



Pakistan Floods Appeal

DONOR UPDATE – MARCH 2023



Dear supporter,

People in Pakistan are no strangers to monsoon season, but last year was different.

Monsoon rainfall, almost three times higher than the country's 30-year average, shocked the world as flooding and

landslides swept away entire homes, bridges, roads, livestock and claimed many lives.

Survivors bobbed neck-deep in the water while holding just the items they could salvage above their heads. Families were forced to take refuge on roadsides in makeshift shelters.

In total, 33 million people—nearly the entire population of Canada—were affected.

Over 13,000 kilometers of roadway and more than 2.2 million homes have been destroyed or damaged, leaving millions of people in need of safe shelter. These historic rains exacerbated the challenges faced by people in already vulnerable situations due to high incidences of food insecurity, the COVID-19 pandemic and the outbreak of waterborne illnesses and diseases.

When facing unprecedented climate-related disasters such as this, your support provides lifesaving aid in the darkest times.

Thanks to your donation, the Canadian Red Cross has supported the international Red Cross Red Crescent Movement, including the Pakistan Red Crescent, reaching nearly 1.3 million people with relief items, shelter, health, water, sanitation, hygiene kits, and multipurpose cash assistance from September 2022 to February 2023.

The Canadian Red Cross also supports the operation of Mobile Health Units, providing vital health services in hard-to-reach communities.

The impacts of the floods are still being felt to this day, but thanks to your support, people in need are receiving essential aid and healthcare as they continue their journey to recovery.

I am so grateful for your donation and for you being there for those impacted by this heartbreaking disaster.

Sincerely,

Conrad Sauvé
President and CEO
Canadian Red Cross

Cover Photo: IFRC





A group of girls attend a hygiene promotion session led by the Pakistan Red Crescent. Photo: IFRC

YOUR IMPACT*



5,000 hygiene kits and **5,000 dignity kits** procured locally by the Canadian Red Cross.



232,000+ people reached with Water, Sanitation and Hygiene (WASH) initiatives.



253,700+ people reached with primary healthcare provided by **39 Mobile Health Units**, medical sites, and first aid services in hard-to-reach areas.



1,267,200+ people reached by the Pakistan Red Crescent with vital humanitarian assistance.



42,000+ people per day, on average, received increased access to clean water through deployment of 13 water treatment plants in Sindh, Balochistan, and Khyber Pakhtunkhwa provinces.



4 Canadian Red Cross humanitarian specialists deployed to Pakistan in the areas of public health, operations management, and communications.

*As of February 15, 2023



Delivering healthcare in hard-to-reach communities



A doctor checks the blood pressure of a pregnant woman at a Pakistan Red Crescent Mobile Health Unit site. Because of your generosity, the Canadian Red Cross—in partnership with the Norwegian Red Cross—is supporting the operation of multiple Mobile Health Units operated by the Pakistan Red Crescent, which provide free health services to hard-to-reach communities. Photo: IFRC.

Even in areas where the flood waters have completely receded, the dangers of disease and other health risks lurk. Because of this, the Red Cross and Red Crescent's response has also focused on health interventions, including primary healthcare and Water, Sanitation and Hygiene (WASH) initiatives.

The Canadian Red Cross has partnered with the Norwegian Red Cross and the Pakistan Red Crescent to fund the operation of Mobile Health Units that provide these much-needed, free of charge health services for people like Jamila, a pregnant mother of four.

"The floods have destroyed our houses and our belongings. People in red vests came here earlier and provided us with relief items. We also received cooked food for us and our children."

Now, Jamila benefits from the Mobile Health Units. "We received immediate healthcare," says Jamila, who received care for herself and her children. "I'm pregnant and I received medications."

After losing so much in the floods, your gift means people like Jamila can still access vital healthcare services and have hope for a new day.

MOBILE HEALTH UNITS IMPACT*



253,700 people
provided with critical healthcare needs



39 Mobile Health Units
in operation



190,000 people reached
with health and hygiene promotion

*As of February 15, 2023



A young girl washes her hands with clean water during a hygiene promotion session led by the Pakistan Red Crescent. Your support has helped the Pakistan Red Crescent reach more than 230,000 people through Water, Sanitation and Hygiene (WASH) activities. WASH activities include construction of pit latrines, installation of water treatment plants, distribution of household water filters and hygiene trainings. These initiatives help to reduce the threat of diseases and waterborne illness. Photo: IFRC.

Thank you for your generosity



The Canadian Red Cross wishes to thank donors, businesses, and organizations for contributing more than \$4.5 million towards the Pakistan Floods Appeal, not including up to \$500,000 in matching funds from the Government of Alberta.

The Pakistan Floods Appeal is now closed. The cost of fundraising—such as processing donations, issuing receipts, or reporting back to donors—will not exceed five per cent.

Funds have supported emergency response such as shelter, relief items, and psychosocial support. They will support longer-term recovery efforts such as public health initiatives and the operation of Mobile Health Units to address the ongoing health risks caused by the floods.

Thank you for your compassion and generosity for the people impacted by the floods.



Thank you

Your support has enabled the Red Cross and Red Crescent Movement to reach over 1.2 million people impacted by this unprecedented climate disaster.