



# Hurricane Fiona in Canada Appeal

DONOR UPDATE - 2023



**Dear supporter,**

When post-tropical storm Fiona struck the Atlantic provinces and Quebec with its hurricane-force wind gusts and heavy rain over the weekend of September 24-25, 2022, it left a path of destruction that would prove to be the largest natural disaster response on record for the Canadian Red Cross, and among the top 10 costliest disasters of all time in Canada – eight of which have occurred in the last 10 years.

The Canadian Red Cross response to Fiona saw us register more impacted people than ever before, surpassing even the wildfire in and around Fort McMurray, Alberta, in 2016.

It has now been more than a year since Fiona, and the recovery journey continues.

Thanks to the generosity of donors like you, thousands of people have been able to count on the Canadian Red Cross for support as they continue to recover. I visited the Atlantic provinces this past summer to see the impact of your generous support. I am amazed at the strength and resilience of affected communities. People are still thankful we were there from Day 1, and how even many months after the storm, we are still there to help with recovery.

It is thanks to you that the Red Cross is helping in a unique way to support seniors whose homes were among more than 100 destroyed in or near Channel-Port aux Basques, in southwest Newfoundland and Labrador. It is thanks to you that we can provide mental health and social supports to so many in affected communities. And it is thanks to you that the Red Cross was able to provide support financially and in other meaningful ways to more than 96,000 households affected by the devastating storm.

With tens of thousands of people impacted by Fiona, your support helped ensure those most in need received assistance to help them get back on their feet. Please read on to hear directly from some of the communities you have helped.

**Thank you for your generosity and solidarity with people impacted by Fiona.**

Sincerely,

**Conrad Sauvé**  
President and CEO  
Canadian Red Cross

**On the cover:**

*Thanks to your support, the Canadian Red Cross continues to work alongside community leadership and all levels of government, to best support individuals, families, and communities impacted by Fiona as they continued their journey to recovery.*

# Thanks to the generosity of our donors and partners, we raised **\$33 million**

These funds have made a meaningful impact, offering crucial support to those in need.



Canadian Red Cross representatives, including Conrad Sauvé, along with council members from Channel-Port aux Basques.

## BELOW ARE A FEW WAYS YOUR GENEROSITY HAS HELPED TO MAKE A DIFFERENCE:



**14** shelters opened,  
which supported  
**876** people



**5,700** Emergency  
Items provided e.g.  
hygiene kits, cots  
and blankets



**6,900** conversations  
for psycho-social or  
well-being support

Keep reading to discover how your support went **beyond** this and played  
a crucial role in rebuilding lives



*Conrad Sauvé and Red Cross staff meet Channel-Port aux Basques officials, and provincial and federal government reps to announce the purchase of two buildings funded by the Canadian Red Cross (Fiona Appeal), set to be retrofitted for housing.*

# Building Resilience



*Brian Button, Mayor of Channel-Port aux Basques, with the President and CEO of the Canadian Red Cross, Conrad Sauvé.*

## **Long after the destructive winds and storm surge waters of Fiona recede, help is still needed.**

The Town of Channel-Port aux Basques, NL is among those devastated by Fiona. The powerful storm impacted some of its most vulnerable citizens including retirees, seniors and low-income families. Mayor Brian Button spoke about how many lost their homes, their belongings, and everything they owned. They didn't know how to start over.

"It's been a very difficult time," Mayor Button said. "Not only losing everything that you had, but – how do you start over?"

Thanks to your generous donations, the Canadian Red Cross was - and still is - there offering assistance. When disasters strike, pre-existing social issues are

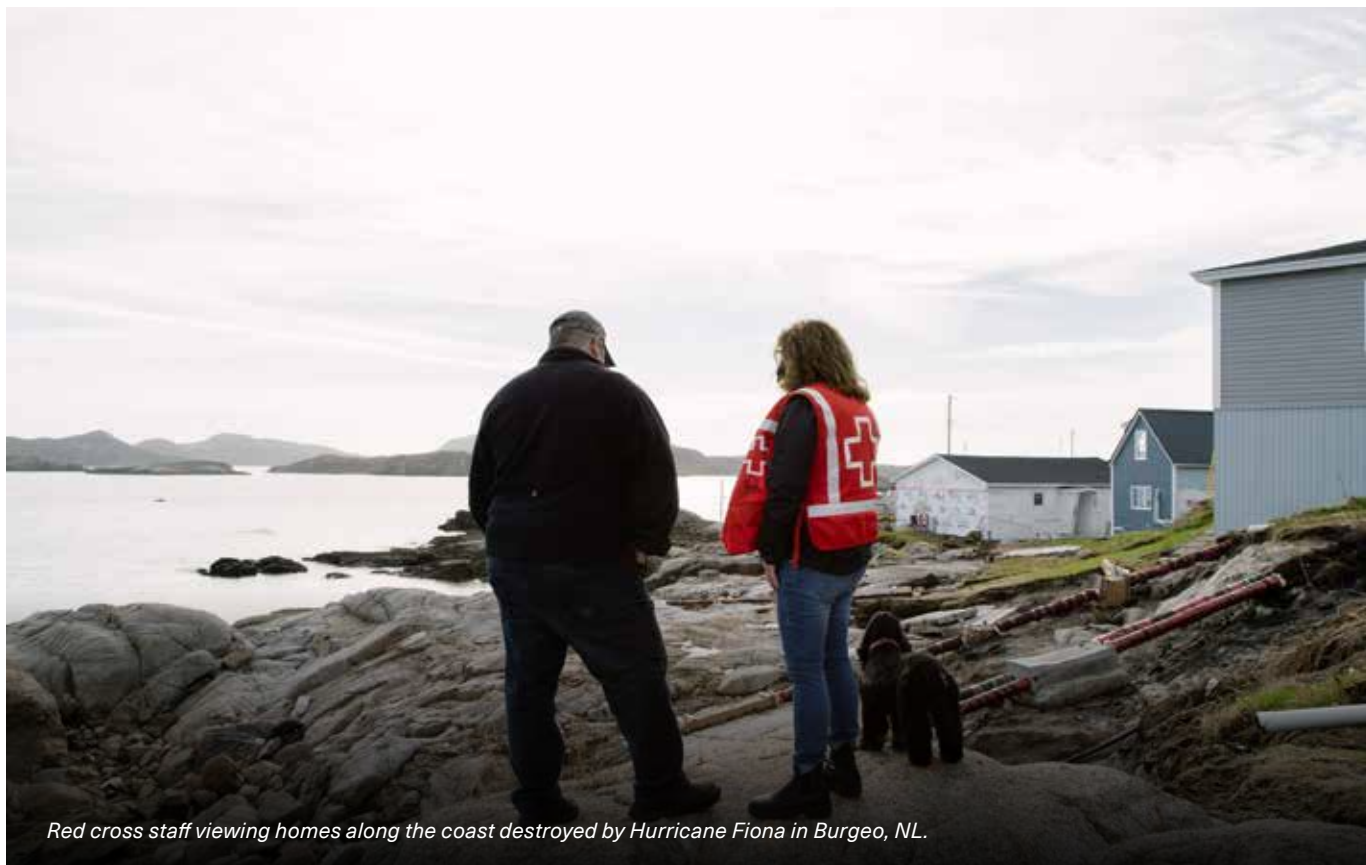
amplified. Working in partnership with local leadership, a fantastic project funded in part by your donations will bring together many different partners to secure safe and affordable housing needs.

When speaking of local partnerships, Mayor Button noted that "as these are people who need to start over, and want to start over in a comfortable and familiar setting, the solution must be local."

The Canadian Red Cross covered the cost for the town to purchase buildings that will be redeveloped for housing purposes. Mayor Button believes the innovative solution in Channel-Port aux Basques could be a model for other communities across Canada when disasters occur.

**"We've done something here, that not only this community, but the province and the country can be proud of." - MAYOR BUTTON**

# Hopeful and Resilient



*Red cross staff viewing homes along the coast destroyed by Hurricane Fiona in Burgeo, NL.*

Like many of their neighbours in Pictou County, Nova Scotia, Doug and his wife had been advised to prepare ahead of time, and had strapped down and cleaned as much as they could on their property. But when their front door - closed and locked - was ripped off their house with a loud bang at 3 a.m., the severity of the storm became clear.

"It was very scary. Pieces of roof were flying by and you're going, 'Is that my roof or the neighbour's roof?'" he recollected in a Canadian Red Cross reception centre. "I thank my lucky stars nobody got hurt."

But with rising inflation and expenses, finances were already tight when Doug began repairs, "I'm just going month to month to month."

But, thanks to the generous donations of Canadians and the matching funds from the Government of Canada, there was Red Cross financial assistance. The one-time assistance is intended to help those most vulnerable who are unable to meet urgent, basic needs because of the storm. Doug turned to the Canadian Red Cross' financial assistance program to help recover some of those costs.

"It's the expense, right? You're not expecting it. Especially when you're a senior."

**But, like other Canadians impacted by the storm, Doug remains hopeful and resilient. And the support he receives is due to the support of donors like you.**

**"We're getting through it. If there's anything we've learned, it's that you can never count on everything being hunky-dory. You're gonna have these things thrown at you."**

**- DOUG**

# Support doesn't end when the storm does



“They welcomed us with open arms and tears each time we visited. We watched them for months build back – rock by rock – the land that had been washed away from their properties. They were determined to save their homes from the next storm.”

Canadian Red Cross staff member Corenna Hult has a long history working in the field of social work, from the frontlines to management.

Hult, who joined the Red Cross in 2022, was deployed as an advisor and subsequently as the Field Operations Team Lead overseeing Mental Health and Psychosocial Support (MHPSS) to individuals and families in communities along the southwest coast of Newfoundland and Labrador that were severely impacted by the hurricane-force winds and powerfully destructive storm surge of post-tropical storm Fiona in September 2022.

Ongoing challenges, trauma, and grief continue to be felt individually and collectively. Even a year later, Hult is still providing support in Channel-Port aux Basques and surrounding communities.

Hult delivers direct psychosocial supports to those most significantly impacted by Fiona. She listens to residents

as they recount their experiences and concerns and works with them as they embark on their recovery.

**6,900** conversations for psycho-social or well-being support were hosted across the provinces by Canadian Red Cross staff and volunteers and over **174,000** calls were answered through CRC's Contact Centre.

Hult says the Canadian Red Cross's recovery program has focused on bringing mental health and wellbeing to the region by building community capacity through partnerships, collaboration, and events.

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**“The recovery program has proven to be positive and successful as ongoing support for the community evolves. It's been amazing to see the resilience of residents in such a time of despair.”**

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The social supports have been a paramount part of Red Cross assistance and provides opportunities to bring the community together after Hurricane Fiona's devastating impact.

“Something as small as a card game... it brings people together and brings that positivity.”

**What residents dubbed the Fiona Tree, or Tree of Hope, was a tree on a property that belonged to a local family whose house was destroyed. While everything else around it was impacted by the storm, that single tree was left standing and for the local community became their symbol of hope and resilience.**



# Thank you

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**Thank you for standing with those impacted by post-tropical storm Fiona in the Atlantic provinces and Quebec.**

Your gift means people were helped in the hours and days immediately after the devastating storm, and many continue to receive support in their recovery journeys.