

HURRICANE ISAAC

ONE-YEAR UPDATE | AUGUST 2013

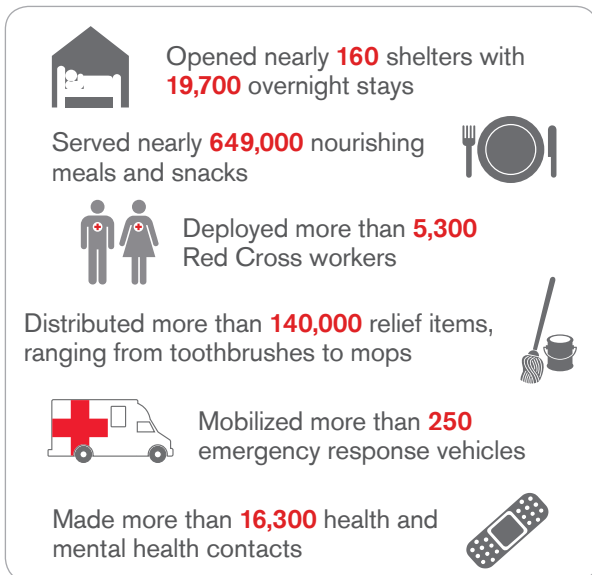


**American
Red Cross**

Hurricane Isaac

One year ago in late August 2012, Hurricane Isaac drenched the Gulf Coast as the slow-moving system generated powerful storm surges, flooding and widespread power outages. In a coincidence of timing, Isaac struck the Gulf Coast close to the seventh anniversary of Hurricane Katrina.

As always, the American Red Cross mobilized to stand by Gulf Coast residents from Texas to Florida. With more than 5,300 workers responding to calls for assistance, the Red Cross launched a comprehensive relief effort.



Progress Along the Gulf Coast

Given the power of Superstorm Sandy, which devastated parts of the Northeast two months later, in October 2012, Hurricane Isaac may have been overlooked. But the Red Cross has remembered the people impacted by this storm—and served those in need.

We have helped survivors by providing interim housing, guiding them through the complexities of insurance claims, securing assistance from partners like the Federal Emergency Management Agency (FEMA) and working with communities to get ready for the next disaster.

“It’s our responsibility to help take care of one another,” said Jamie Segura, a Red Cross Recovery and Resilience Specialist in the South Louisiana Region. “Of course it’s part of our mission as the Red Cross, but it’s also my personal mission as someone who experienced Hurricane Isaac.”

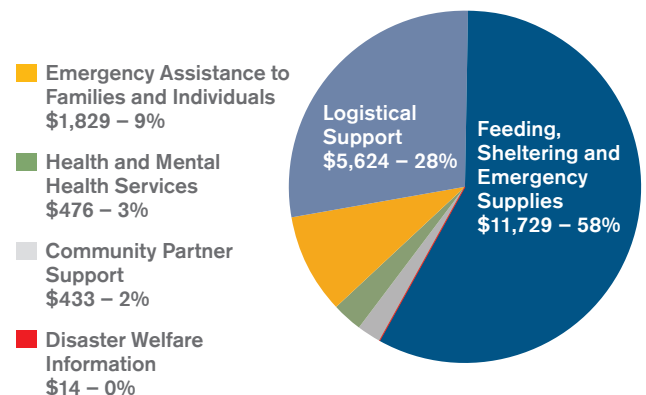
Louisiana’s Partnerships

To meet the ongoing needs of Louisiana residents, the Red Cross is teaming with other long-term recovery groups, such as churches, local nonprofits, government bodies and case management agencies. By working hand-in-hand with these organizations and national partners such as FEMA, we reduce duplication of services and multiply our impact in communities that need immediate, efficient assistance.

As Hurricane Isaac recovery efforts progress, the Red Cross also recognizes that now is the time to prepare for future disasters. We are helping Louisiana communities become more resilient by providing residents with preparedness workshops and “Go Kits”—a localized tool that enables households to create evacuation plans and organize important documents so they’re prepared for the next storm.

Hurricane Isaac Response

*Expenses and Commitments through August 22, 2013
\$20.1M (in thousands)



Mississippi's Network of Neighbors

In Mississippi, the Red Cross is working with a range of community partners to provide assistance to people who are rebuilding their homes and lives, while also helping communities prepare for future disasters. Red Cross workers have gone door-to-door, canvassing neighborhoods with preparedness information; leading presentations on emergency preparedness to key community groups; and

playing a leading role in coordinating preparedness workshops.

These efforts, along with the work of other community agencies, are helping residents to recover from Isaac and get ready for future disasters. This statewide resiliency network will help to enable faster recovery and reduce damage.

Making A House A Home

Dark water from Isaac rushed through Rosemary Jackson's house. In less than a minute, it pushed sofas, tables and chairs around her family room. It was chest high before emergency responders hoisted the Jackson family into a boat and shuttled them to safety. As Rosemary floated away from her home, she was relieved to know that her children were safe but also horrified to watch a lifetime of memories and her most cherished possessions wash away in minutes.

"My main concern was making sure my kids were okay," she later said, but Rosemary was still struck by the destruction. "I just couldn't believe how quickly the water consumed everything in the entire house."

Following their August 2012 rescue, the Jackson family stayed with relatives in Baton Rouge, 60 miles from their home in LaPlace, Louisiana. It was challenging for Rosemary to piece her life back together from such a distance. Eventually she was able to rent a temporary house in LaPlace. She used flood insurance funds to rebuild her home, but Rosemary's family still could not return when construction was complete—she and her children had nothing left to furnish the house.

Rosemary's Red Cross caseworker stepped in to help, and she received beds, bedroom chests, a dinette set, a sofa and a loveseat. The family also benefited from a gift card to a nearby department store, where they purchased other essentials such as linens. On June 28, 2013, the Jackson family returned to their newly refurbished and furnished house.

"It really feels good to be back in my home," Rosemary said, "And I'm thankful to Red Cross for helping us finally come home."



Homeowner Rosemary Jackson (left) and her daughter in her newly restored family room. She and her family returned to their home in LaPlace, La. in late June 2013.

Thank You

Relief efforts of this magnitude would not be possible without contributions from generous Red Cross donors. We are incredibly grateful for the support you, other donors and our community partners provide.

The Red Cross is a trusted symbol of disaster relief, but only because contributors like you provide the resources to help people recover. With your kind support, we will remain in Mississippi and Louisiana while the rebuilding continues, providing help, comfort and hope for all.