



Southern and Midwest Tornadoes and Storms

THREE-MONTH UPDATE | JULY 2023



Bringing Vital Aid in the Wake of Devastating Tornadoes

From March to May, over a dozen destructive tornadoes ripped through the South and Midwest, impacting tens of thousands of people. In response, American Red Cross disaster workers sprang into action across 14 states, delivering safe refuge, nourishing meals, sorely needed relief supplies and emotional support to devastated individuals and families — along with financial assistance to help survivors recover from heartbreaking losses. So far, nearly 5,000 households have received recovery support, including funds for urgent needs like buying groceries, replacing lost clothing, transportation and other expenses. We are still on the ground today aiding impacted communities, and we will remain by the sides of hard-hit residents in the months ahead to help them recover and rebuild their lives.

Response at a Glance*



89,600

More than **89,600 overnight shelter stays in emergency lodging** provided with partners



805,800

Nearly **805,800 meals and snacks** served with partners



18,600

More than **18,600 households** provided with relief items



71,000

Reached an estimated **71,000 people with disaster relief and recovery services**



- ▶ Visit our **Southern and Midwest Tornadoes and Storms Story Map** (redcross.org/southern-midwest-tornadoes-2023) for more information about our response and to learn about some of the people we've helped.

Above: Red Cross volunteer Gail Caton offers Betty Smith, of Rolling Fork, Mississippi, comfort and a free meal in the aftermath of tornadoes that ripped through the South in March. Photo by Scott Dalton/American Red Cross
*Cumulative figures in Alabama, Arkansas, Florida, Georgia, Illinois, Indiana, Iowa, Kentucky, Michigan, Mississippi, Missouri, North Carolina, Oklahoma and Tennessee as of June 23, 2023.

Generous Donors Power Relief and Recovery for Impacted Residents

Thanks to generous donors, the Red Cross has raised \$16.3 million designated for our response to this spring's tornadoes and storms across the South and Midwest—including the value of critical donated goods and services—to help people impacted by this disaster. As of June 23, 2023, the Red Cross had already spent or made commitments to spend approximately \$25.7 million on emergency relief and recovery efforts for these storms. To fill this gap, we have used donations to Disaster Relief, as well as specific expenses to be reimbursed by the states of Arkansas and Mississippi.

Southern and Midwest Tornadoes and Storms Expenses and Commitments¹ (in millions) as of June 23, 2023 (\$16.3 million raised)

Expense Categories	Food, Shelter and Relief Items	Health and Emotional Support	Financial Assistance	Total	Expense %
Financial assistance, food and other relief items ²	\$10.0	\$0.6	\$2.1	\$12.7	49%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$3.3	\$0.6	\$1.9	\$5.8	22%
Full-time Red Cross employees	\$1.2	—	\$0.2	\$1.4	5%
Equipment, maintenance and fueling of Red Cross emergency vehicles and rented trucks	\$1.2	—	—	\$1.2	5%
IT, communications and call centers	\$0.3	\$0.1	\$0.5	\$0.9	4%
Freight, postage and warehousing	\$0.5	—	—	\$0.5	2%
Temporary disaster hires	\$0.3	—	\$0.1	\$0.4	2%
Kitchen, shelter and other logistics that enable service delivery	\$0.1	—	\$0.1	\$0.2	1%
Total Program Expenses	\$16.9	\$1.3	\$4.9	\$23.1	90%
Management, general and fundraising ³				\$2.6	10%
Total Spent and Committed⁴				\$25.7	100%

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

² Includes specific expenses to be reimbursed by the states of Arkansas and Mississippi.

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 our approximately 19,000 employees and more than 300,000 volunteers, fundraising and communications functions, and other support services across all program lines. Ninety cents of every dollar spent for Southern and Midwest Tornadoes and Storms will support delivering care and comfort to help people affected by these disasters.

⁴ In addition to Southern and Midwest Tornadoes and Storms donations, the response is being supported through donations to Disaster Relief.

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.