



ONE YEAR UPDATE

# 2021 British Columbia Floods



## DEAR SUPPORTERS:

One year ago, an atmospheric river caused one of the most devastating floods in recent times—impacting small and large communities across British Columbia.

Thousands of people had to leave their homes, farms, and businesses for weeks and months, not knowing when, or even if, they would be able to return to what they left behind.

During this difficult time, because of people like you who stepped up to help, the Canadian Red Cross was able to support impacted individuals and families across the province with essential supplies, such as clean up kits, as well as temporary accommodations and financial assistance.

Since then, people have been faced with the steep journey of recovery, but their resilience remains unwavering. Together, we are helping families with repairing and rebuilding their homes, providing mental health and well-being supports, and additional resources that meet their unique needs.

We know that recovery takes time. We also know that small businesses and not-for-profits are essential to recovery for individuals and the community as a whole. That is why with your generous support, the Canadian Red Cross was able to launch the Support to Small Businesses and Not-for-Profit Program. Stories like Merritt resident Vicki Hansen in this report highlight how small businesses are more than bricks and mortar—they are vital to bringing people back to work and building a sense of community.

As recovery continues, the Canadian Red Cross will be there, working with all levels of government, community and Indigenous leadership, and other agencies to ensure every individual is able to recover at their own pace. It is also because of the generosity of donors, and the contributions from the Government of Canada and the Province of B.C., that our team has been able to continue to help people impacted by last year's flooding and extreme weather event in British Columbia. On behalf of everyone at the Canadian Red Cross, thank you for your support.

A handwritten signature in black ink, appearing to read "Pat Quealey".

**Pat Quealey**

Vice President, British Columbia and Yukon

# One year later: What your support has accomplished



**7,540+ households**

received emergency financial assistance to help impacted individuals and families during their evacuation and as they recover



**4,160+ conversations**

to provide emotional and well-being support for people, both in person and over the phone



**2,080+ clean-up kits**

(brooms, gloves, cleaning products, etc.) were distributed to those returning home



**110+ businesses and not-for-profits helped**

through the Canadian Red Cross Support to Small Business and Not-for-Profit Program



**1,040+ households received financial assistance**

for their ongoing recovery, including support for temporary accommodations or mortgage payments, fuel to heat homes, mental health and well-being supports and replacement of medical prescriptions



Photo: Vicki Hansen, 2022

# How your support helped a small business recover from disaster

In November 2021, around 2 a.m. **Vicki Hansen** jolted out of bed to answer the loud knocking at her door. The 70-year-old entrepreneur was about to experience the scariest event of her life. As she opened the door, two firefighters informed her about the flooding within her residential area and gave an evacuation order to leave her Merritt residence immediately.

"It is the scariest thing I've ever gone through. Really, not knowing where to go," recalls Vicki.

Alone and not knowing where to go, Vicki decided to head to her shop, Miss Vicki's Petals and Plants Flower Shop in downtown Merritt.

In 2018, Vicki had opened the shop to provide her community with beautiful flowers and plants.

"There was no flower shop and I thought Merritt deserved one," says the business owner, who has lived in the town for 40 years.

"It's not just a flower shop in town, it means a lot to a lot of people," states Vicki adding the shop has become a place of gathering for community members.

That inauspicious November night, Vicki would eventually leave her shop and end up sleeping at her friend's place situated outside of Merritt.

Due to safety concerns, the city had blocked off access to downtown Merritt for three weeks after the flood, remembers Vicki.

Fortunately, Vicki's shop did not get flooded. She also managed to obtain permission from the city to water her products during the evacuation order that restricted access. Although many of her flowers wilted away, Vicki succeeded to keep all her plants alive. But despite the win, the impacts of the flood would be felt financially on her business for months ahead.

After the flood, road closures and a decrease in the demand for her products led to her business slowing down. To keep the business operational, Vicki started borrowing money from her line of credit.

"I had people coming [to the shop] and telling me about the program," says Vicki, referring to the Canadian Red Cross Support to Small Businesses and Not-for-Profits Program.

The program was launched this summer to provide financial assistance of \$5,000 to eligible businesses and not-for-profits that were impacted by the November 2021 floods in BC.

"I'm going further and further into my line of credit... I thought it can't hurt me to try and apply," says the business owner.

Within weeks of submitting her application, she received funds to support Miss Vicki's Petals and Plants Flower Shop.

"It's taken off so much financial stress, and the worry of having to use all my line of credit and leaving nothing as a cushion...constant stress and stress and pressure. And that's been lifted," explains Vicki.

"I feel like I have breathing room."

Vicki says the grant "absolutely means the world" to her. And, knowing how much the program has helped her business, she also wants other local businesses to apply too.

"I'm going to be spreading the word [about the program]," says the Merritt resident, who cares deeply for her community.

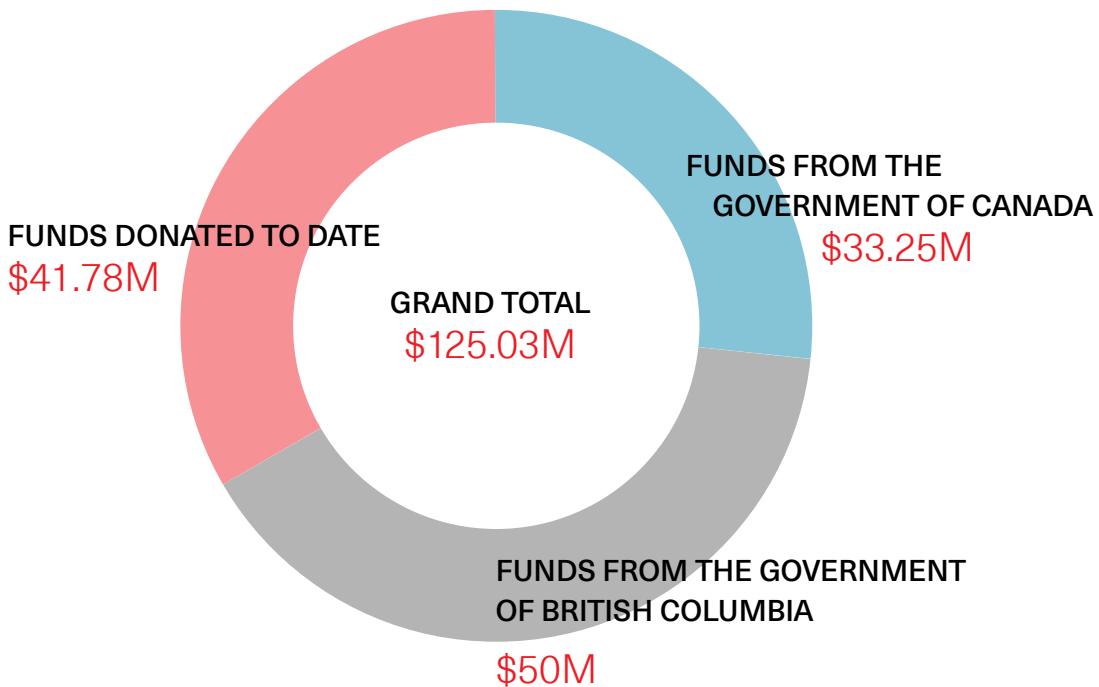
# Your generosity at work:

## Financial summary

The Canadian Red Cross thanks the generous donors, corporate partners, and governments that provided funds in support of people impacted by the flooding and extreme weather event that started on November 14, 2021 in British Columbia.

To date, the main use of the funds received by the Canadian Red Cross has been to provide emergency relief for those impacted by this disaster. Moving forward, the remaining allocation of funds will be used to help people with their recovery in a holistic manner, which includes individuals and families, small businesses, and community organizations.

FUNDS DONATED TO DATE . . . . .	\$41.78M
FUNDS FROM THE GOVERNMENT OF BRITISH COLUMBIA . . . . .	\$50M *
FUNDS FROM THE GOVERNMENT OF CANADA . . . . .	\$33.25M **
TOTAL FUNDS AS OF OCTOBER 31, 2022 . . . . .	\$125.03M



## BREAKDOWN OF FUNDS

TO SUPPORT	ALLOCATED AS OF OCTOBER 31, 2022	SPENT OR COMMITTED AS OF OCTOBER 31, 2022	
<b>INDIVIDUALS AND FAMILIES</b>	Providing emergency relief for individuals that had to leave their homes, including information and referrals, emotional support, registration, urgent basic needs (e.g., lodging, clothing, and food), evacuation related expenses, and clean-up kits. This support also includes long-term recovery assistance to help individuals experiencing continued impacts, such as recovery planning, mental health support, and financial assistance for temporary accommodation, clean-up, repair, reconstruction, and relocation.	\$95.79M	\$43.08M
<b>SMALL BUSINESSES</b>	Helping directly impacted businesses and not-for-profits cover costs such as uninsured losses, specialized clean-up costs and ongoing expenses.	\$15.47M	\$1.58M
<b>COMMUNITY GRANTING</b>	Helping to ensure the needs of impacted communities are supported through community grants. This may include a variety of projects and initiatives, such as support for emotional and psychosocial well-being, community wellness activities, and community food projects.	\$13.12M	Begins in early 2023
<b>COST OF FUNDRAISING</b>		\$0.65M	\$0.65M
<b>GRAND TOTAL</b>		<b>\$125.03M</b>	<b>\$45.31M</b>

More than 36% of the total funds have been spent or committed as of October 31, 2022.

\* This includes funds received under contract to deliver mass financial assistance and Emergency Support Services, as well as matching funds committed by the Government of British Columbia.

\*\* Government of Canada matching fund commitments.

## UNDERSTANDING THE NUMBERS

**Grand total of funds to date:** This includes the total funds donated, as well as \$33.25 million thanks to the Government of Canada and \$50 million thanks to the Government of British Columbia.

**Allocation of funds to date:** This is the projected budget across each area of spending for the grand total. The allocations reflect the needs of the people and the communities that have been identified to date. Many needs emerge over time and the 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 floods, as well as funds that have been committed with signed contracts or agreements for recovery projects or initiatives, where applicable.

**Cost of fundraising:** The fundraising costs related to this emergency appeal will not exceed five per cent. Fundraising costs are associated to the total funds donated to date (\$41.78M), not the grand total including funds received from additional sources. 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.



## THANK YOU FOR YOUR KINDNESS AND GENEROSITY.

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With your support, the Canadian Red Cross  
is able to help individuals, families and communities  
as they recover.

WeCare@redcross.ca | 1-800-418-1111 | [www.redcross.ca](http://www.redcross.ca)