



3 MONTH DONOR UPDATE

British Columbia Fires



DEAR SUPPORTERS:

Three months ago, wildfires began to rage across British Columbia causing great concern and uncertainty. Flames engulfed homes and threatened

communities across the province, forcing more than 55,000 residents to evacuate as the danger spread.

During this time, our donors, volunteers, community supporters, and partners from all levels of government demonstrated their compassion and commitment as Canadians—enabling swift and urgent care to those in need.

Through generous donations from Canadians, the B.C. Government's \$100 million contribution and the Government of Canada's \$38.6 million contribution, the Red Cross has been able to deliver the very best assistance.

Together, you have enabled vital help when our friends, families and neighbours in B.C. faced incredible hardship. Hundreds of Red Cross volunteers have mobilized to assist at support centres and group lodging sites, providing cots, blankets and comfort kits to evacuated people.

Through our combined efforts, we have also provided emotional support, information on available resources, and emergency financial assistance to help families, small businesses and community organizations in recovering from these fires.

While there is still a long road ahead, we have seen that when the nation comes together for a collective purpose, we can truly help those who need it most. Thank you for your generosity and support.

Sincerely,

Conrad Sauvé
President & CEO



DEAR SUPPORTERS:

When I walked across the land burned by fires, it was like a charcoal carpet crunching under my feet. I met a woman who had just returned to find her house

intact, but 20 feet away, her son's tool shed melted into a mass of metal. She was so pleased that her cat, nowhere to be found when she had to evacuate, had survived. But as we watched firefighters still extinguishing hot spots across the road, she admitted to feeling tense and ready to run again.

Time and again, I heard stories of narrow escapes ahead of terrifying, unpredictable flames. It is a testament to the competence and courage of our first responders, community leaders and good Samaritans that no lives were lost.

As we move along the road of recovery, I am struck by the strength and resilience of people and communities. And thanks to our generous donors, Red Cross is able to provide special assistance to highly vulnerable people, like a boy who needed medical treatment in Vancouver, a dementia patient who required stable accommodation and a woman whose home had flooded while she was evacuated.

First Nations people, disproportionately affected by the fires, are receiving support to pursue traditional hunting and ceremonial practices. Community agencies assisting with the often hidden emotional impacts of disaster, as well as other groups, that are vital to rebuilding, will also be supported.

Know that we will continue to support families as they recover and work with communities not only during recovery, but also to be better prepared for the next emergency. Thank you so much for your support to this vital work.

Kimberley Nemrava
Vice President, British Columbia and Yukon

Three months on: What your support has accomplished

EMERGENCY RELIEF



20,000+ households provided emergency relief including temporary shelter and financial assistance



52,900+ relief items distributed including blankets, comfort kits, personal health items, and vouchers for food and clothing



36 shelter and group lodging sites supported by the Red Cross



400+ disaster volunteers and **200 staff** mobilized to support emergency operations

SAFETY AND WELL-BEING



4,480+ consultations to provide emotional support for affected individuals



99 outreach visits to 17 Indigenous communities

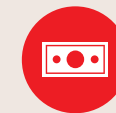
RE-ENTRY AND RECOVERY



19,200+ households supported in their return with help such as financial assistance and clean-up kits



4 community partnerships to support local organizations



1,600+ cash transfers to eligible small businesses

Extending a helping hand: Your generosity paid forward



GENEROSITY HAS A DOMINO EFFECT. Just ask Williams Lake resident Cindy Lahaise.

Like thousands in British Columbia, Cindy was forced from her home when wildfires blazed through her community.

When Cindy returned home after nearly two weeks away, she received financial assistance and cleaning supplies from the Red Cross at a Resiliency Centre in the community's local shopping mall.

The care she received from the Red Cross inspired her to become a volunteer and pay some of that goodwill forward to other evacuees.

"It was so amazing seeing all of the other Red Cross people from all over the country," Cindy says. "That just opened my heart. It's unbelievable to give your life to people who need help with no expectation."

Eager to offer other residents the same care that she received, Cindy served as a walk-in volunteer at the centre. She distributed comfort kits and cleaning supplies – and most importantly, lent an empathetic ear.

“Sometimes
people just want
to be heard”

"Sometimes people just want to be heard," she says. "I found I was able to really have compassion for people."

Cindy knows her community will come back from this summer's wildfires – making reference to the popular 'Cariboo Strong' tagline used to signify the region's resilience.

"With something like this comes new growth – new growth for everybody," she says. "It's a new start. I think it's changed everybody's views on what's important in life too."



How Cariboo Auto was helped through difficult times



“It just took away everything you work so hard for”

WHEN BRAD TIPPE HEARD about small business assistance available from the Canadian Red Cross, he was quick to apply.

“I just went online, filled in the application, and the Red Cross came through with the money,” says Brad.

Through generous funding from government partners, eligible small businesses like Brad’s were able to receive a \$1,500 grant as part of community recovery efforts.

For Brad, this news offered immediate relief. When wildfires drew close to Williams Lake, B.C., Brad had to pack up quickly and not only leave his home behind but also his business.

Brad runs Cariboo Auto and Spring where he and his mechanics help keep pickups and SUVs on the roads of Williams Lake, and even off-road in B.C.’s rugged backcountry. But this summer, instead of venturing into the wilderness for work and adventure, thousands had to flee the raging wildfires.

When everyone left town, entrepreneurs like Brad lost weeks, and sometimes months, of revenue as their businesses sat idle.

“It just took away everything you work so hard for. But you still have to pay your bills, and pay your rent, and pay your bank loans and everything else.”

Thanks to this support from the Red Cross, Brad received assistance to cover some of his bills as Cariboo Auto and Spring gets back to business.

Now he can say with confidence, “We will be here for our customers.”



“I work with the Red Cross and I can tell you, the Red Cross reminds me of First Nations communities. If something goes wrong in your community, your province, your country, or the world – we become a family.”

Tom Jackson, Actor, singer, activist, and Canadian Red Cross Ambassador, hands a blanket to Ashcroft Indian Band elder, Wilfred “Wolfie” Sampson.

Your generosity at work

Financials

To date, **\$38.2 million** has already been spent and committed to assist those impacted by the fires. Thanks to generous individuals, governments, community groups and corporate partners who donated funds in support of people impacted by the British Columbia Fires. Together, we continue to have a lasting impact on individuals, families and the entire community as they recover.

TOTAL FUNDS DONATED TO DATE

\$19.9 million

GOVERNMENT FUNDS

THANKS TO THE GOVERNMENT OF CANADA

\$38.6 million

THANKS TO THE GOVERNMENT OF BRITISH COLUMBIA

\$100 million

GRAND TOTAL TO DATE
\$158.5 million

24% OF FUNDS USED
SPENT AND COMMITTED TO DATE

\$38.2 million

FUNDRAISING COSTS

0.5%

FUNDS USED TO SUPPORT
INDIVIDUALS AND FAMILIES,
COMMUNITY GROUPS AND
SMALL BUSINESSES

23.5%

REMAINING FUNDS

76%

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, medical supplies; temporary accommodation and household goods; preparing households and communities for future disasters; and, emotional support to address the psychological well-being of people affected by the fires.	\$106.8 million	\$34.7 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 welcome back gatherings for the community, support for emotional and psychological well-being, and support to First Nations communities with traditional harvesting for the winter months. Further information regarding Red Cross funding for community organizations can be found online by visiting: www.redcross.ca/CommunityPartnershipsBC .	\$21.6 million	\$50,000
ELIGIBLE SMALL BUSINESSES, NOT-FOR-PROFIT ORGANIZATIONS, AND FIRST NATIONS CULTURAL LIVELIHOODS	Experience has shown us that support for small businesses, not-for-profit organizations and cultural livelihoods that support First Nations communities are essential to the full recovery of the people and communities affected by a disaster. This financial support has provided assistance with unexpected emergency costs as a result of the fires.	\$29.1 million	\$2.65 million
FUNDRAISING COSTS		\$1 million	\$0.8 million
		SPENT AND COMMITTED	\$38.2 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 funds from the Government of British Columbia (\$100 million) and the Government of Canada (\$38.6 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.



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 (\$19.9 million), not the grand total including the funds from the Government of British Columbia and the Government of Canada. 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 SEPTEMBER 30, 2017

Thank you for standing behind
British Columbians during these
terrible wildfires.

Your compassion and generosity
has made an incredible difference.

