

# ARC of Northeast Georgia

Southeast and Caribbean Division · Georgia Region  
GA · 21 counties · HQ Athens, GA · FEMA Region IV

1,284,166

People

463,931

Households

41.7%

Households below the ALICE survival threshold

21

Counties · 5,977 sq mi

Nearly **42% 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 Northeast Georgia · 21 counties · GA

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

# The chapter's footprint.

**21**  
Counties

**5,977**  
Square miles

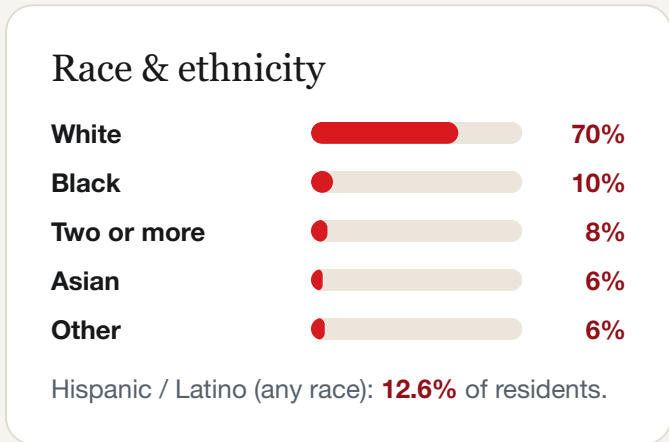
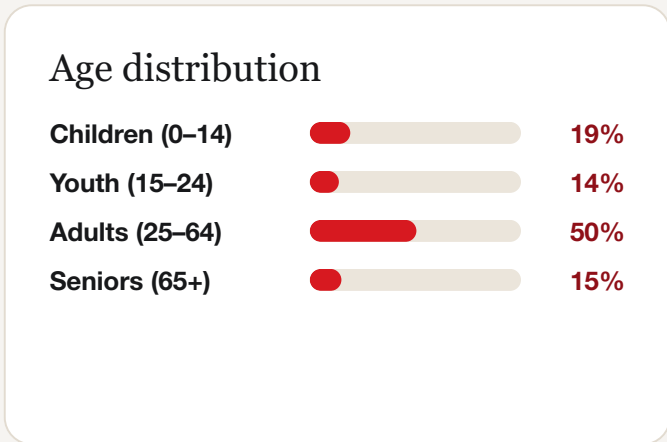
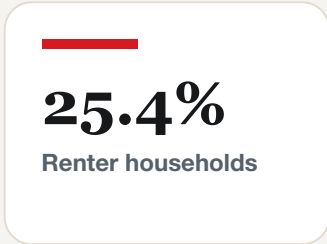
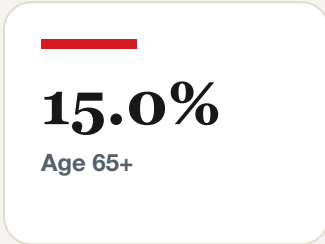
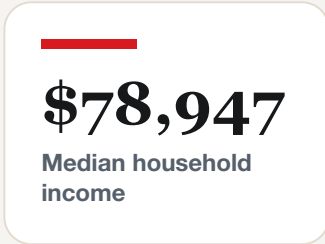
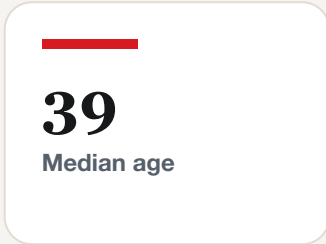
**1,284,166**  
People

**Georgia  
Region**  
Southeast and  
Caribbean Division

COUNTY	PEOPLE	SQ MI	% OF CHAPTER
<b>Forsyth</b>	276,310	247	21.5%
<b>Hall</b>	211,753	429	16.5%
<b>Clarke</b>	131,086	121	10.2%
<b>Walton</b>	101,339	330	7.9%
<b>Barrow</b>	88,869	163	6.9%
<b>Jackson</b>	85,239	343	6.6%
<b>Habersham</b>	47,553	279	3.7%
<b>Oconee</b>	44,810	186	3.5%
<b>Lumpkin</b>	34,490	284	2.7%
<b>Madison</b>	31,437	286	2.4%
<b>White</b>	28,686	242	2.2%
<b>Stephens</b>	26,840	184	2.1%
<b>Hart</b>	26,273	257	2.0%
<b>Franklin</b>	24,103	266	1.9%
<b>Morgan</b>	21,189	355	1.7%
<b>Greene</b>	20,198	406	1.6%
<b>Elbert</b>	19,576	374	1.5%
<b>Banks</b>	18,848	234	1.5%
<b>Rabun</b>	17,211	377	1.3%
<b>Oglethorpe</b>	15,089	442	1.2%
<b>Towns</b>	13,267	172	1.0%

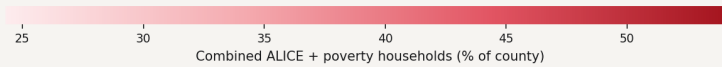
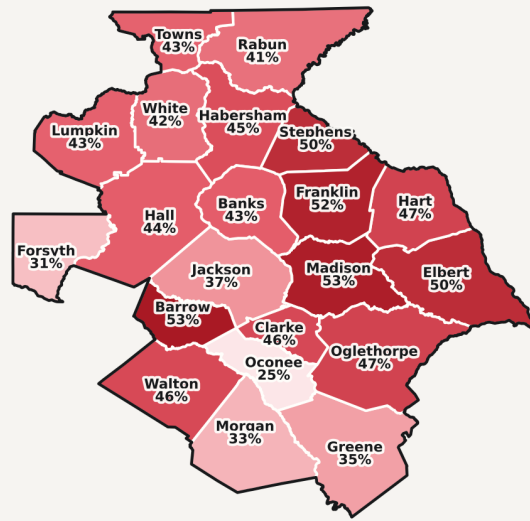
HQ: Athens, GA · FEMA Region IV. Counties sorted by population.

# The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 21 counties; median age and income are population-weighted.

# Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
<b>Barrow</b>	88,869	\$69,369	39.5%	13.9%	53.4%
<b>Madison</b>	31,437	\$55,962	35.2%	17.4%	52.6%
<b>Franklin</b>	24,103	\$54,352	31.1%	21.0%	52.1%
<b>Elbert</b>	19,576	\$45,301	31.4%	19.0%	50.4%
<b>Stephens</b>	26,840	\$52,609	35.1%	15.2%	50.3%
<b>Hart</b>	26,273	\$56,463	32.4%	14.7%	47.1%
<b>Oglethorpe</b>	15,089	\$54,569	34.1%	13.0%	47.1%
<b>Clarke</b>	131,086	\$51,249	22.2%	24.2%	46.3%
<b>Walton</b>	101,339	\$76,259	36.0%	10.2%	46.2%
<b>Habersham</b>	47,553	\$60,733	30.9%	14.5%	45.4%
<b>Hall</b>	211,753	\$69,665	31.9%	11.6%	43.5%
<b>Banks</b>	18,848	\$63,593	29.6%	13.8%	43.4%
<b>Lumpkin</b>	34,490	\$67,796	29.3%	13.7%	43.0%
<b>Towns</b>	13,267	\$56,669	29.6%	13.2%	42.8%

+ 7 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.

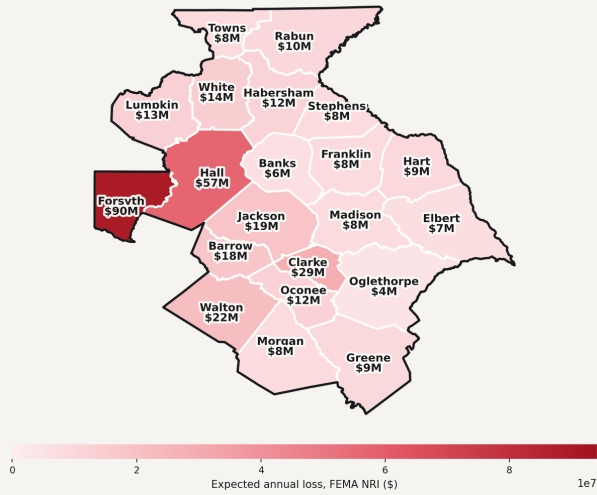
# What this chapter is up against.

**\$370.7M**  
Expected annual loss, all hazards

**Forsyth**  
Highest-risk county

**52.1%**  
Avg social vulnerability (SVI)

**3**  
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
<b>Forsyth</b>	Relatively Moderate	\$89.6M	7.0%	2	17
<b>Hall</b>	Relatively Moderate	\$56.8M	81.4%	2	19
<b>Clarke</b>	Relatively Low	\$28.7M	75.0%	2	13
<b>Walton</b>	Relatively Low	\$21.5M	40.9%	2	13
<b>Jackson</b>	Very Low	\$19.0M	32.6%	3	14
<b>Barrow</b>	Relatively Low	\$18.2M	48.9%	2	14
<b>White</b>	Relatively Low	\$14.2M	34.5%	3	21
<b>Lumpkin</b>	Relatively Low	\$13.2M	36.1%	3	23
<b>Oconee</b>	Very Low	\$12.2M	1.4%	2	13
<b>Habersham</b>	Very Low	\$11.9M	72.8%	3	21
<b>Rabun</b>	Relatively Low	\$10.0M	44.1%	3	21
<b>Hart</b>	Very Low	\$9.3M	76.8%	3	14
<b>Greene</b>	Very Low	\$8.8M	50.8%	3	16
<b>Stephens</b>	Very Low	\$8.3M	78.4%	3	18

+ 7 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.

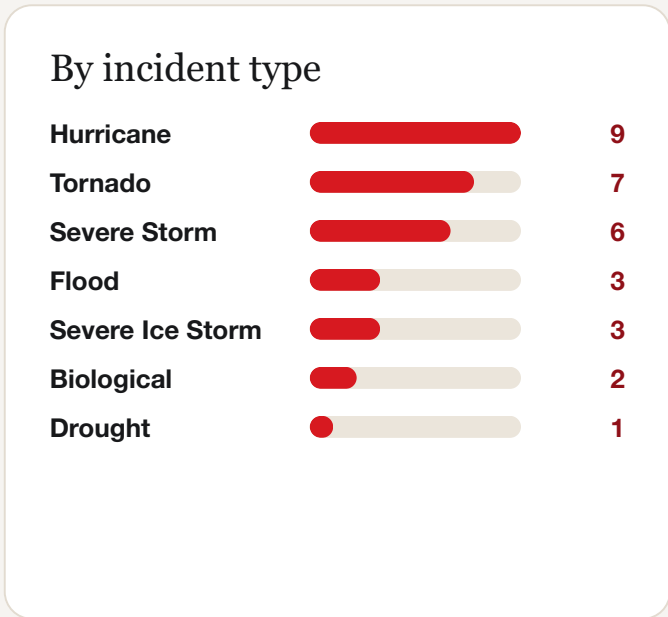
# A chapter shaped by disaster.

**34**  
Federal disaster declarations

**9**  
Hurricanes

**Hurricane**  
Most common type

**2026**  
Most recent

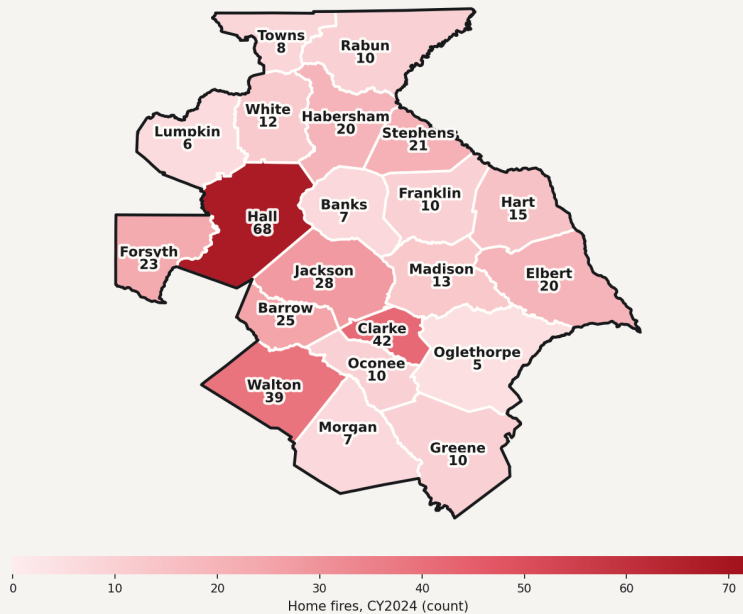
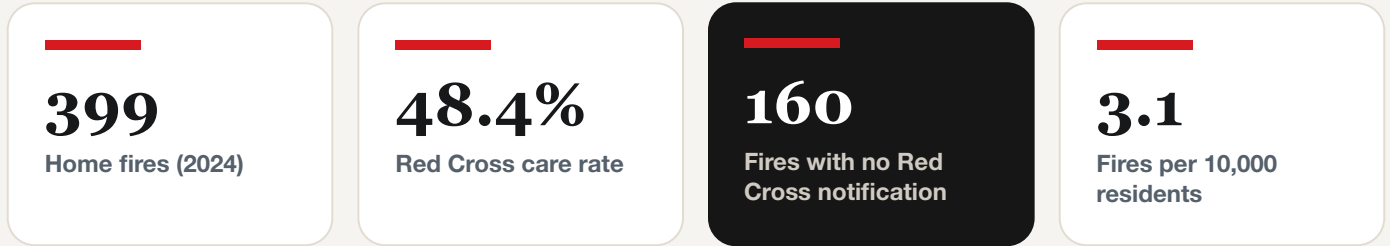


### Most recent declarations

FY	DISASTER	TYPE
2026	Severe Winter Storm	Winter Storm
2024	Hurricane Helene	Hurricane
2024	Hurricane Helene	Tropical Storm
2021	Severe Storms And Tornadoes	Severe Storm
2021	Tropical Storm Zeta	Hurricane
2020	Covid-19 Pandemic	Biological
2020	Covid-19	Biological
2019	Hurricane Michael	Hurricane
2017	Hurricane Irma	Hurricane
2017	Hurricane Irma	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 **48%** of home fires — but **160 (40%)** 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.

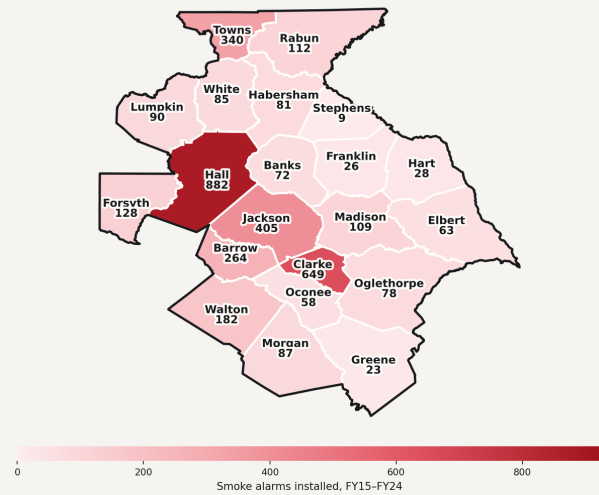
# Red Cross shows up — and prevents.

**3,769**  
Home-fire calls answered (RC response)

**3,468**  
Single-family fire responses

**3,771**  
Free smoke alarms installed

**282**  
Multi-family fire responses



Red Cross answered **3,769** home-fire calls and installed **3,771** 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).

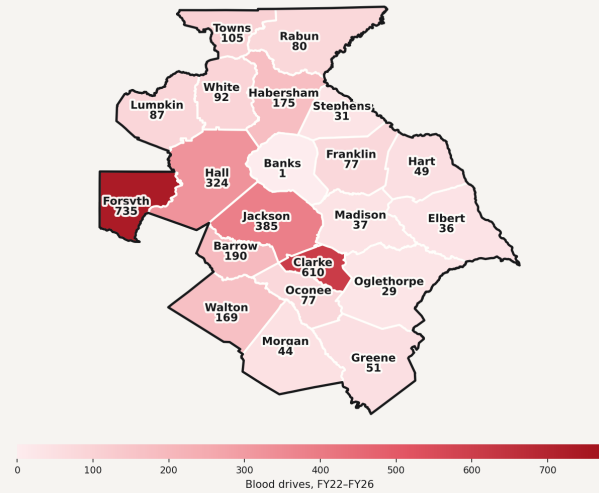
# The blood mission's local footprint.

**70,803**  
Blood units collected  
(FY22–26)

**3,384**  
Blood drives held

**608**  
Drives in FY2026

**21**  
Counties with drives



Blood drives are active in **21 of the chapter's 21 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.

**3**  
Red Cross facilities

**0**  
Owned

**3**  
Leased / licensed

**1**  
BioMed sites



By type / function

BioMed site	1
Partner / indirect site	1
Humanitarian office	1

BioMed facilities

Athens GA Blood Donation Center	<b>Platelets &amp; Red Cells</b>
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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.

\$2,234,220

Total giving, 3-year

44

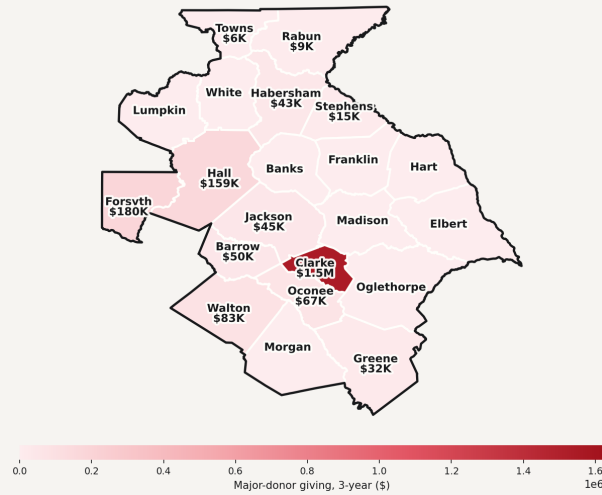
Major donors

\$82,058

Current FY • ▼ 96% vs prior FY

\$1,546,512

Top: Clarke



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
<b>Clarke</b>	6	\$1,546,512
<b>Forsyth</b>	7	\$179,538
<b>Hall</b>	6	\$158,762
<b>Walton</b>	4	\$82,938
<b>Oconee</b>	4	\$67,000
<b>Barrow</b>	4	\$50,375
<b>Jackson</b>	4	\$44,501
<b>Habersham</b>	2	\$42,640
<b>Greene</b>	3	\$31,653
<b>Stephens</b>	2	\$15,000
<b>Rabun</b>	1	\$9,300
<b>Towns</b>	1	\$6,000

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

# Forsyth County



**276,310**  
People

**\$122,257**  
Median HH income

**31.1%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		<b>23%</b>
Seniors (65+)		<b>12%</b>
Median age		<b>38.1</b>
ALICE households		<b>22,924</b>
Poverty households		<b>5,231</b>

### Risk & response

Expected annual loss	<b>\$89.6M</b>
Social vulnerability (SVI)	<b>7.0%</b>
FEMA declarations (all time)	<b>17</b>
Home fires, CY2024	<b>23</b>
Fires, no RC notification	<b>13</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>\$179,538</b>

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

# Hall County



**211,753**  
People

**\$69,665**  
Median HH income

**43.5%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		21%
Seniors (65+)		14%
Median age		36.9
ALICE households		24,394
Poverty households		8,872

### Risk & response

Expected annual loss	\$56.8M
Social vulnerability (SVI)	81.4%
FEMA declarations (all time)	19
Home fires, CY2024	68
Fires, no RC notification	22
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$158,762

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

# Clarke County



**131,086**  
People

**\$51,249**  
Median HH income

**46.3%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		14%
Seniors (65+)		11%
Median age		28.1
ALICE households		12,297
Poverty households		13,411

### Risk & response

Expected annual loss	\$28.7M
Social vulnerability (SVI)	75.0%
FEMA declarations (all time)	13
Home fires, CY2024	42
Fires, no RC notification	7
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$1,546,512

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

# Walton County



**101,339**  
People

**\$76,259**  
Median HH income

**46.2%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		15%
Median age		39.5
ALICE households		12,586
Poverty households		3,574

### Risk & response

Expected annual loss	\$21.5M
Social vulnerability (SVI)	40.9%
FEMA declarations (all time)	13
Home fires, CY2024	39
Fires, no RC notification	16
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$82,938

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

# Barrow County



**88,869**  
People

**\$69,369**  
Median HH income

**53.4%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		<b>22%</b>
Seniors (65+)		<b>12%</b>
Median age		<b>36.6</b>
ALICE households		<b>12,711</b>
Poverty households		<b>4,480</b>

### Risk & response

Expected annual loss	<b>\$18.2M</b>
Social vulnerability (SVI)	<b>48.9%</b>
FEMA declarations (all time)	<b>14</b>
Home fires, CY2024	<b>25</b>
Fires, no RC notification	<b>13</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>\$50,375</b>

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

# Jackson County



**85,239**  
People

**\$75,244**  
Median HH income

**36.8%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		15%
Median age		39.1
ALICE households		7,524
Poverty households		2,411

### Risk & response

Expected annual loss	\$19.0M
Social vulnerability (SVI)	32.6%
FEMA declarations (all time)	14
Home fires, CY2024	28
Fires, no RC notification	13
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$44,501

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

# Habersham County



**47,553**  
People

**\$60,733**  
Median HH income

**45.4%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		18%
Median age		40.6
ALICE households		4,956
Poverty households		2,326

### Risk & response

Expected annual loss	\$11.9M
Social vulnerability (SVI)	72.8%
FEMA declarations (all time)	21
Home fires, CY2024	20
Fires, no RC notification	12
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$42,640

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

# Oconee County



**44,810**  
People

**\$108,492**  
Median HH income

**25.3%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		<b>18%</b>
Seniors (65+)		<b>16%</b>
Median age		<b>41.7</b>
ALICE households		<b>2,788</b>
Poverty households		<b>931</b>

### Risk & response

Expected annual loss	<b>\$12.2M</b>
Social vulnerability (SVI)	<b>1.4%</b>
FEMA declarations (all time)	<b>13</b>
Home fires, CY2024	<b>10</b>
Fires, no RC notification	<b>6</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>\$67,000</b>

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

# Lumpkin County



**34,490**  
People

**\$67,796**  
Median HH income

**43.0%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		15%
Seniors (65+)		16%
Median age		36.5
ALICE households		3,333
Poverty households		1,556

### Risk & response

Expected annual loss	\$13.2M
Social vulnerability (SVI)	36.1%
FEMA declarations (all time)	23
Home fires, CY2024	6
Fires, no RC notification	0
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Madison County



**31,437**  
People

**\$55,962**  
Median HH income

**52.6%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		18%
Median age		41.9
ALICE households		3,836
Poverty households		1,896

### Risk & response

Expected annual loss	\$7.8M
Social vulnerability (SVI)	74.2%
FEMA declarations (all time)	14
Home fires, CY2024	13
Fires, no RC notification	5
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# White County



**28,686**  
People

**\$72,346**  
Median HH income

**41.5%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		16%
Seniors (65+)		21%
Median age		44.8
ALICE households		3,010
Poverty households		1,316

### Risk & response

Expected annual loss	\$14.2M
Social vulnerability (SVI)	34.5%
FEMA declarations (all time)	21
Home fires, CY2024	12
Fires, no RC notification	8
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Stephens County



**26,840**  
People

**\$52,609**  
Median HH income

**50.3%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		17%
Seniors (65+)		21%
Median age		43.8
ALICE households		3,604
Poverty households		1,567

### Risk & response

Expected annual loss	\$8.3M
Social vulnerability (SVI)	78.4%
FEMA declarations (all time)	18
Home fires, CY2024	21
Fires, no RC notification	5
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$15,000

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

# Hart County



**26,273**  
People

**\$56,463**  
Median HH income

**47.1%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		17%
Seniors (65+)		22%
Median age		45.4
ALICE households		3,411
Poverty households		1,553

### Risk & response

Expected annual loss	\$9.3M
Social vulnerability (SVI)	76.8%
FEMA declarations (all time)	14
Home fires, CY2024	15
Fires, no RC notification	2
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Franklin County



**24,103**  
People

**\$54,352**  
Median HH income

**52.1%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		16%
Seniors (65+)		20%
Median age		42.9
ALICE households		2,733
Poverty households		1,841

### Risk & response

Expected annual loss	\$8.2M
Social vulnerability (SVI)	83.1%
FEMA declarations (all time)	16
Home fires, CY2024	10
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Morgan County



**21,189**  
People

**\$77,989**  
Median HH income

**32.7%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		17%
Seniors (65+)		20%
Median age		44.3
ALICE households		1,807
Poverty households		740

### Risk & response

Expected annual loss	\$8.2M
Social vulnerability (SVI)	26.6%
FEMA declarations (all time)	13
Home fires, CY2024	7
Fires, no RC notification	5
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Greene County



**20,198**  
People

**\$71,771**  
Median HH income

**35.4%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		14%
Seniors (65+)		30%
Median age		54.2
ALICE households		2,020
Poverty households		758

### Risk & response

Expected annual loss	\$8.8M
Social vulnerability (SVI)	50.8%
FEMA declarations (all time)	16
Home fires, CY2024	10
Fires, no RC notification	5
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$31,653

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

# Elbert County



**19,576**  
People

**\$45,301**  
Median HH income

**50.4%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		20%
Median age		43.4
ALICE households		2,585
Poverty households		1,567

### Risk & response

Expected annual loss	\$6.9M
Social vulnerability (SVI)	92.2%
FEMA declarations (all time)	16
Home fires, CY2024	20
Fires, no RC notification	12
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Banks County



**18,848**  
People

**\$63,593**  
Median HH income

**43.4%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		17%
Seniors (65+)		17%
Median age		41.4
ALICE households		2,007
Poverty households		937

### Risk & response

Expected annual loss	\$5.9M
Social vulnerability (SVI)	33.7%
FEMA declarations (all time)	17
Home fires, CY2024	7
Fires, no RC notification	3
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Rabun County



**17,211**  
People

**\$54,226**  
Median HH income

**41.1%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		14%
Seniors (65+)		25%
Median age		49.7
ALICE households		1,950
Poverty households		974

### Risk & response

Expected annual loss	\$10.0M
Social vulnerability (SVI)	44.1%
FEMA declarations (all time)	21
Home fires, CY2024	10
Fires, no RC notification	7
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$9,300

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

# Oglethorpe County



**15,089**  
People

**\$54,569**  
Median HH income

**47.1%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		17%
Seniors (65+)		18%
Median age		43.1
ALICE households		1,789
Poverty households		679

### Risk & response

Expected annual loss	\$4.2M
Social vulnerability (SVI)	46.5%
FEMA declarations (all time)	15
Home fires, CY2024	5
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Towns County



**13,267**  
People

**\$56,669**  
Median HH income

**42.8%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		<b>11%</b>
Seniors (65+)		<b>30%</b>
Median age		<b>54.4</b>
ALICE households		<b>1,723</b>
Poverty households		<b>766</b>

### Risk & response

Expected annual loss	<b>\$7.8M</b>
Social vulnerability (SVI)	<b>56.2%</b>
FEMA declarations (all time)	<b>14</b>
Home fires, CY2024	<b>8</b>
Fires, no RC notification	<b>4</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>\$6,000</b>

Towns 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](http://experience.arcgis.com)

## Disaster Response Intelligence

Spatial disaster-response intelligence

Experience Builder app

## Red Cross Real Estate

Facilities & market intelligence

[experience.arcgis.com](http://experience.arcgis.com)

## Service Area Planning

Service-area geography & planning

Experience Builder app

## Community Mobilization V

Local resource & mobilization map

[experience.arcgis.com](http://experience.arcgis.com)

## Biomed

Blood & BioMed footprint

[experience.arcgis.com](http://experience.arcgis.com)

## FEMA RAPT

Resilience analysis & planning

[www.fema.gov](http://www.fema.gov)

## Census Community Resilience

People & resilience context

[www.census.gov](http://www.census.gov)

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Red Cross Experience Builder apps give the live, drill-down companion to this report; federal tools add official context.

# Every number, traceable.

Tools produce facts; humans own decisions. Each figure in this report traces to a named source and vintage.

METRIC	SOURCE	VINTAGE
<b>geography + 2023 demographics</b>	ALICE master / Red Cross reference table	2023
<b>ALICE + poverty households</b>	MASTER counties ALICE+demographics	2023
<b>flare</b>	flare_fire_incidents (public AGOL, CY24)	CY2024
<b>smoke_alarms</b>	GIS_MAP_FY15_to_FY24 (AGOL item b09f21d9...)	FY15–24
<b>lives_saved</b>	Lives_Saved_Map_30_Apr_2026 (AGOL item ff313330...)	2026
<b>blood</b>	Biomed Collections 22-26 by chapter/county	FY22–26
<b>risk + disaster history</b>	FEMA NRI 2025 · CDC SVI 2022 · FEMA declarations (red-cross-data county master)	FEMA NRI 2025 · SVI 2022
<b>fema disaster history</b>	FEMA Disaster Declarations Summaries v2	2026
<b>facilities / real estate (no costs)</b>	Red Cross facilities portfolio — reintel.jbf.com (locations, types & ownership only; no cost/lease terms)	FY25
<b>home-fire RC responses (SFF/MFF)</b>	DRO National 800-RedCross Calls by County (org AGOL)	FY24–26

Geography: American Red Cross chapter↔county reference. The full machine-readable source ledger ships with the data bundle.

# Full county table.

COUNTY	POP	HOUSEHOLDS	HARDSHIP	NRI RISK	EXP. ANNUAL LOSS	FIRES '24
<b>Forsyth</b>	276,310	91,923	31.1%	Relatively Moderate	\$89.6M	23
<b>Hall</b>	211,753	74,476	43.5%	Relatively Moderate	\$56.8M	68
<b>Clarke</b>	131,086	52,978	46.3%	Relatively Low	\$28.7M	42
<b>Walton</b>	101,339	35,677	46.2%	Relatively Low	\$21.5M	39
<b>Barrow</b>	88,869	30,733	53.4%	Relatively Low	\$18.2M	25
<b>Jackson</b>	85,239	29,274	36.8%	Very Low	\$19.0M	28
<b>Habersham</b>	47,553	17,043	45.4%	Very Low	\$11.9M	20
<b>Oconee</b>	44,810	15,468	25.3%	Very Low	\$12.2M	10
<b>Lumpkin</b>	34,490	12,119	43.0%	Relatively Low	\$13.2M	6
<b>Madison</b>	31,437	11,779	52.6%	Very Low	\$7.8M	13
<b>White</b>	28,686	11,126	41.5%	Relatively Low	\$14.2M	12
<b>Stephens</b>	26,840	10,691	50.3%	Very Low	\$8.3M	21
<b>Hart</b>	26,273	10,625	47.1%	Very Low	\$9.3M	15
<b>Franklin</b>	24,103	9,254	52.1%	Very Low	\$8.2M	10
<b>Morgan</b>	21,189	8,017	32.7%	Very Low	\$8.2M	7
<b>Greene</b>	20,198	8,461	35.4%	Very Low	\$8.8M	10
<b>Elbert</b>	19,576	8,036	50.4%	Very Low	\$6.9M	20
<b>Banks</b>	18,848	6,944	43.4%	Very Low	\$5.9M	7
<b>Rabun</b>	17,211	7,486	41.1%	Relatively Low	\$10.0M	10
<b>Oglethorpe</b>	15,089	5,937	47.1%	Very Low	\$4.2M	5
<b>Towns</b>	13,267	5,884	42.8%	Very Low	\$7.8M	8

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