



ONE-MONTH DONOR UPDATE

2017 Spring Floods



DEAR SUPPORTERS,

This spring, regions across Canada have dealt with severe flooding due to heavy rains. To date, thousands have been evacuated from their homes and have registered with the Canadian Red Cross to receive help.

Thanks to the generosity from individuals, corporations and governments, help for people in desperate need has arrived. In Quebec, Ontario and British Columbia, flood-impacted households are receiving direct financial assistance through electronic fund transfers. These funds – dispersed in the early weeks following the disaster – will provide immediate assistance to families as they determine what they need most during this difficult time.

Every day I am fortunate to witness the generosity from our donors who seek to help vulnerable people experiencing hardship. I also get to see first-hand, the hard work and dedication from our disaster volunteers who dedicate their time and expertise to managing shelters, providing clean-up kits and helping to prepare people for their emotional return home.

Our teams across the country have been working tirelessly to ensure those forced from their homes have a safe place to stay and basic necessities like food, water and emotional support. Together, we are providing a sense of comfort and security to those who have lost some of their most valuable possessions.

It's important to know that we will continue to be there for the affected people in the weeks and months to come as they recover from this disaster. This will involve working closely alongside local communities to understand and address how we can further assist the most vulnerable.

Thank you again for your generosity and your compassion. Your support has allowed the Red Cross to assist Canadians across the country where the needs are greatest.

Sincerely,

A handwritten signature in black ink, appearing to be 'C. Sauvé', written in a cursive style.

Conrad Sauvé
President & CEO

Volunteers work to provide help and hope

DAVE FRASER is no stranger to disaster. With over ten years of experience volunteering with the Canadian Red Cross, Dave has responded to numerous disasters including the fires and floods in Saskatchewan in 2011, Hurricane Sandy in 2012, and the Toronto Ice Storm in 2013.

As soon as news of the flooding was reported in Ottawa, Dave was one of the first on the scene setting up a shelter and reception centre in Orleans. "We got the call at one o'clock in the afternoon asking us to have shelters open by three. We did it," Dave said.

In Ottawa, the Red Cross has been providing shelter, clean water, clean-up kits and emotional support since the start of the response. "People are starting to realize the level of damage they have had to their homes because of the flooding, and are now really looking for guidance," Dave said. In addition to providing immediate help, Red Cross volunteers have provided information on how to safely re-enter homes, clean-up and safely dispose of damaged household goods, and how to access programs provided by other non-profits, municipalities and provincial governments.

Dave remembers one elderly woman returning to Ottawa from a long trip to find her house completely flooded. Not knowing what to do, she drove to the nearest reception centre. Dave realized how distraught and anxious she was at the situation and helped her plan how she was going to cope. He assured her that no matter what happens, the Red Cross would make sure she had somewhere safe to sleep and assistance to help with her recovery. Thankfully she was able to stay with friends near her home, and Dave was able to stay in touch with her to ensure she was safe and well taken care of.

"My experience always, whether it is responding to a local house fire, a disaster internationally or a disaster like the flooding this year, is that the presence of the Red Cross provides people comfort and assurance that things will work out. As soon as people see these Red Cross vests, I think it brings a sense of calm and a sense that whatever they need, the Red Cross will help them figure that out," David said.



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Dave knows none of this would be possible without the support of donors. "As a volunteer, I have the time to provide support, but our ability to provide support depends on donors. We can't do our work without the financial support Canadians provide during a disaster."

As residents begin to clean up and return home, volunteers like Dave will continue to work to support the most vulnerable individuals recover as safely and as quickly as possible thanks to your generosity.

Your impact



4,560 households registered with the Red Cross across Quebec, Ontario and British Columbia



3,000+ electronic fund transfers distributed and accepted by flood-impacted households in need of financial assistance

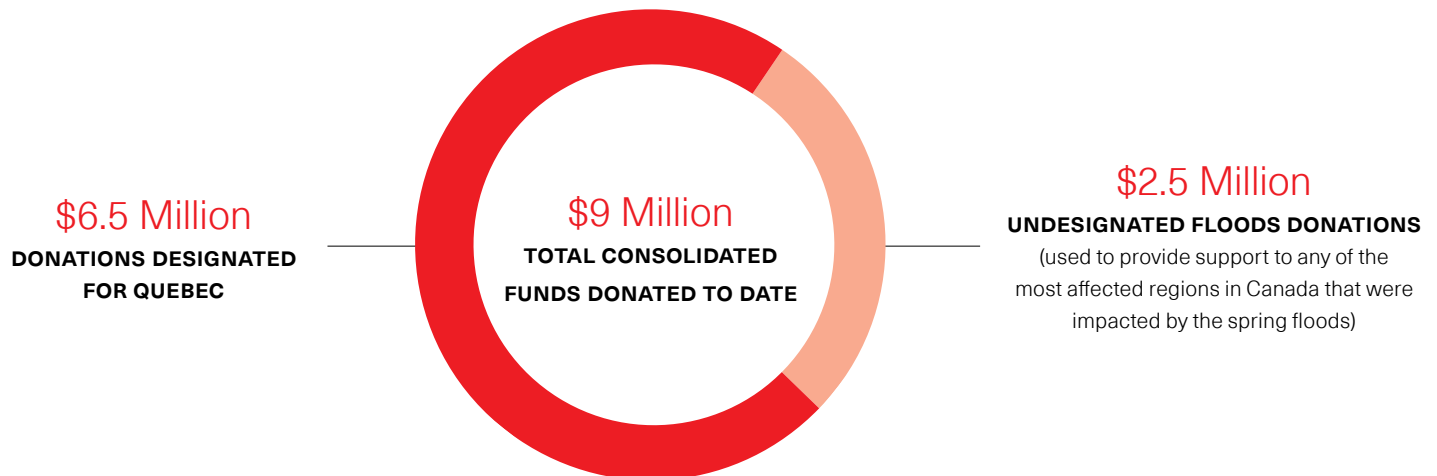


1,000+ clean-up kits distributed



750+ Red Cross staff and volunteers contributing their time to helping impacted people, families and communities

FINANCIALS – SPRING FLOODS APPEAL



Fundraising Costs – Donations designated to Quebec:

Thanks to the generosity of our provincial government partners, all fundraising costs related to this appeal will be covered through our partnership with the Ministry of Public Security, Government of Quebec.

Fundraising Costs - Undesignated Flood Donations:

Undesignated flood donations will be used to provide support to any of the most affected regions in Canada to support vulnerable people, families and communities. The fundraising cost related to this appeal will not exceed five percent.

**As of May 31, 2017.*