



2017 Spring Floods

Dear supporters,

In spring of last year, heavy rainfall and severe flooding affected several parts of Canada. Communities in Quebec and Ontario were among those hardest hit, with thousands of families having to leave their homes. Some saw everything they had worked for submerged by the floodwaters – house, personal belongings, memories.

From the very beginning, our teams mobilized to help those through the incredible hardship. With your compassion and generosity, evacuated families had shelter, clothing, food, financial assistance, and emotional support.

Today, most families have been able to return to their normal lives. For some, however, the effects of the floods have meant that returning home has not yet been possible.

Drawing on every ounce of strength and courage, these families continue to move forward with rebuilding their lives. Thanks to you, our volunteers remain by their side, meeting them one-on-one to offer financial and emotional support.

While we can't replace everything that has been lost, we will continue to be there for those whose lives have changed forever, easing the pain and hardships.

Thank you sincerely for your generosity and trust.

A handwritten signature in black ink, appearing to read "Conrad Sauvé".

CONRAD SAUVÉ
President and CEO

“The Red Cross volunteers took good care of me, they listened to me. The help has meant everything. And what can I say about the generosity of donors – thank you!”

– **IDA CHÉNIER**, FLOOD VICTIM FROM SAINT-ANDRÉ-D'ARGENTEUIL.

How your support has lent a hand



“I quickly realized that we are providing a lot more than just financial assistance.”

As head of the Red Cross flood recovery centre in Laval, Ismaël Moleka and his team have helped thousands of flood victims since last spring.

From the very beginning of the historic floods to the day families could return, they have worked tirelessly alongside flood victims.

“We get to know their situation, before and since the disaster, and how they’re coping with the consequences of the flooding,” says Ismaël. “We also need to stay alert to signs of any additional need that is not yet covered.”

Taking the time to listen to each and every person has brought many stories of hope and recovery. Such as the day an 81-year-old woman walked in to the Red Cross office looking for help.

Thanks to your support, she received much-needed financial assistance for groceries. Since that day, she returned to the Red Cross often to talk with Ismaël and the volunteers. During her last visit, she came with the news that she had bought a new house and was moving in soon.

Beyond the practical help, what she needed most was someone to listen to her story. And behind every listening ear was your generosity, making sure those whose lives had been turned upside down had comfort and help every step of the way.

YOUR DONATION IN ACTION: FROM EMERGENCY ASSISTANCE TO RECOVERY SUPPORT

Quebec

- **5,708 families** received help, including hotel accommodation, food, clothing and financial assistance.
- **679 Red Cross volunteers** mobilized to assist.
- **11 reception and information centres** opened during the emergency phase, in coordination with the most impacted municipalities.
- **3 recovery offices** in Gatineau, Rigaud and Pierrefonds-Roxboro are still in operation today.

Ontario

- **200+ Red Cross staff and volunteers** mobilized to provide emotional and financial assistance to **1,400+ impacted households**

British Columbia

- **348** households received vital financial assistance

Newfoundland and Labrador

- **43 impacted families** received financial assistance
- **1 reception centre** opened for two weeks

Your generosity at work



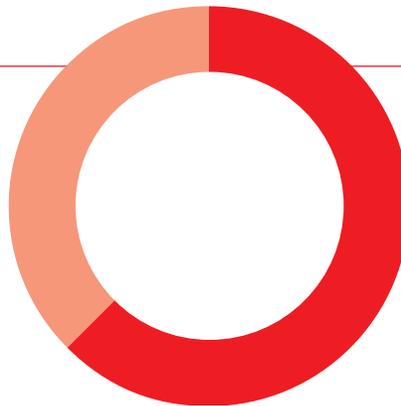
“The Red Cross was always there... we needed this help more than anything. Without it, our lives would have been changed for years to come.”

– FLOOD EVACUEE, EASTERN ONTARIO

The Canadian Red Cross would like to thank generous individuals, community groups, corporate partners and governments for donating \$15.1 million, including \$10.7 million to support our response in Quebec and \$4.4 million to support other affected regions across Canada. Thank you for your generosity!

37.4% spent on assistance including:

- Temporary shelter for evacuated families
- Food and water
- Financial assistance for immediate needs
- Information and emotional support



62.6% spent on assistance including:

- Personal needs assessments
- Accommodation for families unable to return home
- Financial assistance to help replace lost household items
- Home clean-up supplies
- Assistance for ongoing basic needs (including food, clothing, personal items)

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 assist vulnerable people, families and communities. The fundraising cost related to this appeal will not exceed five per cent.