

# Canadian Red Cross Fundraising Campaign Newsletter

## How you are helping to fight COVID-19 every time you ask for a donation



### Dear Friends,

We are three weeks into the annual campaign, and it is shaping up to be a great success!

I am so grateful for all your hard work in raising funds to help Canadians during disasters and emergencies, including the current COVID-19 pandemic.

Here in Ontario, the generosity of Canadians has shone through, even during these difficult and uncertain times.

I am also reminded of the people that you are helping by supporting the Canadian Red Cross' emergency response.

For example, the Red Cross is currently supporting the City of Ottawa in providing wellness checks for some of the city's most vulnerable citizens. With the proper safety precautions in mind, such as wearing masks and physical distancing, Red Cross volunteers go door to door to ensure that people have access to necessities like food and medication.

Adèle Scarlett is a volunteer with the Red Cross as well as a student at the University of Ottawa.

"For some people, we're the only ones they have talked to for two or three weeks. So it's nice to talk to them. They have good stories and it's nice to see that people are doing well," says Adèle. "And it's reassuring to see that if people aren't doing well, we can help them by sending community paramedics or doing a psychosocial follow-up if they need support."

These are the types of people you are helping every time a customer donates.

Again, thank you so much for your hard work and dedication.

Take care,

**Tatjana Radovanovic**

Director of Emergency Management, Ontario

## Fundraising Stars

A special congratulations to our fundraising stars for their outstanding contributions:

- **Patrick** – 1087 Wasaga Beach, ON
- **Brenda B.** – 3155 Sault Ste Marie, ON
- **Gwen S.** – 1054 Bracebridge, ON
- **Tara D** – 1054 Bracebridge, ON
- **Amber** (pictured on the left) – 3096 Stoney Creek, ON
- **Janice** – 1042 Stoney Creek, ON
- **Sandy** – 1115 Vaughan-Maple, ON
- **Karen F** – 1056 Oshawa (S), ON
- **Priyanka S** – 1056 Oshawa (S), ON
- **Tanya L** – 1056 Oshawa (S), ON
- **Cailee L** – 1056 Oshawa (S), ON
- **Nathalie C** – 1056 Oshawa (S), ON
- **Terri** – 1153 Oshawa (Kingsway), ON
- **Asmita** – 1080 Scarborough (NE), ON
- **Mariam** – 1080 Scarborough (NE), ON
- **Lyra** – 1080 Scarborough (NE), ON
- **Lynn** – 1105 Sudbury (S), ON
- **Brenda R** – 3129 Hanover, ON
- **Theresa D** – 3128 Temiskaming Shores, ON
- **Caylin P** – 3128 Temiskaming Shores, ON



This is Amber. She asked a customer for a donation and the customer responded by donating \$500 to the Red Cross!

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## Regional Campaign Highlights\*

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**\$833,580**

raised to date across stores in Ontario

**\$5,484**

raised per store on average

**45**

stores have already exceeded 100% of their goal

**150**

stores of 152 stores have reached their full corporate match

*\*Stats as of July 22*

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## Top Stores\*

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### Top 5 Stores by % of Store Goal

- **3041 Kapuskasing, ON** - 287%
- **5806 Fort Frances, ON** - 277%
- **3653 Uxbridge, ON** - 191%
- **5743 Huntsville, ON** - 156%
- **1041 Napanee, ON** - 154%

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### Top 5 Stores by total \$ Raised

- **3055 Mississauga (Square One), ON** - \$9,892
- **3064 Oakville, ON** - \$9,879.56
- **3043 Kingston (W), ON** - \$9,821
- **3155 Sault Ste, Marie, ON** - \$9,716
- **3160 Niagara Falls, ON** - \$9,186

*\*Achieved as of July 22*

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## Did you know?

The Red Cross has a First Aid app available in both English and French for Apple and Android mobile devices. It provides first aid tips on everything from choking to burns.

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## Putting the “fun” in fundraise



Sandesh, Lea, & Nat – three of the four Walmart Associates who raised \$1,700 for the Red Cross.

**Whether this is your first in-store Canadian Red Cross fundraising campaign or you have been helping us since the very beginning, the passion and ingenuity of Walmart Associates never ceases to amaze.**

We are hearing stories of how Walmart Associates across the country are coming up with fun and engaging ways to fundraise for the Red Cross. Walmart is certainly putting the “fun” in fundraise.

One such Walmart is in Langley, British Columbia, where four Walmart Associates took part in a 5K walk for the Red Cross, receiving pledges from their colleagues, friends and families.

One of the organizers, Lea Freeman, says that, while COVID-19 presents various challenges compared to fundraisers in the past, they will “just keep going.”

“This year was a little tougher because we needed to keep our physical distance, but we had a lot of fun,” she said.

Another participant, Nat Monachese, knows that this sort of passion is part of the culture at Walmart. “Well this is something the store has been doing for a few years now. Something driven by the managers. It’s just part of what the Walmart culture is – to be charitable.”

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## Stay Connected

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### Check out our new weekly campaign update videos

Week 1: <https://redcross-1.wistia.com/medias/4b54zm455g>

Week 2: <https://redcross-1.wistia.com/medias/zpzbmky7r>

Week 3: <https://redcross-1.wistia.com/medias/vwu1d77gc8>

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