

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 Western Canada. Not only have people faced the COVID-19 pandemic and its impact on health, society, and the economy, but they have also faced record-breaking temperatures, wildfires, and floods.

Some have lost everything.

"It's unbelievable. You can't comprehend it. Our entire town is gone," said one wildfire survivor from Lytton, BC.

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*

\$1,027,000

raised to date across stores in Western Canada

\$7,390

raised per store on average

33

stores have already exceeded 100% of their goal

139

stores have reached their full corporate match

**Stats as of July 19*

Top Stores*

Top 5 stores by % of store goal

- **1030 Slave Lake, AB** – 233%
- **3660 Flin Flon, MB** – 221%
- **3038 Hinton, AB** – 211%
- **1093 Westbank, BC** – 162%
- **1068 Peace River, AB** – 153%

Top 5 stores by total \$ raised

- **3109 Victoria, BC** – \$19,234
- **3167 Chilliwack, BC** – \$17,420
- **1093 Westbank, BC** – \$16,007
- **3158 Langley, BC** – \$14,578
- **3042 Kelowna, BC** – \$14,213

**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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