

Canadian Red Cross Fundraising Campaign Newsletter

How your efforts at the checkout counter are making a huge difference in the lives of people in need across Canada

Dear Friends,

Time flies! We are now three weeks into our annual campaign.

I know you've been hard at work helping customers as well as helping Canadians in need by securing donations for the campaign.

As you know, this year has been difficult for many in Atlantic Canada. Not only have people faced the COVID-19 pandemic and its impact on health, society, and the economy, but they have also faced other emergencies like snowstorms and floods.

David Summerby-Murray from Halifax is a local emergency response volunteer with the Canadian Red Cross. He has also taken on many roles in our response to COVID-19 in Canada because of his professional background in mapping infectious diseases.

Reflecting on his work as a local disaster volunteer, David recalls the first time he helped tenants who needed emergency lodging, food and clothing purchases and other support when evacuated from a burning apartment building just before Christmas. "The shock and disbelief on people's faces, it's heartbreaking, and made so much worse just before the holidays." However, he was also struck by the many acts of kindness he witnessed after the fire.

Whenever and wherever disaster strikes in Canada, the Canadian Red Cross is there to respond to immediate needs, ongoing relief efforts, and long-term recovery, so that those in need can get back on their feet. These are the people you are helping by asking customers to give generously to the campaign. Thank you so much for your continued hard work and dedication.

Sincerely,



Jean-Philippe Tizi

Chief Emergency Officer, Canadian Red Cross



Fundraising Stars

A special congratulations to our fundraising stars from across the country for their outstanding contributions.

- **Jordan** – 3142 Orangeville, ON
- **Bevvy** – 3033 Gander, NL
- **Andrea W.** – 1122 Port Coquitlam, BC
- **Kimmy S.** – 1119 Burnaby, BC
- **Michael** – 3131 Ottawa, ON
- **Neda** – 3131 Ottawa, ON
- **Moyen** – 3179 Regina, SK
- **Elizabeth Z.** – 3179 Regina, SK
- **Abigail** – 1186 Winnipeg, MB
- **Romanpreet** – 1186 Winnipeg, MB



Walmart Associate, Sandesh, participated in a 5KM fundraising run for the Canadian Red Cross in 2020.

Regional Campaign Highlights*

\$235,071

raised to date across stores in Atlantic Canada

\$5,343

raised per store on average

3

stores have already exceeded 100% of their goal

44

stores have reached their full corporate match

**Stats as of July 19*

Top Stores*

Top 5 stores by % of store goal

- **1035 Labrador City, NL** – 131%
- **1052 Sussex, NB** – 122%
- **3101 Sydney, NS** – 107%
- **1014 Antigonish, NS** – 97%
- **3068 Pt. Hawkesbury, NS** – 96%

Top 5 stores by total \$ raised

- **3101 Sydney, NS** – \$11,397
- **3196 St. John's (E), NL** – \$8,968
- **3093 Mount Pearl, NL** – \$8,123
- **3091 Saint John, NB** – \$7,687
- **3185 Corner Brook, NL** – \$7,048

**Achieved as of July 19*

Did you know?

Did you know that, on average, the Canadian Red Cross responds to an emergency in Canada every three hours?

From Associates to Executives, Walmart Canada is there for Canadians in need



The partnership between Walmart and the Canadian Red Cross is now in its 18th year.

Walmart has not only supported the Red Cross through the annual in-store campaign and corporate match but has also given generously during times of crisis such as the Fort McMurray wildfire and the COVID-19 pandemic.

Whether this is your first in-store fundraising campaign or you've been at it since the very beginning, we know from past experience that the dedication and passion of Walmart Associates always shines through.

Here's a few fundraising ideas from past Walmart campaigns that Associates have used to put the fun in fundraising:

- 5K walk for the Canadian Red Cross
- Bail an employee out of 'jail' with donations to the Red Cross
- Themed dress-up day
- Food and prizes for donors

While the possibilities may be slightly limited due to COVID-19, we know the ingenuity of Walmart Associates will be on full display.

Stay connected

Check out our new weekly campaign update videos

Week 1: <https://www.redcross.ca/fvideo/walmart-campaign-video-week-1>

Week 2: <https://www.redcross.ca/fvideo/walmart-campaign-week-2>

Week 3: <http://www.redcross.ca/fvideo/walmart-campaign-week-3>

Week 4: <http://www.redcross.ca/fvideo/walmart-campaign-week-4>

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