



August 3, 2016

Three months after the devastating fire, you have made an incredible difference in the lives of those forced from their homes and communities. When evacuated people began arriving back at the Fort McMurray airport, your support allowed our staff and volunteers to be on hand to welcome them home and say *We're still here for you.*

And thanks to you, we always will be.

Help and Hope from Coast-to-Coast



DEAR SUPPORTERS,

Four weeks after the fire in Alberta, as residents started to return, we asked Canadians to write a note of encouragement. The response was overwhelming: we received over 3,000 messages in the first day alone from every province and territory. Here's just one example:

Know that you are not alone, and the rest of Canada is behind you. We have all been touched by this tragedy that has affected you, and we hope that life will soon return to normal.

Our volunteers wrote out dozens of them on squares of colorful paper and put them up in our Fort McMurray office for returning evacuees to see. Such touching words of encouragement reflected the incredible solidarity you have shown towards fellow Canadians.

For the past three months, our teams have worked tirelessly turning your support into help for those impacted by this tragedy. And together, we have done a great deal to ensure individuals and families received the help they needed to get through those difficult weeks away from home.

Today, as we reflect on our collective efforts, we know that the individuals and families impacted by this disaster face a long road to recovery. At the Red Cross office in Fort McMurray, our staff and volunteers continue to meet daily with local residents, providing them with cash support for food, clothing, lodging, children's items and other basic needs.

And while many people have been able to return, some have not. With your support, we are reaching out to those still away from their home, ensuring that no matter where they are, the Red Cross is by their side.

I am deeply grateful for your support and your trust. As our work moves ahead, we will continue taking great pride in delivering your kindness and generosity to those in need.

Sincerely,

Conrad Sauvé
President & CEO

Your generosity at work – Financials

The Canadian Red Cross would like to thank generous individuals, provincial governments, community groups and corporate partners for donating more than \$165 million to date in support of people impacted by the Fort McMurray fire.

MATCHING FUNDS

- **\$104 million** thanks to the Government of Canada
- **\$30 million** thanks to the Government of Alberta

GRAND TOTAL TO DATE
\$299 million

RED CROSS ALLOCATION OF FUNDS TO DATE

- **\$146 million** in support to **individuals and families** – providing assistance such as emergency shelter, registration, food, clothing, transportation and financial assistance in the form of electronic fund transfers, cheques, vouchers and gift cards.
- **\$50 million** allocated for support to **community groups** to ensure needs of the community are reflected in relief and recovery activities.
- **\$4.5 million** provided in support of emergency financial assistance for **small businesses**.

PROJECTED AREAS OF SPENDING

- **\$50 million** in support to **individuals and families** - providing financial housing assistance to help with rent or mortgage payments, as well as the replacement of furniture, appliances and household goods. Support will also help with the rebuilding of homes through collaboration with experts in the area of clean-up, repair and rehabilitation of homes.
- **\$25.5 million** in support to **small businesses** to help address recovery priorities.
- **\$12 million** to support **community resilience** - experience has shown us that one of the important parts of recovery is to help the people and communities affected by the disaster to better prepare for future events. As the recovery efforts unfold, you will see this work encompassing personal preparedness at the household level, in addition to collaboration and coordination within the broader community.

The fundraising cost related to this emergency appeal will not exceed five per cent. All remaining funds will be used for Red Cross operations to support vulnerable people, families and communities. This includes a small portion of funds, one and a half per cent, which ensures the Canadian Red Cross is ready and prepared to respond to future disasters.

Fundraising costs are associated to the total funds donated to date (\$165 million), not the grand total including the matching funds. It is important to note that these allocations reflect the needs that have been identified to us at this point in the response. We know that many needs emerge over time and, as we respond to those needs, the above allocation amounts may be adjusted.

HOW YOUR DONATION HAS HELPED SO FAR

 **\$84 Million +**

in direct cash assistance through direct deposits, cash cards, cheques and money grams

 **90,000 +**

emergency items distributed, including clean up kits, after fire kits and hot meals

 **37,600 +**

individuals have checked-in with the Red Cross to receive further support after returning home

 **9,400 +**

plane and bus tickets to help people return home

 **930 +**

families provided a hotel room after returning home to Fort McMurray

 **107,000 +**

calls received or placed from **13 call centres** to help people receive assistance

 **2,630 +**

Red Cross personnel contributing **174,860 + hours** to helping those in need



“My daughter said, ‘Try asking the Red Cross here. Maybe they will be able to help you once you get back.’ ”

Fort McMurray mother returns home

GRACE CARABEO DIDN'T EVEN THINK OF calling the Red Cross for assistance when she left Alberta.

After being forced from her community due to the wildfire, Grace was living with relatives in the small town of Courtice, just east of Toronto.

Like many evacuated people, the fires caused an unexpected financial burden to Grace and her family. Getting back to Alberta was one more stress she had to deal with during this difficult time.

“My daughter said, ‘Try asking the Red Cross here. Maybe they will be able to help you once you get back.’”

So Grace called the Red Cross hotline. She never expected any help while in Ontario because she believed Red Cross assistance was only available for people in Alberta.

“But an angel came to me one day,” said Grace, who met with local Red Cross volunteer Guy Lepage and received assistance to get her and her family home.

For Grace, the support meant everything. Her family did not have insurance so they needed more than just funds to get back home. Fortunately, the Red Cross was also able to help her with rent, clothing, medication and cleaning products for her apartment.

“It helped us, not only with finances, but you know the stress that people feel during a tragic event and you are not working and you don’t know how to start again,” said Grace. “I am very grateful, really thankful.”



TOP: When Grace and thousands of other Fort McMurray residents began returning home, Red Cross volunteers were at the airport to greet them with smiles and much-needed supplies.

LEFT: “The Red Cross helps people and it does not matter where they come from,” said Guy Lepage, who has been a volunteer for more than a decade.

Healing takes time and help comes in all forms

At the Red Cross office in Fort McMurray, impacted individuals and families come through the door every day looking for help. Red Cross volunteers take the time to understand their unique situation and work to meet their specific needs.

Volunteer **Ha Lu** recently spent two weeks with our team in Alberta. Here's what she said about her experience:

TELL US ABOUT WHEN YOU ARRIVED. WHAT WAS THE CITY LIKE?

By the time I arrived in Fort McMurray in early July, it had been just over a month since residents had been allowed to return. The stores had reopened, the power was back on, and drinking water had been restored in most areas.

AT THIS POINT IN THE RECOVERY, WHAT ARE PEOPLE GOING THROUGH?

For those who lost their homes and business, recovery has not been easy. As a volunteer caseworker, I worked one-on-one with families who were struggling to meet the necessities of life, unable to return to work, pay rent in a new apartment, replace medical devices, or find a place to live.

WAS THERE A PARTICULAR CASE THAT MADE AN IMPACT ON YOU?

I remember one woman — a single mom — who lost her home in the fire, was just so grateful we could help her pay for groceries for the next month while she got back on her feet. She left the office in tears, knowing that no matter what happened, Red Cross would be there to support her.

WHAT WOULD YOU SAY TO SOMEONE WHO DONATED TO THIS RESPONSE?

Our job is to ensure that the most vulnerable don't fall through the cracks and this wouldn't be possible without you. Your contribution has already made a huge impact and will continue to do so in the coming months and years.

Ha has been a volunteer since 2007. In addition to assisting with local responses, she has been deployed to assist after the forest fires in Slave Lake in 2011 and during the floods in Thunder Bay in 2012.



Strengthening the community from the ground up

The Red Cross knows that community groups play a critical role in providing services to assist people and the entire community recover from disaster.

That's why we work alongside community groups to strengthen local initiatives and services, and ensure our efforts are not duplicated. This means providing support to local organizations such as food banks and groups that offer child and youth-friendly spaces.

Thanks to your generosity, the Red Cross has committed \$50 million to support community initiatives that will help the Fort McMurray area. Our Community Organization Partnerships Program will fund a range of initiatives identified by community groups, municipalities, registered charities and other organizations affected by the Alberta Fires.

“We have a shared responsibility to ensure that donor dollars go to the areas of greatest need and impact,” said Diane Shannon, Executive Director, The United Way of Fort McMurray.

“We are proud to be working with our partners at the Canadian Red Cross to ensure this happens in a way that is well-informed, transparent and accountable. Together with other vital community partners we will identify gaps, optimize resources, and get funding allocated as soon as possible.”

For a list of our community partners to date, visit www.redcross.ca/CommunityPartnerships.





Thank you!

The Canadian Red Cross would like to thank our generous supporters – individuals, families, community groups, businesses – and our dedicated staff and volunteers from every corner of the country for coming together as one Red Cross family during this terrible ordeal.

We would also like to recognize the Government of Canada and the Government of Alberta for backing Canadians' generosity through matching donations and for turning to the Red Cross to help deliver the assistance people need.

Thank you all for being part of this incredible chain of solidarity.

Stay informed about your donation at work:

www.redcross.ca/albertaimpact | WeCare@redcross.ca | 1-800-418-1111

