



2024 Alberta Wildfires Appeal

1-YEAR DONOR UPDATE

Dear Supporters,

As we reflect on the past year, I am both humbled and inspired by the journey we have taken together in the wake of the devastating wildfires that engulfed much of Jasper one year ago. The sheer magnitude of destruction was hard to fathom—homes lost, livelihoods disrupted, families displaced and the heartbreak etched into the lives of those who call Jasper home. Yet, amid this tragedy, the strength of Jasperites and the people like you who rallied around them was on full display.

From the very beginning, the Canadian Red Cross was at the forefront of the emergency response. Tirelessly working across multiple sites and, once safe to return, in Jasper. Our teams were on hand to provide shelter, supplies and critical support to those fleeing the flames. Because of your generosity, we were able to be there for the community, ensuring no one had to face this disaster alone. For that, we are profoundly grateful.

In the weeks and months that followed, you enabled us to continue to support the community as it began to recover. We provided additional financial support to individuals, as well as small businesses and not-for-profits to help them keep their doors open, or to help reopen them. We gave grants to community organizations to support social cohesion and reconnection; pivotal when recovering from a disaster of this magnitude.

The response also called on us to be resourceful and inventive. We drew on years of disaster response experience to deliver a variety of services. We also worked in partnership with the federal and provincial governments, the Municipality of Jasper and community organizations to help deliver a holistic response to the crisis, from navigating insurance to providing psychosocial support.

While the impacts of the fire remain, the optimism of many coming home to Jasper has renewed hope for the community. Recovery is never a short-term endeavor. Over the past year, the Canadian Red Cross has worked diligently to provide assistance over the longer-term.

The story of Jasper's ongoing recovery is ultimately one of community resilience. I have been honoured to see this resilience firsthand during my visits to the town. Despite unimaginable challenges, the people of Jasper have come together to rebuild, reconnect, and rise again. The courage and determination displayed by this community serve as a reminder that, even in the face of great adversity, hope and solidarity prevail.

To the generous donors who made this journey possible: thank you. Your compassion has transformed lives.

As we look ahead, our commitment to the people of Jasper remains unwavering. Jasper's recovery is far from over, but thanks to you, we will continue to stand with the community as it heals.




With deepest gratitude,

A handwritten signature in black ink, appearing to read 'Conrad Sauvé'.

Conrad Sauvé
President and CEO
Canadian Red Cross

Cover: Elaine Fisher, Emergency Response Unit Coordinator, is pictured outside the Winter Warm-Up Event in Jasper, AB.
See page 11 for more details on this story.



“I want [donors] to know that their donations have just transcended all expectations in our community.”

- **RICHARD IRELAND**, MAYOR OF JASPER

By the Numbers: Your Impact

\$41.1 MILLION

raised for the 2024 Alberta Wildfires Appeal, as of June 30, 2025, including matching funds from the Government of Canada and the Government of Alberta.

RELIEF



8,000+ phone calls received through the call centre from people impacted by fires in Alberta.



Over \$5 million in financial assistance distributed to more than **4,000 eligible households** to support basic and immediate needs.



4,200+ conversations with people in need of psychosocial or well-being support.



8,900+ emergency supplies, including clean-up kits, after-the-fire kits, hygiene kits, N95 masks, teddy bears, blankets and pillows were provided across several sites.



1,500+ people provided with emergency lodging and food while assisting with the emergency response on behalf of the City of Edmonton and the Government of Alberta.



4 emergency grants provided to not-for-profit organizations assisting with people's return to Jasper, including organizations supporting with food, mental health support, transportation and animal rescue services.



6 reception centres supported in Edmonton, Calgary and Grande Prairie in Alberta, as well as Valemount in British Columbia. Additionally, the Canadian Red Cross operated the Humanitarian Services Centre in Hinton and the Re-Entry Welcome Centre in Jasper to help people as they began to work through their next steps after the fires.

RECOVERY



2,400+ referrals provided for other community-based supports.



3,400+ households supported in their recovery through personalized recovery support and financial assistance.



11 community organizations received grant funding for activities that directly supports recovery, and **7 not-for-profits** received grant funding to support social cohesion and celebration.



300+ small businesses and not-for-profit organizations provided with financial assistance through the Support to Small Business and Not-for-Profit program to help with both their immediate needs following the wildfires, as well as to support them in their recovery.



250+ households supported with property management services for residents staying at interim housing sites in the Town of Jasper and in Jasper National Park. These services are offered on behalf of Parks Canada and in collaboration with the Municipality of Jasper.

• The Journey from Evacuation to Re-Entry

In Jasper, thousands of people left their homes and headed to the safety of host communities as wildfires grew closer. While each person's journey was different, mixed with uncertainty and fear—it was marked by resilience and hope. Your support has shown you stand with Jasperites every step of the way, from their first touch point at a Red Cross reception centre, to their recovery after the fires.

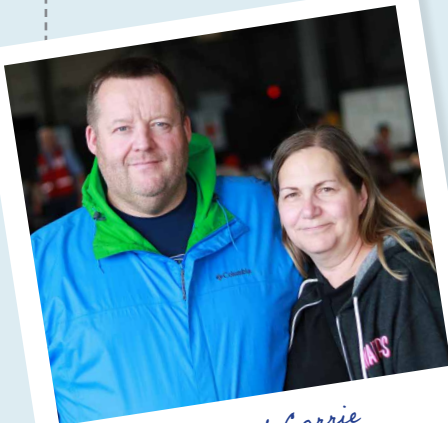
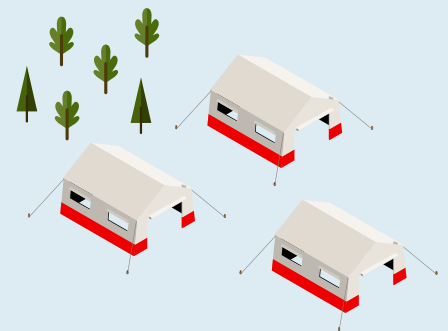


WILDFIRES BROKE OUT NEAR JASPER



IMMEDIATE EVACUATION SUPPORT: **RECEPTION CENTRES**

Six Red Cross reception centres across the region welcomed Jasperites who were evacuated, meeting their needs with supplies and services. This included hotel accommodation, cleaning supplies and psychosocial support. The Red Cross also provided financial assistance of \$750 per eligible household to help support basic needs.



John and Carrie

"I know we are going to be okay. We've just lost a building. A home is not a building, it's the people that are there...Thank you so much to the Red Cross for the remarkable work that you do, for helping those people who need it. People taking care of each other is really what matters the most."

- **CARRIE** (RIGHT), WHOSE FAMILY LOST THEIR HOME TO THE WILDFIRE.

"When we came to Red Cross they were so accommodating, so quick with all the help. The people that work here are so courteous and they have a lot of empathy. It really allowed us to feel a little bit better in that moment."

- **SURYA** (LEFT), WHO RECEIVED SUPPORT AT THE RECEPTION CENTRE IN EDMONTON.



Surya and Shawna



CONTINUED SUPPORT AFTER EVACUATION: THE HUMANITARIAN SERVICES CENTRE IN HINTON

The Humanitarian Services Centre in Hinton provided essential services to those displaced by the Jasper wildfires. Leveraging international expertise and equipment and mobilizing Red Cross personnel and local non-governmental organizations, this centre was a space for local, provincial and federal partners to offer support and services. Services included the distribution of **emergency supplies, providing psychosocial and well-being support, organizing child-friendly spaces and offering communication services** such as internet access and connections to community service organizations.



Paul

“I was talking to some people here at the [Hinton] site, and I think it's important to say a big thank you for all of the help we get... I was very impressed to see the way everything is organized and the help we got...It's been heartwarming. I just want to say thank you very much.”

- **PAUL**, WHO LOST HIS HOME IN THE WILDFIRES,
AT THE HUMANITARIAN SERVICES CENTRE IN HINTON.

“My role is to listen. To give people a chance to communicate and maybe air out some of those feelings, and at the same time, then guide them to certain steps and services that might give them a chance to keep going forward, one step, one day at a time.”

- **JAN GERRIT BROUWER**, A CANADIAN RED CROSS SAFETY AND WELL-BEING VOLUNTEER WHO PROVIDED PSYCHOSOCIAL SUPPORT TO IMPACTED PEOPLE AT THE HUMANITARIAN SERVICES CENTRE IN HINTON.



Jan Gerrit Brouwer



Michaela and Caley

“I put off coming here, because I was doing okay, but now I am so grateful I did. This has been awesome. What you are offering is amazing.”

- **CALEY** (RIGHT), WHOSE HOME AND VEHICLE WERE DESTROYED BY THE WILDFIRE, RECEIVED SUPPORT AT THE HUMANITARIAN SERVICES CENTRE IN HINTON.



COMING HOME: JASPER RE-ENTRY SUPPORT CENTRE

As it became safe for Jasperites to return to their community, inspired by the success of the Humanitarian Services Centre in Hinton, the Red Cross opened the Jasper Re-Entry Support Centre, at the request of the Municipality of Jasper, and in collaboration with Parks Canada and the Alberta Emergency Management Agency. The Red Cross also provided an additional \$500 of financial assistance to eligible households to support their re-entry into Jasper.



Harry and Sylvia

"The support we got there, not only mentally, but financially from the Red Cross, was absolutely stunning."

- **HARRY** (LEFT), WHO, ALONG WITH HIS WIFE, RECEIVED AID AT THE JASPER RE-ENTRY SUPPORT CENTRE.

"What we've set up here is a welcome spot for people to come in and be greeted by members of their community as they come home to Jasper for the first time since the fires... We've tried to have every kind of support that people might need as they prepare for re-entry to their homes."

- **KYLA ULMER**, CANADIAN RED CROSS OPERATIONS MANAGER AT THE JASPER RE-ENTRY SUPPORT CENTRE.



Kyla Ulmer



Todd

"I was an evacuee from the 2016 wildfire. I realized how critical the Red Cross was. The Red Cross helped me, my family and my friends out immensely."

- **TODD**, A CANADIAN RED CROSS SAFETY AND WELL-BEING RESPONDER WHO RECEIVED AID FROM THE RED CROSS HIMSELF DURING THE 2016 WILDFIRES THAT IMPACTED FORT MCMURRAY.



ONGOING RECOVERY SUPPORT

Navigating Through the Recovery Process



Support for Individuals and Families

The Red Cross continues to provide Personalized Recovery Support to people impacted by the wildfires. This support helps people navigate their recovery journey and access available services. Support includes planning their return home, understanding insurance and community resources, accessing financial assistance and providing referrals and information to help make decisions and inform next steps.

THE RED CROSS HAS:



Supported more than **3,400 households**



Provided more than **2,400 referrals** to external services

Support to the Community

Jasper is loved by locals and tourists from around the world. The wildfires and evacuation left many businesses and not-for-profits impacted. The Support to Small Businesses and Not-for-Profits Program provides funding to support the recovery of these organizations, including storage, clean-up costs and other costs not covered by insurance to help them in their recovery. Additionally, grant programs have enabled community organizations to offer essential services to affected individuals that help maintain a sense of community.

THE RED CROSS HAS:

- ✓ Distributed **3.8 million in financial assistance** to **300 businesses and not-for-profits** to date
- ✓ Grants have been provided to local organizations, including **4 emergency grants** to help support people returning to Jasper, **11 grants for activities focused on fire-recovery**, and **7 grants for events focused on social activities**.



Keeping traditions alive in Jasper

Keeping traditions alive can be an important part of helping families and communities recover after an emergency. For residents of Jasper, the Community Dinner was one tradition that simply had to continue. Every Sunday, during the winter months, residents gather to dine together—a tradition that started in 2003 and carries on to this day. Because of their importance to the community, these dinners were supported through a community grant from the Canadian Red Cross.

Community initiatives such as these are part of our ongoing work with the Jasper Recovery Coordination Centre, jointly led by the Municipality of Jasper and Parks Canada to support recovery in Jasper after the wildfires.

On March 30, 2025, the Canadian Red Cross was honoured to host the last Community Dinner of the season with representatives from our leadership team. They joined volunteers in preparing and serving food to Jasper residents following the lead of Chef Darryl Huculak (pictured above, centre)—himself a recipient of financial assistance through the Support to Small Businesses and Not-for-Profits Program.

After the fire, Chef Darryl was forced to temporarily close his restaurant, Olive Bistro and Lounge. He faced steep challenges, from replacing damaged equipment to continuing to pay rent while closed. **But through sheer force of will, support from the community and help from you, he was able to open the doors of his restaurant once again in May of 2025.**

“Being away from Jasper was tough—living in Edmonton, just looking for work—while my restaurant is in rebuild. There was an opportunity in Jasper. They said the Red Cross was funding the dinner and that it’s a great opportunity to move back so I jumped at it.”

- **DARRYL HUCULAK**, CHEF AND OWNER OF OLIVE BISTRO AND LOUNGE



Helping a Community Get Back on Their Feet, One Meal at a Time

When disaster strikes, some people rise to the occasion. Sue Henderson is one of those people.

When residents started re-entering the community in mid-August, the Jasper branch of the Royal Canadian Legion quickly sprang into action to provide free meals to those returning home.

Sue and her husband, Keith, and their small-but-mighty team started serving breakfast, lunch and dinner free-of-charge to anyone returning to town, arriving as early as 4:30am every day. They not only served residents, but also first responders and other community organizations providing services and support to impacted people.

Recognizing the incredible contributions of the Jasper

Legion and consequent funding needs, the Canadian Red Cross provided them with an emergency grant so they could continue helping and feeding people in their time of need.

The Legion became more than a place for warm meals—it became a vital community gathering space. People were grateful to connect with their neighbours, meet first responders helping their community, share their emotions and find comfort in tough times. All in a place that stood as a reminder each day that they are not alone.

This is just one way your generosity reached the local community and kept residents and first responders fed during those pivotal first few weeks.



"It's our community, you know? We do what we can, we love these people and are here for them."

- **SUE HENDERSON**, MANAGER, JASPER ROYAL CANADIAN LEGION



Warming up with Family and Friends

*“Children can be impacted
the most after the emergency,”*

SAYS **ASHA ISSE**, A MENTAL HEALTH AND PSYCHOSOCIAL
SUPPORT ADVISOR FOR THE CANADIAN RED CROSS.

Months after the wildfires had ended, the Canadian Red Cross helped to reunite Jasperites for a Winter Warm-Up Weekend at the end of February. This event helped both adults and children to connect, unwind and celebrate the strength, unity and wellness of their community.

“For us to be here and provide child-friendly spaces where a kid can be a kid...but also in a way that helps children realize ways that they can deal with some of the big feelings that they have and help kids bring back their childhood,” Asha says.

At the Child Friendly Space, children could play with LEGO, parachutes, draw pictures and participate in crafts like candle making to help them feel like kids



Asha Isse

in the aftermath of the wildfires. It's a welcoming space, decorated with colouring pages and hand-written notes on a gratitude wall. One child's note says that they are grateful for their family—with a heart drawn beside it.

By providing both structured and free play activities as well as facilitated programming for children, parents and guardians had a chance to connect with well-being resources and speak with the Red Cross mental health team, knowing that their children were having fun in a safe and supportive environment.

The event also included a variety of activities for people of all ages including self-care bingo, beanbag toss and a campfire with hot chocolate and s'mores.

THANKS TO YOUR SUPPORT, people like Asha and her team members could be there to harness the strong ties that already exist within the community and support them in strengthening their resilience.



From Jasper with Love

“Arts in a town is so important because it brings people together.”

This is the unifying message of Pieter and Joost, owners of the Jasper Theater.

The Jasper Theater is bringing people together again to laugh, to cry and to share stories. “Everybody is going through a different phase of grief,” explains Pieter.

Through the Support to Small Business & Not-for-Profits Program, the Jasper Theater received financial assistance from the Red Cross which gave them the predictability and the funds to keep bringing art and joy to locals and visitors alike.

“The Red Cross made sure that we knew back in the winter that we could run this business again and we could look for a new location and everything.”

During the summer, the Jasper Theater runs a show called *From Jasper with Love* which playfully warns people not to fall in love with Jasper lest you find yourself packing up and leaving everything behind to move to the picturesque mountain town.



[Watch](#) how Joost and Pieter are helping bring people together again through the arts.





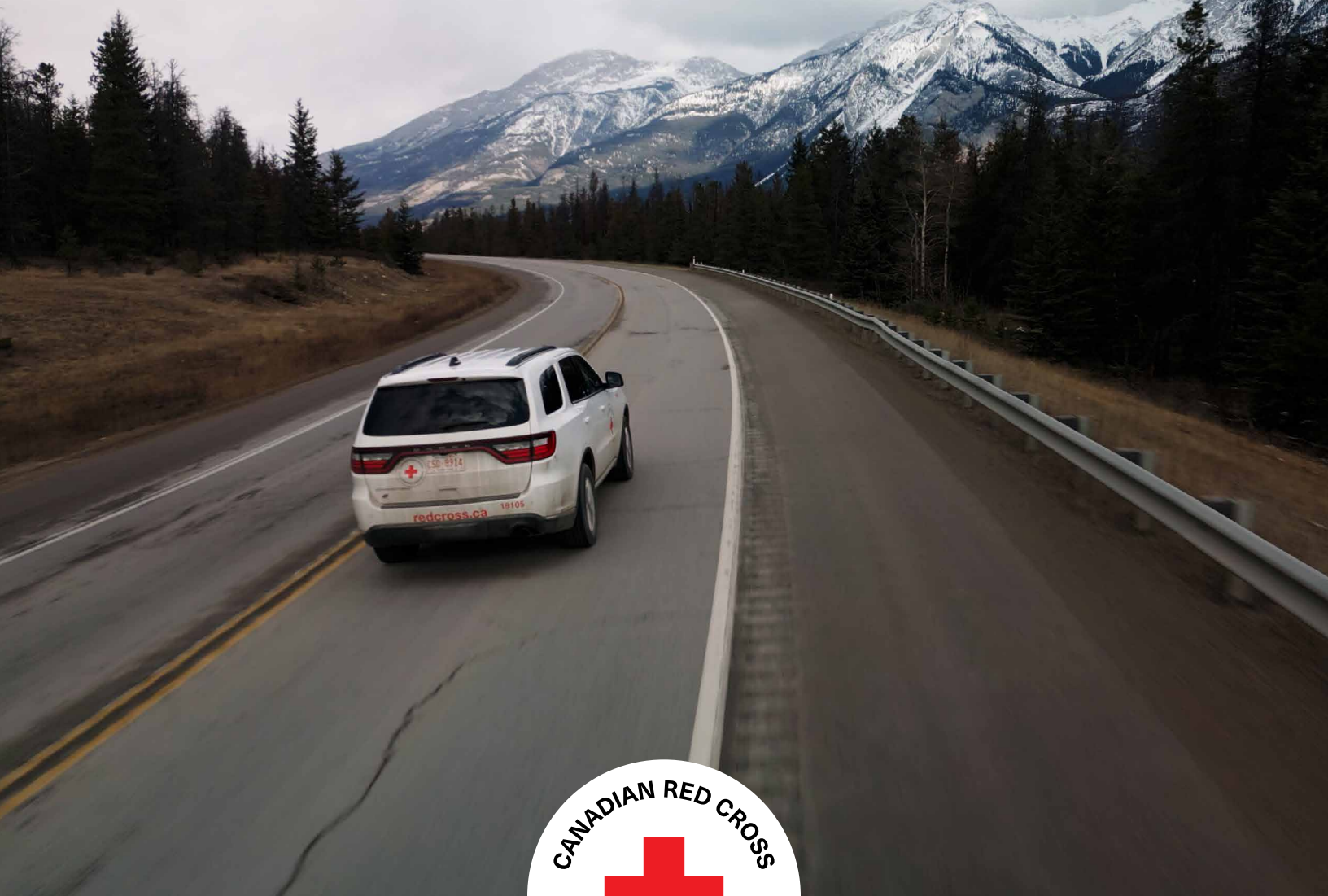
THANK YOU for being there for Jasper

The Canadian Red Cross is grateful to the generous individuals, businesses, the Government of Alberta and the Government of Canada, who provided funds in support of people impacted by the 2024 Alberta Wildfires.

As of June 30, 2025, the 2024 Alberta Wildfires Appeal has raised \$41.1 million, including matching funds from the Government of Canada and the Government of Alberta. Of this, \$36.1 million—88 per cent of total funds—has been spent or committed.

Your remarkable generosity has not only provided essential and timely humanitarian aid to thousands of families but has also worked to build back up a community, helping them along their recovery journey. This journey is far from over, but thanks to you, the Canadian Red Cross will continue to be there to support the community and its people as they move forward. Your compassion reminds us of the power of working together and being there for one another during life's most difficult moments.

Thank you.



THANK YOU

“It’s unfathomable what has happened to our beautiful mountain town, but we’re going to get through it together because people take care of each other.”

- **CARRIE**, WHOSE FAMILY RECEIVED SUPPORT BECAUSE OF YOUR GENEROSITY

1-800-418-1111 | WeCare@redcross.ca | redcross.ca