

ARC of Central and Eastern Oregon

Pacific Division · Cascades Region

OR · 12 counties · HQ Bend, OR · FEMA Region X

429,450

People

168,259

Households

37.9%

Households below the ALICE survival threshold

12

Counties · 34,565 sq mi

Nearly **38% 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 of Central and Eastern Oregon · 12 counties · OR

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

The brief.

The American Red Cross serves 429,450 people across 12 counties in Central and Eastern Oregon — a vast, rural geography where distance compounds every emergency. Nearly four in ten households fall below the ALICE survival threshold, meaning a significant share of the population lacks the financial buffer to absorb even a modest disaster. The region's average Social Vulnerability Index score of 61.2 percent confirms what local partners already know: the people here are exposed, and when something goes wrong, they have limited capacity to recover on their own.

The risk is not theoretical. This region has generated 65 federal disaster declarations and carries \$200.6 million in expected annual loss from hazards that include wildfire, flooding, and severe weather. In 2024 alone, chapter volunteers responded to 161 home fires — and critically, 41.6 percent of those fires came in without any prior Red Cross notification, meaning families were already in crisis before the chapter could mobilize. Against that backdrop, the installation of 2,029 smoke alarms represents meaningful progress and a proven model for reducing harm before disaster strikes.

These numbers define both the burden this chapter carries and the opportunity a committed partner can help address. Closing the notification gap, deepening preparedness reach into underserved rural communities, and sustaining disaster response capacity across 12 counties requires sustained investment and local relationships. A partnership with this chapter is a direct investment in the resilience of a population that has few other places to turn.


429,450

People


37.9%

Below ALICE
threshold


12

Counties


168,259

Households

AI-synthesized from this report's verified data; every figure appears sourced on the pages that follow.

The chapter's footprint.

12

Counties

34,565

Square miles

429,450

People

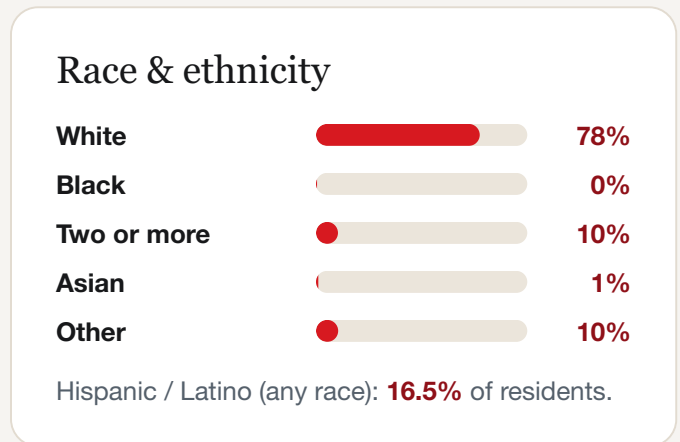
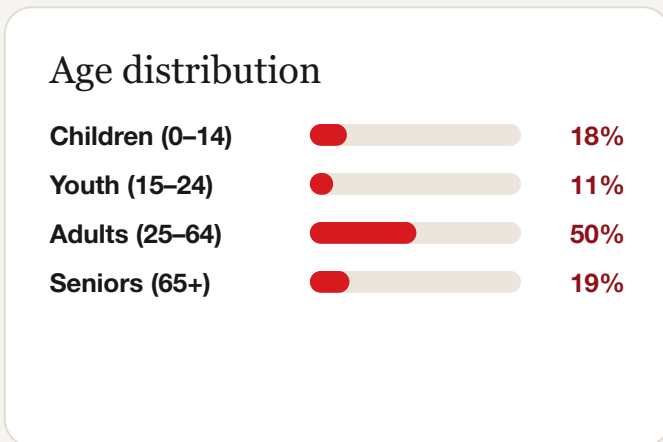
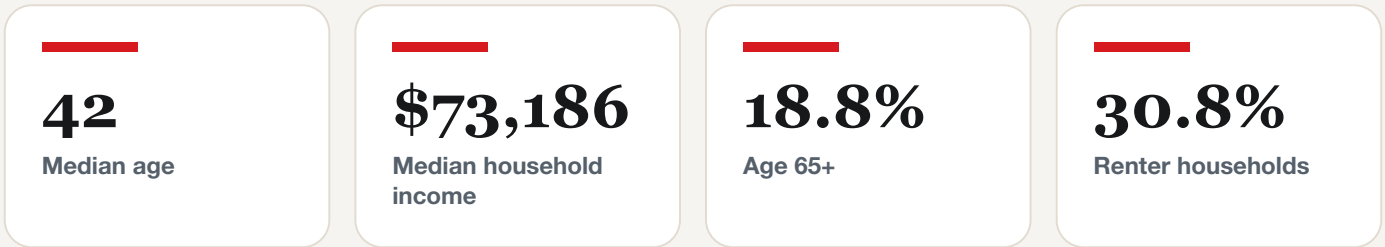
**Cascades
Region**

Pacific Division

COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Deschutes	211,844	3,055	49.3%
Umatilla	81,616	3,231	19.0%
Wasco	27,010	2,395	6.3%
Crook	26,316	2,987	6.1%
Jefferson	25,409	1,791	5.9%
Hood River	24,466	533	5.7%
Morrow	12,670	2,049	3.0%
Harney	7,526	10,226	1.8%
Grant	7,186	4,529	1.7%
Gilliam	2,018	1,223	0.5%
Sherman	1,906	831	0.4%
Wheeler	1,483	1,715	0.3%

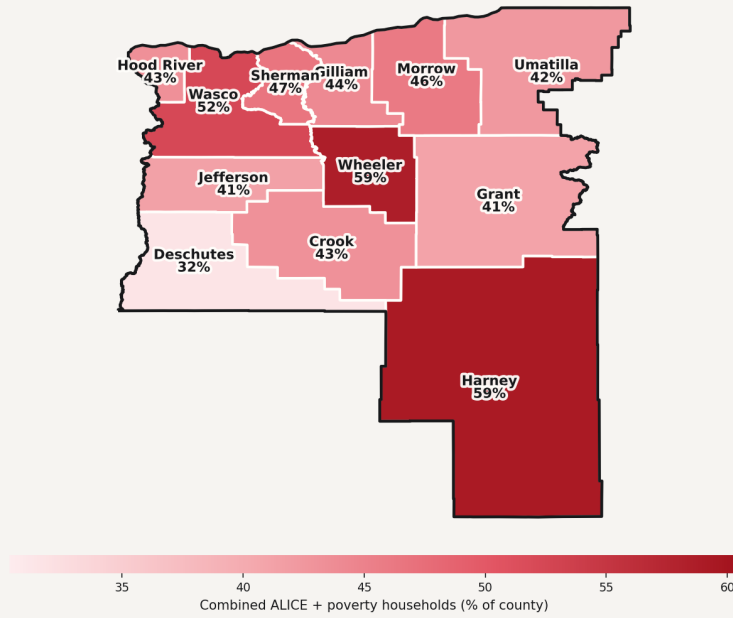
HQ: Bend, OR · FEMA Region X. Counties sorted by population.

The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 12 counties; median age and income are population-weighted.

Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
Harney	7,526	\$48,978	44.9%	14.5%	59.3%
Wheeler	1,483	\$46,245	48.9%	9.8%	58.7%
Wasco	27,010	\$60,219	40.3%	12.0%	52.3%
Sherman	1,906	\$63,759	29.8%	16.7%	46.6%
Morrow	12,670	\$62,648	32.6%	13.5%	46.1%
Gilliam	2,018	\$59,686	31.2%	13.0%	44.2%
Hood River	24,466	\$84,246	36.1%	7.3%	43.4%
Crook	26,316	\$59,311	33.8%	9.4%	43.2%
Umatilla	81,616	\$62,475	29.7%	12.7%	42.4%
Jefferson	25,409	\$66,407	27.7%	13.6%	41.3%
Grant	7,186	\$55,254	26.5%	14.6%	41.1%
Deschutes	211,844	\$82,725	22.6%	9.0%	31.6%

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.

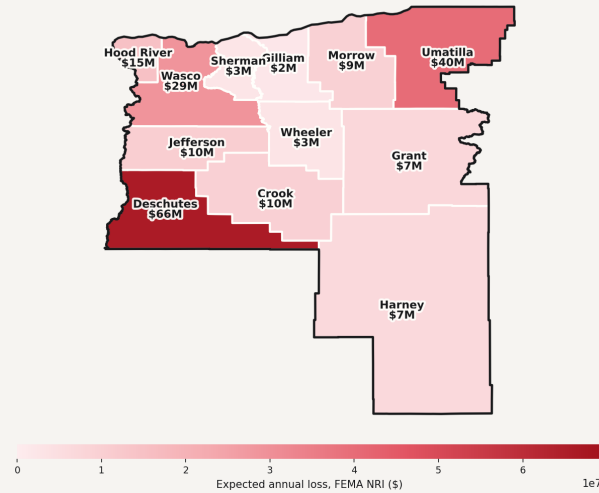
What this chapter is up against.

\$200.6M
Expected annual loss, all hazards

Deschutes
Highest-risk county

61.2%
Avg social vulnerability (SVI)

6
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
Deschutes	Relatively Moderate	\$66.1M	26.3%	4	19
Umatilla	Relatively Moderate	\$40.0M	92.6%	2	13
Wasco	Relatively Low	\$28.9M	89.4%	6	25
Hood River	Very Low	\$14.9M	71.1%	2	17
Jefferson	Very Low	\$10.4M	92.8%	3	20
Crook	Very Low	\$9.7M	35.6%	2	11
Morrow	Very Low	\$9.4M	77.3%	2	10
Grant	Very Low	\$7.5M	57.8%	5	15
Harney	Very Low	\$6.5M	80.3%	1	8
Wheeler	Very Low	\$2.8M	24.8%	3	14
Sherman	Very Low	\$2.6M	33.8%	1	10
Gilliam	Very Low	\$1.9M	52.8%	2	12

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.

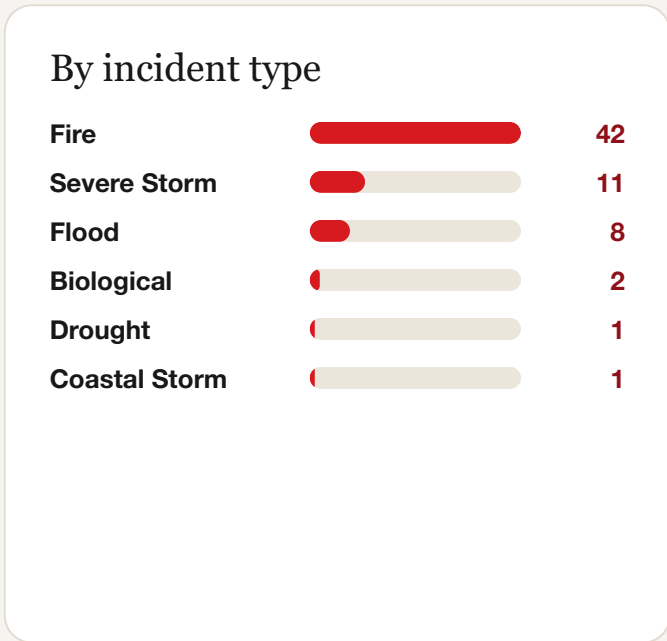
A chapter shaped by disaster.

65
Federal disaster declarations

0
Hurricanes

Fire
Most common type

2026
Most recent

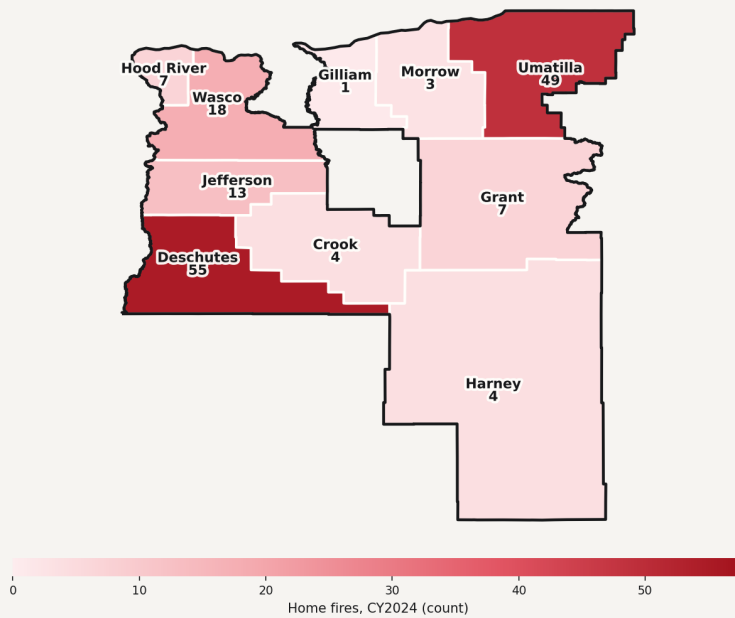
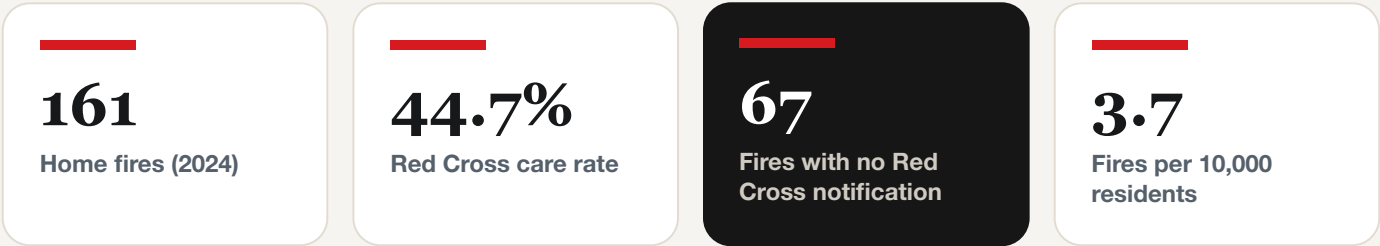


Most recent declarations

FY	DISASTER	TYPE
2026	Severe Storms, Straight-Line Winds, Flooding, Landslides, And Mudslides	Severe Storm
2025	Flat Fire	Fire
2025	Highland Fire	Fire
2025	Alder Springs Fire	Fire
2025	Rowena Fire	Fire
2025	Wildfires	Fire
2024	Rail Ridge Fire	Fire
2024	Elk Lane Fire	Fire
2024	Mile Marker 132 Fire	Fire
2024	Battle Mountain Fire Complex	Fire

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

Every home fire is a Red Cross moment.



Red Cross cared for **45%** of home fires — but **67 (42%)** 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.

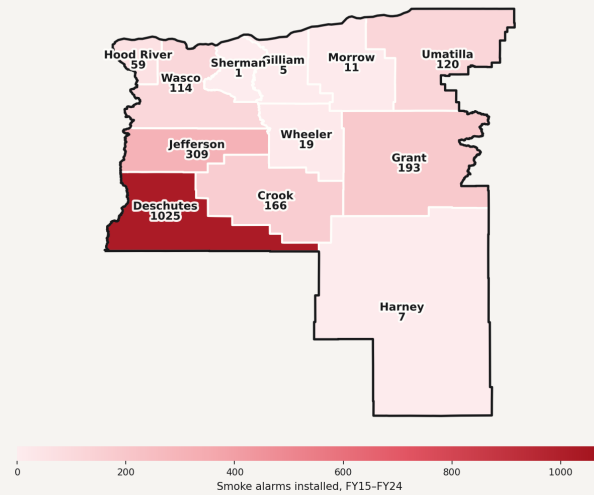
Red Cross shows up — and prevents.

1,631
Home-fire calls answered (RC response)

1,505
Single-family fire responses

2,029
Free smoke alarms installed

126
Multi-family fire responses



Red Cross answered **1,631** home-fire calls and installed **2,029** 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).

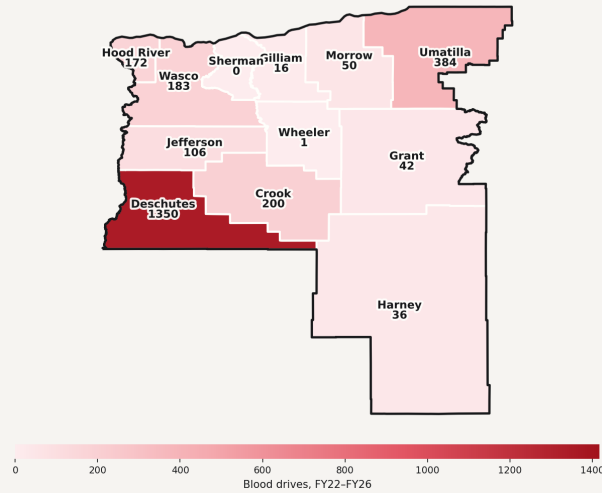
The blood mission's local footprint.

57,805
Blood units collected
(FY22–26)

2,540
Blood drives held

493
Drives in FY2026

11
Counties with drives



Blood drives are active in **11 of the chapter's 12 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.

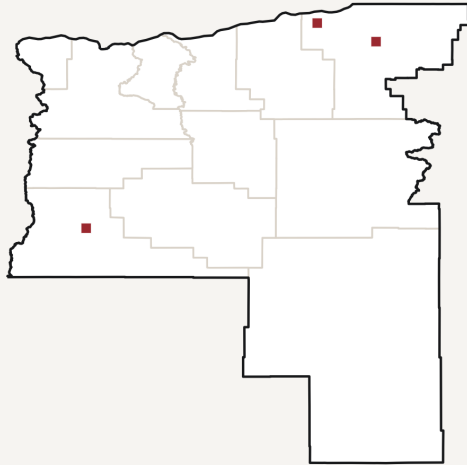
The chapter's physical footprint.

3
Red Cross facilities

0
Owned

3
Leased / licensed

1
BioMed sites



By type / function

Partner / indirect site	2
Shared site	1

BioMed facilities

Bend OR Blood Donation Center	Platelets & Red Cells
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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.

\$558,457

Total giving, 3-year

25

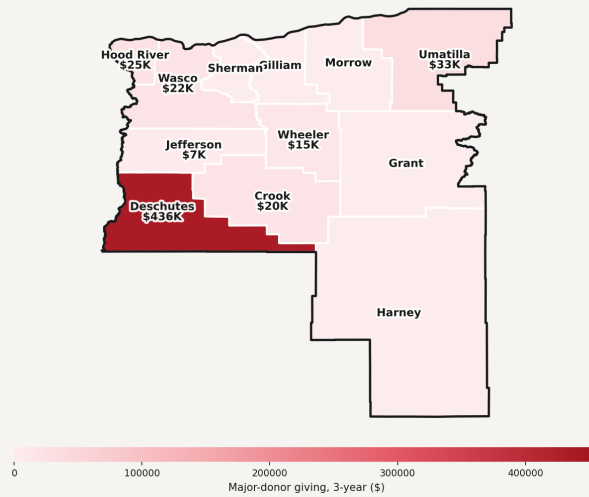
Major donors

\$58,025

Current FY • ▼ 82%
vs prior FY

\$435,847

Top: Deschutes



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
Deschutes	16	\$435,847
Umatilla	3	\$33,110
Hood River	1	\$25,000
Wasco	1	\$22,000
Crook	1	\$20,500
Wheeler	2	\$15,000
Jefferson	1	\$7,000

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

Turning proof into partners.

“We help take care of your employees and their families.”

Board as a capability network

Recruit for access, influence, expertise, geography, and credibility — not just names.

Committee-to-board pipeline

Move community volunteers toward committee member, board member, then officer.

County champion strategy

Find one person in each county whose phone call always gets returned.

Mission-connected relationships

Tie board, faith, civic, employer, and major-gift relationships back to the mission.

Universal board-development doctrine — identical for every chapter. The targets on the next pages are bespoke to this one.

Where the opportunity is.

Central and Eastern Oregon's partnership market is anchored by a mid-size but fast-growing Deschutes County economy built on outdoor recreation, healthcare, and tech-sector migration, surrounded by largely rural, agriculture-dependent counties where 37.9% of households sit below the ALICE threshold. The region's 65 declared disasters—dominated by wildfire, severe storms, and flooding—create durable, mission-aligned urgency that resonates with both legacy agricultural employers and the newer professional-class donor base clustering around Bend. Philanthropic capacity is concentrated but not deep: a handful of large employers, St. Charles Health System, and a growing community foundation ecosystem represent the highest-yield relationship targets. Sparse population density across nine Very Low NRI-rated counties means mutual-aid credibility and visible disaster response are the chapter's strongest relationship currency.

Corporate / Major Employer Giving

HIGH

Deschutes County's rapid population growth (+25% since 2010) has attracted a professional-class workforce and expanded the mid-to-large employer base; Les Schwab, St. Charles, and OSU Cascades collectively employ thousands and have established CSR or community-benefit obligations.

Opening move: Request a 30-minute meeting with the St. Charles Health System VP of Community Benefit to explore a formalized disaster-health partnership and annual sponsorship aligned to their community health implementation plan.

Agricultural / Rural Business Philanthropy

STRONG

Umatilla and Morrow counties host large agribusiness operations (Lamb Weston, irrigated farming cooperatives) whose workforces and supply chains are directly exposed to wildfire smoke, flooding, and severe storms — all declared disaster types in this chapter's footprint.

Opening move: Engage the Hermiston Chamber of Commerce and Umatilla County Farm Bureau to co-host a rural emergency preparedness roundtable, positioning the chapter as the essential resilience partner for ag-sector business continuity.

Tribal Nations / Indigenous Community Partnership

EMERGING

The Confederated Tribes of Warm Springs govern 640,000 acres in Jefferson County with a resident population facing elevated wildfire, flood, and infrastructure vulnerability; federal tribal-set-aside funding streams and sovereign disaster-response planning create a non-traditional but high-impact partnership lane.

Opening move: Request an introductory meeting with the Warm Springs Tribal Council's emergency management coordinator to explore a formalized MOU for joint disaster response and community preparedness programming on the reservation.

Community Foundation / Planned Giving

STRONG

Bend's in-migration of retirees and remote workers with appreciated assets has seeded a growing donor-advised fund ecosystem through the Bend Foundation; the region's repeated disaster declarations provide a ready narrative for endowment and legacy gift cultivation.

Opening move: Partner with the Bend Foundation to co-create a named 'Central Oregon Disaster Relief Fund' as a DAF vehicle, giving the Foundation a branded community impact product and the chapter a sustained funding pipeline.

Outdoor Recreation / Tourism Industry

EMERGING

Deschutes and Hood River counties are anchor destinations for skiing, rafting, hiking, and kiteboarding, with dozens of mid-size outfitters, resorts (Mt. Bachelor, Hood River Hotel corridor), and gear retailers whose brand identity is intertwined with landscape stewardship and community safety — a natural Red Cross adjacency.

Opening move: Approach Mt. Bachelor and two to three Hood River outfitters about a 'Ready Oregon' co-branded campaign — trail/slope safety cards, first-aid sponsorships, and a percentage-of-revenue giving pledge timed to peak season.

AI analysis over verified local anchors (employers, institutions, demographics, risk, disaster history). Directional — review before donor use; every figure traces to the data pages in this report.

Employers that already hold local trust.

Start where the chapter's working families already are.

St. Charles Health System

Healthcare · Deschutes

Oregon Department of Corrections / Snake River Correctional Institution

State Government / Corrections · Morrow

Hermiston Foods (Lamb Weston)

Food Processing / Agriculture · Umatilla

Oregon Health & Science University — Cascades Campus (OHSU + OSU Cascades)

Higher Education / Research · Deschutes

Les Schwab Tire Centers (HQ)

Retail / Distribution · Deschutes

Pendleton Woolen Mills

Manufacturing / Consumer Goods · Umatilla

WHAT SHE CAN SAY

“We help take care of your employees and their families.”

Verified local anchors; relationship plan reviewed before use. AI-generated over known major anchors — verify before donor use.

Anchor institutions and the doors they open.

Universities & health systems

Oregon State University — Cascades

Public University · Deschutes

Central Oregon Community College

Community College · Deschutes

Blue Mountain Community College

Community College · Umatilla

St. Charles Medical Center — Bend

Regional Hospital / Health System · Deschutes

Mid-Columbia Medical Center

Community Hospital · Wasco

Good Shepherd Health Care System

Community Hospital · Umatilla

Financial, civic & faith

Bend Foundation (formerly Bend Community Foundation)

Community Foundation

Pacific Power (PacifiCorp)

Investor-Owned Electric Utility

Umpqua Bank

Regional Commercial Bank

Oregon Community Credit Union

Credit Union

Confederated Tribes of Warm Springs

Tribal Government / Sovereign Nation

Deschutes County Government





County Government / Emergency Management Anchor

St. Charles Health System — as the region's dominant employer and sole Level II trauma network — is a natural co-brand partner for blood services, disaster health response, and community resilience programming with multi-year sponsorship potential.

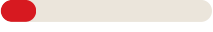

Deschutes County

Deschutes County is the chapter's unambiguous population and resource center—211,844 residents, a median income of \$82,725, and a Relatively Moderate NRI score that reflects real wildfire and drought exposure across the Cascade foothills framing Bend, Redmond, and Sisters. The outdoor-recreation economy draws a younger, wealthier in-migrant class, holding median age to 42.9 and keeping the senior share at a comparatively modest 19%, yet 31.6% of households still fall at ALICE or below, a reminder that a booming tourism and tech-adjacent economy produces sharp income stratification. With 55 home fires in CY24—more than the rest of the chapter combined—this is where the Red Cross delivers the most frequent direct disaster relief.

For the chapter executive director, Deschutes is simultaneously the easiest county to resource and the most demanding operationally. Corporate partners, a large volunteer base, and media visibility are all available here in ways unmatched elsewhere in the territory. The strategic priority is ensuring that Bend-centric capacity translates into genuine wildfire-season surge readiness for the urban-wildland interface communities in the Tumalo corridor and La Pine, where lower-income households face the intersection of high fire risk and the thinnest recovery margins.

 211,844 People	 \$82,725 Median HH income	 31.6% Combined ALICE + poverty	 Relatively Moderate FEMA NRI risk
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People & economy

Children (0–14)		17%
Seniors (65+)		19%
Median age		42.9
ALICE households		20,057
Poverty households		7,983

Risk & response





Expected annual loss	\$66.1M
Social vulnerability (SVI)	26.3%
FEMA declarations (all time)	19
Home fires, CY2024	55
Fires, no RC notification	28
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$435,847

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


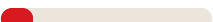
Umatilla County

Umatilla County is the chapter's second-largest population center and its most demographically complex: 81,616 residents, a median age of just 37—the chapter's youngest county—and a 30% Hispanic population anchored in Hermiston, Pendleton, and the agricultural processing economy of the Columbia Basin. The Confederated Tribes of the Umatilla Indian Reservation add further cultural and governmental complexity to a county that is, in short, doing a great deal of demographic and economic work simultaneously. A Relatively Moderate NRI score, the same tier as Deschutes, reflects real hazard exposure: earthquake risk along the Blue Mountains front, severe wind, and wildfire at the range edge. At 49 home fires in CY24, Umatilla is the chapter's second-busiest fire-response county by a significant margin.

The 92.6th percentile SVI—second only to Jefferson—combined with 42.4% ALICE-plus-poverty and the youngest age profile in the chapter means that Umatilla's disaster-affected households are disproportionately young families with children, limited English proficiency in many cases, and minimal financial reserves. The chapter needs robust bilingual capacity here and a genuine co-governance relationship with the Umatilla Tribes' emergency management program. Pendleton's size and media market also make it the best opportunity outside Bend for visible public preparedness campaigns that can reach the agricultural workforce communities where fire risk and recovery vulnerability are highest.

 81,616 People	 \$62,475 Median HH income	 42.4% Combined ALICE + poverty	 Relatively Moderate FEMA NRI risk
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People & economy

Children (0–14)		20%
Seniors (65+)		15%
Median age		37
ALICE households		8,377
Poverty households		3,570

Risk & response





Expected annual loss	\$40.0M
Social vulnerability (SVI)	92.6%
FEMA declarations (all time)	13
Home fires, CY2024	49
Fires, no RC notification	13
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$33,110

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



Wasco County

Wasco County straddles the Columbia River and the Cascade foothills in a way that produces striking internal contrasts: The Dalles, the county seat, is a historic river-trade and now data-center town of about 16,000 that anchors 27,010 county residents, while the surrounding territory ranges from cherry orchards to high desert to the Mount Hood corridor. Median income of \$60,219 sits near the chapter median, but 52.3% of residents at ALICE or poverty—the third-highest rate in the chapter—and an SVI at the 89.4th percentile signal deep structural vulnerability. The 20% Hispanic population reflects agricultural labor in the orchard economy, and a Relatively Low NRI score with Columbia River flood exposure deserves attention.

Eighteen home fires in CY24 makes Wasco the chapter's third most active county for home-fire response, a rate elevated by older housing stock in The Dalles, rural manufactured-home density, and structures in communities like Mosier and Maupin with minimal local fire-suppression capacity. The chapter should maintain a strong operational footprint in The Dalles, which functions as a regional hub for Mid-Columbia emergency services, and cultivate partnerships with Wasco County Emergency Management, the Mid-Columbia Fire and Rescue, and agricultural-worker organizations serving the 20% Hispanic community whose members are statistically overrepresented in both poverty and fire-vulnerable housing.

 27,010 People	 \$60,219 Median HH income	 52.3% Combined ALICE + poverty	 Relatively Low FEMA NRI risk
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People & economy

Children (0–14)		17%
Seniors (65+)		22%
Median age		44.4
ALICE households		4,194
Poverty households		1,253

Risk & response

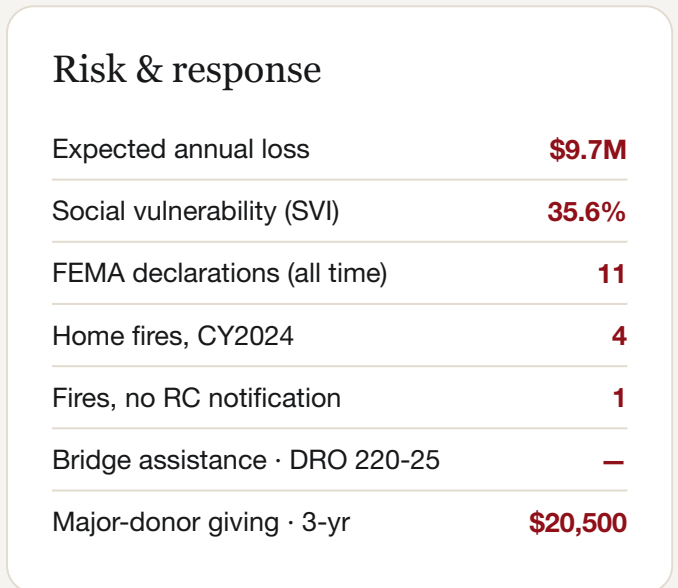
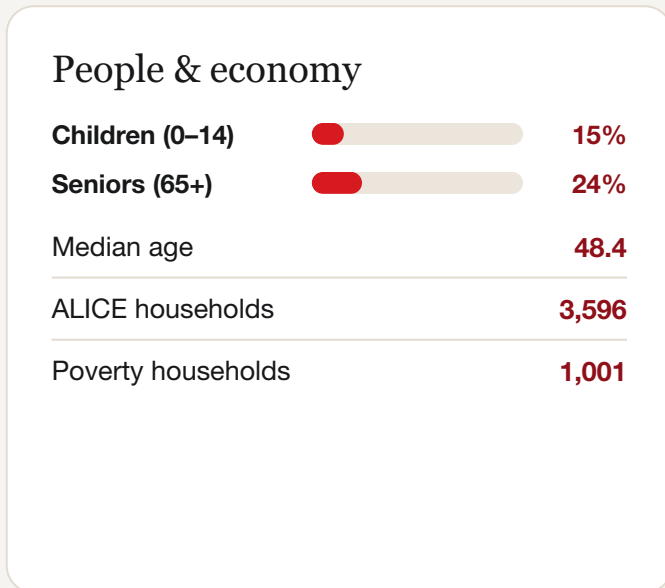
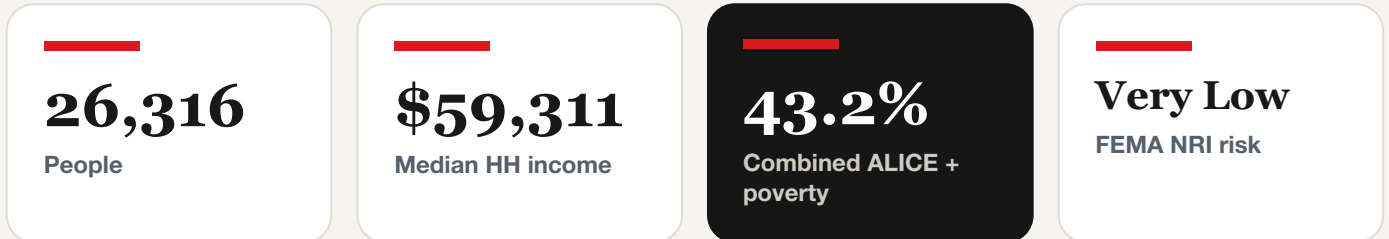
Expected annual loss	\$28.9M
Social vulnerability (SVI)	89.4%
FEMA declarations (all time)	25
Home fires, CY2024	18
Fires, no RC notification	8
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$22,000

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

Crook County

Crook County is a high-desert ranching and manufacturing hub anchored by Prineville, a working-class town that reinvented itself after the timber bust by landing major data center campuses from Apple, Facebook, and Google. That industrial resurgence lifted median household income to \$59,311, but nearly half the population—43.2% at ALICE or poverty level—still lives paycheck to paycheck, and a median age of 48.4 with 24% seniors signals a community that skews older than its Bend neighbor to the west. The county is racially homogeneous, 8% Hispanic with no measurable Black population, limiting the linguistic and cultural complexity Red Cross encounters elsewhere in the chapter.

With a Very Low NRI score and only four home fires recorded in CY24, Crook is not a high-incident county, but those four fires hit households with thin financial reserves and limited housing alternatives in a small market. The chapter's value here lies less in surge response than in sustained preparedness: smoke alarm installation in aging manufactured-home stock, financial-resilience messaging to ALICE households, and relationship-building with Crook County Emergency Management and the data-center employers whose workforces represent a new constituency for workplace preparedness programs.







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



Jefferson County

Jefferson County carries the chapter's highest Social Vulnerability Index—92.8th percentile—and the number is earned. Centered on Madras, a high-desert agricultural and small-manufacturing town, the county's 25,409 residents include a 22% Hispanic population, substantial enrolled membership in the Confederated Tribes of Warm Springs whose reservation occupies the county's western third, and a median age of just 42 that reflects a younger, family-heavy demographic. Median household income of \$66,407 is misleading at the aggregate; the 41.3% ALICE-plus-poverty rate and that SVI score point to deep pockets of economic precarity concentrated in tribal lands and farmworker households.

Thirteen home fires in CY24 in a county of 25,000 produces a per-capita rate that should command the chapter's sustained attention. Manufactured housing, propane heating, and structures on the Warm Springs Reservation that may lack consistent utility service create persistent ignition and spread risk. The chapter's partnership map here must run through two distinct governmental sovereigns—Jefferson County Emergency Management and the Confederated Tribes' emergency management program—and cultural competency with tribal communities is non-negotiable. A Red Cross that shows up only at incident time, without prior relationship with tribal leadership, will be far less effective than one that has invested in trust-building long before any fire call comes in.

 25,409 People	 \$66,407 Median HH income	 41.3% Combined ALICE + poverty	 Very Low FEMA NRI risk
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People & economy

Children (0–14)		19%
Seniors (65+)		20%
Median age		42
ALICE households		2,396
Poverty households		1,176

Risk & response





Expected annual loss	\$10.4M
Social vulnerability (SVI)	92.8%
FEMA declarations (all time)	20
Home fires, CY2024	13
Fires, no RC notification	4
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$7,000

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



Hood River County

Hood River County punches well above its 24,466-person weight class in both wealth and complexity. Anchored by the Columbia River Gorge and a world-class wind-sports and fruit-growing economy, it posts the chapter's second-highest median income at \$84,246—yet 43.4% of households sit at ALICE or poverty, a gap explained almost entirely by the 31% Hispanic population concentrated in the agricultural labor force that picks and packs the county's famous pears and cherries. That workforce, young (median age 40.9, only 16% seniors) and disproportionately low-wage despite the affluent county headline number, represents the chapter's sharpest income-diversity challenge in a small-population setting. The SVI at the 71.1st percentile, high for such a prosperous-seeming county, reflects exactly this dynamic.

Seven home fires in CY24, several likely in the older farmworker housing stock along the Hood River valley, underscore the material vulnerability beneath the tourism veneer. The chapter must operate in two communities simultaneously here: the well-resourced Anglo recreational and professional class that can self-recover, and a Spanish-speaking agricultural workforce that cannot. Bilingual outreach, smoke alarm canvassing in orchard-row housing, and a strong partnership with Organización en Oregon and local farmworker advocacy groups are not supplemental activities in Hood River—they are the core of meaningful Red Cross presence.

 24,466 People	 \$84,246 Median HH income	 43.4% Combined ALICE + poverty	 Very Low FEMA NRI risk
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People & economy

Children (0–14)		18%
Seniors (65+)		16%
Median age		40.9
ALICE households		3,260
Poverty households		657

Risk & response





Expected annual loss	\$14.9M
Social vulnerability (SVI)	71.1%
FEMA declarations (all time)	17
Home fires, CY2024	7
Fires, no RC notification	4
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$25,000

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



Morrow County

Morrow County is the chapter's youngest and most Hispanic county by a wide margin: median age of 38, 16% seniors, and a 43% Hispanic population that reflects decades of agricultural and food-processing labor recruitment to farms, feedlots, and the Boardman industrial corridor along the Columbia. The county's 12,670 residents cluster in Irrigon, Boardman, and Heppner, and the economy mixes large-scale irrigated agriculture, wind and solar energy development, and industrial food processing in ways that draw workers—often young families—from across Latin America. Median income of \$62,648 sits near the chapter median, but 46.1% at ALICE or poverty and an SVI at the 77.3rd percentile reveal the economic fragility beneath a county that looks productive on paper.

Three home fires in CY24 is a low absolute count, but Morrow's demographic profile—young, Hispanic, economically precarious, with significant seasonal and migrant worker housing—means that underreporting of fire incidents and underutilization of Red Cross services are genuine risks. The chapter should treat this county as a community-trust-building challenge: Spanish-language preparedness materials, relationships with the Latino Network and local Catholic parish networks, and coordination with Morrow County Emergency Management are prerequisites for reaching the households most exposed. The chapter's visibility here will determine whether the most vulnerable families ever think to call.

 12,670 People	 \$62,648 Median HH income	 46.1% Combined ALICE + poverty	 Very Low FEMA NRI risk
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People & economy

Children (0–14)		21%
Seniors (65+)		16%
Median age		38
ALICE households		1,407
Poverty households		584

Risk & response

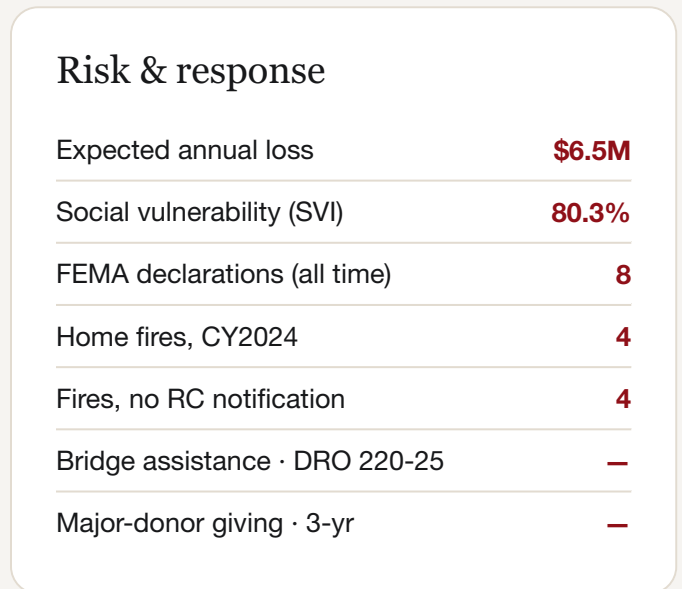
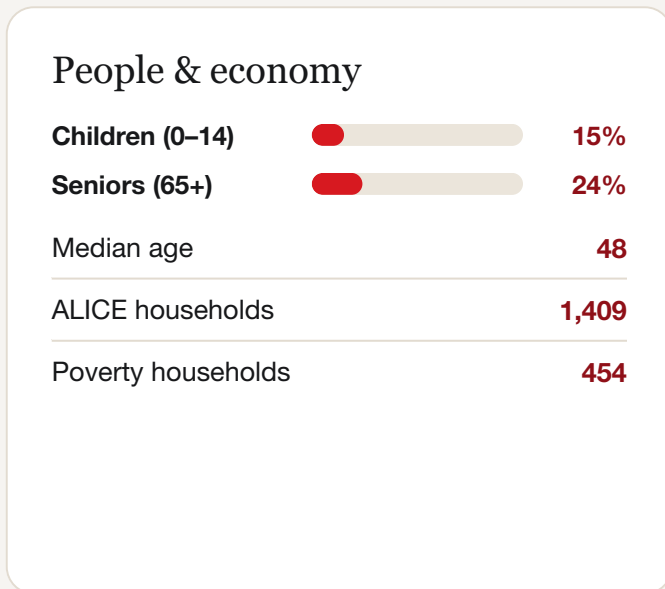
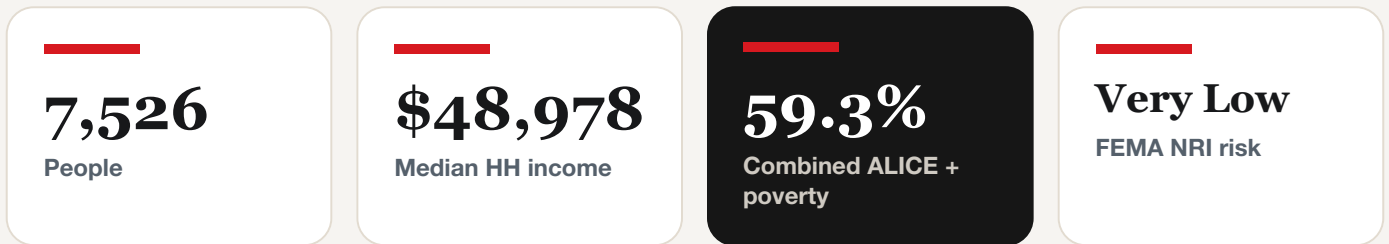
Expected annual loss	\$9.4M
Social vulnerability (SVI)	77.3%
FEMA declarations (all time)	10
Home fires, CY2024	3
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Harney County

Harney County is the largest county by area in Oregon and one of the most economically distressed in the chapter: median household income of just \$48,978, a stunning 59.3% of residents at ALICE or poverty, and an SVI at the 80.3rd percentile together define a community under chronic financial stress. Burns, the county seat, anchors a population of 7,526 across nearly 10,200 square miles of high desert, wetland refuges, and rangeland—an economy built almost entirely on ranching, federal land management employment, and a small prison. The median age of 48 and 24% senior share add a layer of physical vulnerability to the economic one.

Harney's Very Low NRI score reflects low population exposure rather than low inherent hazard: range fires, severe winter weather, and road isolation are constant operational realities. With four home fires in CY24 and the chapter's lowest median income, each activation here involves households with essentially no financial buffer and no local rental market to absorb displacement. The chapter's mission in Harney is as much about chronic resilience as acute response—building durable relationships with Harney District Hospital, the Burns Paiute Tribe social services network, and county emergency management so that the Red Cross is a known and trusted actor long before the next crisis demands it.







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



Grant County

Grant County is Oregon's deep interior—7,186 people in a vast landscape of ponderosa pine, high desert, and the John Day River drainage, where the economy runs on cattle ranching, limited timber, and a thin thread of agritourism. With a median age of 53.5 and 27% of residents over 65, it is among the oldest counties in the chapter, and a median household income of \$55,254 paired with 41.1% at ALICE or poverty tells the story of a community where fixed-income retirement and low-wage seasonal work dominate. John Day is the county seat and commercial center, but 'commercial center' in this context means a single main street with a regional hospital that is always one administrator departure away from a service crisis.

Seven home fires in CY24 is a meaningful number for a county of 7,186—a per-capita rate that exceeds Deschutes—pointing to aging housing stock, wood-stove dependency through hard winters, and the manufactured homes common across rural Oregon. The SVI at the 57.8th percentile confirms vulnerability that the Very Low NRI hazard score can obscure. For the chapter, Grant demands a hyperlocal approach: trusted relationships with Grant County Emergency Management and volunteer fire departments in isolated communities like Monument and Long Creek matter more than any broad-reach campaign, because in a county this size and this remote, personal trust is the only infrastructure that works.

 7,186 People	 \$55,254 Median HH income	 41.1% Combined ALICE + poverty	 Very Low FEMA NRI risk
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People & economy

Children (0–14)		14%
Seniors (65+)		27%
Median age		53.5
ALICE households		888
Poverty households		488

Risk & response





Expected annual loss	\$7.5M
Social vulnerability (SVI)	57.8%
FEMA declarations (all time)	15
Home fires, CY2024	7
Fires, no RC notification	3
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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



Gilliam County

Gilliam County is one of the least populous counties in the American West—2,018 people spread across 1,200 square miles of Columbia Plateau wheat country—and its statistical profile reads like a portrait of rural austerity: median age 51.8, 26% seniors, 44.2% at ALICE or poverty, and a median income of \$59,686 that masks how little economic diversity exists outside grain farming and wind energy leases. The county seat of Condon has no hospital, and the nearest trauma center requires an hour-plus drive, meaning that any disaster event rapidly becomes a medical-logistics problem as much as a shelter problem. Its SVI at the 52.8th percentile flags meaningful social vulnerability despite the Very Low NRI physical hazard score.

With only one home fire recorded in CY24, Gilliam will rarely generate an activation, but that rarity is itself a risk: volunteer rosters thin over time without incident-driven engagement, and an isolated elder population has limited capacity to self-rescue or access recovery resources. The chapter's most productive investment here is mutual-aid relationship maintenance—keeping lines open with Gilliam County Emergency Management, the Condon Fire District, and the county's senior services coordinator so that when a fire, flood, or severe winter storm does strike, the Red Cross response is not starting from zero in a county where there is essentially no margin for delayed action.

 2,018 People	 \$59,686 Median HH income	 44.2% Combined ALICE + poverty	 Very Low FEMA NRI risk
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People & economy

Children (0–14)		15%
Seniors (65+)		26%
Median age		51.8
ALICE households		271
Poverty households		113

Risk & response





Expected annual loss	\$1.9M
Social vulnerability (SVI)	52.8%
FEMA declarations (all time)	12
Home fires, CY2024	1
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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



Sherman County

Sherman County is the chapter's second-smallest population—1,906 residents—and, unusually, its strongest financial relative position among the rural tier: median income of \$63,759 and an SVI at just the 33.8th percentile, figures driven by the prosperous wheat-farming families whose dryland grain operations cover this plateau above the Columbia. With a median age of 51 and 26% seniors, it trends older, and 46.6% at ALICE or poverty reminds the chapter that aggregate income figures in farm counties can mask retired landowners alongside land-poor rural workers. The county seat of Moro hosts fewer than 400 people; there is no hospital, no grocery chain, and minimal social-service infrastructure.

No home fire incidents appear in the CY24 data for Sherman, making it the chapter's quietest county operationally—but quiet is not the same as safe. Isolation, aging housing, and the near-total absence of local emergency service depth mean that when something does happen, the gap between incident and meaningful outside assistance is measured in hours. The chapter's practical priority is ensuring that Sherman County's relationship with the Wasco County-based emergency management network (which functionally supports Sherman) is well-tended, and that the chapter is embedded in any regional mutual-aid planning that covers this thin slice of plateau country.

 1,906 People	 \$63,759 Median HH income	 46.6% Combined ALICE + poverty	 Very Low FEMA NRI risk
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People & economy

Children (0–14)		14%
Seniors (65+)		26%
Median age		51
ALICE households		234
Poverty households		131

Risk & response





Expected annual loss	\$2.6M
Social vulnerability (SVI)	33.8%
FEMA declarations (all time)	10
Home fires, CY2024	—
Fires, no RC notification	—
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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



Wheeler County

Wheeler County is defined by superlatives that carry no comfort: it is the chapter's oldest county by median age at 57.5, its second-poorest by median income at \$46,245, and its second-highest for ALICE-plus-poverty at 58.7% — figures that describe a community in demographic and economic retreat. Fewer than 1,500 people remain in a county of rolling canyon country centered on Fossil, where the economy is a thin combination of ranching, hunting tourism, and retirement living for people who never left. The 34% senior share is the chapter's highest, and the absence of meaningful healthcare infrastructure within county borders makes every serious emergency a transportation and triage problem before it is anything else.

The SVI at the 24.8th percentile appears paradoxically low for such a poor county, likely reflecting the absence of the racial-minority and linguistic-diversity components that drive high SVI scores elsewhere—Wheeler is overwhelmingly white, and SVI doesn't fully capture rural elderly poverty. No home fire incidents appear in the CY24 data, but Wheeler's housing stock is old and its residents are old, isolated, and financially depleted; the risk is underreported as much as absent. The chapter's role here is one of connective tissue: maintaining relationships with Fossil's volunteer fire department and Wheeler County Emergency Management so that when an elderly resident's wood-stove starts a fire on a January night, there is a response pathway that actually reaches them.

 1,483 People	 \$46,245 Median HH income	 58.7% Combined ALICE + poverty	 Very Low FEMA NRI risk
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People & economy

Children (0–14)		12%
Seniors (65+)		34%
Median age		57.5
ALICE households		324
Poverty households		65

Risk & response

Expected annual loss	\$2.8M
Social vulnerability (SVI)	24.8%
FEMA declarations (all time)	14
Home fires, CY2024	—
Fires, no RC notification	—
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$15,000

Wheeler 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
Deschutes	211,844	86,153	31.6%	Relatively Moderate	\$66.1M	55
Umatilla	81,616	29,016	42.4%	Relatively Moderate	\$40.0M	49
Wasco	27,010	10,765	52.3%	Relatively Low	\$28.9M	18
Crook	26,316	10,686	43.2%	Very Low	\$9.7M	4
Jefferson	25,409	9,074	41.3%	Very Low	\$10.4M	13
Hood River	24,466	9,204	43.4%	Very Low	\$14.9M	7
Morrow	12,670	4,404	46.1%	Very Low	\$9.4M	3
Harney	7,526	3,216	59.3%	Very Low	\$6.5M	4
Grant	7,186	3,308	41.1%	Very Low	\$7.5M	7
Gilliam	2,018	881	44.2%	Very Low	\$1.9M	1
Sherman	1,906	844	46.6%	Very Low	\$2.6M	—
Wheeler	1,483	708	58.7%	Very Low	\$2.8M	—

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