

ARC of Tampa Bay

Southeast and Caribbean Division · North and Central Florida Region
FL · 6 counties · HQ Tampa, FL · FEMA Region IV

3,876,542

People

1,611,657

Households

46.8%

Households below the ALICE survival threshold

6

Counties · 4,002 sq mi

Nearly **47% 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 Tampa Bay · 6 counties · FL

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
DAT Response	10
Red Cross Facilities	11
Bridge Financial Assistance	12
Philanthropy & Donors	13
County Deep Dives	14
Live Tools	20
Sources & Methodology	21
Appendix · County Data	22

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

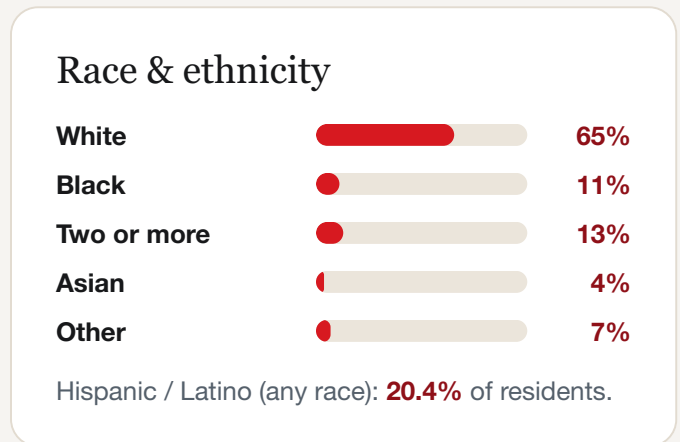
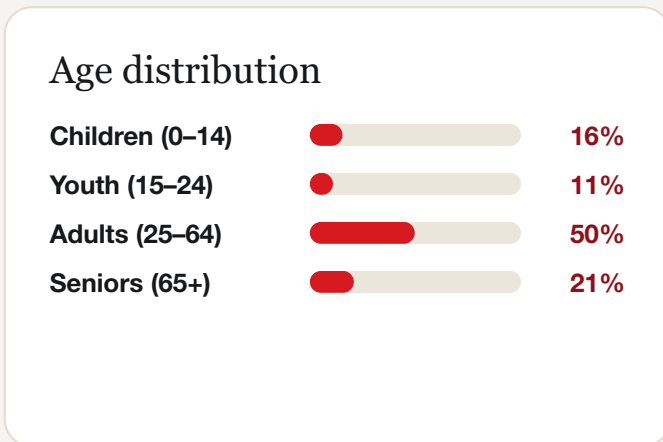
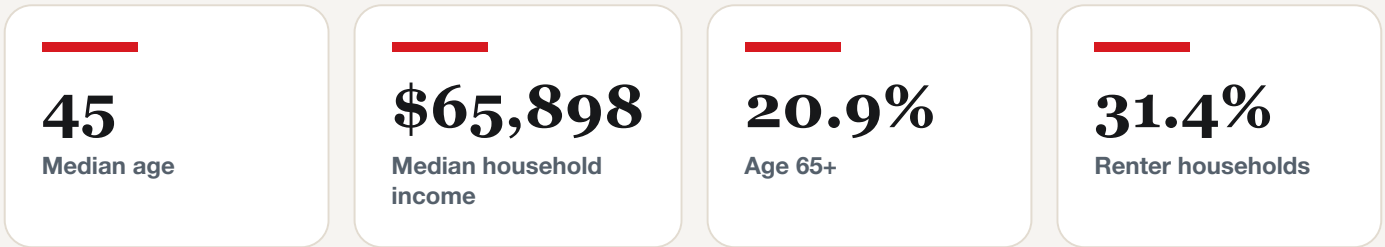
The chapter's footprint.

6 Counties	4,002 Square miles	3,876,542 People	North and Central Florida Region Southeast and Caribbean Division
----------------------	------------------------------	----------------------------	---

COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Hillsborough	1,521,410	1,073	39.2%
Pinellas	965,496	294	24.9%
Pasco	598,484	765	15.4%
Manatee	428,092	763	11.0%
Hernando	202,880	488	5.2%
Citrus	160,180	619	4.1%

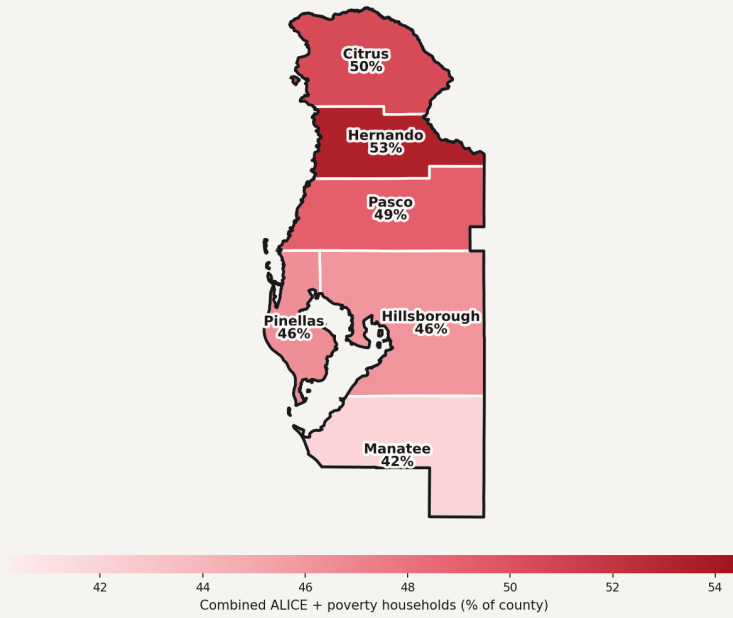
HQ: Tampa, FL · FEMA Region IV. Counties sorted by population.

The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 6 counties; median age and income are population-weighted.

Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
Hernando	202,880	\$58,359	41.4%	12.0%	53.4%
Citrus	160,180	\$49,383	32.2%	18.3%	50.5%
Pasco	598,484	\$61,689	37.4%	11.8%	49.2%
Pinellas	965,496	\$64,506	35.7%	10.8%	46.5%
Hillsborough	1,521,410	\$69,968	32.0%	14.1%	46.1%
Manatee	428,092	\$70,214	31.0%	10.9%	41.9%

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.

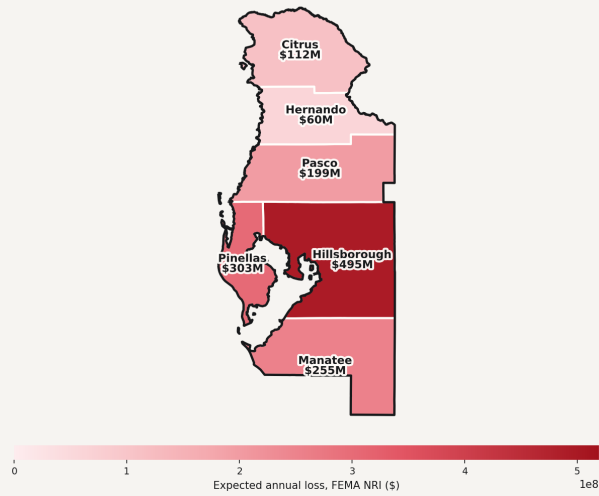
What this chapter is up against.

\$1424.2M
Expected annual loss, all hazards

Hillsborough
Highest-risk county

67.6%
Avg social vulnerability (SVI)

14
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
Hillsborough	Relatively High	\$494.6M	77.9%	13	47
Pinellas	Relatively High	\$303.4M	71.0%	13	45
Manatee	Relatively High	\$254.7M	63.3%	14	50
Pasco	Relatively High	\$199.3M	70.4%	13	44
Citrus	Relatively High	\$112.1M	57.0%	14	40
Hernando	Relatively Moderate	\$60.1M	66.0%	13	40

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.

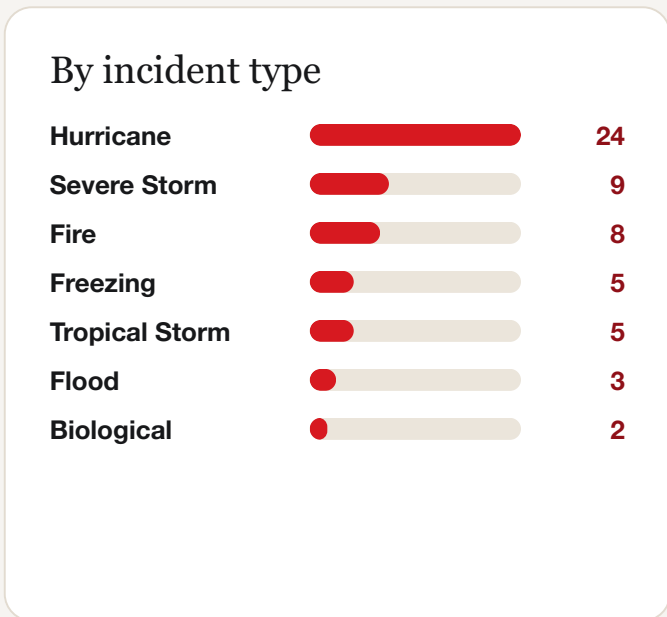
A chapter shaped by disaster.

59
Federal disaster declarations

24
Hurricanes

Hurricane
Most common type

2025
Most recent

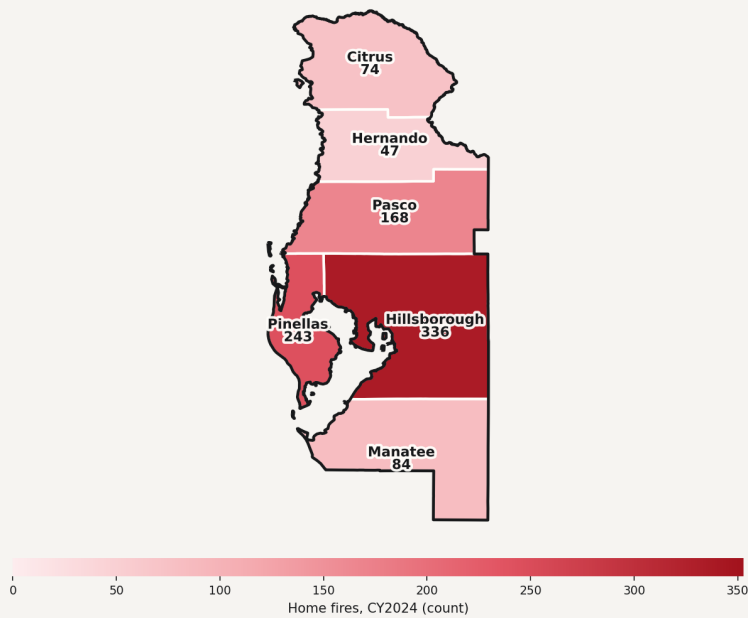
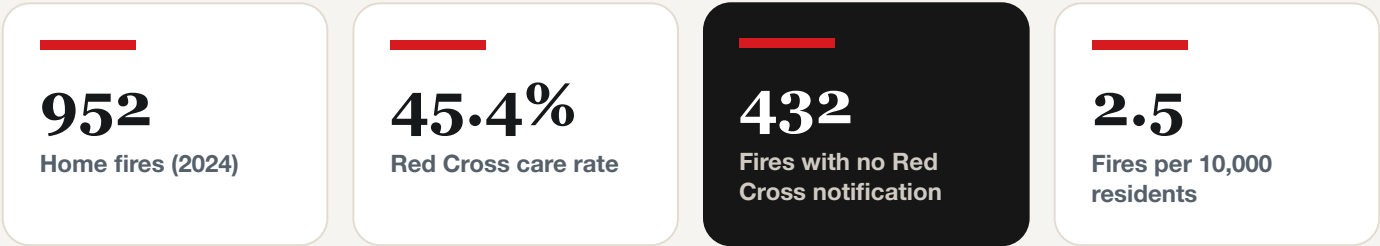


Most recent declarations

FY	DISASTER	TYPE
2025	Hurricane Milton	Hurricane
2025	Hurricane Milton	Hurricane
2024	Hurricane Helene	Hurricane
2024	Tropical Storm Helene	Tropical Storm
2024	Hurricane Debby	Tropical Storm
2024	Tropical Storm Debby	Tropical Storm
2023	Hurricane Idalia	Hurricane
2023	Tropical Storm Idalia	Tropical Storm
2023	Hurricane Nicole	Hurricane
2023	Tropical Storm Nicole	Tropical Storm

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

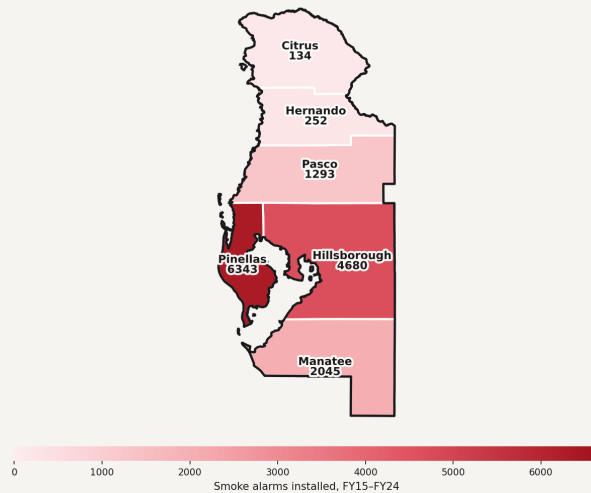
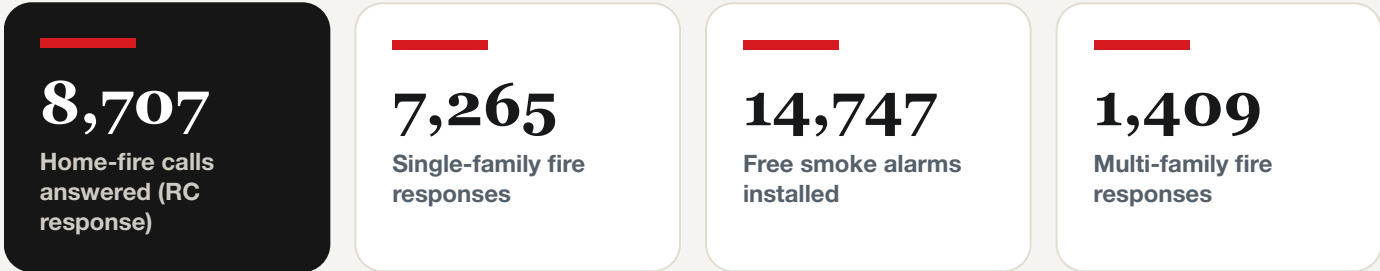
Every home fire is a Red Cross moment.



Red Cross cared for **45%** of home fires — but **432 (45%)** 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.

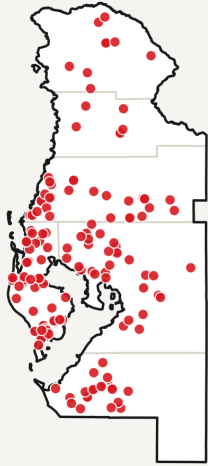
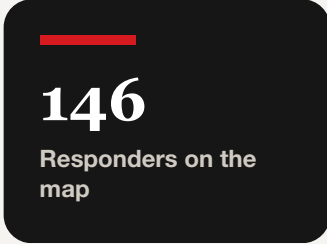
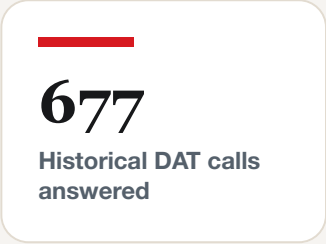
Red Cross shows up — and prevents.



Red Cross answered **8,707** home-fire calls and installed **14,747** 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 local face of care.



Every dot is a trained Disaster Action Team volunteer ready to respond to a home fire — shown by position only, never by name.

Source: Florida DAT — RC Care volunteers + historical calls (American Red Cross). Individual identities withheld; counts and positions only.

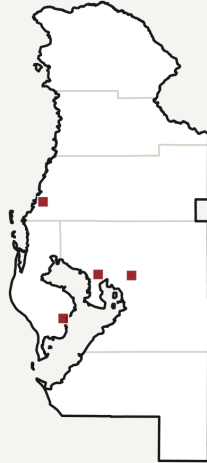
The chapter's physical footprint.

4
Red Cross facilities

2
Owned

2
Leased / licensed

0
BioMed sites



By type / function

Humanitarian office	3
Partner / indirect 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.

Disaster financial assistance by county.

Bridge financial assistance delivered to residents — DRO 220-25 (FY25).

\$5,987,100

Bridge financial assistance

6

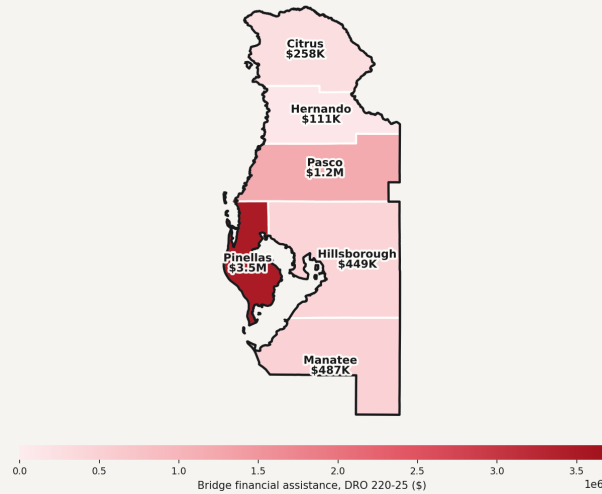
Counties funded

\$3,496,500

Top: Pinellas

\$2,100

Per case



COUNTY	BRIDGE FINANCIAL ASSISTANCE
Pinellas	\$3,496,500
Pasco	\$1,184,400
Manatee	\$487,200
Hillsborough	\$449,400
Citrus	\$258,300
Hernando	\$111,300

Source: ARC Bridge Service Summary (PowerBI), DRO 220-25 (FY25). Financial assistance to clients; counties with no Bridge cases this operation are omitted.

Who gives here.

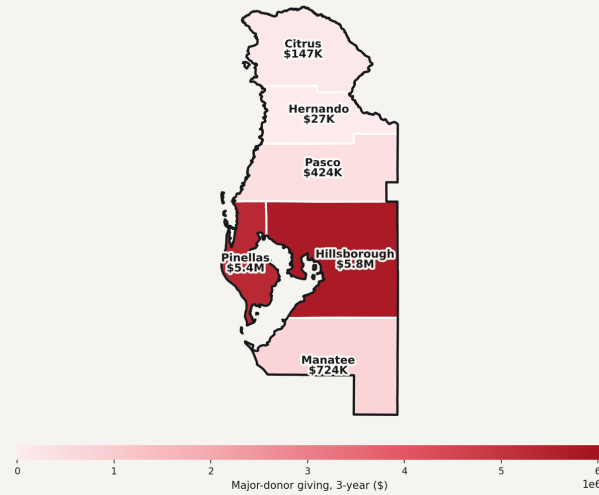
Major-donor giving across the chapter — three fiscal years. Internal planning data.

\$12,427,464
Total giving, 3-year

204
Major donors

\$1,640,336
Current FY • ▼ 78% vs prior FY

\$5,753,601
Top: Hillsborough



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
Hillsborough	83	\$5,753,601
Pinellas	72	\$5,353,048
Manatee	34	\$723,503
Pasco	8	\$423,575
Citrus	5	\$146,662
Hernando	2	\$27,075

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

Hillsborough County

1,521,410

People

\$69,968

Median HH income

46.1%

Combined ALICE + poverty

Relatively High

FEMA NRI risk

People & economy

Children (0-14)  **18%**

Seniors (65+)  **14%**

Median age **37.8**

ALICE households **189,779**

Poverty households **83,681**

Risk & response

Expected annual loss **\$494.6M**

Social vulnerability (SVI) **77.9%**

FEMA declarations (all time) **47**

Home fires, CY2024 **336**

Fires, no RC notification **149**

Bridge assistance · DRO 220-25 **\$449,400**

Major-donor giving · 3-yr **\$5,753,601**

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

Pinellas County



965,496
People

\$64,506
Median HH income

46.5%
Combined ALICE + poverty

Relatively High
FEMA NRI risk

People & economy

Children (0-14)		13%
Seniors (65+)		24%
Median age		50.2
ALICE households		156,921
Poverty households		47,499

Risk & response

Expected annual loss	\$303.4M
Social vulnerability (SVI)	71.0%
FEMA declarations (all time)	45
Home fires, CY2024	243
Fires, no RC notification	116
Bridge assistance · DRO 220-25	\$3,496,500
Major-donor giving · 3-yr	\$5,353,048

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

Pasco County



598,484
People

\$61,689
Median HH income

49.2%
Combined ALICE + poverty

Relatively High
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		22%
Median age		45.9
ALICE households		89,777
Poverty households		28,379

Risk & response

Expected annual loss	\$199.3M
Social vulnerability (SVI)	70.4%
FEMA declarations (all time)	44
Home fires, CY2024	168
Fires, no RC notification	77
Bridge assistance · DRO 220-25	\$1,184,400
Major-donor giving · 3-yr	\$423,575

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

Manatee County

428,092

People

\$70,214

Median HH income

41.9%

Combined ALICE + poverty

Relatively High

FEMA NRI risk

People & economy

Children (0-14)  **15%**

Seniors (65+)  **26%**

Median age **49.1**

ALICE households **58,923**

Poverty households **20,632**

Risk & response

Expected annual loss **\$254.7M**

Social vulnerability (SVI) **63.3%**

FEMA declarations (all time) **50**

Home fires, CY2024 **84**

Fires, no RC notification **34**

Bridge assistance · DRO 220-25 **\$487,200**

Major-donor giving · 3-yr **\$723,503**

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

Hernando County



202,880
People

\$58,359
Median HH income

53.4%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		14%
Seniors (65+)		27%
Median age		51
ALICE households		35,610
Poverty households		10,294

Risk & response

Expected annual loss	\$60.1M
Social vulnerability (SVI)	66.0%
FEMA declarations (all time)	40
Home fires, CY2024	47
Fires, no RC notification	13
Bridge assistance · DRO 220-25	\$111,300
Major-donor giving · 3-yr	\$27,075

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

Citrus County



160,180
People

\$49,383
Median HH income

50.5%
Combined ALICE + poverty

Relatively High
FEMA NRI risk

People & economy

Children (0-14)		10%
Seniors (65+)		35%
Median age		59.5
ALICE households		24,368
Poverty households		13,884

Risk & response

Expected annual loss	\$112.1M
Social vulnerability (SVI)	57.0%
FEMA declarations (all time)	40
Home fires, CY2024	74
Fires, no RC notification	43
Bridge assistance · DRO 220-25	\$258,300
Major-donor giving · 3-yr	\$146,662

Citrus 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
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
DAT volunteers + calls	Florida DAT — RC Care volunteers + historical calls (org AGOL; names withheld)	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
Hillsborough	1,521,410	585,585	46.1%	Relatively High	\$494.6M	336
Pinellas	965,496	448,830	46.5%	Relatively High	\$303.4M	243
Pasco	598,484	239,709	49.2%	Relatively High	\$199.3M	168
Manatee	428,092	181,414	41.9%	Relatively High	\$254.7M	84
Hernando	202,880	83,439	53.4%	Relatively Moderate	\$60.1M	47
Citrus	160,180	72,680	50.5%	Relatively High	\$112.1M	74

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