



2023

The Canadian Red Cross Campaign Playbook



Canadian
Red Cross

Walmart 

CELEBRATING **20** YEARS

Dear Walmart Canada Friends,

I am so grateful for your dedication to the upcoming Canadian Red Cross Campaign, a key initiative that helps the Red Cross be there for our neighbours across the country. Without your hard work, the campaign could not be a success. Thank you.

After last year’s hugely successful campaign, Walmart Canada’s support for our Emergency Management team was felt immediately, as our country dealt with severe climate and weather-related disasters, especially in eastern Canada.

Last fall, one of the most powerful storms to ever strike Canada impacted hundreds of thousands in Nova Scotia, Prince Edward Island, New Brunswick, Quebec, and Newfoundland and Labrador. Hurricane Fiona wrought a trail of destruction, causing widespread flooding, damaging homes, and knocking out power to countless people.

Thanks to supporters like Walmart Canada and the hard work of Associates like you, we were there for impacted individuals, families, and communities. The Canadian Red Cross supported dozens of reception centres, provided thousands of relief items, and distributed financial assistance to tens of thousands of households.

Across the country, you helped provide essential relief items, emergency financial assistance, and psychosocial support to get Canadians through some of their darkest days. From a personal emergency like a house fire or flood, to a large-scale event like Hurricane Fiona, the Canadian Red Cross answered the call for help from a neighbour in need on average every three hours.

The partnership between Walmart Canada and the Canadian Red Cross is truly unique. It is Red Cross’ largest charitable partnership of anywhere in the world! The partnership is now in its 20th year, marking a significant milestone of our shared goal of being there for our neighbours.

Thank you again for your continued partnership and dedication.
Best of luck for this year’s campaign!



Sincerely,

Janet B. Johnson
Chief Development Officer
The Canadian Red Cross

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The Canadian Red Cross in Your Community

BRITISH COLUMBIA

After a summer of record-breaking heat and wildfires, severe rainfall triggered flooding, landslides and power outages. **The Canadian Red Cross has provided relief items and emergency financial assistance to thousands of households.**



ALBERTA

The Canadian Red Cross' Friendly Calls program helped to reduce loneliness and isolation in **63,800 isolated Canadians**, including in rural and remote regions of Alberta. The program is available to any adult who feels they could benefit from more social interaction.



QUEBEC AND ATLANTIC

Hurricane Fiona, one of the most powerful storms to ever strike Canada, caused widespread damage in communities in impacted provinces – Nova Scotia, Prince Edward Island, New Brunswick, Quebec, and Newfoundland & Labrador. **The Canadian Red Cross provided relief items and financial assistance to tens of thousands of households.**



MANITOBA & SASKATCHEWAN

Wildfires impacted many Indigenous communities in both provinces. **The Canadian Red Cross supported evacuees with lodging, meals, registration and personal services.**



ONTARIO

With over a hundred wildfires burning in Northern Ontario last summer, community members from multiple First Nations communities were forced to leave home. **The Red Cross supported evacuations, lodging, personal services and repatriation of community members.**

Campaign Overview

Since 2003, Walmart stores across Canada have dedicated several weeks each year to support the Canadian Red Cross with a fundraising campaign. The 2022 in-store campaign and corporate contribution raised an incredible \$4.2 million to support vital community preparedness, along with emergency relief and recovery programming across Canada.

Now in its 20th year as a partner with the Canadian Red Cross, Walmart has raised and donated over \$64 million to help Canadians be prepared for, as well as recover from, disasters. The annual in-store campaign will be taking place this year from June 29-July 28 in Walmart stores across the country. **Together, we are hoping to replicate last year's success with a national goal for this year's campaign of \$3.5 million, plus Walmart Canada will contribute an additional \$1,000,000 to help communities in need.**

Campaign Timeline

Pre-Campaign → During Campaign → Post-Campaign

- All Red Cross campaign materials will be shipped to individual stores via Walmart blue bag, which will arrive by Friday, June 24 and will be addressed to the attention of the Store Manager (or Campaign Lead)
- Pre-campaign kick-off call between Red Cross Ambassador and Walmart Store Lead and Associates
- Campaign officially begins Thursday, June 29, 2023
- Weekly check-ins between Red Cross Ambassador and Walmart Campaign Lead
- Look out for other materials via the Wire
- Campaign officially ends on Friday, July 28, 2023
- Post-campaign thank you & recognition call
- Campaign certificate, letter of appreciation, and Fundraising Stars recognition certificates and buttons will be distributed



Key Messages



The Red Cross is proud to work with Walmart Canada to raise funds that help families in our communities impacted by emergencies.

- Walmart is the **largest corporate partner** of the Canadian Red Cross and the largest corporate partnership of any Red Cross Society in the world.
- Since 2003, Walmart has raised and donated **over \$64 million** to Red Cross emergency preparedness and response.
- On average, the support from Walmart Canada helps **1 in 4 Canadians assisted** by the Red Cross Emergency Management program.
- Following a disaster, the Red Cross **provides assistance to individuals and families**, offering hot meals, warm blankets, safe places to sleep, personal hygiene kits, emotional support and gift cards for food, clothing and baby items.
- The Red Cross is **prepared for emergencies** by having both supplies and trained volunteers ready to respond when house fires, floods, forest fires, disease outbreaks or other events disrupt the lives of Canadians. This ability to respond rapidly is vital to keeping individuals, families and communities safe.
- The Red Cross has sent **components of its Emergency Field Hospital**, usually reserved for international missions, to multiple sites across Canada to support local health authorities.
- Canadians have **always been generous**, whether they are supporting a large-scale international disaster or a response right here in Canada.
- An **in-store promotion** with Walmart gives Canadians the chance to donate to the Red Cross, which will help to make a difference in the lives of those affected by emergencies or disasters across the country.
- Walmart Canada has been a Canadian Red Cross partner for **20 years**.

We have set a national goal of \$3.5 million, plus a Walmart Canada contribution of \$1,000,000 to support communities in need.



Campaign Support Materials

 **Over \$64 million raised and donated to help Canadians prepare for and recover from disasters.**

Between the 29th of June and the 28th of July, our goal is to raise \$3.5 million, plus a Walmart Canada contribution of \$1,000,000 in support of the Canadian Red Cross Emergency Management Program.

Your Red Cross campaign materials will arrive via blue bag mail by June 24. In the bag, you will find:

- **BUTTONS (BAG OF 100):**
Please encourage Associates to wear buttons to show their support and promote the Red Cross campaign.
- **CAMPAIGN QUICK REFERENCE:**
Leave this in the lunchroom so Associates can get the quick details about the Red Cross campaign.
- **FUNDRAISING STAR TRACKING SHEET:**
Please use this sheet to record Associates who fundraise \$500 or more.
- **FUNDRAISING STAR BUTTONS:**
This supply of buttons will be used to recognize Associates who fundraise \$500 or more. Each Associate who reaches this milestone will be given a button with an editable certificate.


Other resources available on the WIRE or Workplace:

- **CAMPAIGN VIDEO:**
1-minute photo montage with a thank you message. Please share as appropriate.
- **EVENT POSTER:**
This poster is an excellent tool for in-store fundraising events – simply print, fill in your store event details, and distribute as appropriate.
- **FUNDRAISING STAR CERTIFICATE:**
It is important to identify those Associates who go above and beyond! The Red Cross has developed the Fundraising Star program to recognize Associates who raise \$500 or more through POS donations or other fundraising initiatives. Each Fundraising Star receives a Fundraising Star certificate and button to celebrate their efforts.
- **CAMPAIGN NEWSLETTERS:**
Read about campaign updates and stories of interest from around the country.

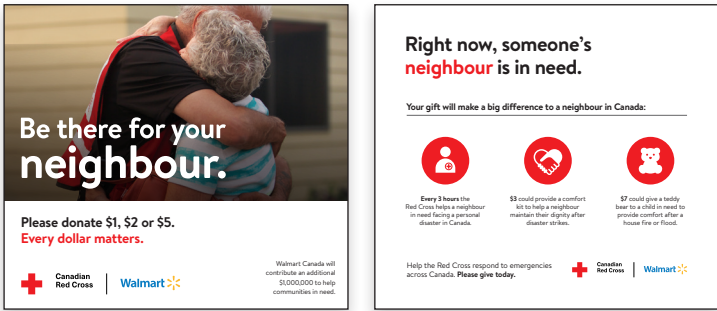
Printed Materials

 **These items will be shipped directly to your store in the blue mailbag:**

FRONT



BACK



CASH REGISTER CLING: Please ensure these clings are posted on the light boxes above the cash registers for the duration of the campaign.

CASH REGISTER SIGN: Affix this on plexi-glass or other surface close to cash register to remind customers what their donation will be supporting. Use 2 copies, so you can display both sides.





GOAL CHART: Display this in Associate areas to ensure everyone is aware of the store's individual fundraising goal and progress towards it.

THANK YOU POSTER: Display this poster to let Associates know what they are fundraising for and why it's so important!

Suggested Fundraising Events

In addition to fundraising at the check-outs, in-store fundraising events are a great way to help reach your store’s goals and have fun at the same time! Over the years, Walmart staff members have put on an impressive variety of creative fundraising events, but what is even more impressive is the spirit they show across the country for this important campaign. Here are a few ideas to consider!

What will your store do this year?

Get Inspired!

DISASTER MANAGEMENT EVENTS	<ul style="list-style-type: none"> Emergency kit scavenger hunt (include items such as batteries, flashlights, blankets, canned food, etc.) Item of the week (table display of items that could be in an emergency kit)
DRESS-UP/ DRESS-DOWN DAYS	<ul style="list-style-type: none"> Wear Red for Campaign Launch Dress-Down Day Crazy-Hat Day Theme Day – Hawaiian Shirt, Western Wear, Jersey Day, etc.
ACTIVE FUNDRAISERS	<ul style="list-style-type: none"> Photo Op Silent Auction (Associates only) Team or Management Challenges BBQs Potluck , Balloon sales, Snack sales table in the breakroom



Suggested Speaking Notes for Huddles

Now more than ever, we all know many friends and family who have been affected by emergencies right here in our community. Thank you for being there for your neighbours!

- **Smaller scale personal disasters like house fires often fail to make headlines.** However, the impact they have on families in our community can be devastating. Thanks to our support, The Canadian Red Cross can quickly provide temporary housing, food, clothes and other essential supplies when families are faced with emergencies and disasters in our community.
- **Since 2003, Walmart Canada customers and Associates have raised and donated over \$64 million to The Canadian Red Cross.** This is quite an accomplishment, and something we can all be very proud of.
- **Beyond the in-store campaign, fundraising efforts and corporate contributions, every year Walmart also provides The Canadian Red Cross blankets and hygiene kits for people forced from their homes.** With the corporate match, last year’s Red Cross in-store campaign raised \$4.2 million.
- **We are once again relying on you to make this year’s campaign a success,** with a national goal of \$3.5 million, plus a Walmart Canada contribution of \$1,000,000, with our store’s goal set at _____. Every dollar matters, and our customers will give only if you ask. You never know who might need emergency assistance from The Canadian Red Cross, let’s make sure we are there for our neighbour.
- **I am confident each and every one of you will make a significant impact** in reaching this target.

For those of you who are new to our team, here’s how the campaign works:

- **From June 29–July 28, 2023, every Walmart store across the country will raise funds for the Canadian Red Cross** to help families in our community when disaster strikes.
- **Most donations are made at the check-out.** Associates will ask customers if they would like to donate, and customers usually give anywhere from \$1 to \$5. There will be a prompt on the Associates’ screen that serves as a reminder about the donation ask.
- **Customers can also make a Red Cross campaign donation at self-checkout kiosks.** The customer will be prompted to donate \$1, \$2, \$5, or given the option to decline.
- **Some Associates will also lead in-store fundraising initiatives.**
- **It is important to note that the Red Cross does not issue tax receipts for these donations** made at the register or self-checkout.

Did You Know

I encourage each and every one of you to support your fellow Canadians by inviting customers to give to the Canadian Red Cross. You should all be proud of your involvement with this campaign, you are helping to provide emergency assistance to your neighbours should they be impacted by a disaster.

- The Red Cross has been assisting Canadian communities impacted by disaster for over **100** years.
- The Red Cross responds to a disaster in Canada roughly every **3** hours.
- The Canadian Red Cross currently has **11,400+** Emergency Management volunteers from coast to coast.
- In 2022 alone, the Red Cross responded to more than **100** large-scale emergencies in Canada.
- The Canadian Red Cross is one of **192** Red Cross Red Crescent Societies worldwide, making it part of the largest humanitarian organization in the world.
- In 2022, the Canadian Red Cross assisted **96,000** eligible households in the aftermath of Hurricane Fiona in eastern Canada.
- In 2022, the Canadian Red Cross led **2,275** Canadians in Disaster Preparedness workshops.
- Canadians should be prepared to care for themselves and their families for a minimum of **3** days in a disaster, or up to two weeks in a health emergency.
- Every little bit helps: just **\$3** can provide a comfort kit (toothpaste, toothbrush, soap, shampoo, conditioner, comb, deodorant, tissues) to help someone maintain their dignity after disaster strikes.
- In 2022, the Canadian Red Cross supported **45,990** Canadians after a personal disaster like a house fire or flood.
- In 2022, the Canadian Red Cross deployed **1,850** personnel in medium- and large-scale responses.
- Since November 30, 2021 The Canadian Red Cross has distributed **\$5.5m+** in Emergency Financial Assistance to those effected by the British Columbia wildfires.



Wondering how donations could be spent in Canada?

Here are just a few examples of the many ways you could help people in need:

- \$3** could provide a comfort kit with simple items offering a sense of dignity.
- \$7** could provide a teddy bear to a child in need of support.
- \$9** could provide a blanket for someone who is exhausted.
- \$45** could provide baby products for an infant/child.
- \$60** could provide a cot for someone who has lost their home.

Did You Know



DID YOU KNOW

that, in Canada, wildfires burn about 2.4 million hectares per year? That's larger than Wales and almost the size of Lake Erie.



DID YOU KNOW

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



DID YOU KNOW

floods are one of the most common and costly disasters in Canada in terms of property damage? The Red Cross is there to help communities prepare and recover from the impact.



DID YOU KNOW

Muggins was a lovable, and incredibly famous spitz dog with fuzzy white hair who collected donations in downtown Victoria, B.C.?



DID YOU KNOW

a Swiss businessman and social activist, was the founder of the Red Cross and first recipient of the Nobel Peace Prize.

The Canadian Red Cross Campaign 2023: My Store's Campaign at a Glance

The Canadian Red Cross Campaign 2023

June 29-July 28

STORE # _____

STORE CAMPAIGN LEAD: _____

STORE GOAL: _____

DATE STORE GOAL ACHIEVED: _____

TOTAL NUMBER OF FUNDRAISING STARS*: _____

NAME OF RED CROSS WALMART AMBASSADOR: _____

PLEASE NOTE: Red Cross Walmart Ambassadors are assigned based on volunteer availability. If a volunteer has been assigned to your store, they will contact you prior to the start of the campaign.

If you have any questions about Red Cross Volunteer Ambassadors, please contact the Red Cross Regional Staff Lead in your area:

- **Western Canada:** Tammy Doerksen – tammy.doerksen@redcross.ca
- **Ontario:** Ifhtia Haque – ifhtia.haque@redcross.ca
- **Quebec:** Jean Pelletier – jean.pelletier@croixrouge.ca
- **Atlantic Canada:** Rebecca McLeod – rebecca.mcleod@redcross.ca

** Don't forget to keep track of your Red Cross Fundraising Stars – please see page 8 for more details.*



The Canadian Red Cross Campaign 2023 Playbook

**Thank you for supporting the vital work
of the Canadian Red Cross.**