

ARC of Central and Mid Coast Maine

Northeast Division · Northern New England Region
ME · 8 counties · HQ Topsham, ME · FEMA Region I

747,239

People

321,546

Households

38.8%

Households below the ALICE survival threshold

8

Counties · 6,599 sq mi

Nearly **39% of households** across this chapter live below the ALICE survival threshold — the working families one disaster away from crisis.

In this report · Economic vulnerability · Who lives here · Home fire mission (FLARE) · mission delivery & the bespoke relationship strategy to follow

Sources: American Red Cross geography + 2023 demographics reference table; United Way ALICE + poverty (latest county year).

CONTENTS

In this report.

ARC of Central and Mid Coast Maine · 8 counties · ME

Executive Summary	3
Geography & Footprint	5
Who Lives Here	6
Economic Vulnerability	7
Disaster Risk	8
FEMA Disaster History	9
Home Fire Mission (FLARE)	10
Response & Prevention	11
DAT Response	12
Blood & BioMed	13
Red Cross Facilities	14
Philanthropy & Donors	15
Relationship Strategy	16
Market Potential	17
Major Employers	18
Institutions & Civic	19
County Deep Dives	20
Live Tools	28
Sources & Methodology	29
Appendix · County Data	30

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

The brief.

The American Red Cross of Central and Mid Coast Maine serves 747,239 people across eight counties in a region where economic fragility is structural, not situational. Nearly four in ten households fall below the ALICE survival threshold — the point where income covers basic needs but leaves no margin for disruption. A single house fire, flood, or severe storm eliminates that margin entirely. The chapter's average Social Vulnerability Index score of 28.6 percent and 58 federal disaster declarations over the region's history confirm that this population faces real, recurring risk with limited capacity to absorb it.

The scale of that risk is measurable: \$197,274,125 in expected annual losses from disasters across the chapter's footprint. In 2024, the chapter responded to 265 home fires — yet 44.5 percent of those incidents generated no Red Cross notification, meaning nearly half of fire survivors had no guaranteed access to emergency assistance in the critical hours after displacement. The chapter installed 2,898 smoke alarms during the same period, a concrete intervention that saves lives, but the notification gap signals a larger opportunity to strengthen the early-warning and response infrastructure that determines whether vulnerable families receive help at all.

This is the operating environment a strategic partner enters when they engage this chapter. The Red Cross mission — to prevent and alleviate human suffering — is actively being delivered here, and the gap between current reach and full community coverage is both a documented problem and a solvable one. Closing that gap requires investment in people, systems, and on-the-ground capacity. The opportunity is

specific, the need is urgent, and the population that would benefit has no meaningful alternative.



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

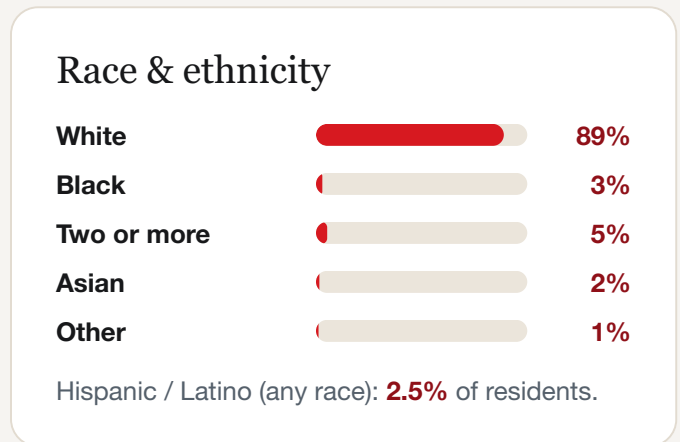
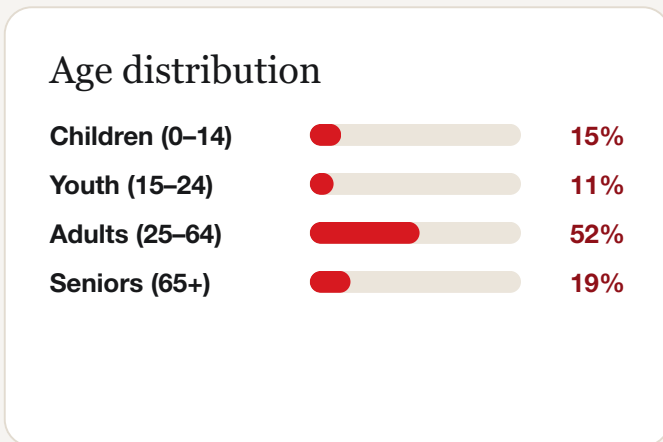
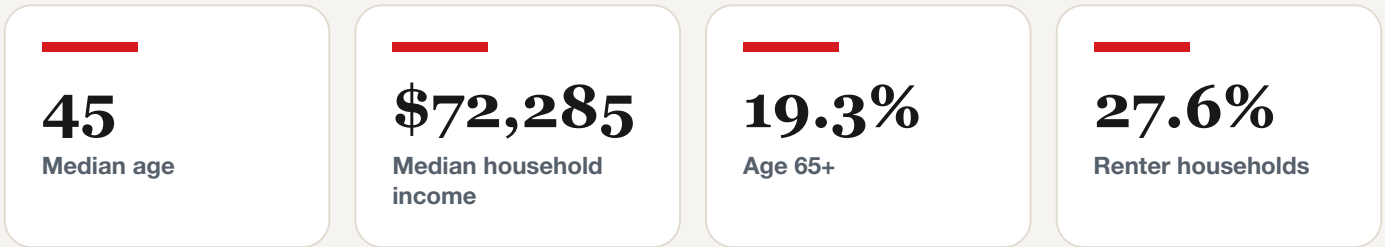
The chapter's footprint.

8 Counties	6,599 Square miles	747,239 People	Northern New England Region Northeast Division
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COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Cumberland	309,534	79	41.4%
Kennebec	124,772	951	16.7%
Androscoggin	111,442	497	14.9%
Oxford	58,114	2,176	7.8%
Knox	40,946	367	5.5%
Sagadahoc	37,226	289	5.0%
Lincoln	36,026	496	4.8%
Franklin	29,179	1,744	3.9%

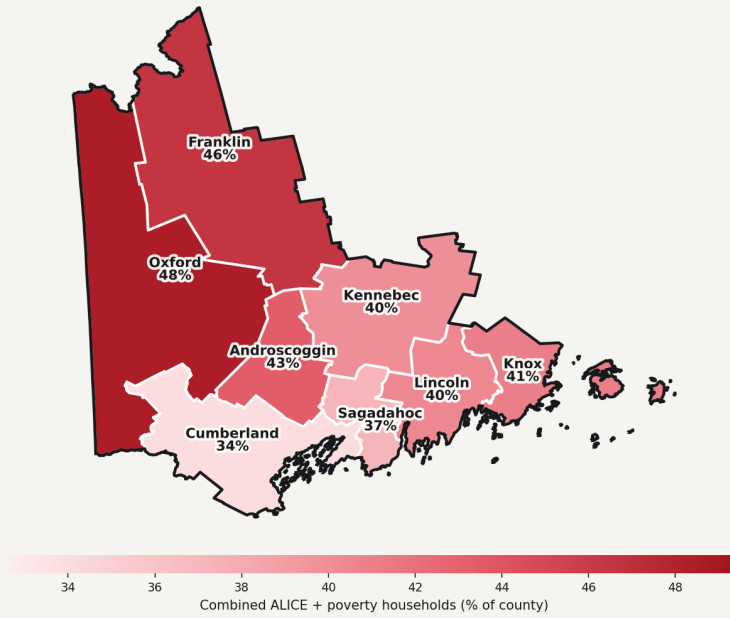
HQ: Topsham, ME · FEMA Region I. Counties sorted by population.

The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 8 counties; median age and income are population-weighted.

Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
Oxford	58,114	\$58,350	33.5%	15.0%	48.5%
Franklin	29,179	\$55,752	34.8%	11.6%	46.5%
Androscoggin	111,442	\$61,932	28.0%	15.3%	43.4%
Knox	40,946	\$73,341	30.8%	10.2%	41.0%
Lincoln	36,026	\$70,308	31.1%	9.4%	40.5%
Kennebec	124,772	\$63,091	28.1%	11.9%	40.0%
Sagadahoc	37,226	\$71,865	25.4%	11.9%	37.3%
Cumberland	309,534	\$84,034	27.2%	6.8%	34.0%

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.

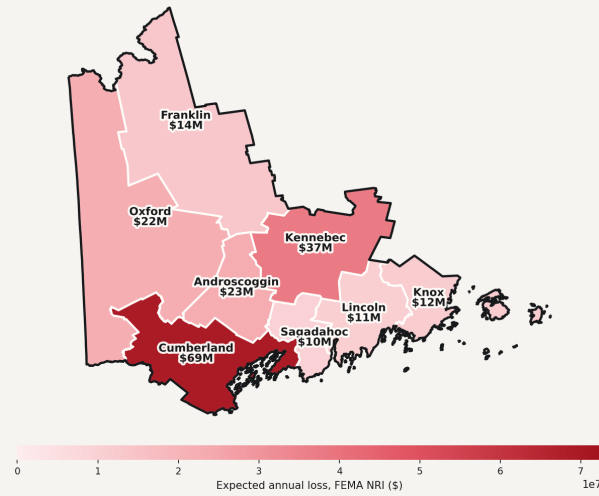
What this chapter is up against.

\$197.3M
Expected annual loss, all hazards

Cumberland
Highest-risk county

28.6%
Avg social vulnerability (SVI)

5
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
Cumberland	Relatively Low	\$69.2M	14.1%	3	39
Kennebec	Relatively Low	\$37.5M	35.7%	3	25
Androscoggin	Relatively Low	\$22.7M	60.1%	2	31
Oxford	Relatively Low	\$22.4M	34.5%	5	37
Franklin	Relatively Low	\$13.5M	45.7%	5	33
Knox	Very Low	\$11.7M	17.2%	5	31
Lincoln	Very Low	\$10.7M	10.9%	3	30
Sagadahoc	Very Low	\$9.6M	10.2%	3	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.

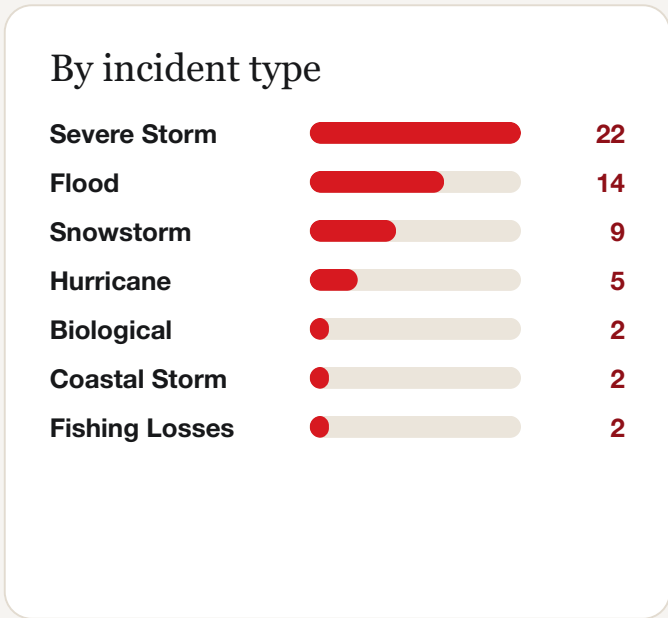
A chapter shaped by disaster.

58
Federal disaster declarations

5
Hurricanes

Severe Storm
Most common type

2024
Most recent

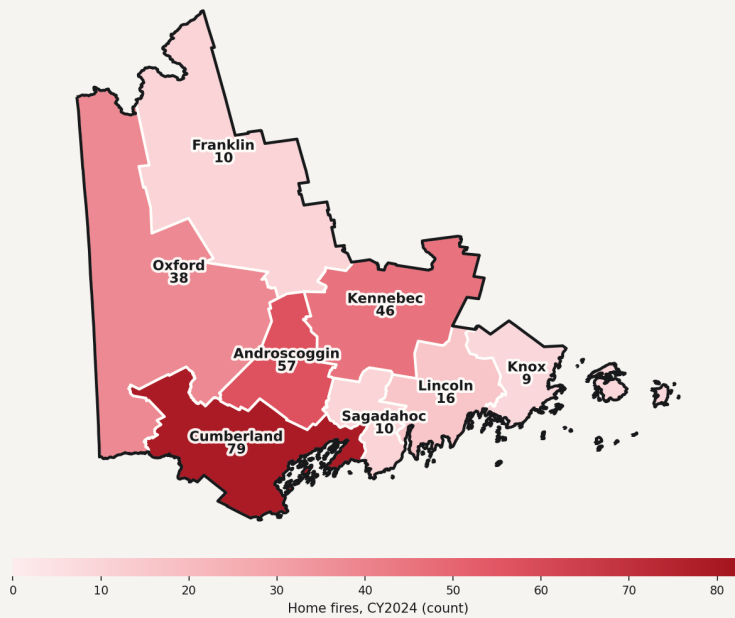
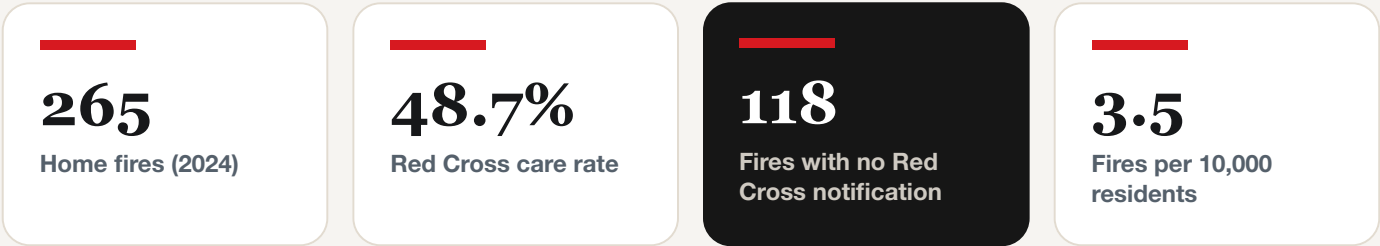


Most recent declarations

FY	DISASTER	TYPE
2024	Severe Winter Storm	Winter Storm
2024	Severe Storms And Flooding	Severe Storm
2024	Severe Storm And Flooding	Severe Storm
2023	Hurricane Lee	Hurricane
2023	Severe Storm And Flooding	Flood
2023	Severe Storm And Flooding	Flood
2023	Severe Storm And Flooding	Flood
2023	Severe Storm And Flooding	Severe Storm
2022	Severe Storm And Flooding	Coastal Storm
2020	Covid-19 Pandemic	Biological

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

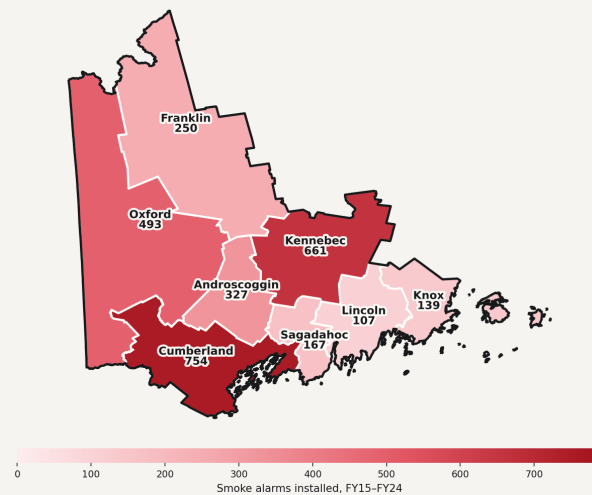
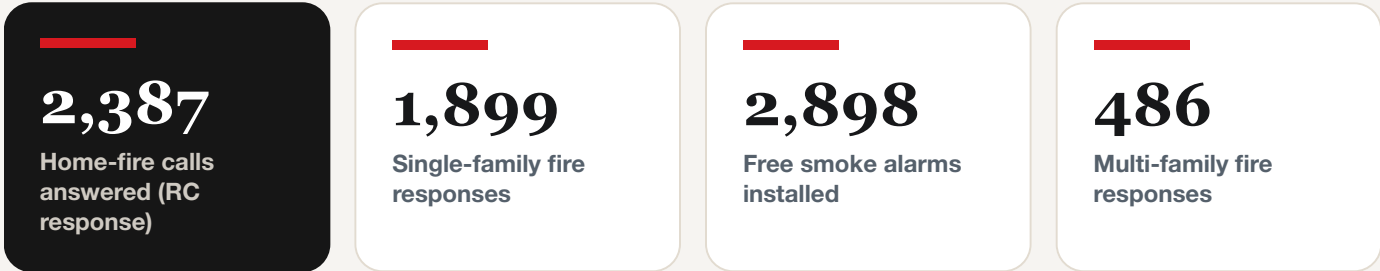
Every home fire is a Red Cross moment.



Red Cross cared for **49%** of home fires — but **118 (44%)** 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 **2,387** home-fire calls and installed **2,898** 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).

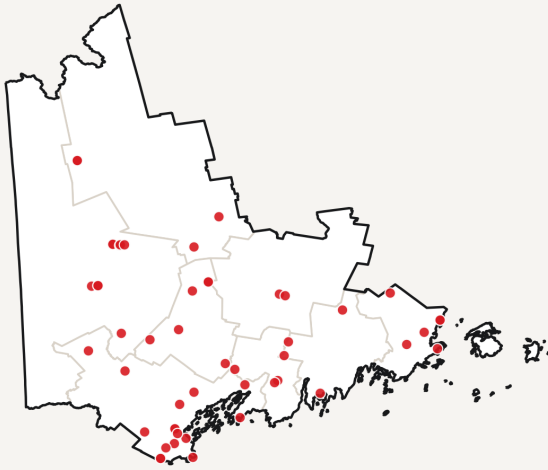
The local face of care.

55
Trained DAT
volunteers

—
Historical DAT calls
answered

8
Counties with DAT
volunteers

55
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.

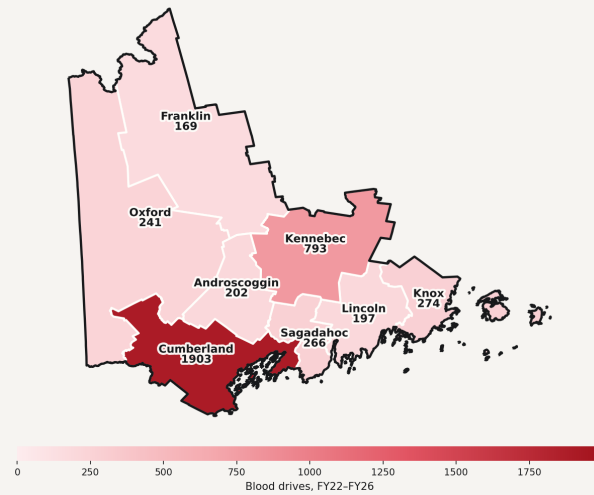
The blood mission's local footprint.

98,059
Blood units collected
(FY22–26)

4,045
Blood drives held

774
Drives in FY2026

8
Counties with drives



Blood drives are active in **8 of the chapter's 8 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.

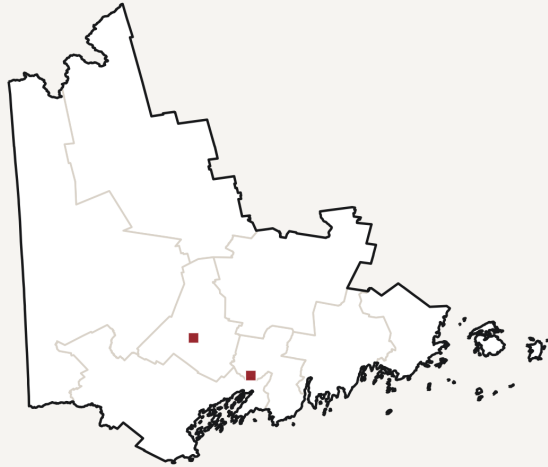
The chapter's physical footprint.

2
Red Cross facilities

1
Owned

1
Leased / licensed

2
BioMed sites



By type / function

BioMed site	1
Humanitarian office	1

BioMed facilities

Twin Cities Blood Donation Center	Platelets & Red Cells
Portland ME 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.

\$1,045,550

Total giving, 3-year

56

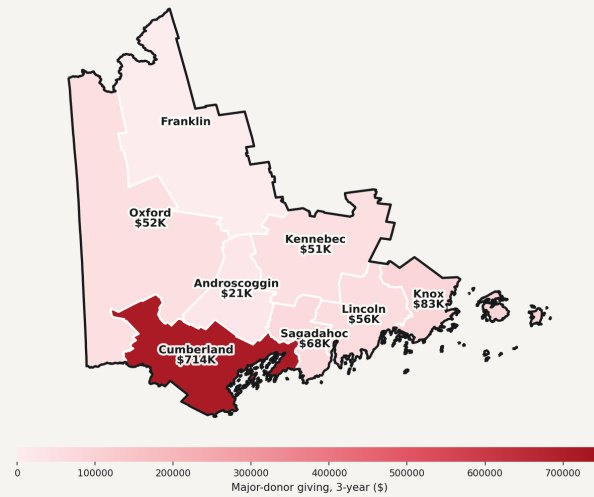
Major donors

\$137,020

Current FY • ▼ 72% vs prior FY

\$714,237

Top: Cumberland



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
Cumberland	39	\$714,237
Knox	3	\$83,000
Sagadahoc	4	\$68,312
Lincoln	2	\$56,000
Oxford	2	\$52,000
Kennebec	4	\$51,000
Androscoggin	2	\$21,000

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.

ARC of Central and Mid Coast Maine covers 8 counties and ~747,000 people in an older, coastal economy where one defense shipbuilder, two nationally-ranked liberal-arts colleges, a regional health system, and midcoast philanthropic wealth dominate the anchor base. The market is relationship-driven and concentrated in Bath/Brunswick, the midcoast (Camden/Rockland), and Augusta.

Shipbuilding & defense

HIGH

Bath Iron Works is the region's anchor employer — thousands of skilled-trade families in Sagadahoc and surrounding counties, with a strong workforce-protection story.

Opening move: Pitch employee preparedness and recovery partnership: the employer message lands with a large, place-rooted workforce.

Liberal-arts colleges

HIGH

Bowdoin and Colby bring sizable endowments, engaged alumni, student volunteers, and civic-minded leadership concentrated in Brunswick and Waterville.

Opening move: Ask for leadership, alumni networks, student DAT volunteers, and campus blood drives.

Health systems

STRONG

MaineHealth (Pen Bay) and MaineGeneral are major regional employers with physician champions and community-benefit budgets.

Opening move: Recruit physician champions and pursue community-benefit partnership and blood collaboration.

Coastal & fishing economy

EMERGING

An aging coastal population and the lobster/fishing economy define Knox, Lincoln, and Waldo — high trust, modest dollars, essential for last-mile reach.

Opening move: Build harbor-town civic and faith partnerships for preparedness reach and volunteer recruitment.

Major gifts & philanthropy

STRONG

Midcoast wealth around Camden and Rockport, plus the Maine Community Foundation, support a credible major-gift and Tiffany Circle market.

Opening move: Cultivate midcoast major gifts and Tiffany Circle; partner with the community foundation.

All 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.

Bath Iron Works (General Dynamics)

Defense shipbuilding · Sagadahoc

MaineGeneral Health

Health system · Kennebec

Hannaford / regional grocery & retail

Retail · Multiple

Lobster & commercial fishing economy

Fishing / coastal · Knox / Lincoln / Waldo

Central Maine Power

Utility · Multiple

WHAT SHE CAN SAY

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

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

Anchor institutions and the doors they open.

Universities & health systems

Bowdoin College

Liberal arts college · Cumberland (Brunswick)

Colby College

Liberal arts college · Kennebec (Waterville)

University of Maine at Augusta

University · Kennebec

MaineHealth — Pen Bay Medical Center

Hospital · Knox

MaineGeneral Medical Center

Hospital · Kennebec

Financial, civic & faith

Camden National Bank · Bath Savings

Banking

Maine Community Foundation

Philanthropy

Central Maine Power

Utility

County sheriffs & commissioners

Government

Midcoast family foundations & wealth managers

Wealth

Faith & community networks

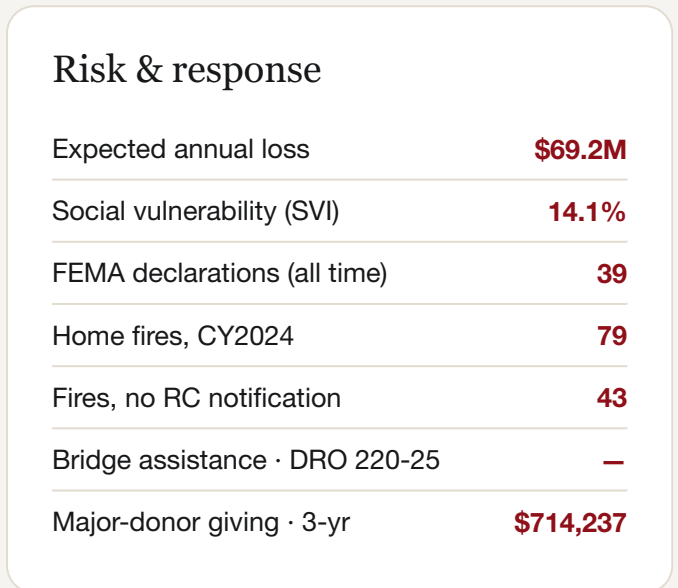
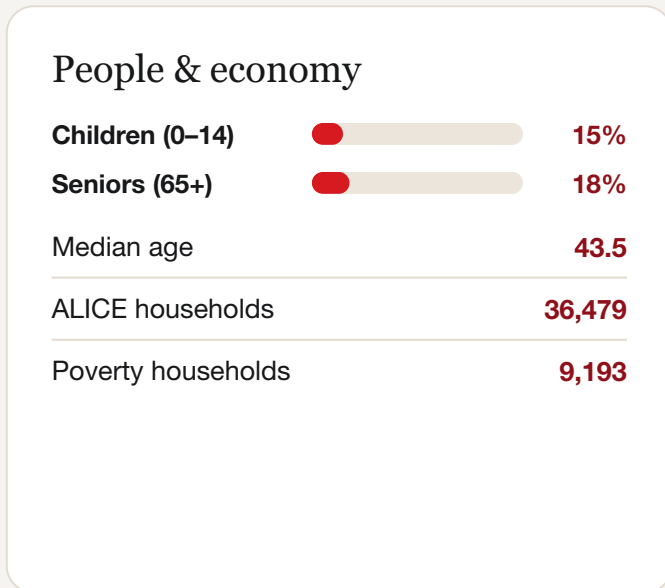
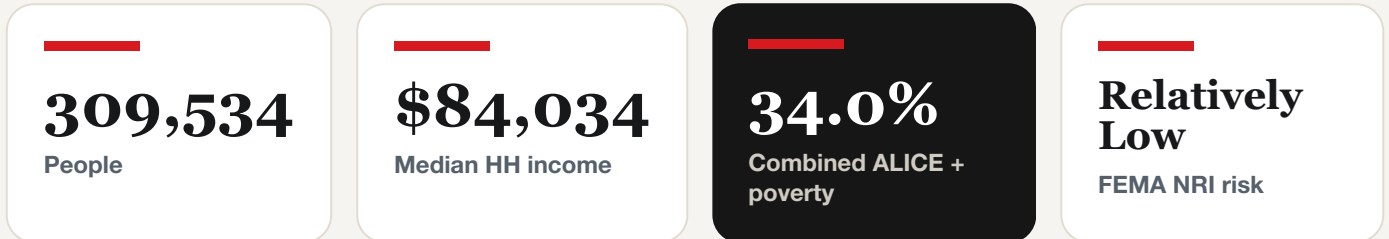
Faith

Midcoast (Camden/Rockport) major-gift wealth + college endowments.

Cumberland County

Cumberland County is the chapter's population and economic anchor, home to 309,534 residents — more than all other seven counties combined — centered on Portland, Maine's largest city and its cultural and commercial hub. With a median income of \$84,034 and an SVI at just the 14.1%ile, it is the most prosperous and least socially vulnerable county in the footprint, yet 34% of residents still fall into ALICE or poverty, a reminder that prosperity here is unevenly distributed across a county that stretches from affluent suburbs to immigrant-dense Portland neighborhoods. At median age 43.5 and 18% seniors, the demographic profile is relatively broad.

Despite its low NRI disaster risk designation, Cumberland generated 79 home fires in CY24 — by far the chapter's highest count — which is simply a function of density: more people, more housing units, more incidents. Portland's growing Somali, Congolese, and asylum-seeker populations create real linguistic and cultural complexity in service delivery. The county also hosts the region's major hospitals, media, corporate partners, and government offices, making it the natural center of gravity for fundraising, volunteer recruitment, corporate partnerships, and regional preparedness coalitions. Strong here means strong everywhere.







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



Kennebec County

Kennebec County is the chapter's government county — Augusta is the state capital, and the county's identity is shaped by state agencies, MaineGeneral Health, and a stable but modest public-sector economy anchored at median income \$63,091. With 124,772 residents, it is the chapter's second most populous county, and at median age 45.6 with 20% seniors, its population is solidly middle-aged and aging. Forty percent of residents fall into ALICE or poverty territory, a figure that reflects the gap between government employment stability and the lower-wage service and retail workforce that supports it. The county is racially homogeneous — 2% Hispanic, 1% Black.

Kennebec's 46 home fires in CY24 represent a significant operational load, and the combination of older housing stock in Augusta, Waterville, and Winslow — including multi-family mill-era buildings — with moderate income constraints creates recurring home fire vulnerability. The SVI at 35.7%ile is middle-of-pack, flagging moderate social vulnerability that warrants steady smoke alarm installation and preparedness outreach rather than crisis-mode response. Augusta's concentration of state government, emergency management offices, and legislative relationships makes Kennebec the single most important county for policy engagement, government partnership, and disaster preparedness coalition-building at the state level.

 124,772 People	 \$63,091 Median HH income	 40.0% Combined ALICE + poverty	 Relatively Low FEMA NRI risk
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People & economy

Children (0-14)		15%
Seniors (65+)		20%
Median age		45.6
ALICE households		15,620
Poverty households		6,623

Risk & response





Expected annual loss	\$37.5M
Social vulnerability (SVI)	35.7%
FEMA declarations (all time)	25
Home fires, CY2024	46
Fires, no RC notification	17
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$51,000

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

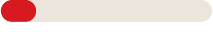

Androscoggin County

Androscoggin County is the chapter's blue-collar industrial heart, anchored by Lewiston-Auburn — Maine's second-largest metro and its most demographically diverse city. The twin cities grew on textile mills, and today that working-class identity persists in a median household income of just \$61,932, with 43.4% of residents falling into ALICE or poverty categories. Lewiston's Somali and Central African immigrant communities have made it one of New England's most notable resettlement destinations, reflected in 6% Black and 2% Hispanic shares that are among the highest in the chapter's footprint. The population of 111,442 skews relatively young at median age 42.4.

For Red Cross mission delivery, Androscoggin demands the chapter's most culturally competent approach. With 57 home fires recorded in CY24 — the second-highest county total — and dense urban housing stock including aging multi-family buildings, fire response is a constant operational reality. The SVI at 60.1%ile flags meaningful social vulnerability: limited English proficiency, concentrated poverty, and transit dependence complicate both preparedness outreach and post-disaster recovery. Partnership with refugee resettlement agencies, faith communities, and the Franco-American and African diaspora organizations in Lewiston is not optional — it is mission-critical.

 111,442 People	 \$61,932 Median HH income	 43.4% Combined ALICE + poverty	 Relatively Low FEMA NRI risk
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People & economy

Children (0–14)		17%
Seniors (65+)		17%
Median age		42.4
ALICE households		13,526
Poverty households		7,392

Risk & response





Expected annual loss	\$22.7M
Social vulnerability (SVI)	60.1%
FEMA declarations (all time)	31
Home fires, CY2024	57
Fires, no RC notification	27
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$21,000

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

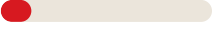

Oxford County

Oxford County is the chapter's hardscrabble inland borderland — a large, forested county running from the White Mountains to the western lakes, anchored by Norway, South Paris, and Rumford, a paper-mill city that has never fully recovered from deindustrialization. The economic numbers are the chapter's starkest: median income \$58,350, the lowest in the footprint, and 48.5% of residents in ALICE or poverty, the highest share of any county served. With 58,114 residents at median age 47.9 and 21% seniors, it is aging and struggling, and it is effectively entirely white — 2% Hispanic, 0% Black — reflecting deep rural demographic homogeneity.

Oxford's 38 home fires in CY24 represent a high per-capita rate for a rural county, driven by aging housing stock, heavy reliance on wood and pellet stoves in homes where residents cannot afford oil heat, and deferred maintenance in a county where poverty is structural rather than episodic. The SVI at 34.5%ile understates real vulnerability in Rumford and Mexico, where mill closure trauma, substance use disorder, and transportation poverty compound disaster impacts. Red Cross work here requires deep partnership with community action agencies, food pantries, and the informal mutual-aid networks that are the real safety net in towns where institutional capacity is thin.

 58,114 People	 \$58,350 Median HH income	 48.5% Combined ALICE + poverty	 Relatively Low FEMA NRI risk
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People & economy

Children (0–14)		14%
Seniors (65+)		21%
Median age		47.9
ALICE households		7,938
Poverty households		3,557

Risk & response





Expected annual loss	\$22.4M
Social vulnerability (SVI)	34.5%
FEMA declarations (all time)	37
Home fires, CY2024	38
Fires, no RC notification	14
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$52,000

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

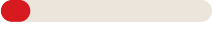

Knox County

Knox County is coastal Maine's working waterfront — a rugged, beautiful peninsula county where Rockland, Camden, and Thomaston anchor a community shaped equally by lobster fishing, boatbuilding, and a growing creative and tourism economy. The median income of \$73,341 reflects the prosperity of that mix, though 41% of residents still fall into ALICE or poverty, the quiet underside of a high-cost coastal economy where seasonal work and housing prices squeeze working families hard. At median age 49.3 and 23% seniors, Knox is notably older than the chapter average, and with only 40,946 residents it is intimate and tight-knit — almost entirely white, with 2% Hispanic and 1% Black.

With just 9 home fires in CY24 and a Very Low NRI risk rating, Knox is among the chapter's quietest counties operationally, but low incident volume masks real vulnerability: seasonal population swings, lobstermen working in dangerous offshore conditions, older housing on remote peninsulas, and seniors aging in place in drafty capes and farmhouses far from emergency services. Red Cross work here leans heavily on relationship — with harbor master offices, the Island Institute, Penobscot Bay fishing cooperatives, and volunteer fire departments — to reach people who are self-reliant by culture and scattered by geography.

 40,946 People	 \$73,341 Median HH income	 41.0% Combined ALICE + poverty	 Very Low FEMA NRI risk
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People & economy

Children (0–14)		14%
Seniors (65+)		23%
Median age		49.3
ALICE households		5,538
Poverty households		1,828

Risk & response





Expected annual loss	\$11.7M
Social vulnerability (SVI)	17.2%
FEMA declarations (all time)	31
Home fires, CY2024	9
Fires, no RC notification	5
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$83,000

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



Sagadahoc County

Sagadahoc County is the chapter's compact, quietly prosperous rivermouth county — small in size and population at 37,226 residents, but punching above its weight economically at median income \$71,865. Bath is its heart, shaped by Bath Iron Works, one of the Navy's most important shipbuilders, which gives the county an unusually stable blue-collar professional workforce in a region dominated by seasonal and service employment. At median age 47.5 and 21% seniors, the demographic profile is unremarkable, and 37.3% in ALICE or poverty — the chapter's second-lowest rate — reflects BIW's union wage floor lifting working households. The county is almost entirely white, with 2% Hispanic and 1% Black.

With just 10 home fires in CY24 and a Very Low NRI risk rating, Sagadahoc is among the chapter's lowest-intensity counties operationally, but its Kennebec and New Meadows river systems, tidal geography, and coastal exposure create flooding and severe weather scenarios that local emergency managers take seriously. The SVI at 10.2%ile — the chapter's lowest — reflects genuine community resilience and institutional capacity, including a strong local government and active fire service. BIW and its defense contractor partners represent an underutilized corporate volunteer and donor pipeline, and the county's proximity to both Cumberland and Kennebec makes it a natural hub for cross-county preparedness collaboration.

 37,226 People	 \$71,865 Median HH income	 37.3% Combined ALICE + poverty	 Very Low FEMA NRI risk
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People & economy

Children (0–14)		15%
Seniors (65+)		21%
Median age		47.5
ALICE households		4,111
Poverty households		1,927

Risk & response

Expected annual loss	\$9.6M
Social vulnerability (SVI)	10.2%
FEMA declarations (all time)	25
Home fires, CY2024	10
Fires, no RC notification	4
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$68,312

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

Lincoln County

Lincoln County is the chapter's retirement coast — a chain of peninsulas and islands including Boothbay Harbor, Damariscotta, and the Pemaquid shore that has become one of coastal New England's premier destinations for affluent retirees and seasonal residents. The numbers tell the story plainly: median age 51.8, the chapter's highest; 26% seniors, also the chapter's highest; and a median income of \$70,308 anchored by retirement assets and second-home wealth rather than wages. Yet 40.5% of year-round residents fall into ALICE or poverty — the permanent fishing families, hospitality workers, and tradespeople who make the coast function live in a very different economic reality than their seasonal neighbors.

Lincoln's SVI sits at just 10.9%ile, the chapter's second-lowest, which reflects the wealth of its full-time population but may undercount vulnerability among the informal seasonal workforce and the islands' year-round residents who face genuine access challenges. With 16 home fires in CY24 and a Very Low NRI risk rating, operational tempo is low but consequences of any incident are amplified by geography: peninsula roads, drawbridges, and ferry-dependent islands create response time challenges no risk index fully captures. Red Cross outreach here must bridge two Lincolns — the affluent donor base, and the working poor who are quietly the county's most disaster-exposed residents.

36,026
People

\$70,308
Median HH income

40.5%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0–14)	<div style="width: 14%; height: 10px; background-color: #ccc; border-radius: 5px; position: relative;"><div style="width: 14%; height: 10px; background-color: #e53935; border-radius: 5px;"></div></div>	14%
Seniors (65+)	<div style="width: 26%; height: 10px; background-color: #ccc; border-radius: 5px; position: relative;"><div style="width: 26%; height: 10px; background-color: #e53935; border-radius: 5px;"></div></div>	26%
Median age		51.8
ALICE households		5,034
Poverty households		1,521

Risk & response





Expected annual loss	\$10.7M
Social vulnerability (SVI)	10.9%
FEMA declarations (all time)	30
Home fires, CY2024	16
Fires, no RC notification	6
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$56,000

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

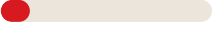

Franklin County

Franklin County is the chapter's high-country wilderness county — a vast, sparsely populated landscape of mountains, lakes, and working timberland anchored by Farmington, home to the University of Maine at Farmington. With just 29,179 residents spread across nearly 1,800 square miles, population density is among Maine's lowest, and the economy reflects that isolation: a median income of \$55,752, the chapter's second-lowest, and a striking 46.5% of households in ALICE or poverty. At median age 46.1 and 21% seniors, the population is aging, and it is almost entirely white — 2% Hispanic, 1% Black — in keeping with deep rural Maine demographics.

Franklin's 10 home fires in CY24 sound modest, but each one is logistically demanding: volunteer responders may drive 45 minutes on unplowed roads to reach a remote camp or trailer, and replacement housing options in Rangeley or Kingfield are nearly nonexistent. The SVI at 45.7%ile reflects real vulnerability driven by income, isolation, and limited services rather than urban complexity. UMF is an underutilized Red Cross partner for youth preparedness programming and volunteer pipeline development. Snowstorms, ice storms, and wildland-interface fire risk — not captured fully in the NRI designation — shape the operational calendar here.

 29,179 People	 \$55,752 Median HH income	 46.5% Combined ALICE + poverty	 Relatively Low FEMA NRI risk
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People & economy

Children (0–14)		14%
Seniors (65+)		21%
Median age		46.1
ALICE households		4,339
Poverty households		1,450

Risk & response

Expected annual loss	\$13.5M
Social vulnerability (SVI)	45.7%
FEMA declarations (all time)	33
Home fires, CY2024	10
Fires, no RC notification	2
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Franklin 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	Northern New England DAT (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
Cumberland	309,534	132,181	34.0%	Relatively Low	\$69.2M	79
Kennebec	124,772	54,209	40.0%	Relatively Low	\$37.5M	46
Androscoggin	111,442	45,943	43.4%	Relatively Low	\$22.7M	57
Oxford	58,114	25,150	48.5%	Relatively Low	\$22.4M	38
Knox	40,946	18,260	41.0%	Very Low	\$11.7M	9
Sagadahoc	37,226	16,552	37.3%	Very Low	\$9.6M	10
Lincoln	36,026	16,375	40.5%	Very Low	\$10.7M	16
Franklin	29,179	12,876	46.5%	Relatively Low	\$13.5M	10

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