



YOUR GENEROSITY AT WORK

2024 ALBERTA WILDFIRES APPEAL UPDATE

OCTOBER 31, 2024

Starting on July 22, 2024, more than 20,000 people were safely evacuated from the Town of Jasper and Jasper National Park due to wildfires. The wildfires caused extensive damage, with roughly 30 per cent of the structures in the Town of Jasper severely damaged or destroyed. The Canadian Red Cross has provided critical services and support since the onset of the disaster and continues to work closely with provincial and municipal governments, and Indigenous leadership to help individuals, families, and communities impacted by the 2024 Alberta Wildfires.

CANADIAN RED CROSS RESPONSE

As of October 31, 2024

- Provided more than **\$3 million** in financial assistance to **more than 4,000 eligible households**.
- Provided support at **6 reception centres**, including Edmonton, Calgary and Grande Prairie in Alberta, as well as Valemount in British Columbia. Additionally operated the Humanitarian Service Centre in Hinton and the Re-Entry Welcome Centre in Jasper to help people as they began to think about their next steps after the fires.
- Supported more than **7,000 phone calls** through the call centre for people impacted by fires in Alberta.
- Provided emergency lodging and food to more than **1,500 individuals and families** while assisting with the emergency response on behalf of the City of Edmonton.
- Provided over 8,800 emergency supplies, including **clean-up kits, hygiene kits, N95 masks, teddy bears, blankets and pillows across several sites**.
- Connected with people through more than **4,200 conversations** for psychosocial or wellbeing support.
- Provided more than **300 referrals** for other community-based supports.
- Provided **more than 80 small businesses and non-for-profit organizations** with financial assistance through the Support to Small Businesses program to help with their immediate and unexpected operating costs and losses related to the wildfires in Jasper.
- Gave **4 emergency grants** to not-for-profit organizations to assist with services and supports for people returning to Jasper, including mental health support, food, animal rescue and sheltering of evacuated animals, and provision of transportation.
- Supported **almost 500 households** in their recovery through personalized recovery support.

CANADIAN RED CROSS: 2024 ALBERTA WILDFIRES APPEAL UPDATE

The Canadian Red Cross thanks 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.

BREAKDOWN OF FUNDS AS OF OCTOBER 31, 2024

- | FUNDS DONATED: **\$15.7M**
- | FUNDS FROM THE GOVERNMENT OF ALBERTA: **\$12.1M**
- | FUNDS FROM THE GOVERNMENT OF CANADA: **\$12.6M**
- | TOTAL FUNDS AS OF OCTOBER 31, 2024: **\$40.4M**

UNDERSTANDING THE NUMBERS

Grand total of funds to date:
This includes the total funds donated and any income earned.

Allocation of funds to date:
This is the projected budget across each area of spending for the grand total. The allocations reflect the needs of the people and the communities that have been identified to date.

Spent and committed to date:
These are the funds that have been already spent to assist those impacted by the 2024 wildfires in Alberta as well as funds that have been committed with authorized contracts or agreements for recovery projects or initiatives, where applicable.

Cost of fundraising and trust fund management:
The costs associated with this emergency appeal—including cost of fundraising and trust fund management—will not exceed eight per cent. The cost of fundraising is associated to the total funds donated (\$15.7M). 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. Trust fund management costs are for the management of the overall trust fund for this appeal.

THANK YOU FOR YOUR SUPPORT!

TO SUPPORT:		ALLOCATED AS OF OCTOBER 31, 2024	TOTAL SPENT OR COMMITTED AS OF OCTOBER 31, 2024
Emergency relief for individuals and families	Following the fires, eligible households received support from the Canadian Red Cross in multiple ways, such as registration, clothing, food, clean-up kits, cots, blankets, hygiene kits, information and referrals, as well as psychosocial and well-being support. Red Cross also provided financial assistance to help support basic needs of eligible households (\$750 per household) and re-entry or extended evacuation support (\$500 per household).	\$8.3M	\$7.9M
Recovery assistance for individuals and families	The Canadian Red Cross is offering personalized recovery support to the people impacted by the 2024 wildfires in Alberta. This support may include assisting people with unmet needs, planning their return home, understanding insurance and community resources, providing referrals to access mental health services, and providing guidance to help people make decisions and inform their next steps in their recovery journey.	\$16.0M	\$12.5M
Small businesses and not-for-profits	Small businesses and not-for-profit organizations are essential for the recovery of people and communities affected by a disaster. These funds help small businesses and not-for-profit organizations that were impacted by the disaster with the unexpected costs associated with evacuating and returning to the community. This may include uninsured losses, insurance deductibles, and the costs of restarting operations, such as inventory storage and clean-up.	\$3.8M	\$3.4M
Community groups	Supporting work being accomplished through community groups, including municipalities, ensures that the needs of the people residing in the community are reflected in ongoing recovery from wildfires. This funding helps community groups to meet increased service demands, address social and psychosocial needs, and enhance community resilience, ultimately supporting long-term recovery.	\$7.0M	\$3.5M
Disaster risk reduction and resilience	Disaster risk reduction, climate change adaptation, and resilience-building are important components to help ensure a wholesome recovery for impacted communities. These funds will help communities to reduce vulnerabilities, adapt to evolving risks, and build resilience against future disasters.	\$4.0M	Starting in 2025
Cost of fundraising and trust fund management		\$1.3M	\$1.3M
GRAND TOTAL		\$40.4M	\$28.6M

More than 70% of the total funds have been spent or committed as of October 31, 2024.