



DONOR UPDATE

# New Brunswick Ice Storm

# Your support was critical during the New Brunswick Ice Storm Response



**IN LATE JANUARY 2017**, a massive ice storm in New Brunswick brought down hundreds of utility poles, leaving more than 133,000 homes and businesses without electricity or heat, in some cases for up to two weeks.

Hundreds of people sought warmth at shelters or reception centres managed or supported by the Canadian Red Cross, which also worked with many other organizations to provide hot meals and other aid.

“When I arrived on February 2nd, in the hardest hit area – the Acadian Peninsula – some 3,500 still were without power,” said long-time Red Cross disaster volunteer Guy LePage.

Working with the New Brunswick government and municipalities, the Red Cross registered almost 8,400 impacted residents and provided emergency financial assistance to almost 2,250 households.

Thanks to generous donors like you, the Red Cross helped hundreds cope with expenses such as replacing spoiled food, repairing damage to homes and other extraordinary costs. We also assisted local food banks whose resources were quickly depleted.

## RED CROSS RESPONSE TO DATE



**4**

Red Cross supported municipal shelters



**2,115**

Hot meals served at shelters



**8,764**

Volunteer hours



**8,391**

People registered requesting help



**\$350K**

Generously donated by Canadians

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# Red Cross response: Ancel's story

**FOR ANCEL LANGILLE**, the New Brunswick ice storm of 2017 was a larger and more complex event than other winter storms he's seen in Atlantic Canada or dealt with as a Disaster Management Lead.

As he drove toward the Acadian Peninsula, Langille's expectation was to provide support for a short period until electricity was restored. But it soon became clear this wouldn't be the case.

"The further north I went, the ice kept getting thicker, larger numbers of trees were bent over and in some areas, almost every power pole was broken. I've never seen anything like it," recalls Langille.

He spent the next nine days working out of shelters for people whose homes amid sub-zero temperatures had no electricity or heat or in some cases no running water. Shelter clients ranged from young families to seniors and all were offered food, a warm place to sleep and perhaps most importantly, the compassionate support of Red Cross volunteers including Safety and Wellbeing Team members.

Many residents received cash cards from the Red Cross to help with replacing food lost during the power outages.

However, power restoration did not mean the end of the Red Cross response. Even today, volunteers are being recruited to ensure the Red Cross and communities impacted by this event are better prepared.

"We are building a foundation that will allow for a quicker, more local response," says Marc Belliveau, Manager, Disaster Management, for the Canadian Red Cross in New Brunswick.

The generosity of donors like you meant that people affected by the Ice Storm received the help they needed. It also means they will be better prepared the next time disaster strikes.

**Thank you for your compassion and your generosity.**



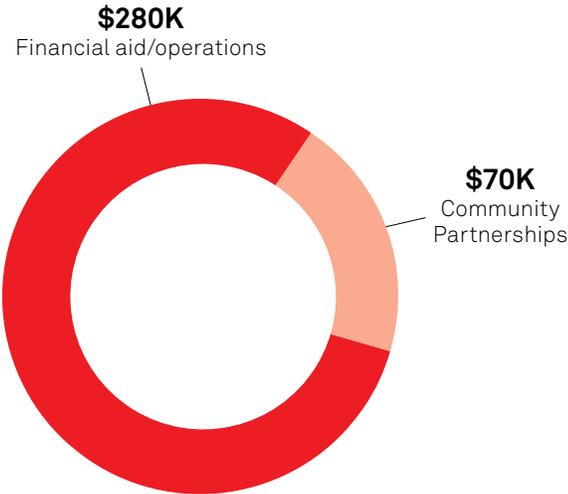
"The further north I went, the ice just kept getting thicker and thicker. The trees were bent over and the power poles were broken. I've never seen anything like it. This was our Fort Mac."



# Thank You!

## YOUR DONATIONS AT WORK

The Canadian Red Cross would like to thank the generous individuals and businesses that donated just over \$350,000 to assist those heavily impacted by the New Brunswick Ice Storm 2017. Here is how your donations were allocated:



- Financial aid/Operations**  
Direct Financial aid to assist individuals and families with extraordinary expenses, replacing lost food and other essentials, repairing storm damage to homes, and related Red Cross activities supporting beneficiaries.
- Community partnerships**  
Food banks – Assistance with replenishing food loss in the power outages and to help with increased demand in services as a direct result of the ice storm.

**Fundraising costs:** The fundraising cost related to this emergency appeal will not exceed five percent. 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.