

JULY 2023–JUNE 2024

Disaster Relief Update: Fiscal Year 2024

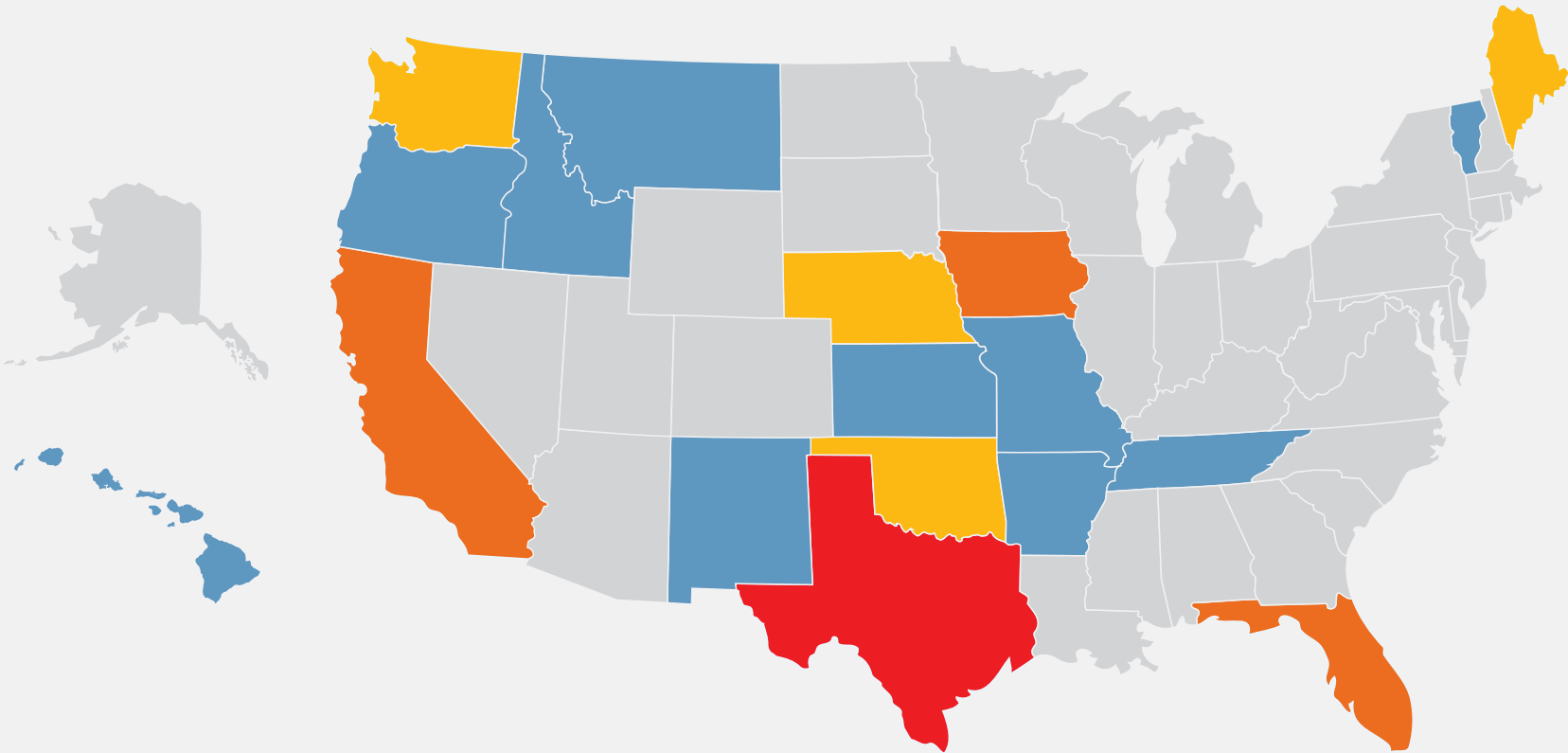


Red Cross responded to a major disaster every 15 days.*

We responded to at least one major disaster in 18 states.

Number of Major Disasters Per State

0 1 2 3 4



*“Major” refers to disaster responses costing \$250,000+. Number reflects average time between disasters of this nature in FY24. One disaster may affect multiple states.

Disaster Response Highlights

FY24 at a Glance:



More than **3.9 million** meals and snacks served with partners



More than **2.3 million** overnight shelter stays provided in emergency lodging with partners



More than **53,000** households provided relief supplies



More than **59,300** households supported with financial assistance

Disaster survivors needed the Red Cross for longer.

Hawaii Wildfires

August 2023–July 2024

In the fires' immediate aftermath and for nearly a year later, the Red Cross and partners tended to needs for shelter, a major concern, given housing shortages. We also supported residents through multiple rounds of financial assistance.



“When anyone asks how I’m feeling, in spite of everything, I feel fortunate.”

Alan Kawaguchi, who received Red Cross financial assistance after he lost his home to the Hawaii wildfires

Hurricane Idalia

August 2023–November 2024

Hurricane Idalia tore through northern Florida and parts of Georgia in August 2023 — taking a particularly harsh toll on low-income communities. For over a year, the Red Cross sheltered residents with nowhere to turn.



“After I’d stayed at six different places ... all of a sudden, there’s a ray of hope that comes: the Red Cross.”

Glenn Corp, whose home was destroyed by Hurricane Idalia and who stayed in Red Cross care for months



“We’re increasingly seeing that disaster responses are no longer a matter of weeks — they’re a matter of months or more. The Red Cross sheltered survivors for over 11 months in Hawaii and more than a year after Hurricane Idalia. These disaster survivors were counting on us, and thanks to your support, we could care for them as long as they needed. For that, I am deeply thankful.”

Brad Kieserman, Vice President, Disaster Operations and Logistics

Our responders were in communities every day, reaching tens of thousands — from home fires to floods.

Preparing for and responding to home fires, the most common disaster



The Red Cross **responded to 52,500 home fires** in FY24, helping families who'd lost everything.



We also helped **save 191 lives** from these all-too-common tragedies through our free smoke alarm installations.

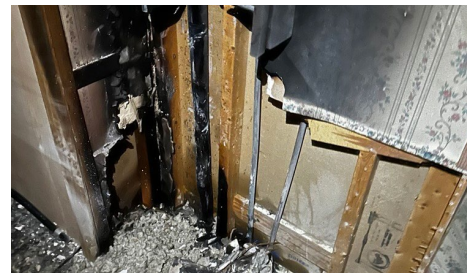
“Thanks to the Red Cross, we are in this world. We probably wouldn’t have woken up otherwise.”

Lorena Lopez, pictured right, whose family escaped a fire, thanks to alarms installed by the Red Cross. We also supported her family after the fire, helping replace medical equipment and offering emotional support.



“The Red Cross gave us a big bucket of supplies to help with cleanup and also gave us a debit card that we could use to stay in a hotel — a big help!”

Sheryl Sutton, whose home, pictured right, was damaged in a fire



Spring Storms & Floods Spring 2024

Throughout the spring, storms and floods upended countless lives across 19 states and territories, with Texas seeing some of the worst impacts.

“I didn’t know what to do, and the Red Cross was a tremendous relief.”

Patsy Alleman, pictured above, who lost her insulin when a tornado destroyed her Arkansas home. A Red Cross nurse helped her replace it.

Mission adaptations helped survivors overcome recovery barriers in vulnerable communities.

Enhancing Financial Assistance: After Hurricane Idalia and the Hawaii wildfires, we offered multiple rounds of financial assistance, helping impacted residents with initial hurdles like replacing lost clothing, as well as ongoing barriers like home repairs. Our financial assistance was also crucial for families recovering from everyday disasters like home fires. We provided an average of \$680 per household in immediate financial assistance to survivors of disasters like these in FY24, helping them with things like replacing lost clothing and securing lodging.*

Helping Survivors Overcome Barriers to Housing: In response to affordable housing shortages, we enhanced our Shelter Resident Transition service, which helps disaster survivors find housing solutions and, in many cases, involves providing financial assistance. In addition, we provided 2 million more overnight shelter stays in FY24 than in FY23, driven largely by people needing shelter for longer.

Making Communities More Resilient: Through our Community Adaptation Program, we are investing in partnerships with local nonprofits that address health, housing and hunger in disaster-prone, socially vulnerable communities, helping these partners respond when disasters strike. When heavy rains caused flooding in Sarasota, Florida, our CAP partners delivered relief, providing tarps and sandbags and even furniture to a family whose home flooded.

*Number reflects immediate financial assistance provided following disasters costing up to \$250,000.



“Disasters continue to grow in frequency and intensity, creating a greater need for Red Cross care. Thanks to generous donors, in fiscal year 2024, we could be there for survivors, meeting long-lasting needs, as well as investing in programs to make communities more resilient against future disasters. Thank you for all you make possible.”

Jennifer Pipa, Vice President, Disaster Programs



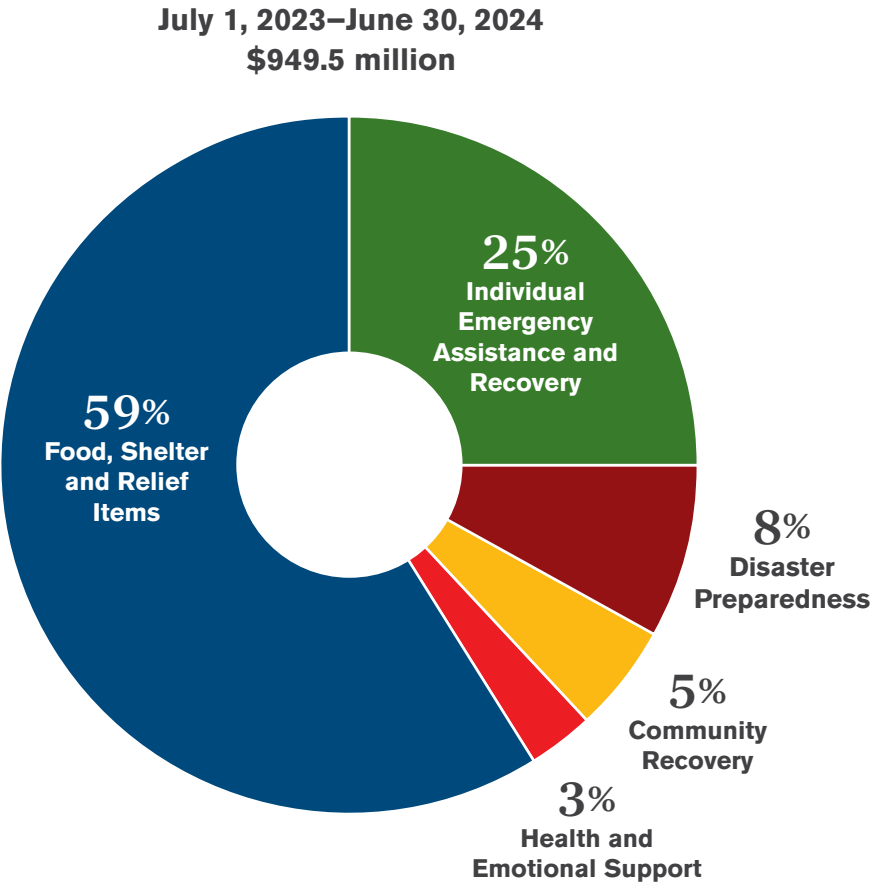
Top: The Jaimes family worked with Red Cross Shelter Resident Transition Team members to find temporary housing after spring flooding in East Texas forced them from their home. Photo by American Red Cross Texas Gulf Coast



Bottom: Tulane Missionary Baptist Church volunteers distribute food as part of a Community Adaptation Program. Photo by Scott Dalton/American Red Cross

Your investments supported life-changing disaster care.

Fiscal Year 2024 Disaster Relief Spending*



*The American Red Cross is proud that an average of 90 cents of every dollar we spend is invested in delivering care and comfort to those in need.



Food, Shelter and Relief Items: When crises strike, we are in impacted communities attending to survivors' most immediate needs, putting roofs over their heads and ensuring they have something to eat. To help with cleanup, we distribute supplies like mops, buckets and other equipment.



Individual Emergency Assistance and Recovery: Many disaster survivors receive Red Cross financial assistance and casework support to help them take the next steps on the road to recovery.



Community Recovery: In the aftermath of large-scale disasters like hurricanes, floods and wildfires, the Red Cross often provides grants to community partners to help deliver needed services, such as home reconstructions, furniture distribution and mental health care.



Health and Emotional Support: Our trained health, mental health and spiritual care workers provide hands-on care, helping survivors with things like replacing lost prescriptions and eyeglasses, as well as counseling them through their grief.



Disaster Preparedness: We make communities safer from disasters through our mobile apps, which alert people to disasters, preparedness education, youth programs and our Home Fire Campaign. Through the campaign, we install free smoke alarms in at-risk homes and teach home fire safety.

Thanking Our Generous Supporters

We are deeply grateful to the companies, foundations, individuals, families and organizations whose incredible generosity powers our work to respond to disasters when they strike, stand with survivors for the long haul and make communities more resilient against future threats.

Transformational Donors (\$10 million in annual giving)

The Church of Jesus Christ of Latter-day Saints
Costco Wholesale
Lilly Endowment Inc.
Margaret A. Cargill Philanthropies

Mission Leaders (\$3 million in annual giving)

Amazon
American Airlines
Costco Wholesale
State Farm®
The Church of Jesus Christ of Latter-day Saints
Truist Foundation

Annual Disaster Giving Program Members (\$1 million+ in annual disaster giving)

Amazon	CMA CGM Foundation	Lowe's Companies, Inc.	State Farm®
American Airlines	Costco Wholesale	McDonald's Corporation	Takeda
Anheuser-Busch Foundation	Delta Air Lines	Merck	Truist Foundation
Bank of America	Elevance Health Foundation	Microsoft	VSP Vision
Caterpillar Foundation	Enterprise Mobility Foundation	Nationwide Foundation	Walmart and the Walmart Foundation
The Church of Jesus Christ of Latter-day Saints	FedEx	The Pfizer Foundation	Wells Fargo
	Lilly Endowment Inc.	The Starbucks Foundation	

Thanking Our Generous Supporters

Annual Disaster Giving Program Members (\$500,000 in annual disaster giving)

ALDI	Darden Foundation	The Home Depot Foundation	New Balance Foundation	Target
Altria Group	Delta Dental	The J.M. Smucker Company	Paul Davis Restoration	The TJX Companies, Inc.
American Express	DHL Supply Chain	Johnson Controls Foundation	PayPal	Toyota
Aon	Edison International	Kaiser Permanente	PepsiCo Foundation	United Airlines
Bread Financial	Energy Transfer/Sunoco Foundation	The Kraft Heinz Company Foundation	PetSmart Charities	UPS
Capital One	Ford Philanthropy	The Kroger Co. Foundation	Salesforce	USAA
Chick-fil-A	Fox Corporation	Liberty Mutual Insurance	Southeastern Grocers Gives Foundation & Southeastern Grocers, Harveys Supermarket and Winn-Dixie	U.S. Bank Foundation
Citi Foundation	General Motors	Lockheed Martin Corporation		Visa Foundation
The Clorox Company	Google.org	Mastercard		The Walt Disney Company
Danaher Foundation	HCA Healthcare	Mondelēz International Foundation	Stryker	The Wawa Foundation
				Wesco

Disaster Responder Program Members (\$250,000 in annual disaster giving)

7-Eleven Cares Foundation	Charles Schwab Foundation	International Paper	MetLife Foundation	RTX
Adobe	Cisco Foundation	Invitation Homes	The Middleby Corporation	Ryder System, Inc.
The AES Corporation	CNA Insurance	Keurig Dr Pepper	Neiman Marcus Group	Santander Bank and Santander Consumer USA Foundation Inc.
American Tire Distributors	The Coca-Cola Foundation	Kimberly-Clark Corporation	NextEra Energy, Inc.	Security Finance's Lending Hand Foundation
American Water Charitable Foundation	The Deluxe Foundation	L'Oréal	Norfolk Southern	ServiceNow
Ameriprise Financial	The DICK'S Sporting Goods Foundation	The Labcorp Charitable Foundation	Northrop Grumman Foundation	Southwest Airlines
Assurant	Discover	Lenovo Foundation	Northwestern Mutual	Stanley Black & Decker
AvalonBay Communities, Inc.	Dollar General	LKQ	Novartis US Foundation	Tata Consultancy Services
Avangrid Foundation	Dollar Tree and Family Dollar	Lockheed Martin Corporation	Old Dominion Freight Line	U-Haul International
Barclays	Duke Energy	Macy's, Inc.	Pacific Life Foundation	Ulta Beauty Charitable Foundation
Bath & Body Works	Equitable	Major League Baseball	Prudential	US Foods
Big 5 Sporting Goods	FirstEnergy Corporation	Marathon Petroleum Corporation	Raymond James	Yum! Brands
Build-A-Bear Foundation	Harbor Freight Tools Foundation, LLC	Martin Marietta	RBC Foundation USA	
CarMax	Hewlett Packard Enterprise Foundation	Masco Corporation	Reckitt	
CDW	HP Foundation	Mattress Firm	Reliance, Inc.	
		McKesson Foundation	Reynolds American Inc.	

Thanking Our Generous Supporters

Individual and Foundations Honor Roll (\$100,000+ in annual disaster giving)

George I. Alden Trust	Firehouse Subs Public Safety Foundation	Impetus Foundation	Malott Family Foundation	Mark and Kim Shapiro
The Annenberg Foundation	The Freeman Foundation	William R. Johnson, Jr.	Margaret A. Cargill Philanthropies	Denise Littlefield Sobel
Anne and Robert Bass	Charles A. Frueauff Foundation	Dennis and Judy Jones Family Foundation	The J. Willard & Alice S. Marriott Foundation	Spurlino Family Foundation
The Bontje Foundation	Gary O. Galiher Foundation	JTMF Foundation	MB Foundation	Sunshine Now Foundation
Harry Brown	Nancy Ganio	Robert and Elaine Judson	Paul McCann	TAWANI Foundation
California Community Foundation	The Gilchrist Foundation	Kazma Family Foundation	The Patrick J. McGovern Foundation	Thompson Family Foundation
Chang Charitable Fund	The Greater Cincinnati Foundation	Kelly Foundation	The Merancas Foundation	Polly Fowler Thropp
The Chickasaw Nation	Greater Washington Community Foundation	Kemper Family Foundations, UMB Bank	David and Rebecca Morgan	Vermont Community Foundation
The Columbus Foundation	Grove Farm Foundation	David N. Khoury	Otto Bremer Trust	John and Vicky Whitley
Community Foundation for the CSRA	Ronald and Cynthia Gula Charitable Fund	F. M. Kirby Foundation, Inc.	Otto Bremer Trust — North Dakota	Wilf Family Foundations
Cornelius Family Foundation	The Robert & Shirley Harris Foundation	Leonard and Norma Klorfine	The Peierls Foundation Inc.	Willow Springs Foundation
Crabby Beach Foundation	Nancy and John Hartung	Gerald A. & Karen A. Kolschowsky Foundation, Inc.	Allen Perrel	Anne & Gene Worrell Foundation
CREATE Foundation	Hauck Charitable Foundation	Stephen Kramer	Teresa and Byron Pollitt	Yabuki Family Foundation
Devine-Majors Foundation	Hawaii Community Foundation	Maja Kristin	James and Amy Ramsey	Karen B. Yoh Foundation
Greg Dixon	Robert and Kathleen Henderson	Chris Larsen and Lyna Lam	The Rauch Family Foundation	
Dotson Charitable Fund	The Herbst Foundation, Inc.	Amanda and Tom Lister	George A. and Sabrina S. Rush	
Dreiseszun Family Foundation	Hobson/Lucas Family Foundation	The Longleaf Foundation	Lynn and Frederic Scarola	
Jennifer and Kenneth Duda	Judith Spruill Hudnell		Charles and Helen Schwab	
The Kirt Fiegel Family				



Thank You