



**American  
Red Cross**

# Hurricane Ida **ONE-YEAR UPDATE**

August 2022



On August 29, 2021, Hurricane Ida made landfall in southeastern Louisiana as one of the strongest storms ever to strike the state. Days after devastating Gulf Coast communities, the remnants of Ida spurred widespread flooding in the Northeast.

American Red Cross disaster workers mounted a massive response to help thousands of people in the wake of this incredible storm.

Above: American Red Cross volunteers navigate an Emergency Response Vehicle carrying hot meals through the streets of Galliano, Louisiana, an area hit hard by Hurricane Ida. Photo by Scott Dalton/American Red Cross

Cover photo: Red Cross volunteer James Woof gives Rochelle Larose of Piscataway, New Jersey, a cleanup kit. Hurricane Ida's remnants left more than a foot of water in Rochelle's home during the height of the storm. Photo by Julie Daigle/American Red Cross

## A Letter from Gail McGovern, President and CEO, American Red Cross

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One year ago, Hurricane Ida and its remnants tore a path of destruction from the Gulf Coast to the Northeast. In response to this heartbreaking tragedy, thousands of dedicated Red Cross volunteers and workers, along with our disaster response partners, rolled up their sleeves to serve warm meals, provide safe shelter and offer emotional support to survivors whose lives were forever changed by this massive storm.

In Ida's aftermath, I visited affected communities in Louisiana, Mississippi and the Northeast and saw the storm's devastating impact firsthand.

Everywhere I went, people wanted to share their stories with me, and I was deeply moved by their resiliency. I heard from medical professionals in Terrebonne, Louisiana, who continued to provide care to their patients even though the storm had ripped off part of the hospital roof and left it without power or running water. At a shelter in New Jersey, I met a family who showed me the video of their harrowing escape from a flooded basement apartment.

The determination these people had in moving forward in their recovery underscores how important our work is. From sheltering to financial assistance, Red Cross services truly bridge the gap between heartbreak and hope. When individuals and families who've been impacted by disasters see our volunteers, they know that much needed comfort and care are on their way.

Hurricane Ida profoundly changed the lives of those it affected, and while we have helped thousands of people on the road to recovery, for many survivors, the process is far from over. Today, tomorrow and in the months and years ahead, the Red Cross will stand with them. I am deeply grateful for all you've done to make this work possible. On behalf of those we serve, thank you for your ongoing belief in our Red Cross mission.

A handwritten signature in black ink that reads "Gail McGovern". The signature is written in a cursive, flowing style.

Gail McGovern



Red Cross volunteer Edras Hidalgo gives water to Wanda Gordon in Denham Springs, Louisiana. Photo by Scott Dalton/American Red Cross

## Red Cross Delivers Care, Comfort to Impacted Residents

One year ago, Hurricane Ida and its remnants caused heartbreaking destruction, pummeling the U.S. Gulf Coast with heavy winds and rain before inundating the Northeast and Mid-Atlantic with major flooding days later. This catastrophic storm tore apart homes, knocked down power lines and left communities reeling for weeks after the clouds cleared. In Ida's aftermath, thousands of American Red Cross disaster workers provided residents with crucial immediate relief, including safe shelter, nourishing meals, clean drinking water, vital relief items, essential health services and emotional support.

Disasters upend lives, and recovering from a disaster can be a difficult process for everyone who is impacted. However, we know it's particularly challenging for those with the fewest resources. In turn, with help from our donor-supported RC View system, we identified the most at-risk communities in Ida's path and targeted resources accordingly — directing emergency response vehicles full of supplies, including ready-to-eat meals, where they were needed most.

In addition to helping people meet their immediate needs, thanks to the support of donors like you, we were

able to provide thousands of individuals and families with financial assistance to take charge of their recovery. This assistance has enabled impacted residents to pay for things like replacement appliances, home repairs and gas for their cars. Audrey Charles, age 88, and her daughter Trudia White, age 61, are among those who've benefited from these funds. Audrey's home was badly damaged and needed to be demolished. Trudia's residence suffered extensive damage as well.

"This is a long haul," Trudia said. "[I'm] thankful we were able to make it out of this alive." Red Cross financial assistance helped cover cleaning supplies, ibuprofen to help with Trudia's aching back and replacement clothing for Audrey, who had only what she'd packed when she evacuated.

Grants to partner organizations have also been a cornerstone of our comprehensive response to Hurricane Ida. With these grants, we are helping to support community-wide recovery, including rebuilding and repairing homes, bolstering mental health services and restoring livelihoods.

A year after Ida, the trauma this disaster inflicted is still fresh for those who lost so much. The road to recovery has been long and arduous, but with your compassionate contributions, we have been able to stand with affected residents every step of the way.



Top: Trudia White and mother, Audrey Charles, both experienced significant damage to their homes as a result of Hurricane Ida. Photo courtesy of Trudia White. Bottom: A Red Cross emergency response vehicle travels through Manville, New Jersey, delivering food and water to residents in need. Photo by Julie Daigle/American Red Cross

## Response at a Glance

More than **3,100 Red Cross disaster workers** mounted a massive response to help people impacted by Hurricane Ida. They have:



**1 million**

Served **more than 1 million meals and snacks** with partners



**44,500**

Provided **more than 44,500 overnight shelter and hotel stays** with partners



**353,000**

Distributed **nearly 353,000 relief items**



**21,100**

Opened **more than 21,100 cases to provide recovery support**

Cumulative figures in Alabama, Connecticut, Florida, Louisiana, Maryland, Mississippi, New Jersey, New York, Pennsylvania, Rhode Island, Texas and Virginia as of July 29, 2022.



Top: Red Cross volunteer Charisse Brown hands out hot meals and words of comfort to residents of Kenner, Louisiana, after over a week of power outages in the community. Photo by Scott Dalton/American Red Cross

## Building Bridges to Recovery

### Gene Franques — LaPlace, Louisiana

Gene Franques rode out Hurricane Ida in his attic. As powerful winds and high storm surge ripped through his neighborhood, he made peace with the idea that he likely wouldn't survive.

Gene, 70, did survive, but his uninsured home was badly damaged. While Gene remained in his house for weeks after the storm, mold and mildew eventually forced him out. He was able to find refuge at the American Legion Post he manages.

The Red Cross provided Gene with financial assistance to help get back on his feet. "It brought me over the hump," he said. The money helped him buy food and pack up his possessions that made it through the storm.

Gene was grateful for the support. "Thank God for the American Red Cross, and I truly mean that," he said.



Red Cross financial assistance helped Gene Franques get back on his feet after Ida damaged his home. Photo courtesy of Gene Franques

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**"Thank God for the American Red Cross,  
and I truly mean that."**

Gene Franques, LaPlace, Louisiana

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## Christine Banks — Hillsborough, New Jersey

When Ida's remnants flooded Christine Banks' town of Hillsborough, New Jersey, the family was forced to seek refuge on their roof and had to be rescued from the high waters by boat.

"We have never been through anything like this before!" Christine said, reflecting on the experience. "Where does one even begin to explain how Hurricane Ida impacted our family?"

Christine explained that the flooding not only destroyed the first two floors of her home, but also took an emotional toll on the family. "We are blessed to have all gotten out safe. However, emotionally we suffer from PTSD, anger, depression [and a] constant state of being overwhelmed and exhausted," she said.

To help Christine's family recover, the Red Cross provided them with two rounds of financial assistance. The first helped with immediate needs, including lodging and replacement clothing. Months later, the family was "blessed," Christine said, with a second round, which they used to purchase items to help repair their home.

## Kathy Romanelli — Staten Island, New York

Seven years after a sewage backup flooded Kathy Romanelli's Staten Island home, flooding from Ida's remnants once again ruined everything in her basement. The storm destroyed their water heater and furnace and left the family without power for several days.

In Ida's aftermath, Kathy sought assistance from multiple organizations, and the Red Cross was the first to contact her. The initial financial assistance provided by the Red Cross helped Kathy's family replenish their food and purchase cleaning supplies.

About a month later, an additional check from the Red Cross arrived. Although unexpected, it was extremely helpful to Kathy's family, as they had not yet received assistance from other organizations.

"It makes me feel...that people care," Kathy said.

Kathy's family was also impacted by Hurricane Sandy, and she remembers the Red Cross handing out food and supplies back then. "You come there; you show up," Kathy said of the Red Cross. "You empathize with people at these horrible disasters. I've seen it firsthand. I know."

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**"We have never been through anything like this before."**

Christine Banks, Hillsborough, New Jersey

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Flooding caused by the remnants of Hurricane Ida badly damaged Christine Banks' home and took an emotional toll on Christine and her family. Photo courtesy of Christine Banks

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**"It makes me feel... that people care."**

Kathy Romanelli, Staten Island, New York

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## Sidikat Tiamiyu — Staten Island, New York

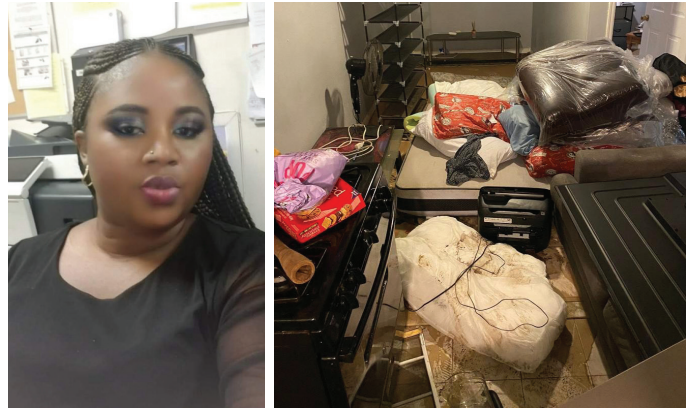
Around 10 p.m. on September 1, 2021, sewer water started flooding into Sidikat Tiamiyu's basement apartment through the garage door — her home's only entrance. The water level rose, eventually reaching above her knees.

With her home flooded and her appliances floating in the fetid water, Sidikat spent the night on the stairs, watching as her belongings were destroyed. The storm rendered her apartment completely unlivable.

Sidikat, who moved to the U.S. from Nigeria 10 years ago, was devastated. "I lost everything," she said. "I had to start over."

To help, the Red Cross worked with partners to help put a roof over Sidikat's head for several months, until she could make more permanent plans.

For the storm's one-year anniversary, Sidikat plans to donate to the Red Cross, so the next person in her position can also receive the help they need.



Sidikat Tiamiyu's apartment was rendered unlivable by flooding from Hurricane Ida's remnants. Photos courtesy of Sidikat Tiamiyu

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**"I lost everything. I had to start over."**

Sidikat Tiamiyu, Staten Island, New York

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Red Cross volunteer C.J. Longo completes disaster assessment on flood-affected apartments in Piscataway, New Jersey. Photo by Julie Daigle/American Red Cross



## Red Cross Grants Help Power Community Recovery

In addition to providing individuals and families with financial assistance, the Red Cross is supporting community-based recovery efforts through strategic grants to nonprofit organizations that deliver a wide range of services across areas impacted by Hurricane Ida. In Louisiana, the St. Bernard Project (SBP) received a Red Cross grant to support their work repairing and rebuilding storm-damaged homes, regularly completing work that exceeds local building codes to help ensure that homes may stand up to future disasters. Thanks to SBP, many people will return to a home that's been made whole again. Etta Baham of New Orleans is one of the people this program is helping. Her roof, drywall, insulation and flooring were all repaired by SBP with Red Cross funding support.

Along with destroying homes, disasters can also jeopardize people's livelihoods. For example, after Hurricane Ida, many fisherfolk in Louisiana were left with severely damaged boats and no way to earn a living. Thankfully, the Red Cross was able to step in and award grant funding to the Foundation for Louisiana, which, in coordination with other community organizations, will provide microgrants to local fisherfolk, particularly those in the local Vietnamese, Cambodian and African American communities. This critical funding will allow them to repair their boats, replace lost equipment and return to work.

The trauma of an event like Hurricane Ida can take a heavy toll on the mental health of those affected by it. Thanks to another Red Cross grant, the Start Corporation, a trusted mental health provider, will be able to increase the number of mental health workers trained in family- and community-focused programs available to support people of all ages.



Top: Etta Baham's New Orleans home suffered extensive damage in Hurricane Ida. Red Cross grantee St. Bernard Project helped her recover by providing several needed repairs. Photo courtesy of the St. Bernard Project  
Bottom: Kimberly Sanchez talks with a Red Cross volunteer at a shelter in Gonzalez, Louisiana. "Everyone with Red Cross has been so great here through this. I hope they receive all the blessing," Sanchez said. Photo by American Red Cross

## Generous Supporters Make Relief and Recovery Possible

Thanks to our generous donors, the Red Cross has raised nearly \$42.7 million, including the value of critical donated goods and services, to help people impacted by Hurricane Ida.

As of July 29, 2022, the Red Cross had already spent or made commitments to spend approximately \$51.1 million

on emergency relief and recovery efforts for Hurricane Ida. To fill the gap between funds raised and funds needed, we have used an allocation from our Disaster Relief fundraising designation, as well as specific expenses reimbursed by the states of New Jersey and New York. We will continue to stand by those impacted for as long as we are needed.

## Hurricane Ida Expenses and Commitments (in millions)<sup>1</sup>

as of July 29, 2022

Expense Categories	Food, Shelter and Relief Items	Health and Emotional Support	Financial Assistance	Community Recovery	Total	Expense %
Financial assistance, food and other relief items <sup>2</sup>	\$15.3	\$0.6	\$8.1	—	\$24.0	47%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$6.1	\$0.9	\$0.8	—	\$7.8	15%
Freight, postage and warehousing	\$4.5	—	—	—	\$4.5	9%
Kitchen, shelter and other logistics that enable service delivery	\$4.5	—	—	—	\$4.5	9%
Full-time Red Cross employees	\$1.4	\$0.1	\$0.2	\$0.2	\$1.9	4%
Temporary disaster hires	\$0.8	\$0.2	\$0.3	\$0.1	\$1.4	3%
IT, communications and call centers	\$0.9	\$0.1	\$0.1	—	\$1.1	2%
Equipment, maintenance and fueling of Red Cross emergency vehicles and rented trucks	\$0.5	—	—	—	\$0.5	1%
Long-term recovery grants to help unmet needs <sup>3</sup>	—	—	—	\$0.3	\$0.3	0%
<b>Total Program Expenses</b>	<b>\$34.0</b>	<b>\$1.9</b>	<b>\$9.5</b>	<b>\$0.6</b>	<b>\$46.0</b>	<b>90%</b>
Management, general and fundraising <sup>4</sup>					\$5.1	10%
<b>Total Expenses<sup>5</sup></b>					<b>\$51.1</b>	<b>100%</b>

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

<sup>2</sup>Includes specific expenses of \$3.4 million reimbursed by the states of New York and New Jersey.

<sup>3</sup>The road to recovery is difficult and dynamic, with needs changing over time. As a best practice, the Red Cross holds a portion of funds programmed to community recovery to address new and emerging needs experienced by individuals, families and communities.

<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 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 spent for Hurricane Ida will support delivering care and comfort to help people affected by Hurricane Ida.

<sup>5</sup>In addition to Hurricane Ida donations, response and recovery work is being supported by an allocation from the Red Cross Disaster Relief designation.

*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 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.

# YOUR HELP MADE A REAL DIFFERENCE

The extraordinary generosity of the public helped thousands in need after Hurricane Ida.





To learn more about Red Cross response and recovery efforts to help people affected by Hurricane Ida, visit [redcross.org/hurricaneida](https://www.redcross.org/hurricaneida).



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