

# The ARC serving the Southern Piedmont of North Carolina

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

754,958

People

276,921

Households

39.7%

Households below the ALICE survival threshold

6

Counties · 2,971 sq mi

Nearly **40% 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 Southern Piedmont of North Carolina · 6 counties · NC

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

# The chapter's footprint.

**6**  
Counties

**2,971**  
Square miles

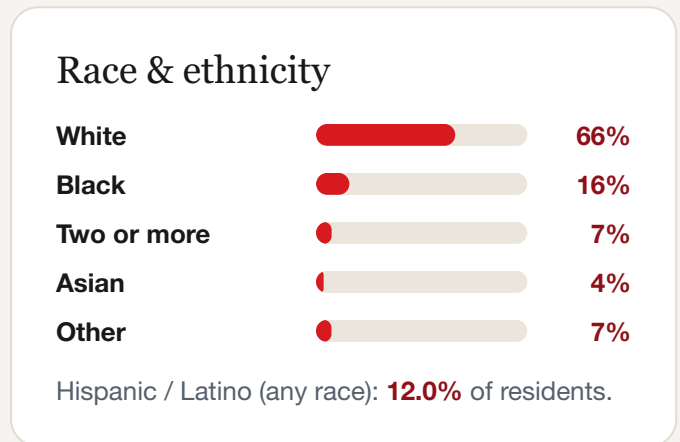
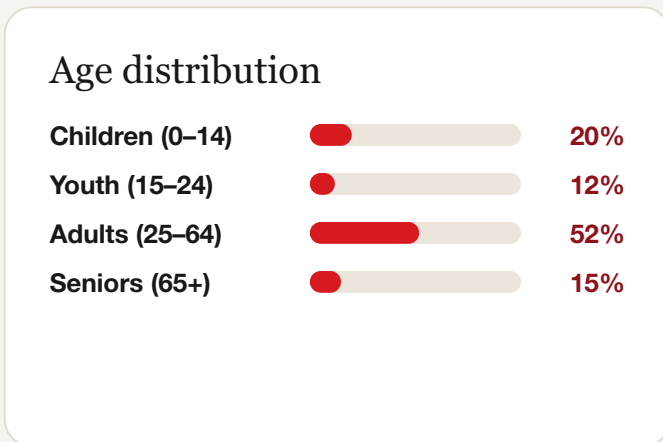
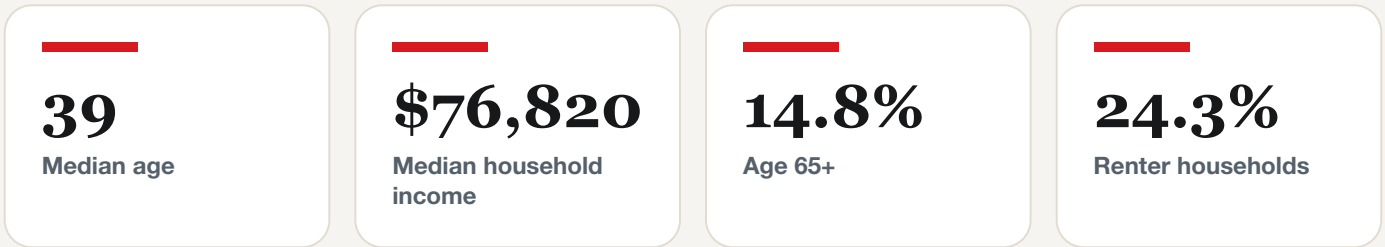
**754,958**  
People

**North Carolina  
Region**  
Southeast and  
Caribbean Division

COUNTY	PEOPLE	SQ MI	% OF CHAPTER
<b>Union</b>	251,658	639	33.3%
<b>Cabarrus</b>	242,512	364	32.1%
<b>Rowan</b>	149,836	524	19.8%
<b>Stanly</b>	64,117	405	8.5%
<b>Montgomery</b>	25,510	502	3.4%
<b>Anson</b>	21,325	537	2.8%

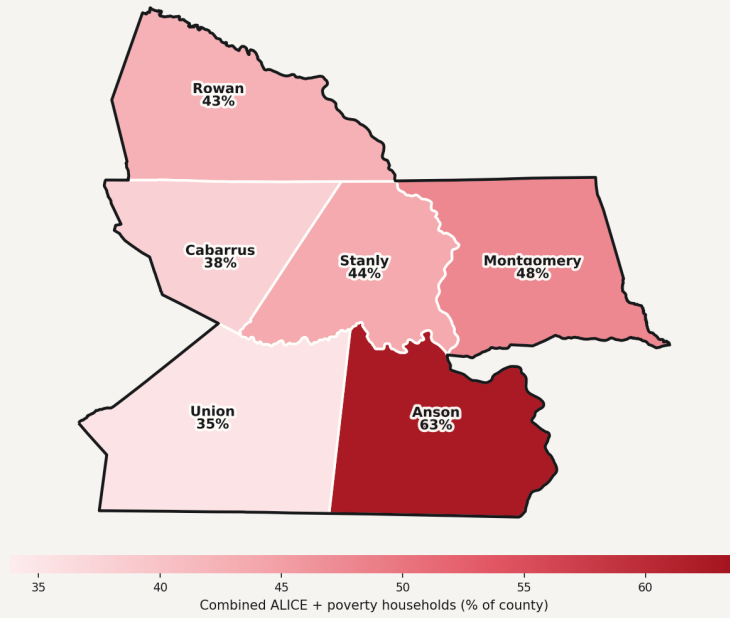
HQ: Monroe, NC · FEMA Region IV. Counties sorted by population.

# 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>Anson</b>	<b>21,325</b>	<b>\$41,373</b>	<b>42.2%</b>	<b>20.4%</b>	<b>62.6%</b>
<b>Montgomery</b>	25,510	\$53,119	31.8%	16.0%	47.8%
<b>Stanly</b>	64,117	\$58,439	32.3%	11.3%	43.7%
<b>Rowan</b>	149,836	\$57,532	27.1%	15.6%	42.7%
<b>Cabarrus</b>	242,512	\$83,594	29.1%	8.9%	38.0%
<b>Union</b>	251,658	\$91,864	26.9%	8.3%	35.2%

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.

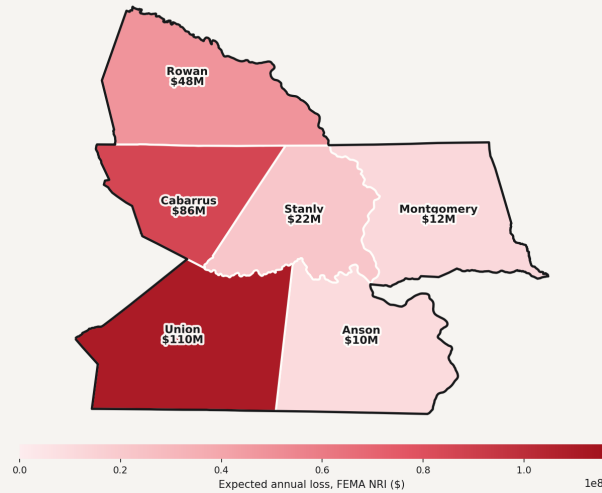
# What this chapter is up against.

**\$287.9M**  
Expected annual loss, all hazards

**Union**  
Highest-risk county

**64.5%**  
Avg social vulnerability (SVI)

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



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
<b>Union</b>	Relatively Moderate	\$110.3M	20.1%	5	21
<b>Cabarrus</b>	Relatively Moderate	\$85.7M	43.2%	5	19
<b>Rowan</b>	Relatively Moderate	\$48.0M	84.4%	5	21
<b>Stanly</b>	Relatively Low	\$21.9M	66.3%	5	21
<b>Montgomery</b>	Relatively Low	\$11.7M	77.4%	4	24
<b>Anson</b>	Relatively Low	\$10.2M	95.3%	4	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.

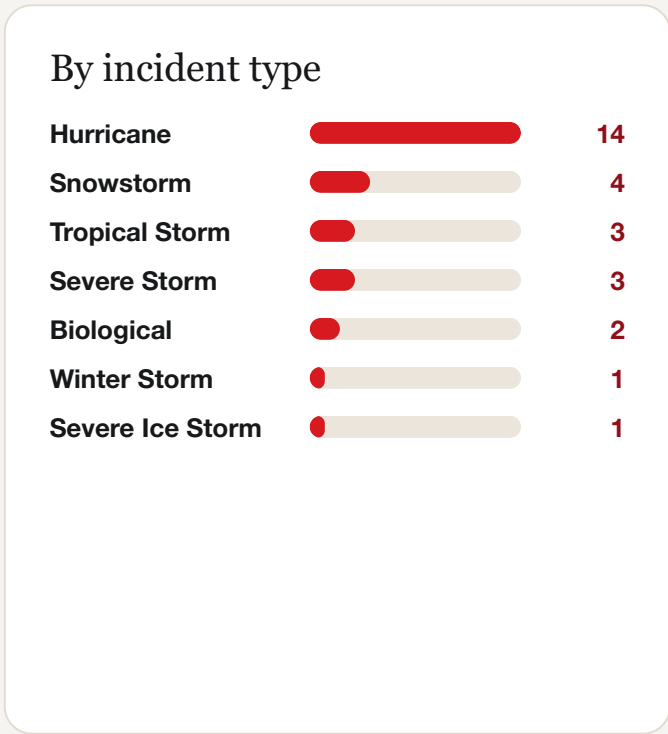
# A chapter shaped by disaster.

**30**  
Federal disaster declarations

**14**  
Hurricanes

**Hurricane**  
Most common type

**2026**  
Most recent

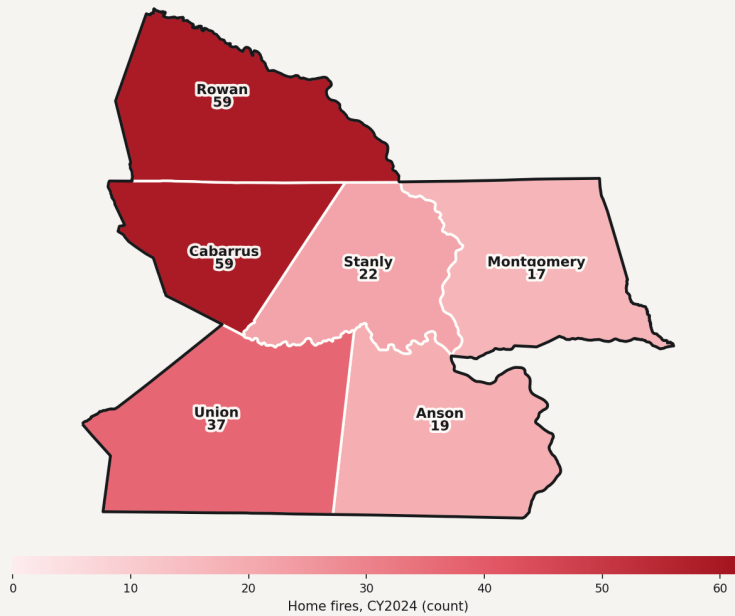
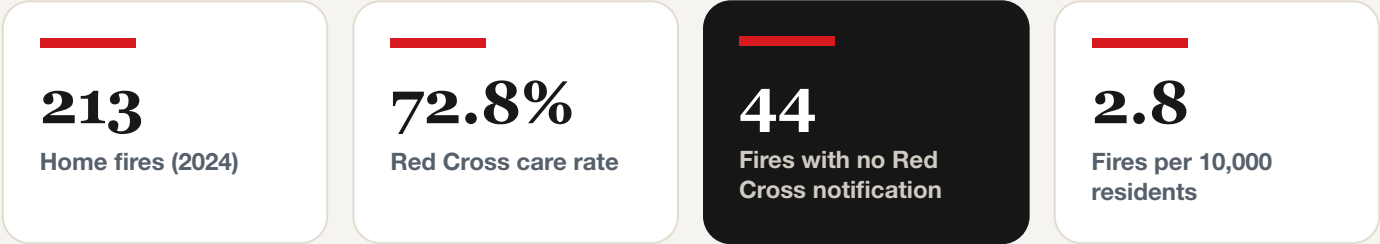


### Most recent declarations

FY	DISASTER	TYPE
2026	Severe Winter Storm	Winter 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
2020	Covid-19 Pandemic	Biological
2020	Covid-19	Biological

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

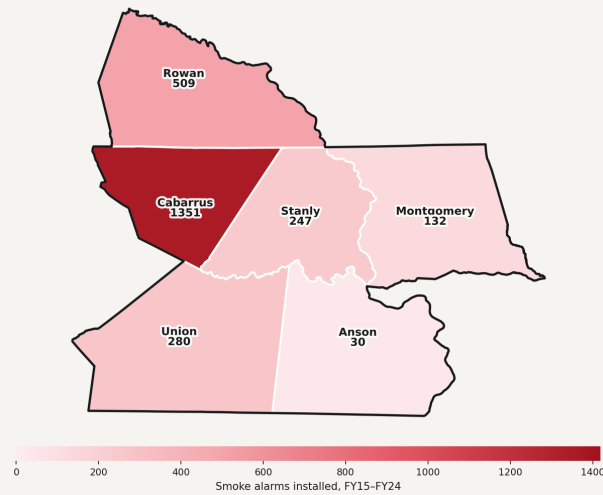
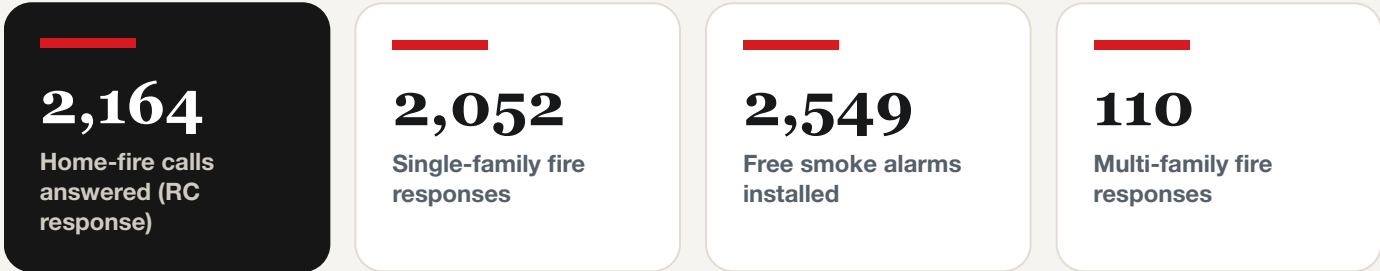
# Every home fire is a Red Cross moment.



Red Cross cared for **73%** of home fires — but **44 (21%)** 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.

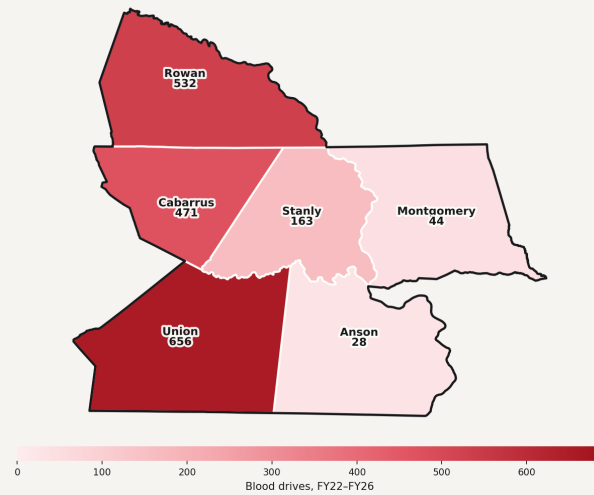


Red Cross answered **2,164** home-fire calls and installed **2,549** free smoke alarms across the chapter — response and prevention, county by county.

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.

<b>41,996</b> Blood units collected (FY22–26)	<b>1,894</b> Blood drives held	<b>319</b> Drives in FY2026	<b>6</b> Counties with drives
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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.

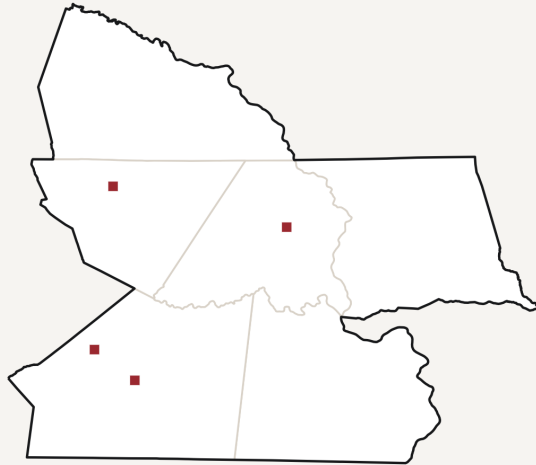
# The chapter's physical footprint.

**4**  
Red Cross facilities

**0**  
Owned

**4**  
Leased / licensed

**0**  
BioMed sites



By type / function	
Partner / indirect site	2
BioMed site	1
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.

\$2,901,073

Total giving, 3-year

32

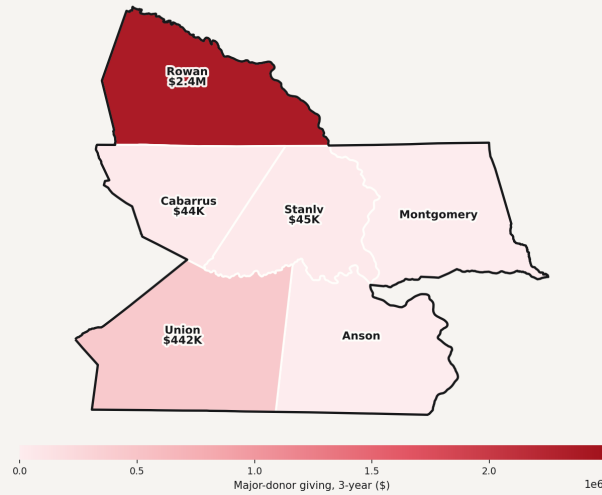
Major donors

\$36,150

Current FY · ▼ 99% vs prior FY

\$2,369,694

Top: Rowan



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
<b>Rowan</b>	6	\$2,369,694
<b>Union</b>	20	\$442,188
<b>Stanly</b>	1	\$45,000
<b>Cabarrus</b>	5	\$44,191

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

# Union County



**251,658**  
People

**\$91,864**  
Median HH income

**35.2%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		22%
Seniors (65+)		12%
Median age		37.5
ALICE households		23,615
Poverty households		7,261

### Risk & response

Expected annual loss	\$110.3M
Social vulnerability (SVI)	20.1%
FEMA declarations (all time)	21
Home fires, CY2024	37
Fires, no RC notification	12
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$442,188

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

# Cabarrus County



**242,512**  
People

**\$83,594**  
Median HH income

**38.0%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		14%
Median age		38.7
ALICE households		26,279
Poverty households		8,013

### Risk & response

Expected annual loss	\$85.7M
Social vulnerability (SVI)	43.2%
FEMA declarations (all time)	19
Home fires, CY2024	59
Fires, no RC notification	17
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$44,191

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

# Rowan County



**149,836**  
People

**\$57,532**  
Median HH income

**42.7%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		18%
Median age		41.2
ALICE households		16,504
Poverty households		9,505

### Risk & response

Expected annual loss	\$48.0M
Social vulnerability (SVI)	84.4%
FEMA declarations (all time)	21
Home fires, CY2024	59
Fires, no RC notification	2
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$2,369,694

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

# Stanly County



**64,117**  
People

**\$58,439**  
Median HH income

**43.7%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		17%
Seniors (65+)		19%
Median age		43
ALICE households		8,201
Poverty households		2,875

### Risk & response

Expected annual loss	\$21.9M
Social vulnerability (SVI)	66.3%
FEMA declarations (all time)	21
Home fires, CY2024	22
Fires, no RC notification	6
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$45,000

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

# Montgomery County



**25,510**  
People

**\$53,119**  
Median HH income

**47.8%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		17%
Seniors (65+)		20%
Median age		43.8
ALICE households		3,206
Poverty households		1,611

### Risk & response

Expected annual loss	\$11.7M
Social vulnerability (SVI)	77.4%
FEMA declarations (all time)	24
Home fires, CY2024	17
Fires, no RC notification	3
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Anson County



**21,325**  
People

**\$41,373**  
Median HH income

**62.6%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		17%
Seniors (65+)		18%
Median age		41.6
ALICE households		3,511
Poverty households		1,693

### Risk & response

Expected annual loss	\$10.2M
Social vulnerability (SVI)	95.3%
FEMA declarations (all time)	22
Home fires, CY2024	19
Fires, no RC notification	4
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Anson 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](https://experience.arcgis.com)

## Disaster Response Intelligence

Spatial disaster-response intelligence

Experience Builder app

## Red Cross Real Estate

Facilities & market intelligence

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

## Service Area Planning

Service-area geography & planning

Experience Builder app

## Community Mobilization V

Local resource & mobilization map

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

## Biomed

Blood & BioMed footprint

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

## FEMA RAPT

Resilience analysis & planning

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

## Census Community Resilience

People & resilience context

[www.census.gov](https://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>Union</b>	251,658	84,812	35.2%	Relatively Moderate	\$110.3M	37
<b>Cabarrus</b>	242,512	88,959	38.0%	Relatively Moderate	\$85.7M	59
<b>Rowan</b>	149,836	59,018	42.7%	Relatively Moderate	\$48.0M	59
<b>Stanly</b>	64,117	25,548	43.7%	Relatively Low	\$21.9M	22
<b>Montgomery</b>	25,510	10,270	47.8%	Relatively Low	\$11.7M	17
<b>Anson</b>	21,325	8,314	62.6%	Relatively Low	\$10.2M	19

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