

Canadian Red Cross Fundraising Campaign Newsletter

Congratulations on a successful campaign – thank you Walmart!

After yet another challenging year due to the pandemic, Walmart Associates across the country have stepped up to deliver for Canadians in need.

From coast to coast, you have made a difference in our communities.

This year, at the time of writing, you have helped raised a whopping \$3.5M dollars. With the Walmart corporate match of up to \$820,000, this totals an incredible \$4.3M. Many stores across the country are continuing to show their passion by extending their fundraising well into August.

This is so much more than just money—it means a blanket around the shoulders of someone forced out into the cold, a safe roof over the heads of a family who is unable to return home, or a warm meal for someone who doesn't know where to turn.

Again and again, Walmart Associates blow us away with your hard work and creative fundraising.

Thank you so much for your hard work and dedication!



How one Store Manager drives charitable giving

Mark Kauhane knows that to drive customers to give, Walmart Associates must be passionate in the cause. That's why he works hard to motivate his team and engage with customers.

Mark is a Store Manager in Tsawwassen, British Columbia, and his store is recognized as a Charity Champion which drives engagement with the other Walmart stores in their region.

He says that it's important for all Walmart employees to know what the Red Cross does in the community, both locally and with the current wildfire response. By knowing these details and stories, he says, "folks at the till make that connection happen with the customer."

"It's about being able to support our neighbours in our communities. That message really resonates with customers. It's certainly something that resonates with the team as well."

Mark is proud of what his team has managed to accomplish during this campaign. They blew past their store goal with plenty of time to spare.

"The impact that the fundraising makes, both in the bigger picture and locally, is very important to the team."

Thank you, Mark!



How one Fundraising Star builds customer relationships

Ghulam Awan is a Walmart Fundraising Star and Associate at the Walmart Sherwood Park North Supercentre near Edmonton, Alberta.

As a Walmart Greeter, Ghulam says he tries his best to make people aware of the Red Cross and the annual Walmart fundraising campaign in support of Red Cross disaster preparedness and relief in Canada.

Ghulam has raised over \$2000 for the campaign at the store doors.

Ghulam has a long history with the Red Cross Movement, dating back to when he was growing up in Pakistan.

"I volunteered with the Red Cross in Pakistan when I was in school," Ghulam explained. "I am thankful to Walmart who has given me the chance to raise funds towards the Red Cross."

Ghulam has worked for Walmart for nine years and says he loves to help the Red Cross "any time, any year."



We asked Associates about their thoughts on the campaign. Here's what they had to say!



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

We feel proud that the money is going to a really good cause. Cashiers always discuss where the money is going and they feel proud knowing that it is well spent going into disaster relief.

– **Edna**, British Columbia

It's important for both the Associate and the store to raise awareness and funds to help out communities.

– **Kumar**, British Columbia

It represents helping people and families in need. Emergencies can happen to us, not only others.

– **Dominique**, Laval, Quebec

Q: What are some of the things you do to make the campaign successful?

We set up a special kiosk with balloons and information on the Red Cross

– **Mohnaz**, Montreal, Quebec

We have a water balloon game with the Store Manager on hot days to raise funds.

– **Judy**, Weyburn, Saskatchewan

We have a favourite colour week that's popular with Associates. Associates who donate can wear their favourite colour each day and use the opportunity to tell customers why they're not in uniform as they ask for a donation.

– **Nusrat**, Scarborough, Ontario

Q: What do you think motivates Walmart customers to give to the Red Cross?

Because you have a presence in the community—everyone knows the Red Cross. I still remember when the 401 got shut down and you guys came to the store to pick up diapers to drop off to people stranded in their cars.

– **Aaron**, Cobourg, Ontario

Customers realize that the money will be going to people in need.

– **Leanne**, Ottawa, Ontario

If the staff have a personal story to share about the Red Cross, it makes a big difference.

– **Jessica**, St. John, New Brunswick

How this Walmart Associate gets creative to fundraise for the Red Cross

Jessica Lidowski is a Walmart Associate in St. John, New Brunswick.

She knows that establishing a personal connection between the customer and the Red Cross is key to securing a donation. She also knows having a little fun helps too.

One of her favourite ways to help raise money is her store's 'Jail and Bail' activity, where one Associate is 'locked up' and released when they raise enough money to get bailed out. Last year, Jessica used this activity to raise a whopping \$1,000 in one day!

Jessica stresses many customers are driven to give because of how active the Red Cross is in their community. Because New Brunswick has recently faced multiple severe flooding seasons, people in the community know how their donations are spent.

"It makes it easier with the Red Cross being so active in the community, because of the flooding we see it and know the benefits of that support. It makes the ask so much easier because the staff are donating too. They know where the money is going firsthand. It is going back to the community in a time of need."



Fundraising Stars

Associates who raise \$500 or more individually become Red Cross Fundraising Stars. We celebrate this amazing group of Red Cross supporters—take a bow!

- **Kimmy S.**, 1119, Mission, BC
- **Arben S.**, 1119, Mission, BC
- **KC P.**, 1119, Mission, BC
- **Andrea W.**, 1122, Port Coquitlam, BC
- **Eufemia E.**, 1181, Tsawwassen, BC
- **Hui T. (Cindy)**, 1181, Tsawwassen, BC
- **Ian K.**, 1181, Tsawwassen, BC
- **Erich K.**, 1122, Edmonton, AB
- **Catherine D.**, 1122, Edmonton, AB
- **Patricia P.**, 1122, Edmonton, AB
- **Hasan**, 1122, Edmonton, AB
- **Benofsha**, 1122, Edmonton, AB
- **Melinda G.**, 1122, Edmonton, AB
- **Alice A.**, 1122, Edmonton, AB
- **Regina C.**, 1122, Edmonton, AB
- **Audrey**, 3048, Lethbridge, AB
- **Rose**, 3048, Lethbridge, AB
- **Joyce**, 1068, Peace River, AB
- **Heather S.**, 3075, Red Deer, AB
- **Esther N.**, 3075, Red Deer, AB
- **Candace C.**, 3194, Red Deer, AB
- **Ghulam A.**, 1123, Sherwood Park, AB
- **Aren**, 1030, Slave Lake, AB
- **Amanda**, 1030, Slave Lake, AB
- **Chrisan**, 1030, Slave Lake, AB
- **Al**, 3173, Moose Jaw, SK
- **Kati**, 3173, Moose Jaw, SK
- **Dahli**, 3173, Moose Jaw, SK
- **Doreen**, 3076, Regina, SK
- **Moyen U.**, 3179, Regina, SK
- **Elizabeth Z.**, 3179, Regina, SK
- **Abigail**, 1186, Winnipeg, MB
- **Romanpreet**, 1186, Winnipeg, MB
- **Donna**, 1130, Fergus, ON
- **Diane**, 1130, Fergus, ON
- **Heather**, 1130, Fergus, ON
- **Nasim D.**, 1161, Newmarket, ON
- **Sabrina M.**, 1161, Newmarket, ON
- **Jordan**, 3142, Orangeville, ON
- **Michael**, 3131, Ottawa, ON
- **Neda**, 3131, Ottawa, ON
- **Patti**, 1177, Greenwood, NS
- **Rose**, 3738, New Minas, NS
- **Bevvy**, 3033, Gander, NL,



2021 Campaign Photos



National Campaign Highlights*

\$3.5M

raised across stores in Canada

\$4.3M

total funds raised in support of the Canadian Red Cross (including \$820,000 in corporate matching funds)

\$8,729

raised per store on average

212

stores exceeded 100% of their goal

403

out of 405 stores reached their full corporate match

**Totals are as of August 3 and are unaudited.*

Top Stores*

National top 5 stores by % of goal achieved

- **1030 Slave Lake, AB** – 362%
- **3660 Flin Flon, MB** – 294%
- **3038 Hinton, AB** – 288%
- **1093 Westbank, BC** – 227%
- **3041 Kapuskasing, ON** – 209%

National top 5 stores by total \$ raised

- **3109 Victoria, BC** – \$24,747.32
- **3167 Chilliwack, BC** – \$24,088.77
- **1093 Westbank, BC** – \$22,409.76
- **3042 Kelowna, BC** – \$22,069.58
- **3158 Langley, BC** – \$19,781.34

**Achieved as of August 3*

Walmart and the Canadian Red Cross: a special relationship

Dear Friends,

Thank you once again for making this year's Walmart Campaign such a great success.

As you know, this campaign helps Canadians in need from coast to coast and allows the Canadian Red Cross to better prepare for the next emergency.

This summer, we are facing the continued impacts of the pandemic, record heat, and severe wildfires across multiple provinces—meaning that this year's campaign will no doubt touch the lives of thousands upon thousands of Canadians facing these emergencies, and more, every single day.

I am happy to announce that at the time of writing you have helped raise over \$4.3M, making this the most successful Walmart Red Cross campaign of all time.

This would not have been possible if not for your enthusiasm, dedication, and compassion, as well as the generosity of Canadians from across the country.

Walmart has been our loyal partner for over 18 years, raising over \$57 million including this July's campaign to help Canadians impacted by emergencies of all kinds.

Again, my thanks and congratulations to everyone at Walmart for a successful 2021 campaign.

Sincerely,



Janet B. Johnson

Vice President, Philanthropy
Canadian Red Cross



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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