

## GCWCC: COVID-19 Emergency Campaign

On March 11, the World Health Organization declared COVID-19 a pandemic. Since then our lives have changed dramatically and needs are growing across Canada. We know that isolation affects us all, food banks have a hard time providing food, seniors and our vulnerable communities are at risk and the healthcare system is put to the test. The crisis is hitting everyone, but for some it is hitting harder and community organizations are at the forefront, responding to the most urgent calls.

In response to this unprecedented event and a number of requests from public servants asking how they can help, the Government of Canada Workplace Charity Campaign (GCWCC) has joined with our partners, United Way Canada and HealthPartners, to offer support and hope to the most vulnerable in our communities. Together, public servants across Canada can mobilize and contribute to the efforts in this time of crisis. The GCWCC is the largest workplace charity campaign in Canada because we, public servants, remain generous year after year. If you would like to help out, you can make a one-time donation directly to United Way Canada's **Local Love in a Global Crisis Fund** and/or HealthPartner's **Help our Helpers Campaign**. We encourage you to visit the [GCWCC website](#) and click on your selected fund.

### About the United Way's Local Love in A Global Crisis

United Way Centraide Canada is a key player in the emergency response through their campaign Local Love in a Global Crisis – Emergency Fund. Funds raised will be directed towards your community, based on your postal code. Your donation will provide:

- Food distribution from food banks to agencies, which are making food baskets and/or individual meals and providing them to people in need
- Reinforce the capacity of listening, support and referral services, which are receiving an increased amount of calls
- Addition of human resources to meet the needs of vulnerable and isolated people, such as seniors, new Canadians, individuals with mental health problems, people struck by the virus, and anyone facing income loss, food insecurity, or violence

### About HealthPartners Help Our Helpers Campaign:

Canadians with cancer, diabetes and other chronic disease – and their caregivers are at higher risk during this pandemic. HealthPartners' 16 national health charities are on the front lines to care for and support our most vulnerable, and your donation to HealthPartners's 'Help our Helpers' fund will directly support their urgent work to:

- Provide information and advice, including on coping during this crisis, both physically and in terms of reducing social isolation, depression and stress
- Find new ways to deliver programs virtually because the usual in-person and in-home supports are suspended due to social distancing
- Give vital support to caregivers

Please share this information via social media on [Facebook](#), [Twitter](#) and [Instagram](#), and informal communication platforms to ensure this campaign is shared within our GoC community.

We are all affected by this situation. This is why, more than ever, public servants must once again come together to help in the fight against this virus and aid those who have felt its impacts.

Thank you,

### **Sony Perron**

Associate Deputy Minister, Indigenous Services Canada  
2020 GCWCC National Chair

### **Erin O'Gorman**

Assistant Secretary, Treasury Board Secretariat of Canada  
2020 GCWCC National Co-Chair