



Federated  
**Health Charities**  
**Campaign Information Package**  
**Volunteers**

# Welcome to the 2023 Federated Health Charities Campaign!

This package provides information about Federated Health Charities, how provincial employees can donate, key 2023 campaign dates and timelines, and information about running special events for all Federated Health Charities campaign volunteers, including canvassers, event planners, and lottery ticket sellers.

Additional resources and campaign tools are available on the Federated Health Charities website at <https://federatedhealth.ca/2023-campaign/>.

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# **1. FEDERATED HEALTH CHARITIES – WHO ARE WE?**

## **Mission Statement**

Federated Health Charities is a coalition of 21 health charities that raise funds among Ontario Public Service (OPS), provincial government agency, and the Ontario Provincial Police (OPP) employees to support health education and awareness, medical research, and client and patient services in communities across Ontario.

## **The Annual Federated Health Charities Campaign**

Each year, Ontario public servants in provincial ministries, agencies and the OPP participate in the Federated Health Charities campaign. Now in its 40th year, the Federated Health Charities campaign is a major contributor to the fight against life-threatening diseases and life-changing conditions that affect hundreds of thousands of people in communities all across our province. From campaign chairs to canvassers, each year hundreds of provincial employees volunteer to give up lunch hours, breaks, and work late to make the campaign a success. The money raised goes to fund life-saving research, develop innovative health education and awareness programs, and provide essential patient support services throughout Ontario.

## **Federated Health's 21 Recipient Charities**

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

## 2. CAMPAIGN VOLUNTEERS – YOUR ROLE

As a volunteer, it's your job to act as an ambassador for the campaign to your colleagues. You will be responsible for promoting the campaign in your workplace, telling people how they can get involved, encouraging people to make donations, selling lottery tickets, running special events to help promote the campaign and raise additional funds, and answering questions from donors.

As part of the campaign, Federated Health Charities is looking for members of the OPS, OPP, and participating provincial agencies who are interested in sharing stories about why they donate to the Federated Health Charities campaign as part of the campaign.

If you're interested in sharing your Federated Health Charities story, please contact Federated Health Charities via [email](#), [Microsoft Teams](#), [Yammer](#), or by sending us a private message on [Facebook](#), DM'ing us on [Instagram](#), or connecting with us via [LinkedIn](#). Thank you and we look forward to hearing from you.

## 3. WHY DONATE TO FEDERATED HEALTH CHARITIES?

Federated Health Charities is a great way to donate to the causes you care about. The Federated Health Charities Campaign not only makes it easy for people to donate via payroll deductions – and have your contributions included on your T4 slip at tax time – a single donation to Federated Health Charities lets you support up to 21 charities and get a single tax receipt. More importantly, the money you donate through Federated Health Charities goes to the charities – not to processing fees and fundraising. 100% of your donation is passed on to our charities – that is Federated Health Charities' commitment to our donors.

Since 1983, provincial employees across the OPS, provincial agencies and the OPP have come together to raise more than \$54 million to support health education and awareness, medical research and people experiencing life-changing conditions or illness in communities across Ontario.

In our 40th year, the Federated Health Charities Campaign is celebrating the compassion and commitment to making Ontario better and healthier that provincial employees demonstrate every day. It's about recognizing our history and celebrating our contributions. It's about the care Ontario's public servants have for the people and places of our province, and what we can achieve when we come together and give from the heart – **40 years of caring, 40 years of giving, 40 years of Federated Health.**

## 4. THE CAMPAIGN

The Federated Health Charities 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 and Executive Team, and/or Divisional/Regional Lead will let you know what parts of the campaign you will be working on.

## Timelines & Key Dates

The 2023 Federated Health Charities Campaign will run from **April 3, 2023**, to **June 30, 2023**. This is the overarching campaign timeline, your ministry/agency/OPP will establish their campaign timelines within this period.

The timelines of the 2023 campaign period have been set to ensure that:

- All fundraising is complete by end of June.
- All campaign submissions are made by end of June.
- Donations made through payroll deduction begin on the first pay date of July.

DATE	EVENT
<b>April 3, 2023</b>	WIN opens for online payroll donations
<b>April 3, 2023</b>	Provincial Federated Health Charities Campaign Begins
<b>April 3, 2023</b>	First Day of Online Lottery Ticket Sales
<b>June 1, 2023</b>	Verzuz Song Battle Campaign Event (date TBC)
<b>June 16, 2023</b>	Last day to donate using a paper pledge form
<b>June 25, 2023</b>	Last Day of Online Lottery Ticket Sales
<b>June 29, 2023</b>	Campaign Wrap & Lottery Draw
<b>June 30, 2023</b>	Provincial Federated Health Charities Campaign Closes
<b>July 6, 2023</b>	First payroll deduction date
<b>July 9, 2023</b>	Last day to make an online payroll donation through WIN

## 5. 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 and emailing the completed form to [Federated.Health.Charities@ontario.ca](mailto:Federated.Health.Charities@ontario.ca).

### Additional Campaign Resources

Additional campaign resources, forms, and tools that you will need to roll out your campaign can be found on the [Federated Health Charities website](#) in the [2023 Campaign section](#). The website also has promotional materials available to assist you in promoting the campaign. You will find videos of our charities, compelling client

stories, and other items in the [2023 Campaign section](#). You are also free to create campaign resources of your own.

## 6. DONATING TO FEDERATED HEALTH CHARITIES

### How to Donate

Employees can donate to the campaign in four different ways:

- Payroll deduction
- One-time donations
- Special events
- Lottery.

However, the majority of the campaign's donations come through payroll donations made through WIN.

As ambassadors for the Federated Health Campaign, volunteers should be able to support their colleagues when making donations to the campaign. Volunteers should be able direct donors to the appropriate donation platform (i.e. WIN or the Federated Health Charities website) and walk them through the donation process.

Please review the donation processes below. If you have any questions about how to donate to Federated Health Charities, please contact your ministry/agency Campaign Chair. Federated Health Charities can arrange training on the donation process for campaign volunteers. You can also reach out to Federated Health Charities staff directly via Microsoft Teams, Yammer or email.

### How to Donate via WIN

Provincial employees can donate to Federated Health Charities using the WIN self-service tool between **April 3, 2023**, and **July 9, 2023**. Payroll deductions will start on the **July 6, 2023**, pay date.

To donate, please advise donors to log onto WIN:

1. Select the My Charity tab in the top-left-hand corner.
2. Select the Federated Health Enter New Deduction link.
3. Click the Add Deduction button.
4. Enter the charities you would like to support.
  - a. You can split your donation among all 21 charities, or direct your donation to individual charities of your choice.
  - b. Choose the charities of your choice and enter the amount to be deducted per pay cheque.
  - c. If you are giving to individual charities, you will repeat this step for each of your chosen charities.
5. Enter the number of pays for which the deduction will apply. Press enter.
6. Click the Submit button.

## What are the benefits of donating through WIN?

- ☑ WIN is the most private and secure way to donate, saving time and reducing paper waste associated with paper forms.
- ☑ You can view your donation amount deduction-to-date on WIN at any time.
- ☑ Payroll donations are automatically included on your T4 slip, so you don't have to worry about a tax receipt.

**Important note:** WIN is only for payroll pledge donations. Employees cannot pay for special events or buy lottery tickets through WIN. Employees who want to donate by cash, cheque, or credit card, must use the donation form.

## How to Donate Using the Donation Form

Donation forms are available in [English](#) and [French](#) on the [Federated Health Charities website](#) for employees who cannot or do not want to donate via WIN. Payroll pledges, cash, cheque, and credit card donations can all be made through the donation form.

To donate using the donation form, please advise donors to:

1. Complete a paper or electronic pledge form (available in [English](#) and [French](#)), filling in all the required fields and signing the form in the appropriate fields.
2. If the donation is a payroll pledge, the donor should email their form directly to your **Campaign Treasurer**.
  - a. Please ensure that you provide donors with the correct contact person for their donation forms.
  - b. Donors DO NOT submit them directly to Ontario Shared Services (OSS).

## Donation Options

Donations to Federated Health are completely customizable. Donors choose how long they would like their payroll pledge to last (anywhere from 1-26 pays; they can also make their pledge continuous), they decide which charities they would like to give to (anywhere from one to 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 renewed each 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/ Memory

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



## Donation Deadlines

The last date to donate to Federated Health Charities via WIN is **July 9, 2023**. The last date to submit paper donation pledge forms is **June 16, 2023**.

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, especially if they plan to submit a paper donation form.

Maximum Payroll Deductions	Cut-Off Date to Submit Paper Forms to OSS	Cut-off Date for Online Donations	First Payroll Deduction	Last Payroll Deduction
26	June 2, 2023	June 25, 2023	July 6, 2023	June 20, 2024
25	June 16, 2023	July 9, 2023	July 20, 2023	June 20, 2024

## 7. CANVASSING STAFF

We encourage you to be creative and use a variety of different methods to canvass your colleagues. 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.

Using a variety of approaches will help you reach the greatest number of people. For example, some people like to be approached in person (if you are in the office), while others like to receive information via email to read on their own time. Personal impact stories may motivate some people to donate and while others prefer facts and figures. Developing a canvassing approach that combines multiple tactics and different kinds of information to increase your reach and impact!

Check out the [2023 Campaign section](#) on the Federated Health Charities website for information and materials to help support your canvassing.

### Incentive Draws

Incentive draws are a fantastic way to encourage pledges. If your ministry/agency is holding an incentive draw, make sure you have all the information you need to promote the draw to your colleagues as part of your canvassing. Check-in with your **Campaign Chair** or **Canvassing Coordinator** to see if your campaign is running an incentive draw.

### Canvassing as your Priority

Payroll pledges are the largest source of donations to Federated Health Charities and we ask all our volunteers to make canvassing their colleagues, encouraging them to donate, and reminding them of the donation deadlines, their top priority during the campaign.

Special events and lottery ticket sales help draw attention to our campaign and but the funds generated by these activities are far exceeded by the amount generated through payroll donations, so we ask volunteers to prioritize their efforts accordingly.

## 8. 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 but keep in mind that events can take a lot of time to plan and be realistic about the fundraising potential of any proposed event before committing to it. Bigger does not always equal better. Simple events can often be the most fun and successful.

We also encourage campaigns to hold online or hybrid events wherever possible to ensure that they are as accessible and inclusive as possible and that people can join in no matter where they are.

### Online Payments

There is an online payment platform available on the [Federated Health Charities website](#) for you to use to manage ticket sales for your special events. The payment platform can also be used to pay for virtual events, auctions, purchasing BINGO tickets, purchasing other goods you are selling, etc.

You can include simple instructions with each of your event promotions on how to pay to attend an event or purchase an item. For example :

If you would like to attend the [\[insert EVENT NAME\]](#) please purchase your ticket here. Under "Event Name" please enter [\[insert EVENT NAME\]](#) and under "Event Price" please enter [\[insert EVENT PRICE, i.e. "\\$5"\]](#). Once you have completed your purchase you will receive a confirmation email, please forward this email to [\[insert NAME OF PERSON WHO IS COLLECTING THE TICKETS, i.e. Example.Emailadress@Ontario.ca\]](#).

Please ensure you are directing people to the correct place to pay for their special event tickets.

## 9. FEDERATED HEALTH LOTTERY

Federated Health Charities runs a provincewide lottery for employees of all participating ministries, agencies and the OPP. The lottery is very popular 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-served basis so encourage interested people to buy their tickets early!
- Provincial employees can buy tickets by visiting [www.federatedhealth.ca](http://www.federatedhealth.ca) and clicking the Lottery link.
- 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.
- Lottery tickets are \$5 each.
- First Day of Sales – **April 3, 2023**.
- Last Day of Sales – **June 25, 2023**.
- Draw Date – **June 29, 2023**, at noon.
- Draw Location – Federated Health Charities offices at 315 Front Street West, 5th Floor (Toronto).
- There are five prizes in total
  - 1st Prize – \$15,000
  - 2nd Prize – \$5,000
  - 3rd Prize – \$3,000
  - 4th, and 5th Prizes – \$1,000 each.

## 10. SUBMITTING MATERIALS AND DONATIONS

You will be receiving completed donation forms, cash, cheques, and possibly special events funds that you will need to submit to your **Campaign Treasurer**. Your campaign team will lay out the exact process they would like you to follow to submit materials but we strongly recommend that volunteers submit materials every week to ensure that donations are processed as quickly as possible, especially if people are donating by cheque or credit card, or submitting paper payroll pledges.

### Issues with Donations

If a donor approaches you about an error they made with their donation, let them know that this is not a problem, pledges can easily be edited or cancelled. Advise the donor to contact either their payroll administrator or the OSS Contact Centre and identify the change they would like to make.

### Protecting Donor Privacy

Donors may provide you with personal information as part of your canvassing activities, which must be kept confidential. Do not leave completed donation forms sitting out on your desk or computer, and do not share personal information about donors, etc. Completed paper donation forms should be stored securely in a locked drawer, cabinet or office.

Please see "Appendix A: Privacy Agreement for Volunteers" for more information about your responsibilities regarding donor privacy.

## 11. A FEW OTHER POINTS:

- Please make sure that donor cheques are payable to **Federated Health Charities**.
- Federated Health Charities issues tax receipts for donations of \$25 or more. Payroll pledges and one-time donations of \$25 or more are also eligible for tax receipts. Special events and lottery ticket sales are not.
- Gifts made by payroll deduction (either by WIN or the paper donor form) are recorded for income tax purposes on the donor's T4 slip.

- Your **Campaign Treasurer, Canvassing Coordinator or Campaign Chair** will give you instructions about what to do with collected forms and donations.
- Your **Campaign Chair** and **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 Charities](#) and we will help connect you with your campaign team.
- [Federated Health Charities 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

Federated Health Charities is committed to protecting the privacy and personal information of its donors, employees, members, member charities and other stakeholders. We value the trust of our donors – both current and former Ontario public servants – 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** at **437-925-6227**.

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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.

Signed:\_\_\_\_\_

Date:\_\_\_\_\_

### 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.