



**American
Red Cross**

Hurricanes Laura, Sally & Delta **ONE-YEAR UPDATE**

October 2021

A Message from Trevor Rikken, Senior Vice President, Disaster Cycle Services



A year ago, Hurricanes Laura, Sally and Delta left a terrible path of destruction across the U.S. Gulf Coast against the backdrop of the devastating COVID-19 pandemic. In late August, Hurricane Laura made landfall as one of the strongest storms ever to hit Louisiana. The massive hurricane tore apart homes and caused widespread infrastructure damage that made communities unlivable for months. Weeks later, Hurricane Delta struck the same area, making an already-challenging recovery even harder. In between those two storms, Hurricane Sally inundated the Florida Panhandle and the Alabama coast, leaving entire communities underwater for days.

Driven by the compassion of our steadfast supporters, the American Red Cross worked to provide immediate relief to impacted residents — with modifications in place to ensure the health and safety of our workforce and those we serve amid this pandemic. Dedicated Red Cross workers ran drive-thru sites where storm survivors could pick up essentials, such as food and relief supplies, from their cars. They also walked and drove through storm-affected neighborhoods, bringing necessities like bottled water to survivors as they completed the arduous chore of mucking out their homes.

In addition, the Red Cross supported a massive sheltering operation, with almost all evacuees housed in hotels instead of congregate shelters to reduce the risk of a COVID-19 outbreak. Given the widespread and long-lasting damage these storms caused, the demand for shelter was high. Thousands of people continued to count on this refuge for months after the storm.

Along with meeting immediate needs for food and shelter, we launched a financial assistance program to help impacted residents recover from the tremendous destruction these storms caused. As you'll see in this report, these funds were integral in helping families make it through the hurricanes' aftermath and start rebuilding their lives.

We've been able to stand with survivors of Hurricanes Laura, Sally and Delta on the long road to recovery thanks to the generosity of donors and the dedication of our Red Cross workforce. With their invaluable support, we turned compassion into action for the thousands impacted by these storms in the midst of the COVID-19 pandemic. On behalf of those we serve, thank you for your partnership.

A handwritten signature in black ink, reading "Trevor Rikken".

Trevor Rikken

Cover photo: Mother and son Leslie and Landyn share a moment at an American Red Cross shelter in Milton, Florida, where they sought refuge from Hurricane Sally. Photo by Jaka Vinšek/American Red Cross



Volunteers load supplies into a car at a drive-thru relief site for Hurricane Sally survivors in Pensacola, Florida. Photo by Jaka Vinšek/American Red Cross

Red Cross Delivers Help and Hope Amid Relentless Hurricanes

On August 27, 2020, Hurricane Laura tore through southwest Louisiana with 150 mph winds. The storm caused extensive damage that kept families from returning to their homes for months. About six weeks after Laura hit, Hurricane Delta plowed through many of the same towns still reeling from Laura.

Meanwhile, in September, Hurricane Sally's widespread flooding damaged or destroyed homes along the Alabama Coast and Florida Panhandle, prompting thousands to seek safe refuge with the Red Cross.

Both virtually and on the ground, thousands of dedicated Red Cross volunteers worked tirelessly for months to help impacted residents with essentials like food, shelter and relief items. At points during our response to these storms, thousands of people were able to find refuge for the night thanks to Red Cross sheltering support.

A year later, many people impacted by Hurricanes Laura, Sally and Delta have made tremendous progress, but others are still rebuilding their lives in the aftermath of these massive storms. Powered by our generous supporters, the Red Cross has helped them on the road to recovery, assisting survivors not only with immediate needs but also longer-term challenges.

Empowering Survivors to Take Charge of Their Recovery

Hurricanes Laura, Sally and Delta were extremely destructive and occurred at a time when communities were also facing the challenges of the COVID-19 pandemic. The Red Cross provided immediate financial assistance to help survivors with basic, urgent needs like groceries, transportation, housing and clothing.

Of course, the need for support lasts long after the clouds clear. To aid those who were most significantly affected by these storms, the Red Cross provided a second round of financial assistance. These funds helped people make

home repairs, cover child-related costs, pay for health expenses and overcome other barriers to recovery.

As of August 31, 2021, the Red Cross has provided \$7.4 million in financial assistance to survivors of Hurricanes Laura, Sally and Delta in the year since these storms struck. This donor-supported assistance helped residents pay for home repairs, replace lost belongings, purchase groceries and clothing, and afford essentials in a time of uncertainty.

Response at a Glance



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



More than **937,300 overnight stays in emergency lodgings** provided with partners



More than **284,300 relief items** distributed



More than **66,600 individual care** contacts made

Cumulative figures in response to Hurricanes Laura, Sally and Delta as of August 31, 2021

Impacted Residents Recover, Rebuild After Massive Storms

Eula Jones, South Orange Beach, Alabama

When Hurricane Sally inundated the Florida panhandle and the Alabama coast, Eula Jones and her husband, of Orange Beach, Alabama, watched with trepidation as rising waters grew higher and higher in their home.

“We got on the bed, then on our kitchen counter,” Eula said, recalling her experience during the storm. “It was the worst feeling to see everything we had accumulated in 50 years of marriage being flooded and destroyed.”

“Without the cash help we received [from the Red Cross] and a very caring, understanding person on the other end of a phone call, we would have been homeless.”

Eula Jones, South Orange Beach, Alabama

In need of temporary housing, Eula called the Red Cross and received assistance while on the line. The funds helped the couple secure a safe place to stay while they waited for their insurance claim to be approved.

“Without the cash help we received and a very caring, understanding person on the other end of a phone call, we would have been homeless,” Eula said. “I truly believe the Red Cross was there when we needed it the most.”

The Joneses have since returned home and have worked with their insurance company to continue to repair the damage. “I tell everyone how much [the Red Cross] helped us,” Eula said.



In September 2020, Hurricane Sally inundated Eula Jones' home. Thanks to Red Cross financial assistance, Eula and her husband were able to secure temporary housing while their insurance claim was processed. Photo courtesy Eula Jones.



Red Cross volunteer Katharine Beckman meets with Hurricane Laura survivors Kenyatta and Bryson Miller at a hotel shelter in McKinney, Texas. Photo by Gabriel Cano/American Red Cross



Joshua Robertson, of Lake Charles, Louisiana, picks up meals from the Red Cross at a drive-thru distribution point for people affected by Hurricane Laura. Photo by Scott Dalton/American Red Cross

Lasandra Augustine, Lake Charles, Louisiana

Lasandra Augustine is one of the thousands of people who lost their homes when Hurricane Laura made landfall as a massive Category 4 storm with 150 mph winds, deadly storm surge and extreme rain. “Mentally, the hurricane had a large impact on our family,” Lasandra said. “Every time it rains, my children get nervous, scared that they will have to move out.”

In addition to destroying homes, Laura caused widespread power outages and water supply issues that made life in southwestern Louisiana extremely challenging for weeks after the storm.

Against this backdrop, Lasandra — the sole provider for her three young children — had to navigate the family’s basic needs for food and shelter as well as the long-term challenge of securing a new place to live.

“Without the Red Cross, we would not have [had] a place a stay.”

Lasandra Augustine, Lake Charles, Louisiana

In Lasandra’s time of need, the Red Cross was there to help. To meet the family’s immediate concerns, we provided them with safe refuge for seven weeks at a hotel in New Orleans.

“Without the Red Cross, we would not have [had] a place a stay,” Lasandra said.

In addition to helping with food and shelter, Red Cross caseworkers supported her on the road to recovery. We provided her with \$600 to make a deposit on a new home and another \$1,200 to help cover car repairs.

“I would like to express my thank you for the Red Cross; I really do appreciate everything,” Lasandra said.

David Jones, DeQuincy, Louisiana

David Jones has lived in Calcasieu Parish, Louisiana, his entire life but was forced to flee the area when Hurricane Laura bore down on the community in August 2020. Like many other southwest Louisiana residents, when David left, he wasn't sure if he'd be able to return.

After the storm, David spent time on the road, overwhelmed and unsure what to do next. In Dallas, he connected with the Red Cross, and we provided him shelter, food and clothing. Additionally, the Red Cross gave David financial assistance that he used to return to DeQuincy and make repairs on his house.

"I needed help, and the Red Cross gave me that," David said. "Anything I needed, the Red Cross gave me."

"I needed help, and the Red Cross gave me that. Anything I needed, the Red Cross gave me."

David Jones, DeQuincy, Louisiana

While Hurricane Laura devastated David's hometown, he's grateful for the aid the Red Cross provided so he and his community could recover and rebuild. "The Red Cross really helped a lot of people. The Red Cross treated me right," he said.

Red Cross Delivers Help and Hope Amid Relentless Hurricanes

Powered by the tremendous generosity of our donors, the Red Cross has raised \$28.6 million, including the value of critical donated goods and services, to help individuals affected by Hurricanes Laura, Delta and Sally. As of August 31, 2021, the Red Cross had spent or made commitments to spend approximately

\$113 million on emergency relief and recovery efforts for these hurricanes. To fill this wide gap, we have used allocations from our Coronavirus Outbreak, Hurricanes 2020 and Disaster Relief fundraising designations, as well as specific expenses reimbursed by the state of Louisiana.



Two-month-old baby Isaac sleeps in a Red Cross shelter in Alexandria, Louisiana, where his family sought refuge from Hurricane Laura. Photo by Scott Dalton/American Red Cross.

Hurricane Laura Expenses and Commitments^{1,2} (in millions)
as of August 31, 2021 (\$28.6 million raised for Hurricanes Laura, Sally and Delta)

Expense Categories	Food, Shelter, and Relief Items	Health and Emotional Support	Financial Assistance	Community Recovery	Total	Expense %
Financial assistance, food and other relief items ³	\$71.2	\$0.7	\$5.6	–	\$77.5	74%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$8.6	–	–	–	\$8.6	8%
Full-time Red Cross employees	\$2.7	\$0.2	\$0.6	–	\$3.5	3%
Temporary disaster hires	\$1.6	–	–	–	\$1.6	2%
IT, communications and call centers	\$1.4	–	–	–	\$1.4	1%
Freight, postage and warehousing	\$1.1	–	–	–	\$1.1	1%
Kitchen, shelter and other logistics that enable service delivery	\$0.8	–	–	–	\$0.8	1%
Equipment, maintenance and fueling of Red Cross emergency vehicles and rented trucks	–	–	–	–	–	0%
Total Program Expenses	\$87.4	\$0.9	\$6.2	–	\$94.5	90%
Management, general and fundraising ⁴					\$10.5	10%
Total Expenses⁵					\$105.0	100%

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

²Due to a change in our cost estimates, service delivery commitments are lower than they were in the 6-month report.

³Includes specific expenses reimbursed by the State of Louisiana: \$63.8 million as of August 31, 2021.

⁴Management, 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. 90 cents of every dollar spent for Hurricanes Laura, Sally and Delta will support delivering care and comfort to help people affected by these storms.

⁵In addition to Hurricane Laura donations, the response is being supported by allocations from Coronavirus Outbreak, Hurricanes 2020 and Disaster Relief designations.

Hurricane Sally Expenses and Commitments¹ (in millions)

as of August 31, 2021

Expense Categories	Food, Shelter, and Relief Items	Health and Emotional Support	Financial Assistance	Community Recovery	Total	Expense %
Financial assistance, food and other relief items	\$0.8	\$0.1	\$1.3	–	\$2.2	60%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$0.7	–	–	–	\$0.7	19%
IT, communications and call centers	\$0.2	–	–	–	\$0.2	5%
Full-time Red Cross employees	\$0.1	–	–	–	\$0.1	3%
Freight, postage and warehousing	\$0.1	–	–	–	\$0.1	3%
Total Program Expenses	\$1.9	\$0.1	\$1.3	–	\$3.3	90%
Management, general and fundraising					\$0.4	10%
Total Expenses					\$3.7	100%

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

Hurricane Delta Expenses and Commitments¹ (in millions)

as of August 31, 2021

Expense Categories	Food, Shelter, and Relief Items	Health and Emotional Support	Financial Assistance	Community Recovery	Total	Expense %
Financial assistance, food and other relief items ²	\$2.6	–	\$0.5	–	\$3.1	72%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$0.4	–	–	–	\$0.4	9%
Freight, postage and warehousing	\$0.2	–	–	–	\$0.2	5%
IT, communications and call centers	\$0.1	–	–	–	\$0.1	2%
Full-time Red Cross employees	\$0.1	–	–	–	\$0.1	2%
Kitchen, shelter and other logistics that enable service delivery	–	–	–	–	–	0%
Total Program Expenses	\$3.4	–	\$0.5	–	\$3.9	90%
Management, general and fundraising					\$0.4	10%
Total Expenses					\$4.3	100%

¹Dollar figures in all tables are rounded to the nearest \$100,000; therefore, expenses below \$50,000 are recorded as zero.

²Includes specific expenses reimbursed by the State of Louisiana: \$2.3 million as of August 31, 2021.

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 per year—including single-family or apartment 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 through their recovery. Your donation helps us fulfill this promise. We are grateful for your trust.



To learn more about Red Cross response and recovery efforts to help
Hurricanes Laura, Sally & Delta survivors, visit [redcross.org](https://www.redcross.org).



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