



FEBRUARY 2025

Hurricane Milton: Three-Month Report

RESPONSE AT A GLANCE



Some **500,000 meals and snacks** served with partners



More than **153,300 overnight shelter stays** provided with partners



More than **1,860 households** provided with relief items



Reached an estimated **9,110 people** with disaster relief and recovery services

Cumulative figures as of January 9, 2025, for our Hurricane Milton response

Red Cross Aids Milton Survivors Across Florida

Last fall, Hurricane Milton came ashore near Sarasota, Florida, following close on the heels of Hurricane Helene. On the state’s western coast, Milton tore through homes and inundated entire neighborhoods — many already impacted by Helene’s destructive storm surge two weeks before. As the hurricane swept across the state, it spawned tornadoes that demolished homes in the south and east, while rising floodwaters damaged still more dwellings in central Florida.

American Red Cross volunteers and employees quickly launched a massive response to help storm-weary residents. Working with partners, they helped shelter tens of thousands of people who fled their homes as Milton threatened. In the hurricane’s wake, they delivered hot food to people in need, along with ready-to-eat meals, water, critical relief supplies and emergency funds that helped affected individuals and families with urgent needs like groceries and clothing, transportation expenses, rental deposits and more.

This support made a real difference for lifelong Florida resident Kelle Rodriguez, who evacuated her home in Tarpon Springs during Hurricane Milton. “It’s devastating to lose everything,” Kelle said. “This is my first time ever in a shelter, and the Red Cross has been amazing.”

Powered by compassionate donors, the Red Cross will continue to support the people and communities impacted by Hurricane Milton in the challenging months ahead. Our trained caseworkers are helping hard-hit families make recovery plans and locate available resources to help them get back on their feet. We’ll also be providing extra financial assistance for severely affected residents and working with recovery partners to deliver ongoing support as people rebuild their homes and lives.

Red Cross volunteer Mark Praska, from Colorado, hands a stack of hot meals to mother of three Marcela Natividad Lopez Juan at a feeding sight in the Casa Verde mobile home park in Tampa, Florida. Volunteers at this site served hundreds of meals to this community, where many people were left without power for days because of Hurricane Milton. Photo by Marko Kocic/American Red Cross

Generous Supporters Enable Ongoing Relief and Recovery Assistance

Thanks to generous supporters, the Red Cross has raised \$12.8 million¹ — including the value of critical donated goods and services — designated for our Hurricane Milton response to help people impacted by this disaster. As of January 9, 2025, the Red Cross had already spent or made commitments to spend approximately \$11.7 million on emergency relief and recovery efforts for Hurricane Milton. We will continue to program the remaining funds, as well as funds from our combined Hurricanes Milton and Helene designation, to provide and support services for both individual and community long-term recovery for people impacted by Hurricane Milton.

Hurricane Milton Expenses and Commitments^{2,3} (in millions) as of January 9, 2025

Expense Categories	Food, Shelter and Relief Items	Health and Emotional Support	Financial Assistance	Community Recovery	Total	Expense %
Financial assistance, food and other relief items	\$3.4	\$0.1	\$1.1	–	\$4.6	39%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$2.9	\$0.3	\$0.6	–	\$3.8	32%
Freight, postage and warehousing	\$0.6	–	–	–	\$0.6	5%
Full-time Red Cross employees	\$0.5	–	\$0.1	–	\$0.6	5%
IT, communications and call centers	\$0.2	–	\$0.1	–	\$0.3	3%
Kitchen, shelter and other logistics that enable service delivery	\$0.3	–	–	–	\$0.3	3%
Equipment, maintenance and fueling of Red Cross emergency vehicles and rented trucks	\$0.2	–	–	–	\$0.2	2%
Temporary disaster hires	\$0.1	–	–	–	\$0.1	1%
Total Program Expenses	\$8.2	\$0.4	\$1.9	–	\$10.5	90%
Management, general and fundraising ⁴					\$1.2	10%
Total Spent & Committed					\$11.7	100%
Program Dollars Remaining					\$1.0	
Management, general and fundraising remaining to be applied					\$0.1	
Total Budget					\$12.8	

¹Does not include \$47.9 million raised through the combined “Hurricanes Milton and Helene” designation. These funds will be programmed as needed to aid people and communities impacted by hurricanes Helene and Milton.

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

³Includes expenses that are to be reimbursed by the State of Florida.

⁴Management, 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.

Thank you!



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.