



CAMPAIGN PARAMETERS

There are specific requirements you must follow when planning your organization's workplace charitable campaign. Please review below:

1. Named Recipient parity, exclusivity and prominence

As per the agreement with the Treasury Board Secretariat, only the Named Recipients – HealthPartners and United Way Centraide – may be featured in communications and events, and are the only charities invited to GCWCC events.

2. Fund allocation

All funds raised at awareness, campaign, inter-organizational, major, or signature events in the workplace will be shared among the Named Recipients based on an agreed-upon formula.

Important



Event funds cannot be designated to other registered charities (ORC). As per the Treasury Board Secretariat – United Way GCWCC Agreement, all event funds are allocated to the Named Recipients.

3. Licensing

Depending on your province, charitable gaming activities, such as raffles and bingo, require a license. You must work with your GCWCC Local Manager to determine and secure the required licenses and ensure proper processing of funds raised.

4. Charitable receipts

Specific requirements must be met for a charitable receipt to be provided. In the GCWCC, only peer-to-peer events are eligible for charitable receipts. If you are unsure whether the event or any aspect qualifies for a charitable receipt, reach out to your GCWCC Local Manager for guidance.

5. Event platforms

You must consult with your GCWCC Local Manager to determine which web-based event platforms will be used. You will likely need to consult with your own workplace's IT security team as well to ensure that employees can access the platforms.



Note

You are not allowed to create or use web-based platforms not offered by your GCWCC Local Manager without prior approval.

6. Data security

Any digital platforms used to host an event must host the data in Canada and comply with the Direction for Electronic Data Residency.



Questions?

Reach out to the National Office Team at team-equipe@gcwcc-ccmtgc.com