



Canadian
Red Cross

Croix-Rouge
canadienne

Walmart

Walmart Campaign 2025 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 \$74 million in support of disaster preparedness and response.

This is the 22nd year of the partnership between Canadian Red Cross and Walmart Canada. The relationship between Walmart Canada and the Red Cross has been a cornerstone in disaster response and preparedness for the past twenty years. Recent events have shown us that natural disasters are occurring more frequently than ever before. Large scale forest fires, significant floods and hurricanes have affected tens of thousands of Canadians in the past few years. 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 emergencies 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 Ambassador, you will play a crucial role in our annual in-store campaign which will be taking place from June 26 - July 25, 2025, in over 400 Walmart stores across the country. You will see on our point-of-sale materials that our theme is "**Join a Community of Changemakers**". Each time an Associate asks a customer to donate to the campaign, we edge a little closer to the goal of raising \$3 million, plus a Walmart Canada contribution of \$1,000,000 to help communities in need.

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.
- Ambassadors play a pivotal role in this campaign—ensuring stores have the tools, resources, and motivation needed to stay engaged. By offering guidance and inspiration, Ambassadors help Associates feel empowered to make a difference with every interaction.
- When a customer comes through their till, Associates will ask customers "would you like to help the Red Cross stay ready by donating today?" If the 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 Associate will scan the card to equate to the customer's requested donation amount OR, the Associate 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.
- Associates can also ask customers to "round up" their total to the nearest dollar and that amount will be donated to the Red Cross.
- 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.

The Canadian Red 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 that Walmart Associates, managers and customers deserve.