

# ARC of Mid-South Tennessee

Southeast and Caribbean Division · Tennessee Region  
AR, MS, TN · 10 counties · HQ Memphis, TN · FEMA Region VI

1,379,885

People

538,266

Households

44.9%

Households below the ALICE survival threshold

10

Counties · 5,362 sq mi

Nearly **45% of households** across this chapter live below the ALICE survival threshold — the working families one disaster away from crisis.

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

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

CONTENTS

# In this report.

ARC of Mid-South Tennessee · 10 counties · AR, MS, TN

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	23
Sources & Methodology	24
Appendix · County Data	25

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

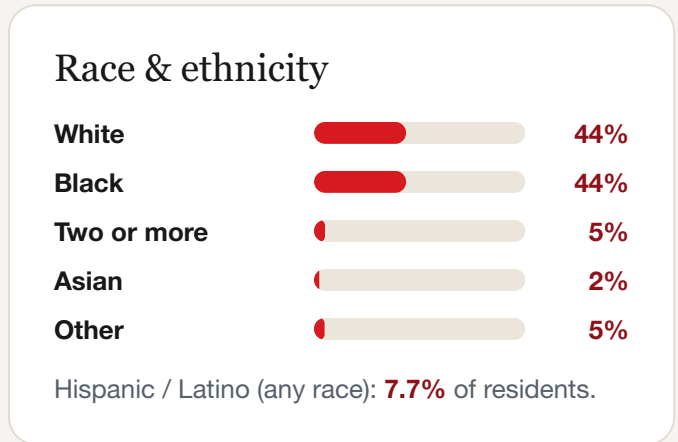
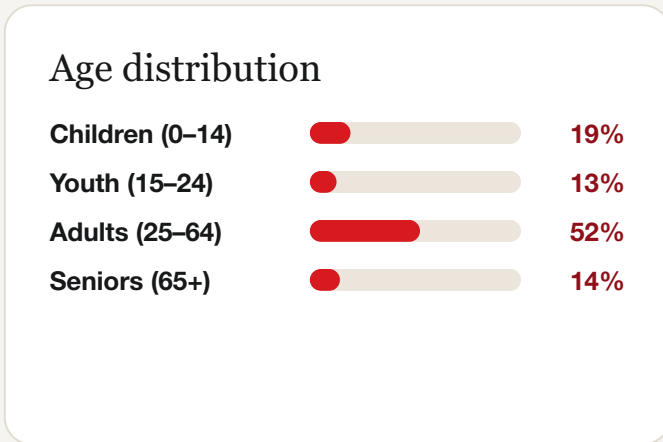
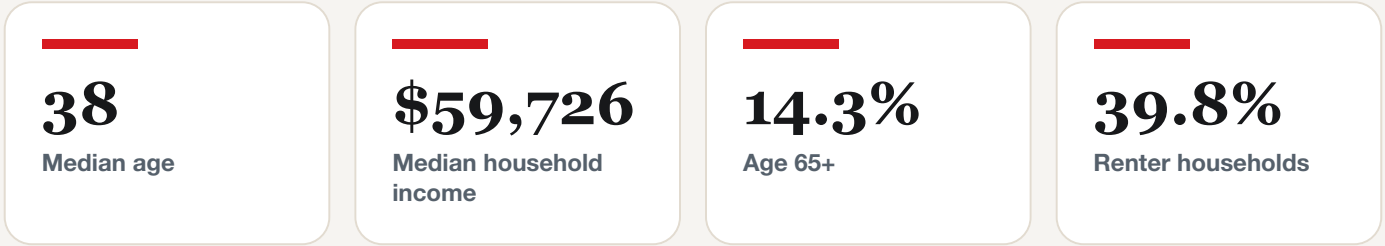
# The chapter's footprint.

<b>10</b> Counties	<b>5,362</b> Square miles	<b>1,379,885</b> People	<b>Tennessee Region</b> Southeast and Caribbean Division
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COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Shelby	925,410	785	67.1%
DeSoto	194,138	497	14.1%
Tipton	61,390	473	4.4%
Crittenden	47,356	636	3.4%
Fayette	43,530	706	3.2%
Dyer	36,381	526	2.6%
Obion	30,415	556	2.2%
Lauderdale	24,755	508	1.8%
Tunica	9,566	481	0.7%
Lake	6,944	194	0.5%

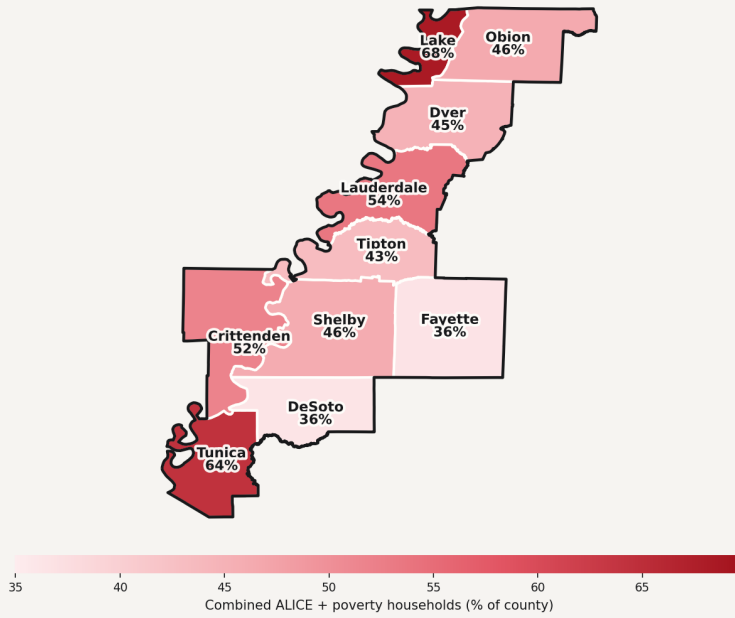
HQ: Memphis, TN · FEMA Region VI. Counties sorted by population.

# The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 10 counties; median age and income are population-weighted.

# Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
<b>Lake</b>	<b>6,944</b>	<b>\$36,470</b>	<b>28.9%</b>	<b>39.7%</b>	<b>68.5%</b>
<b>Tunica</b>	<b>9,566</b>	<b>\$38,717</b>	<b>33.8%</b>	<b>30.7%</b>	<b>64.4%</b>
Lauderdale	24,755	\$46,212	32.8%	20.7%	53.5%
Crittenden	47,356	\$49,895	32.0%	19.8%	51.8%
Obion	30,415	\$48,088	30.1%	16.3%	46.5%
Shelby	925,410	\$57,315	29.1%	17.0%	46.1%
Dyer	36,381	\$53,682	26.7%	18.2%	45.0%
Tipton	61,390	\$64,323	30.9%	12.6%	43.4%
Fayette	43,530	\$76,092	25.5%	11.0%	36.5%
DeSoto	194,138	\$75,043	25.4%	11.1%	36.4%

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.

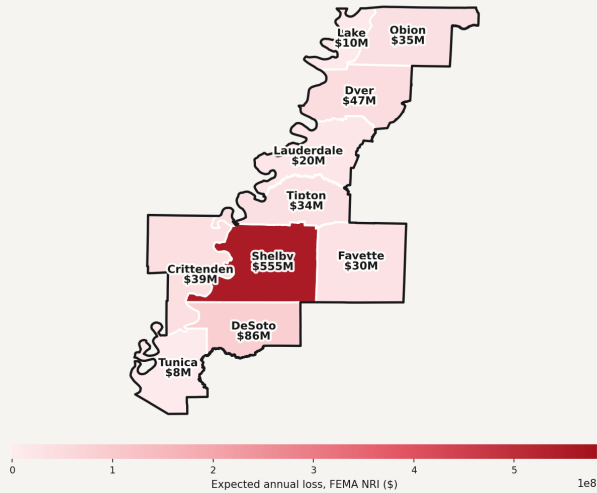
# What this chapter is up against.

**\$863.0M**  
Expected annual loss, all hazards

**Shelby**  
Highest-risk county

**69.9%**  
Avg social vulnerability (SVI)

**9**  
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
<b>Shelby</b>	<b>Relatively High</b>	<b>\$554.7M</b>	<b>87.1%</b>	<b>8</b>	<b>28</b>
DeSoto	Relatively Moderate	\$85.9M	35.6%	4	16
Dyer	Relatively Moderate	\$47.3M	63.3%	6	24
Crittenden	Relatively Moderate	\$38.8M	92.0%	3	21
Obion	Relatively Moderate	\$34.9M	60.6%	7	22
Tipton	Relatively Moderate	\$34.3M	41.6%	9	25
Fayette	Relatively Low	\$29.7M	36.7%	7	21
Lauderdale	Relatively Low	\$20.3M	92.5%	6	24
Lake	Relatively Low	\$9.6M	93.5%	6	22
Tunica	Very Low	\$7.5M	96.0%	4	18

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.

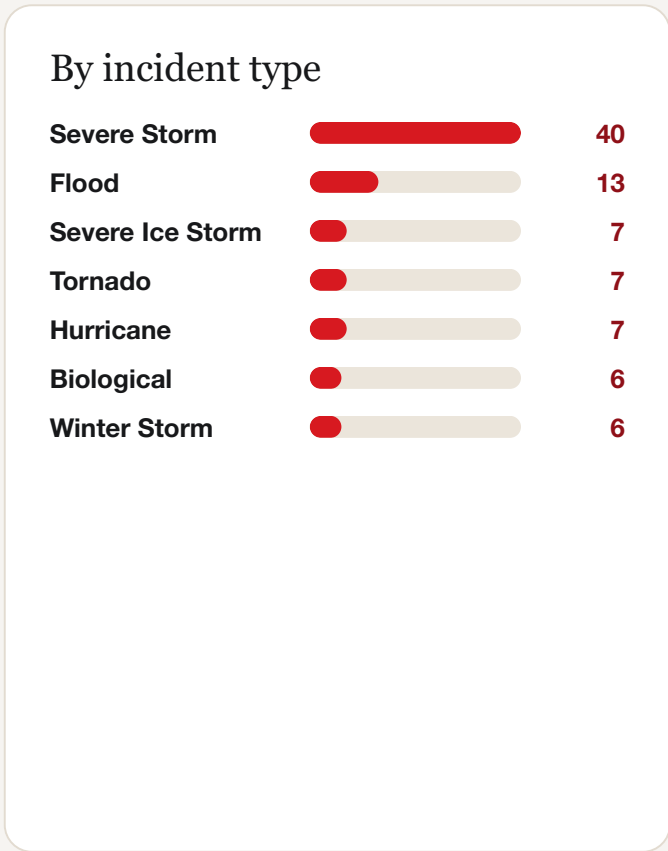
# A chapter shaped by disaster.

**88**  
Federal disaster declarations

**7**  
Hurricanes

**Severe Storm**  
Most common type

**2026**  
Most recent

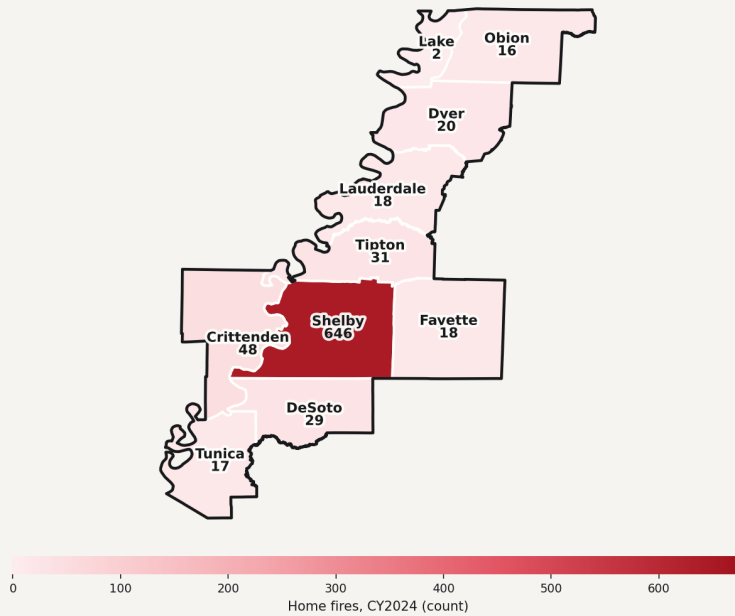
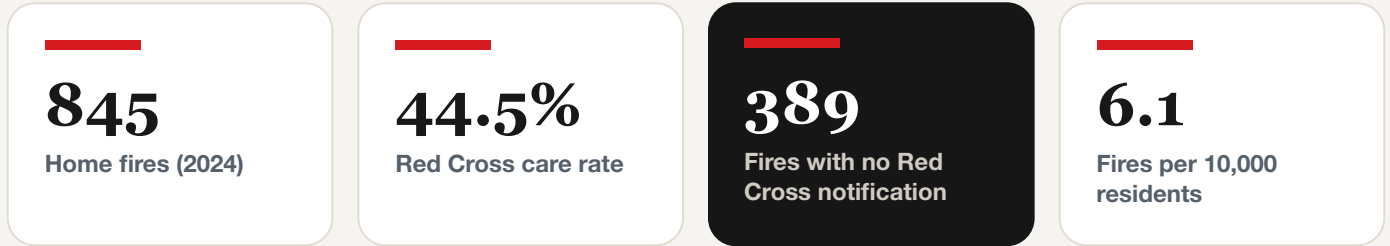


### Most recent declarations

FY	DISASTER	TYPE
2026	Severe Winter Storm	Winter Storm
2026	Severe Winter Storm	Winter Storm
2026	Severe Winter Storm	Winter Storm
2026	Severe Winter Storm	Winter Storm
2026	Severe Winter Storm	Winter Storm
2025	Severe Storms, Straight-Line Winds, Tornadoes, And Flooding	Severe Storm
2025	Severe Storms, Tornadoes, And Flooding	Flood
2025	Severe Storms, Tornadoes, And Flooding	Severe Storm
2025	Severe Storms, Straight-Line Winds, Tornadoes, And Flooding	Severe Storm
2023	Severe Storms And Straight-Line Winds	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 **44%** of home fires — but **389 (46%)** 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.

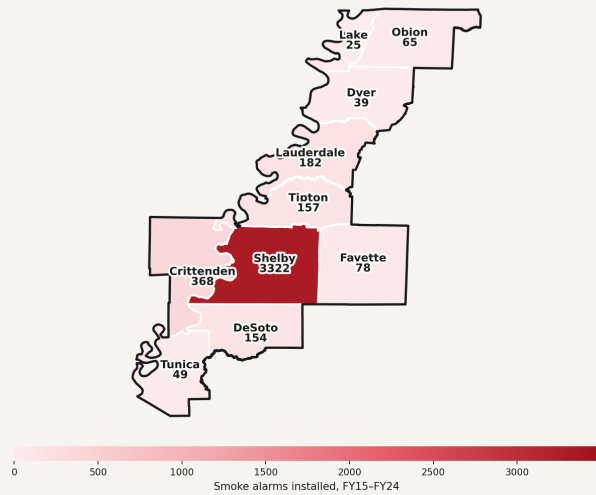
# Red Cross shows up — and prevents.

**7,862**  
Home-fire calls answered (RC response)

**6,633**  
Single-family fire responses

**4,439**  
Free smoke alarms installed

**1,223**  
Multi-family fire responses



Red Cross answered **7,862** home-fire calls and installed **4,439** 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).

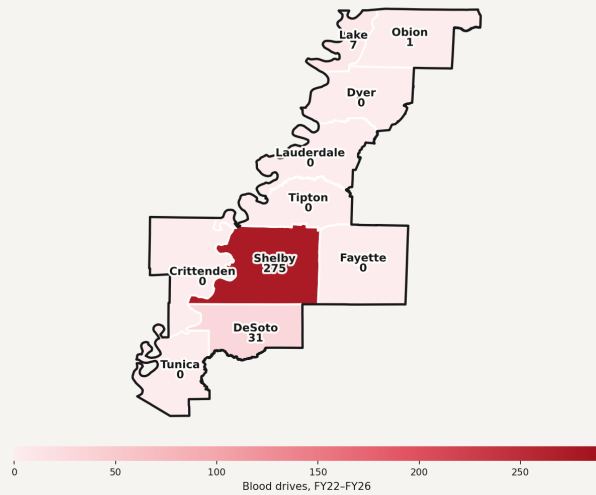
# The blood mission's local footprint.

**6,038**  
Blood units collected  
(FY22–26)

**314**  
Blood drives held

**21**  
Drives in FY2026

**4**  
Counties with drives



Blood drives are active in **4 of the chapter's 10 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.

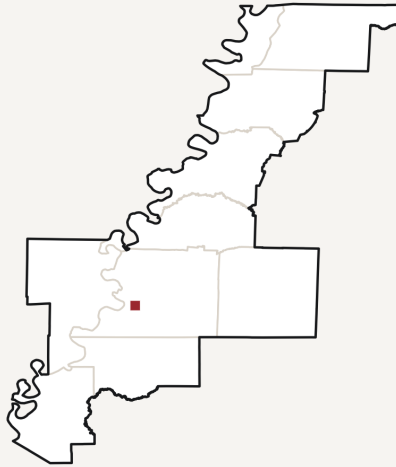
# The chapter's physical footprint.

**1**  
Red Cross facilities

**1**  
Owned

**0**  
Leased / licensed

**0**  
BioMed sites



**By type / function**

**Shared site** | **1**

**BioMed facilities**

No BioMed fixed sites in this chapter.

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

# Who gives here.

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

\$7,642,876

Total giving, 3-year

63

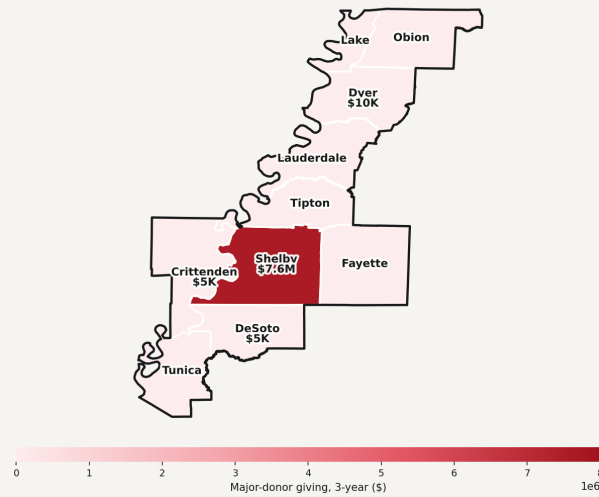
Major donors

\$307,134

Current FY • ▼ 89% vs prior FY

\$7,622,694

Top: Shelby



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
<b>Shelby</b>	59	\$7,622,694
<b>Dyer</b>	2	\$10,000
<b>Crittenden</b>	1	\$5,181
<b>DeSoto</b>	1	\$5,000

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

# Shelby County



**925,410**  
People

**\$57,315**  
Median HH income

**46.1%**  
Combined ALICE + poverty

**Relatively High**  
FEMA NRI risk

### People & economy

Children (0-14)		19%
Seniors (65+)		14%
Median age		37.2
ALICE households		105,516
Poverty households		61,564

### Risk & response

Expected annual loss	\$554.7M
Social vulnerability (SVI)	87.1%
FEMA declarations (all time)	28
Home fires, CY2024	646
Fires, no RC notification	311
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$7,622,694

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

# DeSoto County



**194,138**  
People

**\$75,043**  
Median HH income

**36.4%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		13%
Median age		37.3
ALICE households		17,917
Poverty households		7,834

### Risk & response

Expected annual loss	\$85.9M
Social vulnerability (SVI)	35.6%
FEMA declarations (all time)	16
Home fires, CY2024	29
Fires, no RC notification	11
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$5,000

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

# Tipton County



**61,390**  
People

**\$64,323**  
Median HH income

**43.4%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		19%
Seniors (65+)		15%
Median age		38.7
ALICE households		6,955
Poverty households		2,839

### Risk & response

Expected annual loss	\$34.3M
Social vulnerability (SVI)	41.6%
FEMA declarations (all time)	25
Home fires, CY2024	31
Fires, no RC notification	21
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Crittenden County



**47,356**  
People

**\$49,895**  
Median HH income

**51.8%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		21%
Seniors (65+)		14%
Median age		36.9
ALICE households		5,870
Poverty households		3,633

### Risk & response

Expected annual loss	\$38.8M
Social vulnerability (SVI)	92.0%
FEMA declarations (all time)	21
Home fires, CY2024	48
Fires, no RC notification	10
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$5,181

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

# Fayette County

**43,530**

People

**\$76,092**

Median HH income

**36.5%**

Combined ALICE + poverty

**Relatively Low**

FEMA NRI risk

## People & economy

Children (0-14)  **19%**

Seniors (65+)  **20%**

Median age **43.8**

ALICE households **4,263**

Poverty households **1,838**

## Risk & response

Expected annual loss **\$29.7M**

Social vulnerability (SVI) **36.7%**

FEMA declarations (all time) **21**

Home fires, CY2024 **18**

Fires, no RC notification **5**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **—**

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

# Dyer County



**36,381**  
People

**\$53,682**  
Median HH income

**45.0%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		18%
Median age		42
ALICE households		3,980
Poverty households		2,714

### Risk & response

Expected annual loss	\$47.3M
Social vulnerability (SVI)	63.3%
FEMA declarations (all time)	24
Home fires, CY2024	20
Fires, no RC notification	13
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$10,000

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

# Obion County



**30,415**  
People

**\$48,088**  
Median HH income

**46.5%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		16%
Seniors (65+)		20%
Median age		43.9
ALICE households		3,769
Poverty households		2,046

### Risk & response

Expected annual loss	\$34.9M
Social vulnerability (SVI)	60.6%
FEMA declarations (all time)	22
Home fires, CY2024	16
Fires, no RC notification	6
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Lauderdale County



**24,755**  
People

**\$46,212**  
Median HH income

**53.5%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		16%
Median age		39.1
ALICE households		3,021
Poverty households		1,908

### Risk & response

Expected annual loss	\$20.3M
Social vulnerability (SVI)	92.5%
FEMA declarations (all time)	24
Home fires, CY2024	18
Fires, no RC notification	2
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Tunica County



**9,566**  
People

**\$38,717**  
Median HH income

**64.4%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		<b>23%</b>
Seniors (65+)		<b>12%</b>
Median age		<b>34.3</b>
ALICE households		<b>1,216</b>
Poverty households		<b>1,104</b>

### Risk & response

Expected annual loss	<b>\$7.5M</b>
Social vulnerability (SVI)	<b>96.0%</b>
FEMA declarations (all time)	<b>18</b>
Home fires, CY2024	<b>17</b>
Fires, no RC notification	<b>9</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>—</b>

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

# Lake County



**6,944**  
People

**\$36,470**  
Median HH income

**68.5%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		12%
Seniors (65+)		15%
Median age		39.6
ALICE households		584
Poverty households		802

### Risk & response

Expected annual loss	\$9.6M
Social vulnerability (SVI)	93.5%
FEMA declarations (all time)	22
Home fires, CY2024	2
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Lake 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>Shelby</b>	925,410	365,627	46.1%	Relatively High	\$554.7M	646
<b>DeSoto</b>	194,138	70,754	36.4%	Relatively Moderate	\$85.9M	29
<b>Tipton</b>	61,390	22,833	43.4%	Relatively Moderate	\$34.3M	31
<b>Crittenden</b>	47,356	18,659	51.8%	Relatively Moderate	\$38.8M	48
<b>Fayette</b>	43,530	17,416	36.5%	Relatively Low	\$29.7M	18
<b>Dyer</b>	36,381	14,690	45.0%	Relatively Moderate	\$47.3M	20
<b>Obion</b>	30,415	12,855	46.5%	Relatively Moderate	\$34.9M	16
<b>Lauderdale</b>	24,755	9,490	53.5%	Relatively Low	\$20.3M	18
<b>Tunica</b>	9,566	3,773	64.4%	Very Low	\$7.5M	17
<b>Lake</b>	6,944	2,169	68.5%	Relatively Low	\$9.6M	2

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