

# Canadian Red Cross Fundraising Campaign Newsletter

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



Ruth & Gwen

### 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 Saskatchewan, 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, since the beginning of the current crisis, the Red Cross has ramped up its Friendly Phones program, a service that pairs volunteers with seniors who feel they could benefit from a friendly check-in. Now, our volunteers are making sure that seniors are managing with social isolation as well as ensuring they have access to the medications and groceries that they need.

Ruth Crow lives in a long-term care facility in Saskatchewan and is paired with Gwen, a Red Cross volunteer.

"It brings me companionship, something to look forward to each week," says Ruth. "Conversation really brightens my day."

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,

**David Smith**

Senior Manager, Emergency Management, Saskatchewan



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

## Fundraising Stars

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

- **Erin** – 1030 Slave Lake, AB
- **Lea Freeman** – 3158 Langley, BC
- **Bhupendra** – 3069 Portage La Prairie, MB
- **Alma** – 3102 Thompson, MB
- **Navreen** – 1204 Winnipeg, MB
- **Darlene** – 3177 Winnipeg (SW), MB
- **Matthew** – 3119 Winnipeg, MB
- **Melody** – 3083 Saskatoon, SK
- **Nancy** – 3083 Saskatoon, SK
- **Amandeep S** – 3048 Lethbridge, AB
- **Maxine H** – 3048 Lethbridge, AB
- **Dane K** – 3048 Lethbridge, AB
- **Sakhjeet K** – 3048 Lethbridge, AB
- **Rasheedat A** – 3048 Lethbridge, AB
- **Bishow P** – 3048 Lethbridge, AB
- **Rosemarie H** – 3048 Lethbridge, AB
- **Donna E** – 1093 Westbank, BC
- **Carma-Lee D** – 1036 Merritt, BC
- **Maureen U** – 3040 Kamloops, BC
- **Riya G** – 1081 Tsawwassen, BC
- **Sukwinder K** – 1181 Tsawwassen, BC
- **David S** – 3070 Penticton, BC
- **Valerie K** – 3070 Penticton, BC
- **Bhuvan S** – 3070 Penticton, BC
- **Mary B** – 3070 Penticton, BC
- **Kunwar R** – 3070 Penticton, BC

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## Regional Campaign Highlights\*

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**\$919,430**

raised to date across stores in Western Canada

**\$6,567**

raised per store on average

**67**

stores have already exceeded 100% of their goal

**140**

stores of 140 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

- **1030 Slave Lake, AB** - 302%
- **3660 Flin Flon, MB** - 290%
- **1049 Strathmore, AB** - 250%
- **1028 Drumheller, AB** - 240%
- **1015 Squamish, BC** - 214%

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### Top 5 Stores by total \$ Raised

- **3109 Victoria, BC** - \$19,171
- **3048 Lethbridge, AB** - \$16,482
- **3147 Grand Prairie, AB** - \$11,741
- **3169 Vernon, BC** - \$10,824
- **3042 Kelowna, BC** - \$10,729

*\*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



**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/zpzxbmky7r>

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

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