

AUGUST 14, 2023



Canadian Red Cross Fundraising Campaign Newsletter

Congratulations on another successful campaign!

Every day, the Canadian Red Cross helps people in their time of need. Last year, we helped over 260,000 people in Canada to recover from an emergency. From hurricanes and wildfires that impact entire communities to housefires that can strike without warning, we are thankful to the Walmart Associates across the country who've made our work possible.

This year, you have helped to raise over \$3 million. This is a remarkable contribution, and you should feel incredibly proud. With Walmart Canada's \$1 million contribution, this totals an amazing \$4 million for this year's campaign.

Your enthusiasm and dedication throughout the campaign will help thousands of people who turn to the Red Cross for safe shelter, food, and a compassionate ear to get them through their hardest days. It is because of you that this is possible.

So many people will benefit from your hard work during this year's Red Cross Campaign. Thank you for believing in being there for your neighbour!



Walmart community **superstars**

Meet Chris and Emilie: Husband and Wife, Walmart Ambassadors and Red Cross Volunteers

Meet Chris and Emilie, an extraordinary couple dedicated to giving back to their community as Red Cross Emergency Management volunteers and Walmart Ambassadors. They actively volunteer at Red Cross events and in the office and also joined the Walmart Canada campaign.

Reflecting on their role as Ambassadors, they shared, "It means so many things! It means being closer to our local community and learning about the challenges people face when they are displaced due to a disaster and how we can support them. We want to take different approaches to both helping people prepare for disasters and supporting them after the unexpected happens."

Being a compassionate duo, Chris and Emilie often discuss ways to make a difference. "Being able to be there for people, to listen to their story, and help them when they need it the most means a lot to us. We consider ourselves incredibly fortunate to be in a position where we can dedicate our time to assisting others, and we are determined to seize this opportunity wholeheartedly."



When asked to offer advice to aspiring Red Cross volunteers, they said, "Be patient! The Red Cross is a very large organization with lots of ways to get involved and, depending on the role, may require many hours of training. So, take your time figuring out the best role for you and be patient during the on-boarding process. We're very appreciative of everything the Red Cross did to train us for the roles we have."

Their compassion and dedication showcase the true power of humanity, and we are profoundly grateful for volunteers like Chris and Emilie.

Meet Donna Moase: Walmart Associate in Port Perry

Donna Moase, a compassionate Walmart Associate from Port Perry, shared her enthusiasm for the campaign. She explained that donors have been appreciated at the Port Perry store with delectable treats like "strawberry shortcake slices and charcuterie platters" and engaging bake sales to encourage more donations. But beyond the enticing treats, Donna emphasized the true essence of the Walmart campaign – being there for your neighbour.

Donna explained that the Canadian Red Cross holds a special place in the hearts of many local residents, as they witnessed its crucial role during trying times. Recently, a tornado struck the town of Uxbridge, located just 15 minutes away. In the face of this disaster, the Red Cross promptly extended support to those impacted, offering a ray of hope during a challenging period. Such events remind us of the unpredictable nature of disasters, making the Walmart Canada Campaign's donations even more vital.

We want to thank every staff member, volunteer, and supporter who made this campaign a resounding success. Together, you have showcased the power of collective kindness and solidarity, making a positive difference in the lives of countless individuals.

Meet Noah: Walmart Associate and Red Cross volunteer



In times of uncertainty, the value of community and compassion becomes more apparent than ever. Throughout the pandemic, we have experienced the strength of togetherness and witnessed remarkable individuals like Noah, a dedicated Walmart Associate and Canadian Red Cross Volunteer, going above and beyond to be there for his neighbours.

He explained, "During the pandemic, I did wellness checks within my community. Just seeing the smile on their face when they see somebody is checking in on them and making sure they're ok was really fulfilling. Fundraising is important because Red Cross does a lot of work in the community locally, provincially, nationally, and internationally."

People like Noah are special to have in our community, and we are especially thankful to have him as a Canadian Red Cross volunteer and part of the Walmart Canada Campaign.

Fundraising Stars

Associates who raise \$500 or more individually become Red Cross Fundraising Stars. We celebrate this amazing group of Red Cross supporters – take a bow!

- **Amily** - Edmonton (Kingsway)
- **Ariel** - Calgary (Sage Hill)
- **Chris** - Calgary (Sage Hill)
- **Eileen** - Calgary NE
- **Farzaneh** - Calgary W
- **Genalyn** - Edmonton SE
- **Kajal 'Ruby' Abed** - Calgary W
- **Marta** - Calgary W
- **Monica** - Edmonton SE
- **Santy** - Calgary (Sage Hill)
- **Shashi** - Edmonton SE
- **Stacey** - Edmonton (Kingsway)
- **Steve** - Edmonton (Kingsway)
- **Zoha** - New Westminster
- **Scott Wells** - West Kelowna
- **Linda Derkatch** - West Kelowna
- **Donna Ehert** - West Kelowna
- **Doreen Livingstone** - West Kelowna
- **Harpreet** - Langford
- **Maryam** - Coquitlam
- **Gayatni** - Coquitlam
- **Gwen** - Langley
- **Kamaljit** - Langley
- **Alan** - Coquitlam
- **Olga** - Coquitlam
- **Yalda** - Coquitlam
- **Muskaan** - Coquitlam
- **Laurie** - Cranbrook
- **Cheryl** - Victoria
- **Tammy Sue** - Penticton
- **Serena** - Surrey
- **Nirah** - Kamloops
- **Mackenzie** - Kamloops
- **Alma** - Thomson
- **Ayat** - Winnipeg W
- **Dayna Heinz** - Olds
- **Kashif Anjum** - Olds
- **Margaret Dick** - Thomson
- **Sandra** - Thomson
- **Tracy** - Winnipeg W
- **Angie Best** - Grand Falls Windsor
- **Clara Cashin** - Grand Falls Windsor
- **Irene Rogers** - St. John's E
- **Jaime Budgell** - Grand Falls Windsor
- **Kim Power** - Grand Falls Windsor
- **Kimberley Lane** - Grand Falls Windsor
- **Linda Whalen** - St. John's E
- **Marianne Reid** - Grand Falls Windsor
- **Susan Harris** - Grand Falls Windsor
- **Debbie Ellis** - Bridgewater
- **Donna Crouse** - Bridgewater
- **Edie** - New Minas
- **Ginette Mercer** - Greenwood
- **Jessie** - Digby
- **Leah McDowell** - Greenwood
- **Lindsey Dane** - Greenwood
- **Lois** - New Minas
- **Patty Fritz** - Greenwood
- **Trisha** - Bridgewater
- **Helen** - Saskatoon N
- **Waqar** - Oakville
- **Rubina** - Oakville
- **Dominique** - Oakville
- **Tarina Burse** - Niagara Falls
- **Jo Ann H.** - North Bay
- **Aaron W.** - North Bay
- **Lianne P.** - North Bay
- **Jennifer Learn** - Fort Erie
- **Jean S.** - Ottawa (Orleans)
- **Sarhath I.** - Ottawa (Orleans)
- **Ihssan E.** - Ottawa (Orleans)
- **Trina S.** - Ottawa (Orleans)
- **Margo** - Hamilton (Upper James)
- **Cathleen** - Hamilton (Upper James)
- **Anne D.** - St Thomas
- **Linda** - Port Perry
- **Robin** - Port Perry
- **Wanda** - Port Perry
- **Karen D.** - Hanover
- **Roseanne M.** - Hanover
- **Bibi** - Vaughan
- **Sonya** - Vaughan
- **Tizianna** - Vaughan
- **Mariella** - Vaughan
- **Teena** - Kingston
- **Joanne** - Kingston
- **Alex** - Kingston
- **Trisha** - Kingston
- **Laura M.** - Thunder Bay
- **Theresa L.** - Thunder Bay
- **Nezah S.** - Thunder Bay
- **Julia Charron** - Listowel
- **Rose** - Bellville
- **Donna** - Bellville
- **Dianne D.** - Renfrew
- **Gwen B.** - Renfrew
- **Norma M.** - Renfrew
- **Shaheen S.** - Mississauga



2023 Campaign Photos



Campaign Highlights

\$3,073,113
raised across stores
in Canada

\$4,073,113
total funds raised in support
of the Canadian Red Cross
(including \$1 million Walmart
Canada contribution)

\$7,645
raised per store on average

185
stores exceeded 100%
of their goal

**Totals are as of August 9
2023 and are unaudited*

Top Stores*

National top 5 stores by % of goal achieved

- BRIDGEWATER – 217%
- GREENWOOD – 190%
- QUESNEL – 183%
- FLIN FLON – 181%
- PEACE RIVER – 170%

National top 5 stores by total \$ raised

- CALGARY (W) – \$21,420
- VICTORIA – \$19,511
- CORNWALL – \$19,496
- NORTH BAY – \$18,122
- SYDNEY – \$17,665

**Achieved as of August 9 2023*

Milestone Anniversary: Our 20 Years of Partnership

Dear friends,

Thank you for making this year's campaign a great success.

It's so remarkable that we have reached our 20-year milestone. Walmart's Canadian Red Cross Campaign is one that's close to our hearts and has consistently helped people in Canada during their time of need.

On average, the Canadian Red Cross assists 78 individuals daily who were impacted by a personal disaster like a housefire. Beyond personal disasters, we have lent support to provinces across the country as large-scale emergencies impacted thousands. Just last year, we supported more than 95,000 households in Atlantic Canada and eastern Quebec after Hurricane Fiona. We continue to see devastating wildfires, extreme heat and flooding that impact thousands of people across multiple provinces.

I am honoured to announce that you helped to raise over \$3 million. This is an accomplishment that should be celebrated! This would not have been possible if not for your enthusiasm, dedication, and compassion, as well as the generosity of Canadians from across the country.

Again, my thanks and congratulations to everyone at Walmart for a successful 2023 campaign.



Sincerely,

Janet B. Johnson
Chief Development Officer
Canadian Red Cross



Let's Stay Connected

Check out our social media posts
Canadian Red Cross on social media



redcross.ca



twitter.com/redcrosscanada



facebook.com/canadianredcross



youtube.com/user/canadianredcross



instagram.com/redcrosscanada



TikTok/@redcrosscanada