



Canadian Red Cross



**Every 3 hours we answer the call for help.
You make that possible.**



Since 2003, Walmart Associates across Canada have supported the Canadian Red Cross. To date, Walmart has raised and donated over \$54 million to help Canadians prepare for and recover from disaster. This year's goal is \$3.5 million, plus a Walmart corporate match of up to \$820,000.

How you can help.

1

Ask at the checkout.

If you ask, customers will give.

2

Wear a campaign pin.

Show your support of the Red Cross.

3

Plan an extra fundraising event.

Why not create a special fundraiser with your co-workers?

“Would you like to donate to support the Canadian Red Cross today?”

Why the campaign is important.

The Walmart Red Cross campaign helps to ensure that no one needs to go through disaster alone. The funds raised support disaster response in Canada and help to build more resilient communities in the face of threats from pandemics, fires, floods and other emergencies.

Every dollar truly makes a difference, and 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. The annual in-store campaign will be taking place this year from **July 2–31** in Walmart stores across the country.

What Associates say about the campaign.

Q: What does the Red Cross Walmart Campaign mean to you?



“It means a lot to us because during the floods that happened seven or eight years ago, the Red Cross really helped people, and we will never forget that.”

– *Steve, Alberta*



“It means helping people. Helping everybody.”

– *Nancy, Saskatchewan*

“Communities use the Red Cross all the time, and it is a great charity to support. They are there for all types of disasters, helping the vulnerable.”

– *Lisa, Ontario*

Walmart employees in Victoria, BC, rally to support families in times of need.

Why asking at the checkout matters.



The Canadian Red Cross responds to a disaster in Canada every 3 hours.



Last year alone, the Red Cross responded to approximately 3,100 emergencies in Canada, assisting 111,000 people.



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.



On average, Walmart Canada support helps 1 in 4 Canadians assisted by the Red Cross Emergency Management program.



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.



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.