

ARC of Northeast Florida

Southeast and Caribbean Division · North and Central Florida Region
FL · 7 counties · HQ Jacksonville, FL · FEMA Region IV

1,896,984

People

751,549

Households

40.8%

Households below the ALICE survival threshold

7

Counties · 4,744 sq mi

Nearly **41% 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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In this report.

ARC of Northeast Florida · 7 counties · FL

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

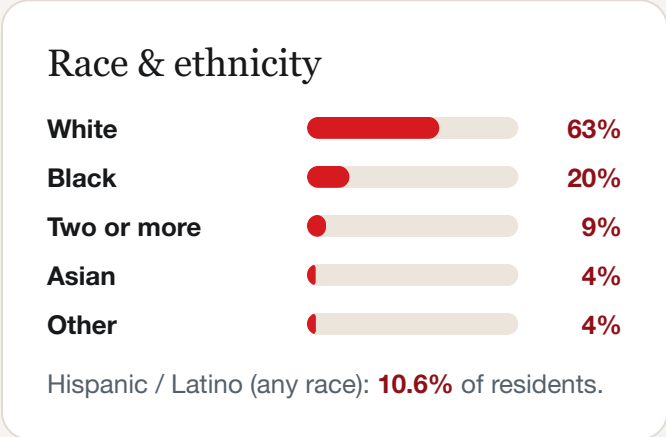
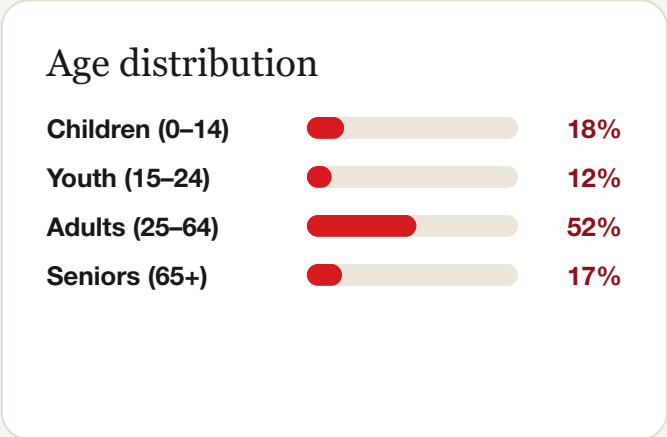
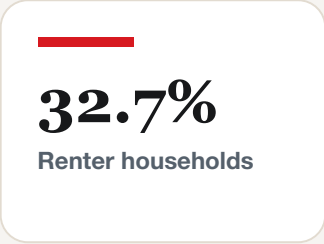
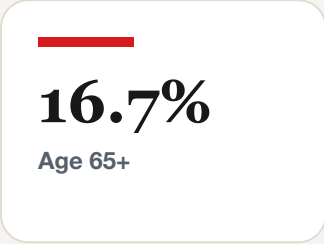
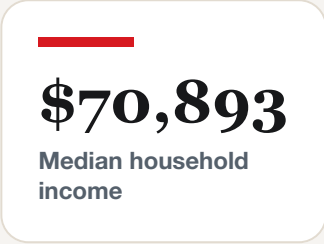
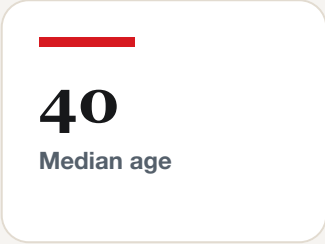
The chapter's footprint.

 7 Counties	 4,744 Square miles	 1,896,984 People	 North and Central Florida Region Southeast and Caribbean Division
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COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Duval	1,031,775	849	54.4%
St. Johns	311,014	661	16.4%
Clay	227,722	644	12.0%
Flagler	126,554	507	6.7%
Nassau	97,312	667	5.1%
Putnam	73,644	827	3.9%
Baker	28,963	589	1.5%

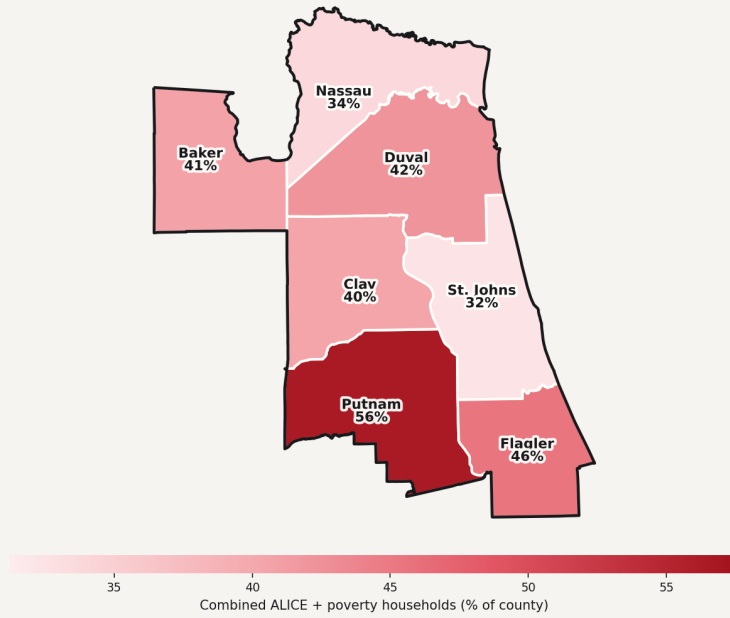
HQ: Jacksonville, FL · FEMA Region IV. Counties sorted by population.

The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 7 counties; median age and income are population-weighted.

Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
Putnam	73,644	\$35,039	32.9%	23.5%	56.5%
Flagler	126,554	\$65,805	36.4%	9.0%	45.5%
Duval	1,031,775	\$62,831	27.7%	14.4%	42.2%
Baker	28,963	\$63,159	28.1%	12.7%	40.8%
Clay	227,722	\$79,935	31.9%	8.5%	40.4%
Nassau	97,312	\$79,357	23.4%	10.4%	33.8%
St. Johns	311,014	\$99,650	25.1%	7.5%	32.5%

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.

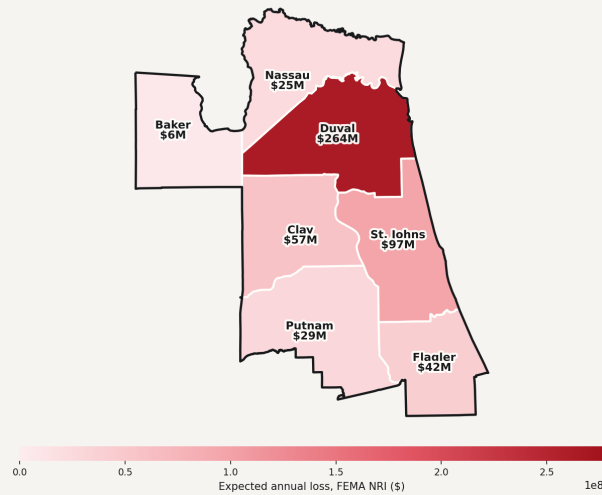
What this chapter is up against.

\$519.9M
Expected annual loss, all hazards

Duval
Highest-risk county

49.3%
Avg social vulnerability (SVI)

13
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
Duval	Relatively High	\$263.9M	79.3%	12	41
St. Johns	Relatively Moderate	\$97.0M	12.7%	10	34
Clay	Relatively Moderate	\$57.1M	36.5%	13	39
Flagler	Relatively Moderate	\$41.6M	31.2%	10	38
Putnam	Relatively Low	\$29.4M	98.4%	13	41
Nassau	Relatively Low	\$24.5M	25.4%	12	40
Baker	Very Low	\$6.3M	61.9%	12	39

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.

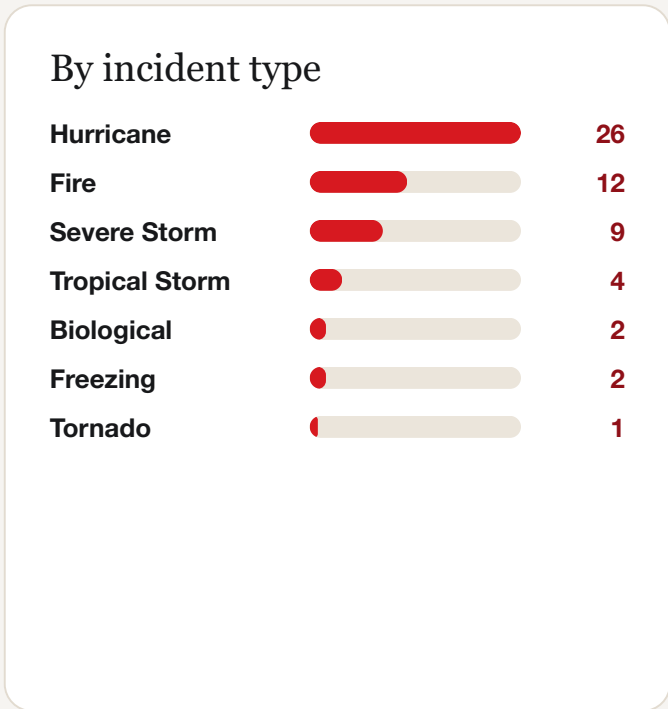
A chapter shaped by disaster.

58
Federal disaster declarations

26
Hurricanes

Hurricane
Most common type

2026
Most recent

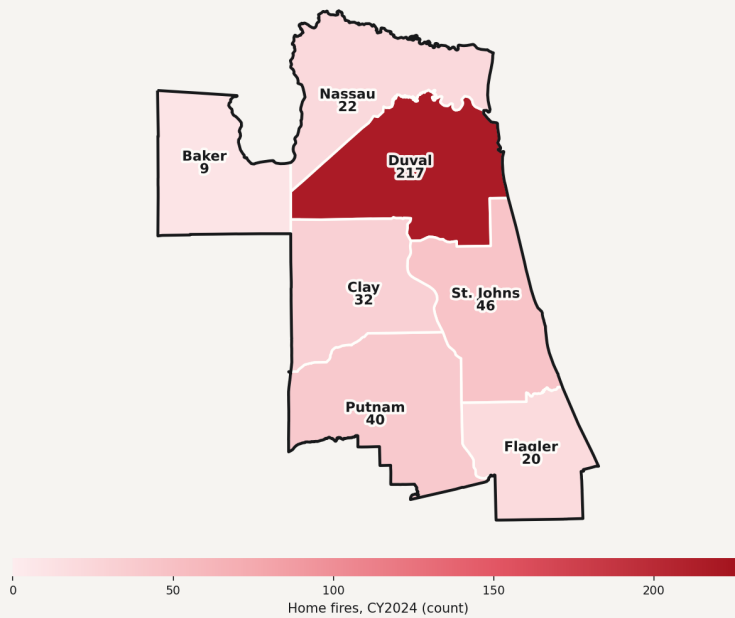
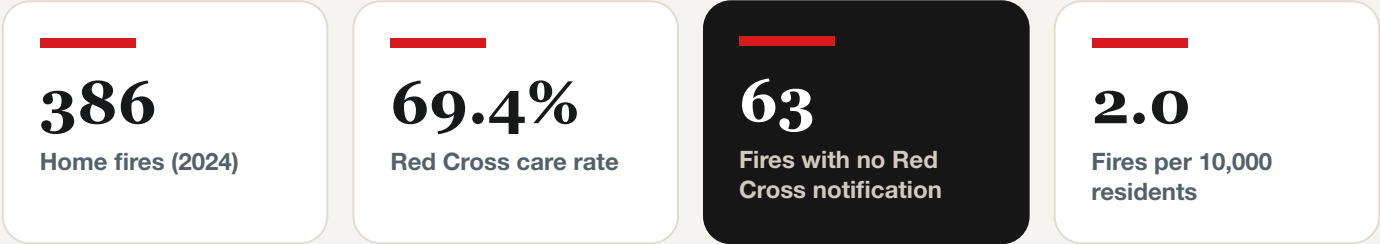


Most recent declarations

FY	DISASTER	TYPE
2026	Railroad Complex Fire	Fire
2025	Hurricane Milton	Hurricane
2025	Hurricane Milton	Hurricane
2024	Hurricane Helene	Hurricane
2024	Hurricane Debby	Tropical Storm
2024	Tropical Storm Debby	Tropical Storm
2024	Severe Storms, Straight-Line Winds, And Tornadoes	Severe Storm
2023	Hurricane Idalia	Hurricane
2023	Tropical Storm Idalia	Tropical Storm
2023	Hurricane Nicole	Hurricane

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

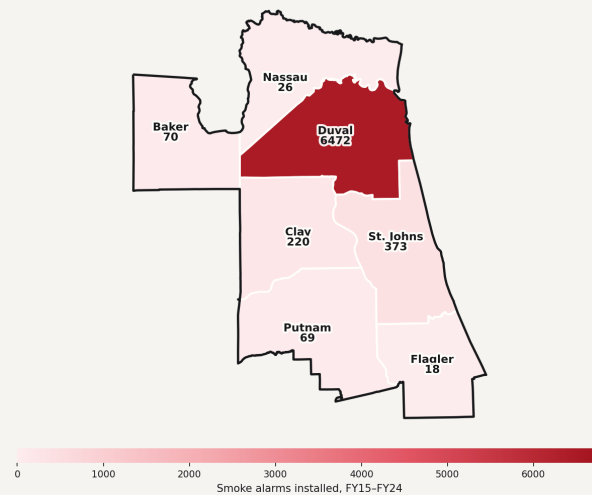
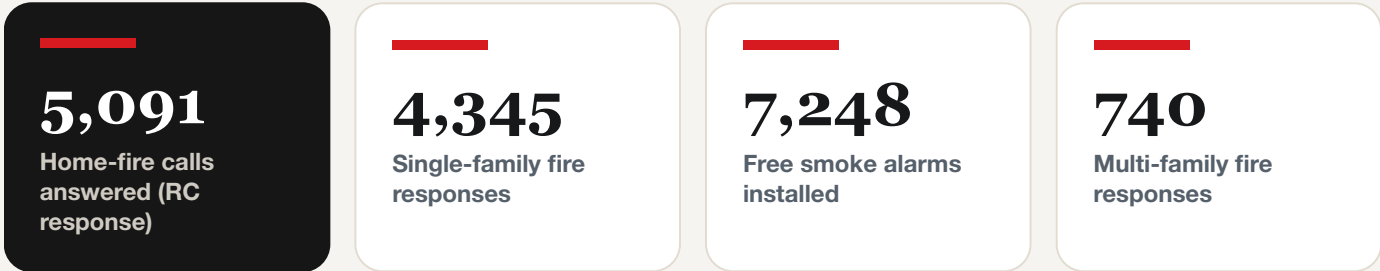
Every home fire is a Red Cross moment.



Red Cross cared for **69%** of home fires — but **63 (16%)** 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.



Red Cross answered **5,091** home-fire calls and installed **7,248** 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).

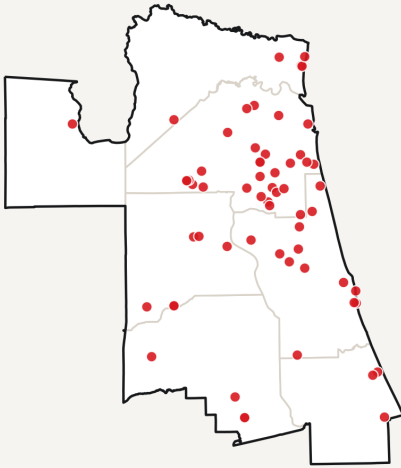
The local face of care.

61
Trained DAT
volunteers

526
Historical DAT calls
answered

7
Counties with DAT
volunteers

61
Responders on the
map



Every dot is a trained Disaster Action Team volunteer ready to respond to a home fire — shown by position only, never by name.

Source: Florida DAT — RC Care volunteers + historical calls (American Red Cross). Individual identities withheld; counts and positions only.

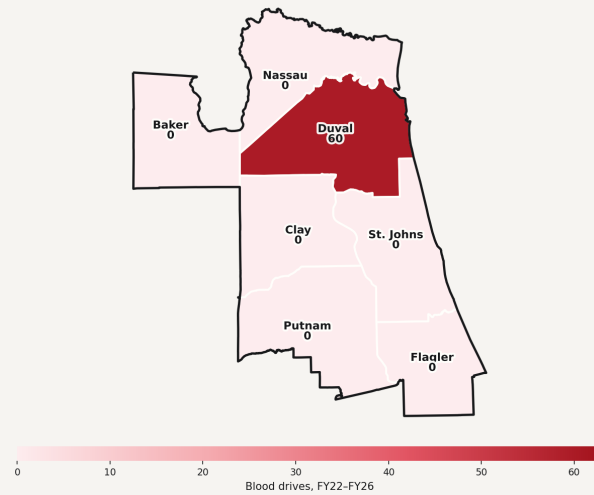
The blood mission's local footprint.

1,596
Blood units collected
(FY22–26)

60
Blood drives held

16
Drives in FY2026

1
Counties with drives



Blood drives are active in **1 of the chapter's 7 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.

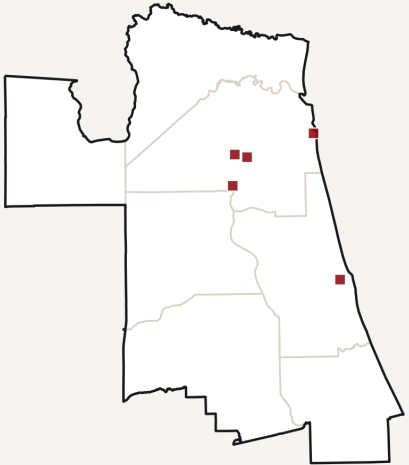
The chapter's physical footprint.

5
Red Cross facilities

2
Owned

3
Leased / licensed

0
BioMed sites



By type / function

Partner / indirect site	3
Humanitarian office	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.

Disaster financial assistance by county.

Bridge financial assistance delivered to residents — DRO 220-25 (FY25).

\$18,900

Bridge financial assistance

3

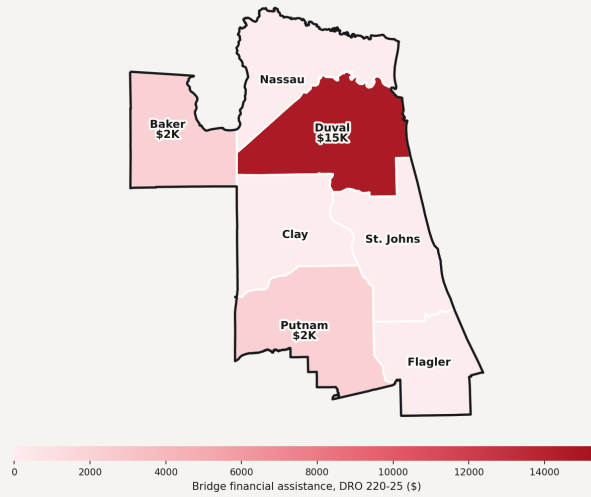
Counties funded

\$14,700

Top: Duval

\$2,100

Per case



COUNTY	BRIDGE FINANCIAL ASSISTANCE
Duval	\$14,700
Baker	\$2,100
Putnam	\$2,100

Source: ARC Bridge Service Summary (PowerBI), DRO 220-25 (FY25). Financial assistance to clients; counties with no Bridge cases this operation are omitted.

Who gives here.

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

\$6,899,418

Total giving, 3-year

136

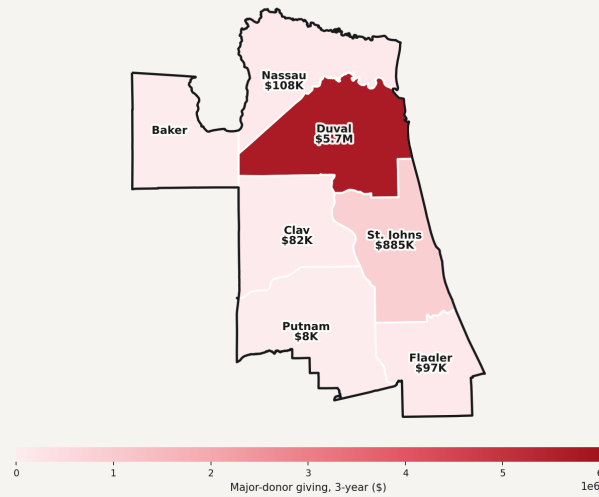
Major donors

\$761,956

Current FY · ▼ 80% vs prior FY

\$5,719,493

Top: Duval



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
Duval	78	\$5,719,493
St. Johns	35	\$884,796
Nassau	12	\$108,294
Flagler	7	\$96,835
Clay	3	\$82,000
Putnam	1	\$8,000

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

Duval County



1,031,775
People

\$62,831
Median HH income

42.2%
Combined ALICE + poverty

Relatively High
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		15%
Median age		37.8
ALICE households		118,775
Poverty households		61,768

Risk & response

Expected annual loss	\$263.9M
Social vulnerability (SVI)	79.3%
FEMA declarations (all time)	41
Home fires, CY2024	217
Fires, no RC notification	4
Bridge assistance · DRO 220-25	\$14,700
Major-donor giving · 3-yr	\$5,719,493

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

St. Johns County

311,014

People

\$99,650

Median HH income

32.5%

Combined ALICE + poverty

Relatively Moderate

FEMA NRI risk

People & economy

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

Seniors (65+)  **18%**

Median age **42.6**

ALICE households **31,624**

Poverty households **9,460**

Risk & response

Expected annual loss **\$97.0M**

Social vulnerability (SVI) **12.7%**

FEMA declarations (all time) **34**

Home fires, CY2024 **46**

Fires, no RC notification **20**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **\$884,796**

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

Clay County



227,722
People

\$79,935
Median HH income

40.4%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		15%
Median age		39.5
ALICE households		27,728
Poverty households		7,385

Risk & response

Expected annual loss	\$57.1M
Social vulnerability (SVI)	36.5%
FEMA declarations (all time)	39
Home fires, CY2024	32
Fires, no RC notification	4
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$82,000

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

Flagler County



126,554
People

\$65,805
Median HH income

45.5%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		14%
Seniors (65+)		28%
Median age		51.2
ALICE households		20,470
Poverty households		5,078

Risk & response

Expected annual loss	\$41.6M
Social vulnerability (SVI)	31.2%
FEMA declarations (all time)	38
Home fires, CY2024	20
Fires, no RC notification	8
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$96,835

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

Nassau County



97,312
People

\$79,357
Median HH income

33.8%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		21%
Median age		45.6
ALICE households		9,593
Poverty households		4,289

Risk & response

Expected annual loss	\$24.5M
Social vulnerability (SVI)	25.4%
FEMA declarations (all time)	40
Home fires, CY2024	22
Fires, no RC notification	12
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$108,294

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

Putnam County



73,644
People

\$35,039
Median HH income

56.5%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		22%
Median age		46
ALICE households		10,095
Poverty households		7,218

Risk & response

Expected annual loss	\$29.4M
Social vulnerability (SVI)	98.4%
FEMA declarations (all time)	41
Home fires, CY2024	40
Fires, no RC notification	11
Bridge assistance · DRO 220-25	\$2,100
Major-donor giving · 3-yr	\$8,000

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

Baker County



28,963
People

\$63,159
Median HH income

40.8%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		19%
Seniors (65+)		14%
Median age		37.4
ALICE households		2,530
Poverty households		1,146

Risk & response

Expected annual loss	\$6.3M
Social vulnerability (SVI)	61.9%
FEMA declarations (all time)	39
Home fires, CY2024	9
Fires, no RC notification	4
Bridge assistance · DRO 220-25	\$2,100
Major-donor giving · 3-yr	—

Baker 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
DAT volunteers + calls	Florida DAT — RC Care volunteers + historical calls (org AGOL; names withheld)	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
Duval	1,031,775	418,106	42.2%	Relatively High	\$263.9M	217
St. Johns	311,014	119,470	32.5%	Relatively Moderate	\$97.0M	46
Clay	227,722	82,760	40.4%	Relatively Moderate	\$57.1M	32
Flagler	126,554	52,904	45.5%	Relatively Moderate	\$41.6M	20
Nassau	97,312	39,000	33.8%	Relatively Low	\$24.5M	22
Putnam	73,644	29,898	56.5%	Relatively Low	\$29.4M	40
Baker	28,963	9,411	40.8%	Very Low	\$6.3M	9

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