

# Red Cross spending, by county: the number we need to fight for.

What to request, why it matters, and the fallbacks if the best version isn't available.

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We're building a tool that hands **every chapter executive director** a bespoke intelligence report on their chapter — mission delivery, demographics, risk, and a tailored relationship strategy. One number would do more for them than any other, and it's the one we can't currently produce: **how much the Red Cross has spent in each county.**

THE LINE THAT WINS THE ROOM

"The Red Cross put \$X into your county last year."

### 1. The problem (honestly)

We say we spend **hundreds of millions** on relief — and we do. But we cannot easily say **when, where, which counties, and how much**. National totals are aggregate. The records that actually carry geography — the individual case — aren't published by county. Long-term recovery is tracked per disaster operation, not per place. **No "spend-by-county" table exists today.** An ED in front of a county commissioner, employer, or donor cannot prove the local investment.

### 2. The ask — what we need

**Best version (gold): case-level export with address**

A case- or transaction-level export from **Bridge** (and Individual Assistance / Long-Term Recovery, if separate) that includes the **client address or ZIP**, the **dollar amount**, the **date**, and the **assistance type**. With ZIP alone we can geocode every dollar to a county and roll it up to the chapter. **Even one chapter (North Central Florida) proves the whole method.**

**If case-level isn't possible, we can still work with fallbacks** — worth naming so the conversation doesn't stall:

| TIER         | WHAT IT IS                                                    | FIDELITY                      |
|--------------|---------------------------------------------------------------|-------------------------------|
| 1 · Gold     | Case/transaction export with client address or ZIP            | Exact county attribution      |
| 2 · Good     | A Power BI "financial assistance by county" view (CSV/export) | County totals, pre-aggregated |
| 3 · Workable | Operation-level spend + the counties that operation served    | Allocated estimate, labeled   |

### 3. Exactly what to request (hand this to the data owner)

- **System:** Bridge (plus IA / LTR financial records if held separately)
- **Grain:** one row per case or assistance transaction
- **Fields:** client ZIP (or address) · amount paid · date / fiscal year · assistance type or program · disaster/operation (DR) number if applicable · chapter/region if present
- **Scope:** last 2–3 fiscal years; national if possible, or start with one chapter (North Central Florida)
- **Format:** CSV or Excel export

### 4. Confidentiality (to disarm the objection)

We only ever **aggregate to the county level**. No individual case is ever shown or published; client PII is used solely to assign a dollar to a county, then dropped. Every figure that appears in a report is traceable to its source and labeled with how much of the total we could attribute — we never fake a county number.

### 5. Why it's worth the fight

This single dataset turns "the Red Cross helps America" into "the Red Cross invested **\$X in your county**" — the proof that opens employer, donor, civic, university, and government doors, for **all 226 chapters**. It is the highest-value, highest-difficulty piece of the entire platform, and it depends on getting access to data we already own.