



Alberta Fires

SIX MONTH DONOR UPDATE





DEAR SUPPORTERS,

Six months after the wildfire, people continue to put their lives back together. Each person's situation is unique and requires special support.

Thanks to your donations, the Red Cross is giving people the individual attention and support they need along their road to recovery. In Red Cross offices in Fort McMurray and across the country, our dedicated staff and volunteers continue meeting with individuals and families each and every day, listening to their needs and finding ways to help.

At the same time, we are also working to bring neighbourhoods and communities back together. Through partnerships with community organizations, we are identifying and addressing the challenges and needs arising in the aftermath of this disaster.

Healing from this tragedy will be a long process. But with the overwhelming kindness and support you have shown, the Red Cross will always be there to help.

Please accept my deepest gratitude for your generosity. It continues to mean everything to those impacted by this disaster.

Sincerely,

Conrad Sauvé
President & CEO

DEAR SUPPORTERS OF THE RED CROSS,

On May 3, 2016, approximately 88,000 of our region's residents were forced from their homes for an undetermined amount of time. It was a time of uncertainty for all, but there remained a constant hope due to the unprecedented support from the Canadian Red Cross and donors who demonstrated selfless generosity through contributions and well wishes.

The support we received from across Canada and the globe, remained the light in our time of darkness.

Each of you, our supporters, positively impacted the lives of Wood Buffalo residents and got us back where we are today, home. The role the Canadian Red Cross has played from day one, has led us to the place we are now in recovery.

We are overjoyed our community returned and continues to return – safe, resilient, together, and rebuilding. With a profound degree of sincerity and certainty, thank you to all of our supporters near and far. We have a lot to be thankful for and as we make strides towards recovery, we are finding our new norm and settling back in as a region.

Sincerely,

Melissa Blake
Mayor
Regional Municipality of Wood Buffalo

Your generosity at work – Financials

To date, **\$178 million** has already been spent thanks to generous individuals, governments, community groups and corporate partners who donated an unprecedented amount of funds in support of people impacted by the Alberta Fires.

TOTAL FUNDS DONATED TO DATE

- **\$185 million**

MATCHING FUNDS

- **\$104 million** thanks to the Government of Canada
- **\$30 million** thanks to the Government of Alberta

GRAND TOTAL TO DATE

- **\$ 319 million**

ALLOCATION OF FUNDS TO DATE

- \$227 million to support **individuals and families**
- \$50 million to support **community groups**
- \$30 million to support eligible **small businesses**

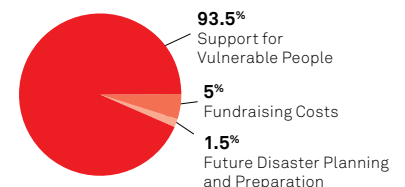
SPENT TO DATE

\$178 million has already been spent to directly assist those impacted by the fires. To date, funds have been spent in the following ways:

- \$165 million in support of **individuals and families** - providing assistance such as emergency shelter; registration; food; clothing; transportation; support to rebuild homes; preparing the community for future disasters; and financial assistance to help pay for rent or mortgage payments, as well as the replacement of furniture, appliances and household goods.
- \$7 million in support of **community groups** to ensure needs of the community are reflected in relief and recovery activities.
- \$6 million in support of **small businesses** with financial assistance.

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 (**\$185 million**), not the grand total including the matching funds.

All remaining funds will be used for Red Cross operations to support vulnerable people, families and communities. This includes a small portion of funds, one and a half percent, which ensures the Canadian Red Cross is ready and prepared to respond to future disasters. These allocations reflect the needs that have been identified to date. Many needs emerge over time and the above allocation amounts may be adjusted accordingly.



How your support has helped



58,757

households received financial assistance through an electronic transfer of funds. This includes residents and individuals who were working in the region at the time of the fires.



9,000

families received housing assistance including support for rent, mortgage, utilities, and household goods.



30

partnerships supporting local community organizations.



3,296

eligible small businesses received emergency financial assistance.



7,100

people received back-to-school assistance. This helped families purchase school supplies for children, supported tuition payments, and provided teachers the ability to re-establish their classrooms that were damaged after the fires.



13,310

client assessments completed between residents and Red Cross caseworkers to assess needs and provide recovery assistance. This includes appointments with clients in person and over the phone.



3,275

Red Cross staff and volunteers contributed **246,421** hours to this response.

A helping hand getting back to school



ON MAY 3, 2016, Fort McMurray Composite High School teacher Chad Bowie and several other colleagues stood on their school's roof, attempting to put out falling embers from a fire that was just 800 metres away.

Chad says he still could have never predicted how his school and his community would be changed.

"Never once did it enter my mind that I wasn't going home that night," Chad recalls. "My heart was breaking for my city."

In August, approximately 600 local teachers, such as Chad, returned to their schools for the first time to assess the impact of the fires on their classrooms. The extent of the smoke damage meant that a large amount of classroom materials, often paid for out-of-pocket by teachers, had to be discarded.

"The start up was very, very rocky," Chad says. "Still to this day, I go to grab something and it's not there."

The Alberta Teacher's Association encouraged Alberta's teachers to donate directly to the Canadian Red Cross to help their colleagues impacted by the

Alberta fires. Through their donations, together with the support from Canadians and the governments of Alberta and Canada, local teachers were provided with financial support from the Red Cross at the start of the school year to begin rebuilding the school supplies they had lost.

However, Chad says the support goes beyond replenishing classroom materials.

"We know that the Red Cross is going to be there in the end and they are going to support teachers and Fort McMurray in general."

The financial support provided to the Alberta Teacher's Association is part of the Canadian Red Cross Community Organization Partnerships Program. This program is funding a range of local initiatives that are community-driven to help the Fort McMurray area. For a list of our community partners to date, visit www.redcross.ca/CommunityPartnerships.



“It was overwhelming, the support that I received from the Red Cross.”

Everett Snow, Fort McMurray resident

What your kindness means in time of need

EVERETT SNOW is a man who likes to give back as much as he can, and for this he credits the example set for him growing up.

“My mother volunteered for the Red Cross at least from the time that I was a kid until I can remember,” he recalls, with his childhood home in Cape Breton often full of homemade quilts, crutches and other supplies ready to provide to those in need.

However, after losing his Fort McMurray home to the wildfires in May, Everett found himself to be the one in need.

“I lost everything that I had – clothing, computer, any little trinkets or toys that a guy would try to fill his time with, my piano, pictures of my mother and father – both who are passed away now,” he says. “Anything that was memorable for me that I wanted to keep, I can never get that again.”

Everett says he was reluctant at first, but after encouragement from friends, he decided to make an appointment with the Canadian Red Cross to see what help was available for him.

“I tried not to go to the Red Cross for the simple reason that I thought there were people out there who needed it more than I really did, but I wasn’t able to come around with bills and financial needs,” he explains.

“I know you see lots of tears down there but when my caseworker came back out just to talk to me the second time, I could barely even speak to her. I couldn’t believe what was available.”

Thanks to the generosity of Canadians, the Red Cross was able to provide Everett with financial support for rent, food and bills, as well as replacing his work gear lost to the fires.

“Across the country, the support was overwhelming,” he says. “It’s hard to believe that Canada could come together that quick within days. The support for Fort McMurray has been unbelievable.”

Through his experiences during the fires, Everett’s sense of giving back was not lost. He spent a week during his evacuation delivering donated supplies to evacuees in Boyle and Lac La Biche. Upon re-entering Fort McMurray in June, he loaded up a van and delivered donated goods to the Wood Buffalo Food Bank.

“Since this happened, I’ve seen a lot of good-willed people step up to the plate,” Everett says.

And that’s not something Everett thinks will stop any time soon as his community rebuilds.

“The giving keeps on giving right now.”



Thank you!

The Canadian Red Cross is deeply grateful to our supporters – individuals, families, community groups, businesses, and governments – for coming together to help those impacted by this tragedy. We would like to recognize the following donors who showed remarkable generosity during this time.

93.1 RED FM

106.7 RED FM

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Bel-Fran Charitable Foundation
(Samuel & Frances Belzberg)

Bell

BMO Financial Group

Calgary Co-op

Canadian Bankers Association

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CIBC

Co-operative Retailing System

Costco Wholesale

Economical Insurance

Energy Together: CAPP, CAODC, OSCA,
PSAC and all Members

Ford Motor Company of Canada

Fondation Sandra et Alain Bouchard

James Taylor

LCBO (Liquor Control Board of Ontario)

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Trottier Foundation

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& Pipefitters, Local Union 488

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Tim Hortons Restaurant Owners

TJX Canada

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