



## AN IMPRESSIVE

## HUMANITARIAN COMMITMENT



In the spring of 2017, record rainfall caused extensive flooding in several Canadian provinces, when thousands of people had to flee their homes and neighbourhoods. In all instances, the Canadian Red Cross rose to help individuals and families in need.

In its role as partner to the Quebec government in assisting disaster victims, the Red Cross helped the Quebec ministère de la Sécurité publique (MSP) and municipalities in managing the effects of the floods on people. The more heavily impacted regions were the Montreal metropolitan area, Outaouais, Montérégie, Mauricie, Lanaudière and Laurentides. At the height of the crisis, the official tally evidenced the extent of the disaster: 261 municipalities stricken in 15 administrative regions; 5 371 main residences flooded; and almost 400 highways damaged.



# PROVIDING ASSISTANCE IN A TWO-STEP PROCESS

## Following the Red Cross fundamental principles

All Red Cross programs abide by fundamental principles to preserve the dignity of beneficiaries while offering just and appropriate assistance.



**« Thanks to the generosity of our donors and to the support of the ministère de la Sécurité publique, the Canadian Red Cross was able to provide disaster-impacted people with assistance at various levels: immediate emergency help; direct respite assistance; support toward recovery. We are extremely grateful! »**

Pascal Mathieu,  
Vice-President, Canadian Red Cross, Quebec region.

### Immediate emergency help

With the financial support of ministère de la Sécurité publique, the Red Cross coordinated immediate emergency help. This effort allowed thousands of people to be fed and lodged.

### Direct respite assistance\*

A sum of 600\$ was given through electronic transfer to every eligible household registered with the Red Cross. This assistance targeted families whose main residence suffered water damage.

*"I waited till the last moment. With a heavy heart I finally left my home. Almost immediately, they came to my rescue, brought me to the City Hall where the Red Cross took me by the hand. Beyond monetary assistance to feed myself and to buy essential items until I could return home, they paid attention to me, really listening. It was so precious. Two months later, I went back to the Red Cross, just to say hello. They were ever so kind and really deserve recognition."*

Mrs. Ida Chénier,  
Saint-André-d'Argenteuil flood victim

### Support toward recovery\*

Additional support is provided to homeowners whose residence suffered major damage. This assistance aims at answering basic needs such as food, lodging, clothing, personal health and hygiene.

*"It's been three months now since we were flooded. My house is a total loss. My wife and I are no longer young and we provide for our son; the three of us have been living in a hotel room since May. Fortunately the Red Cross was there at the time and is still with us. Thank you."*

Mr. Claude Lison,  
resident of Deux-Montagnes

### An individual approach

During the transition from the emergency phase to the recovery phase, and in partnership with the governments, ten trained Red Cross workers were dispatched to the four recovery offices in the Outaouais, Montérégie-Ouest, Laval and Montreal regions, as well to mobile teams offering assistance elsewhere.

These workers provide comfort, active listening and advice to the beneficiaries, and when required they guide the most vulnerable through the process of applying for governmental financial assistance. In coordination with the ministère de la Sécurité publique, local health and social services authorities, and social workers, these Red Cross personnel offer to the flood victims support tailored to their needs.

\* To see more, go to [www.redcross.ca](http://www.redcross.ca)

# THE RED CROSS OPERATION

## as of July 31<sup>st</sup>, 2017



**649 volunteers** were mobilized, totalling **27 967 hours**



To date, **four recovery offices** are still operating in Gatineau, Laval, Rigaud, and Pierrefonds-Roxboro



**Close to 200 employees** from the Red Cross “*Ready when the time comes*” partnership program were released and assigned by their employers to the operation, for a total of **2000 hours**



**Mobile teams** are present in Fort-Coulonge, Oka, Saint-André-d’Argenteuil, Sorel, and Yamachiche.



**Over 2 083 households** received emergency support: hotel lodging, food and clothing



**4 872 households** were given financial assistance to help them return to a normal life



During the emergency phase, **10 reception** and information centers were set up (Ahuntsic-Cartierville, Deux-Montagnes, Gatineau 1 & 2, Laval, Luskville, Pierrefonds-Roxboro, Rigaud, Saint-André-d’Argenteuil, and Vaudreuil-Dorion)

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**A total of \$ 9,4 million were raised** with individuals, businesses, foundations, municipalities, and the Quebec government.

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**More than \$ 3 million** have been distributed to flood-impacted households.

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## ADVISORY COMMITTEE

Members of the Committee give advice and support to the Red Cross in the management and allocation of expenditures from the fund.

### Organizations

Ville de Gatineau

Ville de Laval

Ville de Montréal

Ville de Rigaud

MRC de Maskinongé

Fédération québécoise des municipalités

Union des municipalités du Québec

Bureau d'assurance du Canada (BAC)

Ministère de la Sécurité publique du Québec

Canadian Red Cross, Québec

### Officers

Émilie Chasles, Supervisor, Planning and Community Development

Martin Métivier, Social Worker, Division Chief

Louise Bradette, Director, Civil Security & Resilience

Véronique Cunche, Director, Community Life & Recreation

Robert Lalonde, Préfet

François Talbot, Political Advisor

Sylvie Pigeon, Political Advisor

Line Crevier, Supervisor, Technical Affairs

Denis Landry, directeur du rétablissement,  
Direction générale de la sécurité civile

Rima Naim, Chair, Advisory Committee, and volunteer  
Pascal Mathieu, Vice-President, Québec  
Claudie Laberge, Director, Emergency Management



# OUR PARTNERS

## Ready When The Time Comes

This program establishes partnerships between the Red Cross and businesses, whereby business employees are recruited into a « reserve force » to become fully trained volunteers for action when a disaster strikes. For the spring flood operation, our business partners released close to **200 employees** who gave over **2 000 hours**. We are grateful to Bombardier Aerospace, Desjardins, Hydro-Québec Provincial Pensioners Association and several municipalities that contributed employee time.



*"When Desjardins asked if we had an interest in volunteering for the spring floods, I had no hesitation. I thought, if I am up to the task, I will do it. I was very touched. There were people of all ages, retirees who had just lost everything, their lives' savings in a single day. Simply listening made so much sense. What I take out of it is that nothing is ever sure. There was such a surge of solidarity shown by the Red Cross."*

Timothée Dadjia,  
employee-volunteer released by Desjardins

## Contributions from Governments

The Government of Quebec contributed \$ 500 000 to the Québec 2017 Spring Floods Emergency Fund. In addition, the Government of Quebec will assume the cost of fundraising, so that all money collected will go directly to the flood-impacted people.

In addition to the \$ 9M raised with individuals, businesses, corporations, foundations, municipalities, and the Government of Quebec, the Government of Canada contributed \$1 M for flood victims throughout the Canadian provinces affected by the 2017 spring floods.

## Major Partners

They support the Red Cross with major and continuing donations, or through holding annual fundraising events among their clients or employees. Their support allows the Red Cross to be ready at all times to respond to emergencies and be present with the more vulnerable when they most need help.

- ABB
- Aviva
- Bell Canada
- Campagne Entraide auprès des employés et des retraités de l'État québécois
- Desjardins
- Hydro-Québec
- La Capitale Financial Group
- Montreal
- National Bank of Canada
- Power Corporation Canada
- Quebec City
- Rio Tinto
- Royal Bank of Canada (RBC)
- STM
- TFI International (Transforce)
- Ville de Laval
- Walmart Canada Inc.

## Media Partner

- Québecor

## Major Corporate Donations

### \$ 200 000 or more

- Canadian Tire
- Desjardins
- Loblaws
- Métro
- Usine Giants Factories Inc.
- Ville de Montréal

### \$ 100 000 or more

- Bank of Montreal (BMO)
- Bell Canada
- CIBC
- CN
- Fédération des médecins spécialistes du Québec
- Gatineau
- Honda Canada Inc.
- J. Armand Bombardier Foundation
- National Bank of Canada
- Power Corporation
- Quebec City
- Royal Bank of Canada (RBC)
- Scotiabank
- Tim Horton Quebec
- TD Canada Trust
- Unions affiliated to the FTQ
- Walmart Canada Inc.

### \$ 50 000 or more

- Air Canada
- Alterna Savings and Credit Union
- Brivia Group
- Caisse de dépôt et placement du Québec
- Condominium Yul Inc.
- Direct Deposit Variance
- Home Trust Company
- IA Financial Group
- Investors Group
- Laval
- Lowe's Canada
- Promutuel Insurance
- Rogers Communications
- Staples
- TFI International (Transforce)
- Valero Energy Inc.

# WE WERE THERE

The Red Cross has received \$ 9,4 million to assist victims of the 2017 spring floods in Quebec. Moreover, and as significant, was the personal involvement shown by all those who volunteered time, shared their knowledge, took neighbours into their homes, or gave support in many other ways. Every one of those actions shows a humanitarian commitment, a collective consciousness of responsibility towards their communities, demonstrating once again that mutual assistance is a fundamental characteristic of individuals and society.

*"Newly retired, I wanted to give in turn. The Red Cross was a natural choice. Its mandate was consistent with my own values. Previously, I had seen volunteers at work during the ice storm in Gatineau, and was quite impressed by the way they helped set-up an emergency shelter. Now, during the floods, I was privileged to be present from the start and bring support to the victims. When the emergency phase was over, I got to assist the more vulnerable who are still in need. Their gratitude is what motivates us to continue."*

Marielle Giroux, Red Cross volunteer



*"Making the decision to leave one's home is very hard. But I was very concerned for the health of my sons and my husband. We went to the Red Cross. Though they knew none of us, they were like family, and gave me courage to keep going. They*

*allowed us to obtain food, to have a place where to stay, to take a bath. We are all in good health. Material things can be replaced, but not people you love. You were there for us, and I thank you."*

Mrs. Violette Zoghbi, Gatineau flood victim



*"It's in adversity that one finds one's strengths. In a small village like St. André, we all know each other, so mutual aid is a natural. Flood victim myself, I felt bad to be on the receiving end while I could see that others needed more help than me. The Red*

*Cross was here, they helped me to accept being a recipient. I wish to thank the volunteers who welcomed us as kings, who gave us the moral support needed to keep going. A thousand thanks!"*

Lyne Fortin, Saint-André-d'Argenteuil flood victim

*"When we arrived in Canada, we wanted to bring something from France. Through volunteer work one learns about oneself. Somewhat selfishly, one helps oneself through assisting others. Listening to the news, one does not realize the true impact the floods have on the lives of people. Many of those we met were totally lost, and simply by listening we helped them find a taste for life. Three months after the flooding, the media no longer talked about the victims, so the public thought everything was back to normal. But we knew better. Our greatest reward was to see a smile on a person we had just helped."*

Brigitte and Robert Lalemand, Red Cross volunteers



*"I assist victims. I make sure they have a roof to sleep under and money to feed themselves. We are a precious source of assistance. Beyond our official role, we sometimes give moral support. When they arrive here, most are highly emotional,*

*confused, sad, and stressed, not knowing what to do. When they leave with a smile, you know you have been useful. I've been coming here for two months, twice a week. To be able to be part of this operation is extraordinary, helping others is very rewarding, it is priceless."*

Amine Elkinani, employee-volunteer with Desjardins

## THE RED CROSS THANKS YOU !



Stay in touch!



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Croix-Rouge Québec  
photo gallery on Flickr



Videos published by Croix-Rouge  
canadienne, Québec



Canadian Red Cross blog  
croixrouge.ca/blogue

For more information or integral statements by persons cited above: [redcross.ca](http://redcross.ca)