

Ambassador Cheat Sheet

Walmart and the Canadian Red Cross—A proud history.

Walmart Canada is the Canadian Red Cross' largest corporate supporter and the largest corporate supporter of any Red Cross worldwide. Since 2003, Walmart Canada, its Associates and customers have contributed \$54 million of disaster preparedness and relief funding. In addition, Walmart provides funding to purchase blankets and hygiene kits for use in small and large-scale emergency responses. Walmart also provides additional support to domestic emergencies.

Every year, Walmart invites its customers to donate at the checkout in support of Red Cross disaster preparedness and response programs in their community. The 2020 campaign raised \$3.7 million, including an \$820,000 Walmart match.

The national goal for this year's campaign is \$3.5 million plus a Walmart match of up to \$820,000.

How the campaign works:

- Between July 2-31, 2021, every Walmart store across the country will raise funds for the Canadian Red Cross to help families impacted by disaster in our community.
- Most donations are made at the check-out. Associates will ask customers if they would like to donate, and customers have the option to give, \$1, \$2, \$5 or another amount. There will be a prompt on the cashier's screen that serves as a reminder about the donation ask.
- Customers can also make a Red Cross campaign donation at self-checkout kiosks. The customer will be prompted to donate \$1, \$2, \$5, or given the option to decline.
- Many associates also lead additional fundraising initiatives in-store to help achieve their store goal and complement the ask for donations at the checkout. See the Red Cross Campaign Playbook for more information.

What can you do?

- Take the Ambassador training (and review materials as needed).
- Review all the campaign materials on the Ambassador web site.
- Ensure you understand the campaign timelines and key Ambassador activities.
- Proudly share the work of Canadian Red Cross and support your store(s) in achieving their fundraising goals.

Why it's important:

On average, the Canadian Red Cross responds to a disaster every 3 hours and assists more than 175 Canadians daily. Last year, this translated into **3,100+** disaster responses with **111,000+** Canadians helped with emergency assistance and recovery support. This was done by mobilizing **8,700+** volunteers and made possible by money raised through this campaign.