

Community Adaptation Program Evaluation Report

Comprehensive Assessment of Impact and Value

Prepared for: American Red Cross Leadership

Date: September 30, 2025

Evaluation Period: FY2023 - FY2025

Interviews Conducted: 150+

Disasters Analyzed: 8 Major Events

EXECUTIVE SUMMARY

■ KEY EVALUATION METRICS

150+ INTERVIEWS conducted across 8 major disasters providing comprehensive stakeholder insights

The Community Adaptation Program (CAP) is a vital initiative designed to strengthen the American Red Cross (ARC) by expanding disaster capacity and building long-term community resilience. Since its inception in 2022, CAP has demonstrably added value across four critical areas: quality of service, cost containment, speed of aid delivery, and scalability potential. This comprehensive evaluation, incorporating both quantitative data and extensive qualitative insights from over 150 key informant interviews for Disaster Relief Operations (DROs) alone, including 12 community stakeholder interviews from recent disasters (Hurricanes Debby, Helene, Milton, and California Wildfires), aims to provide senior leadership with a clear, impactful, and actionable understanding of CAP's operational and strategic worth to inform decisions beyond FY27.

■ RETURN ON INVESTMENT

\$1.6M IN COST CONTAINMENT - 28.3% ROI on \$5.67M partner investment

■ SPEED ADVANTAGE

1-4 DAYS FASTER - CAP partners consistently outpace centralized Red Cross operations

KEY FINDINGS

1. Quality of Service

■ REACHING THE INVISIBLE

Hispanic population is...the invisible population. CAP partners know how to reach them. - Community Stakeholder

CAP partners have demonstrably improved the quality of Red Cross disaster services by expanding access, ensuring cultural appropriateness, and accelerating aid delivery. Key achievements include:

- **Adapted Meals:** Culturally sensitive foods provided in Latino and farming communities
- **Bilingual Support:** Crucial translation services where Red Cross staff lacked language capacity
- **Trusted Messengers:** Local leaders like pastors used to overcome literacy and connectivity challenges
- **93% IA Completion Rate** in Terrebonne Parish (Hurricane Francine) vs. 67% overall rate
- **58.3% IA Pick-up Rate** in South Texas Floods vs. 51% nationwide average

Return on Investment by Partner Type

Resilience Hubs	33.48%
Community Gateways	30.11%
Hunger Partners	26.33%
Overall Program ROI	28.30%

2. Cost Containment

■ DIRECT SUBSTITUTION

I did not pay a dime for feeding - DRO Leadership, Tennessee
Tornados

The Community Adaptation Program has demonstrably reduced Red Cross operational costs through partner contributions of in-kind donations and services. Total documented savings exceed \$1.6 million.

Cost Containment Breakdown (FY23-FY25)	
Hurricane Francine	\$243,237
Tennessee Tornados	\$80,000-100,000
Kentucky Floods	\$125,000+
Other DROs	\$1,157,768
Total Documented Savings	\$1,606,305

3. Speed of Delivery

■■ RAPID MOBILIZATION

First on the ground—feeding within hours. Partners activate same-day or next-day

CAP's ability to remarkably accelerate service delivery is a consistent finding across all evaluated disasters. This speed advantage results from pre-existing relationships and local readiness.

Days Faster Than Red Cross (First DES Delivery)	
Kentucky Floods	4 days faster
Tennessee Tornadoes	3 days faster
MO/AR Storms	1 day faster
Hurricane Francine	Same day activation
Average Advantage	1-4 days faster

4. Halo Effect - Steady State Impacts

■ VOLUNTEER SURGE

+35.92% INCREASE in volunteer engagement in CAP jurisdictions vs.
+16.05% national average

Beyond disaster response, CAP generates significant positive spillover effects during non-disaster periods through coalition-building and establishing rural trust.

- **Volunteer Engagement:** +35.92% increase in CAP jurisdictions vs. +16.05% nationally
- **Homes Made Safer:** +66.24% increase in CAP areas vs. +14.02% national average
- **Youth Preparedness:** +101.23% increase vs. +39.13% national average
- **Brand Protection:** 12 service delivery failures prevented or resolved in FY25
- **Partner Satisfaction:** 97% report improved disaster response capability

STRATEGIC RECOMMENDATIONS

■ TOP 3 PRIORITY ACTIONS

1. Invest in Blue-Sky Relationships
2. Formalize MOUs & Asset Management
3. Institutionalize CAP Liaison Role

Based on comprehensive evaluation findings, the following strategic recommendations will maximize CAP's impact and ensure sustainable integration into Red Cross operations:

- **Immediate (0-6 months):** Formalize partnership agreements and establish tracking systems
- **Short-term (6-12 months):** Develop regional partnership management positions
- **Long-term (12+ months):** Integrate CAP principles into standard chapter operations
- **Continuous:** Maintain blue-sky relationship building and partner capacity development

CONCLUSION

■ OVERALL VERDICT

CAP: A STRATEGIC SHIFT from service delivery to community-centered humanitarian services

The Community Adaptation Program represents a fundamental evolution in how the American Red Cross engages with communities before, during, and after disasters. With demonstrated returns across quality, cost, speed, and community engagement metrics, CAP should be continued and strategically adapted as a force multiplier for disaster operations. The program's success in building trusted local networks, achieving measurable cost savings, and improving service delivery speed validates its essential role for FY27 and beyond.

■ FUTURE VISION

ESSENTIAL FOR FY27 AND BEYOND - Critical disaster tool + Powerful
steady-state mobilization asset