

# Your generosity at work

## Fort McMurray and Area Floods: Financial Summary

March 31, 2021



The Canadian Red Cross thanks the generous individuals who donated funds in support of people impacted by the flooding that occurred in Fort McMurray and Area on April 26, 2020.

FUNDS DONATED TO DATE: \$660,000

FUNDS APPLIED FROM THE CANADIAN DISASTER RELIEF FUND: \$1.64 Million

FUNDS APPLIED FROM THE ALBERTA FIRES APPEAL: \$5.8 Million

TOTAL FUNDS AS OF MARCH 31, 2021: \$8.1 Million

BREAKDOWN OF FUNDS			
TO SUPPORT:		ALLOCATED AS OF MARCH 31, 2021	SPENT OR COMMITTED AS OF MARCH 31, 2021
INDIVIDUALS AND FAMILIES	Providing help such as information and referral services, emotional support, registration, support to help meet urgent basic needs, including lodging, clothing, personal services and/or transportation, and financial support to assist with cleanup efforts and recovery from the floods.	\$6.24 Million	\$5.65 Million
SMALL BUSINESSES AND NOT-FOR-PROFIT ORGANIZATIONS	This financial support will help directly impacted businesses and not-for-profits cover costs such as uninsured losses, specialized clean-up costs and ongoing expenses.	\$1.84 Million	\$1.53 Million
COST OF FUNDRAISING		\$20,000	\$20,000
GRAND TOTAL		\$8.1 Million	\$7.2 Million

### UNDERSTANDING THE NUMBERS

**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 community that have been identified to date. Many needs emerge over time and the allocation amounts may be adjusted accordingly.

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

**Fundraising costs:** The fundraising cost related to this emergency appeal will not exceed five per cent. Fundraising costs are associated to the total funds donated to date, **not** the grand total including funds received from additional sources. 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.

89% of the total funds have been spent or committed as of March 31, 2021.