

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 support 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 Western 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 Alberta, people have felt the impact of devastating wildfires across the northern part of the province. The Canadian Red Cross provided thousands of relief supplies such as cots, blankets, pillows, and hygiene kits at the request of local municipalities. We also launched our Not-for-Profit Organizations program that provides funding to local community organizations that help people affected by the fires. This support is essential to help communities recover after an emergency.



A Canadian Red Cross volunteer supports a wildfire evacuee at the Edmonton Expo Centre during the Alberta wildfires.

People in British Columbia are also experiencing wildfires this summer. **Your dedication to the Walmart Campaign helps to make sure 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?

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.

Regional Campaign Highlights*

\$574,352

raised to date across stores
in Western Canada

\$4,132

raised per store on average

**Stats as of July 8th*

Top Stores*

Top 5 stores by % of store goal

- CALGARY (E) – 88%
- STEINBACH – 80%
- QUESNEL – 80%
- FLIN FLON – 79%
- WHITCOURT – 78%

Top 5 stores by total \$ raised

- CALGARY (E) – \$11,138
- CALGARY (W) – \$10,121
- VICTORIA – \$9,253
- LANGLEY – \$8,416
- LETHBRIDGE (S) – \$8,089

**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 ever changing and full of unexpected events. Knowing that we can rely on Walmart Canada's support 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 Jerry – an entry greeter from Kamloops, B.C., who is one of last year's fundraising stars. He consistently returned the donation jar full at the end of the day.

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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Canadian Red Cross on social media



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