

ARC of Northeast Tennessee

Southeast and Caribbean Division · Tennessee Region
TN · 14 counties · HQ Kingsport, TN · FEMA Region IV

756,281

People

315,342

Households

47.9%

Households below the ALICE survival threshold

14

Counties · 4,870 sq mi

Nearly **48% 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 Northeast Tennessee · 14 counties · TN

Geography & Footprint	3
Who Lives Here	4
Economic Vulnerability	5
Disaster Risk	6
FEMA Disaster History	7
Home Fire Mission (FLARE)	8
Response & Prevention	9
Blood & BioMed	10
Red Cross Facilities	11
Philanthropy & Donors	12
County Deep Dives	13
Live Tools	27
Sources & Methodology	28
Appendix · County Data	29

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

The chapter's footprint.

14
Counties

4,870
Square miles

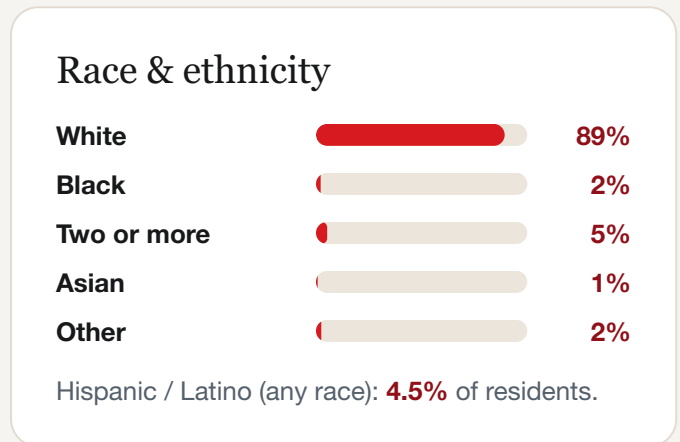
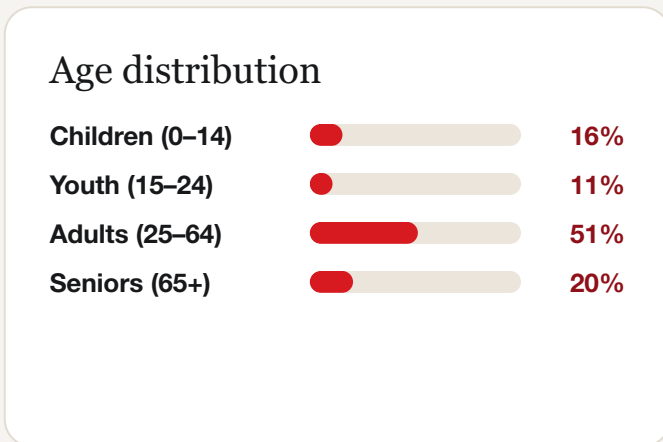
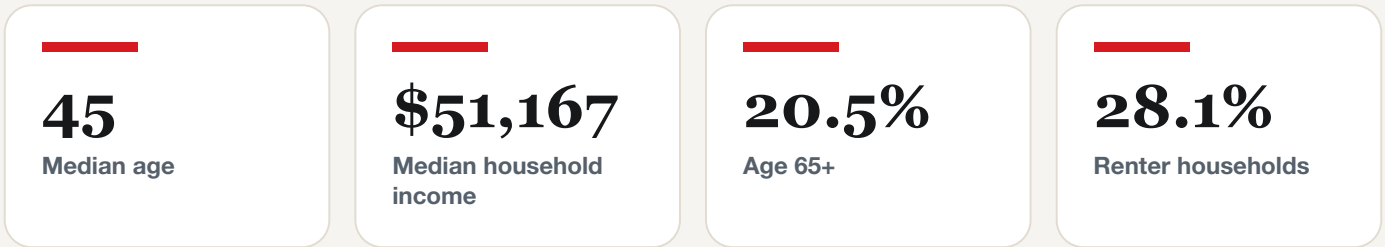
756,281
People

**Tennessee
Region**
Southeast and
Caribbean Division

COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Sullivan	159,424	430	21.1%
Washington	135,860	330	18.0%
Greene	70,817	624	9.4%
Hamblen	65,143	176	8.6%
Hawkins	57,235	500	7.6%
Jefferson	56,222	314	7.4%
Carter	56,046	348	7.4%
Cocke	36,552	443	4.8%
Claiborne	32,224	442	4.3%
Grainger	24,100	302	3.2%
Union	20,329	247	2.7%
Johnson	17,989	303	2.4%
Unicoi	17,630	187	2.3%
Hancock	6,710	224	0.9%

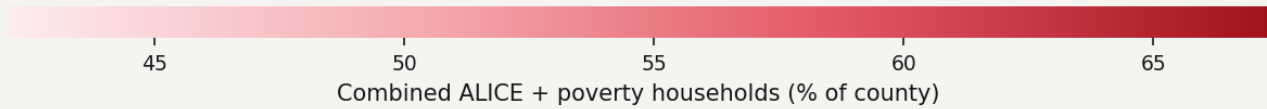
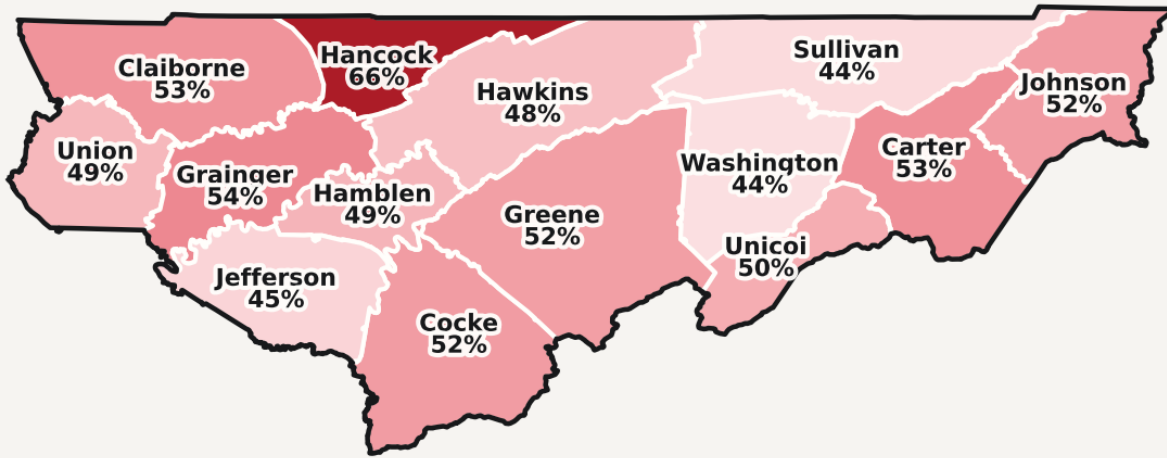
HQ: Kingsport, TN · FEMA Region IV. Counties sorted by population.

The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 14 counties; median age and income are population-weighted.

Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
Hancock	6,710	\$33,815	32.1%	33.9%	66.0%
Grainger	24,100	\$45,241	35.5%	18.3%	53.7%
Carter	56,046	\$44,942	35.1%	17.9%	53.0%
Claiborne	32,224	\$46,548	32.5%	20.1%	52.6%
Cocke	36,552	\$43,256	32.6%	19.2%	51.8%
Johnson	17,989	\$45,444	33.6%	18.2%	51.8%
Greene	70,817	\$56,557	36.9%	14.6%	51.5%
Unicoi	17,630	\$48,712	34.3%	15.8%	50.0%
Hamblen	65,143	\$47,170	32.7%	16.5%	49.1%
Union	20,329	\$52,057	32.9%	15.7%	48.6%
Hawkins	57,235	\$50,709	30.6%	17.1%	47.7%
Jefferson	56,222	\$53,244	34.7%	10.3%	45.1%
Sullivan	159,424	\$50,950	30.7%	13.6%	44.3%
Washington	135,860	\$58,508	26.7%	17.1%	43.8%

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.

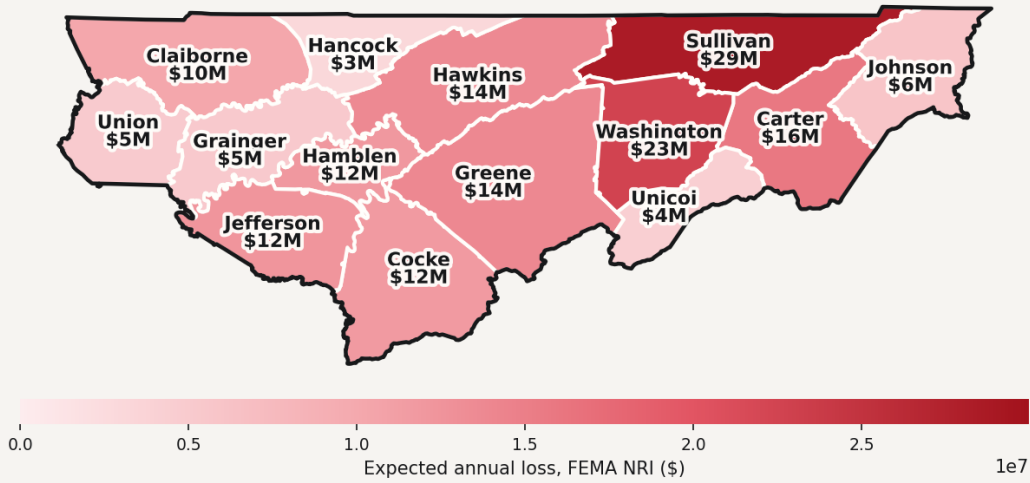
What this chapter is up against.

\$164.6M
Expected annual loss, all hazards

Sullivan
Highest-risk county

61.6%
Avg social vulnerability (SVI)

6
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
Sullivan	Relatively Low	\$28.5M	48.4%	4	12
Washington	Relatively Low	\$22.6M	58.6%	6	16
Carter	Relatively Low	\$15.9M	66.7%	5	18
Greene	Relatively Low	\$13.9M	61.5%	6	18
Hawkins	Relatively Low	\$13.7M	55.5%	5	17
Jefferson	Relatively Low	\$12.3M	49.5%	5	21
Hamblen	Relatively Low	\$12.1M	85.9%	5	15
Cocke	Relatively Low	\$11.8M	73.7%	6	24
Claiborne	Relatively Low	\$10.2M	56.2%	4	21
Johnson	Very Low	\$5.9M	68.8%	6	20
Grainger	Very Low	\$5.2M	61.3%	4	20
Union	Very Low	\$5.1M	37.8%	3	16
Unicoi	Very Low	\$4.4M	53.7%	5	18
Hancock	Very Low	\$3.1M	84.2%	4	19

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.

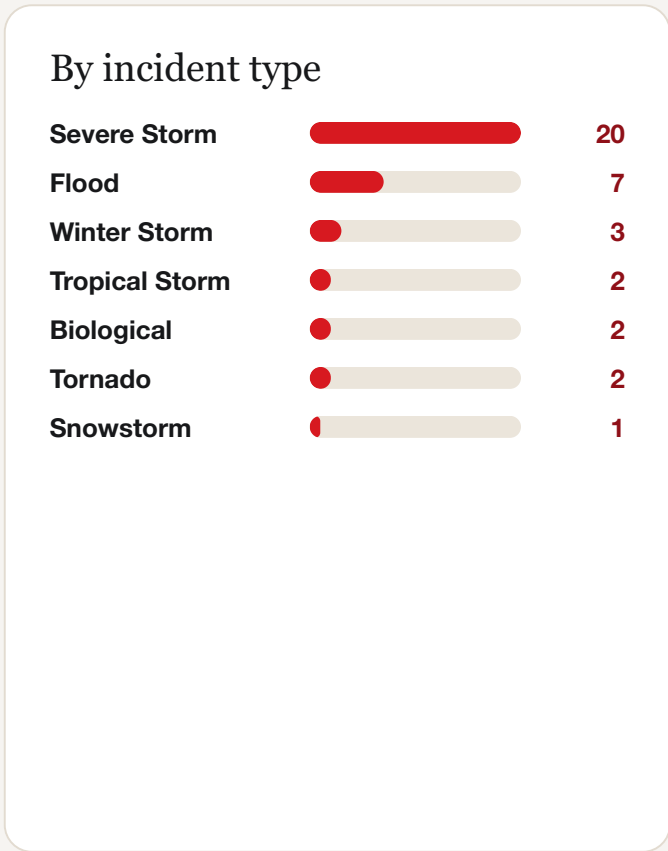
A chapter shaped by disaster.

40
Federal disaster declarations

1
Hurricanes

Severe Storm
Most common type

2026
Most recent

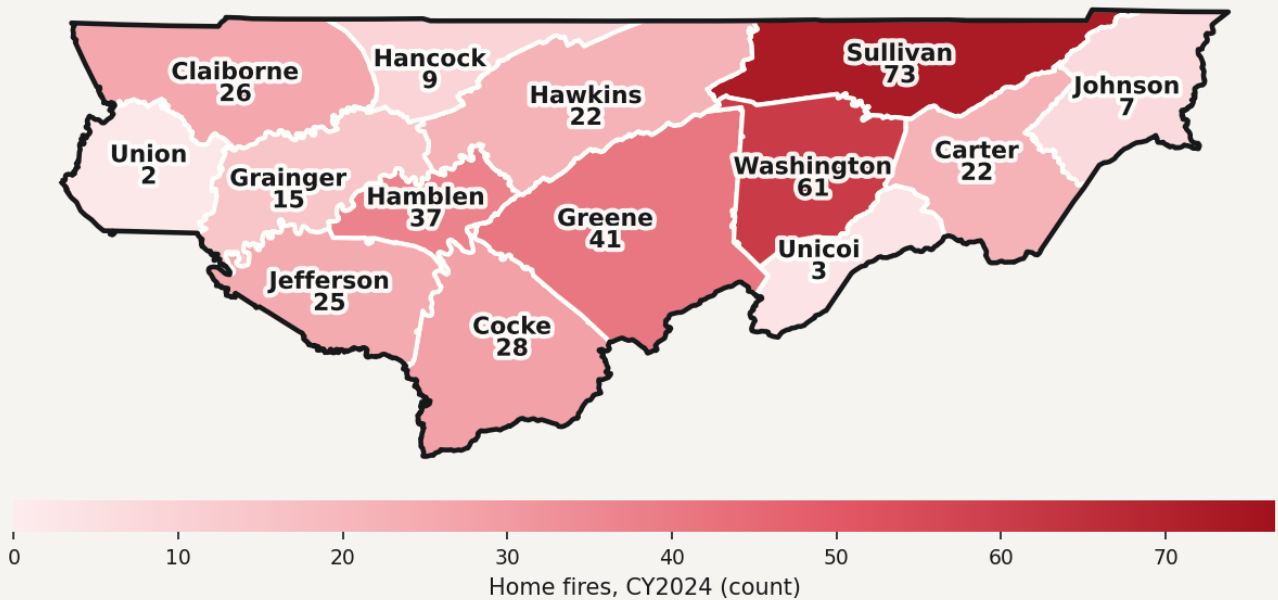
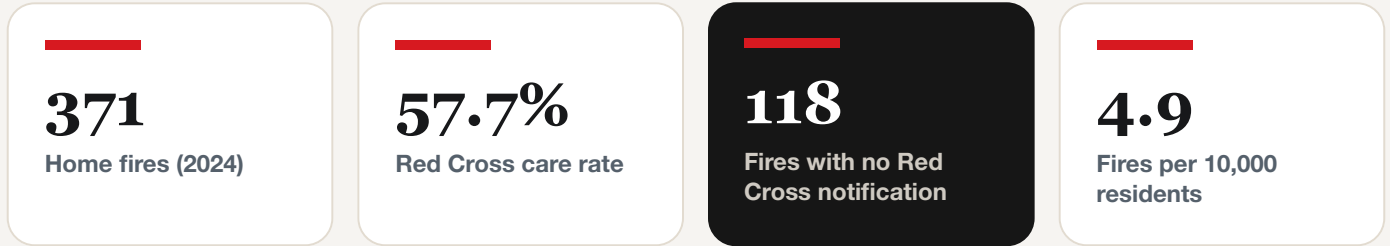


Most recent declarations

FY	DISASTER	TYPE
2026	Severe Winter Storm	Winter Storm
2026	Severe Winter Storm	Winter Storm
2025	Severe Storms, Straight-Line Winds, Tornadoes, And Flooding	Severe Storm
2025	Tropical Storm Helene	Tropical Storm
2024	Tropical Storm Helene	Tropical Storm
2023	Severe Storms, Straight-Line Winds, And Tornado	Severe Storm
2023	Severe Storms, Straight-Line Winds, And Tornadoes	Severe Storm
2023	Severe Winter Storm	Winter Storm
2021	Severe Storms, Tornadoes, And Flooding	Tornado
2020	Severe Storms, Tornadoes, Straight-Line Winds, And Flooding	Severe Storm

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

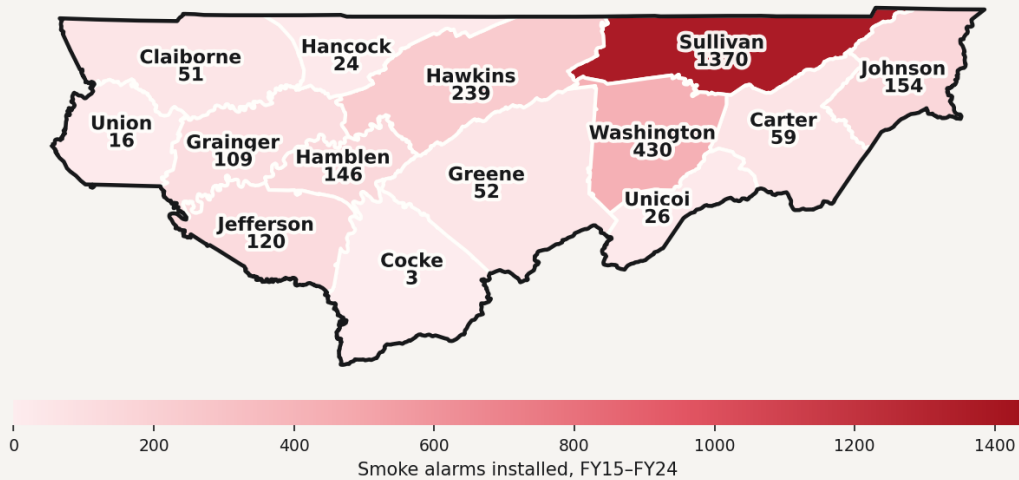
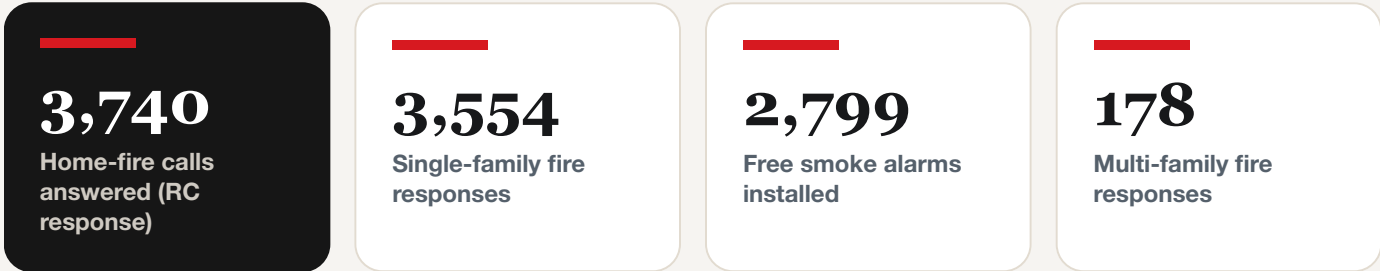
Every home fire is a Red Cross moment.



Red Cross cared for **58%** of home fires — but **118 (32%)** 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.

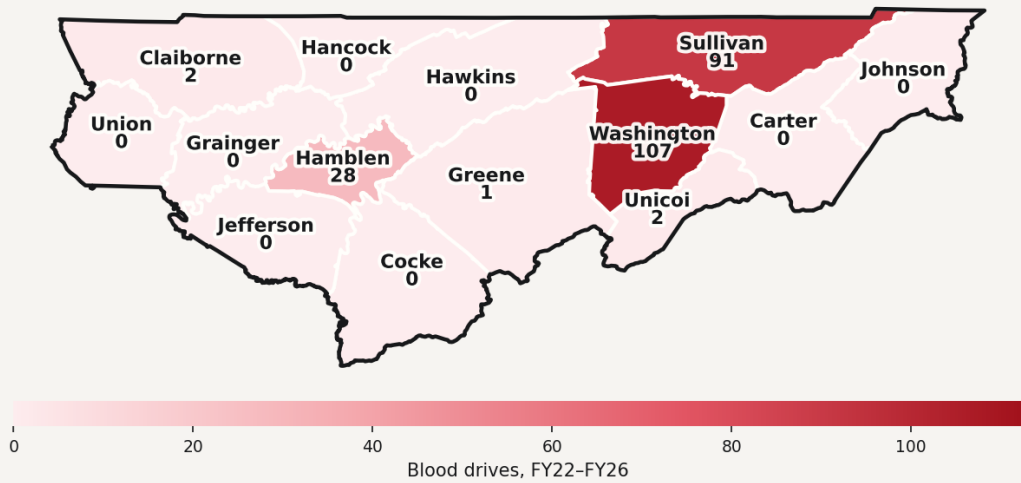


Red Cross answered **3,740** home-fire calls and installed **2,799** free smoke alarms across the chapter — response and prevention, county by county.

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.

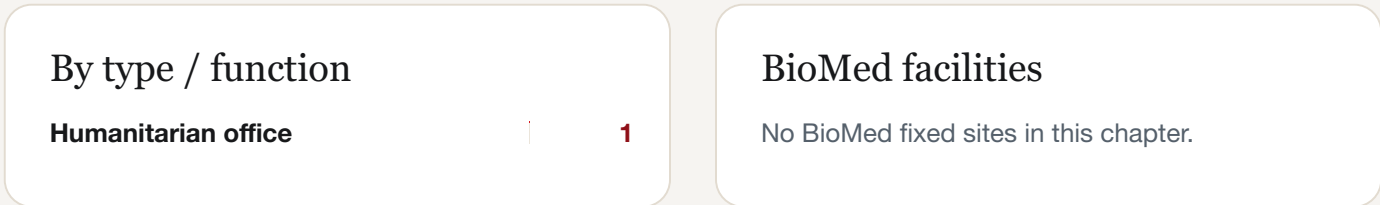
5,660 Blood units collected (FY22–26)	231 Blood drives held	39 Drives in FY2026	6 Counties with drives
--	---------------------------------	-------------------------------	----------------------------------



Blood drives are active in **6 of the chapter's 14 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.



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.

\$615,992

Total giving, 3-year

25

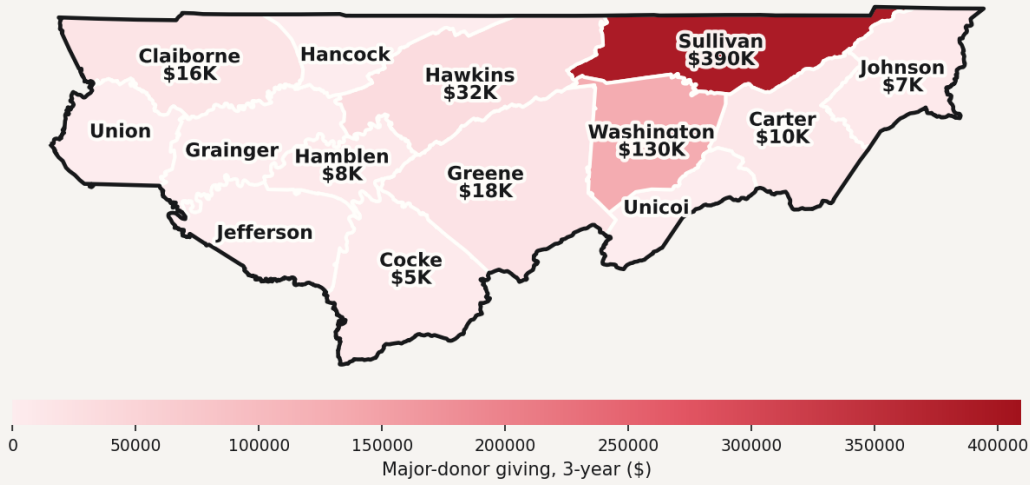
Major donors

\$42,393

Current FY • ▼ 87%
vs prior FY

\$389,955

Top: Sullivan



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
Sullivan	7	\$389,955
Washington	10	\$130,181
Hawkins	2	\$32,093
Greene	1	\$18,000
Claiborne	1	\$16,000
Carter	1	\$10,263
Hamblen	1	\$7,500
Johnson	1	\$7,000
Cocke	1	\$5,000

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

Sullivan County



159,424
People

\$50,950
Median HH income

44.3%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		15%
Seniors (65+)		22%
Median age		46.9
ALICE households		21,054
Poverty households		9,333

Risk & response

Expected annual loss	\$28.5M
Social vulnerability (SVI)	48.4%
FEMA declarations (all time)	12
Home fires, CY2024	73
Fires, no RC notification	35
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$389,955

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

Washington County



135,860
People

\$58,508
Median HH income

43.8%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		15%
Seniors (65+)		18%
Median age		41.8
ALICE households		15,387
Poverty households		9,882

Risk & response

Expected annual loss	\$22.6M
Social vulnerability (SVI)	58.6%
FEMA declarations (all time)	16
Home fires, CY2024	61
Fires, no RC notification	26
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$130,181

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

Greene County



70,817
People

\$56,557
Median HH income

51.5%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		15%
Seniors (65+)		21%
Median age		45.3
ALICE households		10,419
Poverty households		4,112

Risk & response

Expected annual loss	\$13.9M
Social vulnerability (SVI)	61.5%
FEMA declarations (all time)	18
Home fires, CY2024	41
Fires, no RC notification	12
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$18,000

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

Hamblen County



65,143
People

\$47,170
Median HH income

49.1%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		19%
Median age		42
ALICE households		8,417
Poverty households		4,240

Risk & response

Expected annual loss	\$12.1M
Social vulnerability (SVI)	85.9%
FEMA declarations (all time)	15
Home fires, CY2024	37
Fires, no RC notification	14
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$7,500

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

Hawkins County

57,235

People

\$50,709

Median HH income

47.7%

Combined ALICE + poverty

Relatively Low

FEMA NRI risk

People & economy

Children (0-14)  **16%**

Seniors (65+)  **21%**

Median age **45.4**

ALICE households **7,070**

Poverty households **3,947**

Risk & response

Expected annual loss **\$13.7M**

Social vulnerability (SVI) **55.5%**

FEMA declarations (all time) **17**

Home fires, CY2024 **22**

Fires, no RC notification **7**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **\$32,093**

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

Jefferson County

56,222

People

\$53,244

Median HH income

45.1%

Combined ALICE + poverty

Relatively Low

FEMA NRI risk

People & economy

Children (0-14)  **16%**

Seniors (65+)  **20%**

Median age **44.1**

ALICE households **7,415**

Poverty households **2,207**

Risk & response

Expected annual loss **\$12.3M**

Social vulnerability (SVI) **49.5%**

FEMA declarations (all time) **21**

Home fires, CY2024 **25**

Fires, no RC notification **8**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **—**

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

Carter County



56,046
People

\$44,942
Median HH income

53.0%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		14%
Seniors (65+)		21%
Median age		45.5
ALICE households		8,492
Poverty households		4,319

Risk & response

Expected annual loss	\$15.9M
Social vulnerability (SVI)	66.7%
FEMA declarations (all time)	18
Home fires, CY2024	22
Fires, no RC notification	5
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$10,263

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

Cocke County



36,552
People

\$43,256
Median HH income

51.8%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		22%
Median age		46
ALICE households		4,928
Poverty households		2,900

Risk & response

Expected annual loss	\$11.8M
Social vulnerability (SVI)	73.7%
FEMA declarations (all time)	24
Home fires, CY2024	28
Fires, no RC notification	6
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$5,000

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

Claiborne County



32,224
People

\$46,548
Median HH income

52.6%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		15%
Seniors (65+)		20%
Median age		43.9
ALICE households		4,376
Poverty households		2,705

Risk & response

Expected annual loss	\$10.2M
Social vulnerability (SVI)	56.2%
FEMA declarations (all time)	21
Home fires, CY2024	26
Fires, no RC notification	4
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$16,000

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

Grainger County



24,100
People

\$45,241
Median HH income

53.7%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		21%
Median age		45.6
ALICE households		3,393
Poverty households		1,747

Risk & response

Expected annual loss	\$5.2M
Social vulnerability (SVI)	61.3%
FEMA declarations (all time)	20
Home fires, CY2024	15
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Union County



20,329
People

\$52,057
Median HH income

48.6%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		18%
Median age		42.8
ALICE households		2,556
Poverty households		1,220

Risk & response

Expected annual loss	\$5.1M
Social vulnerability (SVI)	37.8%
FEMA declarations (all time)	16
Home fires, CY2024	2
Fires, no RC notification	0
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.

Johnson County



17,989
People

\$45,444
Median HH income

51.8%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		14%
Seniors (65+)		21%
Median age		45.7
ALICE households		2,408
Poverty households		1,307

Risk & response

Expected annual loss	\$5.9M
Social vulnerability (SVI)	68.8%
FEMA declarations (all time)	20
Home fires, CY2024	7
Fires, no RC notification	0
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$7,000

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

Unicoi County



17,630
People

\$48,712
Median HH income

50.0%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		15%
Seniors (65+)		23%
Median age		47.7
ALICE households		2,674
Poverty households		1,231

Risk & response

Expected annual loss	\$4.4M
Social vulnerability (SVI)	53.7%
FEMA declarations (all time)	18
Home fires, CY2024	3
Fires, no RC notification	0
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Hancock County



6,710
People

\$33,815
Median HH income

66.0%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		21%
Median age		45.5
ALICE households		891
Poverty households		940

Risk & response

Expected annual loss	\$3.1M
Social vulnerability (SVI)	84.2%
FEMA declarations (all time)	19
Home fires, CY2024	9
Fires, no RC notification	0
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Hancock 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
Sullivan	159,424	68,639	44.3%	Relatively Low	\$28.5M	73
Washington	135,860	56,919	43.8%	Relatively Low	\$22.6M	61
Greene	70,817	29,156	51.5%	Relatively Low	\$13.9M	41
Hamblen	65,143	25,605	49.1%	Relatively Low	\$12.1M	37
Hawkins	57,235	23,969	47.7%	Relatively Low	\$13.7M	22
Jefferson	56,222	22,126	45.1%	Relatively Low	\$12.3M	25
Carter	56,046	24,322	53.0%	Relatively Low	\$15.9M	22
Cocke	36,552	15,573	51.8%	Relatively Low	\$11.8M	28
Claiborne	32,224	13,373	52.6%	Relatively Low	\$10.2M	26
Grainger	24,100	9,935	53.7%	Very Low	\$5.2M	15
Union	20,329	8,028	48.6%	Very Low	\$5.1M	2
Johnson	17,989	7,267	51.8%	Very Low	\$5.9M	7
Unicoi	17,630	7,574	50.0%	Very Low	\$4.4M	3
Hancock	6,710	2,856	66.0%	Very Low	\$3.1M	9

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