

ARC of Central Florida Coast

Southeast and Caribbean Division · North and Central Florida Region
FL · 8 counties · HQ Orlando, FL · FEMA Region IV

4,567,518

People

1,797,534

Households

45.3%

Households below the ALICE survival threshold

8

Counties · 8,519 sq mi

Nearly **45% 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 Florida Coast · 8 counties · FL

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

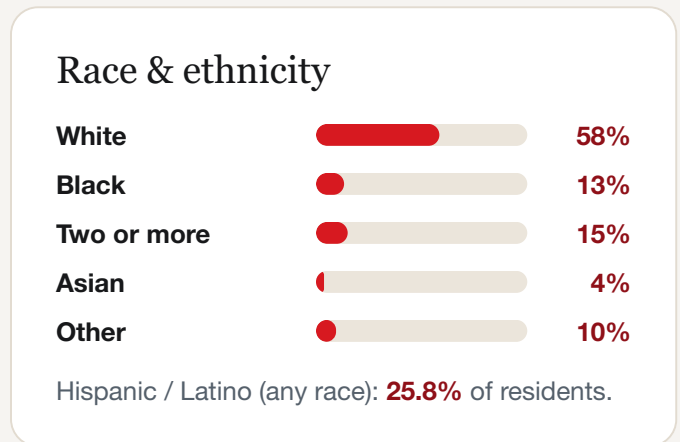
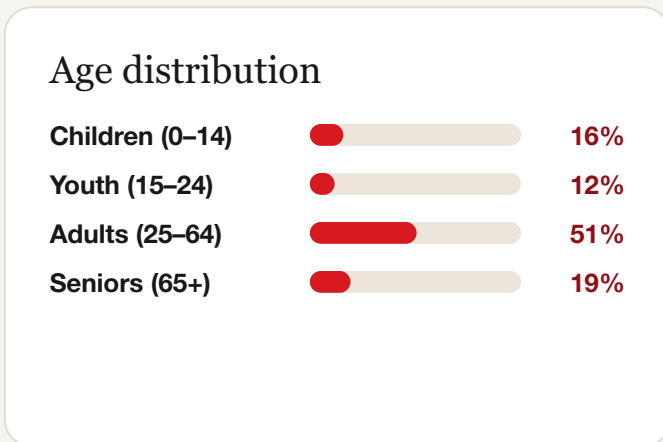
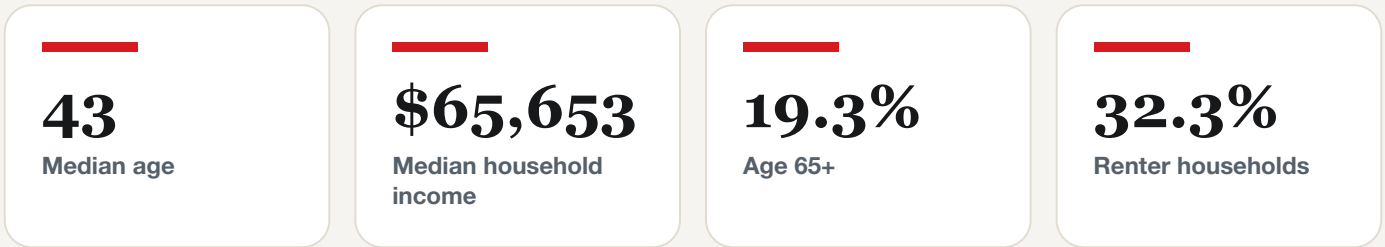
The chapter's footprint.

8 Counties	8,519 Square miles	4,567,518 People	North and Central Florida Region Southeast and Caribbean Division
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COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Orange	1,497,941	1,003	32.8%
Brevard	627,579	1,056	13.7%
Volusia	574,286	1,209	12.6%
Seminole	480,981	345	10.5%
Osceola	436,336	1,506	9.6%
Lake	416,179	1,157	9.1%
Marion	390,299	1,663	8.5%
Sumter	143,917	580	3.2%

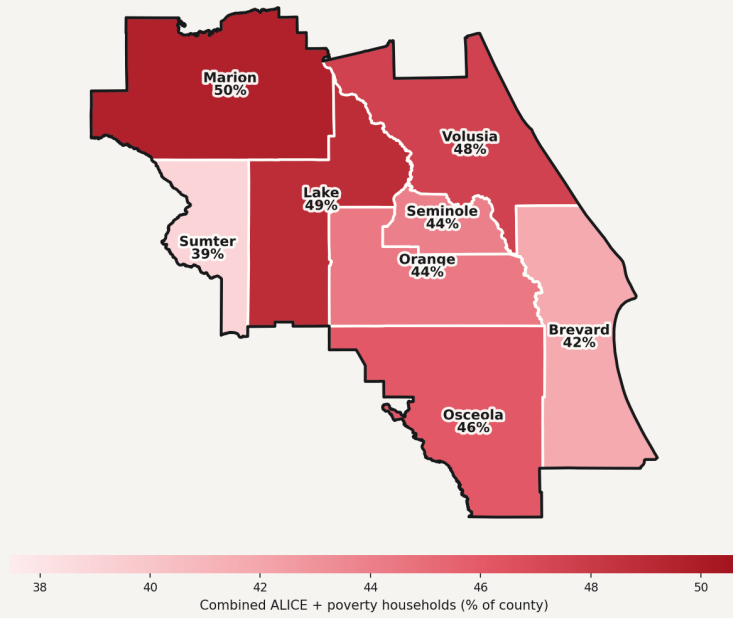
HQ: Orlando, FL · FEMA Region IV. Counties sorted by population.

The people of this chapter.



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

Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
Marion	390,299	\$55,740	35.4%	14.3%	49.7%
Lake	416,179	\$65,446	35.7%	13.2%	48.9%
Volusia	574,286	\$59,263	36.1%	11.4%	47.5%
Osceola	436,336	\$60,312	35.4%	10.7%	46.1%
Orange	1,497,941	\$69,236	31.5%	12.9%	44.4%
Seminole	480,981	\$73,482	35.3%	8.7%	44.0%
Brevard	627,579	\$67,050	32.0%	9.8%	41.8%
Sumter	143,917	\$65,275	31.0%	8.0%	39.0%

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.

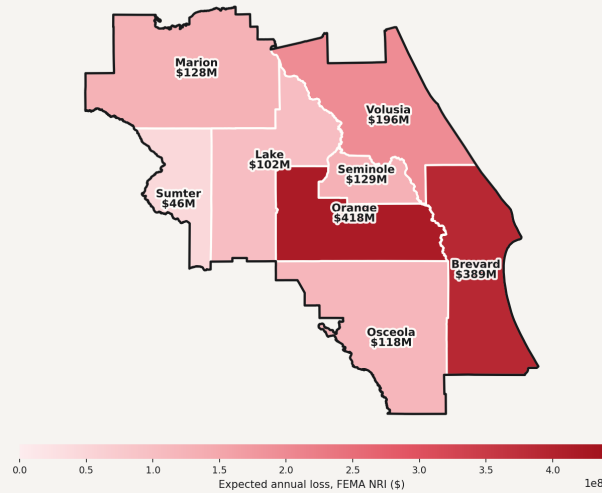
What this chapter is up against.

\$1526.3M
Expected annual loss, all hazards

Orange
Highest-risk county

61.9%
Avg social vulnerability (SVI)

13
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
Orange	Relatively High	\$417.7M	79.5%	10	39
Brevard	Relatively High	\$389.3M	48.2%	10	45
Volusia	Relatively High	\$195.7M	69.9%	10	44
Seminole	Relatively Moderate	\$129.2M	40.0%	10	39
Marion	Relatively High	\$128.4M	82.0%	13	38
Osceola	Relatively Moderate	\$117.6M	83.1%	10	39
Lake	Relatively Moderate	\$102.3M	62.1%	11	37
Sumter	Relatively Moderate	\$46.1M	30.3%	13	34

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.

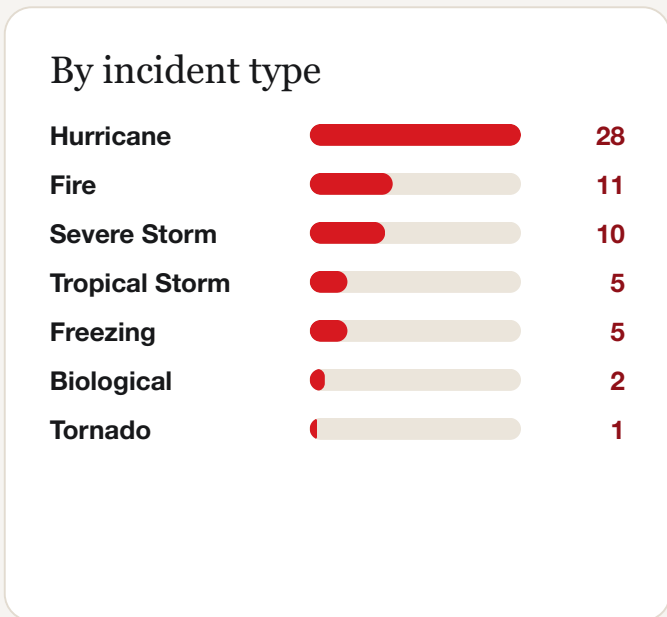
A chapter shaped by disaster.

64
Federal disaster declarations

28
Hurricanes

Hurricane
Most common type

2025
Most recent

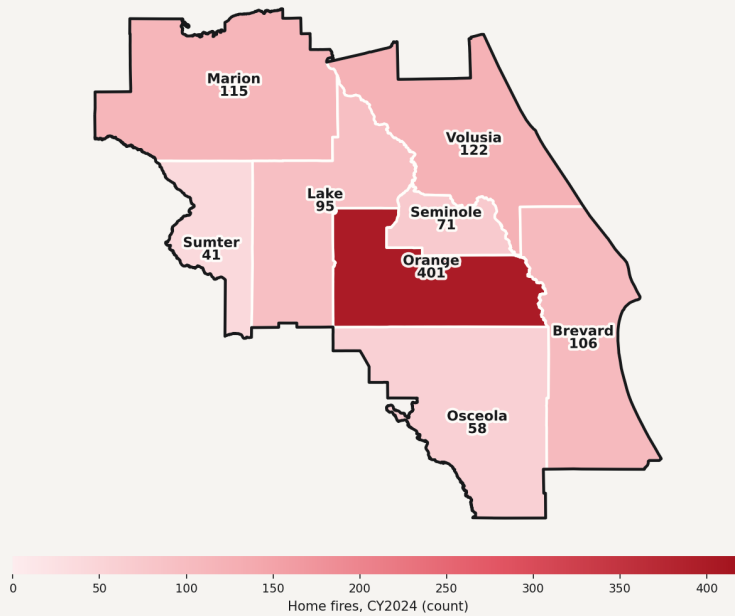
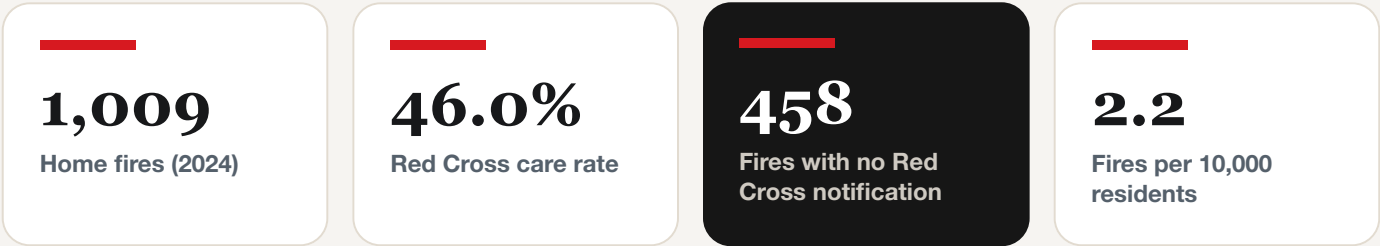


Most recent declarations

FY	DISASTER	TYPE
2025	Hurricane Milton	Hurricane
2025	Hurricane Milton	Hurricane
2024	Hurricane Helene	Hurricane
2024	Tropical Storm Helene	Tropical Storm
2024	Hurricane Debby	Tropical Storm
2024	Tropical Storm Debby	Tropical Storm
2023	Hurricane Idalia	Hurricane
2023	Tropical Storm Idalia	Tropical Storm
2023	Hurricane Nicole	Hurricane
2023	Tropical Storm Nicole	Tropical Storm

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

Every home fire is a Red Cross moment.



Red Cross cared for **46%** of home fires — but **458 (45%)** 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.

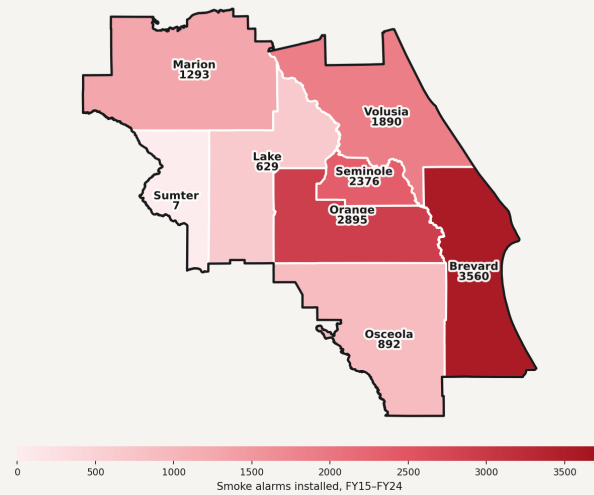
Red Cross shows up — and prevents.

9,108
Home-fire calls answered (RC response)

7,653
Single-family fire responses

13,542
Free smoke alarms installed

1,455
Multi-family fire responses



Red Cross answered **9,108** home-fire calls and installed **13,542** 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).

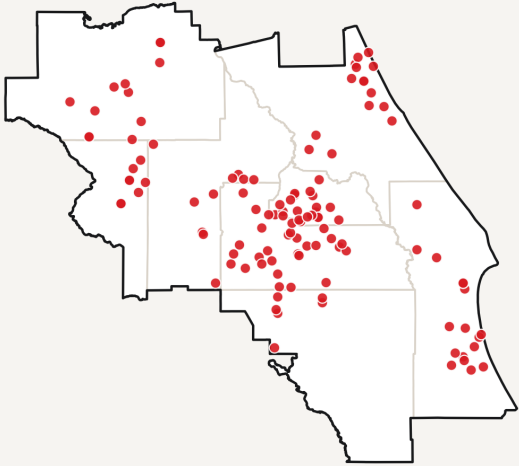
The local face of care.

119
Trained DAT
volunteers

828
Historical DAT calls
answered

8
Counties with DAT
volunteers

119
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.

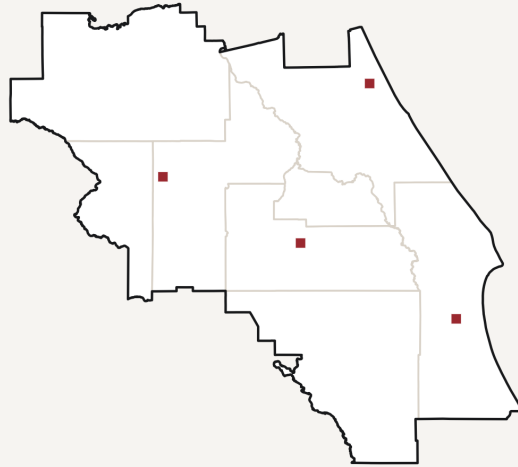
The chapter's physical footprint.

4
Red Cross facilities

1
Owned

3
Leased / licensed

0
BioMed sites



By type / function

Humanitarian office	3
Partner / indirect site	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).

\$75,600

Bridge financial assistance

7

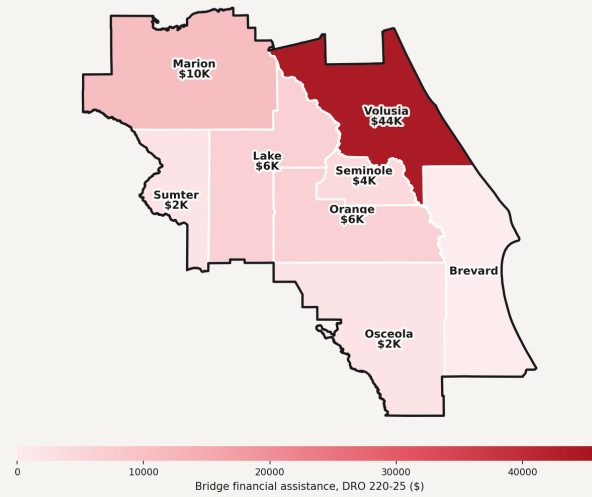
Counties funded

\$44,100

Top: Volusia

\$2,100

Per case



COUNTY	BRIDGE FINANCIAL ASSISTANCE
Volusia	\$44,100
Marion	\$10,500
Lake	\$6,300
Orange	\$6,300
Seminole	\$4,200
Osceola	\$2,100
Sumter	\$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.

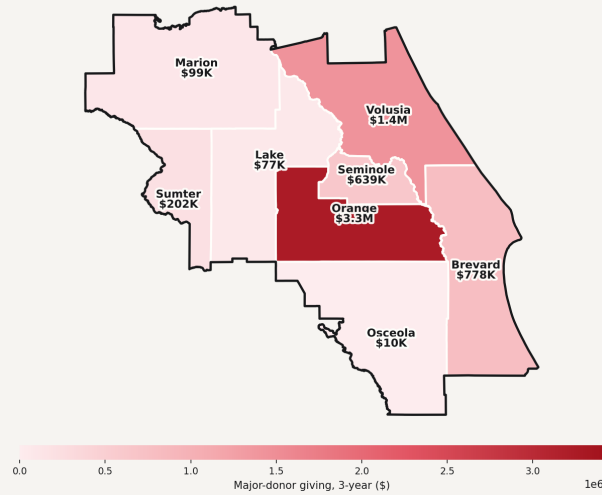
Major-donor giving across the chapter — three fiscal years. Internal planning data.

\$6,490,048
Total giving, 3-year

154
Major donors

\$1,028,797
Current FY • ▼ 73% vs prior FY

\$3,252,976
Top: Orange



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
Orange	55	\$3,252,976
Volusia	25	\$1,431,759
Brevard	21	\$777,684
Seminole	21	\$639,490
Sumter	17	\$202,394
Marion	7	\$99,205
Lake	7	\$76,540
Osceola	1	\$10,000

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

Orange County



1,497,941
People

\$69,236
Median HH income

44.4%
Combined ALICE + poverty

Relatively High
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		12%
Median age		35.5
ALICE households		175,216
Poverty households		71,773

Risk & response

Expected annual loss	\$417.7M
Social vulnerability (SVI)	79.5%
FEMA declarations (all time)	39
Home fires, CY2024	401
Fires, no RC notification	224
Bridge assistance · DRO 220-25	\$6,300
Major-donor giving · 3-yr	\$3,252,976

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

Brevard County



627,579
People

\$67,050
Median HH income

41.8%
Combined ALICE + poverty

Relatively High
FEMA NRI risk

People & economy

Children (0-14)		14%
Seniors (65+)		23%
Median age		48.6
ALICE households		82,832
Poverty households		25,275

Risk & response

Expected annual loss	\$389.3M
Social vulnerability (SVI)	48.2%
FEMA declarations (all time)	45
Home fires, CY2024	106
Fires, no RC notification	26
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$777,684

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

Volusia County



574,286
People

\$59,263
Median HH income

47.5%
Combined ALICE + poverty

Relatively High
FEMA NRI risk

People & economy

Children (0-14)		14%
Seniors (65+)		24%
Median age		48.1
ALICE households		88,021
Poverty households		27,715

Risk & response

Expected annual loss	\$195.7M
Social vulnerability (SVI)	69.9%
FEMA declarations (all time)	44
Home fires, CY2024	122
Fires, no RC notification	38
Bridge assistance · DRO 220-25	\$44,100
Major-donor giving · 3-yr	\$1,431,759

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

Seminole County

480,981

People

\$73,482

Median HH income

44.0%

Combined ALICE + poverty

Relatively Moderate

FEMA NRI risk

People & economy

Children (0-14)  **16%**

Seniors (65+)  **15%**

Median age **39.9**

ALICE households **66,980**

Poverty households **16,465**

Risk & response

Expected annual loss **\$129.2M**

Social vulnerability (SVI) **40.0%**

FEMA declarations (all time) **39**

Home fires, CY2024 **71**

Fires, no RC notification **19**

Bridge assistance · DRO 220-25 **\$4,200**

Major-donor giving · 3-yr **\$639,490**

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

Osceola County



436,336
People

\$60,312
Median HH income

46.1%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		19%
Seniors (65+)		14%
Median age		37.1
ALICE households		54,729
Poverty households		16,557

Risk & response

Expected annual loss	\$117.6M
Social vulnerability (SVI)	83.1%
FEMA declarations (all time)	39
Home fires, CY2024	58
Fires, no RC notification	31
Bridge assistance · DRO 220-25	\$2,100
Major-donor giving · 3-yr	\$10,000

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

Lake County



416,179
People

\$65,446
Median HH income

48.9%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		25%
Median age		47.8
ALICE households		61,632
Poverty households		22,832

Risk & response

Expected annual loss	\$102.3M
Social vulnerability (SVI)	62.1%
FEMA declarations (all time)	37
Home fires, CY2024	95
Fires, no RC notification	51
Bridge assistance · DRO 220-25	\$6,300
Major-donor giving · 3-yr	\$76,540

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

Marion County

390,299

People

\$55,740

Median HH income

49.7%

Combined ALICE + poverty

Relatively High

FEMA NRI risk

People & economy

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

Seniors (65+)  **29%**

Median age **51.7**

ALICE households **60,631**

Poverty households **24,550**

Risk & response

Expected annual loss **\$128.4M**

Social vulnerability (SVI) **82.0%**

FEMA declarations (all time) **38**

Home fires, CY2024 **115**

Fires, no RC notification **48**

Bridge assistance · DRO 220-25 **\$10,500**

Major-donor giving · 3-yr **\$99,205**

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

Sumter County



143,917
People

\$65,275
Median HH income

39.0%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		9%
Seniors (65+)		46%
Median age		64.8
ALICE households		20,760
Poverty households		5,377

Risk & response

Expected annual loss	\$46.1M
Social vulnerability (SVI)	30.3%
FEMA declarations (all time)	34
Home fires, CY2024	41
Fires, no RC notification	21
Bridge assistance · DRO 220-25	\$2,100
Major-donor giving · 3-yr	\$202,394

Sumter 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
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
Orange	1,497,941	547,159	44.4%	Relatively High	\$417.7M	401
Brevard	627,579	267,699	41.8%	Relatively High	\$389.3M	106
Volusia	574,286	242,650	47.5%	Relatively High	\$195.7M	122
Seminole	480,981	187,582	44.0%	Relatively Moderate	\$129.2M	71
Osceola	436,336	146,636	46.1%	Relatively Moderate	\$117.6M	58
Lake	416,179	170,828	48.9%	Relatively Moderate	\$102.3M	95
Marion	390,299	164,385	49.7%	Relatively High	\$128.4M	115
Sumter	143,917	70,595	39.0%	Relatively Moderate	\$46.1M	41

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