

ARC of North Mississippi

Southeast and Caribbean Division · Alabama and Mississippi Region
MS · 31 counties · HQ Tupelo, MS · FEMA Region IV

846,148

People

338,321

Households

51.8%

Households below the ALICE survival threshold

31

Counties · 16,839 sq mi

Nearly **52% of households** across this chapter live below the ALICE survival threshold — the working families one disaster away from crisis.

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

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

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ARC of North Mississippi · 31 counties · MS

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

The chapter's footprint.

31
Counties

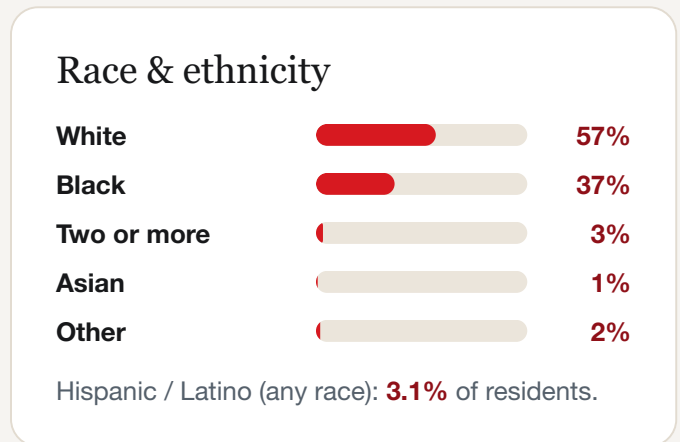
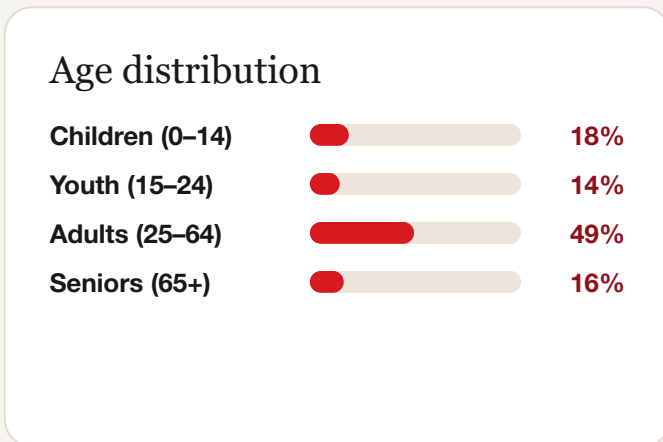
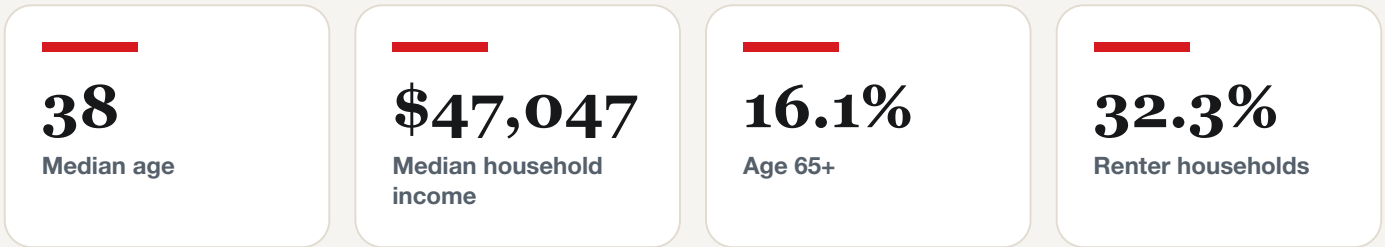
16,839
Square miles

846,148
People

Alabama and Mississippi Region
Southeast and Caribbean Division

COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Lee	83,569	453	9.9%
Lowndes	58,212	517	6.9%
Lafayette	57,851	679	6.8%
Oktibbeha	52,241	462	6.2%
Washington	43,097	761	5.1%
Alcorn	34,024	401	4.0%
Monroe	33,774	772	4.0%
Marshall	33,435	710	4.0%
Panola	32,695	705	3.9%
Pontotoc	31,810	501	3.8%
Bolivar	29,999	906	3.5%
Tate	28,227	411	3.3%
Union	28,053	417	3.3%
Leflore	27,396	606	3.2%
Sunflower	25,219	707	3.0%
Prentiss	24,819	418	2.9%
Itawamba	23,977	540	2.8%
Tippah	21,641	460	2.6%
Grenada	21,424	449	2.5%
Coahoma	20,448	583	2.4%
Tishomingo	18,534	445	2.2%
Clay	18,218	416	2.2%
Chickasaw	17,038	504	2.0%
Calhoun	12,919	588	1.5%
Tallahatchie	12,575	652	1.5%
Yalobusha	12,358	495	1.5%
Webster	9,959	423	1.2%
Carroll	9,677	635	1.1%
Montgomery	9,620	408	1.1%
Benton	7,458	409	0.9%
Quitman	5,881	406	0.7%

The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 31 counties; median age and income are population-weighted.

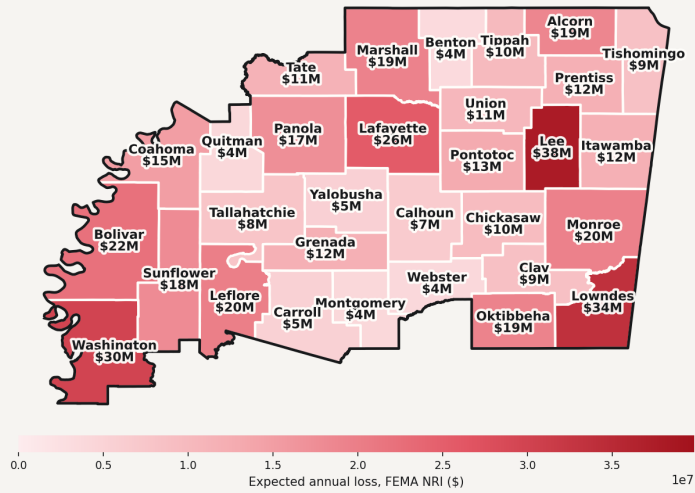
What this chapter is up against.

\$445.2M
Expected annual loss, all hazards

Lee
Highest-risk county

79.5%
Avg social vulnerability (SVI)

6
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
Lee	Relatively Moderate	\$37.9M	74.6%	5	22
Lowndes	Relatively Low	\$33.6M	75.2%	4	23
Washington	Relatively Moderate	\$30.0M	99.7%	6	30
Lafayette	Relatively Low	\$25.6M	43.9%	4	21
Bolivar	Relatively Low	\$22.2M	99.4%	4	24
Leflore	Relatively Low	\$20.0M	94.1%	5	25
Monroe	Relatively Low	\$19.6M	61.6%	5	26
Marshall	Relatively Low	\$19.4M	87.0%	4	18
Oktibbeha	Relatively Low	\$19.2M	69.4%	4	19
Alcorn	Relatively Low	\$18.7M	89.4%	4	18
Sunflower	Relatively Low	\$17.9M	93.0%	4	22
Panola	Relatively Low	\$17.3M	86.3%	5	26
Coahoma	Relatively Low	\$15.0M	99.0%	4	23
Pontotoc	Relatively Low	\$12.8M	60.9%	4	20

+ 17 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.

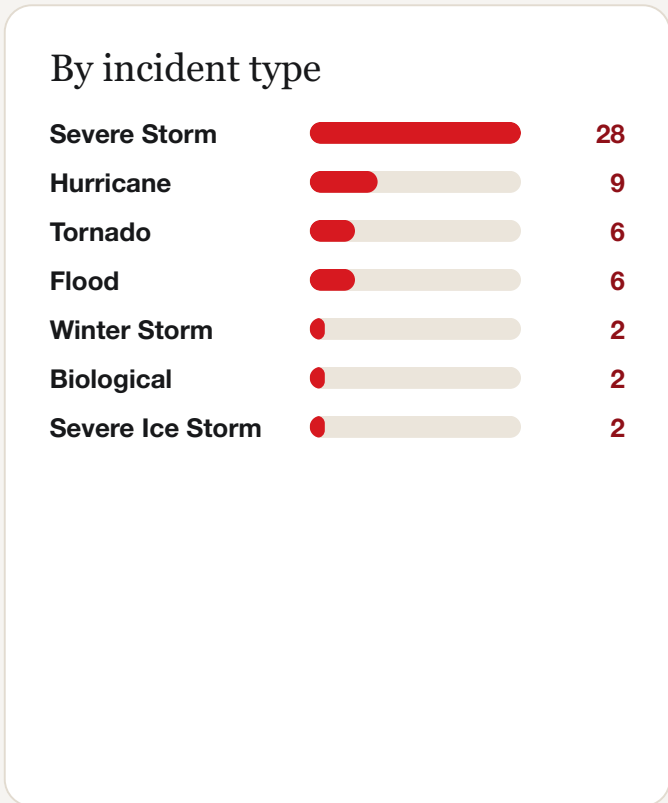
A chapter shaped by disaster.

56
Federal disaster declarations

9
Hurricanes

Severe Storm
Most common type

2026
Most recent

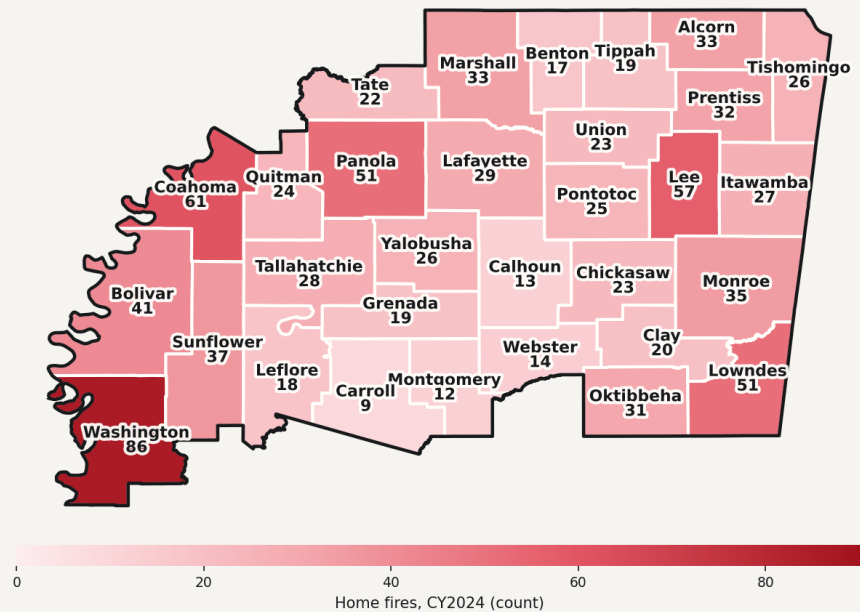
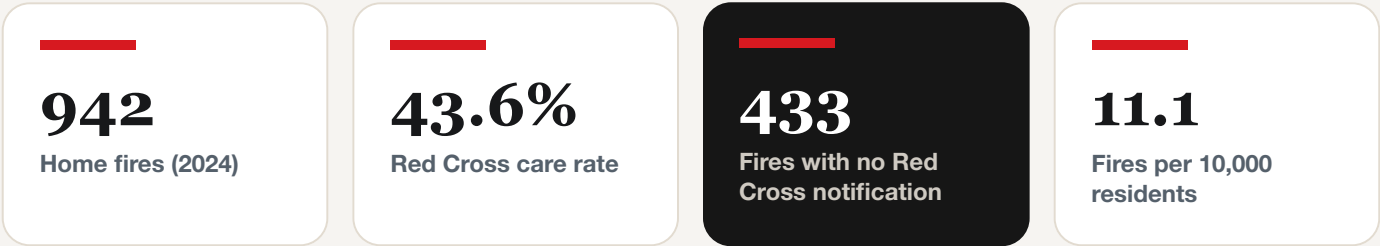


Most recent declarations

FY	DISASTER	TYPE
2026	Severe Winter Storm	Winter Storm
2026	Severe Winter Storm	Winter Storm
2025	Severe Storms, Straight-Line Winds, Tornadoes, And Flooding	Severe Storm
2023	Severe Storms, Straight-Line Winds, And Tornadoes.	Severe Storm
2023	Severe Storms, Straight-Line Winds, And Tornadoes	Severe Storm
2022	Hurricane Ida	Hurricane
2021	Hurricane Ida	Hurricane
2021	Severe Winter Storms	Severe Ice Storm
2020	Severe Storms, Flooding, And Mudslides	Severe Storm
2020	Severe Storms, Tornadoes, Straight-Line Winds, And Flooding	Severe Storm

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

Every home fire is a Red Cross moment.



Red Cross cared for **44%** of home fires — but **433 (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.

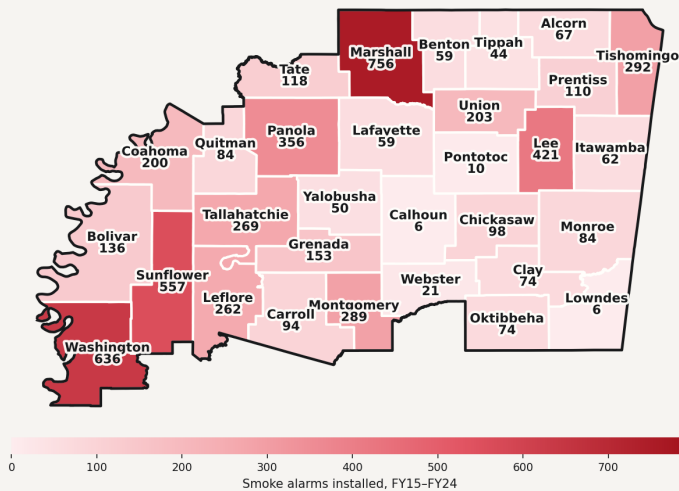
Red Cross shows up — and prevents.

12,470
Home-fire calls answered (RC response)

11,555
Single-family fire responses

5,650
Free smoke alarms installed

898
Multi-family fire responses



Red Cross answered **12,470** home-fire calls and installed **5,650** 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).

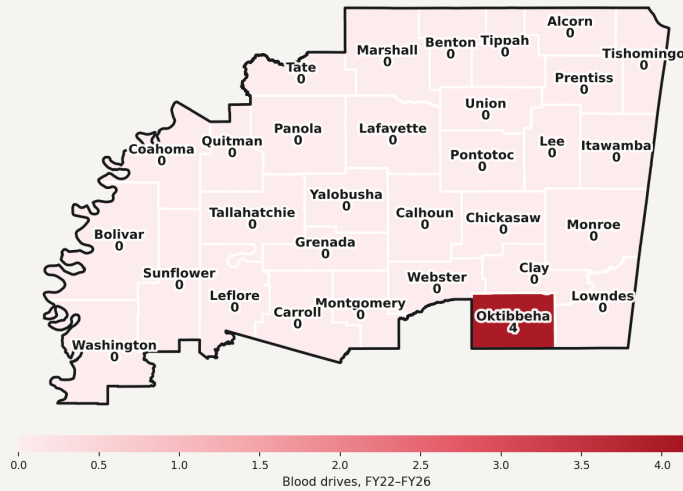
The blood mission's local footprint.

285
Blood units collected
(FY22–26)

4
Blood drives held

1
Drives in FY2026

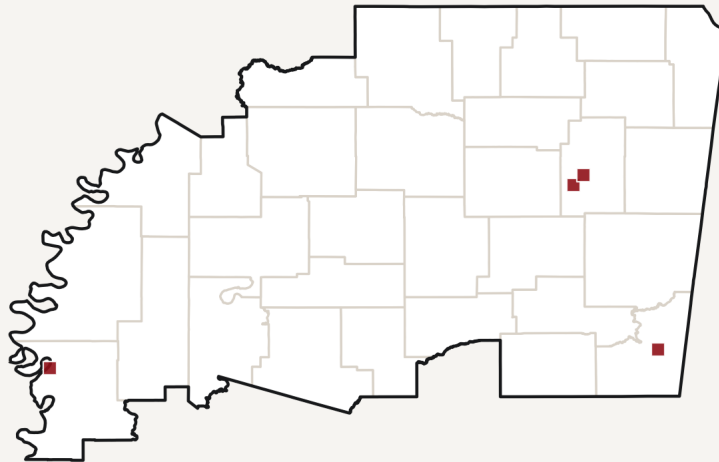
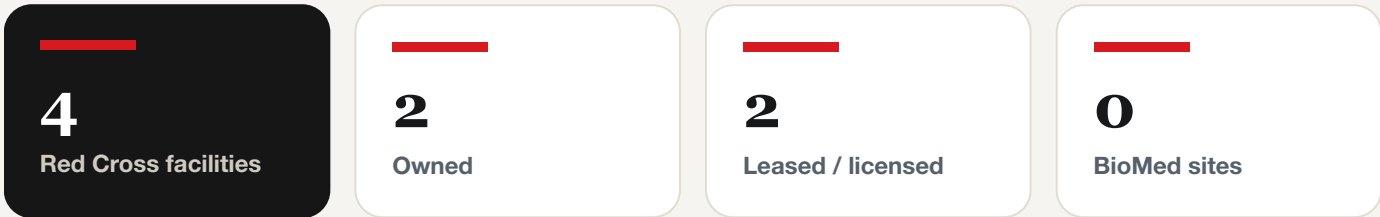
1
Counties with drives



Blood drives are active in **1 of the chapter's 31 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.



By type / function

Partner / indirect site	2
Humanitarian office	1
Shared site	1

BioMed facilities

No BioMed fixed sites in this chapter.

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

Who gives here.

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

\$603,340

Total giving, 3-year

22

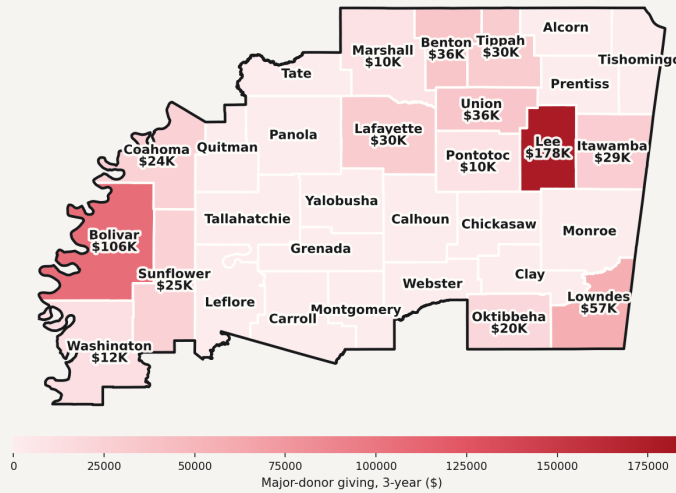
Major donors

\$82,708

Current FY · ▼ 57%
vs prior FY

\$177,785

Top: Lee



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
Lee	4	\$177,785
Bolivar	2	\$106,250
Lowndes	3	\$57,472
Benton	1	\$36,000
Union	2	\$35,500
Tippah	2	\$30,250
Lafayette	1	\$30,000
Itawamba	1	\$29,000
Sunflower	1	\$24,708
Coahoma	1	\$24,375
Oktibbeha	1	\$20,000
Washington	1	\$12,000
Marshall	1	\$10,000
Pontotoc	1	\$10,000

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

Lee County



83,569
People

\$63,386
Median HH income

40.2%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		20%
Seniors (65+)		16%
Median age		39.3
ALICE households		7,372
Poverty households		5,553

Risk & response

Expected annual loss	\$37.9M
Social vulnerability (SVI)	74.6%
FEMA declarations (all time)	22
Home fires, CY2024	57
Fires, no RC notification	24
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$177,785

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

Lowndes County

58,212

People

\$53,551

Median HH income

48.3%

Combined ALICE + poverty

Relatively Low

FEMA NRI risk

People & economy

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

Seniors (65+)  **16%**

Median age **38.6**

ALICE households **6,774**

Poverty households **4,255**

Risk & response

Expected annual loss **\$33.6M**

Social vulnerability (SVI) **75.2%**

FEMA declarations (all time) **23**

Home fires, CY2024 **51**

Fires, no RC notification **10**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **\$57,472**

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

Lafayette County



57,851
People

\$58,412
Median HH income

48.8%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		14%
Seniors (65+)		13%
Median age		30.9
ALICE households		5,746
Poverty households		3,282

Risk & response

Expected annual loss	\$25.6M
Social vulnerability (SVI)	43.9%
FEMA declarations (all time)	21
Home fires, CY2024	29
Fires, no RC notification	16
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$30,000

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

Oktibbeha County



52,241
People

\$43,464
Median HH income

55.9%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		14%
Seniors (65+)		11%
Median age		28
ALICE households		5,001
Poverty households		6,897

Risk & response

Expected annual loss	\$19.2M
Social vulnerability (SVI)	69.4%
FEMA declarations (all time)	19
Home fires, CY2024	31
Fires, no RC notification	16
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$20,000

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

Washington County



43,097
People

\$37,665
Median HH income

61.2%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		21%
Seniors (65+)		16%
Median age		37.9
ALICE households		5,901
Poverty households		4,645

Risk & response

Expected annual loss	\$30.0M
Social vulnerability (SVI)	99.7%
FEMA declarations (all time)	30
Home fires, CY2024	86
Fires, no RC notification	43
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$12,000

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

Alcorn County

34,024

People

\$46,007

Median HH income

48.9%

Combined ALICE + poverty

Relatively Low

FEMA NRI risk

People & economy

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

Seniors (65+)  **18%**

Median age **41.7**

ALICE households **4,101**

Poverty households **2,888**

Risk & response

Expected annual loss **\$18.7M**

Social vulnerability (SVI) **89.4%**

FEMA declarations (all time) **18**

Home fires, CY2024 **33**

Fires, no RC notification **12**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **—**

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

Monroe County

33,774

People

\$48,239

Median HH income

48.7%

Combined ALICE + poverty

Relatively Low

FEMA NRI risk

People & economy

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

Seniors (65+)  **19%**

Median age **42.1**

ALICE households **4,183**

Poverty households **2,474**

Risk & response

Expected annual loss **\$19.6M**

Social vulnerability (SVI) **61.6%**

FEMA declarations (all time) **26**

Home fires, CY2024 **35**

Fires, no RC notification **19**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **—**

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

Marshall County

33,435

People

\$46,323

Median HH income

52.8%

Combined ALICE + poverty

Relatively Low

FEMA NRI risk

People & economy

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

Seniors (65+)  **17%**

Median age **40.8**

ALICE households **4,151**

Poverty households **2,611**

Risk & response

Expected annual loss **\$19.4M**

Social vulnerability (SVI) **87.0%**

FEMA declarations (all time) **18**

Home fires, CY2024 **33**

Fires, no RC notification **15**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **\$10,000**

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

Panola County



32,695
People

\$39,475
Median HH income

56.7%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		20%
Seniors (65+)		16%
Median age		39.4
ALICE households		4,085
Poverty households		2,941

Risk & response

Expected annual loss	\$17.3M
Social vulnerability (SVI)	86.3%
FEMA declarations (all time)	26
Home fires, CY2024	51
Fires, no RC notification	24
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Pontotoc County



31,810
People

\$54,974
Median HH income

49.6%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		20%
Seniors (65+)		15%
Median age		38.8
ALICE households		3,805
Poverty households		1,986

Risk & response

Expected annual loss	\$12.8M
Social vulnerability (SVI)	60.9%
FEMA declarations (all time)	20
Home fires, CY2024	25
Fires, no RC notification	17
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$10,000

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

Bolivar County



29,999
People

\$36,947
Median HH income

61.3%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		20%
Seniors (65+)		16%
Median age		36.9
ALICE households		3,508
Poverty households		3,795

Risk & response

Expected annual loss	\$22.2M
Social vulnerability (SVI)	99.4%
FEMA declarations (all time)	24
Home fires, CY2024	41
Fires, no RC notification	17
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$106,250

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

Tate County



28,227
People

\$55,214
Median HH income

42.3%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		19%
Seniors (65+)		16%
Median age		37.8
ALICE households		2,588
Poverty households		1,950

Risk & response

Expected annual loss	\$11.4M
Social vulnerability (SVI)	89.1%
FEMA declarations (all time)	17
Home fires, CY2024	22
Fires, no RC notification	9
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Union County



28,053
People

\$50,255
Median HH income

49.6%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		20%
Seniors (65+)		17%
Median age		39.8
ALICE households		3,588
Poverty households		1,371

Risk & response

Expected annual loss	\$10.5M
Social vulnerability (SVI)	69.8%
FEMA declarations (all time)	19
Home fires, CY2024	23
Fires, no RC notification	9
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$35,500

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

Leflore County



27,396
People

\$29,146
Median HH income

63.0%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		22%
Seniors (65+)		15%
Median age		36.2
ALICE households		3,103
Poverty households		3,176

Risk & response

Expected annual loss	\$20.0M
Social vulnerability (SVI)	94.1%
FEMA declarations (all time)	25
Home fires, CY2024	18
Fires, no RC notification	0
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Sunflower County



25,219
People

\$35,858
Median HH income

64.2%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		20%
Seniors (65+)		13%
Median age		35.2
ALICE households		2,788
Poverty households		2,389

Risk & response

Expected annual loss	\$17.9M
Social vulnerability (SVI)	93.0%
FEMA declarations (all time)	22
Home fires, CY2024	37
Fires, no RC notification	18
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$24,708

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

Prentiss County



24,819
People

\$49,814
Median HH income

49.0%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		18%
Median age		39.9
ALICE households		2,895
Poverty households		1,693

Risk & response

Expected annual loss	\$12.0M
Social vulnerability (SVI)	69.9%
FEMA declarations (all time)	22
Home fires, CY2024	32
Fires, no RC notification	20
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Itawamba County



23,977
People

\$55,065
Median HH income

44.9%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		18%
Median age		40.2
ALICE households		2,891
Poverty households		1,247

Risk & response

Expected annual loss	\$11.9M
Social vulnerability (SVI)	24.6%
FEMA declarations (all time)	26
Home fires, CY2024	27
Fires, no RC notification	16
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$29,000

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

Tippah County



21,641
People

\$42,525
Median HH income

51.7%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		19%
Seniors (65+)		17%
Median age		40.3
ALICE households		2,656
Poverty households		1,430

Risk & response

Expected annual loss	\$10.1M
Social vulnerability (SVI)	88.4%
FEMA declarations (all time)	20
Home fires, CY2024	19
Fires, no RC notification	6
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$30,250

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

Grenada County



21,424
People

\$44,584
Median HH income

52.5%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		19%
Seniors (65+)		18%
Median age		41.6
ALICE households		2,660
Poverty households		1,819

Risk & response

Expected annual loss	\$11.9M
Social vulnerability (SVI)	84.9%
FEMA declarations (all time)	27
Home fires, CY2024	19
Fires, no RC notification	13
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Coahoma County



20,448
People

\$33,484
Median HH income

62.6%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		22%
Seniors (65+)		15%
Median age		35.2
ALICE households		2,466
Poverty households		2,828

Risk & response

Expected annual loss	\$15.0M
Social vulnerability (SVI)	99.0%
FEMA declarations (all time)	23
Home fires, CY2024	61
Fires, no RC notification	37
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$24,375

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

Tishomingo County



18,534
People

\$43,123
Median HH income

47.1%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		21%
Median age		45.2
ALICE households		1,969
Poverty households		2,094

Risk & response

Expected annual loss	\$8.5M
Social vulnerability (SVI)	74.7%
FEMA declarations (all time)	19
Home fires, CY2024	26
Fires, no RC notification	15
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Clay County



18,218
People

\$38,571
Median HH income

55.2%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		19%
Seniors (65+)		18%
Median age		40.2
ALICE households		2,306
Poverty households		1,957

Risk & response

Expected annual loss	\$8.8M
Social vulnerability (SVI)	79.1%
FEMA declarations (all time)	27
Home fires, CY2024	20
Fires, no RC notification	9
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Chickasaw County



17,038
People

\$39,325
Median HH income

57.5%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		20%
Seniors (65+)		17%
Median age		39.6
ALICE households		2,107
Poverty households		1,735

Risk & response

Expected annual loss	\$9.6M
Social vulnerability (SVI)	95.4%
FEMA declarations (all time)	23
Home fires, CY2024	23
Fires, no RC notification	13
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Calhoun County



12,919
People

\$40,347
Median HH income

52.9%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		19%
Seniors (65+)		19%
Median age		41.9
ALICE households		1,890
Poverty households		1,125

Risk & response

Expected annual loss	\$6.6M
Social vulnerability (SVI)	89.9%
FEMA declarations (all time)	22
Home fires, CY2024	13
Fires, no RC notification	8
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Tallahatchie County



12,575
People

\$29,971
Median HH income

65.1%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		19%
Seniors (65+)		15%
Median age		38.2
ALICE households		1,747
Poverty households		1,068

Risk & response

Expected annual loss	\$7.9M
Social vulnerability (SVI)	91.4%
FEMA declarations (all time)	27
Home fires, CY2024	28
Fires, no RC notification	7
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Yalobusha County



12,358
People

\$44,700
Median HH income

50.1%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		20%
Median age		43.1
ALICE households		1,382
Poverty households		1,143

Risk & response

Expected annual loss	\$5.5M
Social vulnerability (SVI)	74.3%
FEMA declarations (all time)	20
Home fires, CY2024	26
Fires, no RC notification	11
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Webster County



9,959
People

\$55,201
Median HH income

42.2%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		18%
Median age		42.6
ALICE households		1,091
Poverty households		640

Risk & response

Expected annual loss	\$3.9M
Social vulnerability (SVI)	61.1%
FEMA declarations (all time)	22
Home fires, CY2024	14
Fires, no RC notification	8
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Carroll County



9,677
People

\$47,784
Median HH income

47.6%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		21%
Median age		44.5
ALICE households		1,095
Poverty households		908

Risk & response

Expected annual loss	\$5.4M
Social vulnerability (SVI)	70.0%
FEMA declarations (all time)	24
Home fires, CY2024	9
Fires, no RC notification	4
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Montgomery County



9,620
People

\$36,681
Median HH income

60.5%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		19%
Seniors (65+)		20%
Median age		43
ALICE households		1,288
Poverty households		1,002

Risk & response

Expected annual loss	\$4.1M
Social vulnerability (SVI)	96.0%
FEMA declarations (all time)	21
Home fires, CY2024	12
Fires, no RC notification	2
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Benton County



7,458
People

\$40,852
Median HH income

59.3%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

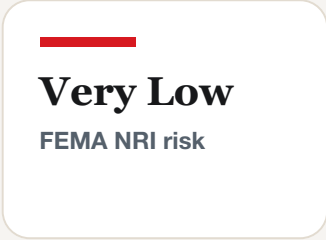
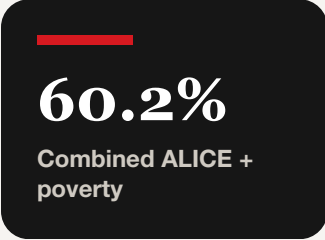
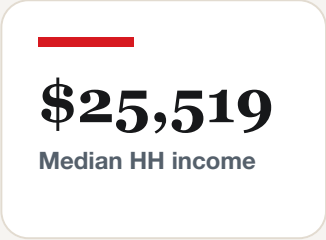
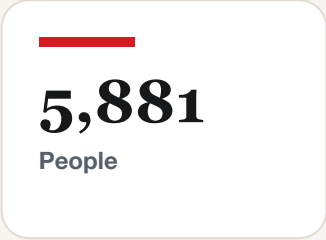
Children (0-14)		19%
Seniors (65+)		17%
Median age		41.4
ALICE households		1,229
Poverty households		565

Risk & response

Expected annual loss	\$3.7M
Social vulnerability (SVI)	77.2%
FEMA declarations (all time)	17
Home fires, CY2024	17
Fires, no RC notification	7
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$36,000

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

Quitman County



People & economy

Children (0-14)		19%
Seniors (65+)		18%
Median age		40.5
ALICE households		740
Poverty households		857

Risk & response

Expected annual loss	\$4.1M
Social vulnerability (SVI)	95.5%
FEMA declarations (all time)	22
Home fires, CY2024	24
Fires, no RC notification	8
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Quitman 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
Lee	83,569	33,772	40.2%	Relatively Moderate	\$37.9M	57
Lowndes	58,212	23,573	48.3%	Relatively Low	\$33.6M	51
Lafayette	57,851	23,407	48.8%	Relatively Low	\$25.6M	29
Oktibbeha	52,241	21,548	55.9%	Relatively Low	\$19.2M	31
Washington	43,097	17,483	61.2%	Relatively Moderate	\$30.0M	86
Alcorn	34,024	14,143	48.9%	Relatively Low	\$18.7M	33
Monroe	33,774	13,896	48.7%	Relatively Low	\$19.6M	35
Marshall	33,435	12,791	52.8%	Relatively Low	\$19.4M	33
Panola	32,695	12,672	56.7%	Relatively Low	\$17.3M	51
Pontotoc	31,810	12,366	49.6%	Relatively Low	\$12.8M	25
Bolivar	29,999	11,738	61.3%	Relatively Low	\$22.2M	41
Tate	28,227	10,323	42.3%	Very Low	\$11.4M	22
Union	28,053	10,963	49.6%	Relatively Low	\$10.5M	23
Leflore	27,396	10,767	63.0%	Relatively Low	\$20.0M	18
Sunflower	25,219	8,351	64.2%	Relatively Low	\$17.9M	37
Prentiss	24,819	9,583	49.0%	Relatively Low	\$12.0M	32
Itawamba	23,977	9,142	44.9%	Relatively Low	\$11.9M	27
Tippah	21,641	8,738	51.7%	Relatively Low	\$10.1M	19
Grenada	21,424	9,012	52.5%	Relatively Low	\$11.9M	19
Coahoma	20,448	8,226	62.6%	Relatively Low	\$15.0M	61
Tishomingo	18,534	7,945	47.1%	Very Low	\$8.5M	26
Clay	18,218	7,668	55.2%	Very Low	\$8.8M	20
Chickasaw	17,038	6,818	57.5%	Relatively Low	\$9.6M	23
Calhoun	12,919	5,481	52.9%	Very Low	\$6.6M	13
Tallahatchie	12,575	4,579	65.1%	Very Low	\$7.9M	28
Yalobusha	12,358	5,380	50.1%	Very Low	\$5.5M	26
Webster	9,959	4,126	42.2%	Very Low	\$3.9M	14
Carroll	9,677	3,967	47.6%	Very Low	\$5.4M	9
Montgomery	9,620	4,240	60.5%	Very Low	\$4.1M	12
Benton	7,458	3,141	59.3%	Very Low	\$3.7M	17
Quitman	5,881	2,482	60.2%	Very Low	\$4.1M	24

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