



ONE YEAR DONOR UPDATE

2016 Alberta Fires



DEAR SUPPORTERS,

One year ago, we were coming to grips with the disaster unfolding in Fort McMurray and the surrounding area. The scope and scale of the wildfire was unlike anything we had faced before. The loss, the uncertainty and the needs were enormous and unknown at the time of evacuation.

Each and every day, I witness the incredible generosity of supporters like you. But the spirit of giving you showed in the days, weeks and months that followed the disaster was truly something special. From all across Canada and around the world, your solidarity and kindness has enabled us to do so much for those affected by the fires.

In the early days, your support provided what was needed most—food, clothing, shelter, and other necessities—for residents who had to leave their homes with little notice. Thanks to you, the Red Cross also provided financial help during this incredibly difficult period, and assistance for people to return home once the evacuation order was lifted. And now, people continue to face the ongoing challenges of rebuilding and recovering. But with your help, we've been able to work with individuals and families one on one to identify and address their needs.

Over the past year, we have also been working alongside community organizations, governments, local leaders and residents to identify and meet needs that have arisen since the wildfire. Your generosity has enabled us to fund dozens of local projects that are helping individuals, families and communities overcome their ongoing challenges, build on their strengths, and continue their recovery.

Of course, recovery takes time. Every person, every family is on their own path as they overcome this disaster. Your support means we have been able to help at every step, but it means so much more. It means that those who lost everything know that we will continue to be there in the years ahead.

Thank you again—for caring, for giving so generously, and for standing behind Canadians in their moment of need.

Sincerely,

Conrad Sauvé
President & CEO



Wherever help was needed, your support was there

As the fires encroached on Fort McMurray and surrounding areas, evacuees spread across Alberta and the entire country to find shelter with friends and family. Thanks to you, the Red Cross was able to offer help wherever it was needed. The map above shows the incredible reach of your support, based on where evacuees were located when they registered with the Red Cross as of May 9, 2016.

Your generosity at work

Financials

To date, \$244 million has already been spent or committed. This means **75 per cent** of funds received have been used. The Red Cross thanks generous individuals, governments, community groups and corporate partners who donated an unprecedented amount of funds in support of people impacted by the Alberta Fires. Together, we continue to have a lasting impact on individuals, families and the entire community as they recover.

TOTAL FUNDS DONATED TO DATE

\$189 million

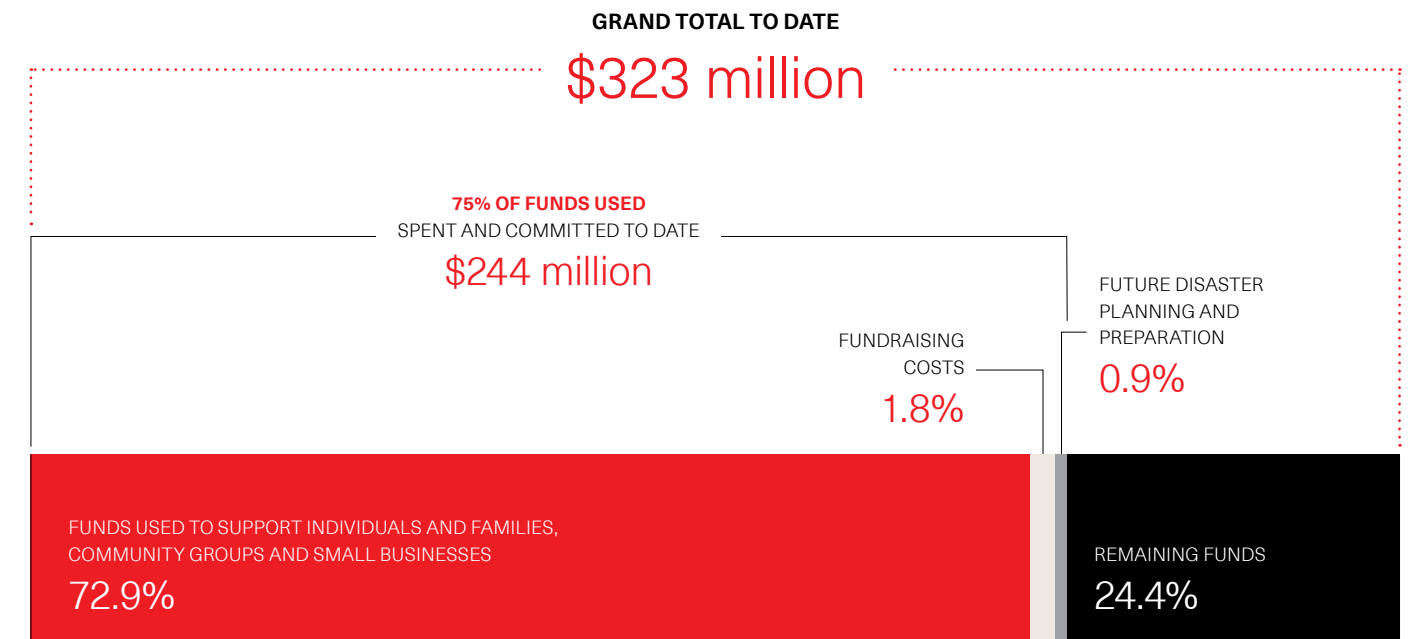
MATCHING FUNDS

THANKS TO THE GOVERNMENT OF CANADA

\$104 million

THANKS TO THE GOVERNMENT OF ALBERTA

\$30 million



BREAKDOWN OF FUNDS

TO SUPPORT:		ALLOCATED TO DATE	SPENT AND COMMITTED TO DATE
INDIVIDUALS AND FAMILIES	Providing help such as immediate supplies and shelter; direct financial assistance during the evacuation and throughout recovery to cover costs associated with urgent needs, transportation home, replacement of household goods, and assistance to help pay for rent, mortgage and utilities; emotional support to address the psychological well-being of people affected by the fires; and, projects to support and enhance community resilience.	\$231 million	\$183 million
COMMUNITY GROUPS	Ensuring needs of the community are reflected in relief and recovery activities. This has included funding a variety of projects and initiatives such as special events for the Regional Municipality of Wood Buffalo and Indigenous communities, supplying teachers and students with back-to-school items, providing summer and recreation camps for children and youth, providing support to local food banks and the local homeless shelter, supporting community-led wellness groups, and supporting several community celebrations upon returning home. Further information regarding Red Cross funding for community organizations can be found online by visiting: www.redcross.ca/CommunityPartnerships	\$50 million	\$24 million
ELIGIBLE SMALL BUSINESSES	This financial support has helped cover costs such as the replacement of essential items including business tools and equipment; assistance with clean-up expenses; moving or storage; professional cleaning; small repairs; help with overdue utility bills; lease payments; and, short-term lease of business equipment or vehicles.	\$30 million	\$28.5 million
FUTURE DISASTER PLANNING AND PREPARATION		\$2.8 million	\$2.8 million
FUNDRAISING COSTS		\$9.4 million	\$5.7 million
		SPENT OR COMMITTED	\$244 million

UNDERSTANDING THE NUMBERS

Allocation of funds to date: This is the projected budget across each area of spending for the grand total including the matching funds (\$323 million). The allocations reflect the needs of the people and the community that have been identified to date. Many needs emerge over time and the above 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 fires, as well as funds that have been committed with signed contracts or agreements for recovery projects or initiatives.

Future disaster planning and preparation: These are the funds that ensure the Red Cross is ready and prepared to respond to future disasters in Canada. This means having pre-positioned stock, emergency supplies, and trained volunteers across the country that are ready to be deployed in their own communities or elsewhere in Canada when the next disaster strikes.

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 (\$189 million), **not** the grand total including the matching funds. 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.

AS OF APRIL 13, 2017

As a tragedy unfolds, a country comes together in solidarity



“Our hearts are with you all.
You are strong people.
We are Canadians.”

Kathleen and Peter, Red Cross donors

MAY 1

As a wildfire threatens Fort McMurray and surrounding areas, a local state of emergency is declared.

MAY 3

The fire intensifies and spreads rapidly. A mass evacuation order for Fort McMurray is issued and residents rush to flee the city. The Canadian Red Cross begins to register evacuees and starts receiving donations from Canadians.

MAY 4

With the wildfire raging out of control, the Province of Alberta declares a state of emergency. The Red Cross launches an online registration portal. Within just 12 hours, over 11,500 households are registered.

MAY 7

Donations to the Red Cross continue to pour in from across Canada and around the world. From coast to coast, thousands of Red Cross volunteers and workers mobilize to support a massive operation. The Red Cross begins to distribute cash cards in Calgary and Edmonton to help evacuees meet their immediate needs, such as food, clothing and gas, and provide emotional support.

MAY 11

Thanks to overwhelming support, the Red Cross announces \$50 million in immediate financial assistance. In just one day, more than \$30 million is sent to 28,000 households in need of help.

MAY 30

With the threat of the wildfire contained, the Government of Alberta announces that evacuees can begin to return to their communities on June 1. The Red Cross allocates \$40 million to help residents with costs of returning home. This includes flights and buses, as well as financial assistance for households.

JUNE 1

Red Cross volunteers are at the airport to welcome the first wave of returning residents. They provide emotional support, clean-up materials, water, vouchers and information at eight reception centres set up around the city. This assistance continues throughout the summer.

JUNE 2

As more residents return, demand for community services increases significantly. The Red Cross announces \$50 million to support community organizations and works alongside local partners to identify and meet needs.

JUNE 10

Entrepreneurs and small business owners continue to assess the damage and impact on their operations. In partnership with the Regional Municipality of Wood Buffalo and Economic Developers Alberta, and funded by the Red Cross, a small business hotline is launched along with emergency financial support to assist eligible small businesses with initial clean-up costs.

JUNE 13

To be able to meet face-to-face with returning residents, the Red Cross opens its first office in Fort McMurray.

AUGUST 3

As thousands of people face financial struggles, the Red Cross continues to provide assistance to help individuals and families pay for housing.

OCTOBER 19

The Red Cross announces a second round of funding to help eligible small businesses cover losses and reopen their doors after the wildfires.

NOVEMBER 3

Six months after the disaster, the Red Cross has already spent more than \$178 million to directly assist those impacted by the fires. Individuals, families, community partners and small business owners continue to meet with the Red Cross to receive help and referrals for ongoing support from community groups. This work continues today.

Open for business: Rebuilding livelihoods in Fort McMurray

MICHELLE VAN DER HAEGEN opened the doors of Pyramid Dental Hygiene Services in 2010. After a few years of hard work, the dental hygienist was starting to see her business take off.

But when the wildfires hit Fort McMurray, everything came to a halt. Michelle had to close her doors. She lost valuable income while the community remained evacuated for nearly four weeks.

Upon returning to Fort McMurray in June, Michelle found herself overwhelmed with the financial burden of trying to reopen her business.

“We had to throw out absolutely everything,” she says.

After applying to the Red Cross small business program, Michelle received financial assistance to help her replace equipment and supplies.

“Without the support from the Red Cross, I am sure I would have been closing my doors,” she says. “I would have had to find another alternative, because I don’t think it would have been possible to stay open.”

Today, the doors of Pyramid Dental Hygiene Services are open for business. Although Michelle knows there is still a lot of work ahead, she says she can’t imagine doing anything else.

“I like helping people that come to my clinic. They’ve come here for my services and they’ve been very supportive,” Michelle says. “And I’m going to be here a very long time.”



“Without the support from the Red Cross, I am sure I would have been closing my doors.”

Pyramid Dental Hygiene Services is one of over 3,200 small businesses in the Fort McMurray area that received financial assistance through the Red Cross Support to Small Business Program. Thanks to your support, up to \$20,000 has been provided to small businesses to help with uninsured losses resulting from the wildfires.

Through the smoke: How you helped give one family a new start



FOR SHEILA CHAMPION and her family, the unthinkable happened.

As the country watched in disbelief, wildfires tore through the Fort McMurray area. The Champion family, like approximately 88,000 other residents, fled their home not knowing if they would ever be able to return.

Sheila remembers the day of the evacuation.

“I ran around gathering our pets, medication, documentation—anything I could think of,” Sheila recalls.

The family sat in a line of traffic, waiting to get to safety. Within hours of leaving, they heard that the homes next to theirs were burning down.

“All I could think about were the pets that my friends had to leave behind. All the memorabilia we would never get back. All those memories—gone. Now what?” Sheila recalls.

Tragically, the Champion family lost their home to the fires.

“Our future looks very bright, and it’s only because of the help we received.”

Sheila remembers feeling shocked, scared, and in a daze. She felt like things couldn’t get any worse. They didn’t know what the next five minutes was going to bring. They needed help more than ever.

The family turned to the Canadian Red Cross for support with rent and groceries while they got back on their feet. “Without the Red Cross I don’t know where we would be right now,” says Sheila. “They were so considerate of our situation.”

When Sheila looks back on the year since the wildfires, she is overcome with emotion. She and her husband were able to find work in Yellowknife and, with the help of the Canadian Red Cross, have now relocated.

“Our future looks very bright, and it’s only because of the help we received,” Sheila says. “The Red Cross kept our family together and I truly don’t know what we would have done.”

A community in healing: With your support



“I’ve seen people come in with little hope and walk out the door after speaking with a Red Cross worker and feel like it’s okay.”

IF YOU WALK INTO the Nistawoyou Association Friendship Centre in Fort McMurray nearly one year after the wildfires, you’ll find a hub bustling with life. Children learn to cook bannock in the kitchen and friends weave intricate baskets out of spruce needles.

The centre is a space where members of Indigenous communities and beyond can come to connect—something especially important after the wildfire.

“A lot of our Indigenous peoples, especially our elders, have lost a good portion of their lives,” says Teresa Nahwegahbow, Executive Director of the Friendship Centre.

Right from the start, the team at the Friendship Centre reached out to the Canadian Red Cross for support. In the months following the evacuation, visitors to the Friendship Centre could meet face-to-face with Red Cross caseworkers to receive guidance and help in their recovery.

“The Red Cross understood our needs from an Indigenous perspective,” she says. “I’ve seen people come in with little hope and walk out the door after speaking with a Red Cross worker and feel like it’s okay.”

Teresa recognizes that recovery has only just begun for many people impacted by the fires. But through their own resilience and the support made possible by donors, she believes the Indigenous community in Fort McMurray will push forward.

“I’ve been able to see firsthand and experience myself how that generosity has helped many of our people get back on our feet,” Teresa says. “It’s just been incredible, the outpouring of support and love that’s been given to us.”

Thanks to your generosity, the Canadian Red Cross is supporting community-driven and local initiatives to help the recovery of Fort McMurray and surrounding area. For a list of community partners to date, visit www.redcross.ca/communitypartnerships.

One year later: Together, here’s what we have made possible

IMMEDIATE ASSISTANCE



2,500+ cots, 3,000+ blankets and **2,800+ hygiene kits** to support 8 evacuation shelters in Edmonton, Calgary and Lac La Biche.



13 call centres set up, taking **147,000+ calls** to assist evacuated people in registering and accessing assistance.



65,000 families registered to receive support from the Red Cross.



\$50 million in immediate financial assistance and **47,200+** gift cards and cash cards distributed to help people buy food, water, clothing, gas and other essentials.

CONTINUED SUPPORT



10,900 plane and bus tickets booked to help people return home as well as **37,000+** clean-up kits distributed to returning residents.



11,900+ families received housing support, including assistance for rent, mortgage, and utilities, as well as other household goods.



1,950 families received interim lodging in Fort McMurray, Edmonton, Calgary, Red Deer, and other communities across Alberta.



126,468 electronic fund transfers have provided direct financial assistance to help residents meet their individual needs.

INDIVIDUAL AND COMMUNITY RECOVERY



3,200+ eligible small businesses have received financial assistance. This support

has helped cover uninsured losses; rental of business equipment or vehicles to temporarily replace lost or damaged ones; clean-up and minor repairs including debris removal and bin rental; moving costs; and storage fees.



54 partnerships with community organizations (completed and ongoing)

to help provide services to assist people and the entire community with recovery from the wildfire.



4,900+ individuals supported through mental health and psychosocial support

programming. Over **4,100** people attended recovery events led by Indigenous communities and supported by Canadian Red Cross.

“Take strength from how far you have already come. Know that people are thinking of you and hoping your lives get back to normal as soon as possible.”

Joy, Red Cross donor

