



News Release

Canadian Red Cross Launches Support for Small Businesses and Not-for-Profit Organizations

Red Cross is providing recovery support to small businesses and not-for-profits impacted by the 2021 flooding and extreme weather events in British Columbia

Vancouver, B.C. – July 14, 2022

The Canadian Red Cross has launched a program that is providing recovery support of \$5,000 to eligible small business owners and not-for-profit organizations impacted by the flooding and extreme weather events in British Columbia that began on November 14, 2021.

The Red Cross recognizes that small businesses and not-for-profit organizations are an essential part of the recovery of individuals and the broader community. This program will provide much-needed financial support to small businesses and not-for-profit organizations that have been impacted by the flooding.

Recovery support of \$5,000 will be available to eligible small businesses and not-for-profit organizations to help with expenses including:

- Uninsured direct losses (such as damage, lost equipment/inventory)
- Insurance deductibles
- Specialized clean-up costs that might not be eligible under other programs
- Ongoing expenses (such as rent for a commercial space or utility)

Applications must be submitted by September 30, 2022.

For additional information, program requirements and to apply, please visit:
redcross.ca/bcfloods/smallbusiness or call 1-833-966-4225.

QUOTE

“Our experience has shown that small businesses and not-for-profit organizations play a vital role in the long-term recovery of individuals and communities following an emergency. Thanks to the support of our donors, this assistance will help those small businesses and not-for-profit organizations impacted by the 2021 flooding and extreme weather event, and ultimately the individuals and families who rely on their services.”

- Pat Quealey, Vice-President, British Columbia and Yukon, Canadian Red Cross



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ADDITIONAL RESOURCES

[@RedCrossCanada](#) | facebook.com/CanadianRedCross | redcross.ca/blog

Red Cross donor inquiries: WeCare@redcross.ca or 1-800-418-1111

About the Canadian Red Cross

Here in Canada and overseas, the Red Cross stands ready to help people before, during and after a disaster. As a member of the International Red Cross and Red Crescent Movement – which is made up of the International Federation of Red Cross and Red Crescent Societies, the International Committee of the Red Cross and 192 national Red Cross and Red Crescent societies – the Canadian Red Cross is dedicated to helping people and communities in Canada and around the world in times of need and support them in strengthening their resilience.

MEDIA CONTACTS

B.C. Media: (604) 709-6747

English National Media: 1-877-599-9602

French Media: 1-888-418-9111