



# The Canadian Red Cross Campaign 2021 Playbook



Canadian  
Red Cross



**Dear Walmart Canada Friends,**

As we commence our annual in-store campaign once more, I wanted to start by sincerely thanking you, Walmart Associates, for your hard work over the past year and a half. The COVID-19 pandemic has revealed just how vital essential workers are to our families, communities, and society at large. Your dedication has helped keep food on our tables, shirts on our backs, and so many of life's necessities within reach. While many are able to stay safely at home, you continue to show up to diligently and professionally fulfill your duties. Thank you.

Your work hasn't stopped and neither has ours – it has only become more demanding.

The Canadian Red Cross has been deeply involved in responding to the COVID-19 pandemic across Canada since the very beginning. We have deployed components of Emergency Field Hospitals within Canada to augment health facilities, partnered with Walmart to provide emergency food support and the Mobile Food Bank in Toronto, provided disease prevention and control expertise to long-term care homes, and supported senior citizens in isolation with friendly calls, among many other initiatives. As the massive vaccination campaign moves forward, the Canadian Red Cross is providing both clinical and non-clinical support to health authorities across the country.

Of course, COVID-19 is not the only emergency that faces us. Every year, disasters impact Canadians from coast to coast. Wildfires, floods, and severe storms can devastate entire communities in a matter of moments. House fires and power outages can turn the life of a family upside down. Our increasingly frequent extreme weather means disasters are becoming more common and wreaking greater havoc on people's lives. We know that the pandemic has made life more difficult for many, especially the most vulnerable, making our response to emergencies of any kind even more urgent.

The Walmart campaign helps us ensure that no one needs to go through disaster alone.

Our partnership has now reached its 18th year, and Walmart Canada has raised over \$54 million for emergency response and preparedness with the Canadian Red Cross.

Last year, we set a campaign goal of \$2.5 million, plus a Walmart corporate match of up to \$820,000. Even during the most challenging of circumstances, you blew it out of the water, raising a grand total of \$3.7 million with the corporate match – our most successful Walmart campaign ever!

Like last year, this year's campaign will look different than before, but we know you will be up for the challenge.

Again, thank you for your continued partnership and dedication.

Best of luck for the 2021 campaign!

Sincerely,

A handwritten signature in black ink that reads "Johnson". The signature is written in a cursive, flowing style.

**Janet B. Johnson**  
Vice President, Philanthropy  
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

Sending components of the Emergency Field Hospital 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

Providing over-the-phone information, referrals, emotional support and check-ins to vulnerable individuals and families to help during isolation.



## ALBERTA

Deploying components of our Emergency Field Hospital in preparation for a pandemic response unit needed in Edmonton.



## SASKATCHEWAN & MANITOBA

Supporting Indigenous communities through an Indigenous Leadership Help Desk, epidemic prevention and control expertise, and vaccination support.



## QUEBEC

Opening and managing an emergency shelter for people experiencing homelessness in Montreal who have received a positive COVID-19 test result to support them in isolating safely.

# Campaign Overview

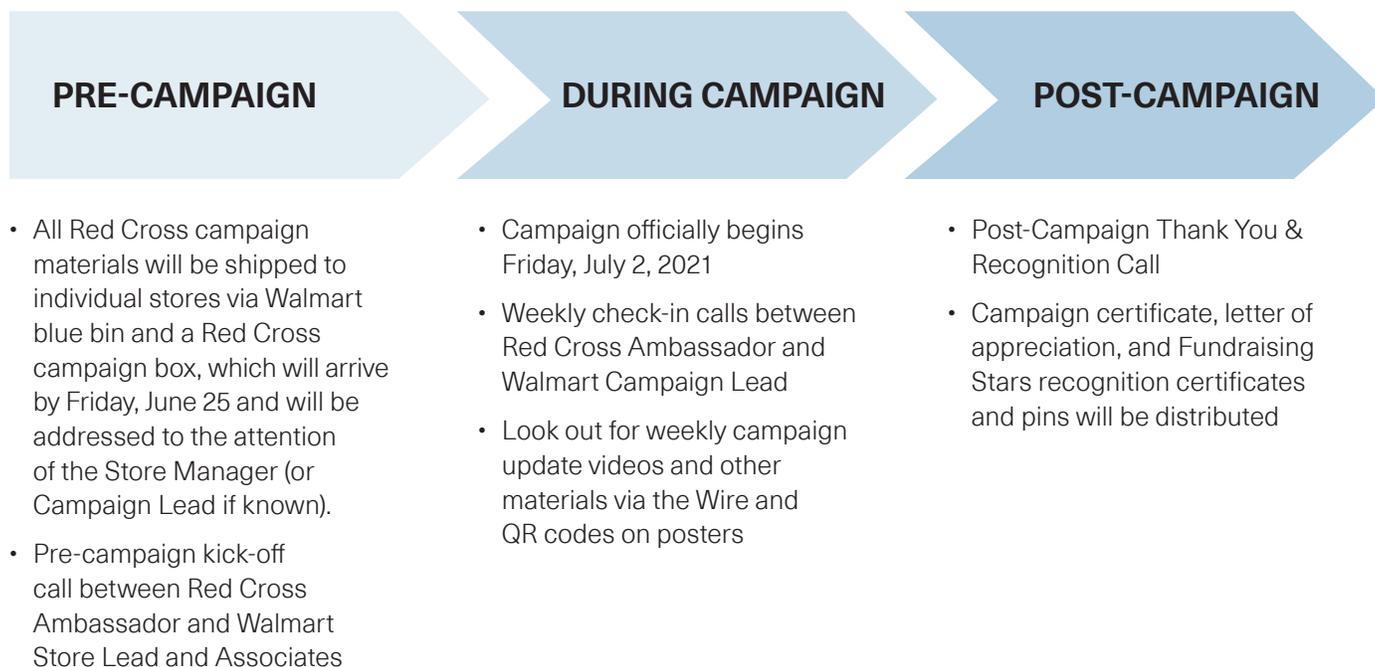
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Since 2003, Walmart stores across Canada have dedicated several weeks each year to support the Canadian Red Cross with a fundraising campaign. The funds raised from this nation-wide campaign provide vital dollars in support of disaster response in Canada, which includes helping to build more resilient communities in the face of ongoing threats from pandemics, fires, floods and other emergencies. To date, Walmart has raised and donated over \$54 million to help Canadians be prepared for, as well as recover from, disaster.

The annual in-store campaign will be taking place this year from **July 2–31** in Walmart stores across the country. While COVID-19 continues to create uncertainty and cause shifts in consumer shopping habits, together, we are hoping to replicate last year's best-ever success with a national goal for this year's campaign of \$3.5 million, plus a Walmart corporate match of up to \$820,000.

## Campaign Timeline

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# Key Messages

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## “Would you like to donate \$1, \$2 or \$5 to the Canadian Red Cross?”

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### **The Red Cross is proud to work with Walmart Canada to raise funds that help families in our communities impacted by emergencies, including the ongoing 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 \$54 million to Red Cross disaster response.
- It's been over a year since the COVID-19 pandemic was officially declared, and the Canadian Red Cross continues to work across Canada with governments and community partners to support Canadians affected by COVID-19.
- On average, the support from Walmart Canada helps 1 in 4 Canadians assisted by the Red Cross Emergency Management program each year.
- 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 emergencies by having both supplies and trained volunteers ready to respond when house fires, floods, forest fires, disease outbreaks or other events disrupt the lives of Canadians. This ability to respond rapidly is vital to keeping individuals, families and communities safe.
- The Red Cross has sent components of its Emergency Field Hospital, usually reserved for international missions, to multiple sites across Canada to support local health authorities.

### **While we once again have to adapt this year's campaign due to COVID-19, we know you are up for the challenge and have set a national goal of \$3.5 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 ongoing COVID-19 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.

Bénévoles  
JOSELYNE

Walmart  
MARJOLAINE  
Économisez plus. Vivez mieux.

CAISSIERE

# Campaign Support Materials

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## Over \$54 million raised and donated to help Canadians prepare for and recover from disasters.

Between the 2<sup>nd</sup> and 31<sup>st</sup> of July, our goal is to raise \$3.5 million, plus a Walmart corporate match of up to \$820,000 in support of the Canadian Red Cross Emergency Management program.

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### Your Red Cross campaign materials will arrive via courier by June 25. 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:** This supply of pins will be used to recognize Associates who fundraise \$500 or more. Each Associate who reaches this milestone will be given a pin with an editable certificate.
- **WEEKLY VIDEO PROMOTIONAL POSTER:** Print and display this new poster. Associates can scan the QR code for video updates. A new video will be posted each Monday during the campaign (same QR code).

### Other resources available on the WIRE:

- **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.
- **CAMPAIGN NEWSLETTERS:** Read about campaign updates and stories of interest from around the country.

### Other resources available via your Operations Assistant:

- **CAMPAIGN VIDEO:** Please share this 1-minute photo montage with a thank you message, as appropriate.
- **WEEKLY CAMPAIGN UPDATE VIDEOS:** This is a great new resource to keep Walmart staff and you up to date on campaign progress.

# Printed Materials

These items will be shipped directly to your store in the blue mailbag:



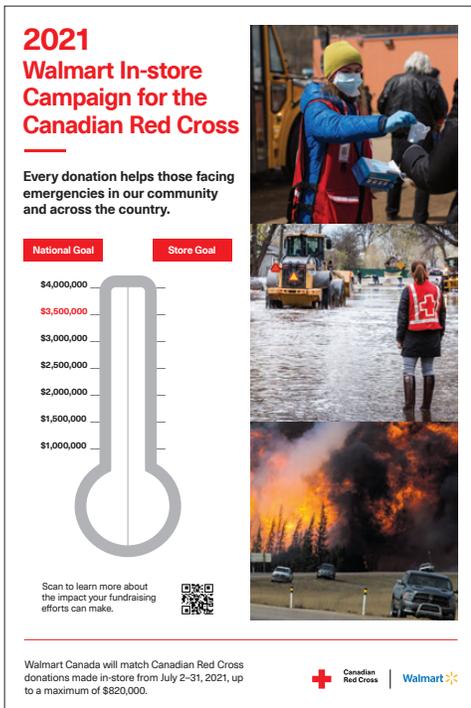
**CASH REGISTER CLING:** Please ensure these clings are posted on the light boxes above the cash registers for the duration of the campaign.

FRONT



**CASH REGISTER SIGN:** Affix this on plexi-glass or other surface close to cash register to remind customers what their donation will be supporting. Use 2 copies, so you can display both sides.

BACK



**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 members have put on an impressive variety of creative fundraising events, but what is even more impressive is the spirit they show across the country 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><b>DISASTER MANAGEMENT EVENTS</b></p> | <ul style="list-style-type: none"> <li>• Emergency kit scavenger hunt (include items such as batteries, flashlights, blankets, canned food, etc.)</li> <li>• Canadian Red Cross trivia (questions &amp; answers over PA) – read on for suggested trivia questions</li> <li>• Item of the week (table display of items that could be in an emergency kit)</li> </ul> |
| <p><b>DRESS-UP/ DRESS-DOWN DAYS</b></p>  | <ul style="list-style-type: none"> <li>• Wear Red for Campaign Launch</li> <li>• Dress-Down Day</li> <li>• Crazy-Hat Day</li> <li>• Theme Day – Hawaiian Shirt, Western Wear, Jersey Day, etc.</li> </ul>   |
| <p><b>ACTIVE FUNDRAISERS</b></p>         | <ul style="list-style-type: none"> <li>• Photo Op</li> <li>• Silent Auction (Associates only)</li> <li>• Team or Management Challenges</li> </ul>   |



# Suggested Speaking Notes for Huddles

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## **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 \$54 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 \$3.7 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 of \$3.5 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:**

- From July 2–31, 2021, 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

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**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:** The Canadian Red Cross has a Safety and Wellbeing team which deploys during domestic disasters. Tasked with providing emotional support, the Safety and Wellbeing responders are proving their enormous value in helping people weather disasters.

**JULY 3:** This year, Walmart contributed \$250K to the India COVID-19 Response Appeal which will support the Red Cross response on the ground, including the procurement of oxygen equipment and other supplies.

**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 supported over 100 long-term care homes with surge personnel, training, PPE, and epidemic prevention and control expertise to help stop COVID-19.

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

**JULY 7:** Walmart recently gave \$250K to support the Canadian Red Cross Friendly Calls Program, a program which pairs isolated senior citizens with a Red Cross volunteer for regular check-in calls to support mental wellbeing—especially important during the COVID-19 pandemic.

**JULY 8:** Since the inception of the Walmart/Red Cross partnership, Walmart Associates and customers have raised over \$10 million 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 13,000 isolated and vulnerable individuals with over-the-phone wellness checks since the beginning of the pandemic.

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

**JULY 13:** Last year, Walmart donated \$50K to the Nova Scotia Stronger Together Fund, a fund managed by the Canadian Red Cross in the aftermath of the terrible tragedy in Nova Scotia in 2020. 99% of all contributions to the fund have now been distributed or allocated to the affected families.

**JULY 14:** The Canadian Red Cross is one of 192 Red Cross Red Crescent Societies worldwide, making it part of the largest humanitarian organization in the world.

**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:** The Canadian Red Cross currently has 8,700+ Emergency Management volunteers from coast to coast.

**JULY 18:** Throughout the past year, the Red Cross assisted over 111,000 people affected by disasters of all sizes.

**JULY 19:** In 2020, the Canadian Red Cross supported over 5,000 people in Fort McMurray when severe flooding occurred after an ice jam.

**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 everyday disasters, like house fires and power outages.

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

# Daily Facts

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**JULY 23:** Last year, the Canadian Red Cross provided over 15,000 blankets to people left out in the cold by an emergency.

**JULY 24:** Every little bit helps, just \$3 can provide a Comfort Kit (toothpaste, toothbrush, soap, shampoo, conditioner, comb, deodorant, tissues) to help someone maintain their dignity after disaster strikes.

**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:** In 2017 and 2018, British Columbia experienced back-to-back record-breaking wildfire seasons.

**JULY 27:** Last year, the Canadian Red Cross distributed 3,660 teddy bears to help children, as well as adults, cope in the aftermath of an emergency.

**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 year, the Canadian Red Cross supported over 3,000 Canadian travelers during their quarantine and self-isolation periods.

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

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## 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, in Canada, wildfires burn about 2.4 million hectares per year. That's larger than Wales and almost the size of Lake Erie.
- **DID YOU KNOW** that the Red Cross' first domestic emergency response was for the Halifax Explosion of 1917?
- **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 2020 Red Cross campaign.

**ANSWER:** Over \$3.75 million

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

**ANSWER:** \$3.5 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 \$54 million

**QUESTION:** How much will Walmart match per store?

**ANSWER:** Up to \$2,000

**QUESTION:** Last year, the Red Cross responded to approximately \_\_\_\_\_ disasters in Canada.

**ANSWER:** 3,100

**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 2021: My Store's Campaign at a Glance

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## Red Cross Campaign 2021

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:** Shannon Penny – Shannon.Penny@redcross.ca

*\* Don't forget to keep track of your Red Cross Fundraising Stars – please see page 8 for more details.*

# **The Canadian Red Cross Campaign 2021 Playbook**

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