

ARC of UpState South Carolina

Southeast and Caribbean Division · South Carolina Region
SC · 10 counties · HQ Greenville, SC · FEMA Region IV

1,521,334

People

604,658

Households

41.1%

Households below the ALICE survival threshold

10

Counties · 6,164 sq mi

Nearly **41% 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 UpState South Carolina · 10 counties · SC

Geography & Footprint	3
Who Lives Here	4
Economic Vulnerability	5
Disaster Risk	6
FEMA Disaster History	7
Home Fire Mission (FLARE)	8
Response & Prevention	9
Blood & BioMed	10
Red Cross Facilities	11
Philanthropy & Donors	12
County Deep Dives	13
Live Tools	23
Sources & Methodology	24
Appendix · County Data	25

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

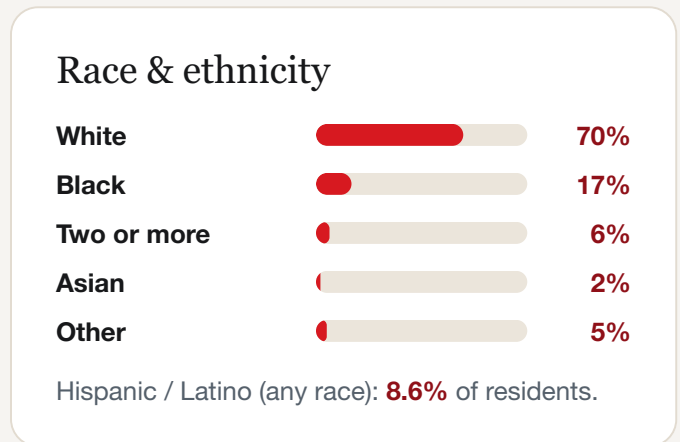
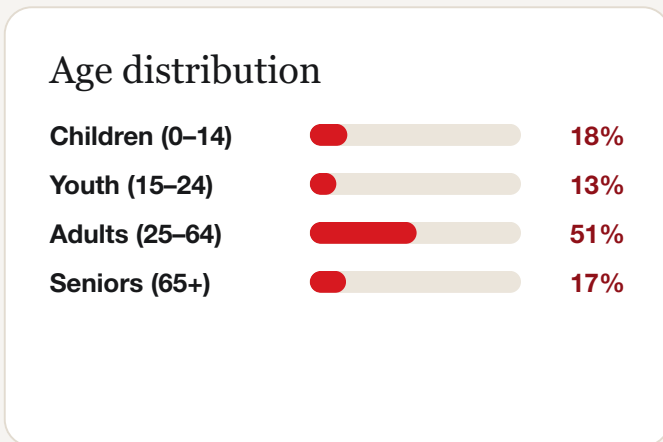
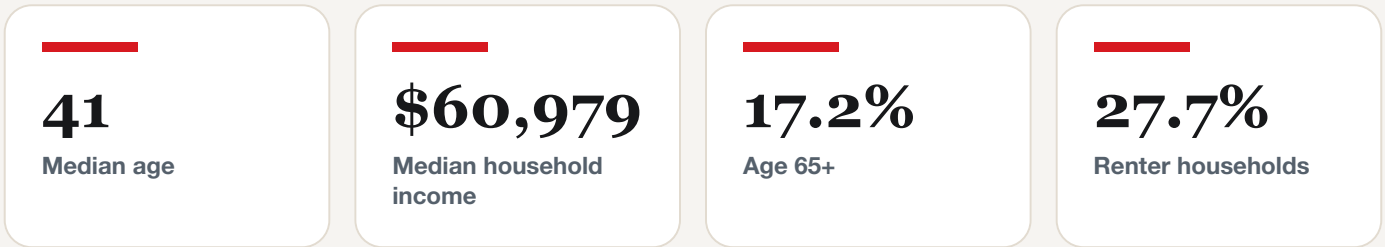
The chapter's footprint.

10 Counties	6,164 Square miles	1,521,334 People	South Carolina Region Southeast and Caribbean Division
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COUNTY	PEOPLE	SQ MI	% OF CHAPTER
Greenville	552,910	795	36.3%
Spartanburg	343,998	819	22.6%
Anderson	210,054	757	13.8%
Pickens	135,207	512	8.9%
Oconee	80,667	673	5.3%
Greenwood	69,264	463	4.6%
Laurens	68,513	724	4.5%
Union	26,773	516	1.8%
Abbeville	24,125	511	1.6%
McCormick	9,823	394	0.6%

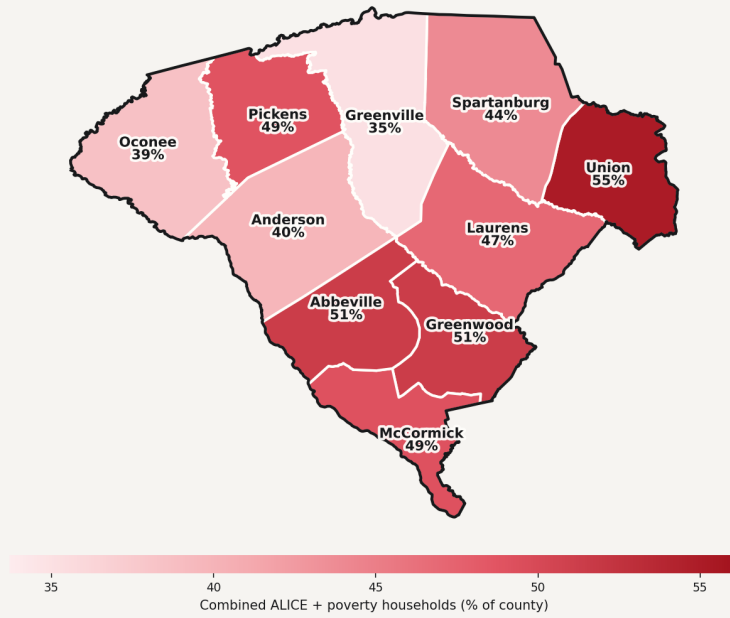
HQ: Greenville, SC · FEMA Region IV. Counties sorted by population.

The people of this chapter.



Source: American Red Cross 2023 demographics reference table. Chapter figures aggregate the 10 counties; median age and income are population-weighted.

Where the need is greatest.



COUNTY	PEOPLE	MEDIAN HH INCOME	ALICE	POVERTY	COMBINED
Union	26,773	\$45,412	32.6%	22.5%	55.1%
Abbeville	24,125	\$49,825	37.5%	13.9%	51.4%
Greenwood	69,264	\$54,352	34.0%	17.4%	51.4%
McCormick	9,823	\$54,387	30.3%	18.7%	49.1%
Pickens	135,207	\$51,152	31.3%	17.6%	48.9%
Laurens	68,513	\$55,929	28.1%	18.9%	47.0%
Spartanburg	343,998	\$60,050	30.4%	13.5%	43.9%
Anderson	210,054	\$57,912	25.9%	14.0%	39.8%
Oconee	80,667	\$52,634	21.8%	16.8%	38.6%
Greenville	552,910	\$69,155	23.2%	11.8%	35.1%

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.

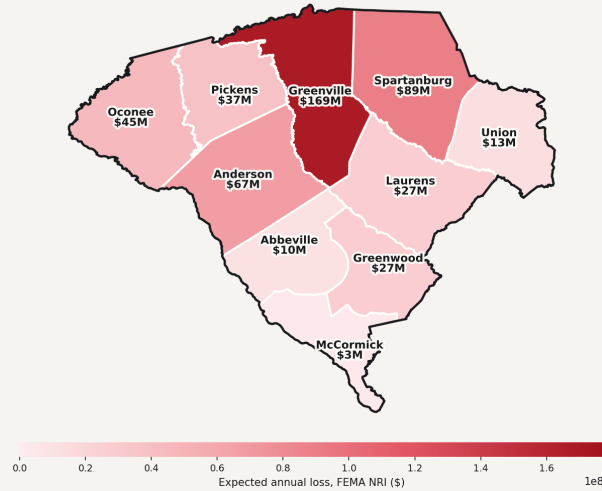
What this chapter is up against.

\$487.8M
Expected annual loss, all hazards

Greenville
Highest-risk county

71.4%
Avg social vulnerability (SVI)

10
FEMA declarations, 5 yr (top county)



COUNTY	NRI RISK	EXP. ANNUAL LOSS	SVI %ILE	FEMA 5YR	FEMA ALL
Greenville	Relatively Moderate	\$169.0M	62.5%	9	26
Spartanburg	Relatively Moderate	\$89.3M	74.9%	7	25
Anderson	Relatively Moderate	\$67.3M	63.0%	7	21
Oconee	Relatively Moderate	\$45.1M	69.7%	8	24
Pickens	Relatively Low	\$37.1M	57.2%	10	26
Greenwood	Relatively Low	\$27.3M	84.7%	7	20
Laurens	Relatively Low	\$27.1M	89.5%	7	23
Union	Relatively Low	\$12.5M	91.7%	8	23
Abbeville	Relatively Low	\$10.3M	59.9%	7	21
McCormick	Very Low	\$2.8M	60.9%	7	21

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.

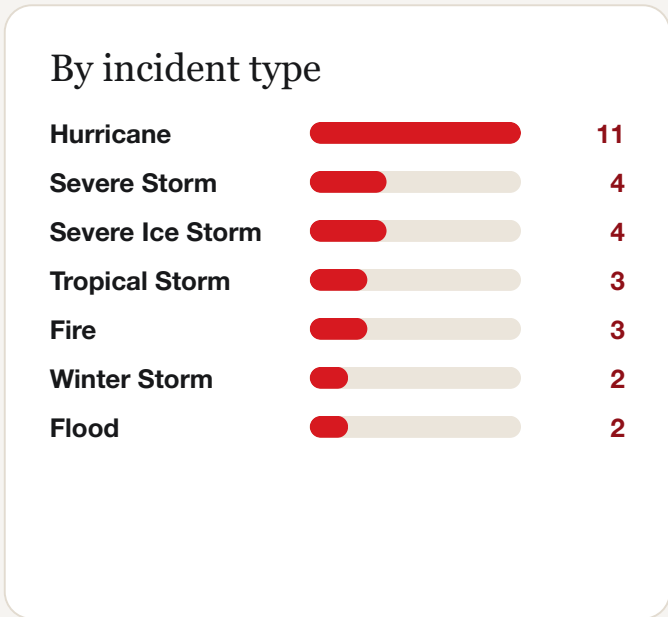
A chapter shaped by disaster.

33
Federal disaster declarations

11
Hurricanes

Hurricane
Most common type

2026
Most recent

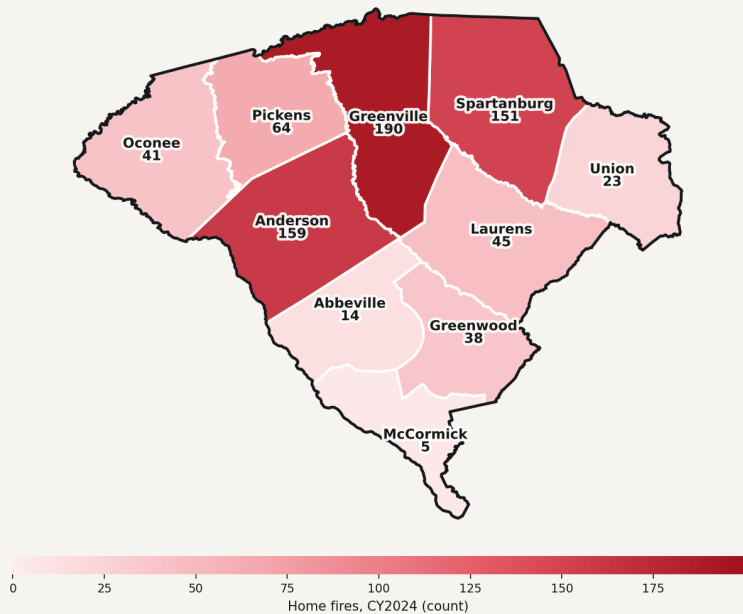
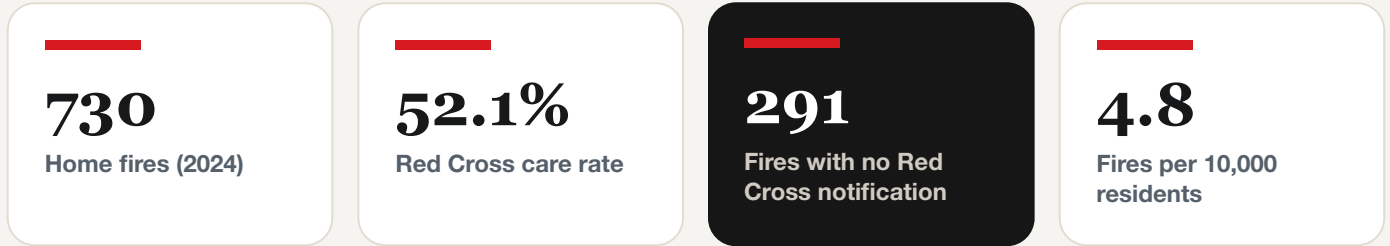


Most recent declarations

FY	DISASTER	TYPE
2026	Severe Winter Storm	Winter Storm
2026	Severe Winter Storm	Winter Storm
2025	Table Rock Fire	Fire
2025	Table Rock Fire Complex	Fire
2024	Hurricane Helene	Hurricane
2024	Tropical Storm Debby	Tropical Storm
2024	Hurricane Helene	Tropical Storm
2024	Hurricane Debby	Tropical Storm
2023	Hurricane Idalia	Hurricane
2023	Hurricane Ian	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 **52%** of home fires — but **291 (40%)** 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.

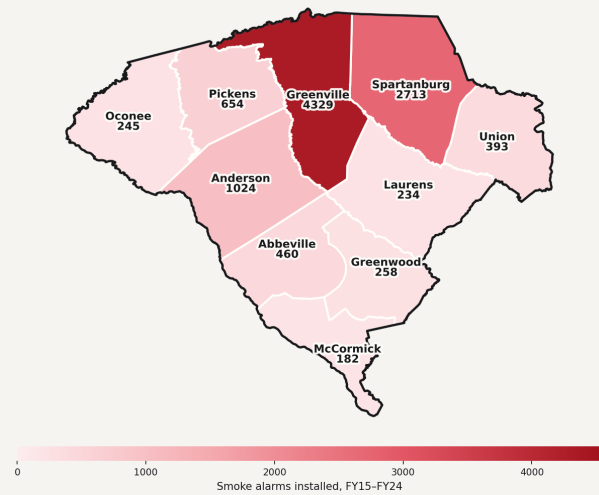
Red Cross shows up — and prevents.

6,266
Home-fire calls answered (RC response)

5,624
Single-family fire responses

10,492
Free smoke alarms installed

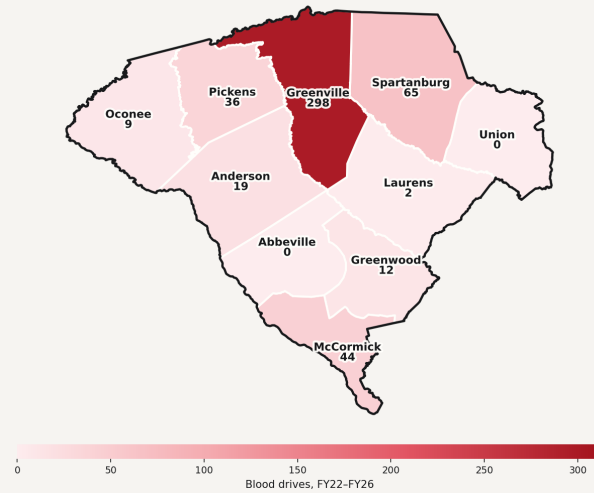
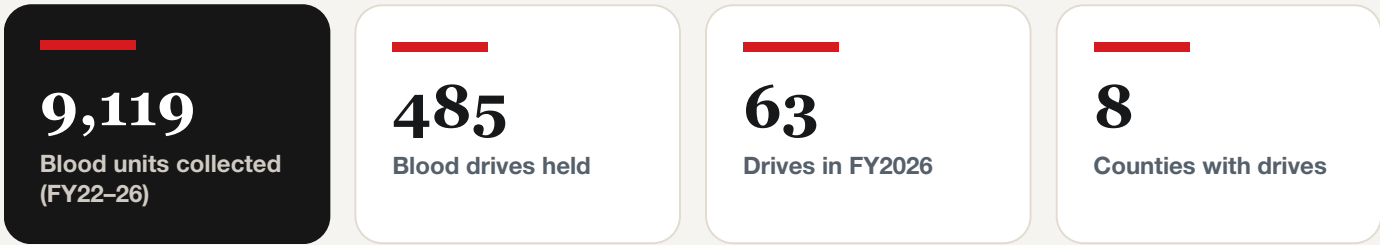
607
Multi-family fire responses



Red Cross answered **6,266** home-fire calls and installed **10,492** 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).

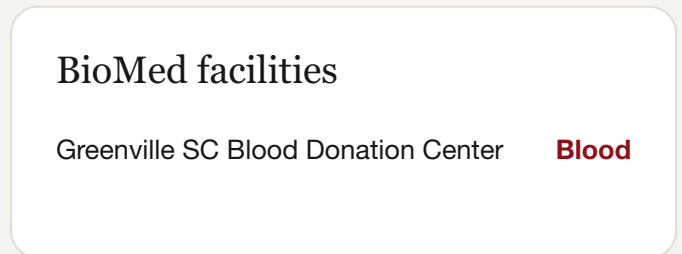
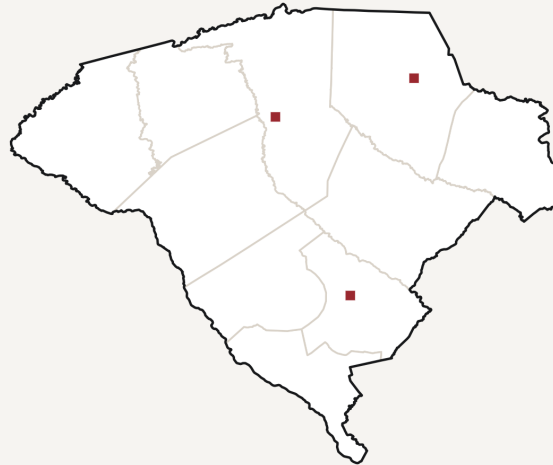
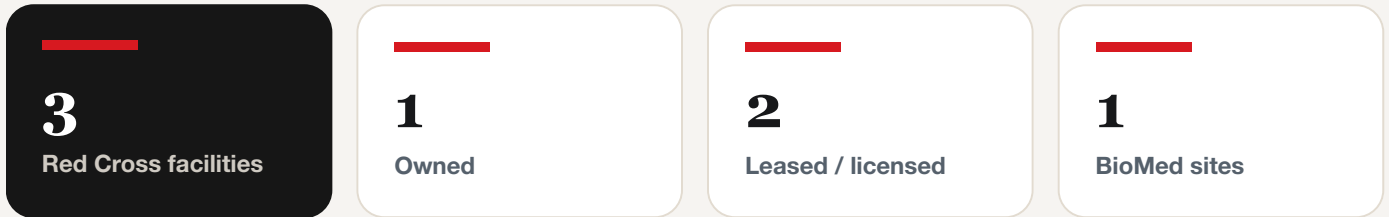
The blood mission's local footprint.



Blood drives are active in **8 of the chapter's 10 counties** — every county without one is an employer or civic opening: a host site, a sponsored drive, a standing partnership.

Source: BioMed Collections FY22–FY26 (American Red Cross). Drives = collection events; units = products collected.

The chapter's physical footprint.



Sources: Red Cross real-estate portfolio (reintel.jbf.com) + BioMed facilities (biomed.jbf.com). Locations, types and functions only — no cost, square footage, or lease terms are disclosed.

Who gives here.

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

\$2,825,535

Total giving, 3-year

123

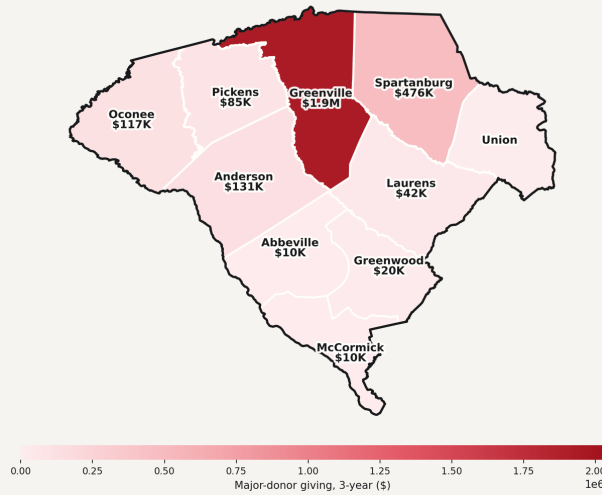
Major donors

\$228,148

Current FY • ▼ 87% vs prior FY

\$1,933,660

Top: Greenville



COUNTY	MAJOR DONORS	TOTAL GIVING, 3-YEAR
Greenville	77	\$1,933,660
Spartanburg	15	\$476,379
Anderson	8	\$131,297
Oconee	7	\$117,057
Pickens	9	\$84,521
Laurens	3	\$42,500
Greenwood	2	\$20,120
Abbeville	1	\$10,000
McCormick	1	\$10,000

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

Greenville County



552,910
People

\$69,155
Median HH income

35.1%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		19%
Seniors (65+)		16%
Median age		39.5
ALICE households		52,645
Poverty households		26,792

Risk & response

Expected annual loss	\$169.0M
Social vulnerability (SVI)	62.5%
FEMA declarations (all time)	26
Home fires, CY2024	190
Fires, no RC notification	91
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$1,933,660

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

Spartanburg County



343,998
People

\$60,050
Median HH income

43.9%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		17%
Median age		40.3
ALICE households		40,957
Poverty households		18,179

Risk & response

Expected annual loss	\$89.3M
Social vulnerability (SVI)	74.9%
FEMA declarations (all time)	25
Home fires, CY2024	151
Fires, no RC notification	72
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$476,379

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

Anderson County



210,054
People

\$57,912
Median HH income

39.8%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		18%
Median age		42.2
ALICE households		22,455
Poverty households		12,109

Risk & response

Expected annual loss	\$67.3M
Social vulnerability (SVI)	63.0%
FEMA declarations (all time)	21
Home fires, CY2024	159
Fires, no RC notification	71
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$131,297

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

Pickens County



135,207
People

\$51,152
Median HH income

48.9%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		15%
Seniors (65+)		16%
Median age		36.9
ALICE households		17,011
Poverty households		9,603

Risk & response

Expected annual loss	\$37.1M
Social vulnerability (SVI)	57.2%
FEMA declarations (all time)	26
Home fires, CY2024	64
Fires, no RC notification	23
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$84,521

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

Oconee County



80,667
People

\$52,634
Median HH income

38.6%
Combined ALICE + poverty

Relatively Moderate
FEMA NRI risk

People & economy

Children (0-14)		15%
Seniors (65+)		23%
Median age		46.7
ALICE households		7,510
Poverty households		5,790

Risk & response

Expected annual loss	\$45.1M
Social vulnerability (SVI)	69.7%
FEMA declarations (all time)	24
Home fires, CY2024	41
Fires, no RC notification	16
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$117,057

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

Greenwood County



69,264
People

\$54,352
Median HH income

51.4%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		18%
Median age		39.7
ALICE households		9,437
Poverty households		4,838

Risk & response

Expected annual loss	\$27.3M
Social vulnerability (SVI)	84.7%
FEMA declarations (all time)	20
Home fires, CY2024	38
Fires, no RC notification	3
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$20,120

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

Laurens County



68,513
People

\$55,929
Median HH income

47.0%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		18%
Seniors (65+)		19%
Median age		42.2
ALICE households		7,396
Poverty households		4,962

Risk & response

Expected annual loss	\$27.1M
Social vulnerability (SVI)	89.5%
FEMA declarations (all time)	23
Home fires, CY2024	45
Fires, no RC notification	11
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$42,500

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

Union County



26,773
People

\$45,412
Median HH income

55.1%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		16%
Seniors (65+)		20%
Median age		44.8
ALICE households		3,821
Poverty households		2,645

Risk & response

Expected annual loss	\$12.5M
Social vulnerability (SVI)	91.7%
FEMA declarations (all time)	23
Home fires, CY2024	23
Fires, no RC notification	2
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	—

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

Abbeville County



24,125
People

\$49,825
Median HH income

51.4%
Combined ALICE + poverty

Relatively Low
FEMA NRI risk

People & economy

Children (0-14)		17%
Seniors (65+)		21%
Median age		43.8
ALICE households		3,577
Poverty households		1,323

Risk & response

Expected annual loss	\$10.3M
Social vulnerability (SVI)	59.9%
FEMA declarations (all time)	21
Home fires, CY2024	14
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$10,000

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

McCormick County



9,823
People

\$54,387
Median HH income

49.1%
Combined ALICE + poverty

Very Low
FEMA NRI risk

People & economy

Children (0-14)		11%
Seniors (65+)		33%
Median age		56.2
ALICE households		1,246
Poverty households		769

Risk & response

Expected annual loss	\$2.8M
Social vulnerability (SVI)	60.9%
FEMA declarations (all time)	21
Home fires, CY2024	5
Fires, no RC notification	1
Bridge assistance · DRO 220-25	—
Major-donor giving · 3-yr	\$10,000

McCormick 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
Greenville	552,910	221,108	35.1%	Relatively Moderate	\$169.0M	190
Spartanburg	343,998	132,501	43.9%	Relatively Moderate	\$89.3M	151
Anderson	210,054	83,279	39.8%	Relatively Moderate	\$67.3M	159
Pickens	135,207	52,323	48.9%	Relatively Low	\$37.1M	64
Oconee	80,667	34,316	38.6%	Relatively Moderate	\$45.1M	41
Greenwood	69,264	28,337	51.4%	Relatively Low	\$27.3M	38
Laurens	68,513	27,204	47.0%	Relatively Low	\$27.1M	45
Union	26,773	11,513	55.1%	Relatively Low	\$12.5M	23
Abbeville	24,125	9,813	51.4%	Relatively Low	\$10.3M	14
McCormick	9,823	4,264	49.1%	Very Low	\$2.8M	5

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