



Canadian Red Cross
Croix-Rouge canadienne

Red Cross ... Anywhere. Anytime.

Western Canada Floods & Severe Weather Response 2005

July 7, 2005

The need

Heavy rainfall, severe storms and high waters have caused flooding, damage and hardship in Alberta, Saskatchewan and Manitoba. In Alberta, a “once-in-200-years” flood event has damaged thousands of homes, roads, bridges, and local infrastructure in many parts of the province. More than 21 communities have declared a local state of emergency. Water entering through basement windows, window wells, weeping tiles and drains has forced thousands of people from their homes - and it may be weeks or months before their homes can recover.



In Saskatchewan and Manitoba the same weather systems spawned flooding and tornadoes. In Saskatchewan, hundreds of residents of Cumberland House were evacuated to Prince Albert to escape the rising Saskatchewan river, while in Melville, Red Cross was called in to register evacuees and provide clean up kits after their homes were inundated.

In Manitoba, over 100 communities have applied for disaster financial assistance as homes have been flooded and roads washed out. In some communities, these are the worst flood conditions ever experienced.

The flooding has had a severe impact on vulnerable residents – particularly those on lower incomes, with medical conditions, and the elderly – whose limited resources hamper their ability to restore property and repair damage.

The Canadian Red Cross needs funds to help those most affected by the floods to recover as quickly as possible. Red Cross helps those whose immediate basic needs are not sufficiently addressed through government, insurance or other coverage, and who are facing financial hardship because of this disaster. Donations to the **Western Canada Flood & Severe Weather Response** will allow Red Cross to deliver this much-needed help in a timely manner.

How Red Cross is helping

In Alberta, numerous dedicated and trained Red Cross disaster response volunteers have registered hundreds of evacuees, provided shelter, distributed food, and provided basic necessities - including hundreds of blankets, cots, and personal hygiene kits - throughout the province. Many residents remain out of their homes and Red Cross will continue to help as long as it's needed.

Red Cross is also working with communities, governments and other agencies to identify and address needs, and to help mobilize community resources rapidly. We are conducting home visits

to determine the longer-term needs. Over 300 Alberta families have asked Red Cross for ongoing assistance, and we are assessing their needs on a case by case basis. We anticipate that this number will climb as people come to grips with the impact this flooding has had on their lives.

In Saskatchewan, Red Cross helped out at reception centres, registering almost 1400 individuals in Cumberland House, and handled dozens of inquiries, putting concerned relatives in touch with those displaced. In Cudworth, Neville and Melville, clean up kits were distributed to impacted households. Red Cross workers continue to liaise with several communities and authorities to determine what additional support may be needed.

In Manitoba, Red Cross has offered its services to communities and met with other agencies to coordinate assistance. Red Cross is prepared to assist with unmet immediate needs in Manitoba.

Red Cross has engaged and trained community workers who give support, advice and valuable information for those struggling to navigate the labyrinth of assistance available. This critical service helps those impacted identify resources, solve problems, gain emotional support and take charge of their recovery. Red Cross has learned, through decades of responding to disasters, that taking ownership is a crucial part of recovery for individuals and communities.

Disasters can cause great hardship for the poorest and most vulnerable in our communities. Families who could not afford insurance, who are struggling to pay for food, shelter and clothing while they wait for government assistance or insurance payments, or who are ineligible for other assistance are the first priority of Red Cross.

Donations to the **Western Canada Flood & Severe Weather Response** will be used to address continuing immediate needs of affected residents. These services may include: food and shelter, clean-up materials; health care; and personal needs such as eye glasses, hearing aids, dentures, prosthetics, mobility aids, and refill of essential medications

Assistance provided by Red Cross will not duplicate assistance provided through insurance, government or other agencies.

How Canadians can help

The generous support of individual and corporate donors to the Western Canada 2005 Floods and Severe Weather Fund will enable Red Cross to assist people who are struggling to recover from the destruction caused by nature in recent months.

Make your donation

- Online at www.redcross.ca
- Call toll free **1-800-418-11**
- **11**
- In person at any Red Cross office
- By mailing a cheque or money order (no cash in the mail, please) to:
Western Canada Floods & Severe Weather Response 2005
Canadian Red Cross, 2nd Floor, 1305 – 11 Avenue S.W., Calgary, AB T3C 3P6

At one of the following locations:

- The Bay (Hbc Reward points) or Zellers (Hbc Reward points)
- Sears
- Credit Unions in Saskatchewan
- Any bank branch of:

- BMO Financial Group
- Scotiabank
- National Bank of Canada
- CIBC
- Royal Bank of Canada
- TD Canada Trust
- Canadian Western Bank
- HSBC Bank Canada
- Laurentian Bank of Canada

For more information on how Red Cross manages funds in a disaster, please visit our website at www.redcross.ca

Want to help in other ways? Contact your local Red Cross office to learn about:

- Organizing an event to raise funds in your community.
- Setting up an employee giving campaign at your workplace.

Thank you for giving generously— You are Red Cross,
and you make a world of difference!