



Federated  
**Health Charities**

**Campaign Information Package**  
**for Volunteers**



*The purpose of this guide is to provide information about timelines, events and processes specific to the OPS Federated Health Charities campaign.*

*This guide is intended for all campaign volunteers including canvassers, event planners and lottery ticket sellers.*

*This guide provides information to get you started in planning your campaign, key details you will need to know to ensure a smooth campaign unrolling, and the answers to all the questions you might get asked along the way. For additional resources and campaign tools that you will need you can visit our Volunteer Resources section on our website <https://federatedhealth.ca/volunteers-resources/>*

*There is also a Federated Health Charities Microsoft Teams (search 2022 Federated Health Campaign) page where you can find resources, ask questions to Federated Health staff, connect with other campaign teams to share ideas and collaborate on events or other fundraising initiatives.*



*You can also follow us on [Facebook](#), [Instagram](#) and [LinkedIn](#) to keep up with what's going on with this year's campaign!*



*If you're interested in sharing stories about why you contribute to Federated Health Charities, we encourage you share them with us by sending us private message on Facebook, DM'ing us on Instagram, and connecting with us on LinkedIn. We'll be sharing highlights from our members throughout the year.*



## You're a Volunteer...Now what?

Your job, as a Volunteer, is to act as an ambassador of the campaign to your colleagues. You will be responsible for spreading the word about the campaign, letting people know how they can get involved, encouraging people to make donations, selling lottery tickets, running fun events, and helping donors with anything they need.

There is no "right" way to be a Volunteer, volunteers across the province get creative and make it their own. If you are making your colleagues aware of the campaign, letting them know how they can donate, and running fun activities for them to participate in, you are doing your job!

This package provides the information you need to know to be able to do your job. It will cover what Federated Health is and who we raise money for, how employees can donate, key dates and timelines, and information about running special events and lottery.

## What is Federated Health

Federated Health Charities Corporation is a coalition of provincially based charities in Ontario dedicated to raising funds for its members within the Ontario Public Service that will support health education and awareness, medical research, and client and patient services. Federated Health supports 21 different provincially based health charities.

## Our Charities

[ALS Society of Canada](#) --- [Alzheimer Society of Ontario](#) --- [The Arthritis Society – Ontario Division](#)

[Autism Ontario](#) --- [Canadian Cancer Society](#) --- [Cystic Fibrosis Canada](#) --- [Canadian Liver Foundation](#)

[Spinal Cord Injury Ontario](#) --- [Crohn's and Colitis Canada](#) --- [Diabetes Canada](#)

[Heart & Stroke](#) --- [Hemophilia Ontario](#) --- [The Kidney Foundation of Canada](#)

[Lung Health Foundation](#) --- [MS Society of Canada](#) --- [Ontario AIDS Network](#)

[Ontario Federation for Cerebral Palsy](#) --- [Osteoporosis Canada](#) --- [Parkinson Canada](#)

[Institute for Advancements in Mental Health](#) --- [Sickle Cell Awareness Group of Ontario](#)

## Why Donate?

Federated Health Charities is a great way to donate to the causes you care about

- It's cost-efficient: the charities don't have to solicit or process donations.
- It offers a variety of options: payroll deduction, cash, cheque, or credit card.
- You can support up to 21 charities with a single donation – and get a single tax receipt.

## Campaign Components

The Federated Health campaign raises funds in 4 ways: payroll pledges, one-time donations, special events and lottery ticket sales. As a volunteer, you may be assisting with all four parts of the campaign or you may be focusing on one area. Your Campaign Chair & Executive Team will let you know what parts of the campaign they expect you to be running.

## Timelines & Key Dates

Campaign Period: April 1, 2022 – June 30, 2022 (this is the OPS wide campaign timeline, your ministry/agency will establish their campaign timelines within this period).

WIN Opens for Donations: the WIN tool becomes available for donations on April 1. The absolute last day to donate on WIN before it closes is July 10 (see note below though about OSS processing deadlines).

Lottery Ticket Sales: tickets are available for purchase from April 1 – June 24.

Lottery Draw: June 30, 2022

## Campaign Materials

### Promotional Materials

There are two pieces of official campaign materials available to you to assist you in running your campaign; the campaign brochure and the campaign poster. These are available in both electronic and hard copy. You can order hard copies by completing the Campaign Materials Order Form (found [here](#)) and submitting it to Sarah Wood (sarah.wood2@ontario.ca). The electronic versions can be found in the [Volunteer Resources Toolkit](#) as well.

### Additional Resources

There are several additional resources available for you to use to help your campaigning. You can access these either on [www.federatedhealth.ca](http://www.federatedhealth.ca) in the Volunteer Resources section or on the Federated Health Microsoft Teams page. There are tools such as client stories (to provide a personal perspective to living with these illnesses), promotional videos (one available for each of our 21 charities), and much more. You are welcome to use anything that you think might be helpful. Additionally, you are welcome to create anything of your own. Be creative and have fun with it!

## Everything You Need to Know About Donating

### How to Donate

The primary donations tools are the WIN Self Service tool and the donation form.

WIN: Please advisor donors to go to: [My OPS > WIN button >Employee & Manager Self Service > My Charity \(top-left hand corner\)](#). Alternatively, they can sign into My OPS and click directly on the “My Charity” tab (on the bottom of the page). In this case, they don’t need to fill out a

donor form. WIN is only for payroll pledge donations. Cash, cheque, or credit card donations cannot be made through WIN, donors must use the donation form. Please note donors cannot pay for special events or buy lottery tickets through payroll. They must do this through the appropriate payment platforms for those activities.

Donation Form: While WIN is the easiest and preferred method to donate, there is also a donation form available. It comes in hard-copy or an [electronic fillable version](#). Payroll pledges, cash, cheque, and credit card donations can all be made through the donation form.

If an employee is making their donation with the electronic, or hard-copy, donations form they will submit it to you, and you will send it to your Campaign Treasurer.

### Donation Options

Donations to Federated Health are completely customizable. Donors choose how long they would like their payroll pledge to last for (anywhere from 1-26 pays, or else they can make their pledge continuous), they decide which charities they would like to give to (anywhere between 1-21 charities), and they decide the amount they would like to donate (there is no minimum or maximum donation).

### Automatic Pledge Renewal

Donors can now select the option to have their pledge automatically renew after a year. This means they don't have to renew their donation every year. This is a great feature for regular donors and saves them time. This option can be chosen both on WIN and on the donor form.

### Donating in Honour/In Memory

Many donors give to Federated Health because they have a personal connection to one or more of the causes. We offer the option to make your donation in honour or in memory of someone. This is not required, but if donors would like to use this option they simply provide the required information (accessible on both WIN and the donation form) and Federated Health will send a card to the specified person letting them know a donation has been made in their honour.

### Submission Deadlines

While, as mentioned above, the WIN tool will be open for donations until July 10, it is preferable that donors make their pledges earlier than this. A full year donation is 26 pays and OSS has processing deadlines laid out for when pledges must be submitted by to capture the full 26 pays. Please see below for the deadlines for both online and paper pledge submissions. We rely on you to encourage donors to make their pledges early.

Cut Off Date for Payroll to Receive Paper Pledge Forms	Cut off Date for Payroll to Receive Online Donations	Maximum Number of Payroll Deductions	First Pay Date for Deductions	Last Pay Date for Deductions
June 3, 2022	June 26, 2022	26	July 7, 2022	June 22, 2023
June 17, 2022	July 10, 2022	25	July 21, 2022	June 22, 2023

### [Canvassing to Staff](#)

You can employ a variety of methods to canvass your colleagues, in fact we encourage you to do so! Your colleagues all have different preferences of how they like to receive information, so by varying your canvassing approach you can appeal to the greatest number of people. Some people like to be approached in-person (if you are working from the office), some like to receive information virtually so they can read it on their own time, some people like to hear personal impact stories, while others like to hear stats and research advancements (reminder: all of this information is available for you in the [Volunteer Resources section](#)). Ensure your canvassing approach includes all these different approaches and you will see great success!

### [Incentive Draws](#)

Your ministry/agency may be running an incentive draw to encourage payroll pledges. If so, this is a fantastic tool for you to use to encourage pledges. The incentive draws are very popular so ensure you have all the information about it on hand so you can share it with your colleagues. Check in with your Campaign Chair or Canvasser Coordinator to see if your campaign is running one.

### [Canvassing as your Priority](#)

Some of you may also be volunteering to assist with special events for the campaign, so we want to make sure that you keep canvassing as your priority, with special events coming second. We raise the most (by far!) of our funds through payroll pledges, it is the preferred way OPS'ers like to donate. So, spend your time accordingly. Put your focus and efforts in to canvassing first and then follow that up with special events and lottery ticket sales.

### [Running Special Events](#)

Special events can be a fun and engaging way for your colleagues to participate in the campaign. You can be as creative as you'd like with events you want to plan. A virtual campaign allows for greater inclusivity in your events as people can join in no matter where they are.

One note of caution: special events can take a lot of time to plan. We encourage you to be realistic about the fundraising capacity of an event before you invest a lot of time into

planning it. Often time, bigger does not equal better. Simple events can often be the most fun and successful.

Please note that there is a payment platform available for you to utilize to manage payments for admission to your special events. Participants can pay for entry into your special events through our events payment platform. This can be accessed through our website [www.federatedhealth.ca](http://www.federatedhealth.ca). Please ensure you are directing people to the correct place to pay for their special events. The events payment platform can be used to pay for virtual events, auctions, purchasing BINGO tickets, purchasing other goods you are selling, etc.

- You can include simple instruction with each of your events promotions that instructs people how to pay for their entry. An example can be seen below:

*If you would like to attend the EVENT NAME please purchase your ticket [here](#). Under 'Event Name' please enter 'EVENT NAME' and under 'Event Price' please enter '\$EVENT PRICE'. Once you have completed your purchase you will receive a confirmation email, please forward this email to PERSON WHO IS COLLECTING THE TICKETS.*

Ex:

*If you would like to attend the Talent Show please purchase your ticket [here](#). Under 'Event Name' please enter 'Talent Show' and under 'Event Price' please enter '\$5. Once you have completed your purchase you will receive a confirmation email, please forward this email to [sarah.wood@ontario.ca](mailto:sarah.wood@ontario.ca).*

## **Federated Health Lottery**

Federated Health Charities runs a provincial wide lottery that all participating ministry's and agency's take part in. The lottery is a very popular component of the campaign and we will look to you to encourage ticket sales. Here is the need-to-know information on the lottery:

Lottery tickets are sold online and operate on a first-come, first-serve basis so encourage interested people to buy their tickets early! To buy tickets just go to [www.federatedhealth.ca](http://www.federatedhealth.ca) to access the Lottery Platform. Once someone completes their purchase of lottery tickets online, they will receive an email containing their tickets. These emails can often go to Junk Mail so please advise people to check there if they can't find their tickets.

- Ticket Price – \$5.00
- First Day of Sales – April 1<sup>st</sup>, 2022
- Last Day of Sales – June 24<sup>th</sup>, 2022
- Draw Date – June 30<sup>th</sup>, 2022 at 12 noon.
- Draw Location – Federated Health Charities offices at 315 Front St W, 5<sup>th</sup> Floor (Toronto)
- Prizes: Five prizes in total
  - 1st Prize – \$15,000
  - 2nd Prize – \$5,000
  - 3rd Prize – \$3,000
  - 4th, 5th Prizes – \$1,000 each

## Submitting Materials & Donations

You will be receiving completed donation forms, cash, cheques, and possibly special events funds and will need to submit this all to your ministry/agency campaign Treasurer. Your campaign team will lay out the exact process they would like you to follow to submit materials so please adhere to that. We do ask that you submit materials often as items need to be processed (donors get annoyed if their cheques are not cashed in a timely manner!).

## Issues with Donations

Sometimes you may be approached by a donor about an error they made with their donation. This is not a problem, pledges can easily be edited or cancelled. You will want to advise the donor to either contact their payroll administrator or contact the OSS Contact Centre, identifying the change they would like to be made.

## Privacy Agreement

Donors will be providing you personal information and we expect you to manage it accordingly. Do not leave completed donation forms sitting out on your desk or computer, do not share personal information about donors, etc. Please see Appendix A: Privacy Agreement for Volunteers, by taking on the role of volunteer you are agreeing to abide by these privacy standards, so it is important you review the agreement.

## A Few Other Points:

- please make sure that donor cheques are payable to **Federated Health Charities**.
- we issue tax receipts for donations of \$25 or more. Payroll pledges and one-time donations are eligible for tax receipts. Special events and lottery are not.
- gifts made by payroll deduction (either by WIN or donor form) are recorded for income tax purposes on the donor's T4 slip.
- your Treasurer, Canvasser Co-ordinator or Campaign Chair will give you instructions about what to do with collected forms and donations.

## Support

Your campaign Chair & Executive Team are there to support you. If you have been appointed as a volunteer but have not heard from your campaign team, please reach out to Federated Health staff and they can put you in touch. Also, Federated Health staff are here to help you! If you have questions, want to run ideas by us, or want help with anything at all, please reach out! We love to hear from our volunteers and are happy to help.



## Appendix A: Privacy Agreement for Volunteers



### Privacy Agreement for Volunteers

Federated Health Charities is committed to protecting the privacy of the personal information of its donors, employees, members, member charities and other stakeholders. We value the trust of our donors – the current and former members of the Ontario Public Service – and recognize that maintaining this trust requires that we be transparent and accountable in how we treat the information that you choose to share with us. To that end, we ask you, as a campaign volunteer, to read and sign this Privacy Agreement. If you have any questions or concerns, please contact Sarah Wood, 437-925-6227.

I understand and agree to the following:

- I will not obtain, copy, or release Federated Health Charities donor information for purposes not specifically related to my volunteer duties or responsibilities.
- I will not share or divulge any Federated Health Charities information in discussions with anyone, including co-workers, unless such discussions are directly related to the performance of my volunteer duties and responsibilities.
- I will maintain a secure work environment to ensure that confidentiality is maintained, and all Federated Health Charities donor information is protected.

### Compliance Statement

By taking on the role of a volunteer for Federated Health Charities you are agreeing to abide by the above statements. Any failure to uphold these privacy requirements will result in immediate termination as a volunteer and further reprimand, as required.