



2016 Alberta Fires

TWO YEAR DONOR UPDATE



DEAR SUPPORTERS,

Whenever disaster strikes, you never know what to expect or how long the effects will last.

At the Red Cross, we are committed to making sure Canadians are supported during all stages of recovery, helping to get families, communities, and small businesses back on their feet.

When wildfires devastated Fort McMurray and area in May of 2016, many people lost homes, neighborhoods, and livelihoods. The largest wildfire evacuation in Canada's history left tens of thousands of people unsure as to if or when they could return and what their future would look like.

Now two years later, Fort McMurray has come a long way. People, businesses, and communities are recovering at their own pace. It is thanks to the support of Canadians like you that we continue to be there to help every step of the way.

Your generosity has made it possible for local community organizations and businesses to reopen and continue serving this resilient community. You have helped ensure that thousands of families received support not just during the disaster, but also throughout their recovery.

I invite you to read this report to see first hand how your gift has helped the people of Fort McMurray, and the rest of the Wood Buffalo region. For this, I am truly grateful for your support.

Sincerely,

Conrad Sauvé
President & CEO

Two years later: Together, here's what we have made possible

EARLY 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.



\$73 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.



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



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



More than 126,000 electronic fund transfers have provided direct financial assistance to help residents meet their individual needs.

RECOVERY



More than 16,000 families received recovery assistance, including assistance with rent, mortgage, utilities, household goods, repair and reconstruction support, as well as referrals to other community resources.



3,200+ eligible small businesses received financial assistance.



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



6 partnerships with Indigenous organizations working to enhance culturally-appropriate support structures and programs to help address emerging recovery needs and priorities.



More than **5,500** people attended recovery events led by Indigenous communities and supported by Canadian Red Cross.



10,000+ individuals directly supported through mental health and psychosocial support programming.



Out of nearly 65,000 families that registered with the Red Cross, after two years, more than **1,500 families** continue to need assistance with their recovery.

Back to Basics: How you helped a family and a community begin again



“The response Canadians had to this disaster is something that I honestly haven’t been able to put into words, the only words we have is thank you, but thank you is never enough.”

For many people in Fort McMurray, the disaster did not just take their homes; the flames took their livelihoods too. For Arianna Johnson, this meant picking priorities. As executive director of the Wood Buffalo Food Bank Association, she was among the last to evacuate and responsible for the safety of the truck full of food. On her way out, she drove past her own neighborhood, which was engulfed in flames.

When the wildfires passed on, she knew that returning families would need the Food Bank more than ever before.

An immediate contribution of more than one million dollars from the Canadian Red Cross through the Food Banks of Alberta helped make that possible.

“It meant we didn’t have to wait for insurance. We had the capacity and monetary means to do what we needed to support the community and we couldn’t have done that without the Red Cross,” she said.

Not only was the Red Cross there for the food bank, but Arianna was able to access support as well. “On a personal level, we would be bankrupt by now if the Red Cross hadn’t been there,” she said. Receiving support personally relieved some of the stress of the fire for her family, and gave Arianna the opportunity to focus on the food bank.

Now two years later, the organization is still busy, providing support to more people month-to-month than they were before the disaster. And with support from the Red Cross, they are prepared for it.

“They have given us the opportunity to lead the way, especially in the social sector, in preparing for and creating large-scale disaster management and response plans, so that we are never in (an unprepared) position again,” Arianna said.

Open for business: Rebuilding livelihoods in Fort McMurray

Two years ago, at Hines Health Services, the future looked uncertain. The wildfires forced owner and Nurse Practitioner Kristi Hines and her colleagues to evacuate Fort McMurray and leave their practice behind. Kristi believed she was covered by insurance. Unfortunately, on top of leaving her home, after the fire it was revealed that her business was under-insured, with her debts expanding as long as the city remained empty.

“My business had come to a complete stop. My staff were scattered all over Canada and we really didn’t know what was going to happen.”

Then she heard about the Red Cross support to small business program, which provided assistance of up to \$20,000 to help small businesses recover and restore operations after the disaster. As a small business owner, Kristi was eligible to apply.

“Small business is essential to the economy. What is a community without small business?”

With assistance from the Red Cross, Kristi was able to cover parts of what her insurance couldn’t, and get her business back up and running. Now two years later Hines Health Services is thriving. With the help from the Red Cross at a critical time, she is able to help the community in return.

“I was so impressed, because they helped so many small businesses. The money makes a difference. It inspired me to give back to my own community and help out where I could.”



“The financial assistance helped a lot of people. It helped people to keep going. Helped inspire them. It just helped to keep the community running.”

Hines Health Services is one of the more than 1,600 small businesses in the Fort McMurray area that received additional financial assistance through the Red Cross Support to Small Business Program. Thanks to your support, eligible small businesses received up to \$20,000 to assist with uninsured losses resulting from the wildfires.

Your generosity at work

Financial Update

To date, \$291 million has already been spent or committed. This means 89.5 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.

GRAND TOTAL OF FUNDS TO DATE

\$325 Million

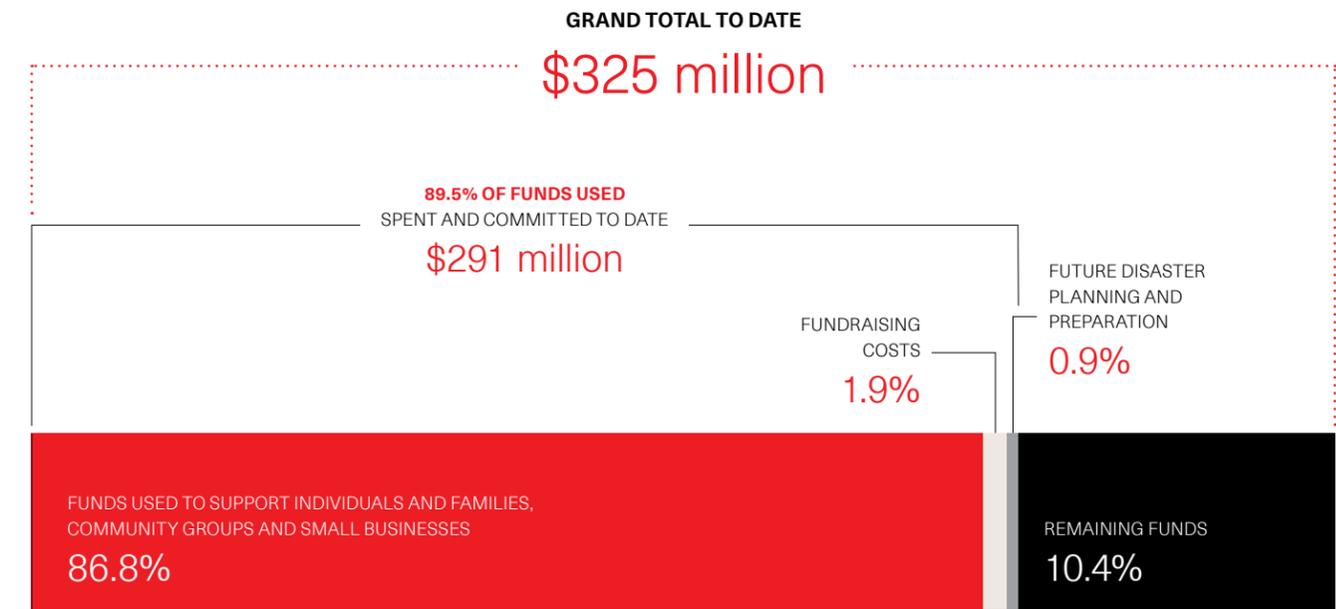
MATCHING FUNDS

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 | \$232.8 million | \$213 million |
| COMMUNITY GROUPS | \$50 million | \$40 million |
| ELIGIBLE SMALL BUSINESSES | \$30 million | \$29 million |
| FUTURE DISASTER PLANNING AND PREPARATION | \$2.8 million | \$2.8 million |
| FUNDRAISING COSTS | \$9.4 million | \$6.2 million |
| | SPENT OR COMMITTED | \$291 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 (\$325 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 may include having pre-positioned stock, emergency supplies, enhancing our systems to improve the speed of disaster assistance, 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.

“I know for sure that the firefighters in our community saved the infrastructure, but I also know for sure that it was the Red Cross that brought everybody home.”

Dennine, Fort McMurray resident

