



CANADIAN
RED CROSS

CROIX-ROUGE
CANADIENNE

ALBERTA FLOODS

FOUR WEEK UPDATE
JULY 2013

Widespread flooding has devastated communities throughout Southern Alberta. As we look to the future, the Canadian Red Cross continues to provide assistance and are now preparing to help with long-term recovery.

The support of our donors to the vital mission of the Canadian Red Cross has helped power our relief operation following the devastation. Your commitment to the Canadian Red Cross disaster work allows us to shelter, feed and give emotional comfort to those in need.



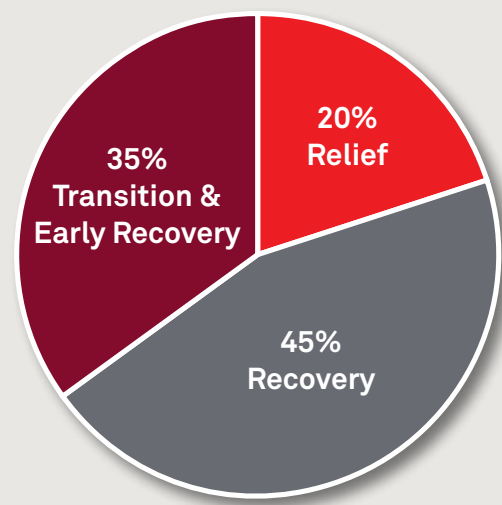
Thank you for standing alongside our more than 954 Red Cross workers as we continue to support your family, friends and neighbours in rebuilding their lives. Your gift has made, and continues to make, a huge difference. The Canadian Red Cross is grateful for your support during the tumultuous flooding across Southern Alberta.

We could not have done any of this without the support of our community - from lemonade stands to corporate donations. Thank you for showing concern, care and hope.

HOW YOUR INVESTMENT IS MAKING A DIFFERENCE

The Canadian Red Cross maintains a sterling reputation as one of the best not-for-profit organizations when it comes to administrative costs. For every dollar donated to a specific response, in this case the Alberta Floods, 95 cents goes directly to those in need.

THE RED CROSS RESPONSE



To date, the Canadian Red Cross has raised more than \$25.3 million for Alberta Floods. Up to this point, we have focused our efforts to meet immediate disaster-caused needs.

Our response operation can be broken down into three phases:

1. Relief
2. Transition and Early Recovery
3. Recovery

THE FIRST PHASE - RELIEF - ENCOMPASSES 20 PER CENT OF THE FLOOD OPERATIONS.

- ▶ Registering evacuees to reunite families and provide support.
- ▶ Shelter and Reception Centre support and management.
- ▶ Bulk distribution of relief goods such as clean-up kits, masks, bottled water, hand sanitizer, small first aid kits and other donated items.
- ▶ Collaborating and coordinating with other community groups to address special urgent needs such as: funding food banks; supporting homeless shelters for youth; and assisting community centres that are operating for the relief effort.

THE SECOND PHASE - TRANSITION AND EARLY RECOVERY - ENCOMPASSES 35 PER CENT OF THE FLOOD OPERATIONS.

- ▶ Assistance to families for relief such as addressing urgent unmet needs through psychosocial support and referrals.
- ▶ Assistance to families for early recovery such as food, clothing, personal services, childcare, transportation and occupational supports.

- ▶ Collaborate with other disaster response organizations and provide support through a community grant process, including those with clean-up and muck-out experience.
- ▶ Facilitating collaboration at the grass roots level between community and neighbourhood leaders and key stakeholders and linking in with existing groups such as unmet needs committees.

THE THIRD PHASE - RECOVERY - ENCOMPASSES 45 PER CENT OF THE FLOOD OPERATIONS.

- ▶ Assistance to families for recovery supports such as household goods, rent, mortgage and other items as identified in the early recovery period.
- ▶ Continue with community grant process to address long-term needs.
- ▶ Continued collaboration with identified community and neighbourhood leaders as well as established recovery groups.
- ▶ Identifying opportunities and implementing strategies to incorporate other Red Cross programs into the response effort such as Violence, Bullying and Abuse Prevention programs, Health Equipment Loan programs and First Aid.



FAST FACTS:

- ▶ In the past month, we supported 17 shelters throughout Southern Alberta.
- ▶ The Canadian Red Cross provided more than 873,000 relief supplies to those affected by this disaster.
- ▶ 555,000 clean-up supplies and other relief materials, such as cases of water, snacks, hand sanitizer and first aid kits have been provided for those affected.
- ▶ The Canadian Red Cross has fielded more than 23,000 calls from local households.
- ▶ Registered more than 91,000 people for Red Cross assistance.