

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 Quebecers during disasters and emergencies, including the current COVID-19 pandemic.

Here in Quebec, 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 has deployed its Emergency Field Hospital – normally reserved for international missions – to Lasalle, QC to help support local health care infrastructure. The hospital components are set-up inside of a hockey arena to treat COVID-19 positive patients.

One patient, a 94-year-old, joked that she was upset she couldn't skate while being treated in a rink. "I dance and I bowl and I do a lot of things. That's why I'm anxious to get going again," she said.

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,

Claudie Laberge

Director of Emergency Management, Quebec

Fundraising Stars

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

- **Nancy M.** – 1040 Saint-Georges-de-Beauce



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

Regional Campaign Highlights*

\$215,881

raised to date across stores in Quebec

\$3,041

raised per store on average

6

stores have already exceeded 100% of their goal

59

stores of 71 stores have reached their full corporate match

**Stats as of July 22*

Top Stores*

Top 5 Stores by % of Store Goal

- **3136 Rouyn-Noranda, QC** - 160%
- **1057 Vaudreuil, QC** - 158%
- **1173 La Pocatiere, QC** - 157%
- **1025 Matane, QC** - 147%
- **3002 Baie-Comeau, QC** - 135%

Top 5 Stores by total \$ Raised

- **1057 Vaudreuil, QC** - \$8,464
- **3136 Rouyn-Noranda, QC** - \$6,737
- **3002 Baie-Comeau, QC** - \$6,156
- **3149 Mascouche, QC** - \$5,131
- **3044 Kirkland, QC** - \$5,031

**Achieved as of July 22*

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.

Putting the “fun” in fundraise



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.”

Stay Connected

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/zpzxbmky7r>

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

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