

# MAGOG – SEPTEMBER 2013 FLOODS

## ACTIVITY REPORT

### SUMMARY OF OUR RESPONSE



**98 families assisted**

(214 people)

#### Emergency assistance for flood-affected people and evacuated families

In the hours following the Magog floods, a reception and information centre was quickly set up in the La Ruche sports complex. This allowed on-site volunteers to meet with families individually to assess their needs, offer emergency Red Cross support, and meet their basic needs.



Shelter in a local hotel



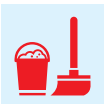
Hot meals



Head-to-toe clothing



Blankets and hygiene kits




Clean-up kits for returning home




#### Stay in touch!

 CroixRougeQuebec

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 Videos published by Croix-Rouge  
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 Canadian Red Cross blog  
croixrouge.ca/blogue

#### Long-term recovery for affected families, landlords and tenants whose main residences were damaged, and owners of damaged rental properties

Red Cross assistance was extended for 22 families whose main residences were damaged. They also received Red Cross support to help with their basic needs, children's needs, and additional assistance to reduce moving or home repair costs.

#### Community support

Community assistance projects ensure that non-profit organizations can increase their ability to provide additional services and meet the many important needs that arise after a disaster.

#### Support for emergency responders

Emergency responders can benefit from emergency preparedness training adapted to local strengths and resources. This equips them with complementary approaches and tools to promote the resilience of communities and organizations in future disasters.

Administrative costs of fundraising for the Magog floods did not exceed 5%, which means that for every dollar donated, at least 95 cents went directly to help those affected by the disaster.

#### Partners

DESJARDINS, a major partner, supports the Red Cross through substantial regular donations or by organizing major annual fundraising campaigns among their client base or their employees. Thanks to them, the Red Cross is ready to assist those who need it most, when they need it the most: in an emergency.