



COTTON:ON  
FOUNDATION



FLOOD

RELIEF

MARCH 11 - 27

## FAQ'S

### *What is COG doing to help?*

As an Australian business we're devastated by the impact the floods in NSW and Queensland are having on our communities. The safety and wellbeing of our team is our top priority and we're providing them with immediate support to help them through this difficult time. We're also coming together with our team and customers to take our impact even further, committing to raise a minimum of \$500,000 for the Australian Red Cross Flood Appeal that will support critical rebuilding efforts for affected Australians.

### *Why is COG supporting the Australian Red Cross?*

Cotton On Group has chosen to partner with the Australian Red Cross to ensure that critical funds are allocated across flood affected regions. The Red Cross have broad experience working to support Australian natural disaster relief. They will help flood affected Australians with their recovery process through providing psychological wellbeing support, recovery assistance, financial aid, and disbursement of critical goods. They will remain present in these communities, helping rebuild physically and psychologically for years to come.

# FLOOD RELIEF

MARCH 11 - 27

## *Will you support my fundraising efforts?*

Coming together with our team and customers, the Group is currently fundraising \$500,000 for current flood relief programs in NSW and Queensland. Cotton On Group is partnering with the Australian Red Cross to ensure that these critical funds can be distributed quickly and effectively across flood affected regions.

The Red Cross have extensive experience responding to natural disaster crises in Australia and have already begun recovery and psychosocial support works in the flood affected regions. While we're not currently donating physical goods, the Red Cross are keeping us informed of the needs on the ground to see where we can continue to support moving forward.

We appreciate you reaching out and to the individuals and communities that have been working around the clock to provide relief to our fellow Australians - thank you and stay safe.

## *Can I make a bigger donation?*

Currently, the Cotton On Foundation Flood Relief fundraising effort is unable to accept donations outside of the product and \$2 donation categories. If you are generously trying to make a larger donation, we'd like to refer you to [www.redcross.org.au/floodsappeal](http://www.redcross.org.au/floodsappeal) where they can accept donations of all sizes.

# FLOOD RELIEF

MARCH 11 - 27

## *How will donations to Australian Red Cross QLD and NSW flood appeals be used?*

Donations to the QLD and NSW Floods Appeal will help the Red Cross to provide vital humanitarian support to the people and communities affected by the floods. Based on ongoing needs assessment in Queensland and NSW and amount raised, that support may include:

- Enabling volunteers and staff to help with evacuation and relief centres and outreach service
- Supporting people and communities to recover and to build resilience to disasters

In the unlikely event that the funds raised exceed the amount required to meet the emergency needs of people in affected areas, or if there are circumstances beyond Red Cross' control, excess funds will be directed to Red Cross' broader disaster response and recovery work in Australia.

## *How soon will communities receive funding?*

468+ Red Cross emergency response team members and volunteers have already provided support in 49 evacuation centres and the funds will also support people and communities to recover and build resilience to disasters for as long as the community needs.

COTTON:ON  
FOUNDATION x  Australian  
Red Cross

# FLOOD

# RELIEF

MARCH 11 - 27

## ***Can I donate canned food, clothes or other goods to Red Cross?***

We really appreciate the generosity but Red Cross are unable to accept or distribute donated goods. The Queensland and NSW floods emergency is rapidly changing and evolving, with evacuation centres opening and closing as needed. Flooding has blocked numerous roads, making it difficult for people to seek help and for relief to reach them. Currently, the priority of Red Cross, Government, and other emergency service agencies is to ensure people are safe.

## ***Can I volunteer to help?***

Thank you! Red Cross welcomes volunteers any time, but we can only send people who are trained in Red Cross procedures to this emergency. Visit [redcross.org.au/volunteer](https://redcross.org.au/volunteer) to see what roles we have now and get yourself on the list for future emergencies.

COTTON:ON  
FOUNDATION x  Australian  
Red Cross

# FLOOD

# RELIEF

MARCH 11 - 27

## *The Red Cross had millions donated during bushfires. Where did these funds go?*

The Australian Red Cross is using the money donated during the bushfires to help those directly affected by the fires – including those who lost loved ones or homes, and those who were injured. They will not and cannot use those funds for any other purpose.

As of 31st of December 2021, 96% of the funds raised for the bushfires have been disbursed or spent. The Australian Red Cross knows based on work after other disasters that recovery takes years, not months. This is why they are still supporting bushfire affected communities and will continue to do so. The Red Cross is actively supporting the ongoing bushfire recovery efforts in Queensland, New South Wales, Victoria and South Australia. The remaining funds are allocated for this ongoing recovery support, across a 3-year program. This work includes psychosocial support, capacity building, community recovery and advocacy. For more information visit [redcross.org.au/bushfirereport](https://redcross.org.au/bushfirereport).