



DECEMBER 2024

## Hurricane Helene and Hurricane Milton: One-Month Report

### RESPONSE AT A GLANCE



More than **3.5 million meals and snacks** served with partners



More than **350,600 overnight shelter stays** provided with partners



More than **120,700 households** provided with relief items



Reached an estimated **374,800 people** with disaster relief and recovery services

Cumulative figures as of November 9, 2024, for our responses to hurricanes Helene and Milton in Florida, Georgia, Indiana, Kentucky, North Carolina, Ohio, South Carolina, Tennessee, Virginia and West Virginia.

### Delivering Urgent Aid to Storm Survivors

**Hurricane Helene** made landfall on September 26, the strongest hurricane ever to hit Florida's Big Bend region. As it moved inland, this deadly storm took over 200 lives and left a trail of heartbreaking destruction across some 800 miles and 10 states: Florida, Georgia, South Carolina, North Carolina, Tennessee, Virginia, West Virginia, Kentucky, Ohio and Indiana.

The damage was particularly catastrophic in mountainous regions of western North Carolina and surrounding states, with hundreds of thousands of people left facing dire conditions following record rainfall and flash flooding that swept away thousands of homes and key infrastructure— even wiping out entire towns.

In response to Helene's devastation, American Red Cross volunteers and employees fanned out across a vast area, offering critical aid in storm-ravaged communities. Working with partners, they launched a massive sheltering operation to provide safe refuge to displaced families and delivered warm meals, water, relief supplies and sorely needed emotional support to hard-hit residents, many of whom were left without communications, power or running water for days or even weeks after the storm. They have also handled thousands of requests from families looking to reconnect with missing loved ones.

Volunteers in our emergency response vehicles are also visiting the heart of disaster zones to deliver food and supplies. Many impacted families have unique needs that go beyond our typical services, but the Red Cross is committed to supporting them however we can. For instance, we have provided "non-traditional" emergency relief supplies, such as laundry and

▶ **To learn more details about these ongoing responses, including stories from our volunteers and some of the people they've helped, please visit our [Hurricanes Helene and Milton Story Map](#).**

Left: A Red Cross team visits a heavily affected neighborhood in Asheville, North Carolina, to deliver meals, water and cleanup kits to Helene survivors. Photo by Scott Dalton/American Red Cross; Right: In St. Petersburg, Florida, residents Preecha and Paamote Prompakdee meet with Red Cross volunteer Taylor Sausen. Homes in their community suffered heavy flood and wind damage from both hurricanes Helene and Milton. Photo by Marko Kocic/American Red Cross

shower trailers, cooking stoves, and spark plugs to keep generators going and machinery running to support cleanup. Our Latino Engagement Team (LET) has also deployed in multiple states, helping us reach primarily Spanish-speaking communities and allowing us to address their unique needs.

**Hurricane Milton** came ashore near Sarasota, Florida, about two weeks after Helene's landfall. On the state's western coast, high winds tore through homes and flood waters inundated entire neighborhoods—many of them already battered by Helene's storm surge—while dozens of tornadoes spawned by Milton demolished homes in the south and east. In central Florida, rivers rose to dangerous levels and flooded still more dwellings.

After Milton's destructive impact, Red Cross workers already deployed to Florida for our Helene response immediately stepped up to assist people reeling from this latest storm. With our partners, they helped shelter tens of thousands of evacuees who fled their homes in advance of the hurricane, and in its aftermath, they provided hot food to people in need, along with shelf-stable meals, water and critical relief supplies—such as buckets, shovels, gloves and more—for those beginning the arduous process of cleaning out their homes.



**Today, dedicated Red Cross disaster responders are still on the ground, especially in storm-ravaged North Carolina and Florida communities, supporting hurricane survivors who face a long and challenging road to recovery.**

Many Milton survivors have endured multiple recent hurricanes and live in communities with high levels of economic and social vulnerability. As part of our commitment to equitable service, the Red Cross also dispatched teams to quickly assess damage and identify neighborhoods without access to necessities like food, water and power, helping us prioritize areas that most urgently needed our aid.

## **We Remain on the Ground With Ongoing Recovery Support**

Weeks after Helene and Milton struck, hundreds of people were still living in emergency shelters across the affected states, and the Red Cross has worked with them to make recovery plans and find temporary housing arrangements. We continued to operate disaster kitchens where needed and delivered daily essentials to meet urgent needs, along with basic health and mental health services, through direct visits to impacted communities as well as at comfort centers and shelters. Today, dedicated Red Cross disaster responders are still on the ground, especially in storm-ravaged North Carolina and Florida communities, supporting hurricane survivors who face a long and challenging road to recovery.

We are also providing Immediate Assistance to storm survivors—emergency funds to help with urgent needs like groceries and clothing, transportation expenses, rental deposits and more. And, powered by compassionate donors, the Red Cross will continue to stand with countless individuals, families and communities impacted by hurricanes Helene and Milton in the difficult months—and years—ahead. We'll be offering extra financial assistance for severely affected families and working alongside nonprofit, government and community partners to help impacted residents get back on their feet and begin to rebuild their lives.

Above: After Milton's landfall, Tampa, Florida, resident and mother of three Marcela Natividad Lopez Juan receives a stack of hot meals for her family from volunteer Mark Praska. Photo by Marko Kopic/American Red Cross



## Hurricanes Helene and Milton Relief and Recovery: Estimated Budgets

Thanks to generous donors, the Red Cross has raised \$205.6 million — including the value of critical donated goods and services — designated for our responses to Hurricane Helene and Hurricane Milton. As of November 9, we had programmed and budgeted \$106.3 million for response costs, including Immediate and Bridge Financial Assistance, to help people impacted by these disasters. We will program and budget the remaining \$99.3 million to support services for both individual and community long-term recovery for people impacted by these disasters.

Hurricane Helene Response Estimated Budget <sup>1,2,3</sup> (in millions) as of November 9, 2024					
Expense Categories	Food, Shelter and Relief Items	Health and Emotional Support	Financial Assistance	Total	Expense %
Financial assistance, food and other relief items	\$24.4	\$0.2	\$25.6	\$50.2	56%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$10.2	–	\$1.2	\$11.4	13%
Equipment, maintenance and fueling of Red Cross emergency vehicles and rented trucks	\$4.9	–	–	\$4.9	5%
Kitchen, shelter and other logistics that enable service delivery	\$4.0	–	\$0.4	\$4.4	5%
Full-time Red Cross employees	\$1.6	–	\$1.9	\$3.5	4%
Temporary disaster hires	\$1.6	\$0.9	\$0.3	\$2.8	3%
IT, communications and call centers	\$1.6	–	\$0.5	\$2.1	2%
Freight, postage and warehousing	\$1.4	–	–	\$1.4	2%
<b>Total Program Expenses</b>	<b>\$49.7</b>	<b>\$1.1</b>	<b>\$29.9</b>	<b>\$80.7</b>	<b>90%</b>
Management, general and fundraising <sup>3</sup>				\$9.0	10%
<b>Total Budget</b>				<b>\$89.7</b>	<b>100%</b>

<sup>1</sup>Budget figures are estimates. Actual expenses may differ due to the unpredictable nature of disasters and service delivery needs.

<sup>2</sup>Estimated response budget for emergency response costs, including Immediate and Bridge Financial Assistance. Does not include designated funds remaining to be budgeted for longer-term recovery expenses to help people and communities affected by Hurricane Helene.

<sup>3</sup>Dollar figures are rounded to the nearest \$100,000; therefore, expenses \$49,999 and below are represented as zero.

<sup>4</sup>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 nearly 18,000 employees and more than 265,000 volunteers, fundraising and communications functions, and other support services across all program lines. Ninety cents of every dollar spent for Hurricane Helene will support delivering care and comfort to help people affected by this disaster.



Above: In Old Fort, North Carolina, Misha Langford receives a cleanup kit from Red Cross volunteer Richard Kimball. Her community was heavily impacted by Helene's flooding. Photo by Scott Dalton/American Red Cross

**Hurricane Milton Response Estimated Budget<sup>1,2,3</sup> (in millions)**  
as of November 9, 2024

Expense Categories	Food, Shelter and Relief Items	Health and Emotional Support	Financial Assistance	Total	Expense %
Financial assistance, food and other relief items	\$3.2	\$0.1	\$4.9	\$8.2	49%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$4.2	–	\$0.4	\$4.6	28%
Full-time Red Cross employees	\$0.3	–	\$0.3	\$0.6	4%
Kitchen, shelter and other logistics that enable service delivery	\$0.4	–	–	\$0.4	2%
IT, communications and call centers	\$0.3	–	\$0.1	\$0.4	2%
Freight, postage and warehousing	\$0.3	–	–	\$0.3	2%
Temporary disaster hires	\$0.2	–	\$0.1	\$0.3	2%
Equipment, maintenance and fueling of Red Cross emergency vehicles and rented trucks	\$0.1	–	–	\$0.1	1%
<b>Total Program Expenses</b>	<b>\$9.0</b>	<b>\$0.1</b>	<b>\$5.8</b>	<b>\$14.9</b>	<b>90%</b>
Management, general and fundraising <sup>3</sup>				\$1.7	10%
<b>Total Budget</b>				<b>\$16.6</b>	<b>100%</b>

<sup>1</sup>Budget figures are estimates. Actual expenses may differ due to the unpredictable nature of disasters and service delivery needs.

<sup>2</sup>Estimated response budget for emergency response costs, including Immediate and Bridge Financial Assistance. Does not include designated funds remaining to be budgeted for longer-term recovery expenses to help people and communities affected by Hurricane Milton.

<sup>3</sup>Dollar figures are rounded to the nearest \$100,000; therefore, expenses \$49,999 and below are represented as zero.

<sup>4</sup>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 nearly 18,000 employees and more than 265,000 volunteers, fundraising and communications functions, and other support services across all program lines. Ninety cents of every dollar spent for Hurricane Milton will support delivering care and comfort to help people affected by this disaster.



Above: Red Cross volunteer Henry Bala speaks with New Port Richey, Florida, resident William 'Bill' Nelms at the Veterans Memorial Center shelter in Hudson, Florida, following the impacts of hurricanes Helene and Milton. Photo by Marko Kopic/American Red Cross

**Hurricanes Helene and Milton Total Estimated Budget<sup>1,2</sup> (in millions)**  
as of November 9, 2024

Budgeted Program Expenses (Response)	\$95.6
Management, general and fundraising (Response) <sup>3</sup>	\$10.7
<b>Subtotal (Response)</b>	<b>\$106.3</b>
Program Dollars Remaining (To Be Budgeted) <sup>4</sup>	\$89.4
Management, general and fundraising remaining to be applied	\$9.9
<b>Total Estimated Budget</b>	<b>\$205.6</b>

<sup>1</sup>Budget figures are estimates. Actual expenses may differ due to the unpredictable nature of disasters and service delivery needs.

<sup>2</sup>Estimated total response and recovery budget to help people impacted by Hurricane Helene and/or Hurricane Milton in Florida, Georgia, Indiana, Kentucky, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. Total estimated budget of \$205.6 million includes funds raised from the following designations: Hurricane Helene; Hurricane Milton; and Hurricanes Milton and Helene.

<sup>3</sup>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 nearly 18,000 employees and more than 265,000 volunteers, fundraising and communications functions, and other support services across all program lines. Ninety cents of every dollar spent for Hurricane Helene and Hurricane Milton will support delivering care and comfort to help people affected by these disasters.

<sup>4</sup>We will program and budget the remaining funds to support services for both individual and community long-term recovery for people impacted by Hurricane Helene and/or Hurricane Milton.

*Thank you!*



**American  
Red Cross**

The Red Cross must be ready for every disaster, big or small, and we respond to an average of about 65,000 disasters each year — including 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 throughout their recovery. Your donation helps us fulfill this promise. We are grateful for your trust.