

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 as conditions made it too dangerous to stay.

In Ontario, intense flooding led to hundreds of evacuations from Fort Albany First Nations, Attawapiskat First Nations and Kashechewan First Nations in northern Ontario. The Canadian Red Cross provided registration, reception, information, personal services and wellness checks until it was safe to return home.

Beyond emergency responses, the Mobile Food Bank continues to be an essential service for many people in the Greater Toronto Area who, because of a temporary or



Canadian Red Cross fire recovery supplies

permanent disability, cannot access regular food banks. In addition to providing baskets of healthy and nutritious foods, this service is also a way to combat the feeling of loneliness and ensure wellbeing.

Your dedication to the Walmart Campaign helps ensure that people 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?

In Canada, wildfires burn about 2.4 million hectares per year. That's almost the size of Lake Erie.

Regional Campaign Highlights*

\$253,397

raised to date across stores
in Ontario

\$2,111

raised per store on average

**Stats as of July 8th*

Top Stores*

Top 5 stores by % of store goal

- NORTH BAY – 58%
- HANOVER – 54%
- PARRY SOUND – 52%
- CAMBRIDGE – 46%
- TEMISKAMING SHORES – 44%

Top 5 stores by total \$ raised

- NORTH BAY – \$6,655
- CAMBRIDGE – \$5,722
- MISSISSAUGA (E) – \$4,803
- SAULT STE. MARIE – \$3,825
- BRAMPTON (W) – \$3,569

**Stats as of July 8th*

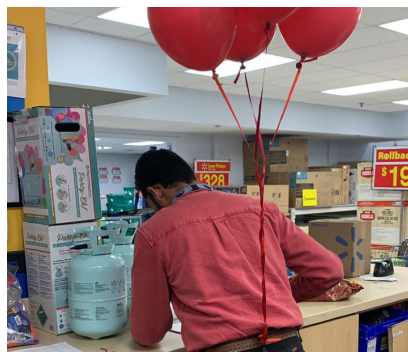
Milestone Anniversary: Our 20 Years of Partnership

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.



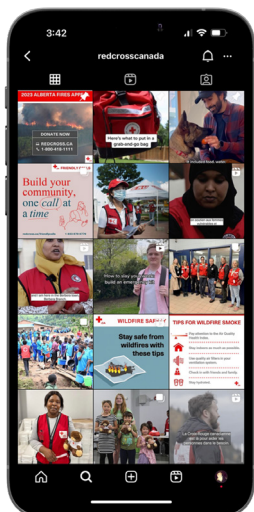
Meet Kunwar from Peterborough, Ontario who pitched a creative fundraiser, raising \$300 in only two hours!

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

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