

ARC of East Tennessee

Southeast and Caribbean Division · Tennessee Region
TN · 11 counties · HQ Knoxville, TN · FEMA Region IV

1,089,085

People

447,151

Households

43.5%

Households below the ALICE survival threshold

11

Counties · 5,416 sq mi

Nearly **44% of households** across this chapter live below the ALICE survival threshold — the working families one disaster away from crisis.

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

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

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In this report.

ARC of East Tennessee · 11 counties · TN

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

The chapter's footprint.

11
Counties

5,416
Square miles

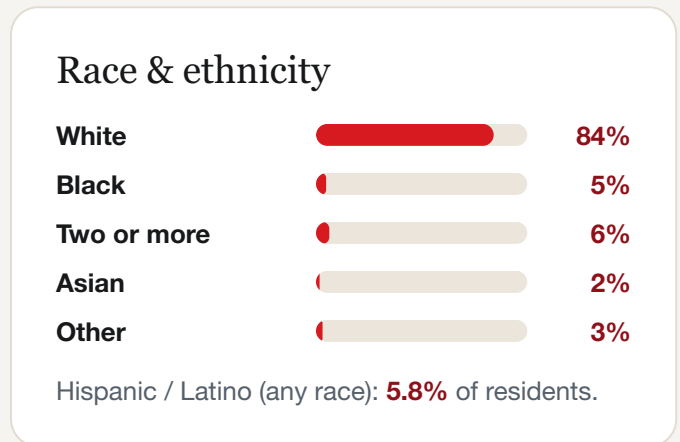
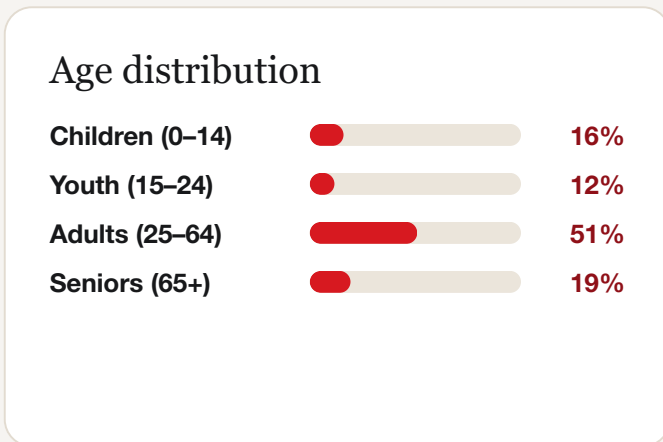
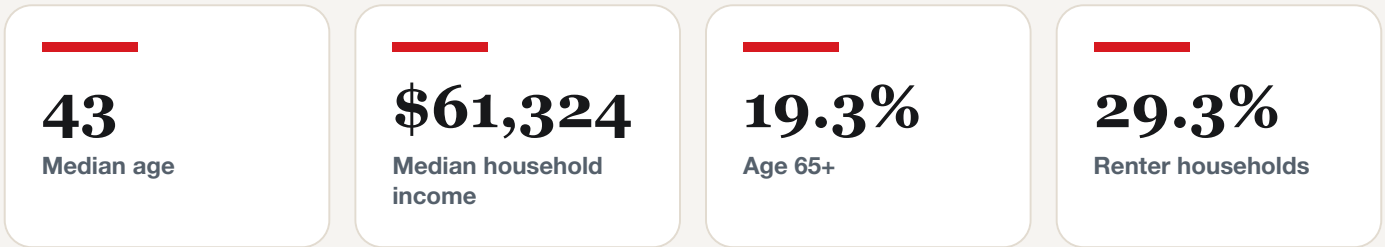
1,089,085
People

**Tennessee
Region**
Southeast and
Caribbean Division

COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Knox	494,293	526	45.4%
Blount	140,126	567	12.9%
Sevier	101,455	598	9.3%
Anderson	78,060	345	7.2%
Cumberland	63,387	685	5.8%
Loudon	57,681	247	5.3%
Roane	53,472	395	4.9%
Campbell	39,092	498	3.6%
Scott	21,713	533	2.0%
Morgan	20,911	523	1.9%
Fentress	18,895	499	1.7%

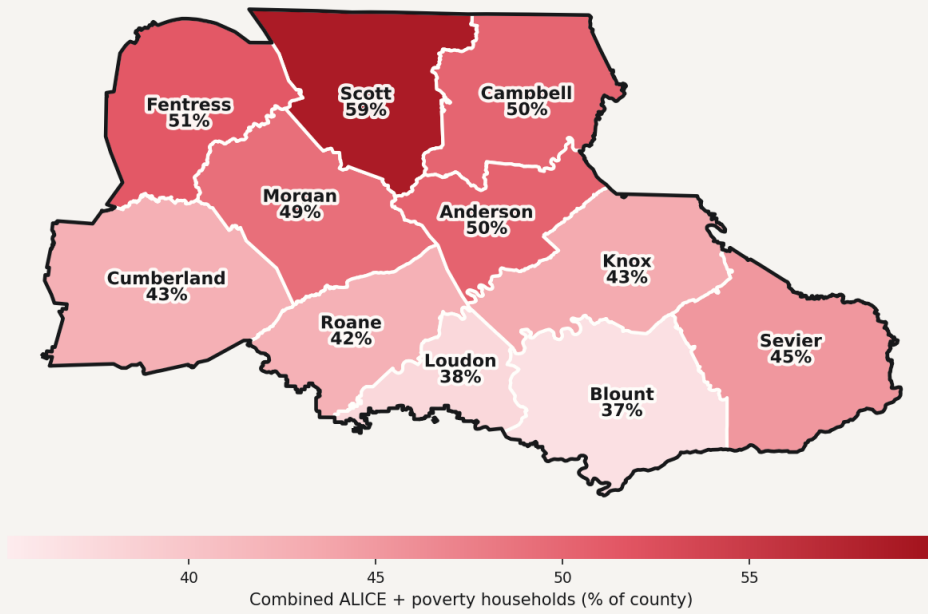
HQ: Knoxville, TN · FEMA Region IV. Counties sorted by population.

The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 11 counties; median age and income are population-weighted.

Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
Scott	21,713	\$39,640	32.6%	26.2%	58.8%
Fentress	18,895	\$44,205	29.1%	22.3%	51.4%
Anderson	78,060	\$61,763	32.3%	18.0%	50.3%
Campbell	39,092	\$47,952	28.6%	21.5%	50.1%
Morgan	20,911	\$46,093	32.9%	16.3%	49.2%
Sevier	101,455	\$53,984	33.3%	11.9%	45.2%
Knox	494,293	\$65,504	29.1%	14.0%	43.2%
Cumberland	63,387	\$54,943	29.6%	13.1%	42.6%
Roane	53,472	\$61,858	28.3%	14.2%	42.5%
Loudon	57,681	\$69,138	25.5%	12.1%	37.6%
Blount	140,126	\$62,789	27.5%	9.1%	36.6%

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.

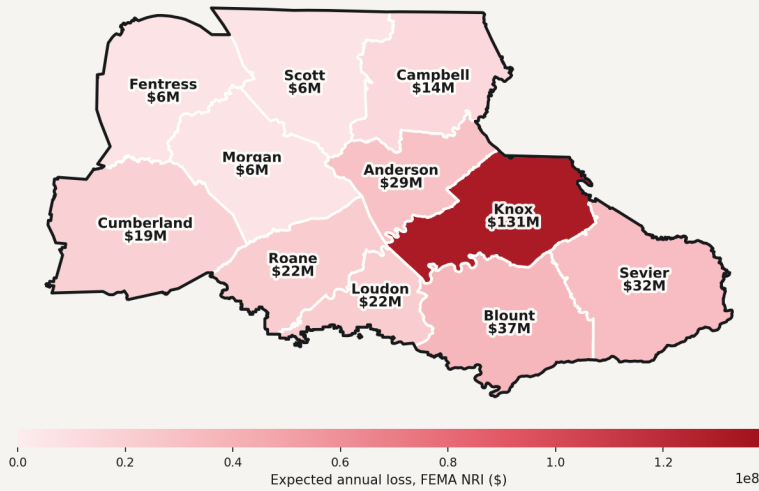
What this chapter is up against.

\$324.8M
Expected annual loss, all hazards

Knox
Highest-risk county

46.8%
Avg social vulnerability (SVI)

5
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
Knox	Relatively Moderate	\$131.4M	37.4%	5	19
Blount	Relatively Low	\$36.6M	23.1%	3	18
Sevier	Relatively Low	\$32.1M	56.6%	4	23
Anderson	Relatively Low	\$29.5M	63.6%	3	22
Loudon	Relatively Low	\$22.2M	17.2%	4	20
Roane	Relatively Low	\$21.8M	30.8%	4	24
Cumberland	Relatively Low	\$18.5M	35.1%	4	26
Campbell	Relatively Low	\$13.7M	71.4%	4	25
Morgan	Very Low	\$6.5M	61.2%	4	21
Scott	Very Low	\$6.5M	73.9%	3	26
Fentress	Very Low	\$6.2M	44.1%	4	24

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.

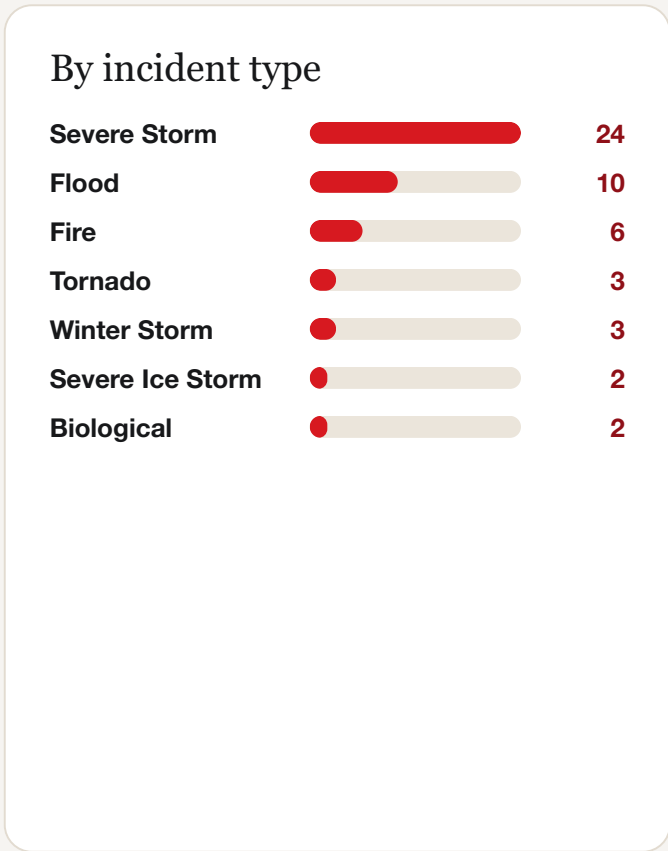
A chapter shaped by disaster.

53
Federal disaster declarations

1
Hurricanes

Severe Storm
Most common type

2026
Most recent

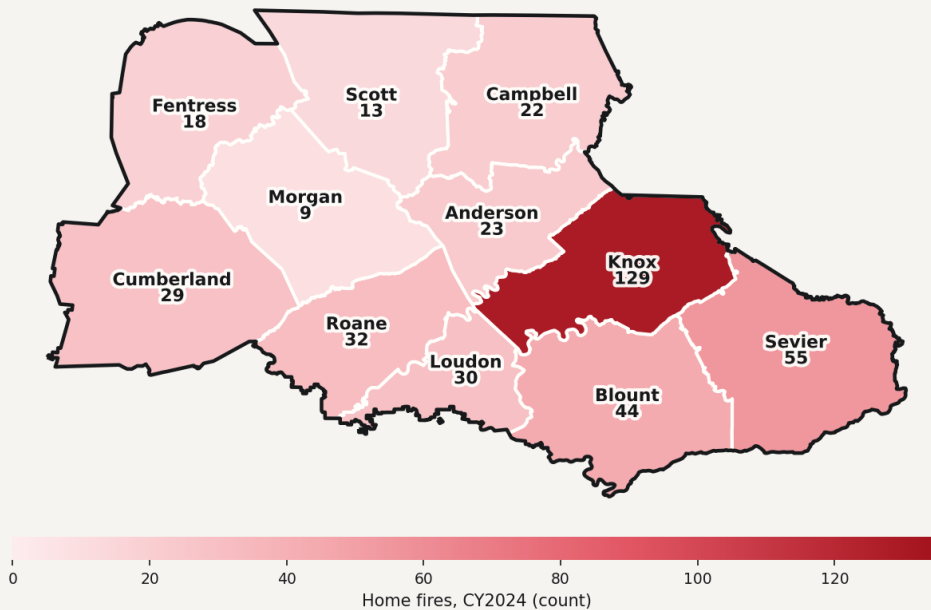
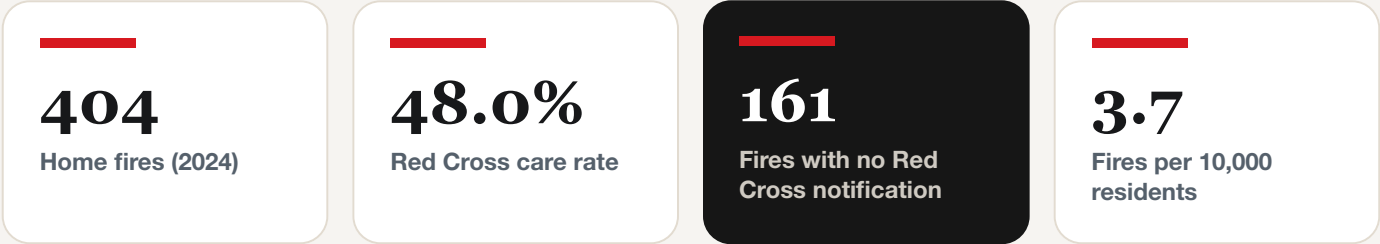


Most recent declarations

FY	DISASTER	TYPE
2026	Severe Winter Storm	Winter Storm
2026	Severe Winter Storm	Winter Storm
2025	Severe Storms, Straight-Line Winds, Tornadoes, And Flooding	Severe Storm
2025	Tropical Storm Helene	Tropical Storm
2023	Severe Storms, Straight-Line Winds, And Tornado	Severe Storm
2023	Severe Storms, Straight-Line Winds, And Tornado	Severe Storm
2023	Severe Storms, Straight-Line Winds, And Tornadoes	Severe Storm
2023	Severe Winter Storm	Winter Storm
2021	Severe Storms, Tornadoes, And Flooding	Tornado
2021	Severe Winter Storms	Severe Ice Storm

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

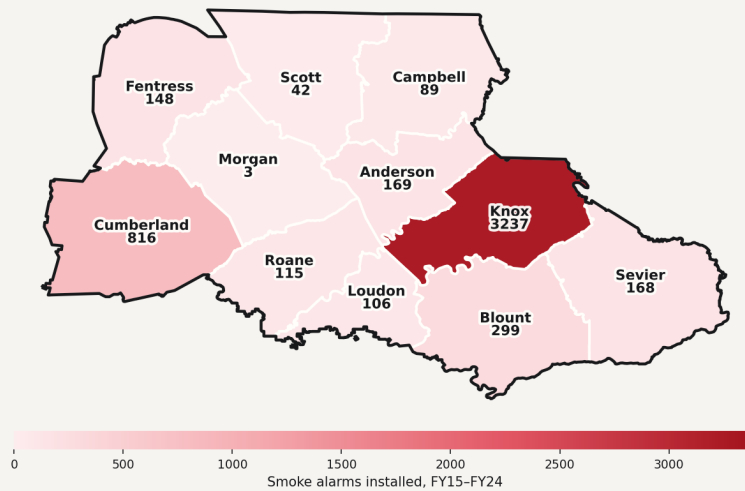
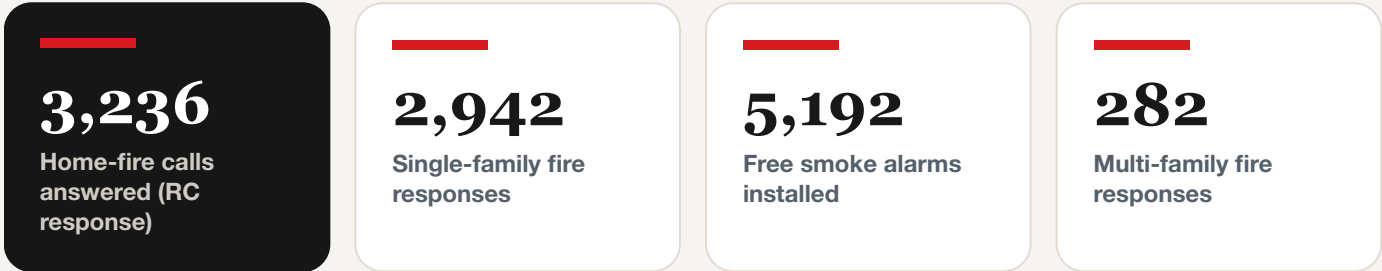
Every home fire is a Red Cross moment.



Red Cross cared for **48%** of home fires — but **161 (40%)** 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.

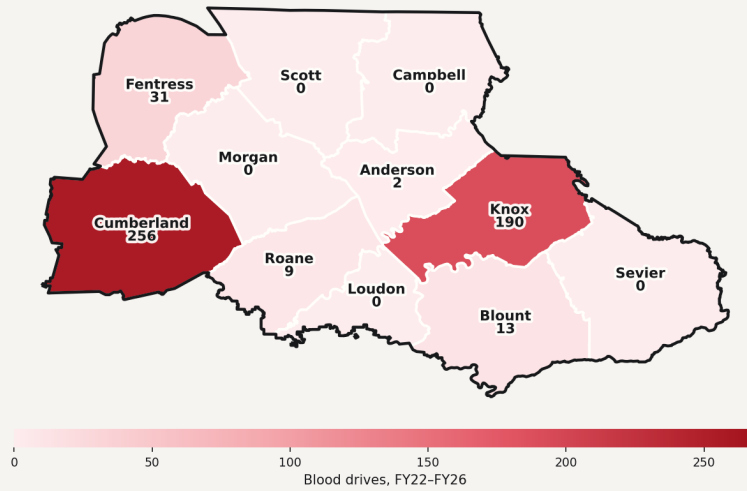


Red Cross answered **3,236** home-fire calls and installed **5,192** free smoke alarms across the chapter — response and prevention, county by county.

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.

13,103 Blood units collected (FY22–26)	501 Blood drives held	98 Drives in FY2026	6 Counties with drives
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Blood drives are active in **6 of the chapter's 11 counties** — every county without one is an employer or civic opening: a host site, a sponsored drive, a standing partnership.

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

The chapter's physical footprint.

1
Red Cross facilities

1
Owned

0
Leased / licensed

0
BioMed sites



By type / function

Humanitarian office | **1**

BioMed facilities

No BioMed fixed sites in this chapter.

Sources: Red Cross real-estate portfolio (reintel.jbf.com) + BioMed facilities (biomed.jbf.com). Locations, types and functions only — no cost, square footage, or lease terms are disclosed.

Who gives here.

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

\$2,013,663

Total giving, 3-year

59

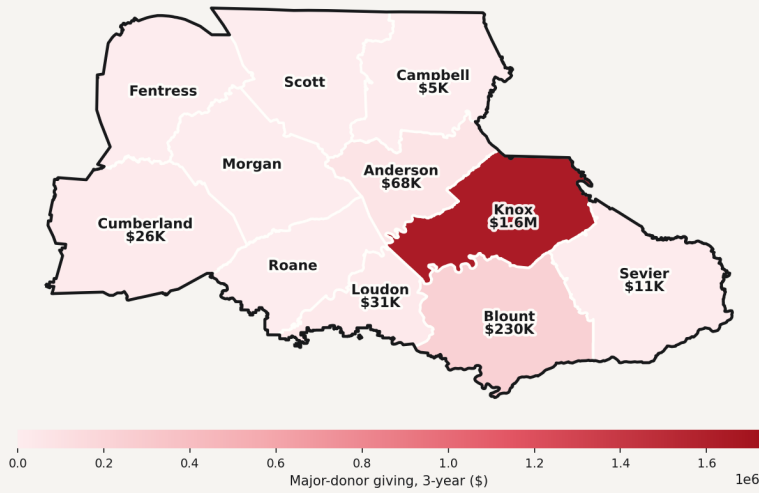
Major donors

\$60,039

Current FY · ▼ 96% vs prior FY

\$1,641,674

Top: Knox



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
Knox	37	\$1,641,674
Blount	9	\$230,235
Anderson	6	\$68,500
Loudon	2	\$31,000
Cumberland	2	\$26,400
Sevier	2	\$10,854
Campbell	1	\$5,000

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

Knox County



494,293
People

\$65,504
Median HH income

43.2%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		16%
Median age		39.8
ALICE households		58,252
Poverty households		28,103

Risk & response

Expected annual loss	\$131.4M
Social vulnerability (SVI)	37.4%
FEMA declarations (all time)	19
Home fires, CY2024	129
Fires, no RC notification	55
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$1,641,674

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

Blount County



140,126
People

\$62,789
Median HH income

36.6%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		20%
Median age		44.5
ALICE households		15,574
Poverty households		5,121

Risk & response

Expected annual loss	\$36.6M
Social vulnerability (SVI)	23.1%
FEMA declarations (all time)	18
Home fires, CY2024	44
Fires, no RC notification	16
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$230,235

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

Sevier County



101,455
People

\$53,984
Median HH income

45.2%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		20%
Median age		43.9
ALICE households		14,241
Poverty households		5,071

Risk & response

Expected annual loss	\$32.1M
Social vulnerability (SVI)	56.6%
FEMA declarations (all time)	23
Home fires, CY2024	55
Fires, no RC notification	27
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$10,854

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

Anderson County



78,060
People

\$61,763
Median HH income

50.3%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		20%
Median age		45.1
ALICE households		10,840
Poverty households		6,033

Risk & response

Expected annual loss	\$29.5M
Social vulnerability (SVI)	63.6%
FEMA declarations (all time)	22
Home fires, CY2024	23
Fires, no RC notification	9
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$68,500

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

Cumberland County



63,387
People

\$54,943
Median HH income

42.6%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		14%
Seniors (65+)		31%
Median age		53
ALICE households		8,118
Poverty households		3,583

Risk & response

Expected annual loss	\$18.5M
Social vulnerability (SVI)	35.1%
FEMA declarations (all time)	26
Home fires, CY2024	29
Fires, no RC notification	12
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$26,400

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

Loudon County

57,681

People

\$69,138

Median HH income

37.6%

Combined ALICE + poverty

Relatively Low

FEMA NRI risk

People & economy

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

Seniors (65+)  **27%**

Median age **50.1**

ALICE households **5,972**

Poverty households **2,837**

Risk & response

Expected annual loss **\$22.2M**

Social vulnerability (SVI) **17.2%**

FEMA declarations (all time) **20**

Home fires, CY2024 **30**

Fires, no RC notification **12**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **\$31,000**

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

Roane County



53,472
People

\$61,858
Median HH income

42.5%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		14%
Seniors (65+)		23%
Median age		48.4
ALICE households		6,386
Poverty households		3,190

Risk & response

Expected annual loss	\$21.8M
Social vulnerability (SVI)	30.8%
FEMA declarations (all time)	24
Home fires, CY2024	32
Fires, no RC notification	10
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Campbell County



39,092
People

\$47,952
Median HH income

50.1%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		21%
Median age		45
ALICE households		4,771
Poverty households		3,596

Risk & response

Expected annual loss	\$13.7M
Social vulnerability (SVI)	71.4%
FEMA declarations (all time)	25
Home fires, CY2024	22
Fires, no RC notification	11
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$5,000

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

Scott County



21,713
People

\$39,640
Median HH income

58.8%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		17%
Median age		41.3
ALICE households		2,817
Poverty households		2,261

Risk & response

Expected annual loss	\$6.5M
Social vulnerability (SVI)	73.9%
FEMA declarations (all time)	26
Home fires, CY2024	13
Fires, no RC notification	2
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Morgan County



20,911
People

\$46,093
Median HH income

49.2%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		15%
Seniors (65+)		18%
Median age		42.3
ALICE households		2,367
Poverty households		1,173

Risk & response

Expected annual loss	\$6.5M
Social vulnerability (SVI)	61.2%
FEMA declarations (all time)	21
Home fires, CY2024	9
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Fentress County



18,895
People

\$44,205
Median HH income

51.4%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		22%
Median age		45.7
ALICE households		2,246
Poverty households		1,716

Risk & response

Expected annual loss	\$6.2M
Social vulnerability (SVI)	44.1%
FEMA declarations (all time)	24
Home fires, CY2024	18
Fires, no RC notification	6
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Fentress 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
Knox	494,293	202,015	43.2%	Relatively Moderate	\$131.4M	129
Blount	140,126	56,833	36.6%	Relatively Low	\$36.6M	44
Sevier	101,455	40,873	45.2%	Relatively Low	\$32.1M	55
Anderson	78,060	32,464	50.3%	Relatively Low	\$29.5M	23
Cumberland	63,387	28,209	42.6%	Relatively Low	\$18.5M	29
Loudon	57,681	23,909	37.6%	Relatively Low	\$22.2M	30
Roane	53,472	22,467	42.5%	Relatively Low	\$21.8M	32
Campbell	39,092	16,396	50.1%	Relatively Low	\$13.7M	22
Scott	21,713	8,643	58.8%	Very Low	\$6.5M	13
Morgan	20,911	7,449	49.2%	Very Low	\$6.5M	9
Fentress	18,895	7,893	51.4%	Very Low	\$6.2M	18

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