



**American
Red Cross**

Hurricanes Laura, Sally & Delta

THREE-MONTH UPDATE | MARCH 2021

Red Cross Responds to Devastating Gulf Coast Hurricanes

Last year's extremely active Atlantic hurricane season took a heavy toll on Gulf Coast communities. Three major hurricanes struck over the course of three months, bringing heartbreaking destruction to residents from the Texas-Louisiana border to Alabama and the Florida Panhandle. During weeks of ongoing emergency response operations—and through the months that followed—the American Red Cross has stood by the sides of storm survivors.

In late summer, Hurricane Laura's 150 mph winds and severe flooding forced tens of thousands of people in western Louisiana and eastern Texas to seek safe refuge. The powerful hurricane also severely damaged the electrical grid, leaving thousands of families without power for weeks on end—with many of them unable to return to damaged or destroyed homes.

Not long after Laura's landfall, Hurricane Sally pounded the Alabama coast and Florida Panhandle, including the cities of Mobile and Pensacola. Hurricane-force winds and heavy rainfall from the slow-moving storm caused severe flooding, leaving homes unlivable and knocking out power for hundreds of thousands of people from the eastern Gulf Coast into southern Georgia.

In October, Hurricane Delta—the 25th named storm of the Atlantic hurricane season—delivered a second destructive blow to communities like Lake Charles, Louisiana, that had already suffered severe damage from Hurricane Laura. Delta's torrential rains, coastal storm surge and winds approaching 100 mph compounded hardships for many residents still reeling from Laura's devastation.

Response at a Glance



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



More than **936,300 overnight shelter stays** provided with partners



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



More than **65,900 individual care contacts** made

—Cumulative figures in response to Hurricanes Laura, Sally and Delta as of December 31, 2020

Above: Volunteers from the Friendship Missionary Baptist Church joined with the Red Cross to deliver critical relief supplies in the Brownsville neighborhood of West Pensacola, Florida, following Hurricane Sally. Photo by Jaka Vinšek/American Red Cross

In response to these storms, thousands of Red Cross volunteers and employees deployed—both virtually and in person—to bring vital aid for people facing heartbreaking losses. They helped displaced families find emergency lodging and provided food, relief items and cleanup supplies, all amid the ongoing COVID-19 pandemic that complicated the impact of these disasters and compounded the trauma for families.

For survivors like Patrice and her son, who fled their Lake Charles home due to Laura, this assistance made a crucial difference. Thanks to the Red Cross, they found refuge and comfort at a New Orleans shelter. Patrice appreciated that Red Cross workers followed COVID-19 protocols for the safety of shelter residents, and recalled how a Red Cross nurse helped her cope with an episode of dangerously high blood pressure that required an emergency room visit.

“I’m so grateful for all the help we received,” Patrice said. “From start to finish, the Red Cross was amazing.”

Providing Ongoing Support in the Wake of the Storms

During the emergency responses to these disasters, Red Cross disaster workers brought sorely needed relief and emotional support to people like Patrice, her son and thousands of other hard-hit individuals and families suffering in the wake of the storms.

They helped provide refuge for thousands who were forced from their homes, whether in group shelters with enhanced COVID-19 safety protocols or by placing them in hotel rooms across the impacted areas.

At its peak, more than 20,000 displaced residents sought safe refuge through the Red Cross and its partners. What’s more, thousands of residents in communities impacted by Hurricanes Laura and Delta were displaced from their homes for an unusually long period of time due to severely damaged or destroyed housing and infrastructure. To aid these residents, the Red Cross provided extended sheltering support through the end of 2020 and beyond.

In addition to shelters and emergency lodging, disaster volunteers served warm meals to storm-weary residents from Texas to Florida, distributed relief and cleanup supplies, and offered health, mental health and spiritual



William Day of the Red Cross hands meals to Lane, 11, at a drive-thru food distribution site for families affected by Hurricane Laura in Lake Charles, Louisiana. Photo by Scott Dalton/American Red Cross

care support. To reach as many people as possible, they not only provided services in shelters and emergency lodgings, but also at drive-thru relief centers and by visiting storm-ravaged neighborhoods in Red Cross emergency response vehicles.

Many residents in the affected communities have faced significant hardships that are compounded by the ongoing pandemic, and the Red Cross has provided financial assistance to help hurricane survivors who suffered the most severe impacts. With these funds in hand, families can prioritize their most urgent needs, like paying for food, clothing and transportation expenses, temporary lodging, home repairs and much more. As of December 31, 2020, the Red Cross had already provided \$5.7 million in financial assistance for hard-hit families.

Although months have passed since Laura, Sally and Delta made landfall, the Red Cross will remain by the sides of hurricane survivors as they continue to recover and find their way forward. Powered by our compassionate donors, the Red Cross will continue to work closely with a large team of partners, including government agencies, nonprofit groups, faith-based organizations, area businesses and others to provide guidance and assistance with recovery plans, as well as helping disaster-impacted residents identify and access available resources in their community.

Red Cross Aids Family Devastated by Back-to-back Hurricanes

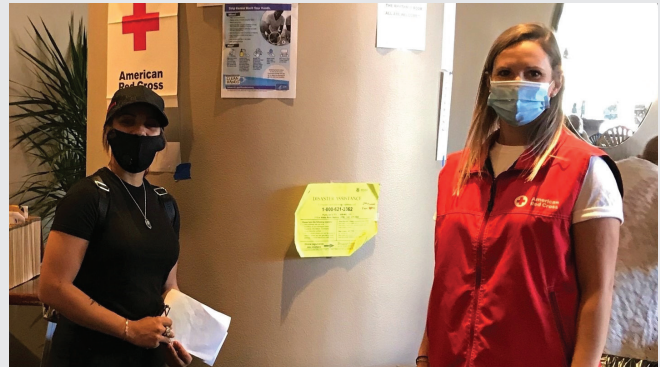
Imagine going through a devastating hurricane—not once, but twice within just two months—leaving your house destroyed and your life upended. That is what Alyssa Lopez and her family experienced after living through Hurricanes Laura and Delta.

Alyssa and her brother, whom she was living with in Lake Charles with her son and his children, had faced many difficulties together before finally settling into their home. Then Hurricane Laura struck, and they sought refuge in a shelter.

The family's home was damaged by Hurricane Laura, but not destroyed. As they were preparing to head back home, Hurricane Delta came through and destroyed what was left. They had to stay in the shelter.

Alyssa met with the Red Cross Shelter Resident Team—volunteers who support the long-term recovery of those who have been staying in shelters, helping them overcome roadblocks that prevent a safe transition into long-term housing solutions.

“We were supposed to leave to go home today [October 20], and after Delta hit, every little thing



Alyssa Lopez, whose family lost their Lake Charles, Louisiana, home to the double impacts of Hurricanes Laura and Delta, speaks with a Red Cross worker before departing emergency lodgings for a new apartment. Photo by Lisa Futterman/American Red Cross

we had left was gone,” Alyssa said. “I told my brother I didn’t know what we were going to do.”

With the help of the Red Cross, the family was approved for funds to help them get an apartment in New Orleans and start rebuilding their lives.

“Finally, this is a very big breakthrough,” she said. “I am happy more than anything—and grateful for everything [the Red Cross is] doing for us.”

Generous Donors Support Relief and Recovery for Hurricane Survivors

Thanks to our compassionate supporters, the Red Cross has raised \$28.2 million, including the value of critical donated goods and services, to help people impacted by Hurricanes Laura, Sally and Delta. As of December 31, 2020, the Red Cross had already spent or made commitments to spend approximately \$84.8 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 contractual expenses reimbursed by the state of Louisiana. More contractual reimbursements are expected this year. 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.



Joy and her children, Sara, 8, and Michael, 10, receive meals at a hotel being used as a Red Cross shelter for families displaced by Hurricane Laura. Photo by Scott Dalton/American Red Cross

Hurricane Laura Expenses and Commitments¹ (in millions)

as of December 31, 2020 (\$28.2 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 ²	\$56.3	\$0.8	\$4.4	—	\$61.5	73%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$4.6	—	—	—	\$4.6	5%
Kitchen, shelter and other logistics that enable service delivery	\$4.2	—	—	—	\$4.2	5%
Full-time Red Cross employees	\$2.7	\$0.2	\$0.6	—	\$3.5	4%
Temporary disaster hires	\$1.0	—	—	—	\$1.0	1%
Freight, postage and warehousing	\$0.8	—	—	—	\$0.8	1%
IT, communications and call centers	\$0.6	—	—	—	\$0.6	1%
Equipment, maintenance and fueling of Red Cross emergency vehicles and rented trucks	\$0.1	—	—	—	\$0.1	0%
Total Program Expenses	\$70.3	\$1.0	\$5.0	—	\$76.3	90%
Management, general and fundraising ³					\$8.5	10%
Total Expenses⁴					\$84.8	100%
Program Dollars Remaining					\$22.9	
Management, general and fundraising remaining to be applied					\$2.6	
Total Budget					\$110.3	

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

²Includes contractual expenses reimbursed by the State of Louisiana: \$15.8 million as of December 31, 2020.

³Management, 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 18,500 employees and more than 300,000 volunteers, fundraising and communications functions, and other support services across all program lines. 90 cents of every dollar received for Hurricanes Laura will be spent on our services to help people affected by Hurricane Laura.

⁴In 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 December 31, 2020

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	–	\$1.2	–	\$2.0	62%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$0.5	–	–	–	\$0.5	16%
Kitchen, shelter and other logistics that enable service delivery	\$0.2	–	–	–	\$0.2	6%
Freight, postage and warehousing	\$0.1	–	–	–	\$0.1	3%
Full-time Red Cross employees	\$0.1	–	–	–	\$0.1	3%
Total Program Expenses	\$1.7	–	\$1.2	–	\$2.9	90%
Management, general and fundraising ²					\$0.3	10%
Total Expenses					\$3.2	100%
Program Dollars Remaining					\$0.5	
Management, general and fundraising remaining to be applied					\$0.1	
Total Budget					\$3.8	

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

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Hurricane Delta Expenses and Commitments (in millions)

as of December 31, 2020

Expense Categories	Food, Shelter, and Relief Items	Health and Emotional Support	Financial Assistance	Community Recovery	Total	Expense %
Financial assistance, food and other relief items	\$0.74	–	\$0.14	–	\$0.88	58%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$0.26	–	–	–	\$0.26	17%
Freight, postage and warehousing	\$0.11	–	–	–	\$0.11	7%
Full-time Red Cross employees	\$0.05	–	\$0.01	–	\$0.06	4%
IT, communications and call centers	\$0.04	–	–	–	\$0.04	3%
Kitchen, shelter and other logistics that enable service delivery	\$0.02	–	–	–	\$0.02	1%
Total Program Expenses	\$1.22	–	\$0.15	–	\$1.37	90%
Management, general and fundraising ¹					\$0.15	10%
Total Expenses					\$1.52	100%
Program Dollars Remaining					\$2.60	
Management, general and fundraising remaining to be applied					\$0.30	
Total Budget					\$4.42	

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 approximately 18,500 employees and approximately 300,000 volunteers, fundraising and communications functions, and other support services across all program lines. 90 cents of every dollar received for Hurricane Delta will be spent on our services to people affected by Hurricane Delta.

Thank you!

In this challenging time for people across the country, those in need turn to the Red Cross for vital support when help can't wait. Your donation helps us fulfill this promise. The Red Cross is deeply grateful for the remarkable commitment of our donors, which has already made a meaningful impact for those we serve, and will continue to enable vital services as we carry out our lifesaving mission amid the ongoing COVID-19 pandemic.