



**American
Red Cross**

Hurricane Michael

One-Month Update | November 2018

Red Cross Continues to Deliver Vital Aid in Wake of Michael's Devastation

On October 10, Hurricane Michael made a catastrophic landfall near Panama City, Florida, packing winds of more than 150 mph—the strongest storm on record in the Florida Panhandle.

In hard-hit areas like Panama City and Mexico Beach, entire blocks were destroyed by the hurricane's extreme winds and storm surge. As it swept inland, thousands of homes and businesses across the Panhandle and into Alabama and Georgia fell victim to Michael's fury, and over a million residents across multiple states were left without power.

In Michael's devastating wake, more than 3,200 American Red Cross volunteers and employees have worked around the clock to deliver vital aid for hurricane survivors. Joining with government and community partners, we helped provide safe refuge, warm meals, relief supplies and sorely needed emotional support for individuals and families facing staggering losses.

This support meant everything to Florida families like Danielle and her young daughters, 3-year-old Makinzy and 6-month-old Harper. They fled their home and took refuge at an evacuation center as Hurricane Michael roared toward the Florida Panhandle.

Danielle shared that Michael was the third hurricane her family had experienced in recent years. "This is way worse," she said. "But it's a lot easier now that we have somewhere to sleep."

As roads reopened to storm-ravaged communities and survivors began the arduous work of cleaning up homes and beginning to rebuild their lives, the Red Cross continued to stand with them. Disaster workers in emergency response vehicles were signs of hope in some of the hardest-hit communities, many still without power days after the storm—delivering meals, water, snacks, comfort kits and vital cleanup supplies.

"When I visited the Gulf Coast last month, the destruction caused by Hurricane Michael was terrible to see—but I also witnessed wonderful moments of kindness and resiliency. I met remarkable volunteers working tirelessly to help people in need, and I heard harrowing stories from survivors who spent days trapped in their homes before finding refuge, help and hope at a Red Cross shelter. Our relief efforts for Hurricane Michael continue, and the Red Cross will remain on the ground in the months to come to help residents recover. I am profoundly grateful for the amazing contributions of our dedicated volunteers and compassionate donors, who truly make this vital work possible."

Gail McGovern, President and CEO, American Red Cross

As we continue to feed, shelter and comfort Hurricane Michael survivors, the American Red Cross is also working to get emergency financial assistance directly into the hands of people whose homes were most affected.

This financial assistance will allow people to make their own decisions and prioritize what their families need most to start recovering. Funds can help families replace clothes or food, offset transportation costs, or support other immediate needs.

Spending these funds locally will also support communities as they begin recovering from the enormous

economic losses inflicted by the storm. Michael is a major disaster that is bigger than any one group can manage, and the Red Cross will be a part of the solution—but not the only solution—to help people get back on their feet.

Recovery will be a long and challenging journey for the thousands of individuals and families who suffered devastating losses during Hurricane Michael. In the weeks and months to come, the Red Cross will be working alongside our disaster response partners, including government agencies, non-profit groups, faith-based organizations, area businesses and others, to continue relief efforts and develop longer-term recovery plans.

Red Cross Shelters Hurricane Survivor and Faithful Companions

Rochelle, along with her service dogs Snow, Wicked and Lucky, found refuge in a Panama City shelter as Hurricane Michael struck. “I was scared, even in this shelter with its concrete block walls. You could hear the trees coming down all around,” Rochelle said. Red Cross workers reassured her and other residents with a simple message: “We are with you.”

During Rochelle’s stay, Wicked alerted her that her blood sugar was low, and Red Cross medical personnel assisted her. “They still come around and check my blood sugar,” she said. Another service dog, Snow (pictured), is a “seizure dog,” who is trained to lie across Rochelle’s legs during diabetic seizure episodes to help keep her from harm.

When we spoke with her, Rochelle didn’t know how her townhome fared in the hurricane, but she feared the worst. Nevertheless, she was grateful that she and her service dogs found safety with the Red Cross. “It’s been an excellent stay,” she said.



Response at a Glance

In Michael’s devastating wake, more than 3,200 American Red Cross volunteers and employees have worked around the clock to deliver vital aid for hurricane survivors.



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



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



More than **43,500 overnight shelter stays** provided



Nearly **35,700 health and mental health contacts** made

Cumulative figures of operations in Ala., Fla. and Ga. as of November 12, 2018

Hurricane Michael Relief and Recovery: Estimated Budget

Generous Red Cross donors are supporting ongoing relief and recovery for people affected by Hurricane Michael.

Hurricane Michael Estimated Budget ^{1, 2} (in millions)						
as of November 12, 2018 (\$28.6 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	\$8.1	\$0.1	\$5.6	—	\$13.8	43.4%
Deployment and maintenance of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$5.9	\$0.4	\$0.1	—	\$6.4	20.1%
IT, communications and call centers	\$2.0	—	\$0.7	—	\$2.7	8.5%
Freight, postage and warehousing	\$1.9	—	—	—	\$1.9	6.0%
Kitchen, shelter and other logistics that enable service delivery	\$1.8	—	—	—	\$1.8	5.7%
Full-time Red Cross employees	\$1.3	\$0.1	\$0.3	—	\$1.7	5.3%
Equipment, maintenance and fueling of Red Cross emergency vehicles and rented trucks	\$0.4	—	—	—	\$0.4	1.3%
Temporary disaster hires	\$0.2	—	—	—	\$0.2	0.6%
Total Program Expenses	\$21.6	\$0.6	\$6.7	—	\$28.9	91.0%
Management, general and fundraising ³	—	—	—	—	\$2.9	9.0%
Total Estimated Budget	—	—	—	—	\$31.8	100%

¹Figures are budget estimates and could change as needs change.

²Dollar figures in all tables are rounded to the nearest \$100,000; therefore, expenses \$49,999 and below are represented as zero.

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 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 American Red Cross must be prepared to respond quickly when disasters occur. From home fires that affect a single family to hurricanes that impact millions, those in need turn to the Red Cross in their darkest hours because they know they can depend on us with vital relief when it's needed most. Your donation helps us fulfill this trust.