

# ARC of Eastern South Carolina

Southeast and Caribbean Division · South Carolina Region  
SC · 7 counties · HQ Myrtle Beach, SC · FEMA Region IV

706,992

People

296,011

Households

46.9%

Households below the ALICE survival threshold

7

Counties · 4,708 sq mi

Nearly **47% 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 Eastern South Carolina · 7 counties · SC

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

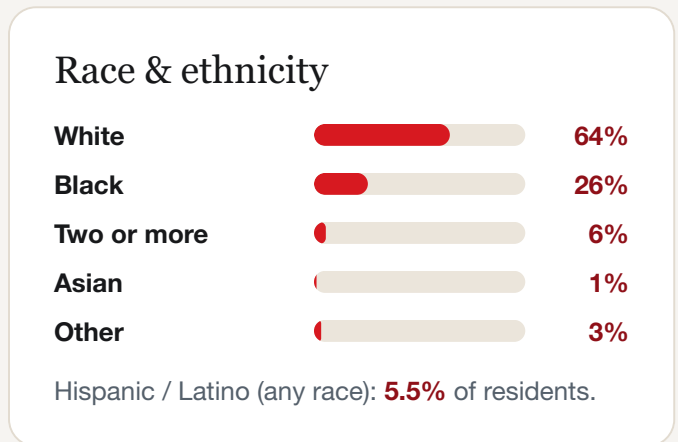
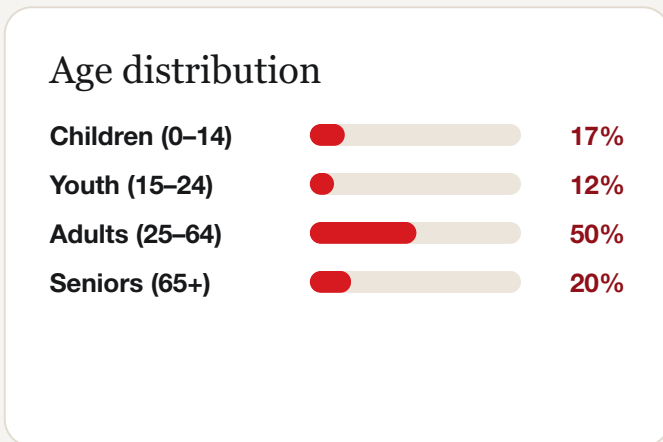
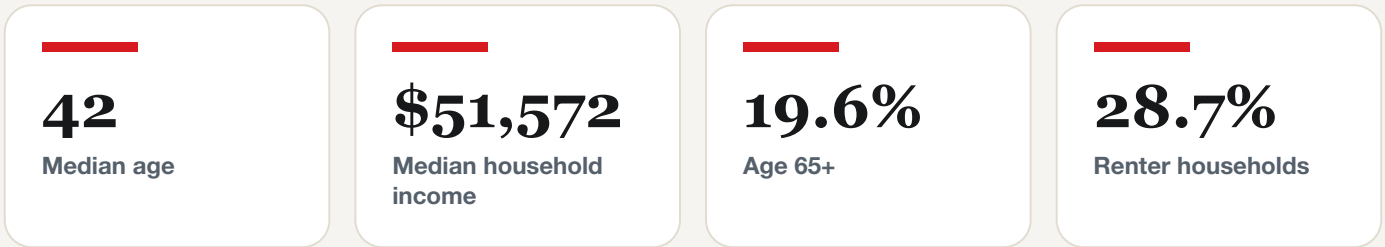
# The chapter's footprint.

<b>7</b> Counties	<b>4,708</b> Square miles	<b>706,992</b> People	<b>South Carolina Region</b> Southeast and Caribbean Division
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COUNTY	PEOPLE	SQ MI	% OF CHAPTER
<b>Horry</b>	381,871	1,145	54.0%
<b>Florence</b>	137,567	804	19.5%
<b>Darlington</b>	62,098	567	8.8%
<b>Chesterfield</b>	42,679	806	6.0%
<b>Marion</b>	28,508	494	4.0%
<b>Dillon</b>	27,679	407	3.9%
<b>Marlboro</b>	26,590	485	3.8%

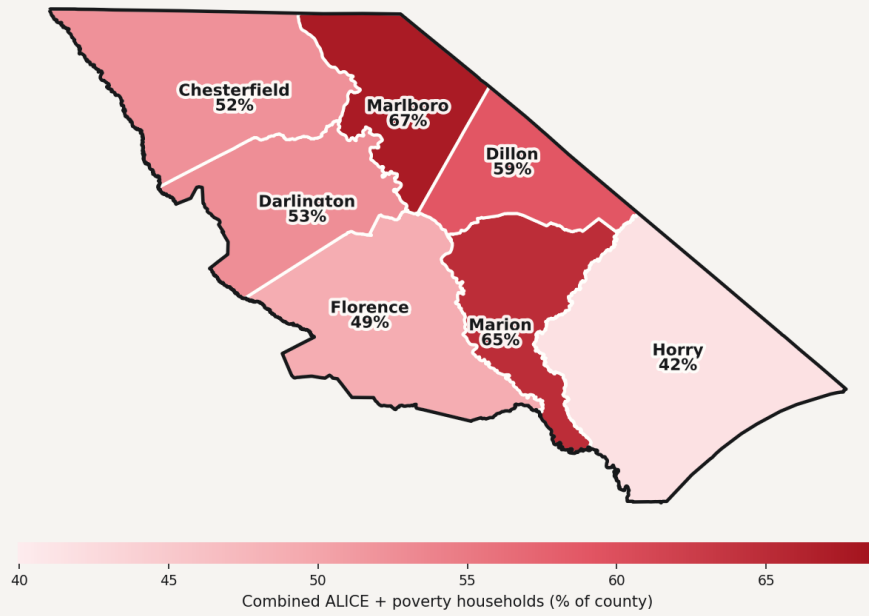
HQ: Myrtle Beach, SC · FEMA Region IV. Counties sorted by population.

# The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 7 counties; median age and income are population-weighted.

# Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
<b>Marlboro</b>	<b>26,590</b>	<b>\$37,980</b>	<b>40.4%</b>	<b>27.0%</b>	<b>67.4%</b>
<b>Marion</b>	<b>28,508</b>	<b>\$37,792</b>	<b>38.5%</b>	<b>26.4%</b>	<b>64.9%</b>
<b>Dillon</b>	<b>27,679</b>	<b>\$37,203</b>	<b>31.0%</b>	<b>28.0%</b>	<b>59.0%</b>
<b>Darlington</b>	62,098	\$42,116	33.2%	19.5%	52.6%
<b>Chesterfield</b>	42,679	\$45,210	32.2%	20.1%	52.3%
<b>Florence</b>	137,567	\$54,247	32.3%	16.7%	49.0%
<b>Horry</b>	381,871	\$55,874	28.5%	13.1%	41.6%

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.

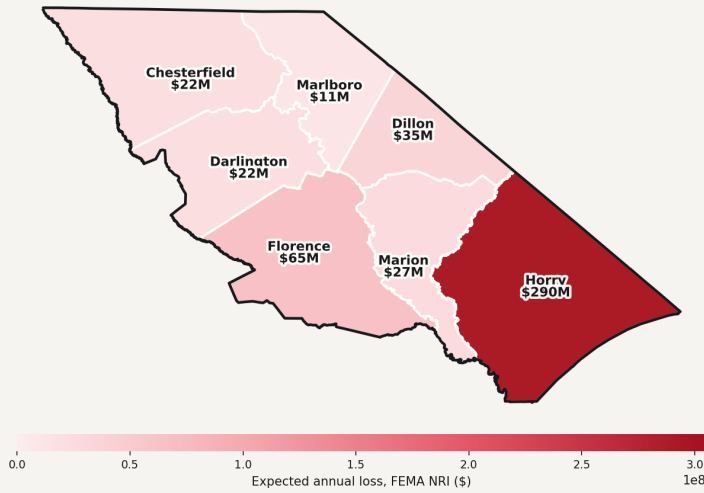
# What this chapter is up against.

**\$474.0M**  
Expected annual loss, all hazards

**Horry**  
Highest-risk county

**87.9%**  
Avg social vulnerability (SVI)

**8**  
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
<b>Horry</b>	<b>Relatively High</b>	<b>\$290.4M</b>	<b>70.2%</b>	<b>8</b>	<b>34</b>
<b>Florence</b>	Relatively Moderate	\$65.2M	82.6%	7	28
<b>Dillon</b>	Relatively Moderate	\$35.0M	97.5%	7	29
<b>Marion</b>	Relatively Low	\$27.1M	87.5%	6	28
<b>Chesterfield</b>	Relatively Low	\$22.5M	94.6%	6	26
<b>Darlington</b>	Relatively Low	\$22.4M	89.2%	6	26
<b>Marlboro</b>	Relatively Low	\$11.4M	94.0%	6	26

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.

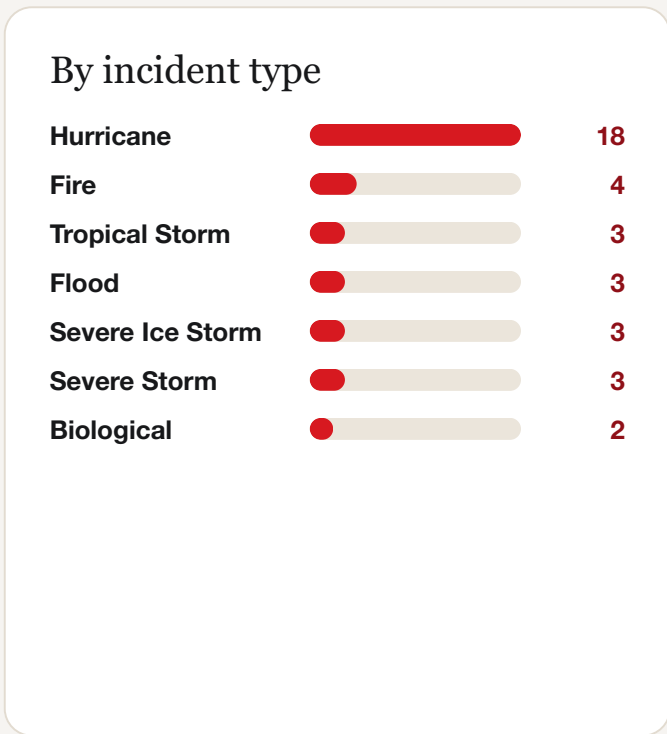
# A chapter shaped by disaster.

**38**  
Federal disaster declarations

**18**  
Hurricanes

**Hurricane**  
Most common type

**2026**  
Most recent

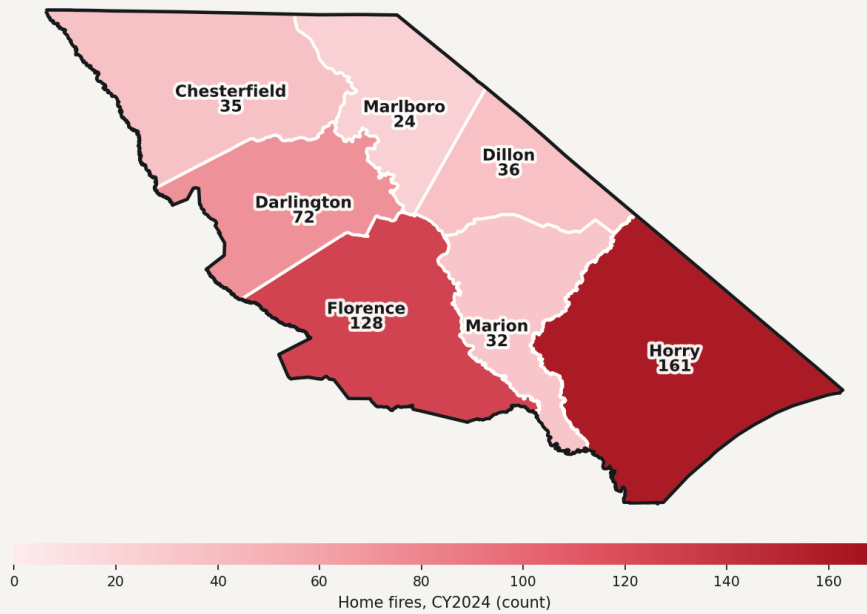
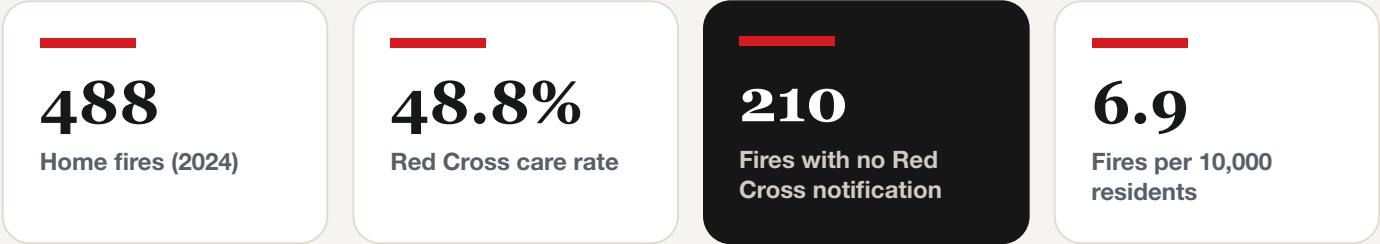


### Most recent declarations

FY	DISASTER	TYPE
2026	Severe Winter Storm	Winter Storm
2025	Covington Drive Fire	Fire
2024	Tropical Storm Debby	Tropical Storm
2024	Hurricane Helene	Tropical Storm
2024	Hurricane Debby	Tropical Storm
2023	Hurricane Idalia	Hurricane
2023	Hurricane Ian	Hurricane
2022	Hurricane Ian	Hurricane
2020	Severe Storms, Tornadoes, And Straight-Line Winds	Severe Storm
2020	Covid-19 Pandemic	Biological

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

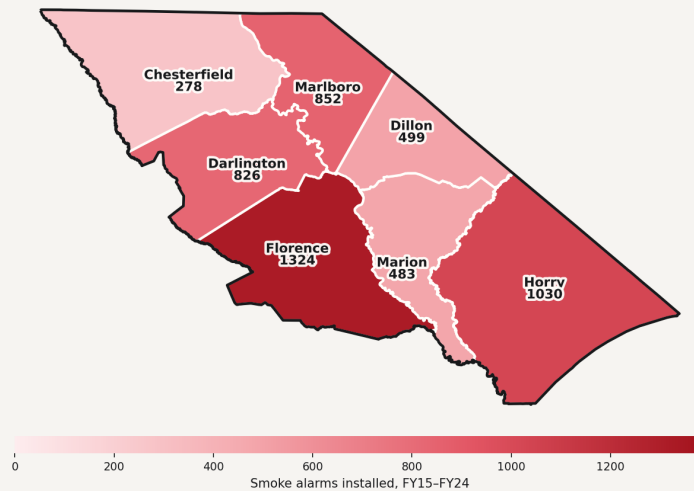
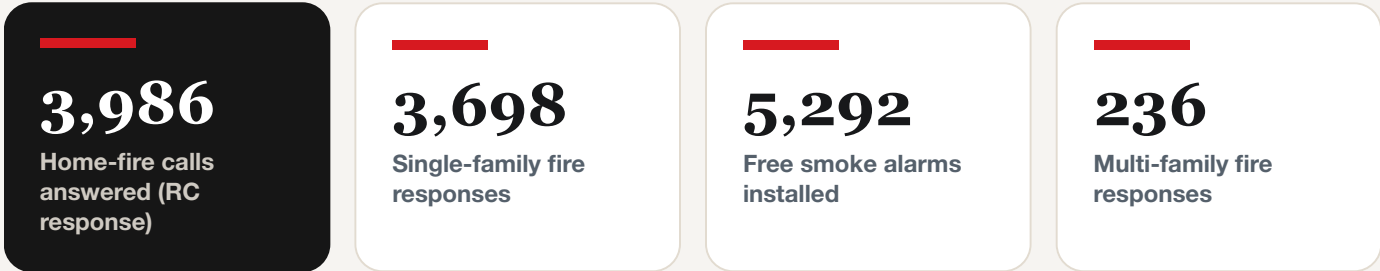
# Every home fire is a Red Cross moment.



Red Cross cared for **49%** of home fires — but **210 (43%)** 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.

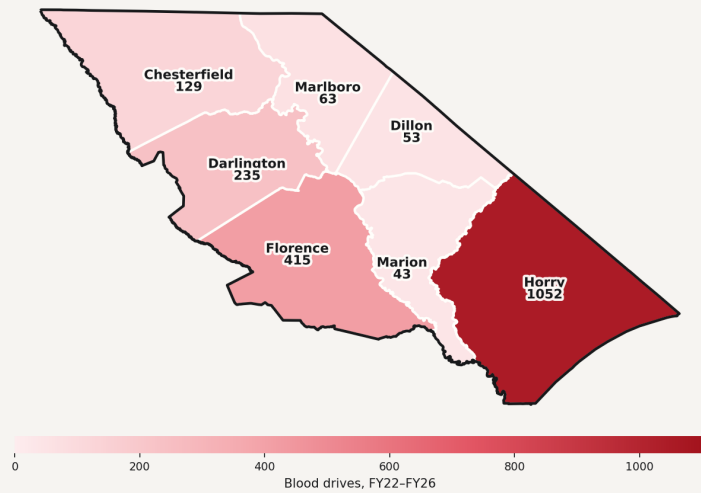


Red Cross answered **3,986** home-fire calls and installed **5,292** free smoke alarms across the chapter — response and prevention, county by county.

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.

<b>41,286</b> Blood units collected (FY22–26)	<b>1,990</b> Blood drives held	<b>273</b> Drives in FY2026	<b>7</b> Counties with drives
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Blood drives are active in **7 of the chapter's 7 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.

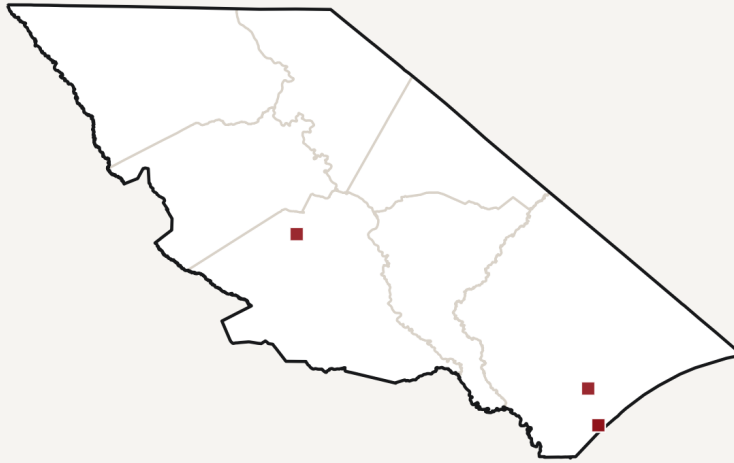
# The chapter's physical footprint.

**4**  
Red Cross facilities

**2**  
Owned

**2**  
Leased / licensed

**1**  
BioMed sites



By type / function	
Humanitarian office	2
Partner / indirect site	1
BioMed site	1

BioMed facilities	
Myrtle Beach SC Blood Donation Center	<b>Platelets &amp; Red Cells</b>

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.

\$1,151,515

Total giving, 3-year

36

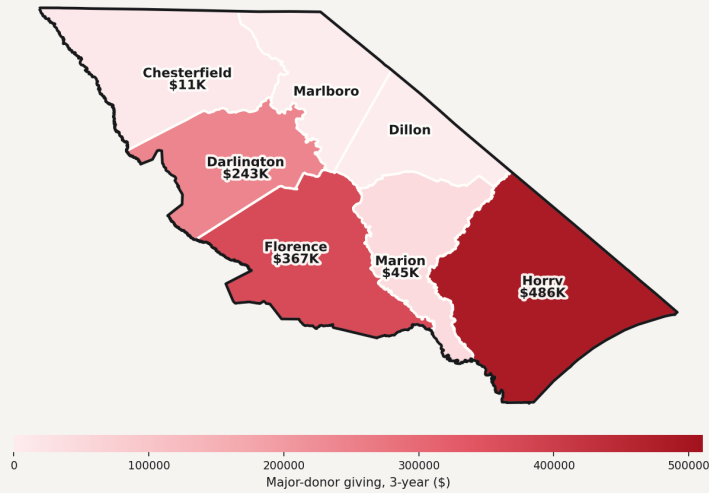
Major donors

\$203,161

Current FY • ▼ 69% vs prior FY

\$486,110

Top: Horry



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
<b>Horry</b>	21	\$486,110
<b>Florence</b>	9	\$367,279
<b>Darlington</b>	4	\$242,525
<b>Marion</b>	1	\$45,000
<b>Chesterfield</b>	1	\$10,602

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

# Horry County



**381,871**  
People

**\$55,874**  
Median HH income

**41.6%**  
Combined ALICE + poverty

**Relatively High**  
FEMA NRI risk

### People & economy

Children (0-14)		15%
Seniors (65+)		21%
Median age		43.7
ALICE households		47,892
Poverty households		22,077

### Risk & response

Expected annual loss	\$290.4M
Social vulnerability (SVI)	70.2%
FEMA declarations (all time)	34
Home fires, CY2024	161
Fires, no RC notification	75
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$486,110

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

# Florence County

**137,567**

People

**\$54,247**

Median HH income

**49.0%**

Combined ALICE + poverty

**Relatively Moderate**

FEMA NRI risk

## People & economy

Children (0-14)  **18%**

Seniors (65+)  **17%**

Median age **40**

ALICE households **17,309**

Poverty households **8,961**

## Risk & response

Expected annual loss **\$65.2M**

Social vulnerability (SVI) **82.6%**

FEMA declarations (all time) **28**

Home fires, CY2024 **128**

Fires, no RC notification **67**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **\$367,279**

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

# Darlington County



**62,098**  
People

**\$42,116**  
Median HH income

**52.6%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		19%
Median age		42.2
ALICE households		8,316
Poverty households		4,883

### Risk & response

Expected annual loss	\$22.4M
Social vulnerability (SVI)	89.2%
FEMA declarations (all time)	26
Home fires, CY2024	72
Fires, no RC notification	29
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$242,525

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

# Chesterfield County



**42,679**  
People

**\$45,210**  
Median HH income

**52.3%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		18%
Median age		42.3
ALICE households		5,600
Poverty households		3,493

### Risk & response

Expected annual loss	\$22.5M
Social vulnerability (SVI)	94.6%
FEMA declarations (all time)	26
Home fires, CY2024	35
Fires, no RC notification	19
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$10,602

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

# Marion County



**28,508**  
People

**\$37,792**  
Median HH income

**64.9%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		19%
Seniors (65+)		19%
Median age		41.8
ALICE households		4,537
Poverty households		3,114

### Risk & response

Expected annual loss	\$27.1M
Social vulnerability (SVI)	87.5%
FEMA declarations (all time)	28
Home fires, CY2024	32
Fires, no RC notification	13
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$45,000

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

# Dillon County



**27,679**  
People

**\$37,203**  
Median HH income

**59.0%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		17%
Median age		39.6
ALICE households		3,282
Poverty households		2,967

### Risk & response

Expected annual loss	\$35.0M
Social vulnerability (SVI)	97.5%
FEMA declarations (all time)	29
Home fires, CY2024	36
Fires, no RC notification	2
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Marlboro County



**26,590**  
People

**\$37,980**  
Median HH income

**67.4%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		16%
Seniors (65+)		17%
Median age		41.2
ALICE households		3,935
Poverty households		2,622

### Risk & response

Expected annual loss	\$11.4M
Social vulnerability (SVI)	94.0%
FEMA declarations (all time)	26
Home fires, CY2024	24
Fires, no RC notification	5
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Marlboro 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](https://experience.arcgis.com)

## Disaster Response Intelligence

Spatial disaster-response intelligence

Experience Builder app

## Red Cross Real Estate

Facilities & market intelligence

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

## Service Area Planning

Service-area geography & planning

Experience Builder app

## Community Mobilization V

Local resource & mobilization map

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

## Biomed

Blood & BioMed footprint

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

## FEMA RAPT

Resilience analysis & planning

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

## Census Community Resilience

People & resilience context

[www.census.gov](https://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>Horry</b>	381,871	164,660	41.6%	Relatively High	\$290.4M	161
<b>Florence</b>	137,567	55,214	49.0%	Relatively Moderate	\$65.2M	128
<b>Darlington</b>	62,098	25,452	52.6%	Relatively Low	\$22.4M	72
<b>Chesterfield</b>	42,679	17,408	52.3%	Relatively Low	\$22.5M	35
<b>Marion</b>	28,508	12,096	64.9%	Relatively Low	\$27.1M	32
<b>Dillon</b>	27,679	11,002	59.0%	Relatively Moderate	\$35.0M	36
<b>Marlboro</b>	26,590	10,179	67.4%	Relatively Low	\$11.4M	24

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