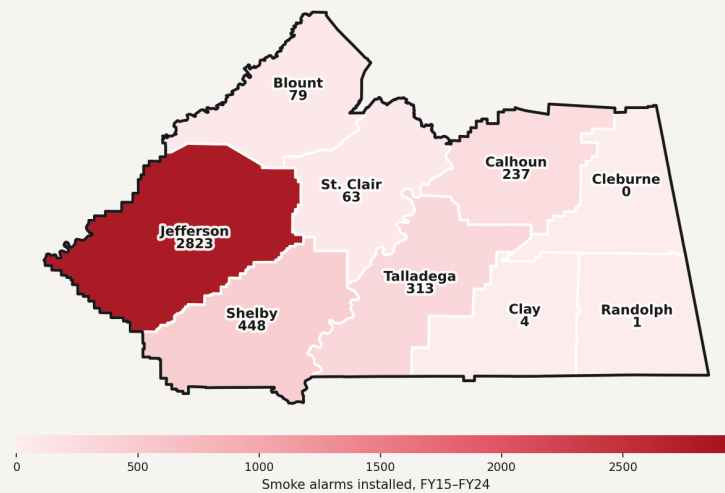


Red Cross cared for **53%** of home fires — but **321 (37%)** happened with no Red Cross notification: the prevention, smoke-alarm, and response opportunity, county by county.

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.

<b>507</b> Home-fire calls answered (RC response)	<b>479</b> Single-family fire responses	<b>3,968</b> Free smoke alarms installed	<b>15</b> Multi-family fire responses
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Red Cross answered **507** home-fire calls and installed **3,968** 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).

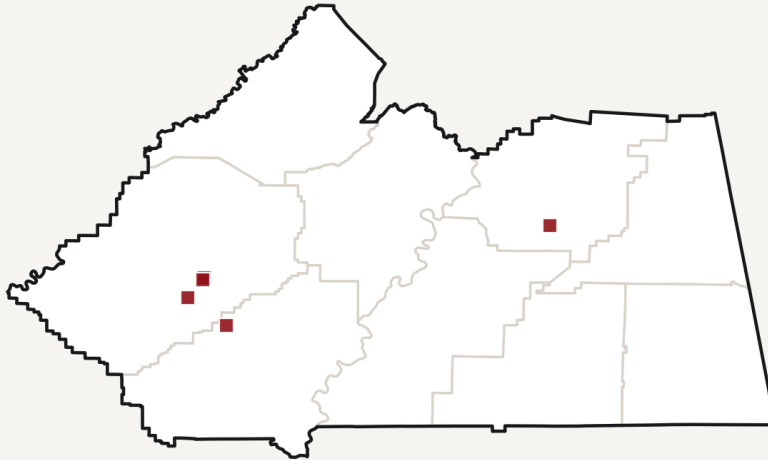
# The chapter's physical footprint.

**5**  
Red Cross facilities

**2**  
Owned

**3**  
Leased / licensed

**2**  
BioMed sites



**By type / function**

Partner / indirect site	2
BioMed site	1
Humanitarian office	1
Shared site	1

**BioMed facilities**

UAB Medical Center Blood Donation Center	Red Cells
Birmingham AL Blood Donation Center	Platelets & Red Cells

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.

\$2,241,537

Total giving, 3-year

58

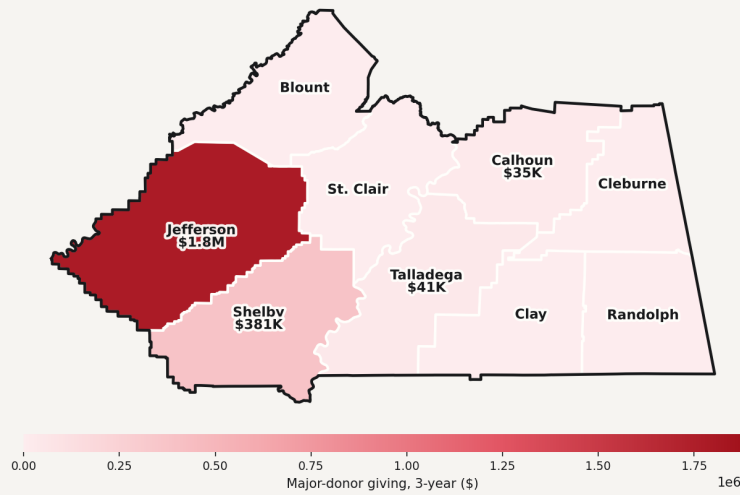
Major donors

\$114,781

Current FY • ▼ 90% vs prior FY

\$1,783,932

Top: Jefferson



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
Jefferson	40	\$1,783,932
Shelby	12	\$381,497
Talladega	3	\$41,400
Calhoun	3	\$34,708

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

# Jefferson County

**673,039**

People

**\$58,025**

Median HH income

**45.5%**

Combined ALICE + poverty

**Relatively High**

FEMA NRI risk

## People & economy

Children (0-14)  **18%**

Seniors (65+)  **16%**

Median age **39.5**

ALICE households **81,745**

Poverty households **42,232**

## Risk & response

Expected annual loss **\$262.4M**

Social vulnerability (SVI) **72.5%**

FEMA declarations (all time) **39**

Home fires, CY2024 **541**

Fires, no RC notification **204**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **\$1,783,932**

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

# Shelby County

**231,872**

People

**\$87,314**

Median HH income

**35.4%**

Combined ALICE + poverty

**Relatively Moderate**

FEMA NRI risk

## People & economy

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

Seniors (65+)  **14%**

Median age **39.2**

ALICE households **22,719**

Poverty households **8,506**

## Risk & response

Expected annual loss **\$105.8M**

Social vulnerability (SVI) **12.4%**

FEMA declarations (all time) **26**

Home fires, CY2024 **59**

Fires, no RC notification **31**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **\$381,497**

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

# Calhoun County



**115,312**  
People

**\$50,156**  
Median HH income

**51.8%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		16%
Seniors (65+)		18%
Median age		40.1
ALICE households		13,829
Poverty households		10,164

### Risk & response

Expected annual loss	\$53.8M
Social vulnerability (SVI)	81.5%
FEMA declarations (all time)	23
Home fires, CY2024	97
Fires, no RC notification	36
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$34,708

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

# St. Clair County

**93,642**

People

**\$63,829**

Median HH income

**40.2%**

Combined ALICE + poverty

**Relatively Low**

FEMA NRI risk

## People & economy

Children (0-14)  **18%**

Seniors (65+)  **17%**

Median age **41.3**

ALICE households **10,192**

Poverty households **3,683**

## Risk & response

Expected annual loss **\$32.6M**

Social vulnerability (SVI) **25.9%**

FEMA declarations (all time) **30**

Home fires, CY2024 **39**

Fires, no RC notification **15**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **—**

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

# Talladega County



**81,994**  
People

**\$47,334**  
Median HH income

**38.1%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		17%
Seniors (65+)		18%
Median age		42.1
ALICE households		6,766
Poverty households		6,209

### Risk & response

Expected annual loss	\$37.0M
Social vulnerability (SVI)	90.8%
FEMA declarations (all time)	25
Home fires, CY2024	67
Fires, no RC notification	15
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$41,400

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

# Blount County



**59,594**  
People

**\$57,484**  
Median HH income

**50.0%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		18%
Median age		41.6
ALICE households		7,515
Poverty households		3,464

### Risk & response

Expected annual loss	\$21.3M
Social vulnerability (SVI)	61.7%
FEMA declarations (all time)	25
Home fires, CY2024	25
Fires, no RC notification	8
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Randolph County



**21,956**  
People

**\$48,207**  
Median HH income

**47.9%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		17%
Seniors (65+)		20%
Median age		43.7
ALICE households		2,514
Poverty households		1,859

### Risk & response

Expected annual loss	\$7.9M
Social vulnerability (SVI)	55.9%
FEMA declarations (all time)	25
Home fires, CY2024	17
Fires, no RC notification	3
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Cleburne County



**15,139**  
People

**\$49,001**  
Median HH income

**47.8%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		19%
Median age		43
ALICE households		1,892
Poverty households		906

### Risk & response

Expected annual loss	\$6.0M
Social vulnerability (SVI)	52.0%
FEMA declarations (all time)	22
Home fires, CY2024	10
Fires, no RC notification	7
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Clay County



**14,373**  
People

**\$46,283**  
Median HH income

**47.1%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		<b>16%</b>
Seniors (65+)		<b>20%</b>
Median age		<b>45</b>
ALICE households		<b>1,675</b>
Poverty households		<b>1,038</b>

### Risk & response

Expected annual loss	<b>\$5.9M</b>
Social vulnerability (SVI)	<b>62.2%</b>
FEMA declarations (all time)	<b>24</b>
Home fires, CY2024	<b>10</b>
Fires, no RC notification	<b>2</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>—</b>

Clay 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](http://experience.arcgis.com)

## Disaster Response Intelligence

Spatial disaster-response intelligence

Experience Builder app

## Red Cross Real Estate

Facilities & market intelligence

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

## Service Area Planning

Service-area geography & planning

Experience Builder app

## Community Mobilization V

Local resource & mobilization map

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

## Biomed

Blood & BioMed footprint

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

## FEMA RAPT

Resilience analysis & planning

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

## Census Community Resilience

People & resilience context

[www.census.gov](http://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>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>Jefferson</b>	673,039	275,317	45.5%	Relatively High	\$262.4M	541
<b>Shelby</b>	231,872	87,912	35.4%	Relatively Moderate	\$105.8M	59
<b>Calhoun</b>	115,312	46,161	51.8%	Relatively Moderate	\$53.8M	97
<b>St. Clair</b>	93,642	35,418	40.2%	Relatively Low	\$32.6M	39
<b>Talladega</b>	81,994	33,245	38.1%	Relatively Moderate	\$37.0M	67
<b>Blount</b>	59,594	22,652	50.0%	Relatively Low	\$21.3M	25
<b>Randolph</b>	21,956	8,990	47.9%	Very Low	\$7.9M	17
<b>Cleburne</b>	15,139	6,119	47.8%	Very Low	\$6.0M	10
<b>Clay</b>	14,373	6,016	47.1%	Very Low	\$5.9M	10

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