



**American
Red Cross**

Hurricane Florence

Three-Month Update | January 2019

Red Cross Brings Vital Aid to Hurricane Survivors Across the Carolinas

Over three months after Hurricane Florence's powerful winds, high storm surge and torrential rainfall devastated communities across the Carolinas and into Virginia, the American Red Cross continues working to help storm survivors recover.

During its slow passage inland, Hurricane Florence dumped record amounts of rainfall on the Carolinas, causing widespread flooding that continued to threaten residents more than a week after landfall. The storm caused over 50 deaths, left entire neighborhoods underwater and damaged or destroyed tens of thousands of homes.

Through Florence's destructive landfall and the massive flooding that followed, more than 7,200 Red Cross volunteers and employees worked around the clock to bring vital aid to residents facing heartbreaking losses.

They helped shelter and feed families forced from their homes, provided necessary relief supplies like hygiene items, diapers and other essentials, and offered basic health services and emotional support amid the stress and trauma caused by this deadly hurricane.

For hurricane survivors like Richard and Shirley Zolenski, this immediate support was critical. Forced to flee their home by swiftly rising waters, they finally arrived at a Red Cross shelter in Shallotte, North Carolina, with only their medications, insurance records and one change of clothes. "The Red Cross volunteers are outstanding," Richard said. "They always ask what we need and go get it," he added. "I said I was cold, and one gal went out and got me this jacket."

They were unsure before, but now the Zolenskis know where to go when facing a disaster. "We hope you never

Response at a Glance

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



More than **1.6 million**
meals and snacks
served with partners



More than **337,500**
relief items distributed



More than **129,700**
overnight shelter stays
provided with partners



More than **52,800** **health and**
mental health contacts made



More than **1,500** **cases** opened
to help over **2,900** **people**

—Cumulative figures in N.C., S.C. and Va. as of December 14, 2018

Above: Hurricane Florence tore through Raeford, North Carolina, leaving the town devastated. Red Cross trucks visited residents in impacted neighborhoods, providing food and water, clean up kits, rakes, shovels, bleach, garbage bags and more. Photo by Daniel Cima/American Red Cross

need them, but if you do, the Red Cross is where to go,” Shirley said.

Florence’s flooding hampered or cut off access to many communities—including the entire city of Wilmington, North Carolina. But as soon as it was safe, Red Cross

volunteers entered these devastated neighborhoods in emergency response vehicles. They delivered food, water, cleanup supplies and other essentials—such as coolers, hygiene items and diapers—as people returned to their neighborhoods to sift through the damage and save what they could from flood-ravaged homes.

Helping Hurricane Florence Survivors Get Back on Their Feet

In the aftermath of Hurricane Florence, the Red Cross has sheltered thousands of people, sent our emergency response vehicles into neighborhoods to deliver meals, snacks and relief items, and provided emotional and spiritual support in addition to health services. While the emergency response phase of our operation has ended, our work is far from over. The Red Cross is currently implementing a multi-phased approach to get emergency financial assistance into the hands of people across the Carolinas whose homes were most affected.

Recovery from a hurricane of this massive scope will take time and the collective effort of many organizations. The Red Cross has joined with a large team of partners—including government and nonprofit groups as well as

businesses and faith-based organizations—to help residents move through the recovery process and access the critical services and resources they need to get back on their feet.

The Red Cross is reaching out directly to impacted households using a combination of Red Cross damage assessment information and FEMA inspection data. We are committed to identifying and tailoring our support and assistance to meet community needs, and our role may vary from neighborhood to neighborhood. This work is taking place in coordination with government and community stakeholders to help ensure that the needs of Florence survivors are met.

Red Cross Visits Bring Welcome Relief to Family in Florence’s Wake

Vincent and Jennifer Baker live with their three daughters, ages eight, ten and twelve, in Spring Lake, North Carolina, which was hit hard by Hurricane Florence’s winds and flooding. Two weeks after the hurricane’s impact, the family was still waiting for their power to be restored, making it difficult to keep food in the house.

The Bakers were forced to evacuate before the storm made landfall, so they were safe when Florence’s torrential rains and flooding inundated their home with two feet of water. After the water receded, they returned to their home to begin cleaning up and keep watch over the neighborhood for those who had not yet returned.

Volunteers in emergency response vehicles brought food, relief supplies and clean up kits to the Baker family and their neighbors to help them recover. “We are trying to salvage as much as we can,” Jennifer told them, standing amid the family’s waterlogged belongings and clothing,



Photo by Daniel Cima/American Red Cross

which they had spread out across the lawn to dry them out with sunshine.

“The Red Cross delivered hot meals to us last night and came back to give us MRE’s [meals ready-to-eat] today,” she said. “Now you are back again!”

Generous Donors Power Relief and Recovery

Thanks to our compassionate supporters, the Red Cross has raised \$64.3 million, including the value of critical donated goods and services, to help people impacted by Hurricane Florence. As of December 14, 2018, the Red Cross has already allocated approximately \$31.8 million on emergency relief and recovery efforts for people affected by Hurricane Florence. We will continue to program the remaining funds by providing and supporting services for both individual and community long-term recovery in the impacted communities.

Right: Red Cross Volunteer DeAndrea Fuller, recently retired after a 20-year career in the U.S. Navy, helps provide hot meals to Hurricane Florence survivors in Fayetteville, North Carolina. Photo by Daniel Cima/American Red Cross



Heavy flooding caused by Florence blocked roads and bridges in Ivanhoe, North Carolina, splitting the small town in half. Photo by Daniel Cima/American Red Cross

Hurricane Florence Expenses and Commitments (in millions)¹

as of December 14, 2018 (\$64.3 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	\$8.3	\$0.1	\$4.1	—	\$12.5	39.3%
Deployment and maintenance of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$7.8	\$0.9	\$0.2	—	\$8.9	28.0%
Freight, postage and warehousing	\$2.3	—	—	—	\$2.3	7.2%
Full-time Red Cross employees	\$1.7	\$0.1	\$0.3	\$0.1	\$2.2	6.9%
Kitchen, shelter and other logistics that enable service delivery	\$1.3	—	—	—	\$1.3	4.1%
IT, communications and call centers	\$0.5	—	\$0.4	—	\$0.9	2.8%
Equipment, maintenance and fueling of Red Cross emergency vehicles and rented trucks	\$0.6	—	—	—	\$0.6	1.9%
Temporary disaster hires	\$0.1	—	\$0.1	—	\$0.2	0.6%
Long-term recovery grants to help meet unmet needs	—	—	—	—	—	0.0%
Financial institution vendor services	—	—	—	—	—	0.0%
Total Program Expenses	\$22.6	\$1.1	\$5.1	\$0.1	\$28.9	91%
Management, general and fundraising ²					\$2.9	9%
Total Expenses					\$31.8	100%
Program dollars remaining to be spent					\$29.6	
Management, general and fundraising remaining to be applied					\$2.9	
Total Budget					\$64.3	

¹Dollar figures are rounded to the nearest \$100K; therefore, expenses \$49,999 and below are represented as zero.

²Management, 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 Red Cross must be ready for every disaster, big or small, and we respond to an average of nearly 64,000 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.