



**American
Red Cross**

Hurricane Florence

One-Month Update | October 2018

Red Cross Delivers Relief for Residents Reeling from Hurricane's Impact

On September 14, 2018, Hurricane Florence made landfall near Wrightsville Beach, North Carolina. The massive storm battered coastal communities with high winds and a powerful storm surge, followed by historic rainfall across the Carolinas as it slowly made its way inland.

Over the course of five days, Hurricane Florence dumped an estimated 10 trillion gallons of water on the Carolinas—smashing rainfall records—and rivers continued to rise for over a week after the storm made landfall. Dozens of deaths were attributed to the storm; communities were inundated, and thousands of homes were damaged or destroyed by rising waters.

In response, thousands of American Red Cross volunteers and employees have worked tirelessly to deliver relief for storm and flood survivors in their darkest hours. Working alongside our nonprofit and government partners, these disaster workers helped shelter and feed tens of thousands of people forced from their homes.

They also provided vital relief supplies, like hygiene items and other essentials, as well as basic health services and emotional support for people coping with the stress and trauma of Florence's lingering impact.

This support meant everything to evacuees like Patricia Suggs, who fled her Robeson County, North Carolina, home as Florence's floodwaters threatened. After bouncing between friends' houses, a hotel and even sleeping in her car, she ultimately was able to join her daughter, Victoria, who was staying at a Red Cross shelter in Lumberton, North Carolina.

"The people here are wonderful," she said. "They're so nice and welcoming, and they're already like a family."

When roads re-opened and survivors returned to flood-ravaged neighborhoods to start the difficult process of cleaning up their homes and putting their lives back together, Red Cross workers remained by their sides. They traveled in emergency response vehicles through the

"When I visited North Carolina after Florence struck, I was inspired to see the Red Cross mission once again brought to life—delivering hope to stricken communities in times of heartbreak and need. So many people have lost everything, and I am sincerely grateful to the compassionate volunteers who are working around the clock to provide them with shelter, relief and comfort. Our response efforts to Florence are ongoing, and in the days and weeks ahead, the Red Cross will remain on the ground to help survivors get back on their feet. None of this work would be possible without the tireless efforts of our volunteers and the generous support of our donors. From the bottom of my heart, thank you."

Gail McGovern, President and CEO, American Red Cross

hardest-hit communities, providing residents—many still lacking power to cool their homes or prepare meals—with food, comfort kits and sorely needed cleanup supplies.

As we continue to offer food, shelter and comfort to those affected by Hurricane Florence, the Red Cross is also currently getting emergency financial assistance directly into the hands of people across the Carolinas whose homes were most affected.

This financial assistance will allow people to make their own decisions and prioritize what their families need most to start recovering. Funds can help families replace clothes or food, offset transportation costs or support other immediate needs.

Spending these funds locally will also support communities in North and South Carolina as they begin recovering from the enormous economic losses inflicted by the storm and floods. Florence is a major disaster that is bigger than any one group can manage, and the Red Cross will be a part of the solution—but not the only solution—to help people get back on their feet.

Recovery will be a long and challenging journey for the thousands of individuals and families who suffered devastating losses during Hurricane Florence. In the weeks and months to come, the Red Cross will be working alongside our disaster response partners, including government agencies, non-profit groups, faith-based organizations, area businesses and others, to continue relief efforts and develop longer-term recovery plans.

Red Cross Offers Refuge and Support for Florence Survivor

Cheryl Jarman and her dog, Angel, took refuge from Florence at a Red Cross shelter in Chapel Hill, North Carolina. Like many residents four days after the hurricane's landfall, Cheryl's path to return to her home in Jacksonville, North Carolina, was still plagued by road closures and flooded streets, as well as downed trees and power lines.

Cheryl needs a wheelchair to get around following a major medical emergency with her hip several years ago. A team of dedicated volunteer nurses and doctors stood by to assist her with any medical needs while she stayed in the shelter. And to ensure that Angel was cared for as well, the Red Cross was able to provide a pet-friendly shelter, thanks to a partnership with a local veterinary school and veterinarian.



Response at a Glance

Thousands of American Red Cross workers have mounted a massive response to help tens of thousands of people impacted by Hurricane Florence.



More than **1.5 million meals and snacks** served with partners



More than **330,000 relief items** distributed



More than **126,000 overnight shelter stays** provided with partners



More than **49,000 health and mental health contacts** made

Cumulative figures as of October 14, 2018

Hurricane Florence Relief and Recovery: Estimated Budget

Generous Red Cross donors are supporting ongoing relief and recovery for people affected by Hurricane Florence.

Hurricane Florence Estimated Budget ^{1, 2} (in millions) as of October 14, 2018 (\$50.3 million raised)						
Expense Categories	Food, Shelter and Relief Items	Health and Emotional Support	Immediate Financial Assistance	Individual and Community Recovery	Total	Expense %
Financial assistance, food and other relief items	\$12.6	\$0.2	\$11.0	–	\$23.8	47.4%
Deployment and maintenance of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$7.5	\$0.7	\$0.1	–	\$8.3	16.5%
Long-term recovery programs to help meet unmet needs	–	–	–	\$5.4	\$5.4	10.7%
Freight, postage and warehousing	\$3.0	–	–	–	\$3.0	6.0%
Kitchen, shelter and other logistics that enable service delivery	\$1.7	–	–	–	\$1.7	3.4%
IT, communications and call centers	\$0.4	–	\$1.0	–	\$1.4	2.8%
Full-time Red Cross employees	\$0.7	\$0.1	\$0.3	–	\$1.1	2.2%
Equipment, maintenance and fueling of Red Cross emergency vehicles and rented trucks	\$0.8	–	–	–	\$0.8	1.6%
Temporary disaster hires	\$0.3	–	–	–	\$0.3	0.6%
Financial institution vendor fees	–	–	–	–	–	0.0%
Total Program Expenses	\$27.0	\$1.0	\$12.4	\$5.4	\$45.8	91.0%
Management, general and fundraising ³					\$4.5	9.0%
Total Estimated Budget					\$50.3	100%

¹Figures are budget estimates and could change as needs change.

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

³Management, 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 our more than 20,000 employees and approximately 300,000 volunteers, fundraising and communications functions, and other support services across all program lines. 91 cents of every dollar received for Hurricane Florence will be spent on our services to people affected by Hurricane Florence.

Thank you!

The American Red Cross must be prepared to respond quickly when disasters occur. From home fires that affect a single family to hurricanes that impact millions, those in need turn to the Red Cross in their darkest hours because they know they can depend on us with vital relief when it's needed most. Your donation helps us fulfill this trust.