

Hurricane Sally

Immediate Financial Assistance



**American
Red Cross**

September 25, 2020

Top-line Messages for Workers

- The Red Cross will provide \$450 to households whose homes were confirmed to have been destroyed or sustained major damage from Hurricane Sally.
- **Beginning Monday, September 28, at 10:00 am CST**, households whose home are destroyed or sustained major damage from Hurricane Sally may contact the American Red Cross by calling **1-800-RED-CROSS**, **and selecting option 4** to speak to a dedicated call agent to complete an application for financial assistance.
- The **deadline** to apply for emergency assistance is **Sunday, October 11 at 6:00pm CST**.
- We strongly encourage people affected by Hurricane Sally to apply for federal Disaster Assistance at [disasterassistance.gov](https://www.disasterassistance.gov) or by calling 800-621-3362 (**FOR ALABAMA ONLY**)

Expanded Talking Points

As we continue to provide food, shelter and comfort for those affected by Hurricane Sally, the American Red Cross is starting a new effort to get emergency financial assistance into the hands Alabama, Florida, and Mississippi residents whose homes were severely impacted.

- This financial assistance will allow people to make their own decisions and prioritize what their family needs most to start recovering. Funds can help families replace clothes or food, offset transportation costs, or support any other immediate need.
- Spending these funds locally will also support local communities as they begin recovering.
- Sally is a major disaster that is bigger than any one group can manage, and the Red Cross will be part of the solution—but not *the only* solution—to help families recover.
- We strongly encourage people affected by Hurricane Sally to apply for federal Disaster Assistance at [disasterassistance.gov](https://www.disasterassistance.gov) or by calling 800-621-3362 (**FOR ALABAMA ONLY**)

Thanks to our generous donors, the Red Cross will provide \$450 to households whose homes were confirmed to have been destroyed or sustained major damage from Hurricane Sally and need help taking care of emergency needs. To be eligible for immediate financial assistance, households must meet all of the following requirements:

- Applicant's pre-disaster primary residence (renter or homeowner) is located in a confirmed disaster-impacted geographic area.
- Applicant is the head of household and is not listed as a household member on any other Red Cross assistance application.
- Applicant's primary residence suffered major damage or was destroyed.
 - Major damage is indicated by significant structural damage to a residence that requires extensive repairs. This may include substantial failure of the roof, walls or foundation, or a water line above 18 inches.
 - A residence that is destroyed is one that is a total loss or with damage so extensive that repair is not feasible.
- Applicant's identity and proof of residence details can be verified.

Individuals and households whose homes were destroyed or sustained major damage from Hurricane Sally are encouraged to call 1-800-RED-CROSS (1-800-733-2767), and select option 4 to apply for financial assistance:

- Beginning Monday, September 28, at 10:00 am CST, households whose home are destroyed or sustained major damage from Hurricane Sally may contact the American Red Cross by calling 1-800-RED-CROSS, Option 4 to speak to a dedicated call agent to complete an application for financial assistance.
- Assistance lines are open Monday through Sunday from 7:30am-10:00pm CST.

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- The deadline to apply for emergency assistance is Sunday, October 11 at 10:00pm CST.
- The Red Cross will also work with partners and community advocates to reach people whose homes were destroyed or sustained major damage and may face barriers to accessing disaster assistance such as people who do not speak English, are not American citizens, or have difficulty accessing services.
- After a household's application is approved, Red Cross immediate financial assistance will be delivered through one of several electronic funds transfer (EFT) methods including PayPal, Mastercard Send, Zelle or Walmart Direct2Cash.
- All Red Cross services, including financial assistance, are available to individuals regardless of nationality, race, sexual orientation, religious beliefs, class or political opinions. The Red Cross is a charity, not a government agency and people do not need to be American citizens to receive our help.
- Red Cross financial assistance is not a loan and does not need to be repaid.

While our immediate focus is on providing this immediate financial assistance, we are also working alongside community and government partners to develop longer-term plans to help people recover in the months and years ahead.

- For example, depending on available resources, we may be able to provide additional support, such as financial assistance for the hardest-hit households or grants to other community organizations with expertise in certain specialized recovery services.
- The Red Cross also provides financial assistance for verified, disaster-caused health and mental health needs.