



## Canadian companies rally to help tsunami victims

As soon as international charitable organizations launched their appeal for donations to help the survivors of the disaster that hit South and Southeast Asia and East Africa, Canadians mobilized in great numbers.

In addition to the Government of Canada, which has pledged \$425 million in aid over five years, financial assistance has not only grown through private donations but also because of the ongoing action of companies and local communities.

Canada's major humanitarian organizations received more than \$125 million in donations, with the Canadian Red Cross alone collecting nearly \$88 million in just over a week.

Doctors Without Borders, which has received \$5 million, and UNICEF (\$8.5 million) talk of the extraordinary generosity of Canadians.

For their part, many Canadian companies have come forward to help the victims of the tsunami. The world's leading fertilizer producer, Potash Corp of Saskatchewan Inc., announced it would donate some \$1.2 million. Brampton, Ontario-based Nortel Networks and its employees have provided more than \$1 million in assistance. Mining company Inco and its Indonesian subsidiary, PT International Nickel Indonesia, have provided \$540,000, and Telus, Canada's second-largest telephone service provider, donated \$500,000. Canadian Tire, Home



Canadians are getting on-board: An Air Canada A340 headed for Jakarta is filled with much-needed supplies.

Hardware, the Hudson's Bay Company and Business Depot have each pledged \$250,000.

RBC Financial Group will donate up to \$250,000 to the Red Cross, matching all donations up to a total of \$100,000 made at its branches by employees and clients. It will also give \$50,000 to help immigrants from tsunami-affected regions who will settle in Canada. The TD Bank Financial Group has announced it will contribute \$250,000 to the Red Cross and UNICEF. Manulife Financial, which has nearly 120 employees and agents in Indonesia's Aceh province alone, will donate \$200,000, as will the CIBC. Scotia Bank will give \$175,000, Shell Canada will donate \$100,000 and the National Bank \$75,000. (All private sector figures are based on donations received as of January 7, 2005)

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