



Canadian
Red Cross

Croix-Rouge
canadienne

Walmart

Frequently Asked Questions

What is the Walmart Red Cross Campaign?

This is the 22nd year of the partnership between Canadian Red Cross and Walmart Canada. From June 26 - July 25, 2025, Walmart Canada stores across the country will raise essential funds to support emergency response and preparedness work in Canada. Our 2024 goal is to raise \$3 million, plus Walmart Canada will kick-start the campaign with a \$1,000,000 donation to help communities in need! Money raised throughout this campaign will help assist individuals and families facing an emergency. Since 2003, Walmart Canada has raised and donated over \$74 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 donation that will go a long way to support Canadians when they need it most. Last year, the Walmart campaign raised over \$3.81 million, including \$1,000,000 from Walmart Canada.

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 Canada contribute?

Walmart Canada will contribute \$1,000,000 to help communities in need.

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

Please contact walmartcampaign@redcross.ca, to reach out to your Red Cross campaign team. You can also complete the Comments, Questions and Feedback form on the Ambassador web site for a response within one business day. You can also reach out to your fellow Ambassadors through our WhatsApp group chat.

Where can I find all the campaign resources?

All campaign resources can be found on the Ambassador web site at <http://www.redcross.ca/walmart2025>, grouped by volunteer resources and in-store resources.

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 walmartcampaign@redcross.ca. 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 5, 2025.

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

We are excited to provide training for both new and returning volunteers. To accommodate different learning styles, we will offer self-guided training, with a recorded video and notes available on the Ambassador homepage. For those who would like additional support, we will also host drop-in training sessions between June 13 - June 25, 2025., offering a chance to ask questions, connect with fellow volunteers, and gain further guidance. If you have any questions or concerns after the training, please reach out to walmartcampaign@redcross.ca—our team is happy to assist you!

How many Walmart Stores are there across the country?

There are 404 stores across Canada.

How many volunteers do we have across the country?

This year we are recruiting over 200 volunteers across Canada as we scale down the number of volunteers needed for this



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

This is a common challenge for Ambassadors trying to connect with Walmart Associates in a busy retail environment, but please don't take it as a sign that your support of stores is not wanted or needed. If after repeated attempts you still cannot reach the campaign lead, please reach out to walmartcampaign@redcross.ca. Our 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.