Local businesses appeal for donations for Valencia flood victims

Thursday 5 December, 2024

Two weeks after the tragic Valencia flooding, donations are still urgently needed to help fund the clean-up effort and to restore a sense of normalcy to those who have lost everything.

More than 200 people are estimated to have died in what is being regarded as the worst natural disaster in Spain's modern history and Europe's worst storm-related disaster in over 50 years. Entire towns have been destroyed, streets are piled high with mud, rocks and other debris, leaving communities on the outskirts of Spain's third-biggest city in desperate need of help.

Valencian businesses are spearheading the fundraising campaigns, directing people to the best places to donate — directly through their local town halls — making sure the money goes straight to those who require it fast.

The people help the people

Valencian locals have sprung into action, spearheading a campaign that asks for donations from all around the world. This is an effort to restore a sense of normalcy throughout the communities that have been hit the hardest by the tragedy, with a hope to inspire people across the globe to get involved, even if they just donate the smallest amount, to help those who are so affected.

Under the phrase "el pueblo ayuda al pueblo" — "the people help the people", Valencians hope to harness the power of togetherness to help restore this beautiful part of the world.

Support for Chiva

Of the many towns affected by the floods in Valencia, the small community of Chiva was among the worst hit. Located just 30 kilometres inland from Valencia, Chiva has been devastated, mainly due to a slow aid response and the vulnerability of its older population. The level of destruction in Chiva requires significant funding and a huge cleanup effort.

Many lower-income households don't have the means to restore their properties or rebuild. Some didn't have insurance, others are elderly and physically unable to rid their homes of the thick mud that flooded through the town. The town hall itself isn't among the most affluent, either, restricting the amount of direct help it can offer.

Local Valencian business Contese Agency is asking for donations to help support the cleanup effort in Chiva. It is one of multiple businesses and individuals getting behind one of the best causes to donate to, ensuring that Valencia's most affected flood victims continue to be supported.

The local town hall has put out a specific appeal for immediate funds. Those who wish to donate can do so via the Official Chiva Flood Donation page.

How to help Valencia flood victims

Valencian individuals and businesses are driving the push for donations, asking for help from people around the world to restore proud communities to their former selves. The Contese team is asking for those with spare funds to donate directly through the local government, ensuring their money reaches the people who need it most.

By donating whatever they can, individuals and companies can help one of the most vulnerable Valencian communities cope in the wake of this devastating natural disaster.

With more than 200 people estimated to have died and many more lost their homes and had their livelihoods taken away from them, urgent assistance is needed to help the people of Valencia. Those who wish to help can donate to the Official Chiva Flood Donation page, with all proceeds going directly to

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the people of Chiva — one of the great charities to donate to at this moment in time.

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