

The ARC serving the Piedmont Triad of North Carolina

Southeast and Caribbean Division · North Carolina Region
NC · 11 counties · HQ Greensboro, NC · FEMA Region IV

1,748,461

People

710,700

Households

43.3%

Households below the ALICE survival threshold

11

Counties · 5,459 sq mi

Nearly **43% 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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The ARC serving the Piedmont Triad of North Carolina · 11 counties · NC

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

The chapter's footprint.

11
Counties

5,459
Square miles

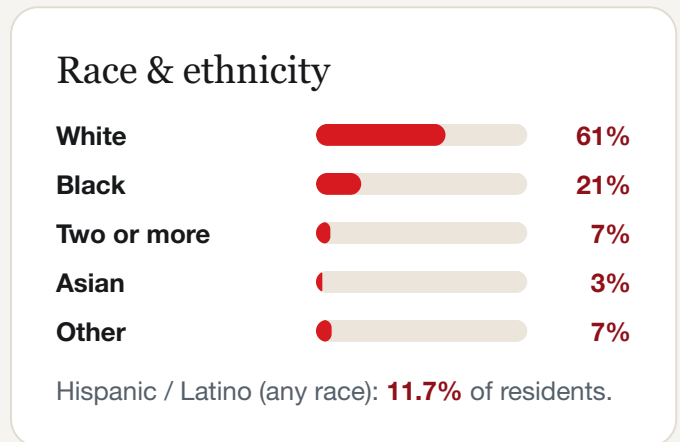
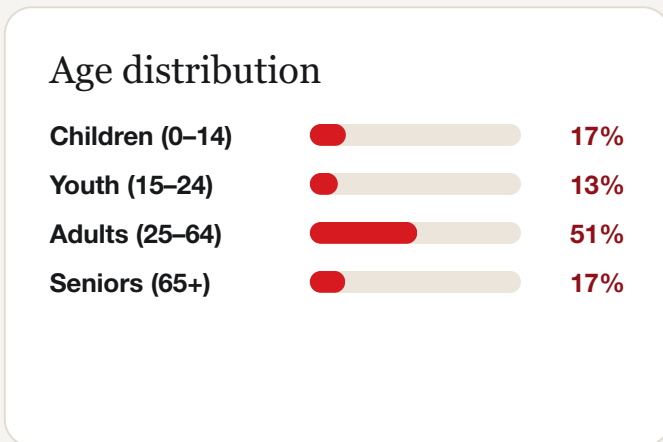
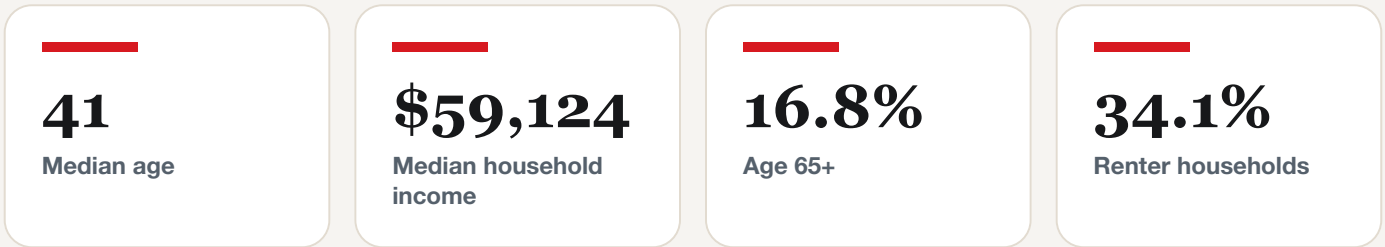
1,748,461
People

**North
Carolina
Region**
Southeast and
Caribbean Division

COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Guilford	551,579	658	31.5%
Forsyth	392,474	413	22.4%
Alamance	178,754	435	10.2%
Davidson	171,573	567	9.8%
Randolph	145,284	789	8.3%
Rockingham	90,539	573	5.2%
Surry	70,889	536	4.1%
Stokes	43,998	456	2.5%
Davie	43,829	267	2.5%
Yadkin	36,976	337	2.1%
Caswell	22,566	428	1.3%

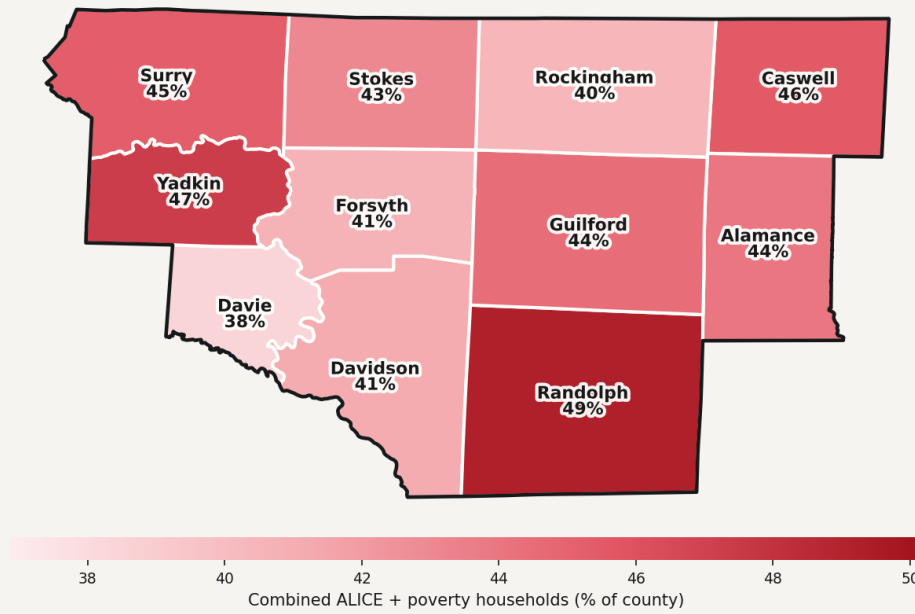
HQ: Greensboro, NC · FEMA Region IV. Counties sorted by population.

The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 11 counties; median age and income are population-weighted.

Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
Randolph	145,284	\$57,317	32.3%	16.9%	49.2%
Yadkin	36,976	\$53,616	34.5%	12.9%	47.3%
Caswell	22,566	\$56,963	29.4%	16.1%	45.5%
Surry	70,889	\$54,373	30.4%	15.0%	45.3%
Guilford	551,579	\$62,128	30.4%	14.2%	44.5%
Alamance	178,754	\$58,693	30.3%	13.8%	44.0%
Stokes	43,998	\$54,375	30.8%	12.3%	43.1%
Davidson	171,573	\$54,096	26.8%	14.3%	41.1%
Forsyth	392,474	\$61,849	27.5%	13.2%	40.7%
Rockingham	90,539	\$46,862	27.1%	13.4%	40.5%
Davie	43,829	\$67,880	29.7%	8.7%	38.4%

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.

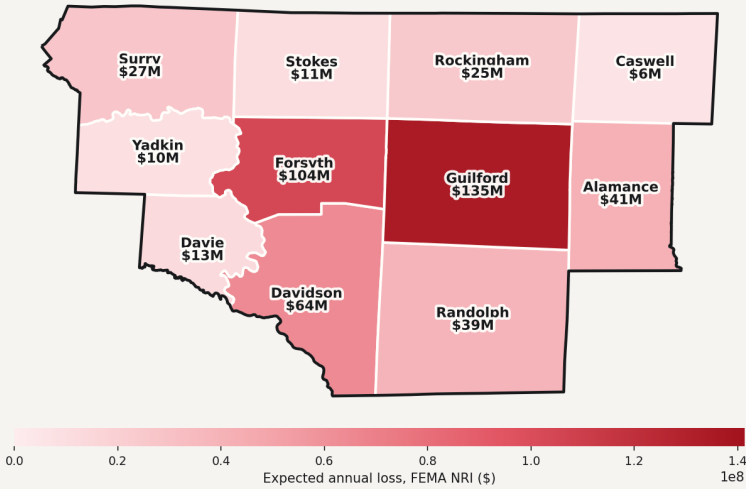
What this chapter is up against.

\$475.8M
Expected annual loss, all hazards

Guilford
Highest-risk county

66.9%
Avg social vulnerability (SVI)

5
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
Guilford	Relatively Moderate	\$134.6M	78.6%	4	28
Forsyth	Relatively Moderate	\$104.1M	81.3%	5	25
Davidson	Relatively Moderate	\$64.3M	55.3%	4	29
Alamance	Relatively Low	\$41.4M	71.4%	5	27
Randolph	Relatively Low	\$39.4M	64.8%	4	24
Surry	Relatively Low	\$26.9M	80.0%	5	20
Rockingham	Relatively Low	\$25.1M	85.1%	4	25
Davie	Very Low	\$13.1M	40.6%	4	22
Stokes	Very Low	\$10.9M	43.2%	5	25
Yadkin	Very Low	\$9.6M	62.3%	5	21
Caswell	Very Low	\$6.3M	73.0%	5	25

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.

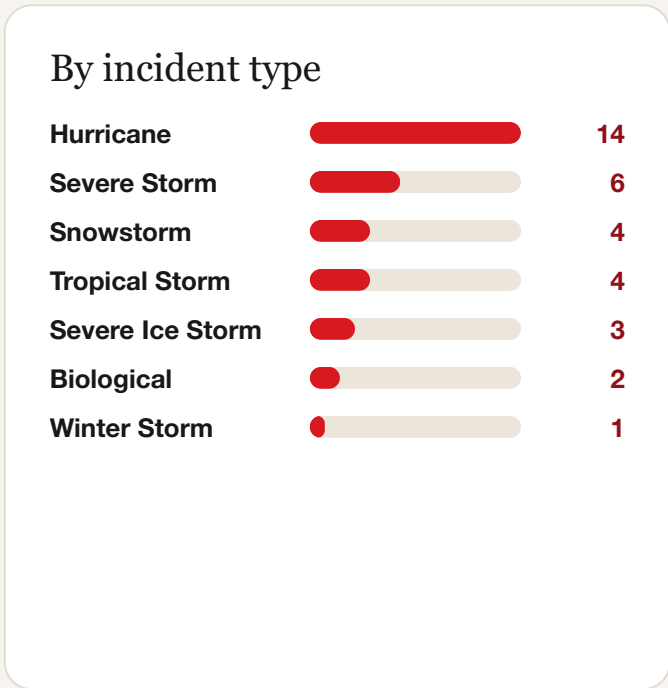
A chapter shaped by disaster.

38
Federal disaster declarations

14
Hurricanes

Hurricane
Most common type

2026
Most recent

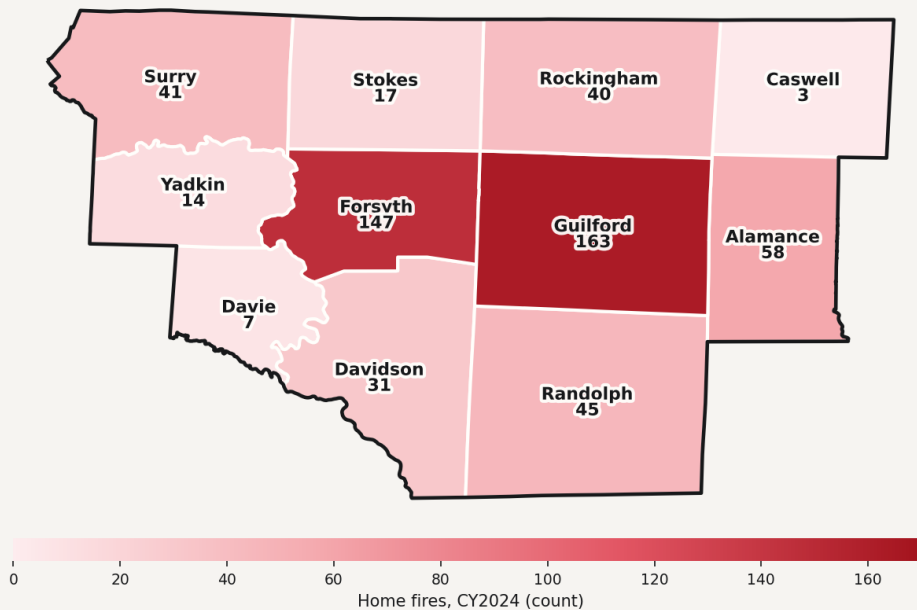
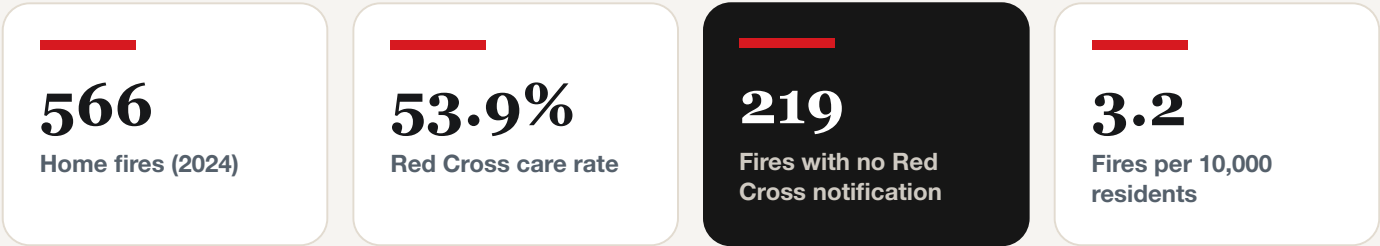


Most recent declarations

FY	DISASTER	TYPE
2026	Severe Winter Storm	Winter Storm
2025	Tropical Depression Chantal	Tropical Depression
2025	Potential Tropical Cyclone Eight	Tropical Storm
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	Severe Storms, Tornadoes, And Flooding	Severe Storm

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

Every home fire is a Red Cross moment.



Red Cross cared for **54%** of home fires — but **219 (39%)** 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.

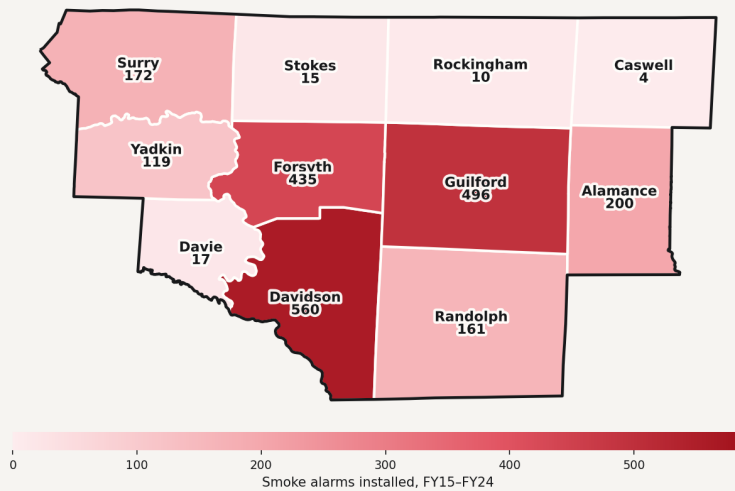
Red Cross shows up — and prevents.

5,717
Home-fire calls answered (RC response)

4,912
Single-family fire responses

2,189
Free smoke alarms installed

727
Multi-family fire responses



Red Cross answered **5,717** home-fire calls and installed **2,189** 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).

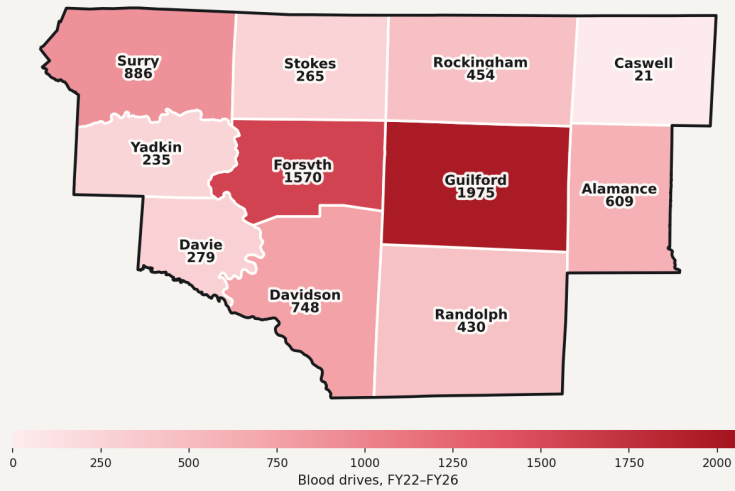
The blood mission's local footprint.

188,019
Blood units collected
(FY22–26)

7,472
Blood drives held

1,259
Drives in FY2026

11
Counties with drives



Blood drives are active in **11 of the chapter's 11 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.

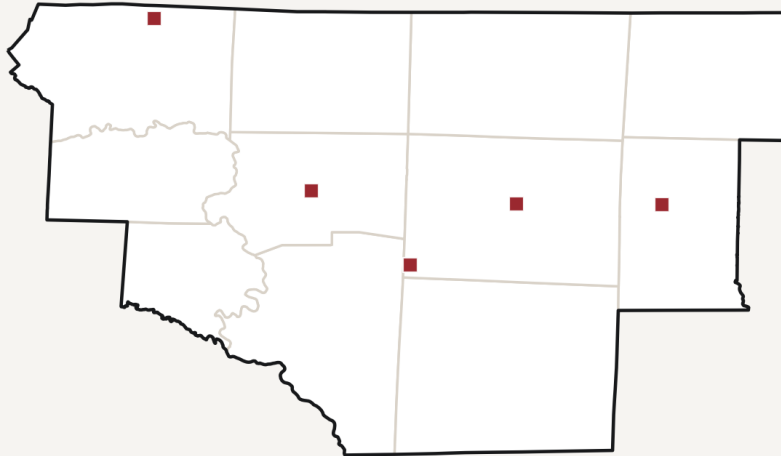
The chapter's physical footprint.

5
Red Cross facilities

3
Owned

2
Leased / licensed

2
BioMed sites



By type / function

Shared site	3
Partner / indirect site	2

BioMed facilities

Greensboro NC Blood Donation Center	Platelets & Red Cells & Plasma
Winston Salem NC Blood Donation Center	Platelets & Red Cells & Plasma

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.

\$5,586,014

Total giving, 3-year

108

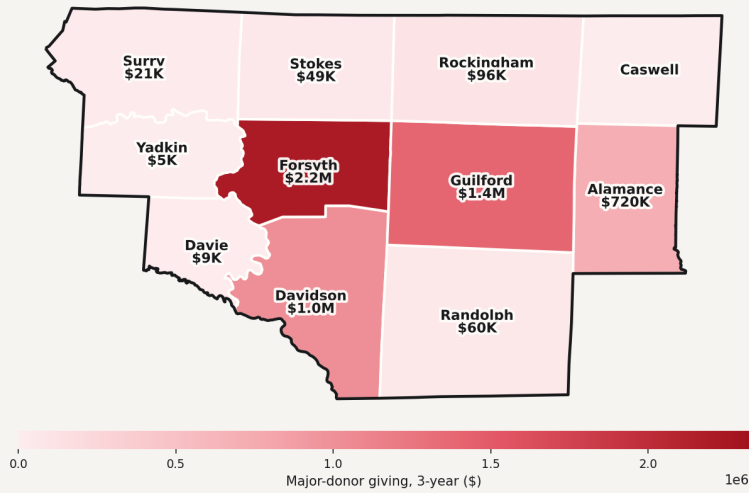
Major donors

\$648,843

Current FY • ▼ 78% vs prior FY

\$2,210,237

Top: Forsyth



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
Forsyth	39	\$2,210,237
Guilford	44	\$1,404,550
Davidson	3	\$1,011,598
Alamance	10	\$719,940
Rockingham	4	\$95,812
Randolph	2	\$59,550
Stokes	2	\$49,321
Surry	2	\$20,806
Davie	1	\$9,200
Yadkin	1	\$5,000

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

Guilford County



551,579
People

\$62,128
Median HH income

44.5%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		15%
Median age		38
ALICE households		67,698
Poverty households		31,582

Risk & response

Expected annual loss	\$134.6M
Social vulnerability (SVI)	78.6%
FEMA declarations (all time)	28
Home fires, CY2024	163
Fires, no RC notification	86
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$1,404,550

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

Forsyth County

392,474

People

\$61,849

Median HH income

40.7%

Combined ALICE + poverty

Relatively Moderate

FEMA NRI risk

People & economy

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

Seniors (65+)  **16%**

Median age **39.4**

ALICE households **45,590**

Poverty households **21,913**

Risk & response

Expected annual loss **\$104.1M**

Social vulnerability (SVI) **81.3%**

FEMA declarations (all time) **25**

Home fires, CY2024 **147**

Fires, no RC notification **68**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **\$2,210,237**

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

Alamance County

178,754

People

\$58,693

Median HH income

44.0%

Combined ALICE + poverty

Relatively Low

FEMA NRI risk

People & economy

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

Seniors (65+)  **17%**

Median age **40.1**

ALICE households **21,453**

Poverty households **9,758**

Risk & response

Expected annual loss **\$41.4M**

Social vulnerability (SVI) **71.4%**

FEMA declarations (all time) **27**

Home fires, CY2024 **58**

Fires, no RC notification **13**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **\$719,940**

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

Davidson County



171,573
People

\$54,096
Median HH income

41.1%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		18%
Median age		43.3
ALICE households		19,103
Poverty households		10,234

Risk & response

Expected annual loss	\$64.3M
Social vulnerability (SVI)	55.3%
FEMA declarations (all time)	29
Home fires, CY2024	31
Fires, no RC notification	4
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$1,011,598

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

Randolph County



145,284
People

\$57,317
Median HH income

49.2%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		17%
Median age		42
ALICE households		19,262
Poverty households		10,077

Risk & response

Expected annual loss	\$39.4M
Social vulnerability (SVI)	64.8%
FEMA declarations (all time)	24
Home fires, CY2024	45
Fires, no RC notification	15
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$59,550

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

Rockingham County



90,539
People

\$46,862
Median HH income

40.5%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		20%
Median age		45.2
ALICE households		10,621
Poverty households		5,279

Risk & response

Expected annual loss	\$25.1M
Social vulnerability (SVI)	85.1%
FEMA declarations (all time)	25
Home fires, CY2024	40
Fires, no RC notification	13
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$95,812

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

Surry County



70,889
People

\$54,373
Median HH income

45.3%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		20%
Median age		44.3
ALICE households		9,334
Poverty households		4,600

Risk & response

Expected annual loss	\$26.9M
Social vulnerability (SVI)	80.0%
FEMA declarations (all time)	20
Home fires, CY2024	41
Fires, no RC notification	6
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$20,806

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

Stokes County

43,998

People

\$54,375

Median HH income

43.1%

Combined ALICE + poverty

Very Low

FEMA NRI risk

People & economy

Children (0-14)  **15%**

Seniors (65+)  **20%**

Median age **46.2**

ALICE households **5,970**

Poverty households **2,388**

Risk & response

Expected annual loss **\$10.9M**

Social vulnerability (SVI) **43.2%**

FEMA declarations (all time) **25**

Home fires, CY2024 **17**

Fires, no RC notification **9**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **\$49,321**

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

Davie County

43,829

People

\$67,880

Median HH income

38.4%

Combined ALICE + poverty

Very Low

FEMA NRI risk

People & economy

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

Seniors (65+)  **21%**

Median age **46**

ALICE households **5,013**

Poverty households **1,473**

Risk & response

Expected annual loss **\$13.1M**

Social vulnerability (SVI) **40.6%**

FEMA declarations (all time) **22**

Home fires, CY2024 **7**

Fires, no RC notification **4**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **\$9,200**

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

Yadkin County



36,976
People

\$53,616
Median HH income

47.3%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		19%
Median age		44.4
ALICE households		5,131
Poverty households		1,918

Risk & response

Expected annual loss	\$9.6M
Social vulnerability (SVI)	62.3%
FEMA declarations (all time)	21
Home fires, CY2024	14
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$5,000

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

Caswell County



22,566
People

\$56,963
Median HH income

45.5%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		14%
Seniors (65+)		21%
Median age		46.3
ALICE households		2,551
Poverty households		1,400

Risk & response

Expected annual loss	\$6.3M
Social vulnerability (SVI)	73.0%
FEMA declarations (all time)	25
Home fires, CY2024	3
Fires, no RC notification	0
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Caswell 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
blood	Biomed Collections 22-26 by chapter/county	FY22–26
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
Guilford	551,579	220,993	44.5%	Relatively Moderate	\$134.6M	163
Forsyth	392,474	161,174	40.7%	Relatively Moderate	\$104.1M	147
Alamance	178,754	71,095	44.0%	Relatively Low	\$41.4M	58
Davidson	171,573	69,705	41.1%	Relatively Moderate	\$64.3M	31
Randolph	145,284	58,371	49.2%	Relatively Low	\$39.4M	45
Rockingham	90,539	38,861	40.5%	Relatively Low	\$25.1M	40
Surry	70,889	29,603	45.3%	Relatively Low	\$26.9M	41
Stokes	43,998	18,810	43.1%	Very Low	\$10.9M	17
Davie	43,829	17,778	38.4%	Very Low	\$13.1M	7
Yadkin	36,976	15,184	47.3%	Very Low	\$9.6M	14
Caswell	22,566	9,126	45.5%	Very Low	\$6.3M	3

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