

# ALBERTA FLOODS 3 MONTHS AFTER THE DISASTER



Summer 2013 wreaked havoc on the lives of Albertans. Three months after massive flooding devastated communities across the province, the Red Cross continues to ensure that Albertans who were affected by the flooding are supported on their path to recovery. This support is made possible thanks to your compassion and generosity.

**THANK YOU!**



# RED CROSS RESPONSE IN NUMBERS

As of  
October 1, 2013

## \$35 million RAISED

The funds are being used in four assistance phases:

- **Relief** (3 weeks) : \$ 5.9 million
- **Transition and Early Recovery** (1 month) : \$ 7.7 million
- **Recovery** (1.5 years ) : \$12.5 million
- **Long Term Development** (1 year) : \$8.9 million

Fundraising costs will not exceed five per cent, which means that for every dollar donated, at least 95 cents goes to providing assistance to those affected by the disaster.



**More than 1,000 volunteers** from across Canada mobilized.



**Distributed 945,000 relief supplies** (clean-up kits, first aid kits, hygiene items, towels, water, cots, blankets and safety gear).



As of October 1, 2013 **more than \$13 million** has been spent on relief and early recovery assistance.



To date, we have provided more than **6,000 families** with financial assistance and continue to open new cases every day.



**More than \$5 million** provided so far to families for food, clothing, medical equipment and supplies, occupational supports, transportation services, rent/mortgage payments, utilities and household goods.



**\$460,000** allocated (through a service agreement with Mennonite Disaster Services) for the repair and restoration of **50 homes**.



**\$600,000** allocated (through a service agreement with Habitat for Humanity) for the repair and restoration of **80 homes**.



**\$500,000** allocated (through a service agreement with Samaritan's Purse) for the clean-up of **400 homes** in Calgary, High River and the Siksika Nation.



# TIMELINE OF THE RED CROSS RESPONSE

## June 20

State of Emergencies are declared throughout Alberta as extensive flooding impacts multiple communities across the province. The Red Cross provides Registration and Inquiry services to individuals evacuated from their homes and mobilizes personnel and supplies such as cots, hygiene kits and blankets as emergency shelters are opened.

## June 21

Red Cross activates its National Call Centre in Atlantic Canada to help concerned family members or friends connect with evacuees with whom they have lost contact.

## June 22

The Red Cross supports 10 shelters and 10 registration centres in Siksika, Morley, Blackie, Nanton, Medicine Hat, Okotoks, and Calgary. Registration and Inquiry services continue, as does the mobilization of Red Cross personnel and supplies.

## June 25

Red Cross establishes a Community grant program, with an initial allocation of \$300,000, to address existing and anticipated strain on community social service agencies, such as food banks.

## June 26

Trans Canada highway reopens, allowing access to Banff and Canmore. In the first week since the floods, Canadian Red Cross has mobilized more than 100 highly-trained disaster management volunteers from across Canada to help with the response. Disaster Management experts from the American Red Cross have also joined the response effort.

## June 27

Red Cross volunteers verified the registration of flood affected Albertans at Government of Alberta cash distribution centres so they could receive their financial assistance.

## June 28

More than 900 local Albertans, many personally affected by the floods, sign up to volunteer with the Red Cross in support of their communities in the coming days and weeks.

## June 29

High River residents are allowed to return home. Canadian Red Cross distributes 25,000 relief supplies to nearly 16,000 residents as part of a mass distribution effort at ten sites throughout Calgary and High River. As people continue to return to the surrounding communities, distributions continue through mobile units.

# TIMELINE OF THE RED CROSS RESPONSE

## (continued)

### July 2

Downtown Calgary is fully reopened. As the disaster moves from the Emergency Response phase to Early Recovery, Red Cross works with community leaders, government and other relief organizations to identify how best to serve the needs of the most vulnerable.

### July 9

Canadian Red Cross has managed or supported 16 shelters to date. Outreach teams go door-to-door in impacted communities to assess needs and offer support and assistance.

### July 12

Canadian Red Cross works with The United Way Calgary, The Calgary Foundation, The Federation of Calgary Communities, The City of Calgary and other organizations on a coordinated recovery plan.

### July 13

The Provincial State of Emergency is lifted, but a local State of Emergency remains in High River. Red Cross distributes over 7,450 supply items throughout High River and over 5,000 supply items in Calgary.

### July 15

The Calgary Stampede, Come Hell or High Water t-shirt campaign raises \$2.1 million for flood relief.

### July 16

Red Cross distributes 18,537 supply items throughout High River.

### July 18

The Canadian Red Cross begins to provide assessments over the phone for Early Recovery assistance. Over 5,100 families are helped.

### July 23

More than 55,000 residents have called the Red Cross toll-free line to register as evacuees, receive information or be reunited with family.

### August 2

To date, more than 1,000 Red Cross volunteers highly-trained in disaster response have responded from across Canada.

### August 14

After being forced from their homes for close to two months, more than 350 senior residents of Murdoch Manor in East Village, Calgary, begin returning home. Red Cross recovery caseworkers are there to greet them with clean-up supplies and help with food, clothing and other essentials.

### August 27

Albertans impacted by the floods, who have ongoing needs, are encouraged to call the Canadian Red Cross to make arrangements to meet with a Recovery Caseworker who will work with them as they get back on their feet.

### September 20

More than three months after the floods, Canadian Red Cross continues to work with people impacted by the disaster to help them recover. Generous companies and individuals have donated more than \$35 million, with \$13 million (more than one third) already spent on relief and recovery assistance.

### September 27

Red Cross partnership with the Province of Alberta's Winter Emergency Heat Program is announced. The program provides furnaces and hot water tanks to flood-affected homeowners before winter arrives.



# THE ASSISTANCE PROGRAM

An assistance program that addresses the specific needs of the community, organizations and individuals affected by the flooding has been established thanks to your donations.

## RELIEF

### Activities including:

- More than 55,000 residents called the Canadian Red Cross toll-free line for registration services; early recovery needs assessments, information and family reunification.
- Red Cross managed and supported 16 shelters in flood affected communities.
- More than 945,000 Red Cross relief supplies (clean-up kits, first aid kits, hygiene items, water, towels, safety gear, cots and blankets, etc.) were supplied to those affected by the floods. More than 650,000 of these items were distributed in High River.
- Red Cross established a Community Grant program, with an initial allocation of \$300,000. The program addresses existing and anticipated strain on community social service agencies, such as food banks. Recipients to date include: Airdrie Food Bank, Banff Food Bank Association, Lethbridge Food Bank, Interfaith Food Bank (Lethbridge), Medicine Hat and District Food Bank and the Okotoks Interfaith Food Bank.
- Cooperation with the United Way of Calgary, The Calgary Foundation, the Federation of Calgary Communities, The City of Calgary and other organizations on the execution of a coordinated recovery plan.
- Financial support for bulk food supplies to food banks and water for Siksika and Stoney Nakoda reserves (average cost \$100,000 per order).
- Financial support for the Boys and Girls Club of Calgary to provide a Safe House for homeless youth.

## TRANSITION AND EARLY RECOVERY

### Activities including:

- Service agreement with Samaritan's Purse to provide clean-up services for 400 homes in Calgary, High River and Siksika First Nation.
- Red Cross Community Outreach teams going door-to-door in impacted communities to assess needs and offer support and assistance.
- Assistance to individuals by addressing urgent unmet needs with items such as food; clothing; medical equipment; childcare assistance; transportation (public transit passes or fuel for vehicles); and occupational items to help people return to work.
- Collaboration with Canadian Natural Resources to fund a Community Kitchen, Garden and Food Bank project for Stoney Nakoda reserve totalling \$200,000.
- Continued funding of food banks on the reserves totalling \$200,000.
- Partnership with Alberta Health Services to establish psychosocial support for clients.



## THE ASSISTANCE PROGRAM (continued)

### RECOVERY

#### Activities including:

- Flood affected clients meeting with Red Cross caseworkers to assess their recovery needs and available resources, including referrals to other community partners.
- Provision of assistance to families including food, clothing, medical equipment and supplies, occupational supports, transportation services, rent/mortgage payments, utilities and household goods.
- Working with local communities to: re-establish gathering places and community centres such as the Alexandra Community Centre and Bragg Creek Community Centre; support sport and recreation services; facilitate workshops and trainings; and provide for ongoing needs such as food and water.
- Provide financial support to organizations such as Habitat for Humanity and Samaritan's Purse for building materials.
- Collaborate with the province to address urgent home rehabilitation activities such as purchase of furnaces and hot water tanks for homes throughout the affected areas totalling between \$5,000 and \$7,000 for each home.
- Work with Government of Alberta's Flood Recovery Task Force, High River Flood Recovery Task Force and Siksika First Nation Flood Recovery Task Force.
- Membership in a non-governmental organization group with a focus on the physical restoration of homes and working with United Way of Calgary, Calgary Foundation and the Flood Recovery Committee.

### LONG TERM DEVELOPMENT

#### Continued focus on community partnerships, client case management and community grants. Including:

- Work with community members, agencies and leadership to build the capacity and resilience of communities to be better prepared for disasters.
- Transition Red Cross recovery programs to existing community support groups, as appropriate, so as the community regains its ability to take care of its own.

# MAJOR CORPORATE DONORS \$100,000 or more

As of October 1, 2013:

Arc Resources Ltd.  
ATB Financial  
Auto-Canada  
Bell  
BMO  
BP Canada  
Building Trades of Alberta  
Calgary Co-operative Assoc Ltd  
Calgary Flames Foundation  
Calgary Home Builders' Association  
Calgary Stampede  
Canada Lands  
Canadian Bankers Association  
Canadian Pacific  
Canexus Corporation  
Cargill  
Cenovus Energy Inc.  
CIBC  
Clorox  
ConocoPhillips  
Costco  
Credit Unions BC  
Crescent Point  
Deloitte  
Devon  
DOW Chemical Canada  
Enbridge  
Encana  
EOG Resources Inc  
Exxon Mobile  
Fairfax  
Fortis Alberta  
GMCR Canada Holdings Inc.  
GMP Securities  
Home Depot  
Husky Group of Companies  
IKO Industries Ltd  
Imperial Oil / ESSO  
Inter Pipeline  
Japan Canada Oil Sands Limited (JACOS)

KIEWIT Energy Canada Corp  
Live Nation Canada Inc  
Loblaw  
Long Run Exploration  
Lysol  
(Reckitt Benckiser)  
Manulife  
Nexen Energy  
Nova Chemicals  
PennWest Exploration  
Plains Midstream Canada ULC  
Power Corporation of Canada  
PTTEP Canada International Finance Limited  
Qualico Partnerships  
RBC  
Richardson Foundation, Inc. / James Richardson  
& Sons, Limited and Affiliated Companies  
Rogers  
Scotiabank  
Sears Canada  
Shaw  
Shell  
Shoppers  
Sobeys  
Spectra Energy  
Starbucks  
Stat Oil  
Sun Life Assurance Company of Canada  
Suncor Energy Foundation  
Talisman Energy  
TAQA North  
Target  
TD Bank  
The Great West Life Assurance Company  
Tim Hortons  
TJX Canada  
Total E&P Canada  
Toyota Canada Inc.  
Walmart  
WestJet

14 year-old Alyssa  
and her mother Maria.



*At 10 a.m. Friday morning, 14 year-old Alyssa looked out of her High River classroom window in disbelief as flood waters began rising over the football fields. She and her classmates were instructed to remain calm, as administrators decided on a site of evacuation.*

Later, within minutes of arriving at her father's residence in High Wood Heritage Estates, the park attendant came by their door and warned them they would need to pack up their belongings as quickly as possible—High River was flooding.

As they attempted to evacuate High River, Alyssa's father noted that the water was rising rapidly.

**"I was so scared. At this point, we were walking through a small lake," Alyssa says. "I was completely in shock."**

Shortly after, Alyssa and her father were picked up by a combine that was driving through the fields. Alyssa saw cars entirely submerged in water, people on rooftops of their homes or trapped in their cars, and helicopters circling the town.

After being reunited with her mother, Maria, in an evacuation centre in the nearby community of Blackie, Alyssa was relieved to find family members

reconnecting with neighbours and pets. Red Cross staff were handing out blankets and cots, helping evacuees adjust to their temporary environment.

**"People here have lost everything. I continued to help at the centre because there is nothing better than making someone else feel better."**

Alyssa was grateful for the Red Cross volunteers and staff who worked around-the-clock to provide services and supplies to evacuees.

**"Red Cross has helped a lot," says Alyssa. "They have been encouraging people in a way that assures them everything will be looked after and everything will be okay."**

Alyssa remains grateful that her family is safe, and hopeful that the community will be able to rebuild and support one another throughout the rebuilding process ahead of them.

**"It's not going to be a quick process, and things will never be the same again, but in High River, everybody is there for each other."**



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