



Walmart Campaign 2020 Background

Walmart Canada is the Canadian Red Cross' largest corporate donor and the largest corporate partnership of any Red Cross worldwide. Since 2003, Walmart Canada has raised and donated over \$50 million in support of disaster response.

The relationship between Walmart Canada and the Red Cross has been a cornerstone in disaster response and preparedness for the past seventeen years. Recent events have shown us that natural disasters are occurring more frequently than ever before. Large scale forest fires, significant floods and ice-storms have affected tens of thousands of Canadians in the past few years. This year so far has been no less challenging for all Canadians with the onset of the global COVID-19 pandemic.

Walmart's support has allowed us the ability to respond quickly and effectively to help those in need at a moment's notice. While these large disasters make headlines, there are others, just as devastating that may only affect one individual or family that never makes the news.

As a Red Cross Walmart Virtual Ambassador, you will play a crucial role in our annual in-store campaign which will be taking place from July 2nd to July 31st in over 400 Walmart stores across the country. You will see on our point of sale materials that our theme is "Canadians need your help now, more than ever" They Do! Each time an associate asks a customer to donate to the campaign, we edge a little closer to the goal of raising \$2.5 million, plus a corporate match of up to \$820,000 towards the Canadian Red Cross disaster relief and preparedness programming.

As a Red Cross Walmart Ambassador, you share a crucial role in that success. If you are new to the campaign – WELCOME! We look forward to building another successful campaign with you!

How Does the Campaign Work?

- This annual 4-week initiative is an “ask at cash” campaign that is executed at the store level by the associates and is supported by the management and Market Leaders at Walmart.
- Virtual Ambassadors are the key to this campaign as you are the ones who help to keep the stores on track, ensure they have the tools they require, the information they need and the motivation to keep the campaign moving forward.
- When a customer comes through their till, cashiers will ask customers if they “would you like to support families who need the Red Cross?” If customer says yes, the associate scans the card. Each scan of the icon's barcode adds \$1 to the customer's bill. If the customer would like to make a larger donation, the cashier will scan the card to equate to the customer's requested donation amount OR, the cashier can scan the bar code on the info card and input the dollar value of the donation. This is helpful if the customer wishes to donate \$5 or \$10 dollars or more.
- Customers can also donate at the self-checkout kiosks. The customer will be prompted to donate \$1, \$2, \$5, or given the option to decline
- Walmart will match donations raised in their stores up to \$2,000 per store. These matching dollars are helpful in motivating the associates and our Red Cross Walmart Ambassadors to ensure we receive the maximum amount of matching dollars.

The Canadian Cross is sincerely grateful for your efforts in the upcoming weeks. Without your dedication to the Red Cross, we would not be able to provide the information, attention and recognition required by Walmart associates, managers and customers that make this campaign as successful as it is each year.