



Alberta Fires

ONE MONTH DONOR UPDATE

In early May, a wildfire tore through Fort McMurray, Alberta and its surrounding areas, destroying neighbourhoods and threatening the entire region. More than 80,000 people fled through smoke and fire to reach safety. In the largest wildfire evacuation in the province's history, many residents left with almost nothing. Some had nowhere to go.

With your generous support, evacuated people are receiving vital help as they overcome this disaster. Thank you for standing beside them during this difficult and uncertain time.

NEVER BEFORE HAVE WE WITNESSED A MOMENT QUITE LIKE THIS.

We have all been incredibly saddened by the loss, the upheaval and the stress that the Fort McMurray fire has caused to so many. But this horrific event has proven, once again, that people in our country are never left alone when facing a tragedy such as this.

Over the past month, we have seen an unprecedented show of solidarity—from people young and old, community and school groups, governments, and companies large and small.

Coming from every corner of our nation and from countries around the world, the flow of compassion and generosity into Alberta has been truly remarkable. And because of it, those impacted by devastating disaster are receiving the help they desperately need.

Since the moment people were forced from their homes, your support has enabled us to mobilize more than 1,600 staff and volunteers to reach out with a helping hand. From registering tens of thousands of evacuated people, to ensuring their immediate needs are met, to easing their financial and emotional stresses, you have made an extraordinary difference.

One month on, Fort McMurray residents are now returning to their community. We know the road ahead will be long and challenging. Thousands have seen their lives completely turned upside down by this disaster. Many have lost everything.

Together, we will support the people of Fort McMurray through this difficult time — with your generosity helping at every step of the way.

Thank you deeply for your solidarity, your donation, and your trust.

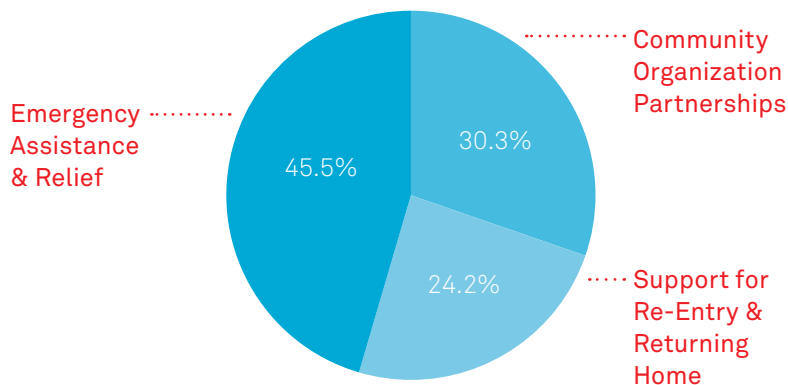
Conrad Sauvé
President & CEO



HOW YOUR DONATION IS REACHING THOSE IN NEED

The Canadian Red Cross would like to thank generous individuals, governments, community groups and corporate partners for donating more than **\$125 million** to date in support of people impacted by the Fort McMurray fire.

Together with expected government matching funds, the Red Cross has been able to allocate **\$165 million** as of June 2, 2016.



> Emergency Assistance & Relief: \$75 Million

\$50 MILLION EMERGENCY FINANCIAL ASSISTANCE

Emergency funds to help impacted people meet their immediate needs

\$25 MILLION ADDITIONAL RELIEF & SUPPORT

Evacuee registration, cots and blankets, call centres, vouchers for food, clothing, gas cards, etc.

> Support for Re-Entry & Returning home: \$40 Million

\$15 MILLION AIR & LAND TRANSPORTATION

Buses and flights to assist evacuees travelling back to the Fort McMurray area

\$25 MILLION EMERGENCY FINANCIAL ASSISTANCE & SUPPLIES

Funds & supplies (clean-up kits, hygiene kits, etc.) for households

> Community Organization Partnerships: \$50 Million

Support to community organizations providing local recovery initiatives

The fundraising cost related this emergency appeal will not exceed 5%. This includes fees associated with donation processing and receipting, reporting and communications.

How your donation has helped so far:



REGISTRATION OF TENS OF THOUSANDS OF EVACUEES so they can receive vital, ongoing support



13 CALL CENTRES THAT HAVE RECEIVED 50,000+ CALLS to assist evacuated people in registering and accessing assistance



2,500+ COTS, 3,000+ BLANKETS AND 2,800+ HYGIENE KITS to support 8 evacuation shelters in Edmonton, Calgary and Lac La Biche



19,000+ CASH CARDS AND VOUCHERS to help evacuated people buy food, water, clothing, gas and other essentials



EMERGENCY FUNDS TO HELP 38,000 HOUSEHOLDS meet their basic needs while evacuated



TRANSPORTATION (FLIGHTS AND BUSES) to assist evacuees in their return home



25,000 CLEAN-UP KITS for returning residents



THANK YOU!

In the past weeks, we have received countless messages of gratitude, each reflecting just how much your generosity has meant during this difficult time. With your support, the Canadian Red Cross will stand by these individuals and families in the weeks, months and years ahead as they rebuild their lives and their communities. Thank you for showing solidarity and generosity when it was so desperately needed.

Messages from Fort McMurray evacuees after they received emergency funds thanks to you:

“ Thank you from the bottom of our hearts.

We are overwhelmed by the outpouring of generosity, support and love to our community of Fort McMurray.

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“ Thank you very much for your generosity.

The pain we feel every time we are reminded of the devastating wildfire is being lessened due to the kind-hearted individuals and organizations that are extending their loving arms to us.

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“ I just wanted to thank the Red Cross and everyone who was involved

in supporting the people affected by the wildfire. This money will allow me to get some much needed clothing and food.

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Stay informed about your donation at work:
redcross.ca/albertaimpact

WeCare@redcross.ca
1-800-418-1111

