

# The ARC serving the Charlotte Metro Area

Southeast and Caribbean Division · North Carolina Region  
NC, SC · 6 counties · HQ Charlotte, NC · FEMA Region IV

1,862,617

People

743,346

Households

38.6%

Households below the ALICE survival threshold

6

Counties · 3,377 sq mi

Nearly **39% 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.

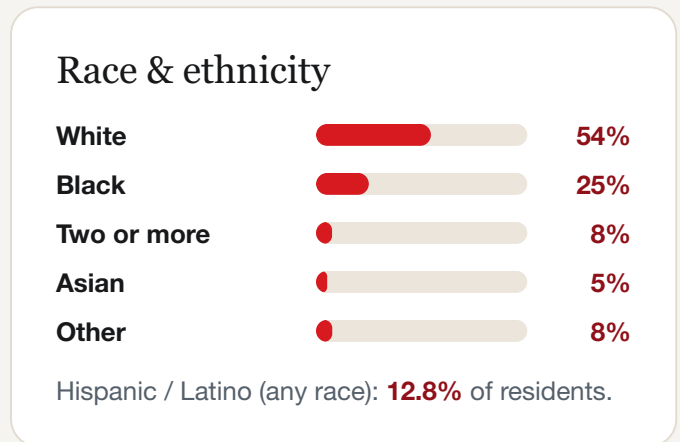
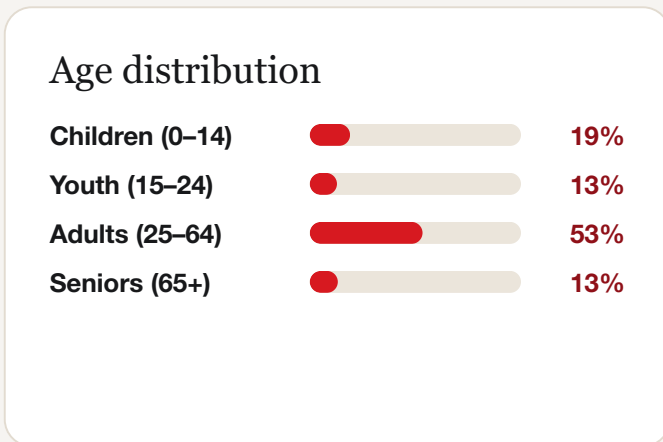
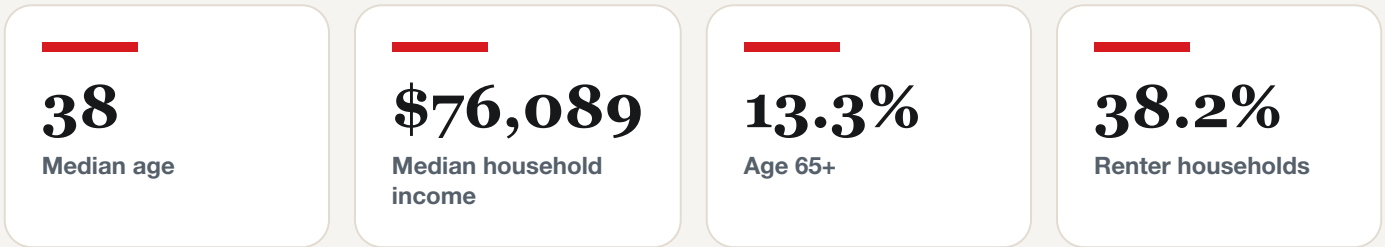
# The chapter's footprint.

<b>6</b> Counties	<b>3,377</b> Square miles	<b>1,862,617</b> People	<b>North Carolina Region</b> Southeast and Caribbean Division
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COUNTY	PEOPLE	SQ MI	% OF CHAPTER
<b>Mecklenburg</b>	1,170,993	546	62.9%
<b>York</b>	301,068	696	16.2%
<b>Iredell</b>	197,267	597	10.6%
<b>Lancaster</b>	104,635	555	5.6%
<b>Cherokee</b>	56,536	397	3.0%
<b>Chester</b>	32,118	586	1.7%

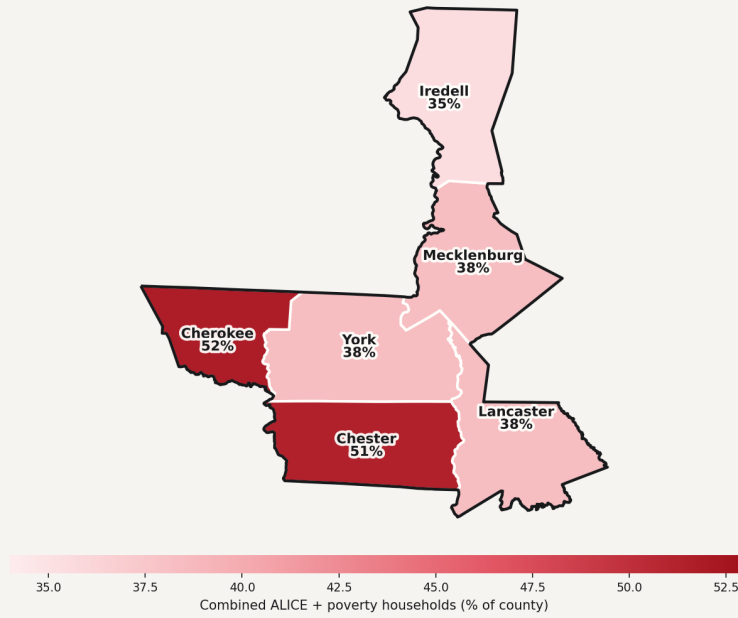
HQ: Charlotte, NC · FEMA Region IV. Counties sorted by population.

# The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 6 counties; median age and income are population-weighted.

# Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
<b>Cherokee</b>	56,536	\$47,409	32.4%	19.4%	51.8%
<b>Chester</b>	32,118	\$45,768	31.9%	19.5%	51.4%
<b>Lancaster</b>	104,635	\$73,509	26.3%	12.0%	38.3%
<b>Mecklenburg</b>	1,170,993	\$79,209	28.8%	9.5%	38.3%
<b>York</b>	301,068	\$75,363	28.4%	10.0%	38.3%
<b>Iredell</b>	197,267	\$73,201	25.6%	9.8%	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.

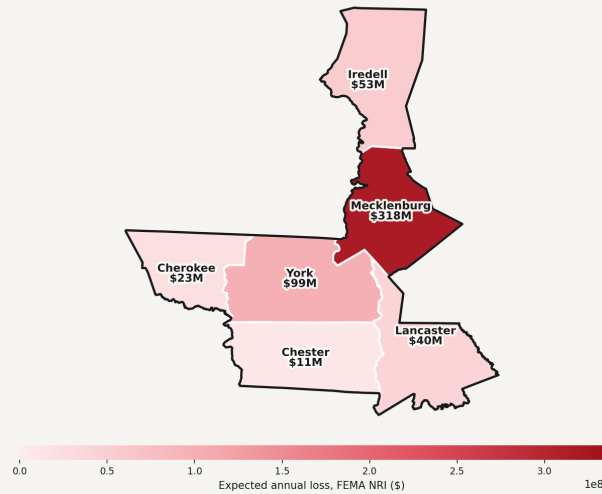
# What this chapter is up against.

**\$545.0M**  
Expected annual loss, all hazards

**Mecklenburg**  
Highest-risk county

**54.6%**  
Avg social vulnerability (SVI)

**7**  
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
<b>Mecklenburg</b>	<b>Relatively High</b>	<b>\$318.0M</b>	<b>61.2%</b>	<b>5</b>	<b>18</b>
<b>York</b>	Relatively Moderate	\$99.2M	34.4%	7	22
<b>Iredell</b>	Relatively Low	\$53.3M	37.7%	5	23
<b>Lancaster</b>	Relatively Low	\$40.1M	45.8%	7	24
<b>Cherokee</b>	Relatively Low	\$23.4M	78.0%	7	24
<b>Chester</b>	Relatively Low	\$10.8M	70.5%	7	23

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.

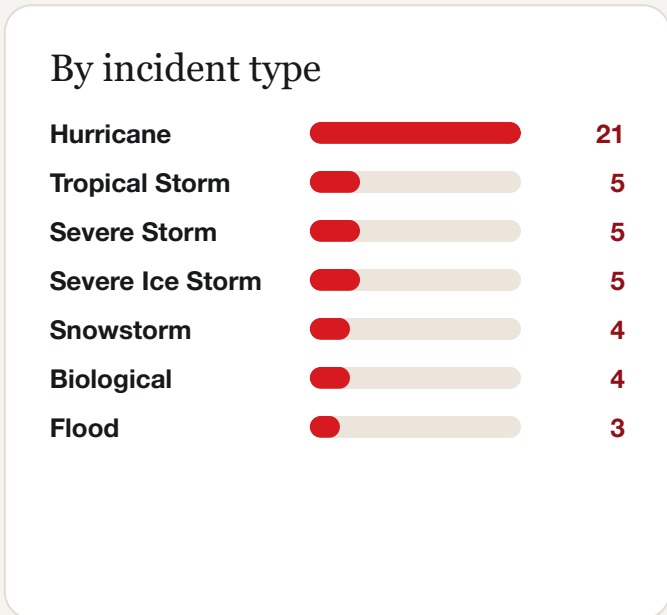
# A chapter shaped by disaster.

**52**  
Federal disaster declarations

**21**  
Hurricanes

**Hurricane**  
Most common type

**2026**  
Most recent

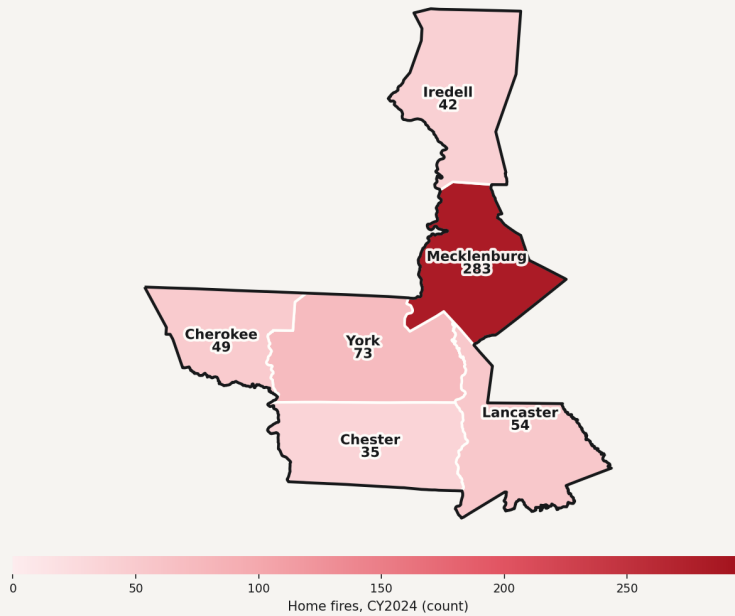
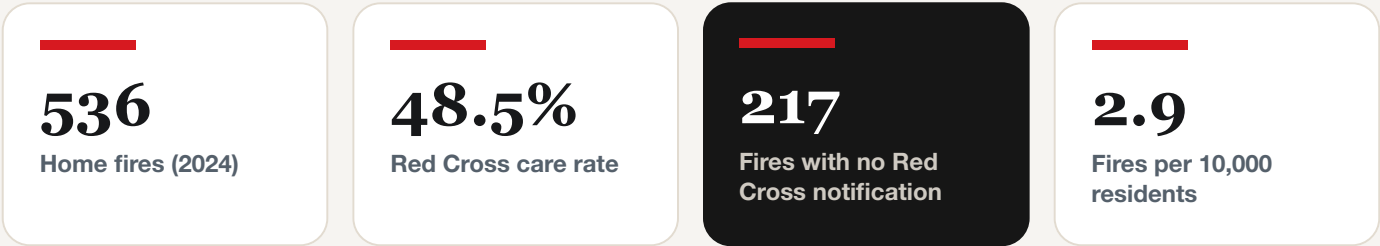


### Most recent declarations

FY	DISASTER	TYPE
2026	Severe Winter Storm	Winter Storm
2026	Severe Winter Storm	Winter Storm
2024	Hurricane Helene	Hurricane
2024	Tropical Storm Helene	Tropical Storm
2024	Hurricane Helene	Tropical Storm
2024	Hurricane Helene	Tropical Storm
2024	Tropical Storm Debby	Tropical Storm
2024	Hurricane Debby	Tropical Storm
2023	Hurricane Idalia	Hurricane
2023	Hurricane Ian	Hurricane

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

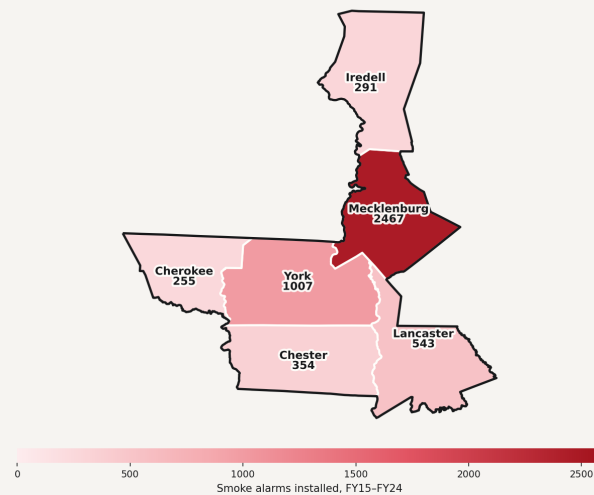
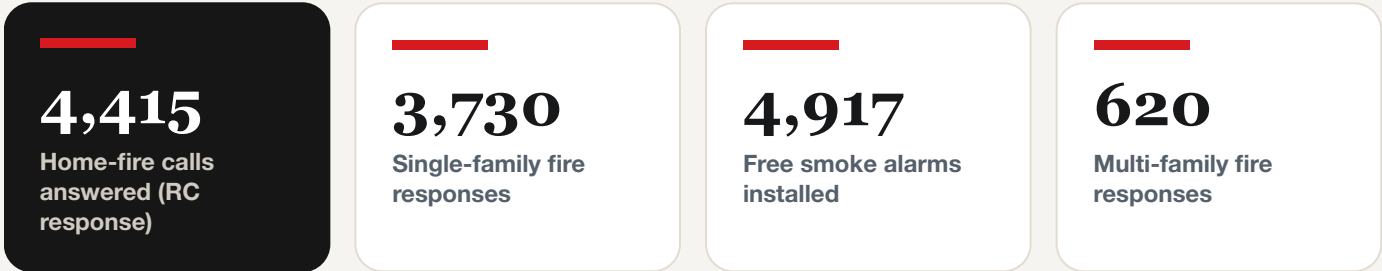
# Every home fire is a Red Cross moment.



Red Cross cared for **48%** of home fires — but **217 (40%)** 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.



Red Cross answered **4,415** home-fire calls and installed **4,917** 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).

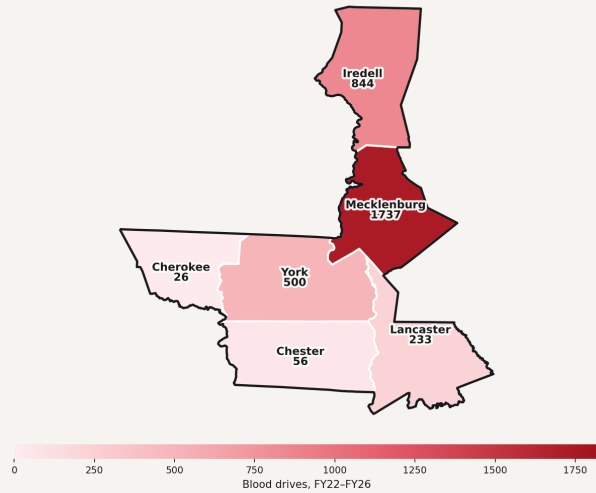
# The blood mission's local footprint.

**72,836**  
Blood units collected  
(FY22–26)

**3,396**  
Blood drives held

**492**  
Drives in FY2026

**6**  
Counties with drives



Blood drives are active in **6 of the chapter's 6 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.

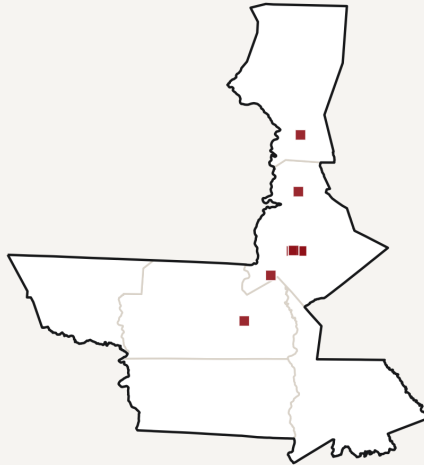
# The chapter's physical footprint.

**11**  
Red Cross facilities

**7**  
Owned

**4**  
Leased / licensed

**3**  
BioMed sites



By type / function	
BioMed site	5
Shared site	4
Partner / indirect site	1
Humanitarian office	1

BioMed facilities	
Rock Hill SC Blood Donation Center	<b>Platelets &amp; Red Cells</b>
Charlotte NC Blood Donation Center	<b>Platelets &amp; Red Cells</b>
Huntersville NC Blood Donation Center	<b>Platelets &amp; Red Cells &amp; Plasma</b>

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.

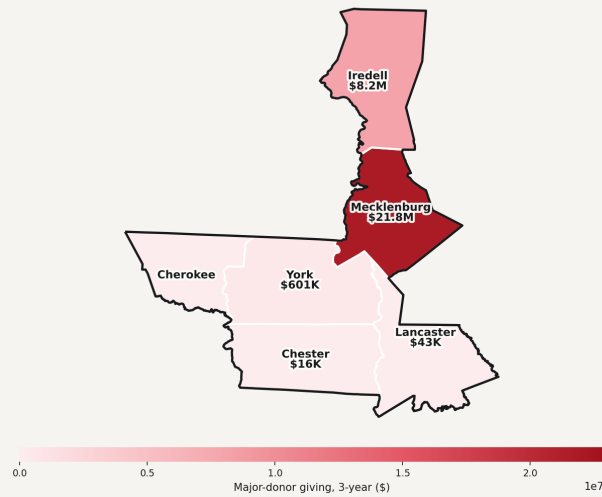
Major-donor giving across the chapter — three fiscal years. Internal planning data.

**\$30,606,968**  
Total giving, 3-year

**151**  
Major donors

**\$4,128,440**  
Current FY • ▼ 78% vs prior FY

**\$21,791,165**  
Top: Mecklenburg



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
<b>Mecklenburg</b>	131	\$21,791,165
<b>Iredell</b>	6	\$8,155,461
<b>York</b>	9	\$601,342
<b>Lancaster</b>	3	\$43,000
<b>Chester</b>	2	\$16,000

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

# Mecklenburg County

**1,170,993**

People

**\$79,209**

Median HH income

**38.3%**

Combined ALICE + poverty

**Relatively High**

FEMA NRI risk

## People & economy

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

Seniors (65+)  **12%**

Median age **36.1**

ALICE households **136,658**

Poverty households **45,185**

## Risk & response

Expected annual loss **\$318.0M**

Social vulnerability (SVI) **61.2%**

FEMA declarations (all time) **18**

Home fires, CY2024 **283**

Fires, no RC notification **128**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **\$21,791,165**

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

# York County



**301,068**  
People

**\$75,363**  
Median HH income

**38.3%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		15%
Median age		39.1
ALICE households		32,126
Poverty households		11,261

### Risk & response

Expected annual loss	\$99.2M
Social vulnerability (SVI)	34.4%
FEMA declarations (all time)	22
Home fires, CY2024	73
Fires, no RC notification	35
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$601,342

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

# Iredell County

**197,267**

People

**\$73,201**

Median HH income

**35.4%**

Combined ALICE + poverty

**Relatively Low**

FEMA NRI risk

## People & economy

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

Seniors (65+)  **16%**

Median age **41.1**

ALICE households **19,888**

Poverty households **7,575**

## Risk & response

Expected annual loss **\$53.3M**

Social vulnerability (SVI) **37.7%**

FEMA declarations (all time) **23**

Home fires, CY2024 **42**

Fires, no RC notification **17**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **\$8,155,461**

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

# Lancaster County



**104,635**  
People

**\$73,509**  
Median HH income

**38.3%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		20%
Median age		42.8
ALICE households		10,310
Poverty households		4,717

### Risk & response

Expected annual loss	\$40.1M
Social vulnerability (SVI)	45.8%
FEMA declarations (all time)	24
Home fires, CY2024	54
Fires, no RC notification	14
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$43,000

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

# Cherokee County



**56,536**  
People

**\$47,409**  
Median HH income

**51.8%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		17%
Median age		40.6
ALICE households		7,082
Poverty households		4,237

### Risk & response

Expected annual loss	\$23.4M
Social vulnerability (SVI)	78.0%
FEMA declarations (all time)	24
Home fires, CY2024	49
Fires, no RC notification	13
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Chester County



**32,118**  
People

**\$45,768**  
Median HH income

**51.4%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		19%
Median age		42.7
ALICE households		4,119
Poverty households		2,521

### Risk & response

Expected annual loss	\$10.8M
Social vulnerability (SVI)	70.5%
FEMA declarations (all time)	23
Home fires, CY2024	35
Fires, no RC notification	10
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$16,000

Chester 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>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>Mecklenburg</b>	1,170,993	473,240	38.3%	Relatively High	\$318.0M	283
<b>York</b>	301,068	115,584	38.3%	Relatively Moderate	\$99.2M	73
<b>Iredell</b>	197,267	77,420	35.4%	Relatively Low	\$53.3M	42
<b>Lancaster</b>	104,635	41,624	38.3%	Relatively Low	\$40.1M	54
<b>Cherokee</b>	56,536	22,535	51.8%	Relatively Low	\$23.4M	49
<b>Chester</b>	32,118	12,943	51.4%	Relatively Low	\$10.8M	35

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