



2025

The Canadian Red Cross Campaign Playbook



Canadian
Red Cross

Walmart

Dear Walmart Canada Friends,

As we kick off another campaign season, I want to thank you in advance for your hard work and dedication. As Associates, you are crucial members to this campaign that everyone at the Canadian Red Cross holds close to their hearts.

The Walmart Canada campaign has been running for over 20 years and helps to keep the Red Cross ready to respond to emergencies that can happen anywhere and at any time. From housefires that affect one family, to large-scale emergencies that can impact entire communities, your efforts directly help our Emergency Management teams. With your help, we can make sure that we can respond to emergencies at a moment's notice.

Last year, our teams were put to the test in Jasper, Alberta. A damaging wildfire season forced thousands of people to leave their homes and head to the safety of host communities. Your support during the campaign showed that you stood with Jasperites every step of the way. The Red Cross supported six reception centers across the region, supplied thousands of relief items and provided several types of financial aid. Thanks to partners like Walmart Canada and the hard work of Associates like you, we were there for impacted individuals, families and communities and we are continuing our support towards their long-term recovery.

Thank you for your ongoing partnership and dedication. I'm wishing you the best of luck in this year's campaign!

Sincerely,



A handwritten signature in black ink that reads "Johnson". The signature is stylized with a large, looped "J" and a cursive "nson".

Janet B. Johnson
Chief Development Officer
The Canadian Red Cross

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The Canadian Red Cross in Your Community



ALBERTA WILDFIRES

The Canadian Red Cross supported people forced to evacuate with **accommodations, hygiene kits and blankets** while long-term recovery continues.



ONTARIO FLOODING

Heavy rainfall caused severe flooding; the Red Cross checked on over **1,600 homes** and provided assistance when needed.



ATLANTIC WILDFIRES

The Red Cross provided **3,291 households** with one-time financial aid and sent **270 volunteers** after wildfires.



Photo: Chris Kepron / Canadian Red Cross

MANITOBA WILDFIRES

The Canadian Red Cross aided over **5,000 evacuated** First Nation community members, distributing **11,500 emergency supplies**.



Photo: Stéphane Corbell / Canadian Red Cross

QUEBEC

Through agreements with **890** municipalities across Quebec, more than **2,400 volunteers** helped **4,826 individuals** affected by personal disasters like housefires or emergencies. Red Cross personnel responded to personal emergencies three to four times every day.

Campaign Overview

Since 2003, Walmart Canada stores across Canada have dedicated several weeks each year to support the Canadian Red Cross with a fundraising campaign. The 2024 in-store campaign and corporate contribution raised an incredible \$3.81 million to support vital community preparedness, along with emergency response and recovery programming across Canada.

To date, Walmart Canada and its customers have contributed over \$74 million to assist Canadians in disaster preparedness and recovery. This year's campaign will run from June 26th to July 25th, 2025, in Walmart Canada stores across Canada.

Together, we are excited to work towards this year's national campaign goal of \$3 million, plus Walmart Canada will contribute an additional \$1,000,000 to help communities in need.

CAMPAIGN TIMELINE

Pre-Campaign

Get ready for the upcoming campaign

Connect with a Red Cross Ambassador, have an internal huddle, plan a kickoff event—the opportunities are endless!

During Campaign

Campaign officially begins on Thursday, June 26th, 2025

- Check-ins between Red Cross Ambassador and Walmart Canada Campaign Lead
- Look out for other materials via the Wire
- Campaign officially ends on Friday, July 25, 2025

Post-Campaign

Post-campaign thank you and recognition call

- Campaign thank you certificates and Fundraising Star certificates will be distributed.



Key Messages



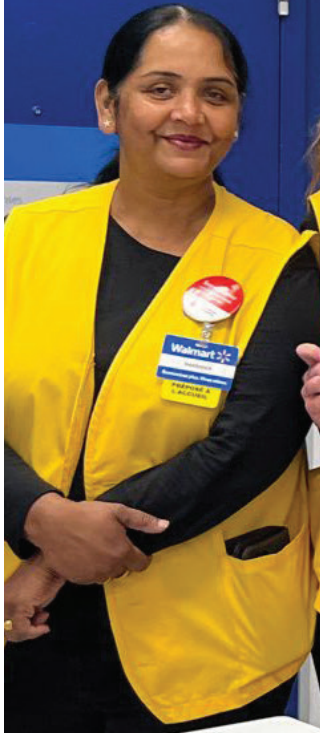
“Would you like to donate, or round-up your total today to support the Canadian Red Cross?”

- The Canadian Red Cross is proud to work with Walmart Canada to raise funds that support Canadians **before, during and after emergencies** that impact our communities, no matter the size.
- Walmart Canada is the **largest corporate partner** of the Canadian Red Cross.
- No other Canadian company has had **more of an impact** on the delivery of Canadian Red Cross domestic humanitarian services and programming than Walmart Canada, ever.
- Since 2003, Walmart Canada has raised and donated **over \$74 million** towards Canadian Red Cross emergency preparedness and response.
- On average, the support from Walmart Canada helps **1 in 4 Canadians** assisted by the Canadian Red Cross Emergency Management program.
- Walmart Canada funding has been the cornerstone of Canadian Red Cross baseline domestic emergency capacity for **two decades**.
- Building baseline capacity is how the Canadian Red Cross delivers **risk mitigation, preparedness, response and recovery work**, enabling immediate mobilization across Canada.
- With unprecedented frequency of climate-driven emergencies, ensuring a strong baseline has become more important than ever because it has a direct impact on when the Canadian Red Cross mobilizes for emergency responses.
- Walmart Canada’s support provides crucial baseline funding for Canadian Red Cross teams, enhancing training and resources to **build resilience and respond effectively to emergencies**. This support ensures that the Canadian Red Cross is always ready to help when an emergency occurs.
- Following a disaster, the Canadian Red Cross provides **assistance to individuals and families**, offering hot meals, warm blankets, safe places to sleep, personal hygiene kits, emotional support and financial assistance.
- The Canadian Red Cross is prepared for emergencies by having both **supplies and trained volunteers ready to respond** when house fires, floods, forest fires, disease outbreaks or other events disrupt the lives of Canadians. This ability to respond rapidly is vital to keeping individuals, families and communities safe.
- The in-store campaign with Walmart Canada gives Canadians the chance to donate to the Canadian Red Cross, which will help to **make a difference in the lives of those affected by emergencies or disasters** across the country, one dollar at a time.

We have set a national goal of \$3 million, plus a Walmart Canada contribution of \$1,000,000 to support communities in need.

Appuyons la collectivité

Supporting our
Community



Campaign Support Materials



Over \$74 million raised and donated to help Canadians prepare for and recover from emergencies and disasters.

Between June 26th and July 25th, 2025, our goal is to raise \$3 million, plus a Walmart Canada contribution of \$1,000,000 in support of the Canadian Red Cross Emergency Management Program.

Your Red Cross campaign materials will be delivered via blue bag mail on June 12th:

- **CAMPAIGN BUTTONS (BAG OF 100):**
Please encourage Associates to wear buttons to show their support and promote the campaign.
- **CAMPAIGN QUICK REFERENCE:**
Leave this in the lunchroom so Associates can get the quick details about the campaign.
- **FUNDRAISING STAR BUTTONS:**
This supply of buttons will be used to recognize Associates who fundraise \$500 or more. Each Associate who reaches this milestone will be given a button with an editable certificate.

Other resources available on the WIRE or Workplace:

- **CAMPAIGN VIDEO:**
Use this video to motivate teams and bring awareness to the campaign internally and to customers if possible.
- **EVENT POSTER:**
This poster is an excellent tool for in-store fundraising events—simply print, fill in your store event details and distribute as appropriate.
- **FUNDRAISING STAR CERTIFICATE:**
It is important to recognize Associates who go above and beyond! The Canadian Red Cross has developed the Fundraising Star program to recognize Associates who raise \$500 or more through point-of-sale donations or other fundraising initiatives.

Each Fundraising Star receives a Fundraising Star certificate and button to celebrate their efforts.
- **CAMPAIGN NEWSLETTERS:**
Read about campaign updates and stories of interest from around the country, coming in July.

Printed Materials



These items will be shipped directly to your store in the Blue Bag Mail:



CASH REGISTER CLING: Please ensure these clings are posted on the light boxes above the cash registers for the duration of the campaign.

FRONT



BACK



CASH REGISTER SIGN: Affix this on plexi-glass or other surface close to cash register to remind customers what their donation will be supporting. Use two copies, so you can display both sides.



GOAL CHART: Display this in Associate areas to ensure everyone is aware of the store's individual fundraising goal and progress towards it.



THANK YOU POSTER: Display this poster to let Associates know what they are fundraising for and why it's so important!

Suggested Speaking Notes for Huddles

Climate-related emergencies are happening more often like hurricanes, floods and wildfires. These emergencies show the urgent need for everyone to be prepared. By joining forces through the Walmart Canada Campaign, we can ensure we are ready to respond to today's needs and tomorrow's emergencies. Together, we can make a significant difference!

- **Even smaller scale personal disasters like house fires have big impacts and they often do not make headlines.** However, the impact they have on families in our community can be devastating. Thanks to our support, The Canadian Red Cross can quickly provide temporary housing, food, clothes and other essential supplies when families are faced with emergencies and disasters in our community.
- **Since 2003, Walmart Canada customers and Associates have raised and donated over \$74 million to The Canadian Red Cross.** This is quite an accomplishment and something we can all be immensely proud of.
- **Walmart Canada is the largest corporate partner of the Canadian Red Cross.** No other Canadian company has had more of an impact on the delivery of Canadian Red Cross's domestic humanitarian services and programming than Walmart Canada, ever.
- **Beyond the in-store campaign, fundraising efforts and corporate contributions, every year Walmart Canada also provides The Canadian Red Cross blankets and hygiene kits for people forced from their homes.**
- **We are once again relying on you to make this year's campaign a success,** with a national goal of \$3 million, plus a Walmart Canada contribution of \$1,000,000, with our store's goal set at:

- **Every dollar matters** and our customers will give only if you ask. When you ask a customer to donate you are helping the Red Cross stay ready for today's needs and tomorrow's emergencies.

For those of you who are new to our team, here's how the campaign works:

- **From June 26th to July 25th, 2025, every Walmart Canada store across the country will raise funds for the Canadian Red Cross** to help people and families in our communities when disaster strikes.
- **Most donations are made at the check-out.** Associates will ask customers to donate or round-up their total. Customers usually give anywhere from \$1 to \$5. There will be a prompt on the Associates' screen that serves as a reminder about the donation ask.
- **Customers can also make a campaign donation at self-checkout kiosks.** The customer will be prompted to donate \$1, \$2, \$5 or given the option to decline.
- **Some Associates will also lead in-store fundraising initiatives.**
- **It is important to note that the Canadian Red Cross does not issue tax receipts for donations** made at the register or self-checkout.

I am thankful for the significant impact each one of you will make in communities across Canada through this campaign!



Did You Know

I encourage each one of you to support your communities by inviting customers to give to the Canadian Red Cross. You should all be proud of your involvement with this campaign; **you are helping the Red Cross stay Ready to respond to the next disaster in Canada.**

In 2024-2025, thanks to Walmart Canada's support, the Canadian Red Cross assisted, over on average, **26 individuals** daily after an emergency like a housefire. Across Canada, **55,000 people** were supported by the Canadian Red Cross during **20 medium to large-scale emergencies** like wildfires and floods.

This is how **\$3.81 MILLION** could help in an emergency:



Provide over **2,272 families** of four with a week's worth of groceries.



Provide **11,111 baby products**.



Distribute **53,590 blankets** to provide warmth and comfort to those affected.



Distribute **14,140 after-fire kits**, including smoke odour foggers, flashlights, work gloves, masks and safety glasses, to help people safely clean up their homes after a fire.



Distribute **11,276 flood clean-up kits** that include a mop, broom, squeegee, scrub brush, sponges, gloves, mask, garbage bags and all-purpose cleaner.



Train **147 Site Managers** to effectively coordinate shelters and reception centers.



Deliver **206,611 comfort kits**, containing toothpaste, soap, shampoo, conditioner and more.



Wondering how donations could be spent in Canada?

Here are just a few examples of the many ways you could help people in need:

- **\$3** could provide a comfort kit with essential hygiene items, offering a sense of dignity.
- **\$7** could provide a teddy bear for a child in need of support.
- **\$45** could provide baby products for an infant/child.
- **\$60** could provide a cot for someone who has lost their home.

Did You Know



DID YOU KNOW

When a major emergency strikes, the Canadian Red Cross can deploy a field hospital and aid workers within 48 hours.



DID YOU KNOW

Muggins was a lovable and incredibly famous spitz dog with fuzzy white hair who collected donations in downtown Victoria, B.C.?



DID YOU KNOW

The most common causes of house fires are cooking (leaving the stove unattended), improperly extinguishing cigarettes and candles left unattended.



DID YOU KNOW

The Canadian Red Cross responds to a disaster every three hours, 24 hours a day, 365 days a year.



DID YOU KNOW

Henery Duant, a Swiss businessman and social activist, was the founder of the Red Cross and first recipient of the Nobel Peace Prize.

The Canadian Red Cross Campaign 2025: My Store's Campaign at a Glance

June 26th to July 25th, 2025

STORE # _____

STORE CAMPAIGN LEAD: _____

STORE GOAL: _____

DATE STORE GOAL ACHIEVED: _____

NAME OF RED CROSS WALMART AMBASSADOR: _____

PLEASE NOTE: Canadian Red Cross Walmart Canada Ambassadors are assigned on volunteer availability.

If you have any questions about Red Cross Volunteer Ambassadors, please contact the Red Cross Walmart Canada Campaign members: walmartcampaign@redcross.ca



RED CROSS CHARITY EVENT

- BURGERS + POP + CHIPS — \$5
- HOT DOGS + POP + CHIPS — \$5
- GATORADE — \$1.50
- BOTTLED WATER — \$1

RED CROSS

Buy before he eats it!

DOG POP CHIP

The Canadian Red Cross Campaign 2025 Playbook

**Thank you for being a
changemaker.**