

ARC of New Mexico

Southwest and Rocky Mountain Division · Arizona and New Mexico Region
NM · 33 counties · HQ Albuquerque, NM · FEMA Region VI

2,127,919

People

843,513

Households

45.8%

Households below the ALICE survival threshold

33

Counties · 121,590 sq mi

Nearly **46% 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 New Mexico · 33 counties · NM

Executive Summary	3
Geography & Footprint	5
Who Lives Here	7
Economic Vulnerability	8
Disaster Risk	9
FEMA Disaster History	10
Home Fire Mission (FLARE)	11
Response & Prevention	12
Blood & BioMed	13
Red Cross Facilities	14
Philanthropy & Donors	15
Relationship Strategy	16
Market Potential	17
Major Employers	18
Institutions & Civic	19
County Deep Dives	20
Live Tools	53
Sources & Methodology	54
Appendix · County Data	55

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

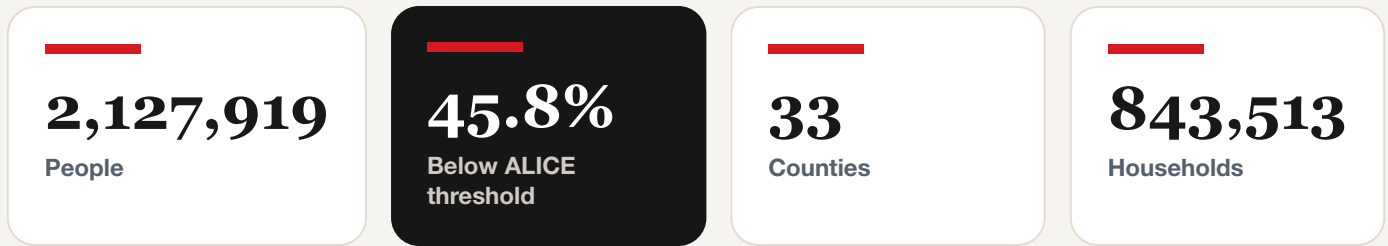
The brief.

The American Red Cross of New Mexico serves 2,127,919 people across 33 counties within the Arizona and New Mexico Region, Southwest and Rocky Mountain Division. This is not a low-risk population. Nearly half of all households — 45.8% — fall below the ALICE survival threshold, meaning they lack the financial buffer to absorb even a minor disruption, let alone a disaster. The community carries an average Social Vulnerability Index score at the 79.4th percentile, and federal disaster declarations have been issued 102 times, reflecting a sustained and recurring pattern of need rather than isolated events. Expected annual losses from hazards total \$972,285,709 — a figure that translates directly into families without homes, livelihoods interrupted, and recoveries that stretch for years.

Home fire remains the most immediate and preventable threat. In calendar year 2024, the chapter responded to 878 home fires — and in 45.6% of those responses, Red Cross received no advance notification, arriving after the damage was done and the window for early intervention had closed. The chapter has installed 4,944 smoke alarms, a meaningful output, but the gap in notification and the volume of fires signal that current reach is not yet proportionate to the scale of risk facing this population.





This intelligence report is designed to give chapter leadership a clear, data-grounded picture of where the mission is landing, where it is not, and where the conditions exist to do more. The concentration of vulnerable households, the magnitude of expected losses, and the demonstrated frequency of disasters make New Mexico a high-priority environment for sustained investment — both in Red Cross capacity and in the

partnerships that extend its reach into communities before, during, and after disaster strikes.



AI-synthesized from this report's verified data; every figure appears sourced on the pages that follow.

The chapter's footprint.

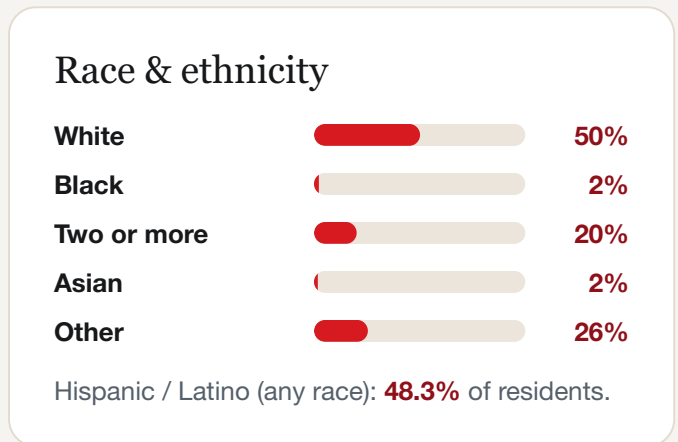
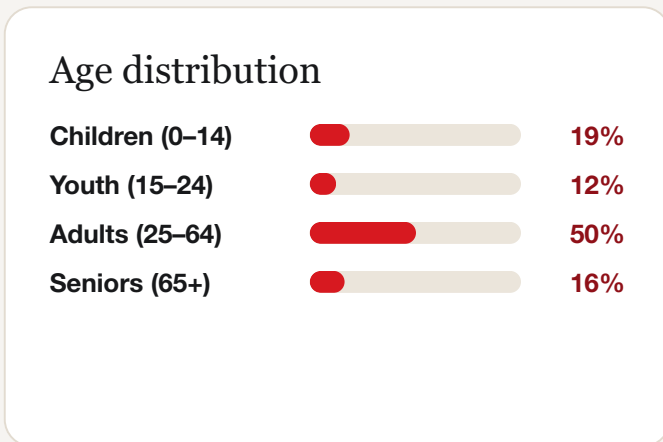
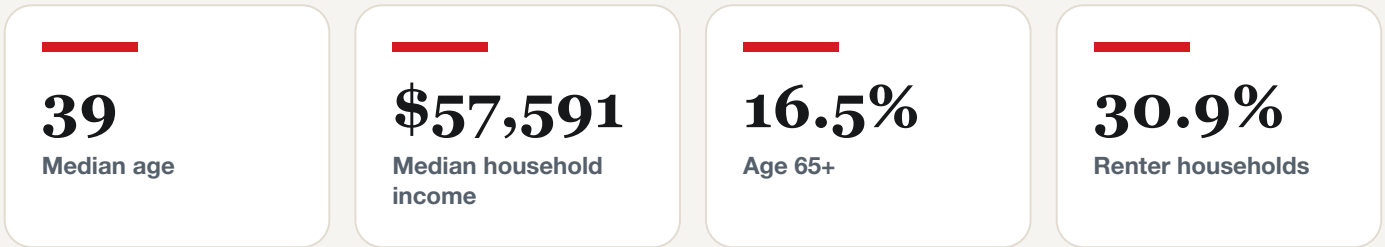
 33 Counties	 121,590 Square miles	 2,127,919 People	 Arizona and New Mexico Region Southwest and Rocky Mountain Division
------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Bernalillo	677,683	1,167	31.8%
Dona Ana	224,531	3,815	10.6%
Santa Fe	157,756	1,911	7.4%
Sandoval	154,096	3,716	7.2%
San Juan	119,471	5,538	5.6%
Valencia	76,655	1,068	3.6%
Lea	74,730	4,394	3.5%
McKinley	71,702	5,455	3.4%
Otero	69,081	6,627	3.2%
Chaves	64,485	6,075	3.0%
Eddy	63,403	4,197	3.0%
Curry	47,988	1,408	2.3%
Rio Arriba	40,094	5,896	1.9%
Taos	34,802	2,204	1.6%
Grant	27,835	3,968	1.3%
Cibola	27,044	4,542	1.3%
San Miguel	26,646	4,736	1.3%
Luna	25,646	2,965	1.2%
Lincoln	20,386	4,831	1.0%
Los Alamos	19,576	109	0.9%
Roosevelt	19,046	2,455	0.9%
Socorro	16,159	6,649	0.8%
Torrance	14,642	3,346	0.7%
Colfax	12,126	3,768	0.6%
Sierra	11,464	4,236	0.5%
Quay	8,606	2,882	0.4%
Guadalupe	4,376	3,032	0.2%
Mora	4,081	1,934	0.2%
Union	4,016	3,831	0.2%
Hidalgo	3,998	3,446	0.2%
Catron	3,544	6,929	0.2%

De Baca	1,629	2,334	0.1%
Harding	622	2,126	0.0%

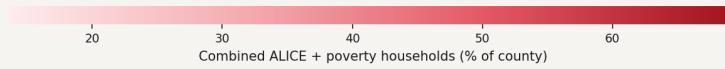
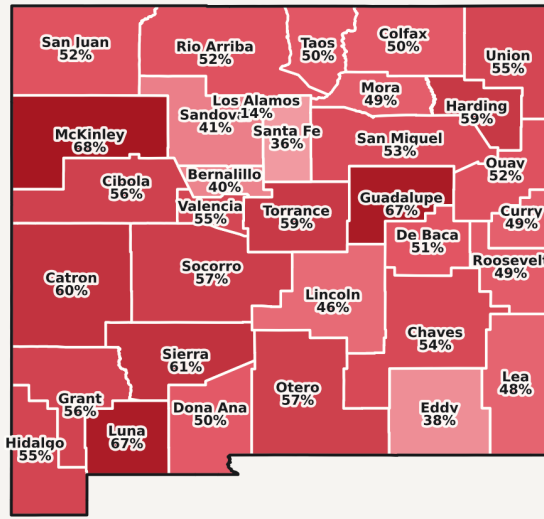
HQ: Albuquerque, NM · FEMA Region VI. Counties sorted by population.

The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 33 counties; median age and income are population-weighted.

Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
McKinley	71,702	\$42,885	30.0%	38.3%	68.3%
Guadalupe	4,376	\$29,738	41.4%	25.7%	67.1%
Luna	25,646	\$35,988	43.3%	23.5%	66.7%
Sierra	11,464	\$33,502	36.6%	24.0%	60.6%
Catron	3,544	\$34,657	41.2%	19.1%	60.4%
Harding	622	\$36,496	41.1%	17.7%	58.9%
Torrance	14,642	\$42,488	42.3%	16.3%	58.6%
Socorro	16,159	\$34,392	28.5%	28.7%	57.2%
Otero	69,081	\$52,574	38.7%	17.9%	56.6%
Cibola	27,044	\$46,490	30.9%	25.3%	56.3%
Grant	27,835	\$41,744	36.3%	19.7%	56.0%
Hidalgo	3,998	\$38,629	36.4%	18.9%	55.4%
Union	4,016	\$36,586	31.2%	23.7%	55.0%
Valencia	76,655	\$48,291	35.2%	19.6%	54.8%

+ 19 more counties – full table in the county appendix

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.

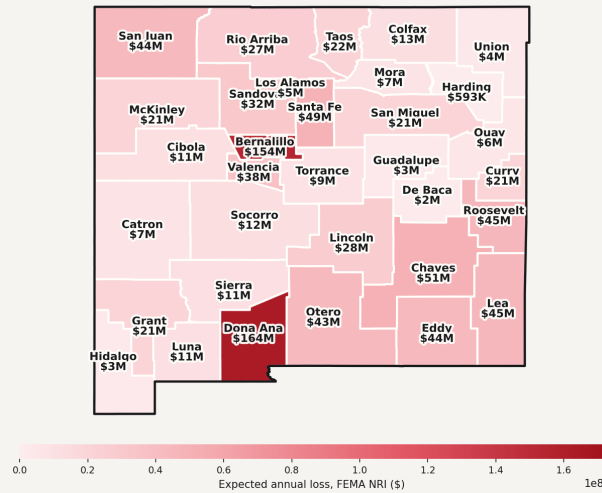
What this chapter is up against.

\$972.3M
Expected annual loss, all hazards

Dona Ana
Highest-risk county

79.4%
Avg social vulnerability (SVI)

9
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
Dona Ana	Relatively High	\$163.6M	98.7%	1	10
Bernalillo	Relatively High	\$153.9M	79.3%	0	11
Chaves	Relatively Moderate	\$50.6M	97.0%	2	9
Santa Fe	Relatively Moderate	\$48.9M	76.3%	0	10
Lea	Relatively Moderate	\$45.2M	94.0%	0	7
Roosevelt	Relatively Moderate	\$45.0M	95.1%	0	7
San Juan	Relatively Moderate	\$44.1M	96.7%	1	11
Eddy	Relatively Moderate	\$43.8M	63.8%	0	11
Otero	Relatively Moderate	\$43.3M	92.9%	5	24
Valencia	Relatively Moderate	\$37.5M	88.2%	6	15
Sandoval	Relatively Low	\$31.5M	39.3%	1	21
Lincoln	Relatively Low	\$27.8M	83.5%	9	35
Rio Arriba	Relatively Low	\$26.5M	76.3%	1	16
Taos	Relatively Low	\$21.8M	69.5%	0	10

+ 19 more counties – full table in the county appendix

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.

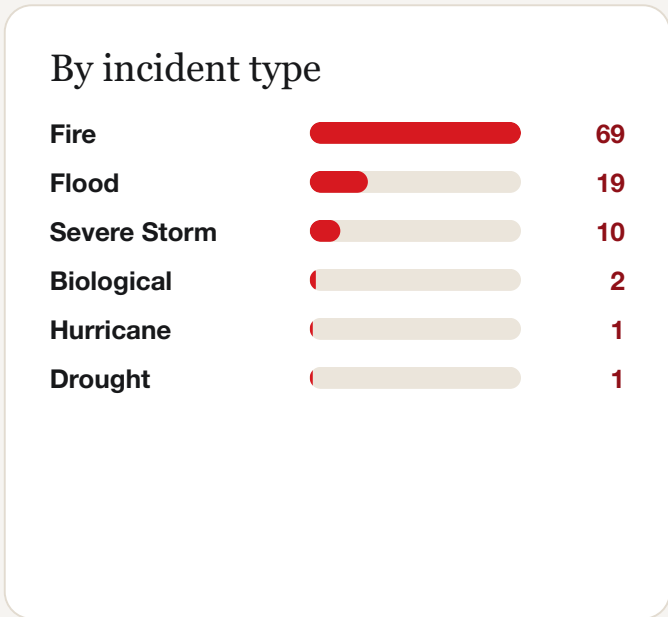
A chapter shaped by disaster.

102
Federal disaster declarations

1
Hurricanes

Fire
Most common type

2025
Most recent



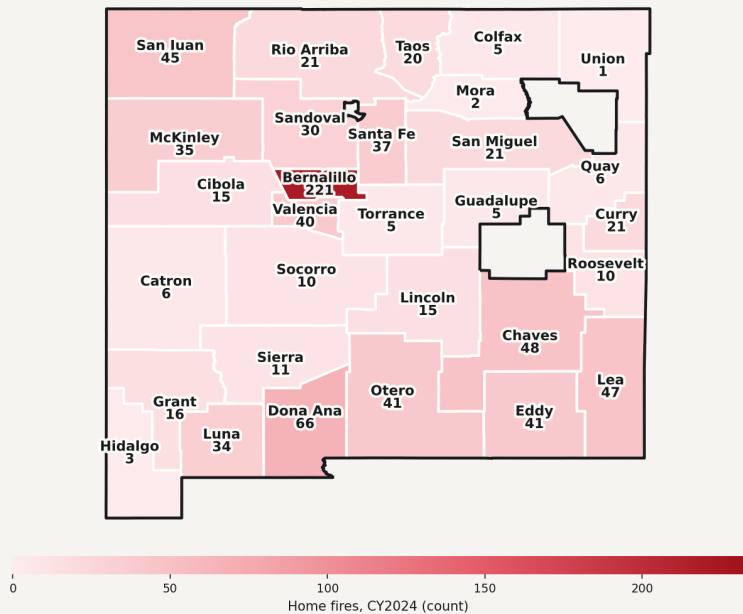
Most recent declarations

FY	DISASTER	TYPE
2025	Severe Storms, Flooding, And Landslides	Flood
2025	Severe Storms, Flooding, And Landslides	Flood
2025	Cotton 2 Fire	Fire
2025	Desert Willow Fire Complex	Fire
2025	Trout Fire	Fire
2025	Rio Grande Fire	Fire
2025	Severe Storm And Flooding	Flood
2024	South Fork Fire, Salt Fire, And Flooding	Fire
2024	Salt Fire	Fire
2024	South Fork Fire	Fire

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

Every home fire is a Red Cross moment.

878 Home fires (2024)	39.7% Red Cross care rate	400 Fires with no Red Cross notification	4.1 Fires per 10,000 residents
---------------------------------	-------------------------------------	----------------------------------------------------	------------------------------------------



Red Cross cared for **40%** of home fires — but **400 (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.

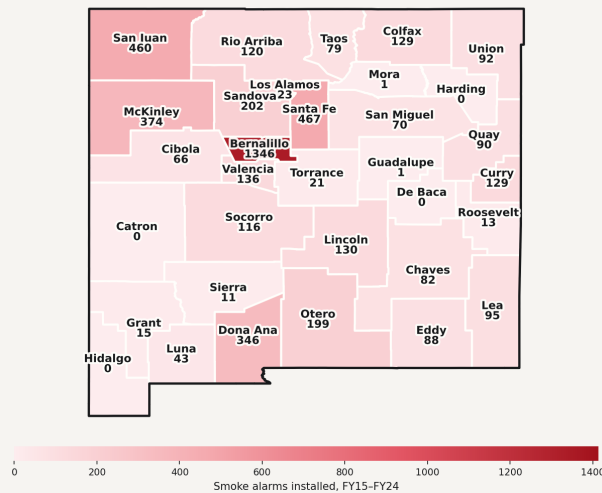
Red Cross shows up — and prevents.

7,760
Home-fire calls answered (RC response)

7,004
Single-family fire responses

4,944
Free smoke alarms installed

742
Multi-family fire responses



Red Cross answered **7,760** home-fire calls and installed **4,944** 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).

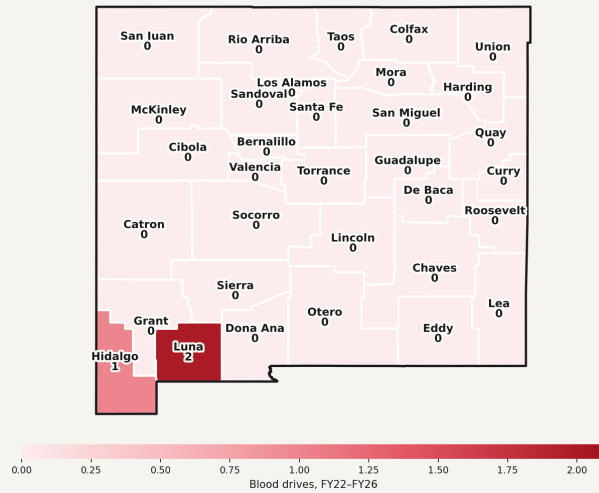
The blood mission's local footprint.

61
Blood units collected
(FY22–26)

3
Blood drives held

0
Drives in FY2026

2
Counties with drives



Blood drives are active in **2 of the chapter's 33 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.

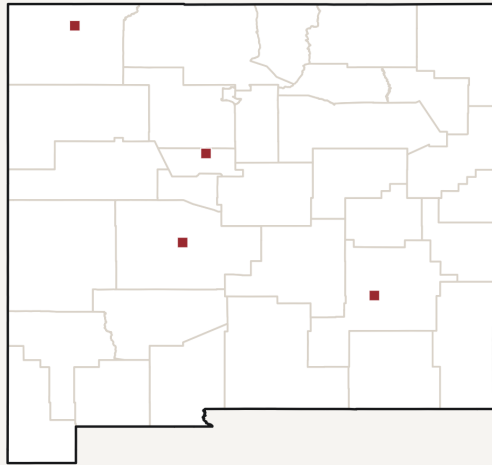
The chapter's physical footprint.

4
Red Cross facilities

1
Owned

3
Leased / licensed

0
BioMed sites



By type / function

Humanitarian office	2
Partner / indirect site	2

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.

\$1,341,828

Total giving, 3-year

75

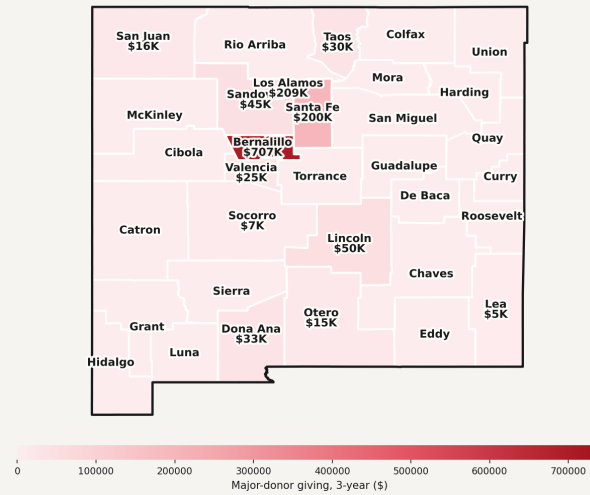
Major donors

\$267,398

Current FY • ▼ 64% vs prior FY

\$707,177

Top: Bernalillo



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
Bernalillo	38	\$707,177
Los Alamos	6	\$208,943
Santa Fe	14	\$200,127
Lincoln	1	\$50,000
Sandoval	4	\$44,712
Dona Ana	4	\$32,675
Taos	2	\$30,125
Valencia	2	\$25,000
San Juan	1	\$16,000
Otero	1	\$15,000
Socorro	1	\$7,069
Lea	1	\$5,000

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

Turning proof into partners.

“We help take care of your employees and their families.”

Board as a capability network

Recruit for access, influence, expertise, geography, and credibility — not just names.

Committee-to-board pipeline

Move community volunteers toward committee member, board member, then officer.

County champion strategy

Find one person in each county whose phone call always gets returned.

Mission-connected relationships

Tie board, faith, civic, employer, and major-gift relationships back to the mission.

Universal board-development doctrine — identical for every chapter. The targets on the next pages are bespoke to this one.

Where the opportunity is.

ARC of New Mexico is a single statewide chapter of 2.1M people spread across 33 counties with high social vulnerability — and an unusually rich anchor base: two national laboratories, major military installations, Intel's largest fabs, Permian Basin energy wealth in the southeast, and 23 sovereign tribal nations. The market is concentrated in a few hubs (Albuquerque, Santa Fe, Las Cruces, the Permian) and reachable through federal/CSR, energy, university, and tribal-partnership channels.

National labs & federal/military

HIGH

Sandia, Los Alamos, and Kirtland AFB concentrate enormous, mission-aligned workforces with federal and CSR giving capacity in Bernalillo, Los Alamos, and Otero counties.

Opening move: Lead with employee preparedness and federal/CSR partnership; physicists and engineers make exceptional board and committee talent.

Energy — Permian Basin

STRONG

Lea and Eddy counties hold some of the nation's most active oil & gas operations and concentrated corporate wealth, far from the Albuquerque hub.

Opening move: Build a southeast-NM corporate and major-gift presence around operator community-relations budgets.

University & health

HIGH

UNM/UNM Health, NMSU, and Presbyterian anchor leadership, alumni reach, physician champions, and blood partnership statewide.

Opening move: Ask for leadership, alumni networks, physician champions, and campus blood drives.

Tribal nations & enterprises

STRONG

23 sovereign nations and pueblos — many in high-vulnerability counties — bring trusted community leadership and gaming/enterprise resources.

Opening move: Pursue government-to-government partnership grounded in disaster readiness and cultural respect, not transactional fundraising.

Major gifts & philanthropy

STRONG

Santa Fe's concentrated philanthropic wealth and statewide community foundations support a real major-gift and Tiffany Circle market.

Opening move: Cultivate Santa Fe major gifts and Tiffany Circle alongside Albuquerque corporate giving.

AI analysis over verified local anchors (employers, institutions, demographics, risk, disaster history). Directional — review before donor use; every figure traces to the data pages in this report.

Employers that already hold local trust.

Start where the chapter's working families already are.

Sandia National Laboratories

Federal R&D / national lab · Bernalillo

Los Alamos National Laboratory

Federal R&D / national lab · Los Alamos

Intel (Rio Rancho)

Semiconductor manufacturing · Sandoval

Permian Basin oil & gas operators

Energy · Lea / Eddy

Kirtland Air Force Base & military

Defense · Bernalillo / Otero

WHAT SHE CAN SAY

“We help take care of your employees and their families.”

Verified local anchors; relationship plan reviewed before use. AI-drafted over known major anchors — verify before donor use.

Anchor institutions and the doors they open.

Universities & health systems

University of New Mexico + UNM Health

Flagship university + health system · Bernalillo

New Mexico State University

University · Doña Ana

Presbyterian Healthcare Services

Health system · Statewide

Santa Fe Community College

College · Santa Fe

Financial, civic & faith

Tribal nations & pueblos (23 sovereign nations)

Sovereign partners

PNM · NM Gas Company

Utilities

Santa Fe & Albuquerque community foundations

Philanthropy

County sheriffs & commissioners

Government

Regional banks & wealth managers

Finance

Faith networks (Catholic Charities, pueblitos)





Faith

Santa Fe major-gift base + 23 tribal-nation partnerships.

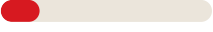

Bernalillo County

Bernalillo County is New Mexico's undisputed population center, home to Albuquerque and nearly 678,000 residents — more than a third of the entire state. Its economy spans Kirtland Air Force Base, Sandia National Laboratories, the University of New Mexico, and a sprawling healthcare and retail sector, yet 40% of residents still fall in the ALICE-or-poverty band on a median income of \$63,248. The county is 49% Hispanic, skews relatively young at 38.1 median age, and carries an SVI at the 79th percentile, signaling layered social vulnerability beneath the urban bustle. The NRI rates risk as Relatively High, and 221 home fires in 2024 alone — by far the chapter's heaviest caseload — confirm that Bernalillo is where mission volume is relentless.

For the chapter, Bernalillo is both engine and anchor. It demands the deepest bench of trained volunteers, the most robust Home Fire Campaign infrastructure, and consistent multi-agency partnerships with AFD, APD, and the city's emergency management office. The density of low-income renters in the International District and South Valley creates recurring hotspots where smoke alarm saturation and rapid disaster action team response deliver the greatest life-safety return.

 677,683 People	 \$63,248 Median HH income	 40.3% Combined ALICE + poverty	 Relatively High FEMA NRI risk
---------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		18%
Seniors (65+)		15%
Median age		38.1
ALICE households		75,857
Poverty households		39,273

Risk & response





Expected annual loss	\$153.9M
Social vulnerability (SVI)	79.3%
FEMA declarations (all time)	11
Home fires, CY2024	221
Fires, no RC notification	127
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$707,177

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



Dona Ana County

Doña Ana County is New Mexico's second-largest by population at 224,531 and one of the most consequential counties in the chapter's entire geography. Las Cruces anchors a binational metropolitan economy shaped by New Mexico State University, Fort Bliss's training ranges, White Sands Missile Range, and one of the most active international ports of entry in the nation at Santa Teresa. At 68% Hispanic with a median age of 34.9, the county is young, majority-Latino, and deeply bilingual. Yet 50% of residents are ALICE-or-poor on a median income of \$48,189, and the SVI at the 98.7th percentile — the chapter's highest — captures the layered disadvantage of colonias communities, undocumented residents, and border-zone poverty that conventional safety nets often miss. NRI is Relatively High and 66 home fires in 2024 make it the chapter's second-busiest county.

The border context makes Doña Ana unlike anywhere else in the chapter. Colonia residents frequently lack formal addresses, and language and documentation barriers suppress disaster reporting and Red Cross service uptake. The chapter needs permanent, trusted partnerships with NMSU's social work and public health programs, the Doña Ana County Office of Emergency Management, and colonia-based advocacy organizations. Spanish-dominant Home Fire Campaign teams, flexible client intake that doesn't require documentation, and shelter plans that account for transborder family dynamics are not optional — they are mission-critical.

 224,531 People	 \$48,189 Median HH income	 50.1% Combined ALICE + poverty	 Relatively High FEMA NRI risk
---------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		20%
Seniors (65+)		15%
Median age		34.9
ALICE households		25,530
Poverty households		18,428

Risk & response





Expected annual loss	\$163.6M
Social vulnerability (SVI)	98.7%
FEMA declarations (all time)	10
Home fires, CY2024	66
Fires, no RC notification	26
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$32,675

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



Santa Fe County

Santa Fe County is New Mexico's political and cultural capital—home to the state government, a world-renowned arts economy, deep Nuevomexicano and Pueblo cultural roots, and a tourism industry that masks profound inequality beneath its turquoise-and-adobe glamour. With 157,756 residents and a median income of \$69,930, Santa Fe looks prosperous, but 35.6% ALICE+poverty and a 49% Hispanic majority reveal a dual economy in which hospitality and domestic-service workers, many of them long-rooted Hispano or Indigenous families, are priced out of the city they make possible. Median age of 45.9 and 21% seniors reflect both retiree in-migration and an aging Nuevomexicano community.

Santa Fe's Relatively Moderate NRI and SVI at the 76.3rd percentile indicate meaningful vulnerability in a county that includes not just the urban core but also remote Nambé, Pojoaque, and Tesuque Pueblo lands and rural mountain communities with significant wildfire exposure. Thirty-seven home fires in CY24 represent a substantial ongoing caseload. Red Cross should leverage Santa Fe's uniquely dense nonprofit ecosystem—including community foundations, arts-sector donors, and state government emergency management—as both funding and partnership infrastructure, while ensuring that client services reach the Spanish-dominant south-side neighborhoods and Pueblo communities that are least likely to seek help from institutions they associate with the city's wealthier face.

 157,756 People	 \$69,930 Median HH income	 35.6% Combined ALICE + poverty	 Relatively Moderate FEMA NRI risk
---------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		15%
Seniors (65+)		21%
Median age		45.9
ALICE households		17,618
Poverty households		7,771

Risk & response





Expected annual loss	\$48.9M
Social vulnerability (SVI)	76.3%
FEMA declarations (all time)	10
Home fires, CY2024	37
Fires, no RC notification	20
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$200,127

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



Sandoval County

Sandoval County is Albuquerque's fastest-growing suburban frontier—Rio Rancho dominates its population of 154,096 and represents the archetypal Sun Belt master-planned community, drawing middle-class families from across the country into a landscape that was empty mesa thirty years ago. A median income of \$76,488 and only 41.4% ALICE+poverty put Sandoval near the top of New Mexico's economic rankings, and an SVI at just the 39.3rd percentile confirms that this is one of the state's more self-sufficient populations. Yet the county also contains Bernalillo, Corrales, and the Pueblo of Santa Ana, Zia, and Jemez—communities with very different income profiles and social-service access that are submerged beneath the Rio Rancho average.

With 30 home fires in CY24 and a Relatively Low NRI, Sandoval's Red Cross mission is primarily high-volume, efficient home fire response in a suburban environment where caseloads are predictable and partnerships with Rio Rancho Fire and Bernalillo County are natural. The strategic complexity lies in ensuring that the chapter's capacity to serve the county's wealthier majority does not obscure the very different needs of its Pueblo and lower-income Hispanic communities. Red Cross should maintain formal relationships with the Pueblos of Santa Ana, Zia, and Jemez—each a sovereign government with its own emergency management capacity—and calibrate smoke alarm campaigns to reach the older housing stock in Bernalillo and Corrales rather than concentrating solely on new Rio Rancho subdivisions.

 154,096 People	 \$76,488 Median HH income	 41.4% Combined ALICE + poverty	 Relatively Low FEMA NRI risk
---------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		19%
Seniors (65+)		16%
Median age		40
ALICE households		17,442
Poverty households		6,885

Risk & response





Expected annual loss	\$31.5M
Social vulnerability (SVI)	39.3%
FEMA declarations (all time)	21
Home fires, CY2024	30
Fires, no RC notification	22
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$44,712

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



San Juan County

San Juan County is northwestern New Mexico's economic engine—Farmington anchors a Four Corners region whose wealth was built on coal, natural gas, and oil extracted from the San Juan Basin over the past century. With 119,471 residents it is the third most populous county in the state, yet a median age of 35.5 and only 14% seniors reflect a working-age, family-raising demographic whose fortunes have been destabilized by the accelerating collapse of fossil-fuel employment. Median income of \$50,331 and 51.5% ALICE+poverty tell the story of a resource-extraction economy in structural transition, with Navajo Nation communities—who constitute roughly 40% of the county—bearing a disproportionate share of the economic dislocation.

San Juan's Relatively Moderate NRI, SVI at the 96.7th percentile, and chapter-leading 45 home fires in CY24 make it one of the most operationally demanding counties in the chapter. High fire volume, a large and economically vulnerable Native population, and the physical scale of a county that encompasses multiple chapters of the Navajo Nation demand a robust local presence. Red Cross should maintain a standing home fire response cadre in Farmington, pursue formal MOUs with Navajo Nation OEMDM and the Navajo chapters active in San Juan County, and position this county as a major investment priority as energy-transition economic stress continues to deepen household vulnerability.

 119,471 People	 \$50,331 Median HH income	 51.5% Combined ALICE + poverty	 Relatively Moderate FEMA NRI risk
---------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		23%
Seniors (65+)		14%
Median age		35.5
ALICE households		13,631
Poverty households		8,333

Risk & response





Expected annual loss	\$44.1M
Social vulnerability (SVI)	96.7%
FEMA declarations (all time)	11
Home fires, CY2024	45
Fires, no RC notification	17
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$16,000

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



Valencia County

Valencia County is the population anchor of this county group—76,655 residents concentrated in the Rio Abajo communities of Belen, Los Lunas, and Peralta along the Rio Grande, close enough to Albuquerque to function as a working-class suburban extension of the metro but with a distinct identity rooted in one of New Mexico's oldest continuous Hispanic settlements. At 61% Hispanic, it is the most heavily Hispanic county in this group, and its 39.2-year median age reflects a younger, family-oriented demographic driven by affordable housing that draws working families priced out of Bernalillo County. A median income of \$48,291 and 54.8% ALICE+poverty describe a community striving but stretched, with limited slack for unexpected expenses.

Forty home fires in CY24 make Valencia by far the highest-volume fire-response county in this cohort, and a Relatively Moderate NRI combined with an 88.2nd-percentile SVI confirms this is the chapter's most operationally demanding county outside the urban core. Dense manufactured-housing subdivisions, older electrical infrastructure, and households running multiple income earners on tight budgets create persistent fire risk. Red Cross should treat Valencia as a high-priority deployment zone, embedding smoke alarm campaigns within existing relationships at the Belen and Los Lunas school districts and partnering with the Valencia County fire districts to build a pipeline of community fire ambassadors from within the Hispanic neighborhoods most exposed to risk.

 76,655 People	 \$48,291 Median HH income	 54.8% Combined ALICE + poverty	 Relatively Moderate FEMA NRI risk
--------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0-14)		19%
Seniors (65+)		17%
Median age		39.2
ALICE households		10,550
Poverty households		5,861

Risk & response





Expected annual loss	\$37.5M
Social vulnerability (SVI)	88.2%
FEMA declarations (all time)	15
Home fires, CY2024	40
Fires, no RC notification	10
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$25,000

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

Lea County

Lea County is the southeastern anchor of the New Mexico Permian Basin, with Hobbs at its center and oil production that has made it one of the most economically active small metros in the state. Median income of \$54,266 and a 47.6% ALICE-or-poverty rate reflect the classic boom-county paradox: aggregate wealth alongside persistent working-poor households in the service and agricultural sectors. At 61% Hispanic, 4% Black, and a median age of just 34.4 with only 13% seniors, Lea is young, diverse, and economically energetic. Yet the SVI at the 94th percentile flags sharp social vulnerability — concentrated among low-income Hispanic families in Hobbs's older neighborhoods, farmworker communities, and oilfield worker households cycling between employment and instability. NRI risk is Relatively Moderate and 47 home fires in 2024 make Lea one of the chapter's most active counties per capita.

The oil economy accelerates both risk and resource in Lea County. Rapid population growth from rig-count surges strains housing quality and fire safety in manufactured home parks and densely occupied rentals. The chapter should target Home Fire Campaign resources heavily in Hobbs's southwest residential corridors where fire incidence concentrates, and build partnerships with the Hobbs Fire Department, Lea County Electric Cooperative, and the growing network of Spanish-language churches that reach mobile oilfield families before any disaster strikes.

 74,730 People	 \$54,266 Median HH income	 47.6% Combined ALICE + poverty	 Relatively Moderate FEMA NRI risk
--------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		24%
Seniors (65+)		13%
Median age		34.4
ALICE households		7,326
Poverty households		4,372

Risk & response





Expected annual loss	\$45.2M
Social vulnerability (SVI)	94.0%
FEMA declarations (all time)	7
Home fires, CY2024	47
Fires, no RC notification	14
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$5,000

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


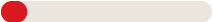
McKinley County

McKinley County is New Mexico's largest Native-majority county—roughly 75% of its 71,702 residents are Native American, predominantly Navajo Nation members and Zuni Pueblo citizens, with Gallup serving as the commercial hub for a vast reservation economy that extends across three states. Median age of 33.4 is among the youngest in New Mexico, reflecting high birth rates and limited elder in-migration, while a median income of \$42,885 and 68.3% ALICE+poverty rate capture the legacy of federal underinvestment, land-tenure restrictions, and geographic isolation that have constrained wealth-building for generations. The county's 12% Hispanic share represents Gallup's longstanding Latino merchant and working-class community.

McKinley's SVI at the 97th percentile and 35 home fires in CY24 reflect the compound vulnerabilities of rural Navajo households—many of them multi-generational, off-grid, and without running water—where a single structure fire can displace an extended family with no nearby shelter alternative. COVID-19 exposed how quickly crisis scales here. Red Cross must operate as a genuine sovereign-to-sovereign partner, embedding relationships with Navajo Nation OEMDM, Zuni Pueblo emergency management, and the Gallup Inter-Agency Coordination Center, while ensuring that all client-facing services are culturally appropriate, available in Diné and Zuni languages, and designed for households that may be hours from the nearest chapter facility.

 71,702 People	 \$42,885 Median HH income	 68.3% Combined ALICE + poverty	 Relatively Low FEMA NRI risk
--------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		23%
Seniors (65+)		13%
Median age		33.4
ALICE households		6,393
Poverty households		8,169

Risk & response





Expected annual loss	\$20.8M
Social vulnerability (SVI)	97.0%
FEMA declarations (all time)	11
Home fires, CY2024	35
Fires, no RC notification	25
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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



Otero County

Otero County is defined by the twin engines of Fort Bliss's White Sands Missile Range complex and the city of Alamogordo—a military-civilian economy that produces a younger-than-average median age of 37.9, a notably multiracial population (39% Hispanic, 4% Black, reflecting active-duty and veteran diversity), and an income floor of \$52,574 that understates the financial fragility of the 56.6% of residents in the ALICE+poverty band. The Sacramento Mountains, Mescalero Apache Reservation, and Tularosa Basin all fall within county lines, adding geographic and cultural complexity to what might otherwise read as a standard military-town profile.

Otero carries a Relatively Moderate NRI score and the chapter's second-highest absolute home fire count at 41 in CY24—a figure driven by a mix of substandard housing in Alamogordo neighborhoods, remote mountain cabins, and reservation-adjacent communities where response times are long. An SVI at the 92.9th percentile reflects the layered vulnerability of transient military families, low-income Latino households, and Mescalero Apache community members. Red Cross should formalize a partnership with the Mescalero Apache Tribe's emergency program, maintain a military family liaison familiar with PCS-cycle vulnerability, and sustain a high-tempo smoke alarm campaign in Alamogordo's older east-side housing stock.

 69,081 People	 \$52,574 Median HH income	 56.6% Combined ALICE + poverty	 Relatively Moderate FEMA NRI risk
--------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		19%
Seniors (65+)		17%
Median age		37.9
ALICE households		9,775
Poverty households		4,536

Risk & response

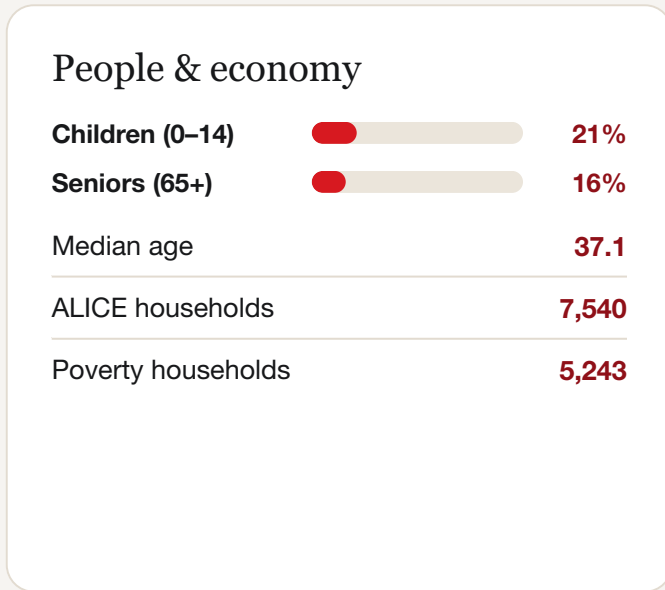
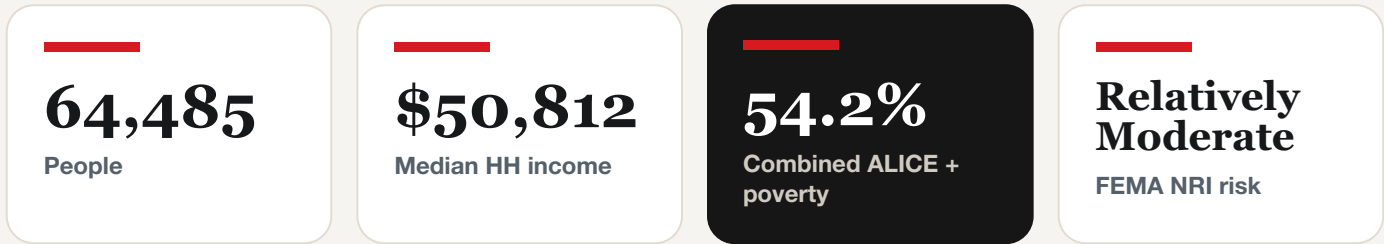
Expected annual loss	\$43.3M
Social vulnerability (SVI)	92.9%
FEMA declarations (all time)	24
Home fires, CY2024	41
Fires, no RC notification	20
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$15,000

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

Chaves County

Chaves County anchors southeastern New Mexico's agricultural and energy economy, with Roswell as its market hub. Oil-field services, dairy and cattle operations, and a growing aerospace presence at Roswell International Air Center define the employment base, yet median income of \$50,812 leaves 54% of residents in ALICE-or-poverty territory — one of the higher distress rates among the chapter's mid-size counties. At 58% Hispanic and a median age of just 37.1, this is a young, working-class community. The SVI at the 97th percentile flags extreme social vulnerability, driven by poverty concentration, low vehicle access, and language barriers in Roswell's colonias and rural labor camps. NRI risk is Relatively Moderate.

With 48 home fires in 2024, Chaves generates significant casework for a county its size. The combination of aging housing stock in Roswell's lower-income neighborhoods, propane heating in rural areas, and a population where over half live paycheck-to-paycheck means fire risk is structural, not incidental. Chapter strategy here should prioritize Spanish-language Home Fire Campaign outreach, partnerships with the Roswell Fire Department and local housing nonprofits, and bilingual disaster action teams capable of serving both the city core and far-flung dairy communities along the Pecos Valley.







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


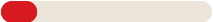
Eddy County

Eddy County is the heart of the Permian Basin on the New Mexico side, and the oil and gas economy has made it the chapter's most financially resilient county by median income at \$67,534 — second only to Bernalillo. Carlsbad is the service hub; Artesia hosts refining operations; and the Waste Isolation Pilot Plant (WIPP) near Carlsbad adds a unique federal nuclear-waste dimension to the local identity. At 51% Hispanic with a median age of 39.8 and only 38% ALICE-or-poverty, Eddy looks more economically stable than most of the chapter's footprint, and the SVI at the 63.8th percentile confirms relatively lower social vulnerability. NRI risk is Relatively Moderate and 41 home fires in 2024 reflect a working-boom-town population.

The petroleum boom creates its own risk profile: oilfield worker housing — RV parks, man camps, and rapidly built subdivisions — tends toward fire vulnerability, and boom-bust cycles can quickly tip ALICE households into crisis when rig counts fall. The WIPP facility requires the chapter to maintain awareness of radiological emergency planning frameworks alongside conventional disaster response. Carlsbad Caverns National Park draws significant tourist traffic, adding transient population to any mass care calculation. Partnerships with Eddy County Emergency Services, the Carlsbad and Artesia fire departments, and WIPP's contractor emergency management team should anchor the chapter's local strategy.

 63,403 People	 \$67,534 Median HH income	 38.3% Combined ALICE + poverty	 Relatively Moderate FEMA NRI risk
--------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		19%
Seniors (65+)		17%
Median age		39.8
ALICE households		5,595
Poverty households		3,310

Risk & response





Expected annual loss	\$43.8M
Social vulnerability (SVI)	63.8%
FEMA declarations (all time)	11
Home fires, CY2024	41
Fires, no RC notification	22
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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



Curry County

Curry County is the high plains' military-civic crossroads, anchored by Clovis and Cannon Air Force Base, home to the 27th Special Operations Wing. The base injects federal payroll and a young, mobile population — median age just 34.3, the chapter's second-youngest county — and contributes to the 6% Black population share, the highest in the chapter's eastern counties. Despite military wages, median income is \$52,749 and 49% of residents remain ALICE-or-poor, reflecting a significant civilian agricultural and service economy. The SVI at the 94th percentile signals high vulnerability among non-military households, and 21 home fires in 2024 represent a meaningful caseload for a county of under 48,000.

The Cannon AFB presence reshapes Red Cross mission in important ways. The chapter should maintain an active military liaison relationship for SAF messaging, emergency communications for deployed families, and potential facility use agreements for mass care. Outside the wire, Clovis's lower-income residential neighborhoods — many with older wood-frame homes heated by space heaters — drive the fire caseload. A bilingual (Spanish and English) Home Fire Campaign push in Clovis's 46%-Hispanic community, combined with Colfax County-style senior outreach in outlying Curry County farm communities, would strengthen both prevention and response capacity.

 47,988 People	 \$52,749 Median HH income	 48.6% Combined ALICE + poverty	 Relatively Low FEMA NRI risk
--------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0-14)		23%
Seniors (65+)		13%
Median age		34.3
ALICE households		5,317
Poverty households		3,661

Risk & response





Expected annual loss	\$21.3M
Social vulnerability (SVI)	94.0%
FEMA declarations (all time)	6
Home fires, CY2024	21
Fires, no RC notification	5
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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



Rio Arriba County

Rio Arriba County is the heart of northern New Mexico's Hispano homeland—the land of Abiquiú, Española, and Chama, where Spanish and Pueblo cultures have coexisted and intertwined for four hundred years. Two-thirds of its 40,094 residents are Hispanic, median age is 41.1, and median income of \$44,239 sits above the poorest tier but masks an acute poverty concentration: 51.9% ALICE+poverty in a county where the informal, land-based, and natural-resource economy has never converted fully to wage employment. Rio Arriba has also carried one of the state's highest opioid mortality rates for over a decade, a public health crisis that compounds household instability and caregiver capacity in ways that disaster statistics alone do not capture.

With 21 home fires in CY24, an SVI at the 76.3rd percentile, and a landscape that encompasses the Jicarilla Apache Nation and vast Carson and Santa Fe National Forest lands, Rio Arriba presents a complex, multi-jurisdictional operating environment. Wildfire risk is ever-present in the high-country ponderosa and piñon zones, and the Hermits Peak/Calf Canyon Fire touched the county's southern margins. Red Cross must build trust deliberately in communities where institutional mistrust runs deep; the strongest entry points are partnerships with Jicarilla Apache Nation emergency management, Española Valley community health workers, and the volunteer fire departments that are the true first-responder backbone of this sprawling county.

 40,094 People	 \$44,239 Median HH income	 51.9% Combined ALICE + poverty	 Relatively Low FEMA NRI risk
--------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		18%
Seniors (65+)		18%
Median age		41.1
ALICE households		4,872
Poverty households		2,907

Risk & response

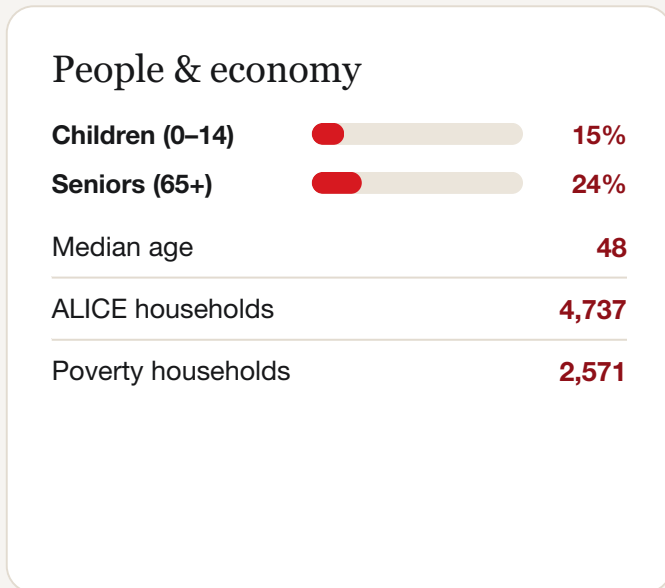
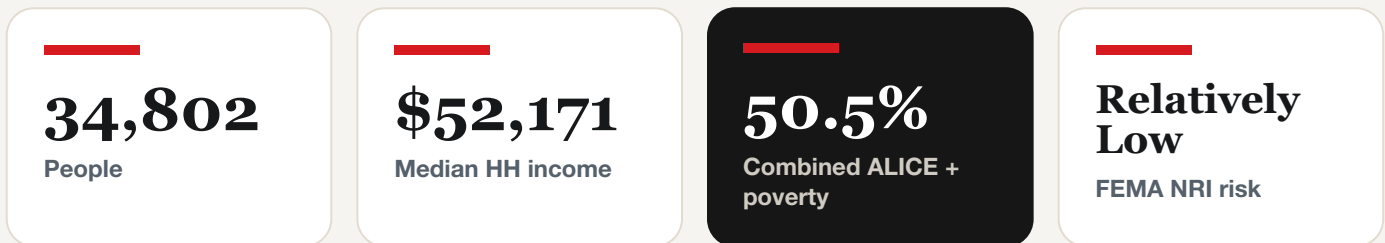
Expected annual loss	\$26.5M
Social vulnerability (SVI)	76.3%
FEMA declarations (all time)	16
Home fires, CY2024	21
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Taos County

Taos County carries one of New Mexico's most recognizable identities—a storied art colony, Indigenous Pueblo culture, and ski resort economy layered over genuine financial precarity. Its 34,802 residents include a substantial creative and tourism workforce that skews older, with a median age of 48 and 24% seniors, the highest senior share of any county in this group. The 51% Hispanic population reflects deep-rooted Hispano and Pueblo communities whose connection to the land predates statehood, while a median income of \$52,171 masks sharp inequality between amenity-wealthy transplants and working families, with 50.5% still falling in ALICE or poverty territory.

Twenty home fires in CY24 make Taos one of the more active fire-response counties in this cohort relative to its size, driven by older housing stock, wood-burning heat, and the high-altitude winters that push residents toward supplemental heating. The 69.5th-percentile SVI suggests moderate-to-elevated social vulnerability—better than several neighbors, but still demanding. Red Cross should cultivate partnerships with Taos Pueblo leadership and the regional arts community, which has demonstrated strong mutual-aid instincts, to reach both the aging permanent population and the seasonal workforce that cycles through without established safety nets.







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

Grant County

Grant County anchors the Gila Country of southwestern New Mexico — a rugged landscape of copper mines, hot springs, and the wilderness that bears Geronimo's legacy. Silver City is a small arts-and-education hub anchored by Western New Mexico University, but the broader economy carries deep scars from the decline of the Chino copper mine. Median income is \$41,744 and 56% of residents are ALICE-or-poor; at 49% Hispanic and a median age of 48.9, with 26% seniors, the county has the demographic profile of a community mid-transition — aging out of its industrial past without a clear successor economy. SVI sits at the 74th percentile and 16 home fires occurred in 2024.

Grant County's wildfire exposure is significant: the 2012 Whitewater-Baldy Fire, the largest in New Mexico history at the time, burned through adjacent Catron County terrain, and the Gila National Forest surrounding Silver City is perennially under drought stress. The WNMU campus creates a built-in volunteer recruitment pipeline and potential shelter facility. The chapter should cultivate an active university partnership for both surge volunteer capacity and student-led home fire canvassing in Silver City's older residential neighborhoods, while maintaining strong coordination with the Gila National Forest's incident management infrastructure for wildfire season.

 27,835 People	 \$41,744 Median HH income	 56.0% Combined ALICE + poverty	 Relatively Low FEMA NRI risk
--------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		16%
Seniors (65+)		26%
Median age		48.9
ALICE households		4,019
Poverty households		2,176

Risk & response





Expected annual loss	\$20.8M
Social vulnerability (SVI)	74.0%
FEMA declarations (all time)	13
Home fires, CY2024	16
Fires, no RC notification	10
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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



Cibola County

Cibola County straddles I-40 west of Albuquerque and contains one of New Mexico's most distinctive demographic blends: a 32% Hispanic population alongside large Navajo and Pueblo communities whose members comprise the bulk of the remaining majority. Grants, the county seat, was once the uranium capital of the world; today that economy has largely vanished, leaving a median income of \$46,490 and 56% of residents in the ALICE-or-poverty band. Median age is 38.3 and 16% are seniors, but the SVI at the 96.6th percentile is among the highest in the chapter's portfolio, reflecting deep poverty, limited English proficiency, and infrastructure gaps on tribal lands. NRI risk is Relatively Low, and 15 home fires occurred in 2024.

The Red Cross faces compounded access and trust challenges in Cibola. Serving Navajo Nation chapters and Acoma, Laguna, and Zuni Pueblos requires tribal government partnership, cultural competency, and sovereign coordination protocols that differ markedly from municipal response. Propane and wood-burning stoves in homes lacking natural gas hookups raise fire risk in communities where replacement housing is scarce. The chapter should invest in formal MOUs with tribal emergency management offices and recruit community health worker-style volunteers who already hold trust within these nations.

 27,044 People	 \$46,490 Median HH income	 56.3% Combined ALICE + poverty	 Relatively Low FEMA NRI risk
--------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0-14)		19%
Seniors (65+)		16%
Median age		38.3
ALICE households		2,585
Poverty households		2,114

Risk & response





Expected annual loss	\$11.5M
Social vulnerability (SVI)	96.6%
FEMA declarations (all time)	9
Home fires, CY2024	15
Fires, no RC notification	4
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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


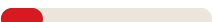
San Miguel County

San Miguel County wears its history on its sleeve: Las Vegas, New Mexico—not Nevada—was once the largest city in the Southwest, a railroad boomtown and mercantile capital whose magnificent Victorian storefronts now anchor a community navigating a long, slow economic contraction. Today 76% of San Miguel's 26,646 residents are Hispanic, carrying one of the deepest Nuevomexicano cultural identities in the state; median income is \$40,345, and 53.4% fall in the ALICE+poverty band—numbers that reflect both generational poverty and the limited economic footprint of Highlands University, which provides jobs but not transformation. Median age of 43.1 and 20% seniors indicate a middle-aged, rooted population unlikely to be displaced by in-migration.

San Miguel's SVI at the 98.5th percentile—second highest in the state—marks it as a county where social vulnerability compounds across nearly every dimension: poverty, housing quality, language, disability, and access to services. Twenty-one home fires in CY24 in a small county represent a disproportionate burden. The Hermits Peak/Calf Canyon Fire, which ignited in San Miguel County in 2022 and became the largest in New Mexico history, revealed the catastrophic potential here and left a long-tail recovery mission still ongoing. Red Cross must sustain a deep, trusted presence in Las Vegas and surrounding villages, partnering with Highlands University, the local acequia communities, and the county OEM to ensure that the next major event does not find this highly vulnerable population without a prepared and resourced response.

 26,646 People	 \$40,345 Median HH income	 53.4% Combined ALICE + poverty	 Relatively Low FEMA NRI risk
--------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		15%
Seniors (65+)		20%
Median age		43.1
ALICE households		3,332
Poverty households		3,032

Risk & response





Expected annual loss	\$20.9M
Social vulnerability (SVI)	98.5%
FEMA declarations (all time)	21
Home fires, CY2024	21
Fires, no RC notification	2
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

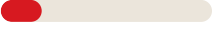

Luna County

Luna County is a border-crossing crossroads—anchored by Deming, straddling I-10 between El Paso and Tucson—where geography, poverty, and demographic concentration converge into one of the most vulnerable communities Red Cross serves in New Mexico. Two-thirds of residents are Hispanic, median income sits at a stark \$35,988, and a staggering 66.7% fall into the ALICE+poverty band. The county's 25,646 residents are relatively young at a median age of 40.9, but 22% are seniors, many of them low-income elders with limited English proficiency navigating a health and social-services desert in a county with no hospital trauma center.

Luna's SVI at the 100th percentile—the highest in the state—signals maximum social vulnerability across every dimension: poverty, housing instability, limited English, lack of vehicles, and disability. Its 34 home fires in CY24 rank among the chapter's highest per-capita fire burdens, pointing to aging housing stock and overcrowding. Red Cross must treat Luna as a chronic-need county, not just a disaster-response county: robust smoke alarm installation, bilingual client casework, and standing partnerships with the Border Patrol, Luna County DEM, Deming Public Schools, and colonias advocacy organizations are essential infrastructure for meaningful mission delivery here.

 25,646 People	 \$35,988 Median HH income	 66.7% Combined ALICE + poverty	 Relatively Low FEMA NRI risk
--------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		19%
Seniors (65+)		22%
Median age		40.9
ALICE households		3,928
Poverty households		2,132

Risk & response

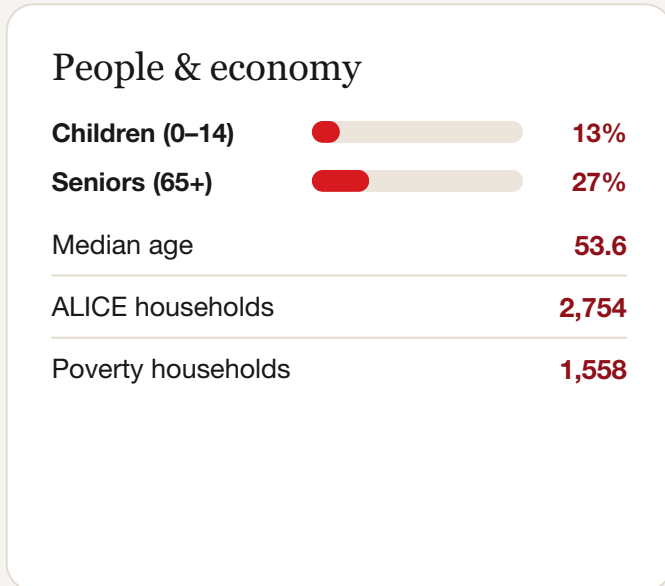
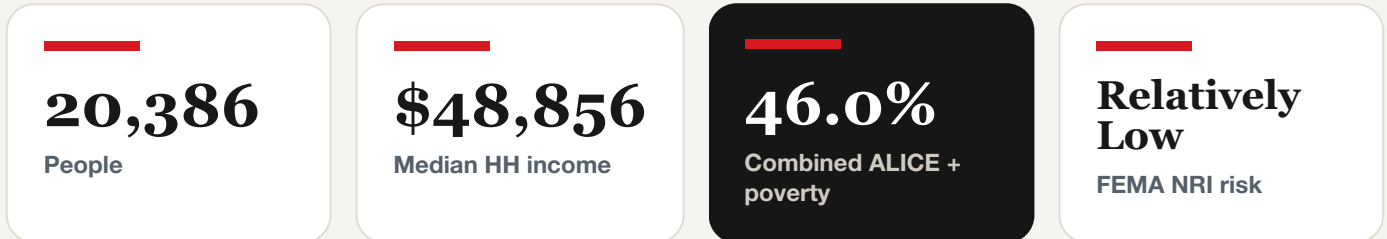
Expected annual loss	\$11.0M
Social vulnerability (SVI)	100.0%
FEMA declarations (all time)	7
Home fires, CY2024	34
Fires, no RC notification	20
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Lincoln County

Lincoln County is New Mexico's high-country retirement haven, anchored by the resort town of Ruidoso and the historic Lincoln townsite where Billy the Kid once roamed. Its median age of 53.6 and 27% senior share make it one of the oldest counties in the state, drawing retirees and second-home owners whose presence inflates property values while leaving nearly half the working population—46% ALICE+poverty—financially precarious beneath a deceptively comfortable median income of \$48,856. The population is roughly one-third Hispanic, with deep multigenerational roots in the Sacramento and Capitan mountains, coexisting with newer Anglo retiree arrivals.

Despite a Relatively Low NRI hazard score, Lincoln County sits in a wildland-urban interface that has produced catastrophic fire events, and its 15 home fires in CY24 underscore ongoing structural risk. An SVI at the 83.5th percentile signals that when disaster strikes, residents—especially seniors on fixed incomes with limited mobility—will need substantial support. Red Cross should invest in senior-focused preparedness outreach and maintain strong relationships with Ruidoso's emergency management, Lincoln County's volunteer fire departments, and tribal liaisons, while pre-positioning capacity for WUI fire response that can strand elderly populations on mountain roads.







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

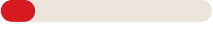

Los Alamos County

Los Alamos County is unlike any other jurisdiction in New Mexico—or arguably the country. Built as a secret city to birth the atomic bomb, it remains a federal science enclave dominated by Los Alamos National Laboratory, which drives a median household income of \$125,251, nearly triple the state average, and a workforce so credentialed that only 14.1% of residents fall into the ALICE+poverty band. Its 19,576 residents are highly educated, 21% are seniors, and the community is 18% Hispanic—relatively low for New Mexico—reflecting the laboratory's historically narrow recruitment pipeline. It is, in short, the wealthiest and most economically resilient county in the state.

Yet Los Alamos carries a distinctive and sobering risk profile: the 2000 Cerro Grande Fire burned to the edge of town and the 2011 Las Conchas Fire prompted mass evacuation, reminders that no amount of wealth insulates against wildfire in the Jemez Mountains. The NRI rates the county Very Low overall, but fire is the governing local hazard. With an SVI at only the 1st percentile, residents have enormous self-recovery capacity, and Red Cross mass-care demand will be episodic rather than chronic. The strategic priority is maintaining a rapid-activation shelter-and-evacuation protocol in partnership with LANL emergency management and the county's own well-funded OEM.

 19,576 People	 \$125,251 Median HH income	 14.1% Combined ALICE + poverty	 Very Low FEMA NRI risk
--------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		16%
Seniors (65+)		21%
Median age		47
ALICE households		822
Poverty households		333

Risk & response





Expected annual loss	\$5.3M
Social vulnerability (SVI)	1.0%
FEMA declarations (all time)	10
Home fires, CY2024	—
Fires, no RC notification	—
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$208,943

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



Roosevelt County

Roosevelt County is a High Plains agricultural county anchored by Portales and Eastern New Mexico University—a land-grant institution that makes this a genuine college town whose youthful median age of 32 is the lowest in this cohort and whose demographic mix of 44% Hispanic and 3% Black reflects both the South Plains farm-labor tradition and the university's diverse student body. Median income of \$50,079 looks reasonable on paper, but 49.4% ALICE+poverty and an SVI at the 95.1st percentile reveal that the university economy masks deep financial fragility among the county's farmworker families, seasonal dairy-industry employees, and fixed-income rural elderly.

Roosevelt carries a Relatively Moderate NRI score, driven by High Plains tornado, hail, and drought exposure—this is genuine Tornado Alley, and Portales has been struck directly within living memory. Ten home fires in CY24 is a manageable caseload, but the county's near-bottom-quintile income, high ALICE share, and distance from Albuquerque-based support infrastructure mean that any mass-casualty weather event would quickly overwhelm local capacity. Red Cross should leverage ENMU's emergency management and social work programs as both volunteer pipelines and community-connection assets, and should ensure that preparedness messaging reaches the county's dispersed dairy corridor, where Spanish-dominant farmworker households may have the least access to warning systems.

 19,046 People	 \$50,079 Median HH income	 49.4% Combined ALICE + poverty	 Relatively Moderate FEMA NRI risk
--------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		20%
Seniors (65+)		14%
Median age		32
ALICE households		2,255
Poverty households		1,310

Risk & response





Expected annual loss	\$45.0M
Social vulnerability (SVI)	95.1%
FEMA declarations (all time)	7
Home fires, CY2024	10
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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



Socorro County

Socorro County anchors itself around New Mexico Tech, a respected science and engineering university that brings intellectual capital to a county whose median income of just \$34,392 and 57.2% ALICE+poverty rate tell a starker story for most of its 16,159 residents. The county stretches south along the Rio Grande valley, blending Hispanic agricultural heritage—51% of residents identify as Hispanic—with rangeland economy and federal presence at the Bosque del Apache refuge. At 37.8, the median age skews younger than neighboring counties, shaped partly by the student population, but 17% seniors still represent a vulnerable cohort in a place where economic fragility is the norm rather than the exception.

Despite a Relatively Low NRI hazard score, Socorro's 89.7th-percentile social vulnerability index signals that when disasters do strike, residents have very few buffers. Ten home fires in CY24 in a county this small and spread across vast distances means response times are long and recovery resources thin. Red Cross partners here should lean heavily on New Mexico Tech's emergency management programs as force multipliers, while prioritizing smoke alarm installation in the dispersed rural communities along Routes 60 and 85 where financial hardship and geographic isolation compound every emergency.

 16,159 People	 \$34,392 Median HH income	 57.2% Combined ALICE + poverty	 Relatively Low FEMA NRI risk
--------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		18%
Seniors (65+)		17%
Median age		37.8
ALICE households		1,490
Poverty households		1,497

Risk & response





Expected annual loss	\$12.4M
Social vulnerability (SVI)	89.7%
FEMA declarations (all time)	12
Home fires, CY2024	10
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$7,069

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



Torrance County

Torrance County is quintessential high-plains estancia country—sparse, self-reliant, and quietly struggling. Its 14,642 residents scatter across a vast swath of the Estancia Basin east of the Manzano Mountains, with an economy rooted in ranching, small-scale farming, and the bedroom commutes many residents make into Albuquerque or Santa Fe. A median income of \$42,488 and a 58.6% ALICE+poverty rate—the highest in this county group—expose just how thin the economic margin is for families whose land wealth rarely translates into liquid income. At 44.3 years the population skews middle-aged, with 19% seniors and a 42% Hispanic share reflecting the mixed Anglo ranching and Hispano village heritage that defines the basin.

Five home fires in CY24 sounds manageable until you map them against the county's land area and the reality that volunteer fire departments cover enormous distances with aging equipment. The 77.1st-percentile SVI and Relatively Low NRI together describe a place where the hazard environment is not extreme but community absorptive capacity is limited. For Red Cross, Torrance is a county where preventive investment—smoke alarms, home fire safety visits through the rural route networks—will yield outsized returns, and where partnerships with the Estancia Valley food bank and extension service offices offer practical access points into a community that values self-sufficiency and mistrusts outside agencies.

 14,642 People	 \$42,488 Median HH income	 58.6% Combined ALICE + poverty	 Relatively Low FEMA NRI risk
--------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		17%
Seniors (65+)		20%
Median age		44.3
ALICE households		2,441
Poverty households		942

Risk & response





Expected annual loss	\$8.9M
Social vulnerability (SVI)	77.1%
FEMA declarations (all time)	14
Home fires, CY2024	5
Fires, no RC notification	0
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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



Colfax County

Colfax County occupies the southern Sangre de Cristo Mountains — a landscape of ponderosa pines, historic ranches, and the storied Philmont Scout Ranch near Cimarrón. Tourism, guest ranching, and a modest retirement draw sustain an economy where median income is \$38,393 and exactly half the population lives in ALICE-or-poverty. At 48% Hispanic with a median age of 49.5 and 24% seniors, the county blends old northern New Mexico land-grant families with Anglo retirees attracted to Raton and Eagle Nest. The SVI sits at the 79.9th percentile and only five home fires were logged in 2024, but wildfire is the defining latent hazard in forests that burned catastrophically in the Hermits Peak/Calf Canyon fire just across the county line in 2022.

For the chapter, Colfax is a wildfire preparedness and evacuation readiness county first. The Raton Fire Department and Colfax County Emergency Management are natural partners for shelter planning, given that mountain terrain can funnel fire and cut escape routes simultaneously. The senior-heavy, income-constrained population has limited capacity to self-fund recovery; Red Cross casework following a major wildfire event would spike sharply. Pre-event relationship-building in Springer, Raton, and the Moreno Valley communities will determine how quickly the chapter can stand up shelters if the mountains ignite again.

 12,126 People	 \$38,393 Median HH income	 50.1% Combined ALICE + poverty	 Relatively Low FEMA NRI risk
--------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		14%
Seniors (65+)		24%
Median age		49.5
ALICE households		1,894
Poverty households		816

Risk & response





Expected annual loss	\$12.6M
Social vulnerability (SVI)	79.9%
FEMA declarations (all time)	18
Home fires, CY2024	5
Fires, no RC notification	0
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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



Sierra County

Sierra County is New Mexico's oldest county by resident age—a median of 59.2 and a stunning 35% senior share make it the most age-concentrated jurisdiction in the chapter, a retirement landscape anchored by Truth or Consequences (formerly Hot Springs), where thermal pools and low housing costs draw fixed-income retirees from across the country. Median income of \$33,502 and 60.6% ALICE+poverty reveal the paradox of a retirement community where modest Social Security incomes dominate: assets may exist in home equity, but cash flow is thin and resilience is fragile. Twenty-nine percent of residents are Hispanic, with deep roots in the Rio Grande valley communities that predate the retiree influx.

Eleven home fires in CY24 in a county of just 11,464 people represents a high per-capita fire rate, consistent with the aging housing stock and the particular risks that elderly residents face—cognitive decline, mobility limitations, and slow evacuation. An SVI at the 76.8th percentile and geographic isolation from Albuquerque-based services amplify the stakes of every incident. Red Cross should make Sierra County a priority for smoke alarm installation in older single-family homes and mobile home parks frequented by retirees on limited incomes, invest in medical-needs registry partnerships with the county emergency manager, and cultivate relationships with the Truth or Consequences senior center and Sierra Vista Hospital as the primary community anchors for disaster-affected elderly residents.

 11,464 People	 \$33,502 Median HH income	 60.6% Combined ALICE + poverty	 Relatively Low FEMA NRI risk
--------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		12%
Seniors (65+)		35%
Median age		59.2
ALICE households		1,984
Poverty households		1,298

Risk & response





Expected annual loss	\$10.8M
Social vulnerability (SVI)	76.8%
FEMA declarations (all time)	13
Home fires, CY2024	11
Fires, no RC notification	5
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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



Quay County

Quay County is the quintessential High Plains withering—Tucumcari, once a storied Route 66 waypoint, now anchors a county of just 8,606 people whose population has been declining for decades as the ranching and railroad economies contracted. Median income of \$30,980 is among the lowest in New Mexico, 52.1% of residents are in the ALICE+poverty band, and a median age of 48.6 with 25% seniors reflects a community that exports its young and retains its old. The population is 45% Hispanic, with deep roots in dry-land farming and cattle ranching families who have worked this shortgrass prairie for generations alongside Anglo ranch operators.

Quay's NRI is Very Low and only 6 home fires were recorded in CY24—modest absolute numbers that nonetheless carry high relative weight in a county where one displaced family can strain every local resource simultaneously. The SVI at the 87.1st percentile signals that recovery capacity is thin: few jobs, limited insurance penetration, and a shrinking volunteer fire base. Red Cross should treat Quay as a low-frequency, high-fragility county where the priority is keeping existing relationships warm with Tucumcari's emergency manager and ensuring that a home fire casework response can be mobilized quickly from Clovis or Santa Fe without leaving a family unsupported in a town where no other recovery agency has a local presence.

 8,606 People	 \$30,980 Median HH income	 52.1% Combined ALICE + poverty	 Very Low FEMA NRI risk
-------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0-14)		16%
Seniors (65+)		25%
Median age		48.6
ALICE households		1,047
Poverty households		1,090

Risk & response





Expected annual loss	\$5.7M
Social vulnerability (SVI)	87.1%
FEMA declarations (all time)	7
Home fires, CY2024	6
Fires, no RC notification	3
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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



Guadalupe County

Guadalupe County is a tiny, high-need community strung along the Pecos River and I-40, centered on Santa Rosa with its famous Blue Hole diving destination. The economy offers little beyond highway services, ranching, and state employment; median income is just \$29,738 — the chapter's second-lowest — and a staggering 67% of residents fall in the ALICE-or-poverty band, the highest proportion in the chapter's footprint. At 78% Hispanic, Guadalupe is the chapter's most ethnically concentrated county, with 18% seniors and a median age of 41.5. The SVI at the 87.9th percentile reflects poverty depth, limited healthcare access, and housing quality deficits. NRI risk is Very Low and five home fires were reported in 2024.

For the chapter, Guadalupe punches far above its population weight in vulnerability. The combination of extreme poverty, near-total Hispanic identity, aging housing on the Pecos floodplain, and a county EMS system that stretches thin across rural terrain means that even a small fire or flood can constitute a community-scale disaster. Trust-building requires deep roots in Santa Rosa and Vaughn — Spanish-language outreach, partnerships with the local Catholic parish network and Guadalupe County schools, and close coordination with the county's volunteer fire departments. This is a county where sustained relationship investment yields outsized mission impact.

 4,376 People	 \$29,738 Median HH income	 67.1% Combined ALICE + poverty	 Very Low FEMA NRI risk
-------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		15%
Seniors (65+)		18%
Median age		41.5
ALICE households		600
Poverty households		373

Risk & response

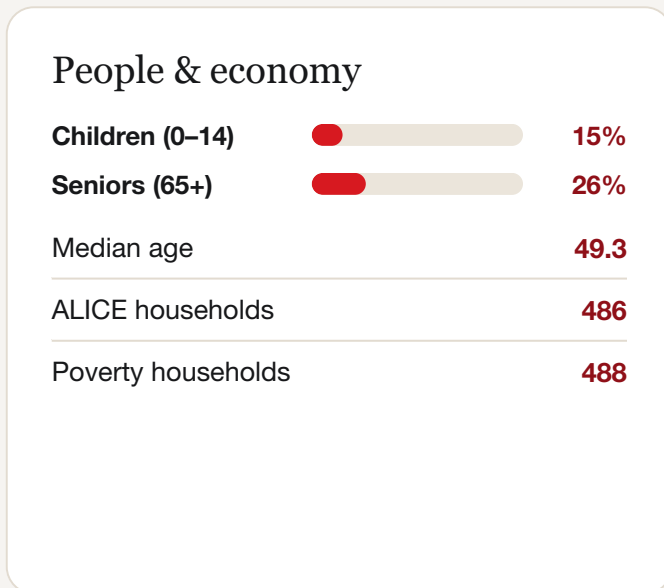
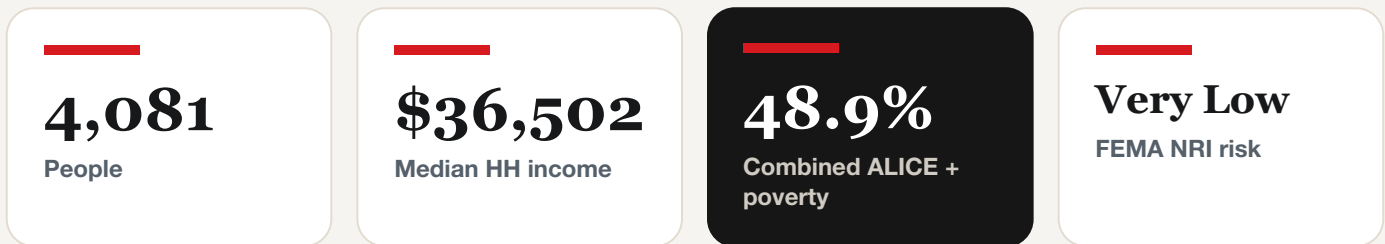
Expected annual loss	\$2.9M
Social vulnerability (SVI)	87.9%
FEMA declarations (all time)	9
Home fires, CY2024	5
Fires, no RC notification	0
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Mora County

Mora County is one of the smallest, most isolated, and most deeply Hispanic counties in the United States—a high-mountain landscape of land-grant villages along the Mora River where Spanish colonial settlement predates American statehood by two centuries. Its 4,081 residents are 80% Hispanic, carry a median age of 49.3, and a quarter are seniors, many of them heirs to acequia agriculture and a subsistence economy that has never fully transitioned to the wage economy: median income is just \$36,502, and nearly half the population falls in the ALICE+poverty band. There are no cities, no hospital, and only a handful of volunteer first responders covering hundreds of square miles of forested terrain.

With only 2 home fires logged in CY24 and a Very Low NRI rating, Mora's acute disaster frequency is modest—but its SVI at the 61.7th percentile and extreme geographic isolation mean that any event, including the catastrophic Hermits Peak/Calf Canyon Fire that devastated the county in 2022, can overwhelm local capacity instantly. Red Cross should maintain warm relationships with Mora County's land-grant mayordomos, the acequia associations, and the county's single emergency manager, use those trust networks to drive preparedness and smoke alarm programs into remote villages, and keep Mora on watch for the compound wildfire-displacement-mental health mission that 2022 made tragically familiar.



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

Union County

Union County is the most remote and sparsely populated county in this profile set—just 4,016 people spread across New Mexico's northeastern corner, where the high plains roll toward Oklahoma and Colorado in a landscape shaped by cattle ranching, dry-land wheat farming, and the faded memory of the Santa Fe Trail. Clayton, the county seat, functions as a service hub for surrounding ranch communities, and the economy's fragility shows in a median income of \$36,586 and 55% ALICE+poverty. The 40% Hispanic and 2% Black population reflects the county's mixed ranching heritage, while a 43-year median age and 20% seniors point to the demographic aging typical of counties losing young people to urban centers.

Union's Very Low NRI score is the best in this group, but its 95.3rd-percentile SVI—the most extreme vulnerability ranking here—reveals the paradox: low objective hazard combined with almost no community capacity to absorb even modest disasters. One home fire in CY24 may reflect underreporting as much as low incidence, given the distances between neighbors and the absence of robust emergency infrastructure. Red Cross presence here is necessarily relationship-driven and light-footprint; the chapter should invest in a single trusted local liaison, likely through the Clayton school system or the Union County Fair network, who can activate neighbors when the rare but devastating event does occur.

4,016
People

\$36,586
Median HH income

55.0%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0–14)	<div style="width: 16%; height: 10px; background-color: #ccc; border: 1px solid #ccc; margin: 0 auto; position: relative;"><div style="width: 16%; height: 10px; background-color: #e74c3c; border: 1px solid #ccc; position: absolute; left: 0;"></div></div>	16%
Seniors (65+)	<div style="width: 20%; height: 10px; background-color: #ccc; border: 1px solid #ccc; margin: 0 auto; position: relative;"><div style="width: 20%; height: 10px; background-color: #e74c3c; border: 1px solid #ccc; position: absolute; left: 0;"></div></div>	20%
Median age		43
ALICE households		470
Poverty households		357

Risk & response

Expected annual loss	\$3.6M
Social vulnerability (SVI)	95.3%
FEMA declarations (all time)	7
Home fires, CY2024	1
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Hidalgo County

Hidalgo County occupies New Mexico's southwestern boot heel — a remote stretch of Chihuahuan Desert and sky-island mountain ranges bordering both Arizona and Mexico, centered on Lordsburg. The economy rests on a thin base of ranching, I-10 commerce, and a historically important rail junction now in long decline; median income is \$38,629 and 55% of residents are ALICE-or-poor. At 59% Hispanic with a median age of 41.5 and 19% seniors, the community is relatively young for a rural county of this type, reflecting continued cross-border family ties. The SVI at the 91.8th percentile is high given the modest 3,998 population, and only three home fires were logged in 2024. NRI risk is Very Low.

Hidalgo's strategic significance to the chapter exceeds what its small population suggests. Its position at the intersection of three states and an international border means that any cross-border mass migration event, wildfire in the Peloncillo Mountains, or I-10 transportation incident can generate sudden, large-scale humanitarian need in a county with virtually no local capacity to absorb it. Border Patrol and CBP are the dominant federal presence; Lordsburg's volunteer fire department is the first-responder backbone. The chapter should maintain an active MOU with Hidalgo County Emergency Management and a clear surge protocol that can move trained personnel from Grant County within two hours when activation occurs.

3,998
People

\$38,629
Median HH income

55.4%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0–14)	<div style="width: 18%; height: 10px; background: linear-gradient(to right, #e91e63, #d7ccc8); border: 1px solid #ccc;"></div>	18%
Seniors (65+)	<div style="width: 19%; height: 10px; background: linear-gradient(to right, #e91e63, #d7ccc8); border: 1px solid #ccc;"></div>	19%
Median age		41.5
ALICE households		547
Poverty households		284

Risk & response





Expected annual loss	\$3.3M
Social vulnerability (SVI)	91.8%
FEMA declarations (all time)	10
Home fires, CY2024	3
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Catron County

Catron County is New Mexico's archetype of the remote mountain West: 6,900 square miles of national forest and high-desert range with just 3,544 people, making it one of the least densely populated counties in the contiguous United States. The economy runs on ranching, limited timber, and a modest retiree influx drawn by solitude and cheap land — median income sits at \$34,657, 60% of residents are ALICE-or-poor, and a striking median age of 60.6 with 35% seniors marks this as a deeply aged community. The Hispanic share is modest at 17%, and racial diversity is minimal. NRI risk is Very Low and only six home fires were recorded in 2024, but distances to Pie Town, Reserve, and Quemado routinely exceed an hour from any responder.

For the Red Cross, Catron is a county of chronic access challenge rather than event frequency. Wildfires on the adjacent Gila and Apache-Sitgreaves forests can shift overnight and isolate ranch families with no cellular service. Seniors aging in place on fixed incomes are the core client profile. Effective mission delivery here depends on deep relationships with volunteer fire departments, the Catron County Sheriff, and USFS incident management teams — and pre-positioning rather than surge response.

 3,544 People	 \$34,657 Median HH income	 60.4% Combined ALICE + poverty	 Very Low FEMA NRI risk
-------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		10%
Seniors (65+)		36%
Median age		60.6
ALICE households		678
Poverty households		315

Risk & response





Expected annual loss	\$6.8M
Social vulnerability (SVI)	44.8%
FEMA declarations (all time)	12
Home fires, CY2024	6
Fires, no RC notification	4
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

De Baca County

De Baca County is among the most sparsely populated counties in the United States, with 1,629 residents spread across 2,400 square miles of Pecos River shortgrass prairie centered on Fort Sumner — the burial site of Billy the Kid and the location of the 1864 Bosque Redondo Navajo internment. Ranching is virtually the only industry; median income is \$32,597, the chapter's third-lowest, and 51% live in ALICE-or-poverty. The median age of 51.4 and 26% senior share reflect a population that younger generations have steadily left. NRI risk is Very Low and no home fire data was reported for 2024, suggesting either very low incidence or reporting gaps — itself a concern.

De Baca is a county the chapter may rarely deploy to but must not ignore. Its isolation means that any home fire, flood, or medical emergency arrives without mutual aid for an hour or more. The senior-heavy, low-income population has little financial cushion for even minor disaster losses. The chapter's most effective posture is partnership with the Fort Sumner Volunteer Fire Department and De Baca County Emergency Management to ensure local responders know how to trigger Red Cross activation, and to verify that ALICE households have working smoke alarms through periodic joint canvasses.

 1,629 People	 \$32,597 Median HH income	 51.0% Combined ALICE + poverty	 Very Low FEMA NRI risk
-------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0–14)		15%
Seniors (65+)		26%
Median age		51.4
ALICE households		222
Poverty households		149

Risk & response





Expected annual loss	\$2.3M
Social vulnerability (SVI)	50.4%
FEMA declarations (all time)	7
Home fires, CY2024	—
Fires, no RC notification	—
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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



Harding County

Harding County is the most sparsely populated county in New Mexico and one of the least populous in the nation, with just 622 residents across 2,100 square miles of northeastern high plains ranching country centered on Mosquero. The economy is almost purely agricultural — cattle and dry-land farming — and median income of \$36,496 masks a 59% ALICE-or-poverty rate among households that are often land-rich and cash-poor. At 45% Hispanic with a median age of 59.6 and 32% seniors, Harding mirrors Catron in its aged, isolated, low-income profile. NRI risk is Very Low, SVI sits at the 66th percentile, and no home fire data was reported for 2024.

Harding County exists at the outer edge of chapter operational reach. The nearest hospital is over an hour away, volunteer fire coverage is skeletal, and cell service remains unreliable across much of the county. Red Cross engagement here is necessarily relationship-first: the chapter's most practical strategy is annual contact with the county emergency manager (likely a part-time position), participation in regional planning exercises with Union and Quay County counterparts, and ensuring that the handful of Mosquero-area responders know activation protocols. A senior-focused smoke alarm distribution through the county's senior meal program may be the single highest-impact action the chapter can take here.

 622 People	 \$36,496 Median HH income	 58.9% Combined ALICE + poverty	 Very Low FEMA NRI risk
-----------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------

People & economy

Children (0-14)		9%
Seniors (65+)		32%
Median age		59.6
ALICE households		116
Poverty households		50

Risk & response

Expected annual loss	\$592,793
Social vulnerability (SVI)	66.1%
FEMA declarations (all time)	8
Home fires, CY2024	—
Fires, no RC notification	—
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Harding 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
Bernalillo	677,683	282,924	40.3%	Relatively High	\$153.9M	221
Dona Ana	224,531	85,466	50.1%	Relatively High	\$163.6M	66
Santa Fe	157,756	70,027	35.6%	Relatively Moderate	\$48.9M	37
Sandoval	154,096	57,526	41.4%	Relatively Low	\$31.5M	30
San Juan	119,471	42,293	51.5%	Relatively Moderate	\$44.1M	45
Valencia	76,655	28,293	54.8%	Relatively Moderate	\$37.5M	40
Lea	74,730	25,394	47.6%	Relatively Moderate	\$45.2M	47
McKinley	71,702	22,589	68.3%	Relatively Low	\$20.8M	35
Otero	69,081	26,785	56.6%	Relatively Moderate	\$43.3M	41
Chaves	64,485	23,507	54.2%	Relatively Moderate	\$50.6M	48
Eddy	63,403	23,298	38.3%	Relatively Moderate	\$43.8M	41
Curry	47,988	18,598	48.6%	Relatively Low	\$21.3M	21
Rio Arriba	40,094	16,237	51.9%	Relatively Low	\$26.5M	21
Taos	34,802	16,106	50.5%	Relatively Low	\$21.8M	20
Grant	27,835	12,272	56.0%	Relatively Low	\$20.8M	16
Cibola	27,044	9,153	56.3%	Relatively Low	\$11.5M	15
San Miguel	26,646	11,280	53.4%	Relatively Low	\$20.9M	21
Luna	25,646	9,992	66.7%	Relatively Low	\$11.0M	34
Lincoln	20,386	9,319	46.0%	Relatively Low	\$27.8M	15
Los Alamos	19,576	8,306	14.1%	Very Low	\$5.3M	—
Roosevelt	19,046	7,165	49.4%	Relatively Moderate	\$45.0M	10
Socorro	16,159	6,345	57.2%	Relatively Low	\$12.4M	10
Torrance	14,642	5,873	58.6%	Relatively Low	\$8.9M	5
Colfax	12,126	5,477	50.1%	Relatively Low	\$12.6M	5
Sierra	11,464	5,760	60.6%	Relatively Low	\$10.8M	11
Quay	8,606	3,895	52.1%	Very Low	\$5.7M	6
Guadalupe	4,376	1,648	67.1%	Very Low	\$2.9M	5
Mora	4,081	1,876	48.9%	Very Low	\$7.1M	2
Union	4,016	1,537	55.0%	Very Low	\$3.6M	1
Hidalgo	3,998	1,665	55.4%	Very Low	\$3.3M	3
Catron	3,544	1,841	60.4%	Very Low	\$6.8M	6
De Baca	1,629	748	51.0%	Very Low	\$2.3M	—
Harding	622	318	58.9%	Very Low	\$592,793	—

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