



TOTAL FUNDS DONATED TO DATE

\$165 Million

(This does not include matching funds from the federal and provincial governments.)

MATCHING FUNDS

\$104 Million thanks to the Government of Canada

\$30 Million thanks to the Government of Alberta

GRAND TOTAL: \$299 Million

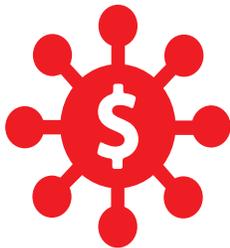


RED CROSS ALLOCATION OF FUNDS TO DATE

\$146 Million in support to **individuals and families** – providing assistance such as emergency shelter, registration, food, clothing, transportation and financial assistance in the form of electronic fund transfers, cheques, vouchers and gift cards.

\$50 Million allocated for support to **community groups** to ensure needs of the community are reflected in relief and recovery activities.

\$4.5 Million provided in support of emergency financial assistance for **small businesses**.



PROJECTED AREAS OF SPENDING

\$50 Million in support to **individuals and families** – providing financial housing assistance to help with rent or mortgage payments, as well as the replacement of furniture, appliances and household goods. Support will also help with the rebuilding of homes through collaboration with experts in the area of clean-up, repair and rehabilitation of homes.

\$25.5 Million in support to **small businesses** to help address recovery priorities.

\$12 Million to support **community resilience** - experience has shown us that one of the important parts of recovery is to help the people and communities affected by the disaster to better prepare for future events. As the recovery efforts unfold, you will see this work encompassing personal preparedness at the household level, in addition to collaboration and coordination within the broader community.



FUNDRAISING COSTS

The fundraising cost related to this emergency appeal will not exceed five per cent. All remaining funds will be used for Red Cross operations to support vulnerable people, families and communities. This includes a small portion of funds, one and a half percent, which ensures the Canadian Red Cross is ready and prepared to respond to future disasters.

Fundraising costs are associated to the total funds donated to date (\$165 Million), not the grand total including the matching funds.