

Greater Vancouver REALTORS® donates \$100,000 to Canadian Red Cross for B.C. wildfire relief

GVR is donating \$100,000 to the Canadian Red Cross to help British Columbians affected by the ongoing wildfires across the province.

VANCOUVER, BC, CANADA, August 18, 2026 /EINPresswire.com/ -- Greater Vancouver REALTORS® (GVR) is donating \$100,000 to the Canadian Red Cross to help British Columbians affected by the ongoing wildfires across the province.



The donation, the largest charitable contribution in GVR's history, will support the Canadian Red Cross's wildfire relief efforts, including emergency assistance for people forced from their homes and longer-term recovery in affected communities.

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REALTORS® live and work in the communities they serve. When people in those communities face a crisis, we believe we have a responsibility to step forward.”

Jeff King, GVR CEO

“Thousands of British Columbians are facing the uncertainty and hardship of being displaced from their homes, and our more than 13,000 REALTOR® members want to help,” said Jeff King, CEO of GVR. “REALTORS® live and work in the communities they serve. When people in those communities face a crisis, we believe we have a responsibility to step forward.”

GVR is making the donation through its Community Relief Fund, a charitable program launched on behalf of members in 2026 to help people facing housing-related

hardship caused by crises, tragedies and natural disasters.

GVR created the fund as a reimagined approach to its charitable giving. It provides a dedicated

source of funding and a streamlined process that allows the organization to respond quickly when people and communities face urgent need. The fund can provide up to \$300,000 annually and is supported in part by a \$1-per-member monthly contribution.

This marks the Community Relief Fund's second donation. [Through the first one](#), it supported Maya, a young girl from Tumbler Ridge who was seriously injured in the tragic events there in February. The fund helped her family secure rental housing near BC Children's Hospital so they could remain close to Maya while she received treatment and continued her recovery.

"This is exactly why we created the Community Relief Fund," King said. "It gives our members a way to act when people suddenly find themselves facing extraordinary circumstances. This time, the need is on a much larger scale, and we know the Canadian Red Cross has the experience and reach to put this support to work where it is needed."

The Canadian Red Cross is providing assistance to people affected by the wildfires and supporting recovery efforts as communities respond to the impact of the fires.

GVR is also calling on real estate boards, brokerages, REALTORS® and others across the real estate profession to join the effort and contribute to wildfire relief by supporting [Canadian Real Estate Association's fundraiser](#).

"Our \$100,000 donation can make a difference, but our profession can make an even greater difference if we act together," King said. "We encourage boards, brokerages and REALTORS® across B.C. and Canada to contribute in whatever way they can. Collectively, we have an opportunity to show what it means to be community champions when our neighbours need us most."

GVR will promote the relief effort to its members and encourage them to support the Canadian Red Cross directly.

The Community Relief Fund supports individuals and families facing housing instability following an unexpected crisis, tragedy or natural disaster, as well as organizations providing housing-related emergency and recovery assistance. The fund reflects GVR members' longstanding commitment to strengthening the communities where they live and work.

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