

2017 Spring Floods



“I can’t even explain the gratitude I have. The Red Cross has been there for us a hundred per cent from the beginning. They have people that you can go and talk to if you’re having a hard time.”

– Flood victim in Quebec

Six months ago, thousands of families were forced from their homes as severe flooding hit parts of Quebec, Ontario, British Columbia and Labrador.

The moment floodwaters began pouring into people’s homes, your compassion and generosity ensured families had comfortable accommodation and warm meals. For those left not knowing when they would be able to return, your donation extended much-needed help during this difficult time. From financial assistance to emotional support, clothing and comfort, every effort was made to meet families’ needs and help them through the worst of their ordeal.

Now, six months later, many impacted families have returned home and picked up their normal lives. But for others, going home remains a dream. Some fear that the day will never come.

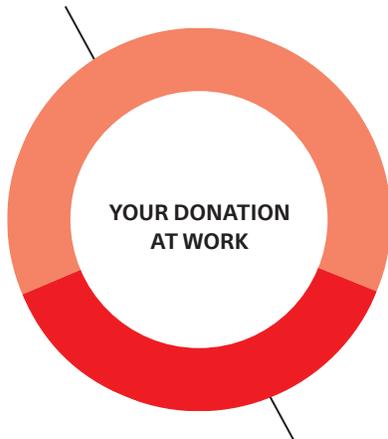
With the support of donors like you, the Red Cross and its government partners continue to support families left uncertain of what the future holds. Your generosity ensures our teams can continue to stand behind them in the challenging months ahead.

Your generosity at work

The Canadian Red Cross would like to thank generous individuals, community groups, corporate partners and governments for donating \$14.9 million, including \$10.6 million to support our response in Quebec and \$4.3 million to support other affected regions across Canada. **Thank you for your generosity!**

62.3% spent on assistance including:

- Personal needs assessments
- Accommodation for families unable to return home
- Financial assistance to help replace lost household items
- Home clean-up supplies
- Assistance for ongoing basic needs (including food, clothing, personal items)



37.7% spent on assistance including:

- Temporary shelter for evacuated families
- Food and water
- Financial assistance for immediate needs
- Information and emotional support

FUNDRAISING COSTS – DONATIONS DESIGNATED TO QUEBEC:

Thanks to the generosity of our provincial government partners, all fundraising costs related to this appeal will be covered through our partnership with the Ministry of Public Security, Government of Quebec.

FUNDRAISING COSTS - UNDESIGNATED FLOOD DONATIONS:

Undesignated floods donations will be used to provide support to any of the most affected regions in Canada to support vulnerable people, families and communities. The fundraising cost related to this appeal will not exceed five percent.

YOUR IMPACT



BRITISH COLUMBIA
348 households provided vital financial assistance



ONTARIO
200+ Red Cross staff and volunteers mobilized to provide support to **1,400+** evacuated families



QUEBEC
2,406 families provided emergency assistance (lodging, food and clothing)



5,500 households provided financial assistance



10 reception and information centres opened, and **4** remain in operation



LABRADOR
1 reception centre opened for two weeks



43 families assisted