



Federated
Health Charities
Campaign Information Package
Agency Volunteers

Welcome to the 2024 Federated Health Charities Campaign!

This package provides information about Federated Health Charities, how provincial employees can donate, key 2024 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](#).

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1. FEDERATED HEALTH CHARITIES – WHO ARE WE?

Mission statement

Federated Health Charities is a not-for-profit corporation dedicated to raising funds among provincial employees that go to support 21 charities delivering health education and awareness, medical research, and client and patient services in communities across Ontario.

The annual Federated Health Charities Campaign

The Federated Health Charities Campaign is a workplace charitable campaign that allows provincial employees from the Ontario Public Service (OPS), the Ontario Provincial Police (OPP), and participating government agencies to support up to 21 health charities through payroll deductions, one-time donations, special events, and an annual lottery.

For more than 40 years, volunteers from government ministries, agencies, and the OPP have come together each year to help run our annual campaign, volunteering their time, skills, and creativity to make our campaign a success. All funds raised through the campaign go to support the work of our 21 charities, providing life-saving research, innovative health education and awareness programs, and essential patient support services to people in communities all across Ontario.

Federated Health Charities' 21 Participating Charities

- [ALS Society of Canada](#)
- [Alzheimer Society of Ontario](#)
- [Arthritis Society Canada](#)
- [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 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, answering questions from donors, and helping to support the campaign on social media.

If you're interested in sharing your Federated Health Charities story, please contact Federated Health Charities via [email](#), 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.

Donations made through Federated Health Charities can be directed to any or all of the 21 charities we support and can be made in honour/in memoriam. Donations to Federated Health Charities make a great gift for the person who has everything or to mark a career milestone such as a promotion, retirement, or transfer.

Since 1983, provincial employees across the OPS, the OPP, and participating government agencies have come together to raise more than \$55 million to support health education and awareness, medical research and people experiencing life-changing conditions or illness in communities across Ontario.

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 2024 Federated Health Charities Campaign will run from **April 1, 2024**, to **June 28, 2024**. This is the overarching campaign timeline; your agency will establish their campaign timelines within this period.

The timelines of the 2024 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
April 1, 2024	WIN opens for online payroll donations
April 1, 2024	Federated Health Charities campaign begins
April 1, 2024	First day of lottery ticket sales
June 12, 2024	Verzuz song battle campaign event
June 21, 2024	Last day to donate using a paper pledge form
June 24, 2024	Last day of online lottery ticket sales
June 28, 2024	Federated Health Charities campaign wrap & lottery draw
July 4, 2024	First payroll deduction date
July 7, 2024	Last day to make an online payroll donation through WIN
Mid-July	Last day to submit event dollars

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.

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 [Campaign Resources](#) 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 [Campaign Resources](#) 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 pledge
- One-time donations
- Special events
- Lottery.

However, the majority of the campaign's donations come through donations made through payroll pledges. Payroll pledges are a commitment to donate a portion of each paycheck to Federated Health Charities for a set period. Payroll pledges are the single biggest source of funds raised each year so your campaign should make canvassing employees to encourage them to make a payroll pledge a priority.

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 to 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 agency's 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 [email](#).

How to make a payroll pledge using WIN

For agencies on WIN, employees can make a payroll pledge by visiting WIN between [April 1](#), and [July 7, 2024](#), or filling out a donations form on the Federated Health Charities website (available in [English](#) and [French](#)).

Please note:

- WIN donations will open on [April 1](#), and close on [July 7, 2024](#)
- Payroll deductions will start with the [July 4, 2024](#), paycheck
- If you choose to make donations throughout the year (for 26 pay periods), payroll deductions will end with the [June 21, 2025](#), paycheck
- Payroll pledges can be cancelled or modified by contacting the Enterprise Services (formerly Ontario Shared Services) Contact Centre—please note that Federated Health Charities cannot make these changes for you. If someone wishes to change or cancel a payroll pledge, they must contact Enterprise Services directly.

To donate to Federated Health Charities through WIN, please:

1. Connect to your workplace intranet (either in the office or remotely via VPN)
2. Go to the [My Charity page in WIN](#) and select the "Federated Health – Enter New Deduction" link
3. Select the "Add Deduction" button.
4. Enter the charity or charities that you wish to support in the Federated Health Charity field – click the magnifying glass for the list of charities
5. Enter the amount to be deducted per paycheck
6. Enter the number of pays for which the deduction will apply
7. Select the "Submit" button.

To donate to more than one Federated Health charity, repeat Steps 2 – 6.

To donate to all charities, select “Federated Health Charities All” in Step 3.

To automatically renew your pledge each year, leave the "Number of Pays" field blank.

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 make a payroll pledge using a paper or electronic pledge form

For employees who do not have access to WIN, we have donation forms that they can fill out.

1. Go to <https://federatedhealth.ca/> and select [Campaign Resources - Federated Health Charities](#)
2. Scroll down to "Donations Form Electronic Fillable" and select your preferred language ([English](#) or [French](#).)
3. Fill out the form, selecting the charity or charities you want to support, and adding the amount of your donation
4. Save a copy of your completed form to your computer
5. Email a copy of the completed form to your campaign treasurer.

Please ensure that you have donation forms on hand when canvassing your workplace. Donation forms are available in [English](#) and [French](#) on the [Federated Health Charities website](#).

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).

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

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	Cut-off Date for Online Donations	First Payroll Deduction	Last Payroll Deduction
26	June 7, 2024	June 23, 2024	July 4, 2024	June 21, 2025
25	June 21, 2024	July 7, 2024	July 18, 2024	June 21, 2025

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 [Campaign Resources](#) 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 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.

Make Canvassing 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, 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. Please note—payments for special events are not tax-deductible. If someone wants to donate to your campaign and receive a tax receipt, they can a payroll pledge or one-time donation.

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 [\[insert NAME OF PERSON WHO IS COLLECTING THE TICKETS, i.e., Example.Emailaddress@Ontario.ca\]](#).

Please ensure you are directing people to the correct place to pay for special events.

9. FEDERATED HEALTH LOTTERY

Federated Health Charities runs a provincewide lottery for employees of all ministries, the OPP, and participating agencies, 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 between April and the end of June on the Federated Health Charities website, and operate on a first-come, first-served basis, so encourage interested people to buy their tickets early!
- Eligible provincial employees can buy tickets by visiting the donation hub on www.federatedhealth.ca (which opens April 1, 2024) 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 1, 2024**.
- Last Day of Sales—**June 24, 2024**.
- Draw Date—**June 28, 2024**, 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 **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 if their workplace is on WIN, their Enterprise Services 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.

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.
- Payroll pledges (either by WIN or the paper donor form) are recorded for income tax purposes on the donor's T4 slip.
- Your **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.