

# ARC of Central Ohio

Central Atlantic Division · Central and Southern Ohio Region  
OH · 9 counties · HQ Columbus, OH · FEMA Region V

2,021,587

People

802,359

Households

36.1%

Households below the ALICE survival threshold

9

Counties · 4,392 sq mi

Nearly **36% 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 Ohio · 9 counties · OH

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

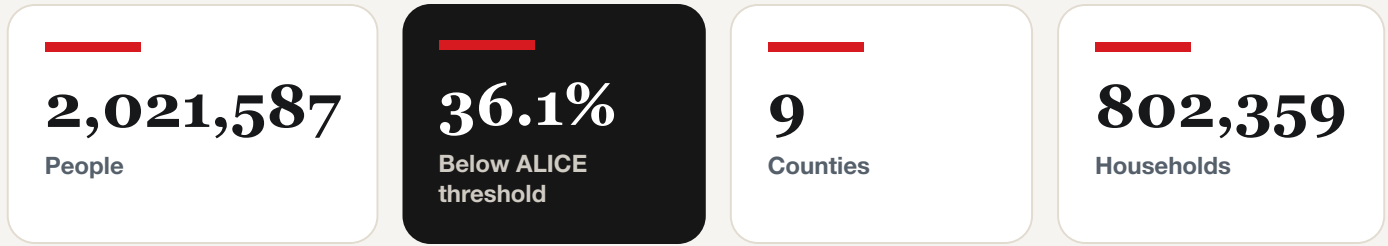
# The brief.

The American Red Cross chapter serving Central and Southern Ohio's nine-county footprint is responsible for 2,021,587 people, more than a third of whom live in households that cannot meet basic survival needs according to the ALICE threshold. That economic fragility is not background noise — it is the operating condition. When disaster strikes here, most families have no financial cushion, no margin for recovery, and no fallback. The chapter's average Social Vulnerability Index of 34.3 percent confirms that structural disadvantage is distributed across the region, not concentrated in isolated pockets, and 31 federal disaster declarations establish that this is not a hypothetical risk environment. The actuarial exposure is \$526,119,417 in expected annual loss.

Home fire remains the dominant, immediate threat. In calendar year 2024, the chapter documented 637 home fires — and in 41.4 percent of those incidents, the Red Cross received no notification at the time of the event. That gap represents hundreds of families who needed help and were not reached. Against that reality, the chapter has installed 15,001 smoke alarms, a meaningful investment in prevention that nonetheless leaves significant detection and response capacity to be built.

This is the context for a partnership conversation. The Red Cross mission — preventing and alleviating human suffering in the face of emergencies — is not abstract in this region; it is measurable, urgent, and currently under-resourced relative to demonstrated need. A community partner with presence, trust, or resources in these nine counties has a direct line from investment to impact, and this chapter has the operational

infrastructure, the data, and the mandate to make that partnership perform.



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

# The chapter's footprint.

**9**  
Counties

**4,392**  
Square miles

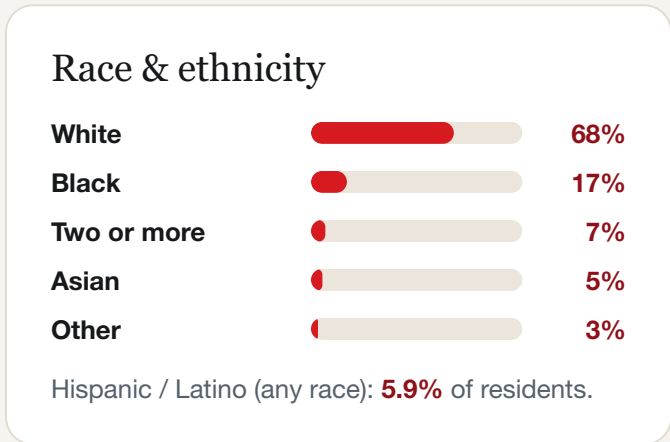
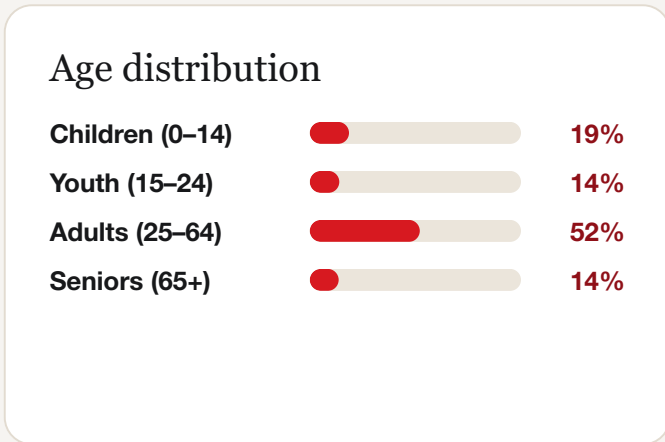
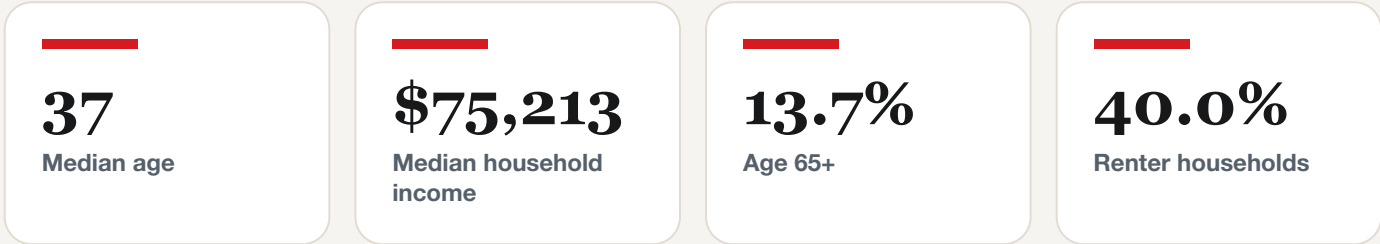
**2,021,587**  
People

**Central and Southern Ohio Region**  
Central Atlantic Division

COUNTY	PEOPLE	SQ MI	% OF CHAPTER
<b>Franklin</b>	1,354,876	543	67.0%
<b>Delaware</b>	229,938	457	11.4%
<b>Fairfield</b>	163,513	509	8.1%
<b>Ross</b>	76,773	693	3.8%
<b>Union</b>	67,092	437	3.3%
<b>Pickaway</b>	60,057	507	3.0%
<b>Fayette</b>	28,949	407	1.4%
<b>Hocking</b>	27,806	424	1.4%
<b>Vinton</b>	12,583	415	0.6%

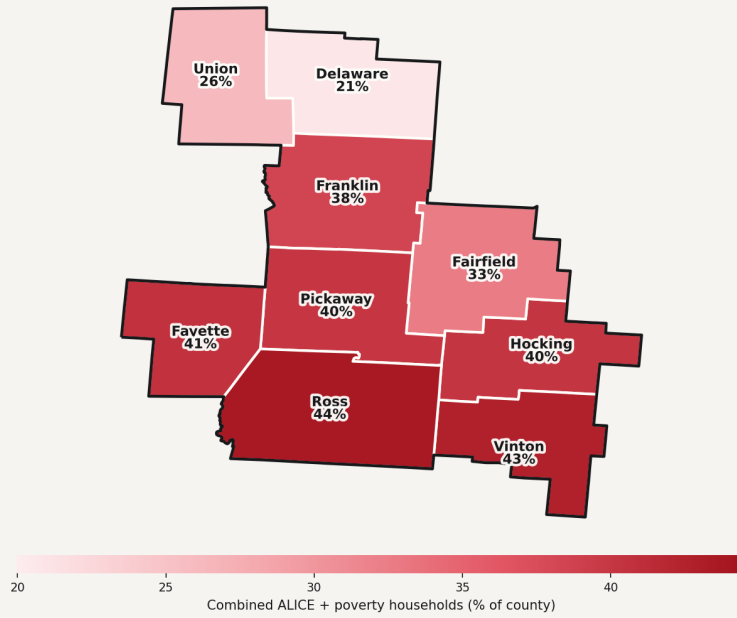
HQ: Columbus, OH · FEMA Region V. Counties sorted by population.

# The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 9 counties; median age and income are population-weighted.

# Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
<b>Ross</b>	76,773	\$54,682	29.1%	14.7%	43.7%
<b>Vinton</b>	12,583	\$48,641	24.7%	18.0%	42.7%
<b>Fayette</b>	28,949	\$54,061	24.5%	16.1%	40.6%
<b>Hocking</b>	27,806	\$60,164	25.7%	14.5%	40.2%
<b>Pickaway</b>	60,057	\$68,514	27.9%	12.2%	40.1%
<b>Franklin</b>	1,354,876	\$68,551	24.4%	14.0%	38.5%
<b>Fairfield</b>	163,513	\$82,323	24.6%	8.0%	32.6%
<b>Union</b>	67,092	\$102,808	21.0%	5.3%	26.3%
<b>Delaware</b>	229,938	\$115,899	16.1%	4.7%	20.8%

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.

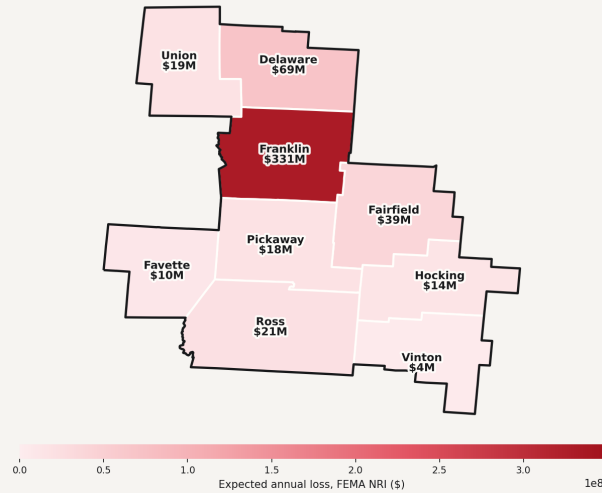
# What this chapter is up against.

**\$526.1M**  
Expected annual loss, all hazards

**Franklin**  
Highest-risk county

**34.3%**  
Avg social vulnerability (SVI)

**1**  
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
<b>Franklin</b>	<b>Relatively High</b>	<b>\$331.4M</b>	<b>65.0%</b>	<b>0</b>	<b>20</b>
<b>Delaware</b>	Relatively Low	\$69.4M	2.4%	1	15
<b>Fairfield</b>	Relatively Low	\$39.0M	19.6%	0	13
<b>Ross</b>	Relatively Low	\$21.5M	59.3%	0	16
<b>Union</b>	Very Low	\$19.0M	1.7%	1	13
<b>Pickaway</b>	Relatively Low	\$18.4M	35.9%	0	15
<b>Hocking</b>	Relatively Low	\$14.1M	49.8%	0	18
<b>Fayette</b>	Very Low	\$9.5M	39.1%	0	11
<b>Vinton</b>	Very Low	\$3.8M	35.9%	0	16

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.

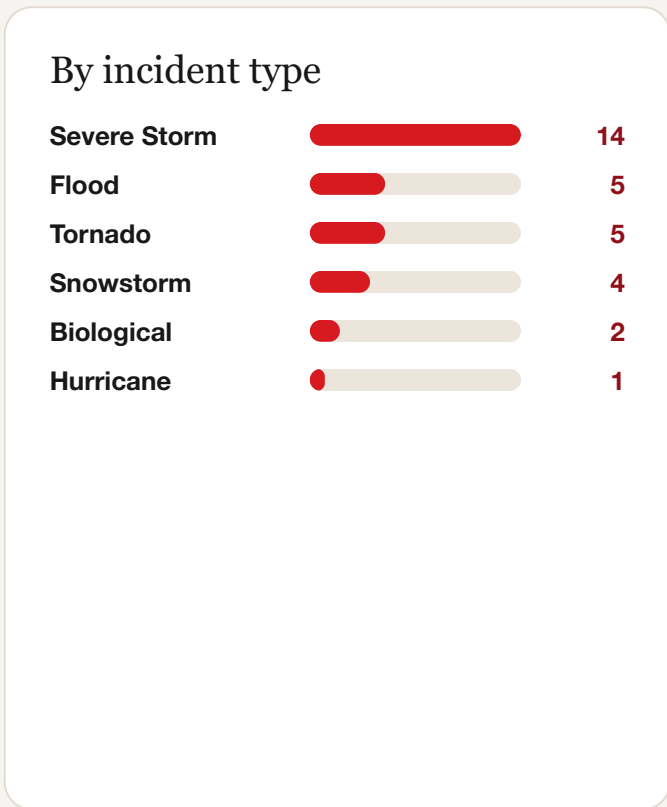
# A chapter shaped by disaster.

**31**  
Federal disaster declarations

**1**  
Hurricanes

**Severe Storm**  
Most common type

**2024**  
Most recent

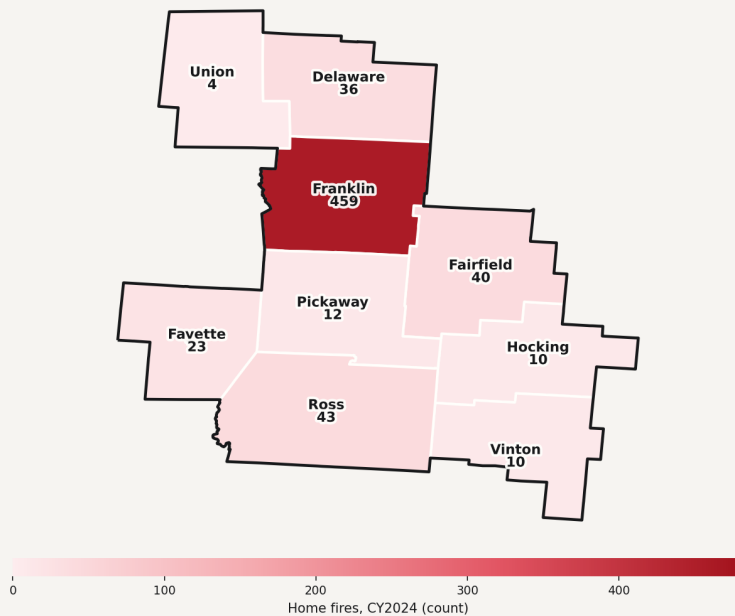
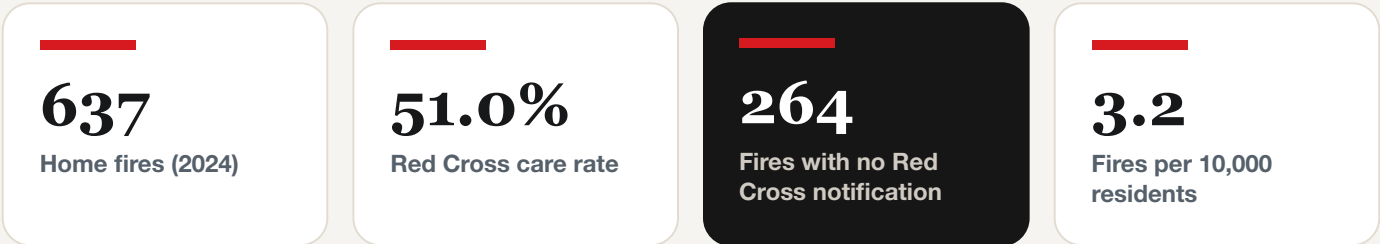


### Most recent declarations

FY	DISASTER	TYPE
2024	Tornadoes	Tornado
2020	Covid-19 Pandemic	Biological
2020	Covid-19	Biological
2019	Severe Storms, Straight-Line Winds, Tornadoes, Flooding, Landslides, And Mudslide	Tornado
2019	Severe Storms, Flooding, And Landslides	Flood
2018	Severe Storms, Landslides, And Mudslides	Flood
2012	Severe Storms And Straight-Line Winds	Severe Storm
2012	Severe Storms	Severe Storm
2011	Severe Storms And Flooding	Severe Storm
2009	Severe Wind Storm Associated With Tropical Depression Ike	Severe Storm

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

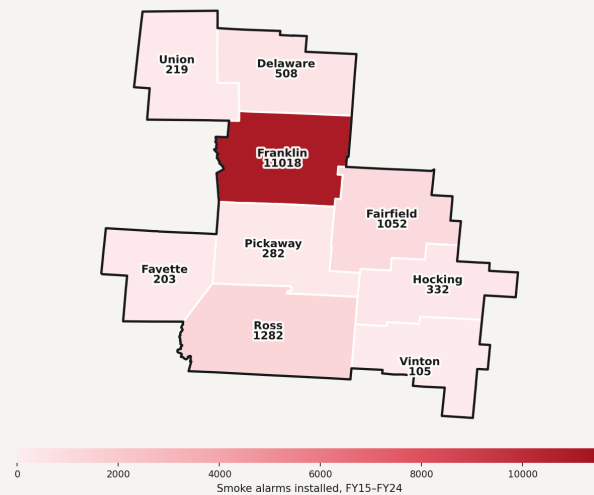
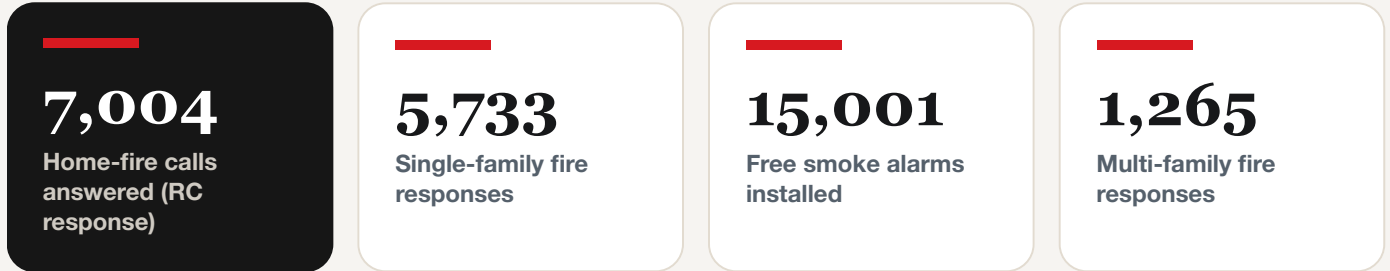
# Every home fire is a Red Cross moment.



Red Cross cared for **51%** of home fires — but **264 (41%)** 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 **7,004** home-fire calls and installed **15,001** 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).

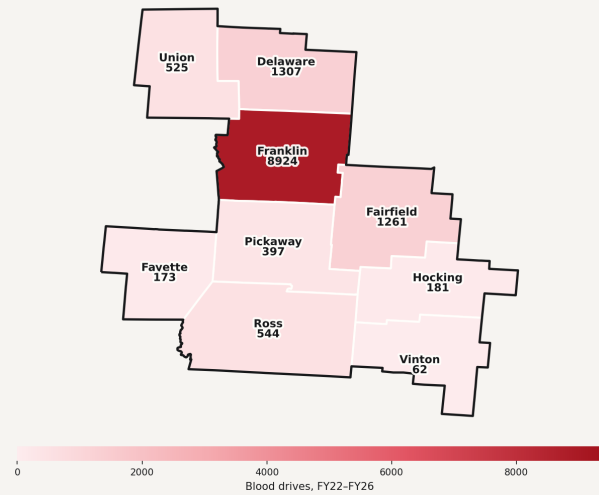
# The blood mission's local footprint.

**342,133**  
Blood units collected  
(FY22–26)

**13,374**  
Blood drives held

**2,742**  
Drives in FY2026

**9**  
Counties with drives



Blood drives are active in **9 of the chapter's 9 counties** — every county without one is an employer or civic opening: a host site, a sponsored drive, a standing partnership.

Source: BioMed Collections FY22–FY26 (American Red Cross). Drives = collection events; units = products collected.

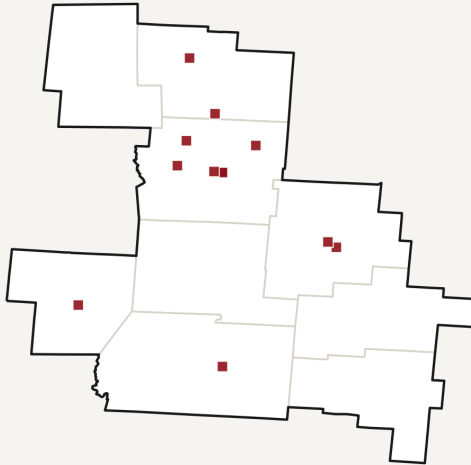
# The chapter's physical footprint.

**14**  
Red Cross facilities

**5**  
Owned

**9**  
Leased / licensed

**6**  
BioMed sites



### By type / function

BioMed site	6
Shared site	3
Humanitarian office	3
Partner / indirect site	2

### BioMed facilities

Lancaster OH Blood Donation Center	Platelets & Red Cells
Delaware OH Blood Donor Center	Platelets & Red Cells
Carriage Place Blood Donation Center	Platelets & Red Cells
Polaris Blood Donation Center	Platelets & Red Cells
Westbelt Blood Donation Center	Red Cells
Stone Ridge Blood Donation Center	Platelets & Red Cells

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.

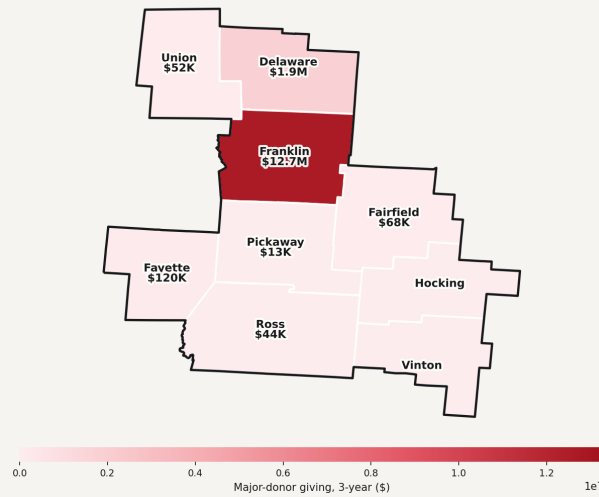
Major-donor giving across the chapter — three fiscal years. Internal planning data.

**\$14,866,774**  
Total giving, 3-year

**159**  
Major donors

**\$1,499,163**  
Current FY • ▼ 80% vs prior FY

**\$12,672,432**  
Top: Franklin



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
<b>Franklin</b>	124	\$12,672,432
<b>Delaware</b>	21	\$1,896,966
<b>Fayette</b>	1	\$120,000
<b>Fairfield</b>	4	\$68,056
<b>Union</b>	4	\$52,409
<b>Ross</b>	3	\$44,391
<b>Pickaway</b>	2	\$12,520

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.

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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 Ohio is anchored by Columbus — a fast-growing metro with a rare density of Fortune 500 headquarters (Nationwide, Cardinal Health, AEP, Huntington, L Brands), the nation's largest bank employer locally (JPMorgan Chase), a flagship research university with an academic medical center, and one of the country's largest community foundations. Across its 9 counties this is one of the strongest corporate, major-gift, and volunteer markets any chapter could ask for.

## Fortune 500 HQ corridor

HIGH

Nationwide, Cardinal Health, AEP, Huntington, and L Brands headquarter in Franklin County — a concentration of corporate community-relations budgets and executive talent few chapters can match.

**Opening move:** Pursue corporate partnership, workplace giving, and executive board recruitment across the HQ corridor.

## Financial services

HIGH

JPMorgan Chase is the metro's largest employer; with Huntington and Nationwide, Columbus is a major banking and wealth center.

**Opening move:** Build workplace giving, major gifts, and Tiffany Circle from the financial-services base.

## University & academic health

HIGH

Ohio State and Wexner Medical, with OhioHealth and Mount Carmel, anchor leadership, alumni reach, physician champions, and large-scale blood partnership.

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

## Advanced manufacturing

STRONG

Honda's Marysville operations and its supplier base employ thousands of families in Union and surrounding counties.

**Opening move:** Pitch workforce preparedness and recovery partnership to Honda and its supplier network.

## Major gifts & philanthropy

HIGH

The Columbus Foundation — among the largest community foundations in the country — plus dense corporate foundations create an exceptional major-gift market.

**Opening move:** Partner with The Columbus Foundation and cultivate corporate-foundation major gifts and Tiffany Circle.

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.

## JPMorgan Chase

Financial services (largest local employer) · Franklin

## Nationwide Insurance (HQ)

Insurance / financial · Franklin

## Cardinal Health (HQ)

Healthcare distribution · Franklin (Dublin)

## Honda of America

Advanced manufacturing · Union (Marysville)

## American Electric Power (HQ)

Utility / energy · Franklin

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

### **The Ohio State University + Wexner Medical Center**

Flagship university + academic health · Franklin

### **OhioHealth**

Health system · Multiple

### **Mount Carmel Health System**

Health system · Franklin

### **Columbus State Community College**

College · Franklin

### **Battelle**

Research institute · Franklin

## Financial, civic & faith

### **Huntington Bancshares · Fifth Third**

Banking

### **The Columbus Foundation**

Philanthropy (one of the largest U.S. community foundations)

### **AEP Ohio**

Utility

### **County sheriffs & commissioners**

Government

### **Corporate foundations & wealth managers**

Wealth

### **Faith & community networks**

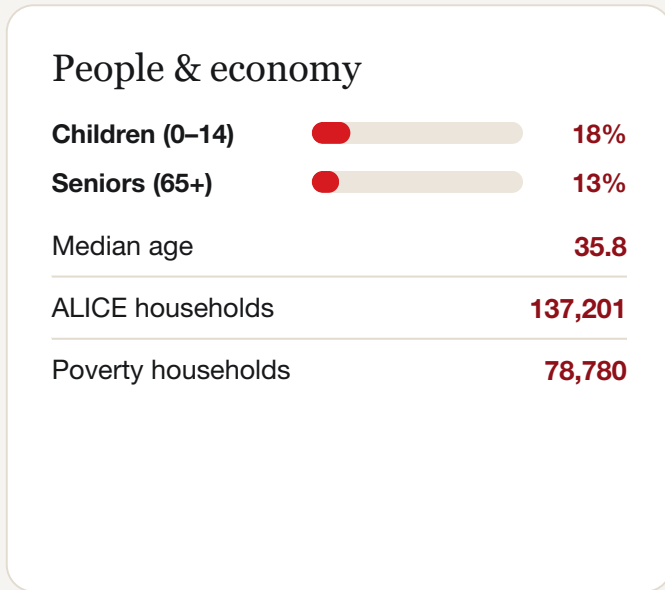
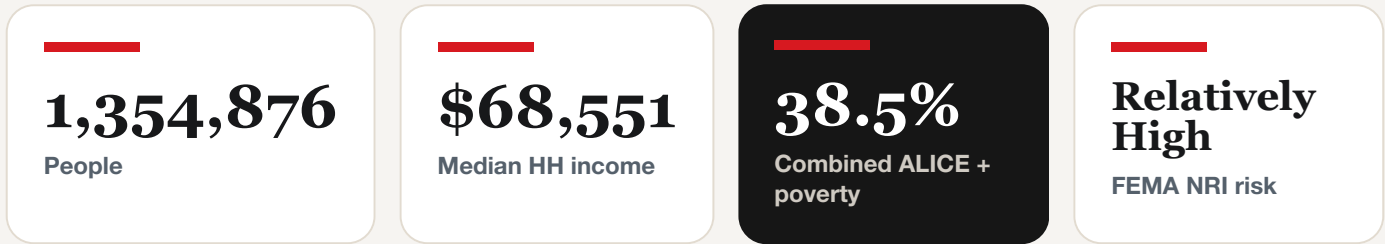
Faith

Columbus = rare Fortune-500 HQ density; The Columbus Foundation as anchor partner.

# Franklin County

Franklin County is the mission epicenter of the chapter — home to Columbus, The Ohio State University, and 1.35 million residents, it is the 12th-largest county by population in the United States and growing. A median age of just 35.8 and a 23% Black population reflect a genuinely young, diverse, and economically stratified city; median income of \$68,551 masks enormous inequality, and 38.5% of residents are ALICE or in poverty. Columbus's identity is shaped by university energy, immigrant communities, a booming tech and logistics economy, and persistent neighborhood-level disinvestment on the South and East Sides.

With an NRI score of Relatively High and an SVI at the 65th percentile, Franklin carries the chapter's greatest composite disaster risk and social vulnerability by a wide margin — and 459 home fires in CY24 represent more than 55% of the chapter's total fire responses. This is where the chapter deploys the most resources, maintains the deepest community partnerships, and faces the hardest casework. Relationships with Columbus Fire, Columbus Public Health, neighborhood CDCs, and faith communities in high-fire ZIP codes are not optional — they are the operational backbone. Equitable service delivery across Franklin's geography and demographic breadth is the defining challenge of the entire chapter.







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

# Delaware County

Delaware County is Central Ohio's prosperity corridor — a fast-growing suburban powerhouse where median household income of \$115,899 ranks among the highest in Ohio and a median age of 39 reflects waves of young professional families who have followed corporate campuses and master-planned communities north out of Columbus. The county's identity is shaped by explosive residential development, strong school systems, and an economy anchored in healthcare, finance, and tech. Yet affluence is not universal: 20.8% of residents fall in ALICE or poverty categories, a population often invisible against the county's gleaming aggregate numbers.

With an NRI score of Relatively Low and an SVI at just the 2.4th percentile, Delaware presents the chapter's lowest structural vulnerability profile — but low risk is not no risk. Thirty-six home fires in CY24 still mean 36 families needing immediate relief, and in a county of rapid infill construction and busy two-income households, smoke alarm coverage can lag growth. Partnership strategy here should lean on corporate and civic sponsors flush with resources, while building micro-targeted outreach to the ALICE households tucked into older pockets of the county who lack the savings buffer their neighbors enjoy.

 <b>229,938</b> People	 <b>\$115,899</b> Median HH income	 <b>20.8%</b> Combined ALICE + poverty	 <b>Relatively Low</b> FEMA NRI risk
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### People & economy

Children (0–14)		<b>22%</b>
Seniors (65+)		<b>13%</b>
Median age		<b>39</b>
ALICE households		<b>13,623</b>
Poverty households		<b>3,946</b>

### Risk & response





Expected annual loss	<b>\$69.4M</b>
Social vulnerability (SVI)	<b>2.4%</b>
FEMA declarations (all time)	<b>15</b>
Home fires, CY2024	<b>36</b>
Fires, no RC notification	<b>20</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>\$1,896,966</b>

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



# Fairfield County

Fairfield County sits at the southeastern edge of the Columbus metro as a study in suburban-rural transition — Lancaster, its county seat, carries the proud legacy of a glass-manufacturing town while newer subdivisions push steadily toward Pickerington and Canal Winchester. A median income of \$82,323 and median age of 40.8 signal a stable, working-to-middle-class population, but 32.6% of residents are ALICE or in poverty and 16% are seniors, a combination that creates genuine financial fragility beneath the surface stability. The county's 9% Black population, the second-highest share in the chapter outside Franklin, underscores the importance of culturally responsive outreach.

Forty home fires in CY24 — the second-highest raw count in the chapter after Franklin — make Fairfield a high-priority fire response county, and an SVI at the 19.6th percentile confirms moderate social vulnerability. Older housing stock in Lancaster and rural townships drives ignition risk, while a growing commuter corridor along US-33 brings population density without proportionate infrastructure investment. The chapter should cultivate relationships with Lancaster Fire, Fairfield County EMA, and faith communities serving the Black and working-class populations in Lancaster proper to ensure sound alarm coverage and rapid casework capacity in what is effectively a high-volume response county.

 <b>163,513</b> People	 <b>\$82,323</b> Median HH income	 <b>32.6%</b> Combined ALICE + poverty	 <b>Relatively Low</b> FEMA NRI risk
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### People & economy

Children (0–14)		18%
Seniors (65+)		16%
Median age		40.8
ALICE households		15,441
Poverty households		5,034

### Risk & response





Expected annual loss	<b>\$39.0M</b>
Social vulnerability (SVI)	<b>19.6%</b>
FEMA declarations (all time)	<b>13</b>
Home fires, CY2024	<b>40</b>
Fires, no RC notification	<b>21</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>\$68,056</b>

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



# Ross County

Ross County anchors the chapter's southern reach as a mid-sized county shaped by federal presence, Appalachian heritage, and persistent economic hardship. Chillicothe, the county seat and Ohio's first capital, carries deep historical significance but also the weight of a deindustrialized economy: median income of \$54,682 and 43.7% ALICE-plus-poverty — the highest ALICE rate in the chapter — underscore a community where more than four in ten residents lack financial stability. The Scioto River corridor, the VA Medical Center, and two state correctional facilities define much of the county's institutional employment base, and a 17% senior population adds service demand.

With an SVI at the 59.3rd percentile, Ross ranks second only to Franklin in social vulnerability among chapter counties, and 43 home fires in CY24 place it third in raw fire volume — a striking figure for a county one-eighteenth the size of Franklin. Older housing, poverty, and a dispersed rural population combine to create elevated ignition risk and reduced capacity to recover without outside assistance. The Scioto River also brings credible flood risk to Chillicothe neighborhoods. The chapter must treat Ross as a high-investment county: robust volunteer capacity, strong relationships with Chillicothe Fire and county EMA, and sustained home fire campaign presence in the neighborhoods where the data says fires keep happening.

 <b>76,773</b> People	 <b>\$54,682</b> Median HH income	 <b>43.7%</b> Combined ALICE + poverty	 <b>Relatively Low</b> FEMA NRI risk
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### People & economy

Children (0–14)		16%
Seniors (65+)		17%
Median age		41.5
ALICE households		8,390
Poverty households		4,236

### Risk & response





Expected annual loss	<b>\$21.5M</b>
Social vulnerability (SVI)	<b>59.3%</b>
FEMA declarations (all time)	<b>16</b>
Home fires, CY2024	<b>43</b>
Fires, no RC notification	<b>9</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>\$44,391</b>

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



# Union County

Union County is the chapter's other prosperity story — a fast-growing exurban county where Honda's Marysville manufacturing complex has anchored a strong industrial economy for four decades, producing a median income of \$102,808, a youthful median age of 38.7, and an SVI at just the 1.7th percentile, the lowest in the entire chapter. The county's identity is shaped by the rare combination of manufacturing strength and bedroom-community growth as Columbus sprawl pushes northwest; its 13% senior share and 26.3% ALICE rate are notably lower than peer counties, reflecting a workforce-age population with reasonable wage access.

Union's Very Low NRI and near-zero social vulnerability make it the chapter's most resilient county by the numbers, and just four home fires in CY24 confirm a low operational tempo. But low risk demands strategic, not negligible, investment — Honda's supplier ecosystem and the growing Marysville and Plain City residential base represent an underutilized corporate and civic partnership opportunity for chapter fundraising and volunteer recruitment. The chapter should cultivate Union County as a resource-generating and volunteer-rich county that can support surge capacity elsewhere in the service area, while maintaining baseline preparedness programming for the ALICE households and newer immigrant workers in the manufacturing supply chain who may lack social capital in emergencies.

 <b>67,092</b> People	 <b>\$102,808</b> Median HH income	 <b>26.3%</b> Combined ALICE + poverty	 <b>Very Low</b> FEMA NRI risk
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### People & economy

Children (0–14)		20%
Seniors (65+)		13%
Median age		38.7
ALICE households		4,944
Poverty households		1,238

### Risk & response

Expected annual loss	<b>\$19.0M</b>
Social vulnerability (SVI)	<b>1.7%</b>
FEMA declarations (all time)	<b>13</b>
Home fires, CY2024	<b>4</b>
Fires, no RC notification	<b>1</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>\$52,409</b>

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

# Pickaway County

Pickaway County occupies a distinct niche as a rural county caught mid-transition — Circleville and its famous Pumpkin Show project an agrarian identity, but the county's southern Columbus adjacency has begun drawing commuters and light industrial development along US-23. A median income of \$68,514 and median age of 41.1 speak to a working-class community in slow demographic flux, while 40.1% ALICE-plus-poverty and a 16% senior share confirm that economic vulnerability is widespread and not offset by suburban wealth spillover. The presence of the Chillicothe Correctional Institution and the Ohio Reformatory for Women meaningfully shapes the county's population statistics and its social service landscape.

With an NRI of Relatively Low and SVI at the 35.9th percentile, Pickaway presents moderate vulnerability, and 12 home fires in CY24 represent a manageable but real response load. The county's flat agricultural terrain is less prone to flash flooding than hillier neighbors, but severe thunderstorms and tornado risk are genuine seasonal concerns given Ohio's central-corridor exposure. The chapter should engage Circleville Fire, county EMA, and reentry-focused nonprofits to ensure that formerly incarcerated residents returning to Pickaway — a population chronically overlooked by disaster preparedness outreach — are connected to Red Cross services and home fire safety resources.

60,057

People

\$68,514

Median HH income

40.1%

Combined ALICE + poverty

Relatively Low

FEMA NRI risk

### People & economy

<b>Children (0–14)</b>		<b>17%</b>
<b>Seniors (65+)</b>		<b>16%</b>
Median age		<b>41.1</b>
ALICE households		<b>5,978</b>
Poverty households		<b>2,613</b>

### Risk & response





Expected annual loss	<b>\$18.4M</b>
Social vulnerability (SVI)	<b>35.9%</b>
FEMA declarations (all time)	<b>15</b>
Home fires, CY2024	<b>12</b>
Fires, no RC notification	<b>3</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>\$12,520</b>

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

# Fayette County

Fayette County is quintessential small-town agricultural Ohio — Washington Court House anchors a county whose economy revolves around farming, light manufacturing, and a modest retail core serving roughly 29,000 residents spread across flat, open terrain. Median income of \$54,061 and a 40.6% ALICE-plus-poverty rate tell the story of a community where wages have not kept pace with costs, and 18% of the population is senior, meaning a significant share of households are elderly and fixed-income. The county is overwhelmingly white and non-Hispanic, and its challenges are rooted in economic stagnation rather than demographic complexity.

Despite a Very Low NRI score, Fayette's SVI at the 39.1st percentile reflects real underlying vulnerability driven by income, age, and limited access to services. Twenty-three home fires in CY24 — a high rate relative to population size — point to the risks posed by older rural housing, deferred maintenance, and greater reliance on space heaters and wood stoves. The chapter's mission here is fundamentally about reach: volunteer recruitment and retention in a county with few large employers or anchor institutions, strong partnership with the Washington Court House Fire Department, and smoke alarm installation programs targeting the aging housing stock where risk is concentrated.

 <b>28,949</b> People	 <b>\$54,061</b> Median HH income	 <b>40.6%</b> Combined ALICE + poverty	 <b>Very Low</b> FEMA NRI risk
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### People & economy

Children (0–14)		<b>19%</b>
Seniors (65+)		<b>18%</b>
Median age		<b>41.3</b>
ALICE households		<b>2,853</b>
Poverty households		<b>1,876</b>

### Risk & response





Expected annual loss	<b>\$9.5M</b>
Social vulnerability (SVI)	<b>39.1%</b>
FEMA declarations (all time)	<b>11</b>
Home fires, CY2024	<b>23</b>
Fires, no RC notification	<b>11</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>\$120,000</b>

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



# Hocking County

Hocking County is Appalachian Ohio in its truest form — rugged, wooded hills, state forest land, and the tourist draw of Hocking Hills State Park define a county whose economy blends outdoor recreation, small-scale logging, and the kind of service-sector jobs that accompany weekend tourism without generating middle-class wages. With a median income of \$60,164 and 40.2% of residents ALICE or in poverty, economic precarity is the baseline, and a median age of 43 with 19% seniors signals a county aging in place without significant in-migration. The population is almost entirely white, and at under 28,000 residents it is one of the chapter's most sparsely populated counties.

Hocking's SVI at the 49.8th percentile is the most nuanced in the chapter — despite a Relatively Low NRI score, the combination of geographic isolation, poverty, aging housing, and limited emergency service coverage creates real on-the-ground vulnerability. Ten home fires in CY24 may seem modest but each one is a major event in a county with thin mutual-aid infrastructure and long response times. The chapter's strategy here must emphasize volunteer fire department partnerships and proactive smoke alarm installation in the dispersed rural housing stock, while recognizing that disaster relief logistics in Hocking require advance planning given the county's winding roads and cellular dead zones.

 <b>27,806</b> People	 <b>\$60,164</b> Median HH income	 <b>40.2%</b> Combined ALICE + poverty	 <b>Relatively Low</b> FEMA NRI risk
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### People & economy

Children (0–14)		17%
Seniors (65+)		19%
Median age		43
ALICE households		2,970
Poverty households		1,679

### Risk & response





Expected annual loss	<b>\$14.1M</b>
Social vulnerability (SVI)	<b>49.8%</b>
FEMA declarations (all time)	<b>18</b>
Home fires, CY2024	<b>10</b>
Fires, no RC notification	<b>5</b>
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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



# Vinton County

Vinton County is the chapter's most rural, most isolated, and most economically distressed county — 12,583 people scattered across forested Appalachian hills, with a median income of \$48,641, a 42.7% ALICE-plus-poverty rate, and essentially no racial diversity. McArthur, the county seat, is a small town with limited commercial infrastructure, and the county's economic identity is rooted in timbering, small agriculture, and state forest employment. Eighteen percent of residents are seniors, and the population skews older as younger residents leave for opportunity elsewhere — a demographic trend that concentrates need without growing the local tax or volunteer base.

Despite a Very Low NRI score, Vinton's SVI at the 35.9th percentile and its grinding poverty create structural vulnerability that disaster risk indices undercount. Ten home fires in CY24 match Hocking's total in a county with 5,000 fewer people, implying one of the chapter's highest per-capita fire rates — almost certainly driven by aging, poorly maintained housing, wood-burning heat, and delayed electrical upkeep. Volunteer fire departments here are chronically underfunded and understaffed. The chapter's mission in Vinton is not scalable program delivery but deep, trust-based community presence: recruiting local volunteer responders, blanketing the county's housing stock with free smoke alarms, and building the kind of neighbor-to-neighbor relationships that are the only reliable safety net when institutional capacity is this thin.

 <b>12,583</b> People	 <b>\$48,641</b> Median HH income	 <b>42.7%</b> Combined ALICE + poverty	 <b>Very Low</b> FEMA NRI risk
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### People & economy

Children (0–14)		17%
Seniors (65+)		18%
Median age		42.5
ALICE households		1,292
Poverty households		938

### Risk & response

Expected annual loss	<b>\$3.8M</b>
Social vulnerability (SVI)	<b>35.9%</b>
FEMA declarations (all time)	<b>16</b>
Home fires, CY2024	<b>10</b>
Fires, no RC notification	<b>6</b>
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Vinton 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](http://experience.arcgis.com)

## Disaster Response Intelligence

Spatial disaster-response intelligence

Experience Builder app

## Red Cross Real Estate

Facilities & market intelligence

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

## Service Area Planning

Service-area geography & planning

Experience Builder app

## Community Mobilization V

Local resource & mobilization map

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

## Biomed

Blood & BioMed footprint

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

## FEMA RAPT

Resilience analysis & planning

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

## Census Community Resilience

People & resilience context

[www.census.gov](http://www.census.gov)

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Red Cross Experience Builder apps give the live, drill-down companion to this report; federal tools add official context.

# Every number, traceable.

Tools produce facts; humans own decisions. Each figure in this report traces to a named source and vintage.

METRIC	SOURCE	VINTAGE
<b>geography + 2023 demographics</b>	ALICE master / Red Cross reference table	2023
<b>ALICE + poverty households</b>	MASTER counties ALICE+demographics	2023
<b>flare</b>	flare_fire_incidents (public AGOL, CY24)	CY2024
<b>smoke_alarms</b>	GIS_MAP_FY15_to_FY24 (AGOL item b09f21d9...)	FY15–24
<b>lives_saved</b>	Lives_Saved_Map_30_Apr_2026 (AGOL item ff313330...)	2026
<b>blood</b>	Biomed Collections 22-26 by chapter/county	FY22–26
<b>risk + disaster history</b>	FEMA NRI 2025 · CDC SVI 2022 · FEMA declarations (red-cross-data county master)	FEMA NRI 2025 · SVI 2022
<b>fema disaster history</b>	FEMA Disaster Declarations Summaries v2	2026
<b>facilities / real estate (no costs)</b>	Red Cross facilities portfolio — reintel.jbf.com (locations, types & ownership only; no cost/lease terms)	FY25
<b>home-fire RC responses (SFF/MFF)</b>	DRO National 800-RedCross Calls by County (org AGOL)	FY24–26

Geography: American Red Cross chapter↔county reference. The full machine-readable source ledger ships with the data bundle.

# Full county table.

COUNTY	POP	HOUSEHOLDS	HARDSHIP	NRI RISK	EXP. ANNUAL LOSS	FIRES '24
<b>Franklin</b>	1,354,876	555,129	38.5%	Relatively High	\$331.4M	459
<b>Delaware</b>	229,938	83,783	20.8%	Relatively Low	\$69.4M	36
<b>Fairfield</b>	163,513	60,493	32.6%	Relatively Low	\$39.0M	40
<b>Ross</b>	76,773	29,472	43.7%	Relatively Low	\$21.5M	43
<b>Union</b>	67,092	23,518	26.3%	Very Low	\$19.0M	4
<b>Pickaway</b>	60,057	21,633	40.1%	Relatively Low	\$18.4M	12
<b>Fayette</b>	28,949	11,811	40.6%	Very Low	\$9.5M	23
<b>Hocking</b>	27,806	11,408	40.2%	Relatively Low	\$14.1M	10
<b>Vinton</b>	12,583	5,112	42.7%	Very Low	\$3.8M	10

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