**Government of Canada Workplace Charitable Campaign 2024**

**Key Messages**

# Accessibility:

* Make accessibility an explicit priority at the very beginning of your campaign planning.
* Ask your network of persons with disabilities to help, test, and advise.
* Include a call out for accommodation requests in all of your event/meeting invitations.
* Make use of Microsoft accessibility tools:
  + Remind meeting attendees of how to turn on captions at the beginning of meetings.
  + Remind meeting attendees to use descriptive language when presenting oneself and/or images/graphics.
  + Have accessibility tracker running when using Word or PowerPoint.
* Remember to write [using plain language](https://design.canada.ca/style-guide/).
* Refer to [Accessibility in the Public Service](https://www.canada.ca/en/government/publicservice/wellness-inclusion-diversity-public-service/diversity-inclusion-public-service/accessibility-public-service.html) for more information.

# 2024 Theme

* **The GCWCC Connects us to our Communities!** To the communities **that we live in, the ones that we support and those we identify with**. Public servants are motivated to contribute to causes that resonate with them, and that demonstrate how their donations are making a difference (this will be changed to read making an impact).

# Key Messages for 2024 – What and Why:

* Every year, active and retired federal public servants across Canada take part in the Government of Canada Workplace Charitable Campaign (GCWCC).
* Through our contributions and charitable actions, we continue to make a difference and have a positive impact on communities.
* Together, we’re building stronger communities and supporting healthier people from coast to coast to coast.
* The **campaign is an employee-driven initiative to raise funds to help people in need in our communities.**
* The **GCWCC is an extension of what we do as public servants**: to improve the lives of Canadians in all our communities, from coast to coast. to coast.
* It is a concrete way to project and reinforce the values of the public service - including respect for people and diversity, equity and inclusion.
* Your **generosity as a donor helps deliver critical care and services** – when and where they are needed most – **to make a difference in the lives of Canadians.**
* Public servants care about communities and community members. This is evident through the work we do every day and further demonstrated by our tradition of giving through the GCWCC campaign.
* We work together in supporting people and intersectional communities across Canada in a spirit of openness, honesty and transparency, and encouraging engagement, collaboration and respect.
* This year’s fundraising efforts are of utmost importance due to the continued economic challenges felt in most communities across the country.
* Donations made through the GCWCC **help improve lives by building stronger communities and healthier people across Canada.**
* Our continued engagement and support are **critical** as the needs in our communities continue to grow.
* We are united together to support our communities in need.
* Your donations can help support those with intersecting identities who are often in the greatest need.

**Why give to the GCWCC?**

Your donation can, for example:

* + help many of the other seniors struggling in our community.
  + ensure your children can go to school with kids who are as happy, healthy, and well-fed as they are.
  + help with one day’s bus fare or a cup of coffee, which could make a huge difference in the lives of your neighbours.

Your donations also support:

* + people experiencing homelessness to **access affordable, safe and permanent places to live.**
  + **life-saving research** for new treatments, cures and earlier diagnosis.
  + building **stronger, more inclusive, communities for everyone.**
  + **programs, relief and assistance** for people affected by chronic diseases.

Visit <https://gcwcc-ccmtgc.org/en/communication-tools/names-recipients/> to find out more.

**Addressing notable issues affecting Canadians today**

## **Inflation:**

* When basic needs are not met, it impacts many areas in a person’s life. Inflation forces those most vulnerable to choose which basic needs they can meet.
* Inflation impacts charitable organizations in two ways: The costs of delivering services increase, while contributions also decrease. This may reduce assistance when it's needed most.
* There are no small donations. Small gestures to support charities add up and support those in need.
* Overcoming poverty is an ongoing process: it takes resources and a comprehensive solution.

**Return to Office**

* This year’s Campaign follows the normal annual cycle (active campaign launches in September and continues until the end of December). From January to March 31, 2025, donations can still be made via credit card and PayPal and will count toward 2024 goals.
* The GCWCC’s goal is to support those in need and is not connected to the return to office directive.
* That said, campaign events may complement the in-person return to office by providing an exciting atmosphere for colleagues to reconnect and increase team engagement.
* Your donations and contributions are needed now more than ever in your community.
* Take advantage of being able to engage in-person to build relationships. Talk to your colleagues about the campaign to raise awareness. It is also an opportunity to answer any questions they have about the campaign and to canvas in-person and ask if they would be interested in donating.

# Named Recipients

* The GCWCC has two named recipients: The HealthPartners and the United Way Centraide. They are charitable partners that have been chosen because of their ability to create impact in communities, and their reputation within the Canadian charitable sector.
* Both Named Recipients have complementary roles in serving Canadians in need. Together, they're building stronger communities and healthier people across Canada, which allows them to have a major impact on improving the lives of Canadians.
* **Each are experts in their respective impact areas. They use research, local knowledge, and community partnerships to make informed investment decisions, maximizing the impact of donor dollars.**
* **HealthPartners**:
  + HealthPartners harnesses the power of workplace giving to raise funds for 17 of Canada's most respected health charities, including the Canadian Cancer Society, Heart & Stroke, and Diabetes Canada.
  + At some point in their lives, 9 out of 10 Canadians are likely to be affected by one or more of the major illnesses HealthPartners charities are working to eradicate.
  + A donation to HealthPartners helps fuel:
    - **RESEARCH**: keeping researchers on the cutting edge of fighting disease by discovering treatments and cures.
    - **EDUCATION**: giving Canadians trusted information on all aspects of managing and coping with chronic disease and acute health conditions.
    - **PROGRAMS & SERVICES**: enhancing the quality of life for Canadians affected by chronic and acute health conditions.
    - **ADVOCACY**: reducing barriers by improving health policy and access to care.
  + HealthPartners’ charities serve Canadians from coast to coast to coast. Your donation will help save lives and will contribute to better health outcomes for all people in Canada.
  + Together with donors and volunteers, HealthPartners are creating a healthier Canada.
* **United Way Centraide**:
  + United Way Centraides (UWC) serve more than 7.3 million people in 5,000 community agencies across Canada every year, helping to improve lives from coast to coast to coast. Locally and nationally, the goal is the same – to create a more equitable future for all.
  + UWC brings people and organizations together to meet immediate needs and tackle the complex social issues at the root of those needs.
  + UWC's work focuses on three key strategies to improve lives locally and build a brighter future for everyone:
    - Moving people from poverty to possibility
    - Helping kids be all they can be
    - Building strong and healthy communities
  + With your support, opportunities are created for everyone in our communities to live a better life. Donations stay in your community, creating lasting, positive change in the very place where you live and work.
* Visit <https://gcwcc-ccmtgc.org/en/communication-tools/names-recipients/> to find out more about each of the Named Recipients.

# Campaign Best Practices

* In every element of the campaign, be sure to:
  + Educate: Raise awareness about the Named Recipients, their impact, programs, and causes. Use impact stories, videos and speakers to showcase the impact.
  + Donate: In each engagement with your department, make sure to ask for a donation with a clear call-to-action.
  + Celebrate: Have fun at events, celebrate with your peers, and don’t forget to thank people regardless of whether they choose to donate.
* Many people don’t give simply because they haven’t been asked, so be sure to ask every individual if they would like to donate. A personalized ask is best.
* Remember, you are not asking for yourself; you are asking on behalf of someone who needs help.
* Take the opportunity to speak, present and share about the campaign at various meetings and engagement opportunities.
* Potential donors should be presented with the different flexible giving options, like one-time, recurring, smaller amounts on payroll deductions. Payroll deductions have the highest average gift per donor, in large part because of how easy it is and how a small manageable amount can add up to make a big difference at the end of the year.
* Suggesting small increases in donation amounts that align with inflation rates (3% in 2024), making the ask feel more manageable.

# Content Pillars

1. **Educate & Inform**

Importance: This pillar is crucial for disseminating accurate information about GCWCC, its mission, and the impact of charitable donations. It helps build awareness and understanding among stakeholders.

Application

Digital Media: Use blog posts, social media content, and infographics to share campaign updates, success stories, and educational resources.

1. **Inspire**

Importance: Inspiration motivates individuals to connect emotionally with the cause and take meaningful action. It fosters a sense of belonging and purpose within the GCWCC community.

Application

Digital Media: Share compelling storytelling through videos, testimonials, and user-generated content on social media platforms to evoke empathy and inspire engagement.

1. **Influence**

Importance: This pillar focuses on persuading stakeholders to engage with the GCWCC, either by donating, volunteering, or advocating for the cause. It aims to drive action and support for the campaign.

Application

Digital Media: Employ persuasive messaging in email campaigns, social media posts, and videos to encourage donations and participation. Use testimonials and success stories to show impact.

Traditional Media: Secure speaking opportunities, organize community events, and leverage personal stories to increase support and inspire action.

1. **Convince**

Importance: Convincing is the ultimate goal of any communications effort, where individuals transition from passive observers to active participants by donating, volunteering, or advocating for the GCWCC.

Application

Digital Media: Implement clear Calls-to-action on the website, landing pages, and social media posts to guide users toward ePledge or volunteer sign-ups. When and where possible, use weekly data analytics to optimize conversion rates.

Traditional Media: Include contact information, event details, and donation instructions in materials such as brochures, posters, and flyers.

## **Supplementary Key Messages**

* The GCWCC is the largest workplace charitable campaign in Canada, having raised almost $29 million in 2023.
* **Every donation is important**: even a small donation can make a difference in the lives of Canadians in need.
* Your donation to the GCWCC helps people in your community who need it — be it a friend, a neighbour, a colleague, or a family member!
* GCWCC donors **believe** in the causes they support: **“I care. I Give. It matters.”**

# How to contribute:

* United Way Centraide and HealthPartners are the campaign’s named recipient charities, and experts in their impact areas of community social services, and health, respectively.
* Through the GCWCC, we can all **support a variety of causes we care about** by also directing a donation to the [registered Canadian charity](https://apps.cra-arc.gc.ca/ebci/hacc/srch/pub/dsplyBscSrch?request_locale=en) of your choice, including food banks, conservation, arts and culture, etc.
* **ePledge is easy, secure and convenient**. By giving through the campaign’s online donation system (ePledge), you can decide where your gift goes in one step. Your **payroll deduction donation** will automatically appear on your tax slip — no need to keep track of your receipts!

# Equity, Diversity, Inclusion (EDI) and Reconciliation messaging:

* The campaign is an extension of public service values: we work together in supporting people and communities across Canada in a spirit of openness, honesty and transparency, and encouraging engagement, collaboration and respect.
* Through the GCWCC, you can support Named Recipient programs that promote EDI, help to improve the lives of marginalized communities like the 2SLGBTQIA+ community, Black persons and women, and further reconciliation.

# “How to” for Champions:

## Advancing Reconciliation

* Be inclusive by hosting events and sharing messaging around National Day for Truth and Reconciliation as part of the campaign. Use social media to further amplify and raise awareness.
* Encourage awareness and learning as part of reconciliation efforts with Indigenous community groups.
* Raise awareness about the programs and services the Named Recipients offer to support Indigenous reconciliation.
* HealthPartners examples: <https://healthpartners.ca/wp-content/uploads/2023/09/HealthPartners-and-EDI_EN.pdf>
* Each United Way Centraide across the country has unique programming. Here are a few examples from United Way Eastern Ontario: <https://www.unitedwayeo.ca/our-impact/#cwi> and from Centraide Outaouais: <https://centraideoutaouais.com/en/what-we-do/social-impact/videos-and-testimonials>.

## **Promoting Equity, Diversity and Inclusion (EDI)**

* **Promote inclusive communication**: include EDI principles in your departmental messaging throughout your departmental campaigns, as both topics and as a matter of approach. For example remember to write using [inclusive and affirming language](https://www.noslangues-ourlanguages.gc.ca/en/ressources-resources/ecriture-inclusive-writing/principes-anglais-guidelines-english-eng), alongside using plain language.
* Host events that are representative of your staff and invite Named Recipient guest speakers that are representative of the diversity of public servants, the communities they belong to, and respective of local communities. Connect with your [Local Manager for guest speakers: Contact Sheet - GCWCC-CCMTGC](https://gcwcc-ccmtgc.org/en/local-manager-contact-sheet/)
* **Be representative and inclusive** – Campaign activities and events should be representative of our diverse public service and Canadians. Showcase how the GCWCC via the Named Recipients supports a wide range of causes and people. Engage employee-led EDI and young professional networks in event planning and implementation. ; You can consult the following list of diversity networks: [GC Diversity Networks - Réseaux de la-diversité-du GC - wiki (gccollab.ca)](https://wiki.gccollab.ca/index.php?title=GC_Diversity_Networks_-_R%C3%A9seaux_de_la-diversit%C3%A9-du_GC&mobileaction=toggle_view_desktop)
* **Consult** your departmental EDI networks (i.e., Indigenous, Black, Pride/2SLGBTQIA+, Women, Persons with Disabilities), for support and guidance for a truly inclusive and barrier-free campaign. Seek out views on encouraging volunteers that are representative of staff and the communities of which they belong.
* Departments should meet with their Indigenous networks to look at ways to integrate Reconciliation in their GCWCC campaigns.
* **Ensure representation and participation:** reflect on who is part of your campaign team and who is part of your volunteer group. Are all voices around the table? Form a diverse campaign team that values differences, which is important for inclusion.
* Promote bilingualism and accessibility through campaign events and canvassing.
* Avoid organizing large events or activities on observance or religious days when employees may likely be off. Consult the [Important and commemorative days - Canada.ca](https://www.canada.ca/en/canadian-heritage/services/important-commemorative-days.html) calendar for more information.
* Be culturally sensitive in the way information about charitable causes and the impact of donations are presented. Respect cultural nuances and customs.
* For longer events, consider including a break period to accommodate all employees.
* For additional questions, reach out to your departmental networks or the following federal networks:
  + [Muslim Federal Employees Network](mailto:https://gcconnex.gc.ca/groups/profile/81850598/muslim-federal-employees-network-mfen-reseau-des-employes-federaux-musulmans-refm)
  + [Indigenous Federal Employee Network](mailto:https://gcconnex.gc.ca/groups/profile/28747184/indigenous-federal-employee-network-ifen?language=en)
  + [Jewish Public Service Network](mailto:jps.gc.fpj@gmail.com)
  + [Network of Asian Federal Employees](mailto:nafe.gc.rfagf@gmail.com)
  + [Public Service Pride Network](mailto:pspn-rffp@csps-efpc.gc.ca)
  + [Federal Employee Network of Arab Women](https://gcconnex.gc.ca/groups/profile/138475520/federal-employee-network-of-arab-women-reseau-des-employees-federales-des-femmes-arabes?language=en)
  + [Interdepartmental Black Employee Network](mailto:IBEN.RENI@outlook.com)
  + BEN / REN (to be confirmed by the network)
  + Infinity - [The](mailto:%20infinity-infinite@tbs-sct.gc.ca) [Network](mailto:%20infinity-infinite@tbs-sct.gc.ca) for Neurodivergent Public Servants

## Geographic inclusion (regional vs. national)

* Connect regional campaigns to the national campaign, to ensure the inclusion of all employees across the country.
* Consider the time of day your events are scheduled so that employees in the regions are able to attend during core work hours.
* Encourage regional volunteer leadership depending on your regional capacity. This could mean regional Campaign Leaders, regional ambassadors, etc.

# Young professionals, new public servants and retirees:

## Lifecycle engagement

* Everyone - young professionals, new public servants, or retirees - can bring their skills to the table!
* Public servants who give are more likely to continue giving throughout the years and into retirement.

## Benefits of volunteering

* **Get involved!** New public servants and young professionals can get engaged in the campaign in many ways, including by donating time to organize events, helping to canvass and promote the GCWCC by speaking to colleagues, family and friends. You can also amplify [GCWCC social media posts](https://canada-preview.adobecqms.net/content/canadasite/en/campaign/charitable/contact-us.html) and use the hashtag **#GCWCCMatters** to increase campaign visibility.
* There is much you can gain by being involved in the GCWCC as a **volunteer: develop various skills** including event planning, networking, and leadership experience, all while giving back!
* You can also participate in the Loaned Representative program, working alongside the local campaign managers to support the GCWCC campaign and build new skills.
* Your time and small gestures have a big impact: volunteering in the GCWCC is a great way to gain visibility as a young professional while having a positive impact on the community.
* Young professionals’ energy, advocacy and willingness to help is unparalleled, and their unique creativeness can really make a difference!
* Remember, being involved in the GCWCC also helps to develop **leadership** and **networking** skills.

\*Additional messaging developed by the GCWCC Youth Council can be sourced by visiting the GCWCC [vExpo Chair’s Office kiosk](https://gcwcc.vexplore.ca/main/kiosks/K230501).

# Campaign Planning and other messaging:

* **Establish your teams early!** There are supports available to you and your teams, including the Campaign-in-Box and other accessible tools. Make use of these when planning events or engagement with your staff.
* Recruit staff who are passionate, inspired and want to make a difference to your campaign teams.
* Campaigns that are personalized, sustained and focus on giving are more successful and engage employees. In personalizing campaigns, be mindful of the use of pronouns. Consult: <https://publicservicepride.ca/learn-about-pronouns/> for more information.
* Mark your calendars and share national event and key dates early with employees.
* Work with your local [United Way Centraide manager](https://gcwcc-ccmtgc.org/en/local-manager-contact-sheet/) to strategize and implement best practices for your departmental campaigns.
* **Be visible:** your leadership is key. Highlight the importance of the GCWCC and why it matters in all communications, including during events and on social media.
* Record a ‘Why I Give’ testimonial and share widely, including on social media, using the #GCWCCMatters hashtag.
* **Participate in** and encourage the return of in-person events while offering virtual participation.
* **Recognize and highlight** your teams and volunteers achievements. Nominate them for a Chair’s Cup. For further details on the Chair’s Cup award, please visit: https://www.canada.ca/en/campaign/charitable/gcwcc-appreciation-event.html#s1

## GCWCC vExpo

* **Go digital**: follow the launch of the GCWCC vExpo at the opening ceremonies; then build a departmental kiosk.
* Explore the [lobby, Chair’s Office and other departmental kiosks](https://gcwcc.vexplore.ca) to view other departmental best practices, tools and resources.

## Campaign fundraising costs

* The fundraising costs (cost recovery rate) of the GCWCC are recovered from the Named Recipients, HealthPartners and United Way Centraide Canada.
* In previous years, the Campaign fundraising costs averaged 16%, below the Canada Revenue Agency’s (CRA) acceptable level of 35%. For more information, consult: [Fundraising by registered charities - Canada.ca](https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/policies-guidance/fundraising-registered-charities-guidance.html#toc6)
* As registered Canadian charities, all United Way Centraides file T3010 reports with CRA annually, detailing all their fundraising, related operating costs, executive compensation, and other costs. The latest data can be found on [CRA’s website](https://apps.cra-arc.gc.ca/ebci/hacc/srch/pub/dsplyBscSrch).
* For more information, you may also wish to consult the [Commonly Asked Questions - GCWCC - Canada.ca](https://www.canada.ca/en/campaign/charitable/faq.html).

## Data

* **Collect data and use it for your campaign**. Look at the data provided and issue a challenge to your teams. Contributions make a clear and long-lasting impacts in communities where employees live.
* In efforts to support Departments and Agencies in collecting and using data, there will be opportunities to get involved in a "Data Analyst Network" this year to share resources, tools, and best practices.
* **New this year**, more frequent **donor rate and regional data** **will be available** to better inform all of your campaigns.
* Encourage your teams to leverage existing data via ePledge. Additionally, your treasurer will be able to leverage a data dashboard in ePledge to track comparative results and more.
* Consult with your local manager on how to read, analyze and collect data consistently and effectively.
* Remember, the last 20-25% of campaign objectives are where 80% of your team’s resources will need to be targeted.
* Where events are useful to create buzz and bring people together, data demonstrates that payroll deductions have the highest impact in departmental campaigns.

## Fundraising - ePledge and Payroll deductions

* Encourage your staff to give through Payroll Deduction via ePledge; employees will be able to take advantage of tax-deductible receipts (subject to minimum limits).
* Encourage a push of awareness for a few days to create buzz and momentum*.*
* Remember, this year, the payroll deduction deadline is on **December 5, 2024**.