Supplementary Messages

November 25, 2025  
Please note: these templates have been created to support your communications. Please feel free to use them as is, or easily cut and paste content from the templates below to include in your messages. An assortment of examples and language are shared in this document to provide a variety of messages that can be adapted to resonate best with your colleagues.

* Donations to the GCWCC go beyond financial help. They bring hope, stability, and resilience to families, individuals, and frontline organizations across Canada.
* Community needs are rising drastically, with more Canadians turning to charities to address housing instability, access mental health resources, and secure basic necessities.
  + $5/pay = $130/year
  + $10/pay= $260/year
* Every donation, no matter the size, has the power to change lives. Your support directly benefits communities across the country.
* Be sensitive to the current landscape in the federal public service. This may mean removing references to goals or progress in some cases.

# Examples of impact

Please review the 2025 Impact Reports from [HealthPartners](https://gcwcc-ccmtgc.org/download/12427/?tmstv=1753808044) and [United Way Centraide](https://gcwcc-ccmtgc.org/wp-content/uploads/2025/09/EN_GCWCC_ImpactReport_Final.pdf). Below are some additional “What dollars can do” statements. More content can be found here: <https://gcwcc-ccmtgc.org/en/communication-tools/names-recipients/> or by contacting your [GCWCC Local Manager](https://gcwcc-ccmtgc.org/en/local-manager-contact-sheet/).

#### United Way Centraide

**Helping kids be all they can be**

**$1** per pay provides a child in Guelph with a backpack and school supplies for the fall.

**$14** per pay provides a Chromebook and food for one student from Edmonton so they can be successful in their studies.

**$25** per pay provides a daily, healthy breakfast to 10 children during a summer day camp program in Halifax.

**Moving people from poverty to possibility**

**$2** per pay provides childcare support for a parent to attend a financial literacy class in Edmonton.

**$14** per pay connects 25 people in need to resources for food, shelter, and other necessary resources in Vancouver.

**$29** per pay provides a move-in kit for someone in Calgary who is transitioning from homelessness to housing, including cleaning, hygiene, kitchen, and household supplies.

**$47**per pay provides one week of healthy, nutritious food for the North End Harvest Market in Guelph, which serves over 100 families.

**Building strong and healthy communities**

**$20**per pay provides 20 tenants living in Bas-Saint-Laurent with a session about their rights, obligations, and recourse.

**$25** per pay provides mental health support for 2SLGBTQIA+ youth and their family in Edmonton.

**$39** per pay supports a neighbourhood-based multicultural event to connect and engage residents and celebrate the community’s diversity in the Vancouver area.

**$46** per pay provides a woman escaping domestic violence with temporary housing and counselling in Halifax.

#### HealthPartners

**Research**

**$4**per pay funds one day of research conducted by a graduate student under the supervision of a hepatologist.

**$12** per pay funds four days of lab work for a graduate student to help combat lung infection and inflammation in people with cystic fibrosis.

**$20** per pay supports the operations of a diabetes research lab for half a day.

**$100** per pay helps a cancer patient take part in a clinical trial to test new, potentially life-saving treatments.

**Education**

**$5** per pay provides educational toolkits to support individuals who have just been diagnosed with Crohn’s disease or ulcerative colitis and their families.

**$10** per pay increases access to implicit bias training that helps organizations identify and eliminate structural inequities in their mental health programs, policies, and services.

**$15** per pay mails a comprehensive handbook to any Canadian looking for answers about lung health.

**$50** per pay provides 25 health-care professionals with tool kits to help their patients better understand diabetes and its management.

**Support Services**

**$4** per pay delivers a special backpack containing a teddy bear with a removable warming and cooling pack to ease sore joints, a children’s book, and practical tools to help kids live well with arthritis.

**$5** per pay provides short-term and emergency financial help to cover medical and other expenses associated with kidney disease and treatment.

**$10** per pay can help fund a custom piece of equipment for a person affected by a neuromuscular disorder to improve their quality of life.

**$40** per pay helps connect a newly diagnosed MS patient to an MS Navigator within our MS Knowledge Network.

**Advocacy**

**$20** per pay produces informational materials on the reality of living with ALS to advocate for better policies and standards of care to government decision-makers.

**$40** per pay contributes to the advocacy efforts of our members to improve;

* Access to Medications – for better treatment options
* Healthy diet and living – to improve access to and the affordability of healthy food
* Sickness and disability benefits – to improve access to federal support programs

**$100** per pay helps fund a custom piece of equipment for a person affected by a neuromuscular disorder to improve their quality of life.