

Donor update

**SPRING FLOODS:**

**SIX MONTHS ON**



In spring 2017, record rainfall caused flooding in over 250 communities. Greater Montreal and the Outaouais, Montérégie, Mauricie, Lanaudière and Laurentides regions were most heavily affected.

As the Quebec government's primary partner in providing disaster management services, the Red Cross supports the Ministry of Public Security and municipalities during disasters. Our volunteer base was mobilized within hours of the floods, and six months later, we continue to support affected individuals in their recovery.



# THE RED CROSS RESPONSE

## From emergency to recovery



**669 volunteers** were mobilized



**Nearly 200** Ready When the Time Comes volunteers were released by their employers



**2,406 families** received emergency assistance (hotel lodging, food and clothing)



**5,498 families** received financial assistance to help them get back on their feet



During the emergency phase, **10 reception and information centres** were opened (Ahuntsic-Cartierville, Deux-Montagnes, Gatineau 1 and 2, Laval, Luskville, Pierrefonds-Roxboro, Rigaud, Saint-André-d'Argenteuil and Vaudreuil-Dorion)



To this day, **four recovery offices** are operating in Gatineau, Laval, Rigaud and Pierrefonds-Roxboro



**Outreach teams** travelled to Fort-Coulonge, Oka, Saint-André-d'Argenteuil, Sorel and Yamachiche

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### Over \$10 million was raised

through contributions from the public, businesses, foundations and governments

### \$4.3 million in financial assistance was distributed to this day

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As of October 31, 2017

## ADVISORY COMMITTEE

Members of the Committee give advice and support to the Red Cross in the management and allocation of expenditures from the fund.

### Organizations

Ville de Gatineau

Ville de Laval

Ville de Montréal

Ville de Rigaud

MRC de Maskinongé

Fédération québécoise des municipalités

Union des municipalités du Québec

Bureau d'assurance du Canada (BAC)

Ministère de la Sécurité publique du Québec

Canadian Red Cross, Québec

### Officers

**Émilie Chasles**, Supervisor, Planning and Community Development

**Martin Métivier**, Social Worker, Division Chief

**Louise Bradette**, Director, Civil Security & Resilience

**Véronique Cunche**, Director, Community Life & Recreation

**Robert Lalonde**, Préfet

**Jean-Louis Tedone**, Advisor, Research and policies

**Sylvie Pigeon**, Political Advisor

**Line Crevier**, Supervisor, Technical Affairs

**Denis Landry**, directeur du rétablissement, Direction générale de la sécurité civile

**Rima Naim**, Chair, Advisory Committee, and volunteer

**Pascal Mathieu**, Vice-President, Québec

**Claudie Laberge**, Director, Emergency Management

# OUR PARTNERS

## Ready When The Time Comes

This program establishes partnerships between the Red Cross and businesses, whereby business employees are recruited into a « reserve force » to become fully trained volunteers for action when a disaster strikes. For the spring flood operation, our business partners released close to **200 employees**. We are grateful to Bombardier Aerospace, Desjardins, Hydro-Québec Provincial Pensioners Association and several municipalities that contributed employee time.



*"When Desjardins asked if we had an interest in volunteering for the spring floods, I had no hesitation. I was very touched. There were people of all ages, retirees who had just lost everything, their lives' savings in a single day. Simply listening made so much sense. What I take out of it is that nothing is ever sure. There was such a surge of solidarity shown by the Red Cross."*

**Timothée Dadja,**

employee-volunteer released by Desjardins

## Contributions from Governments

The Government of Quebec contributed \$ 500 000 to the Québec 2017 Spring Floods Emergency Fund. In addition, the Government of Quebec will assume the cost of fundraising, so that all money collected will go directly to the flood-impacted people.

In addition to the \$ 9M raised with individuals, businesses, corporations, foundations, municipalities, and the Government of Quebec, the Government of Canada contributed \$1 M for flood victims throughout the Canadian provinces affected by the 2017 spring floods.

## Major Partners

They support the Red Cross with major and continuing donations, or through holding annual fundraising events among their clients or employees.

- ABB
- Aviva
- Bell Canada
- Campagne Entraide auprès des employés et des retraités de l'État québécois
- Desjardins
- Hydro-Québec
- La Capitale Financial Group
- Montreal
- National Bank of Canada
- Power Corporation Canada
- Quebec City
- Rio Tinto
- Royal Bank of Canada (RBC)
- STM
- TFI International (Transforce)
- Ville de Laval
- Walmart Canada Inc.

## Media Partner

- Québecor

## Major Corporate Donations

### \$ 200 000 or more

- Canadian Tire
- Desjardins
- Loblaws
- Métro
- Usine Giants Factories Inc.
- Ville de Montréal

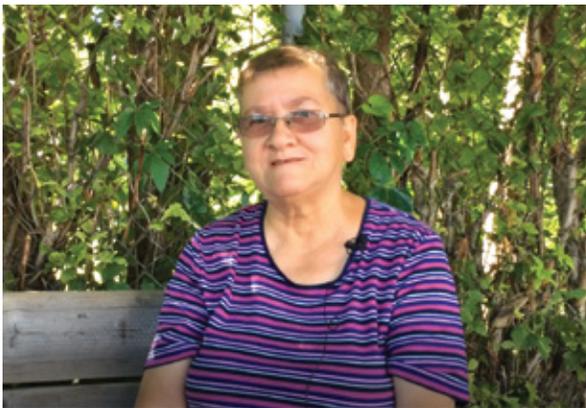
### \$ 100 000 or more

- Bank of Montreal (BMO)
- Bell Canada
- CIBC
- CN
- Fédération des médecins spécialistes du Québec
- Gatineau
- Honda Canada Inc.
- J. Armand Bombardier Foundation
- National Bank of Canada
- Power Corporation
- Quebec City
- Royal Bank of Canada (RBC)
- Scotiabank
- Tim Hortons Quebec
- TD Canada Trust
- Unions affiliated to the FTQ
- Walmart Canada Inc.

### \$ 50 000 or more

- Air Canada
- Alterna Savings and Credit Union
- Brivia Group
- Caisse de dépôt et placement du Québec
- Condominium Yul Inc.
- Direct Deposit Variance
- Home Trust Company
- IA Financial Group
- Investors Group
- Laval
- Lowe's Canada
- Promutuel Insurance
- Rogers Communications
- Staples
- TFI International (Transforce)
- Valero Energy Inc.

# THANK YOU TO OUR DONORS!



*"I would like to thank all those who gave so generously. As a result, I was provided with clothing, moral support, lodging and food. The generosity of donors is incredible! I applaud you and encourage you to keep it up. We really, really need your help. Thank you!"*

**Ida Chénier**, who was affected by the floods in Saint-André



*"I want to thank all our donors for enabling us to help those affected by the spring floods and offer them a little solace after the disaster. Thank you so much!"*

**Ismael Moleka**, a case worker at the Laval recovery office



*"I myself welcomed a number of evacuees through my job at the La Lorraine hotel. I want to take a moment to thank all the donors who generously offered us their help, as well as all the volunteers who worked to help Saint-André after the floods. They are incredible human beings! We were treated like royalty, and they listened to us, lent us their ears. Thanks a million!"*

**Lyne Fortin**, who was affected by the floods in Saint-André

## THE RED CROSS THANKS YOU !



**Stay in touch!**



**redcross.ca**