



Federal Government Support

The federal government proudly supports Canadian communities and their needs through the Government of Canada Workplace Charitable Campaign (GCWCC). Developed exclusively for federal employees and retirees, the GCWCC builds stronger, healthier communities through charitable giving. The GCWCC supports United Ways, HealthPartners and all other Canadian Registered Charities.

A Proud Tradition

Each year, as mandated by the Treasury Board of Canada, United Way-Centraide, one of the most trusted names in the charitable sector, manages the annual campaign with the support of dedicated volunteers and donors from across the country.

The campaign tag line is: **“It’s what we do: Improve the lives of Canadians across the country”**

Why Federal Employees and Retirees Value the Campaign

The GCWCC is a testament to how much federal employees and retirees care about their communities. The campaign provides them with the opportunity to express the core values that they share from coast to coast to coast and to make a difference in their communities and across the country by supporting organizations that are close to their hearts.

Key Features of the Campaign Are:

1. 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. At the end of the year the amount appears directly on a donor’s T4, alleviating the need to keep track of charitable receipts. Donors can also choose to give by cash, cheque or credit card.
2. Donor choice: Donors have the choice of supporting a wide range of social, health and community-related agencies and organizations, large and small, which offer essential services within the community.
3. Efficiency: Through a centralized, streamlined administrative process, GCWCC donations are processed more efficiently than most charitable organizations. This enables more of each donation to go where it is needed most.



The Role of the Ambassador

Of the many roles taken on by GCWCC volunteers, the role of ambassador is perhaps the most challenging, yet certainly the most critical to our success. Every fall across Canada, thousands of ambassadors bring the dedication, effort and enthusiasm needed to mount winning campaigns.

As the front line person, you will explain the role of the GCWCC with United Way, HealthPartners, and Canadian registered charities, describe community needs and the powerful impact of one's gift, and finally, ask colleagues for their support.

The goal is to increase the awareness of the GCWCC and to offer people the opportunity and the choice to invest in their own community.

As an ambassador, you will be challenged to convey your own commitment. You will need to:

- plan your canvass, schedule and reschedule one-on-one or group meetings,
- inform, explain, ask for a contribution on behalf of your shared community, and
- say thank you regardless of the outcome.

Of course, not everyone will immediately see the benefit of your efforts.

When confronted with objections or negative responses, you will need to be tactful. When asked about payroll deduction, you can explain and encourage. And at all times, you will be expected to promote the advantages of the GCWCC campaign, such as:

- Payroll deductions make it easy to contribute;
- One gift can benefit several programs and charities as donor can give to as many charities as they wish; and
- Donors may specifically direct their gift to United Way and HealthPartners and/or any other registered Canadian charity allowing for maximum flexibility and the benefit of consolidating giving.

If there are questions you are not able to answer let the donor know you will get back to them, and then contact Anne Foster at United Way for assistance. anne@unitedwaycentral.com

Most of the time, you will be welcomed and thanked. At the end of your canvass, however, you can be certain that you will have positively impacted countless lives.



8 Steps to Canvass Success

As ambassadors for the GCWCC, your role is critical to the campaign's success. Follow these steps for best results:

1. The department team captain will provide a list of personnel that you will canvass (10-15 members per ambassador). This ensures no one is missed. Use a spreadsheet to track progress. Spreadsheet shows WHO was canvassed NOT what they gave.
2. **Confidentiality is imperative!** Keep all paperwork in secure location and do not discuss with others. It is no one else's business what a person does or does not give!
3. Plan your strategy - Canvassing should always happen prior to special events. Establish who will be canvassed and when. "Peers canvassing peers" is the best approach. Aim to increase participation and the number of leader donors (gifts of \$500+).
4. Give your gift first - Demonstrate your own dedication and set an example by donating first. This will give you more confidence when approaching colleagues.
5. Inform your colleagues of your role and intentions - Introduce yourself to those assigned to you as a GCWCC Canvasser. Express your intentions and request a face-to-face meeting (although this may seem formal, it confirms expectations and the importance of your canvass).
6. Ready, Set, Canvass - Canvass all members assigned to you face-to-face. Share the benefits of the GCWCC and your own reasons for supporting your community. Explain the advantages of the Payroll Deduction program. Assist with the completion of gift forms (if required/requested), and if they seem undecided, leave the form and return later. Thank everyone for their time - regardless of the outcome
7. Provide weekly report to your department's team captain
8. Follow up with colleagues you did not canvass, those who requested time to think about it, and any unanswered questions.

1 reason people don't give is that they were not asked.



Things to Know About the Gift Form, Payroll Deduction and

Tax Receipts

There are four main sections to gift forms:

1. Name, address and other related information as well as home address and email (Canada Revenue Agency requirement for credit card donations and electronic tax receipts).

2. Amount of donation and method of payment. Donors must indicate the total amount of donation and the method of payment of choice.

a. Payroll Deductions: Indicate the amount you wish to donate per pay period. The donor must sign and date the bottom portion of the gift form to action the request.

b. Cheque: Make cheques payable to United Way Central NB and attach to the gift form.

c. Cash: Put cash in an envelope and attach to the gift form.

d. Credit Card: Visit www.unitedwaycentral.com/donate-now/ to make a secure donation (**please include employer name and department in the comment section**) or call (506) 459-7773 for assistance.

e. Debit Mastercard/Visa Debit can also be used at www.unitedwaycentral.com/donate-now/ for one-time or monthly donations.

3. Donor Designation - Donors can direct their donation to local or national United Way(s), any charities funded by local United Way, HealthPartners, any of the HealthPartners members, any Canadian registered charity, or all of the above.

Designation Options

The GCWCC gift forms offer designation options for giving as clearly and concisely as possible.

Box 1 and Box 2 – United Way

Donors may choose to designate a donation to their local United Way (Box 1) and includes various options for donating to the local United Way; OR

Another United Way (Box 2). The donor must ensure that the United Way code (refer to the codes on the Calendar or on the GCWCC website) is in both of the code sections for Box 2 (Main



portion and Tear-Away portion). Please note that only one United Way code is allowed per code section (i.e. one for Box 1 and one for Box 2), so if the donor chooses to give to additional United Ways, they must complete additional gift forms.

Box 3 – HealthPartners

Donors may choose to designate a donation to HealthPartners. Donors can choose to designate a donation to the HealthPartners general fund, from which donations will be distributed to the member organizations; OR designate a donation to one or more specific HealthPartners member organizations indicated on the form.

BOX 4 - Other Canadian Registered Charities and United Way Funded Agencies

Donors may choose to designate a donation directly to any other Canadian registered charities of their choice.

Please indicate the exact name, full address, and charity number of the charity. This is important as many charities have very similar names and multiple locations.

- The charity must be registered with Canada Revenue Agency and you must indicate the business number of the charity. Website to Search for number Canada.ca/charities-list
- To receive an income tax receipt, there is a minimum donation of \$20.00.

Be sure to verify that the amounts reported at the top of the gift forms are an accurate reflection of the designated amounts in Boxes 1, 2, 3 and 4. Please return all unused gift forms to your department campaign lead.

Tax Receipts

The allocation of tax receipts depends on the type of contribution.

- Pay Payroll deductions appears on the donor's T4 slip.
- For cash and cheques United Way Central NB issues tax receipts provided the donor's full name and mailing address is included on the gift form
- Receipt for Credit card, Debit Mastercard and Visa Debit donations are issued by Canada Helps at the time of the online donation.



Special Events

If a department holds a special event(s) in support of the campaign (e.g. a barbeque) the money raised during that event can be captured on a gift form using the **DEPARTMENT NAME ONLY**. It is against law as outlined by the Canadian Revenue Agency for an individual to claim this money on a gift form.

Support Documents

- Power of Payroll
- Options for Giving
- Calendar with United Way codes
- Information on United Way
- Information on HealthPartners

Contact Information

Anne Foster – anne@unitedwaycentral.com or 459 7773 x 201

United Way/Centraide Central N.B. Inc.

1-385 Wilsey Road, Fredericton NB E3B 5N6

GCWCC Website: www.canada.ca/en/campaign/charitable.html

THANK YOU for taking on the important role of Campaign Ambassador!

Remember, you are never alone, I am a phone call or email away!