

Section I: About GCWCC	2
A Proud Tradition.....	2
Why Public Servants Value the Campaign	2
Keys to the GCWCC’s Success.....	3
Section II: Recipient Organizations	4
Centraide Outaouais	4
Healthpartners/Partenairesanté	4
United Way/Centraide Ottawa.....	5
Section III: The Role of the Communications Officer	6
Section IV: Communications and Marketing Fundamentals	7
Brand Management.....	7
GCWCC Communications Strategy	8
Developing Your Communications Plan	8
Section V: Raising the Profile of the GCWCC	10
Campaign Materials	10
Media Relations	11
Visibility	13
Items on Loan.....	14
E-communications	14
Speakers’ Bureau	15
Storybank.....	15
Seeing Is Believing.....	15
Impact-based Events.....	16
Health Checks.....	16
Day of Caring.....	Error! Bookmark not defined.
Leadership Giving Presentations	17
Awards and Recognition.....	17
Section VI: Message Toolkit	19
Key Messages.....	19
Campaign Theme	22
Fast Facts.....	23
Frequently asked Questions.....	24
Sample Correspondence	24
Sample Speaking Notes	28
Section VII: GCWCC Contacts	29

Section I: About GCWCC

The Government of Canada Workplace Charitable Campaign (GCWCC) is a charitable giving campaign developed exclusively for federal employees and retirees in Canada. Managed by United Ways/Centraides across Canada, the GCWCC helps federal public servants build stronger, healthier communities through charitable giving. The campaign supports United Ways, Healthpartners and other registered Canadian charities.

A Proud Tradition

Federal government employees and retirees have a long history of giving back to their communities and are well known for their generosity and caring.

From 1990 to 1996, United Way and Healthpartners participated in nearly 80 federal campaigns across Canada. In 1997, the Treasury Board of Canada Secretariat expanded the campaign to enable donors to support any Canadian registered charity under a new name – the Government of Canada Workplace Charitable Campaign (GCWCC).

In partnership with thousands of volunteers across the country, a national GCWCC office, co-managed by United Way Ottawa and Centraide Outaouais organizes and promotes the government campaign nationally. Since its inception, the GCWCC has become one of the largest and most successful workplace fundraising campaigns in Canada. In 2008 alone, federal employees and retirees helped to improve the quality of life of Canadians by raising more than \$36 million for their communities.

Why Public Servants Value the Campaign

1. Direct impact: Many people across the country have chosen to work in the public service because they want to make a difference. The GCWCC offers an opportunity to make a very tangible difference in the lives of others – by donating money and sometimes time to support important charitable causes.
2. It's efficient: Through a centralized, streamlined administrative process, the GCWCC is able to process donations more efficiently than most charitable organizations. This means that more of your gift goes to where you feel it is needed most. (For more information on fundraising costs, visit www.gcwcc.org.)
3. Giving is easy: Participating in the GCWCC offers donors the convenience and efficiency of consolidating their annual charitable giving through one transaction on a single form. Donors can also choose to give through payroll deduction — spreading their gift out over the year and, therefore, minimizing campaign administrative costs. At the end of the year, the amount appears directly on a donor's T4 — no need to keep track of charitable receipts.
4. Donor choice: Donors have the choice of supporting a wide range of social, health and community agencies and organizations — large and small — that offer essential services in our communities.

Keys to the GCWCC's Success

As Canada's largest annual workplace campaign, there are some common elements of success from coast to coast. These include:

- a tradition of generosity and community engagement among federal employees and retirees;
- 100% face-to-face peer canvassing (where peers canvass peers);
- giving through payroll deduction;
- support from all levels of management and unions;
- effective recruitment and motivation of workplace volunteers;
- support and guidance of campaign teams from United Way/Centraide's GCWCC managers; and
- ongoing communication with donors, volunteers and managers.

Section II: Recipient Organizations

Centraide Outaouais



For more information about Centraide Outaouais, visit:

www.centraide-outaouais.qc.ca

To invest in **Centraide Outaouais** is to invest in your community!

Centraide Outaouais' mission is to mobilize people and draw resources together to improve the quality of life of the most vulnerable persons in society and to help develop supportive, inclusive communities. In light of its 63 years of experience and knowledge of needs, Centraide Outaouais' role is being broadened to act as a community builder. In this capacity, it identifies the most pressing needs, prevents issues from escalating and funds innovative solutions.

A contribution to Centraide Outaouais is a direct contribution to better living conditions in your community, whether it is in Gatineau or in the regional municipalities/districts of Pontiac, des - Collines-de-l'Outaouais or Papineau. Centraide Outaouais serves a population of 347,214 people.

Thanks to rigorous control of expenditures, the numerous sponsors and the work of volunteers, Centraide Outaouais ensures that administrative and campaign expenditures are maintained at the lowest possible level.

Healthpartners/Partenairesanté



For more information about Healthpartners and its members, visit:

www.healthpartners.ca

Health: It Touches All of Us

Mothers. Fathers. Sons. Daughters. Nieces and nephews. Everyone is touched personally and directly by either their own health issues or those of family members. This phenomenon is not age-dependent – from people in their twenties whose children struggle with childhood illness to retirees facing age-related diseases, the issue of health touches each and every one of us.

Healthpartners offers federal public service employees and retirees the chance to invest in breakthrough research, locally-delivered programs and critical community based services through the unique partnership of 16 of Canada's most trusted health charities.

Choose Health. When you choose Healthpartners, you have a unique opportunity to make a difference. Healthpartners lets you invest in your health, the health of those you care about, and the health of all Canadians.

United Way/Centraide Ottawa



For more information on United Way/Centraide Ottawa, visit:

www.unitedwayottawa.ca

United Way/Centraide Ottawa's mission is to bring people and resources together to build a strong, healthy, safe community for all. Our promise to donors is "to invest donor dollars where they are needed most and where they will have the greatest impact."

To do that, we support hundreds of essential agency programs and services. We also lead or partner in developing long-term solutions to complex challenges in our community — like resolving chronic homelessness, supporting the independence of Ottawa seniors, making sure all children have the opportunity to do their best in school, and ensuring that skilled immigrants find appropriate employment that matches the needs of employers.

Our priorities are well defined. We invest in programs, projects and partnerships that make a difference in the following six impact areas:

- promoting healthy development for children and youth;
- reducing isolation and enhancing seniors' quality of life;
- reducing barriers and increasing participation for people with disabilities;
- strengthening individuals and families in times of need and crisis;
- reducing barriers and increasing engagement for immigrants; and
- strengthening agency, neighbourhood and community capacity

The true measure of our success is lives changed for the better.

Section III: The Role of the Communications Officer

The Communications Officer is responsible for raising the profile of the GCWCC *in his or her department or agency*, as well as making a case for support through impact messaging and other methods.

The Communications Officer also helps to raise the profile of the GCWCC *outside* of government – to promote the outstanding commitment that federal employees and retirees make towards their community.

Duties include:

- Developing a communications plan for your workplace with a focus on:
 - Impact messaging – messages that focus on the difference donor contributions make
 - Campaign visibility – ensuring that the campaign is highly visible in your workplace
- Raising the profile of the GCWCC and public servants through media coverage
- Executing communications activities as outlined in your communications plan
- Adjusting campaign communications where necessary

Section IV: Communications and Marketing Fundamentals

Brand Management

Name

The official name is **Government of Canada Workplace Charitable Campaign (Campagne de charité en milieu du travail du Canada)**. In any document produced, the full name must appear in the first reference, with following references shortened to **GCWCC**. The word ‘campaign’ should never follow the use of the acronym (GCWCC campaign) as it is redundant.

Logo

The GCWCC logo brings together the Healthpartners logo, the United Way/Centraide logo and a maple leaf representing the federal government, superimposed on a stylized maple leaf. The logo’s components may not be separated or altered individually in any way.

As well, the logos themselves must not be tampered with: for example, black-and-white versions cannot be converted to colour and vice versa. Use caution when sizing a logo: it should always be sized proportionately to avoid distortion. Do not attempt to build a logo yourself.

The GCWCC logos can be downloaded from the organization’s website. **ONLY** the logo treatments available on the site are acceptable for use. Please refer any questions with respect to logo use to the [Director of Communications and Marketing, Campaigns](#).

Bilingualism

As in the federal government, all GCWCC materials produced for the general public or other large audiences must be bilingual. For more information, consult the federal government policies on [official languages](#).

Named Recipients

As outlined in the Treasury Board of Canada Secretariat agreement, the GCWCC and all those who volunteer on its behalf must ensure that equal visibility is given to both of the campaign’s named recipients — United Way/Centraide and Healthpartners — in all GCWCC workplace communications materials and messages. All print and electronic materials must represent the named recipients equally, as must all verbal presentations.

If you have any questions regarding the development of promotional material for distribution to workplace campaigns, contact the director of communications and marketing (see contact list at back of guide).

GCWCC Communications Strategy

The GCWCC's communications and marketing are intended to help departments and agencies organize their own communications activities — and develop a more personalized approach, one that best matches your department's culture and priorities.

The GCWCC communications objectives are:

1. Raise awareness and strengthen the GCWCC brand in the National Capital Region (NCR) and highlight the impact that federal employees and retirees have in the community.
2. Raise awareness and strengthen the GCWCC brand outside of the NCR and highlight the impact that federal employees and retirees have in their communities.
3. Provide campaign communications support to federal departments and agencies within the NCR.

Developing Your Communications Plan

As early as April, you should begin to develop your communications plan for the campaign. A clear and detailed plan will help you get your message out to potential donors quickly and efficiently once the campaign begins. The following points will help you create your plan:

1. Base your plan on the overall objectives of the GCWCC along with those in your department/agency. Example: Department "A" wishes to increase participation while increasing employee knowledge around the impact of gift.
2. Identify your target audience (e.g., all employees, team captains, canvassers). Examine opportunities to work with colleagues in regional offices to help create campaign continuity and ease workloads.
3. What's the best medium for getting your messages out? Decide what channels to use to best reach the target audience(s) you identified above (e.g., e-mails, posters, face-to-face meetings, events).
4. Activities and timelines. Working with your campaign team, determine your campaign activities and their dates. Develop a plan for communicating specific messages at the appropriate time.
5. How do you make this happen? Identify the resources you have at your disposal to help communicate both the key messages and upcoming activities. Use the tools and resources outlined in this guide to help your department reach its campaign objectives.
6. Is it working? Ongoing evaluation of your campaign communications is crucial. Be prepared to adjust your message/method in response to the needs of your department/agency.

A Special Note about Canvassers

When planning your communications strategies, don't overlook the role of the canvasser. No other volunteer has more opportunities to communicate to potential donors the value and impact of giving to the campaign.

Be sure to identify specific strategies to communicate with your canvassers, ensuring they have all the information they need to inspire and motivate their colleagues to give generously. Time spent communicating with canvassers will pay off in terms of campaign success. The better prepared canvassers are to share the campaign's key messages, the better prepared they will be to answer questions, share accurate information and encourage others to give.

Here are a few ways you can plan to communicate with your canvassers:

- Use your canvasser training event to share key messages and stories of how donations have changed lives. (Hint: use the Speakers' Bureau or key messages found in this guide.)
- Send regular e-mail updates or notes of encouragement to canvassers, stressing how their efforts are making a difference to the success of the campaign — and to the entire community!
- Keep canvassers updated on the campaign's progress via e-mail or brief news updates.
- Encourage canvassers to share their experiences via an e-mail list or simple printed newsletter.

Section V: Raising the Profile of the GCWCC

As Communications Officer, a large component of your position involves raising the profile of the GCWCC both inside your department and externally. Below are some suggested methods for achieving these goals.

Campaign Collateral

Every GCWCC Workplace Team will receive a campaign toolkit, which includes the collateral outlined below. Note that the cost of all printing is covered through sponsorship:

- gift forms for every donor, with instructions for filling out the form;
- training guides (available on-line) to provide the background information needed by members of your campaign team, such as this *Communications Guide*, the *Branch Coordinator/Team Captain Guide*, the *Special Events Guide*, the *Canvasser Guide (for your Training Officer)*, the *Treasurer Guide* and the more extensive *Campaign Leader Guide*;
- posters (available on-line) and customizable templates to promote the campaign and its theme are available on-line. They can also be used to publicize the campaign or departmental events/activities. “Thermometer posters,” which you fill in as you go, help you track your area’s progress toward its fundraising goal;
- calendars list all of the organizations funded by the campaign, show campaign dates, provide the pay dates for the coming year, and show holidays in Ontario and Quebec. This is an essential, and popular, campaign tool;
- campaign brochures, now part of the calendars, to provide important information on the needs addressed by the campaign, how the campaign is managed, how gifts are distributed and answers to the most frequently asked questions about the GCWCC;
- recognition certificates (available on-line) are a great way to say thank you. Use them to show your appreciation to campaign volunteers;
- GCWCC logos for use on your internal materials can be found at www.gcwcc.org. Read the “Graphic Standards” document available in this document and on-line for complete details on logo use;
- the GCWCC critical path, included in the *Campaign Leader Guide*, provides a step-by-step timeline to help you plan your campaign from start to finish; and
- communiqués — throughout the year, the GCWCC sends a communiqué to campaign leaders and key stakeholders providing quick, concise updates on the campaign as well as success stories and news. Feel free to share the communiqué as you deem appropriate.

- impact videos that tell the stories of individuals whose lives have been changed thanks to help they received through United Way or Healthpartners are available in streaming and downloadable format at www.gcwcc.org.
- a new online tool allows federal employees and retirees to come to www.gcwcc.org and share their story by video. Individuals wishing to participate are invited to navigate to the site and record (by webcam) or upload a short video of their story. Content could include why you support the campaign, how you were personally effected or how you choose to make a difference in your community. Once your video has been uploaded and approved you'll receive an email notification that you can send to your friends and co-workers to record their own as well. It's a great way to personalize the campaign show others how everyone is touched by the work of United Way, Healthpartners and the nearly 90,000 other registered Canadian charities.

Media Relations

One of the key methods of raising awareness of the GCWCC in the public and private sectors is through the use of media coverage. During each campaign period, United Way/Centraide prepares weekly media advisories to encourage media outlets to attend and cover GCWCC themed events taking place at departments. To help facilitate this process, the Communications Officer must submit complete information/descriptions of upcoming events to United Way/Centraide so that media information can be prepared from a centralized point. This ensures a consistent message and reduces media fatigue around events.

Weekly Media Advisory

What is it?

In an effort to raise the profile of the GCWCC among public servants and the general public, media advisories containing information about upcoming departmental special events are sent out to media contacts during the campaign period. These weekly advisories inform the media of upcoming events that they might wish to cover.

How can you help?

Workplace events such as major launches, blitzes and other events can often make good media content, so it's critical that you keep us informed of these activities. Submit information on workplace events by filling out the form available at www.gcwcc.org

Planning for media: checklist

The following information will help you plan and manage media at departmental special events.

Is this a media story?

- Does it promote our role as contributors to the GCWCC campaign?
- Does it enhance the profile of federal public servants and retirees as being community-minded?

Think about the visuals for the media

- How can the GCWCC be profiled (backdrops, t-shirts for spokesperson, GCWCC logo).
- Is the activity that is taking place visual?
- What is happening in the background?
- What is the room like? Is the lighting appropriate? Is there any glare?

Select a spokesperson(s)

- What are the GCWCC messages that they need to deliver?
- Make sure that the spokesperson is well briefed.
- Do we have a spokesperson who speaks both official languages?

Plan for media access

- If you are in an area or building that has security access guidelines, media need to be cleared — ensure someone is at the front desk to sign them in and to escort them to the appropriate location.
- Ensure that security at your location is aware that media will be attending the event.
- “Live remotes” need to be in an area where they will get a signal. Don’t bury them in a basement, and keep them close to the street if you can. Be flexible!

Remember: Timing is everything!

- All media work on tight deadlines: papers go to print, TV and radio go to air, online media is updated 24/7.
- If you want a media hit, time your events to be media-friendly.
- Morning event? If it’s early enough you can get hits on the morning show, noon, 6 p.m. and maybe even late at night.
- Red flag any event that runs from 3 p.m. Traditional (print, broadcast) stories often have been filed by then. By tomorrow, you’re yesterday’s news.

Dealing with the media at your event

- What will the media ask? Has my department/minister been in the news lately?
- Develop briefing notes/Q&A’s for your spokesperson.
- Designate a media relations person to greet media, answer media questions and direct the media to spokespeople.
- Have business cards of your spokesperson handy for proper spelling of names.
- Visuals, visuals, visuals! Remember to get them in the shot (backdrop, t-shirts, etc.)
- There are no stupid questions. Call or e-mail the [Director](#) of Communications and Marketing, Campaigns if in doubt.

Visibility

What is it?

Raising the profile of the GCWCC in your workplace is key to a successful campaign. Extensive resources including posters, artwork and other materials are available in the campaign materials kit your organization received, as well as online at www.gcwcc.org.

How can you help?

Take advantage of the electronic materials and graphics/logos for use in developing your department’s personalized GCWCC materials. Please ensure that the graphic standards are followed when developing these personalized items; a complete listing of graphic standards is included in this guide and on-line.

Items on Loan

What is it?

To assist in your campaign's visibility objectives, the GCWCC offers a number of visibility materials that can be borrowed free of charge. These include banners, aprons, signage etc.

How can you help?

Visit www.gcwcc.org for a complete list of available items that you can use to raise the profile in your department/agency.

E-communications

GCWCC Website

What is it?

The GCWCC has a website in the public domain, which features extensive information, tools and resources.

How can you help?

1. Promote campaign awareness by working with your IT department to have the GCWCC website added to the list of links on your departmental website/intranet, etc.
2. When communicating with donors, reference the website as a place where they can find answers on many topics, from administrative costs to impact of gift and much more.
3. The website is also a great place to showcase your campaign, submit pictures and campaign success stories, and nominate colleagues who are making a difference in your community. Visit www.gcwcc.org today!

GCWCC Communiqués

What is it?

Throughout the campaign period, United Way/Centraide GCWCC staff send out weekly communiqués that contain useful information for both campaign volunteers and donors.

How can you help?

Forward information provided in communiqués to colleagues where appropriate.

Campaign Success Stories

What is it?

Throughout the campaign period, the GCWCC profiles departments and agencies that have gone to new heights in their campaign.

How can you help?

Your assistance is required in collecting these stories. Every department and agency campaign has its own special moments — moments when you've surpassed your own

goals and/or people have gone to great lengths. For example, your Deputy Minister agrees to get dunked for a good cause or you have a canvasser who has been working on the campaign for longer than anyone can remember ... WE WANT TO HEAR FROM YOU! The more we know, the better able we are to highlight some of the amazing acts of kindness and community commitment among federal employees and retirees. Please visit www.gcwcc.org to submit your campaign success story — don't forget to include a picture!

Speakers' Bureau

What is it?

The bureau comprises dozens of speakers who represent the community we help. Many are recipients of services; others are volunteers or staff members who can talk about the true human impact of a donation to United Way/Centraide Ottawa, Centraide Outaouais and Healthpartners.

How can you help?

Nothing hits home quite as much as hearing first-hand of the impact of your investments. You can book members of the Speakers' Bureau to speak at campaign launches and meetings by filling out the appropriate form at www.gcwcc.org. Please ensure to have your audiences complete the evaluation forms — also available on-line — and please return them to our [Speakers' Bureau coordinator](#).

Storybank

What is it?

The GCWCC storybank is an on-line database of stories about individuals whose lives have been changed because of the support they received from United Way, Healthpartners or other registered Canadian charities.

How can you help?

Highlighting a “lives changed” story at a special event, in an e-mail communiqué or through collaterals is an excellent way to reach potential donors on a personal level. Many departments and agencies have found a “lives changed” story of a colleague within their organization to be very effective in enhancing the case for giving and showing effectively the impact of a gift to the GCWCC.

Working with your campaign leader, you may wish to solicit individuals from your organizations to share stories of how their lives have been changed from the help they may have received or the time that they volunteered. Stories can also be submitted to the GCWCC for inclusion on the website; visit www.gcwcc.org for more details.

Seeing Is Believing

What is it?

Seeing is Believing (SIB) tours are great opportunities to visit the agencies and organizations that receive funding from United Way/Centraide Ottawa, Centraide Outaouais and Healthpartners and actually see for yourself how your donations are helping people in your community.

How can you help?

Book your place on one of the many SIB tours and encourage team members and colleagues to do the same. Visit www.gcwcc.org for details about tour dates or speak to your GCWCC Division Director for more information.

Several departments also schedule customized SIB tours aimed at their own campaign volunteers and culture.

Impact-based Events

What is it?

One of the best ways to make a case for supporting the GCWCC is to animate the impact that a gift can make. From illustrating the homelessness situation, to showing the needs of children and youth, to health-based awareness — impact events can be used to reach your audience on a different level.

How can you help?

Implement impact-based events into your communications strategy. A selection of impact/awareness-based events is included in the Special Events Guide, as well on-line at www.gcwcc.org.

HEALTH CHECKS

Healthpartners actively promotes health in Canadian workplaces using a unique and fun approach.

Healthpartners HEALTH CHECKS is a free educational program designed to make people more aware of their health and to show how simple lifestyle changes can make a real difference.

Choose health!

HEALTH CHECKS are fully interactive displays that provide information about physical activity, managing stress and healthy eating choices. Volunteers who represent the member organizations of Healthpartners provide the program right in your workplace.

During the GCWCC, HEALTH CHECKS are offered to Government of Canada employees at their workplace and are available to departments/agencies upon request.

Reservations for the fall start in May.

To book your HEALTH CHECKS, contact Healthpartners by e-mail info@healthpartners.ca.

Reservation dates are honoured on a first-come, first-served basis.

Community Action Days

What is it?

Community Action Days bring individuals from private- and public-sector workplaces together with community agencies or projects to provide a helping hand for one day. Since participants register in teams, this becomes a great team-building event for campaign

teams or workplace employees. Individual participants or smaller groups of two or three can also be matched up with others to form a team.

How can you help?

Get a group together and register for a Community Action Day, but register early to reserve your spots for your team(s). Visit www.gcwcc.org or contact your GCWCC Division Director for more information.

Leadership Giving Presentations

What is it?

Departments and agencies can host a Leadership Giving presentation to help employees discover the personal and tax benefits of making a gift at the Leadership level (\$1,000). A brochure explaining leadership giving is also available for potential donors.

How can you help?

Book a leadership presentation for your workplace. Contact your GCWCC Division Director for more information.

Awards and Recognition

The GCWCC has a number of award and recognition programs aimed at bringing attention to the outstanding contributions made by federal employees and retirees to their communities. These can be used to motivate and encourage charitable giving, campaign dedication and community engagement. Communications Officers can promote these awards and honorees at events and in newsletters and other communications vehicles, and are encouraged to forward nominations to the GCWCC team. Award and recognitions initiatives currently in place include:

GCWCC Community Appreciation Award (CAA)

What is it?

While the GCWCC is often associated with raising dollars, it is well understood that it takes more than money to create a strong, healthy community.

Federal employees and retirees are among the NCR's most active and engaged volunteers and community supporters. In 2004 the GCWCC launched this award program to recognize the "unsung heroes" in our midst. The Community Appreciation Award (CAA) is presented to federal employees and retirees who have gone above and beyond in the service of others and their community.

Generally, CAAs are awarded during surprise presentations to worthy recipients in their workplace or volunteer organization. GCWCC staff works with colleagues, family and friends to ensure that the presentation is special for the individual being honoured. Senior GCWCC volunteers often participate in the presentations, which see the honoree presented with a recognition plaque.

How can you help?

Nominate a friend or colleague; visit www.gcwcc.org for more information.

GCWCC Mitchell Sharp Award for Meritorious Service

What is it?

The GCWCC Mitchell Sharp Award for Meritorious Service recognizes a federal retiree whose lifetime record of service to community and country stands as a shining example of dedication, generosity and commitment to others. This award was named for the late Mitchell Sharp, one of our country's best known public servants who, even in retirement, remained dedicated to our country and our people. The award is presented at the annual GCWCC Campaign Achievement event.

How can you help?

Nominate a retired federal employee for this prestigious honour or get more information at www.gcwcc.org.

Campaign Achievement Awards

What is it?

At the end of every campaign, departments and agencies are recognized for their outstanding achievements within the GCWCC. Awards are presented at the Achievement Celebration recognizing outstanding campaign achievement in a wide range of categories.

How can you help?

Refer to the recognition section located at www.gcwcc.org for a comprehensive list of awards and information on how your department/agency can qualify, as well as the GCWCC "Campaign Hall of Fame" for a list of past winners.

Section VI: Message Toolkit

One of the key roles of the Communications Officer is to create a case for giving to the GCWCC. In making a decision about where to invest their charitable dollars, donors want to be assured their gifts will be invested wisely and that they will make a difference.

Key Messages

- The role that federal public servants and retirees will play in supporting important charities like United Way and Healthpartners is more significant than ever this year. Many people are feeling the impact of the past year's downturn, and we have set a goal that reflects the commitment that I know our employees and retirees have to making a difference in real, tangible ways through the Government of Canada workplace charitable campaign.
- Federal employees and retirees have a long history of giving back to their communities and are well-known for their generosity and caring. Through their support of the GCWCC and their volunteerism efforts, they are creating hope and changing lives in communities across the country.
- The GCWCC is the largest and most successful workplace fundraising campaign in Canada, raising more than \$36 million last year in support of United Ways, Healthpartners and thousands of other registered Canadian charities.
- The GCWCC is a great opportunity for federal public servants and retirees across the country to come together and work towards achieving one goal.
- The campaign offers federal employees and retirees an opportunity to “be a star in someone’s life.” Whether it’s the isolated senior who needs help to remain independent, an individual suffering from a terminal illness or a child who needs a nourishing meal before school, your generosity and support makes a difference.
- Contributions are put to work right where public servants live and work. The people whose lives are changed by this support could be a colleague, neighbour, friend, even a family member.
- The GCWCC employs a centralized, streamlined administrative approach, which is able to process donations more efficiently than most charitable organizations. Therefore, by donating via the GCWCC, you can ensure that more of your gift will go towards supporting the programs and services provided by the organization(s) you select.
- A gift to the GCWCC makes a tremendous impact on the lives of individuals in communities across the country. You have the choice of supporting a wide range of social, health and community agencies and organizations — large and small — that offer essential services in our communities.
- Whether a contribution is directed to United Ways, Healthpartners or any of the more than 80,000 registered Canadian charities, your gift makes a difference in someone’s life, right here, right now.

- With administrative costs among the lowest in the charitable sector, the GCWCC ensures that more of your gift goes to work where you feel its needed most.

The Power of Giving

When you support the GCWCC you're helping to create hope and change lives in your community. Here are just a few examples of how your gift can make a difference:

(based on 26 pre-tax periods)

- \$5 per pay provides a meal to five persons in need, along with educational activities designed to help them become self-reliant.
- \$6 per pay helps two women at risk of substance abuse due to the pressure of single parenthood, poverty, isolation or discrimination learn how to develop healthy strategies to cope with the stress that can lead to substance abuse.
- \$6 per pay provides new school supplies to 3 children so they can start the school year on a positive note.
- \$10 per pay help a person with diabetes benefit from the support provided at Association presentations, programs and services.
- \$12 every two weeks will ensure that 6 people newly diagnosed with rheumatoid arthritis will get answers to their questions helping to alleviate their fear and anxiety.
- 12 per pay, provides social integration activities for one week to 7 young potential school drop-outs.
- \$15 per pay helps a senior maintain her independence and enhance her quality of life. By participating in recreational activities seniors are kept active and connected to their community.
- \$18 every two weeks would enable 40 people to attend a Chronic Pain Management Program which is a targeted 2 hour seminar on specific techniques to assist individuals with their pain management.
- \$20 per pay allows one family living with Huntington's disease (HD) to be able to see a social worker free of charge for one year.
- \$20 per pay (\$520 per year), provides clothing, furniture and social integration activities to 5 immigrant or refugee families to help them in their integration process.
- A gift of \$20 per pay, or about \$40 a month could pay for a nutritionist to attend a specialized training course to help individuals combat digestive problems caused by cystic fibrosis, and maintain an adequate weight.
- \$25 per pay provides four days of basic scientific research into liver disease conducted in a top-notch research laboratory.

- \$30 per pay provides 72 hours of school preparation for 3 to 5 year old Somali and Arabic children. Trained facilitators educate parents about everyday learning, and their role in supporting their children.
- \$50 per pay can be a lifeline for about 130 people who reach out for help. Trained volunteers provide suicide prevention, crisis intervention, and confidential support for some of Ottawa's most vulnerable people through a 24-hour distress telephone line.
- \$60 per pay provides employment training to six disadvantaged young adults aged 18-29. During training, youth gain valuable employment experience as they learn about
- \$77 per pay (\$2 000 per year), provides over 200 families with access to emergency food supplies and collective
- \$135 per pay (\$3 510 per year), provides 2,000 meals to senior citizens in need of assistance.
- \$200 per pay provides the opportunity for 23 disadvantaged boys and girls aged 6 to 17 to participate in skill development programs in the arts, education and recreation that help build confidence and self-esteem.

Campaign Theme

For some years, the GCWCC has developed an annual campaign theme as a tool for campaign volunteers to animate the campaign in their workplaces.

In 2007 the GCWCC took a different approach, choosing instead to focus on impact messaging. The result was the campaign theme “Be a star in someone’s life.” Feedback received from federal employees and retirees showed that the theme proved to be a strong call to action that resonated in federal workplaces across the country. In addition, it provides strong branding for the GCWCC, reinforcing the power of federal employees and retirees to make a difference in their communities.

Consequently, the GCWCC has decided to roll out a minimum three-year plan for the campaign theme going forward. “Be a star in someone’s life” will be used as the national GCWCC theme until 2010, at which point a new theme may be developed.

Benefits of a multi-year theme:

- A more effective campaign: You have the opportunity to work with other departments and agencies and share best practices around animating the ‘star’ theme/message into your campaign.
- Cost savings: Collateral items that are developed/purchased by departments and agencies (posters, banners etc.) can have a longer shelf life, thus cutting down on one-time expenses.

“Be a star in someone’s life” allows campaign volunteers to tailor the campaign to the mood or culture in their particular workplace. Some departments and agencies opted to key on the word ‘star’ — as a result they developed many fun events and activities to help engage colleagues (talent shows, musicals, etc.). Others chose to take the theme at face value and focus their campaigns on impact. When interpreted in this fashion the theme is a strong call to action: it asks public servants to step forward and help make their community great ... for everyone. It reminds public servants that their gift to the GCWCC is making a difference in the lives of individuals in their community (maybe a friend, colleague or even family member).

Campaign Theme: Key Messages

The following messages are recommended for use in campaign speeches and in conversation with others about this year’s campaign:

- You can be a star in someone’s life.
- Be a star in someone’s life. Support the GCWCC.
- Support the GCWCC. Be a star. Make a difference.

Fast Facts

Statistics to use in presentations, speeches and making calls, etc.

- 1 in 5 Ottawans is an immigrant and 1 in 7 Ottawans is a member of a visible minority . These numbers are expected to double by 2020.
- An estimated 450,000 Canadians, or one in 13 over the age of 65, have Alzheimer's disease or a related dementia.
- 51% of Ottawa immigrants hold a university degree, and yet they are 4 times more likely to be unemployed than their Canadian-born counterparts.
- 1 in 6 Canadians has some form of arthritis – three out of every five people with arthritis are younger than 65.
- The oldest baby boomers will reach 65 in 2011?
- Two out of every five Canadians will develop cancer during their lifetime and about one of every four Canadians will die of cancer.
- 13% of Ottawa's seniors have a yearly income of less than \$10,000.
- More than two million Canadians have diabetes. By the end of the decade (2010), this number is expected to rise to three million.
- Aboriginal children are the fastest growing segment of Canada's population.
- Liver disease affects 1 in 10 Canadians and is the fourth leading cause of death by disease in Canada.
- Urban Aboriginal people experience a disproportionate amount of poor health outcomes as a result of poor living conditions and low income.
- Heart disease and stroke are the leading cause of death in Canada. Close to 75,000 Canadians die every year from heart disease or stroke.
- 1 in 5 Ottawa residents will experience a temporary or permanent disability in their lifetime.
- It is estimated that 1.9 million Canadians have chronic kidney disease – most don't know it because symptoms are silent.
- 25% of Canadians suffer from mental illness.
- 1 in 5 Canadians suffers from lung disease – that's approximately 6 million people.
- 32,000 people a month in Ottawa use a foodbank . 42% of these are children.
- Every day 3 Canadians are diagnosed with multiple sclerosis, some as young as 3 years old.
- There are 15,000 households on the social housing waiting list in Ottawa. The average waiting time for social housing is 5 to 8 years.

- Muscular Dystrophy Canada supports the independence and full participation of Canadians with neuromuscular disorders. They fund research to improve the quality of life of people with neuromuscular disorders and to find a cure.
- 50% of children and youth are not active enough for optimal growth and development.
- The number of people with Parkinson's is expected to double in the next decade, and currently there is no way to predict or prevent Parkinson's disease.
- 1 in 4 children experiences bullying at school.

Frequently asked Questions

Q: How much of my contribution goes to pay fundraising costs?

A: Fundraising costs for many Canadian registered charities are around 26%. United Way/Centraide, managers of the GCWCC, is committed to keeping fundraising costs as low as possible in order to maximize the impact of your gift. For example, fundraising costs for the GCWCC in the National Capital Region on average are at 15% or below.

Q: Why donate to the GCWCC?

A: Participating in the GCWCC offers donors the convenience and efficiency of consolidating their annual giving through one transaction on a single form. As well, the GCWCC allows donors to donate through payroll deduction so that they can spread their gift out over the year. Donors can also choose to support a wide range of social, health and community agencies and organizations — large and small — that offer essential services in your community or anywhere across Canada.

Q: Why should I designate my gift via the GCWCC as opposed to directly to my charity of choice?

A: The GCWCC uses a centralized, streamlined administrative procedure that can process donations more efficiently than most charitable organizations. Therefore, by donating via the GCWCC, you can ensure that more of your gift will go towards supporting the programs and services provided by the organization(s) you select. For many non-profit organizations, it is less expensive to receive a gift through the GCWCC or United Way than to mount fundraising and marketing campaigns and process gifts and receipts. Campaigns such as the GCWCC enable many organizations and agencies to focus their efforts on providing the services that are their raison d'être.

Q: Can I control where my donation goes?

A: The GCWCC provides donors control over their donation by enabling them to direct their gift to United Way/Centraide, Healthpartners or any of the over 83,000 registered Canadian charities. You can direct your dollars to work in your community or any other across the country — it's your choice.

For more Q's and A's, visit www.gcwcc.org.

Sample Correspondence

Communicating is key to the success of any workplace campaign. It's your job as Communications Officer to make sure appropriate messages are being delivered to targeted audiences in a timely manner. To help with message continuity, a series of

sample templates have been prepared. You can adapt them for your departmental communications.

Deputy Minister/Agency Head to Senior Executives

(to be sent in April/May)

Fall is just around the corner and, once again, we're looking forward to launching the annual Government of Canada Workplace Charitable Campaign (GCWCC).

Through the GCWCC, federal employees and retirees can help build stronger, healthier communities by choosing to support United Way/Centraides, Healthpartners or a registered Canadian charity.

I am pleased to announce that (NAME) has agreed to serve as Campaign Leader and is in the process of recruiting individuals to help run the campaign. Volunteers are required for all aspects of the campaign, from canvassers, to event planners, to communications officers, to treasurers. I encourage you to lend your full support to this initiative and to provide your assistance and that of your staff wherever possible. You may even wish to volunteer your services to canvass your peers.

Last year the GCWCC raised more than \$20 million in the National Capital Region, with more than 108 departments and agencies participating. This year's NCR goal is \$X.X million, and our department/agency goal is \$XX. We are confident that we can meet our objective because we know our community is counting on us. The theme for our campaign once again this year — "be a star in someone's life" — reminds federal public servants that they can make a difference in the life of someone in their own region.

This campaign cannot be successful without your support. Thank you in advance for your efforts and those of your staff.

If you have any questions, please do not hesitate to contact the Campaign Leader, NAME NAME.

Deputy Minister/Agency Head to All Staff

(Late August/Early September)

The close of summer represents an important time for our department/agency — and for the communities in which we live. The 2009 Government of Canada Workplace Charitable Campaign (GCWCC) gets underway on September 10. Its success depends on the support of each and every employee.

What is the GCWCC?

The GCWCC is a consolidated charitable campaign that allows federal employees and retirees to build stronger, healthier communities by supporting United Way/Centraides, Healthpartners or a registered Canadian charity.

As federal employees, we are all about making a difference in our work and in our communities. The GCWCC campaign allows us to express these values. In fact, your generous support has helped to make the GCWCC the largest and most successful workplace charitable campaign in all of Canada — something in which we can all take pride.

Why should I give?

The GCWCC is important to our community — and to each and every one of us. Our gifts are put to work here, where we live and work. The people whose lives are changed by this support could be a colleague, neighbour, friend, even a family member.

With your support you're helping an isolated senior remain independent, you're providing funding for life-saving medical research or you're making sure a child receives a nourishing meal before school to ensure they're ready to learn.

The campaign offers an opportunity to maximize the value of your gift by consolidating your charitable giving. You can also choose the convenience and efficiency of giving through payroll deduction. And, since your donation appears on your T4, there's no need to keep track of a receipt.

Fundraising costs

United Way/Centraide, a trusted community partner with a proven record for efficiency, manages the campaign. With fundraising costs at or below 15% (well below the national average of 27%), you know for sure that when you give through the GCWCC, more of your dollars go to where you feel they are needed the most.

This year, the campaign runs from September 10 to November 24. During that time, a colleague will call on you to ask you to consider a contribution. I hope that you will choose to “be a star in someone's life” by pledging your support.

Thank you in advance for your involvement!

Memorandum from Deputy Minister/Agency Head to Canvassers

(Late August/Early September)

I was pleased to learn that you have agreed to volunteer as a canvasser for the 2009 Government of Canada Workplace Charitable Campaign (GCWCC). I cannot stress enough how important canvassers are to the campaign's success. Many people are counting on you, including those individuals who benefit from services funded by the campaign, services that range from social programs to life-saving medical research.

As important as your role is, you are not alone. I want to assure you of my unconditional support and that of the entire staff. You can be certain that everyone is backing you in this endeavour and we wish you every success.

I encourage you to call upon your colleagues with enthusiasm and confidence in asking them for their support for this important campaign. Don't forget to share with them the impact of their gifts and the many ways in which lives are changed because of their support. And, be sure to tell them how much their donation is appreciated and recognized in our department/agency, in the federal public service and in the community. The GCWCC is the largest workplace campaign in Canada, and federal employees are widely praised for their generosity and caring.

This year, the campaign runs from September 9 to November 24. During that period, you will be calling on your colleagues and asking for their support. Please don't overlook anyone in your canvassing. Our tradition of a “100 per cent, face-to-face ask” has contributed greatly to the campaign's effectiveness in the past, and our success in reaching this year's goal depends on it.

Best wishes on your canvassing, and thank you in advance for your generous contribution of time to this campaign!

Campaign Leaders to Canvassers
(July – August)

Thank you for agreeing to serve a canvasser for the 2009 Government of Canada Workplace Charitable Campaign (GCWCC).

Your role is vital to the campaign's success. Through your efforts, we will reach our fundraising goal and continue to build a stronger, healthier community by supporting United Way/Centraides, Healthpartners and thousands of other registered Canadian charities.

Last year, our department/agency raised \$XXX for the GCWCC. This year, we've set our sights even higher, with a goal of \$XXX. With your help we are confident we can reach this goal — and make a lasting difference for our community.

This year, the canvassing blitz will begin on September __ and will continue until November __, 2008. Don't underestimate the impact you can have on the people you canvass during this period. Your enthusiasm, dedication and commitment will ensure our success. Moreover, the long history of success for this campaign has depended on a "100 per cent ask" approach. Ensuring each and every person is asked personally to make a donation is an important job — and crucial to the campaign.

To canvass effectively, you should:

- attend the training sessions on [date] at [time] in [location];
- carefully read the materials provided;
- understand the needs in the community so you can explain them to potential donors;
- know what United Way/Centraide and Healthpartners are about because your conviction of their worth will come across to others;
- fully understand the choices that donors have in terms of designating their gift;
- when in doubt ask for help or additional information;
- ensure that every person on your list is personally canvassed;
- remind people of the advantages of payroll deduction; and
- turn in your reports promptly to your treasurer or campaign leader.

Thanks again for taking on this important role in the campaign. I know we can depend on you to help build a brighter future for those around us!

- Enclosed is a list of campaign contacts and telephone numbers.

Thank You Memorandum from Deputy Minister/Agency Head to All Employees

(end of the campaign)

At the close of the 2009 Government of Canada Workplace Charitable Campaign (GCWCC), I want to express my personal thanks to all of those who responded so

generously to the campaign through their volunteer efforts and financial gifts. Please be assured that your contributions will make a lasting difference for people in this community.

Thanks to your support, United Way/Centraides and Healthpartners will be able to continue to support essential programs and services in our region. Your generosity is truly building a brighter future!

Thank you for being a star in someone's life.

Deputy Minister/Agency Head to Canvassers

(end of the campaign)

Thanks to your commitment and dedication, our organization has once again implemented a successful campaign, raising \$AMOUNT to date. These gifts will go a long way toward meeting social and health needs in our region, supporting the work of United Way/Centraides, Healthpartners and other registered charities across this country.

The thousands of people whose lives will be changed because of your support offer their thanks as well. You have truly made a lasting difference to their lives.

Thank you for being a star in someone's life.

Sample Speaking Notes

(speaking notes for general audiences) *These speaking notes offer some key messages to share with employees when making public presentations about the campaign.*

As federal employees we want to make a difference, in our work and in our communities. I'm proud to be a volunteer with the GCWCC because it provides me with the opportunity to do both.

The GCWCC is a consolidated charitable giving campaign that allows federal employees and retirees to build stronger, healthier communities by supporting United Way/Centraides, Healthpartners and thousands of other registered Canadian charities.

Giving through the GCWCC is simple. You can do all of your charitable giving in one place; you can even spread out your gift through payroll deduction and at the end of the year your donation appears on your T4.

With fundraising costs that are 15% or lower (well below the national average of 27%), you know that when you give through the GCWCC, more of your dollars go to where you feel they are needed the most.

Most importantly, this campaign offers all of us an opportunity to "be a star in someone's life." Whether it's the isolated senior who needs help to remain independent, an individual suffering from a terminal illness or a child who needs a nourishing meal before school, our support does make a difference.

In the past, employees of [Agency/Department Name] have demonstrated their generosity and caring by supporting this campaign. I know we can reach our fundraising target, \$AMOUNT, again this year. Let's all work hard to achieve our goal and help build a brighter future for those around us.

Section VII: GCWCC Contacts

Brendan Mullen, Director, Communications and Marketing, Campaigns

bmullen@unitedwayottawa.ca

Phone: 613-228-2503

Helene Boggia, NCR Director, GCWCC

hboggia@unitedwayottawa.ca

Phone: 613-228-6902