

# ARC of Southeast Mississippi

Southeast and Caribbean Division · Alabama and Mississippi Region  
MS · 28 counties · HQ Gulfport, MS · FEMA Region IV

1,090,873

People

426,988

Households

48.3%

Households below the ALICE survival threshold

28

Counties · 17,270 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

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

CONTENTS

# In this report.

ARC of Southeast Mississippi · 28 counties · MS

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	14
Live Tools	42
Sources & Methodology	43
Appendix · County Data	44

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

# The chapter's footprint.

**28**

Counties

**17,270**

Square miles

**1,090,873**

People

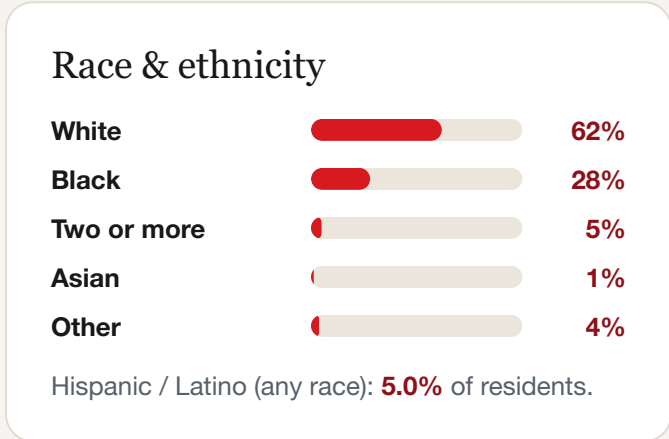
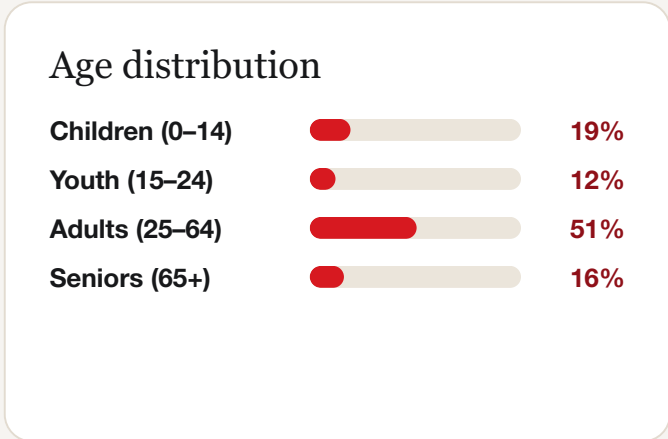
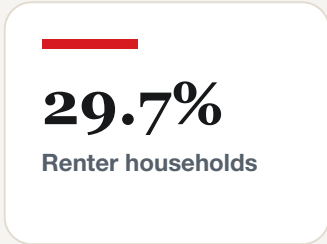
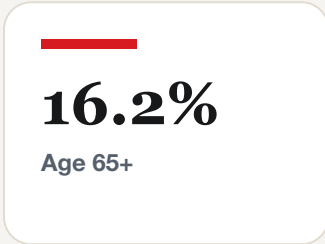
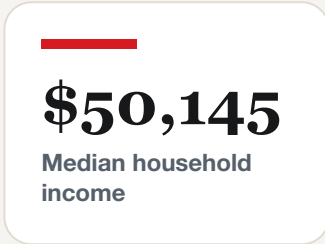
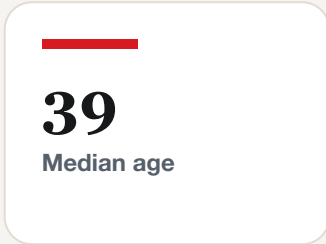
**Alabama and Mississippi Region**

Southeast and Caribbean Division

COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Harrison	213,855	765	19.6%
Jackson	144,405	739	13.2%
Forrest	78,409	470	7.2%
Lauderdale	71,140	715	6.5%
Jones	66,875	700	6.1%
Lamar	66,729	500	6.1%
Pearl River	56,778	819	5.2%
Hancock	46,538	485	4.3%
Neshoba	28,957	572	2.7%
Scott	27,547	610	2.5%
George	24,958	484	2.3%
Marion	23,868	549	2.2%
Leake	21,037	585	1.9%
Newton	21,007	580	1.9%
Wayne	19,491	814	1.8%
Stone	18,824	448	1.7%
Covington	17,974	415	1.6%
Attala	17,423	737	1.6%
Winston	17,389	610	1.6%
Jasper	16,123	677	1.5%
Clarke	15,236	694	1.4%
Smith	13,862	637	1.3%
Greene	13,486	719	1.2%
Perry	11,356	650	1.0%
Jefferson Davis	11,044	409	1.0%
Noxubee	9,936	700	0.9%
Kemper	8,515	767	0.8%
Choctaw	8,111	420	0.7%

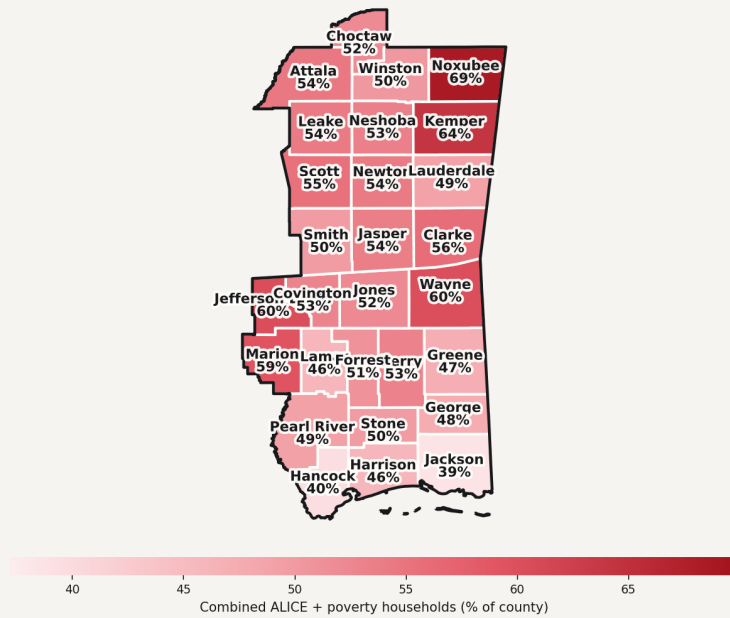
HQ: Gulfport, MS · FEMA Region IV. Counties sorted by population.

# The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 28 counties; median age and income are population-weighted.

# Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
<b>Noxubee</b>	<b>9,936</b>	<b>\$39,258</b>	<b>37.6%</b>	<b>31.0%</b>	<b>68.6%</b>
<b>Kemper</b>	<b>8,515</b>	<b>\$37,130</b>	<b>38.5%</b>	<b>25.6%</b>	<b>64.2%</b>
<b>Jefferson Davis</b>	<b>11,044</b>	<b>\$35,098</b>	<b>37.9%</b>	<b>22.5%</b>	<b>60.3%</b>
<b>Wayne</b>	<b>19,491</b>	<b>\$36,741</b>	<b>37.0%</b>	<b>23.2%</b>	<b>60.2%</b>
<b>Marion</b>	<b>23,868</b>	<b>\$35,301</b>	<b>41.6%</b>	<b>17.8%</b>	<b>59.4%</b>
<b>Clarke</b>	<b>15,236</b>	<b>\$44,445</b>	<b>33.4%</b>	<b>22.4%</b>	<b>55.9%</b>
<b>Scott</b>	<b>27,547</b>	<b>\$42,752</b>	<b>34.1%</b>	<b>21.4%</b>	<b>55.4%</b>
<b>Attala</b>	17,423	\$36,779	31.3%	23.2%	54.5%
<b>Leake</b>	21,037	\$39,992	36.3%	18.0%	54.3%
<b>Newton</b>	21,007	\$43,524	36.5%	17.7%	54.2%
<b>Jasper</b>	16,123	\$43,050	32.8%	20.8%	53.6%
<b>Neshoba</b>	28,957	\$43,421	29.5%	23.9%	53.4%
<b>Perry</b>	11,356	\$44,712	34.6%	18.6%	53.1%
<b>Covington</b>	17,974	\$38,637	28.1%	24.8%	52.9%

+ 14 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.

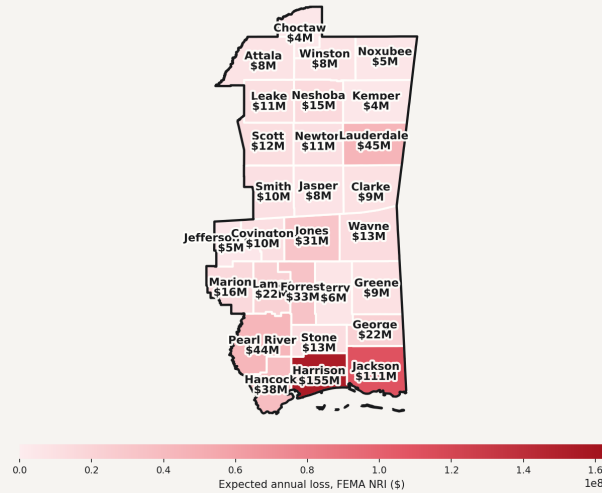
# What this chapter is up against.

**\$675.6M**  
Expected annual loss, all hazards

**Harrison**  
Highest-risk county

**82.1%**  
Avg social vulnerability (SVI)

**6**  
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
<b>Harrison</b>	<b>Relatively High</b>	<b>\$154.6M</b>	<b>91.8%</b>	<b>4</b>	<b>36</b>
Jackson	Relatively Moderate	\$110.9M	82.9%	5	36
Lauderdale	Relatively Moderate	\$44.7M	95.9%	4	24
Pearl River	Relatively Moderate	\$43.8M	69.1%	4	36
Hancock	Relatively Moderate	\$38.2M	47.8%	5	32
Forrest	Relatively Low	\$33.3M	95.0%	4	32
Jones	Relatively Low	\$31.5M	79.1%	5	33
George	Relatively Low	\$22.0M	83.8%	4	33
Lamar	Relatively Low	\$21.7M	60.3%	4	26
Marion	Relatively Low	\$15.7M	89.3%	5	37
Neshoba	Relatively Low	\$15.0M	94.0%	6	25
Wayne	Relatively Low	\$12.9M	91.2%	5	31
Stone	Relatively Low	\$12.6M	85.9%	4	30
Scott	Relatively Low	\$11.6M	92.2%	6	22

+ 14 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.

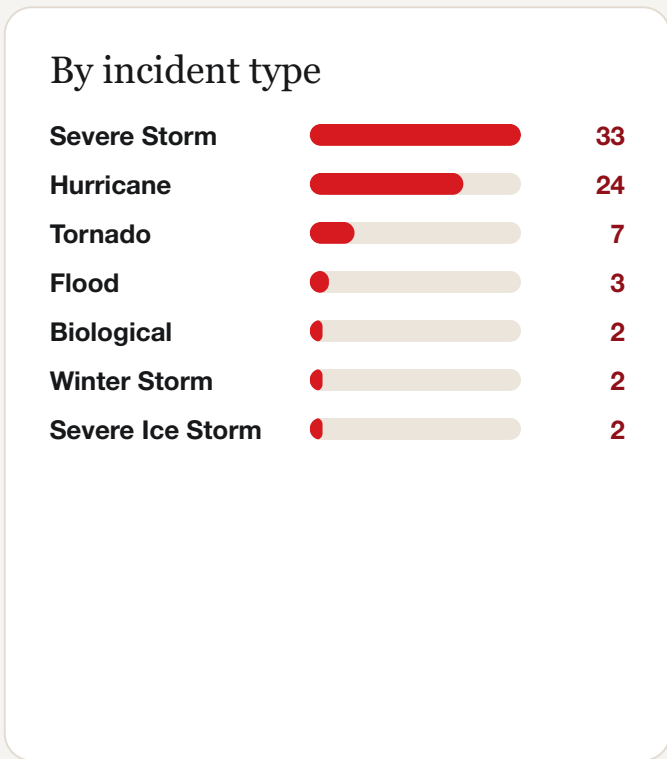
# A chapter shaped by disaster.

**74**  
Federal disaster declarations

**24**  
Hurricanes

**Severe Storm**  
Most common type

**2026**  
Most recent

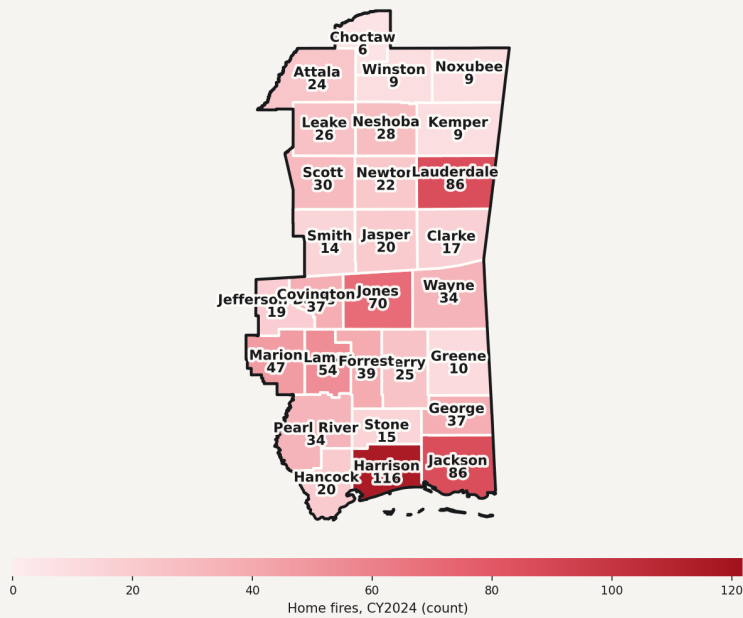
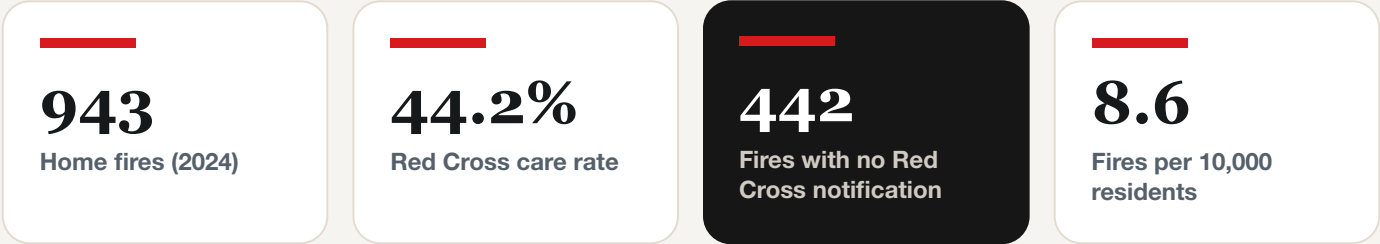


### Most recent declarations

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
2024	Severe Storms, Straight-Line Winds, Tornadoes, And Flooding	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
2021	Hurricane Zeta	Hurricane
2021	Hurricane Zeta	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 **44%** of home fires — but **442 (47%)** 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.

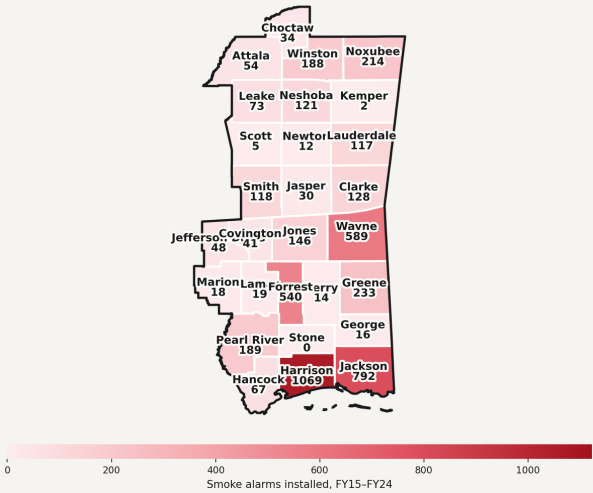
# Red Cross shows up — and prevents.

**10,339**  
Home-fire calls answered (RC response)

**9,300**  
Single-family fire responses

**4,877**  
Free smoke alarms installed

**1,018**  
Multi-family fire responses



Red Cross answered **10,339** home-fire calls and installed **4,877** 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).

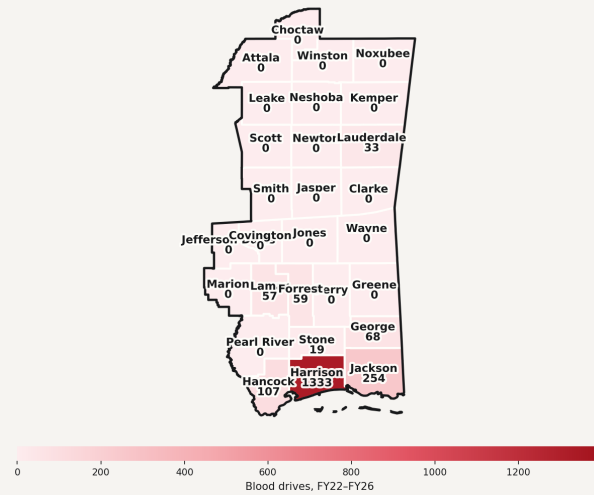
# The blood mission's local footprint.

**41,192**  
Blood units collected  
(FY22–26)

**1,930**  
Blood drives held

**307**  
Drives in FY2026

**8**  
Counties with drives



Blood drives are active in **8 of the chapter's 28 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.

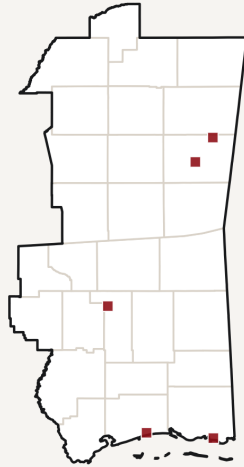
# The chapter's physical footprint.

**5**  
Red Cross facilities

**2**  
Owned

**3**  
Leased / licensed

**0**  
BioMed sites



**By type / function**

<b>Partner / indirect site</b>	<b>3</b>
<b>Humanitarian office</b>	<b>2</b>

**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.

\$1,362,526

Total giving, 3-year

33

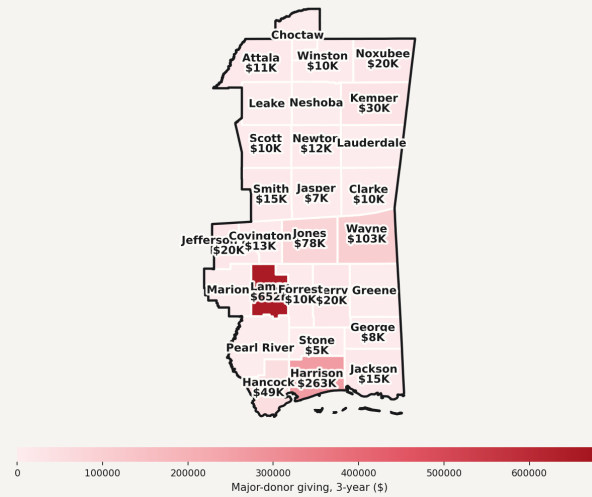
Major donors

\$787,458

Current FY • ▲ 134% vs prior FY

\$652,483

Top: Lamar



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
Lamar	1	\$652,483
Harrison	7	\$263,326
Wayne	3	\$103,158
Jones	2	\$78,325
Hancock	2	\$49,000
Kemper	2	\$30,083
Jefferson Davis	1	\$20,000
Noxubee	1	\$20,000
Perry	1	\$20,000
Jackson	2	\$15,126
Smith	1	\$15,125
Covington	1	\$13,000
Newton	1	\$12,000
Attala	1	\$11,000
Clarke	1	\$10,000
Forrest	1	\$10,000
Scott	1	\$10,000
Winston	1	\$10,000
George	1	\$7,900

<b>Jasper</b>	1	\$7,000
<b>Stone</b>	1	\$5,000

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

# Harrison County



**213,855**  
People

**\$55,654**  
Median HH income

**45.8%**  
Combined ALICE + poverty

**Relatively High**  
FEMA NRI risk

### People & economy

Children (0-14)		19%
Seniors (65+)		15%
Median age		38.1
ALICE households		24,260
Poverty households		15,170

### Risk & response

Expected annual loss	\$154.6M
Social vulnerability (SVI)	91.8%
FEMA declarations (all time)	36
Home fires, CY2024	116
Fires, no RC notification	55
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$263,326

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

# Jackson County



**144,405**  
People

**\$59,975**  
Median HH income

**38.7%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		19%
Seniors (65+)		16%
Median age		39.5
ALICE households		16,272
Poverty households		6,711

### Risk & response

Expected annual loss	\$110.9M
Social vulnerability (SVI)	82.9%
FEMA declarations (all time)	36
Home fires, CY2024	86
Fires, no RC notification	44
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$15,126

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

# Forrest County



**78,409**  
People

**\$48,134**  
Median HH income

**51.1%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		17%
Seniors (65+)		14%
Median age		33.8
ALICE households		8,202
Poverty households		7,257

### Risk & response

Expected annual loss	\$33.3M
Social vulnerability (SVI)	95.0%
FEMA declarations (all time)	32
Home fires, CY2024	39
Fires, no RC notification	20
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$10,000

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

# Lauderdale County



**71,140**  
People

**\$41,371**  
Median HH income

**49.0%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		19%
Seniors (65+)		17%
Median age		39.1
ALICE households		7,328
Poverty households		7,236

### Risk & response

Expected annual loss	\$44.7M
Social vulnerability (SVI)	95.9%
FEMA declarations (all time)	24
Home fires, CY2024	86
Fires, no RC notification	47
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Jones County



**66,875**  
People

**\$38,365**  
Median HH income

**52.2%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		17%
Median age		38.5
ALICE households		8,138
Poverty households		5,318

### Risk & response

Expected annual loss	\$31.5M
Social vulnerability (SVI)	79.1%
FEMA declarations (all time)	33
Home fires, CY2024	70
Fires, no RC notification	39
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$78,325

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

# Lamar County



**66,729**  
People

**\$65,560**  
Median HH income

**45.9%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		13%
Median age		35.8
ALICE households		7,479
Poverty households		4,602

### Risk & response

Expected annual loss	\$21.7M
Social vulnerability (SVI)	60.3%
FEMA declarations (all time)	26
Home fires, CY2024	54
Fires, no RC notification	31
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$652,483

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

# Pearl River County



**56,778**  
People

**\$56,053**  
Median HH income

**49.2%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		19%
Seniors (65+)		18%
Median age		41
ALICE households		6,739
Poverty households		3,831

### Risk & response

Expected annual loss	\$43.8M
Social vulnerability (SVI)	69.1%
FEMA declarations (all time)	36
Home fires, CY2024	34
Fires, no RC notification	18
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Hancock County



**46,538**  
People

**\$57,691**  
Median HH income

**39.5%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		17%
Seniors (65+)		19%
Median age		43.2
ALICE households		5,136
Poverty households		2,738

### Risk & response

Expected annual loss	\$38.2M
Social vulnerability (SVI)	47.8%
FEMA declarations (all time)	32
Home fires, CY2024	20
Fires, no RC notification	9
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$49,000

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

# Neshoba County



**28,957**  
People

**\$43,421**  
Median HH income

**53.4%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		22%
Seniors (65+)		16%
Median age		37.8
ALICE households		3,030
Poverty households		2,460

### Risk & response

Expected annual loss	\$15.0M
Social vulnerability (SVI)	94.0%
FEMA declarations (all time)	25
Home fires, CY2024	28
Fires, no RC notification	16
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Scott County



**27,547**  
People

**\$42,752**  
Median HH income

**55.4%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		<b>22%</b>
Seniors (65+)		<b>15%</b>
Median age		<b>37.5</b>
ALICE households		<b>3,292</b>
Poverty households		<b>2,068</b>

### Risk & response

Expected annual loss	<b>\$11.6M</b>
Social vulnerability (SVI)	<b>92.2%</b>
FEMA declarations (all time)	<b>22</b>
Home fires, CY2024	<b>30</b>
Fires, no RC notification	<b>10</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>\$10,000</b>

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

# George County



**24,958**  
People

**\$47,020**  
Median HH income

**47.5%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		16%
Median age		38.7
ALICE households		2,761
Poverty households		1,609

### Risk & response

Expected annual loss	\$22.0M
Social vulnerability (SVI)	83.8%
FEMA declarations (all time)	33
Home fires, CY2024	37
Fires, no RC notification	19
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$7,900

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

# Marion County



**23,868**  
People

**\$35,301**  
Median HH income

**59.4%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		17%
Median age		40
ALICE households		3,825
Poverty households		1,639

### Risk & response

Expected annual loss	\$15.7M
Social vulnerability (SVI)	89.3%
FEMA declarations (all time)	37
Home fires, CY2024	47
Fires, no RC notification	19
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Leake County



**21,037**  
People

**\$39,992**  
Median HH income

**54.3%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		22%
Seniors (65+)		16%
Median age		37.7
ALICE households		2,680
Poverty households		1,327

### Risk & response

Expected annual loss	\$10.9M
Social vulnerability (SVI)	95.7%
FEMA declarations (all time)	27
Home fires, CY2024	26
Fires, no RC notification	7
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Newton County



**21,007**  
People

**\$43,524**  
Median HH income

**54.2%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		17%
Median age		38.8
ALICE households		2,809
Poverty households		1,366

### Risk & response

Expected annual loss	\$10.7M
Social vulnerability (SVI)	67.9%
FEMA declarations (all time)	24
Home fires, CY2024	22
Fires, no RC notification	8
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$12,000

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

# Wayne County



**19,491**  
People

**\$36,741**  
Median HH income

**60.2%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		17%
Median age		39.3
ALICE households		2,754
Poverty households		1,729

### Risk & response

Expected annual loss	\$12.9M
Social vulnerability (SVI)	91.2%
FEMA declarations (all time)	31
Home fires, CY2024	34
Fires, no RC notification	19
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$103,158

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

# Stone County



**18,824**  
People

**\$48,569**  
Median HH income

**49.9%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		16%
Median age		38
ALICE households		2,188
Poverty households		1,113

### Risk & response

Expected annual loss	\$12.6M
Social vulnerability (SVI)	85.9%
FEMA declarations (all time)	30
Home fires, CY2024	15
Fires, no RC notification	5
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$5,000

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

# Covington County



**17,974**  
People

**\$38,637**  
Median HH income

**52.9%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		17%
Median age		39.7
ALICE households		1,987
Poverty households		1,756

### Risk & response

Expected annual loss	\$10.2M
Social vulnerability (SVI)	76.7%
FEMA declarations (all time)	32
Home fires, CY2024	37
Fires, no RC notification	14
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$13,000

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

# Attala County



**17,423**  
People

**\$36,779**  
Median HH income

**54.5%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		19%
Median age		41.2
ALICE households		2,024
Poverty households		1,501

### Risk & response

Expected annual loss	\$7.9M
Social vulnerability (SVI)	95.7%
FEMA declarations (all time)	23
Home fires, CY2024	24
Fires, no RC notification	7
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$11,000

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

# Winston County



**17,389**  
People

**\$43,852**  
Median HH income

**50.3%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		19%
Median age		41.2
ALICE households		1,768
Poverty households		1,787

### Risk & response

Expected annual loss	\$7.7M
Social vulnerability (SVI)	85.4%
FEMA declarations (all time)	18
Home fires, CY2024	9
Fires, no RC notification	5
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$10,000

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

# Jasper County



**16,123**  
People

**\$43,050**  
Median HH income

**53.6%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		20%
Median age		43.1
ALICE households		2,094
Poverty households		1,332

### Risk & response

Expected annual loss	\$7.5M
Social vulnerability (SVI)	62.8%
FEMA declarations (all time)	27
Home fires, CY2024	20
Fires, no RC notification	7
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$7,000

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

# Clarke County



**15,236**  
People

**\$44,445**  
Median HH income

**55.9%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		20%
Median age		43.1
ALICE households		2,089
Poverty households		1,400

### Risk & response

Expected annual loss	\$9.0M
Social vulnerability (SVI)	80.2%
FEMA declarations (all time)	25
Home fires, CY2024	17
Fires, no RC notification	4
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$10,000

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

# Smith County



**13,862**  
People

**\$52,043**  
Median HH income

**49.8%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		19%
Seniors (65+)		18%
Median age		41.5
ALICE households		1,552
Poverty households		1,134

### Risk & response

Expected annual loss	\$9.8M
Social vulnerability (SVI)	72.5%
FEMA declarations (all time)	25
Home fires, CY2024	14
Fires, no RC notification	10
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$15,125

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

# Greene County



**13,486**  
People

**\$50,160**  
Median HH income

**47.3%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		<b>16%</b>
Seniors (65+)		<b>14%</b>
Median age		<b>38.3</b>
ALICE households		<b>987</b>
Poverty households		<b>819</b>

### Risk & response

Expected annual loss	<b>\$9.4M</b>
Social vulnerability (SVI)	<b>77.8%</b>
FEMA declarations (all time)	<b>32</b>
Home fires, CY2024	<b>10</b>
Fires, no RC notification	<b>1</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>—</b>

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

# Perry County



**11,356**  
People

**\$44,712**  
Median HH income

**53.1%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		<b>19%</b>
Seniors (65+)		<b>18%</b>
Median age		<b>40.8</b>
ALICE households		<b>1,573</b>
Poverty households		<b>846</b>

### Risk & response

Expected annual loss	<b>\$5.8M</b>
Social vulnerability (SVI)	<b>69.1%</b>
FEMA declarations (all time)	<b>32</b>
Home fires, CY2024	<b>25</b>
Fires, no RC notification	<b>10</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>\$20,000</b>

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

# Jefferson Davis County



**11,044**  
People

**\$35,098**  
Median HH income

**60.3%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		20%
Median age		43.3
ALICE households		1,659
Poverty households		985

### Risk & response

Expected annual loss	\$4.7M
Social vulnerability (SVI)	87.4%
FEMA declarations (all time)	33
Home fires, CY2024	19
Fires, no RC notification	7
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$20,000

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

# Noxubee County



**9,936**  
People

**\$39,258**  
Median HH income

**68.6%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		16%
Median age		38.8
ALICE households		1,423
Poverty households		1,175

### Risk & response

Expected annual loss	\$5.5M
Social vulnerability (SVI)	96.4%
FEMA declarations (all time)	21
Home fires, CY2024	9
Fires, no RC notification	3
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$20,000

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

# Kemper County



**8,515**  
People

**\$37,130**  
Median HH income

**64.2%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		17%
Seniors (65+)		18%
Median age		39.5
ALICE households		1,236
Poverty households		823

### Risk & response

Expected annual loss	\$4.1M
Social vulnerability (SVI)	95.0%
FEMA declarations (all time)	21
Home fires, CY2024	9
Fires, no RC notification	3
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$30,083

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

# Choctaw County



**8,111**  
People

**\$37,985**  
Median HH income

**52.1%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		17%
Seniors (65+)		20%
Median age		43.7
ALICE households		1,244
Poverty households		553

### Risk & response

Expected annual loss	\$3.8M
Social vulnerability (SVI)	79.3%
FEMA declarations (all time)	20
Home fires, CY2024	6
Fires, no RC notification	5
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

Choctaw 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](https://experience.arcgis.com)

## Disaster Response Intelligence

Spatial disaster-response intelligence

Experience Builder app

## Red Cross Real Estate

Facilities & market intelligence

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

## Service Area Planning

Service-area geography & planning

Experience Builder app

## Community Mobilization V

Local resource & mobilization map

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

## Biomed

Blood & BioMed footprint

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

## FEMA RAPT

Resilience analysis & planning

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

## Census Community Resilience

People & resilience context

[www.census.gov](https://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>Harrison</b>	213,855	84,026	45.8%	Relatively High	\$154.6M	116
<b>Jackson</b>	144,405	56,498	38.7%	Relatively Moderate	\$110.9M	86
<b>Forrest</b>	78,409	30,253	51.1%	Relatively Low	\$33.3M	39
<b>Lauderdale</b>	71,140	28,789	49.0%	Relatively Moderate	\$44.7M	86
<b>Jones</b>	66,875	25,343	52.2%	Relatively Low	\$31.5M	70
<b>Lamar</b>	66,729	26,135	45.9%	Relatively Low	\$21.7M	54
<b>Pearl River</b>	56,778	22,117	49.2%	Relatively Moderate	\$43.8M	34
<b>Hancock</b>	46,538	19,347	39.5%	Relatively Moderate	\$38.2M	20
<b>Neshoba</b>	28,957	10,818	53.4%	Relatively Low	\$15.0M	28
<b>Scott</b>	27,547	10,146	55.4%	Relatively Low	\$11.6M	30
<b>George</b>	24,958	9,221	47.5%	Relatively Low	\$22.0M	37
<b>Marion</b>	23,868	9,358	59.4%	Relatively Low	\$15.7M	47
<b>Leake</b>	21,037	8,027	54.3%	Relatively Low	\$10.9M	26
<b>Newton</b>	21,007	7,943	54.2%	Relatively Low	\$10.7M	22
<b>Wayne</b>	19,491	7,918	60.2%	Relatively Low	\$12.9M	34
<b>Stone</b>	18,824	6,800	49.9%	Relatively Low	\$12.6M	15
<b>Covington</b>	17,974	7,234	52.9%	Relatively Low	\$10.2M	37
<b>Attala</b>	17,423	6,944	54.5%	Very Low	\$7.9M	24
<b>Winston</b>	17,389	7,123	50.3%	Very Low	\$7.7M	9
<b>Jasper</b>	16,123	6,679	53.6%	Very Low	\$7.5M	20
<b>Clarke</b>	15,236	6,326	55.9%	Very Low	\$9.0M	17
<b>Smith</b>	13,862	5,610	49.8%	Relatively Low	\$9.8M	14
<b>Greene</b>	13,486	4,275	47.3%	Very Low	\$9.4M	10
<b>Perry</b>	11,356	4,628	53.1%	Very Low	\$5.8M	25
<b>Jefferson Davis</b>	11,044	4,724	60.3%	Very Low	\$4.7M	19
<b>Noxubee</b>	9,936	3,991	68.6%	Very Low	\$5.5M	9
<b>Kemper</b>	8,515	3,243	64.2%	Very Low	\$4.1M	9
<b>Choctaw</b>	8,111	3,472	52.1%	Very Low	\$3.8M	6

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