



Canadian
Red Cross

Croix-Rouge
canadienne

Walmart

Ambassador Cheat Sheet

Walmart and the Canadian Red Cross—A proud history.

Walmart Canada is the Canadian Red Cross' largest corporate supporter

This is the 22nd year of the partnership between Canadian Red Cross and Walmart Canada. For the past twenty-two years, Walmart Canada, its stores, managers, customers, and Associates have provided vital support for the humanitarian mission of the Canadian Red Cross. As emergencies and disasters continue to increase in frequency and severity, Walmart Canada's partnership is integral in helping ensure that the Canadian Red Cross will be able to protect and support vulnerable populations and communities across Canada.

Since Walmart Canada's initial donation in 2003, they have become the Canadian Red Cross' largest corporate partnership, raising over \$74 million to ensure the safety and resilience of our communities in the face of disaster. The 2024 in-store campaign and corporate match raised over \$3.81 million to support community preparedness, along with emergency relief and recovery programming across Canada.

The national goal for this year's campaign is \$3 million plus a Walmart contribution of \$1,000,000.

How the campaign works:

- Between June 26 - July 25, 2025, every Walmart store across the country will raise funds for the Canadian Red Cross to help families impacted by disaster in our community.
- Most donations are made at the check-out. Associates will ask customers if they would like to donate or round-up their purchase, and customers have the option to round-up or give, \$1, \$2, \$5 or another amount. There will be a prompt on the cashier's screen that serves as a reminder about the donation ask.
- Customers can also make a Red Cross campaign donation at self-checkout kiosks. The customer will be prompted to donate \$1, \$2, \$5 or given the option to decline.
- Many Associates also lead additional fundraising initiatives in-store to help achieve their store goal and complement the ask for donations at the checkout. See the Red Cross Campaign Playbook for more information.

What can you do?

- Take the Ambassador training (and review materials as needed).
- Review all the campaign materials on the Ambassador web site.
- Ensure you understand the campaign timelines and key Ambassador activities.
- Proudly share the impact of the Canadian Red Cross and help inspire your store(s) to reach their fundraising goals.

Why it's important:

On average, Canadian Red Cross responds to a disaster every 3 hours, and 1 in 4 Canadians receive Red Cross support thanks to the funds raised by the Walmart campaign. In 2023-2024, thanks to Walmart Canada's support, the Canadian Red Cross assisted over 81,000 people during emergencies, deploying 1,273 personnel, including 644 volunteers, to respond to 29 medium to large-scale incidents.