



Canadian Red Cross Campaign

2020 Playbook



In support of



Dear Walmart Canada Friends,

During a partnership that has lasted 17 years, Walmart Canada has been with the Canadian Red Cross throughout some of the largest emergencies in Canadian history. Walmart Canada has supported Canadians and communities recovering from wildfires in Alberta, flooding in Atlantic Canada and Quebec, and thousands of personal disasters. Today, they are with us during a global pandemic.

This dedication is truly appreciated and is indicative of the strength of Walmart Canada's commitment to the communities it serves across the country.

2020 has been a year of significant change and significant adaptation. As a result, our national campaign looks a bit different this year. Walmart Canada and the Red Cross have worked hard over the last few months to make each interaction with customers safe and in support of physical distancing guidelines. Volunteers and employees will be given all manner of protection in order to do their job safely, including the ability to volunteer remotely. Despite these changes, our campaign goals remain inspired. This year, the national campaign goal is \$2.5 million, plus a Walmart corporate match of up to \$820,000.

The Canadian Red Cross is helping people in need from coast to coast who are affected by the COVID-19 pandemic. From supporting health authorities with our field hospital to providing over-the-phone wellness checks for isolated seniors, but our work is far from over. We must also remember that natural disasters can strike at any time, making an already difficult situation worse. You can be proud that this campaign will help the most vulnerable people through this pandemic, and through other emergencies that lie ahead.

2020 is also a year for celebrating this partnership; over the last 17 years, Walmart Canada has raised over \$50 million for disaster response and preparedness with the Red Cross. This is an incredible milestone, and is celebrated across the country by Walmart Canada, the Red Cross, and by each Canadian this partnership has helped, past and present.

As we move into our new campaign, we are grateful to Walmart Canada Associates for their determined effort, and for continuing to support their communities.

Thank you, Walmart Canada for your continued partnership, and your critical support.

Good luck for the 2020 campaign!

Sincerely,

A handwritten signature in black ink that reads "R Ryan". The signature is fluid and cursive, with the first letter of "R" being large and prominent.

Ronan Ryan
Chief Marketing & Development Officer
Canadian Red Cross

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Canadian Red Cross in Your Community

The current COVID-19 pandemic has presented one of the biggest challenges to the world, the country, and indeed to our organization, but thanks to our donors and partners like Walmart, we are able to answer the call for help.

Here are just some of the ways the Canadian Red Cross is responding to COVID-19 from coast to coast:

BRITISH COLUMBIA

Components of the Emergency Field Hospital sent to augment local health infrastructure in downtown Vancouver.



ONTARIO

Delivering food hampers to individuals who cannot leave their home and lack a support network.



ATLANTIC

Giving over-the-phone information, referrals, emotional support and check-ins from Red Cross volunteers for vulnerable individuals and families to help during isolation.



ALBERTA

Supporting flood survivors in Fort McMurray while maintaining physical distancing and keeping beneficiaries and volunteers safe.



SASKATCHEWAN & MANITOBA

Supporting Indigenous communities with emergency supplies as well as a help desk to provide information and referrals related to pandemic planning, health care, and community wellness.



QUEBEC

Providing Emergency Field Hospital equipment to support the LaSalle Hospital in caring for COVID-19 positive patients.

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 funds raised from this nation-wide campaign provide vital dollars in support of disaster response in Canada. To date, Walmart has raised and donated over \$50 million to help Canadians be prepared for, as well as recover from, disaster.

The annual in-store campaign will be taking place this year between **July 2-31** in Walmart stores across the country. While COVID-19 is having an impact on consumer shopping habits, together we are hoping to replicate last year's success with a national goal for this year's campaign of \$2.5 million, plus a Walmart corporate match of up to \$820,000.

Campaign Timeline

DATE	DESCRIPTION
PRE-CAMPAIGN	<ul style="list-style-type: none">• All Red Cross campaign materials will be shipped to individual stores via Walmart blue bin and a Red Cross campaign box, which will arrive by Friday, June 26 and will be addressed to the attention of the Store Manager.• Pre-campaign kick-off call between Red Cross Ambassador and Walmart Store Lead and Associates
DURING CAMPAIGN	<ul style="list-style-type: none">• Campaign officially begins Thursday July 2, 2020• Weekly check-in calls between Red Cross Ambassador and Walmart Campaign Lead• Campaign officially ends on July 31, 2020
POST-CAMPAIGN	<ul style="list-style-type: none">• Post-Campaign Thank You & Recognition Call• Campaign certificate, letter of appreciation, and Fundraising Stars recognition certificates and pins will be distributed

Key Messages



“Would you like to support families who need the Canadian Red Cross?”

Red Cross is proud to work with Walmart Canada to raise funds that help families in our communities impacted by emergencies, including the current COVID-19 pandemic.

- 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 \$50 million to Red Cross disaster response.
- The Red Cross is providing Personal Protective Equipment (PPE) and training to community organizations, like food banks and shelters, who support vulnerable Canadians.
- In Canada, Red Cross volunteers respond to a disaster every three hours.
- On average, Walmart Canada support 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 disasters by having both supplies and trained volunteers ready to respond when COVID-19, house fires, floods, forest fires or other emergencies disrupt the lives of Canadians. This ability to respond rapidly is vital to keeping individuals, families and communities safe when disasters happen.
- The Red Cross is has sent components of our Emergency Field Hospital, usually reserved for international missions, to Vancouver and Montreal to support local health infrastructure.

While COVID-19 is impacting shopping habits, we remain confident, with a national goal for this year’s campaign of \$2.5 million, plus a Walmart corporate match of up to \$820,000.

- Canadians have always been generous, whether they are supporting a large-scale international disaster response, or a response right here in Canada, such as the current pandemic.
- 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

Économisez plus. Vivez mieux.

Reminote
JOE'S YVE

WALMART

Walmart

Walmart
MARJOLAINE
Économisez plus. Vivez mieux.

CAISSIERE

Campaign Support Materials

Over \$50 million raised and donated to help Canadians prepare for and recover from disasters.

Between the 2nd to 31st of July, our goal is to raise \$2.5 million, plus a Walmart corporate match of up to \$820,000 in support of the Canadian Red Cross Emergency Management program.

Your Red Cross campaign materials will arrive via courier by June 26th. In the box, you will find:

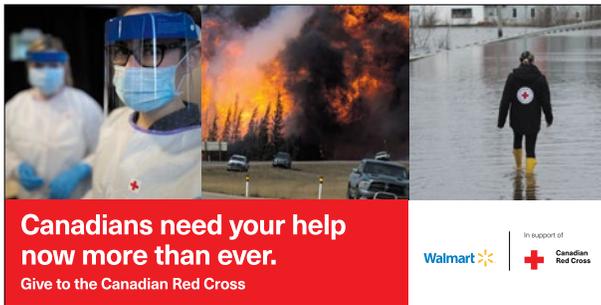
- **BUTTONS (BAG OF 100):** Please encourage Associates to wear buttons to show their support and promote the Red Cross campaign.
- **CAMPAIGN QUICK REFERENCE:** Leave this in the lunchroom so Associates can get the quick details about the Red Cross campaign.
- **FUNDRAISING STAR TRACKING SHEET:** Please use this sheet to record Associates who raise \$500 or more.
- **FUNDRAISING STAR PINS:** A supply of pins to recognize Associates who fundraise \$500 or more. Given with editable certificate to Associates reaching this milestone.

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 pin to celebrate their efforts. The certificate can be personalized and printed and you will find a supply of pins in your Red Cross campaign box.
- **WEEKLY CAMPAIGN UPDATE VIDEOS:** A great new resource to keep Walmart staff and you up to date on campaign progress.
- **CAMPAIGN NEWSLETTERS:** 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:



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.



GOAL CHART: Display this in Associate areas to ensure everyone is aware of the store's individual fundraising goal and progress toward 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 have put on an impressive variety of creative fundraising events, but what is even more impressive is the spirit that Walmart staff across the country show for this important campaign. Here are a few ideas to consider while being mindful of your region's physical distancing restrictions.

What will your store do this year?

Get Inspired!

<p>DISASTER MANAGEMENT EVENTS</p>	<ul style="list-style-type: none"> • Emergency kit scavenger hunt (include items such as batteries, flashlights, blankets, canned food etc.) • Canadian Red Cross trivia (questions & answers over PA) – read on for suggested trivia questions • Item of the week (table display of items that could be in an emergency kit)
<p>DRESS-DOWN/ UP DAYS</p>	<ul style="list-style-type: none"> • Wear Red for Campaign Launch • Dress Down Day • Crazy Hat Day • Theme Day – Hawaiian, Western Wear, Jersey Day, etc.
<p>ACTIVE FUNDRAISERS</p>	<ul style="list-style-type: none"> • Photo Op • Silent Auction (Associates only) • Team or Management Challenges



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.

- The need for assistance is always present. If you're aware of a disaster, large or small, in your community, or have a personal story about disaster relief, feel free to share this with the Canadian Red Cross through your Regional Operations Assistant.
- 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, 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 \$50 million to the 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 match, every year Walmart also sponsors 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 \$3.2 million. While COVID-19 is having an impact on consumer shopping habits, we are hoping to replicate last year's success with a national goal for this year's campaign is \$2.5 million, plus a Walmart corporate match of up to \$820,000, with our store's goal at _____.
- Every dollar truly makes a difference and our customers will give only if you ask. Now is your time to personally help the next family in Canada who needs emergency assistance from the Red Cross.
- 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:

- Between July 2-31, 2020, every Walmart store across the country will raise funds for the 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.

I encourage each and every one of you to support your fellow Canadians by inviting customers to give to the 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, including the current pandemic.

Daily Facts

An interesting Canadian Red Cross fact for every day of the campaign. These can be shared with your team at your daily huddles to reinforce the impact this campaign has on Canadians.

JULY 2: This year, Walmart has already supported families in need by giving \$500,000 to the Red Cross' Canadian Emergencies and COVID-19 Response Fund and \$50,000 to the Stronger Together Nova Scotia Fund in the wake of the recent tragedy.

JULY 3: The goal of this year's Red Cross campaign is to raise \$2.5 million, plus a Walmart corporate match of up to \$820,000.

JULY 4: In a disaster, the Red Cross provides individuals and families with blankets, food, shelter, clothing, hygiene kits, family reunification and more.

JULY 5: The Red Cross has trained over 1,300 people working in long-term care homes on disease prevention in Quebec to help stop COVID-19 from spreading.

JULY 6: Money raised through this campaign will go to support Red Cross Domestic Disaster Responses, which help Canadians affected by everything from local house fires to large-scale emergencies like the current pandemic.

JULY 7: The Red Cross responds to a disaster in Canada roughly every 3 hours.

JULY 8: Since the inception of the Walmart/Red Cross partnership, Walmart Associates and customers have raised just under \$10 million dollars in support of Red Cross emergency appeals outside of the annual campaign, such as the Canadian Emergencies and COVID-19 Response Fund.

JULY 9: Canadians should be prepared to care for themselves and their families for a minimum of 72 hours in a disaster, or up to two weeks in a health emergency.

JULY 10: 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.

JULY 11: Red Cross volunteers have supported over 3,900 isolated and vulnerable individuals with over-the-phone wellness checks.

JULY 12: Last year alone, the Red Cross responded to over 3,100 emergencies in Canada.

JULY 13: The Red Cross/Walmart partnership is in its 17th year and since 2003, Walmart has raised and donated over \$50 million to the Red Cross.

JULY 14: The Red Cross assists an average of 363 emergency-affected Canadians daily.

JULY 15: Walmart Canada is the Canadian Red Cross' largest corporate partner and in fact, it's the largest corporate relationship of any Red Cross in the world.

JULY 16: The Red Cross has been assisting Canadian communities impacted by disaster for over 100 years.

JULY 17: In 2019, Walmart Canada contributed \$200,000 in addition to funds raised, in order to purchase personal blankets and hygiene kits which are distributed to victims of disasters to meet their immediate needs.

JULY 18: Throughout the past year, the Red Cross assisted over 64,000 people affected by disasters of all sizes.

JULY 19: Walmart customers and Associates raised over \$610,000 in support of the Ottawa-Gatineau Tornado appeal in fall 2018.

JULY 20: Being ready for a disaster includes knowing the risks in your area, making an emergency plan for your household and preparing an emergency kit.

JULY 21: 97% of Red Cross responses in the last 5 years have been for personal disasters.

JULY 22: On average, Walmart helps 1 in 4 Canadians assisted by the Red Cross Emergency Management program.

JULY 23: The Red Cross has over 6,300 trained disaster management volunteers ready to respond in the event of a disaster.

Daily Facts

JULY 24: Every little bit helps, \$100 provides comfort kits (toothpaste, toothbrush, soap, shampoo, conditioner, comb, deodorant, tissues) for 45 families after disaster.

JULY 25: Canadian Red Cross works with leaders in our Indigenous communities to identify the risks specific to each and develops tailored emergency plans. Thanks to your support, many communities are now better protected.

JULY 26: During the 2019 spring floods in Quebec, more than 5,100 families received financial assistance and over 1,700 people were provided temporary accommodation.

JULY 27: When the Petawawa River in Ontario flooded its banks last year, Red Cross registered more than 3,100 people and supported 12 reception centers.

JULY 28: Last year, more than 53,000 relief items were distributed, including blankets, pillows, comfort kits, and teddy bears for children.

JULY 29: 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.

JULY 30: Last spring, melting snow and heavy rain caused major floods in many parts of Ontario, Quebec & New Brunswick and Red Cross was there to provide shelter and additional support.

JULY 31: Walmart will match the amount raised by each store in this year's campaign, up to \$2,000/store or \$820,000.

Additional facts, if needed:

- **\$1,000 PROVIDES** a week of emergency accommodation for a family left homeless by disaster.
- **\$50 PROVIDES** warm blankets for a family left out in the cold after a house fire
- **DID YOU KNOW** that the Red Cross' first domestic emergency response was for the Halifax Explosion of 1917?
- **DID YOU KNOW** that the Red Cross is the world's largest humanitarian organization comprised of 192 National Societies?
- **HENRY DUNANT**, a Swiss businessman and social activist, was the founder of the Red Cross and first recipient of the Nobel Peace Prize.



Charity Checkout Facts & Trivia

Be sure to share these facts with your Associates. We rely on the Associates and their enthusiasm to bring this campaign to life. We know it's not always easy to ask for donations. Sharing these facts may help to increase their comfort level.

FACT: 95% of Canadians agree it's a good idea for companies to support causes. Canadians are generous by nature and most feel naturally compelled to help those in need.

FACT: Consumers list charity brand recognition as the #1 reason they are compelled to give to charity at the register—the Canadian Red Cross is one of Canada's most trusted and recognized brands.

FACT: Checkout fundraisers raise hundreds of millions of dollars for charities every year.

FACT: An ask from an Associate is the best way to get a donation. Customers like human interaction with the Associate when solicited to give to charity.

FACT: According to consumer research, customers are not only donating to charity at the register, but they actually like doing so and being asked to do so frequently.

Suggested Trivia Questions & Answers

QUESTION: On average, Walmart helps 1 in ____ Canadians assisted by the Red Cross Emergency Management program.

ANSWER: 4

QUESTION: True or False - Walmart Canada has the largest corporate relationship of any Red Cross in the world.

ANSWER: True

QUESTION: Last year, Walmart raised and donated over \$____ million including \$820,000 in corporate match funds for the 2019 Red Cross campaign.

ANSWER: Over \$3.2 million

QUESTION: What is this year's national goal for the Red Cross campaign?

ANSWER: \$2.5 million, plus a Walmart corporate match of up to \$820,000.

QUESTION: What does the Red Cross campaign support?

ANSWER: Red Cross Domestic Disaster Responses from local house fires to large-scale disasters like the current pandemic.

QUESTION: What kind of support does Red Cross provide families in need?

ANSWER: Shelter, blankets, hygiene kits, family reunification, and more

QUESTION: What year did Walmart Canada begin supporting the Red Cross?

ANSWER: 2003

QUESTION: How much money has Walmart donated to the Red Cross since 2003?

ANSWER: Over \$50 million

QUESTION: How much will Walmart match per store?

ANSWER: Up to \$2,000

QUESTION: Last year, the Red Cross responded to over _____ disasters in Canada.

ANSWER: 3,000

QUESTION: What is the total corporate match from Walmart?

ANSWER: Up to \$820,000

CHARITY CHECKOUT SOURCES

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Kessler, R. (2017). *4 Myths About Checkout Charities (The Truth Revealed!)*. Retrieved from frontstream: <https://www.frontstream.com/checkout-charities/>

Kurl, S., & Reid, K. (2017). *Black Friday and Charity: Are retailers really helping out or just cashing in?* Angus Reid Institute.

Canadian Red Cross Campaign 2020: My Store's Campaign at a Glance

Red Cross Campaign 2020

July 2 – 31

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** – Jennifer Wong – Jennifer.Wong@redcross.ca
- **Ontario** – Amanda Moore – Amanda.Moore@redcross.ca
- **Quebec** – Ismael Mokooy Moleka – Ismael.MokooyMoleka@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.*

Canadian Red Cross Campaign 2020 Playbook

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