



WV Floodplain Management Association

Wednesday, June 17, 2026



**American
Red Cross**





Our Mission

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.



American Red Cross

Our Vision

The American Red Cross, through its strong network of volunteers, donors and partners, is always there in times of need. ***We aspire to turn compassion into action*** so that...

...all **people affected by disaster** across the country and around the world receive care, shelter and hope;

...our communities are **ready and prepared for disasters**;

...everyone in our country has **access to safe, lifesaving blood and blood products**;

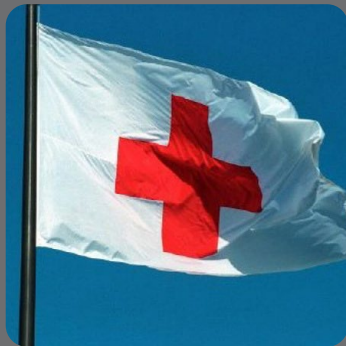
...all members of our armed services and their families find **support and comfort** whenever needed; and

...in an emergency, there are always **trained individuals** nearby, ready to use their Red Cross skills to save lives.

The Fundamental Principles



Humanity



Impartiality



Neutrality



Independence



Voluntary Service



Unity



Universality



American Red Cross

Our Services

Down the Street. Across the Country. Around the World.®



**Training
Services**



Biomedical



**Disaster
Services**



**Service to the
Armed Forces**



International

Central Appalachia

Chapters by County



**American
Red Cross**

Legend

 Chapter Headquarters

 Region Headquarters

Chapter Boundaries

 State Boundaries

Chapter

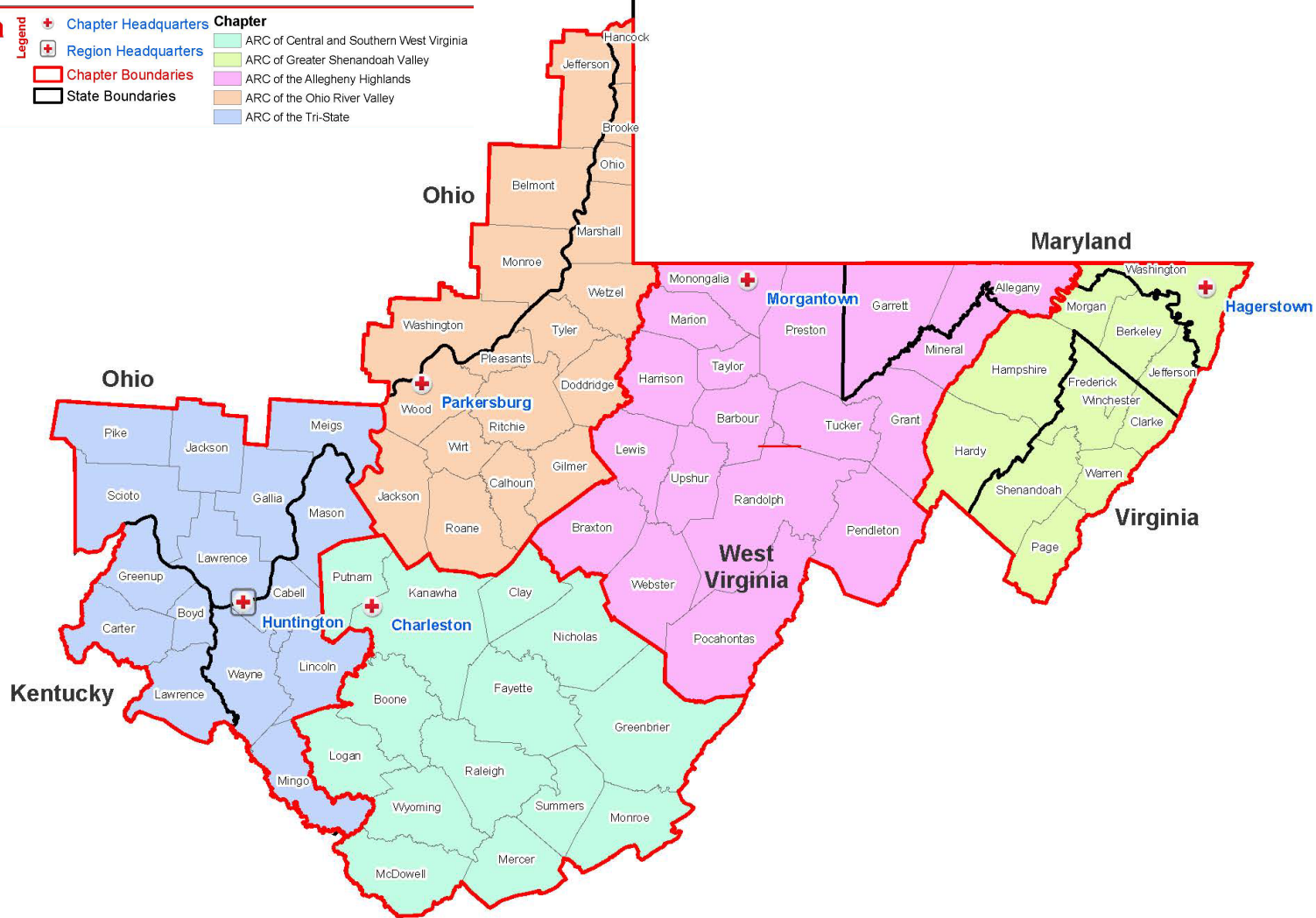
ARC of Central and Southern West Virginia

ARC of Greater Shenandoah Valley

ARC of the Allegheny Highlands

 ARC of the Ohio River Valley

ARC of the Tri-State



Last Year in West Virginia, the Red Cross...



Assisted over
1,100 families
who experienced a disaster



Collected over
46,000 units
of lifesaving blood



Provided over
700 services
to members of the military,
veterans and their families



Trained over
20,000 people
in first aid, CPR and AED skills



Educated over
2,000 students
in preparedness education



Installed over
3,500 free smoke alarms
in local homes

Continuous Disaster Response

June 2025

Father's Day Flood

Marion & Ohio Counties

276 Cases & 637 Clients

69 Overnight Shelter Stays

769 Meals & Snacks

1,002 Relief Supplies

68 Responders



February 15, 2025

Flooding

Boone, Boyd, Cabell, Kanawha,
Lincoln, Logan, McDowell, Mingo,
Scioto & Wayne Counties

124 Cases & 332 Clients

324 Overnight Shelter Stays

11,400 Meals & Snacks

4,343 Relief Supplies

77 Responders



September 2024

Hurricane Helene

Mercer & McDowell Counties

46 Cases & 130 Clients

19,060 Meals & Snacks

147 Relief Supplies

27 Responders



Every day, we alleviate suffering for thousands of people:



Helping **175 families** affected by home fires or other disasters.



Collecting **12,000 blood donations** to help people facing medical crises.



Providing **1,300 services to military members**, veterans and their families facing emergencies.



Delivering measles and rubella vaccinations to **350,000 children** worldwide.



Training **18,000 people** in lifesaving skills.

With the power of volunteers, we are incredibly efficient.

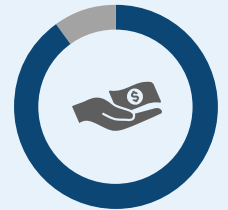


90%

of our workforce is volunteer.

90¢

of every dollar we spend delivers care.





"You are there to help people during the worst time of their lives. When people have lost everything, you walk up and say I am here to help."

Charles Clegg
Red Cross Volunteer
for 10 years



**American
Red Cross**



We help after disasters big and small.

In 2023, nearly 2.5 million people in the U.S. were displaced from their homes due to disasters.¹



In the past 10 years, more than 88% of U.S. counties have been impacted by a disaster.²

The American Red Cross is now launching two times as many relief operations for major disasters than we did a decade ago.



¹ Disasters Displaced 2.5 Million People In US In 2023 | Weather.com

²Forbes Advisor, "Counties Most at Risk for Natural Disasters, Ranked," June 2023.

Caring During Life's Darkest Moments

Whether a single home has burned or an entire town has been decimated, disaster survivors can turn to the Red Cross. We provide:

Warm meals and **vital relief supplies**, delivered directly to families in devastated neighborhoods.



Individuals can rest and receive **health and mental health support**.

A **safe shelter** for the whole family – including pets.



Financial assistance, allowing those who qualify to make critical purchases, housing deposits and necessary repairs to their homes.



Vulnerable People Need Us Most

Disasters don't impact everyone equally. The most vulnerable are disproportionately harmed.

When facing an unexpected \$400 expense, more than 30% of U.S. adults either couldn't pay for it or would borrow money or sell something to do so.¹ Disasters can truly threaten the survival of the financial insecure.

For those who need us most – people with low incomes, disabilities and other access and functional needs; children and the elderly; and other marginalized groups – our support is critical. That's why we strive to make Red Cross facilities, programs and services accessible to the whole community.



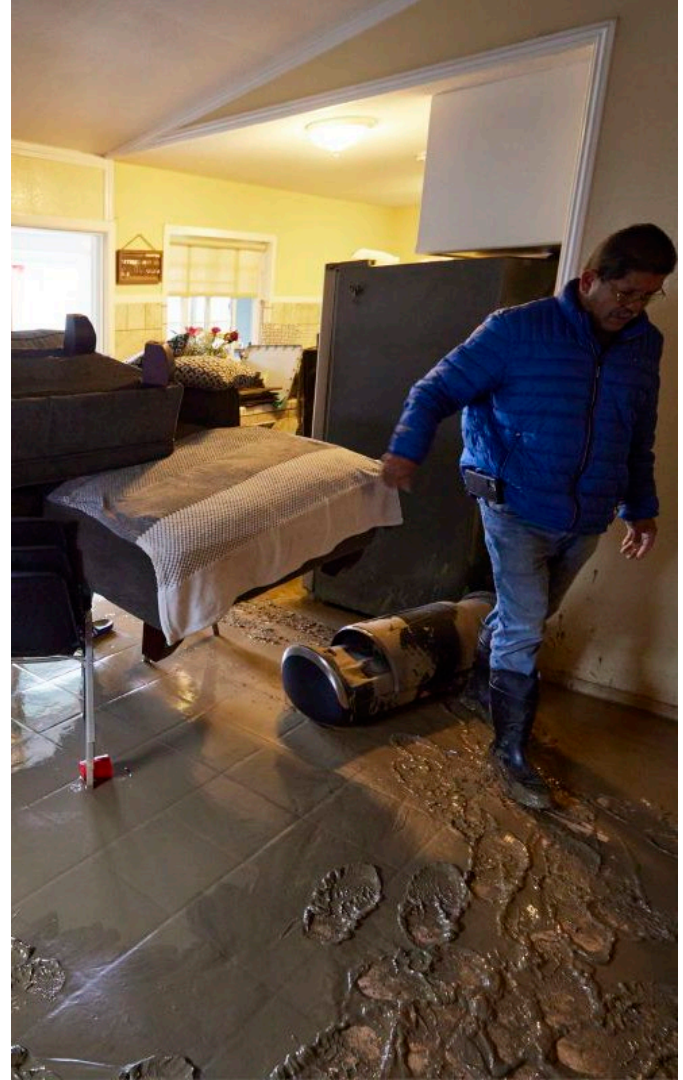
Lack of Affordable Housing Impacts Recovery

72% of Red Cross emergency shelter clients cite housing as the number-one barrier they face when trying to move out of our shelters after a disaster.

Census numbers show that people from low-income households¹ are more likely to have to evacuate because of a disaster, and **nearly half of these families are never able to return home again.**²

¹Defined as those making under \$25,000 a year.

²U.S. Census Bureau Household Pulse Survey, Week 53..



Safely Sheltering Those in Need

With our national infrastructure of thousands of pre-identified shelters, the Red Cross provides meals and safe lodgings for the whole family, including pets.

- At our emergency shelters, disaster survivors meet with caseworkers who can **respond to immediate needs** – such as replacing lost prescriptions, eyeglasses or clothes – and help set them up for recovery.
- Trained volunteers are also on hand to deliver **spiritual care and health and mental health support**, offering sorely needed comfort to those reeling from a traumatic event.



Delivering Aid Directly to Communities in Need

Our work extends into devastated neighborhoods, reaching disaster survivors not at an emergency shelter.

- Our **Emergency Response Vehicles (ERVs)** are equipped to drive straight to the heart of disaster zones, **delivering critical relief supplies, meals and snacks**.
- Strategically situated in targeted neighborhoods, **Disaster Aid Stations** serve as a hub where survivors can access the full breadth of our relief and recovery services.



Helping Overcome Housing Challenges

Our **Shelter Resident Transition** (SRT) teams provide enhanced casework and financial support to help survivors with the greatest unmet needs cope with housing barriers.



If a client's house experienced damage and is still livable, but needs mucking out before they can move back in, we help connect them to organizations that help with crisis cleanup, etc.

If a client needs the funds for a deposit on a long-term transitional housing, like an apartment rental, we can provide that financial assistance.



If a client was experiencing homelessness prior to a disaster and wants a tent rather than a stay at a homeless shelter, we can provide this for them.

We Are Disaster-Ready 24/7

We can mobilize a scaled response, meeting people's urgent and immediate needs, when they need us most by:

- Training our workforce, 90% of whom are volunteers.
- Maintaining our fleet of mission critical vehicles.
- Resourcing our strategically located warehouses.
- Pre-identifying shelters.
- Keeping our technological systems up-to-date.



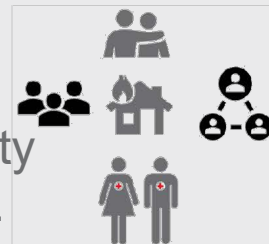


American Red Cross

National Readiness Target

To ensure we will be there when communities need us the most by 2030 the Red Cross seeks to:

- Engage **30,000** volunteers affiliated and trained that are available for regional or national deployment.
 - For our region, we need **444** volunteers and 60% of those, **266**, engaged by June 2026.
- Engage **18,000** affiliated volunteers, committed community partners, and reliably available members of the community.
 - For our region, we need **20** local shelter teams.
 - Chapter's will conduct exercises to demonstrate the capacity in our local communities to open a shelter within two hours.



Things to Know about Deployment

- Free training is provided by the Red Cross to prepare you for your assignment.
- Red Cross covers all travel expenses, food and lodging as well as provides needed equipment and supplies
- Travel to a disaster response could be by plane, Red Cross vehicle, rental car, etc., and could be local, in a bordering state or across the country.
- 14-day assignment, which includes two days of travel and a day off.
- 10-day assignment for Disaster Health Services volunteers.
- There is some flexibility and time for planning around your availability.
- Disaster responders often respond in waves, as the disaster relief efforts continue so you may have availability throughout the response.



American Red Cross

Preparedness Programs

Preparedness programs are national, standardized and free for community members taught by certified presenters. They are designed to help participants understand, prepare for and respond appropriately to emergencies and disasters through engaging and age-appropriate curriculum.

- **Prepare with Pedro** (Kindergarten–2nd Grade): A 30–45 min preparedness program for students that follows Pedro the Penguin and his friends as they learn how to be prepared and take action during an emergency.
- **Home Fire Campaign** (Resident(s) over 18): A 30-minute preparedness home visit reviewing home fire and other safety checklists, beginning a home escape plan and installing free smoke alarms.
- **Be Red Cross Ready**: The presentation is designed to teach people how to prepare for and respond appropriately to disasters likely to occur in their community such as hurricanes, wildfires, earthquakes, tornadoes, etc.
- **Hands Only CPR**: A 30 min training teaching hands-only technique for CPR. Participants learn how to check for consciousness, call 911 (or the local emergency number) and give continuous chest compressions. CPR training certification is not provided through this course.
- **Ready Rating**: A 30 min presentation explaining our free membership program to help businesses, schools, or organizations become better prepared for disasters and other emergencies.





American Red Cross



SOUND THE ALARM

Save a Life

Central Appalachia Region

- **163** Lives Saved
- 26,135 Homes Made Safer
- 65,713 People Served
- 67,059 Alarms Installed

Nationwide

- **2,682** Lives Saved
- 1,361,386 Homes Made Safer
- 3,549,531 People Served
- 3,331,949 Alarms Installed

Partner with us!

- The Red Cross is always looking for local, committed community and business partners to help us provide services and outlets for our programs.
- Prepared shelters are a vital resource to providing warmth, safety and comfort to those affected by disaster. Organizations work with the Red Cross to utilize their facilities in the event of an emergency or disaster.
- Every 2 seconds, someone in the U.S. needs blood. By hosting a blood drive, you can make a real difference.
- Join the Red Cross to install free smoke alarms as part of our Sound the Alarm events.

Contact us to learn how the Red Cross can help you, and how you can give back to humanity as a Red Cross partner!



We need you. Can you help us?

**Call 1-800-RED-CROSS or
please go to: redcross.org/carvolunteer**



Start your Red Cross journey today!

Follow Us @redcrosscar!



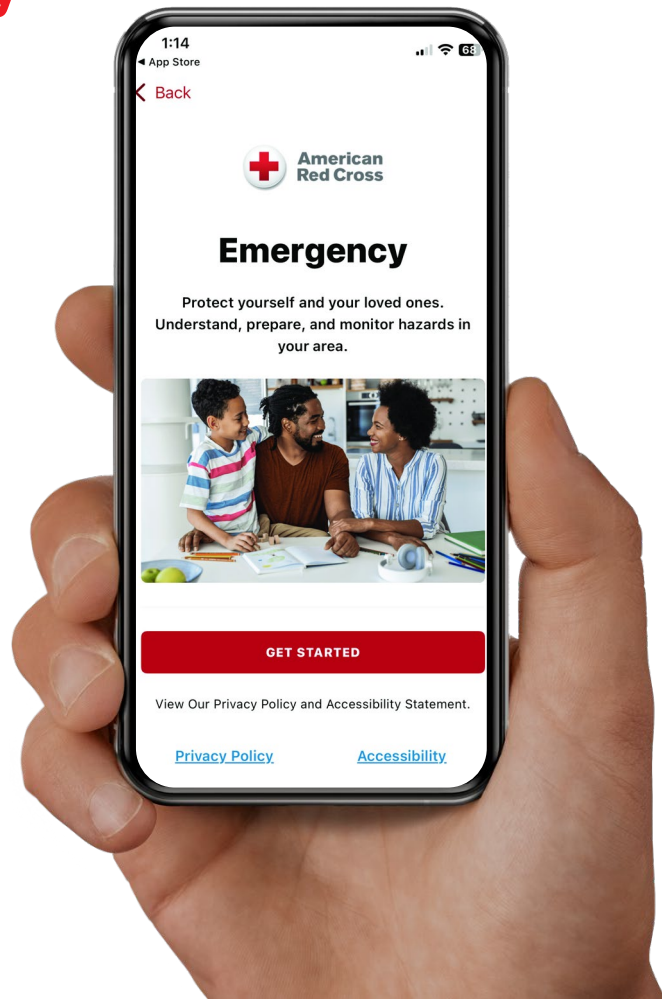
Prepare to protect your loved ones by downloading our Emergency app

- Emergency app features
 - Before: Short guides help you prepare for 13 hazards. Make customized plans and play games to practice critical preparedness skills.
 - During: National Weather Service alerts are shown in the app and can be sent to your phone. Real-time weather maps and hurricane tracking keep you updated on storms.
 - After: If a disaster impacts your location, you can easily find open Red Cross shelters and services available near you.
- The Emergency app is free, available in English and Spanish, and designed with accessibility in mind.



Download the free Emergency app today. Available in English and Spanish. Search “American Red Cross” in your app store or text: “GETEMERGENCY” to 90999.

Available in the App Store® or Google Play™.



Questions?



Contact Information

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Thank you



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