

# ARC of Southwest Mississippi

Southeast and Caribbean Division · Alabama and Mississippi Region  
MS · 21 counties · HQ Flowood, MS · FEMA Region IV

823,439

People

328,460

Households

51.0%

Households below the ALICE survival threshold

21

Counties · 12,761 sq mi

Nearly **51% 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 Southwest Mississippi · 21 counties · MS

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

# The chapter's footprint.

**21**

Counties

**12,761**

Square miles

**823,439**

People

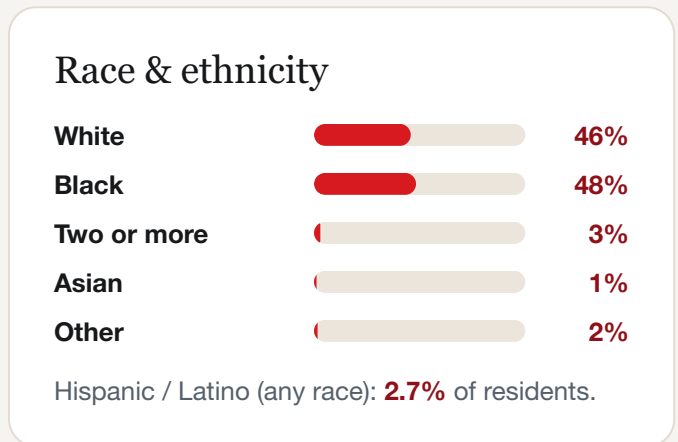
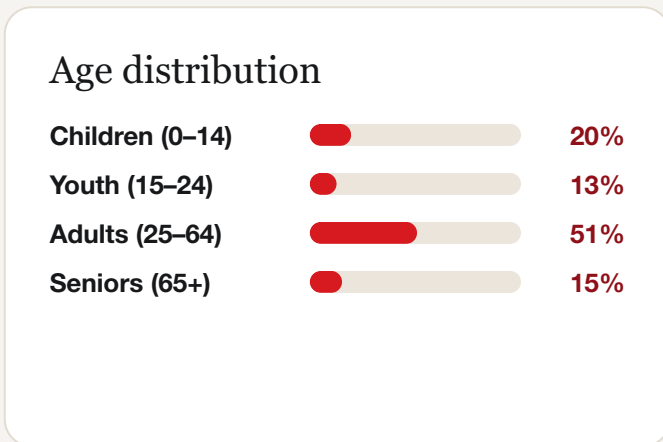
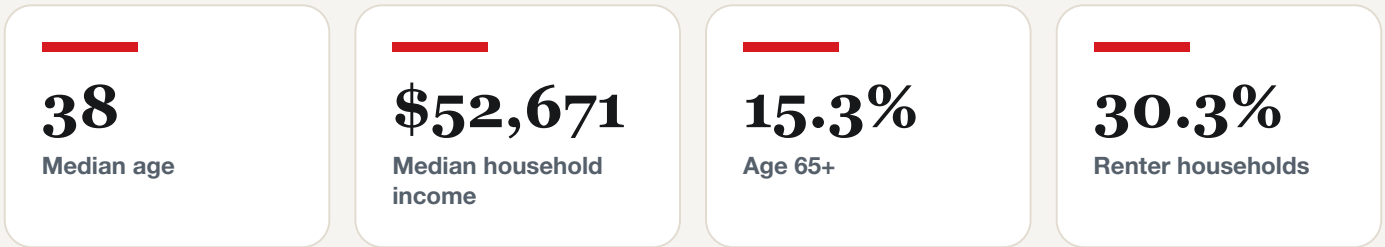
**Alabama and Mississippi Region**

Southeast and Caribbean Division

COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Hinds	223,542	877	27.1%
Rankin	161,276	806	19.6%
Madison	112,696	742	13.7%
Warren	43,311	619	5.3%
Pike	40,502	411	4.9%
Lincoln	35,065	588	4.3%
Adams	28,843	488	3.5%
Copiah	28,069	779	3.4%
Yazoo	26,423	934	3.2%
Simpson	25,485	590	3.1%
Holmes	16,300	764	2.0%
Walthall	13,559	404	1.6%
Amite	12,680	732	1.5%
Lawrence	11,662	436	1.4%
Claiborne	8,851	501	1.1%
Wilkinson	8,196	688	1.0%
Franklin	7,650	567	0.9%
Humphreys	7,421	431	0.9%
Jefferson	7,108	527	0.9%
Sharkey	3,559	435	0.4%
Issaquena	1,241	442	0.2%

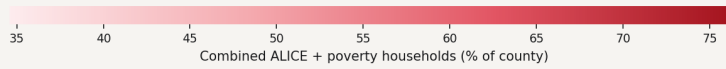
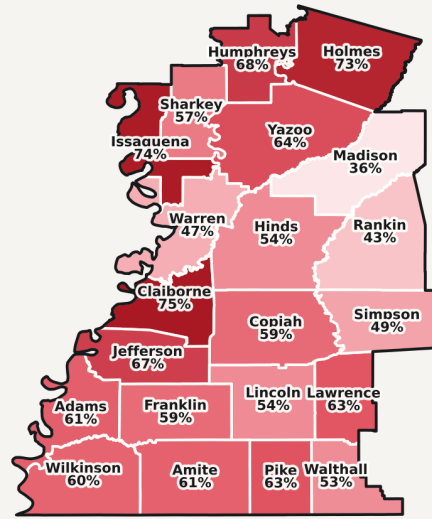
HQ: Flowood, MS - FEMA Region IV. Counties sorted by population.

# The people of this chapter.



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

# Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
<b>Claiborne</b>	<b>8,851</b>	<b>\$30,439</b>	<b>49.5%</b>	<b>25.7%</b>	<b>75.2%</b>
<b>Issaquena</b>	<b>1,241</b>	<b>\$25,290</b>	<b>42.8%</b>	<b>31.6%</b>	<b>74.5%</b>
<b>Holmes</b>	<b>16,300</b>	<b>\$22,889</b>	<b>32.4%</b>	<b>40.3%</b>	<b>72.6%</b>
<b>Humphreys</b>	<b>7,421</b>	<b>\$31,440</b>	<b>41.1%</b>	<b>27.1%</b>	<b>68.2%</b>
<b>Jefferson</b>	<b>7,108</b>	<b>\$29,965</b>	<b>39.1%</b>	<b>28.2%</b>	<b>67.2%</b>
<b>Yazoo</b>	<b>26,423</b>	<b>\$34,215</b>	<b>36.1%</b>	<b>28.2%</b>	<b>64.3%</b>
<b>Pike</b>	<b>40,502</b>	<b>\$37,731</b>	<b>33.8%</b>	<b>29.2%</b>	<b>63.0%</b>
<b>Lawrence</b>	<b>11,662</b>	<b>\$41,085</b>	<b>38.3%</b>	<b>24.4%</b>	<b>62.7%</b>
<b>Adams</b>	<b>28,843</b>	<b>\$37,307</b>	<b>33.7%</b>	<b>27.3%</b>	<b>61.0%</b>
<b>Amite</b>	<b>12,680</b>	<b>\$35,649</b>	<b>32.5%</b>	<b>28.2%</b>	<b>60.7%</b>
<b>Wilkinson</b>	<b>8,196</b>	<b>\$30,700</b>	<b>30.2%</b>	<b>30.0%</b>	<b>60.1%</b>
<b>Copiah</b>	<b>28,069</b>	<b>\$46,049</b>	<b>36.6%</b>	<b>22.4%</b>	<b>59.0%</b>
<b>Franklin</b>	<b>7,650</b>	<b>\$37,613</b>	<b>33.7%</b>	<b>25.2%</b>	<b>58.9%</b>
<b>Sharkey</b>	<b>3,559</b>	<b>\$37,065</b>	<b>25.8%</b>	<b>30.9%</b>	<b>56.6%</b>

+ 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.

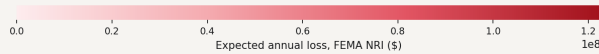
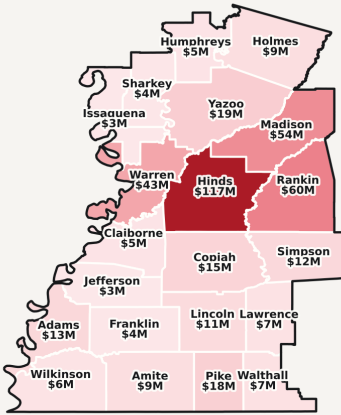
# What this chapter is up against.

**\$423.6M**  
Expected annual loss, all hazards

**Hinds**  
Highest-risk county

**81.8%**  
Avg social vulnerability (SVI)

**8**  
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
<b>Hinds</b>	Relatively Moderate	\$116.8M	91.5%	6	27
<b>Rankin</b>	Relatively Moderate	\$60.2M	37.3%	5	24
<b>Madison</b>	Relatively Moderate	\$54.3M	35.5%	6	26
<b>Warren</b>	Relatively Moderate	\$42.5M	82.8%	5	33
<b>Yazoo</b>	Relatively Low	\$18.9M	99.8%	5	31
<b>Pike</b>	Relatively Low	\$17.7M	98.1%	5	34
<b>Copiah</b>	Relatively Low	\$14.5M	79.8%	5	28
<b>Adams</b>	Relatively Low	\$12.5M	97.1%	5	27
<b>Simpson</b>	Relatively Low	\$12.4M	78.1%	5	30
<b>Lincoln</b>	Relatively Low	\$11.0M	60.4%	4	31
<b>Holmes</b>	Relatively Low	\$9.1M	99.2%	5	30
<b>Amite</b>	Relatively Low	\$8.9M	78.9%	5	29
<b>Walthall</b>	Very Low	\$7.0M	89.8%	5	29
<b>Lawrence</b>	Very Low	\$6.5M	85.0%	5	32

+ 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.

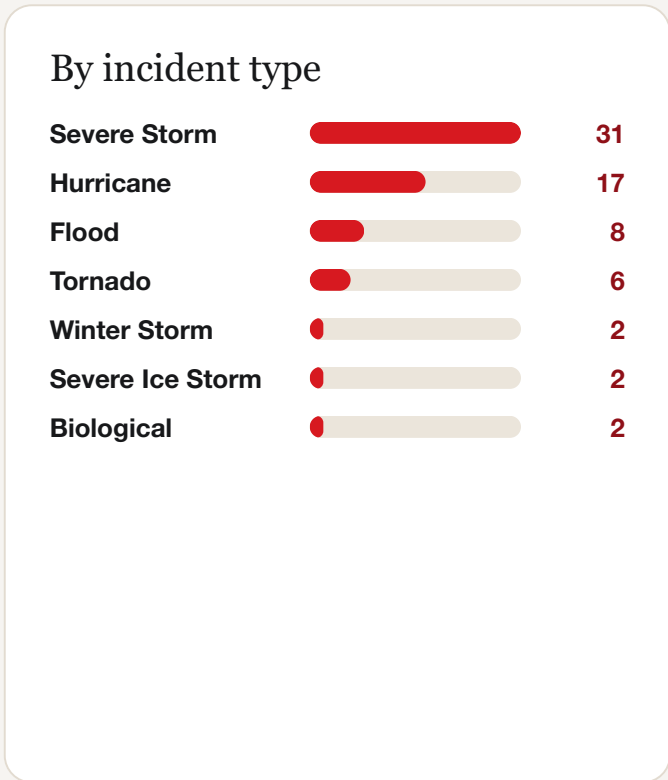
# A chapter shaped by disaster.

**70**  
Federal disaster declarations

**17**  
Hurricanes

**Severe Storm**  
Most common type

**2026**  
Most recent

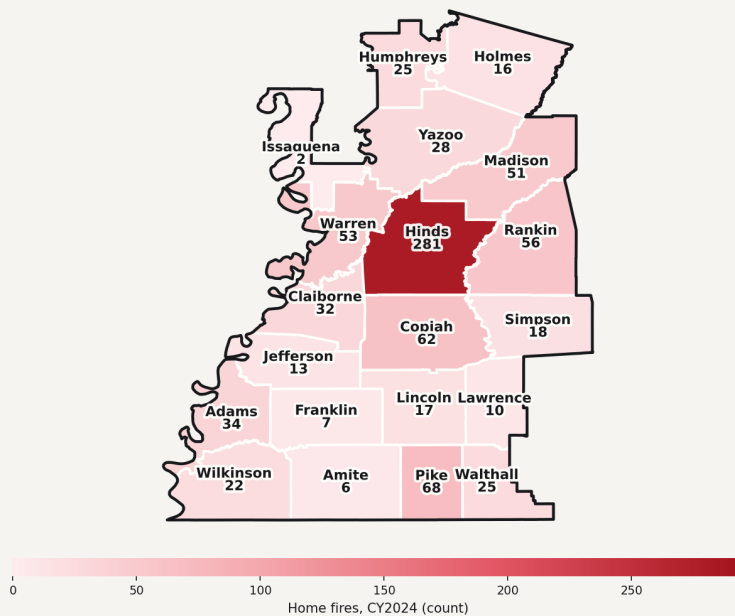
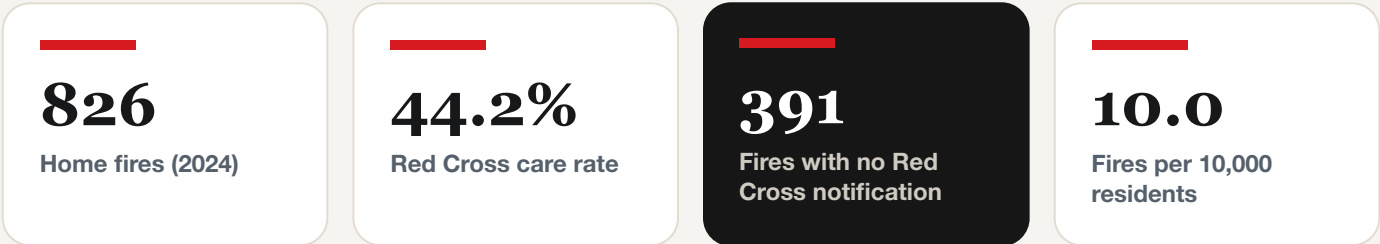


### Most recent declarations

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
2023	Severe Storms, Straight-Line Winds, And Tornadoes	Severe Storm
2022	Water Crisis	Other
2022	Hurricane Ida	Hurricane
2021	Hurricane Ida	Hurricane
2021	Severe Winter Storms	Severe Ice 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 **44%** of home fires — but **391 (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.

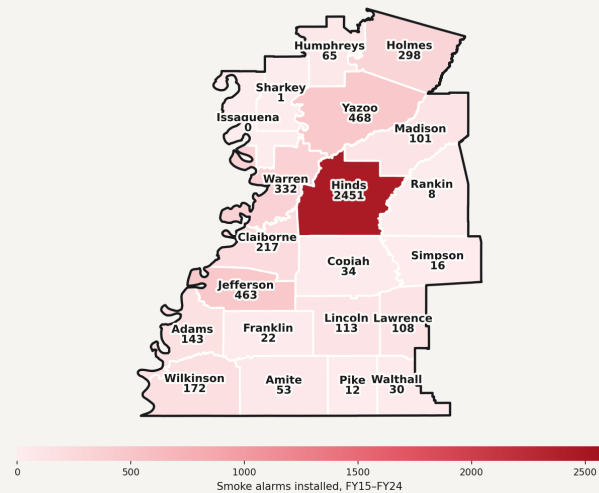
# Red Cross shows up — and prevents.

**15,327**  
Home-fire calls answered (RC response)

**13,462**  
Single-family fire responses

**5,107**  
Free smoke alarms installed

**1,799**  
Multi-family fire responses



Red Cross answered **15,327** home-fire calls and installed **5,107** 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).

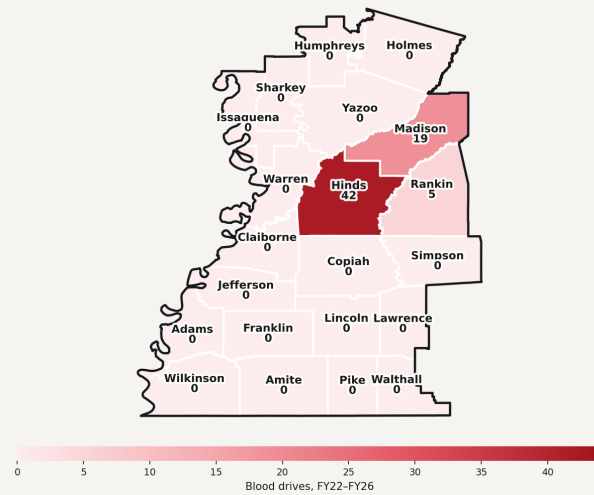
# The blood mission's local footprint.

**1,951**  
Blood units collected  
(FY22–26)

**66**  
Blood drives held

**21**  
Drives in FY2026

**3**  
Counties with drives



Blood drives are active in **3 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.

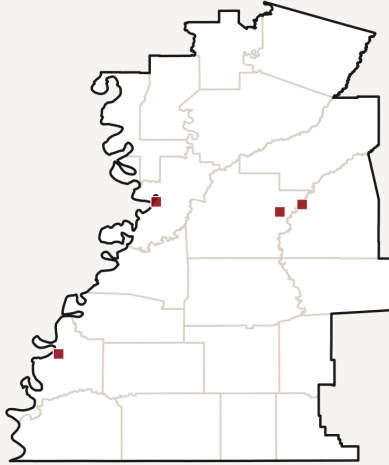
# The chapter's physical footprint.

**4**  
Red Cross facilities

**1**  
Owned

**3**  
Leased / licensed

**0**  
BioMed sites



**By type / function**

<b>Partner / indirect site</b>	<b>3</b>
<b>Humanitarian office</b>	<b>1</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.

\$393,537

Total giving, 3-year

21

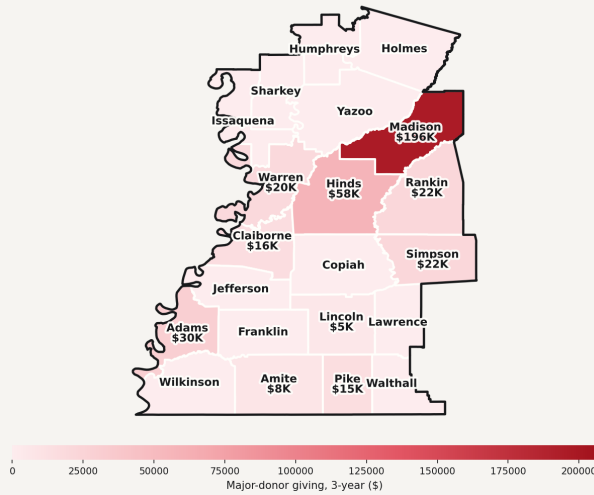
Major donors

\$70,417

Current FY • ▼ 67%  
vs prior FY

\$196,500

Top: Madison



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
<b>Madison</b>	8	\$196,500
<b>Hinds</b>	2	\$57,850
<b>Adams</b>	2	\$29,987
<b>Rankin</b>	2	\$22,500
<b>Simpson</b>	1	\$22,500
<b>Warren</b>	2	\$20,000
<b>Claiborne</b>	1	\$16,000
<b>Pike</b>	1	\$15,000
<b>Amite</b>	1	\$8,000
<b>Lincoln</b>	1	\$5,200

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

# Hinds County



**223,542**  
People

**\$42,049**  
Median HH income

**53.6%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		14%
Median age		36.3
ALICE households		30,916
Poverty households		16,596

### Risk & response

Expected annual loss	\$116.8M
Social vulnerability (SVI)	91.5%
FEMA declarations (all time)	27
Home fires, CY2024	281
Fires, no RC notification	129
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$57,850

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

# Rankin County



**161,276**  
People

**\$74,495**  
Median HH income

**43.1%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		19%
Seniors (65+)		15%
Median age		38.4
ALICE households		19,057
Poverty households		7,008

### Risk & response

Expected annual loss	\$60.2M
Social vulnerability (SVI)	37.3%
FEMA declarations (all time)	24
Home fires, CY2024	56
Fires, no RC notification	42
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$22,500

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

# Madison County



**112,696**  
People

**\$78,119**  
Median HH income

**36.0%**  
Combined ALICE + poverty

**Relatively Moderate**  
FEMA NRI risk

### People & economy

Children (0-14)		<b>21%</b>
Seniors (65+)		<b>14%</b>
Median age		<b>38.2</b>
ALICE households		<b>11,860</b>
Poverty households		<b>4,586</b>

### Risk & response

Expected annual loss	<b>\$54.3M</b>
Social vulnerability (SVI)	<b>35.5%</b>
FEMA declarations (all time)	<b>26</b>
Home fires, CY2024	<b>51</b>
Fires, no RC notification	<b>26</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>\$196,500</b>

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

# Warren County

**43,311**

People

**\$54,299**

Median HH income

**47.3%**

Combined ALICE + poverty

**Relatively Moderate**

FEMA NRI risk

## People & economy

Children (0-14)  **19%**

Seniors (65+)  **17%**

Median age **40.3**

ALICE households **4,616**

Poverty households **3,336**

## Risk & response

Expected annual loss **\$42.5M**

Social vulnerability (SVI) **82.8%**

FEMA declarations (all time) **33**

Home fires, CY2024 **53**

Fires, no RC notification **31**

Bridge assistance · DRO 220-25 **—**

Major-donor giving · 3-yr **\$20,000**

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

# Pike County



**40,502**  
People

**\$37,731**  
Median HH income

**63.0%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		17%
Median age		39.2
ALICE households		5,142
Poverty households		4,445

### Risk & response

Expected annual loss	\$17.7M
Social vulnerability (SVI)	98.1%
FEMA declarations (all time)	34
Home fires, CY2024	68
Fires, no RC notification	29
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$15,000

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

# Lincoln County



**35,065**  
People

**\$47,510**  
Median HH income

**53.6%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		17%
Median age		39.9
ALICE households		3,920
Poverty households		3,059

### Risk & response

Expected annual loss	\$11.0M
Social vulnerability (SVI)	60.4%
FEMA declarations (all time)	31
Home fires, CY2024	17
Fires, no RC notification	7
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$5,200

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

# Adams County



**28,843**  
People

**\$37,307**  
Median HH income

**61.0%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		17%
Seniors (65+)		20%
Median age		43
ALICE households		3,897
Poverty households		3,162

### Risk & response

Expected annual loss	\$12.5M
Social vulnerability (SVI)	97.1%
FEMA declarations (all time)	27
Home fires, CY2024	34
Fires, no RC notification	14
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$29,987

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

# Copiah County



**28,069**  
People

**\$46,049**  
Median HH income

**59.0%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		17%
Median age		39
ALICE households		3,622
Poverty households		2,223

### Risk & response

Expected annual loss	\$14.5M
Social vulnerability (SVI)	79.8%
FEMA declarations (all time)	28
Home fires, CY2024	62
Fires, no RC notification	31
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Yazoo County



**26,423**  
People

**\$34,215**  
Median HH income

**64.3%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		19%
Seniors (65+)		13%
Median age		36.1
ALICE households		3,208
Poverty households		2,507

### Risk & response

Expected annual loss	\$18.9M
Social vulnerability (SVI)	99.8%
FEMA declarations (all time)	31
Home fires, CY2024	28
Fires, no RC notification	13
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Simpson County



**25,485**  
People

**\$43,981**  
Median HH income

**49.4%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		17%
Median age		39.7
ALICE households		3,010
Poverty households		1,721

### Risk & response

Expected annual loss	\$12.4M
Social vulnerability (SVI)	78.1%
FEMA declarations (all time)	30
Home fires, CY2024	18
Fires, no RC notification	7
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$22,500

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

# Holmes County



**16,300**  
People

**\$22,889**  
Median HH income

**72.6%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		<b>22%</b>
Seniors (65+)		<b>14%</b>
Median age		<b>35.1</b>
ALICE households		<b>1,942</b>
Poverty households		<b>2,418</b>

### Risk & response

Expected annual loss	<b>\$9.1M</b>
Social vulnerability (SVI)	<b>99.2%</b>
FEMA declarations (all time)	<b>30</b>
Home fires, CY2024	<b>16</b>
Fires, no RC notification	<b>5</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>—</b>

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

# Walthall County



**13,559**  
People

**\$36,236**  
Median HH income

**53.2%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		18%
Median age		40.5
ALICE households		1,576
Poverty households		1,299

### Risk & response

Expected annual loss	\$7.0M
Social vulnerability (SVI)	89.8%
FEMA declarations (all time)	29
Home fires, CY2024	25
Fires, no RC notification	12
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Amite County



**12,680**  
People

**\$35,649**  
Median HH income

**60.7%**  
Combined ALICE + poverty

**Relatively Low**  
FEMA NRI risk

### People & economy

Children (0-14)		18%
Seniors (65+)		21%
Median age		45.7
ALICE households		1,905
Poverty households		1,656

### Risk & response

Expected annual loss	\$8.9M
Social vulnerability (SVI)	78.9%
FEMA declarations (all time)	29
Home fires, CY2024	6
Fires, no RC notification	4
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$8,000

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

# Lawrence County



**11,662**  
People

**\$41,085**  
Median HH income

**62.7%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		20%
Seniors (65+)		18%
Median age		40.8
ALICE households		1,654
Poverty households		1,056

### Risk & response

Expected annual loss	\$6.5M
Social vulnerability (SVI)	85.0%
FEMA declarations (all time)	32
Home fires, CY2024	10
Fires, no RC notification	2
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Claiborne County



**8,851**  
People

**\$30,439**  
Median HH income

**75.2%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		17%
Seniors (65+)		16%
Median age		34.8
ALICE households		1,404
Poverty households		730

### Risk & response

Expected annual loss	\$5.5M
Social vulnerability (SVI)	81.9%
FEMA declarations (all time)	29
Home fires, CY2024	32
Fires, no RC notification	9
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.

# Wilkinson County



**8,196**  
People

**\$30,700**  
Median HH income

**60.1%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		<b>18%</b>
Seniors (65+)		<b>16%</b>
Median age		<b>39.6</b>
ALICE households		<b>1,036</b>
Poverty households		<b>1,030</b>

### Risk & response

Expected annual loss	<b>\$6.2M</b>
Social vulnerability (SVI)	<b>83.5%</b>
FEMA declarations (all time)	<b>31</b>
Home fires, CY2024	<b>22</b>
Fires, no RC notification	<b>13</b>
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Franklin County



**7,650**  
People

**\$37,613**  
Median HH income

**58.9%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		<b>18%</b>
Seniors (65+)		<b>19%</b>
Median age		<b>42.7</b>
ALICE households		<b>993</b>
Poverty households		<b>744</b>

### Risk & response

Expected annual loss	<b>\$4.2M</b>
Social vulnerability (SVI)	<b>57.9%</b>
FEMA declarations (all time)	<b>24</b>
Home fires, CY2024	<b>7</b>
Fires, no RC notification	<b>2</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>—</b>

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

# Humphreys County



**7,421**  
People

**\$31,440**  
Median HH income

**68.2%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		<b>24%</b>
Seniors (65+)		<b>14%</b>
Median age		<b>36.3</b>
ALICE households		<b>1,235</b>
Poverty households		<b>813</b>

### Risk & response

Expected annual loss	<b>\$5.5M</b>
Social vulnerability (SVI)	<b>97.9%</b>
FEMA declarations (all time)	<b>25</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>—</b>

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

# Jefferson County



**7,108**  
People

**\$29,965**  
Median HH income

**67.2%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		<b>17%</b>
Seniors (65+)		<b>16%</b>
Median age		<b>40.6</b>
ALICE households		<b>927</b>
Poverty households		<b>668</b>

### Risk & response

Expected annual loss	<b>\$3.2M</b>
Social vulnerability (SVI)	<b>89.9%</b>
FEMA declarations (all time)	<b>26</b>
Home fires, CY2024	<b>13</b>
Fires, no RC notification	<b>2</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>—</b>

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

# Sharkey County



**3,559**  
People

**\$37,065**  
Median HH income

**56.6%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		19%
Seniors (65+)		18%
Median age		40.6
ALICE households		361
Poverty households		432

### Risk & response

Expected annual loss	\$3.8M
Social vulnerability (SVI)	98.4%
FEMA declarations (all time)	26
Home fires, CY2024	—
Fires, no RC notification	—
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

# Issaquena County



**1,241**  
People

**\$25,290**  
Median HH income

**74.5%**  
Combined ALICE + poverty

**Very Low**  
FEMA NRI risk

### People & economy

Children (0-14)		<b>10%</b>
Seniors (65+)		<b>13%</b>
Median age		<b>38.7</b>
ALICE households		<b>161</b>
Poverty households		<b>119</b>

### Risk & response

Expected annual loss	<b>\$2.9M</b>
Social vulnerability (SVI)	<b>95.4%</b>
FEMA declarations (all time)	<b>27</b>
Home fires, CY2024	<b>2</b>
Fires, no RC notification	<b>0</b>
Bridge assistance · DRO 220-25	<b>—</b>
Major-donor giving · 3-yr	<b>—</b>

Issaquena 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>Hinds</b>	223,542	92,523	53.6%	Relatively Moderate	\$116.8M	281
<b>Rankin</b>	161,276	61,520	43.1%	Relatively Moderate	\$60.2M	56
<b>Madison</b>	112,696	43,721	36.0%	Relatively Moderate	\$54.3M	51
<b>Warren</b>	43,311	18,148	47.3%	Relatively Moderate	\$42.5M	53
<b>Pike</b>	40,502	16,406	63.0%	Relatively Low	\$17.7M	68
<b>Lincoln</b>	35,065	14,104	53.6%	Relatively Low	\$11.0M	17
<b>Adams</b>	28,843	12,577	61.0%	Relatively Low	\$12.5M	34
<b>Copiah</b>	28,069	10,858	59.0%	Relatively Low	\$14.5M	62
<b>Yazoo</b>	26,423	8,971	64.3%	Relatively Low	\$18.9M	28
<b>Simpson</b>	25,485	9,894	49.4%	Relatively Low	\$12.4M	18
<b>Holmes</b>	16,300	6,346	72.6%	Relatively Low	\$9.1M	16
<b>Walthall</b>	13,559	5,588	53.2%	Very Low	\$7.0M	25
<b>Amite</b>	12,680	5,697	60.7%	Relatively Low	\$8.9M	6
<b>Lawrence</b>	11,662	4,744	62.7%	Very Low	\$6.5M	10
<b>Claiborne</b>	8,851	3,208	75.2%	Very Low	\$5.5M	32
<b>Wilkinson</b>	8,196	3,236	60.1%	Very Low	\$6.2M	22
<b>Franklin</b>	7,650	3,319	58.9%	Very Low	\$4.2M	7
<b>Humphreys</b>	7,421	3,005	68.2%	Very Low	\$5.5M	25
<b>Jefferson</b>	7,108	2,829	67.2%	Very Low	\$3.2M	13
<b>Sharkey</b>	3,559	1,429	56.6%	Very Low	\$3.8M	—
<b>Issaquena</b>	1,241	337	74.5%	Very Low	\$2.9M	2

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