



CANADIAN
RED CROSS

CROIX-ROUGE
CANADIENNE

ALBERTA FLOODS

AUGUST 2013

On June 20, devastating floods hit communities across Southern Alberta. In the days and weeks that followed the needs of families devastated by this disaster were met head-on with an outpouring of generosity from Canadians. Your donation helped to mobilize the largest Red Cross response ever in Canada, allowing us to provide humanitarian assistance to Albertans.

We have now begun the lengthy process of helping families recover and rebuild their lives. Your contribution continues to make a difference where it is needed most, not only now but also in the years to come. Thank you for your compassion and your generosity.

WHERE ARE WE WORKING

- Calgary & Area
- High River
- Siksika & Stoney Nation



HOW RED CROSS WORKS

In the early hours of the floods the Government of Alberta established a Provincial Operations Centre to coordinate the response activities as well as a Provincial Flood Recovery Task Force. Red Cross has been there since the beginning and because of your generosity continues to work with the Government of Alberta's Flood Recovery Task Force, High River Flood Recovery Task Force and Siksika First Nation Flood Recovery Task Force.

Collaboration and coordination is critical during disasters. Red Cross works with governments and other partners to meet the needs of affected individuals. Our assistance will not duplicate support provided by other agencies.

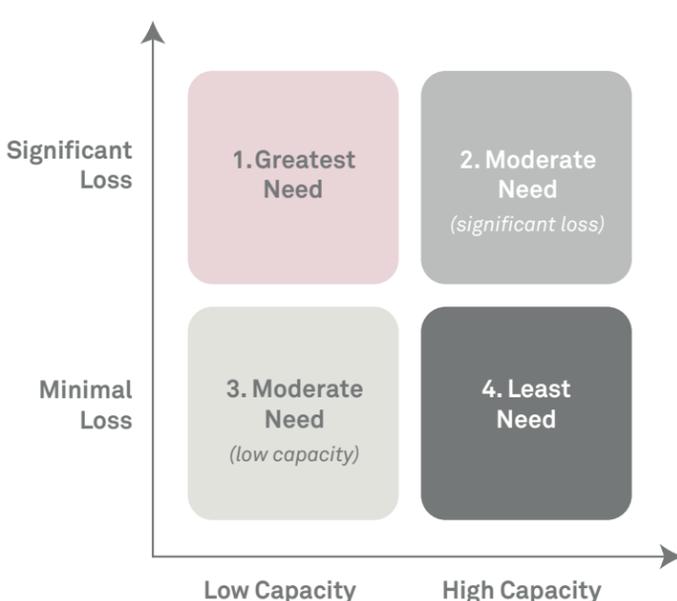
The partners we are working closely with include: United Way of Calgary, The Calgary Foundation, The Federation of Calgary Communities, The City of Calgary Emergency Management Agency (CEMA), High River Emergency Operations Centre, Siksika and Stoney Nations leadership, and many other Non-governmental organizations (NGOs) partners: The Salvation Army, Mennonite Disaster Service, Samaritan's Purse and Habitat for Humanity.

HOW YOUR INVESTMENT TRANSLATES INTO RED CROSS ACTION

As Red Cross moves from relief to the longer term recovery of families and communities our work will unfold as described below:

2013	2013	2013 - 2014	2014 - 2015
Relief Period	Transition and Early Recovery Period	Recovery	Long-Term Development
<ul style="list-style-type: none"> ▶ Emergency shelter & Reception Centres ▶ Bulk Relief Distribution ▶ Psychosocial Needs ▶ Emergency funding for food banks ▶ Family Reunification <ul style="list-style-type: none"> • Registration and Inquiry ▶ Community outreach 	<ul style="list-style-type: none"> ▶ Temporary Shelter ▶ Bulk Relief Distribution ▶ Psychosocial First Aid ▶ Financial Assistance through abridged Client Assessments <ul style="list-style-type: none"> • Food • Clothing • Personal care – medicine, medical equipment • Child Care ▶ Community Projects/ Grants 	<ul style="list-style-type: none"> ▶ Transitional Shelter ▶ Psychosocial Skills for Disaster Recovery development ▶ Client Case Management <ul style="list-style-type: none"> • Household Goods and Repair • Livelihoods support • School needs • Transportation ▶ Community Grants ▶ Community Partnerships 	<ul style="list-style-type: none"> ▶ Continued focus on: <ul style="list-style-type: none"> • Community Partnerships • Client Case Management • Community Grants ▶ Community capacity development and long-term Red Cross engagement
\$3 Million	\$7.7 Million	\$13 Million	\$8.1 Million

RED CROSS ASSISTS THOSE MOST VULNERABLE



The relief period is broad in its reach and focuses on all of those who were evacuated or impacted. As our work continues to evolve there is a shift to focus on vulnerable families and to addressing specific essential services that will support large numbers of people within a community. This begins the transition of moving away from immediate assistance to identifying long-term needs that require individual case management as well as building capacity and resiliency within communities.

Red Cross actively encourages individuals to participate in their own recovery and is committed to providing the tools, resources and support to make this happen.

RECOVERY

THANKS TO YOUR INVESTMENT, THE FOLLOWING ACTIVITIES ARE POSSIBLE:

SHELTER SUPPORT

TEMPORARY TO PERMANENT

- One-on-one assessments for clients requiring shelter.
- Temporary and transitional housing plans in consultation with local and provincial government.
- Advocacy on behalf of clients in regards to unmet needs such as reconstruction.
- Provision of rent/mortgage payments, including damage deposits.

REDUCING THE IMPACT ON INDIVIDUALS AND FAMILIES

- Long-term recovery plans focusing on the most vulnerable.
- Provide a safe environment for clients to share and openly discuss the impact that the disaster has had on them.



- Lessen the stress of affected adults and children by providing moral and material support (i.e. the provision of clean-up kits, masks, hygiene kits, teddy bears).
- Provide funding to address basic needs of clients such as food, personal services, transportation and replacement of personal occupational needs so people can return to work.
- Considering long-term recovery needs of individuals and families, matching needs to assistance programs through government and partner relief agencies and providing direct assistance.



FAST FACTS:

- ▶ Canadian Red Cross has distributed more than 945,000 relief supplies (clean-up kits, first aid kits, hygiene items, water, towels, safety gear, cots and blankets, etc.) to those affected by the floods, with over 650,000 of these items distributed in High River.
- ▶ Canadian Red Cross has managed or supported 16 shelters.
- ▶ More than 98,000 residents have called the CRC toll-free line for registration services, early recovery needs assessments, information and family reunification.
- ▶ More than 1,000 highly-trained volunteers specializing in disaster response have responded from Alberta and across Canada.

SELF-SUFFICIENCY

ACHIEVING ECONOMIC SECURITY

- Continued support with occupational needs.
- Designate funding to ensure local services are able to meet the needs of their community members.
- Provide grants to contribute to the recovery of communities.

COMMUNITY

IMPROVING RESILIENCY & CAPACITY THROUGH COLLABORATION

- Participate and contribute to the Flood Recovery Task Force strategy:
 - o Share information and advocate for individuals and communities.
 - o Contribute to establishing a Psychosocial and Psychological First Aid support strategy and delivery system.
- Work with the communities to develop a Community Recovery Committee.

- Continued collaboration with the NGO partners with a focus on the physical restoration of homes and working with United Way of Calgary, The Calgary Foundation and the Flood Recovery Committee.
- Work with communities to assist them in forming local Unmet Needs teams to address vulnerabilities and capacities within their community, recognizing that every community has unique resources contributing to their overall recovery.
- Assist in the identification of vulnerable groups and support the local community in meeting community-wide gaps. (e.g., re-establishment of gathering places, recreational activities for kids or continued financial support to food banks).
- Assist in the identification of vulnerable groups, as well as common needs of residents.
- Identify the need to introduce other Red Cross programs and services such as Violence, Bullying and Abuse Prevention programs, Health Equipment Loan Program and First Aid programs that support the shift to ongoing community resiliency and development.

DONATIONS IN ACTION



Thanks to your ongoing commitment to those in need, Red Cross has raised more than \$31.8 million for the Alberta Floods.

At the time of this report the Canadian Red Cross has spent \$9.5 million on relief and early recovery activities for those impacted by Alberta Floods, almost one third of the monies raised so far. Thanks to you, we continue to work with individuals, families and communities as they recover from this disaster.