



Federated  
**Health Charities**

**Communications Package**



You may use this package as a guide when constructing your ministry communications; simply fill in the areas **highlighted in purple** to be specific to your ministry. Please feel free to tweak these messages to suit your specific campaign, themes, events, etc. These are just templates to get you started.

At the end of this document you will find information about other communications resources as well as some special features you can use in your communications approach. These speak to how our charities and their clients have been impacted by COVID-19. Please feel free to pull pieces from these features and work them in to the below messages as you see fit. There are lots of options of how to make the messaging suit your ministry/agency



## Logo & Campaign Theme

Federated Health has a new logo! The logo comes in different format so please contact Sarah Wood [sarah.wood2@ontario.ca](mailto:sarah.wood2@ontario.ca) if you have specific logo needs.



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**Health Charities**

### **Campaign Theme:** [Heart-to-Heart](#)

Rationale: Federated Health has always been known as ‘the heart of the OPS’. The heart of the OPS is our people and is comprised of many attributes including diversity, resilience, empathy, and generosity. The heart of our communities across the province is comprised of people working to help others, to make the community better, stronger, and healthier. The incredible people at our 21 charities are great examples of that. For our 2022 campaign, we are asking OPS staff to extend their hand in whatever way they are able, to connect *our heart* with *the heart of the community*.

Please engage in a “heart-to-heart” with us.

This campaign is personal. It is one person lending a hand to another person, saying ‘I see you; I hear you and I want to help’.

Please engage yourself in this year’s campaign and put your whole heart into it.

*Listen* to the stories of those living with these devastating illnesses.

*Learn* what these charities are doing to impact your community.

*Share* how you’ve been impacted by these diseases.

*Consider* how you can open your heart to those in need.

Let’s all come together, and have a heart-to-heart, through this year’s campaign.

## Social Media

Federated Health Charities is on Instagram, Facebook and LinkedIn and we are here to help you with your campaign through our platforms. You are also welcomed to create campaign accounts on social media for your ministry or agency. You can use it to promote events, update staff on how your campaign is going, post messages from leadership, etc.



We're here to help support you with your fundraising! Here are a few ways you can use our socials within your communications strategy:

Have an event you'd like shared on our page?  
Share it with us by tagging: [@federatedhealth](#).

Proud of your team of volunteers?

Let's shine a spotlight on them! Share a photo and brief description with us, and we'll ensure to highlight them on our social media channels. As always, we welcome re-shares!

Highlight your success!

Keep your followers motivated! Update them along the way with the amount raised by your team. Remember to tag us [@federatedhealth](#) so we can share on our platforms!

Engage community

Using social media, whether the [@federatedhealth](#) channels or your own ministry/agency channels is a great way to engage community members in your campaign. People outside the OPS are welcome to make one-time donations or participate in special events, so get your campaign activity up on social media to attract even more participants.

## Campaign Calendar

We have campaign calendar templates available for your use (in [6-week](#) and [8-week](#) formats). This is an effective planning tool to lay out how your campaign will unfold. This calendar can be used in numerous ways throughout your campaign; to present your plans to leadership, for internal campaign team planning purposes, and to promote campaign activities and timelines to employees. It ensures consistent messaging for all about your campaign.

### Executive Committee Recruitment Memo (to be sent to leadership requesting

Each year, Ontario government employees participate in Federated Health, a fundraising and health awareness campaign that provides valuable support for 21 health charities. Now in its 39<sup>th</sup> year, Federated Health Charities has been a major contributor to the fight against life-threatening disease and life-changing conditions. I think we can all agree that the health of our province has been in jeopardy the past two years and support is needed now more than ever. *MINISTRY OR AGENCY* raised \$xx,xxx (see 2021 Annual Report for amount raised by your Ministry/Agency last year). The money goes to fund research, develop innovative health education and promotion programs, and provide essential patient support services. This year our goal is to increase that level of commitment and to do that we are beginning by constructing our campaign team.

I would like to take this opportunity to introduce you to this year's *MINISTRY/AGENCY* Campaign Chairs (*S*) *CHAIRS NAME(S)*. Our next task is to put together our Executive Committee, who will work alongside the Chair(s) in planning and executing the *MINISTRY/AGENCY* campaign. This has proven to be an excellent developmental opportunity for promising staff members. I am looking for your assistance in recruiting volunteers to be a part of this Committee.

If you have any employees that would be a good fit for this opportunity, I ask that you please submit their names to *CHAIRS NAMES* at *CHAIRS EMAIL ADDRESS*.

### Volunteer Recruitment Memo (to be sent to leadership requesting appointments)

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I would like to take this opportunity to introduce you to this year's *MINISTRY/AGENCY* Campaign Chairs (*S*) *CHAIRS NAME(S)*. Along side our Chair we have an excellent group of volunteers who make up the Executive Committee who will work together to plan and execute the campaign. They cannot do this though without a group of volunteers willing to help them pull it off. We are looking for volunteer representation in all our

*BRANCHES/OFFICES/DIVISIONS (adjust this to accurately reflect your Ministry layout)* to assist with tasks like promoting the campaign, canvassing, running events, and selling lottery tickets. These volunteers will be the campaign ambassadors and this role has proven to be an excellent developmental opportunity for promising staff members.

We would like to have this list of volunteers in place as soon as possible, so if you have any employees that would be a good fit for this opportunity, I ask that you please submit their names to *CHAIRS NAMES* at *CHAIRS EMAIL ADDRESS*.

### Kick-Off Announcement

Today marks the beginning of the 39<sup>th</sup> annual OPS Health Charities Campaign. Honourary Chair Ian Freeman, Assistant Deputy Minister of the Ministry of Transportation, invites everyone in the OPS to get involved and help to make this year another great success. Last year, more than 7,000 donors in the OPS helped raise \$1.63 million to support the research, patient care, and education programs of 21 health charities. This year the goal is to extend that tradition of caring. I think we can all agree that the health of our province has been in jeopardy the past two years and support is needed now more than ever.

*NAME OF MINISTRY OF AGENCY* has been an outstanding supporter of the campaign in the past and we're counting on you to keep up that tradition. Our campaign chair *NAME* invites you to be generous when your volunteer canvasser visits and to participate in the health awareness activities we've planned. If you've been looking for a way to get involved and lend a hand to support our communities, this is your chance. For further information, contact *NAME*. For general information about the campaign, visit [www.federatedhealth.ca](http://www.federatedhealth.ca)

### Background Information

Each year, Ontario government employees participate in Federated Health, a fundraising and health awareness campaign that provides valuable support for 21 health charities. Now in its 38<sup>th</sup> year, Federated Health Charities has been a major contributor to the fight against life-threatening diseases and life-changing conditions. (See [www.federatedhealth.ca](http://www.federatedhealth.ca)) Our *MINISTRY OR AGENCY* raised \$xx,xxx (see *2021 Campaign Results Report for figure*). The money goes to fund research, develop innovative health education and promotion programs, and provide essential patient support services. I think we can all agree that the health of our province has been in jeopardy this past year and support is needed now more than ever. This year our goal is to increase that level of commitment by x% (*ask your Ministry Chair for your Ministry's goal*). Please help us demonstrate our tradition of caring. When the canvasser visits, please consider making a generous gift by payroll deduction. Donations are eligible for income tax credit.

## Charity Information

Federated Health Charities raises funds for 21 provincially based health charities. Each of our charities focuses on a different illness and the funds the OPS contribute to them through this campaign goes to fund life-saving research, develop innovative health education and awareness programs, and provide essential patient support services.

The 21 charities supported through the Federated Health campaign include:

ALS Society of Canada -- [The Alzheimer Society of Ontario](#) -- The Arthritis Society - Ontario Division -- [Autism Ontario](#) -- Canadian Cancer Society - Ontario Div. -- [Cystic Fibrosis Canada](#) -- Canadian Liver Foundation -- [Crohn's and Colitis Canada](#) -- Diabetes Canada -- [Heart & Stroke](#) -- Hemophilia Ontario -- [The Kidney Foundation of Canada](#) -- MS Society of Canada -- [Ontario AIDS Network](#) -- Ontario Federation for Cerebral Palsy -- [Lung Health Foundation](#) -- Osteoporosis Canada -- [Parkinson Canada](#) -- Spinal Cord Injury Ontario -- [Institute for Advancements in Mental Health](#) -- Sickle Cell Awareness Group of Ontario

Please visit our [Volunteer Resources](#) page on our website to access more charity resources. We have personal client stories, short videos, and research advancements for each of our charities. This information can be used in your campaign promotions, weekly health promotion emails, posters, and advertisements, etc.

## Lottery Promotion

Thursday, June 30 could be your lucky day – you could be one of five people who will win big in the Federated Health lottery. Top prize is \$15,000 cash. Tickets are \$5.00 and odds are great since only 25,000 tickets are available. Tickets are sold online and are on a first-come, first-serve basis so visit [www.federatedhealth.ca](http://www.federatedhealth.ca) to get your tickets early. Last day for ticket sales: June 24<sup>th</sup> and the draw will occur on June 30<sup>th</sup> at 12 noon. Don't delay, tickets sell out, so buy today!

## Canvassing Email

*YOUR MINISTRY'S NAME* Federated Health Charities Campaign is underway!

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awareness programs, and provide essential patient support services. I think we can all agree that the health of our province has been in jeopardy the past two years and support is needed now more than ever.

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We invite you to make a payroll pledge to support your charities of choice. You can donate to select charities that you have a personal connection to or to all 21 of the worthy organizations. No donation is too small, and every little bit truly does add up. Even \$1 or \$2 per pay can make a huge impact.

If you would like to make a payroll donation, just follow these simple steps. You can also connect with one of your Canvassers and donate using the hard copy pledge form.

### **Donating Through WIN: Easy as 1, 2, 3**

\*Click this link ([My Charity page in WIN](#)) and log-in to your **WIN Employee Self Service Page**.

\*On the top left corner, you will see a tab that says, **'My Charity'**, click that.

\*You will then see an option that says, **'Federated Health, Enter New Deduction'**, click that.

\*You will see another button that says, **'Add Deduction'**, click that.

\*Now you can enter in all the details of your donation. (*charities to give to, number of pays you'd like to donate for, donation amount, etc.*)

\*Repeat the above step for each individual charity you want to give to, hitting **'Submit'** after each one.

\*When you are finished entering in all your deduction details, hit the button that says **'Submit'**.

\*You're done!

OR

If you don't have access to WIN you can simply complete the electronic fillable donation form and submit it directly to [INSERT THE NAME AND EMAIL OF YOUR CAMPAIGN TREASURER](#).



OPTIONAL: YOU CAN INCLUDE A CLIENT STORY OR VIDEO TO SHARE IMPACT. THESE STORIES CAN BE FOUND HERE (<http://federatedhealth.ca/volunteers/>)

### Campaign Progress Email

We are *XX (number of weeks into your campaign)* weeks in to the *YOUR MINISTRY NAME* campaign and so far, things are going strong! We have raised *XX (percent of your goal you have achieved)* of our goal of *XX (your campaign goal)* and have lots more planned to help us achieve it.

Some highlights of the campaign so far include *HIGHLIGHT SOME CAMPAIGN SUCCESSES (ex great canvassing in a specific division or branch, a successful special event, fun launch event, great guest speaker, etc.)*.

We are not done yet though and we need your help to achieve our goal. If you haven't yet donated, please log on to WIN and do so. A small amount off each of your paychecks can make a huge difference to the 21 charities we are raising funds for. This is your chance to get involved in a time that our communities need all the support they can get.

Also watch out for these upcoming campaign activities: *LIST ANY UPCOMING EVENTS, CANVASSING BLITZES, LOTTERY TICKET SALES, ETC.*

### Campaign Wrap Event Promotion

This year we will be holding an OPS wide campaign wrap event with a twist! We will be expanding the popular *Verzuz* song battle event that has been held by TBS to be an OPS wide event. This event provides a chance to celebrate the campaign, hear how much we've raised, and see the winners of the lottery draw!

Details are as follows:

**What:** Verzuz: Federated Health: The Sound of Giving, a song-for-song battle

**Who:** Deputy Alexander challenges her fellow Deputy Minister's to a song battle. Watch your favorite deputy's battle it out in a song-for-song battle! With additional guest speakers.

**Where:** Teams Broadcast Live

**When:** June 30, 2022 at 12 noon

**At the Event:**

-announcement of the preliminary results for the 2022 campaign

- lottery winners announced
- make your last-minute donations
- watch an epic music battle between your favorite DM's!

### End of Campaign Thank-You Message

You've done it again! Sincerest thanks for your extraordinary support of the Federated Health campaign. Our ministry chair **NAME** today announced that we've raised \$**xx,xxx** to support the research, patient care, and education programs of 21 of Ontario's major health charities. The figure is a great tribute to the dedication of the many people who got involved as volunteers and donors and really goes to show that when our communities are in need, the OPS comes together to support them. For information on how your donations will be invested, you can visit any of the charities through a link on the Federated Health website ([www.federatedhealth.ca](http://www.federatedhealth.ca)). We'll be celebrating our success with an **EVENT NAME** on **DATE** at **LOCATION**. Please join us!

### Additional Communications Tools

There are additional tools available to you to assist in your communications approach. History has shown that people like to receive a variety of styles of messaging; some like personal impact stories, some like data and statistics, and some just want the straight-forward instructions of how they can donate. Ensure you are including a variety of communication styles throughout your campaign.

To supplement your messaging, we have some additional resources I'd like to highlight:

-**Client Stories**: these are personal impact stories, accompanied by a photo, for each of our 21 charities. These can be very effective at putting a face to an illness. You can include snippets of these stories (or the story in its entirety) within your communications.

-**Charity Research Advancements**: these are snippets of information to highlight the advancements that have been made, due to research, for these illnesses. Research is funded significantly by donor dollars and this can really highlight for people how their donation is contributing to us moving towards better treatments or cures. Tidbits from this document can be effective in speaking notes as well.

-**Promotional Videos**: we have a large collection of short, impactful videos that enable you to provide a visual and get the message across in a short amount of time. These can be good to break up written communications and can often be more eye-catching than a standard text-based email. There is a video for each of our charities as well as 5 Federated Health videos. Additionally, there is a short-animated video that **explains the campaign** and **how employees**

can donate that can be a very useful informational tool. It provides all the information that a long memo of instruction would but in a short, eye-catching video that employees can watch and get all the information they need.

All of the above resources, and more, can be found on [www.federatedhealth.ca](http://www.federatedhealth.ca).

### COVID-19 Specific Messaging

Please find included communications for your use that reflect COVID-19, the climate we are fundraising in currently and how this campaign connects to the current health crisis. You are welcome to use these pieces in their entirety, to pull out specific parts, or to simply take inspiration from them to develop your own responsive and transparent communications. Overall, it is important to ensure you are letting people know that we are not running this campaign *despite* COVID-19 but *because* of COVID-19. These charities have always relied on our support, but the need is drastically increased due to the virus and the overwhelming increases to demands for their services by vulnerable patients and communities and the severe reduction in funding. They need us now more than ever and we are committed to doing what we can to support their efforts through this time.

#### **What does this campaign raise funds for and how is this connected to COVID-19?**

Federated Health Charities' mission is to improve the health of Ontarians. That is our ultimate goal and that is what this campaign raises funds for. While that has always been an important mission, the health of our province is more important than ever right now, and we are committed to continuing to do our part to support those in need. The charities we raise funds for provide support and care for people living with 21 different life-threatening illnesses, many of which leave them with highly compromised immune systems, susceptible to infections, severely decreased capacity to recover from complications, highly compromised lung capacities, and more. The financial ramifications of the virus have been devastating and our charities have been hit hard, with some having their budgets cut by up to 70%. They need resources now more than ever so they can continue to provide desperately needed care to these people while we weather this crisis. The OPS and Federated Health Charities remain committed to the Federated Health campaign in order to provide funding to these over-taxed charities working to support people through this time of crisis. Our mission is health and the health of our province is under threat right now, so we are determined to do our part and help in any way that we can. We ask that you join us in these efforts.

#### **How are the charities directly supporting people through COVID-19?**

Our charities provide direct support to people living with these 21 illnesses. Throughout COVID-19 that includes things such as providing safe transportations to required medical appointments, ensuring families have the funds they need to cover medication and treatments costs throughout this financially stressful time, supporting highly at-risk patients

to stay home by providing delivery services of essential goods, providing emotional support and counselling for patients and caregivers who navigate the fear and uncertainty of trying to manage a debilitating illness during a health pandemic, navigating the health care system on behalf of patients to ensure essential treatments and medications continue throughout this crisis, and facilitating cohesiveness of community services to share sparse resources for patients in need. These are just a few of the ways our charities are directly supporting the COVID-19 efforts and trying to ensure their vulnerable patients are healthy, safe and supported during this time.

### **How have the charities been financially impacted by COVID-19?**

As with many businesses or organizations, the financial repercussions of this crisis have been swift and debilitating. For our charities, working to ensure their clients have what they need to enable them to stay healthy, safe and mentally well has taxed their resources while, at the same time, fundraising events and revenue sources have been extremely compromised, if not eliminated at this time. The financial ramifications of the virus have been devastating and our charities have been hit hard, with some having their budgets cut by up to 70%. This is resulting in these charities needing to make something out of nothing. To come up with ways to provide in-demand, critical supports to those at-risk and most vulnerable when their resources are becoming more and more depleted.

### **How are the people living with these 21 illnesses affected by COVID-19?**

The populations served by these charities are some of the most vulnerable in our province and are some of the most high-risk for COVID-19 infection due to compromised immune systems, increased susceptibility to infections and complications, and highly compromised lung functions. The risk of contraction and the risk of severe complications are incredibly high for many of these people. For example, people with HIV or cancer have severely compromised immune systems, as do those going through treatments or taking immune suppressing medications for their illnesses, which places them in the high-risk category for contracting the virus. People with cystic fibrosis or lung disease simply do not have the lung capacity to withstand a respiratory infection so would be at incredibly high-risk for complications, or even death, if they contracted COVID-19. Many of the people living with these illnesses are in the midst of treatment protocols and are struggling to access required health care services, putting their health and recovery at-risk.

### **How do we fundraise when people are experiencing financial challenges?**

We run this year's campaign with empathy and understanding for people's personal financial challenges. We appreciate that not everyone who normally donates may be able to do so this year, and that is okay. We encourage people to put their funds where they are most needed. For some, that will mean deferring their donation to next year. For others who have the means, that will mean donating to the campaign to support those struggling through these uncertain, scary times. And for others it will mean donating for the first time because they see

the need and have the means to help. We encourage everyone to give if they can as it is incredibly needed, but also to make the choice that is right for them and their families.