

JULY 17, 2023



Canadian
Red Cross

Walmart

Canadian Red Cross Campaign Newsletter

Your hard work is **helping people** across Canada!

Dear Friends,

As always, the Walmart Canada campaign is showing impressive dedication from stores across the country. The summer months are always busy, and we are so grateful for all your efforts in securing donations that supports the work of the Canadian Red Cross. Your commitment and enthusiasm for the campaign doesn't go unnoticed. In fact, your hard work is helping people in need across Canada.

You're helping your colleague, friend, or neighbour. In the past few months, thousands of people in communities across Canada have been impacted by severe weather emergencies. Many have been forced to leave their homes for safety.

In Atlantic Canada, high winds, dry conditions and hot temperatures caused wildfires to spread rapidly. The Canadian Red Cross was at various sites across the region make sure evacuees had a safe place to stay, along with necessities like food, clothing and emotional and psychosocial support for survivors coping with loss and hardship. We also helped people who had to be evacuated from long-term care homes by providing hospital-style beds and mobility aids from our Health Equipment Loan Program to other nursing homes or university residences and



A Canadian Red Cross volunteer carries a cot for those forced to evacuate due to wildfires in Nova Scotia.

distributed one-time financial assistance of \$500 to eligible households.

Many of those impacted by the wildfires were also impacted by Hurricane Fiona. **Your dedication to the Walmart Campaign ensures that people in Atlantic Canada can rely on the Canadian Red Cross in their moment of need.**

Our sincerest thanks to you.



Amy Avis
Chief, Emergencies
Canadian Red Cross



Did you know?

The Red Cross' **first domestic emergency** response was for the Halifax Explosion of 1917?

Regional Campaign Highlights*

\$417,296

raised to date across stores in
Atlantic Canada

\$5,877

raised per store on average

**Stats as of July 8th*

Top Stores*

Top 5 stores by % of store goal

- BRIDGEWATER – 144%
- GREENWOOD – 137%
- TRURO – 127%
- HALIFAX (W) – 125%
- LABRADOR CITY – 116%

Top 5 stores by total \$ raised

- CORNWALL – \$15,206
- HALIFAX (W) – \$13,166
- SYDNEY – \$11,405
- TRURO – \$10,959
- BRIDGEWATER – \$10,487

**Stats as of July 8th*

Milestone Anniversary: Our 20 Years of Partnership

As we've seen, a lot can happen in just one year. Looking back at the past year alone, we've seen people in Canada experience housefires, floods, ice storms, wildfires and a hurricane. We know that life is everchanging and full of unexpected events. Knowing that we can rely on the support of Walmart Canada helps us to be ready to provide help at a moment's notice.

Whether this year is your first in-store Walmart Canada campaign or if you've been participating over the years, this campaign is truly something remarkable.

Each year, we are delighted to see the creativity and enthusiasm that Walmart Associates bring to make their fundraising event unique. We've seen helium balloons purchased for \$2 that were tied onto store Managers, Associates or Red Cross volunteers – with proceeds going towards the campaign. We've read stories of Associates striking up conversations with customers to share what the campaign means to them, organize fundraising bake sales and employee potlucks.

You continue to be advocates for the Canadian Red Cross, enabling us to continue to help people in need year after year.



Meet Ha Vu – a Red Cross volunteer from Dartmouth, Nova Scotia.

Here are a few statistics that show YOUR IMPACT over the past year:

26 Indigenous communities supported with evacuations from floods to fires.

45,990 people supported by the Canadian Red Cross after a personal disaster like a house fire.

96,000 households assisted after Hurricane Fiona hit Atlantic Canada last year.



Let's Stay Connected

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



redcross.ca



youtube.com/user/canadianredcross



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