

ARC of Capital Area Florida

Southeast and Caribbean Division · North and Central Florida Region
FL · 9 counties · HQ Tallahassee, FL · FEMA Region IV

486,716

People

194,009

Households

49.0%

Households below the ALICE survival threshold

9

Counties · 5,955 sq mi

Nearly **49% 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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In this report.

ARC of Capital Area Florida · 9 counties · FL

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

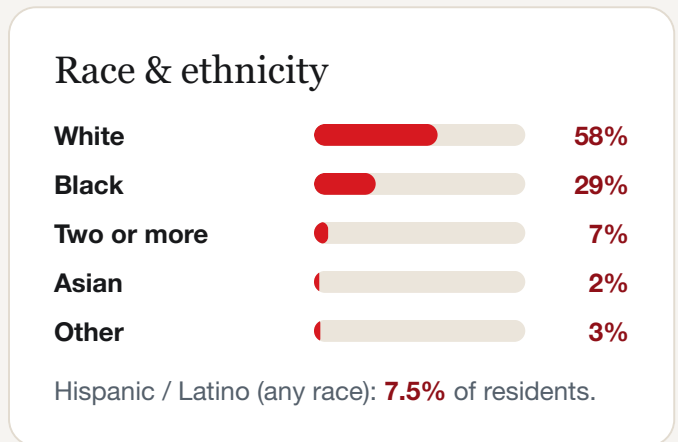
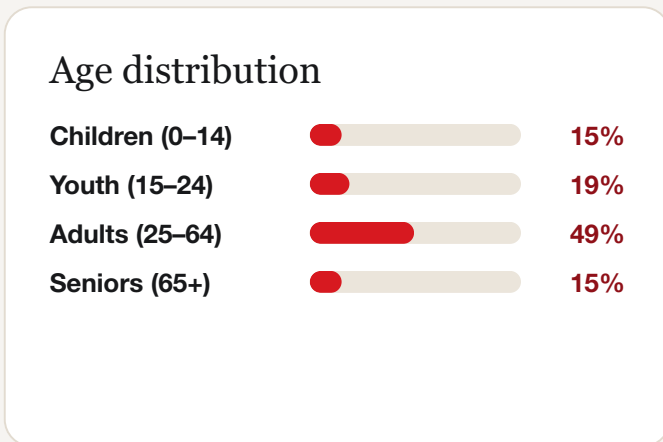
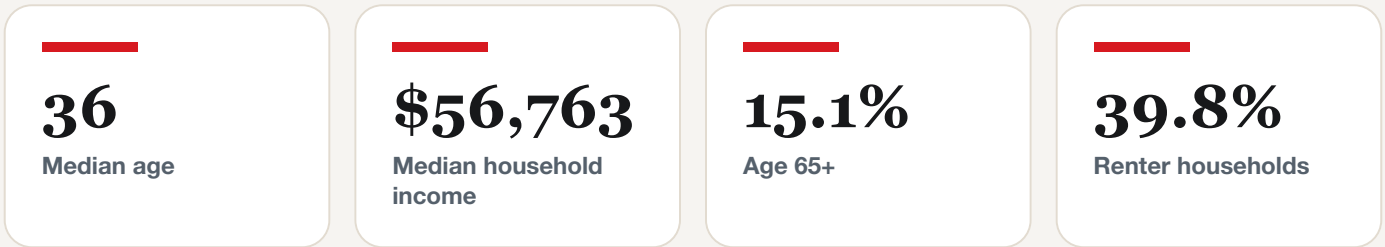
The chapter's footprint.

 9 Counties	 5,955 Square miles	 486,716 People	 North and Central Florida Region Southeast and Caribbean Division
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COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Leon	296,817	702	61.0%
Jackson	48,186	954	9.9%
Gadsden	43,412	529	8.9%
Wakulla	35,261	617	7.2%
Jefferson	14,690	612	3.0%
Gulf	14,368	581	3.0%
Calhoun	13,469	574	2.8%
Franklin	12,698	543	2.6%
Liberty	7,815	843	1.6%

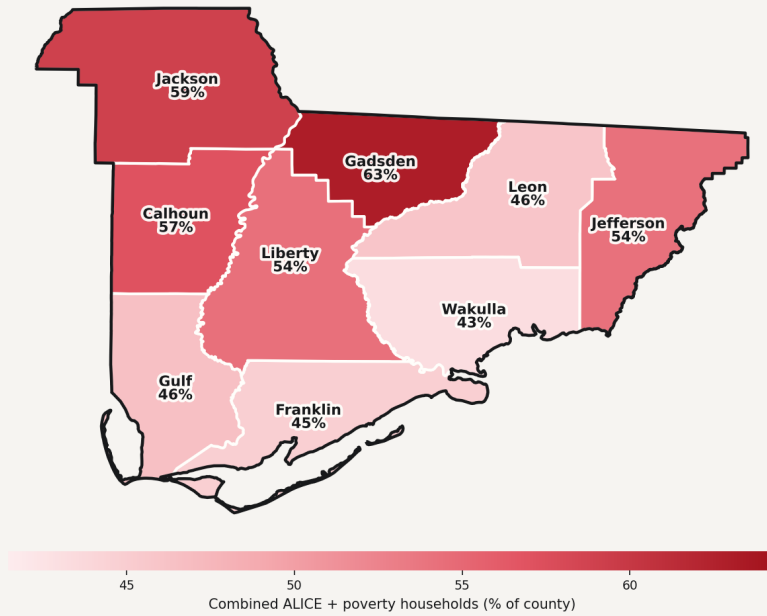
HQ: Tallahassee, FL · FEMA Region IV. Counties sorted by population.

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
Gadsden	43,412	\$42,583	40.0%	23.1%	63.1%
Jackson	48,186	\$46,484	40.4%	18.6%	59.0%
Calhoun	13,469	\$43,218	35.6%	21.6%	57.1%
Liberty	7,815	\$42,125	33.8%	20.6%	54.3%
Jefferson	14,690	\$51,829	32.3%	21.9%	54.2%
Gulf	14,368	\$57,561	33.8%	12.7%	46.5%
Leon	296,817	\$60,267	29.9%	16.0%	45.9%
Franklin	12,698	\$59,069	28.4%	16.4%	44.8%
Wakulla	35,261	\$68,095	36.7%	6.5%	43.2%

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.

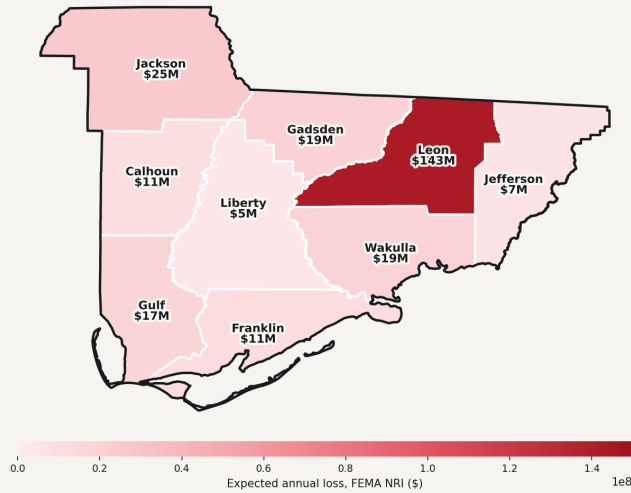
What this chapter is up against.

\$257.5M
Expected annual loss, all hazards

Leon
Highest-risk county

76.0%
Avg social vulnerability (SVI)

13
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
Leon	Relatively Moderate	\$142.7M	69.5%	11	36
Jackson	Relatively Low	\$25.3M	80.8%	8	34
Gadsden	Relatively Low	\$19.3M	97.4%	11	39
Wakulla	Relatively Low	\$18.9M	30.6%	13	45
Gulf	Relatively Low	\$17.3M	70.8%	10	47
Franklin	Relatively Low	\$11.2M	90.2%	11	46
Calhoun	Relatively Low	\$10.6M	87.6%	11	43
Jefferson	Very Low	\$7.3M	74.4%	13	39
Liberty	Very Low	\$4.8M	82.7%	11	41

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.

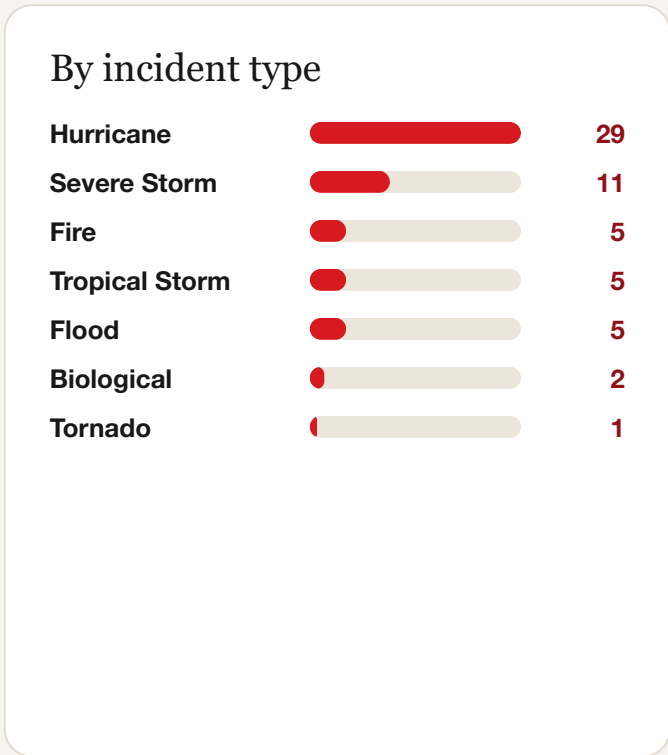
A chapter shaped by disaster.

59
Federal disaster declarations

29
Hurricanes

Hurricane
Most common type

2024
Most recent

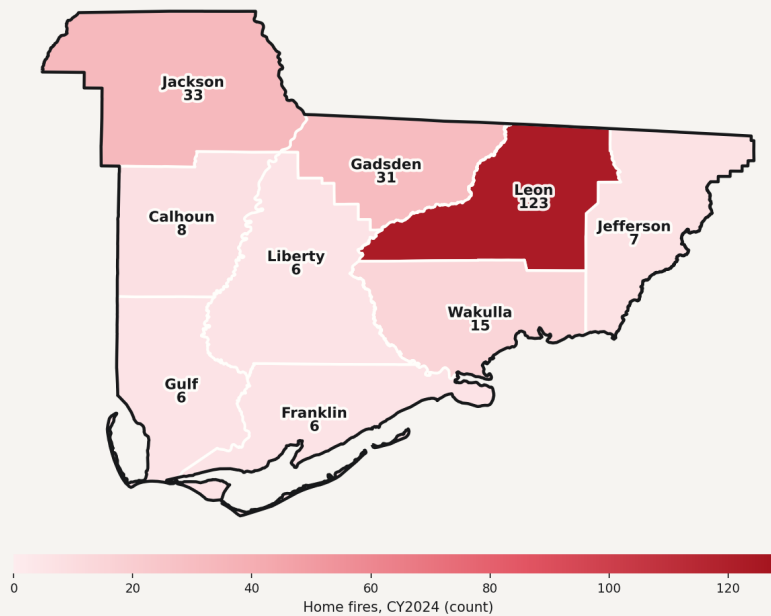
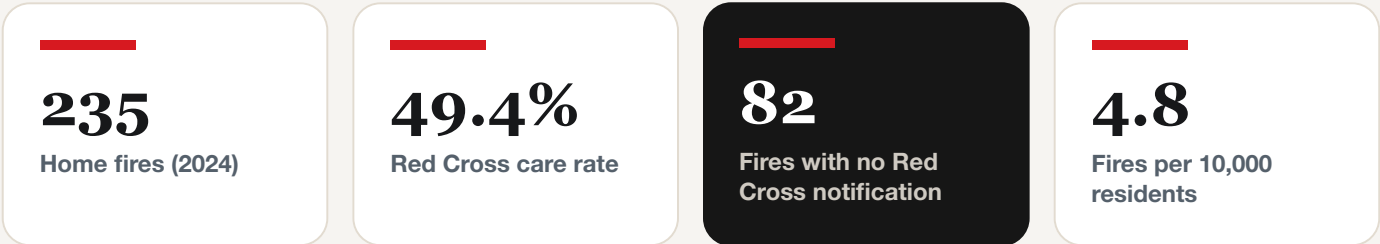


Most recent declarations

FY	DISASTER	TYPE
2024	Hurricane Helene	Hurricane
2024	Tropical Storm Helene	Tropical Storm
2024	Hurricane Debby	Tropical Storm
2024	Tropical Storm Debby	Tropical Storm
2024	Severe Storms, Straight-Line Winds, And Tornadoes	Severe Storm
2023	Hurricane Idalia	Hurricane
2023	Tropical Storm Idalia	Tropical Storm
2023	Hurricane Nicole	Hurricane
2023	Tropical Storm Nicole	Tropical Storm
2022	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 **49%** of home fires — but **82 (35%)** 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.

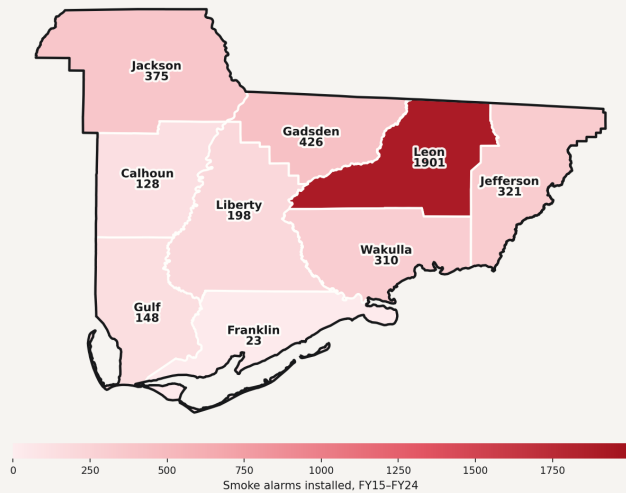
Red Cross shows up — and prevents.

1,899
Home-fire calls answered (RC response)

1,733
Single-family fire responses

3,830
Free smoke alarms installed

140
Multi-family fire responses



Red Cross answered **1,899** home-fire calls and installed **3,830** 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).

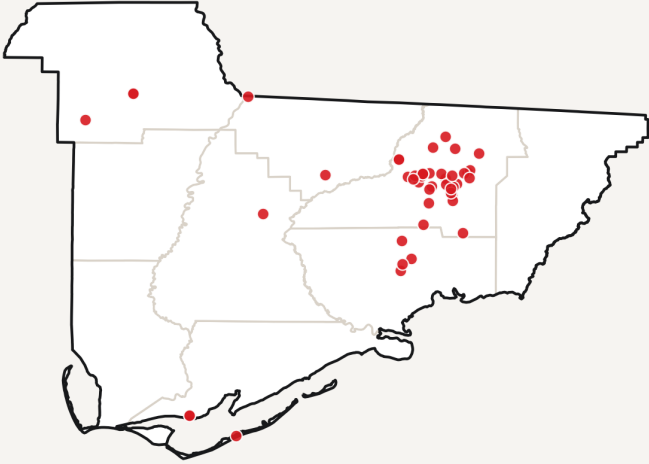
The local face of care.

46
Trained DAT
volunteers

186
Historical DAT calls
answered

6
Counties with DAT
volunteers

46
Responders on the
map



Every dot is a trained Disaster Action Team volunteer ready to respond to a home fire — shown by position only, never by name.

Source: Florida DAT — RC Care volunteers + historical calls (American Red Cross). Individual identities withheld; counts and positions only.

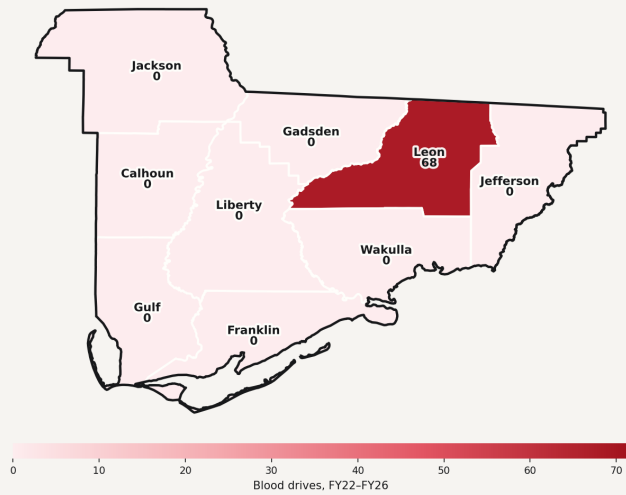
The blood mission's local footprint.

1,193
Blood units collected
(FY22–26)

68
Blood drives held

13
Drives in FY2026

1
Counties with drives



Blood drives are active in **1 of the chapter's 9 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.

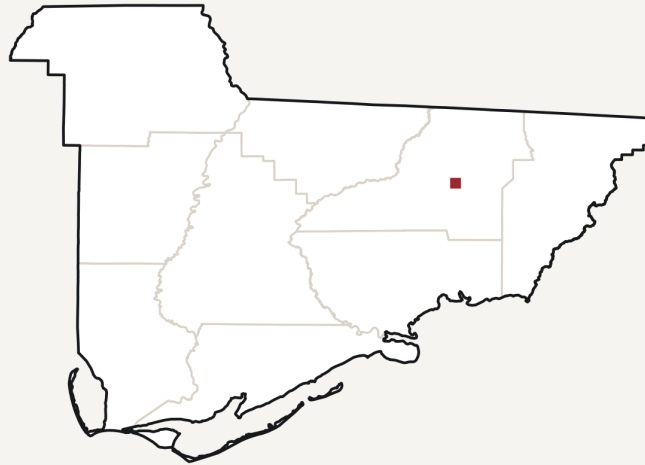
The chapter's physical footprint.

1
Red Cross facilities

1
Owned

0
Leased / licensed

0
BioMed sites



By type / function

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.

Disaster financial assistance by county.

Bridge financial assistance delivered to residents — DRO 220-25 (FY25).

\$46,200

Bridge financial assistance

4

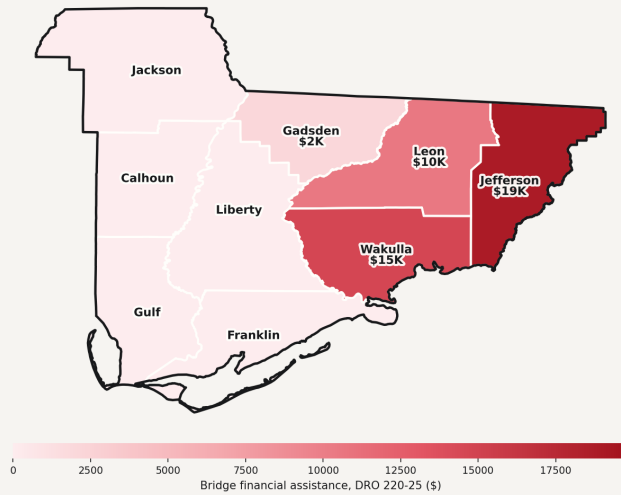
Counties funded

\$18,900

Top: Jefferson

\$2,100

Per case



COUNTY	BRIDGE FINANCIAL ASSISTANCE
Jefferson	\$18,900
Wakulla	\$14,700
Leon	\$10,500
Gadsden	\$2,100

Source: ARC Bridge Service Summary (PowerBI), DRO 220-25 (FY25). Financial assistance to clients; counties with no Bridge cases this operation are omitted.

Who gives here.

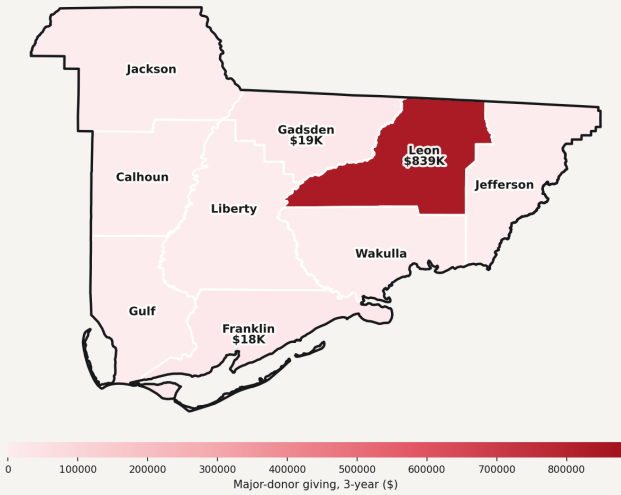
Major-donor giving across the chapter — three fiscal years. Internal planning data.

\$876,012
Total giving, 3-year

37
Major donors

\$121,178
Current FY · ▼ 67% vs prior FY

\$839,430
Top: Leon



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
Leon	35	\$839,430
Gadsden	1	\$19,000
Franklin	1	\$17,583

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

Leon County



296,817
People

\$60,267
Median HH income

45.9%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		15%
Seniors (65+)		13%
Median age		32.4
ALICE households		37,350
Poverty households		19,980

Risk & response

Expected annual loss	\$142.7M
Social vulnerability (SVI)	69.5%
FEMA declarations (all time)	36
Home fires, CY2024	123
Fires, no RC notification	54
Bridge assistance · DRO 220-25	\$10,500
Major-donor giving · 3-yr	\$839,430

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

Jackson County

48,186

People

\$46,484

Median HH income

59.0%

Combined ALICE + poverty

Relatively Low

FEMA NRI risk

People & economy

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

Seniors (65+)  **18%**

Median age **41.9**

ALICE households **6,883**

Poverty households **3,174**

Risk & response

Expected annual loss **\$25.3M**

Social vulnerability (SVI) **80.8%**

FEMA declarations (all time) **34**

Home fires, CY2024 **33**

Fires, no RC notification **12**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **—**

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

Gadsden County



43,412
People

\$42,583
Median HH income

63.1%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		19%
Seniors (65+)		17%
Median age		40.7
ALICE households		6,598
Poverty households		3,810

Risk & response

Expected annual loss	\$19.3M
Social vulnerability (SVI)	97.4%
FEMA declarations (all time)	39
Home fires, CY2024	31
Fires, no RC notification	7
Bridge assistance · DRO 220-25	\$2,100
Major-donor giving · 3-yr	\$19,000

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

Wakulla County

35,261

People

\$68,095

Median HH income



43.2%

Combined ALICE + poverty

Relatively Low

FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		16%
Median age		40.2
ALICE households		4,471
Poverty households		789

Risk & response

Expected annual loss	\$18.9M
Social vulnerability (SVI)	30.6%
FEMA declarations (all time)	45
Home fires, CY2024	15
Fires, no RC notification	8
Bridge assistance · DRO 220-25	\$14,700
Major-donor giving · 3-yr	—

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

Jefferson County

14,690

People

\$51,829

Median HH income

54.2%

Combined ALICE + poverty

Very Low

FEMA NRI risk

People & economy

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

Seniors (65+)  **22%**

Median age **46**

ALICE households **1,835**

Poverty households **1,241**

Risk & response

Expected annual loss **\$7.3M**

Social vulnerability (SVI) **74.4%**

FEMA declarations (all time) **39**

Home fires, CY2024 **7**

Fires, no RC notification **0**

Bridge assistance · DRO 220-25 **\$18,900**

Major-donor giving · 3-yr **—**

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

Gulf County



14,368
People

\$57,561
Median HH income

46.5%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		13%
Seniors (65+)		23%
Median age		47.8
ALICE households		1,960
Poverty households		736

Risk & response

Expected annual loss	\$17.3M
Social vulnerability (SVI)	70.8%
FEMA declarations (all time)	47
Home fires, CY2024	6
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Calhoun County



13,469
People

\$43,218
Median HH income

57.1%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		17%
Median age		40.8
ALICE households		1,645
Poverty households		997

Risk & response

Expected annual loss	\$10.6M
Social vulnerability (SVI)	87.6%
FEMA declarations (all time)	43
Home fires, CY2024	8
Fires, no RC notification	0
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Franklin County



12,698
People

\$59,069
Median HH income

44.8%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		14%
Seniors (65+)		24%
Median age		48.1
ALICE households		1,395
Poverty households		809

Risk & response

Expected annual loss	\$11.2M
Social vulnerability (SVI)	90.2%
FEMA declarations (all time)	46
Home fires, CY2024	6
Fires, no RC notification	0
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$17,583

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

Liberty County



7,815
People

\$42,125
Median HH income

54.3%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		15%
Seniors (65+)		13%
Median age		38
ALICE households		862
Poverty households		525

Risk & response

Expected annual loss	\$4.8M
Social vulnerability (SVI)	82.7%
FEMA declarations (all time)	41
Home fires, CY2024	6
Fires, no RC notification	0
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Liberty 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
DAT volunteers + calls	Florida DAT — RC Care volunteers + historical calls (org AGOL; names withheld)	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
Leon	296,817	123,604	45.9%	Relatively Moderate	\$142.7M	123
Jackson	48,186	17,118	59.0%	Relatively Low	\$25.3M	33
Gadsden	43,412	16,831	63.1%	Relatively Low	\$19.3M	31
Wakulla	35,261	12,576	43.2%	Relatively Low	\$18.9M	15
Jefferson	14,690	5,928	54.2%	Very Low	\$7.3M	7
Gulf	14,368	5,689	46.5%	Relatively Low	\$17.3M	6
Calhoun	13,469	4,744	57.1%	Relatively Low	\$10.6M	8
Franklin	12,698	5,074	44.8%	Relatively Low	\$11.2M	6
Liberty	7,815	2,445	54.3%	Very Low	\$4.8M	6

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