**Youth Council Key Messages – September 2024**

**Mission:**

1. The Youth Council supports the modernization and renewal of the Government of Canada Workplace Charitable Campaign (GCWCC) by engaging and inspiring young and new public servants.
2. The Youth Council includes representatives from across the Government of Canada and every region of the country.
3. The Council has an executive committee and three project-focused Working Groups, all led by volunteer Youth Council members. By joining the Council, young and new professionals can grow their leadership and project management skills.
4. The Youth Council aligns with the public service’s commitment to engage with young and new professionals in Canada. The Youth Council amplifies diverse, innovative voices to foster an inclusive culture of engagement and generosity for all public servants.
5. The Youth Council also creates communities of service by connecting employees across the public service to each other and to their local communities by raising awareness as well as encouraging volunteerism and donations of time.
6. One of the Youth Council’s missions is to support fundraising through their initiative ProjectBe.
7. The Youth Council aims to canvass Young Professional Networks (YPNs) every year and always welcomes feedback. We invite young and new professionals to contact their department's campaign committee, their YPN, or the National Youth Council to share their suggestions. This is their opportunity to make their voices be heard and to help build the future of the campaign.

**ProjectBe:**

1. Created in 2016, ProjectBe is an innovative cause-driven platform where donors can directly donate to specific causes or “pillars” selected to align with community needs.
2. ProjectBe focusses on raising awareness, encouraging volunteerism and fundraising for three specific pillars, **youth mental health and addiction, supporting Indigenous causes, and addressing homelessness**.
3. Through ProjectBe, you can focus your generosity towards local community organizations that work to support a specific cause!
4. Thanks to you, ProjectBe has seen tremendous growth. We went from raising $35,000 in 2016, our inaugural year, to raising close to $2.7 million in donations in 2023. Witnessing your commitment and dedication to helping the less fortunate has been nothing short of amazing, but there is still work to be done.
5. Pillars may evolve to reflect emerging priorities among public servants. They are selected through engagement with young and new professionals, reflecting a rich diversity of voices and backgrounds.

**About the GCWCC:**

1. The Government of Canada Workplace Charitable Campaign (GCWCC) engages federal public service employees and retirees in a combined effort to raise funds and donate time for those in need. It is the largest and most generous workplace campaign in Canada and takes place annually between September and December.
2. **The campaign is an employee-driven initiative to help people in need in our communities.**
3. **The GCWCC is an extension of what we do as public servants:** to improve the lives of Canadians in all our communities, from coast to coast to coast.
4. Whether you are a campaign leader, a seasoned public servant, a young professional, retiree or a new employee – there are many ways to get engaged in the campaign, including by donating time to organize events and volunteer, or helping to canvass. You can promote the GCWCC by speaking to colleagues, family, and friends. You can also amplify social media posts from the campaign, to increase their visibility.
5. Young professionals and new public servants’ energy, advocacy and willingness to help is unparalleled, and their unique creativeness can really make a difference!

By getting involved as a GCWCC as a volunteer, young professionals and new public servants can elevate their leadership skills, develop event planning skills, and expand their professional and social networks - all while giving back! This is a great way to gain visibility while making a positive impact on the community.

1. **It’s your choice** - you can choose where your gift goes.
2. You can direct your donations to the GCWCC’s named recipient charities, United Way Centraide and HealthPartners. They are experts in their impact areas of community social services, and health, respectively.
3. Through the GCWCC, we can all **support causes we care about**. You can also direct a donation to a registered Canadian charity of your choice. With more than 85 000 organizations across Canada, you are sure to find one that speaks to you.
4. Through the GCWCC, smaller organizations can receive donations directly, without needing to pay an employee to raise funds or take care of the logistics. Their resources can be saved to focus on helping others.
5. Any amount donated to the GCWCC matters. One dollar a week can make a concrete difference for someone in need.
6. There are also many other ways public servants can contribute to the GCWCC, outside of monetary donations. This includes donating time to the campaign and in-kind donations such as non-perishable items.

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