

2017 Spring Floods



DEAR SUPPORTERS,

Once again, Canada has been hit hard by natural disaster this year. In May, dozens of communities across Quebec, Ontario, British Columbia and Labrador were devastated by extensive flooding. Sadly, thousands of families saw their homes submerged in the floodwaters.

While some families have been able to return to a normal life, many have not. The loss, the stress and the struggles will be felt for a long time to come.

More than three months after the floods, help is as essential as ever. We have seen how some people's hardships have compounded with every passing week.

Thanks to your support, our teams are still on the ground, meeting families face-to-face to offer comfort and determine how we can provide the best possible help. With your generosity, we are able to ease the burden of unexpected

loss through ongoing financial assistance. And three months on, families unable to return home continue to be provided temporary accommodation.

Once again, I would like to recognize and thank our generous donors for standing behind these families during an incredibly difficult time in their lives. I cannot overstate just how much your support means to them.

Sincerely,

Conrad Sauvé
President & CEO

“Everything is going to be alright”

Your support in Quebec



LIKE HUNDREDS OF OTHER GATINEAU RESIDENTS,

Louise and Daniel Goneau had to leave their home, not knowing when they would be able to return.

By mid-May, parts of the city were submerged in the worst flooding seen in decades. Entire streets had turned into rivers. For many, the loss and uncertainty was overwhelming.

In a state of desperation, Louise and Daniel turned to the Red Cross.

“We were welcomed with open arms and big hugs to let us know that everything was going to be alright,” says Louise.

Since the first evacuation, Red Cross volunteers have worked around the clock to provide emergency assistance to thousands of families. Thanks to your compassion and generosity, Louise and Daniel received temporary lodging and food vouchers to help ease the stress while away from their home.

Even after the floodwaters receded, Red Cross teams remained in communities across Quebec for families in need.

“They were there, week after week, welcoming us with a smile,” said Louise. “They were always ready to listen when we were sad or had a heavy heart.”

While the road to recovery will be long, Louise is grateful for the ongoing support they have received because of you.

“Today, after three months, everyone has left except the Red Cross,” she says. “I want to say thank you for keeping us safe and for providing stability in our lives. Thanks for still being here.”

HOW FLOOD DONATIONS DESIGNATED TO QUEBEC HAVE HELPED



2,083

people received emergency relief (hotel accommodation, food, clothing)



4,872

families have received financial assistance



10

information centres set up in impacted communities across the province



4

recovery offices set up (Gatineau, Laval, Rigaud and Pierrefonds-Roxboro)



649

Red Cross volunteers helping

Helping Sandra and Gordon return home: Your support in Ontario



Like many of the town's residents, Sandra and Gordon Killins live along the Ottawa River. This spring, when the river reached its highest level in decades, more than 140 families had to leave their homes due to severe flooding.

Sandra and Gordon were forced to evacuate for about two weeks. The water level was so high that their entire house was surrounded, leaving them no way to access it.

While some of their neighbours lost their homes completely, Sandra and Gordon are fortunate that the damage to their house was not that severe. But still, everything in their basement, including furniture in their guest room and bathroom, items in storage and tools, was lost.

During these challenging days, Red Cross teams in Clarence-Rockland provided families with clean-up supplies as well as financial and emotional support. Thanks to your generosity, Sandra and Gordon received much-needed financial assistance.

"That was most definitely a big help," said Sandra. The couple was able to replace some of the items they lost and help get things cleaned up. *Thank you for making a difference during this difficult time.*

A HOUSE ON THE RIVER IN A SMALL, picturesque community sounds like the perfect place for a retired couple to settle. Sandra and Gordon Killins thought so too, and six years ago relocated to Clarence-Rockland, Ontario.

HOW UNDESIGNATED FLOOD DONATIONS HAVE HELPED IN ONTARIO, B.C. AND LABRADOR



2,806

people registered with the Red Cross for help



6

emergency shelters and 25 reception centres supported



394

comfort kits distributed to evacuated families



1,017

electronic funds transfers



239

Red Cross volunteers helping

Your generosity at work: Financials

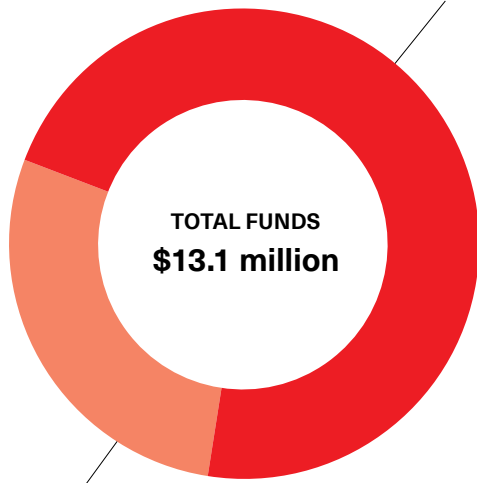
THANK YOU!

The Canadian Red Cross would like to thank generous individuals, community groups, corporate partners and governments for donating \$13.1 million to support families impacted by spring flooding.

35.1% Emergency Relief

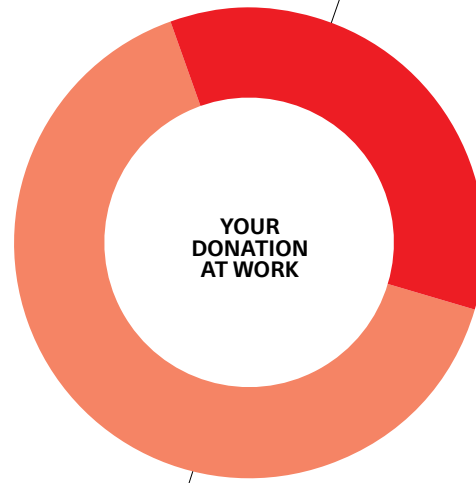
- Temporary shelter for evacuated families
- Food and water
- Financial assistance for immediate needs
- Information and emotional support

\$9.4 million
Donations designated
for Quebec



\$3.7 million

Undesignated floods donations (used to provide support to any of the most affected regions in Canada that were impacted by the spring floods)



64.9% Recovery

- 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 floods 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.