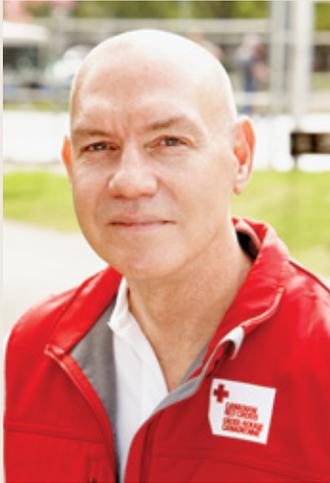




ONE YEAR DONOR UPDATE

2016 Alberta Fires



DEAR SUPPORTERS,

One year ago, we were coming to grips with the disaster unfolding in Fort McMurray and the surrounding area. The scope and scale of the wildfire was unlike anything we had faced before. The loss, the uncertainty and the needs were enormous and unknown at the time of evacuation.

Each and every day, I witness the incredible generosity of supporters like you. But the spirit of giving you showed in the days, weeks and months that followed the disaster was truly something special. From all across Canada and around the world, your solidarity and kindness has enabled us to do so much for those affected by the fires.

In the early days, your support provided what was needed most—food, clothing, shelter, and other necessities—for residents who had to leave their homes with little notice. Thanks to you, the Red Cross also provided financial help during this incredibly difficult period, and assistance for people to return home once the evacuation order was lifted. And now, people continue to face the ongoing challenges of rebuilding and recovering. But with your help, we've been able to work with individuals and families one on one to identify and address their needs.

Over the past year, we have also been working alongside community organizations, governments, local leaders and residents to identify and meet needs that have arisen since the wildfire. Your generosity has enabled us to fund dozens of local projects that are helping individuals, families and communities overcome their ongoing challenges, build on their strengths, and continue their recovery.

Of course, recovery takes time. Every person, every family is on their own path as they overcome this disaster. Your support means we have been able to help at every step, but it means so much more. It means that those who lost everything know that we will continue to be there in the years ahead.

Thank you again—for caring, for giving so generously, and for standing behind Canadians in their moment of need.

Sincerely,

A handwritten signature in black ink, appearing to be 'C. Sauvé'.

Conrad Sauvé
President & CEO



Wherever help was needed, your support was there

As the fires encroached on Fort McMurray and surrounding areas, evacuees spread across Alberta and the entire country to find shelter with friends and family. Thanks to you, the Red Cross was able to offer help wherever it was needed. The map above shows the incredible reach of your support, based on where evacuees were located when they registered with the Red Cross as of May 9, 2016.

Your generosity at work

Financials

To date, \$244 million has already been spent or committed. This means **75 per cent** of funds received have been used. The Red Cross thanks generous individuals, governments, community groups and corporate partners who donated an unprecedented amount of funds in support of people impacted by the Alberta Fires. Together, we continue to have a lasting impact on individuals, families and the entire community as they recover.

TOTAL FUNDS DONATED TO DATE

\$189 million

MATCHING FUNDS

THANKS TO THE GOVERNMENT OF CANADA

\$104 million

THANKS TO THE GOVERNMENT OF ALBERTA

\$30 million

BREAKDOWN OF FUNDS

TO SUPPORT:

INDIVIDUALS AND FAMILIES

Providing help such as immediate supplies and shelter; direct financial assistance during the evacuation and throughout recovery to cover costs associated with urgent needs, transportation home, replacement of household goods, and assistance to help pay for rent, mortgage and utilities; emotional support to address the psychological well-being of people affected by the fires; and, projects to support and enhance community resilience.

COMMUNITY GROUPS

Ensuring needs of the community are reflected in relief and recovery activities. This has included funding a variety of projects and initiatives such as special events for the Regional Municipality of Wood Buffalo and Indigenous communities, supplying teachers and students with back-to-school items, providing summer and recreation camps for children and youth, providing support to local food banks and the local homeless shelter, supporting community-led wellness groups, and supporting several community celebrations upon returning home. Further information regarding Red Cross funding for community organizations can be found online by visiting: www.redcross.ca/CommunityPartnerships

+42% of grants/commitments to RMWB

ELIGIBLE SMALL BUSINESSES

This financial support has helped cover costs such as the replacement of essential items including business tools and equipment; assistance with clean-up expenses; moving or storage; professional cleaning; small repairs; help with overdue utility bills; lease payments; and, short-term lease of business equipment or vehicles.

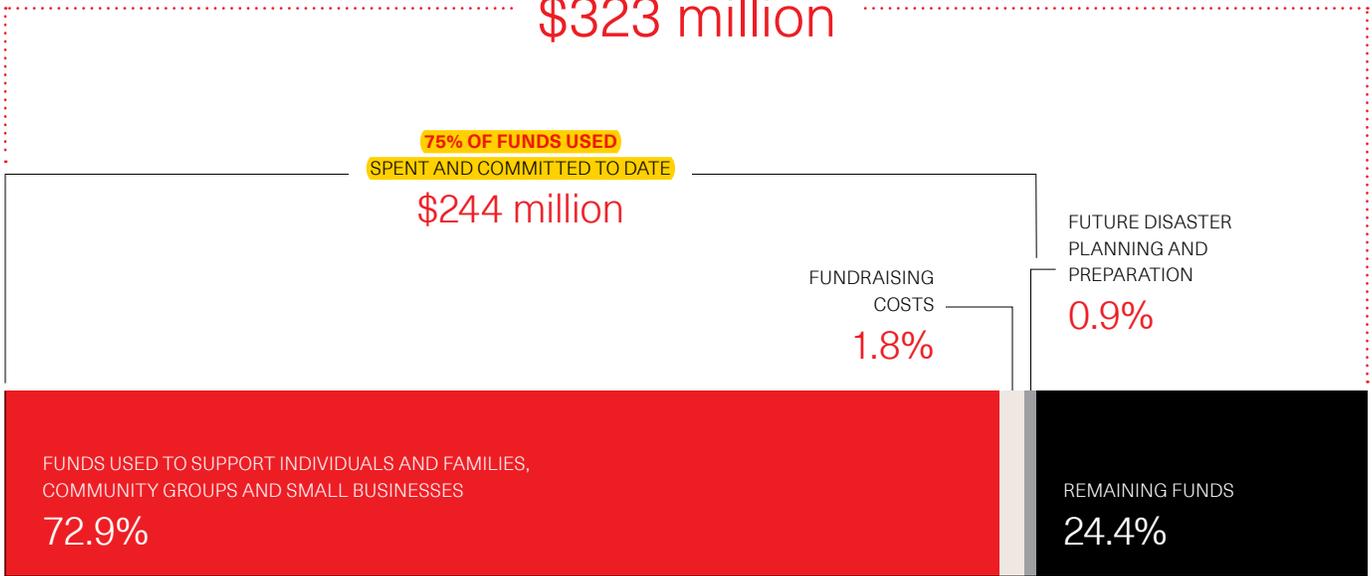
FUTURE DISASTER PLANNING AND PREPARATION

FUNDRAISING COSTS

61% of fundraising costs "recognized" matched to actual spend

GRAND TOTAL TO DATE

\$323 million



ALLOCATED TO DATE	SPENT AND COMMITTED TO DATE
\$231 million	\$183 million
\$50 million	\$24 million
\$30 million	\$28.5 million
\$2.8 million	\$2.8 million
\$9.4 million	\$5.7 million
SPENT OR COMMITTED	\$244 million

UNDERSTANDING THE NUMBERS

Allocation of funds to date: This is the projected budget across each area of spending for the grand total including the matching funds (\$323 million). The allocations reflect the needs of the people and the community that have been identified to date. Many needs emerge over time and the above 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 fires, as well as funds that have been committed with signed contracts or agreements for recovery projects or initiatives.

Future disaster planning and preparation: These are the funds that ensure the Red Cross is ready and prepared to respond to future disasters in Canada. This means having pre-positioned stock, emergency supplies, and trained volunteers across the country that are ready to be deployed in their own communities or elsewhere in Canada when the next disaster strikes.

Fundraising costs: The fundraising cost related to this emergency appeal will not exceed five per cent. Fundraising costs are associated to the total funds donated to date (\$189 million), not the grand total including the matching funds. 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.

AS OF APRIL 13, 2017

As a tragedy unfolds, a country comes together in solidarity



“Our hearts are with you all.
You are strong people.
We are Canadians.”

Kathleen and Peter, Red Cross donors

MAY 1

As a wildfire threatens Fort McMurray and surrounding areas, a local state of emergency is declared.

MAY 3

The fire intensifies and spreads rapidly. A mass evacuation order for Fort McMurray is issued and residents rush to flee the city. The Canadian Red Cross begins to register evacuees and starts receiving donations from Canadians.

MAY 4

With the wildfire raging out of control, the Province of Alberta declares a state of emergency. The Red Cross launches an online registration portal. Within just 12 hours, over 11,500 households are registered.

MAY 7

Donations to the Red Cross continue to pour in from across Canada and around the world. From coast to coast, thousands of Red Cross volunteers and workers mobilize to support a massive operation. The Red Cross begins to distribute cash cards in Calgary and Edmonton to help evacuees meet their immediate needs, such as food, clothing and gas, and provide emotional support.

MAY 11

Thanks to overwhelming support, the Red Cross announces \$50 million in immediate financial assistance. In just one day, more than \$30 million is sent to 28,000 households in need of help.

MAY 30

With the threat of the wildfire contained, the Government of Alberta announces that evacuees can begin to return to their communities on June 1. The Red Cross allocates \$40 million to help residents with costs of returning home. This includes flights and buses, as well as financial assistance for households.

JUNE 1

Red Cross volunteers are at the airport to welcome the first wave of returning residents. They provide emotional support, clean-up materials, water, vouchers and information at eight reception centres set up around the city. This assistance continues throughout the summer.

JUNE 2

As more residents return, demand for community services increases significantly. The Red Cross announces \$50 million to support community organizations and works alongside local partners to identify and meet needs.

JUNE 10

Entrepreneurs and small business owners continue to assess the damage and impact on their operations. In partnership with the Regional Municipality of Wood Buffalo and Economic Developers Alberta, and funded by the Red Cross, a small business hotline is launched along with emergency financial support to assist eligible small businesses with initial clean-up costs.

JUNE 13

To be able to meet face-to-face with returning residents, the Red Cross opens its first office in Fort McMurray.

AUGUST 3

As thousands of people face financial struggles, the Red Cross continues to provide assistance to help individuals and families pay for housing.

OCTOBER 19

The Red Cross announces a second round of funding to help eligible small businesses cover losses and reopen their doors after the wildfires.

NOVEMBER 3

Six months after the disaster, the Red Cross has already spent more than \$178 million to directly assist those impacted by the fires. Individuals, families, community partners and small business owners continue to meet with the Red Cross to receive help and referrals for ongoing support from community groups. This work continues today.

ends at November 3 ... no activities/programs reported since.

Open for business: Rebuilding livelihoods in Fort McMurray

MICHELLE VAN DER HAEGEN opened the doors of Pyramid Dental Hygiene Services in 2010. After a few years of hard work, the dental hygienist was starting to see her business take off.

But when the wildfires hit Fort McMurray, everything came to a halt. Michelle had to close her doors. She lost valuable income while the community remained evacuated for nearly four weeks.

Upon returning to Fort McMurray in June, Michelle found herself overwhelmed with the financial burden of trying to reopen her business.

“We had to throw out absolutely everything,” she says.

After applying to the Red Cross small business program, Michelle received financial assistance to help her replace equipment and supplies.

“Without the support from the Red Cross, I am sure I would have been closing my doors,” she says. “I would have had to find another alternative, because I don’t think it would have been possible to stay open.”

Today, the doors of Pyramid Dental Hygiene Services are open for business. Although Michelle knows there is still a lot of work ahead, she says she can’t imagine doing anything else.

“I like helping people that come to my clinic. They’ve come here for my services and they’ve been very supportive,” Michelle says. “And I’m going to be here a very long time.”



“Without the support from the Red Cross, I am sure I would have been closing my doors.”

Pyramid Dental Hygiene Services is one of over 3,200 small businesses in the Fort McMurray area that received financial assistance through the Red Cross Support to Small Business Program. Thanks to your support, up to \$20,000 has been provided to small businesses to help with uninsured losses resulting from the wildfires.

Through the smoke: How you helped give one family a new start



FOR SHEILA AND SHANNON CHAMPION and their son, the unthinkable happened.

As the country watched in disbelief, wildfires tore through the Fort McMurray area. The Champion family, like approximately 88,000 other residents, fled their home not knowing if they would ever be able to return.

Sheila remembers the day of the evacuation.

"I ran around gathering our pets, medication, documentation—anything I could think of," Sheila recalls.

The family sat in a line of traffic, waiting to get to safety. Within hours of leaving, they heard that the homes next to theirs were burning down.

"All I could think about were the pets that my friends had to leave behind. All the memorabilia we would never get back. All those memories—gone. Now what?" Sheila recalls.

Tragically, the Champion family lost their home to the fires.

"Our future looks very bright, and it's only because of the help we received."

Sheila remembers feeling shocked, scared, and in a daze. She felt like things couldn't get any worse. They didn't know what the next five minutes was going to bring. They needed help more than ever.

The family turned to the Canadian Red Cross for support with rent and groceries while they got back on their feet. "Without the Red Cross I don't know where we would be right now," says Sheila. "They were so considerate of our situation."

When Sheila looks back on the year since the wildfires, she is overcome with emotion. She and her husband were able to find work in Yellowknife and, with the help of the Canadian Red Cross, have now relocated.

"Our future looks very bright, and it's only because of the help we received," Sheila says. "The Red Cross kept our family together and I truly don't know what we would have done."

Through the smoke: How you helped give one family a new start



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One year later: Together, here's what we have made possible

IMMEDIATE ASSISTANCE



2,500+ cots, 3,000+ blankets and 2,800+ hygiene kits to support 8 evacuation shelters in Edmonton, Calgary and Lac La Biche.



13 call centres set up, taking **147,000+ calls** to assist evacuated people in registering and accessing assistance.

* 37% increase in reported numbers



65,000 families registered to receive support from the Red Cross.



\$50 million in immediate financial assistance and **47,200+ gift cards** and cash cards distributed to help people buy food, water, clothing, gas and other essentials.

wouldn't it be more helpful to know \$ transferred, rather than # of transactions, gift cards, cash cards?

CONTINUED SUPPORT



10,900 plane and bus tickets booked to help people return home as well as **37,000+** clean-up kits distributed to returning residents.



11,900+ families received housing support, including assistance for rent, mortgage, and utilities, as well as other household goods.

* 32% increase in families helped in reported numbers



1,950 families received interim lodging in Fort McMurray, Edmonton, Calgary, Red Deer, and other communities across Alberta.



126,468 electronic fund transfers have provided direct financial assistance to help residents meet their individual needs.

INDIVIDUAL AND COMMUNITY RECOVERY



3,200+ eligible small businesses have received financial assistance. This support

has helped cover uninsured losses; rental of business equipment or vehicles to temporarily replace lost or damaged ones; clean-up and minor repairs including debris removal and bin rental; moving costs; and storage fees.



54 partnerships with community organizations (completed and ongoing)

to help provide services to assist people and the entire community with recovery from the wildfire.

this is # of grants rather than # of community partners



4,900+ individuals supported through mental health and psychosocial support programming. Over **4,100** people attended recovery events led by Indigenous communities and supported by Canadian Red Cross.

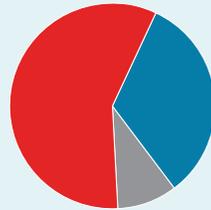
“Take strength from how far you have already come. Know that people are thinking of you and hoping your lives get back to normal as soon as possible.”

Joy, Red Cross donor





ALBERTA FIRES 2016 – One Year Update



TOTAL FUNDS DONATED TO DATE

\$ 189 Million

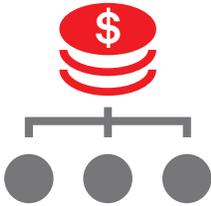
MATCHING FUNDS

\$ 104 Million thanks to the Government of Canada

\$ 30 Million thanks to the Government of Alberta

GRAND TOTAL TO DATE

\$ 323 Million



SPENT TO DATE

To date, **\$244 Million** has already been spent to assist those impacted by the fires.



YOUR DONATION AT WORK

Thanks to the generosity of Canadians, the Red Cross is helping **individuals and families, community groups and eligible small businesses** as they recover from this disaster.

75% OF ALL FUNDS RECEIVED HAVE ALREADY BEEN USED.

GRAND TOTAL TO DATE:
\$323 Million

SPENT AND COMMITTED:
\$244 Million

REMAINING FUNDS:
\$79 Million

Please note the numbers included above are reflected as of April 13, 2017. Full financial details including the breakdown of funds can be found in the one year donor report. To view and learn more, visit redcross.ca.



Alberta Fires 2016

COMMUNITY PARTNERSHIPS

One Year Update



The Canadian Red Cross Community Organization Partnership Program is supporting local groups in Fort McMurray and other areas affected by the Alberta fires. This program is funding a range of projects and initiatives identified by community groups, municipalities, registered charities and other organizations requiring financial assistance as a result of the fires.

To date, the Canadian Red Cross has spent or committed **\$24 million** in support of community groups by funding **54** projects that have a direct impact on the community of Fort McMurray and surrounding areas.

As part of the Community Organization Partnership Program, the Red Cross leads the Community Partnerships Table alongside the United Way of Fort McMurray. The Community Partnerships Table also includes representation from Indigenous leadership, Regional Municipality of Wood Buffalo administration, the Alberta government, the Industry Recovery Working Group, Social Recovery Task Force, and Community Wellness and Resilience Committee.

As well as reviewing and providing recommendations on funding applications, table representatives will identify any trends, gaps, vulnerabilities and needs in communities as they recover from the wildfires. This ensures that funded projects better reflect the community's voice, meaning the process is entirely community-led and community-driven.

Consistent with the approach in past responses, projects and activities in support of Fort McMurray and other fire-affected communities must meet the eligibility criteria and clearly be categorized under one of five funding streams.

- 1. Emergency Relief**
- 2. Community Strengthening Ties**
- 3. Building Back Better**
- 4. Building Community Capacity for Future Disasters**
- 5. Restoration, Conservation and Non-Structural Mitigation Measures**

** For more detailed information on our funding streams and application criteria, please visit www.redcross.ca/communitypartnerships .*

Below is a list of our partnerships to date. Please note, partnerships indicated are reflected as of April 13, 2017.

EMERGENCY RELIEF

To date, the following projects have been funded by the Community Organization Partnership Program under the stream of Emergency Relief. This means the project or initiative supported immediate relief and early recovery efforts including re-entry.

PARTNER	PROJECT	DESCRIPTION
1. Alberta Foodbanks Network Association	Distribution of food and support for personnel	Provided financial assistance for the provision of food to several food banks across Alberta where evacuees impacted by the fires were located.
2. Alberta Teacher's Association – Local 48	Support to teachers to replace classroom items	Provided financial assistance for teachers at the start of the school year to begin rebuilding their stock of school supplies lost in the fires.
3. CMHA – Alberta North East Region	Community BBQs, Community Cafe, and training	Provided financial assistance to host several community-led and community-based events centered on overall mental wellness and coping strategies.
4. Edmonton Emergency Relief Services Society	Distribution of relief items to evacuees	Provided financial assistance for emergency food and other relief supplies to be distributed to evacuees.
5. Fort McMurray Society for the Prevention of Cruelty to Animals	Evacuation and Re-entry Support	Provided financial assistance for emergency relief services and materials to evacuees during evacuation and re-entry to the community.
6. Fuse Social	Volunteer Management in Wood Buffalo	Provided financial assistance for volunteer management services in Fort McMurray.
7. Goldeye Centre	Emergency feeding and accommodation	Provided financial assistance for emergency feeding and sheltering to evacuees.
8. Métis Urban Housing Corporation	Emergency accommodation for evacuees	Provided financial assistance for emergency accommodation to evacuees.
9. Norwood Child & Family Services	Support to evacuee children and families in Edmonton	Provided financial assistance for emergency relief and care for evacuated children and families while in Edmonton.
10. Regional Municipality of Wood Buffalo	Re-entry BBQ	Provided financial assistance for a re-entry BBQ for individuals and families returning home from June 1 to 8, 2016.
11. Regional Municipality of Wood Buffalo	Thanksgiving Food Hampers	Provided financial assistance for the Regional Municipality of Wood Buffalo's Thanksgiving event through the purchase of food items which were distributed by the municipality to 1,300 area residents.
12. Rehoboth Alliance	Community Celebration	Provided financial assistance for a one-day community celebration offering food, children's activities and guest speakers for fire-impacted members of the community.
13. Ronald McDonald House Charities of Northern Alberta	Emergency accommodation for children with specialized medical needs	Provided financial assistance for emergency accommodation to evacuees with children who have special needs.
14. Salvation Army of Fort McMurray	Operation of homeless shelter (summer months)	Provided financial assistance to support a local homeless shelter.
15. Save the Children	Child and youth-friendly spaces	Provided financial assistance for the creation and management of child and youth-friendly spaces in Edmonton for those evacuated from the Wood Buffalo region.
16. SOS for Crisis Prevention	Summer Recreation and Camp Program	Provided financial assistance to support their children's summer camp with extended hours and an extended time frame.
17. Vista Ridge	WildPlay Wood Buffalo "Rebuild Special"	Provided financial assistance to ensure access to affordable family-friendly recreational activities, by supporting costs related to opening facilities throughout the late summer.
18. Wood Buffalo Food Bank Association	Emergency Relief Hamper Program	Provided financial assistance to support the Emergency Relief Hamper program.

COMMUNITY STRENGTHENING TIES

To date, the following projects have been funded by the Community Organization Partnership Program under the stream of Community Strengthening Ties. This means the project or initiative aims to strengthen a sense of community, reduce social isolation and create ties between fire-affected communities.

PARTNER	PROJECT	DESCRIPTION
1. Association canadienne-française de l'Alberta	Community consultation and French-speaking mental health programming	Provided financial assistance to determine and respond to the ongoing medical and mental health needs of the Francophone community in Fort McMurray, as well as to support additional psychosocial and mental health programming in French.
2. Association canadienne-française de l'Alberta	French-speaking mental health supports for the Francophone population	Provided financial assistance for psychosocial support and mental health in French.
3. Big Brothers Big Sisters	Annual Duck Race	Provided financial assistance for a community event to bring together youth and families in the community.
4. Borealis Counselling	Mindfulness for Wellbeing Support Groups	Provided financial assistance for a facilitated group process to mitigate stressors and increase coping by facilitating social cohesion and reducing isolation.
5. BrainSTEM Alliance	READesgin-Literacy with STEM concepts	Provided financial assistance to support youth in Fort McMurray to collaborate and build resiliency through science, technology, engineering and math programming.
6. Educare	Support with repairs & clean up	Provided financial assistance to ensure continued access to programming for children, through the replacement of materials not covered by insurance, and costs for cleaning up as required by Alberta Health Services.
7. Family Christian Centre	Family Community Christmas Event	Provided financial assistance for a Christmas event to bring families and community together through music, entertainment and food from a variety of cultural backgrounds.
8. Fort City Church	Summer camp with extended hours	Provided financial assistance to support a summer camp for children and youth with extended hours to provide flexibility as families get ready to go back to school.
9. Fort City Church	City Lights Tours	Provided financial assistance to provide families with bus tours around the city to view holiday lights, accompanied by holiday music, food and beverages.
10. Fort McMurray Catholic School District	Santas Anonymous	Provided financial assistance for the provision of holiday hampers for families and affected community members in need.
11. Fort McMurray First Nation 468	Healing Gathering for Land and Water	Provided financial assistance to the Healing Gathering for the Land and Water.
12. Fort McMurray Minor Hockey Association (Frank Lacroix arena)	Beacon Hill Re-entry Luncheon	Provided financial assistance to support a re-entry luncheon at the arena for residents of the Beacon Hill neighbourhood.
13. Fort McMurray Tourism	Annual Community BBQ	Provided financial assistance for an annual BBQ at the Oil Sands Discovery Centre.
14. Girls Inc.	Staying Strong	Provided financial assistance to deliver the Staying Strong Program, to increase resilience and coping skills of girls ages of 8-14 in Fort McMurray.
15. Golden Years Society	Drop-in Program for Seniors	Provided financial assistance for a weekly seniors drop-in program to share common experiences as a result of the wildfires.
16. Keyano College	5th Annual Arts and Humanities Conference	Provided financial assistance towards the annual Arts & Humanities Conference with the theme "Coming Through Fire: Rebuilding, Reconciling, Rethinking".

PARTNER	PROJECT	DESCRIPTION
17. Layla Isaac Foundation	Children's Play Days	Provided financial assistance for free, inclusive play activities for children to engage with peers outside of school hours in a safe space.
18. Legacy Counselling Centre	Fort McMurray Crisis Aid	Provided financial assistance to fund an additional counsellor to support increased need for counselling services and workshops in Fort McMurray.
19. McMurray Métis MNA Local 1935	Summer Student Program	Provided financial assistance for the annual Métis Summer Student Program in Fort McMurray.
20. McMurray Métis MNA Local 1935	Métis Festival	Provided financial assistance for the annual Métis Festival in Fort McMurray.
21. Mikisew/Treaty 8	Round Dance and Graduation Ceremony	Provided financial assistance for a graduation ceremony for students who finished their year in Edmonton, as well as a round dance as part of the celebration of returning home.
22. MS Society of Canada	Accessible Community BBQ	Provided financial assistance for an accessible community BBQ.
23. Nistawoyou Association Friendship Centre	National Aboriginal Day Celebration	Provided financial assistance for National Aboriginal Day celebration in Fort McMurray.
24. Northern Alberta Athletics Association	First Responder Appreciation Weekend	Provided financial assistance for a First Responders Appreciation Weekend, in conjunction with the Oil Barons opening weekend.
25. Psychologists Association of Alberta	Fee-free psychological counselling services	Provided financial assistance to support increased demand for psychological services for those impacted by the wildfires across Alberta.
26. Regional Recreation Corporation of Wood Buffalo	Baseball Canada Cup	Provided financial assistance for the Baseball Canada Cup 2016 in Fort McMurray.
27. SOS for Crisis Prevention	Volunteer Coordinator for 24/7 Crisis Line	Provided financial assistance to rebuild a volunteer team that runs their 24/7 Crisis Line.
28. St. Aidan's Society	Healing Our Way	Provided financial assistance to support an opportunity for social connectedness through multiple partner agencies and education/awareness sessions for organizations.
29. Stephen's Backpacks	Backpacks for Fort McMurray students	Provided financial assistance for the provision of backpacks and back to school supplies for students in Wood Buffalo returning to school.
30. United Nations Association in Canada	Sport-in-a-Box Program	Provided financial assistance for the UN's Sport-in-a-Box program in Fort McMurray.
31. United Way of the Alberta Capital Region	Emergency Community Fund	Provided financial assistance to invest resources in programs and community building activities through targeted investment decisions in and around the Alberta Capital Region.
32. United Way of Calgary and Area	Emergency Community Fund	Provided financial assistance to invest resources in programs and community building activities through targeted investment decisions in and around the Calgary area.
33. Willow Lake Tiny Tots Society	Welcome back party	Provided financial assistance for a welcome back BBQ for daycare students and families.
34. YMCA of Northern Alberta	Programming and access to services for children, youth and families	Provided financial assistance for summer camps, access to facilities through free memberships for youth and children, and family support programs to help those affected by the fires.
35. Youth With a Mission	Thursday Night Suppers	Provided financial assistance for free weekly community gathering space where low-income families in Fort McMurray can access meals, homework help, child and youth programming, and resource referrals.

PROJECTS COVERING MULTIPLE FUNDING STREAMS

To date, the following project has been funded by the Community Organization Partnership Program under multiple streams including Community Strengthening Ties, Building Back Better, Building Capacity for Future Disasters, and Non-Structural Mitigation Measures. This project falls under several funding streams as it will support recovery activities of the Regional Municipality of Wood Buffalo over a duration of three years.

PARTNER	PROJECT	DESCRIPTION
1. Regional Municipality of Wood Buffalo	Road to Recovery	Providing financial assistance for a range of recovery activities including support for annual resiliency activities and public artwork; support for residents in the most impacted neighbourhoods including playground restoration; support for risk reduction through the FireSmart program; recovery programming for youth in the Regional Municipality of Wood Buffalo; psychosocial workshops and education.

The above list will continue to be updated as new applications are received, accepted and formalized by the Red Cross. **THANK YOU** to our partners who have joined us in helping the community of Fort McMurray and the surrounding areas return to a sense of normalcy. Together, we are creating lasting results and building back better.



Helping individuals, families and the community recover through the Community Partnerships Program



54 Partnership Projects



59,000

evacuees in Edmonton reached with **emergency supplies**



20,660

people reached through **community events** such as welcome home BBQs and holiday gatherings



12,700

people reached through **local food banks**



10,000

family pets given emergency care and/or reunited with families during and after the evacuation



6,300

families provided with **holiday hampers** for Thanksgiving and Christmas



4,270

children and young people with **safe places to play and learn**, through programming to support their recovery



4,100

people participated in **First Nations and Métis community events**



830

educators and childcare professionals supported to **restock classrooms and daycare centres with supplies**



53

social profit organizations received one-time financial assistance to support costs or expenses that were incurred as a result of the fires



9

community-led projects supporting **mental health and well-being** in recovery across the community

BRINGING A COMMUNITY BACK TOGETHER AFTER THE FIRES



Photo Credit: Jennifer Jones

On a cold Friday night in January in Fort McMurray, a family movie night brings out more than 400 people to the YMCA Eagle Ridge Community Centre. Young and old alike come together – children shriek with joy as they play together in inflatable bouncy castles and parents catch up with friends and neighbours. It's an opportunity for families to reconnect.

Through her work at the YMCA of Northern Alberta, Vice President Janet Giles has seen just how vital these events are in supporting residents in their recovery.

"It's nothing very big sometimes, but it's reducing social isolation, building that sense of community, and it's really what we see as our long term role," Janet explains.

Thanks to the generosity of Canadians who donated to the Red Cross, the YMCA of Northern Alberta is playing an important role in rebuilding community in the Wood Buffalo region since the wildfires.

Janet notes that a major part of the recovery process is getting things back to normal. YMCA has been able to help re-establish routine for families whose lives hadn't seen consistency in months.

Upon residents returning to Fort McMurray after the evacuation, Janet says the organization wasn't sure if it would be able to launch its annual summer camps. However, the support provided from the Red Cross ensured the organization was able to get the camps up and running.

"(The camps) allowed children to forget about the trauma a little bit and be kids again, and it let parents get back to work, and deal with insurance issues. Camps gave parents a chance to get their family's lives back together."

To help continue healing in the Fort McMurray community, YMCA also hired Wellness Workers to provide supports to families and bring the community together, and launched a teen program to encourage teens to use the facility and connect with peers.

"Because the recovery of this community is going to be long term, we see the need for programs for young people," Janet says. "We want to keep young people engaged, active, and connected."

Through the support of Canadians across the country, the YMCA of Northern Alberta is bringing a new normal back to the Fort McMurray area.

"We're slowly recovering. We will have a new normal, and we will be stronger than we were before," Janet says. "So thank you, thank you, thank you."

The financial support provided to the YMCA of Northern Alberta is part of the Canadian Red Cross Community Organization Partnerships Program. This program is funding a range of local initiatives that are community-driven to help the Fort McMurray area. For a list of our community partners to date, visit www.redcross.ca/CommunityPartnerships.

As example, this is how Canadian Red Cross reported financials in Nov.16.

Your generosity at work – Financials

To date, **\$178 million** has already been spent thanks to generous individuals, governments, community groups and corporate partners who donated an unprecedented amount of funds in support of people impacted by the Alberta Fires.

TOTAL FUNDS DONATED TO DATE

- **\$185 million**

MATCHING FUNDS

- **\$104 million** thanks to the Government of Canada
- **\$30 million** thanks to the Government of Alberta

GRAND TOTAL TO DATE

- **\$ 319 million**

ALLOCATION OF FUNDS TO DATE

- \$227 million to support **individuals and families**
- \$50 million to support **community groups**
- \$30 million to support eligible **small businesses**

SPENT TO DATE

\$178 million has already been spent to directly assist those impacted by the fires. To date, funds have been spent in the following ways:

- \$165 million in support of **individuals and families** - providing assistance such as emergency shelter; registration; food; clothing; transportation; support to rebuild homes; preparing the community for future disasters; and financial assistance to help pay for rent or mortgage payments, as well as the replacement of furniture, appliances and household goods.
- \$7 million in support of **community groups** to ensure needs of the community are reflected in relief and recovery activities.
- \$6 million in support of **small businesses** with financial assistance.

The fundraising cost related to this emergency appeal will not exceed five per cent. Fundraising costs are associated to the total funds donated to date (**\$185 million**), not the grand total including the matching funds.

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. These allocations reflect the needs that have been identified to date. Many needs emerge over time and the above allocation amounts may be adjusted accordingly.

