

# ARC of Greater Atlanta

Southeast and Caribbean Division · Georgia Region  
GA · 12 counties · HQ Atlanta, GA · FEMA Region IV

5,160,707

People

1,937,860

Households

43.0%

Households below the ALICE survival threshold

12

Counties · 3,616 sq mi

Nearly **43% 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 Greater Atlanta · 12 counties · GA

Geography & Footprint	3
Who Lives Here	4
Economic Vulnerability	5
Disaster Risk	6
FEMA Disaster History	7
Home Fire Mission (FLARE)	8
Response & Prevention	9
Blood & BioMed	10
Red Cross Facilities	11
Philanthropy & Donors	12
County Deep Dives	13
Live Tools	25
Sources & Methodology	26
Appendix · County Data	27

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

# The chapter's footprint.

**12**

Counties

**3,616**

Square miles

**5,160,707**

People

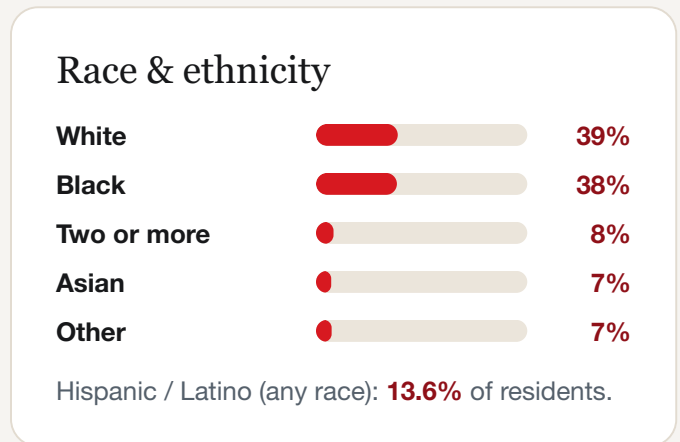
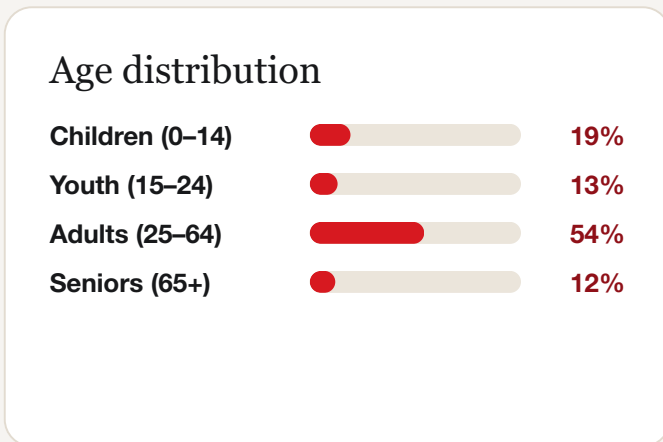
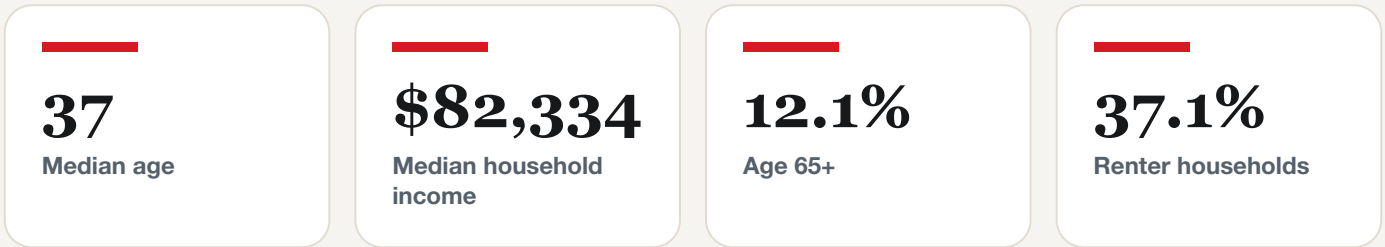
**Georgia  
Region**

Southeast and  
Caribbean Division

COUNTY	PEOPLE	SQ MI	% OF CHAPTER
<b>Fulton</b>	1,099,007	534	21.3%
<b>Gwinnett</b>	997,134	437	19.3%
<b>Cobb</b>	782,323	344	15.2%
<b>DeKalb</b>	772,995	271	15.0%
<b>Clayton</b>	305,387	144	5.9%
<b>Cherokee</b>	286,535	434	5.6%
<b>Henry</b>	253,504	327	4.9%
<b>Paulding</b>	179,709	314	3.5%
<b>Douglas</b>	148,032	201	2.9%
<b>Fayette</b>	123,297	199	2.4%
<b>Newton</b>	117,267	279	2.3%
<b>Rockdale</b>	95,517	132	1.9%

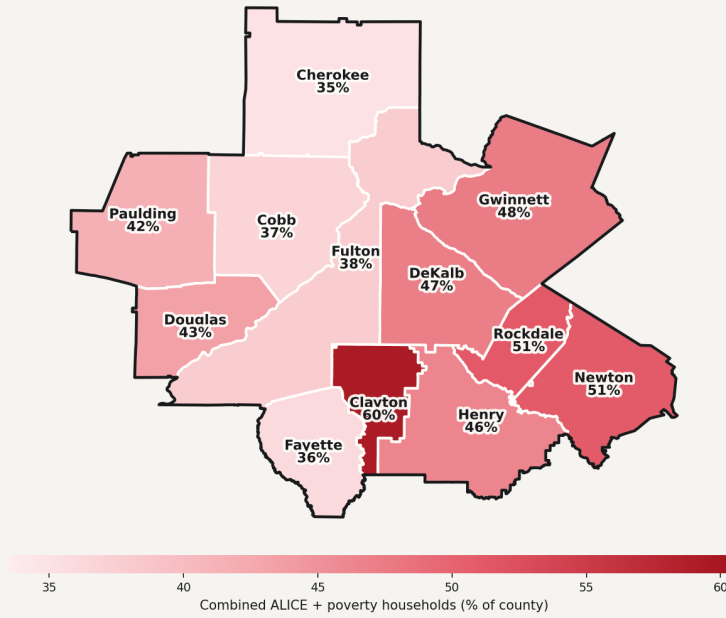
HQ: Atlanta, GA · FEMA Region IV. Counties sorted by population.

# The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 12 counties; median age and income are population-weighted.

# Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
<b>Clayton</b>	<b>305,387</b>	<b>\$53,398</b>	<b>44.8%</b>	<b>14.7%</b>	<b>59.5%</b>
Rockdale	95,517	\$68,807	41.2%	9.9%	51.2%
Newton	117,267	\$75,365	39.5%	11.4%	51.0%
Gwinnett	997,134	\$79,149	36.7%	10.7%	47.5%
DeKalb	772,995	\$75,027	35.0%	12.3%	47.2%
Henry	253,504	\$77,153	36.3%	10.0%	46.4%
Douglas	148,032	\$67,973	31.9%	11.5%	43.4%
Paulding	179,709	\$97,815	33.5%	8.1%	41.6%
Fulton	1,099,007	\$87,330	24.8%	13.0%	37.9%
Cobb	782,323	\$93,037	28.6%	8.3%	36.8%
Fayette	123,297	\$92,178	29.9%	6.2%	36.0%
Cherokee	286,535	\$100,996	28.9%	6.1%	34.9%

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.

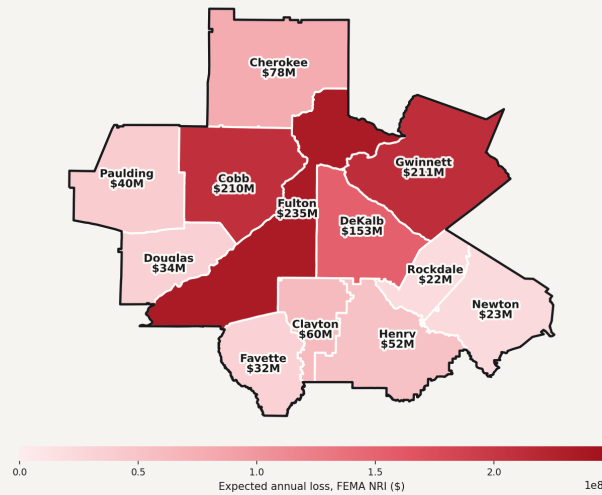
# What this chapter is up against.

**\$1149.3M**  
Expected annual loss, all hazards

**Fulton**  
Highest-risk county

**54.1%**  
Avg social vulnerability (SVI)

**4**  
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
<b>Fulton</b>	<b>Relatively High</b>	<b>\$234.6M</b>	<b>66.0%</b>	<b>3</b>	<b>21</b>
<b>Gwinnett</b>	<b>Relatively High</b>	<b>\$211.5M</b>	<b>64.3%</b>	<b>2</b>	<b>14</b>
<b>Cobb</b>	<b>Relatively High</b>	<b>\$209.6M</b>	<b>39.9%</b>	<b>2</b>	<b>19</b>
<b>DeKalb</b>	Relatively Moderate	\$153.3M	79.0%	2	17
<b>Cherokee</b>	Relatively Moderate	\$78.3M	19.7%	2	19
<b>Clayton</b>	Relatively Moderate	\$59.9M	94.9%	2	15
<b>Henry</b>	Relatively Low	\$51.6M	40.2%	3	16
<b>Paulding</b>	Relatively Low	\$39.6M	14.3%	3	19
<b>Douglas</b>	Relatively Low	\$34.2M	70.1%	2	18
<b>Fayette</b>	Relatively Low	\$32.0M	16.9%	2	14
<b>Newton</b>	Relatively Low	\$22.8M	65.8%	4	20
<b>Rockdale</b>	Relatively Low	\$21.8M	77.7%	2	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.

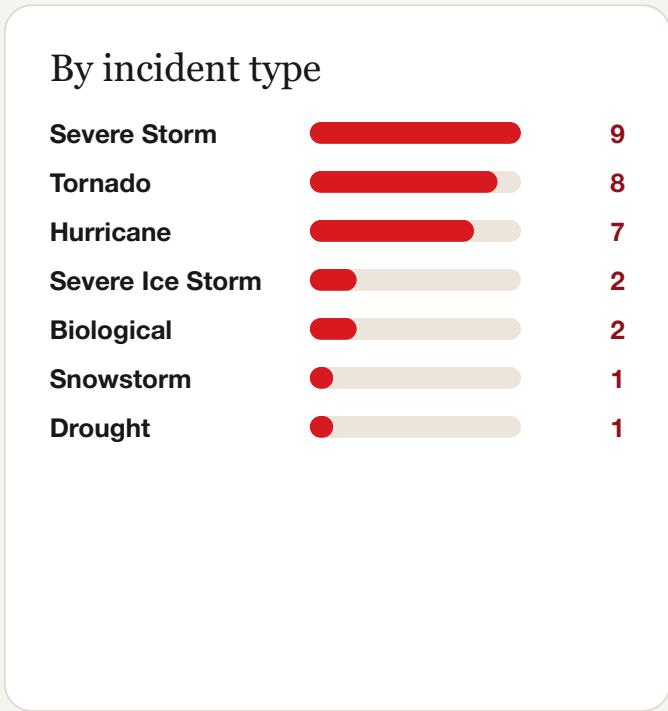
# A chapter shaped by disaster.

**33**  
Federal disaster declarations

**7**  
Hurricanes

**Severe Storm**  
Most common type

**2026**  
Most recent

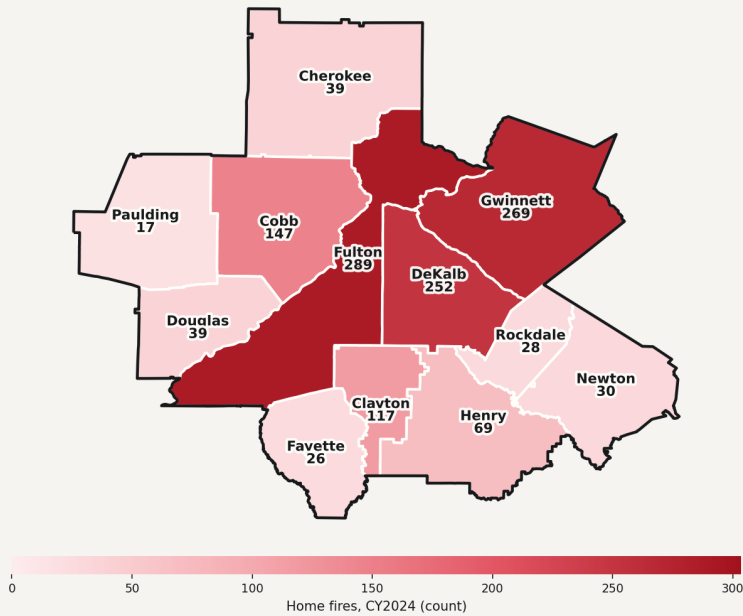
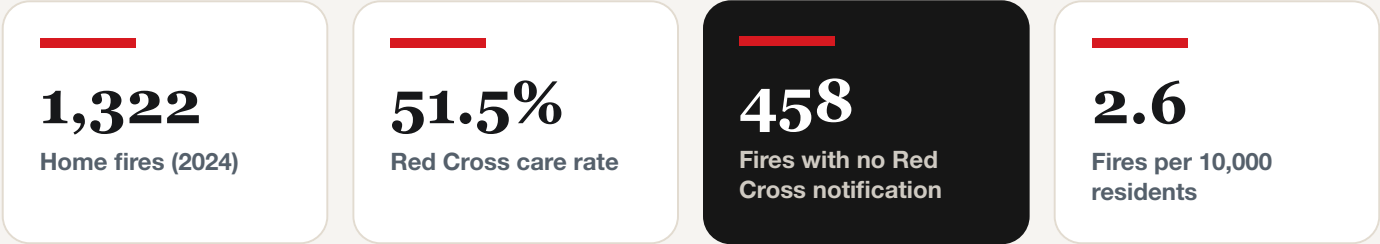


### Most recent declarations

FY	DISASTER	TYPE
2026	Severe Winter Storm	Winter Storm
2024	Hurricane Helene	Hurricane
2024	Hurricane Helene	Tropical Storm
2023	Severe Storms, Straight-Line Winds, And Tornadoes	Severe Storm
2021	Tropical Storm Zeta	Hurricane
2020	Covid-19 Pandemic	Biological
2020	Covid-19	Biological
2017	Hurricane Irma	Hurricane
2017	Hurricane Irma	Hurricane
2016	Severe Storms And Flooding	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 **52%** of home fires — but **458 (35%)** 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.

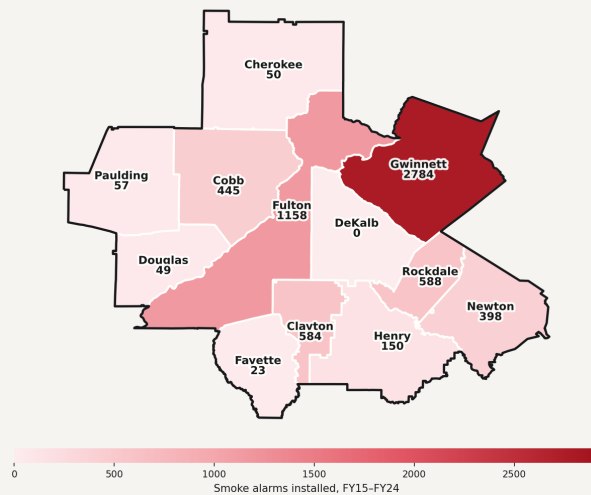
# Red Cross shows up — and prevents.

**16,505**  
Home-fire calls answered (RC response)

**11,675**  
Single-family fire responses

**7,221**  
Free smoke alarms installed

**4,680**  
Multi-family fire responses

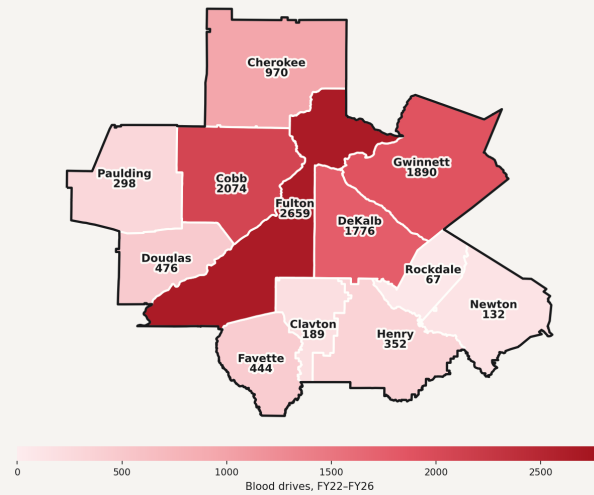


Red Cross answered **16,505** home-fire calls and installed **7,221** free smoke alarms across the chapter — response and prevention, county by county.

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>290,338</b> Blood units collected (FY22–26)	<b>11,327</b> Blood drives held	<b>2,112</b> Drives in FY2026	<b>12</b> Counties with drives
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Blood drives are active in **12 of the chapter's 12 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.

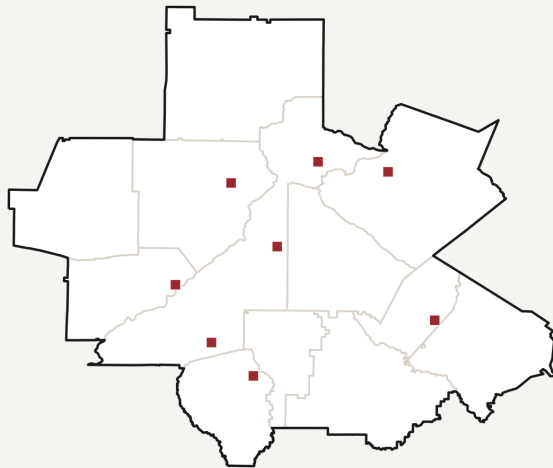
# The chapter's physical footprint.

**8**  
Red Cross facilities

**2**  
Owned

**6**  
Leased / licensed

**6**  
BioMed sites



### By type / function

BioMed site	5
Shared site	2
Humanitarian office	1

### BioMed facilities

Conyers GA Blood Donation Center	Platelets & Red Cells
Fayetteville GA Blood Donation Center	Platelets & Red Cells
Cobb Blood Donation Center	Platelets & Red Cells & Plasma
Alpharetta GA Blood Donation Center	Platelets & Red Cells & Plasma
Duluth GA Blood Donation Center	Platelets & Red Cells & Plasma
Midtown 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.

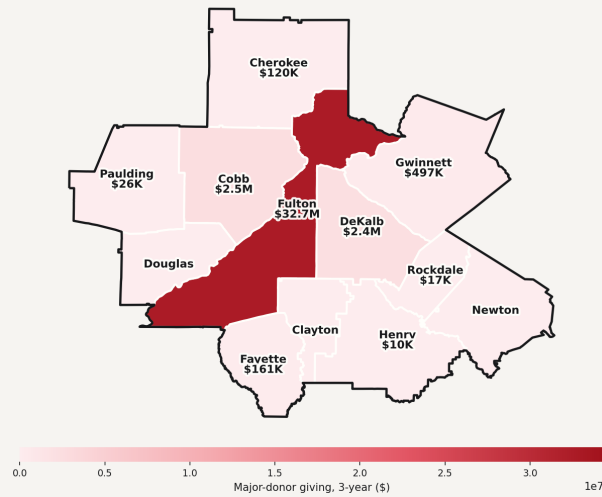
Major-donor giving across the chapter — three fiscal years. Internal planning data.

**\$38,356,198**  
Total giving, 3-year

**362**  
Major donors

**\$3,199,483**  
Current FY • ▼ 88% vs prior FY

**\$32,699,344**  
Top: Fulton



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
Fulton	202	\$32,699,348
Cobb	60	\$2,468,532
DeKalb	58	\$2,357,432
Gwinnett	21	\$497,306
Fayette	11	\$161,300
Cherokee	7	\$119,770
Paulding	1	\$25,510
Rockdale	1	\$17,000
Henry	1	\$10,000

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

# Fulton County



**1,099,007**  
People

**\$87,330**  
Median HH income

**37.9%**  
Combined ALICE + poverty

**Relatively High**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		12%
Median age		36.4
ALICE households		113,903
Poverty households		59,780

### Risk & response

Expected annual loss	\$234.6M
Social vulnerability (SVI)	66.0%
FEMA declarations (all time)	21
Home fires, CY2024	289
Fires, no RC notification	74
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$32,699,348

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

# Gwinnett County



**997,134**  
People

**\$79,149**  
Median HH income

**47.5%**  
Combined ALICE + poverty

**Relatively High**  
FEMA NRI risk

### People & economy

Children (0-14)		21%
Seniors (65+)		11%
Median age		35.5
ALICE households		121,353
Poverty households		35,363

### Risk & response

Expected annual loss	\$211.5M
Social vulnerability (SVI)	64.3%
FEMA declarations (all time)	14
Home fires, CY2024	269
Fires, no RC notification	173
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$497,306

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

# Cobb County



**782,323**  
People

**\$93,037**  
Median HH income

**36.8%**  
Combined ALICE + poverty

**Relatively High**  
FEMA NRI risk

### People & economy

Children (0-14)		19%
Seniors (65+)		13%
Median age		37.5
ALICE households		85,481
Poverty households		24,706

### Risk & response

Expected annual loss	\$209.6M
Social vulnerability (SVI)	39.9%
FEMA declarations (all time)	19
Home fires, CY2024	147
Fires, no RC notification	54
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$2,468,532

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

# DeKalb County



**772,995**  
People

**\$75,027**  
Median HH income

**47.2%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		13%
Median age		36.5
ALICE households		101,860
Poverty households		35,734

### Risk & response

Expected annual loss	\$153.3M
Social vulnerability (SVI)	79.0%
FEMA declarations (all time)	17
Home fires, CY2024	252
Fires, no RC notification	84
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$2,357,432

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

# Clayton County



**305,387**  
People

**\$53,398**  
Median HH income

**59.5%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		21%
Seniors (65+)		11%
Median age		33.9
ALICE households		47,928
Poverty households		15,707

### Risk & response

Expected annual loss	\$59.9M
Social vulnerability (SVI)	94.9%
FEMA declarations (all time)	15
Home fires, CY2024	117
Fires, no RC notification	40
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Cherokee County



**286,535**  
People

**\$100,996**  
Median HH income

**34.9%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		21%
Seniors (65+)		13%
Median age		38.2
ALICE households		29,698
Poverty households		6,232

### Risk & response

Expected annual loss	\$78.3M
Social vulnerability (SVI)	19.7%
FEMA declarations (all time)	19
Home fires, CY2024	39
Fires, no RC notification	9
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$119,770

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

# Henry County



**253,504**  
People

**\$77,153**  
Median HH income

**46.4%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		19%
Seniors (65+)		12%
Median age		37
ALICE households		32,460
Poverty households		8,964

### Risk & response

Expected annual loss	\$51.6M
Social vulnerability (SVI)	40.2%
FEMA declarations (all time)	16
Home fires, CY2024	69
Fires, no RC notification	6
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$10,000

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

# Paulding County



**179,709**  
People

**\$97,815**  
Median HH income

**41.6%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		22%
Seniors (65+)		10%
Median age		36
ALICE households		20,587
Poverty households		4,971

### Risk & response

Expected annual loss	\$39.6M
Social vulnerability (SVI)	14.3%
FEMA declarations (all time)	19
Home fires, CY2024	17
Fires, no RC notification	0
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$25,510

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

# Douglas County



**148,032**  
People

**\$67,973**  
Median HH income

**43.4%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		12%
Median age		36.7
ALICE households		17,017
Poverty households		6,137

### Risk & response

Expected annual loss	\$34.2M
Social vulnerability (SVI)	70.1%
FEMA declarations (all time)	18
Home fires, CY2024	39
Fires, no RC notification	6
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Fayette County


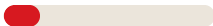
**123,297**  
People

**\$92,178**  
Median HH income

**36.0%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		17%
Seniors (65+)		17%
Median age		45
ALICE households		13,047
Poverty households		2,688

### Risk & response

Expected annual loss	\$32.0M
Social vulnerability (SVI)	16.9%
FEMA declarations (all time)	14
Home fires, CY2024	26
Fires, no RC notification	8
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$161,300

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

# Newton County



**117,267**  
People

**\$75,365**  
Median HH income

**51.0%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		21%
Seniors (65+)		13%
Median age		36.7
ALICE households		16,025
Poverty households		4,626

### Risk & response

Expected annual loss	\$22.8M
Social vulnerability (SVI)	65.8%
FEMA declarations (all time)	20
Home fires, CY2024	30
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Rockdale County



**95,517**  
People

**\$68,807**  
Median HH income

**51.2%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		<b>19%</b>
Seniors (65+)		<b>15%</b>
Median age		<b>38.7</b>
ALICE households		<b>14,006</b>
Poverty households		<b>3,373</b>

### Risk & response

Expected annual loss	<b>\$21.8M</b>
Social vulnerability (SVI)	<b>77.7%</b>
FEMA declarations (all time)	<b>16</b>
Home fires, CY2024	<b>28</b>
Fires, no RC notification	<b>3</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>\$17,000</b>

Rockdale 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>Fulton</b>	1,099,007	466,246	37.9%	Relatively High	\$234.6M	289
<b>Gwinnett</b>	997,134	331,168	47.5%	Relatively High	\$211.5M	269
<b>Cobb</b>	782,323	298,966	36.8%	Relatively High	\$209.6M	147
<b>DeKalb</b>	772,995	307,128	47.2%	Relatively Moderate	\$153.3M	252
<b>Clayton</b>	305,387	109,637	59.5%	Relatively Moderate	\$59.9M	117
<b>Cherokee</b>	286,535	103,756	34.9%	Relatively Moderate	\$78.3M	39
<b>Henry</b>	253,504	87,674	46.4%	Relatively Low	\$51.6M	69
<b>Paulding</b>	179,709	60,818	41.6%	Relatively Low	\$39.6M	17
<b>Douglas</b>	148,032	52,481	43.4%	Relatively Low	\$34.2M	39
<b>Fayette</b>	123,297	44,617	36.0%	Relatively Low	\$32.0M	26
<b>Newton</b>	117,267	41,337	51.0%	Relatively Low	\$22.8M	30
<b>Rockdale</b>	95,517	34,032	51.2%	Relatively Low	\$21.8M	28

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