



# Canadian Red Cross Fundraising Campaign Newsletter

## A Remarkable Milestone – 20 Amazing Years of Supporting People in Canada

The 2023 campaign is officially starting and we're so happy you're here to make it happen. The dedication and enthusiasm of Walmart Associates like you has made this annual fundraising campaign one that has helped tens of thousands of people across our country.

The Canadian Red Cross responds to an emergency in Canada **every three hours**. On average, the funds from the Walmart Campaign help one in four individuals that receive assistance from the Canadian Red Cross. The Walmart Canada campaign is **the largest fundraising campaign out of 192 Red Cross / Red Crescent national societies around the world**. This is truly a campaign of compassion that does not go unnoticed.

When you ask a customer to donate to the Walmart Canada campaign, what you're doing is being there for your neighbour. While we don't know when the next small-scale or large-scale disaster will happen—together we can make sure that we are **ready when the time comes**.



*A creative donation table set up during last year's annual Walmart Canada campaign.*

This year, our campaign goal is \$3.5 from Walmart Canada stores across Canada. Plus, Walmart Canada will contribute an additional \$1 million to support communities in need. As we've seen by working together over the last two decades, your kindness will help us get there.

Thank you for continuing to be there for Canadians in need during difficult times.

## Hurricane Fiona: From a Devastating Storm to Safety

Harsh and his family spent "a terrible night" on September 23, 2022, watching helplessly from their Charlottetown home as the hurricane-force winds of Fiona raged through Prince Edward Island. The hurricane impacted thousands of people as it knocked down trees and power lines that caused a massive power outage across the province.

For an entire week, Harsh, his wife, his two young children, one of whom was only a few weeks old, and his elderly parents who had flown from India to meet their grandchildren, lived without electricity as temperatures dropped on the island.

Luckily, Harsh soon found out about the support the Canadian Red Cross was offering to people impacted by the hurricane and was introduced to "Mister René," as he likes to call René Omalosanga, the Accommodation Lead for the response to Hurricane Fiona in Prince Edward Island.



*René Omalosanga is one of many who helped to respond to Hurricane Fiona. He helped to provide shelter to those in need after the storm hit, including Harsh Shah and his young family.*

"He arranged a hotel for us on that same night. Every day he called us to see how the family was doing, offered to bring medicine to treat everybody's cold, and brought us meals that met our dietary requirements." The ongoing support by the Canadian Red Cross helped ease the stress of the young father. "We felt like we were in good hands. We felt secured."

# Dear Walmart Associate,

Another campaign season is here and I'm so grateful to have your support.

As Walmart Associates, you play the vital role of asking your customers to donate to the Canadian Red Cross. With every customer you ask, you are helping people to get back on their feet when life takes an unexpected turn.

Over the last 20 years, you've helped to provide safe shelter, food and clothing after a flood has damaged someone's home, or a fire forced people to start over. The past few years have been especially challenging because of the pandemic, but together we continue to support people in Canada.

Last year we saw the devastating damage that Hurricane Fiona, one of the strongest storms to ever strike Canada had on Atlantic Canada and eastern Quebec. It is with sincere thanks to Walmart Associates for your dedication that we were able to respond and help over 96,000 households with financial assistance, lodging and psychosocial support.

Everyone here at the Canadian Red Cross is looking forward to starting this year's campaign and to hear the inspiring stories that emerge from different Walmart Canada stores across the country.

Thank you for your dedication to helping people in Canada and best of luck for this year's campaign!



Sincerely,

**Janet B. Johnson**  
Chief Development Officer  
Canadian Red Cross

### Last Year's Campaign Highlights

**\$3.2 million**  
raised by Walmart Associates

**\$4.2 million**  
total, including Walmart Canada corporate contribution

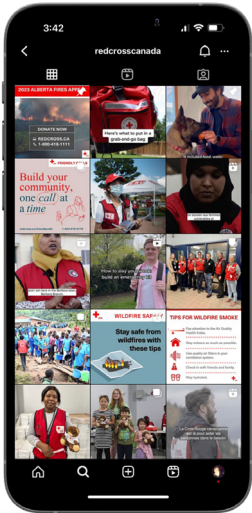
**122 stores**  
exceeded 100% of their goal

**\$7,640.21**  
raised by each store on average

## Did you know?

Since 2003, Walmart has raised and donated **over \$64 million** to Red Cross disaster response.

*Please see your 2023 Campaign Playbook for more information and facts.*



## Let's Stay Connected

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