



**American
Red Cross**

Hurricane Michael

Three-Month Update | January 2019

Red Cross Delivers Urgent Relief to Devastated Residents

Over three months ago, Hurricane Michael—the strongest hurricane on record to strike the Florida Panhandle—devastated coastal residents, sweeping away homes and businesses in seaside towns like Mexico Beach, Florida. As the powerful storm moved inland, its high winds inflicted additional destruction across parts of Alabama and Georgia—damaging thousands of homes and leaving millions without power.

In response, thousands of American Red Cross disaster workers—more than 90 percent volunteers—stepped up to provide relief and comfort for residents coping with Michael's catastrophic impact. They helped shelter and feed families forced from their homes, delivered essential relief supplies, and provided basic health services and critical emotional support for people coping with the storm's heartbreaking aftermath.

When it was safe, volunteers also made regular visits to hard-hit communities in emergency response vehicles, providing meals, water, snacks, comfort kits, cleanup supplies and much more. In addition, trained case workers offered impacted families recovery guidance and assistance in locating available resources from government and partner organizations.

These efforts brought help and hope to hurricane survivors like Casey Hawkins and his family. In September 2018, Casey thought he had found paradise when he, his wife Amy and three children moved into a two-story duplex with a beachfront view in Port St. Joe, Florida.

Exactly a month later, Hurricane Michael's rising waters surged through their home, leaving behind a skeleton of wood and wreckage. Like thousands of others, the Hawkins family found refuge at a Red Cross shelter, along

Response at a Glance

Thousands of American Red Cross workers mounted a massive response to help tens of thousands of people impacted by Hurricane Michael



More than **2 million meals and snacks** served with partners



More than **270,200 relief items** distributed



More than **45,000 overnight shelter stays** provided with partners



Nearly **37,000 health and mental health** contacts made



Emergency financial assistance provided for more than **6,600 severely affected households**

—Cumulative figures of operations in Ala., Fla. and Ga. as of January 12, 2019

Above: Panama City, Fla., resident Catherine Nolan was relieved to see a feeding vehicle in her neighborhood, not only so she could get a freshly cooked meal but also to learn the location of the nearest Red Cross shelter and escape the heat. Photo by Daniel Cima/American Red Cross

with warm meals, words of encouragement and help with all the paperwork needed to get back on their feet.

“Y’all have come down here, put your lives on hold,” Casey said of the Red Cross workers who helped his family. “That means the world to me—the world to us.”

Providing Ongoing Support for Immediate and Longer-Term Needs

The first phase of our response to Hurricane Michael is over, but much work remains to be done. As the Hawkins family and countless others began to pick up the pieces and rebuild their lives, the Red Cross has joined with government and nonprofit partners, 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.

Trained Red Cross caseworkers have connected with hurricane survivors one-on-one, helping them create recovery plans and providing them an opportunity to share their needs and ask questions. The Red Cross is also getting emergency financial assistance into the hands of people across Florida and Georgia whose homes

Undaunted by Michael’s destruction, Casey Hawkins is adamant that he and his family will rebuild their lives on the Florida Panhandle. As he explained to his children, “Now, you get to tell people that you lived through one of the strongest hurricanes in history, and it tore up the whole city, and then your daddy helped rebuild it.”

were most affected, reaching out directly to impacted households using a combination of Red Cross damage assessment information and FEMA inspection data.

Individuals and families recovering from Hurricane Michael have different needs, and this financial assistance allows them to set their own priorities, such as replacing food and clothing or helping them pay for essentials like transportation, home repairs and rent deposits. As of January 12, 2019, the Red Cross has already provided financial assistance totaling over \$3 million to more than 6,600 households affected by Hurricane Michael across Florida and Georgia.

Amidst Heartbreak, Red Cross Offers Comfort and Guidance

Even before Hurricane Michael, Doretha Dandy had suffered great losses. Three sisters died in the past year. Previously, she had lost her husband, a daughter and a son.

On top of all that sorrow, Michael struck. The night the storm battered her home in Sylvester, Georgia, Doretha, her daughter and her three grandchildren just held on to each other tightly. “It was scary,” she said. “The wind was so strong; it sounded like a freight train.”

Her grandchildren thought the house would blow down. It didn’t—but Michael punched holes in her roof and damaged her well. For two days, the family lived without water and electricity before moving into a Red Cross shelter in nearby Albany. After 10 days, they felt stuck.

That’s when Bob Coker, Red Cross casework lead for Georgia, met with Doretha to help her begin the first steps toward recovery. “You have to listen and understand, and recognize that they’re in trauma, so they don’t know what to do,” he said.



Photo by Ian Servin/American Red Cross

“Our job is to give them ideas, and help them develop their own plan, to try to put one foot in front of another,” Bob said. “I told her, ‘First let’s protect your house from more damage.’” He also helped her contact a well company and a plumber.

Simple steps like placing a tarp over a damaged roof can help a family return home. And home is where Bob found Doretha, exactly two weeks after Michael tore through, when he came by to check in on the family.

“I thank the Lord for the Red Cross,” Doretha told him. “And I really thank you for what you’re doing.”

Compassionate Donors Support Relief and Recovery

Thanks to our compassionate donors, the Red Cross has raised \$35 million, including the value of critical donated goods and services, to help people impacted by Hurricane Michael. As of January 12, 2019, the Red Cross has already allocated approximately \$22.5 million to emergency relief and recovery efforts for Hurricane Michael survivors. We will continue to program the remaining funds to provide and support services for both individual and community long-term recovery in the impacted communities.

Right: Diana Dalager, a Red Cross volunteer, traveled from Colorado to help people in need in the aftermath of Hurricane Michael. Photo by Daniel Cima/American Red Cross



"The house shook like it was alive," said Teresa Peterson, describing how it felt to be inside her home as Hurricane Michael blasted through her neighborhood in Panama City, Florida. Photo by Daniel Cima/American Red Cross

Hurricane Michael Expenses and Commitments (in millions)

as of January 12, 2019 (\$35.0 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	\$7.4	\$0.2	\$3.3	—	\$10.9	48.4%
Deployment and maintenance of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$4.0	\$0.4	\$0.1	—	\$4.5	20.0%
Freight, postage and warehousing	\$1.8	—	—	—	\$1.8	8.0%
Full-time Red Cross employees	\$1.2	\$0.1	\$0.1	—	\$1.4	6.2%
Kitchen, shelter and other logistics that enable service delivery	\$1.0	—	—	—	\$1.0	4.4%
IT, communications and call centers	\$0.2	—	\$0.2	—	\$0.4	1.8%
Equipment, maintenance and fueling of Red Cross emergency vehicles and rented trucks	\$0.3	—	—	—	\$0.3	1.3%
Temporary disaster hires	\$0.1	—	\$0.1	—	\$0.2	0.9%
Total Program Expenses	\$16.0	\$0.7	\$3.8	—	\$20.5	91%
Management, general and fundraising ¹					\$2.0	9%
Total Expenses					\$22.5	100%
Program dollars remaining to be spent					\$11.4	
Management, general and fundraising remaining to be applied					\$1.1	
Total Budget					\$35.0	

¹Management, 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 Michael will be spent on our services to people affected by Hurricane Michael.

Thank you!

The Red Cross must be ready for every disaster, big or small, and we respond to an average of more than 62,000 disasters per year—including single-family or apartment home fires, severe weather, mass casualty events 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.