

Frequently Asked Questions

What is the Walmart Red Cross Campaign?

From July 2 to 31, Walmart Canada stores across the country will raise essential funds to support emergency response and preparedness work in Canada. While we know that the impact of COVID-19 has had an impact on consumer shopping patterns, we are hoping to raise \$2.5 million, plus a Walmart match of up to \$820,000. Money raised throughout this campaign will help assist individuals and families in the community where it is raised. Since 2003, Walmart Canada has raised and donated over \$50 million to support the Canadian Red Cross. These funds have helped support emergency response operations including food, shelter, emotional support and family reunification.

Why is Red Cross fundraising through stores?

The Canadian Red Cross raises funds for its programs and services in several ways. Some people prefer to give through the mail, others online. An in-store promotion with Walmart gives Canadians the chance to make a modest donation that can go a long way to support Canadians when they need it most. Last year, the Walmart campaign raised over \$3.2 million, including \$820,000 from Walmart Canada's corporate match.

What will the funds be used for?

Walmart is raising funds for Canadian Red Cross emergency preparedness and response programs in Canada. This means having the supplies and trained volunteers ready to respond when house fires, floods, forest fires or other emergencies disrupt the lives of Canadians.

Does Walmart match donations?

Walmart will match customer donations up to \$820,000.

Why are Walmart Ambassadors virtual in 2020?

Canadian Red Cross personnel safety is our highest priority. Due to COVID-19 and physical distancing requirements we took the decision to switch Ambassador duties from in-store to virtual. We did not undertake this decision lightly and have done so for the safety of our personnel, volunteers and the communities we serve. Thanks to the support of Walmart Canada, we have been able to move forward with a virtual Ambassador role to continue supporting stores and associates during our annual campaign. ,

What are blitz days? Why are we not promoting blitz days in 2020?

The objective of volunteer blitz days is to have a strong Red Cross presence in Walmart stores that encourages campaign donations in stores AND shows Red Cross support of Walmart associates for their tireless campaign efforts. Canadian Red Cross personnel health and safety is our highest priority and as COVID -19 protocols will continue to be enforced, we decided to cancel blitz days for this year's campaign.

If I have a question or problem during the campaign, who do I ask?

Please contact your Red Cross Campaign Staff Lead. You can also complete the Comments, Questions and Feedback form on the Ambassador web site for a response within 1 campaign day.

Where can I find all the campaign resources?

All campaign resources can be found at the Ambassador web site, grouped by volunteer resources and in-store resources

With COVID-19 being a current challenge, how has the campaign changed?

The in-store campaign is very similar to previous years, with donations being requested at checkouts and self-checkouts, but with an emphasis on minimizing any physical contact between Associates and customers. We will continue to assign Red Cross Ambassador to all stores across Canada but will deliver this campaign support virtually. Blitz days and other additional in-store fundraising will also be significantly curtailed.



What do I do with any campaign expenses?

Please fill out the expense form that is found under the Ambassador resources on the Ambassador webpage. Once you have completed your expense form you will email your expense claim to your Red Cross Campaign Staff Lead. They will review, add the necessary coding and submit to finance for processing, you will be provided with a copy for your records. Please save and provide receipts for any purchases at the end of the campaign. Expenses need to be submitted by September 10, 2020

COVID-19 restrictions have eased in my area and I'd prefer to meet in-person with store lead and associates, can I do this?

Please consult with your Red Cross Campaign Staff Lead to discuss this before visiting your store.

Did any of the materials change since last year?

We've added a few new materials and made some other changes:

- New - An in-store poster that is placed on plexi-glass near checkout that promotes the campaign
- New - A weekly campaign update video that will keep associates informed about the campaign
- To minimize physical interaction between associates and customers the customer takeaway card (POS icon) is not being used this year.

If I need refresher training or to practice role-play for my store conversations, how can I do that?

We will be providing training for new and returning volunteers. Training sessions will take place between June 10th and 26th. The training course slides and notes will be posted on the Ambassador homepage. Please contact your Red Cross Campaign Lead staff if you have any questions or concerns after the training sessions, our staff team will be happy to address and questions you may have.

How many Walmart Stores are there across the country?

There are 410 stores across Canada

How many volunteers do we have across the country?

This year we are recruiting over 200 volunteers across Canada to help us make this campaign the best to date.

I can't seem to reach my store campaign lead, or they do not seem interested in the campaign – what can I do?

Please contact your Red Cross Campaign Lead staff. Our staff team will be happy to support you and discuss any issues or challenges that you may be having with your store. We will work together on a resolution and next steps.