



Hurricane Ida

ONE-MONTH UPDATE | OCTOBER 2021



Red Cross Delivers Relief to Thousands in Hurricane Ida's Wake

After its August 29 landfall in Louisiana, Hurricane Ida ravaged homes and left millions without power. Days later, the storm spawned tornadoes and deadly flooding in New Jersey, New York and across the Northeast. In response, American Red Cross volunteers and employees have worked tirelessly to provide shelter, food, relief supplies and comfort for thousands who suffered heartbreaking losses — and our work is far from over. To date, we have already opened nearly 4,000 cases to provide recovery support for Ida survivors. Powered by generous donors, the Red Cross will remain by their sides to help meet ongoing recovery needs.

Response at a Glance*



40,000

Nearly **40,000** overnight shelter stays in emergency lodging provided with partners



762,800

More than **762,800** meals and snacks served with partners



269,000

More than **269,000** relief items distributed



23,700

More than **23,700** individual care contacts made



- ▶ To learn more about our response to these disasters and the stories of some of the people we've helped, please visit our Hurricane Ida story map at redcross.org/hurricaneida.

Above: American Red Cross responder, A.J. Renold assessing the destruction caused by Hurricane Ida in Montegut, LA. Photo by Scott Dalton/American Red Cross
*Cumulative figures in AL, CT, FL, LA, MD, MS, NJ, NY, PA, RI, TX and VA as of September 29, 2021

Hurricane Ida Relief and Recovery: Estimated Budgets

Thanks to generous donors, the Red Cross has raised \$33.9 million designated for our Hurricane Ida response — including the value of critical donated goods and services — to help people impacted by this disaster.

Hurricane Ida Estimated Budget ^{1, 2} (in millions)					
as of September 29, 2021					
Expense Categories	Food, Shelter and Relief Items	Health and Emotional Support	Financial Assistance	Total	Expense %
Financial assistance, food and other relief items	\$10.8	\$0.1	\$4.7	\$15.6	41%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$6.1	\$0.8	\$0.6	\$7.5	20%
Kitchen, shelter and other logistics that enable service delivery	\$4.0	–	–	\$4.0	10%
Freight, postage and warehousing	\$3.3	–	–	\$3.3	9%
Full-time Red Cross employees	\$1.8	\$0.1	\$0.4	\$2.3	6%
Equipment, maintenance and fueling of Red Cross emergency vehicles and rented trucks	\$0.6	–	–	\$0.6	2%
IT, communications and call centers	\$0.3	–	–	\$0.3	1%
Temporary disaster hires	\$0.2	–	–	\$0.2	1%
Total Program Expenses	\$27.1	\$1.0	\$5.7	\$33.8	90%
Management, general and fundraising ³				\$3.8	10%
Total Estimated Budget				\$37.6	100%

¹ Budget figures are estimates. Actual expenses may differ due to the unpredictable nature of disasters and service delivery needs.

² Dollar figures in all tables are rounded to the nearest \$100K; therefore, expenses \$49,999 and below are represented as zero.

³ Management, general and fundraising expenses support our work at its core and are indispensable to running the organization and helping people in need. They include the people and systems to maintain our enterprise-wide computer and telecommunications, HR and payroll systems to support approximately 19,000 employees and approximately 300,000 volunteers, fundraising and communications functions, and other support services across all program lines. 90 cents of every dollar spent for Hurricane Ida will support delivering care and comfort to help people affected by Hurricane Ida.

Thank you!

The Red Cross must be ready for every disaster, big or small, and we respond to an average of more than 60,000 disasters per year — including single-family or apartment home fires, severe weather, floods and wildfires. Those in need turn to the Red Cross in their darkest hours because they know they can depend on us right after the disaster and through their recovery. Your donation helps us fulfill this promise. We are grateful for your trust.