



Canadian Red Cross
Croix-Rouge canadienne

Crisis in Pakistan

Your help can't wait.

The Need

Imagine losing everything; your loved ones, your home, your livelihood. Millions of people in Pakistan are facing these terrifying conditions today. The country is in crisis as the worst disaster the world has seen in a decade has devastated over 20 million people – close to two thirds the population of Canada.

This is a disaster that goes from bad to worse. The flooding began three weeks ago and continues to move further south into areas of Punjab and Sindh provinces causing mass displacement from towns and villages.



The monsoon rains are forecast to continue until the end of the month bringing the risk of further flooding in the weeks ahead.

Even when the floodwaters recede, the humanitarian needs will remain. With every passing day, the health and welfare of millions of people, who are living in unsanitary conditions, is a growing concern. Hundreds of thousands of people are without adequate shelter, sanitation or access to regular supplies of clean water. The incidence of respiratory infections, diarrhoeal diseases and skin diseases are increasing.

Immediate emergency assistance will be needed for at least the next six months. However, affected communities will also require substantial longer-term assistance to support their recovery in the coming years.

“We survived the earthquake of 2005, and now these devastating floods,” says Khyber Pukhtunkhwa, whose home was washed away by the floods. “We don’t know what comes next but we do not have anything left to lose.”

How Red Cross is Helping

The Red Cross Red Crescent response to this disaster was immediate. The Pakistan Red Crescent Society, which has branches and volunteers across the country, has been helping survivors since the flooding began by delivering food, health services, shelter and relief items (including hygiene kits and cooking equipment). Since July 21, the PRCS has distributed relief to over 250,000 people and medical teams have reached some 30,000 individuals.



The International Red Cross Movement has mobilized to support relief operations already underway. The International Red Cross Movement has

a distribution plan to support up to 50,000 families (370,000 people) with emergency food and non-food relief, medical care, clean water and shelter over the next nine months.

The Canadian Red Cross is actively responding and has already deployed four mobile health units and a seven-person paramedic team to affected communities. The Canadian Red Cross has contributed \$2.5 million to the International Red Cross appeal including an international delegate to lead the Field Assessment team and 900 much-needed tents. In addition, the Canadian Red Cross has distributed emergency relief supplies to 400 families in the past week.

“Over 50,000 volunteers from the Pakistan Red Crescent have been working around the clock to help the people - many of them family, friends and neighbours - affected by the flooding,” says Elsharkawi. “It has been an extraordinary effort and the Canadian Red Cross will continue to support their response efforts in the days and weeks to come.”

How You Can Help

The response of Canadians to humanitarian disasters around the world has always been swift and generous.

Canadians wishing to support the enormous humanitarian relief and recovery efforts in the affected regions are encouraged to make a financial donation. Donations to the Canadian Red Cross **Pakistan Floods 2010** fund will help provide the survivors of this disaster with urgently needed food, shelter, water, basic health care, medical supplies, as well as recovery support, such as housing reconstruction and livelihoods support.

The Canadian Red Cross collects funds to meet the immediate relief and long-term recovery needs of disaster survivors. Should donations supporting the Pakistan floods relief and recovery effort meet the amount required, the Canadian Red Cross will cease collecting donations for the response and will communicate this information immediately to the public.

Please give generously. Your financial support will rapidly be turned into help for the most vulnerable people affected by this disaster.

Make your donation to the Pakistan Floods 2010 appeal:

- Online at www.redcross.ca
- Toll-free at 1-800-418-1111
- In person at any Red Cross office
- By mailing a cheque or money order to Canadian Red Cross, 21 Randolph Avenue, Toronto, Ontario, M6P 4G4. Earmark your donation “**Pakistan Floods**”.

Donors to the Canadian Red Cross will receive a charitable tax receipt.

Note: Donations of food, clothing and other items are well-intentioned. However, the tremendous processing and transportation costs involved in shipping these items makes them impractical and therefore donated goods are NOT accepted. Financial donations remain the best way to get the most appropriate help to the region quickly.

Want to help in other ways? Contact your local Red Cross office to learn about:

- Organizing an event to raise funds in your community.
- Setting up an employee giving campaign at your workplace.
- Becoming a Red Cross international delegate.
- Becoming a Red Cross volunteer.