Government of Canada Workplace Charitable Campaign

2025 Key Messages

# 2025 Theme

**Our Campaign, Our Communities – A brighter Canada for All**.The impacts of GCWCC donations and contributions on our communities are long-lasting. Any contribution - no matter how big or how small - makes a huge difference.

# Key Messages for 2025

## What is the GCWCC? The Government of Canada Workplace Charitable Campaign (GCWCC) is Canada’s largest and most impactful workplace giving campaign. It brings together public servants and retirees from coast to coast to coast to support our communities.

## By giving through the GCWCC, you help fund vital programs and services that improve lives across Canada. Whether you choose to donate or support in other ways, your participation drives real, measurable impact.

## Together, we make a difference.

The GCWCC is an extension of what we do as public servants. By participating in the Campaign, we reinforce our public service values, like respect for people, diversity, equity and inclusion, while improving the lives of Canadians.

Public servants, members of the RCMP, and the Canadian Armed Forces as well as retirees, drive the GCWCC. It reflects our shared values and our commitment to the common good.

* All donations are essential; even a small donation can make a big difference in the lives of Canadians in need.
* Your donation through the GCWCC helps people in your community who need it the most. They can be a friend, a neighbour, a colleague, or even a family member!
* GCWCC donors truly believe in the causes they support. That’s why you will see their message, **“I care. I give. It matters”,** during the Campaign.
* Through our donations and thoughtful actions, we continue to make a difference year after year, making a positive impact on communities across the country.
* This is our campaign. It is our opportunity to raise funds on behalf of people in need and together, in every part of the country, we’re building stronger communities and supporting healthier people from coast to coast to coast.
* The campaign is a tangible way to demonstrate and reinforce the values of the public service - including respect for people, diversity, equity and inclusion.
* Your generosity as a donor helps deliver critical care and services – when and where they are needed most – to make a difference in the lives of Canadians.
* As public servants, we care about our communities and community members. We show this in the work we do every day and in our tradition of giving through the GCWCC.
* We work together to support people from diverse communities across Canada in a spirit of openness, honesty, and transparency, and by encouraging engagement, collaboration, and respect.
* This year’s fundraising efforts are even more critical due to the continued economic challenges experienced by a vast number of people and communities across the country.
* Funds raised through the GCWCC lift up our communities and give people hope.
* As the charitable needs continue to grow in many communities, our continued engagement and support are critical.

## Easy ways to give and support your community

* Give in a way that is simple and flexible. You can choose to spread a pledge over a year through payroll deductions or monthly credit card deductions or give through a one-time donation by credit card or PayPal - whatever works best for you.
* **ePledge is easy, secure and convenient**. By giving through the campaign’s online donation system (ePledge), you can decide where your gift goes in one step.
* When you give through Payroll Deduction in ePledge, your charitable donation will automatically be reported on your annual T4 statement or Relevé 1 form (subject to minimum limits) and you have the added benefit of having your donation spread across 26 pay periods. It’s a win-win**!**
* Through the GCWCC, you can support Named Recipient programs that promote Equity, Diversity, and Inclusion, to help improve the lives of marginalized communities like the 2SLGBTQIA+ community, Black people, women, and promote further reconciliation.
* From January to March 31, 2026, donations can still be made via one-time credit card payments and PayPal and will count toward your 2025 goals.
* It is your choice to support one or as many causes that you care about including by donating to the Named Recipients - [United Way Centraide](https://unitedway.ca/) and [HealthPartners](https://healthpartners.ca/) - or [any registered Canadian Charity.](https://apps.cra-arc.gc.ca/ebci/hacc/srch/pub/dsplyBscSrch?request_locale=en).

**Proven results**Your donations fund initiatives that address causes and challenges in our communities. Every dollar goes toward maximizing impact and building a stronger future for Canadians.

To learn more about the direct impact of your donations, [review the United Way Centraide and HealthPartners 2024 Impact Reports](https://gcwcc-ccmtgc.org/en/communication-tools/names-recipients/).

## Why give to the GCWCC?

Your donation makes a real difference  
Every contribution, big and small, supports organizations that are directly helping people in your community including friends, neighbours, colleagues and family members. Your support is a personal investment that helps ensure charitable organizations can continue to provide services to those who need it the most today and in the future.

Together, we’re meeting real needs and making a lasting impact. Even a small donation can make a big difference!

* When we help those in need, particularly groups disproportionately affected by health and social challenges, we in turn strengthen our entire community, creating a better place for all to live, play, learn and grow.
* Your donation not only helps friends, neighbours, colleagues, or family members, it also ensures that services continue to be available for anyone who may need them .
* Your donation also supports reputable, evidence-informed organizations. Every dollar is invested with transparency and maximum effectiveness in mind, with a focus on greater impact.
* Behind every donation is a network of people, systems, and infrastructure that make it all possible. From storing and transporting supplies to staffing, safety testing, and outreach, these essential operations all require funding. Financial contributions ensure that your generosity goes even further - helping charities not only receive donations but deliver them safely and effectively to those who need them most.
* In-kind contributions - like goods, services, or even blood - are incredibly valuable and deeply appreciated.
* Whether you're a new professional, a long-time donor, or close to retiring, you can give in the way that works for you — and know that you’ve made a difference.

Your donation can, for example:

* Support a newcomer family find stable housing and a welcoming community.
* Help people experiencing homelessness find safe, permanent, and affordable places to live.
* Ensure all children—no matter their background—have food, care, and the support they need to thrive.
* Make a small but powerful difference: a warm meal, a clean pair of socks, or a safe ride home.
* Contribute to life-saving research into treatments for chronic illness, early diagnoses, and long-term care.
* Support programs that promote mental health, inclusion, and reconciliation across the country. To find out more about what your donation can do, contact your GCWCC Local Manager.
* Provide relief and support services to people living with chronic illnesses or experiencing a crisis.

# About the Named Recipients

## Who are the Named Recipients?

The GCWCC has two named recipients: HealthPartners and United Way Centraide. They are charitable partners that have been chosen because of their ability to create impact in communities, across Canada, and their reputation within the Canadian charitable sector.

United Way Centraide and HealthPartners have complementary missions that support Canadians in every region. Together, they help build healthier people and stronger, more inclusive communities.

## Why these two organizations?

They were chosen as the GCWCC’s Named Recipients because of their:

* Proven ability to create a lasting impact in communities.
* Ability to effectively respond to many of the most pressing issues Canadians face each day, whether it be related to health or community services.
* Longstanding leadership and trust in the Canadian charitable sector.
* Capacity to support a large-scale, national workplace campaign.

Each organization is an expert in its respective field, making informed, evidence-based decisions using local knowledge, research, and strong community partnerships. Donor dollars go further because they are invested strategically, with key partnerships, for maximum benefit.

## HealthPartners

HealthPartners connects Canadians to better health by raising funds through workplace giving for **20 of Canada’s most respected health charities**, including the Canadian Cancer Society, Heart & Stroke, and Diabetes Canada.

At some point in their lives, **9 out of 10 Canadians will be affected** by at least one of the chronic conditions these charities are working to prevent, treat, and cure.

Your donation helps power:

* **RESEARCH:** By advancing treatments, cures, and our understanding of chronic and acute health conditions.
* **EDUCATION:** Byproviding trusted, accessible health information to help Canadians manage and prevent disease.
* **PROGRAMS & SERVICES:** Bysupporting essential care, tools, and resources for people living with serious health conditions.
* **ADVOCACY:** Bybreaking down barriers to care and driving meaningful change in health policy.
* HealthPartners supports people in communities across Canada — from coast to coast to coast.

When you give to HealthPartners, you help save lives, support families, and build a healthier future for all.

## United Way Centraide

United Way Centraide (UWC) **reaches more than 7.3 million people** every year, partnering with **over 5,000 local agencies** to improve lives in communities across the country.

UWC brings people and organizations together to meet immediate needs while addressing the root causes of social issues—their goal: **a more equitable future for all**.

UWC focuses on three core strategies:

* Moving people from poverty to possibility
* Helping kids be all they can be
* Building strong, healthy, and inclusive communities

Your support stays local. Donations help improve lives **right where you live and work**, creating lasting, positive change.

# Addressing notable issues

## When we support one another, we all grow stronger

* The GCWCC is about more than donations — it’s about solidarity. In moments where many feel vulnerable, giving is a way to stand together and help build resilience for others and ourselves.

## 2025 is a challenging year

* Every year brings challenges to the campaign, and public servants continue to meet those challenges. Giving to the GCWCC is never an obligation, it's a personal choice rooted in compassion.

## All donations, big and small, make an impact

* Whether it’s a one-time donation, payroll deduction, or helping spread the word, every action counts. The GCWCC is designed to be flexible, inclusive, and responsive — just like the people it serves.

## Stewardship is essential

* Every dollar matters. That’s why GCWCC costs are low and donations go where they’re needed most — to trusted charities making a measurable impact in Canadian communities.

## Affordability

* Today in our country, the most vulnerable people are forced to choose between satisfying their basic needs like food and housing, or secondary needs, those that are important for well-being, such as social connection, learning, and personal growth. Having to make such a choice is unfair and can have significant impacts in many areas of their life.
* The affordability crisis is affecting everyone, including charitable organizations, who are challenged with declining donations and increased demand for services on top of rising costs. This has a detrimental impact on their ability to deliver help when and where it’s needed.
* We understand that you may be struggling with affordability as well. Know that any amount you can spare can make a significant difference.
* Your support is greatly needed to help organizations lift people out of poverty. Today’s donations can provide immediate relief in times of crisis by directly funding and supporting local programs that offer emergency food, housing assistance and hygiene supplies. They also contribute toward finding a long-term solution for individuals and families.

## Contributions that fund aid and the means to achieve it

* As public servants, we take pride in serving Canadians and making lives better and when times are tough, we come together to make a difference. Any amount counts and all support will make an impact.
* When so much feels out of our control, giving — in any way that feels right for you — can be a powerful way to stay connected to the values that brought us to public service.
* In a time of uncertainty, small acts of generosity remind us that we're still connected — to each other, and to our communities.
* No matter what community you are from, we are all interconnected as part of an ecosystem. When you donate through the GCWCC, you help your friends, family, colleagues and neighbours.
* These are tough times for charities as well, who depend on donations to support their mission, but also to support the storage, transportation, and distribution of the goods provided to them. Please consider donating to the Named Recipients alongside any goods you are able to provide to support the success of the entire charitable system.
  + For example, donating snowsuits for children in Alberta is greatly appreciated, but remember they need to be stored in a warehouse that costs money. Donating blood is truly admirable, but in order for it to serve its purpose, it needs to be tested and properly transported to those in need.
  + Complement your in-kind contribution with a donation to ensure your contribution is used to its full potential.
* Audience: Senior Leadership  
  Supporting the GCWCC is a meaningful way to lead with heart and help build the kind of communities we all believe in.

## Campaign fundraising costs

* The fundraising costs (cost recovery rate) of the GCWCC are recovered from the Named Recipients, HealthPartners and United Way Centraide Canada.
* In 2024, the Campaign fundraising costs averaged 16%, below the Canada Revenue Agency’s (CRA) acceptable level of 35%. For more information, consult: [Fundraising by registered charities - Canada.ca](https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/policies-guidance/fundraising-registered-charities-guidance.html#toc6)
* As registered Canadian charities and the managers of the GCWCC, all United Way Centraides file T3010 reports with CRA annually, detailing all their fundraising, related operating costs, executive compensation, and other costs. The latest data can be found on [CRA’s website](https://apps.cra-arc.gc.ca/ebci/hacc/srch/pub/dsplyBscSrch).
* For more information, you may also wish to consult the [Commonly Asked Questions - GCWCC - Canada.ca](https://www.canada.ca/en/campaign/charitable/faq.html).

# Young professionals and new public servants

## Lifecycle engagement

* Everyone - young professionals, new public servants, and retirees – has something to contribute.
* Public servants who donate are more likely to continue giving throughout their public service career and into retirement.

## Benefits of volunteering

* **Get involved!** New and young public servants can get engaged in the campaign in many ways, including by contributing time to help to organize events, canvass or promote the GCWCC by speaking to colleagues. You can also amplify [GCWCC social media posts](https://canada-preview.adobecqms.net/content/canadasite/en/campaign/charitable/contact-us.html) and use the hashtag #GCWCCCommunities to increase campaign visibility.
* There is much you can gain by being involved in the GCWCC as a **volunteer**: **develop professional skills** including networking, leadership, and project management, all while giving back!
* You can also participate in the Loaned Representative program, a GCWCC work exchange with United Way Centraide. By taking part in the program, you will work alongside the local campaign managers to support the GCWCC campaign while building new skills.
* Your time and small gestures have a big impact: volunteering in the GCWCC is a great way to gain visibility as a young professional while making a positive impact in your community.
* Young professionals’ energy, advocacy and willingness to help is unparalleled, and their unique creativeness can really make a difference!

## ProjectBe

### What is ProjectBe?

* ProjectBe is a Government of Canada Workplace Charitable Campaign (GCWCC) cause-driven donation opportunity, created by the [Youth Council](https://gcwcc.vexplore.ca/main/kiosks/K230509). Since 2016, ProjectBe has amplified the voices and values of new and young professionals by enabling them to support causes that are important to them.
* ProjectBe offers four key pillars for donation:
* Mental health
* Poverty reduction: From poverty to possibility
* Building health and equity in our communities
* Access to health services for vulnerable populations
* In 2025, based on feedback from employees across the public service, the GCWCC Youth Council refreshed the ProjectBe pillars to reflect the changing priorities of new and young professionals, and the growing needs in our communities.

### How can you donate via ProjectBe?

* It’s your choice: You can choose to donate to one, several, or all pillars directly on the ePledge page. All donations help support the [GCWCC Named Recipient](https://gcwcc-ccmtgc.org/en/communication-tools/names-recipients/) organizations, United Way Centraide and HealthPartners.

### Why give to ProjectBe?

* When you give through ProjectBe, you choose the cause rather than the organization, allowing you to support both the immediate and systemic changes required to make a meaningful impact in the lives of Canadians.
* Last year, ProjectBe raised close to $2 million in support of important causes in our communities across the country. You can be part of the change our communities need to thrive. Will you join us by making a donation today?

## Time-Tracking Initiative

* With the current economic challenges facing Canadians, employees are looking for creative ways to support their communities.
* Public Servants who may have less capacity to give monetarily are looking for ways to participate in the GCWCC to feel included in supporting communities.
* The GCWCC’s Youth Council is implementing a Time Tracking Initiative to identify and support all the different ways that employees, both new and young professionals and seasoned, can help their communities outside of monetary donations.
* The Time Tracking Initiative aims to track, acknowledge, and celebrate the time donations made by public servants in the same spirit that monetary donations provide, allowing for a more modern, inclusive campaign.