



LAC-MÉGANTIC

FIVE YEARS LATER: MARCHING TO THE BEAT OF THE COMMUNITY



We were all heartbroken by the tragedy that struck Lac-Mégantic on July 6, 2013. Over the last five years, we have been deeply touched to see the community stand tall and move at its own pace, all while commemorating its history and taking control of its future. The Red Cross is proud to join Lac-Mégantic on its road to recovery through the help of generous donors. The incredible resilience and ingenuity of the people of Lac-Mégantic have given way to projects that inspire hope for the future.

SUMMARY OF OUR RESPONSE



3,299 people
have been assisted, including:



286 workers and students
who lost their jobs



254 self-employed workers and business owners who were evacuated or otherwise affected by the tragedy



114 grieving families, including **32 children** who lost one or both parents



62,800 cash cards and vouchers
have been distributed



590 volunteers, including **150 local volunteers**, participated in the response

Support for:

232 businesses

17 non-profit organizations
affected by the disaster











56 assistance projects submitted
by non-profit organizations

11 healthcare projects carried out in collaboration
with the Le Granit healthcare and social services centre

21 education projects in collaboration with the
Hauts-Cantons School Board, its business services
division, and Cégep Beauce-Appalaches

109 projects funded through specific
support for businesses

11 community recovery and reconstruction projects

	Assistance provided*	Assistance planned**	Total
 Assistance to evacuees, workers who have lost their livelihoods, and grieving families (including emergency assistance)	\$4,255,000	-	\$4,255,000
 Specific support for small businesses	\$2,460,000	\$40,000	\$2,500,000
 Community recovery and reconstruction	\$1,820,000	\$80,000	\$1,900,000
 Health projects	\$2,100,000	\$200,000	\$2,300,000
 Support for job-creating entrepreneurship	\$1,516,000	-	\$1,516,000
 Support for non-profit organizations	\$1,116,000	\$4,000	\$1,120,000
 Education projects	\$575,000	\$50,000	\$625,000
 Disaster prevention and preparedness	\$190,000	\$10,000	\$200,000
 Community support	\$120,000	-	\$120,000
 Fundraising costs***	\$360,000	-	\$360,000
Total	\$14,512,000	\$384,000	\$14,896,000
Total funds raised			\$14,946,898
Balance outstanding			\$50,898

* Includes funds that have already been allocated, as well as those earmarked to fund recovery initiatives or projects through signed agreements and contracts.

** Since other needs can arise over time, this breakdown may be adjusted to meet emerging needs identified by, for example, the local advisory committee.

***The costs associated with dedicated fundraising appeals do not exceed 5%. They are determined based on the total amount of donations collected. For the Lac-Mégantic Support Fund, these costs were reduced to 2.4%.

ASSISTANCE ROOTED IN THE COMMUNITY

While the first few years were mainly spent providing assistance to every Lac-Mégantic resident who needed it, the aid provided in recent years has provided financial support to projects that will help the community get back on its feet, do better where possible, and leave a lasting legacy for residents.

COMMUNITY RECOVERY AND RECONSTRUCTION

A portion of the funds was allocated to projects intended to rebuild the community in a sustainable manner.

One of the flagship projects in this component is the **Concerto**, spearheaded by the Corporation de développement communautaire du Granit, which will bring together affordable housing for families and individuals, a childcare facility open during regular and atypical hours, a drop-in daycare centre, an indoor playground, an outreach team, and a space for public input. *“The Concerto is more than just a building. It’s a communal structure and a source of pride for the entire community, which was hit hard by the disaster on July 6, 2013. It’s a space that we want to fill with life and warmth, where each person can find their place and find themselves.*

This project reflects the desire of people here in our region to rebuild a busy and vibrant downtown.”

Monique Phérivong Lenoir,
Director General, CDC du Granit.

The Red Cross is also participating in the City of Lac-Mégantic’s **pilgrimage tourism project**, which will turn the downtown into an open-air museum in the coming years. Visitors will be able to have their own cultural, historical and spiritual experience.

SUPPORT FOR NON-PROFIT ORGANIZATIONS

Thanks to financial support from the Red Cross, **56 projects** have helped non-profit organizations continue to operate or increase their capacity to provide services to a community whose needs have grown exponentially since the disaster.

For example, the **La Constellation 0-5 ans** coordination group that previously focused on children under the age of five has broadened its scope to include youth and seniors. Now called **La Constellation du Granit**, the non-profit works to strengthen, improve and create optimal living conditions for all residents of the Le Granit RCM.

SPECIFIC SUPPORT FOR BUSINESSES

Experience has taught us that supporting businesses is essential for the recovery of the people and communities affected by a disaster, especially in Lac-Mégantic, where the tragedy struck the downtown core. Businesses benefited from three streams of assistance:

- Maintaining and creating jobs
- Maintaining and strengthening commerce and economic diversity in the region
- Attracting and retaining the workforce

In the last five years, **109 projects** received funding from the Red Cross, including the relocation of the **Musi-Café**, which has become one of the region’s iconic sites.



ASSISTANCE ROOTED IN THE COMMUNITY (CONT.)

EDUCATION PROJECTS

In recent years, funds invested in education projects have made it possible to continue recovery work with young people, as well as provide sufficient levels of quality support to students and staff in the **Commission scolaire des Hauts-Cantons** schools and at the **Centre d'études collégiales de Lac-Mégantic**. Students are one of the groups that were hardest hit by the tragedy.

EMERGENCY PREVENTION AND PREPAREDNESS

Each Red Cross assistance program focuses on a specific part of emergency prevention and preparedness. This component helps equip the community with tools and means to become more resilient through initiatives such as first aid and public safety training.

Last year, the Red Cross Babysitting and Stay Safe! courses were offered to students in Lac-Mégantic. These courses teach young people how to prevent an emergency, how to react and how to minimize its impacts. This preparation gives youth a greater sense of control and security following a traumatizing event like the one that occurred in 2013.

HEALTH PROJECTS

Health projects aim to counter the effects of stress and anxiety by enhancing services that provide psychosocial resources and promote health and healthy lifestyles. Among other things, the Red Cross is supporting the psychosocial recovery team at the **Centre de santé et des services sociaux du Granit**.

The Red Cross has also created an **art workshop** to help seniors break out of isolation and maintain their physical abilities, fine motor skills and self-esteem.

"People realized that older folks were often isolating themselves, had lost their way. Week after week, people recognize us and want to come, which makes a real difference in the lives of all the participants. Many have even told us that we made life worth living again."

Suzanne Houle, Project Manager



OUR PARTNERS

Major Partners

These partners support the Red Cross through substantial regular donations or by organizing major annual fundraising campaigns among their client base or their employees. Thanks to them, the Red Cross is ready to assist those who need it most, when they need it the most: in an emergency.

Aviva
Bell
BMO
Campagne Entraide among Quebec employees and retirees
City of Laval
City of Montreal
City of Quebec
Desjardins
J. Armand Bombardier Foundation
Hydro-Québec
La Capitale Financial Group
Metro
Power Corporation Canada
Quebecor
Rio Tinto Alcan
STM
Walmart

Ready When the Time Comes

Ready When the Time Comes Red Cross partners are ready to provide backup when needed. In Lac-Mégantic, over 100 employees and retirees from the following businesses and associations joined response and relief efforts.

Association provinciale des retraités d'Hydro-Québec
Bombardier Aerospace Inc.
J. Armand Bombardier Foundation

Media Partners

The following media offered free coverage for the Red Cross fundraising campaign supporting Lac-Mégantic.

Main partner: Quebecor

Les Affaires
Canal V
CBS Affichage
Le Devoir
Hebdo Québec
Pattison Affichage
Transcontinental
106.7 CJIT

Major Corporate Donations

\$200,000 or more

Costco and its clients
CP Rail
Desjardins and its members
IGA and its clients
Metro and its clients
Quebecor and its employees
Walmart and its clients

\$100,000 or more

Association des concessionnaires Ford du Québec
Caisse de dépôt et de placement du Québec
Canadian Tire and its clients
Céline Dion Foundation
Couche-Tard and its clients
Fédération des chambres de commerce du Québec and
Chambre de commerce région de Mégantic
Intact Insurance
J. Armand Bombardier Foundation
Power Corporation Canada
Syndicat des Métallos
Tim Hortons and its clients
Transforce

\$50,000 or more

Agropur
BMO and its clients
BRP Corporation and its employees
CANAC and its clients
CIBC and its clients
City of Quebec
Festival international d'été de Québec and its participants
Industrial Alliance
IPEX Management Inc.
Jean Coutu Group and its clients
La Capitale Financial Group
Loblaws and its clients
National Bank and its clients
Promutuel Insurance
Qualinet
Royal Bank and its clients
Scotiabank and its clients
The Sisters of Charity Ottawa
Staples and its clients
STM and its employees
Sun Life Financial
Teamsters Union
TD Bank and its clients
Ultramar Foundation

ADVISORY COMMITTEE

Established when the Lac-Mégantic Support Fund was created in July 2013, the advisory committee is composed of local representatives who give the Red Cross insight into the community's needs.

TOWN OF LAC-MÉGANTIC

Julie Morin, Mayor
Marie-Claude Arguin, Director General

LAC-MÉGANTIC CHAMBER OF COMMERCE

Stéphanie Girardeau, Director General

CSSS DU GRANIT AND CIUSS DE L'ESTRIE

Dr. Mélissa Généreux, Director of Public Health
Jeannot Gosselin, Community Coordinator

SOCIÉTÉ DE DÉVELOPPEMENT ÉCONOMIQUE DU GRANIT

Guilaine Beaudoin, Assistant Industrial Commissioner

LAC-MÉGANTIC LOCAL EMPLOYMENT CENTER

Charles Rodrigue, Business Advisor

GRANIT COMMUNITY DEVELOPMENT CORPORATION

Monique Phérvong Lenoir, Director General

COMMISSION SCOLAIRE DES HAUTS-CANTONS

Isabelle Dagneau, Director of Educational and Accessory Services

SADC

Ginette Isabel, Director General

MINISTÈRE DE LA SÉCURITÉ PUBLIQUE

Denis Landry, Director of Recovery

CANADA INSURANCE BUREAU

Line Crevier

CANADIAN RED CROSS, QUEBEC

Jean-Claude Bellavance, Chair, Board of Directors for Québec
Pascal Mathieu, Vice-President, Québec
Claudie Laberge, Director, Emergency Management



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