



2024 Alberta Wildfires Appeal

2-YEAR DONOR UPDATE

Dear Supporters,

Two years ago, wildfires swept through Jasper, upending the lives of thousands of people and deeply affecting a town that holds a special place in many of our hearts. Jasper is known for its natural beauty, history, and strong sense of community, making it popular with travellers the world over. **However, Jasper is more than a destination, for many, it's home.** While the wildfire has long been extinguished, the journey to recovery continues for people who live and work there.

Over the past two years, I have been honoured to visit Jasper on multiple occasions. During these visits, I have been continually inspired by the strength and resilience of the community, and by the compassion of people like you who have stood beside them. From the earliest days of evacuation and emergency response to the long and often complex process of recovery and rebuilding, **your generosity has made it possible to be there every step of the way.**

Recovery after a disaster of this magnitude takes time. It is about supporting individuals and families as they rebuild their homes and lives, but also about **helping restore the fabric of a community**—the small businesses, local organizations, and shared spaces.

It's also about working in partnership with others to achieve common goals, including with the federal and provincial governments, the Municipality of Jasper, and other community organizations to help deliver a strong and coordinated recovery for the people of Jasper. **Together, with you, we have worked to address both immediate and emerging needs** through a variety of programs and initiatives, including financial assistance, personalized recovery support, support for small businesses and not-for-profits, funding for community events, psychosocial support, and so much more.

While progress is being made, recovery is ongoing. For many, rebuilding homes, reopening businesses, and regaining a sense of normalcy is a gradual, often challenging process. You'll hear about the ongoing impacts of the wildfire in some of the stories profiled in this report. However, **your generosity has ensured that people do not have to face these challenges alone.**

On behalf of the Canadian Red Cross, thank you for your continued compassion and commitment to the people of Jasper. Much like the rebuilding of homes after a disaster, **your support has laid the foundation for a stronger, more resilient community in the years ahead.**

As we look forward, **our commitment remains unwavering.** We will continue to stand with the people of Jasper as recovery continues, guided by their needs and strengthened by your generosity.



With deepest gratitude,

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

Conrad Sauvé
President and CEO
Canadian Red Cross

Your Direct Impact

\$41.8 million raised for the 2024 Alberta Wildfires Appeal, including matching funds from the Government of Canada and the Government of Alberta.

RECOVERY

4,100+ households supported in their recovery through personalized recovery support and financial assistance.

2,600+ referrals provided for other community-based supports.

17 community organizations received grant funding for activities that directly supports recovery, and **21 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.

450+ households supported with management of temporary accommodation units 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.

150+ households provided with financial assistance to cover uninsured costs related to post-demolition soil remediation and testing to contribute to the long-term health of the community, with funds provided by Parks Canada.

RELIEF

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

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

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

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

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.

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.

**Figures provided are as of May 31, 2026.*

A photograph of Jennifer and Joseph Gil standing in front of a construction site. Jennifer is on the left, wearing a black jacket, a grey scarf, and a black cap. Joseph is on the right, wearing a blue quilted vest over a dark long-sleeved shirt. In the background, there are yellow construction fences and a partially built house with a wooden frame.

Jennifer and Joseph Gil stand in the empty lot where their home used to be. Thanks to your gift, Jennifer, Joseph, and so many others like them are receiving personalized recovery support to help them get back on their feet and back into their homes.

The weight of **waiting**

Jennifer and Joseph Gil stand on the empty lot in Jasper, where their family home once held three decades of memories. Now there is only open space.

The Gils are eager to rebuild and move in.

"Even if we just have to sleep in a sleeping bag on the floor. At least we are back," says Jennifer.

They carry the weight of waiting—waiting for approvals, waiting for materials, waiting for answers.

"There's still a lot more down than up," says Jennifer. *"There are still nights where I can't sleep...You're thinking if I had just done this, or if I packed that."*

Because of your generous support, they are not alone in this long and grueling journey. The Gils, along with more than **4,100 other households** to date, receive **personalized recovery support** from the Canadian Red Cross. This tailored, one-on-one support with a Red Cross caseworker helps people navigate their recovery journey. From construction and insurance

information to financial and psychosocial support, your help has been with them every step of the way.

"I felt like I was given a hug. That was great," Jennifer says. *"Then financial support, without a whole lot of red tape or conditions. They were able to get us the help we needed financially."*

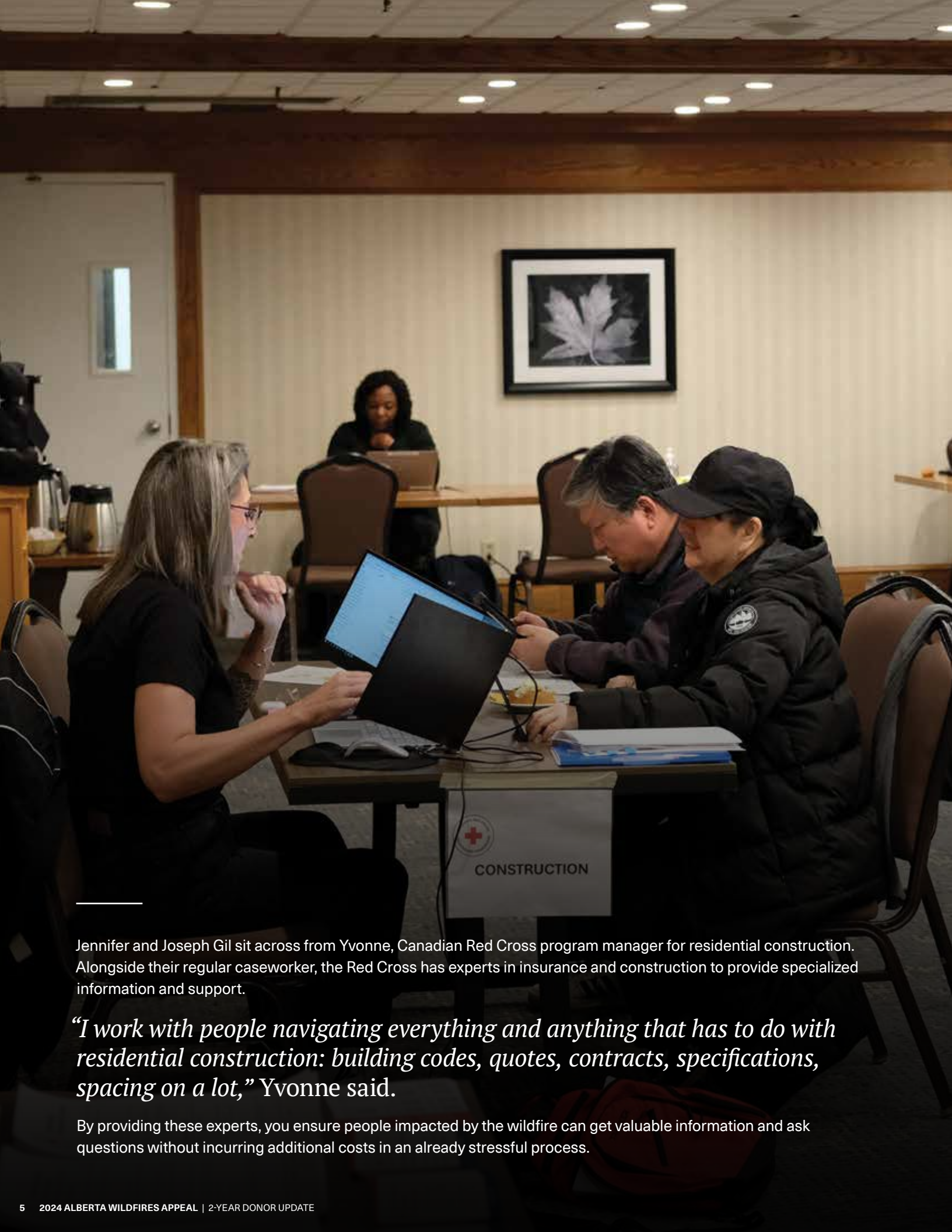
Sometimes, it's just about having someone to talk to.

"...Every month there is a phone call, and sometimes I just complain about things, but they are there to just listen. So that's great too."

On top of rebuilding their home, the Gils are rebuilding a business. They own and operate an ice cream shop in town.

Last year, the shop was close to normal, though not quite whole. They didn't have all the flavours.

This year, they're cautiously optimistic. ***"It'll be a little bit better,"*** she adds. *"Hopefully."*



Jennifer and Joseph Gil sit across from Yvonne, Canadian Red Cross program manager for residential construction. Alongside their regular caseworker, the Red Cross has experts in insurance and construction to provide specialized information and support.

“I work with people navigating everything and anything that has to do with residential construction: building codes, quotes, contracts, specifications, spacing on a lot,” Yvonne said.

By providing these experts, you ensure people impacted by the wildfire can get valuable information and ask questions without incurring additional costs in an already stressful process.

From the ground up

Helping Jasperites to rebuild, safely



When the wildfire swept through Jasper, it destroyed approximately **one-third of the town's homes** and other structures.

For many, the only visible remnants of where they once lived might be the foundation, the frame of a car, or charred metal appliances. Everything from family heirlooms and photobooks, to cleaning supplies and spare tires—along with every little item that makes up your junk drawer—had seemingly vanished into thin air. However, they weren't completely gone.

The items that make up these memories can **turn hazardous when they burn** and leach into the ground.

For many families, this hidden hazard became a barrier to their recovery as rebuilding couldn't begin without soil testing and remediation.

Through funding from Parks Canada, the Canadian Red Cross is helping to cover uninsured soil testing and remediation costs for people who lost their homes in the wildfire.

This removes yet another barrier for people who want to rebuild and eases their financial burden. By filling this gap, the Canadian Red Cross is helping to turn stalled plans into forward motion.

DID YOU KNOW?

Contaminants can be present in the ash and debris following wildfires, and certain contaminants can potentially drain into the underlying soil, surface waters and groundwater. Ensuring contaminants in air and soil are at safe levels is a priority to ensure the long-term health and safety of the community and reassure residents as they rebuild.



“We’re here to build on that strength and resilience by providing practical tools like psychological first aid so that folks can help themselves and help one another as they continue to recover and they continue to build resilience.”

Asha Isse, a psychosocial support specialist with Canadian Red Cross facilitates a Psychological First Aid training in Jasper. The two-day training is aimed at supporting staff and volunteers from community organizations who are working with those impacted by the 2024 wildfires. Psychological First Aid is a **compassionate, practical approach** that helps people recognize and respond to stress, loss, trauma, and grief—both within themselves and towards others—offering support and connection during difficult moments.

Partners in Recovery

Supporting the spaces where community comes together again

Recovering after a wildfire means rebuilding the walls of homes, businesses, and community spaces. But just as importantly, it's about rebuilding what happens within them.

Lena Fraser, the Club Manager of the Jasper Curling Club, knows this all too well. It's been an incredibly difficult time for her community, as many neighbours lost their homes, livelihoods, and more in the devastating 2024 wildfire.

At first, Lena wasn't sure re-opening the Curling Club was the right choice. Then she realized her community needed it now more than ever. **They needed a place to gather, laugh, and even briefly, forget what they were facing at home.**

"Sports and community after an event like this, it's so important," she said, "I think I learned that more than ever this year."

Through the Canadian Red Cross's Support to Small Businesses and Not-for-Profits Program, the Jasper Curling Club received the funds it needed to offer Jasperites a space to reconnect and rediscover the strength of a community that no wildfire can destroy.

"We had so much extra participation in the community because of the Red Cross funds that we were able to receive," Lena said.

Red Cross recovery work in Jasper has helped local organizations care for people affected by the fires and keep their sense of community strong.



300+ businesses and not-for-profits provided with financial assistance



37 grants for events focused on social activities



30 grants for activities focused on fire recovery





A sign of hope

"The best way I can describe it is Red Cross basically picked me up again, dusted me off, pointed me in a direction and led me forward. And if you need help, you can go back and ask for help again and they'll redirect you. And if they can't tell you, they'll tell you who you can go to talk to. It's been absolutely incredible." - Ron Stanko

"I think there has been a lot of hurdles that nobody expected," admits Ron.

Ron lost his house in the fire and knows firsthand how lengthy and difficult the recovery process can be. Thankfully, because of you, he hasn't had to navigate it alone.

"The Red Cross has been phenomenal from day one," says Ron.

He stresses that it wasn't just the initial emergency aid. He's been especially impressed with the information he receives from Canadian Red Cross experts as part of his personalized recovery support. Without them, he says he would have to rely on online information,

which he was concerned about the accuracy, or he'd have to go to a lawyer, which would have become cost prohibitive. It's been "priceless," he says.

Ron is doing his part to get the community back to normal as well. When he arrived back to town after the fire, he saw the wreckage of the Cabin Creek West neighbourhood sign. He and a friend recovered what they could, repaired, and reinstalled it as a sign of hope.

After two years since the fire swept through town, your generous gift continues to support Jasperites like Ron overcome hurdles and build back their community.

Thank you for standing with the people of Jasper



Logan Ireland, one of the founders of the Uplift Jasper Mural Festival, stands in front of a Canadian Red Cross-supported mural created through The Things That Grew, a project that helped shift the focus of the wildfire's one-year anniversary toward hope, gratitude, and community strength. This year, Red Cross support for Recovery in Colour will help up to 24 local and regional artists bring colour and positivity to interim housing neighbourhoods and other recovery spaces across Jasper. Thanks to your generosity, the Canadian Red Cross is offering funding through grants focused on fire recovery. Projects may include re-establishing, scaling, or adapting services to meet increased needs for support, or offering activities or events that promote social connectedness and well-being.

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 Jasper wildfire.

As of May 31, 2026, the 2024 Alberta Wildfires Appeal has raised **\$41.8 million**, including matching funds from the Government of Canada and the Government of Alberta. One hundred per cent of funds have been spent or committed.

Whether helping individuals like Ron rebuild their homes or town institutions like the Jasper Curling Club bring community together, your generosity is restoring Jasper from the ground up.

From those first days and weeks of devastation and evacuation, to today's recovery and resiliency—you have stood side by side with the people of Jasper. Our work is not yet done, but thanks to you, we can continue to be there to support the community and its people as they move forward along the path to recovery.

THANK YOU.

