

Hurricane Sally

Immediate Financial Assistance



September 25, 2020

Dear (EOL/Community Partner):

In the aftermath of Hurricane Sally, the American Red Cross has worked closely with partners to support emergency housing efforts, and provide food, water, relief supplies, emotional support and health services to people in need. Thanks to our generous donors, the Red Cross is now starting a new effort to get emergency financial assistance into the hands of Alabama, Florida, and Mississippi residents whose homes were severely impacted by Sally.

Beginning Monday, September 28, at 9:00am 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.

Assistance lines are open Monday through Sunday from 7:30am-10:00pm CST. The deadline to apply for emergency assistance is Sunday, October 11 at 10:00pm CST.

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.

Eligibility

The Red Cross is providing \$450 to households whose homes were confirmed to have been destroyed or sustained major damage from Hurricane Sally. 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.

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.

In addition to phone registration, the Red Cross will also work with partners and community advocates to reach people whose homes were destroyed or sustained major damage. This includes people who may face barriers to accessing disaster assistance such as people who do not speak English, are not American citizens, or have difficulty accessing services.

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.

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Client Journey

Immediate Assistance Program



1. Application Completed

During this step, the application is completed for the client. This could happen by a client visiting an enrollment event, being contacted during Focused Outreach, or the client could apply for assistance over the phone or online.

2. Damage and Identity Verified

In real time, the system matches Damage Assessments stored in RC View with Disaster Recovery Assistance Applications. The Head of Household is matched against consumer records using a 3rd party app, if ID and Address cannot be verified automatically the client is prompted to upload documentation.

3. Clients Receive Update

The system sends an automated email and or text message to clients with a status update about their case and instructions on how to proceed. Clients who do not have a smartphone or email address will receive a phone call from the Red Cross.

4. Payment Method Selected

Clients whose homes have sustained major damage or were destroyed will receive instructions on how to select their preferred method of payment. Clients can choose from Walmart Direct2Cash, Mastercard Send, PayPal, or Zelle.

5. Payment Received

Clients pick up their funds at Walmart or receive their EFT payment. Any payment issues are resolved by 800-RED-CROSS or the ASC.