

ARC of Northwest Georgia

Southeast and Caribbean Division · Georgia Region
GA · 15 counties · HQ Rome, GA · FEMA Region IV

784,553

People

298,798

Households

45.8%

Households below the ALICE survival threshold

15

Counties · 4,993 sq mi

Nearly **46% of households** across this chapter live below the ALICE survival threshold — the working families one disaster away from crisis.

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

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

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ARC of Northwest Georgia · 15 counties · GA

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

The chapter's footprint.

15
Counties

4,993
Square miles

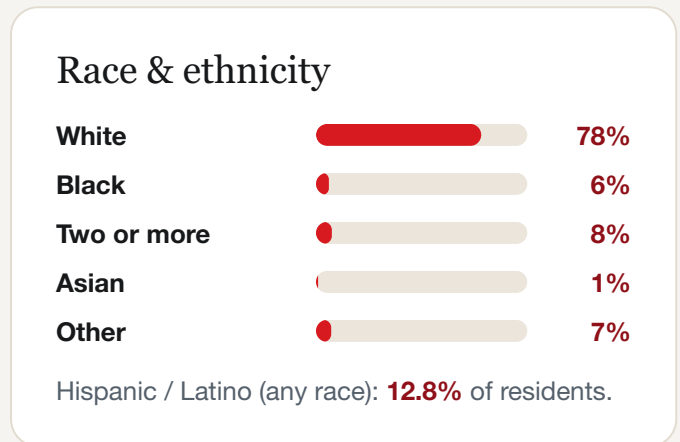
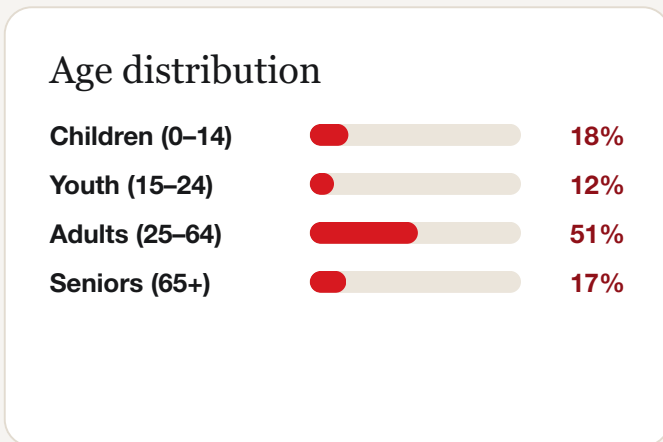
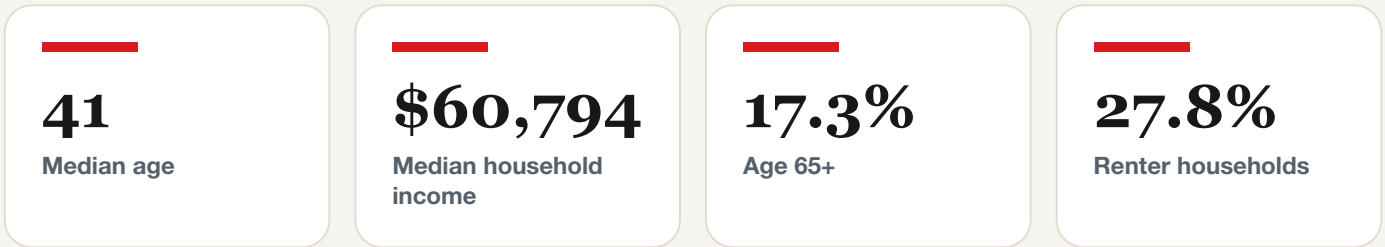
784,553
People

Georgia Region
Southeast and Caribbean Division

COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Bartow	113,065	470	14.4%
Whitfield	102,440	291	13.1%
Floyd	98,904	518	12.6%
Catoosa	69,108	163	8.8%
Walker	67,742	447	8.6%
Gordon	58,870	358	7.5%
Polk	43,590	312	5.6%
Murray	40,190	347	5.1%
Pickens	34,618	233	4.4%
Gilmer	32,513	431	4.1%
Dawson	29,676	214	3.8%
Union	26,586	329	3.4%
Fannin	25,996	392	3.3%
Chattooga	24,955	314	3.2%
Dade	16,300	174	2.1%

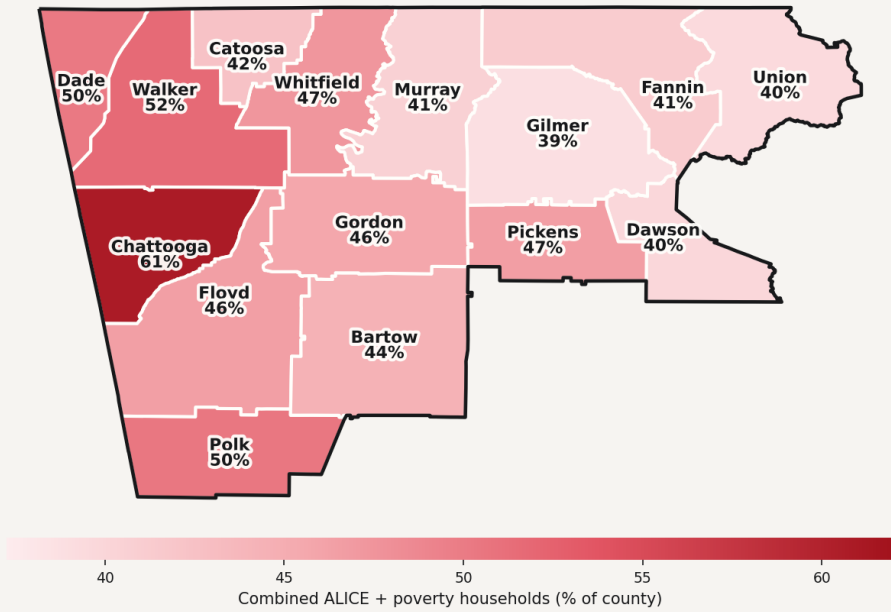
HQ: Rome, GA · FEMA Region IV. Counties sorted by population.

The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 15 counties; median age and income are population-weighted.

Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
Chattooga	24,955	\$38,771	41.1%	19.6%	60.8%
Walker	67,742	\$48,681	34.6%	17.0%	51.7%
Polk	43,590	\$52,540	30.2%	20.3%	50.5%
Dade	16,300	\$51,945	41.0%	9.3%	50.3%
Whitfield	102,440	\$56,600	30.4%	16.9%	47.4%
Pickens	34,618	\$76,207	35.0%	11.6%	46.6%
Floyd	98,904	\$59,142	29.9%	16.6%	46.5%
Gordon	58,870	\$54,945	32.6%	13.1%	45.7%
Bartow	113,065	\$75,610	33.8%	10.8%	44.5%
Catoosa	69,108	\$65,238	32.4%	10.0%	42.4%
Fannin	25,996	\$54,264	29.7%	11.6%	41.3%
Murray	40,190	\$55,784	27.8%	12.8%	40.6%
Dawson	29,676	\$84,474	30.9%	9.0%	39.9%
Union	26,586	\$58,126	28.9%	10.6%	39.5%

+ 1 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.

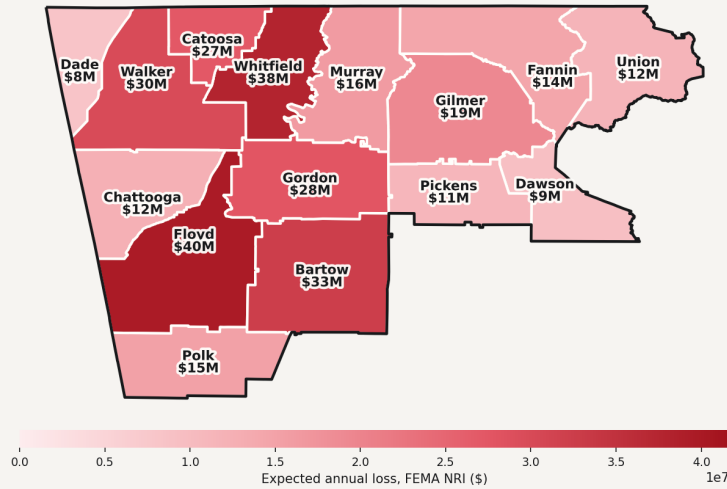
What this chapter is up against.

\$313.1M
Expected annual loss, all hazards

Floyd
Highest-risk county

60.4%
Avg social vulnerability (SVI)

3
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
Floyd	Relatively Moderate	\$39.7M	92.8%	2	19
Whitfield	Relatively Moderate	\$37.9M	88.4%	2	16
Bartow	Relatively Low	\$32.5M	45.4%	2	19
Walker	Relatively Low	\$29.8M	68.0%	2	19
Gordon	Relatively Low	\$27.7M	73.2%	2	18
Catoosa	Relatively Low	\$27.3M	30.9%	2	17
Gilmer	Relatively Low	\$19.3M	54.5%	3	20
Murray	Relatively Low	\$16.2M	68.5%	2	15
Polk	Relatively Low	\$15.3M	82.8%	2	17
Fannin	Relatively Low	\$14.4M	61.7%	2	18
Chattooga	Relatively Low	\$12.5M	94.8%	2	15
Union	Relatively Low	\$11.6M	49.3%	2	16
Pickens	Very Low	\$11.2M	33.9%	2	22
Dawson	Very Low	\$9.3M	18.6%	3	19

+ 1 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.

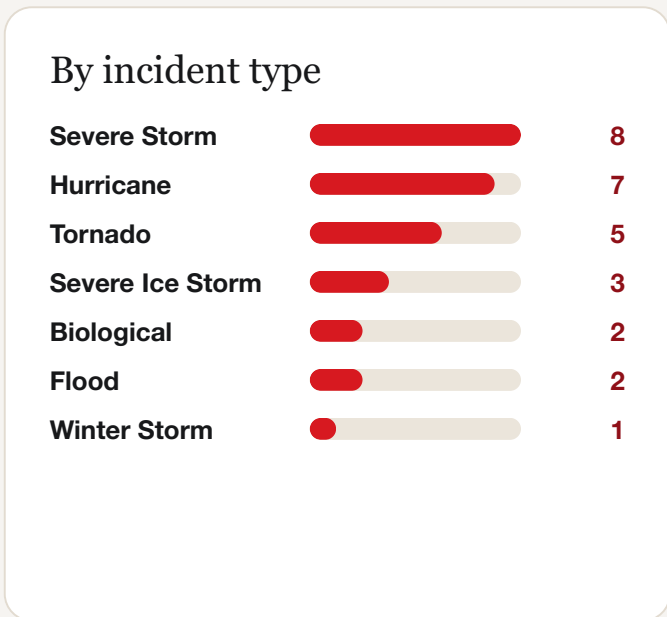
A chapter shaped by disaster.

32
Federal disaster declarations

7
Hurricanes

Severe Storm
Most common type

2026
Most recent

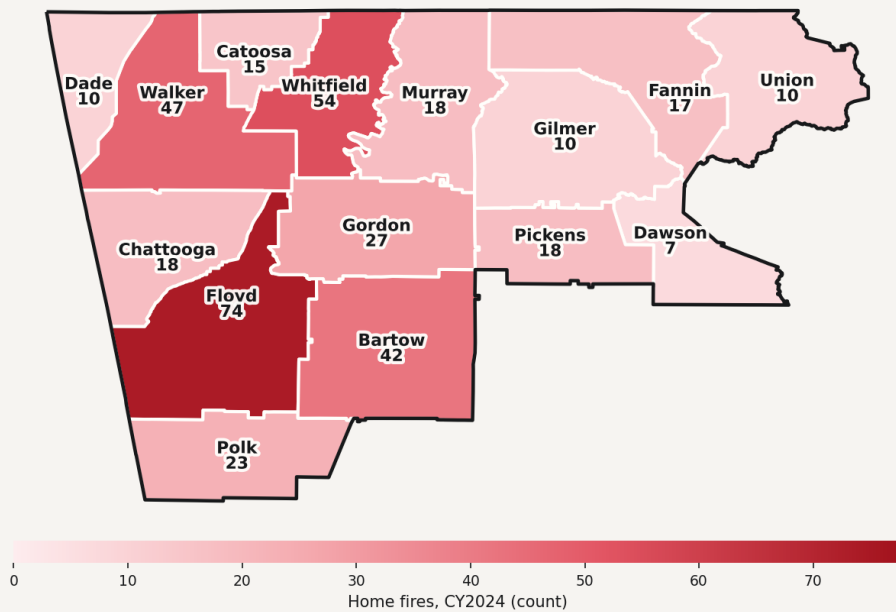
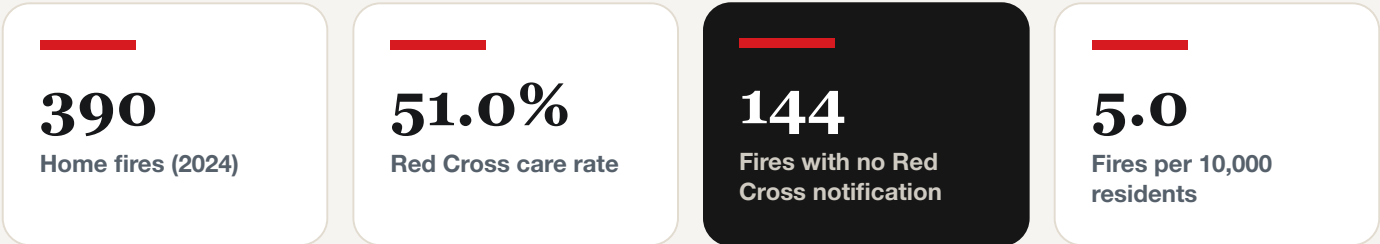


Most recent declarations

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
2017	Hurricane Irma	Hurricane
2017	Hurricane Irma	Hurricane
2017	Tatum Gulf Fire	Fire

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

Every home fire is a Red Cross moment.



Red Cross cared for **51%** of home fires — but **144 (37%)** 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.

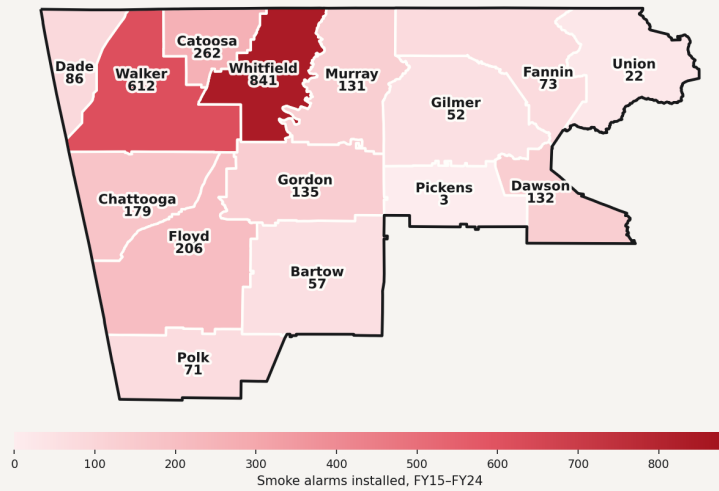
Red Cross shows up — and prevents.

3,717
Home-fire calls answered (RC response)

3,485
Single-family fire responses

2,862
Free smoke alarms installed

227
Multi-family fire responses

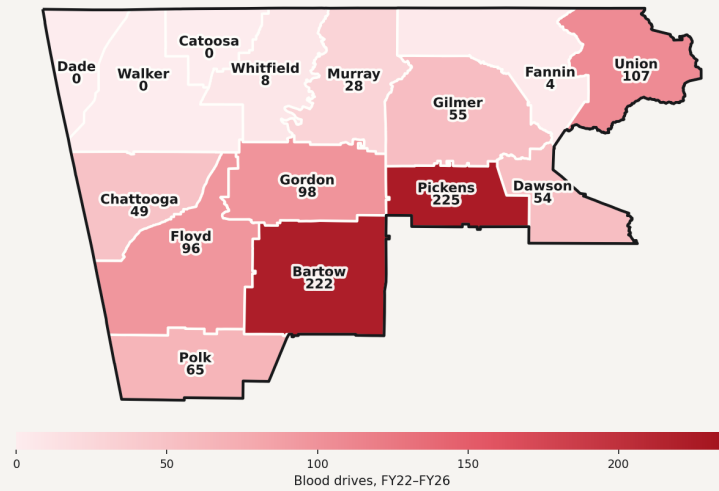


Red Cross answered **3,717** home-fire calls and installed **2,862** free smoke alarms across the chapter — response and prevention, county by county.

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.

29,200 Blood units collected (FY22–26)	1,011 Blood drives held	180 Drives in FY2026	12 Counties with drives
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Blood drives are active in **12 of the chapter's 15 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.

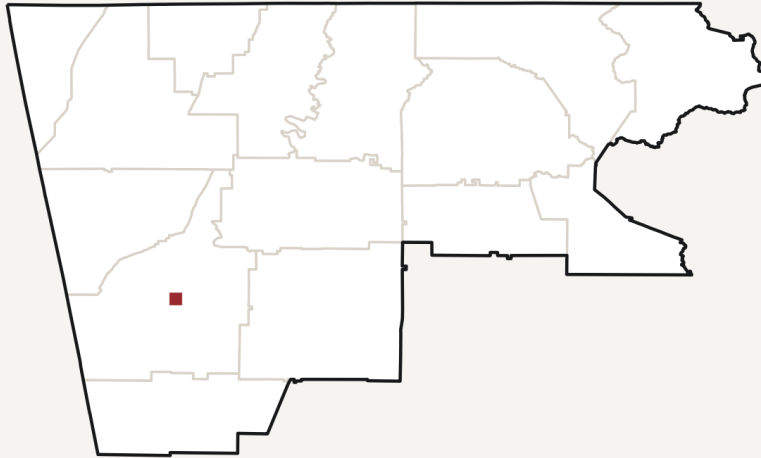
The chapter's physical footprint.

1
Red Cross facilities

1
Owned

0
Leased / licensed

0
BioMed sites



By type / function

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.

\$214,863

Total giving, 3-year

12

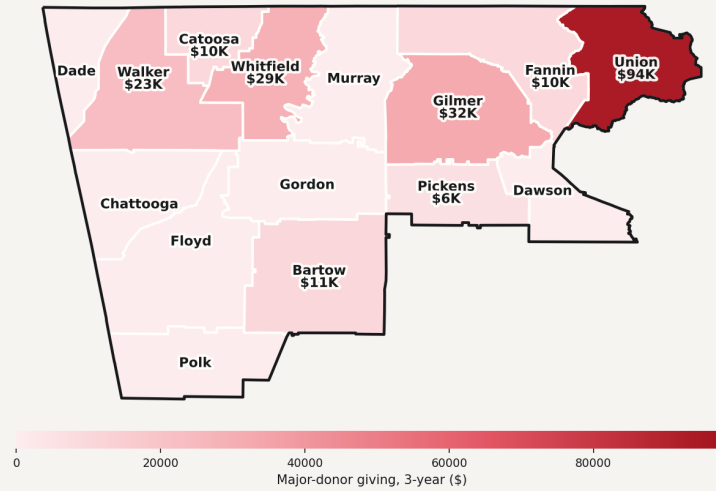
Major donors

\$14,702

Current FY • ▼ 90%
vs prior FY

\$93,881

Top: Union



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
Union	1	\$93,881
Gilmer	2	\$32,350
Whitfield	3	\$29,000
Walker	1	\$23,000
Bartow	1	\$10,632
Catoosa	2	\$10,000
Fannin	1	\$10,000
Pickens	1	\$6,000

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

Bartow County



113,065
People

\$75,610
Median HH income

44.5%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		19%
Seniors (65+)		14%
Median age		38.8
ALICE households		13,401
Poverty households		4,264

Risk & response

Expected annual loss	\$32.5M
Social vulnerability (SVI)	45.4%
FEMA declarations (all time)	19
Home fires, CY2024	42
Fires, no RC notification	17
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$10,632

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

Whitfield County



102,440
People

\$56,600
Median HH income

47.4%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		21%
Seniors (65+)		14%
Median age		36.2
ALICE households		11,358
Poverty households		6,316

Risk & response

Expected annual loss	\$37.9M
Social vulnerability (SVI)	88.4%
FEMA declarations (all time)	16
Home fires, CY2024	54
Fires, no RC notification	21
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$29,000

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

Floyd County



98,904
People

\$59,142
Median HH income

46.5%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		17%
Median age		39.3
ALICE households		11,316
Poverty households		6,294

Risk & response

Expected annual loss	\$39.7M
Social vulnerability (SVI)	92.8%
FEMA declarations (all time)	19
Home fires, CY2024	74
Fires, no RC notification	31
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Catoosa County



69,108
People

\$65,238
Median HH income

42.4%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		17%
Median age		41.1
ALICE households		8,472
Poverty households		2,610

Risk & response

Expected annual loss	\$27.3M
Social vulnerability (SVI)	30.9%
FEMA declarations (all time)	17
Home fires, CY2024	15
Fires, no RC notification	4
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$10,000

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

Walker County

67,742

People

\$48,681

Median HH income


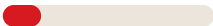
51.7%

Combined ALICE + poverty

Relatively Low

FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		18%
Median age		42.5
ALICE households		9,007
Poverty households		4,434

Risk & response

Expected annual loss	\$29.8M
Social vulnerability (SVI)	68.0%
FEMA declarations (all time)	19
Home fires, CY2024	47
Fires, no RC notification	15
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$23,000

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

Gordon County



58,870
People

\$54,945
Median HH income

45.7%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		20%
Seniors (65+)		15%
Median age		38.3
ALICE households		6,792
Poverty households		2,734

Risk & response

Expected annual loss	\$27.7M
Social vulnerability (SVI)	73.2%
FEMA declarations (all time)	18
Home fires, CY2024	27
Fires, no RC notification	10
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Polk County



43,590
People

\$52,540
Median HH income

50.5%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		21%
Seniors (65+)		16%
Median age		38.2
ALICE households		4,715
Poverty households		3,162

Risk & response

Expected annual loss	\$15.3M
Social vulnerability (SVI)	82.8%
FEMA declarations (all time)	17
Home fires, CY2024	23
Fires, no RC notification	12
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Murray County



40,190
People

\$55,784
Median HH income

40.6%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		20%
Seniors (65+)		15%
Median age		38.7
ALICE households		4,244
Poverty households		1,958

Risk & response

Expected annual loss	\$16.2M
Social vulnerability (SVI)	68.5%
FEMA declarations (all time)	15
Home fires, CY2024	18
Fires, no RC notification	4
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Pickens County

34,618

People

\$76,207

Median HH income

46.6%

Combined ALICE + poverty

Very Low

FEMA NRI risk

People & economy

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

Seniors (65+)  **22%**

Median age **46.4**

ALICE households **4,567**

Poverty households **1,512**

Risk & response

Expected annual loss **\$11.2M**

Social vulnerability (SVI) **33.9%**

FEMA declarations (all time) **22**

Home fires, CY2024 **18**

Fires, no RC notification **10**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **\$6,000**

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

Gilmer County



32,513
People

\$61,858
Median HH income

38.8%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		22%
Median age		46.2
ALICE households		3,054
Poverty households		1,841

Risk & response

Expected annual loss	\$19.3M
Social vulnerability (SVI)	54.5%
FEMA declarations (all time)	20
Home fires, CY2024	10
Fires, no RC notification	2
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$32,350

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

Dawson County



29,676
People

\$84,474
Median HH income

39.9%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		20%
Median age		43.8
ALICE households		3,346
Poverty households		978

Risk & response

Expected annual loss	\$9.3M
Social vulnerability (SVI)	18.6%
FEMA declarations (all time)	19
Home fires, CY2024	7
Fires, no RC notification	3
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Union County



26,586
People

\$58,126
Median HH income

39.5%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		12%
Seniors (65+)		30%
Median age		54.8
ALICE households		3,182
Poverty households		1,171

Risk & response

Expected annual loss	\$11.6M
Social vulnerability (SVI)	49.3%
FEMA declarations (all time)	16
Home fires, CY2024	10
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$93,881

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

Fannin County



25,996
People

\$54,264
Median HH income

41.3%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		14%
Seniors (65+)		26%
Median age		52.1
ALICE households		3,373
Poverty households		1,316

Risk & response

Expected annual loss	\$14.4M
Social vulnerability (SVI)	61.7%
FEMA declarations (all time)	18
Home fires, CY2024	17
Fires, no RC notification	4
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$10,000

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

Chattooga County



24,955
People

\$38,771
Median HH income

60.8%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		18%
Median age		42.1
ALICE households		3,761
Poverty households		1,793

Risk & response

Expected annual loss	\$12.5M
Social vulnerability (SVI)	94.8%
FEMA declarations (all time)	15
Home fires, CY2024	18
Fires, no RC notification	7
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Dade County



16,300
People

\$51,945
Median HH income

50.3%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		18%
Median age		41.6
ALICE households		2,533
Poverty households		572

Risk & response

Expected annual loss	\$8.4M
Social vulnerability (SVI)	43.9%
FEMA declarations (all time)	20
Home fires, CY2024	10
Fires, no RC notification	3
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Dade 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
Bartow	113,065	41,804	44.5%	Relatively Low	\$32.5M	42
Whitfield	102,440	36,140	47.4%	Relatively Moderate	\$37.9M	54
Floyd	98,904	37,214	46.5%	Relatively Moderate	\$39.7M	74
Catoosa	69,108	26,939	42.4%	Relatively Low	\$27.3M	15
Walker	67,742	26,331	51.7%	Relatively Low	\$29.8M	47
Gordon	58,870	21,800	45.7%	Relatively Low	\$27.7M	27
Polk	43,590	16,365	50.5%	Relatively Low	\$15.3M	23
Murray	40,190	14,866	40.6%	Relatively Low	\$16.2M	18
Pickens	34,618	13,722	46.6%	Very Low	\$11.2M	18
Gilmer	32,513	13,442	38.8%	Relatively Low	\$19.3M	10
Dawson	29,676	11,277	39.9%	Very Low	\$9.3M	7
Union	26,586	11,359	39.5%	Relatively Low	\$11.6M	10
Fannin	25,996	11,562	41.3%	Relatively Low	\$14.4M	17
Chattooga	24,955	9,556	60.8%	Relatively Low	\$12.5M	18
Dade	16,300	6,421	50.3%	Very Low	\$8.4M	10

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