



Hurricanes Laura, Sally & Delta

ONE-MONTH UPDATE | DECEMBER 2020



Red Cross Aids Thousands After Devastating Gulf Coast Storms

When Hurricanes Sally, Laura and Delta struck the U.S. Gulf Coast over a span of just six weeks, thousands of residents suffered heartbreaking losses from their powerful winds and severe flooding. Since these devastating storms came ashore, the American Red Cross has worked tirelessly to provide shelter, relief and comfort for hurricane survivors from Texas and Louisiana to Alabama and the Florida Panhandle.

Hurricane Laura made landfall near Cameron, Louisiana, in late August. The category 4 storm packed 150 mph winds that tore down power lines and ripped apart homes, forcing thousands of people to seek safe refuge. In addition to damaging and destroying homes, Laura dealt a massive blow to infrastructure, leaving tens of thousands of families in the dark for weeks and prompting water boil advisories well into September.

On September 16, Hurricane Sally battered the coast of Alabama and the Florida Panhandle with high winds and

heavy rainfall that rendered homes unlivable and knocked out power for hundreds of thousands of residents. Sally's slow movement inland maximized its potential to inundate communities with torrential rains and flooding.

Then, on October 9, Hurricane Delta swept ashore, striking the Louisiana coast less than 20 miles from where Laura made landfall. The storm brought torrential rainfall and severe flooding to hard-hit residents who were already struggling to get back on their feet after Laura's destruction — leaving thousands with ongoing needs for shelter, food and emotional support.

As they faced these relentless disasters, Red Cross aid meant everything to people like Pensacola, Florida, resident Cynthia and her family. When floods engulfed their home during Sally's onslaught, the family found refuge and support at an area shelter. "I thank God that this place was available and that the Red Cross stepped in, because the Red Cross really showed compassion," Cynthia said.

Response at a Glance



More than **808,100 overnight stays in emergency lodgings** provided with partners



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



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



More than **60,900 individual care contacts** made

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

Above: Red Cross worker Michele Grady hands out meals at a drive-thru distribution point for families affected by Hurricane Laura in Lake Charles, Louisiana. Photo by Scott Dalton/American Red Cross

Comfort and Care for Hurricane Survivors

Amid the ongoing challenges of the COVID-19 pandemic, Red Cross disaster teams have worked around the clock to meet the dire needs of hurricane survivors like Cynthia and her family. To keep everyone as safe as possible, we've equipped our workers with PPE and other essential supplies, adapted our services to deliver them virtually when we can, and ensured that any group shelters incorporated appropriate social distancing and other enhanced safety measures.

For displaced families who couldn't return home — or had no home to return to — the Red Cross has worked with partners to support emergency lodging in thousands of hotel rooms across the impacted areas, with over 808,000 overnight stays provided as of October 31. We have also delivered nourishing meals, critical relief supplies and individual care — including health and mental health support — to thousands of hard-hit residents.

To deliver these vital services where they are most needed, disaster workers visited devastated communities with essentials like food, water and cleanup supplies. The Red Cross also set up drive-thru sites in hard-hit areas where survivors could quickly pick up meals and needed relief items.

With many affected residents already struggling to make ends meet, we are also providing financial assistance to help hurricane survivors who suffered some of the greatest impacts. This immediate funding helps families address their most pressing needs, like putting groceries on the



Mary and her daughters are greeted by Red Cross worker Bill Sitz as they arrive for lunch in a New Orleans, Louisiana, hotel being used as a shelter for people displaced by Hurricane Laura. Photo by Scott Dalton/American Red Cross

table, paying for gas or other transportation expenses, making a security deposit on an apartment and much more. As of October 31, 2020, the Red Cross had budgeted approximately \$4.6 million to provide financial assistance for hard-hit households.

The Red Cross has been helping people impacted by the Gulf Coast hurricanes for weeks, and our work is far from over. Many individuals and families will continue to count on us for months to come as they begin to pick up the pieces and rebuild their lives. Thanks to the tremendous generosity of our donors, the Red Cross will work hand-in-hand with our disaster response partners, including government agencies, non-profit groups, faith-based organizations, area businesses and others, to help people in the affected communities recover.

Supporting Communities in Need

Joyce Flowers (pictured, center), her granddaughter Ari and neighbor Miriam Mims (right) were happy to see the Red Cross visit their Pensacola community,



Photo by Jaka Vinšek/American Red Cross

delivering food and water in the days after Sally struck. "We've got some people around here that can't leave very easily," Miriam said, adding that it had been a "rough week."

Since our disaster teams first deployed to the Gulf for Laura and Sally, we've fed thousands of people who've had limited access to fresh food and even clean water in the aftermath of these storms. "I appreciate you so much. This community is really in need," said Joyce. "This parking lot...you needed a boat [after the hurricane], and we are all still trying to clean up," she told the Red Cross team. "You're taking up your time to help other people. Thank you."

Hurricanes Laura, Sally and Delta Relief and Recovery: Estimated Budgets

Thanks to generous donors, the Red Cross has raised \$20.9 million designated for our Hurricane Laura response, \$1.0 million designated for Hurricanes Laura/Sally combined, \$0.8 million designated for Hurricane Sally and \$1.0 million for Hurricane Delta — including the value of critical donated goods and services — to help people impacted by these disasters.

Hurricane Laura Estimated Budget ^{1, 2} (in millions) as of October 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	\$58.2	–	\$2.9	–	\$61.1	67%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$7.3	\$0.4	–	–	\$7.7	8%
Kitchen, shelter and other logistics that enable service delivery	\$7.5	–	–	–	\$7.5	8%
Full-time Red Cross employees	\$2.1	\$0.2	\$0.5	–	\$2.8	3%
Freight, postage and warehousing	\$2.8	–	–	–	\$2.8	3%
IT, communications and call centers	\$0.6	–	–	–	\$0.6	1%
Equipment, maintenance and fueling of Red Cross emergency vehicles and rented trucks	\$0.2	–	–	–	\$0.2	0%
Total Program Expenses	\$78.7	\$0.6	\$3.4	–	\$82.7	90%
Management, general and fundraising ³					\$9.2	10%
Total Estimated Budget⁴					\$91.9	100%

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

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

³ Management, 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 19,000 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 Laura will be spent on our services to people affected by Hurricane Laura.

⁴ As of October 31, 2020, we estimate total expenses of approximately \$91.9M for our Hurricane Laura response. In addition to Hurricane Laura donations, the response is being supported by allocations from Coronavirus Outbreak, Hurricanes 2020 and Disaster Relief designations. This response also includes specific expenses expected to be reimbursed by the State of Louisiana. This estimate could change based on remaining community needs and partner services for Hurricane Laura, as well as other hurricanes of 2020.

Hurricane Sally Estimated Budget^{1, 2} (in millions)

as of October 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	\$1.0	–	\$0.9	–	\$1.9	48%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$0.9	–	–	–	\$0.9	23%
Full-time Red Cross employees	\$0.2	–	–	–	\$0.2	5%
Freight, postage and warehousing	\$0.2	–	–	–	\$0.2	5%
Kitchen, shelter and other logistics that enable service delivery	\$0.1	–	–	–	\$0.1	3%
Equipment, maintenance and fueling of Red Cross emergency vehicles and rented trucks	\$0.1	–	–	–	\$0.1	3%
IT, communications and call centers	\$0.1	–	–	–	\$0.1	3%
Total Program Expenses	\$2.6	–	\$0.9	–	\$3.5	90%
Management, general and fundraising ³					\$0.4	10%
Total Estimated Budget					\$3.9	100%

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Hurricane Delta Estimated Budget^{1, 2} (in millions)

as of October 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	\$2.7	–	\$0.3	–	\$3.0	68%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$0.3	\$0.1	–	–	\$0.4	9%
Freight, postage and warehousing	\$0.3	–	–	–	\$0.3	7%
Full-time Red Cross employees	\$0.1	–	–	–	\$0.1	2%
Kitchen, shelter and other logistics that enable service delivery	\$0.1	–	–	–	\$0.1	2%
Equipment, maintenance and fueling of Red Cross emergency vehicles and rented trucks	\$0.1	–	–	–	\$0.1	2%
Total Program Expenses	\$3.6	\$0.1	\$0.3	–	\$4.0	90%
Management, general and fundraising ³					\$0.4	10%
Total Estimated Budget					\$4.4	100%

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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.