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Soyez **l'étoile** dans une vie. **Appuyez la CCMTGC.**

2009 GCWCC National Operations Manual



GOVERNMENT OF CANADA WORKPLACE CHARITABLE CAMPAIGN
CAMPAGNE DE CHARITÉ EN MILIEU DE TRAVAIL DU GOUVERNEMENT DU CANADA

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www.gcwcc.org | www.ccmtgc.org

Federal employees and retirees — creating hope ... changing lives.
Les employés et les retraités fédéraux ... sources d'espoir et de vies nouvelles.

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Welcome!

This manual has been prepared to serve as a reference tool for all local GCWCC Managers, United Way/Centraide staff, as well as host departments, campaign coordinators, and Healthpartners/Partenairesanté provincial coordinators where applicable. It will increase your knowledge of the Government of Canada Workplace Charitable Campaign (GCWCC) and allow you to follow the same procedures in administering the federal campaign to ensure national consistency and accountability, as mandated by Treasury Board of Canada Secretariat, the employer.

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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/Centraide, the GCWCC helps federal public servants build stronger, healthier communities through charitable giving. The campaign supports United Way/Centraide, Healthpartners/Partenairesanté in addition to all 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/Partenairesanté 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).

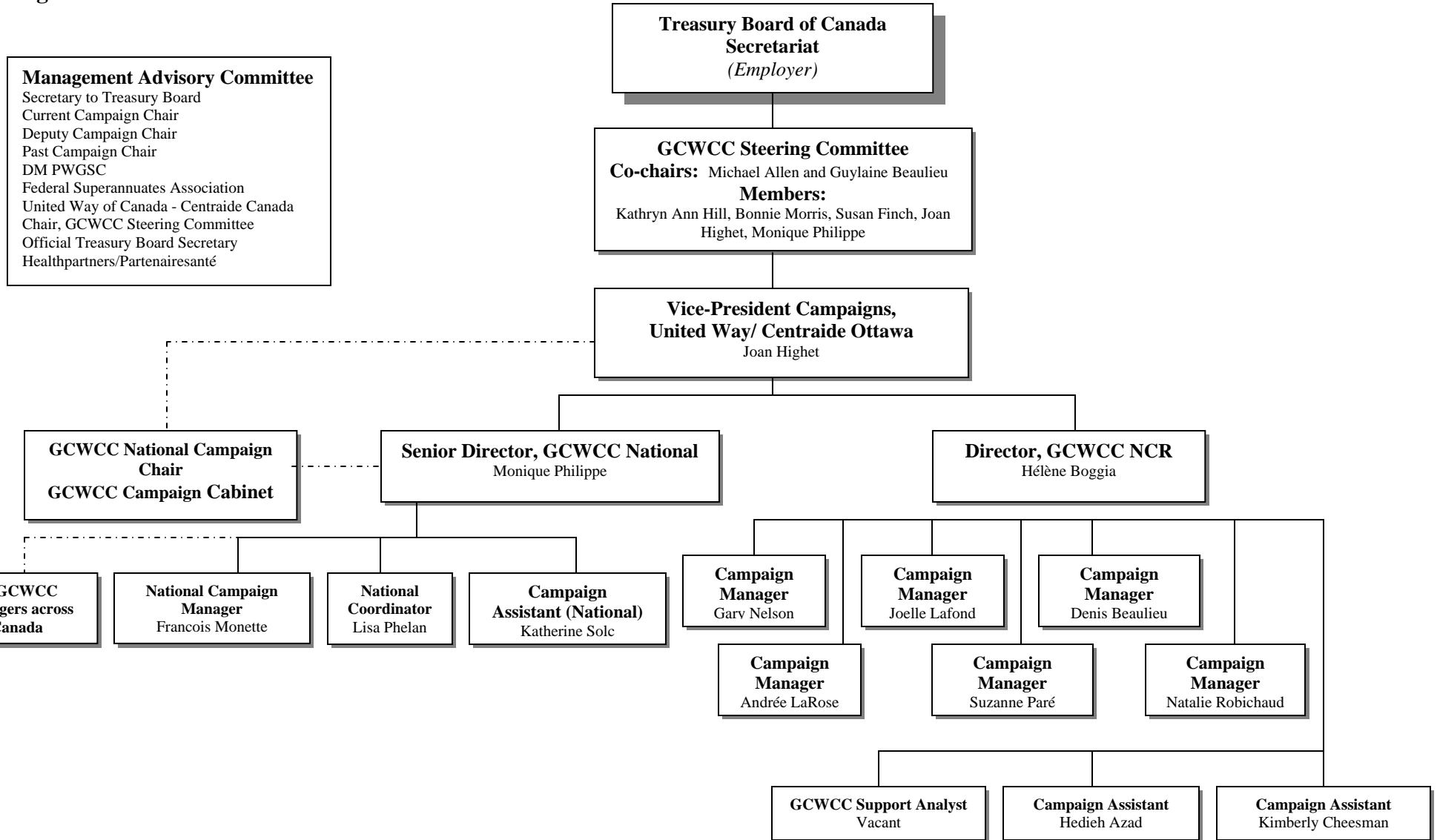
In partnership with thousands of volunteers and with support from other United Way's across the country, the National GCWCC office organizes and promotes the government campaign nationally. Since its inception, the GCWCC has become one of the largest and most successful workplace fundraising campaigns 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. It is 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 or contact your local United Way.
2. Giving is easy: The GCWCC offers donors the convenience and efficiency of consolidating their annual charitable giving through one transaction on a single form. Donors can choose to give through payroll deduction — spreading their gift out over the year, therefore minimizing campaign administrative costs. At the end of the year, the amount appears directly on a donor's T4 — alleviating the need to keep track of charitable receipts.
3. Donor choice: Donors have the choice of supporting a wide range of social, health and community related agencies and organizations — large and/or small — that offer essential services within the community.

Government of Canada Workplace Charitable Campaign (GCWCC)

Organizational Chart



GCWCC National Campaign Structure

Treasury Board of Canada Secretariat (the employer)

Mandate:

- formulate policies and give strategic direction to the national campaign; and
- ensure that United Way/Centraide is accountable as managers of the GCWCC.

GCWCC Steering Committee

Mandate:

- oversee the management of the campaign;
- review and discuss policies related to the GCWCC; and
- report to Treasury Board Secretariat of Canada.

Members of the GCWCC Steering Committee

Co-Managers

Michael Allen, President/Chief Executive Officer (CEO), United Way/Centraide Ottawa
Guylaine Beaulieu, Executive Director, Centraide Outaouais

Members

Bonnie Morris, Vice-President, Resource Development, United Way/Centraide Canada
Kathryn Ann Hill, Executive Director, Healthpartners/Partenairesanté
Joan Highet, Vice-President, Campaigns, United Way/Centraide Ottawa
Monique Philippe, Senior Director, GCWCC National, United Way/Centraide Ottawa

Other Participants

Hélène Boggia, Director, GCWCC National Capital Region, United Way/Centraide Ottawa
Ed Wolkowycki, Vice-President and Chief Operating Officer, Corporate Services, United Way/Centraide Ottawa
Beth Green, Vice-President, Communications & Marketing, United Way/Centraide Ottawa
Isabelle Jasmin, Senior Director, Finance and Accounting, United Way/Centraide Ottawa
Sylvain Ladouceur, Director, Philanthropic Development, Centraide Outaouais

Vice-President, Campaigns

- collaborate with senior management in the recommendation, development, and implementation of annual fundraising objectives as well as long-term strategic direction for the GCWCC;
- provide feedback and recommendations to Treasury Board of Canada Secretariat; and
- provide advice to the GCWCC Steering Committee.

Senior Director, GCWCC, National Campaign

- reports to the Vice-President, Campaigns, United Way/Centraide Ottawa;
- responsible for the overall operational functions related to the annual GCWCC National Campaign;
- responsible for overall fundraising initiatives and day-to-day direction of the GCWCC;

- responsible, in collaboration with 83+ United Ways/Centraides across Canada, for supporting the management of the national GCWCC;
- reports quarterly on campaign status and progress to the GCWCC Steering Committee;
- ensures the implementation of recommended objectives and the long-term strategic direction and vision for the GCWCC;
- ensures the implementation of policies, procedures, and strategies for the GCWCC;
- works in close collaboration with United Way/Centraide representatives across the country to ensure the mandate of the campaign is adhered to;
- liaises with Healthpartners/Partenairesanté to inform and engage them in the GCWCC;
- ensures that the creation and production of effective campaign materials for distribution to local United Ways/Centraides across Canada is in accordance with the overall corporate strategy, reflective of current realities in the workplace, and applicable to Resource Development;
- ensures implementation of the annual plan for the National Retirees' Campaign;
- presents to and meets with senior officials from the government (Federal Councils), senior management of United Ways/Centraides across Canada, as well as local GCWCC Division Chairs;
- supports the GCWCC National Campaign Cabinet;
- develops new areas of opportunity for the GCWCC; and
- analyzes the GCWCC results and provides feedback and recommendations to the VP, Campaigns, United Way/Centraide Ottawa and Treasury Board Secretariat of Canada.

For more information on the roles and responsibilities of the GCWCC National Office, see Section 3.

GCWCC National Campaign Cabinet

Members of GCWCC Campaign Cabinet are very engaged in the campaign and are assigned individual portfolios. They are supported by a staff partner(s) and report back on the status of departmental campaigns at each cabinet meeting. Cabinet members are senior officials from the federal government.

* Note that this model may or may not be consistent across Canada.

Healthpartners/Partenairesanté

Healthpartners/Partenairesanté National Office works in collaboration with the GCWCC National Office throughout the campaign each year. Across the country, Healthpartners/Partenairesanté members provide support to the GCWCC through local Provincial Coordinators. They work in collaboration with the local GCWCC Managers (United Way/Centraide), where appropriate, to ensure Healthpartners/Partenairesanté participates in campaign events and activities. For more information, please refer to the section “About Healthpartners/Partenairesanté”.

***GC Managers are United Way staff assigned to the GCWCC portfolio.**

Section II: Recipient Organizations

United Way / Centraide Canada

www.unitedway.ca



United Way / Centraide is about building strong, healthy and safe communities for everyone. With your support and the help of thousands of volunteers, we bring people together to help find solutions that address short and long term needs in your own community.

When you give to United Way / Centraide, you can be certain that your donation will be invested where it is needed most and will have the greatest impact in your community.

For more information on the programs, projects, initiatives and partnerships that we support in your area, please contact your local United Way / Centraide.

Healthpartners/Partenairesanté

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 loved ones. 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/Partenairesanté 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/Partenairesanté, you have a unique opportunity to make a difference. Healthpartners/Partenairesanté lets you invest in your health, the health of those you care about, and the health of all Canadians.

Thanks for your support!

Our Members

ALS Society of Canada, Alzheimer Society of Canada, The Arthritis Society, Canadian Cancer Society, Canadian Cystic Fibrosis Foundation, Canadian Diabetes Association, Crohn's and Colitis Foundation of Canada, Canadian Hemophilia Society, Canadian Liver Foundation, Heart and Stroke Foundation of Canada, Huntington Society of Canada, The Kidney Foundation of Canada, the Lung Association, Multiple Sclerosis Society of Canada, Muscular Dystrophy Canada, Parkinson Society of Canada

Section III: Roles and Responsibilities

Introduction

In February 1997, Treasury Board of Canada Secretariat awarded United Way of Canada - Centraide Canada (UWC-CC) as manager of the GCWCC. UWC-CC then delegated the mandate to United Way/Centraide Ottawa and Centraide Outaouais to co-manage the national campaign, with support from all local United Way/Centraide offices in communities where a federal presence exists. A permanent GCWCC National Office was created within the United Way/Centraide Ottawa to manage the campaign.

Roles and Responsibilities of the GCWCC National Office

The GCWCC National Office oversees and manages the overall GCWCC national campaign. It is responsible for providing strategic direction, leadership, professional and technical support in both official languages to all United Ways/Centraides across Canada that manage a GCWCC.

1) Liaise with Treasury Board of Canada Secretariat, the employer

- Advises Treasury Board Secretariat of Canada on best practices and strategic direction for the federal campaign;
- Provides Treasury Board Secretariat of Canada and United Ways/Centraides with a final report of the funds raised; and
- Is accountable to the employer for campaign results, scope, and management of the federal campaign.

2) Prepares and distributes campaign materials

- Oversees the design, production and distribution of campaign materials; and
- Prepares and distributes volunteer training guides.

3) Supports local United Ways/Centraides

- Liaises and establishes a good working relationship with local United Ways/Centraides to encourage consolidated giving and to establish consistency in the GCWCC across Canada. On a regular basis, United Ways/Centraides and/or GCWCC Managers should be able to report any concerns, questions or issues to the GCWCC National Office and receive assistance to resolve the situation and/or advise within a reasonable amount of time;
- Secures commitment from senior members of the federal government. Staff and members of the GCWCC NCR Campaign Cabinet conduct a visit to federal departments/agencies in the spring requesting their support for GCWCC campaigns across Canada;
- Assists in resolving challenges. If GCWCC Managers have difficulties accessing or obtaining good collaboration from local departments, agencies, and/or

Healthpartners/Partenairesanté, they should inform the Senior Director or Campaign Manager, GCWCC National; and

- Provides a contact list of Healthpartners/Partenairesanté Provincial Coordinators to GCWCC Managers in the spring.

4) Provides financial information

- Receives and distributes to local United Ways/Centraides and Healthpartners/Partenairesanté monthly, all federal employee and retiree payroll/pension deductions.
- Manages the GCWCC budget;
- Provides GCWCC Managers with periodic retiree campaign reports;
- Recovers campaign costs from all United Ways/Centraides and Healthpartners/Partenairesanté based on a pro-rata share of campaign revenues; and
- Adheres to all requirements outlined in the Financial Procedures section.

5) Maintains communication with stakeholders

- Campaign Web site: The website contains information about the federal campaign. Federal employees across Canada and all United Ways/Centraides can access the site at www.gcwcc.org.
- From September to late winter, the website is updated regularly to show the national progress of the campaign. Assistance from GCWCC Managers is needed in providing the GCWCC National Office with up-to-date information from campaigns across Canada to provide a complete overview of the national campaign.

6) Manages the national federal retirees' campaign

- Manages the national federal retirees' campaign on behalf of all United Ways/Centraides and Healthpartners/Partenairesanté;
- In partnership with PWGSC, prepares and distributes all direct-mail packages to over 400,000 federal retirees across Canada twice annually; and
- Receives and processes pledge forms and distributes tax receipts.

For more information on the retiree campaign management, refer to the section on the National Federal Retiree campaign.

Roles and Responsibilities of the GCWCC National Office (Operational)

- Meets with GCWCC Managers (United Way/Centraide) across Canada. Attends and makes presentations at the Regional and National Conferences.
- In consultation with local United Ways/Centraides, analyzes campaign results. Develops strategies and action plans to increase campaign results.
- Meets GCWCC Managers and local Healthpartners/Partenairesanté representatives.

Organizes and attends meetings and workshops with GC Managers, and provides information for the upcoming GCWCC.

- Ensures a collaborative approach between local United Way/Centraide and local Healthpartners/Partenairesanté representatives. Addresses concerns and issues from national and local perspective.
- Ensures that United Way/Centraide and Healthpartners/Partenairesanté have equal visibility in departments/agencies. Discusses the Speakers' Bureau process and encourage training of speakers prior to campaign. Encourages uniformity and respect for the GCWCC's donor choice policy.
- Verifies that the official name, logo, slogan, posters and brochures are distributed and utilized in the local GCWCC.
- Coordinates and distributes to all GCWCC managers campaign material for the upcoming campaign.
- Ensures the use of the GCWCC supplies within federal departments/agencies. Provides United Way/Centraide offices and GCWCC Managers with sufficient campaign material to ensure distribution of the material within the federal departments/agencies.
- Reviews the training materials and explains the expectations of the employer, Treasury Board Secretariat of Canada, to local United Way/Centraide and/or GCWCC Managers. Promotes and provides information and advice regarding the Loaned Representative Program, volunteer recruitment, and procedures for meeting with Assistant Deputy Ministers to ensure strong support for upcoming campaigns. The Senior Director or National Campaign Manager may be requested to participate in/or facilitate an on-site analysis exercise with the local United Way/Centraide on the GCWCC.
- Communicates regularly with GCWCC Managers to follow-up on their local campaign. Provides accurate information and responds quickly to inquiries.
- With the assistance of GCWCC managers, develops and provides information on the www.gcwcc.org site. Encourages United Ways/Centraides and Healthpartners/Partenairesanté to provide information for the www.gcwcc.org web site.
- Ensure that all GCWCC Managers report their respective campaign results in a timely fashion and with a consistent approach. Provides United Ways/Centraides and GCWCC Managers with a reporting mechanism that is efficient and accurate.
- Ensures that all campaign results are reported to Healthpartners/Partenairesanté in early spring.
- Maintains and updates the GCWCC national results database on a regular basis. Compiles and provides a report of the national GCWCC results.

Memo

On August 26, 1999, Michael Allen, President/Executive Director of United Way /Centraide Ottawa and Shirlane Day, former Executive Director of Centraide Outaouais sent the following memo to all presidents/executive directors of United Way /Centraide offices.

During the annual conference in Regina, significant discussion occurred in reference to the evolving definition between United Way/Centraide's role **as manager of the GCWCC** and our role as recipient. Below please find a clarification of these roles that we hope you will find helpful. We would like to stress, however, that the relationship between United Way/Centraide, Healthpartners/Partenairesanté, Treasury Board of Canada Secretariat and Government of Canada departments/agencies is evolving. We understand that the expression of these roles may differ from one community to another, depending on the situation.

In defining roles, it is important to remember that the employer has stipulated that United Way/Centraide — when acting in its capacity **as manager** is to provide equal access and visibility to both recipients: United Way/Centraide and Healthpartners/Partenairesanté. As well, the Employer has indicated that the donor should have the capacity to elect any registered Canadian charity of his/her choice.

A. Managerial functions (United Way/Centraide)

1. Responsible for planning and organizing the campaign
2. Recruitment of volunteers
3. Access to departmental/agency visits, management of departmental campaigns and responsible for the delivery of training sessions.
4. Management of staff
5. Management/production of campaign material (final approval)
6. Advisor to Treasury Board of Canada Secretariat on best practices and strategic direction for the campaign
7. Accountability to the employer for campaign results, scope, and management
8. Management of budget
9. Recognition as the **Campaign Manager**
10. Organization of launch and achievement celebrations where applicable
11. Responsible for recruitment and management of Loaned Representatives

B. Recipient functions: for both Healthpartners/Partenairesanté and United Ways/Centraides

1. Support GCWCC campaign managers by providing human resources (volunteer or staff)
2. Provide agency speakers to promote respective causes
3. Attend and participate in training sessions and support the development of materials
4. Attend special events held by departmental/agency campaigns
5. Attend launch and achievement celebrations where applicable
6. Share campaign costs based on revenues
7. Act in good faith and promote the GCWCC

This division of activities is not meant to be exhaustive but rather to provide guidelines. If further information is required, please do not hesitate to contact the Senior Director, GCWCC National Campaign.

The aim of this memo was to clarify the roles and responsibilities of the two main recipients. The following offers more details to GCWCC Managers. Please note that the above numbers listing functions are not related to the ones below.

Roles and Responsibilities of GCWCC Managers (local United Ways/Centraides)

1) Abide by the Principles for Donors' Rights

- The *Statement of Principles for Donors' Rights* was approved by the membership of United Way of Canada - Centraide Canada at its March 1998 Annual General Meeting. Member United Ways/Centraides are expected to comply with these guidelines. See Appendix 1.

- This document clearly stipulates that the donor has “the right to expect that the organization will not share or sell a mailing list which includes the donor’s name, without providing the donor with a meaningful opportunity to decline.” Thus, lists of donors cannot be sold or given to any organization, including United Way/Centraide and Healthpartners/Partenairesanté. **If Healthpartners/Partenairesanté wishes to send a thank you letter to its donors, it must make arrangements with the GCWCC Manager to coordinate this task.**

2) Plan, organize and manage your local GCWCC Campaign

- Appoint a United Way/Centraide fundraiser who will be responsible for conducting departmental GCWCC campaigns.
- Educate federal employees on the GCWCC concept.
- Manage the Speakers’ Bureau (United Way/Centraide and Healthpartners/Partenairesanté speakers).

3) Foster relationships with Healthpartners/Partenairesanté provincial coordinators

- Initiate and build relationships with Healthpartners/Partenairesanté provincial coordinators.
- Ensure that Healthpartners/Partenairesanté representatives are invited to attend key training and special events during the GCWCC.
- Keep accurate records of all communications with Healthpartners/Partenairesanté representatives.
- Each spring, the Healthpartners/Partenairesanté National Office will provide updated lists of their provincial and local representatives to the GCWCC National Office. This list will then be forwarded to each GCWCC Manager. As managers of the campaign, United Way/Centraide must be proactive and initiate contact with its respective local Healthpartners/Partenairesanté provincial coordinators and foster a good working relationship.
- Healthpartners/Partenairesanté is a named recipient. Their members provide important health-related services to our communities. By adopting a collaborative approach to our relationship, we (United Way/Centraide and Healthpartners/Partenairesanté) have a greater chance of raising more funds and making our communities better places in which to live.

4) Report results

- Produce and forward to the GCWCC National office an **accurate final report** of your local GCWCC results **by January 31** of each year. Please refer to the report format provided by the GCWCC National Office. This is important in order to calculate your share of expenses based on a pro-rata of the revenues (see Appendix 3 and 4) and to report national results to Treasury Board of Canada Secretariat.
- Provide all Healthpartners/Partenairesanté funds to the GCWCC National Office in a timely fashion.
- Follow all requirements listed in the Financial Procedures section (Designations).

5) Foster relationships with the local retiree community

- For more information, please refer to the Federal Retirees Campaign section.

6) Resolve issues

- GCWCC Managers should attempt to resolve conflicts in a collaborative effort. If an issue requires intervention from the GCWCC National Office, please advise the Senior Director or Campaign Manager, GCWCC National, who will follow up.

Conclusion

A portion of United Way/Centraide's mandate is to manage the federal campaign in a professional manner. All GCWCC Managers are accountable to Treasury Board of Canada Secretariat, donors and recipients for funds raised, cost of fundraising, scope and management of the campaign.

Campaigning in the federal workplace is a privilege granted by Treasury Board of Canada Secretariat, the employer. Therefore, GCWCC Managers must ensure that GCWCC is managed in a professional manner.

Roles and Responsibilities – Healthpartners/Partenairesanté – Recipient

Healthpartners/Partenairesanté members provide support to the annual campaign through local coordinators. They are encouraged to build relationships with local GCWCC Managers to ensure participation at campaign events and activities. They are a lead contact for the 16 individual members and coordinate all requests for campaign events, speaker's bureau, displays, and HEALTH CHECKS. They are responsible for recruiting, training, scheduling and coordinating Healthpartners/Partenairesanté volunteers.

Healthpartners/Partenairesanté coordinators:

- Represents the interests of the 16 member organizations of Healthpartners/Partenairesanté in the local GCWCC;
- Collaborates effectively with the United Way GCWCC Managers throughout the campaign
- Provides Healthpartners/Partenairesanté speakers at canvasser trainings;
- Provides information and Healthpartners/Partenairesanté material to the GCWCC Managers, federal employees and volunteers;
- Manages the Healthpartners/Partenairesanté Speaker's Bureau, including finding speakers; and
- Arranges for displays and HEALTH CHECK.

In some areas, Healthpartners/Partenairesanté members may also be United Way/Centraide member agencies or receive program funding from United Way/Centraide (e.g. Arthritis Society and Multiple Sclerosis Society of Canada). Donor directed designations to these are permitted, however, they do not receive any share of the Healthpartners/Partenairesanté undesignated funds. In those cases, funding will be available from one stream only: through United Way/Centraide allocations or through Healthpartners/Partenairesanté (but not both).

Speaker's Bureau

Healthpartners/Partenairesanté offers a Speakers Bureau program where volunteers come into the workplace to speak about their personal experience. Some speakers have battled disease themselves and others may have a family member or close friend who has benefited from new treatments or needed support services provided by our member organizations.

Healthpartners/Partenairesanté speakers put a human face on the fight against disease. They share stories about struggles faced by real people and how they've been helped by a Healthpartners/Partenairesanté member organization.

The Speakers' Bureau supports workplace fundraising initiatives, and helps inform Canadians about health issues in Canada. Throughout the campaign, arrangements can be made for speakers to speak with employee groups, interested donors, canvassers, campaign workers, and/or other groups.

To book a speaker, please contact your local United Way/Centraide manager.

HEALTH CHECKS

Healthpartners/Partenairesanté actively promotes health in Canadian workplaces using a unique and fun approach. Our health is one of our greatest assets and we want to ensure the well being of all Canadians.

HEALTH CHECK is a free educational program designed to increase knowledge around health issues and to show how simple lifestyle changes can make a real difference. They are fully interactive displays that provide information about physical activity, managing stress and healthy eating choices. Our volunteers provide the program right in your workplace.

During campaign, HEALTH CHECK's are offered to federal employees at their workplace. To book a HEALTH CHECK display, please contact your local United Way/Centraide manager.

Section IV: Campaign Tools

Campaign Materials

The GCWCC Communications Working Group, composed of representatives from United Way/Centraide Ottawa, Centraide Outaouais, Healthpartners/Partenairesanté National Office, and a representative of Treasury Board Secretariat of Canada, was struck to review the bilingual campaign materials. This ensures consistency and equal visibility to both recipients, as mandated by Treasury Board Secretariat of Canada, the employer. Only GCWCC material provided by the GCWCC National Office is to be distributed to federal department/agency workplaces. To ensure the shipment is sent to the accurate location, provide the workplace address to Lisa Phelan, Coordinator, GCWCC National at lphelan@unitedwayottawa.ca.

In early spring, the GCWCC National Office sends a Materials Order Form (see Appendix 2) to all United Ways/Centraides. Managers are required to complete the form and return it **by the due date**.

The GCWCC National Office then processes all orders and ships requested materials to the appropriate locations. Upon receipt, all GCWCC Managers are required to check the content of the packages and communicate to Lisa Phelan if there are any discrepancies.

All printed campaign material is bilingual. However some material is available with English or French text first, depending on the language preference in your region.

To ensure a consistent messaging, **only GCWCC campaign material is to be distributed** to federal government employees and canvassers. Leadership recognition pins are available for Leadership donors. GCWCC Managers are requested to inform the GCWCC National office with quantities. GCWCC Managers are responsible for the distribution of GCWCC material only, provided by the GCWCC National office.

The Official Name, Logo and Slogan

The official name of the campaign is: Government of Canada Workplace Charitable Campaign (GCWCC).

The official logo highlights the Healthpartners/Partenairesanté logo, the United Way/Centraide logo and a maple leaf representing the federal government.

The slogan of the GCWCC is: “Federal employees and retirees — creating hope...changing lives.”

The Gift Form

Treasury Board of Canada Secretariat approved the gift form and the procedures set out in this manual. Working within the federal government's parameters, we strive to reflect as many of your recommended improvements as possible. GCWCC Managers are responsible for the distribution of GCWCC Material only, provided by the GCWCC National office.

The GCWCC gift form must be used since it provides equal access to United Way/Centraide and Healthpartners/Partenairesanté. Alterations to the form that have not been approved are unacceptable.

Identification Numbers

Box A

The codes for United Ways/Centraides across Canada are listed on the back of the calendar. In order to ensure these gifts are directed to the appropriate local United Way/Centraide office, the local United Way/Centraide code must be entered on the gift form in Box A. Please note that all United Way/Centraide codes start with a "01 code". Customization of the gift form (where applicable) is the responsibility of the local GCWCC Manager if they choose to do so.

Impact/Priority Areas

Impact/priority area donations direct a gift to the United Way /Centraide service area specified. The impact/priority area listed on the generic gift form may not be exact to your respective United Way/Centraide however most will capture the essence of your local United Way/Centraide.

Using more than one gift form

Should an employee wish to contribute to more United Way/Centraide recipient agencies or organizations beyond the lines provided, an additional gift form must be fully completed. All forms should be attached together. Should an employee wish to increase a contribution after the original form has been submitted, a new gift form for the full revised amount to be deducted must be completed and forwarded to the local United Way/Centraide and payroll office as required. The employee should indicate that the new form supersedes the previous one.

Box B

The identification number for Healthpartners/Partenairesanté and their national member organizations is 01555 across Canada, and this number is printed in Box B on the GCWCC Gift Form.

All donations made to the national offices of Healthpartners/Partenairesanté member organizations must be captured on the gift form in BOX B and reported under Healthpartners/Partenairesanté national totals at the conclusion of the campaign. To designate to a local Healthpartners/Partenairesanté member organization, the donor must

complete Box C of the gift form with the appropriate Business number (BN#) as recognized by the Canada Revenue Agency. This gift must be captured on the gift form in BOX C, and reported accordingly at the end of the year.

The following list of business numbers are **national** offices of Healthpartners/Partenairesanté member organizations:

English Name	French Name	BN/Registration #
Healthpartners (All)	Partenairesanté (Tout)	118954981RR0001
Alzheimer Society of Canada	Société Alzheimer du Canada	118784925RR0001
Amyotrophic Lateral Sclerosis Society of Canada	Société canadienne de la sclérose latérale amyotrophique	106708977RR0002
Canadian Cancer Society	Société canadienne du cancer	118829803RR0001
Canadian Cystic Fibrosis Foundation	Fondation canadienne de la fibrose kystique	106845100RR0001
Canadian Diabetes Association	Association canadienne du diabète	118830744RR0001
Canadian Hemophilia Society	Société canadienne de l'hémophilie	118833094RR0001
Canadian Liver Foundation	Fondation canadienne du foie	106862949RR0001
Crohn's and Colitis Foundation of Canada	Fondation canadienne des maladies inflammatoires	118831486RR0001
Heart and Stroke Foundation of Canada	Fondation des maladies du coeur du Canada	106846942RR0001
Huntington Society of Canada	Société Huntington du Canada	118965516RR0001
Multiple Sclerosis Society of Canada	Société canadienne de la sclérose en plaques	107746174RR0001
Muscular Dystrophy Association of Canada	Association canadienne de la dystrophie musculaire	107755837RR0001
Parkinson Society Canada	Société Parkinson Canada	108091786RR0001
The Arthritis Society	Société d'Arthrite	108071671RR0003
The Canadian Lung Association	L'Association pulmonaire	106862998RR0001
The Kidney Foundation of Canada	La Fondation canadienne du rein	107567398RR0001

*United Way offices who are using the GIFTS System for their GCWCC Campaign do not need to make any changes to the reporting of regional versus national Healthpartners/Partenairesanté figures because GIFTS will automatically move any Healthpartners/Partenairesanté designation wrongfully entered in BOX C over to BOX B and will notify the user of this change so that it may be reflected on the gift form.

Box C

When completing Box C on the gift form, the donor must fill in the name of the charity and the organization's Business Number. This number is the charity's registration number assigned by CRA. For a searchable listing, visit www.cra-arc.gc.ca or call 1-888-892-5667.

Distribution of Box C Donations

Box C designations are the responsibility of the local United Way/ Centraide. United Way/Centraide offices may charge an administration fee for these designations. For more information consult your local United Way/Centraide.

** For information about the federal department processing of the gift form, please see the Financial Procedures (Section 9) **

Brochure

It is the responsibility of local GCWCC Managers to instruct canvassers to distribute the GCWCC gift forms together with GCWCC brochures/calendars (combined item) provided by the GCWCC National Office.

Brochure insert

Since 2000, the brochure insert has been used at the request of United Ways/Centraides. The insert placed in the GCWCC brochure allows United Way/Centraide offices to list their local supported agencies. If, however, the local GCWCC Manager chooses to include a brochure about their local United Way/Centraide, they must also include a Healthpartners/Partenairesanté brochure.

GCWCC Posters

Small (8.5" x 11") and large (17" x 22") GCWCC posters are available. They create excellent visuals for the campaign. **also available online*

GCWCC Thermometers

Small (8.5" x 11") and large (17" x 22") GCWCC thermometers are available. They are helpful tools to keep federal employees informed of the progress of their campaign. **also available online*

GCWCC Leadership Pins

Leadership pins are utilized to recognize Leadership donors. Please give one pin per Leader.

GCWCC Logos

GCWCC logos are available on the website (www.gcwcc.org). These logos can be sent electronically to your local federal department/agency campaigns.

Promotional Items

Promotional items, produced by the local United Way/Centraide such as t-shirts, and aprons, etc., may be given or loaned to volunteers in the federal workplace as long as they are branded with the GCWCC logo or messaging. Local GCWCC Managers may also encourage departments/agencies to produce their own items at their own cost by a company of their choice, as long as the official GCWCC logo and name appear on the items.

Distribution of Promotional Items

For volunteer recognition purposes, GCWCC managers may produce items with the GCWCC logo. In cases where departments/agencies want to hold special events (draws, golf tournaments, etc.) and promotional items are not available, the GCWCC Manager may give United Way/Centraide or Healthpartners/Partenairesanté items as prizes. (To ensure equal visibility, both recipient organizations' promotional items should be utilized).

Training Manuals

GCWCC training manuals are available on the GCWCC website at www.gcwcc.org. These guides can be used in any GCWCC in Canada. However, if you wish to customize them by adding a touch of “local flavour” such as statistics and information about your own GCWCC, feel free to do so. Note that it is the GCWCC Manager's responsibility to add information from its local United Way/Centraide and Healthpartners/Partenairesanté in these guides.

Section V: Recognition

Certificates

Certificates may be downloaded from the website (www.gcwcc.org) and customized for volunteer recognition.

Leadership Pins

Leaders are donors who contribute an annual cumulative donation at the leadership level. The National Office has leadership pins to recognize these donors. They are ordered via the campaign material order form sent in early spring annually.

Awards

Recognition to departments/agencies for pledge rate, pledge rate increase, etc., are encouraged, however the GCWCC logo and name must appear on these awards and no other logos or slogans can appear. United Way /Centraide certificates cannot be used. We strongly encourage local GCWCC Managers to implement a recognition program and to utilize GCWCC material (thank you letters, volunteers, e-mail to your CL's/ECC's, personalized holiday card, etc.) to ensure their continued engagement and commitment to the GCWCC year after year.

Section VI: Loaned Representatives

Loaned Representatives (LRs) or sponsored employees are individuals loaned to United Way/Centraide by organizations in the public and private sectors over the course of the campaign (16 weeks). These individuals act as extensions of United Way/Centraide staff and GCWCC Managers by working closely with departmental campaigns. Salary and expenses are paid by the providing organizations.

The LR or sponsored employee program is a locally-managed initiative. Each local United Way is responsible for developing its own program, recruiting qualified candidates and training.

Note that local federal senior managers make the decision whether to allocate staff to the LR/sponsored employee program. The decision is not dictated or influenced by the GCWCC National office. However, should you require assistance in this area, please contact the GCWCC Senior Director or National Campaign Manager.

Section VII: National Federal Service Retirees

Federal service retirees play an important role in the success of the GCWCC. Their contributions help ensure the continued well-being of our communities through the agencies and programs they help to support. Our goal, through the two mailings that PWGSC issues on behalf of the National office, is to reach out to retirees to make them an integral part of this campaign.

National Federal Retirees Campaign Results

The following amounts have been raised:

2008: \$2,801,381 (7.8% of the total GCWCC)

2007: \$2,609,937 (7.8% of the total GCWCC)

2006: \$2,408,325 (7.6% of the total GCWCC)

2005: \$2,221,309 (7.6% of the total GCWCC)

2004: \$1,971,703 (7.6% of the total GCWCC)

The Process for the Retirees Mailing

Solicitation to over 400,000 retirees across Canada is done by direct mail. Two mailings are conducted: the first in early September and the second in mid-October.

Materials contained in the packages are prepared by the GCWCC National Office: a solicitation letter, co-signed by a high-profile retiree from each of the respective organizations; DND, RCMP, and the Superannuates. Packages contain a letter and a gift form as well as a self addressed return envelope. All gift forms are returned to the GCWCC National Office for processing. The solicitation letter in the second mailing is aimed to inspire non-donors to contribute.

Once the pledge is processed, the GCWCC National Office then mails a receipt to all cash, credit card, and/or cheque donors. The receipt notes that donations remain in the local community (unless otherwise specified by the donor). Retirees who give via pension cheque deductions will capture the donation on their T4 slips.

Federal retirees, like federal employees, have the opportunity to designate their gifts to their local United Way/Centraide, Healthpartners/Partenairesanté and/or to any other Canadian registered charities.

Restrictions

Treasury Board of Canada Secretariat has indicated that lists of retirees is strictly confidential. Only PWGSC federal employees have access to them. Therefore, the format of direct mail will be maintained for upcoming campaigns.

There are a number of restrictions imposed by PWGSC concerning time frames, size of envelopes for both mailings and return envelopes; number of pieces of paper in the mailing package; as well as limitations on use of color on the materials (letter and gift form). In addition, because the mailings are conducted by a non-governmental organization (United Way/Centraide), Treasury Board of Canada Secretariat and PWGSC require that the GCWCC National Office include information on the gift form. It assures privacy of their personal information by United Way/Centraide. United Way/Centraide does not have access to the retirees' mailing list. Only donors who respond to the donation request are part of the United Way/Centraide database.

Distribution of the Money Raised

The money raised from the retirees' campaign is sent to the local United Way/Centraide based on the donors' postal code unless otherwise specified by the donor. Local United Ways/Centraides are required to remit payment to "other Canadian registered charities". Donations designated to Healthpartners/Partenairesanté, or their member organizations, is forwarded to the National Healthpartners/Partenairesanté office.

Relationship with the Retiree Community

The GCWCC National Office struck a Retiree's Committee. The aim is to further develop the GCWCC Retirees campaign by providing retirees with an opportunity to remain engaged in their communities once they leave the workplace.

Local GCWCC offices are also encouraged to follow the same path. They may also inquire about local retirees associations and/or alumnus and invite members to events. It provides a networking opportunity and a potential source of volunteers. These efforts allow retirees to be better informed about the GCWCC and foster stronger bonds with the campaign.

We strongly encourage local GCWCC Managers to write articles and provide visibility to retirees by thanking and reassuring them that their donations are returned to their local communities.

Periodic lists of donors and a final report are mailed to local United Way/Centraide offices.

Section VIII: GCWCC National Results

Since 1997, the GCWCC National Office has been compiling and producing a report of all federal campaigns across the country entitled “GCWCC National Results”.

GCWCC National Results

Amounts raised from federal campaigns across Canada have increased by 300% since 1997.

2008: \$36,083,055 (7.5% Increase)
2007: \$33,565,853 (6.5% Increase)
2006: \$31,527,253 (8.3% Increase)
2005: \$29,098,160 (11.6% Increase)
2004: \$26,064,323 (2.5% Increase)

Accountability

Every year the GCWCC National Office must present the official GCWCC National Results to the employer: The Treasury Board Secretariat of Canada. In September the National Office sends blank electronic copies of the reports to all GCWCC Managers across Canada (see appendix 3 and 4). We encourage local GCWCC Managers to give a copy of this blank report to individual departments/agencies for them to fill out and send back to the local United Way/Centraide. **After completion, local GCWCC Managers must compile the reports and return them to the National Office by January 31.**

Schedule of Reporting Results

During the campaign, local GCWCC Managers *should* obtain from departments and agencies ongoing status reports that include a breakdown of dollars designated to United Ways/Centraides (Box A), national Healthpartners/Partenairesanté (Box B), and to any other registered Canadian charities (Box C).

At the end of the campaign, local GCWCC Managers must compile all department and agency results and forward a **final and accurate report** to the GCWCC National Office **by January 31**. If errors are identified, we will ask for clarification. GCWCC Managers are then required to correct the information and return the reports as soon as possible.

Again, this is one of the most important documents surrounding the accountability of the GCWCC management to the Treasury Board Secretariat of Canada, and your assistance is greatly appreciated. In addition, these results are also useful to determine campaign costs for each local United Way/Centraide vis-à-vis the GCWCC national campaign.

Use of the Information

The GCWCC National Results are not confidential. The report is a useful tool that gives Deputy Ministers, Agency Heads, federal departments/agencies, volunteers, staff, recipients, etc., an opportunity to review campaign results across Canada. Results are broken down into seven categories:

- Summary by Province
- Summary by Province by United Way/Centraide
- Summary by United Way/Centraide
- Summary by Department/Agency
- Friends and Leaders by United Way / Centraide
- Friends and Leaders by Department / Agency
- Designations – Percentage of Total – By Province by United Way / Centraide
- Comparative results

Filling out the Report Form

At the end of the campaign, GCWCC Managers **must** report results for their local federal campaigns by January 31.

Two forms must be completed (see Appendix 3 and 4):

- results by departments/agencies, and recipient organizations; and
- the Healthpartners/Partenairesanté Designation Form.

Results by departments/agencies and recipient organizations form

1. Department Name: lists all departments/agencies. Make sure to combine results from all offices that belong to the same department or agency. For example, if you have three different offices for HRSDC in your area, combine the results and report for HRSDC under one single heading.
2. Number of employees: indicates the number of employees. This information may be obtained through HR managers in the departments/agencies in your local campaign. This information allows you/us to calculate pledge rate and conduct analysis.
3. Number of Donors: indicates the number of donors. Straightforwardly, the number of gift forms collected for each department/agency. This is important since this information allows you/us to calculate pledge rate and conduct analysis.
4. Number of Stars, Friends, and Leaders: indicates the total number of Leaders and Friends for each respective department/agency. Another column is provided to specify Leadership \$ amount.
5. United Way/Centraide: indicates the amount of money that departments/agencies raise in the various categories: Cash, Payroll Deductions (PRD) and Special Events (SE).
6. Healthpartners/Partenairesanté: same procedures as for the United Way/Centraide .
7. Other United Way/Centraide campaigns: follow the same procedures as for the United Way/Centraide column.
8. Other Canadian registered charities: follow the same procedures as for the United Way/Centraide column.

9. Special Events: Please refer to the Special Event Donations section of this manual. The spreadsheet has also been modified with a formula that will calculate the percentage position for United Way/Centraide and Healthpartners/Partenairesanté according to the amount raised.
10. Retirees line: the GCWCC National Office will complete this section.
11. Total: Calculates the total figures in the horizontal and vertical columns. Both figures must balance. If not, please review your calculations.

The Healthpartners/Partenairesanté Designation Form

1. Agency Name: this column lists Healthpartners/Partenairesanté member agencies. In September 2000, we added an extra line for the Healthpartners/Partenairesanté Fund. This identifies the amount that donors designate in Box B of the gift form on the line “Healthpartners/Partenairesanté — to distribute to all its members”.
2. Cash: indicates the amount of cash designated to each Healthpartners/Partenairesanté member agency. This information is found on gift forms submitted by federal employees during your federal campaign.
3. PRD: follow the same procedures as for the Cash column.
4. Total: calculates the total figures in the horizontal and vertical columns. Both figures must balance. If not, please review your calculations.

*****Important note: Verification of both forms*****

The total amount designated to Healthpartners/Partenairesanté (Cash, PRD and SE) on both forms must be equal. If the amounts are not the same, please check your calculations before submitting your reports.

Section IX: Financial Procedures

Employee Campaign

Process of the Gift Form

The **local** GCWCC Manager will issue official income tax receipts for cash, credit card and cheque donations unless otherwise pre-arranged by a host department.

Important note: Instructions for completing the gift form may be found at www.gcwcc.org

- The tear-away piece at bottom of gift form goes to federal government payroll office.
- The large portion of the gift form goes back to the local United Way/Centraide office.
- The department/agency coordinator compiles and summarizes the information, reporting regularly to the GCWCC Manager. For all Box C gifts to other Canadian registered charities, the coordinator must ensure the five (5) digit local United Way/Centraide code is on the payroll portion of the gift form. This will ensure that all pledges are forwarded to the local United Ways/Centraides for payment. It is the responsibility of the local United Way/Centraide to pay all Box C donations.
- The department/agency coordinator remits the larger portion of the gift form to the GCWCC Manager along with cash/cheques and summary report.
- The department/agency coordinator forwards the tear-away piece of the gift form to the Pay and Benefits (Payroll) office to authorize payroll deductions. **All payroll deductions start in January and end in December of each year. Please consult the respective Payroll Office to identify the deadline by which this information is needed. In the case of cash/cheque donations, the entire gift form is returned to the treasurer for recording purposes and is then returned to the local United Way/Centraide for processing and the distribution of receipts.**
- The department/agency coordinator receives receipts from the GCWCC Manager and distributes them to the donor.
- Special event dollars should be collected and sent to the GCWCC Manager with a summary report.

Cash/Cheque Donations

i. United Way/Centraide Designations:

GCWCC Managers record cash, credit card and cheque donations in their own system following their own procedures.

GCWCC Managers produce receipts and distribute them to the federal department coordinator for distribution to donors.

ii. Other Registered Charities Designations:

GCWCC Managers record designations and process donations to the respective charity (for instructions, see Designations in this section).

iii. Healthpartners/Partenairesanté Designations:

GCWCC Managers record all cash donations to Healthpartners/Partenairesanté and its member organizations. Within 45 days of the end of the campaign GCWCC Managers must forward the cash raised along with any designation information to:

Healthpartners/Partenairesanté
17 York Street, Suite 105
Ottawa, ON K1N 5S7

Payroll Donations

GCWCC Managers record payroll donations in their respective processing systems according to their own procedures.

The federal government payroll and pension offices remit reports and payment to:

GCWCC National Office
Finance Department, United Way/Centraide Ottawa
363 Coventry Rd.
Ottawa, ON K1C 2C5

The GCWCC National Office distributes to the local United Ways/Centraides and to Healthpartners/Partenairesanté and its member organizations, their portion of the payroll remittance within 30 days of receipt.

Local GCWCC Managers distribute payroll designations to other Canadian registered charities per the instructions (refer to Designation Donations).

Each local United Way/Centraide and Healthpartners/Partenairesanté will experience their own pledge loss as the government is providing detailed remittance reports.

Special Event Donations

Special event dollars are shared amongst local United Ways/Centraides and Healthpartners/Partenairesanté. The distribution is based on the percentage of campaign revenue that each recipient realizes. For example, out of 100% of the monies raised in your local GCWCC, if 70% of that revenue was realized by United Way/Centraide and 30% was realized by Healthpartners/Partenairesanté, then 70% of special events monies go to United Way/Centraide and 30% goes to Healthpartners/Partenairesanté. Therefore, SPECIAL EVENT DOLLARS CANNOT BE DESIGNATED.

The National Office has a special event form to help the administration of this component. Upon receiving the final report from the Campaign Leader/ECC, the GCWCC Manager will calculate each share of the total campaign. The GCWCC Manager will keep special events dollars equal to the United Way /Centraide share. The GCWCC Manager will send special event dollars equal to the Healthpartners/Partenairesanté share with a summary report of special event activities within 45 days of receipt of the final report to:

Healthpartners/Partenairesanté
17 York Street, Suite 105
Ottawa, ON K1N 5S7

At the end of the campaign, the GCWCC manager is required to report Special Event totals:

- United Way/Centraide portion
- Healthpartners/Partenairesanté portion

A complete list of all Healthpartners/Partenairesanté member organizations involved in the local campaign and the amounts of designations to be paid out should be forwarded to Healthpartners/Partenairesanté to facilitate payments of designations to Healthpartners/Partenairesanté member organizations.

A copy of two reports that need to be filled out in order to provide the information requested at the end of the campaign can be found in Appendix 3 and 4.

Designated Donations (employees)

Federal government donors have the opportunity to designate to their local United Way/Centraide or its member agencies, Healthpartners/Partenairesanté or its member organizations and to any other Canadian registered charity, including other United Ways/Centraides.

For all cash, cheque and credit card gifts, the local United Way/Centraide receives these funds directly and deposits them in their own bank account. The local United Way /Centraide is then responsible for distributing all designated dollars to the designated recipients. All gifts to Healthpartners/Partenairesanté or its member organizations must be remitted to Healthpartners/Partenairesanté and no fees may be applied to these gifts. Healthpartners/Partenairesanté is then responsible for distributing these funds to its member organizations.

The GCWCC National Office receives all payroll deductions from the government and is responsible for distributing these funds to the local United Way/Centraides, which receives all designations to itself, designations to its member agencies, and the designations to other registered charities from local donors. The local United Way /Centraide is then responsible for distributing these funds. **A fundraising and administrative fee may be charged and a fee for pledge loss may also be charged, in accordance with the policies of the local United Way/Centraide.**

Payroll deductions attributable to Healthpartners/Partenairesanté and its member organizations are distributed directly from the GCWCC National Office to Healthpartners/Partenairesanté. Payroll deductions attributable to other United Ways/Centraides (i.e. not the local UW/C) are distributed directly from the GCWCC National Office to that UW/C.

Retiree Campaign

If the donor's gift is made through a pension cheque deduction, the GCWCC National Office will send this information to the superannuation office. Pension offices forward reports and

payments to United Way/Centraide Ottawa on a monthly basis.

If the gift is in the form of a cheque donation, United Way/Centraide Ottawa will process the information and deposit the cheque into a GCWCC bank account.

Each local United Way/Centraide will receive a print out of all the donor information and a bank deposit in your local United Way/Centraide representing their cash/cheque donations. The money assigned to Healthpartners/Partenairesanté or its member organizations is sent directly to Healthpartners/Partenairesanté.

Local GCWCC Managers are not responsible for preparing and receipting of cash/cheque donations for retiree donors. This is done by United Way/Centraide Ottawa.

Designated Donations (retirees)

Federal government retirees have the opportunity to designate to their local United Way/Centraide or its member agencies, Healthpartners/Partenairesanté or its member organizations and any other Canadian registered charity, including other United Ways/Centraides.

The GCWCC National Office receives all cash, cheque and credit card gifts and deposits them into a segregated bank account. The national office then distributes all gifts designated to Healthpartners/Partenairesanté and its member organizations directly to Healthpartners/Partenairesanté. The remaining gifts are then distributed to the donor's local United Way/Centraide (as defined by postal code) and the local United Way/Centraide is responsible for distributing those funds to the assigned charities.

The GCWCC National Office receives all pension deductions from the government and is responsible for distributing these funds. The local United Way/Centraide receives all designations to itself, to its member agencies and designations to other registered charities from local donors. The local United Way/Centraide is then responsible for distributing these funds. **A fundraising and administrative fee and a fee for pledge loss may be charged in accordance with the policies of the respective local United Way/Centraide.**

Pension deductions attributable to Healthpartners/Partenairesanté and its member organizations are distributed directly from the GCWCC National Office to National Healthpartners/Partenairesanté office. Pension deductions attributable to other United Ways/Centraides (i.e. not the local United Way/Centraide) are distributed directly from the GCWCC National Office to that United Way /Centraide.

Campaign Fees for GCWCC

Administration Fees: Employee Campaign

Each United Way/Centraide and Healthpartners/Partenairesanté is charged a percentage of the total National Campaign Management budget, proportional to their campaign achievement. For example, if your local United Way raises five per cent of the total amount raised in the federal workplaces across the country, then the local United Way/Centraide will be billed five per cent of the total cost of running the national GCWCC. The fee will be held

back from the remittances in equal instalments. This does not apply to United Ways/Centraides in Manitoba, which is billed for its share of campaign costs.

Should United Way/Centraide and Healthpartners/Partenairesanté wish to have the administration fees held back in one instalment, the GCWCC National Office will facilitate an arrangement. United Way/Centraide offices must report their portion of the administration fee as a campaign expense. The expense cannot be netted against the revenue.

Administration Fees: Retirees Campaign

The retirees' campaign expense is calculated on the per cent of revenues of the retirees' campaign.

Administration Fees: Other Canadian Registered Charities

Local United Ways/Centraides may choose to charge a fee for designations to other Canadian registered charities (money donated in the Box C of the gift form). This decision is made by their local United Way/Centraide Board of Directors. Please make sure to advise your local Campaign Leaders/ECC of this decision.

Appendix 1: Statement of Principles for Donors' Rights

The Donor participates in the very essence of our mission and purpose, exercises rights, prerogatives and fundamental privileges that must be recognized at all times and without reservation.

- The right to be informed of the organization's mission and purpose and to become a member of the organization if the donor so wishes;
- The right to know the identity of the organization's officers and members of the Board of Directors and to expect that they act with the greatest transparency, integrity and discernment in implementing the organization's mission and purpose for the best interests of the community;
- The right to have access to the organization's annual financial statements and to easily obtain a copy;
- The right to know how donations, directly or indirectly contributed to the organization are distributed, and to be assured that donated funds are used as intended by the donor;
- The right to be treated with consideration and respect by the organization and to receive appropriate acknowledgment and recognition;
- The right to confidentiality regarding personal information about donors and facts about their donations;
- The right to expect that all relationships between the organization's representatives and the donor will be professional in nature;
- The right to be informed of the exact nature of the relationship which exists between fundraisers and the organization;
- The right to expect that the organization will not share or sell a mailing list which includes the donor's name, without providing the donor with a meaningful opportunity to decline;
- The right to ask questions of the organization and to expect prompt, truthful and complete answers in an easy-to-understand manner.

Reference: United Way / Centraide Canada website: www.gcwcc.org

Appendix 2: Material Order Form



Government of Canada Workplace Charitable Campaign (GCWCC)

2009 CAMPAIGN MATERIAL ORDER FORM

Please complete this form and fax by **May 8, 2009** to the attention of Lisa Phelan, National Coordinator, Fax: (613) 228-6722 or by email: lphelan@unitedwayottawa.ca. Thank you for your cooperation.

Name of the United Way/Centraide: _____

Name of the GCWCC Manager to receive the 2009 campaign materials: _____

Tel: () _____ Fax: () _____

E-mail address: _____

Shipping/Delivery Address for your campaign material: _____

City: _____ Province: _____ Postal Code: _____

Word processing software you are using (version): _____

Will you have a host-department for the 2009 GCWCC? Yes No

If yes, what is the name of the host-department? _____

Quantities of Materials Required for the 2009 Campaign.	
Materials	Quantity
Gift Forms	
Campaign Brochures/Calendar (Combined)	
Large Posters (17"x22")	
Small Posters (8.5"x11")	
Large Thermometers (17"x22")	
Small Thermometers (8.5"x11")	
Balloons	
Special Events Forms	
Leadership Pins	

Appendix 4: Healthpartners/Partenairesanté Designations Form

GCWCC 2009 / CCMTGC 2009
Healthpartners Designations / Désignation à Partenairesanté
United Way Name / Nom du Centraide: _____

Healthpartners Designations / Désignation à Partenairesanté

Agency Name / Nom de l'organisme	Cash / Espèces	PRD / RAS	Total
Healthpartners Fund / Le fonds Partenairesanté			\$0.00
Alzheimer Society of Canada / La Société Alzheimer du Canada			\$0.00
Amyotrophic Lateral Sclerosis Society of Canada / La Société canadienne de la sclérose latérale amyotrophique			\$0.00
The Arthritis Society / La Société d'Arthrite			\$0.00
Canadian Cancer Society / La Société canadienne du cancer			\$0.00
Canadian Cystic Fibrosis Foundation / La Fondation canadienne de la fibrose kystique			\$0.00
Canadian Diabetes Association / L'Association canadienne du diabète			\$0.00
Canadien Hemophilia Society / La Société canadienne de l'hémophilie			\$0.00
Canadian Liver Foundation / La Fondation canadienne du foie			\$0.00
Crohn's and Colitis Foundation of Canada / La Fondation canadienne des maladies inflammatoires de l'intestin			\$0.00
Heart and Stroke Foundation of Canada / La Fondation des maladies du cœur du Canada			\$0.00
Huntington Society of Canada / La Société Huntington du Canada			\$0.00
The Kidney Foundation of Canada / La Fondation canadienne du rein			\$0.00
The Lung Association of Canada / L'association pulmonaire			\$0.00
Multiple Sclerosis Society of Canada / La Société canadienne de la sclérose en plaques			\$0.00
Muscular Dystrophy Association of Canada / L'Association canadienne de la dystrophie musculaire			\$0.00
Parkinson Society Canada / La Société Parkinson Canada			\$0.00
Total:	\$0.00	\$0.00	\$0.00

Please indicate if the following agencies are members of United Way/Centraide in your local area rather than Healthpartners: / Veuillez indiquer si les organismes suivent appartiennent au group Centraide/United Way au lieu de Partenairesanté:

The Arthritis Society / La société d'Arthrite

Multiple Sclerosis Society of Canada / Société canadienne de la sclérose en plaques

United Way /
Centraide
