



In support of



# Walmart and the Canadian Red Cross



## A PROUD HISTORY

Walmart Canada is the Canadian Red Cross' largest corporate supporter and the largest corporate supporter of any Red Cross worldwide.

Since 2003, Walmart Canada, its Associates and customers have contributed over \$50 million of emergency preparedness and relief program funding. In addition, Walmart provides funding to purchase blankets and hygiene kits for use in small- and large-scale emergency responses. Walmart also provides additional support to domestic emergencies, including the current pandemic.



## 2020 CAMPAIGN GOAL

Every year, Walmart invites its customers to donate at the checkout in support of Red Cross emergency preparedness and response in their community. The 2019 campaign raised \$3.2 million, including an \$820,000 Walmart match.

The national goal for this year's campaign is \$2.5 million plus a Walmart match of up to \$820,000, with our store's goal at \_\_\_\_\_.

Every dollar truly makes a difference and customers will give if you ask them to. Now is your time to personally help the next family in Canada who needs emergency assistance from the Red Cross.



## How the campaign works

- Between July 2-31, 2020, every Walmart store across the country will raise funds for the Canadian 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 have the option to give, \$1, \$2, \$5 or another amount. There will be a prompt on the Associate's 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.
- Many Associates also lead additional fundraising initiatives in-store as well as asking for donations at the checkout. See the Red Cross Campaign Playbook for more information.

### WHAT CAN YOU DO?

Wear your campaign badge proudly and ask every customer. Every dollar truly makes a difference and customers will give if you ask them to. Now is your time to personally help the next family in Canada who needs emergency assistance from the Red Cross.

### WHY IT'S IMPORTANT

On average, the Red Cross responds to a disaster every 3 hours and assists more than 175 Canadians daily. Last year, this translated into 3,000+ disaster responses with 64,000 Canadians helped with emergency assistance and recovery support. This was done by mobilizing 5,300+ volunteers and made possible by money raised through this campaign.

Thank You for supporting your fellow Canadians by inviting customers to give to the Red Cross.