



JAPAN EARTHQUAKE & TSUNAMI



5-YEAR DONOR UPDATE

On March 11th, 2011, a 9.0 magnitude earthquake struck off the coast of Japan, triggering a massive tsunami and a meltdown at a nuclear power plant.

As the disaster unfolded, the world watched in disbelief. The human impact was enormous: nearly 16,000 lives were lost and some 470,000 left homeless.

It was a moment of sadness and incredible loss. But fortunately, it was also a moment of solidarity and overwhelming generosity from supporters like you.

Today, I want to recognize your contribution to our five years of work in Japan.

Your donation has enabled the Red Cross to rebuild homes and hospitals and assist thousands of families recover from one of the worst disasters imaginable.

As we reflect on this tragedy and our progress since then, I want you to know that you have made a real and meaningful difference in Japan.

Please accept my gratitude for your compassion and your generosity.

Sincerely,

Conrad Sauvé
President & CEO

HOW YOUR SUPPORT HAS HELPED



133,000

households received a package of home appliances (microwave, rice cooker, hot water dispenser, refrigerator, and washing machine)



798

houses rebuilt for elderly citizens who lost their homes



5

nursery schools rebuilt



6

temporary or permanent hospitals being reconstructed



432

Red Cross warehouses stocked with disaster relief materials

LIFE SLOWLY RETURNS TO NORMAL FOR TSUNAMI SURVIVORS

The small town of Hisanohama was badly hit by the tsunami. Residents tried to salvage their valuables from the ruins but their efforts were mostly in vain, as almost everything they owned had been carried away and destroyed by the tsunami.

“We lost everything in the tsunami” said Mr. Toshikatsu Endo, 51, who had a small grocery store in the town.

Mr. Endo used to live on the second floor of his store. When the tsunami hit the building, it destroyed his home as well as his business.

To help families like Mr. Endo’s get back on their feet, the Red Cross provided sets of electrical household appliances. Thanks to support from donors, more than 133,000 households received a microwave, rice cooker, hot water dispenser, refrigerator and washing machine after moving into temporary housing.

Now, five years later, Mr. Endo has opened a new grocery store in a temporary facility. It is smaller than the old one, but he is back in business and making a living for himself and his family.



“When the Red Cross gave us an emergency relief package with all the most important household appliances, I was really happy. It was at that point I felt that life had at last gained some semblance of normality.” – Mr. Endo

THANK YOU!



The Canadian Red Cross would like to thank generous individuals, businesses and governments for donating over \$48 million in the aftermath of the disaster.

Funds have been used to support Red Cross relief and recovery efforts in the following areas:

56.5%

Personal recovery (including the provision of electric household appliances and rebuilding of homes)

27%

Medical support (including the reconstruction of hospitals)

6.5%

Disaster preparedness (including the purchase of relief supplies)

6.3%

Educational support (including the reconstruction of gymnasiums and nursery schools)

3.7%

Nuclear power plant accident response

On behalf of the communities and lives impacted by this tragedy, **thank you!** Your compassion and generosity will never be forgotten.