

## Walmart Campaign 2023 Background

Walmart Canada is the Canadian Red Cross' largest corporate donor and the largest corporate partnership of any Red Cross worldwide. Since 2003, Walmart Canada has raised and donated over \$64 million in support of disaster preparedness and response.

This is the 20<sup>th</sup> year of the partnership between Canadian Red Cross and Walmart Canada. The relationship between Walmart Canada and the Red Cross has been a cornerstone in disaster response and preparedness for the past twenty years. Recent events have shown us that natural disasters are occurring more frequently than ever before. Large scale forest fires, significant floods and ice-storms have affected tens of thousands of Canadians in the past few years. Walmart's support has allowed us the ability to respond quickly and effectively to help those in need at a moment's notice. While these large emergencies make headlines, there are others, just as devastating, that may only affect one individual or family that never makes the news.

As a Red Cross Walmart Ambassador, you will play a crucial role in our annual in-store campaign which will be taking place from June 29 - July 28, 2023, in over 400 Walmart stores across the country. You will see on our point-of-sale materials that our theme is "Be there for your neighbour". Each time an Associate asks a customer to donate to the campaign, we edge a little closer to the goal of raising \$3.5 million, plus a Walmart Canada contribution of \$1,000,000 to help communities in need.

As a Red Cross Walmart Ambassador, you share a crucial role in that success. If you are new to the campaign – WELCOME! We look forward to building another successful campaign with you!

### How Does the Campaign Work?

- This annual 4-week initiative is an "ask at cash" campaign that is executed at the store level by the Associates and is supported by the management and Market Leaders at Walmart.
- Ambassadors are the key to this campaign as you are the ones who help to keep the stores on track, ensure they have the tools they require, the information they need and the motivation to keep the campaign moving forward.
- When a customer comes through their till, Associates will ask customers "would you like to be a local hero and donate to the Red Cross?" If the customer says yes, the Associate scans the card. Each scan of the icon's barcode adds \$1 to the customer's bill. If the customer would like to make a larger donation, the Associate will scan the card to equate to the customer's requested donation amount OR, the Associate can scan the bar code on the info card and input the dollar value of the donation. This is helpful if the customer wishes to donate \$5 or \$10 dollars or more.
- Customers can also donate at the self-checkout kiosks. The customer will be prompted to donate \$1, \$2, \$5, or given the option to decline.

The Canadian Red Cross is sincerely grateful for your efforts in the upcoming weeks. Without your dedication to the Red Cross, we would not be able to provide the information, attention and recognition required by Walmart Associates, managers and customers that make this campaign as successful as it is each year.