



## ONE YEAR ON

## 2017 SPRING FLOODS IN QUEBEC

Over the past year, the Red Cross teams have worked tirelessly to assist the thousands of people who were impacted by the historic spring floods in Quebec in 2017. To this day, they continue to work with families that were hit the hardest to support them throughout their recovery.

The Red Cross is the Quebec government's main partner in providing services to people affected by a disaster. It supports the Ministry of Public Security and municipalities during disasters, which is why Red Cross teams were mobilized within moments to assist people whose homes were flooded.



# OUR RESPONSE

## From emergency to recovery



**5,708 families** received Red Cross assistance (hotel lodging, food, clothing, and financial support)



**679 volunteers** were mobilized



**Nearly 200 employees** in the Ready When the Time Comes program were released by their employers

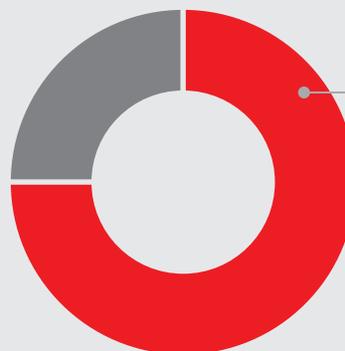


**11 reception and information centres** were opened in cooperation with cities and municipalities during the emergency phase



**3 recovery offices** are still in operation in Gatineau, Rigaud and Pierrefonds-Roxboro

**Over \$10 million was raised** through contributions from the public, businesses, foundations and governments



**Over \$7.5 million was distributed** to support those affected by the floods

Statistics as of March 31, 2018

## ADVISORY COMMITTEE

Committee members advise and support the Red Cross on managing and allocating 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

Insurance Bureau of Canada (IBC)

Québec Ministry of Public Security

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**, Reeve

**Jean-Louis Tedone**, Advisor, Research and Policies

**Sylvie Pigeon**, Political Advisor

**Line Crevier**, Supervisor, Technical Affairs

**Denis Landry**, Director of Recovery, 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, whose employees are recruited to become fully trained reserve volunteers who are ready for action when a disaster strikes. During the Spring Floods response, our partners released nearly 200 employees.

We are grateful to Bombardier Aerospace, Desjardins, the Association provinciale des retraités d'Hydro-Québec and the municipalities that contributed employee time.



*"The first time that I participated in the Ready When the Time Comes program was during the floods in Montérégie in 2011. The experience was so enriching that I decided to join the organizing committee at Bombardier. In spring 2017, I joined the relief efforts after floods struck communities across Quebec. My role was to greet the flood victims, assess their needs and offer comfort during that difficult time. Supporting the community is a way for me to live by the values I hold dear, such as helping others. Thanks to the Red Cross for giving me an opportunity to help people!"*

**Lynn Aubry,**  
employee-volunteer released by Bombardier

## Government contributions

The Quebec government contributed \$500,000 to the Spring Floods Appeal – Quebec and will cover the cost of fundraising.

In addition to the \$9 million raised through contributions from individuals, businesses, corporations, foundations, municipalities, and the Quebec government, the Government of Canada contributed \$1 million to support flood victims in the provinces affected by the 2017 Spring Floods.

## Major partners

Our major partners support the Red Cross through major and recurring donations or by holding annual fundraising events with their clients or employees.

- ABB
- Aviva
- Bell Canada
- Desjardins
- Entraide campaign for Quebec public service employees and retirees
- Hydro-Québec
- La Capitale Financial Group
- National Bank of Canada
- Power Corporation of Canada
- Rio Tinto
- Royal Bank of Canada (RBC)
- STM
- TFI International (Transforce)
- Ville de Laval
- Ville de Montréal
- Ville de Québec
- Walmart Canada Inc

## Media partner

- Quebecor

## Major corporate donations

### \$200,000+

- Canadian Tire
- Desjardins
- Loblaws
- Metro
- Usines Giant Factories Inc.
- Ville de Montréal

### \$100,000+

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

### \$50,000+

- Air Canada
- Alterna Savings and Credit Union
- Brivia Group
- Caisse de dépôt et placement du Québec
- Direct Deposit Variance
- Home Trust Company
- Industrial Alliance Insurance and Financial Services Inc.
- Investors Group
- Lowe's Canada
- Promutuel Insurance
- Rogers Communications
- Staples
- TFI International (Transforce)
- Valero Energy Inc.
- Ville de Laval
- YUL Condominiums Inc. – Phase II

# THANK YOU TO OUR DONORS!



**Cynthia Pilon-Potvin** has been volunteering with the Red Cross for six years. In spring 2017, her home was flooded along with those of her neighbours. Despite everything, she continued her volunteer work to help her community.

*"When I was at the reception center and put on my Red Cross vest, it was like I was wearing a different hat. I was there to help people who had been affected, and I found that comforting. It was really something to see my neighbours' reactions when they saw me wearing my vest. 'You were affected, too... What are you doing here? Aren't you supposed to be at home?' But I really took pride in being able to give back."*



When **Carole David** had to leave her flooded home in Gatineau, she took refuge at her friend Lyne Michaud. The aid of the Red Cross offered her a well-appreciated respite.

*"For me, this was a nightmare. My home was uninhabitable; there were no longer any floors, nor walls. I lost everything and I don't believe I will be able to rebuild. The Red Cross helped me by providing vouchers for groceries, which was of immense benefit. Lyne is most generous, but this allowed me to contribute my share."*

Thanks to the support of donors and partners like you, Ms. David was able, in addition, to obtain financial assistance from the Red Cross.

*"Thank you so much to the Red Cross." We extend these few words to you as well, since without your support, it would have been impossible for Cynthia and all other volunteers dedicated to this relief operation to help the thousands of individuals touched by the floods.*

## THE RED CROSS THANKS YOU !



**Stay in touch!**

 CroixRougeQuebec

 @CroixRouge\_Qc

 @redcrosscanada

 Croix-Rouge Québec photos on Flickr

 Canadian Red Cross  
Croix-Rouge canadienne

 redcross.ca/blog

**redcross.ca**