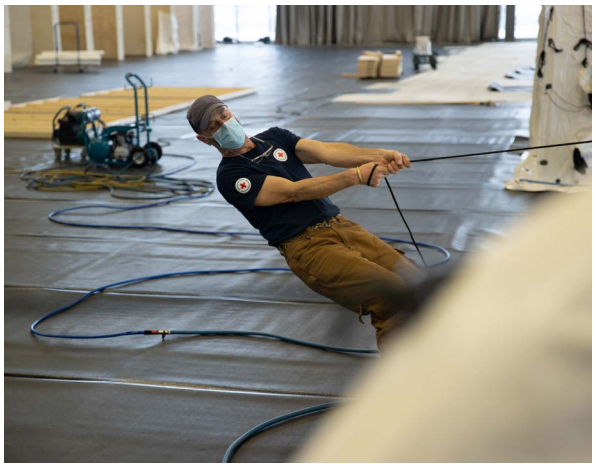
JULY 22, 2021

Canadian Red Cross | Walmart

Canadian Red Cross Fundraising Campaign Newsletter

How your efforts at the checkout counter are making a huge difference in the lives of Québécois in need.

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 Quebec. 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 fires and floods.

In January, a fire broke out in the home of Clement and his wife. The fire quickly spread to his kitchen and the rest of the house. Twelve fire trucks and the Red Cross arrived within minutes.

The volunteers took care of us completely, says Clément. "They found us hotel accommodations, provided us with food and financial aid for the first few days. In the midst of a pandemic, they were there for us when we needed them most."

Whenever and wherever disaster strikes in Quebec, 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*

$225,000
raised to date across stores in Quebec

$3,169
raised per store on average

1
store has already exceeded 100% of their goal

63
stores have reached their full corporate match

**Stats as of July 19*

Top Stores*

Top 5 stores by % of store goal

- **3639 Valleyfield** – 107%
- **1173 La Pocatiere** – 90%
- **3002 Baie-Comeau** – 81%
- **1019 Lac Megantic** – 76%
- **1025 Matane** – 73%

Top 5 stores by total $ raised

- **3639 Valleyfield** – $7,842
- **3149 Mascouche** – $6,659
- **3002 Baie-Comeau** – $5,487
- **3023 Drummondville** – $5,114
- **3190 Saint Jerome** – $5,042

**Achieved as of July 19*

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.

Did you know?

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

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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