



2019 Spring Floods

3 MONTH UPDATE

A Canadian Red Cross volunteer speaks with a man in Rigaud, Quebec, where hundreds of families were forced to evacuate their homes.

With major flooding from recent years still fresh in their memories, communities in Ontario, Quebec and New Brunswick braced for the worst as spring arrived.

Heavy rains and meltwater once again forced thousands of families from their homes as rivers overflowed their banks. Walls of sandbags were not enough to stop water from streaming into basements and damaging precious items and furniture. When residents returned, some found their homes unliveable due to mould and other residue left behind.

Three months on, the flooding may seem like a bad dream – but the reality is that many families are still grappling with the aftermath.

From the first evacuations to the recovery still happening today, you have been there with much-needed assistance. Starting with food, shelter and comfort for families while they were displaced, your support has gone even further to provide financial support for those moving back into their homes.

Today, the Red Cross is working alongside local authorities, governments, and partners to meet the ongoing needs of impacted families. As you read this report, you'll see how you have brought help and hope to so many along their road to recovery. Thank you!

Quebec floods:

Lending a hand to a community in need



“The volunteers welcomed us and gave us advice. They’re helping us get through this.”

– Martin

When the flood warnings went out to Rigaud, Quebec this spring, Martin remembered what had happened two years previously. The area was completely submerged in 2017, and many people had to evacuate their homes.

This year, Martin and his family faced the same uncertainty. Flooding in April forced the community of Rigaud to again evacuate and to seek higher ground. Martin went to the Canadian Red Cross reception center at the Rigaud Public Library to register for assistance.

“The volunteers welcomed us and gave us advice,” said Martin. “They’re helping us get through this.”

By supporting the Red Cross, you made sure people had a safe place to sleep, you gave them access to food and you provided support through financial aid to buy basic essentials they left behind.

“Luckily,” Martin says, “I’m healthy. Nobody is hurt. This year, we recognize each other and lend a hand where we can.”

Thank you for supporting Martin’s community and others as they recover from this disaster. You’ve lent a hand when they needed it most.

YOUR IMPACT IN QUEBEC



5,100+ families
received financial
assistance



12 reception centres
and **5 emergency
shelters** supported by
the Red Cross



1,700+ people
provided temporary
accommodation



**600+ disaster
volunteers**
responded to help

Ontario floods: Jody Anne's Story



“I was so touched that the Red Cross volunteers cared so much.”

– Jody Anne

As the Petawawa River flooded its banks, Jody Anne McDonald and her community were caught right in the water's path. Despite the help of her family, who constructed a gravel berm around her house and ran twelve sump pumps, the water came surging into her basement. Not only were the flooring and the walls ruined, she and her children had to leave because the resulting mould made the house unlivable.

Faced with mounting hardships and unsure of what next steps to take, Jody Anne needed help.

Thanks to your support, she was able to receive that help from the Canadian Red Cross. With much needed assistance and a clean-up kit, Jody Anne was ready to face the next challenge: fixing up her home.

“Walking up the steps to the Red Cross reception center as a flood victim was a humbling experience,” she said. “But the volunteers made me feel like a flood survivor. I left there knowing I was going to be just fine.”

It is thanks to the support of Canadians like you that she can look forward to the future.

YOUR IMPACT IN ONTARIO



12 reception centres managed or supported by the Red Cross on behalf of local authorities



3,100+ people registered for assistance with the Red Cross



146 Red Cross volunteers responded to help



139 referrals made to community agencies for additional support

New Brunswick floods:

When support is just a call away



“I don’t know if I could have gone through another flood without your help... this year has been very stressful”

– Bessie

Bessie and Ray Froude are no strangers to the grim realities of a flood evacuation. Last year, along with thousands of people along New Brunswick’s St. John River, the couple had to evacuate as flood waters inundated their home. Having no place to go, it was the Canadian Red Cross that arranged accommodation during the three weeks they were displaced.

Once again this spring, Bessie and Ray were caught by massive flooding along the St. John River that impacted many of the same families, some still dealing with the impacts of last year’s event.

This time, faced with the stress that evacuation brings, Bessie knew what to do – she called Stacie at the Canadian Red Cross.

“Bessie was concerned that the waters were going to reach her home again,” said Stacie, a Red Cross worker who had been helping the couple since last year. “For a woman who has been through so much stress, she said there was one thing she never had to worry about, that *the Red Cross will always be there.*”

“I don’t know if I could have gone through another flood without your help... this year has been very stressful,” said Bessie, who once again is in temporary accommodations arranged by the Red Cross on behalf of the New Brunswick government.

YOUR IMPACT IN NEW BRUNSWICK



1,500+ people
registered for
assistance with the
Red Cross



500+ people
provided emergency
shelter



1,000+ people
received emergency
financial assistance



**39 Red Cross
volunteers**
responded to help

Quebec Floods 2019: Your Generosity at Work

FINANCIAL UPDATE FOR QUEBEC

Funds donated to date: \$3,508,000

Funds provided by the Government of Canada: \$1,000,000

Funds provided by the Government of Quebec: \$1,000,000

Funds applied from previous Quebec floods appeals: \$1,000,000

Total funds as of June 30, 2019: \$6,508,000

	ALLOCATED	SPENT AND COMMITTED TO DATE
INDIVIDUALS AND FAMILIES – providing help such as information and referral services, emotional support, registration, support to help meet urgent basic needs, including lodging, clothing, personal services and/or transportation, and financial support to assist with clean-up efforts and recovery from the floods.	\$5,894,000	\$3,506,000
COMMUNITY GROUPS – to help ensure the needs of the community are reflected in recovery activities, assistance is provided through a project-based grants program that is available for non-profits, charities, and other community organizations working towards the recovery of those impacted by the 2019 spring flooding in Quebec.	\$300,000	Applications for funding currently being accepted.
EMERGING NEEDS	\$139,000	–
COST OF FUNDRAISING	\$175,000	\$89,000
GRAND TOTAL AS OF JUNE 30, 2019	\$6,508,000	\$3,595,000

Quebec: 55% of the total funds have been spent or committed as of June 30, 2019.

UNDERSTANDING THE NUMBERS

Allocation of funds to date: This is the projected budget across each area of spending for the grand total. The allocations reflect the needs of the people and the community that have been identified to date. Many needs emerge over time and the allocation amounts may be adjusted accordingly.

Spent and committed to date: These are the funds that have been already spent to assist those impacted by the floods, as well as funds that have been committed with signed contracts or agreements for recovery projects or initiatives, where applicable.

Fundraising costs: The fundraising cost related to this emergency appeal will not exceed five per cent. Fundraising costs are associated to the total funds donated to date, not the grand total including funds received from the government. These costs can include donation processing fees; credit card and bank fees; service fees for call centres and digital platforms; and, ongoing communications and reporting to donors.

Ontario Floods 2019: Your Generosity at Work

FINANCIAL UPDATE FOR ONTARIO

Funds donated to date: \$763,000

Funds provided by the Government of Canada: \$1,000,000

Funds applied from previous Ontario floods appeal: \$545,000

Total funds as of June 30, 2019: \$2,308,000

	ALLOCATED	SPENT AND COMMITTED TO DATE
INDIVIDUALS AND FAMILIES – providing help such as information and referral services, emotional support, registration, support to help meet urgent basic needs, including lodging, clothing, personal services and/or transportation, and financial support to assist with clean-up efforts and recovery from the floods.	\$1,999,000	\$1,663,000
COMMUNITY GROUPS – to help ensure the needs of the community are reflected in recovery activities, assistance is provided through a project-based grants program that is available for non-profits, charities, and other community organizations working towards the recovery of those impacted by the 2019 spring flooding in Ontario.	\$100,000	Applications for funding currently being accepted.
EMERGING NEEDS	\$171,000	–
COST OF FUNDRAISING	\$38,000	\$11,000
GRAND TOTAL AS OF JUNE 30, 2019	\$2,308,000	\$1,674,000

Ontario: 73% of the total funds have been spent or committed as of June 30, 2019.

UNDERSTANDING THE NUMBERS

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New Brunswick Floods 2019:

Your Generosity at Work

FINANCIAL UPDATE FOR NEW BRUNSWICK

Funds donated to date: \$475,000

Funds provided by the Government of Canada: \$500,000

Total funds as of June 30, 2019: \$975,000

	ALLOCATED	SPENT AND COMMITTED TO DATE
INDIVIDUALS AND FAMILIES – providing help such as information and referral services, emotional support, registration, and financial support to assist with clean-up efforts and recovery from the floods.	\$951,300	\$288,000*
COST OF FUNDRAISING	\$23,700	\$3,000
GRAND TOTAL AS OF JUNE 30, 2019	\$975,000	\$291,000

New Brunswick: 30% of the total funds have been spent or committed as of June 30, 2019.

*** In New Brunswick, many evacuation-related and other short-term costs such as emergency lodging and food provided by the Canadian Red Cross are covered by the provincial government under an agreement for emergency management.**

The funds raised by Red Cross for the flood in New Brunswick are being used to help people with longer-term recovery efforts, which may take months. The Red Cross is presently meeting with families and individuals to assist and guide them along their road to recovery. Red Cross financial assistance for recovery is based on unmet needs, not loss, and is provided on a case-by-case basis. The assistance will not duplicate existing support either at the provincial or municipal levels, or through insurance.

UNDERSTANDING THE NUMBERS

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**Thank you for supporting
communities hit by spring flooding.**

Your generosity has made
a huge difference!