



**American
Red Cross**

Hurricanes Laura, Sally & Delta

SIX-MONTH UPDATE | JUNE 2021

Red Cross Delivers Relief to Thousands Impacted by Gulf Storms

Over the course of just six weeks last year, three powerful hurricanes devastated the U.S. Gulf Coast, causing long-lasting damage and creating a tremendous need for humanitarian assistance. During these storms and in the weeks and months after they struck, the Red Cross was there with nourishing meals, safe shelter and other sorely needed essentials.

In late August, Hurricane Laura made landfall as a massive Category 4 storm in southwestern Louisiana and parts of eastern Texas, upending thousands of lives. Before survivors could recover, in October, Hurricane Delta swept through many of the same communities hit hard by Laura. In between these two storms, Hurricane Sally inundated the Alabama coast and Florida Panhandle, causing widespread flooding as it slowly crept north.

Standing with Survivors for the Long Haul

Thousands of Red Cross volunteers and employees deployed—both on the ground and virtually—to aid survivors. To protect our staff and those we serve during the COVID-19 pandemic, we engaged in robust COVID-19 safety protocols and used hotel sheltering where possible. When congregate shelters were needed, we kept occupancy lower than normal and used enhanced cleaning.

Our emergency response and immediate relief efforts turned heartbreak into hope for survivors, but when disasters of this scale strike, impacted residents need assistance long after the clouds clear. What's more, the ongoing COVID-19 pandemic has made recovery even more challenging. In turn, extended support is key to our efforts to help hurricane-stricken communities recover and rebuild.

Response at a Glance



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



More than **935,300 overnight stays in emergency lodgings** provided with partners



More than **284,500 relief items** distributed



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

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

Above: Red Cross volunteer Carol Miller delivers a case of water to David Suarez in Westlake, Louisiana, an area that was badly damaged by Hurricane Laura. Photo by Scott Dalton/American Red Cross



American Red Cross Regional Executive Gerald Thomas and a Red Cross volunteer help distribute emergency supplies and meals at Friendship Missionary Baptist Church in Brownsville, Florida, after Hurricane Sally. Photo by Jaka Vinšek/American Red Cross

Thanks to the extraordinary generosity of our donors, as of March 31, 2021, we've provided thousands of individuals and families impacted by Hurricanes Laura, Sally and Delta with more \$7 million in financial assistance to help them get back on their feet. With these funds, survivors are feeding their families, repairing their homes, putting gas in their tanks and taking care of other essentials as they rebuild their lives.

This assistance makes a lifechanging difference for people like Josiah Varner, of Lake Charles, Louisiana, who was impacted by Hurricanes Laura and Delta. Josiah evacuated his home and spent nearly two months paying out of pocket for hotels. When Josiah started searching for a less costly option, he quickly found the Red Cross, and we moved him to a non-congregate shelter. There, he received food and other essentials.

"The money I did have was running dry, and right at the brink of need, not being able to support myself, [Red Cross] came in and gave me assistance," Josiah said.

The Red Cross also helped Josiah pay for car repair so he could get to New Orleans to be with family and friends. He expressed how grateful he was that Red Cross was able to help get him home.

Building the Bridge to Recovery

Based on what we've learned from other recent disasters, after these hurricanes, we launched a Shelter Resident Transition (SRT) program. SRT team members meet—virtually or in person—with impacted residents who are in Red Cross sheltering. These team members assess shelter residents' needs and connect them with financial assistance and other resources to help them find more stable housing.

"The money I did have was running dry, and right at the brink of need, not being able to support myself, [Red Cross] came in and gave me assistance."

Josiah Varner, Survivor of Hurricanes Laura and Delta

“Shelter Resident Transition (SRT) is a component of the Red Cross Sheltering program that enables shelter residents, the Red Cross and its partners to identify and overcome the roadblocks that prevent a rapid and dignified transition from a Red Cross shelter to more sustainable housing solutions,” said Brad Kieserman, vice president for Red Cross Disaster Operations and Logistics.

One case that stood out to Red Cross Southeast and Caribbean Division Disaster Director Mary Beth Birge, who led SRT after Hurricane Laura, involved a woman named Vicky, who’d been undergoing radiation for lung cancer when the storm struck. The hurricane damaged Vicky’s hospital so badly that weeks passed before she could return to resume treatment. In the meantime, SRT volunteers extended Vicky’s hotel stay until she could go back to her home and receive treatments at the local hospital.

Another survivor, Benoig, was hospitalized twice after evacuating for Hurricane Laura. He wanted to get to his family in San Antonio but lacked the resources to get there. The Red Cross provided him with transportation assistance, ultimately helping him connect with his loved ones.

Reflecting on how volunteers helped after Hurricane Laura, Birge said, “They didn’t solve it through the masses; they really solved it one person at a time.”



Louie Crowe (left), a shelter manager for Hurricane Laura, stands with Mary Beth Birge, Red Cross Southeast and Caribbean Division Disaster Director, who led the Shelter Resident Transition Program after Hurricane Laura. Photo courtesy Mary Beth Birge

It’s been months since these storms, and the Red Cross knows survivors are still counting on us for help recovering and rebuilding. With the support of our generous donors, we’ll be there, working closely with a large team of partners, including government agencies, nonprofit groups, faith-based organizations, area businesses and others. Alongside these partners, we’ll extend our guidance and offer assistance with recovery plans, as well as help disaster-impacted residents identify and obtain needed resources.

“They didn’t solve it through the masses; they really solved it one person at a time.”

Red Cross Southeast and Caribbean Division Disaster Director Mary Beth Birge, who led SRT after Hurricane Laura

Compassionate Supporters Turn Heartbreak into Hope

Thanks to our generous donors, the Red Cross has raised \$28.4 million, including the value of critical donated goods and services, to aid residents devastated by Hurricanes Laura, Sally and Delta. As of March 31, 2021, the Red Cross had already spent or made commitments to spend approximately \$119.7 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.

For survivors of Hurricanes Laura, Sally and Delta, the road to recovery has been long. The Red Cross will remain by their sides, turning heartbreak into hope, for as long as we are needed.

Hurricane Laura Expenses and Commitments¹ (in millions)

as of March 31, 2021 (\$28.4 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	\$74.3	\$0.7	\$5.6	—	\$80.6	72%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$7.1	—	—	—	\$7.1	6%
Kitchen, shelter and other logistics that enable service delivery	\$7.0	—	—	—	\$7.0	6%
Full-time Red Cross employees	\$2.7	\$0.2	\$0.6	—	\$3.5	3%
IT, communications and call centers	\$1.4	—	—	—	\$1.4	1%
Freight, postage and warehousing	\$1.0	—	—	—	\$1.0	1%
Temporary disaster hires	\$0.9	—	—	—	\$0.9	1%
Equipment, maintenance and fueling of Red Cross emergency vehicles and rented trucks	\$0.1	—	—	—	\$0.1	0%
Total Program Expenses	\$94.5	\$0.9	\$6.2	—	\$101.6	90%
Management, general and fundraising ³					\$11.3	10%
Total Expenses					\$112.9	100%
Program Dollars Remaining					\$0.7	
Management, general and fundraising remaining to be applied					\$0.1	
Total Budget					\$113.7	

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

²Includes specific expenses reimbursed by the State of Louisiana: \$42.9 million as March 31, 2021.

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 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 received for Hurricanes Laura, Sally and Delta will be spent on our services to help people affected by these storms.

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 March 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	\$1.0	\$0.1	\$1.2	–	\$2.3	62%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$0.7	–	–	–	\$0.7	19%
IT, communications and call centers	\$0.1	–	–	–	\$0.1	3%
Full-time Red Cross employees	\$0.1	–	–	–	\$0.1	3%
Freight, postage and warehousing	\$0.1	–	–	–	\$0.1	3%
Total Program Expenses	\$2.0	\$0.1	\$1.2	–	\$3.3	90%
Management, general and fundraising ²					\$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.

²Management, 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 Sally will be spent on our services to people affected by Hurricane Sally.

Hurricane Delta Expenses and Commitments (in millions)

as of March 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 ¹	\$2.30	\$0.01	\$0.21	–	\$2.52	71%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$0.36	–	–	–	\$0.36	10%
Freight, postage and warehousing	\$0.17	–	–	–	\$0.17	5%
Full-time Red Cross employees	\$0.05	–	\$0.01	–	\$0.06	2%
IT, communications and call centers	\$0.06	–	–	–	\$0.06	2%
Kitchen, shelter and other logistics that enable service delivery	\$0.01	–	–	–	\$0.01	0%
Total Program Expenses	\$2.95	\$0.01	\$0.22	–	\$3.18	90%
Management, general and fundraising ²					\$0.35	10%
Total Expenses					\$3.53	100%
Program Dollars Remaining					\$0.86	
Management, general and fundraising remaining to be applied					\$0.10	
Total Budget					\$4.49	

¹Includes contractual expenses reimbursed by the State of Louisiana: \$1.3 million as of March 31, 2021.

²Management, 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!

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.