

ARC of Nashville Area

Southeast and Caribbean Division · Tennessee Region
TN · 9 counties · HQ Nashville, TN · FEMA Region IV

1,563,734

People

618,267

Households

39.3%

Households below the ALICE survival threshold

9

Counties · 3,768 sq mi

Nearly **39% 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 Nashville Area · 9 counties · TN

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

The chapter's footprint.

9
Counties

3,768
Square miles

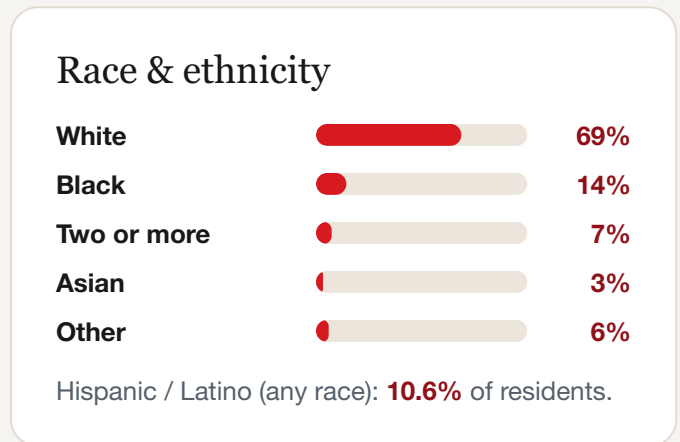
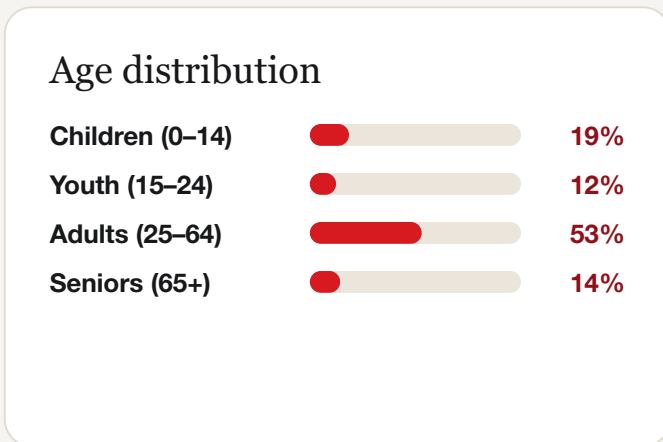
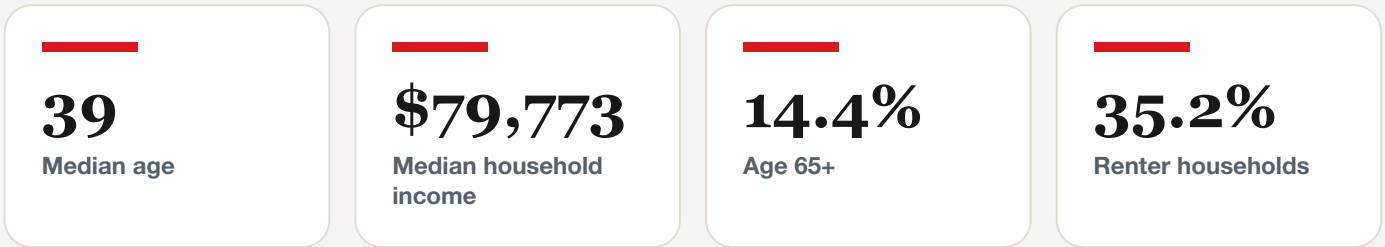
1,563,734
People

**Tennessee
Region**
Southeast and
Caribbean Division

COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Davidson	747,647	526	47.8%
Williamson	270,536	584	17.3%
Sumner	208,821	543	13.4%
Wilson	160,639	583	10.3%
Robertson	75,605	476	4.8%
Cheatham	42,092	307	2.7%
Macon	26,292	307	1.7%
Smith	20,106	325	1.3%
Trousdale	11,996	117	0.8%

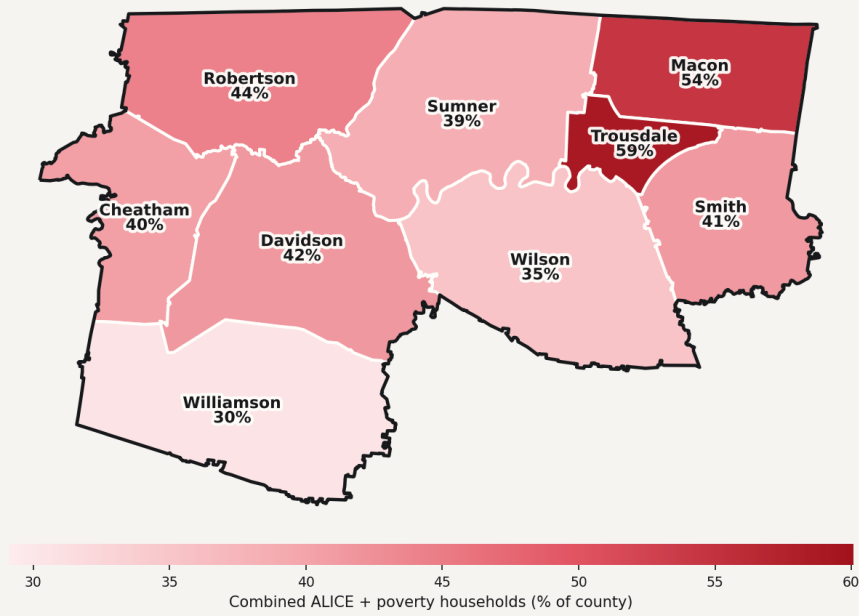
HQ: Nashville, TN · FEMA Region IV. Counties sorted by population.

The people of this chapter.



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

Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
Trousdale	11,996	\$55,019	45.3%	13.6%	58.9%
Macon	26,292	\$47,845	38.7%	15.8%	54.5%
Robertson	75,605	\$69,608	33.9%	10.4%	44.3%
Davidson	747,647	\$68,005	30.1%	11.3%	41.5%
Smith	20,106	\$51,634	27.5%	13.9%	41.4%
Cheatham	42,092	\$71,031	31.1%	9.4%	40.5%
Sumner	208,821	\$72,894	30.1%	8.6%	38.7%
Wilson	160,639	\$85,849	29.5%	5.8%	35.3%
Williamson	270,536	\$124,489	23.9%	6.4%	30.3%

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.

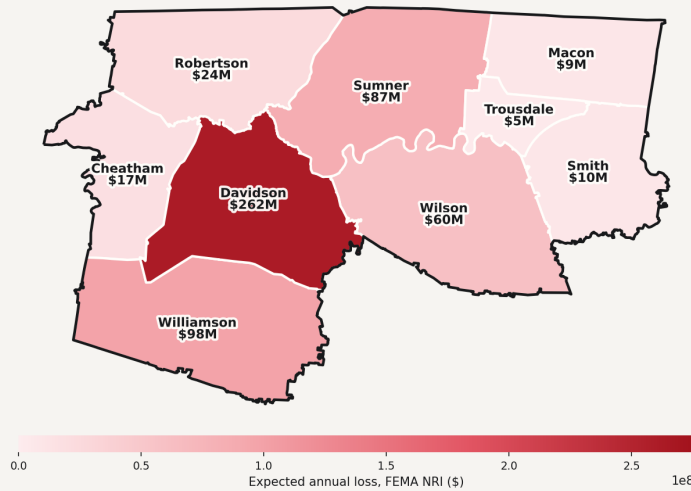
What this chapter is up against.

\$571.8M
Expected annual loss, all hazards

Davidson
Highest-risk county

32.0%
Avg social vulnerability (SVI)

9
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
Davidson	Relatively High	\$262.4M	71.7%	8	28
Williamson	Relatively Moderate	\$98.0M	1.7%	3	16
Sumner	Relatively Moderate	\$86.7M	29.3%	7	22
Wilson	Relatively Low	\$60.5M	17.5%	5	17
Robertson	Relatively Low	\$24.0M	27.9%	5	14
Cheatham	Relatively Low	\$17.3M	20.0%	9	25
Smith	Very Low	\$9.6M	41.5%	4	22
Macon	Very Low	\$8.6M	56.9%	6	21
Trousdale	Very Low	\$4.6M	21.6%	3	13

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.

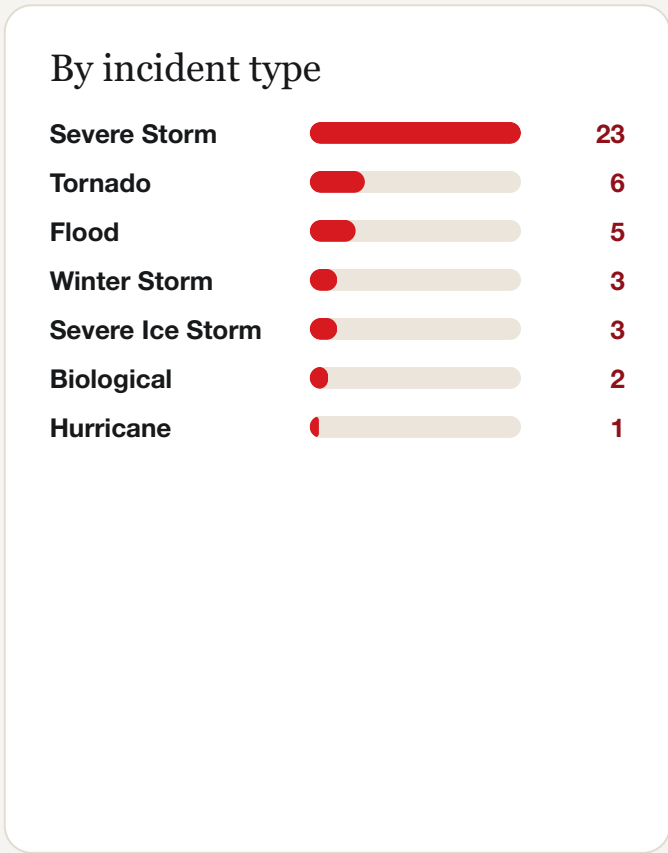
A chapter shaped by disaster.

45
Federal disaster declarations

1
Hurricanes

Severe Storm
Most common type

2026
Most recent

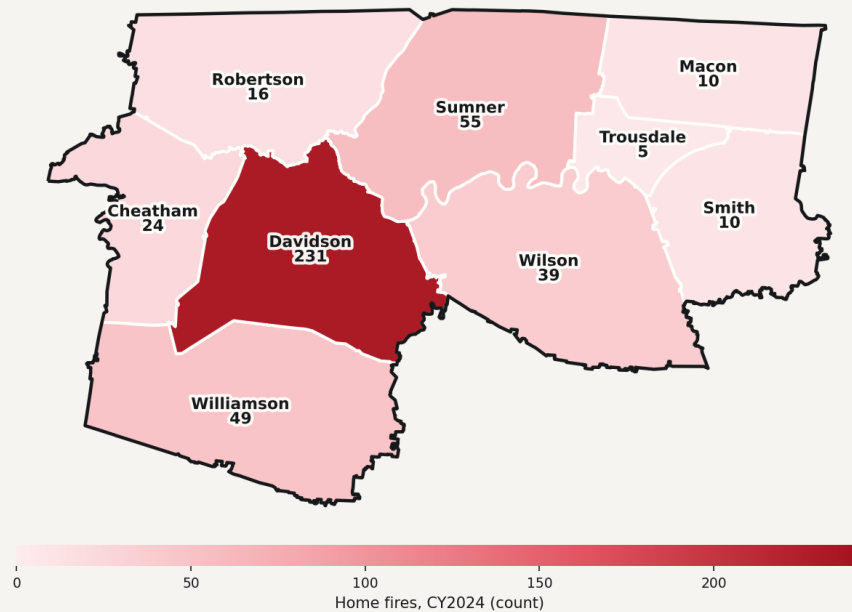
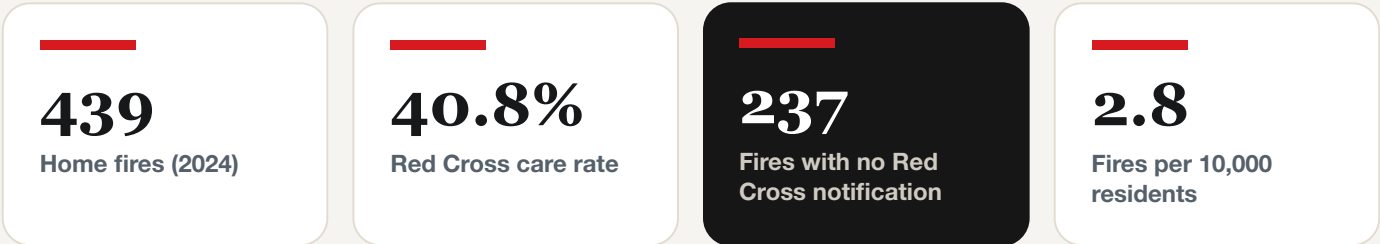


Most recent declarations

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	Severe Storms, Straight-Line Winds, Tornadoes, And Flooding	Severe Storm
2024	Severe Storms, Tornadoes, And Flooding	Severe Storm
2024	Severe Storms And Tornadoes	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
2022	Severe Storms, Straight-Line Winds, And Tornadoes	Tornado

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

Every home fire is a Red Cross moment.



Red Cross cared for **41%** of home fires — but **237 (54%)** 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.

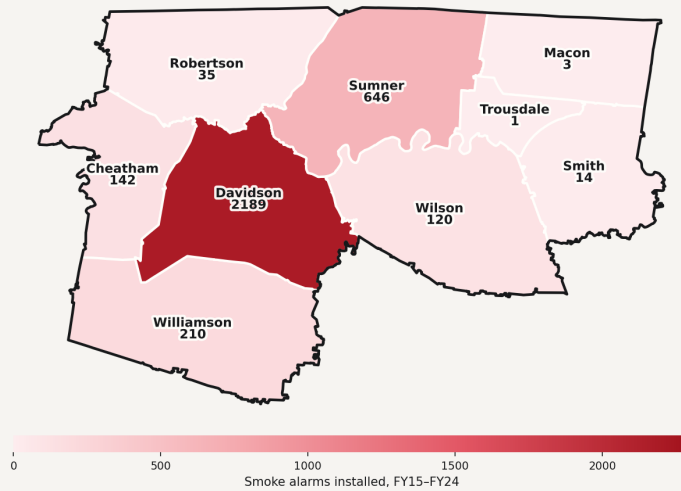
Red Cross shows up — and prevents.

2,984
Home-fire calls answered (RC response)

2,413
Single-family fire responses

3,360
Free smoke alarms installed

539
Multi-family fire responses



Red Cross answered **2,984** home-fire calls and installed **3,360** 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).

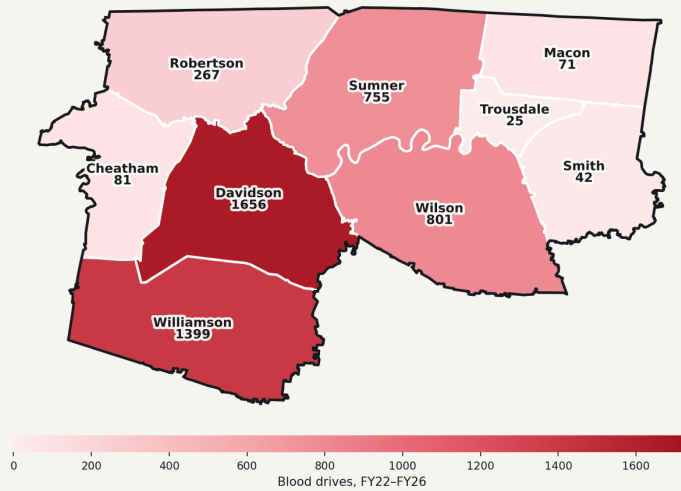
The blood mission's local footprint.

110,250
Blood units collected
(FY22–26)

5,097
Blood drives held

752
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.

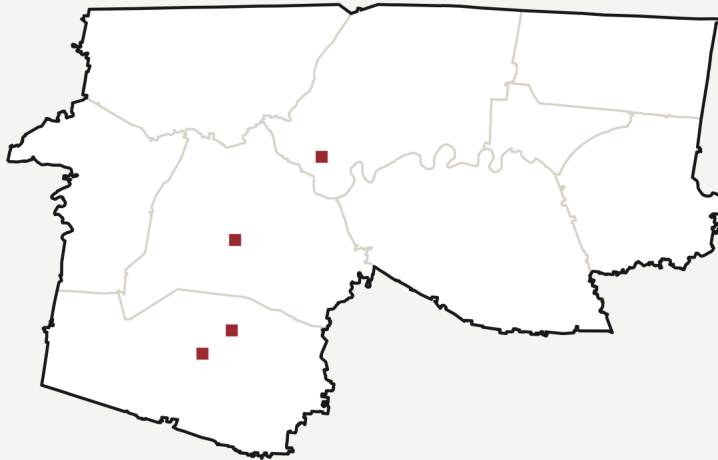
The chapter's physical footprint.

4
Red Cross facilities

1
Owned

3
Leased / licensed

3
BioMed sites



By type / function

BioMed site	2
Shared site	1
Humanitarian office	1

BioMed facilities

Hendersonville TN Blood Donation Center	Platelets & Red Cells
Brentwood TN Blood Donation Center	Platelets & Red Cells
Nashville TN 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.

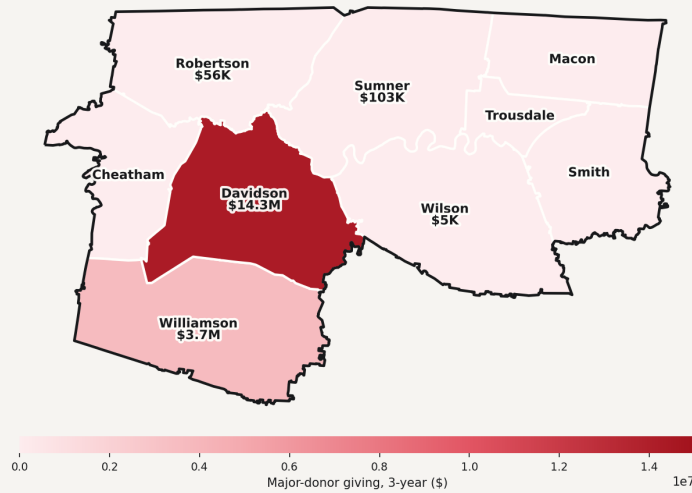
Major-donor giving across the chapter — three fiscal years. Internal planning data.

\$18,129,162
Total giving, 3-year

197
Major donors

\$2,308,746
Current FY • ▼ 79% vs prior FY

\$14,301,751
Top: Davidson



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
Davidson	130	\$14,301,751
Williamson	55	\$3,662,923
Sumner	8	\$103,362
Robertson	3	\$56,000
Wilson	1	\$5,125

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

Davidson County



747,647
People

\$68,005
Median HH income

41.5%
Combined ALICE + poverty

Relatively High
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		13%
Median age		36.6
ALICE households		102,935
Poverty households		38,668

Risk & response

Expected annual loss	\$262.4M
Social vulnerability (SVI)	71.7%
FEMA declarations (all time)	28
Home fires, CY2024	231
Fires, no RC notification	122
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$14,301,751

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

Williamson County



270,536
People

\$124,489
Median HH income

30.3%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		21%
Seniors (65+)		14%
Median age		40.4
ALICE households		22,844
Poverty households		6,074

Risk & response

Expected annual loss	\$98.0M
Social vulnerability (SVI)	1.7%
FEMA declarations (all time)	16
Home fires, CY2024	49
Fires, no RC notification	38
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$3,662,923

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

Sumner County



208,821
People

\$72,894
Median HH income

38.7%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		16%
Median age		40.9
ALICE households		24,268
Poverty households		6,928

Risk & response

Expected annual loss	\$86.7M
Social vulnerability (SVI)	29.3%
FEMA declarations (all time)	22
Home fires, CY2024	55
Fires, no RC notification	27
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$103,362

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

Wilson County



160,639
People

\$85,849
Median HH income

35.3%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		16%
Median age		41.6
ALICE households		17,964
Poverty households		3,509

Risk & response

Expected annual loss	\$60.5M
Social vulnerability (SVI)	17.5%
FEMA declarations (all time)	17
Home fires, CY2024	39
Fires, no RC notification	19
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$5,125

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

Robertson County



75,605
People

\$69,608
Median HH income

44.3%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		19%
Seniors (65+)		16%
Median age		40
ALICE households		9,416
Poverty households		2,887

Risk & response

Expected annual loss	\$24.0M
Social vulnerability (SVI)	27.9%
FEMA declarations (all time)	14
Home fires, CY2024	16
Fires, no RC notification	9
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$56,000

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

Cheatham County


42,092
People

\$71,031
Median HH income

40.5%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		16%
Median age		41.9
ALICE households		4,948
Poverty households		1,495

Risk & response

Expected annual loss	\$17.3M
Social vulnerability (SVI)	20.0%
FEMA declarations (all time)	25
Home fires, CY2024	24
Fires, no RC notification	13
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Macon County



26,292
People

\$47,845
Median HH income

54.5%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		19%
Seniors (65+)		18%
Median age		41.1
ALICE households		3,558
Poverty households		1,453

Risk & response

Expected annual loss	\$8.6M
Social vulnerability (SVI)	56.9%
FEMA declarations (all time)	21
Home fires, CY2024	10
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Smith County



20,106
People

\$51,634
Median HH income

41.4%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		18%
Median age		42.8
ALICE households		2,096
Poverty households		1,056

Risk & response

Expected annual loss	\$9.6M
Social vulnerability (SVI)	41.5%
FEMA declarations (all time)	22
Home fires, CY2024	10
Fires, no RC notification	6
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Trousdale County



11,996
People

\$55,019
Median HH income

58.9%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		14%
Seniors (65+)		14%
Median age		38.6
ALICE households		1,657
Poverty households		499

Risk & response

Expected annual loss	\$4.6M
Social vulnerability (SVI)	21.6%
FEMA declarations (all time)	13
Home fires, CY2024	5
Fires, no RC notification	2
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Trousdale 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
Davidson	747,647	317,609	41.5%	Relatively High	\$262.4M	231
Williamson	270,536	95,183	30.3%	Relatively Moderate	\$98.0M	49
Sumner	208,821	79,467	38.7%	Relatively Moderate	\$86.7M	55
Wilson	160,639	60,171	35.3%	Relatively Low	\$60.5M	39
Robertson	75,605	28,054	44.3%	Relatively Low	\$24.0M	16
Cheatham	42,092	16,234	40.5%	Relatively Low	\$17.3M	24
Macon	26,292	10,139	54.5%	Very Low	\$8.6M	10
Smith	20,106	7,774	41.4%	Very Low	\$9.6M	10
Trousdale	11,996	3,636	58.9%	Very Low	\$4.6M	5

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