



Kentucky Floods

ONE-YEAR UPDATE | AUGUST 2023



American
Red Cross

A year ago, relentless downpours inundated eastern Kentucky from late July through early August, causing deadly and destructive flash flooding across the region's steep mountain valleys. More than 40 people lost their lives, and thousands of individuals and families also suffered devastating material losses. Raging waters soaked or swept away homes, businesses, vehicles and critical infrastructure like bridges and power lines — leaving hard-hit residents struggling to get back on their feet.

Delivering Immediate Aid to Flood Survivors

In the wake of the floods, American Red Cross volunteers and employees worked swiftly to assess the damage, provide safe refuge and offer care and comfort to severely impacted residents — many of whom narrowly escaped ahead of the rising streams and rivers. Red Cross disaster workers delivered food, relief and cleanup supplies, basic health services and much more — both in shelters and through direct visits to devastated communities — to help stricken residents get through those difficult early days.

In addition to meals, shelter and relief items, generous support from Red Cross donors funded Immediate Financial Assistance that helped flood survivors address their most pressing needs, such as buying groceries for their families, replacing lost clothing, and paying for transportation and lodging. For families grieving the loss of loved ones, Red Cross care teams also offered

spiritual care and comfort, disaster mental health services and other assistance.

The compassionate support provided by our volunteers and employees during the early days of this disaster was indispensable to displaced flood survivors, including Ruzettia Sparks and Debbie Benton of Jackson, Kentucky. The two sisters found refuge at our emergency shelter in Campton, Kentucky, after being rescued from the flooding. “I’m so grateful for the Red Cross,” Ruzettia said. “We love you guys.”

A year after these tragic floods, many eastern Kentucky residents are still struggling to get back on their feet and recover from the destruction. Powered by generous support from donors, the Red Cross has continued to stand with the affected individuals and families, working alongside a large team of community partners to help them meet pressing needs.

“I’m so grateful for the Red Cross.”

Ruzettia Sparks, Jackson, Kentucky

Response at a Glance

Hundreds of Red Cross disaster workers mounted a massive response to help people affected by the July 2022 Kentucky floods. They have:



Served more than **88,100 meals and snacks** with partners



Provided more than **14,000 overnight shelter stays** with partners



Provided more than **1,400 households with relief supplies**



Reached an estimated **16,600 people with disaster relief and recovery services**

—Cumulative figures as of June 28, 2023

Providing Financial Assistance and Recovery Support

As soon as it was safe to do so, Red Cross disaster workers were on the ground to conduct residential damage assessment in the affected communities, helping us identify and prioritize those who suffered the heaviest impacts. In the days and weeks following the floods, we offered cash assistance to survivors whose primary homes had been destroyed or suffered major damage. These funds helped with some of their most urgent needs — like putting food on the table, buying diapers and other supplies, replacing damaged household items, clothing and more.

Over the ensuing months, the Red Cross also provided over \$3.8 million of Bridge Financial Assistance to severely affected individuals and families who faced additional barriers to recovery, including housing and transportation expenses, job-related needs, childcare and accessing health and mental health services. As of June 28, 2023, we had provided relief and recovery financial assistance, including Bridge Financial Assistance, totaling approximately \$4.8 million to help thousands of households pick up the pieces and begin to recover from this historic flooding.

Beyond this critical financial assistance, the Red Cross has continued to work closely with community long-term recovery groups, nonprofit and civic organizations, local businesses and government agencies to support individuals and families who have ongoing disaster-caused needs. Compassionate Red Cross workers met one-on-one with flood survivors to help plan their



next steps and connect them with recovery resources available through government and community partners.

In addition to financial assistance and one-on-one support, a dedicated Red Cross community recovery specialist is conducting an ongoing needs assessment, so we can best collaborate with partner organizations that have specialized expertise as we work together toward community recovery. We will help support these organizations, including through funding grants in some cases, as they address unmet recovery needs and help people in the affected communities become better prepared for and more resilient against future crises. For example, through our community recovery efforts, we were able to identify a need for disaster resiliency education for children and connect a partner organization, Camp Noah, with funders through our participation in the Kentucky Funders Long-term Recovery Roundtable.

Above: Red Cross Kentucky Region Disaster Program Manager Madison Mille uses our damage assessment smartphone app to record home property damage suffered during the flooding. The assessment app automatically records the location of the loss, stores photographs of the damage and allows the volunteer to categorize the extent of the loss so we can plan recovery efforts to best help those affected. Photo by Kevin Suttlehan/American Red Cross

Your Help Made a Real Difference

Generous donations from the public helped thousands in need after the devastating 2022 floods in eastern Kentucky. To learn more about this disaster and stories of people we've helped, please visit our [Kentucky Floods Story Map](https://redcross.org/kentuckyfloods). (redcross.org/kentuckyfloods)



Kentucky Floods Expenses and Commitments (in millions)^{1,2}
as of June 28, 2023. (\$10.9 million raised)

Expense Categories	Food, Shelter, and Relief Items	Health and Emotional Support	Financial Assistance	Community Recovery & Resilience	Total	Expense %
Financial assistance, food and other relief items	\$0.3	\$0.4	\$4.8	–	\$5.5	54%
Deployment of volunteers and employees (includes airfare, lodging, meals and vehicles)	\$1.0	\$0.4	\$0.3	–	\$1.7	16%
Freight, postage and warehousing	\$0.5	–	–	–	\$0.5	5%
Full-time Red Cross employees	\$0.3	–	\$0.1	–	\$0.4	4%
Kitchen, shelter and other logistics that enable service delivery	\$0.2	\$0.1	\$0.1	–	\$0.4	4%
IT, communications and call centers	\$0.1	\$0.1	\$0.2	–	\$0.4	4%
Temporary disaster hires	\$0.1	\$0.1	–	–	\$0.2	2%
Equipment, maintenance and fueling of Red Cross emergency vehicles and rented trucks	\$0.1	–	–	–	\$0.1	1%
Total Program Expenses	\$2.6	\$1.1	\$5.5	–	\$9.2	90%
Management, general and fundraising					\$1.0	10%
Total Spent and Committed					\$10.2	100%
Additional budgeted recovery programs					\$0.6	
Management, general and fundraising remaining to be applied					\$0.1	
Total Budget					\$10.9	

¹ Dollar figures in all tables are rounded to the nearest \$100,000; therefore, expenses of \$49,999 and below are represented as zero.

² Since our 6-month report, some costs have shifted from our response phase to our recovery phase.

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 our approximately 19,000 employees and more than 300,000 volunteers, fundraising and communications functions, and other support services across all program lines. Ninety cents of every dollar spent for Kentucky Floods will support delivering care and comfort to help people affected by the floods in Kentucky.

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 each year—including 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 throughout their recovery. Your donation helps us fulfill this promise. We are grateful for your trust.